

ANTECEDENTS OF CUSTOMER SATISFACTION AND PURCHASE INTENTION IN PAMELLA SUPERMARKET

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



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UNIVERSITAS ISLAM INDONESIA
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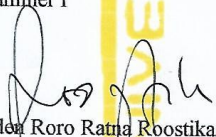
A BACHELOR DEGREE THESIS

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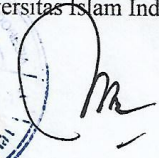
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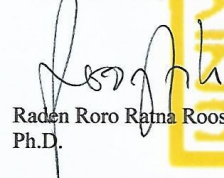
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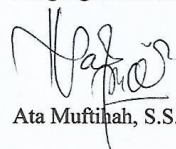
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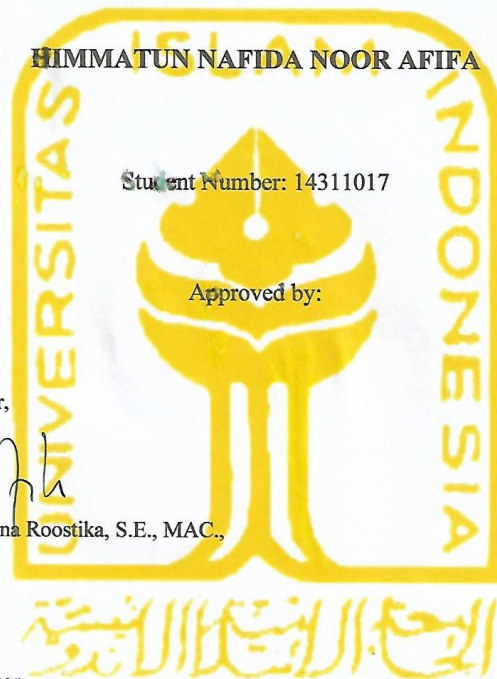
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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

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Yogyakarta, October 15, 2018



Himmatun Nafida Noor Afifa

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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TABLE OF CONTENTS

| | |
|--|------|
| TITLE PAGE | i |
| APPROVAL PAGE | ii |
| LEGALIZATION PAGE | iii |
| DECLARATION OF AUTHENTICITY | iv |
| ACKNOWLEDGMENTS | v |
| TABLES OF CONTENTS | viii |
| LIST OF TABLES | xi |
| LIST OF FIGURES | xii |
| LIST OF APPENDICES | xiii |
| ABSTRACT (in English) | xiv |
| ABSTRAK (in Bahasa Indonesia) | xv |
| CHAPTER I: INTRODUCTION | 1 |
| 1.1 Background of Study | 1 |
| 1.2 Problem Formulation | 7 |
| 1.3 Research Objectives | 7 |
| 1.4 Research Limitations | 8 |
| 1.5 Research Contributions | 8 |
| 1.6 Systematics of Writing | 9 |
| CHAPTER II: LITERATURE REVIEW | 11 |
| 2.1 Introduction | 11 |
| 2.1.1 Advertising Campaign Familiarity | 12 |
| 2.1.2 Perceived Service Oriented Employee Behavior | 13 |

| | |
|--|----|
| 2.1.3 Physical Environment | 14 |
| 2.1.4 Customer Satisfaction | 15 |
| 2.1.5 Purchase Intention | 17 |
| 2.2 Conceptual Framework of the Study | 18 |
| CHAPTER III: RESEARCH METHOD | 19 |
| 3.1 Type of Study | 19 |
| 3.2 Population and Sample | 19 |
| 3.3 Data Collection Technique | 20 |
| 3.4 Definition of Variable Operational and Measurement Research | 20 |
| 3.4.1 Independent Variable | 21 |
| 3.4.2 Mediating Variable | 23 |
| 3.4.3 Dependent Variable | 23 |
| 3.5 Validity and Reliability Test of Research Instruments | 24 |
| 3.6 Analysis Technique | 27 |
| 3.6.1 Descriptive Analysis | 28 |
| 3.6.2 Model Development Based on Theory | 28 |
| 3.6.3 Classical Assumption Test | 34 |
| CHAPTER IV: DATA ANALYSIS AND DISCUSSIONS | 36 |
| 4.1 Statistic Descriptive | 36 |
| 4.1.1 Gender | 36 |
| 4.1.2 Age | 37 |
| 4.1.3 Respondents Classification Based on Monthly Money Spending | 38 |
| 4.1.4 Occupation | 38 |

| | |
|--|----|
| 4.1.4 Respondents Frequency in Shopping at Pamella Supermarket | 39 |
| 4.2 Descriptive Analysis | 40 |
| 4.2.1 Advertising Campaign Familiarity | 40 |
| 4.2.2 Perceived Service Oriented Employee Behavior | 42 |
| 4.2.3 Physical Environment | 43 |
| 4.2.4 Customer Satisfaction | 44 |
| 4.2.5 Purchase Intention | 45 |
| 4.3 Reliability and Validity Analysis | 46 |
| 4.4 Goodness of Fit Measurement | 49 |
| 4.5 Hypothesis Testing (Framework Model) | 51 |
| 4.6 Result Discussion | 54 |
| 4.6.1 The Impact of Advertising Campaign Familiarity on Customer Satisfaction | 54 |
| 4.6.2 The Impact of Perceived Service Oriented Employee Behavior on Customer Satisfaction | 56 |
| 4.6.3 The Impact of Physical Environment on Customer Satisfaction | 57 |
| 4.6.4 The Impact of Customer Satisfaction on Purchase Intention | 59 |
| CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS | 61 |
| 5.1 Conclusion | 61 |
| 5.2 Research Limitations | 62 |
| 5.3 Recommendations | 62 |
| REFERENCES | 64 |
| APPENDICES | 69 |

LIST OF TABLES

| | |
|--|----|
| Table 3.1 Validity and Reliability for Pilot Test | 25 |
| Table 3.2 Goodness of Fit Index | 34 |
| Table 4.1 Respondents' Gender Classification | 37 |
| Table 4.2 Respondents' Age Classification | 37 |
| Table 4.3 Respondents' Monthly Money Spending | 38 |
| Table 4.4 Respondents' Occupation | 38 |
| Table 4.5 Respondents' Frequency of Shopping | 39 |
| Table 4.6 Descriptive Analysis of Advertising Campaign Familiarity | 41 |
| Table 4.7 Descriptive Analysis of Perceived Service Oriented Employee Behaviour | 42 |
| Table 4.8 Descriptive Analysis of Physical Environment | 43 |
| Table 4.9 Descriptive Analysis of Customer Satisfaction | 44 |
| Table 4.10 Descriptive Analysis of Purchase Intention | 45 |
| Table 4.11 Validity and Reliability Test (AMOS) | 47 |
| Table 4.12 Goodness of Fit Analysis | 49 |
| Table 4.13 Hypothesis Testing Result | 52 |

LIST OF FIGURES

| | |
|---|----|
| Figure 1.1 Contributions and Growth of Modern Retail | 2 |
| Figure 1.2 Growths of Food and Non Food in 2018 | 3 |
| Figure 1.3 Growths of Beverages and Indulgences in 2018 | 3 |
| Figure 1.4 Growth of Pharmaceutical in 2018 | 4 |
| Figure 2.1 Conceptual Framework | 18 |
| Figure 4.1 Result of Research | 51 |

LIST OF APPENDEDICES

| | |
|---|----|
| Appendix A: Research Questionnaire | 69 |
| Appendix B: Validity and Reliability Test of SPSS (Pilot Test) | 71 |
| Appendix C: Tables of Respondents' Characteristics and Classification | 77 |
| Appendix D: Validity and Reliability Test of AMOS | 79 |
| Appendix E: Descriptive Analysis | 85 |
| Appendix F: Output of Full Model Analysis of AMOS | 87 |

ANTECEDENTS OF CUSTOMER SATISFACTION AND PURCHASE INTENTION IN PAMELLA SUPERMARKET

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ABSTRACT

Retail industry consumers around the world are now undergoing a massive business transformation. In the rapid flow of change, retail stores must be able to adapt their business in the next few decades. The future of the retail industry will only be grasped by business actors who continue to update their business and refuse to surrender in the flow of competition. Therefore, managers should constantly align marketing stimuli in ways that help create, maintain and sustain competitive advantage. This study aims to provide a more complete view of the role of marketing stimuli such as advertising campaign familiarity, perceived service-oriented employee behavior, and physical environment in improving purchase intention through customer satisfaction. This research was conducted in Yogyakarta. The data were collected using questionnaire based on Likert Scale and distributed via both online and offline of 242 customers who have purchased in Pamella Supermarket. The data was then analyzed by using Structural Equation Modeling analysis with the helping of SPSS and AMOS. The result of this study found that perceived service-oriented employee behavior and physical environment positively and significantly affected customer satisfaction. While advertising campaign familiarity does not significantly affect customer satisfaction. Furthermore, customer satisfaction had positive influence toward purchase intention.

Keyword: *Advertising Campaign Familiarity, Perceived Service-oriented Employee Behavior, Physical Environment, Customer Satisfaction, Purchase Intention*

PENYEBAB KEPUASAN DAN NIAT BELI PELANGGAN DI PAMELLA SUPERMARKET

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ABSTRAK

Konsumen industri ritel di seluruh dunia kini sedang menjalani transformasi bisnis besar-besaran. Dalam arus perubahan yang cepat, toko ritel harus dapat menyesuaikan bisnis mereka dalam beberapa dekade mendatang. Masa depan industri ritel hanya akan dipahami oleh pelaku bisnis yang terus memperbarui bisnis mereka dan menolak untuk menyerah dalam arus persaingan. Oleh karena itu, manajer harus selalu menyelaraskan rangsangan pemasaran dengan cara yang membantu menciptakan, memelihara dan mempertahankan keunggulan kompetitif. Penelitian ini bertujuan untuk memberikan pandangan yang lebih lengkap tentang peran rangsangan pemasaran seperti keakraban kampanye iklan, persepsi perilaku karyawan yang berorientasi layanan, dan lingkungan fisik dalam meningkatkan niat pembelian melalui kepuasan pelanggan. Penelitian ini dilakukan di Yogyakarta. Data dikumpulkan menggunakan kuesioner berdasarkan Skala Likert dan didistribusikan melalui online dan offline dari 242 pelanggan yang telah membeli di Pamela Supermarket. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling dengan bantuan SPSS dan AMOS. Hasil dari penelitian ini menemukan bahwa persepsi perilaku karyawan yang berorientasi layanan dan lingkungan fisik secara positif dan signifikan mempengaruhi kepuasan pelanggan. Sedangkan keakraban kampanye iklan tidak berpengaruh signifikan terhadap kepuasan pelanggan. Selanjutnya, kepuasan pelanggan memiliki pengaruh positif terhadap niat beli.

Kata Kunci: *Kampanye Iklan, Perilaku Karyawan Berorientasi Layanan,*

Lingkungan Fisik, Kepuasan Pelanggan, Niat Beli

CHAPTER I

INTRODUCTION

1.1 Background of Study

Along with the growth of globalization era, many challenge happen, which requires many parties to be more dynamic especially in business world. As the impacts of globalization, the crisis of global economic become wider thus the competitive among business area are tight especially in retail service sector. Retail industry consumers around the world are now undergoing a massive business transformation. In the rapid flow of change, retail stores should be able to adapt and keep updating their business in the next few decades. The future of the retail industry will only be grasped by business actors who continue to update their business and refuse to surrender in the flow of competition.

In keeping with the economic changes in urban area, lifestyles are also changing. Consumers are looking for a sure price, guaranteed quality, guaranteed stock, and convenient store. Modern retail growth in Indonesia is in line with that in other countries and continents. Competition between modern retailers is increasing because there is always a continuous innovation (The Nielson Company, 2017). The figure below is a map of retail growth in Indonesia in 2018:

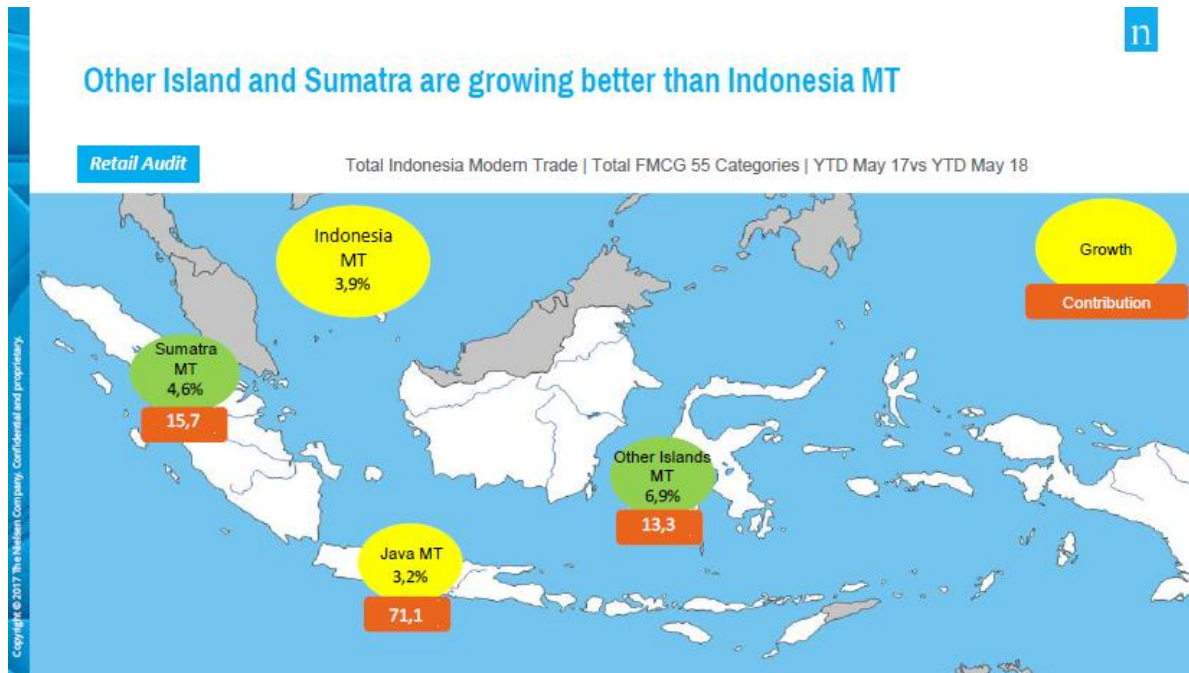


Figure 1.1 – Contribution and Growth of Modern Retail (The Nielsen Company, 2018)

According to the result of Nielsen research about Indonesian growth of modern trade in 2018, modern trade in Java only contributes 71.1 with 3.2% growth. This figure shows that other island and Sumatra are growing better than Java, which means Java has the lower growth in contributing modern trade to Indonesia. Thus, from this case, it is a challenge for manager to enhance the company growth. In order to maintain sustained competitiveness within an uncertain environment, managers should constantly align marketing stimuli in ways that help create, maintain and sustain competitive advantage. Hence, this research aims to investigate the effects of marketing stimuli on purchase intentions through customer satisfaction.

This research was conducted in Daerah Istimewa Yogyakarta (DIY). Due to the increasing number of population and high economic activity scale, Yogyakarta has the title as a metropolitan city. According to the Central Bureau of Statistics of DIY (2018), DIY economy in 2018 grew 5.36 percent larger than in 2017. The largest share of DIY economic growth in 2018 from the expenditure side is contributed by household

consumption components. It shows the increasing public consumption of household appliances as proved by Nielsen Company research about household consumption growth in Indonesia in 2018, the figures are below:

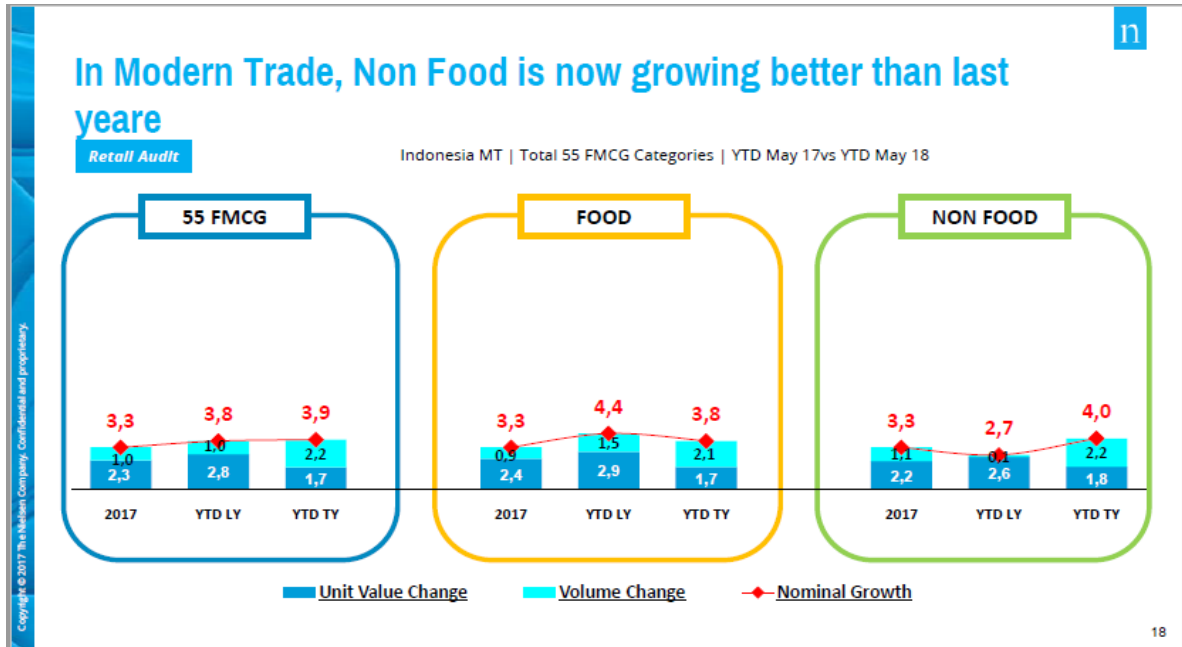


Figure 1.2 – Growth of Food and Non Food in 2018 (The Nielsen Company, 2018)

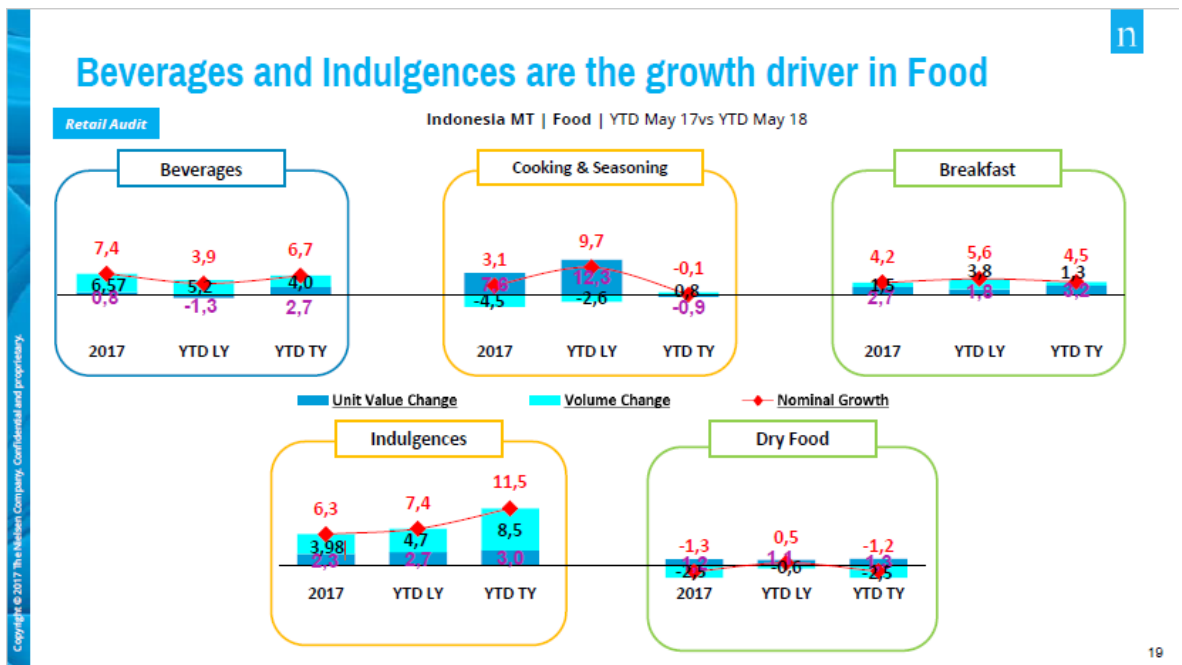
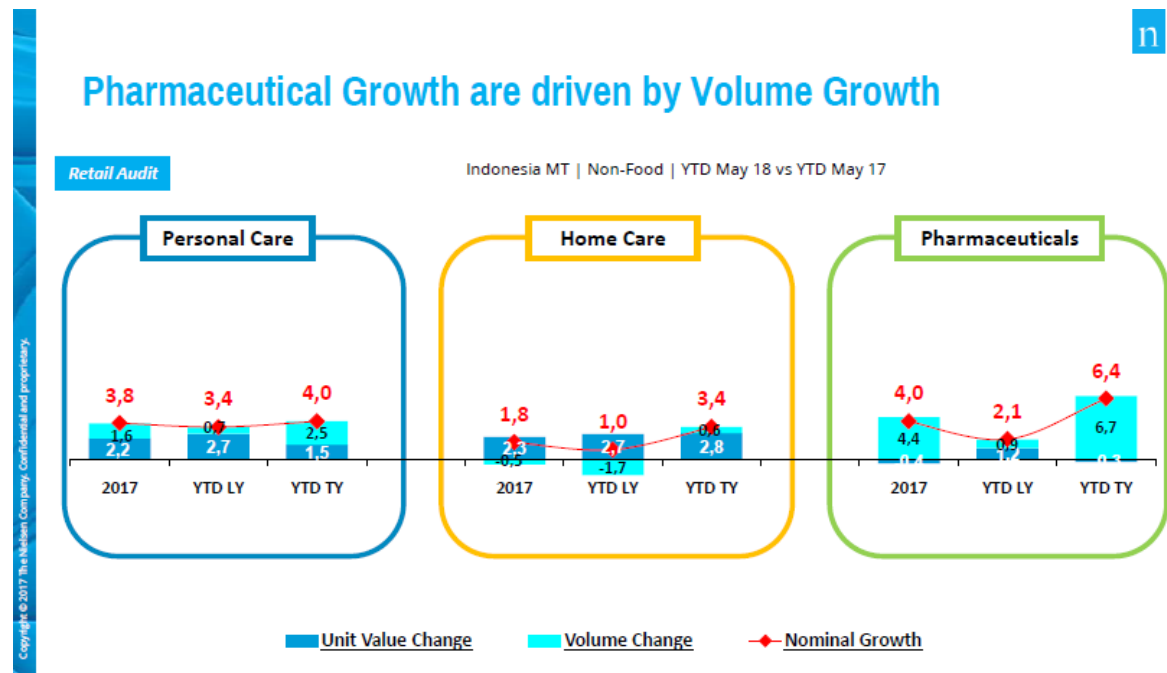


Figure 1.3 – Growth of Beverages and Indulgences in 2018 (The Nielsen Company, 2018)



20

Figure 1.4 – Growth of Pharmaceutical in 2018 (The Nielsen Company, 2018)

Based on figures above, supermarket is the most desirable places because of the completeness and quality of its products. Moreover, it is considered more convenient for shopping. Thus, with high demand and interest in public spending, every supermarket competes to gain competitive advantage. Based on those backgrounds, researcher chooses Pamella Supermarket as research object because Pamella is one of the biggest local supermarket in Yogyakarta that requires better marketing stimuli in order to increase purchase intention and compete with other competitors by maintaining and sustaining competitive advantage.

In this study, there are several antecedents that play important roles in affecting customer satisfaction then influence customer purchase intention, which is marketing stimuli that consist of advertising campaigns, perceived service-oriented employee behaviors and physical environments. According to de Chernatony and Cottam (2006), service executives and managers need to understand and manage their brand building processes effectively via appropriate marketing stimuli such as advertising campaigns, perceived service-oriented employee behaviors and physical environments. Marketing

stimuli play an important role in facilitating consumer motivation and, thus, affecting customer loyalty (Erdem, 1998; Yim and Kannan, 1999).

Moreover, Oliver (1999) defined customer loyalty as a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, although there is influences which has potential to cause switching behavior. Thus, this study attempts to provide a more complete view of the role of marketing stimuli in improving purchase intention trough customer satisfaction.

It has known that advertising campaigns are the groups of advertising messages which are expected to share same messages and themes placed in different types of medias at some fixed times. The objective of an advertising campaign is to inform people about the product then convince them to buy the product and make the product available to the customers. Sometimes the advertising were success while sometimes not, although there are negative effects of advertising on brand switching many companies still invest heavily in maintaining or extending advertising budgets, promotions and special events. This view supports the work of Tellis (1988) and Hsu and Chang (2003) who revealed not only the positive role of advertising in brand switching but also in repeat purchasing. Furthermore, consumers may anticipate that repetitive advertising is related to product or service quality.

Besides advertising campaign stimuli, the role of service-oriented employee behaviors is also important to influence customer purchase intention. According to Gatignon and Xuered (1997), service-oriented employee behavior is defined here as the application of employees' specialized activities to identify, analyze, understand and respond to customer needs. Service-oriented employee behaviors are about an interest in serving customers but are not a part of the employee's formal job description. Moreover,

customer orientation behavior will be related to customer evaluations of the quality of service by service provider. In sum, employee behaviors oriented is important toward satisfying customers then will affect customer purchase intention.

According to Bitner (1992), physical environment is defined as physical factors that can be controlled by a firm. Consistent with Bitners' study, physical environment consists of three components: ambient conditions, spatial layout and functionality and symbols. These factors play a vital role in providing physical cues of service quality to customers (Lovelock, 1991; Han and Ryu, 2009). Additionally, ambient condition means manifest by sight, sound, smell, touch, and temperature; five human senses; e.g., leather chairs in the lobby, cartoon characters in children's hospital, music at a coffee shop. While spatial layout and functionality is how furniture, equipment, and office spaces are arranged; also streets, parking lots, stadiums, etc. In addition, symbols means explicit signals that communicate an image of the firm; e.g., diplomas hanging on the wall in a medical clinic, company logos and uniforms, artwork, mission statements. From the explanation above it proved that how important physical environment for customer in order to experience company's service.

The last important thing is customer satisfaction. According to Cronin (2000), customer satisfaction is conceptualized as a customer's overall evaluation of a product or service in terms of whether that product or service has met their needs and expectations as the result of customer perception of the value received. Moreover, Bearden and Teel (1983, p. 21) argued that customer satisfaction is important to the marketer because it is generally assumed to be a significant determinant of repeat sales, positive word of mouth, and customer loyalty. In addition, Anderson and Sullivan (1993) have also argued that the more satisfied the customers, the greater is their retention. It shows that

customer satisfaction have been recognized as playing a crucial role for success and survival in today's competitive market.

From the explanation above, advertising campaigns, service-oriented employee behaviors and physical environments can be the marketing stimuli for the marketer to encourage them doing an advertising, which attracts more customers to purchase. A better understanding of changes in transaction share (traditional vs digital transactions) is crucial for successful exchanges and underpins service performance. As consumer behavior may change rapidly, services should be redesigned such that quality can be enhanced. Therefore, practitioners should seek to understand which marketing activities are contextually relevant and how they can be applied. This may be the most effective way to enhance purchase intentions and, in turn, actual purchase.

1.2 Problem Formulation

Based on the research background that has been explained, here are the problem formulations of this research, as follows:

1. Does advertising campaign familiarity positively related to customer satisfaction?
2. Does perceived service-oriented employee behavior positively related to customer satisfaction?
3. Does physical environment positively related to customer satisfaction?
4. Does customer satisfaction positively related to purchase intention?

1.3 Research Objectives

Based on the research background that has been explained, here are the research objectives, as follows:

1. To describe whether advertising campaign familiarity has a positive relation to customer satisfaction

2. To describe whether perceived service-oriented employee behavior has a positive relation to customer satisfaction
3. To describe whether physical environment has a positive relation to customer satisfaction
4. To describe whether customer satisfaction has a positive relation to purchase intention

1.4 Research Limitations

Due to some conditions and existing limitations during this research process, there were several limitations of this research, as follows:

1. This research only took customers who have made purchasing activities at Pamella Supermarket in DIY region.
2. This research focused on variables that affect purchase intention through customer satisfaction which are advertising campaign familiarity, perceived service-oriented employee behavior and physical environment.

1.5 Research Contributions

1.5.1 Theoretical Benefits

This research helps to explain an overview of the theoretical framework of the role of marketing stimuli, which are advertising campaign familiarity, perceived service-oriented employee behavior, physical environment in improving purchase intention with customer satisfaction, and provide important strategic implications contributing to the Internet marketing literature.

1.5.2 Practical Benefits

This research will help companies to enhance the company growth and maintain competitive advantage. Especially it helps the managers to consider the concept of how to increase purchase intention in retail services. Moreover, this research helped marketing department to have better understanding about an important role from a variety of service sector in satisfying the customer, thus purchase intention will increase automatically.

1.6 Systematics of Writing

The systematical writing of this research consists of five chapters where each chapter consists of several sections, as follow:

Chapter I: INTRODUCTION

This chapter discusses the background of the research, the formulation of the problems, the limitation of the research, the purpose of the research, the contribution of research, and systematic research.

Chapter II: LITERATURE REVIEW

This chapter exhibits the theoretical foundation of advertising campaign familiarity, perceived service-oriented employee behavior, physical environment, customer satisfaction and purchase intention. In addition, there are research hypotheses and the framework of the research provided.

Chapter III: RESEARCH METHOD

This chapter explains the models and methods used in this research, population and sample, sampling technique, the variables of the research and the testing methods used.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter shows data analysis and discussion of the results obtained from statistical calculations using theoretical concepts and interpretation of research on theories that already exist.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions on the results of the analysis and calculation of data obtained from the research. In addition, this chapter also describes the limitations of the research conducted, and recommendation which can be used for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

In this study, there are several antecedents that play an important role in affecting customer satisfaction then influence customer purchase intention, which is marketing stimuli that consist of advertising campaigns familiarity, perceived service-oriented employee behaviors and physical environments. According to de Chernatony and Cottam (2006), service executives and managers need to understand and manage their brand building processes effectively via appropriate marketing stimuli such as advertising campaigns, perceived service-oriented employee behaviors and physical environments. Marketing stimuli play an important role in facilitating consumer motivation and, thus, affecting customer loyalty (Erdem, 1998; Yim and Kannan, 1999). Moreover, Oliver (1999) defined customer loyalty as a deeply held commitment to rebuy a preferred product/service consistently in the future, thereby causing repetitive same-brand purchasing, although there is influences which has potential to cause switching behavior. Therefore, the purpose of this research is to explore the impact of marketing stimuli in improving purchase intention trough customer satisfaction. As studies have reported a direct effect of consumer satisfaction on purchase intention (Reichheld and Teal, 1996; Zeithaml et al., 1996; McQuitty et al. , 2000).

Subsequently, the researcher hypothesized that customer purchase intention is influenced by marketing stimuli trough customer satisfaction as mediating variable. Furthermore, the following literature reviews attempt to demonstrate and discuss previous studies to support the hypotheses. In order to make it clear, the literature

review will be started by analyzing advertising campaign familiarity, perceived service-oriented employee behavior, and physical environment. Then, this chapter will present the explanation about customer satisfaction and purchase intention.

2.1.1 Advertising Campaign Familiarity

Kirmani and Wright (1989, p. 344) defined ad campaigns as an indication of an underlying variable called perceived advertising effort, which people typically interpret as a sign of a marketer's confidence in a (new) service or product's success. In line with this observation, it could also be argued that ad campaigns may be the most appropriate form of brand communications in terms of underpinning quality perceptions. Depending on the type of displaying ads, campaigns can be of the form as branding or direct response (Aksakalli, 2012). Branding refers to long-term advertisement investments in order to maximize the reach of the campaign; while direct response more focused on the immediate responses to maximize the revenue obtained when customers reach banners (Aksakalli, 2012).

Furthermore, advertising campaigns have several objectives such as awareness, attitude and sales (Pradeep and Danny, 1986). In fact R.J. Johnston (1986) showed that awareness is the key idea of an advertising campaign. It is obvious that the more the awareness level of targeted population, the more the sales. Awareness ability is directly related to the diffusion of product information. Besides ad campaigns objectives, Ha and Muthaly (2008) noted that in the financial services sector, ad campaigns play an important role in facilitating behavioral activities. Despite both positive and negative effects of advertising on brand switching (Deighton *et al.*, 1994), many companies invest heavily in maintaining or extending advertising budgets, promotions and special events (Kitchen, 2010). As supported by

Constant contact (2013) customer satisfaction will result because a well-educated customer uses products and services to their best advantage. Thus, advertising campaign familiarity is viewed as one major influence on customer satisfaction (Moorthy and Zhao, 2000). Therefore, this study proposes the following hypothesis:

H1: Advertising campaign familiarity is positively related to customer satisfaction

2.1.2 Perceived Service-Oriented Employee Behavior

In the literature, service orientation has been defined from two differing perspectives: the organizational level and the individual level (Homburg, Hoyer and Fassnacht, 2002; Saura et al., 2005). At an organizational level, service orientation is more of a strategic business philosophy (Lytle, Hom and Mokwa, 1998; Yoon, Choi and Park, 2007), focusing on what management of an organization considers is important for high quality service to be delivered (Chung and Schneider, 2002). At an individual level, service orientation relates to the behaviors of employees performing service roles (Gwinner et al., 2005; Hogan, Hogan and Busch, 1984). More specifically, individual service orientation behaviors are behaviors that an employee considers are important for high quality service to be delivered (Chung and Schneider, 2002). According to Gatignon and Xuered (1997), service-oriented employee behavior is defined here as the application of employees' specialized activities to identify, analyze, understand and respond to customer needs.

Furthermore, employees are defined as service providers who make a connection between the customer and the establishment (Bitner, 1995) and are the most important elements that represent the establishment in the eye of customers (Paulin et al., 2000). High employee performance is required to generate customer satisfaction by meeting or exceeding the customer's expectations (Emery and Fredendall, 2002). Thus, differences in the attitudes and behaviors of the employee

in the customer-employee encounter cause reactions and decisions by customers, resulting in a change in customer satisfaction (Turkay and Sengul, 2014). This statement is also revealed by Berry and Lampo (2004) who noted that employee behavior was the most influential factor in shaping customer's perceptions of their high and low preference. Which customer's perceptions is part of customer's perceived value.

Many researchers found that customer-contact employees' attitudes and behaviors influence customer satisfaction (Bowen and Schneider, 1985; Parasurman, 1987; Crosby and Stephens, 1987; Bitner et al., 1990; Grönroos, 1990; Schneider et al., 1992; Podsakoff and Mackenzie, 1994; Hartline and Ferrell, 1996; Kelley and Hoffman, 1997; Barroso et al., 2004; Dean, 2004). It has been shown that customer's assessment of employee's service performance has been found to have a strong effect on customer satisfaction (Keaveney 1995; Mohr and Bitner 1995). This statement is strengthened by Kreppa *et al.* (2003) who showed that customer perceptions of a firm's service-oriented employee behavior significantly impact customer satisfaction. Therefore, the following hypothesis is suggested:

H2: Perceived service-oriented employee behavior is positively related to customer satisfaction

2.1.3 Physical Environment

The researcher also suggested that physical environments has an important role in influencing customer purchase intention because consumers cannot directly experience services without forming an opinion of the environment in which exchanges occur. According to Bitner (1992), physical environment is defined as physical factors that can be controlled by a firm. Consistent with Bitners' study, physical environment consists of three components: ambient conditions, spatial

layout and functionality and symbols. Ambient conditions are various elements such as color, light, temperature, noise, music and all which might have an impact on the customer's five senses, their perception as well as their response to the environment. Spatial layout is the design and arrangement of buildings, equipment, and furniture according to the needs of the service delivery process. Decoration and orientation signals are visual symbols used to create an appropriate atmosphere toward customers during the service encounter (Lovelock, 1991; Han and Ryu, 2009).

In addition, the customer's reactions to the physical environment might be cognitive, physiological and emotional (Bitner, 1992). At the cognitive level, customer finds in the physical environment various non-verbal communication signal which communicate to him/her on the service offering's value. For example, when customers visit the supermarket to shop for the first time, then the interior design of the store is interesting, customers are easy to find products and the shopping area are clean. It might be indicators of the firm's success on its service charge because it may induce shopping pleasure and create customer's positive mood, then it will influence customer's attitude and behavior toward the service provider. Hence, the physical environment may cause customers emotional reaction, which also affects his/her satisfaction and purchase behavior. Further, Bitner (1990) and Harrell (1980) revealed that the physical environment is another contact element which may have a strong impact on the customer's satisfaction. Therefore, the hypothesis is as follows:

H3: Physical environment is positively related to customer satisfaction

2.1.4 Customer Satisfaction

In general definition, satisfaction is the consumer's fulfillment response, the degree to which the level of fulfillment is pleasant or unpleasant (Oliver, 2009). Howard and Sheth (1969) then defined customer satisfaction as whether they can reach a satisfied psychological state after comparing what they paid for the product and what they gained. In this customer-oriented era, all enterprises pursue customer satisfaction as essential to gaining sustainable growth and competitive advantages (Deng et al., 2010; Udo et al., 2010). That is, higher cumulative satisfaction can lead to higher repeat-purchase intention and frequency (Maxham and Netemeyer, 2002; Seiders et al., 2005).

Oliver (1997, (p. 13) considered satisfaction as consumer's fulfillment response and defined it as, "the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with a consumer's prior feelings about the consumer experience". Johnson et al. (1996) describe two basic conceptualizations of satisfaction, they are transaction-specific and cumulative. Transaction-specific satisfaction is a customer's temporary evaluation of a particular product or service experience, while cumulative satisfaction describes the total consumption experience of a product up to date.

The above research literature shows that, customer satisfaction is related to customer expectation; customer expectations include a company's tangible service commitments, intangible service commitment, and past purchase experience and these form the basis to form customer expectation standards. Hence, one of the key constructs predicting behavioral intentions is overall satisfaction. While it can be argued that many prior studies have already investigated the direct effect of customer satisfaction (Reichheld and Teal, 1996; Zeithaml et al., 1996; McQuitty et al., 2000) on purchase intentions. Therefore it is hypothesized as follow:

H4: Customer satisfaction is positively related to purchase intention.

2.1.5 Purchase Intention

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinez et al. (2007) defined purchase intention as a situation where consumer tends to buy a certain product in certain condition. In other words, when customers have intention to buy certain product it is called as purchase intention (Blackwell, Miniard & Engel, 2006). Furthermore, purchase intention is also defined as the implied promise to someone to buy the product again whenever one makes next trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Purchase intention depicts the impression of customer retention.

According to Johnson (2006) and Oliver (2009), purchase intention is an important concept in the marketing literature. This statement is strengthened by Tsiotsou (2006) who stated that marketing managers are interested in consumers' purchase intentions in order to forecast the sales of existing and/or new products and services as well as to aid marketing decisions related to the product demand for new and existing products, market segmentation and promotional strategies.

Finally, Schiffman and Kanuk (2004) pointed out that the function of purchase intention is to measure the possibility of buying certain product by the consumer. In addition, Keller (2001) indicated that purchase intention can be stated as a key indicator to predict consumption behavior. Therefore, through consumption

behavior marketer could understand the preference of customers in order to improve performance of the company in the future.

2.2 Conceptual Framework of the Study

This research is conducted based on the research that had been done by Hong-Youl Ha, Raphaël K. Akamavi, Phillip J. Kitchen, and Swinder Janda (2014). Therefore, the conceptual framework can be drawn up as follows:

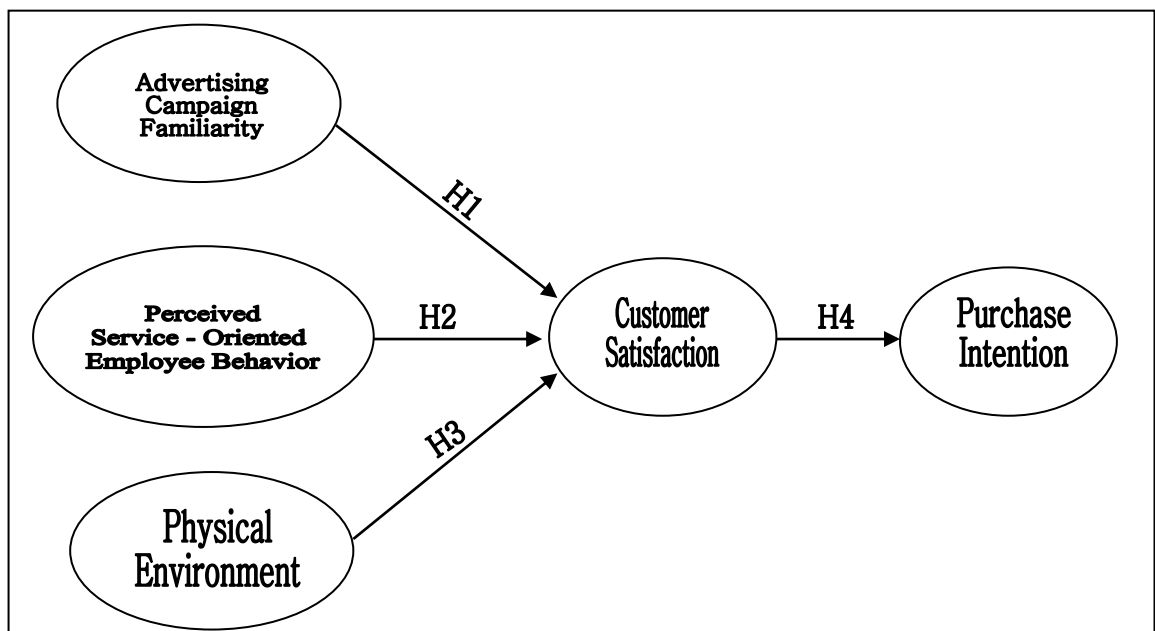


Figure 2.1 - Conceptual Framework

In this research study framework, the researcher found out several variables to support this study. The independent variable of this study consists of advertising campaign familiarity, perceived service-oriented employee behavior, and physical environment. The mediating variable of this research is customer satisfaction. The dependent variable of this study consists of purchase intention.

CHAPTER III

RESEARCH METHOD

3.1 Type of Study

This research can be classified as causal study. The goal is to test hypotheses about cause-and-effect relationship. This study attempts to find the correlation and/or relationship among advertising campaign familiarity, perceived service-oriented employee behavior, physical environment, customer satisfaction and purchase intention. The test results are expected to examine those variables to verify their relationships, providing better understanding of effective marketing stimuli in retail service. The approach used in this research was quantitative approach, conducted by spreading questionnaire as the research instrument and used Likert scale as the itemized rating scale to assess data from respondents who were customers of Pamella Supermarket DIY.

3.2 Populations and Sample

Population is the scope or magnitude characteristic of the whole object under study. In this research, the population is the people who has purchased or customers of Pamella Supermarket in DIY. The sample is the amount of certain characteristics of the part of the population that has the same characteristics in the population. This research plans to distribute as many as 175 respondents based on the minimum requirements from Hair (2010) by filling out the questionnaires, while the selection of respondents was done by convenient sampling.

3.3 Data Collection Technique

This research is a quantitative research and the data collection method of this study is using primary data. Primary data is data that are directly gathered from the object of study (Zikmund, Babin, Carr, & Griffin, 2009). Closed question will be used in the questionnaire that consists of 36 questions items which were divided into 5 variables. The data will be distributed directly to respondents by using print-out questionnaire or spread online by using Google forms. The research uses accidental sampling data collection method since this study needs respondents that have been purchased in Pamella Supermarket.

3.4 Definition of Variable Operational and Measurement Research

The variables analyzed in this study are advertising campaign familiarity, perceived service-oriented employee behavior, and physical environment as the independent variable, customer satisfaction as the mediating variable, and purchase intention as the dependent variable. Then, to measure those variables, this study is using Six-Points Likert Scale, where score (1) indicates Strongly Disagree and score (6) indicates Strongly Agree. The underlying reason why the researcher choose 6-point Likert scale was to avoid neutral answer. The options consist of:

- a. Strongly Disagree (DS)
- b. Disagree (D)
- c. Rather Disagree (RD)
- d. Rather Agree (RA)
- e. Agree (A)
- f. Strongly Agree (SA)

The questionnaire was translated into *Bahasa Indonesia* in order to help the respondents understand the language better.

3.4.1 Independent Variable

3.4.1.1 Advertising campaign familiarity

Kirmani and Wright (1989, p. 344) defined advertising campaigns as an indication of an underlying variable called perceived advertising effort, which people typically interpret as a sign of a marketer's confidence in a (new) service or product's success. This variable is measured by the following indicators which are adopted from the research of Rory Francis Mulcahy (2018):

- a. The advertisements of Pamella Supermarket are seen frequently (e.g., advertisement in newspaper, instagram, etc.)
- b. I feel attracted to the advertisement of Pamella Supermarket
- c. The advertisement of Pamella Supermarket increases my curiosity towards the company and the product
- d. The advertisements of Pamella Supermarket are informative

3.4.1.2 Perceived service-oriented employee behavior

Service-oriented employee behavior is defined here as the application of employees' specialized activities to identify, analyze, understand and respond to customer's needs (Gatignon and Xuered, 1997). This variable is measured by the following indicators which adopted from the research of Michael J. Martin (2016):

- a. Employees are always willing to help me.
- b. Employees are never too busy to respond my requests.
- c. Employees have sufficient knowledge to assist my questions.
- d. Employees understand the information of goods that I need.

- e. Employees are honest to me.
- f. Employees are trustworthy by me.
- g. Employees are friendly to me.

3.4.1.3 Physical environment

Physical environment is defined as physical factors that can be controlled by a firm (Bitner, 1992). According to Bitner (1990) and Lovelock (1991), physical environment reflects company understanding of consumer-purchase environmental needs and preferences in the purchase environment. Thus, companies strive to deliver physical factors such as store facilities design and quality of staff, as well as employees that help underpin purchase and repeat custom (Tsai, 2001). This variable is measured by the following indicators which are adopted from the research of Marlene Amorim and Fatemeh Bashashi (2014):

- a. Easiness of access to the store
- b. Easiness to find the products
- c. The availability of parking spaces
- d. The mushola of Pamella Supermarket is clean
- e. The availability of playground
- f. The toilet of Pamella Supermarket is clean
- g. The availability of ATM machine
- h. Interesting store layout and arrangement of products
- i. Interesting interior furnishing in Pamella Supermarket
- j. The availability of online transportation counter
- k. The store of Pamella Supermarket is clean.

3.4.2 Mediating Variable

3.4.2.1 Customer Satisfaction

Customer satisfaction is conceptualized as a customer's overall evaluation of a product or service in terms of whether that product or service has met their needs and expectations as the result of customer perception of the value received (Cronin *et al.*, 2000). This variable is measured by the following indicators which are adopted from the research of Marlene Amorim and Fatemeh Bashashi (2014):

- a. I am satisfied with various programs/events conducted by Pamella Supermarket (e.g., khitanan massal, jalan sehat, ect.)
- b. I am satisfied with the stock availability of products
- c. I am satisfied with the guarantee of product quality
- d. I am satisfied with the guarantee of product possibility of returns
- e. I am satisfied with the offer of a wide assortment and variety of product
- f. I am satisfied with the offer of free choice of alternatives for payment (e.g., in cash, via store card, credit card, debit card, etc.)
- g. I am satisfied with Pamella's promotion offer (e.g., special discount, lucky draw, discounts, voucher, etc)

3.4.3 Dependent Variable

3.4.3.1 Purchase Intention

According to Oliver (1999), creating purchasing intentions as a key to brand loyalty depends on meeting customer needs more effectively and efficiently than competitors and can be explained by the expectancy-

disconfirmation paradigm as satisfaction can be derived from the performance of a useful function or from intrinsically pleasing properties (Mano and Oliver, 1993). Moreover, Purchase intention is also related to repurchase or propensity to stay with a service provider. This variable is measured by the following indicators which are adopted from the research of Ying-Feng Kuo, Tzu-Li Hu & Shu-Chen Yang (2012):

- a. I say positive things about Pamella Supermarket to other people
- b. I think it is worth to purchase goods at Pamella Supermarket
- c. I consider purchasing goods at Pamella Supermarket as a pleasant experience
- d. I would continue to purchase at Pamella Supermarket even though the goods prices increase somewhat
- e. I will not purchase at other supermarket as the things I need are available at Pamella Supermarket
- f. I can enjoy more benefits from shopping at Pamella Supermarket than other supermarket

3.5 Validity and Reliability Test of Research Instruments

In this study, the function of validity test is an indicator to measure and analyze whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important factor in determining the quality of the research result. The indicator can be said as valid, if the corrected item total correlation is greater than critical value for validity coefficient (0.30) or equal to 0.30 (≥ 0.30). But if the validity coefficient of one item

is less than the critical value for validity coefficient (0.30), the item is considered invalid or failed.

Moreover, reliability test is designed to find out the consistency of the measurement tools. Reliability test is conducted with SPSS by putting all questions in SPSS to be analyzed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach (α) is ≥ 0.6 . Thus, the measurement tool of the research is claimed to be reliable to be used.

Thus, before distributing questionnaires to a sample of this research, the questionnaire will be used as a data collection tool that will be tested for validity and reliability. To that end, a questionnaire that has been created will be distributed to 36 (thirty six) respondents as a pilot test. The number of the statements that were written in the questionnaire evaluated as follows:

- a. Advertising Campaign Familiarity has 4 (four) variables
- b. Perceived Service-oriented Employee Behavior has 7 (seven) variables
- c. Physical Environment has 11 (eleven) variables
- d. Customer Satisfaction has 7 (seven) variables
- e. Purchase Intention has 6 (six) variables

Table 3.1 and 3.2 below presents the result in detail regarding the validity test and reliability test using SPSS.

Table 3.1 - Validity and Reliability Test for Pilot Test

| Constructs/Indicator | Corrected Item-Total Correlation | Cronbach Alpha | Cut off Value | Status |
|---|---|-----------------------|----------------------|-----------------|
| Advertising Campaign Familiarity | | 0.9 | 0.6 | Reliable |
| (AC1) The advertisements of Pamella Supermarket are seen frequently (e.g., advertisement in newspaper, instagram, etc.) | 0.834 | | 0.3 | Valid |
| (AC2) I feel attracted to the advertisement of Pamella Supermarket | 0.86 | | 0.3 | Valid |

| | | | | |
|---|-------|--------------|------------|-----------------|
| (AC3) The advertisement of Pamella Supermarket increases my curiosity towards the company and the product | 0.826 | | 0.3 | Valid |
| (AC4) The advertisements of Pamella Supermarket are informative | 0.854 | | 0.3 | Valid |
| Perceived Service-Oriented Employee Behaviour | | 0.913 | 0.6 | Reliable |
| (SO1) Employees are always willing to help me. | 0.807 | | 0.3 | Valid |
| (SO2) Employees are never too busy to respond my requests. | 0.836 | | 0.3 | Valid |
| (SO3) Employees have sufficient knowledge to assist my questions. | 0.682 | | 0.3 | Valid |
| (SO4) Employees understand the information of goods that I need. | 0.749 | | 0.3 | Valid |
| (SO5) Employees are honest to me | 0.528 | | 0.3 | Valid |
| (SO6) Employees are trustworthy by me. | 0.744 | | 0.3 | Valid |
| (SO7) Employees are friendly to me | 0.829 | | 0.3 | Valid |
| Physical Environment | | 0.907 | 0.6 | Reliable |
| (PE1) Easiness of access to the store | 0.571 | | 0.3 | Valid |
| (PE2) Easiness to find the products | 0.805 | | 0.3 | Valid |
| (PE3) The availability of parking spaces | 0.44 | | 0.3 | Valid |
| (PE4) The mushola of Pamella Supermarket is clean | 0.75 | | 0.3 | Valid |
| (PE5) The availability of playground | 0.603 | | 0.3 | Valid |
| (PE6) The toilet of Pamella Supermarket is clean | 0.694 | | 0.3 | Valid |
| (PE7) The availability of ATM machine | 0.532 | | 0.3 | Valid |
| (PE8) Interesting store layout and arrangement of products | 0.645 | | 0.3 | Valid |
| (PE9) Interesting interior furnishing in Pamella Supermarket | 0.743 | | 0.3 | Valid |
| (PE10) The availability of online transportation counter | 0.622 | | 0.3 | Valid |
| (PE11) The store of Pamella Supermarket is clean. | 0.82 | | 0.3 | Valid |
| Customer Satisfaction | | 0.851 | 0.6 | Reliable |
| (CS1) I am satisfied with various programs/events conducted by Pamella Supermarket (e.g., khitanan massal, jalan sehat, ect.) | 0.63 | | 0.3 | Valid |
| (CS2) I am satisfied with the stock availability of products | 0.611 | | 0.3 | Valid |
| (CS3) I am satisfied with the guarantee of product quality | 0.745 | | 0.3 | Valid |
| (CS4) I am satisfied with the guarantee of product possibility of returns | 0.609 | | 0.3 | Valid |
| (CS5) I am satisfied with the offer of a wide | 0.643 | | 0.3 | Valid |

| | | | | |
|---|-------|--------------|------------|-----------------|
| assortment and variety of product | | | | |
| (CS6) I am satisfied with the offer of free choice of alternatives for payment (e.g., in cash, via store card, credit card, debit card, etc.) | 0.51 | | 0.3 | Valid |
| (CS7) I am satisfied with Pamella's promotion offer (e.g., discount, lucky draw, voucher, etc) | 0.574 | | 0.3 | Valid |
| Purchase Intention | | 0.909 | 0.6 | Reliable |
| (PI1) I say positive things about Pamella Supermarket to other people | 0.768 | | 0.3 | Valid |
| (PI2) I think it is worth to purchase goods at Pamella Supermarket | 0.863 | | 0.3 | Valid |
| (PI3) I consider purchasing goods at Pamella Supermarket as a pleasant experience | 0.793 | | 0.3 | Valid |
| (PI4) I would continue to purchase at Pamella Supermarket even though the goods prices increase somewhat | 0.682 | | 0.3 | Valid |
| (PI5) I will not purchase at other supermarket as the things I need are available at Pamella Supermarket | 0.732 | | 0.3 | Valid |
| (PI6) I can enjoy more benefits from shopping at Pamella Supermarket than other supermarket | 0.769 | | 0.3 | Valid |

The data in Table 3.1 shows that all item that have been tested are considered valid and reliable because the score of corrected item in total correlation is higher than 0.30 and the Cronbach Alpha is higher than 0.6.

3.6 Analysis Technique

This study mainly uses SPSS and AMOS to conduct data analysis. There are two steps to conduct the analysis. First, the sample data is determined by using SPSS and by conducting a pilot test among 35 respondents. Second, as mentioned in Mortazavi et al. (2014), the measurement model was examined to test reliability and validity using AMOS. Next, the structural equation model is examined to test research hypotheses and model fitness (Anderson & Gerbing, 1988).

Structural equation modeling (SEM) is uses as the technical analysis in this research, by considering the conceptual model of this research which has one

dependent variable, one mediating variables, and three independent variable. SEM analysis is a technique that allows analyzing the influence of several variables against other variable simultaneously (Ghozali, 2008). This technique is conducted to analyze the relationship among advertising campaign familiarity, perceived service-oriented, employee behavior, physical environment, customer satisfaction and purchase intention.

3.6.1 Descriptive Analysis

Descriptive analysis was done to describe the average of respondents' responds of each item in the questionnaire. Descriptive analysis is a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample (Zikmund, 2003). In addition, according to Setyosar 2010 (cited in Diella 2018) descriptive research is a kind of research that aims to explain or describe a situation, event, and object whether people, or anything associated with variable can be explained by both numbers and words.

3.6.2 Model Development Based on Theory

Structural Equation Modeling (SEM) is a very general statistical modeling technique, which is widely used in the behavioral science (Hox & Bechger, 2017). According to Bollen (cited in Diella, 2018), "SEM is sets of equations that encapsulate the relationships among the latent variables, observed variables, and error variables". The theoretical propositions on how construction is theoretically related and the direction of the significant relationship can be tested by SEM. The assessments of the model include regression analysis, path analysis and confirmatory factor analysis (Hox & Bechger: 1998).

3.6.2.1 Path Diagram and Structural Equations

According to Marcoulides and Raykov (2006), in SEM there are two types of variables, they are latent variable and observe variable. Latent variables consist of endogenous and exogenous variables. *Exogenous* is similar to independent variables and *Endogenous* is similar to dependent or outcome variables. Exogenous and endogenous variables can be observed or unobserved depend on the model being tested. Within the context of structural modeling, exogenous variables represent those constructs that exert an influence on other constructs under research and are not influenced by other factors in the quantitative model. Those constructs identified as endogenous are affected by exogenous and other endogenous variables in the model (Schreiber et al., 2006).

Furthermore, according to Stein, Morris, and Nock (2012), the system of equation can be written as a number of separate equations or with a general matrix notation. Structural Equation Model comprises two sub models, which are measurement model and structural model. First, the measurement model estimates relationships between the observed variable, also referred to as indicators and latent variable. Second, the structural model develops the relationships between the latent variables.

3.6.2.2 Choosing Input Matrix and Estimation Model

SEM procedures give more emphasis on the use of covariance than individual cases. In SEM, the difference between the sample

covariance and covariance of the predicted model are minimized. In addition, the goodness of fit model can be determined by minimizing the differences between the sample co-variance matrix and implied covariance matrix (Ghozali, 2008).

The covariance matrix has more advantages than other correlation matrix in giving comparison about validity between different population and different sample. The use of correlation is best suited if the researcher objectives are simply to understand the pattern of construct relationship, but do not describe the total variance of the construct (Ghozali, 2008).

3.6.2.3 Structural Equation Model (SEM) Identification

Structural Equation Model (SEM) identification focuses on finding unique value that can be estimated. If the unique value cannot be found, the modification of the model may be needed to identify the unique value prior to parameter estimation. There are three categories of identification in SEM (Wijanto, 2008):

- a. *Unidentified model*: A model, in which the value of estimated parameter is greater than the value of known data.
- b. *Just Identified*: A model, in which the value of estimated parameter is equal to the value of known data. Thus it can be concluded that the model has zero degree of freedom.
- c. *Over Identified*: A model, in which the estimated parameter value is smaller than the value of known data.

3.6.2.4 Goodness of Fit Criteria

There are six types of measurement in Goodness of Fit:

a. Chi-Square (X^2)

The chi-square test statistic is used for hypothesis testing to evaluate the appropriateness of a structural equation model. If the distributional assumptions are fulfilled, the chi-square test evaluates whether the population covariance matrix is equal to the model-implied covariance matrix or not.

In general, high chi-square values in relation to the number of degrees of freedom indicate that the population covariance matrix and the model-implied covariance matrix significantly differ from each other. As the residuals, the elements of empirical covariance matrix minus the model implied covariance matrix, the closer to zero, the better the model fitness. The researcher is interested in obtaining a non-significant chi-square value with associated degrees of freedom. If the p -value associated with the chi-square value is greater than 0.05, the null hypothesis is accepted and the model is regarded as compatible with the population covariance matrix. In this case, the test states that the model fits the data. However, there is still an uncertainty that other models may fit the data equally well.

b. RMSEA (Root Mean Square Error of Approximation)

Root Mean Square Error of Approximation (RMSEA) is a measurement of approximate fit in the population. RMSEA is concerned with the discrepancy due to approximation. RMSEA is estimated by the

square root of the estimated discrepancy due to approximation per degree of freedom. RMSEA is regarded as relatively independent sample size and additionally favors parsimonious models.

The RMSEA is bounded below zero. Schermelleh et al.(2003) defined a close fit as a RMSEA value which is less than or equal to 0.05. Although there is a general agreement that the value of RMSEA for a good model should be less than 0.05, an RMSEA within the range of <0.10 could still be tolerated. It can be categorized that, in the value of ≤ 0.05 is considered as a good fit, in the value between 0.05 and 0.08 is an adequate fit, and the value between 0.08 and 0.10 as a mediocre fit. While, the value of >0.10 is not acceptable.

c. GFI (Goodness of Fit Index)

The Goodness-of-Fit-Index (GFI) measures the relative amount of the variances and covariance in the empirical covariance matrix that is predicted by the model-implied covariance matrix. GFI could imply testing on how good the model fits as compared to "no model at all" (null model), or it can be said when all parameters are fixed to zero.

In some cases a negative GFI may occur. However, the usual rule is that 0.95 is an indicator of good fit relative to the baseline model, while the value which is greater than 0.90 are usually interpreted as indicating an acceptable fit (Schermelleh, et al., 2003).

d. AGFI (Adjusted Goodness of Fit)

The main function of Adjusted Goodness-of-Fit Index (AGFI) is to adjust bias as a result of model complexity. The AGFI adjusts the model's degrees of freedom relative to the number of observed variables and therefore rewards the less complex models with fewer parameters. The AGFI approaches the GFI. A rule for this index is that 0.90 is an indicator of good fit relative to the baseline model, while the value which is greater than 0.85 may be considered as an acceptable fit (Schermelleh, et al., 2003).

e. TLI (Tucker Lewis Index)

Tucker–Lewis index (TLI) is also called the *non normed fit index* (NNFI) while adjustment to the TLI is called the *relative fit index* (RFI). According to Haryono & Wardoyo (2012), TLI was originally used as a tool to evaluate the factor analysis which is later developed to SEM. This measurement combines parsimony size into comparison index between the proposed model and null model and the TLI value that ranges from 0 to 1.0. TLI recommended value is equal to or greater than 0.09.

f. CFI (Comparative Fit Index)

As mentioned by Schermelleh, et al. (2003), the Comparative Fit Index (CFI), an adjusted version of the Relative Non-centrality Index (RNI) which is developed by McDonald and Marsh (1990), avoids the underestimation of fit. This is often noted in small samples for Bentler and Bonett's (1980) Normed Fit Index (NFI).

The CFI ranges from zero to one with higher value that indicates better fit. A rule for this index is that 0.97 as an indicator of good fit relative to the independent model, while the value which is greater than 0.95 may be interpreted as an acceptable fit. The value of 0.97 seems to be more reasonable as an indication of a good model fit than the often stated cut off value of 0.95. Compared to the NNFI, the CFI is one of the fit index which is less affected by sample size (Schermele, et al., 2003).

Table 3.2 Goodness of Fit Index

| Goodness of Fit Index | Cut off Value |
|---|----------------------|
| Degree of Freedom (DF) | Positive (+) |
| X ² (Chi-Square) | Small value |
| Significance Probability | ≥ 0.05 |
| CMIN/DF | ≤ 2.00 |
| GFI (Goodness of Fit Index) | ≥ 0.90 |
| RMSEA (Root Mean Square Error of Approximation) | ≤ 0.08 |
| AGFI (Adjusted Goodness of Fit) | ≥ 0.90 |
| TLI (Tucker Lewis Index) | ≥ 0.90 |
| CFI (Comparative Fit Index) | ≥ 0.90 |

3.6.3 Classical Assumption Test

Before conducting the regression test on the research hypothesis, firstly classical assumption test including normality test, multicollinearity test, and heterocedasticity test must be performed (Sujarweni, 2014, p. 181).

Normality test is conducted to test the normality of the data distribution. This test is done by looking at the probability plots and comparing the cumulative

distribution of real data by looking at the spread of the data (points) on the diagonal axis of the graph or it can also be seen from the histogram of the residual.

Heterocedasticity test is conducted to test the variance of the regression residuals which is not equal from one observation to another observation. In regression, one of the assumptions that must be met is the variance of the residuals from observational data to the observation that others do not have a specific pattern. This same pattern is not indicated by the value that is not equal among the variance of the residuals. The symptoms of unequal variance are called heterocedasticity symptom. This test was done to look at the heterocedasticity symptom on the spread of residual variance.

Multicollinearity test is a test of assumption in the form of multiple regression analysis. Multicollinearity test is used to analyze the correlation among the independent variables. If multicollinearity symptom is found in this regression model, one-step to improve the model is to eliminate variables from the regression model, so that the model could be fit. Multicollinearity's measurement is VIF test. If $VIF < 10$ then the multicollinearity does not happen in the model (Sujarweni, 2014).

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter explains the data analysis of “Antecedents of Customer Satisfaction and Purchase Intention in Pamella Supermarket Service”. The result of this study analysis presented through descriptive analysis of respondents’ characteristics, descriptive analysis of respondents’ responses, and SEM analysis. Structural Equation Modeling (SEM) was used as data analysis tool in this study, this study used AMOS as the SEM program.

In this research study, the analysis was conducted` based on the stages in the SEM analysis as described in the previous chapter. SEM is used to evaluate the proposed model. After obtaining all the results from data processing, this research obtained proof of the hypotheses that have been developed previously. This research also found additional findings as a result of research model modification, which are then summarized into a few conclusions.

This research was conducted through paper based and internet based questionnaire. There were 242 respondents who participated in this research. The detailed information of the responses could be seen in the appendix. The method of sample selection in this research is non-probability sampling with convenient technique.

4.1 Statistic Descriptive

This section explained the descriptive data of the respondents that are obtained from the survey. Descriptive data are presented to see the profile of the research data and its relationship to the variables that are used in this study.

4.1.1 Gender

On respondents’ classification based on gender, respondents are classified as follows:

Table 4.1 Respondents Classification Based on Gender

| NO | Gender | Number (Person) | Percentage |
|--------------|--------|-----------------|-------------|
| 1 | Male | 51 | 21 |
| 2 | Female | 191 | 79 |
| Total | | 242 | 100% |

Source: Primary Data (Computed), 2018

Based on table 4.1, it can be seen that respondents of this study are mostly women. There are 191 women respondents with the percentage 79% and there are 51 male respondents with the percentage 21%. It shows that the customers of Pamella Supermarket are mostly women.

4.1.2 Age

On respondents' classification based on age, respondents are classified as follows:

Table 4.2 Respondents Classification Based on Age

| NO | Age | Number (Person) | Percentage |
|--------------|---------------|-----------------|-------------|
| 1 | < 20 years | 14 | 6 |
| 2 | 20 – 40 years | 189 | 78 |
| 3 | > 40 years | 39 | 16 |
| Total | | 242 | 100% |

Source: Primary Data (Computed), 2018

From the table, it can be seen that the highest percentage of the respondents' age is between 20-40 years old (78%), more than 40 years old is 16%, and less than 20 years old is 6%. It can be concluded that most of the customers of Pamella Supermarket are those whose age are between 20-40 years old.

4.1.3 Respondents Classification Based on Monthly Money Spending

Respondents' classification based on respondents' monthly money spending are classified as follows:

Table 4.3 Respondents Classification Based on Monthly Money Spending

| No | Spending/month | Number (Person) | Percentage |
|--------------|-----------------------------|-----------------|-------------|
| 1 | <Rp 2,000,000 | 138 | 57 |
| 2 | Rp 2,000,000 - Rp 4,000,000 | 68 | 28 |
| 3 | >Rp 4,000,000 | 36 | 15 |
| Total | | 242 | 100% |

Source: Primary Data (Computed), 2018

Based on Table 4.3, it can be concluded that the respondents in this research mostly have monthly spending under Rp 2,000,000, with the total number 138 respondents or 57% of the total respondents. It is followed by 68 respondents or 28% who have average monthly spending between Rp 2,000,000 – Rp 4,000,000 while the smallest percentage is for respondents whose monthly spending is more than Rp 4,000.000, which is 15% of the total respondents or 36 respondents.

4.1.4 Occupation

Respondents' classification based on respondents' occupations are classified as follows:

Table 4.4 Respondents Classification Based on Occupation

| No | Occupation | Number (Person) | Percentage |
|----|------------------------------------|-----------------|------------|
| 1 | High School/ University Student | 121 | 50 |
| 2 | PNS/TNI/POLRI | 24 | 10 |

| | | | |
|---|------------------|------------|-------------|
| 3 | Private employee | 39 | 16 |
| 4 | House wife | 31 | 13 |
| 5 | Others | 27 | 11 |
| | Total | 242 | 100% |

Source: Primary Data (Computed), 2018

Based on Table 4.4, it can be concluded that the respondents in this research are mostly high school/university students, with the total number 121 respondents or 50% of the total respondents. On the other side, the smallest percentage is PNS/TNI/POLRI with the total number of 24 respondents and the percentage is 10%.

4.1.5 Respondents' Frequency in Shopping at Pamella Supermarket

On respondents' classification based on frequency in shopping at Pamella Supermarket every month, the respondents are classified as follows:

Table 4.5 Respondents Classification Based on Frequency of Shopping at Pamella Supermarket every month

| No | Frequency | Number (Person) | Percentage |
|-----------|------------------|------------------------|-------------------|
| 1 | < 1 time | 43 | 18 |
| 2 | 1 – 2 times | 114 | 47 |
| 3 | > 2 times | 85 | 35 |
| | Total | 242 | 100% |

Source: Primary Data (Computed), 2018

Based on Table 4.5, it can be concluded that the respondents in this research are mostly shopping in Pamella Supermarket 1-2 times in a month with 114 respondents or 47%, followed by 85 customers or 35% who more than 2 times shopping in Pamella Supermarket in a month, and 43 customers or 18% who shops

in Pamella Supermarket less than 1 time in a month. These evidences present that respondents are mostly shopping in Pamella Supermarket 1-2 times a month.

4.2 Descriptive Analysis

Descriptive analysis is a set of a descriptive explanation that can summarize the value-average score to determine the respondents' assessment criteria. The value-average score interval can be found by using the following formula:

Lowest perception score = 1

Highest perception score = 6

$$\text{Interval} = \frac{6 - 1}{5} = 1$$

With the detail interval as follows:

1.00 – 2.00 = Very Bad

2.01 – 3.00 = Bad

3.01 – 4.00 = Fair (Neutral)

4.01 – 5.00 = Good

5.01 – 6.00 = Very Good

4.2.1 Advertising Campaign Familiarity

For the advertising campaign familiarity variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.6 below:

Table 4.6 Descriptive Analysis of Advertising Campaign Familiarity

| Advertising Campaign Familiarity | Mean | Category |
|---|-------------|-----------------|
| (AC1) The advertisements of Pamella Supermarket are seen frequently (e.g., advertisement in newspaper, instagram, etc.) | 3.20 | Fair |
| (AC2) I feel attracted to the advertisement of Pamella Supermarket | 3.54 | Fair |
| (AC3) The advertisement of Pamella Supermarket increases my curiosity towards the company and the product | 3.44 | Fair |
| (AC4) The advertisements of Pamella Supermarket are informative | 3.72 | Fair |
| Mean | 3.48 | Fair |

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.6, the average assessment of 242 respondents' advertising campaign familiarity is 3.48. The highest mean is "The advertisements of Pamella Supermarket are informative" with 3.72 or is considered as fair. The lowest mean is "The advertisements of Pamella Supermarket are seen frequently (e.g., advertisement in newspaper, instagram, etc.)" with 3.20. Therefore, this result indicates that respondents' advertising campaign familiarity toward customer satisfaction is fair or neutral.

4.2.2 Perceived Service Oriented Employee Behavior

For the perceived service oriented employee behavior variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.7 below:

Table 4.7 Descriptive Analysis of Perceived Service Oriented Employee Behavior

| Perceived Service-Oriented Employee Behavior | Mean | Category |
|---|-------------|-----------------|
| (SO1) Employees are always willing to help me. | 4.61 | Good |
| (SO2) Employees are never too busy to respond my requests. | 4.73 | Good |
| (SO3) Employees have sufficient knowledge to assist my questions. | 4.66 | Good |
| (SO4) Employees understand the information of goods that I need. | 4.60 | Good |
| (SO5) Employees are honest to me | 4.95 | Good |
| (SO6) Employees are trustworthy by me. | 4.88 | Good |
| (SO7) Employees are friendly to me | 4.69 | Good |
| Mean | 4.73 | Good |

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.7, the average assessment of 242 respondents' perceived service-oriented employee behavior is 4.73. The highest mean is "Employees are honest to me" with 4.95 or is considered as good. The lowest mean is "Employees understand the information of goods that I need." with 4.60. Therefore,

this result indicates that respondents’ perceived service-oriented employee behavior toward customer satisfaction is good.

4.2.3 Physical Environment

For the physical environment variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.8 below:

Table 4.8 Descriptive Analysis of Physical Environment

| Physical Environment | Mean | Category |
|--|-------------|-----------------|
| (PE1) Easiness of access to the store | 5.18 | Very Good |
| (PE2) Easiness to find the products | 4.76 | Good |
| (PE3) The availability of parking spaces | 4.54 | Good |
| (PE4) The mushola of Pamella Supermarket is clean | 4.35 | Good |
| (PE5) The availability of playground | 3.88 | Fair |
| (PE6) The toilet of Pamella Supermarket is clean | 3.91 | Fair |
| (PE7) The availability of ATM machine | 5.03 | Very Good |
| (PE8) Interesting store layout and arrangement of products | 4.36 | Good |
| (PE9) Interesting interior furnishing in Pamella Supermarket | 3.96 | Fair |
| (PE10) The availability of online transportation counter | 4.43 | Good |
| (PE11) The store of Pamella Supermarket is clean. | 4.53 | Good |
| Mean | 4.45 | Good |

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.8, the average assessment of 242 respondents’ physical environment is 4.45. The highest mean is “Easiness of access to the store” with 5.18 and it is considered as very good. The lowest mean is “The

availability of playground” with 3.88. Therefore, this result indicates that respondents’ physical environment toward customer satisfaction is good.

4.2.4 Customer Satisfaction

For the customer satisfaction variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.9 below:

Table 4.9 Descriptive Analysis of Customer Satisfaction

| Customer Satisfaction | Mean | Category |
|---|-------------|-----------------|
| (CS1) I am satisfied with various programs/events conducted by Pamella Supermarket (e.g., khitanan massal, jalan sehat, ect.) | 4.74 | Good |
| (CS2) I am satisfied with the stock availability of products | 4.94 | Good |
| (CS3) I am satisfied with the guarantee of product quality | 4.60 | Good |
| (CS4) I am satisfied with the guarantee of product possibility of returns | 4.46 | Good |
| (CS5) I am satisfied with the offer of a wide assortment and variety of product | 4.87 | Good |
| (CS6) I am satisfied with the offer of free choice of alternatives for payment (e.g., in cash, via store card, credit card, debit card, etc.) | 5.09 | Very Good |
| (CS7) I am satisfied with Pamella’s promotion offer (e.g., discount, lucky draw, voucher, etc) | 4.84 | Good |
| Mean | 4.81 | Good |

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.9, the average assessment of 242 respondents' customer satisfaction is 4.81. The highest mean is "I am satisfied with the offer of free choice of alternatives for payment (e.g., in cash, via store card, credit card, debit card, etc.)" with 5.09 and it is considered as very good. The lowest mean is "I am satisfied with the guarantee of product possibility of returns" with 4.46. Therefore, this result indicates that respondents' customer satisfaction toward purchase intention is good.

4.2.5 Purchase Intention

For the purchase intention variable, the result of descriptive analysis of Practical Benefits can be seen in Table 4.10 below:

Table 4.10 Descriptive Analysis of Purchase Intention

| Purchase Intention | Mean | Category |
|--|-------------|-----------------|
| (PI1) I say positive things about Pamella Supermarket to other people | 4.93 | Good |
| (PI2) I think it is worth to purchase goods at Pamella Supermarket | 4.81 | Good |
| (PI3) I consider purchasing goods at Pamella Supermarket as a pleasant experience | 4.75 | Good |
| (PI4) I would continue to purchase at Pamella Supermarket even though the goods prices increase somewhat | 4.36 | Good |
| (PI5) I will not purchase at other supermarket as the things I need are available at Pamella Supermarket | 4.45 | Good |
| (PI6) I can enjoy more benefits from shopping at Pamella | | |

| | | |
|------------------------------------|-------------|-------------|
| Supermarket than other supermarket | 4.58 | Good |
| Mean | 4.64 | Good |

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.10, the average assessment of 242 respondents' purchase intention is 4.64. The highest mean is "I say positive things about Pamella Supermarket to other people" with 4.93 and it is considered as good. The lowest mean is "I would continue to purchase at Pamella Supermarket even though the goods prices increase somewhat" with 4.36. Therefore, this result indicates that respondents' purchase intention is good.

4.3 Reliability and Validity Analysis

Before analyzing SEM analysis using AMOS, the reliability and validity of the measurement has already been tested by SPSS. After finishing the reliability and validity using SPSS, the reliability and validity of this study should be retested using AMOS. This test was constructing to confirm either the data were valid and reliable. The respondents of this test are 242 respondents. The retest of reliability and validity of the measurement used AMOS 22.0 as the software that helps do this statistic test. Confirmatory Factor Analysis (CFA) or also known as factor analysis is used to assess the evaluation of measurement model. CFA is used to illustrate how good the variable can be used to measure the construct, the requirement is if the value of loading factor from each construct is more than 0.5 ($\lambda > 0.5$), it is considered as valid and if the value of construct reliability from each construct is more than 0.7, it can be stated as reliable.

The result of validity and reliability test using AMOS program could be seen in Table 4.11 below:

The formula of construct reliability is adopted from Fornell and Lacker (1981):

$$\text{Construct reliability} = \frac{(\sum\lambda_i)^2}{(\sum\lambda_i)^2 + \sum\epsilon_i}$$

Table 4.11 Validity and Reliability Test (AMOS)

| Variable | Indicator | Loading Factor (λ) | Standard Error (ε) | Total Loading Σ(λ) | Total Error Σ(ε) | Construct Reliability | Label |
|---|------------------|-----------------------------------|-----------------------------------|-----------------------------------|---------------------------------|----------------------------------|-----------------|
| Advertising Campaign Familiarity | | | | | | 0.871698 | Reliable |
| | AC1 | 0.797 | 0.797 | 3.499 | 1.802 | | Valid |
| | AC2 | 0.931 | 0.222 | | | | Valid |
| | AC3 | 0.884 | 0.393 | | | | Valid |
| | AC4 | 0.887 | 0.390 | | | | Valid |
| Perceived Service Oriented Employee Behavior | | | | | | 0.937686 | Reliable |
| | SO1 | 0.838 | 0.365 | 5.798 | 2.234 | | Valid |
| | SO2 | 0.843 | 0.326 | | | | Valid |
| | SO3 | 0.819 | 0.300 | | | | Valid |
| | SO4 | 0.812 | 0.351 | | | | Valid |
| | SO5 | 0.850 | 0.237 | | | | Valid |
| | SO6 | 0.821 | 0.279 | | | | Valid |
| | SO7 | 0.815 | 0.376 | | | | Valid |
| Physical Environment | | | | | | 0.896160 | Reliable |
| | PE1 | 0.562 | 0.588 | 7.616 | 6.721 | | Valid |
| | PE2 | 0.644 | 0.577 | | | | Valid |
| | PE3 | 0.628 | 0.741 | | | | Valid |

| | | | | | | | |
|------------------------------|------|-------|-------|-------|-------|----------|-----------------|
| | PE4 | 0.759 | 0.532 | | | | Valid |
| | PE5 | 0.656 | 0.907 | | | | Valid |
| | PE6 | 0.726 | 0.681 | | | | Valid |
| | PE7 | 0.625 | 0.696 | | | | Valid |
| | PE8 | 0.754 | 0.486 | | | | Valid |
| | PE9 | 0.789 | 0.410 | | | | Valid |
| | PE10 | 0.671 | 0.761 | | | | Valid |
| | PE11 | 0.802 | 0.342 | | | | Valid |
| | | | | | | 0.920469 | Reliable |
| Customer Satisfaction | CS1 | 0.661 | 0.663 | 5.514 | 2.627 | | Valid |
| | CS2 | 0.829 | 0.258 | | | | Valid |
| | CS3 | 0.842 | 0.272 | | | | Valid |
| | CS4 | 0.814 | 0.355 | | | | Valid |
| | CS5 | 0.827 | 0.293 | | | | Valid |
| | CS6 | 0.774 | 0.339 | | | | Valid |
| | CS7 | 0.767 | 0.447 | | | | Valid |
| | | | | | | | 0.899446 |
| Purchase Intention | PI1 | 0.763 | 0.404 | 4.775 | 2.549 | | Valid |
| | PI2 | 0.929 | 0.120 | | | | Valid |
| | PI3 | 0.864 | 0.235 | | | | Valid |
| | PI4 | 0.737 | 0.635 | | | | Valid |
| | PI5 | 0.665 | 0.803 | | | | Valid |
| | PI6 | 0.817 | 0.352 | | | | Valid |
| | | | | | | | |

Source: Primary Data (Computed), 2018

It is shown from the data in the Table 4.11 that the indicators are all valid with the value of loading factor more than 0.5 ($\lambda > 0.5$). The reliability is the overall consistency of a measure. A measure is stated to have a high reliability if it produces similar results under consistent conditions. Based on the Table 4.11, the result of construct reliability shows very good values which is all values are more than 0.7.

4.4 Goodness of Fit Measurement

Most researchers used Structural Equation Model (SEM) across disciplines and it is a “must” as the technique used in the social sciences. There is no single measurement to test the hypothesis in SEM analysis. On the Structural Equation Model, Goodness of Fit measurement was needed to find out whether the model is good or not. Thus, Goodness of Fit Index was used to measure the goodness of the proposed model. The measurement of goodness of fit used Degree of Freedom, Probability, CMIN/DF, RMSEA, GFI, AGFI, TLI, and CFI to determine good criteria or goodness of fit of the measurement model. The result of Goodness of Fit evaluation can be seen in Table 4.17 below:

Table 4.12 Goodness of Fit Analysis

| Goodness of Fit Index | Cut off Value | Result | Model Valuation |
|----------------------------------|----------------------|---------------|------------------------|
| Degree of Freedom (DF) | Positive | 535 | Good Fit |
| X ² (Chi-Square) | ≤ 589.91 | 931.079 | Not Fit |
| Probability | ≥ 0.05 | 0.000 | |
| RMSEA (Root Mean Square Error of | ≤ 0.08 | 0.055 | Good Fit |

| | | | |
|---------------------------------|-------------|-------|----------|
| Approximation) | | | |
| GFI (Goodness of Fit Index) | ≥ 0.90 | 0.820 | Not Fit |
| AGFI (Adjusted Goodness of Fit) | ≥ 0.90 | 0.789 | Not Fit |
| CMIN/DF | ≤ 2.00 | 1.740 | Good Fit |
| TLI (Tucker Lewis Index) | ≥ 0.90 | 0.936 | Good Fit |
| CFI (Comparative Fit Index) | ≥ 0.90 | 0.942 | Good Fit |

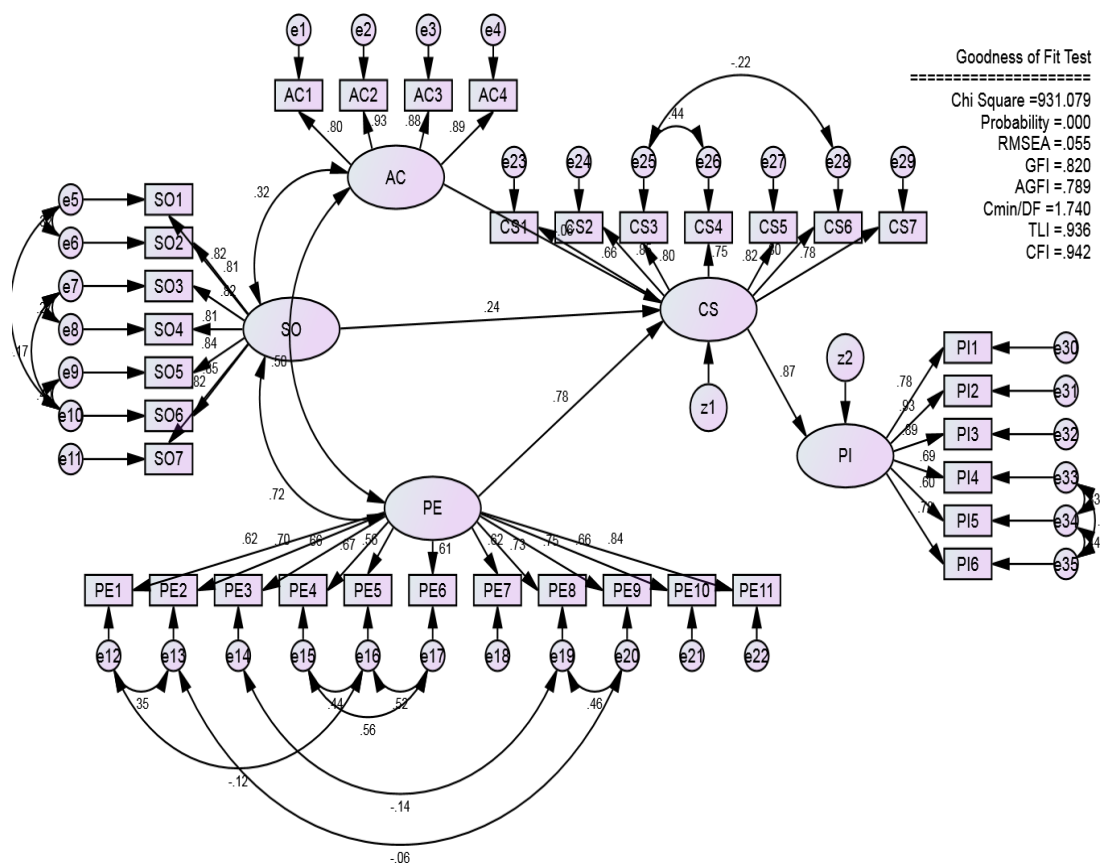
Source: Primary Data (Computed), 2018

Table 4.12 shows the result of goodness of fit measurement in data analysis. The model of this study can be considered has fulfilled the minimum criteria of the goodness of fit index, however there are three measurements that do not fit the minimum value of the index probability, GFI, and AGFI. The result of this analysis shows that Degree of Freedom is positive with score of 535, X^2 (Chi-Square) 931.079, Probability 0.000, RMSEA0.055, GFI 0.820, AGFI 0.789, CMIN/DF 1.740, TLI 0.936, and CFI 0.942.

4.5 Hypothesis Testing (Framework Model)

Based on previous discussion, there were four hypotheses in this research. In order to investigate whether the hypotheses were supported or not, the model was tested using AMOS. If the value of probability is less than 0.05 ($p < 0.05$), the hypothesis is accepted. The testing result of the research model could be seen in the model below:

Figure 4.1 Hypothesis Testing Model



Source: Primary Data (Computed), 2018

According to the analysis of AMOS version 22.0, the following table was the hypothesis testing that indicated the casual relationship among the variables:

Table 4.13 Hypothesis Testing Result

| Hypothesis | Variable Relationship | Estimate | P | Label |
|------------|--|----------|-------|----------------------|
| H1 | Advertising Campaign Familiarity → Customer Satisfaction | - 0.055 | 0.180 | Not Supported |
| H2 | Perceived Service-Oriented Employee Behavior → Customer Satisfaction | 0.236 | 0.000 | Supported |
| H3 | Physical Environment → Customer Satisfaction | 0.780 | 0.000 | Supported |
| H4 | Customer Satisfaction → Purchase Intention | 0.871 | 0.000 | Supported |

Source: Primary Data (Computed), 2018

Based on Table 4.13, the equations are:

Advertising Campaign Familiarity = - 0.055 in Customer Satisfaction

Perceived Service Oriented Employee Behavior = 0.236 in Customer Satisfaction

Physical Environment = 0.780 in Customer Satisfaction

Customer Satisfaction = 0.871 in Purchase Intention

The first hypothesis proposed that *advertising campaign familiarity* has negative and not significant influence toward customer satisfaction. In Table 4.13, the testing of advertising campaign familiarity on customer satisfaction is not significant because the value probability was 0.180 ($p < 0.05$) and the path estimate was - 0.055 (H1 not supported). In conclusion, the effect of *advertising campaign familiarity* toward customer satisfaction is not significant and the hypothesis is **not accepted**.

The second hypothesis proposed that *perceived service oriented employee behavior* has positive and significant influence toward customer satisfaction. In Table 4.13, the testing of perceived service oriented employee behavior toward customer satisfaction is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.236 (H2 supported). In conclusion, the effect of *perceived service oriented employee behavior* toward customer satisfaction is positive and the hypothesis is **accepted**.

The third hypothesis proposed that *physical environment* has positive and significant influence toward customer satisfaction. In Table 4.13, the testing of physical environment toward customer satisfaction is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimation was 0.780 (H3 supported). In conclusion, the effect of *physical environment* toward customer satisfaction is positive and the hypothesis is **accepted**.

The fourth hypothesis proposed that *customer satisfaction* has positive and significant influence toward purchase intention. In Table 4.13, the testing of customer satisfaction toward purchase intention is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.871 (H4 supported). In conclusion, the effect of *customer satisfaction* toward purchase intention is positive and the hypothesis is **accepted**.

4.6 Result Discussion

4.6.1 The Impact of Advertising Campaign Familiarity on Customer Satisfaction

The result of this study proves that the impact of advertising campaign familiarity toward customer satisfaction is negative and not significant. Thus, this hypothesis, which states that advertising campaign familiarity is positively related to customer satisfaction, is unacceptable. The result was measured by AMOS. This result is not aligned with the research by Moorthy & Zhao (2000) which stated that advertising campaign familiarity is viewed as one major influence on customer satisfaction.

As advertising campaign has no impact on customer satisfaction, researchers Onobrakpeya, A. Stanley; Mac-Attama, A. Chinelo (2017) found that digital marketing showed positive correlation toward customer satisfaction. Digital marketing consist of mobile marketing, search engine marketing, and e-mail marketing.

The interactivity capability of mobile marketing campaigns allows key customer information to be captured and then used for deciding which products or services to be offered and to whom. The outcome is personalized offering sent to individual customers in response to peculiar customer needs and wants (Xu, 2007). Berman and Katona, (2012) found that a positive level of search engine optimization may enhance the search engine ranking quality and thus the satisfaction level of its visitors. For instance, in better matching it helps customer find information relevant to their needs while for time saving, it speed up finding information that streamline decision making and purchasing. Furthermore, Merisavo and Raulas (2004) explained that

customers appreciate regular communication through e-mail because it brings value and satisfaction to them by providing them with relevant information and by reducing their efforts to search for information.

Pamella as a supermarket is function as a retailer not a producer of the products. Then Pamella does not need to advertise the product more because the products itself have been advertised by each of its company. Thus, customers have been influenced by each of its company advertisement. Therefore advertisement by Pamella Supermarket does not influence customer satisfaction. In the case of Pamella Supermarket, in order to make Pamella known in the public is by putting brand awareness on customers mind and Word of Mouth is more suggested to promote Pamella as a shopping place. As researcher found that Word of Mouth communication messages is more focus on generating brand awareness on customers mind (Regina Virvilaite et al., 2015).

Finally, Onobrakpeya, A. Stanley; Mac-Attama, A. Chinelo (2017) stated that a major influencing factor of customer satisfaction is customer service. This means advertising has no impact on customer satisfaction. In other study, Tellis (1988) and Hsu and Chang (2003) revealed that advertising has the positive role in brand switching and also repeat purchasing. This means advertising positively influence purchase intention but not trough customer satisfaction.

Based on those evidences, therefore, the result of this study is not corresponding to the previous researches because this study proves that advertising campaign familiarity toward customer satisfaction is negative and not significant.

4.6.2 The Impact of Perceived Service Oriented Employee Behavior on Customer Satisfaction

The result of this study proves that the impact of perceived service-oriented employee behavior toward customer satisfaction is positive and significant. The result was measured by AMOS. The greater the perceived service oriented employee behavior, the greater the customer satisfaction. In other hand, the lower the perceived service oriented employee behavior, the lower the customer satisfaction.

As several indicators explained, when the indicator of SO4 (independent) is increasing “Employees understand the information of goods that I need”, the indicator of CS3 (dependent) also increases “I am satisfied with the guarantee of product quality”. Because of employees’ explanation about product detail to customers, thus customers are satisfied with the guarantee of the product. Other example is indicator of SO3 (independent) which stated “Employees have sufficient knowledge to assist my questions”, the greater the indicator of SO3 the greater the indicator of CS7 (dependent) “I am satisfied with Pamellas’ promotion offer (e.g., discount, lucky draw, voucher, etc)”. And also the greater indicator of SO1 (independent) “Employees are always willing to help me”, the greater the indicator of CS4 (dependent) “I am satisfied with the guarantee of product possibility of returns”.

Considering the crucial role of these employee behaviors which play in linking a service firm with its customers and in building relationships, theoretically, the power of service-oriented employee behavior suggests that customers feel much better when any service is delivered by humans.

Therefore, the role of service-oriented employee behavior recognizes important consequences associated with the customer-management interface (Babin and Boles, 1998).

Berry and Lampo (2004) stated that employee behavior was the most influential factor in shaping customer's perceptions of their high and low preference. It also strengthen by Bitner *et al.*, (1990); Mano and Oliver, (1993) that service encounter satisfaction refers to a customer's response to an individual transaction, rather than a general assessment of the firm's service. Hence, employee's attitude in delivering service is more important for customers. Similarly, Krepapaet *al.* (2003) showed that customer perceptions of a firm's service-oriented employee behavior significantly impact customer satisfaction. As well as other study proves that service-oriented employee behavior is a significant key antecedent of customer satisfaction (Bitner, 1990; Saxe and Weitz, 1982).

Based on those explanations, the result of this study is corresponding with the previous study, that the impact of perceived service oriented employee behavior toward customer satisfaction is positive and significant.

4.6.3 The Impact of Physical Environment on Customer Satisfaction

The result of this study proves that the impact of physical environment toward customer satisfaction is positive and significant. The result was measured by AMOS. The greater the physical environment, the greater the customer satisfaction. Moreover, if physical environment is poor, it leads to poor customer experience which may result in customer dissatisfaction. Poor physical environment can accelerate customer deflection levels.

As several indicators explained, when the indicator of PE2 (independent) is increasing “Easiness to find the products”, the indicator of CS5 (dependent) also increases “I am satisfied with the offer of a wide assortment and variety of product”. When customers are easy to find products, it means the varieties of products are wide. Other example is indicator of PE7 (independent) which stated “The availability of ATM machine”, the greater the indicator of PE7, the greater the indicator of CS6 (dependent) “I am satisfied with the offer of free choice of alternatives for payment (e.g., in cash, via store card, credit card, debit card, etc.)”. In addition, the greater indicator of PE8 (independent) “Interesting store layout and arrangement of products”, the greater the indicator of CS2 (dependent) “I am satisfied with the stock availability of products”.

The physical environment in service industries is a critical determinant of customer emotion and positive responses (Ryu, Lee, & Kim, 2012), positive responses can be classified as characteristic of good customer satisfaction. Furthermore, studies on environmental psychology take their base from Kotler (1973) and Baker (1987). Kotler (1973) proposed the concept of ‘atmospherics’ as a marketing tool and defined it as “the design of buying environments to produce specific emotional effects in the buyer that enhance his/her purchase probability” (p. 50). Baker (1987) also discussed how physical environment influences customer perceptions of service. Drawing on these two studies, Bitner (1992) coined the term ‘service scape’ to describe “the man-made physical environment where service products are delivered” (p. 58). In addition, Bitner (1990) and Harrell (1980) revealed that the physical environment is another contact element which may have a strong impact on

the customer's satisfaction. Thus, there is possibility of the significance of physical environment in affecting customer satisfaction (Bitner, 1990; Nguyen and Leblanc, 2002).

Based on those evidences, the result of this study is corresponding with the previous study, that the impact of physical environment toward customer satisfaction is positive and significant.

4.6.4 The Impact of Customer Satisfaction on Purchase Intention

The result of this study proves that the impact of customer satisfaction toward purchase intention is positive and significant. The result was measured by AMOS. The greater the customer satisfaction, the greater the purchase intention. Moreover, the lower the customer satisfaction, the lower the purchase intention toward Pamella Supermarket.

As several indicators explained, when the indicator of CS1 (independent) is increasing "I am satisfied with various programs/events conducted by Pamella Supermarket (e.g., khitanan massal, jalan sehat, ect.)", the indicator of PI3 (dependent) also increases "I consider purchasing goods at Pamella Supermarket as a pleasant experience". From the example, it is shown when customers are satisfied with various programs/events; they will consider repurchasing at Pamella Supermarket because they feel pleasant experience. Other example is indicator of CS7 (independent) which stated "I am satisfied with Pamella's promotion offer (e.g., discount, lucky draw, voucher, etc)", the greater the indicator of CS7 the greater the indicator of PI6 (dependent) "I can enjoy more benefits from shopping at Pamella Supermarket than other supermarket". The greater indicator of CS5 (independent) "I am satisfied with

the offer of a wide assortment and variety of product”, the greater the indicator of PI1 (dependent) “I say positive things about Pamella Supermarket to other people”. And also the greater indicator of CS3 (independent) “I am satisfied with the guarantee of product quality”, the greater the indicator of PI2 (dependent) “I think it is worth to purchase goods at Pamella Supermarket”.

Deng and Udo (2010) explained that, in this customer-oriented era, all enterprises pursue customer satisfaction as essential to gain sustainable growth and competitive advantages. Thus, higher cumulative satisfaction can lead to higher repeat-purchase intention and frequency (Maxham and Netemeyer, 2002; Seiders et al., 2005). Anderson and Sullivan (1993) also proved that the more satisfied the customers are, the greater is their retention. In addition, Bearden and Teel (1983, p. 21) argued that customer satisfaction is important to the marketer because it is generally assumed to be a significant determinant of purchase intention.

Based on those explanations, the result of this study is corresponding with the previous study, which is the impact of customer satisfaction toward purchase intention is positive and significant.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter consists of conclusions, limitations, and recommendations as the result of a research entitled “Antecedents of Customer Satisfaction and Purchase Intention in Pamella Supermarket”. Based on the data analysis result, from four hypotheses that are proposed, there were three accepted hypotheses, which are H2, H3, and H4. Meanwhile, H1 was rejected.

5.1 Conclusion

According to the analysis result, it can be seen that perceived service-oriented employee behavior (SO) and physical environment (PE) positively and significantly affected customer satisfaction in Pamella Supermarket as their shopping choice that correspondent with the study by Hong-Youl Ha et al (2014). Reciprocally, the result of mediating variable toward dependent variable they are customer satisfaction (CS) positively and significantly affected purchase intention (PI) that correspondent with the study by Hong-Youl Ha et al (2014). However the result of advertising campaign familiarity (AC) does not significantly affect customer satisfaction in Pamella Supermarket as their shopping choice.

Hypothesis that is not supported shows that for H1 which is advertising campaign familiarity on customer satisfaction is proven not significant because the value probability was 0.180 ($p < 0.05$) and the path estimate was - 0.055 that means the hypothesis is not supported. This finding research shows that even though supermarket have a good advertising campaign familiarity, it does not mean customer satisfied with the supermarket as their shopping place. The effect of advertising campaign familiarity on customer satisfaction is very limited and consumers seem to be forming their satisfaction perceptions via other ways.

Hypotheses that have supported result shows that for H2 the significant value is 0.000 ($p < 0.05$) that means if the hypothesis is supported, H3 the significant value is 0.000 ($p <$

0.05) that means if the hypothesis is supported, and for H4 the significant value is 0.000 ($p < 0.05$) that means if the hypothesis is supported. H2 shows that the greater the perceived service oriented employee behavior, the greater the customer satisfaction in shopping at Pamella supermarket. H3 shows that the greater the physical environment, the greater the customer satisfaction in shopping at Pamella supermarket. H4 shows that the greater the customer satisfaction, the greater the customer purchase intention toward Pamella supermarket.

5.2 Research Limitations

The limitations of the research are as follows:

1. This research focuses on the role of marketing stimuli that affect customer satisfaction, which are advertising campaign familiarity, perceived service oriented employee behavior, and physical environment. Then how customer satisfaction affects customer purchase intention. Other variables may better explain purchase intention in different retail shopping place.
2. The result of this research is necessarily limited to the study context, which is Pamella Supermarket in Yogyakarta.
3. The respondent of this research still might not represent all customers of Pamella Supermarket.

5.3 Recommendations

For further empirical studies, the researcher suggests to fully specify the development of purchase intentions, additional exploratory work is required to utilize other relevant observed variables and constructs that may have a potential relationship on purchase intentions. Moreover, as this study found no effect between this construct and customer

satisfaction, future studies may wish to further look at the role of advertising campaign familiarity.

For marketers, this research will contribute to have better understanding about marketing stimuli in relation to customer satisfaction, which influence purchase intention in retail supermarket. Customers are satisfied when the service of employees is good and the shopping environment is comfortable and attractive. Therefore, researcher suggests marketers to emphasize perceived service oriented employee behavior and physical environment to increase customer satisfaction so that purchase intention for supermarket retailers increases.

There are many ways in order to enhance perceived service-oriented employee behavior, which are, train employee about product knowledge, train employees' soft skills and technical skills development. Then the employee's work performance will increase and the positive feelings of employees will be channeled to customers. Similarly, there are many ways to enhance physical environment, such as making a variety of attractive products arrangements, adding interesting interior furnishing that might attract more customers, improving cleanliness throughout shopping areas. Then customers will be satisfied and repurchase to the supermarket.

Finally, because of the effect of advertising campaign familiarity on customer satisfaction is very limited and consumers seem to be forming their satisfaction perceptions via other ways. Thus, researcher suggests managers to evaluate other ways of designing and implementing advertising campaigns that have a clearer purpose. If the advertising campaign is for building awareness, advertising through radio, newspaper, and other similar marketing communication tool can be used. If the advertising campaign is to enforce purchase intention, then sales promotion, and direct marketing can also be applied.

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**APPENDIX A
RESEARCH QUESTIONNAIRE**

**PENYEBAB KEPUASAN DAN NIAT BELI PELANGGAN DI PAMELLA
SUPERMARKET**

Assalamuallaikum Wr. Wb.

Saya Himmatun Nafida N.A, Mahasiswa International Program, Jurusan Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia Yogyakarta.

Saat ini saya sedang melaksanakan penelitian dengan judul “Penyebab Kepuasan dan Niat Beli Pelanggan di Pamella Supermarket”.

Penelitian ini bermaksud meneliti faktor-faktor pemasaran yang efektif dan efisien untuk direalisasikan di perusahaan retail supermarket guna meningkatkan niat beli pelanggan.

Dalam mengisi kuesioner ini Anda diminta untuk mengisi kuesioner dengan jujur dan sesuai dengan apa yang Anda rasakan untuk keakurasian penelitian ini.

Personal Data

1. Jenis Kelamin : Laki-Laki Perempuan
2. Umur : < 20 tahun 20-40 tahun
 > 40 tahun
3. Pengeluaran/bulan : < Rp 2.000.000
 Rp 2.000.000 – Rp 4.000.000
 > Rp 4.000.000
4. Pekerjaan : Pelajar/Mahasiswa Ibu Rumah Tangga
PNS/ TNI/POLRI Tenaga Pendidik
Pegawai swasta Pensiunan
Wiraswasta Lain-lain:
5. Berapa kali dalam sebulan anda berbelanja di Pamella Supermarket? :
 < 1 kali 1-2 kali > 2 kali

Informasi Pengisian:

- Bapak/Ibu/Sdr **tidak perlu** menuliskan nama/ identitas terperinci
- Kuesioner berikut tersusun oleh total 35 pertanyaan yang terbagi menjadi 5 bagian
- Pertanyaan dalam bentuk pilihan ganda
- Bapak/Ibu/Sdr diminta untuk memilih opsi dengan skala 1 hingga 6 yakni:

- 1: Sangat Tidak Setuju (STS)
- 2: Tidak Setuju (TS)
- 3: Agak Tidak Setuju (ATS)
- 4: Agak Setuju (AS)
- 5: Setuju (S)
- 6: Sangat Setuju (SS)

Jika ada pertanyaan silakan hubungi saya di nomor 081575231778 / email: fidahimmatoen@gmail.com

Bagian 1: Kampanye Iklan (Advertising Campaign Familiarity)

Lingkari nomor yang dipilih

| Kode | Pernyataan | Sangat tidak setuju | 1 | 2 | 3 | 4 | 5 | 6 | Sangat setuju |
|------|--|---------------------|---|---|---|---|---|---|---------------|
| AC1 | Saya sering melihat iklan tentang Pamella Supermarket. (contoh: iklan di koran, instagram, dll.) | | 1 | 2 | 3 | 4 | 5 | 6 | |
| AC2 | Iklan Pamella Supermarket menarik | | 1 | 2 | 3 | 4 | 5 | 6 | |
| AC3 | Iklan Pamella Supermarket membuat saya penasaran. | | 1 | 2 | 3 | 4 | 5 | 6 | |
| AC4 | Iklan Pamella Supermarket informatif sehingga cukup penting. | | 1 | 2 | 3 | 4 | 5 | 6 | |

Bagian 2: Perilaku Karyawan Berorientasi Layanan (Perceived Service Oriented Employee Behavior)

Lingkari nomor yang dipilih

| Kode | Pernyataan | Sangat Tidak setuju | 1 | 2 | 3 | 4 | 5 | 6 | Sangat setuju |
|------|---|---------------------|---|---|---|---|---|---|---------------|
| SO1 | Karyawan selalu bersedia untuk membantu saya. | | 1 | 2 | 3 | 4 | 5 | 6 | |
| SO2 | Karyawan tidak pernah menolak untuk merespon permintaan saya | | 1 | 2 | 3 | 4 | 5 | 6 | |
| SO3 | Karyawan memiliki pengetahuan untuk membantu saya ketika ada pertanyaan. | | 1 | 2 | 3 | 4 | 5 | 6 | |
| SO4 | Karyawan memahami informasi umum mengenai produk untuk membantu kebutuhan saya. | | 1 | 2 | 3 | 4 | 5 | 6 | |
| SO5 | Karyawan bersikap jujur kepada saya. | | 1 | 2 | 3 | 4 | 5 | 6 | |
| SO6 | Karyawan dapat dipercaya oleh saya. | | 1 | 2 | 3 | 4 | 5 | 6 | |
| SO7 | Karyawan bersikap ramah kepada saya. | | 1 | 2 | 3 | 4 | 5 | 6 | |

Bagian 3: Lingkungan Fisik (Physical Environment)

Lingkari nomor yang dipilih

| Kode | Pernyataan | Persepsi Resiko Tinggi | | | Persepsi Resiko Rendah | | |
|------|---|------------------------|---|---|------------------------|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| PE1 | Akses menuju toko mudah. | 1 | 2 | 3 | 4 | 5 | 6 |
| PE2 | Mudah dalam menemukan produk yang dicari | 1 | 2 | 3 | 4 | 5 | 6 |
| PE3 | Tersedianya ruang parkir yang cukup luas | 1 | 2 | 3 | 4 | 5 | 6 |
| PE4 | Tersedianya mushola yang bersih di Pamella Supermarket | 1 | 2 | 3 | 4 | 5 | 6 |
| PE5 | Tersedianya tempat bermain anak di Pamella Supermarket | 1 | 2 | 3 | 4 | 5 | 6 |
| PE6 | Tersedianya toilet yang bersih di Pamella Supermarket | 1 | 2 | 3 | 4 | 5 | 6 |
| PE7 | Tersedianya mesin ATM di Pamella Supermarket | 1 | 2 | 3 | 4 | 5 | 6 |
| PE8 | Penataan barang yang menarik | 1 | 2 | 3 | 4 | 5 | 6 |
| PE9 | Design interior di Pamella Supermarket menarik | 1 | 2 | 3 | 4 | 5 | 6 |
| PE10 | Tersedianya fasilitas transportasi online di Pamella (e.g: Grab, Gojek) | 1 | 2 | 3 | 4 | 5 | 6 |
| PE11 | Area perbelanjaan di Pamella Supermarket bersih | 1 | 2 | 3 | 4 | 5 | 6 |

Bagian 4: Kepuasan Pelanggan (Customer Satisfaction)

Lingkari nomor yang dipilih

| Kode | Pernyataan | Sangat tidak setuju | | | Sangat setuju | | |
|------|---|---------------------|---|---|---------------|---|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| CS1 | Saya puas dengan beragam kegiatan/program yang diadakan oleh Pamella Supermarket (contoh: jalan sehat, khitanan massal, dll.) | 1 | 2 | 3 | 4 | 5 | 6 |
| CS2 | Saya puas dengan ketersediaan produk. | 1 | 2 | 3 | 4 | 5 | 6 |
| CS3 | Saya puas dengan garansi produk yang ditawarkan. | 1 | 2 | 3 | 4 | 5 | 6 |
| CS4 | Saya puas dengan kemungkinan pengembalian barang. | 1 | 2 | 3 | 4 | 5 | 6 |
| CS5 | Saya puas dengan kelengkapan barang dan produk yang bervariasi. | 1 | 2 | 3 | 4 | 5 | 6 |
| CS6 | Saya puas dengan ragam kemudahan cara pembayaran (contoh: tunai, kartu kredit, kartu debit, dll.) | 1 | 2 | 3 | 4 | 5 | 6 |
| CS7 | Saya puas dengan promosi yang ditawarkan (contoh: potongan harga, voucher, lucky draw, dll.) | 1 | 2 | 3 | 4 | 5 | 6 |

Bagian 5: Niat Beli (Purchase Intention)

Lingkari nomor yang dipilih

| Kode | Pernyataan | Sangat tidak setuju | Sangat setuju |
|------|---|---------------------------|---------------|
| PI1 | Saya suka mengatakan hal-hal baik tentang Pamella Supermarket kepada orang lain | 1 | 2 |
| PI2 | Belanja di Pamella Supermarket menguntungkan | 1 | 2 |
| PI3 | Belanja di Pamella Supermarket menyenangkan | 1 | 2 |
| PI4 | Saya tetap belanja di Pamella Supermarket meskipun harga barang naik | 1 | 2 |
| PI5 | Saya tidak akan membeli di supermarket lain jika yang saya butuhkan sudah tersedia di Pamella Supermarket | 1 | 2 |
| PI6 | Saya mendapatkan manfaat yang lebih dengan berbelanja di Pamella Supermarket dibandingkan dengan supermarket lain | 1 | 2 |

Terimakasih atas kesediaan anda mengisi kuesioner ini ☺
 Semoga segala urusan anda dimudahkan oleh yang Maha Kuasa
 Wassalamu'alaikum wr.wb.

APPENDIX B

VALIDITY & RELIABILITY TEST OF RESEARCH INSTRUMENTS (SPSS)

Pilot Test with 36 Respondents

A. ADVERTISING CAMPAIGN

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .933 | 4 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| AC1 | 3.9167 | 1.36015 | 36 |
| AC2 | 4.1389 | 1.22247 | 36 |
| AC3 | 3.8611 | 1.37639 | 36 |
| AC4 | 4.3889 | 1.37898 | 36 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| AC1 | 12.3889 | 13.559 | .834 | .915 |
| AC2 | 12.1667 | 14.314 | .860 | .908 |
| AC3 | 12.4444 | 13.511 | .826 | .918 |
| AC4 | 11.9167 | 13.279 | .854 | .908 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 16.3056 | 23.761 | 4.87454 | 4 |

B. SERVICE ORIENTED

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .913 | 7 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| SO1 | 4.9444 | 1.04045 | 36 |
| SO2 | 5.0000 | 1.04198 | 36 |
| SO3 | 4.8889 | .82038 | 36 |
| SO4 | 4.8611 | .79831 | 36 |
| SO5 | 5.2778 | .65949 | 36 |
| SO6 | 5.2222 | .79682 | 36 |
| SO7 | 4.8611 | 1.01848 | 36 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| SO1 | 30.1111 | 17.587 | .807 | .893 |
| SO2 | 30.0556 | 17.368 | .836 | .889 |
| SO3 | 30.1667 | 20.029 | .682 | .906 |
| SO4 | 30.1944 | 19.761 | .749 | .900 |
| SO5 | 29.7778 | 22.006 | .528 | .919 |

| | | | | |
|-----|---------|--------|------|------|
| SO6 | 29.8333 | 19.800 | .744 | .900 |
| SO7 | 30.1944 | 17.590 | .829 | .890 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 35.0556 | 25.711 | 5.07061 | 7 |

C. PHYSICAL ENVIRONMENT

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .907 | 11 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|----|
| PE1 | 5.3889 | .80277 | 36 |
| PE2 | 5.0278 | .87786 | 36 |
| PE3 | 4.7778 | .92924 | 36 |
| PE4 | 4.6944 | 1.03701 | 36 |
| PE5 | 4.3333 | 1.14642 | 36 |
| PE6 | 4.3611 | 1.09942 | 36 |
| PE7 | 5.4722 | .60880 | 36 |
| PE8 | 4.7778 | 1.07201 | 36 |
| PE9 | 4.4444 | .93944 | 36 |
| PE10 | 5.1111 | .94952 | 36 |
| PE11 | 4.8889 | .85449 | 36 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PE1 | 47.8889 | 49.302 | .571 | .902 |
| PE2 | 48.2500 | 46.021 | .805 | .890 |
| PE3 | 48.5000 | 49.743 | .440 | .909 |
| PE4 | 48.5833 | 44.879 | .750 | .892 |
| PE5 | 48.9444 | 45.711 | .603 | .902 |
| PE6 | 48.9167 | 44.936 | .694 | .896 |
| PE7 | 47.8056 | 51.361 | .532 | .905 |
| PE8 | 48.5000 | 45.857 | .645 | .899 |
| PE9 | 48.8333 | 46.029 | .743 | .893 |
| PE10 | 48.1667 | 47.343 | .622 | .900 |
| PE11 | 48.3889 | 46.130 | .820 | .890 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 53.2778 | 56.378 | 7.50851 | 11 |

D. CUSTOMER SATISFACTION

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .851 | 7 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| CS1 | 5.2778 | .65949 | 36 |
| CS2 | 5.3889 | .72812 | 36 |
| CS3 | 5.0000 | .75593 | 36 |
| CS4 | 4.8056 | .85589 | 36 |
| CS5 | 5.3056 | .70991 | 36 |
| CS6 | 5.4722 | .65405 | 36 |
| CS7 | 5.1944 | .88864 | 36 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| CS1 | 31.1667 | 11.514 | .630 | .829 |
| CS2 | 31.0556 | 11.254 | .611 | .831 |
| CS3 | 31.4444 | 10.540 | .745 | .811 |
| CS4 | 31.6389 | 10.637 | .609 | .832 |
| CS5 | 31.1389 | 11.209 | .643 | .827 |
| CS6 | 30.9722 | 12.028 | .510 | .845 |
| CS7 | 31.2500 | 10.650 | .574 | .839 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 36.4444 | 14.768 | 3.84295 | 7 |

E. PURCHASE INTENTION

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 36 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 36 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .909 | 6 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| PI1 | 5.4444 | .73463 | 36 |
| P2 | 5.2222 | .76012 | 36 |
| PI3 | 5.0833 | .76997 | 36 |
| PI4 | 4.7778 | .89797 | 36 |
| PI5 | 4.9167 | 1.20416 | 36 |
| PI6 | 5.0278 | .87786 | 36 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| PI1 | 25.0278 | 14.656 | .768 | .892 |
| P2 | 25.2500 | 14.021 | .863 | .879 |
| PI3 | 25.3889 | 14.302 | .793 | .888 |
| PI4 | 25.6944 | 14.104 | .682 | .902 |
| PI5 | 25.5556 | 11.968 | .732 | .907 |
| PI6 | 25.4444 | 13.740 | .769 | .889 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|---------|----------|----------------|------------|
| 30.4722 | 19.513 | 4.41741 | 6 |

APPENDIX C
TABLES OF RESPONDENTS' CHARACTERISTICS AND CLASSIFICATION

A. Respondents Classification Based on Gender

| NO | Gender | Number (Person) | Percentage |
|--------------|---------------|------------------------|-------------------|
| 1 | Male | 51 | 21 |
| 2 | Female | 191 | 79 |
| Total | | 242 | 100% |

B. Respondents Classification Based on Age

| NO | Age | Number (Person) | Percentage |
|--------------|---------------|------------------------|-------------------|
| 1 | < 20 years | 14 | 6 |
| 2 | 20 – 40 years | 189 | 78 |
| 3 | > 40 years | 39 | 16 |
| Total | | 242 | 100% |

C. Respondents Classification Based on Monthly Money Spending

| No | Spending/month | Number (Person) | Percentage |
|--------------|-----------------------------|------------------------|-------------------|
| 1 | < Rp 2,000,000 | 138 | 57 |
| 2 | Rp 2,000,000 - Rp 4,000,000 | 68 | 28 |
| 3 | > Rp 4,000,000 | 36 | 15 |
| Total | | 242 | 100% |

D. Respondents Classification Based on Occupation

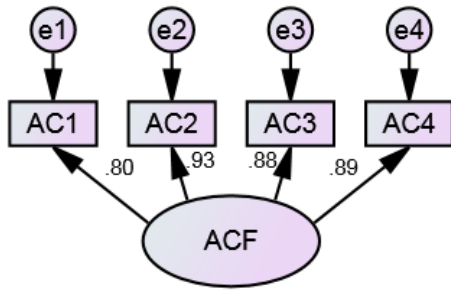
| No | Occupation | Number (Person) | Percentage |
|--------------|------------------------------------|------------------------|-------------------|
| 1 | High School/ University Student | 121 | 50 |
| 2 | PNS/TNI/POLRI | 24 | 10 |
| 3 | Private employee | 39 | 16 |
| 4 | House wife | 31 | 13 |
| 5 | Others | 27 | 11 |
| Total | | 242 | 100% |

E. Respondents Classification Based on Frequency of Shopping at Pamella

Supermarket every month

| No | Frequency | Number (Person) | Percentage |
|--------------|-------------|-----------------|-------------|
| 1 | < 1 time | 43 | 18 |
| 2 | 1 – 2 times | 114 | 47 |
| 3 | > 2 times | 85 | 35 |
| Total | | 242 | 100% |

APPENDIX D VALIDITY AND RELIABILITY OF AMOS



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

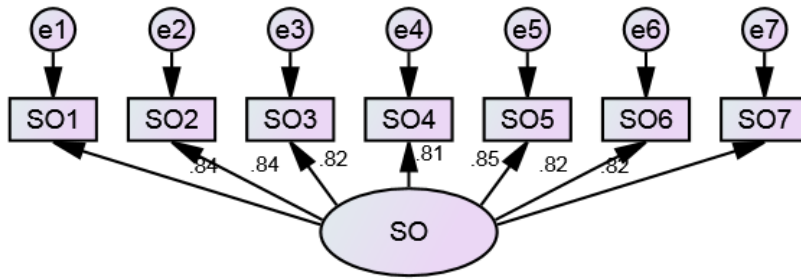
| | Estimate | S.E. | C.R. | P | Label |
|--------------|----------|------|--------|-----|-------|
| AC1 <--- ACF | 1.000 | | | | |
| AC2 <--- ACF | 1.021 | .059 | 17.199 | *** | |
| AC3 <--- ACF | 1.007 | .063 | 16.063 | *** | |
| AC4 <--- ACF | 1.021 | .063 | 16.148 | *** | |

Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|--------------|----------|
| AC1 <--- ACF | .797 |
| AC2 <--- ACF | .931 |
| AC3 <--- ACF | .884 |
| AC4 <--- ACF | .887 |

Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|-----|----------|------|-------|-----|-------|
| ACF | 1.389 | .189 | 7.334 | *** | |
| e1 | .797 | .082 | 9.704 | *** | |
| e2 | .222 | .037 | 6.065 | *** | |
| e3 | .393 | .048 | 8.239 | *** | |
| e4 | .390 | .048 | 8.133 | *** | |



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|-------------|----------|------|--------|-----|-------|
| SO1 <--- SO | 1.000 | | | | |
| SO2 <--- SO | .964 | .059 | 16.306 | *** | |
| SO3 <--- SO | .840 | .054 | 15.547 | *** | |
| SO4 <--- SO | .888 | .058 | 15.357 | *** | |
| SO5 <--- SO | .847 | .051 | 16.531 | *** | |
| SO6 <--- SO | .817 | .052 | 15.616 | *** | |
| SO7 <--- SO | .929 | .060 | 15.448 | *** | |

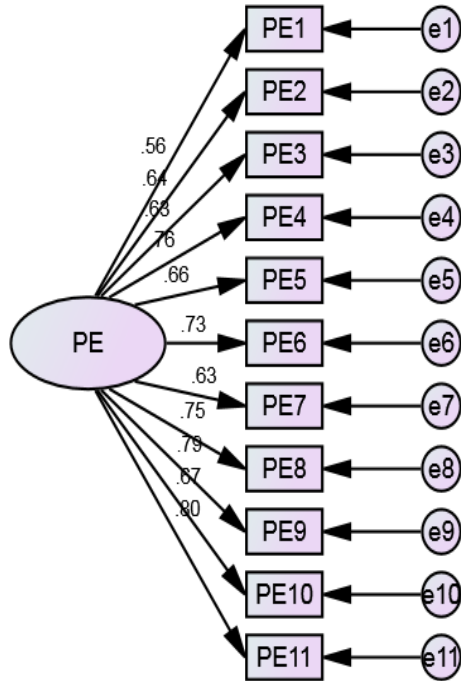
Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|-------------|----------|
| SO1 <--- SO | .838 |
| SO2 <--- SO | .843 |
| SO3 <--- SO | .819 |
| SO4 <--- SO | .812 |
| SO5 <--- SO | .850 |
| SO6 <--- SO | .821 |
| SO7 <--- SO | .815 |

Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|----|----------|------|-------|-----|-------|
| SO | .863 | .109 | 7.929 | *** | |
| e1 | .365 | .039 | 9.275 | *** | |
| e2 | .326 | .035 | 9.205 | *** | |
| e3 | .300 | .032 | 9.518 | *** | |
| e4 | .351 | .037 | 9.585 | *** | |
| e5 | .237 | .026 | 9.096 | *** | |
| e6 | .279 | .029 | 9.493 | *** | |

| | Estimate | S.E. | C.R. | P | Label |
|----|----------|------|-------|-----|-------|
| e7 | .376 | .039 | 9.553 | *** | |



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|--------------|----------|------|-------|-----|-------|
| PE1 <--- PE | 1.000 | | | | |
| PE2 <--- PE | 1.230 | .157 | 7.831 | *** | |
| PE3 <--- PE | 1.333 | .173 | 7.694 | *** | |
| PE4 <--- PE | 1.631 | .188 | 8.674 | *** | |
| PE5 <--- PE | 1.591 | .201 | 7.924 | *** | |
| PE6 <--- PE | 1.672 | .198 | 8.447 | *** | |
| PE7 <--- PE | 1.284 | .167 | 7.674 | *** | |
| PE8 <--- PE | 1.535 | .178 | 8.640 | *** | |
| PE9 <--- PE | 1.578 | .178 | 8.869 | *** | |
| PE10 <--- PE | 1.518 | .189 | 8.044 | *** | |
| PE11 <--- PE | 1.509 | .169 | 8.954 | *** | |

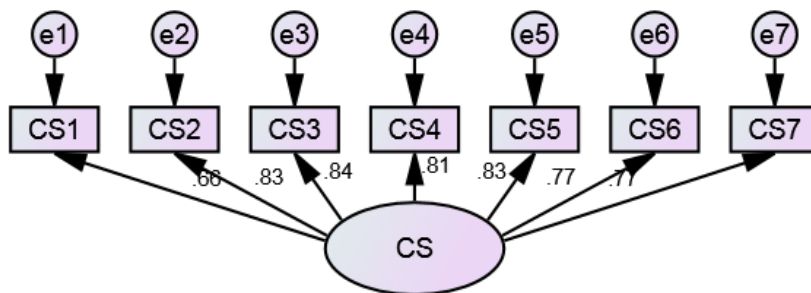
Standardized Regression Weights: (Group number 1 - Default model)

| Estimate |
|----------|
|----------|

| | Estimate |
|--------------|----------|
| PE1 <--- PE | .562 |
| PE2 <--- PE | .644 |
| PE3 <--- PE | .628 |
| PE4 <--- PE | .759 |
| PE5 <--- PE | .656 |
| PE6 <--- PE | .726 |
| PE7 <--- PE | .625 |
| PE8 <--- PE | .754 |
| PE9 <--- PE | .789 |
| PE10 <--- PE | .671 |
| PE11 <--- PE | .802 |

Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|-----|----------|------|--------|-----|-------|
| PE | .271 | .059 | 4.577 | *** | |
| e1 | .588 | .056 | 10.527 | *** | |
| e2 | .577 | .056 | 10.283 | *** | |
| e3 | .741 | .072 | 10.342 | *** | |
| e4 | .532 | .055 | 9.646 | *** | |
| e5 | .907 | .089 | 10.238 | *** | |
| e6 | .681 | .069 | 9.887 | *** | |
| e7 | .696 | .067 | 10.350 | *** | |
| e8 | .486 | .050 | 9.688 | *** | |
| e9 | .410 | .044 | 9.362 | *** | |
| e10 | .761 | .075 | 10.174 | *** | |
| e11 | .342 | .037 | 9.205 | *** | |



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

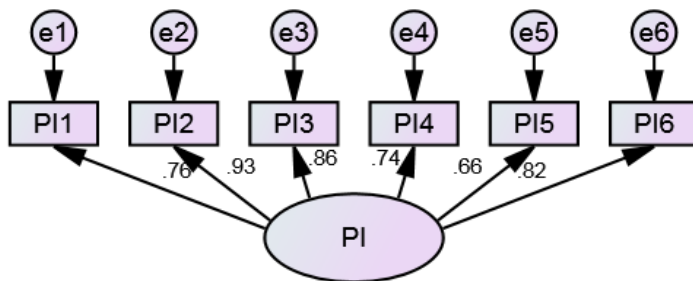
| | Estimate | S.E. | C.R. | P | Label |
|-------------|----------|------|--------|-----|-------|
| CS1 <--- CS | 1.000 | | | | |
| CS2 <--- CS | 1.052 | .094 | 11.206 | *** | |
| CS3 <--- CS | 1.135 | .100 | 11.340 | *** | |
| CS4 <--- CS | 1.164 | .105 | 11.033 | *** | |
| CS5 <--- CS | 1.109 | .099 | 11.177 | *** | |
| CS6 <--- CS | .994 | .094 | 10.591 | *** | |
| CS7 <--- CS | 1.115 | .106 | 10.509 | *** | |

Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|-------------|----------|
| CS1 <--- CS | .661 |
| CS2 <--- CS | .829 |
| CS3 <--- CS | .842 |
| CS4 <--- CS | .814 |
| CS5 <--- CS | .827 |
| CS6 <--- CS | .774 |
| CS7 <--- CS | .767 |

Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|----|----------|------|--------|-----|-------|
| CS | .513 | .091 | 5.622 | *** | |
| e1 | .663 | .064 | 10.290 | *** | |
| e2 | .258 | .029 | 9.002 | *** | |
| e3 | .272 | .031 | 8.795 | *** | |
| e4 | .355 | .038 | 9.225 | *** | |
| e5 | .293 | .032 | 9.043 | *** | |
| e6 | .339 | .035 | 9.643 | *** | |
| e7 | .447 | .046 | 9.703 | *** | |



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|-------------|----------|------|--------|-----|-------|
| PI1 <--- PI | 1.000 | | | | |
| PI2 <--- PI | 1.156 | .074 | 15.655 | *** | |
| PI3 <--- PI | 1.110 | .077 | 14.425 | *** | |
| PI4 <--- PI | 1.158 | .097 | 11.941 | *** | |
| PI5 <--- PI | 1.063 | .100 | 10.610 | *** | |
| PI6 <--- PI | 1.123 | .083 | 13.496 | *** | |

Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|-------------|----------|
| PI1 <--- PI | .763 |
| PI2 <--- PI | .929 |
| PI3 <--- PI | .864 |
| PI4 <--- PI | .737 |
| PI5 <--- PI | .665 |
| PI6 <--- PI | .817 |

Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|----|----------|------|--------|-----|-------|
| PI | .562 | .082 | 6.865 | *** | |
| e1 | .404 | .041 | 9.900 | *** | |
| e2 | .120 | .020 | 6.070 | *** | |
| e3 | .235 | .027 | 8.601 | *** | |
| e4 | .635 | .063 | 10.061 | *** | |
| e5 | .803 | .077 | 10.373 | *** | |
| e6 | .352 | .037 | 9.392 | *** | |

**APPENDIX E
DESCRIPTIVE ANALYSIS**

Descriptive of Advertising Campaign Familiarity

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| AC1 | 242 | 1.00 | 6.00 | 3.2025 | 1.48167 |
| AC2 | 242 | 1.00 | 6.00 | 3.5455 | 1.29474 |
| AC3 | 242 | 1.00 | 6.00 | 3.4463 | 1.34473 |
| AC4 | 242 | 1.00 | 6.00 | 3.7231 | 1.35801 |
| Valid N (listwise) | 242 | | | | |

Descriptive of Perceived Service Oriented Employee Behavior

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| SO1 | 242 | 1.00 | 6.00 | 4.6157 | 1.11061 |
| SO2 | 242 | 1.00 | 6.00 | 4.7355 | 1.06447 |
| SO3 | 242 | 1.00 | 6.00 | 4.6612 | .95591 |
| SO4 | 242 | 1.00 | 6.00 | 4.6033 | 1.01833 |
| SO5 | 242 | 1.00 | 6.00 | 4.9504 | .92769 |
| SO6 | 242 | 1.00 | 6.00 | 4.8843 | .92624 |
| SO7 | 242 | 1.00 | 6.00 | 4.6942 | 1.06114 |
| Valid N (listwise) | 242 | | | | |

Descriptive of Physical Environment

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| PE1 | 242 | 1.00 | 6.00 | 5.1818 | .92902 |
| PE2 | 242 | 1.00 | 6.00 | 4.7686 | .99593 |
| PE3 | 242 | 1.00 | 6.00 | 4.5496 | 1.10807 |
| PE4 | 242 | 1.00 | 6.00 | 4.3512 | 1.12154 |
| PE5 | 242 | 1.00 | 6.00 | 3.8802 | 1.26479 |
| PE6 | 242 | 1.00 | 6.00 | 3.9174 | 1.20226 |
| PE7 | 242 | 1.00 | 6.00 | 5.0372 | 1.07144 |
| PE8 | 242 | 1.00 | 6.00 | 4.3636 | 1.06237 |
| PE9 | 242 | 1.00 | 6.00 | 3.9628 | 1.04398 |
| PE10 | 242 | 1.00 | 6.00 | 4.4339 | 1.17978 |
| PE11 | 242 | 1.00 | 6.00 | 4.5372 | .98150 |
| Valid N (listwise) | 242 | | | | |

Descriptive of Customer Satisfaction

Descriptive Statistics

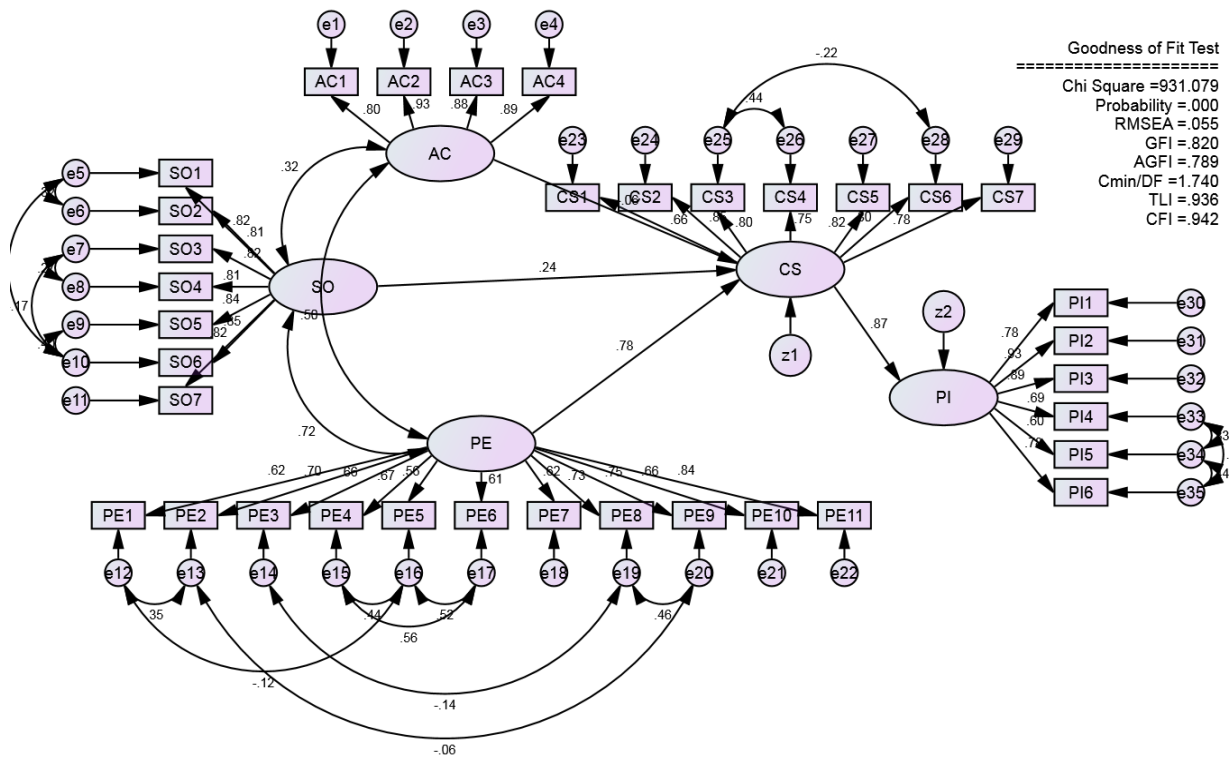
| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| CS1 | 242 | 1.00 | 6.00 | 4.7397 | 1.08670 |
| CS2 | 242 | 1.00 | 6.00 | 4.9380 | .91114 |
| CS3 | 242 | 1.00 | 6.00 | 4.6074 | .96775 |
| CS4 | 242 | 1.00 | 6.00 | 4.4587 | 1.02679 |
| CS5 | 242 | 1.00 | 6.00 | 4.8678 | .96359 |
| CS6 | 242 | 1.00 | 6.00 | 5.0950 | .92187 |
| CS7 | 242 | 1.00 | 6.00 | 4.8388 | 1.04408 |
| Valid N (listwise) | 242 | | | | |

Descriptive of Purchase Intention

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| PI1 | 242 | 1.00 | 6.00 | 4.9298 | .98496 |
| PI2 | 242 | 1.00 | 6.00 | 4.8140 | .93488 |
| PI3 | 242 | 1.00 | 6.00 | 4.7562 | .96541 |
| PI4 | 242 | 1.00 | 6.00 | 4.3636 | 1.18076 |
| PI5 | 242 | 1.00 | 6.00 | 4.4504 | 1.20149 |
| PI6 | 242 | 1.00 | 6.00 | 4.5868 | 1.03201 |
| Valid N (listwise) | 242 | | | | |

APPENDIX F OUTPUT OF FULL MODEL ANALYSIS OF AMOS



Analysis Summary

Date and Time

Date: Tuesday, August 21, 2018
 Time: 3:37:06 PM

Title

model2: Tuesday, August 21, 2018 3:37 PM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
 Sample size = 242

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables

- AC1
- AC2
- AC3
- AC4
- SO7

SO6
SO5
SO4
SO3
SO2
SO1
PE11
PE10
PE9
PE8
PE7
PE6
PE5
PE4
PE3
PE2
PE1
CS1
CS2
CS3
CS4
CS5
CS6
CS7
PI1
PI2
PI3
PI4
PI5
PI6
Unobserved, endogenous variables
CS
PI
Unobserved, exogenous variables
AC
e1
e2
e3
e4
SO
e11
e10
e9
e8
e7
e6
e5
PE
e22
e21
e20
e19
e18
e17
e16
e15
e14
e13
e12
e23

e24
e25
e26
e27
e28
e29
e30
e31
e32
e33
e34
e35
z1
z2

Variable counts (Group number 1)

Number of variables in your model: 77
Number of observed variables: 35
Number of unobserved variables: 42
Number of exogenous variables: 40
Number of endogenous variables: 37

Parameter Summary (Group number 1)

| | Weights | Covariances | Variances | Means | Intercepts | Total |
|-----------|---------|-------------|-----------|-------|------------|-------|
| Fixed | 42 | 0 | 0 | 0 | 0 | 42 |
| Labeled | 0 | 0 | 0 | 0 | 0 | 0 |
| Unlabeled | 34 | 21 | 40 | 0 | 0 | 95 |
| Total | 76 | 21 | 40 | 0 | 0 | 137 |

Assessment of normality (Group number 1)

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
|----------|-------|-------|--------|---------|----------|--------|
| PI6 | 1.000 | 6.000 | -.358 | -2.276 | -.343 | -1.089 |
| PI5 | 1.000 | 6.000 | -.660 | -4.190 | .174 | .552 |
| PI4 | 1.000 | 6.000 | -.733 | -4.655 | .274 | .869 |
| PI3 | 1.000 | 6.000 | -.800 | -5.083 | .804 | 2.554 |
| PI2 | 1.000 | 6.000 | -.844 | -5.363 | 1.078 | 3.422 |
| PI1 | 1.000 | 6.000 | -1.217 | -7.728 | 2.230 | 7.083 |
| CS7 | 1.000 | 6.000 | -1.209 | -7.679 | 1.848 | 5.867 |
| CS6 | 1.000 | 6.000 | -1.399 | -8.885 | 3.139 | 9.967 |
| CS5 | 1.000 | 6.000 | -1.016 | -6.454 | 1.373 | 4.359 |
| CS4 | 1.000 | 6.000 | -.822 | -5.220 | .891 | 2.831 |
| CS3 | 1.000 | 6.000 | -.911 | -5.785 | 1.336 | 4.243 |
| CS2 | 1.000 | 6.000 | -1.065 | -6.764 | 1.815 | 5.762 |
| CS1 | 1.000 | 6.000 | -.967 | -6.142 | .960 | 3.048 |
| PE1 | 1.000 | 6.000 | -1.363 | -8.659 | 2.670 | 8.479 |
| PE2 | 1.000 | 6.000 | -.838 | -5.321 | 1.024 | 3.253 |
| PE3 | 1.000 | 6.000 | -.602 | -3.825 | -.038 | -.119 |
| PE4 | 1.000 | 6.000 | -.474 | -3.012 | -.169 | -.537 |
| PE5 | 1.000 | 6.000 | -.440 | -2.793 | -.282 | -.896 |
| PE6 | 1.000 | 6.000 | -.386 | -2.454 | -.331 | -1.051 |
| PE7 | 1.000 | 6.000 | -1.595 | -10.131 | 3.136 | 9.959 |
| PE8 | 1.000 | 6.000 | -.556 | -3.532 | .314 | .998 |

| Variable | min | max | skew | c.r. | kurtosis | c.r. |
|--------------|-------|-------|--------|--------|----------|--------|
| PE9 | 1.000 | 6.000 | -.277 | -1.756 | -.020 | -.064 |
| PE10 | 1.000 | 6.000 | -.738 | -4.686 | .242 | .767 |
| PE11 | 1.000 | 6.000 | -.737 | -4.683 | .826 | 2.623 |
| SO1 | 1.000 | 6.000 | -.748 | -4.753 | .049 | .156 |
| SO2 | 1.000 | 6.000 | -.803 | -5.098 | .388 | 1.231 |
| SO3 | 1.000 | 6.000 | -.851 | -5.403 | 1.226 | 3.893 |
| SO4 | 1.000 | 6.000 | -.896 | -5.688 | 1.173 | 3.726 |
| SO5 | 1.000 | 6.000 | -1.152 | -7.314 | 2.092 | 6.642 |
| SO6 | 1.000 | 6.000 | -1.088 | -6.907 | 2.033 | 6.457 |
| SO7 | 1.000 | 6.000 | -.954 | -6.058 | .852 | 2.707 |
| AC4 | 1.000 | 6.000 | -.267 | -1.695 | -.639 | -2.029 |
| AC3 | 1.000 | 6.000 | -.009 | -.054 | -.632 | -2.007 |
| AC2 | 1.000 | 6.000 | -.227 | -1.440 | -.646 | -2.051 |
| AC1 | 1.000 | 6.000 | .186 | 1.182 | -1.027 | -3.260 |
| Multivariate | | | | | 273.461 | 41.795 |

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 100 | 111.798 | .000 | .000 |
| 40 | 102.529 | .000 | .000 |
| 161 | 90.883 | .000 | .000 |
| 183 | 89.284 | .000 | .000 |
| 54 | 88.849 | .000 | .000 |
| 46 | 82.305 | .000 | .000 |
| 113 | 80.681 | .000 | .000 |
| 198 | 77.229 | .000 | .000 |
| 61 | 76.035 | .000 | .000 |
| 222 | 74.135 | .000 | .000 |
| 53 | 70.966 | .000 | .000 |
| 114 | 70.339 | .000 | .000 |
| 20 | 70.185 | .000 | .000 |
| 235 | 69.499 | .000 | .000 |
| 206 | 68.643 | .001 | .000 |
| 148 | 68.366 | .001 | .000 |
| 134 | 67.978 | .001 | .000 |
| 42 | 65.712 | .001 | .000 |
| 229 | 64.141 | .002 | .000 |
| 232 | 63.990 | .002 | .000 |
| 15 | 61.614 | .004 | .000 |
| 142 | 61.516 | .004 | .000 |
| 186 | 61.448 | .004 | .000 |
| 93 | 61.359 | .004 | .000 |
| 71 | 61.010 | .004 | .000 |
| 81 | 60.605 | .005 | .000 |
| 174 | 60.574 | .005 | .000 |
| 217 | 60.383 | .005 | .000 |
| 226 | 58.383 | .008 | .000 |
| 102 | 58.373 | .008 | .000 |
| 177 | 57.056 | .011 | .000 |
| 64 | 56.763 | .011 | .000 |
| 225 | 56.682 | .012 | .000 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|------|
| 108 | 56.381 | .012 | .000 |
| 203 | 55.634 | .015 | .000 |
| 104 | 55.415 | .015 | .000 |
| 74 | 53.262 | .025 | .000 |
| 17 | 52.191 | .031 | .000 |
| 236 | 51.824 | .033 | .000 |
| 233 | 51.522 | .035 | .000 |
| 126 | 51.211 | .038 | .000 |
| 75 | 51.193 | .038 | .000 |
| 216 | 50.740 | .042 | .000 |
| 127 | 50.739 | .042 | .000 |
| 92 | 50.668 | .042 | .000 |
| 82 | 50.168 | .047 | .000 |
| 125 | 50.054 | .048 | .000 |
| 166 | 48.973 | .059 | .000 |
| 43 | 48.133 | .069 | .000 |
| 139 | 47.527 | .077 | .000 |
| 103 | 47.383 | .079 | .000 |
| 1 | 46.600 | .091 | .000 |
| 37 | 46.336 | .095 | .000 |
| 164 | 46.308 | .096 | .000 |
| 157 | 45.289 | .114 | .000 |
| 23 | 44.389 | .133 | .000 |
| 194 | 44.150 | .138 | .000 |
| 151 | 44.076 | .140 | .000 |
| 97 | 43.557 | .152 | .000 |
| 9 | 43.526 | .153 | .000 |
| 87 | 43.314 | .158 | .000 |
| 132 | 42.784 | .172 | .001 |
| 49 | 41.679 | .203 | .018 |
| 149 | 41.677 | .203 | .013 |
| 131 | 41.447 | .210 | .017 |
| 154 | 40.780 | .231 | .075 |
| 8 | 40.765 | .232 | .058 |
| 209 | 40.704 | .234 | .050 |
| 241 | 40.585 | .238 | .051 |
| 187 | 40.525 | .240 | .044 |
| 146 | 39.776 | .266 | .183 |
| 124 | 39.373 | .281 | .300 |
| 182 | 39.301 | .283 | .283 |
| 25 | 39.202 | .287 | .279 |
| 31 | 39.146 | .289 | .257 |
| 115 | 39.058 | .292 | .249 |
| 133 | 38.915 | .298 | .265 |
| 156 | 38.301 | .322 | .521 |
| 171 | 37.565 | .352 | .820 |
| 12 | 37.526 | .354 | .797 |
| 24 | 36.968 | .378 | .929 |
| 227 | 36.938 | .379 | .915 |
| 52 | 36.817 | .385 | .920 |
| 228 | 36.772 | .387 | .909 |
| 68 | 36.544 | .397 | .936 |

| Observation number | Mahalanobis d-squared | p1 | p2 |
|--------------------|-----------------------|------|-------|
| 212 | 36.149 | .415 | .974 |
| 101 | 35.745 | .433 | .992 |
| 78 | 35.331 | .453 | .998 |
| 29 | 35.214 | .458 | .998 |
| 36 | 34.992 | .469 | .999 |
| 201 | 34.987 | .469 | .999 |
| 240 | 34.826 | .476 | .999 |
| 2 | 34.822 | .477 | .998 |
| 122 | 34.747 | .480 | .998 |
| 60 | 34.170 | .508 | 1.000 |
| 3 | 34.091 | .512 | 1.000 |
| 94 | 34.084 | .512 | 1.000 |
| 168 | 34.081 | .512 | 1.000 |
| 106 | 34.073 | .513 | 1.000 |
| 184 | 33.993 | .517 | .999 |

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments: 630
Number of distinct parameters to be estimated: 95
Degrees of freedom (630 - 95): 535

Result (Default model)

Minimum was achieved
Chi-square = 931.079
Degrees of freedom = 535
Probability level = .000

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

| | | | Estimate | S.E. | C.R. | P | Label |
|-----|------|----|----------|------|--------|------|-------|
| CS | <--- | AC | -.033 | .025 | -1.340 | .180 | |
| CS | <--- | SO | .193 | .048 | 4.009 | *** | |
| CS | <--- | PE | .679 | .079 | 8.600 | *** | |
| PI | <--- | CS | .932 | .094 | 9.890 | *** | |
| AC1 | <--- | AC | 1.000 | | | | |
| AC2 | <--- | AC | 1.015 | .059 | 17.181 | *** | |
| AC3 | <--- | AC | 1.005 | .062 | 16.105 | *** | |
| AC4 | <--- | AC | 1.024 | .063 | 16.312 | *** | |

| | Estimate | S.E. | C.R. | P | Label |
|--------------|----------|------|--------|-----|-------|
| SO7 <--- SO | 1.000 | | | | |
| SO6 <--- SO | .892 | .058 | 15.487 | *** | |
| SO5 <--- SO | .890 | .058 | 15.459 | *** | |
| SO4 <--- SO | .938 | .064 | 14.613 | *** | |
| SO3 <--- SO | .892 | .060 | 14.805 | *** | |
| SO2 <--- SO | .981 | .067 | 14.631 | *** | |
| SO1 <--- SO | 1.042 | .070 | 14.979 | *** | |
| PE11 <--- PE | 1.000 | | | | |
| PE10 <--- PE | .953 | .084 | 11.401 | *** | |
| PE9 <--- PE | .959 | .071 | 13.519 | *** | |
| PE8 <--- PE | .946 | .073 | 13.021 | *** | |
| PE7 <--- PE | .812 | .077 | 10.499 | *** | |
| PE6 <--- PE | .892 | .087 | 10.217 | *** | |
| PE5 <--- PE | .851 | .093 | 9.120 | *** | |
| PE4 <--- PE | .911 | .079 | 11.486 | *** | |
| PE3 <--- PE | .887 | .079 | 11.255 | *** | |
| PE2 <--- PE | .848 | .069 | 12.230 | *** | |
| PE1 <--- PE | .695 | .067 | 10.338 | *** | |
| CS1 <--- CS | 1.000 | | | | |
| CS2 <--- CS | 1.082 | .094 | 11.569 | *** | |
| CS3 <--- CS | 1.087 | .099 | 11.028 | *** | |
| CS4 <--- CS | 1.075 | .103 | 10.412 | *** | |
| CS5 <--- CS | 1.108 | .098 | 11.275 | *** | |
| CS6 <--- CS | 1.036 | .094 | 11.047 | *** | |
| CS7 <--- CS | 1.139 | .106 | 10.795 | *** | |
| PI1 <--- PI | 1.000 | | | | |
| PI2 <--- PI | 1.135 | .069 | 16.343 | *** | |
| PI3 <--- PI | 1.125 | .072 | 15.527 | *** | |
| PI4 <--- PI | 1.062 | .094 | 11.234 | *** | |
| PI5 <--- PI | .942 | .098 | 9.588 | *** | |
| PI6 <--- PI | 1.058 | .080 | 13.184 | *** | |

Standardized Regression Weights: (Group number 1 - Default model)

| | Estimate |
|--------------|----------|
| CS <--- AC | -.055 |
| CS <--- SO | .236 |
| CS <--- PE | .780 |
| PI <--- CS | .871 |
| AC1 <--- AC | .798 |
| AC2 <--- AC | .927 |
| AC3 <--- AC | .884 |
| AC4 <--- AC | .892 |
| SO7 <--- SO | .824 |
| SO6 <--- SO | .846 |
| SO5 <--- SO | .838 |
| SO4 <--- SO | .806 |
| SO3 <--- SO | .816 |
| SO2 <--- SO | .806 |
| SO1 <--- SO | .822 |
| PE11 <--- PE | .837 |
| PE10 <--- PE | .664 |

| | Estimate |
|-------------|----------|
| PE9 <--- PE | .753 |
| PE8 <--- PE | .734 |
| PE7 <--- PE | .623 |
| PE6 <--- PE | .610 |
| PE5 <--- PE | .556 |
| PE4 <--- PE | .668 |
| PE3 <--- PE | .658 |
| PE2 <--- PE | .701 |
| PE1 <--- PE | .616 |
| CS1 <--- CS | .658 |
| CS2 <--- CS | .849 |
| CS3 <--- CS | .803 |
| CS4 <--- CS | .749 |
| CS5 <--- CS | .823 |
| CS6 <--- CS | .804 |
| CS7 <--- CS | .780 |
| PI1 <--- PI | .776 |
| PI2 <--- PI | .929 |
| PI3 <--- PI | .891 |
| PI4 <--- PI | .688 |
| PI5 <--- PI | .600 |
| PI6 <--- PI | .784 |

Covariances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|--------------|----------|------|--------|------|-------|
| AC <--> SO | .333 | .077 | 4.313 | *** | |
| AC <--> PE | .481 | .080 | 5.994 | *** | |
| SO <--> PE | .516 | .067 | 7.665 | *** | |
| e34 <--> e35 | .271 | .047 | 5.751 | *** | |
| e33 <--> e35 | .149 | .040 | 3.683 | *** | |
| e33 <--> e34 | .274 | .059 | 4.629 | *** | |
| e25 <--> e26 | .173 | .031 | 5.536 | *** | |
| e25 <--> e28 | -.069 | .020 | -3.408 | *** | |
| e13 <--> e12 | .182 | .038 | 4.790 | *** | |
| e16 <--> e15 | .385 | .065 | 5.941 | *** | |
| e16 <--> e12 | -.091 | .039 | -2.350 | .019 | |
| e17 <--> e16 | .519 | .076 | 6.868 | *** | |
| e17 <--> e15 | .445 | .063 | 7.119 | *** | |
| e19 <--> e14 | -.081 | .036 | -2.232 | .026 | |
| e20 <--> e19 | .225 | .040 | 5.598 | *** | |
| e6 <--> e5 | .128 | .034 | 3.731 | *** | |
| e8 <--> e7 | .089 | .028 | 3.166 | .002 | |
| e10 <--> e5 | -.045 | .020 | -2.273 | .023 | |
| e10 <--> e7 | -.047 | .018 | -2.629 | .009 | |
| e10 <--> e9 | .098 | .024 | 4.038 | *** | |
| e20 <--> e13 | -.029 | .027 | -1.072 | .284 | |

Correlations: (Group number 1 - Default model)

| | Estimate |
|------------|----------|
| AC <--> SO | .324 |

| | Estimate |
|--------------|----------|
| AC <--> PE | .497 |
| SO <--> PE | .721 |
| e34 <--> e35 | .442 |
| e33 <--> e35 | .272 |
| e33 <--> e34 | .334 |
| e25 <--> e26 | .443 |
| e25 <--> e28 | -.218 |
| e13 <--> e12 | .352 |
| e16 <--> e15 | .443 |
| e16 <--> e12 | -.120 |
| e17 <--> e16 | .524 |
| e17 <--> e15 | .562 |
| e19 <--> e14 | -.135 |
| e20 <--> e19 | .458 |
| e6 <--> e5 | .323 |
| e8 <--> e7 | .270 |
| e10 <--> e5 | -.147 |
| e10 <--> e7 | -.174 |
| e10 <--> e9 | .396 |
| e20 <--> e13 | -.060 |

Variances: (Group number 1 - Default model)

| | Estimate | S.E. | C.R. | P | Label |
|-----|----------|------|--------|-----|-------|
| AC | 1.393 | .189 | 7.352 | *** | |
| SO | .761 | .099 | 7.687 | *** | |
| PE | .672 | .085 | 7.874 | *** | |
| z1 | .060 | .015 | 3.947 | *** | |
| z2 | .140 | .024 | 5.834 | *** | |
| e1 | .793 | .082 | 9.705 | *** | |
| e2 | .235 | .037 | 6.407 | *** | |
| e3 | .394 | .048 | 8.296 | *** | |
| e4 | .376 | .047 | 8.036 | *** | |
| e11 | .360 | .039 | 9.245 | *** | |
| e10 | .241 | .030 | 8.064 | *** | |
| e9 | .255 | .029 | 8.720 | *** | |
| e8 | .363 | .039 | 9.256 | *** | |
| e7 | .303 | .034 | 8.893 | *** | |
| e6 | .396 | .043 | 9.271 | *** | |
| e5 | .396 | .045 | 8.830 | *** | |
| e22 | .287 | .032 | 8.978 | *** | |
| e21 | .775 | .075 | 10.321 | *** | |
| e20 | .471 | .048 | 9.759 | *** | |
| e19 | .514 | .052 | 9.859 | *** | |
| e18 | .700 | .067 | 10.451 | *** | |
| e17 | .904 | .086 | 10.470 | *** | |
| e16 | 1.086 | .102 | 10.618 | *** | |
| e15 | .694 | .067 | 10.297 | *** | |
| e14 | .693 | .067 | 10.312 | *** | |
| e13 | .502 | .050 | 10.120 | *** | |
| e12 | .531 | .051 | 10.465 | *** | |
| e23 | .667 | .063 | 10.528 | *** | |

| | Estimate | S.E. | C.R. | P | Label |
|-----|----------|------|--------|-----|-------|
| e24 | .231 | .024 | 9.441 | *** | |
| e25 | .332 | .034 | 9.706 | *** | |
| e26 | .461 | .045 | 10.148 | *** | |
| e27 | .299 | .031 | 9.737 | *** | |
| e28 | .300 | .031 | 9.788 | *** | |
| e29 | .424 | .042 | 10.057 | *** | |
| e30 | .384 | .039 | 9.920 | *** | |
| e31 | .120 | .018 | 6.509 | *** | |
| e32 | .192 | .023 | 8.184 | *** | |
| e33 | .732 | .071 | 10.312 | *** | |
| e34 | .921 | .087 | 10.553 | *** | |
| e35 | .409 | .042 | 9.835 | *** | |

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

| | PE | SO | AC | CS | PI |
|------|-------|-------|-------|-------|-------|
| CS | .679 | .193 | -.033 | .000 | .000 |
| PI | .633 | .180 | -.031 | .932 | .000 |
| PI6 | .669 | .190 | -.033 | .986 | 1.058 |
| PI5 | .596 | .169 | -.029 | .878 | .942 |
| PI4 | .672 | .191 | -.033 | .989 | 1.062 |
| PI3 | .712 | .202 | -.035 | 1.048 | 1.125 |
| PI2 | .718 | .204 | -.035 | 1.058 | 1.135 |
| PI1 | .633 | .180 | -.031 | .932 | 1.000 |
| CS7 | .774 | .220 | -.038 | 1.139 | .000 |
| CS6 | .704 | .200 | -.035 | 1.036 | .000 |
| CS5 | .753 | .214 | -.037 | 1.108 | .000 |
| CS4 | .730 | .207 | -.036 | 1.075 | .000 |
| CS3 | .739 | .210 | -.036 | 1.087 | .000 |
| CS2 | .735 | .209 | -.036 | 1.082 | .000 |
| CS1 | .679 | .193 | -.033 | 1.000 | .000 |
| PE1 | .695 | .000 | .000 | .000 | .000 |
| PE2 | .848 | .000 | .000 | .000 | .000 |
| PE3 | .887 | .000 | .000 | .000 | .000 |
| PE4 | .911 | .000 | .000 | .000 | .000 |
| PE5 | .851 | .000 | .000 | .000 | .000 |
| PE6 | .892 | .000 | .000 | .000 | .000 |
| PE7 | .812 | .000 | .000 | .000 | .000 |
| PE8 | .946 | .000 | .000 | .000 | .000 |
| PE9 | .959 | .000 | .000 | .000 | .000 |
| PE10 | .953 | .000 | .000 | .000 | .000 |
| PE11 | 1.000 | .000 | .000 | .000 | .000 |
| SO1 | .000 | 1.042 | .000 | .000 | .000 |
| SO2 | .000 | .981 | .000 | .000 | .000 |
| SO3 | .000 | .892 | .000 | .000 | .000 |
| SO4 | .000 | .938 | .000 | .000 | .000 |
| SO5 | .000 | .890 | .000 | .000 | .000 |
| SO6 | .000 | .892 | .000 | .000 | .000 |
| SO7 | .000 | 1.000 | .000 | .000 | .000 |
| AC4 | .000 | .000 | 1.024 | .000 | .000 |

| | PE | SO | AC | CS | PI |
|-----|------|------|-------|------|------|
| AC3 | .000 | .000 | 1.005 | .000 | .000 |
| AC2 | .000 | .000 | 1.015 | .000 | .000 |
| AC1 | .000 | .000 | 1.000 | .000 | .000 |

Standardized Total Effects (Group number 1 - Default model)

| | PE | SO | AC | CS | PI |
|------|------|------|-------|------|------|
| CS | .780 | .236 | -.055 | .000 | .000 |
| PI | .680 | .205 | -.048 | .871 | .000 |
| PI6 | .533 | .161 | -.038 | .683 | .784 |
| PI5 | .408 | .123 | -.029 | .522 | .600 |
| PI4 | .467 | .141 | -.033 | .599 | .688 |
| PI3 | .606 | .183 | -.043 | .776 | .891 |
| PI2 | .631 | .191 | -.045 | .809 | .929 |
| PI1 | .528 | .159 | -.037 | .676 | .776 |
| CS7 | .609 | .184 | -.043 | .780 | .000 |
| CS6 | .627 | .189 | -.044 | .804 | .000 |
| CS5 | .642 | .194 | -.045 | .823 | .000 |
| CS4 | .584 | .177 | -.041 | .749 | .000 |
| CS3 | .627 | .189 | -.044 | .803 | .000 |
| CS2 | .663 | .200 | -.047 | .849 | .000 |
| CS1 | .514 | .155 | -.036 | .658 | .000 |
| PE1 | .616 | .000 | .000 | .000 | .000 |
| PE2 | .701 | .000 | .000 | .000 | .000 |
| PE3 | .658 | .000 | .000 | .000 | .000 |
| PE4 | .668 | .000 | .000 | .000 | .000 |
| PE5 | .556 | .000 | .000 | .000 | .000 |
| PE6 | .610 | .000 | .000 | .000 | .000 |
| PE7 | .623 | .000 | .000 | .000 | .000 |
| PE8 | .734 | .000 | .000 | .000 | .000 |
| PE9 | .753 | .000 | .000 | .000 | .000 |
| PE10 | .664 | .000 | .000 | .000 | .000 |
| PE11 | .837 | .000 | .000 | .000 | .000 |
| SO1 | .000 | .822 | .000 | .000 | .000 |
| SO2 | .000 | .806 | .000 | .000 | .000 |
| SO3 | .000 | .816 | .000 | .000 | .000 |
| SO4 | .000 | .806 | .000 | .000 | .000 |
| SO5 | .000 | .838 | .000 | .000 | .000 |
| SO6 | .000 | .846 | .000 | .000 | .000 |
| SO7 | .000 | .824 | .000 | .000 | .000 |
| AC4 | .000 | .000 | .892 | .000 | .000 |
| AC3 | .000 | .000 | .884 | .000 | .000 |
| AC2 | .000 | .000 | .927 | .000 | .000 |
| AC1 | .000 | .000 | .798 | .000 | .000 |

Direct Effects (Group number 1 - Default model)

| | PE | SO | AC | CS | PI |
|-----|------|------|-------|------|-------|
| CS | .679 | .193 | -.033 | .000 | .000 |
| PI | .000 | .000 | .000 | .932 | .000 |
| PI6 | .000 | .000 | .000 | .000 | 1.058 |
| PI5 | .000 | .000 | .000 | .000 | .942 |

| | PE | SO | AC | CS | PI |
|------|-------|-------|-------|-------|-------|
| PI4 | .000 | .000 | .000 | .000 | 1.062 |
| PI3 | .000 | .000 | .000 | .000 | 1.125 |
| PI2 | .000 | .000 | .000 | .000 | 1.135 |
| PI1 | .000 | .000 | .000 | .000 | 1.000 |
| CS7 | .000 | .000 | .000 | 1.139 | .000 |
| CS6 | .000 | .000 | .000 | 1.036 | .000 |
| CS5 | .000 | .000 | .000 | 1.108 | .000 |
| CS4 | .000 | .000 | .000 | 1.075 | .000 |
| CS3 | .000 | .000 | .000 | 1.087 | .000 |
| CS2 | .000 | .000 | .000 | 1.082 | .000 |
| CS1 | .000 | .000 | .000 | 1.000 | .000 |
| PE1 | .695 | .000 | .000 | .000 | .000 |
| PE2 | .848 | .000 | .000 | .000 | .000 |
| PE3 | .887 | .000 | .000 | .000 | .000 |
| PE4 | .911 | .000 | .000 | .000 | .000 |
| PE5 | .851 | .000 | .000 | .000 | .000 |
| PE6 | .892 | .000 | .000 | .000 | .000 |
| PE7 | .812 | .000 | .000 | .000 | .000 |
| PE8 | .946 | .000 | .000 | .000 | .000 |
| PE9 | .959 | .000 | .000 | .000 | .000 |
| PE10 | .953 | .000 | .000 | .000 | .000 |
| PE11 | 1.000 | .000 | .000 | .000 | .000 |
| SO1 | .000 | 1.042 | .000 | .000 | .000 |
| SO2 | .000 | .981 | .000 | .000 | .000 |
| SO3 | .000 | .892 | .000 | .000 | .000 |
| SO4 | .000 | .938 | .000 | .000 | .000 |
| SO5 | .000 | .890 | .000 | .000 | .000 |
| SO6 | .000 | .892 | .000 | .000 | .000 |
| SO7 | .000 | 1.000 | .000 | .000 | .000 |
| AC4 | .000 | .000 | 1.024 | .000 | .000 |
| AC3 | .000 | .000 | 1.005 | .000 | .000 |
| AC2 | .000 | .000 | 1.015 | .000 | .000 |
| AC1 | .000 | .000 | 1.000 | .000 | .000 |

Standardized Direct Effects (Group number 1 - Default model)

| | PE | SO | AC | CS | PI |
|-----|------|------|-------|------|------|
| CS | .780 | .236 | -.055 | .000 | .000 |
| PI | .000 | .000 | .000 | .871 | .000 |
| PI6 | .000 | .000 | .000 | .000 | .784 |
| PI5 | .000 | .000 | .000 | .000 | .600 |
| PI4 | .000 | .000 | .000 | .000 | .688 |
| PI3 | .000 | .000 | .000 | .000 | .891 |
| PI2 | .000 | .000 | .000 | .000 | .929 |
| PI1 | .000 | .000 | .000 | .000 | .776 |
| CS7 | .000 | .000 | .000 | .780 | .000 |
| CS6 | .000 | .000 | .000 | .804 | .000 |
| CS5 | .000 | .000 | .000 | .823 | .000 |
| CS4 | .000 | .000 | .000 | .749 | .000 |
| CS3 | .000 | .000 | .000 | .803 | .000 |
| CS2 | .000 | .000 | .000 | .849 | .000 |
| CS1 | .000 | .000 | .000 | .658 | .000 |

| | PE | SO | AC | CS | PI |
|------|------|------|------|------|------|
| PE1 | .616 | .000 | .000 | .000 | .000 |
| PE2 | .701 | .000 | .000 | .000 | .000 |
| PE3 | .658 | .000 | .000 | .000 | .000 |
| PE4 | .668 | .000 | .000 | .000 | .000 |
| PE5 | .556 | .000 | .000 | .000 | .000 |
| PE6 | .610 | .000 | .000 | .000 | .000 |
| PE7 | .623 | .000 | .000 | .000 | .000 |
| PE8 | .734 | .000 | .000 | .000 | .000 |
| PE9 | .753 | .000 | .000 | .000 | .000 |
| PE10 | .664 | .000 | .000 | .000 | .000 |
| PE11 | .837 | .000 | .000 | .000 | .000 |
| SO1 | .000 | .822 | .000 | .000 | .000 |
| SO2 | .000 | .806 | .000 | .000 | .000 |
| SO3 | .000 | .816 | .000 | .000 | .000 |
| SO4 | .000 | .806 | .000 | .000 | .000 |
| SO5 | .000 | .838 | .000 | .000 | .000 |
| SO6 | .000 | .846 | .000 | .000 | .000 |
| SO7 | .000 | .824 | .000 | .000 | .000 |
| AC4 | .000 | .000 | .892 | .000 | .000 |
| AC3 | .000 | .000 | .884 | .000 | .000 |
| AC2 | .000 | .000 | .927 | .000 | .000 |
| AC1 | .000 | .000 | .798 | .000 | .000 |

Indirect Effects (Group number 1 - Default model)

| | PE | SO | AC | CS | PI |
|------|------|------|-------|-------|------|
| CS | .000 | .000 | .000 | .000 | .000 |
| PI | .633 | .180 | -.031 | .000 | .000 |
| PI6 | .669 | .190 | -.033 | .986 | .000 |
| PI5 | .596 | .169 | -.029 | .878 | .000 |
| PI4 | .672 | .191 | -.033 | .989 | .000 |
| PI3 | .712 | .202 | -.035 | 1.048 | .000 |
| PI2 | .718 | .204 | -.035 | 1.058 | .000 |
| PI1 | .633 | .180 | -.031 | .932 | .000 |
| CS7 | .774 | .220 | -.038 | .000 | .000 |
| CS6 | .704 | .200 | -.035 | .000 | .000 |
| CS5 | .753 | .214 | -.037 | .000 | .000 |
| CS4 | .730 | .207 | -.036 | .000 | .000 |
| CS3 | .739 | .210 | -.036 | .000 | .000 |
| CS2 | .735 | .209 | -.036 | .000 | .000 |
| CS1 | .679 | .193 | -.033 | .000 | .000 |
| PE1 | .000 | .000 | .000 | .000 | .000 |
| PE2 | .000 | .000 | .000 | .000 | .000 |
| PE3 | .000 | .000 | .000 | .000 | .000 |
| PE4 | .000 | .000 | .000 | .000 | .000 |
| PE5 | .000 | .000 | .000 | .000 | .000 |
| PE6 | .000 | .000 | .000 | .000 | .000 |
| PE7 | .000 | .000 | .000 | .000 | .000 |
| PE8 | .000 | .000 | .000 | .000 | .000 |
| PE9 | .000 | .000 | .000 | .000 | .000 |
| PE10 | .000 | .000 | .000 | .000 | .000 |
| PE11 | .000 | .000 | .000 | .000 | .000 |

| | PE | SO | AC | CS | PI |
|-----|------|------|------|------|------|
| SO1 | .000 | .000 | .000 | .000 | .000 |
| SO2 | .000 | .000 | .000 | .000 | .000 |
| SO3 | .000 | .000 | .000 | .000 | .000 |
| SO4 | .000 | .000 | .000 | .000 | .000 |
| SO5 | .000 | .000 | .000 | .000 | .000 |
| SO6 | .000 | .000 | .000 | .000 | .000 |
| SO7 | .000 | .000 | .000 | .000 | .000 |
| AC4 | .000 | .000 | .000 | .000 | .000 |
| AC3 | .000 | .000 | .000 | .000 | .000 |
| AC2 | .000 | .000 | .000 | .000 | .000 |
| AC1 | .000 | .000 | .000 | .000 | .000 |

Standardized Indirect Effects (Group number 1 - Default model)

| | PE | SO | AC | CS | PI |
|------|------|------|-------|------|------|
| CS | .000 | .000 | .000 | .000 | .000 |
| PI | .680 | .205 | -.048 | .000 | .000 |
| PI6 | .533 | .161 | -.038 | .683 | .000 |
| PI5 | .408 | .123 | -.029 | .522 | .000 |
| PI4 | .467 | .141 | -.033 | .599 | .000 |
| PI3 | .606 | .183 | -.043 | .776 | .000 |
| PI2 | .631 | .191 | -.045 | .809 | .000 |
| PI1 | .528 | .159 | -.037 | .676 | .000 |
| CS7 | .609 | .184 | -.043 | .000 | .000 |
| CS6 | .627 | .189 | -.044 | .000 | .000 |
| CS5 | .642 | .194 | -.045 | .000 | .000 |
| CS4 | .584 | .177 | -.041 | .000 | .000 |
| CS3 | .627 | .189 | -.044 | .000 | .000 |
| CS2 | .663 | .200 | -.047 | .000 | .000 |
| CS1 | .514 | .155 | -.036 | .000 | .000 |
| PE1 | .000 | .000 | .000 | .000 | .000 |
| PE2 | .000 | .000 | .000 | .000 | .000 |
| PE3 | .000 | .000 | .000 | .000 | .000 |
| PE4 | .000 | .000 | .000 | .000 | .000 |
| PE5 | .000 | .000 | .000 | .000 | .000 |
| PE6 | .000 | .000 | .000 | .000 | .000 |
| PE7 | .000 | .000 | .000 | .000 | .000 |
| PE8 | .000 | .000 | .000 | .000 | .000 |
| PE9 | .000 | .000 | .000 | .000 | .000 |
| PE10 | .000 | .000 | .000 | .000 | .000 |
| PE11 | .000 | .000 | .000 | .000 | .000 |
| SO1 | .000 | .000 | .000 | .000 | .000 |
| SO2 | .000 | .000 | .000 | .000 | .000 |
| SO3 | .000 | .000 | .000 | .000 | .000 |
| SO4 | .000 | .000 | .000 | .000 | .000 |
| SO5 | .000 | .000 | .000 | .000 | .000 |
| SO6 | .000 | .000 | .000 | .000 | .000 |
| SO7 | .000 | .000 | .000 | .000 | .000 |
| AC4 | .000 | .000 | .000 | .000 | .000 |
| AC3 | .000 | .000 | .000 | .000 | .000 |
| AC2 | .000 | .000 | .000 | .000 | .000 |
| AC1 | .000 | .000 | .000 | .000 | .000 |

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

| | M.I. | Par Change |
|--------------|--------|------------|
| z2 <--> PE | 4.131 | -.036 |
| z2 <--> SO | 4.314 | .041 |
| z2 <--> AC | 4.538 | .068 |
| e33 <--> PE | 5.732 | -.074 |
| e33 <--> z2 | 4.352 | .049 |
| e32 <--> z1 | 20.350 | -.052 |
| e32 <--> z2 | 4.929 | -.031 |
| e31 <--> z2 | 4.151 | .024 |
| e30 <--> AC | 4.145 | -.092 |
| e30 <--> e32 | 4.506 | -.043 |
| e29 <--> z2 | 5.528 | .047 |
| e28 <--> e32 | 12.786 | -.065 |
| e28 <--> e30 | 4.643 | .051 |
| e27 <--> e34 | 7.800 | .087 |
| e25 <--> e34 | 8.602 | -.083 |
| e24 <--> e29 | 7.870 | -.063 |
| e12 <--> e28 | 7.872 | .070 |
| e12 <--> e26 | 5.753 | -.064 |
| e13 <--> SO | 8.313 | .085 |
| e13 <--> z1 | 5.683 | .037 |
| e13 <--> z2 | 12.401 | .070 |
| e13 <--> e33 | 4.798 | .077 |
| e14 <--> e24 | 6.221 | .070 |
| e14 <--> e23 | 6.369 | -.115 |
| e14 <--> e12 | 6.613 | .096 |
| e15 <--> AC | 4.564 | -.101 |
| e15 <--> z2 | 6.234 | -.050 |
| e15 <--> e32 | 4.959 | -.048 |
| e15 <--> e14 | 8.151 | .106 |
| e17 <--> e32 | 4.788 | .051 |
| e18 <--> AC | 10.915 | -.196 |
| e18 <--> e32 | 5.527 | -.064 |
| e18 <--> e29 | 5.981 | -.092 |
| e18 <--> e28 | 4.186 | .064 |
| e18 <--> e12 | 7.245 | .101 |
| e18 <--> e13 | 7.887 | -.104 |
| e18 <--> e14 | 6.173 | .116 |
| e18 <--> e15 | 7.633 | .103 |
| e19 <--> e30 | 4.874 | -.059 |
| e19 <--> e27 | 7.871 | -.067 |
| e20 <--> e32 | 7.542 | .054 |
| e20 <--> e28 | 10.949 | -.075 |
| e20 <--> e15 | 4.899 | -.060 |
| e20 <--> e17 | 5.936 | .071 |
| e21 <--> SO | 8.187 | -.113 |
| e21 <--> e23 | 4.644 | .105 |
| e21 <--> e13 | 13.144 | -.143 |
| e21 <--> e14 | 6.670 | -.128 |
| e22 <--> e32 | 5.305 | .043 |

| | M.I. | Par Change |
|--------------|--------|------------|
| e5 <--> e32 | 5.746 | .048 |
| e5 <--> e31 | 4.420 | -.037 |
| e5 <--> e26 | 6.944 | -.064 |
| e6 <--> PE | 5.460 | -.055 |
| e6 <--> SO | 4.052 | .053 |
| e6 <--> e20 | 5.185 | -.055 |
| e7 <--> e35 | 4.279 | -.043 |
| e7 <--> e5 | 6.237 | .055 |
| e9 <--> e32 | 10.682 | -.049 |
| e9 <--> e31 | 4.879 | .029 |
| e9 <--> e6 | 4.647 | .040 |
| e10 <--> z1 | 4.014 | .022 |
| e10 <--> e6 | 4.662 | -.040 |
| e11 <--> e21 | 4.542 | -.080 |
| e4 <--> e24 | 4.587 | -.050 |
| e4 <--> e16 | 4.065 | -.078 |
| e4 <--> e9 | 4.833 | .047 |
| e3 <--> e28 | 5.175 | -.059 |
| e3 <--> e15 | 6.001 | -.076 |
| e1 <--> e23 | 4.334 | .105 |
| e1 <--> e3 | 5.660 | -.101 |

Variances: (Group number 1 - Default model)

| | M.I. | Par Change |
|--|------|------------|
|--|------|------------|

Regression Weights: (Group number 1 - Default model)

| | M.I. | Par Change |
|---------------|--------|------------|
| PI4 <--- PE3 | 5.012 | -.105 |
| PI3 <--- PE | 5.983 | .099 |
| PI3 <--- AC | 6.774 | .073 |
| PI3 <--- PE2 | 6.559 | .083 |
| PI3 <--- PE5 | 8.688 | .075 |
| PI3 <--- PE6 | 9.996 | .084 |
| PI3 <--- PE8 | 13.064 | .110 |
| PI3 <--- PE9 | 17.145 | .127 |
| PI3 <--- PE11 | 9.779 | .102 |
| PI3 <--- SO1 | 6.948 | .076 |
| PI3 <--- SO3 | 5.625 | .080 |
| PI3 <--- SO7 | 5.110 | .068 |
| PI3 <--- AC4 | 5.732 | .057 |
| PI3 <--- AC3 | 8.776 | .071 |
| PI3 <--- AC2 | 4.464 | .052 |
| PI2 <--- PE4 | 4.620 | -.054 |
| PI2 <--- SO1 | 4.627 | -.054 |
| PI1 <--- AC2 | 4.886 | -.072 |
| CS7 <--- PE7 | 4.086 | -.083 |
| CS6 <--- PE5 | 10.116 | -.093 |
| CS6 <--- PE6 | 6.216 | -.076 |
| CS6 <--- PE9 | 5.539 | -.083 |
| CS6 <--- AC3 | 6.905 | -.072 |

| | M.I. | Par Change |
|---------------|--------|------------|
| CS6 <--- AC1 | 4.553 | -.053 |
| CS5 <--- PI5 | 4.848 | .068 |
| CS5 <--- PE8 | 4.985 | -.079 |
| CS4 <--- SO1 | 4.181 | -.072 |
| CS3 <--- PI5 | 6.884 | -.074 |
| CS2 <--- PE3 | 4.117 | .061 |
| CS1 <--- AC4 | 4.559 | .085 |
| CS1 <--- AC1 | 6.725 | .094 |
| PE1 <--- PE7 | 4.243 | .084 |
| PE2 <--- PI | 5.691 | .140 |
| PE2 <--- PI6 | 6.002 | .103 |
| PE2 <--- PI5 | 10.955 | .120 |
| PE2 <--- PI4 | 13.232 | .134 |
| PE2 <--- PI3 | 7.113 | .120 |
| PE2 <--- PI2 | 4.449 | .098 |
| PE2 <--- PI1 | 4.239 | .091 |
| PE2 <--- PE7 | 4.625 | -.087 |
| PE2 <--- PE10 | 6.967 | -.097 |
| PE2 <--- SO4 | 5.167 | .097 |
| PE3 <--- PE1 | 4.568 | .127 |
| PE3 <--- PE4 | 4.475 | .104 |
| PE4 <--- PI3 | 4.319 | -.094 |
| PE4 <--- PE3 | 4.643 | .085 |
| PE4 <--- PE7 | 4.471 | .086 |
| PE4 <--- AC3 | 6.343 | -.082 |
| PE5 <--- AC1 | 4.683 | .081 |
| PE6 <--- PE9 | 4.268 | .093 |
| PE7 <--- AC | 7.679 | -.134 |
| PE7 <--- AC4 | 6.836 | -.106 |
| PE7 <--- AC3 | 5.843 | -.099 |
| PE7 <--- AC2 | 6.861 | -.112 |
| PE7 <--- AC1 | 8.351 | -.108 |
| PE10 <--- PE2 | 7.901 | -.165 |
| PE10 <--- PE3 | 4.220 | -.108 |
| PE10 <--- SO2 | 5.455 | -.128 |
| PE10 <--- SO3 | 5.815 | -.148 |
| PE10 <--- SO7 | 6.904 | -.145 |
| PE11 <--- PI5 | 4.659 | -.068 |
| SO1 <--- CS4 | 5.195 | -.089 |
| SO2 <--- PI3 | 4.265 | -.084 |
| SO2 <--- PI2 | 4.238 | -.087 |
| SO2 <--- PE9 | 5.642 | -.089 |
| SO2 <--- PE10 | 4.564 | -.071 |
| SO2 <--- PE11 | 4.281 | -.083 |
| SO2 <--- AC1 | 4.652 | -.057 |
| SO7 <--- AC4 | 4.070 | -.062 |
| AC4 <--- CS | 5.095 | .146 |
| AC4 <--- PI | 5.989 | .149 |
| AC4 <--- PI3 | 5.111 | .106 |
| AC4 <--- PI2 | 5.886 | .117 |
| AC4 <--- CS5 | 4.959 | .104 |
| AC4 <--- CS4 | 9.941 | .139 |

| | M.I. | Par Change |
|---------------|-------|------------|
| AC4 <--- CS3 | 6.584 | .120 |
| AC4 <--- CS1 | 6.234 | .104 |
| AC4 <--- PE8 | 4.393 | .090 |
| AC4 <--- PE10 | 4.613 | .082 |
| AC4 <--- SO2 | 4.873 | .094 |
| AC4 <--- SO5 | 6.078 | .120 |
| AC2 <--- PI1 | 6.059 | -.098 |

Minimization History (Default model)

| Iteration | Negative eigenvalues | Condition # | Smallest eigenvalue | Diameter | F | NTries | Ratio |
|-----------|----------------------|-------------|---------------------|----------|----------|--------|----------|
| 0 | e | 27 | -1.589 | 9999.000 | 7114.226 | 0 | 9999.000 |
| 1 | e | 34 | -.786 | 3.647 | 4028.898 | 19 | .359 |
| 2 | e* | 10 | -.313 | 1.300 | 2665.506 | 5 | .915 |
| 3 | e* | 3 | -.240 | 1.481 | 1722.663 | 5 | .723 |
| 4 | e* | 1 | -.176 | .700 | 1294.489 | 4 | .841 |
| 5 | e | 0 | 557.381 | .436 | 1093.721 | 5 | .984 |
| 6 | e | 0 | 372.657 | 1.025 | 1053.374 | 2 | .000 |
| 7 | e | 0 | 252.338 | .750 | 946.509 | 1 | 1.061 |
| 8 | e | 0 | 397.881 | .283 | 932.840 | 1 | 1.158 |
| 9 | e | 0 | 585.541 | .152 | 931.162 | 1 | 1.123 |
| 10 | e | 0 | 662.684 | .038 | 931.079 | 1 | 1.041 |
| 11 | e | 0 | 667.672 | .003 | 931.079 | 1 | 1.003 |
| 12 | e | 0 | 667.694 | .000 | 931.079 | 1 | 1.000 |

Model Fit Summary

CMIN

| Model | NPAR | CMIN | DF | P | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model | 95 | 931.079 | 535 | .000 | 1.740 |
| Saturated model | 630 | .000 | 0 | | |
| Independence model | 35 | 7444.878 | 595 | .000 | 12.512 |

RMR, GFI

| Model | RMR | GFI | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model | .068 | .820 | .789 | .697 |
| Saturated model | .000 | 1.000 | | |
| Independence model | .502 | .121 | .069 | .114 |

Baseline Comparisons

| Model | NFI Delta1 | RFI rho1 | IFI Delta2 | TLI rho2 | CFI |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model | .875 | .861 | .943 | .936 | .942 |
| Saturated model | 1.000 | | 1.000 | | 1.000 |
| Independence model | .000 | .000 | .000 | .000 | .000 |

Parsimony-Adjusted Measures

| Model | PRATIO | PNFI | PCFI |
|-------|--------|------|------|
|-------|--------|------|------|

| Model | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model | .899 | .787 | .847 |
| Saturated model | .000 | .000 | .000 |
| Independence model | 1.000 | .000 | .000 |

NCP

| Model | NCP | LO 90 | HI 90 |
|--------------------|----------|----------|----------|
| Default model | 396.079 | 315.232 | 484.779 |
| Saturated model | .000 | .000 | .000 |
| Independence model | 6849.878 | 6574.997 | 7131.215 |

FMIN

| Model | FMIN | F0 | LO 90 | HI 90 |
|--------------------|--------|--------|--------|--------|
| Default model | 3.863 | 1.643 | 1.308 | 2.012 |
| Saturated model | .000 | .000 | .000 | .000 |
| Independence model | 30.892 | 28.423 | 27.282 | 29.590 |

RMSEA

| Model | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model | .055 | .049 | .061 | .067 |
| Independence model | .219 | .214 | .223 | .000 |

AIC

| Model | AIC | BCC | BIC | CAIC |
|--------------------|----------|----------|----------|----------|
| Default model | 1121.079 | 1154.445 | 1452.528 | 1547.528 |
| Saturated model | 1260.000 | 1481.268 | 3458.031 | 4088.031 |
| Independence model | 7514.878 | 7527.171 | 7636.991 | 7671.991 |

ECVI

| Model | ECVI | LO 90 | HI 90 | MECVI |
|--------------------|--------|--------|--------|--------|
| Default model | 4.652 | 4.316 | 5.020 | 4.790 |
| Saturated model | 5.228 | 5.228 | 5.228 | 6.146 |
| Independence model | 31.182 | 30.041 | 32.349 | 31.233 |

HOELTER

| Model | HOELTER | HOELTER |
|--------------------|---------|---------|
| | .05 | .01 |
| Default model | 153 | 159 |
| Independence model | 22 | 22 |

Execution time summary

Minimization: .047
Miscellaneous: 4.090
Bootstrap: .000
Total: 4.137