THE IMPACT OF SALESPERSON'S BEHAVIOR ON CONSUMER'S PURCHASE INTENTION
A STUDY OF FASHION RETAIL STORES IN YOGYAKARTA

A THESIS

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

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AN UNDERGRADUATE THESIS

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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 acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, June 15th, 2016

Afra Aprilia

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بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

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Afra Aprilia

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

The Impact of Salesperson's Behavior on Consumer's Purchase Intention

A Study Of Fashion Retail Stores In Yogyakarta

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ABSTRACT

Little attention has been directed at the actions performed by the salespersons at the store. Whereas, fact is the manners of a salesperson mean a lot to a customer, which further gives an implication to the process of purchasing. In this research study, attempts have been made to observe, explain and prove empirically the influence of salespersons' behavioral attributes toward consumer's purchase intention with a study concerning on fashion retail stores in Yogyakarta. Research model is basically arranged under the roof of Theory of Planned Behavior by Ajzen (2005). The population and sample of this research is those who have made a purchase on fashion items and have experienced at the fashion retail stores in Yogyakarta. Data analysis of this research is using *Structural Equation Modeling* (SEM) Amos. The outcome of this study shows that salesperson's behavioral traits such as Listening Ability, Ethical Behavior, and Emotional Intelligence positively determine consumer's Attitude, Subjective Norm, and Perceived Control Behavior, which further gives positive impact on Purchase Intention as well. This research is expected will contribute to future research study on similar topics.

Keyword: Salespersons' behavioral traits, listening ability, ethical behavior, emotional intelligence, attitude, subjective norm, perceived control behavior, purchase intention, theory of planned behavior

Dampak Perilaku Tenaga Penjual Terhadap Minat Beli dari Konsumer

Studi Kasus Pada Toko Ritel Fashion di Yogyakarta

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ABSTRAK

Hanya sedikit perhatian diarahkan pada tindakan-tindakan yang dilakukan oleh penjual toko. Kenyataanya, perilaku dan sikap dari seorang tenaga penjual sangat berarti bagi pelanggan dan konsumer, yang selanjutnya juga memberikan implikasi pada proses pembelian. Dalam penelitian ini, upaya telah dilakukan untuk mengetahui, menjelaskan dan membuktikan secara empiris pengaruh atribut perilaku penjual terhadap minat beli konsumen dengan studi di toko ritel fashion, khususnya di Yogyakarta. Model penelitian pada dasarnya disusun dengan menggunakan dasar dari *Theory of Planned Behavior* by Ajzen (2005). Populasi dan sampel penelitian ini adalah konsumer yang pernah melakukan pembelian pada barang-barang fashion di mengalami langsung di toko ritel fashion di Yogyakarta. Analaisis data penelitian ini menggunakan alat *Structural Equation Modeling* (SEM) Amos. Hasil penelitian ini menunjukkan dan dapat menjelaskan perilaku penjual seperti kemampuan mendengar, perilaku etis, kecerdasan emosional secara positif menentukan sikap, konsumen, norma subyektif, control perilau terencana yang selanjutnya memberikan dampak positif pula pada minat beli. Penelitian ini diharapkan akan memberikan kontribusi untuk penelitian di masa yang akan datang dengan topik yang sama.

Kata kunci: perilaku penjual, *listening ability, ethical behavior, emotional intelligence,* sikap, norma subyektif, kontrol perilaku terencana, minat beli, *theory of planned behavior*

CHAPTER I

INTRODUCTION

1.1. Background

The successfulness of a business can be seen not only on how much the quantity of products or services are being sold, but also on the quality of its human resources. The functions of salespersons are often times deemed as insignificant part. As a matter of fact, the first person that customer interacts with before purchasing an item is the salesperson. Besides, it is sometimes not the products that are important but how the customers experiencing a good atmosphere so that they can get a remarkable satisfaction after leaving the store. Therefore, salespersons need to think carefully on how they treat customers because in some extent most of customers take the manner of salespersons as a big deal and it cannot simply be disregarded. Behavior of salesperson does not stand alone, there are at least four aspects – listening ability, ethical behavior, and emotional intelligence.

According to Sushil and Manoj (2014) in former times, customers tend to come to the store then stick to one product they might look for and simply purchase it without any other considerations such as the behavior of salespersons as though it is not necessary to give an attention to. There is only a few that perhaps evaluate what they get after doing the buying and selling process beside the product itself. But these days, people are become more responsive. They react quickly right after they do not get what they hope for. Product features and new

innovations are no longer the only one aspect that customers explore. It is more than that. Something that they wish can be understood, listened and answered even though they are not really in a good situation or mood. It is a job of salesperson to adjust the environment of the store with the feeling of customers. It is probably slight of exaggeration but yet somehow true that customer nowadays has decided to feel them selves as a king and want to be treated as respectful as it can be. This will further be beneficial and lead to profit making since customers often turn out to be loyal when they are treated well.

Speaking of which, the four aspects behind salesperson's behavior take the vital part in purchasing intention, which needs to be considered as well. The purchasing intention of consumers cannot be separated from the satisfaction they may feel and experience. The stronger consumers feel comfortable and satisfy, the more they will do the activity of purchasing and they will continuously remain loyal. According to (Ghosh) (1990) purchase intention as a tool is able to effectively portending the process of buying. Nevertheless, maintaining the ethical workforce is not as easy as turning the palm around. It is becoming one of the challenging issues for organization (Anand et al, 2004).

Purchase intention, in which is a part of Theory of Planned Behavior. From (Ajzen, The Theory of Planned Behavior, 1991). Ajzen (1991) states that intention of individual or a group to behave in certain ways can be predicted through particular manners in accordance with their belief on one object or attitude, subjective norms, and perceived control behavior. (Casper , 2007) explained that attitude is a result of one individual's particular behavior that is

performed based on their belief. Subjective norm refers to an impression that one's might get as a judgment of others after performing certain behaviors. Meanwhile, perceived control behavior is an ability of a person with an opportunity existed to perform the behavior. However, it is believed that 3 factors of purchase intention, which are attitude, subjective norm, and perceived control behavior, do not come up without any influences. Therefore, listening ability, ethical behavior, and emotional intelligence are convinced as the cognitive belief, conative belief, and affective belief respectively stand behind the three factors of the intention that consumer's making in order to do the purchase.

The importance of listening skill in guaranteeing the successfulness of future business in terms of building trust and an open relationship with customers, There is only a few empirical study that has been proved in the area. As Castleberry and Shepherd (1993) commented, "We are unable to identify a single study which empirically assessed the listening ability of salespeople and related it to any other measure ". Surely, it will lead to a positive beneficial outcome in keeping a watch on the necessity of listening. Thus, the role of listening behavior should not be considered as less important as found in, a research conducted by Rosemary and Ravipreet (1997). It is in utmost possibility that listening ability belongs to the component of cognitive as cognitive involves a belief or knowledge (McLeod, 2009). Listening associates the activity of salesperson of actively showing grasp or respond to every consumer Stephen and Shepherd (1993). It is nearly impossible for someone to give responds without having enough knowledge. Behavioral or conative belief is affirmed as the way that influence how one's may

act or behave. Along with that, the ethical behavior of salesperson as one of conative components is viewed as mutual relationship in fair and equitable exchange. The positive feedback will later on be achieved if the customers get flattered and perceiving and appropriate actions that suitable with what they wished (Nguyen Ming, 2014). Another one aspect that determines consumer's purchase intention is salesperson's emotional intelligence, which belongs to one of affective components. Emotional intelligence meaning is maintaining mood and sacrificing the needs of short-terms for the sake of long-terms outcomes in the future. (McLeod, 2009) claimed that affective involves feelings as well as emotions of a person.

In pursuing the research, researcher has decided to take fashion industry, fashion retail stores in particular as the interesting object. There is a rapid growth in fashion these days. Mostly, people will purchase one product or more either in order to fulfill their needs and wants or just to keep up with the trend.

1.2. Problem Identification

Based on the background above, this study strives to analyze salespersons' Behaviors – listening ability, ethical behavior, and emotional intelligence as the aspects that determine attitude, subjective norms, and perceived control behavior of consumer, which gives an impact on the purchase intention in a study of fashion retail stores in Yogyakarta, Indonesia.

1.3. Problem Formulation

According to considerations outlined above, research questions that proposed are:

1. Does salesperson's listening ability determine consumer's attitude?
2. Does salesperson's ethical behavior determine consumer's subjective norms?
3. Does salesperson's emotional intelligence determine consumer's perceived control behavior?
4. Does consumer's attitude give an impact on purchase intention?
5. Does consumer's subjective norms give an impact on purchase intention?
6. Does consumer's perceived control behavior give an impact on purchase intention?

1.4. Purpose of Research

Generally, the purpose of this research is to examine and find out the Consumers' purchase intention with factors that are allegedly and possibly having influence. Peculiarly, the purpose is to figure out how salesperson's behavior – listening ability, ethical behavior, and emotional intelligence determine the factors of consumer's purchase intention, which are attitude, subjective norms, and perceived control behavior.

1.5. Scope of Research

The research is focusing on the consumers of fashion retail stores, the ones that have ever done the purchase. This research is going to be conducted in Indonesia, and the scope is specifically on fashion retail stores. The population and sample of the research is people who live in Yogyakarta.

1.6. Research Objectives

1. To identify whether salesperson's listening ability surely determines consumer's attitude
2. To identify whether salesperson's ethical behavior certainly determines consumer's subjective norm
3. To identify whether salesperson's emotional intelligence assuredly determines consumer's perceived control behavior
4. To analyze the impact of consumer's attitude towards their purchase intention
5. To analyze the impact of consumer's subjective norm towards their purchase intention
6. To analyze the impact of consumer's perceived control behavior towards their purchase intention

1.7. Research Contribution

1. Students

   The result of this research is intended to enhance and enrich the knowledge of every student in learning about the consumers' purchase

intention and the predicted factors behind it. This study also can be used to help and guide students in knowing more and get better understanding about the factors that influence and give impacts on purchase intention.

2. Practitioners

   The result of this study is expected to give contributions in the development and surveillance on the performance of every salesperson as well as giving information and education both to consumers and salesperson itself.

3. Researcher

   The result is expected to broaden the knowledge and horizon the next researchers and can be used properly in conducting a new research with similar topics. Also, the study is hoped to provide accurate and appropriate information to support further research.

1.8. Systematical Writing

Systematics thesis consists of five chapters, in which each chapter consists of several sections. The formulation systematics and explanation of this thesis are as follows:

1. First chapter: Introduction

   This chapter provides introduction, which consists of background of the research, problem identification, problem formulation, purpose of research, scope of research, research objectives, research contributions and systematical writing.

2. Second chapter: Literature Review

   This chapter exhibits the theoretical foundation of salesperson's listening ability, ethical ability, and emotional intelligence. Also, consumer's attitude, subjective norms, perceived control behavior and purchase intention. In addition, there are research hypotheses and the framework of the study provided.

3. Third chapter: Research Methodology

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

4. Fourth Chapter: Data Analysis and Discussions

   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.

5. Fifth chapter: 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 will also describe the weaknesses of the studies conducted and for future research.

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Review

Behavioral traits underlie on each profession wherein making it correlated one with another, which then considered as essential or what people called as soft skill to accomplish a specific task in the role of organization. Behavioral characteristics are often contemplate unnecessary as people only think how to make job done without evaluating the reason behind why the other people remain even after the first process and activities have come into the favorable outcome in business context. In addition, persons obtaining the role of salespersons should also uphold specific behavioral aspects in the form of soft skills. Some of the chosen, yet necessary, aspects are listening ability, ethical behavior, and emotional intelligence. However, behavioral aspects of salesperson are not there without any goals to achieve, one of the reasons in maintaining the salesperson's behavior is to lead consumer's purchase intention. As a part of Theory of Planned Behavior from (Ajzen, The Theory of Planned Behavior, 1991), purchase intention itself can be predicted by 3 factors of consumers, which are attitude, subjective norm, and perceived control behavior. Therefore, the following literature reviews attempt to perform and demonstrate previous studies to support the hypotheses.

2.1.1. Listening Ability

(Ramsey & Sohi, 1997) claimed that listening was formed by involving reasoning of a high level of three dimensions: (a) sensing, (b) evaluating, and (c) responding. According to Ramsey and Sohi, as the listening ability of salesperson goes higher as well as they can perform to the customers better, it would result on strengthening customers' trust and would also causing a great anticipation of future interaction and relationship. The first dimension signifies that sensing contains both verbal and non-verbal signals. Verbal means examining each words of consumers as well as its articulation and the speed of speech while non-verbal is transferring enthusiasm of listening activity by giving facial expression and appropriate body language. The second dimension, processing according to Brownell (1985) involves 4 kinds of another individual's ability such as understanding, interpreting, evaluating, and remembering. The final dimension is responding which means the ability of salesperson to transferring back every word that consumer has expressed as it is showing the communication has worked in a correct way.

There is a saying comes from Wilson Mizner, an American dramatist (Van Ekeren 1988, 71) that *a good listener is not only popular everywhere, but after a while he knows something.* Surprisingly, in the component of communication processes, listening is considered as unnecessary and least understood where in fact listening is the one that used frequently. The incapability of people in managing listening behavior

is causing and leading to the failure at many times (Ingram, Schwepker, & Hutson, 1992). Including American business has spent billions of dollars to suffer the outcomes of poor listening (Brownell 1990; Steil, Barker, and Watson1983).

An empirical study of direct relationship between salesperson's listening behavior and its responses given by the customers has been provided by Anderson and Martin (1995). Customers tend to respond in proper manner when they experience and feel that salespersons are paying attention and listens actively to what they are trying to inform. They will then feel their interpersonal needs, control and the tenderness are being recognized and included. Moreover, (Hutcheon 2003; Weitz, Catleberry, Tanner 2004; Castleberry, Shepherd, Ridnour 1999 stated that sales rises as the salesperson being a good listener. The effectiveness in performing ability of listening has potentially proved in measuring the satisfaction of consumers toward the salesperson (Aggarwal et al., 2005; Comer and Drollinger, 1999; Ramsey and Sohi, 1997). Studies also show that listening ability becomes the major skill that any salesperson could possibly posses (Moore et al., 1986), wherein on the other side ineffective listening is able to impressively cause the deprivation relationship in working area (Drollinger and Comer, 2007).

(Drollinger & Gomer, Salesperson's Listening Ability As an Antecedent to Relationship Selling, 2011). Drollinger & Gomer (2011) assumed that salesperson listening ability has reached certain functional

level only if the listening activity itself could be done in two ways, meaning while one is attentively listening to particular reports, both verbal and non-verbal motions are also being sent as it indicates that the salesperson is truly listening. In another studies proposed that by emulating the gestures of customers it is resulting on the advantage of building strong bond. However, emulating the gestures with customers could conceivably cause to irritate.

2.1.2. Ethical Behavior

There is numerous definition of ethical behavior that can be found in different research literature. Kelly and Schine (1992) suggested that such a relationship might be shattered by a salesperson's fraudulent and unreliable behaviors. Previously, from this perspective, studies largely focused on the sales supervisor's insights into the salespersons' ethical sales behavior (e.g., Ramsey and Sohi, 1997; and Strout, 2002). Furthermore, Wray *et al.* (1994) defined that ethical sales behavior in financial service has much more great implication than in tangible commodities. Ethical sales behavior prescribes that authentic messages are the only one that demonstrated by salesperson during the process of communication with customers as earlier studies have pointed out and sells only those goods/services which can benefit the customers, promises only what can be delivered, and it treats customers' information as dependable. Salespersons are often times neglect the things that can make

people pleasant and remain loyal. It is of uttermost importance that salesperson should be fair, honest and transparent in his (Sekaran & Bougie, 2013) dealings with customers.

The study of Román and Ruiz (2005) examined that unethical sales behavior involves a salesperson giving distorted information to customers (such as lying or overstating about product handiness quality or feature), lying about competitor's information, selling inappropriate products or services to the customers, or using high-pressure selling maneuvers. In essence, Chen and Mau, (2009) analyzes there is no precise standard or measurement on how much an event can be considered as ethical or unethical. Unfortunately, the result of unethical behavior may negatively impact in customer dissatisfaction, poor word-of-mouth, lost customers, reduced sales and profits (Burnett et al., 2008). On the other side, definitions of the ethical and unethical behaviors are based on the fact that how much an activity is correct or wrong, good or bad, fair or unfair. However, he added a behavior is ethical if it originates from good sensual activities and it is of value according to national glory, human beliefs and religions.

In more specific, ethical behavior is related to widely "recognized" societal norms such as fair play, honesty, and full disclosure (Robertson and Anderson, 1993; Futrell. 2002). On one hand, marketing environment in the present expect the salesperson to perform acceptable yet accurate behavior while having an interaction with customers. On the other hand,

the occurrence of intensity of customers demand in competitive circumstances of the market is forming it difficult to achieve goals. According to, Schweitzer et al (2004) the pressure to reach predetermined targets and quotas lead people to behave unethically. Previous studies (Hansen & Riggle, 2009; Lagace et al., 1991; Roman &Ruiz. 2005) found that action can be considered as unethical sales behavior when a short-term salesperson's behavior allows him/her to gain at the expense of customers. Specifically, the activities which, included are giving deceiving benefits of a product or service, not being honest or exaggerating on product availability, or the competitor's information, offering products or services that are no longer produced or used, giving an untrustworthy answers to the customers and applying pressing selling techniques (Cooper & Frank, 2002; Futrell, 2002), which can lead to customer exasperation, bad images, sales and profits declining (Burnett, Pttijohn, & Keith, 2008).

2.1.3. Emotional Intelligence

Daniel Goleman (1998) described, " What really matters for success, character, happiness and life-long achievements is a definite set of emotional skills – your EQ – not just purely cognitive abilities that are measured by conventional IQ tests." Goleman then developed the idea of emotional intelligence in which he decided to form into five structures guide: self-awareness, self-regulation, self-motivation, empathy, and social skills. Every one of the five competencies is believed to directly

give a strong effect to the process of individual in interpreting and responding to each organizational event. According to (Kim, 2010), emotional Intelligence demonstrates self-stabilization of two phrases. Identifying and regulating self and social competency such as understanding and giving a empathy to the others. It is becoming a fundamental factor in giving an authorization to salesperson enhance adaptability and uplift emotional expression to customers. Conversely, as salesperson shows more often the high level of emotional intelligence, they are more effective in managing and balancing their own emotions, the understanding towards customers' emotions turns better and they tend to meet customers' needs more effectively. And are more likely to communicate with the customers positively, which then lead to the positive result on salespersons' performance and effecting a good relationship between salespersons and customers as well as the overall business activities and performance.

Emotional intelligence is one of the key factors to encounter the real environments in the process of buying-selling activities. It is becoming an important talent that can indicate whether a salesperson is able to attend his consumer in different kind of situation. Moreover, (Kim, 2010) in his previous study determines that adaptive selling and positive emotional expressions become more effective with the existence of greater emotional intelligence of salespersons. Prati *et al*. (2003) added emotional intelligence could also help an employee to maintain a good relationship

with customers. The emotional ability of a person is certainly helps him to improve and maximize his personal performance. Moreover, employees with higher levels of Emotional Intelligence are believed possess the higher levels of readiness to create and innovate (Suliman and Al-Shaikh, 2007). The entire behavior and attitude that employees have are also assumed cause their actions within their organizations.

Emotional Intelligence was observed to have positive relation with work behavior, career commitment, team playing behavior, job satisfaction, and customer satisfaction as well as negatively related to employees' withdrawal intensions and occupational stress. In terms of service, Sigala and Christou (2006) pointed out that employees need to have the ability to supervise emotions of customers instead of only managing their own emotions, in order to influence customer perception of the firm's service in their interactions. This is considered as crucial to the service experience of customers. Besides, people who have the awareness of their own emotions may be more effective in performing their jobs (Afoabi and Adesina, 2006). Likewise, emotional intelligence is becoming one of the essential parts of increasing the sales growth (DeeterSchmelz and Sozka, 2003). At this point in time, when investigating the changing circumstances, emotional intelligent becomes clearly visible and necessity in employing salespeople. Buyers tend to purchase the products/service in which most closely fit their specific needs.

2.1.4. Theory of Planned Behavior

The superiority of Theory of Planned Behavior has been proved in the past two decades as the best studied and applied theories. Theory of Planned Behavior is believed as adaptable and well extended on the studies of individual behavior, foreseeing one's intention to behave in certain actual behavior (Chun-Hua & Chun-Fei, 2010). However, in fact, Theory of Planned Behavior was once being developed from the original Theory of Reasoned Action (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005). The most significant alteration between Theory of Reasoned Action and Theory of Planned Behavior is one factor of individual perception, Perceived Control Behavior. Alongside the additional factor, it constructs TPB in predicting intention and behavior of each individual.

Speaking of which, Theory of Planned Behavior consists of attitude, subjective norm, perceived control behavior and intention. Attitude refers to individual's belief or feeling in regards of presenting behavior. Whilst, subjective norm represents that social influence in which, the closest societies would contribute in the activity of approving or disapproving certain behaviors. Perceived Control Behavior indicates the obstacles as well as opportunities that may appear while dealing with particular behaviors (Glassman, Braun, Dodd, Miler, & Miller, 2009). Intention itself is the outcome of the three factors mentioned previously, yet, people's attitude, subjective

norm, and perceived control behavior are determined by comprehensible beliefs – individual's behavioral belief, normative belief, and control belief. Moreover, according to the complete model of Theory of Planned Behavior, there are several background factors that stand behind the three beliefs stated above which categorized into personal, social, and informational (Ajzen, Attitudes, Personality, and Behavior, 2005; Ajzen, Attitudes, Personality, and Behavior, 2005)

2.1.4.1. Attitude

Attitude is psychologically composed (Al-Swidi, Huque, Hafeez, & Mohd Shariff, 1971) and formed by cognition (thoughts), values (belief), and affection (emotions) regarding certain matters. Theory states by (Ajzen, The Theory of Planned Behavior, 1991) as an individual considers presenting a certain behavior in positive manner, the possibility of turning in into action is becoming undoubtedly greater. In the same theory, (Ajzen, The Theory of Planned Behavior, 1991) also stated that attitude is defined by a behavioral belief as the result of behavior. In this term, behavioral belief involves product knowledge, advertisement and service quality. Consequently, behavioral belief controls person's attitude and giving an impact on intention and eventually influencing actions.

2.1.4.2. Subjective Norm

In Theory of Planned Behavior and Theory of Reasoned Action, subjective norm is the second element that gives influence on one's purchase intention. Thoughts and opinions of societies take the significant role in the term of subjective norm whether certain behaviors can be performed or not (Armitage & Conner, 2001). Furthermore, (Al-Swidi, Huque, Hafeez, & Mohd Shariff, 1971) point out that in subjective norm, it indeed matters of how closest partners would think on particular behaviors that are being performed. Therefore, subjective norm is a norm that one's receive from their own perception towards social environment. The significant others and another parties meaning here involves family which is husband, wife, children or siblings. Also it includes important roles in society. Just like attitude and its behavioral belief, according to (Ajzen, The Theory of Planned Behavior, 1991), the belief that determines subjective norm is normative beliefs.

2.1.4.3. Perceived Control Behavior

The last factor that gives an impact on intention is perceived control behavior. This one represents the simplicity as well as difficulty in carrying out specific behaviors, which based on the previous experiences and barriers (Ajzen, The Theory of Planned Behavior, 1991). As an additional factor, that was once

not in the theory of reasoned action, perceived control behavior plays a significant role in theory of planned of behavior. To be more precise, perceived control behavior explains that the consequences of one's actions are possibly defined by the behavior. Even though perceived control behavior holds the substantial role for an individual to behave, yet it does not necessarily apply in every circumstance (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005). As the final determinant of intention, perceived control behavior is also one of the outcomes of the functional belief. The belief is known as control belief. Control belief signifies that people could or could not have ability in executing behaviors.

2.1.4.4. Purchase Intention

In accordance with the theory of Fishbein and Ajzen and another experts, intention is a decent predictor toward person's behavior at some point in the future. Along with that, attitude, subjective norm, and perceived control behavior are selected in significantly influencing intention. (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005) in further explanation, elucidates that in measuring intention, it needs to involve 4 elements, which are behavior, the target object in which the behavior is proposed, the situation in which the behavior is able to be carried out and last is time. To conclude, in carrying out an

action, one needs to predict intention, which depend on the favorableness of doing it (attitude), the great matters of social circumstances (subjective norm), and the feeling of being under control in performing the behavior itself (perceived control behavior) (Keat, 2009).

2.1.4.5. Background Factors

Background factors underlie the reasons behind an individual to behave, ensuing recommended suggestion and anything in regards with the capability and incapability to perform behaviors (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005). Background factors are categorized into 3, personal, social, and informational. Personal refers to the circumstances that belong to one self in general. Social factors include age, gender, ethnic group, race, education, and religion. The last factor involves experience, knowledge, and media exposed. However, the correlation of background factors does not necessarily and precisely give direct effects on the given beliefs. Thus, it is highly possible to decide which factors are fitted with the given beliefs.

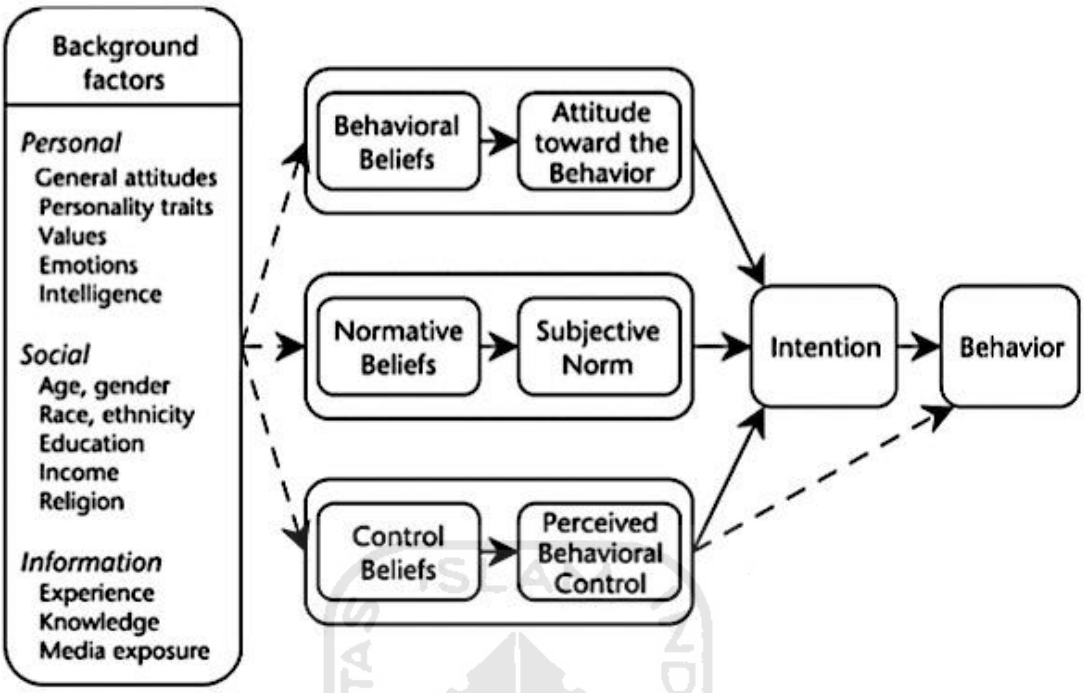


Figure 2.1. the Theory of Planned Behavior and the Role of Background factors (Ajzen, Attitudes, Personality, and Behavior, 2005)

2.2. Hypotheses Development

2.2.1. Listening Ability on consumer's Attitude

Listening Ability is one of the behavioral aspects of a person to acquire the function of salespersons as mentioned above. In accordance with the theory of (Ramsey & Sohi, 1997), the effective listening activity involves 3 dimensions – sensing, evaluating and responding. Therefore, it is believed that for a salesperson in order to give a response, they have to firstly show the enthusiasm and a little excitement by sending verbal and non-verbal cues, which followed by assessing process. In relation with attitude and its behavioral belief, which one of the elements is product

knowledge, it is well illustrated that in addition with the one of background factors, information, which includes experience, knowledge and media exposure, in order to successfully responding to the consumers it is nearly not possible for a salesperson not to have knowledge or experience in supporting their activity of giving a response. As seen by its step-by-step, attitude, which defined by behavioral beliefs along with the information factors, this research proposes a hypothesis.

Hypothesis 1: salesperson's listening ability is positively determine consumer's attitude

2.2.2. Ethical Behavior on consumer's Subjective Norm

The behavioral traits of salesperson include ethical behavior as well, as declared previously. Relative to subjective norm, ethical behavior of salesperson here holds the function as the factor of normative belief, which gives an impact to the consumer's subjective norm. It can be viewed by how ethical behavior is influenced by the factors that are included in normative belief elements such as social norm, family & relative reference and religiosity. (Iqbal) explains in a media using presentation slides that religious belief are the major basis of moral, values systems, and ethical behavior. People perform behavior differently with the matter of less or more devout and depend on the teachings they get each one. Social norm is also taking part in the formation of ethical behavior through the control of community and society on how one should

behave so it can appropriately fit. However, the term of normal and ethical can be different from one culture to another. Furthermore, the role of family, peers and relative reference are also equally important in forming individuals and personality traits. Hence, it is clearly showed that ethical behavior of a person that belongs to normative belief forms subjective norm. Along with the considerations above, this research suggests a hypothesis.

Hypothesis 2: salesperson's ethical behavior is positively determine consumer's subjective norm

2.2.3. Emotional Intelligence on consumer's Perceived Control Behavior

Emotional intelligence as one of salesperson behavior characters is an ability to use, understand, and control emotions wisely in positive ways in order to help communicating in effective way, connect with others, and maintaining the relationship. Regarding perceived control behavior, emotional intelligence is assumed to embrace the role of control beliefs. In the book of (Ajzen, Attitudes, Personality, and Behavior, 2005), it says that control belief is a capability of each person own in performing particular behaviors. Accordingly, control belief is reasonably influenced by the social background factors, in which are age and gender. In the research carried out by (Gildea, 1993), it is universally considered that males are less passionate in showing their emotions while females are

more sensitive in expressing their feelings. Followed by the opinions by Brody (1997), parents take a significant role in teaching their children about controlling their emotions. Likewise, age defines the ability of a person in maintaining their emotions as well. It can be said that people during puberty period are unstable and insecure compare to older age. Together with the information and concerns provided above, a hypothesis would be.

Hypothesis 3: salesperson's emotional intelligence is positively determine consumer's perceived control behavior

2.2.4. Attitude towards consumer's Purchase Intention

As a part of Theory of Planned Behavior, attitude is a response or reaction to the stimuli of an individual towards an object, people, events, and institutions (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005). Attitude of a person is also a way of supporting (favorable) as well as an act of less involving (unfavorable) on one object (Berkowitz, 1972). Wherein, purchase intention is decision plan to include in certain behaviors (Feldman, 1995). Hence, theory carried out by Fishbein and Ajzen about Theory of Planned Behavior describe that attitude has an impact on purchase intention. Thus, one hypothesis is suggested.

Hypothesis 4: consumer's attitude has a significant impact on purchase intention

2.2.5. Subjective Norm towards consumer's Purchase Intention

According to (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005), subjective norm is defined as*: "The person's perception that most people who are important to him think he should or should not perform the behavior in question".* Subjective norm is individual perception whether the significant others would give support or not on particular actions (Baron and Byrne, 2002). Subjective norm is affecting purchase intention as a part of Theory of Planned Behavior. Many studies show that subjective norm is positively and significantly give an impact on purchase intention, meaning is when as subjective norm goes positively well, so does the purchase intention. Therefore, this research recommends a hypothesis.

Hypothesis 5: consumer's subjective norm has a significant impact on purchase intention

2.2.6. Perceived Control Behavior towards consumer's Purchase Intention

Perceived control behavior is related with the measure of difficulty and easiness in performing particular behaviors. Perceived control behavior is the only one element that creates a difference in Theory of Reasoned Action and Theory of Planned behavior. It is highly possible that perceived control behavior could be in the form of financial ability,

society and environment circumstances which influencing the opportunity as well as the obstacles to intently purchase or behave (Ajzen, Attitudes, Personality, and Behavior, 2005). Thus, one hypothesis is conceivably proposed.

Hypothesis 6: consumer's perceived control behavior has a significant impact on purchase intention

2.3. Research Framework

This research is aiming to investigate the role of salesperson's behavioral traits – listening ability, ethical behavior, and emotional intelligence in determining consumer's attitude, subjective norm, and perceived control behavior which then influencing purchase intention. By considering the research hypotheses, the following is the conceptual framework:

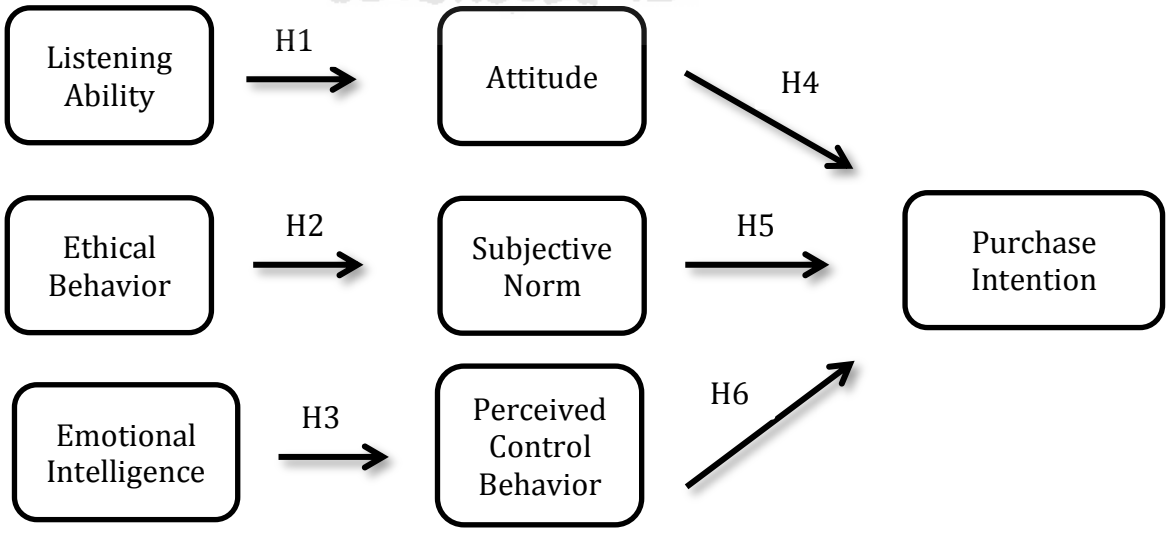


Figure 2.2. Full Framework Model

CHAPTER III

RESEARCH METHOD

This research attempts to depict, explain and to do the testing on consumer's purchase intention as a result of salesperson's behavior in the scope of fashion retail stores in Yogyakarta. Further, this chapter elucidates research methodology that consists of type of study, research subject, sampling method, data collection method, instrumentation, research variables, data collection method, and analysis data.

3.1. Type of Study

Exploratory and causal research designs are used for conducting this research. Exploratory is used to gain understandings on the concepts and the behavioral traits of the salesperson. Further, this research is using causal research to find out the cause-and-effect relation between the salesperson's behavior and consumer's purchase intention through the role of attitude, subjective norm and perceived control behavior, which are included under the Theory of Planned Behavior. Data will be collected through primary sources or in other words quantitative approach. A structured questionnaire using itemized rating scale is prepared and spread among the respondents.

3.2. Research Subject

This study attempts to investigate the impact of salesperson's behavior and the way it gives the impact on consumer's attitude, subjective norm, and perceived control behavior which then it influences the purchase intention. In this study, the respondents are those who have done the purchase on any items related to fashion retail stores in Yogyakarta.

3.3. Population and Sample

The study takes place in Indonesia with population of research is those who have done the process of purchasing any items of fashion. The determination of population is used to examine the purchase intention of consumers with salesperson's behavior as the factors that give influence on it. There is no specific classification of respondents based on their age nor income and jobs. This research plans to gain the result from 200 respondents by filling out the questionnaires. The samples that are needed to do the research are those consumers who have made a purchase in any fashion retail stores.

3.4. Data Collection Method

For gathering the data, quantitative approach using questionnaires is used for this research. A combination of primary and secondary sources is used to obtain the data. Primary is collected through questionnaire distributed and secondary is gathered from past literature reviews and relevant journals. Data

collection is using questionnaires that are spread out to approximately 200 respondents.

The research questionnaires will be examined with 5 Likert Scale from 1 (one to 5 (five) ranging from strongly agree to strongly disagree. Likert scale is a scale that used to measure data from respondents, which require them to indicate the degree of agreement or disagreement depending on their situation. Further is shown below:

1 = strongly agree 3 = neutral 5 = strongly disagree

2 = agree 4 = disagree

3.5. Instrumentation

Primary data was gathered by distributing questionnaires. The questionnaires alone are using 7 variables that have been mentioned previously and 25 questions item in total and was designed to measure the correlation among the variables of listening ability, ethical behavior, emotional intelligence, attitude, subjective norms, perceived ethical behavior and purchase intention. All items were examined within 5 Likert Scale from 1 (one) to 5 (five) ranging from strongly agree to strongly disagree. Additionally, demographic variables are added as respondent characteristics such as age and gender, as well as monthly allowance.

3.6. Research Variables

There are three kinds of variables used in this research. They are independent variables, mediating variables, and dependent variable. Each variable will further be described as follows.

3.6.1. Independent Variables

3.6.1.1. Listening Ability

According to Moine (1982), the more salespeople listen to the customer, the relationship will be better synchronized followed by trust will also be gained in coincide which then purchase orders can be made afterwards. Here are indicators can be used for listening ability:

1. I feel that salesperson is listening to me properly
2. Salesperson often listens to me and responds to me appropriately
3. I feel that salesperson listens to what I say and I try to justify my needs
4. When salesperson listens and give response, I feel a little doubtless

3.6.1.2. Ethical Behavior

According to Creyer and Ross, the behavior of a firm is crucially cannot be neglected, as it becomes one of the factors in determining the process of purchase intention in which it turns out into purchase decision. It is believed that those who perform in less

ethical manner will also get less purchase (as cited in (Punwatkar & Verghese, 2014). The ethical behavior can be measured by several indicators, which are:

1. I feel that salesperson behaves ethically during selling process
2. I feel that salesperson's behavior toward me is fair, honest and transparent
3. I feel that salesperson's attitude is reliable and morally responsible
4. I feel that when salesperson performs in less ethical, it changes my mood and my shopping companions

3.6.1.3. Emotional Intelligence

According to Bagshaw (2000), emotional intelligence individual's capability in controlling the emotions is based on each situation that they are in. Thus, the successful level of a business can be seen by how well the emotions can be managed during the process of business. The indicators of emotional intelligence are:

1. I feel that salesperson understands my emotions in making purchase
2. Often salesperson recognizes my thoughts and responds more effectively
3. I saw that salesperson recognizes my mind and provides suggestions during my purchase intention

4. I tend to feel more comfortable to communicate to the salesperson with the same gender with me

3.6.2. Mediating Variables

3.6.2.1. Attitude

Attitude is a respond or reaction of stimuli that comes from outside of an individual toward an object, person, institution or an event (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005). Indicators that are used to measure this variable are:

1. I frequently purchase fashion items
2. Purchasing fashion items boost my confidence
3. Salesperson's response could encourage me to buy
4. Salesperson's response could discourage me to buy

3.6.2.2. Subjective Norm

Subjective norm is expectation as well as opinions of people that surrounds regarding certain actions that are going to be done (Ajzen, Attitudes, Personality, and Behavior, 2005). Here are the measurement indicators of subjective norm:

1. Perception of family members
2. Perception of peers and social groups
3. Perception of shopping companions

3.6.2.3. Perceived Control Behavior

According to (Ajzen, Attitudes, Personality, and Behavior, 2005) perceived control behavior is individual beliefs concerning on supporting factors as well as some obstacles that may appear in performing particular behaviors. Therefore, the indicators of measurement are mentioned below:

1. I will purchase fashion items if I have buying power
2. I believe the role of salesperson could make my purchasing process easy
3. I believe the role of salesperson could make my purchasing process difficult

3.6.3. Dependent Variable

3.6.3.1. Purchase Intention

Purchase intention is decision in the form of plan to get involve in certain behaviors (Feldman, 1995). In this context, the indicators that are used to measure this variable are:

1. I have a strong intention to purchase fashion items
2. I have no intention to purchase fashion items
3. I have a strong intention not to purchase fashion items

3.7. Validity and Reliability Test

This study is using statistical test in order to find the validity of each questions. Researcher spreads out questionnaires to 75 respondents for examining both validity and reliability test.

3.7.1. Validity Test

Validity test is the ability of research instruments to express data in the most appropriate way along with the problems that need to be disclosed (Sekaran, 2003). The type of validity that tested is *construct validity*. Research instruments consist of questions items or indicator of a variable. All instruments are tested before being used to collect data. Validity test is conducted to measure whether a research instrument is genuinely able to quantify the constructs that are used. However, to obtain the validity of questionnaires, the indicator of each variable needs to be considered and observed firstly. Thus, the validity test shows in what extent the difference are gained along with instruments measurement. Further, the validity is tested using software program of SPSS. According to the calculation, the validity test is determined by comparing the r_{table} and $r_{counted}$ (r_{x-y}) on significant level 5%, hence the interpretation will be as follows:

a. If positive or significant level is less than 0.05, it means the data is valid
b. If negative or significant level is more than 0.05, meaning is the data is not valid.

The output of r_{table} is 0.234 with the number of respondents 75 and $\alpha = 0,05$. The question item is valid when $r_{counted} > r_{table}$. The result of validity test by using this method can be seen through the table 3.1. below.

Table 3.1. ***Validity Test Result***

Variable	Indicators	$r_{counted}$	r_{table}	Description
Listening Ability	Item 1	0.820	0.234	Valid
	Item 2	0.893		Valid
	Item 3	0.855		Valid
	Item 4	0,863		Valid
Ethical Behaviour	Item 1	0.776	0.234	Valid
	Item 2	0.723		Valid
	Item 3	0.780		Valid
	Item 4	0.714		Valid
Emotional Intelligence	Item 1	0.615	0.234	Valid
	Item 2	0.851		Valid
	Item 3	0.798		Valid
	Item 4	0.735		Valid
Attitude	Item 1	0.809	0.234	Valid
	Item 2	0.814		Valid
	Item 3	0.818		Valid
	Item 4	0.729		Valid
Subjective Norm	Item 1	0.799	0.234	Valid
	Item 2	0.867		Valid
	Item 3	0.856		Valid
	Item 4	0.806		Valid
Perceived Control Behavior	Item 1	0,816	0.234	Valid
	Item 2	0,817		Valid
	Item 3	0,613		Valid
Purchase Intention	Item 1	0,653	0.234	Valid
	Item 2	0,792		Valid
	Item 3	0,813		Valid

Source: Primary Data Proceeded, 2016

Based on the result of calculation and analysis above on table 3.1. It can be concluded that all indicators to measure the constructs are valid with significant level on 0.05 and certainly can be used for this research.

3.7.2. Reliability Analysis

Reliability is a tool to examine in what extent the results of a measurement on instrument data collectors is reliable (Sekaran, 2003). Reliability test is intended to find out the consistency level towards the instruments that measure the concepts. Reliability test is also used to gain the questionnaires validity with particular aims. In computing reliability, *Cronbach Alpha (*α) formulation is used. If the value of *Cronbach's Alpha* is more than 0.6, meaning is the results of respondent's answers on questionnaires as measurement tool are reliable. However, if the value of *Cronbach's Alpha* is less than 0.6, then the responds are not reliable and cannot be used for further. Based on the tryout reliability test result on measurement tool, it can be seen below through table 3.2.

Table 3.2. R*eliability Test Result*

Variable	Cronbach Alpha	Description
Listening Ability	0.879	Reliable
Ethical Behaviour	0.707	Reliable
Emotional Intelligence	0.734	Reliable
Attitude	0,799	Reliable
Subjective Norm	0,852	Reliable
Perceived Control Behavior	0,603	Reliable
Purchase Intention	0,612	Reliable

Source: Primary Data Proceeded, 2016

Based on the table above, it concludes that the results of measurement tool of all seven research variables are fulfilling the criteria of reliable and thus can be used for the research.

3.8. Technique Data Analysis

This study is primarily used SPSS and AMOS to conduct data analysis. Data analysis firstly starts by conducting pre-test to 75 respondents in which the results are calculated by SPSS. On the second step by using AMOS, the test of validity and reliability are conducted. Then the structural equation model was assessed to test research hypotheses and model fitness (Anderson & Gerbing, 1988).

Structural Equation Modeling (SEM) analysis was regularly used to investigate the primary data (quantitative research analysis) for the hypotheses testing and generate the result from data. According to (Haryono & Wardoyo, 2012) SEM could allow researchers to test and estimate in a way of more complex framework, simultaneously between multiple exogenous and endogenous with a lot more indicators.

3.8.1. Descriptive Analysis

Descriptive analysis is a set of descriptive coefficients that briefly summarizes a set of given data, in which represents the whole population and sample. Descriptive analysis is also used to explain the average outputs of respondents' responds on each item in the questionnaires specifically.

3.8.2. Model Development Based on Theory

One of statistical models that are regularly used in order to lessen the total of observed variables which then altering it into smaller number of latent variables by doing an analysis on the covariation amongst the observed variables is Structural Equation Modeling (SEM). SEM has been considered as a technique to combine factor analysis and regression or path analysis. Remarkably, Structural Equation Modeling stipulates a general and conveniently analyzes a framework for statistical necessity. However, SEM involves several multivariate stages, such as factor analysis, regression analysis, discriminant analysis, and canonical correlation, in some exceptional cases (Hox & Bechger)

3.8.2.1. Path Diagram and Structural Analysis

In relation with latent variables, SEM outspreads the relationship between two components, which are, a measurement model (commonly CFA) and structural model. Therefore, two other terms that is linked with SEM are exogenous in which has a similarity with independent variables and another term, which also has likeness with dependent or outcome variables, named endogenous.

Speaking of which, both endogenous and exogenous can be observed as well as unobserved depending on each model that is being tested. To be specific, in the context of structural modeling, exogenous can be well explained as variables that show a construct that takes an

advantage of an impact on another constructs in a research but surprisingly not influenced by other factors. However, those constructs identified as endogenous are affected by exogenous and other endogenous variables in the model (Schreiber et al., 2006)

3.8.2.2. Choosing Input Matrix and Estimation Model

In the process of using covariance, there are several procedures that SEM gives emphasis on comparing to other individual cases. SEM is also able to minimize the sample covariance and covariance of the predicted model. In addition, the covariance matrix offers more advantages in comparison with another correlation matrix by showing contrast on validity of population and sample. The use of correlation is well matched if the researcher objectives are simply to understand the pattern of construct relationship, not describing the total variance of the construct (Ghozali, 2008).

3.8.2.3. Structural Equation Model (SEM)

In the process of ascertaining SEM, Haryono & Wardoyo (2012) stated that there are several problems identified as a result of the proposed model that is not being able to bring out estimation model. However, in order to find identification model, estimating the result could be one of the ways, which can be seen as:

1. *Unidentified model* if estimated parameter value is bigger than the amount of variance and covariance between the manifest variables.
2. *Just identified* estimated parameter value is the same as the amount of variance and covariance between the manifest variables.
3. *Over identified* estimated parameter value is smaller than the amount of variance and covariance between the manifest variables.

3.8.2.4. Goodness of Fit Criteria

The evaluation of model suitability is done with a review of several criteria of goodness of fit. However, not all available indexes are used to evaluate the suitability of the model. Furthermore, there is no certainty of how many index to be used, thus, few indexes only are supposed not bring out a problem (Ferdinand , 2006). There are six types of measurement in Goodness of Fit:

1. **Chi-square (X^2)**

   This test tool is chosen because it is the most fundamental test tool for measuring overall-fit. Moreover, this tool is believed as statistic tool that is able to illustrate the difference between covariance matrix of population and covariance matrix of sample. Model tested are considered good if it shows a low *chi-square*.

2. RMSEA (Root Mean Square Error of Approximation)

RMSEA is an index that can be used to compensate the chi-square statistic in a case of large sample. RMSEA is estimated by the square root of the estimated discrepancy due to approximation per degree of freedom. RMSEA is regarded as relatively independent of sample size, and additionally favors parsimonious models. The value of RMSEA indicates the goodness of fit that can be relied on when the model is estimated in the population. The value of RMSEA $\leq$ 0.08 shows that if a model is being acceptable to point out and that a close fit of a model is truly in accordance of degrees of freedom.

3. GFI (Goodness of Fit Index)

GFI suitability index calculates the weighted proportion of variance in the sample covariance matrix, which described by the estimated covariance matrix of population. GFI is a non-stratification measurement, which has values with a range between 0 (poor fit) up to 1.0 (perfect fit). The higher value it gets, it will show *"better fit"*.

4. AGFI (Adjusted Goodness of Fit)

With a slight similarity with GFI, the fit index of AGFI is being adapted toward the degrees of freedom that are available to test whether a model is acceptable or unacceptable. The recommended acceptance rate is AGFI ≥ 0.90. AGFI is a criterion that calculates the weighted proportion from variance of a matrix covariance sample. The value of 0.95 is interpreted as a good overall model fit, while 0.90 - 0.95 indicates adequate fit.

5. TLI (Tucker Lewis Index)

TLI is a alternative incremental fit index that does a comparison on a model that is tested toward *baseline model*. TLI was originally used as a tool to evaluate the factor analysis, which is later, developed to SEM. The recommended value as a reference, which will be adopted as a model, is ≥ 0.90, and as it gets close to the value of 1 is considered as a *very good fit*.

6. CFI (Comparative Fit Index)

CFI index is identical to the Relative Noncentrality Index (RNI). The value of this index is with a range of 0-1. As GFI index approaches 1, meaning is the highest *fit* level

(a very good fit). However, the recommended value is ≥ 0.90. The advantages of this index are the amount of index numbers are not affected by sample size, therefore it considered good to measure the level of acceptance on a model. In assessing a model, TLI and GFI are highly recommended to be used, because this both index are relatively not sensitive toward the sample size and are not affected by the complexity of a model.

Table 3.3. ***Goodness of Fit Index***

Goodness of Fit Index	**Cut off Value**
Degree of Freedom (DF)	Positive (+)
X^2 (Chi-Square)	Small value
Goodness of Fit Index	**Cut off 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

3.8.2.5. Model Interpretation and Modification

The standard of a model that can be classified of being acceptable is when it has flexibility to transform an index, which to recover theoretical justification or goodness of fit. Thus, the model modification must have a consideration. The modification model must be cross validated (estimated with separated data) before the modification model is accepted or it shows the value of absolute fit model from the default model with a relatively acceptable value of Chi-square. The significant probability level shows it. Therefore, it requires a modification (Ghozali, Imam, & Fuad, 2008)

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

The aims of this research is to examine the impact of salespersons behavior such as listening ability, ethical behavior, and emotional intelligence on consumer's attitude, subjective norms, and perceived control behavior which then will influence consumers' purchase intention. Based on the research questions and proposed conceptual framework, the results of this research begins with quantitative analysis which includes *goodness of fit index* testing, Structural Equation Modeling (SEM) analysis, and hypothesis testing.

As described in the previous chapter, spreading out the questionnaires is used as the method of collecting the research data. A total of 200 questionnaires were distributed and have been returned by 200 respondents, thus the response rate is 100% and those were answered completely and decently are able to be used for this research. The questionnaires details along with its output can be seen in appendix. Once data is collected, it went through the process of editing and being coded (coding) and tabulated (tabulating). For further analysis, data was evaluated by computer statistical program of AMOS.

4.1. Validity and Reliability Test Results

Validity test is a testing in which an indicator has reached the level of accurately valid in assessing a construct or simply be defined as the degree of validity of a measurement. Therefore, researchers are encouraged to do the validity test on each construct of indicators that belongs to the research model

before evaluating its reliability. Researchers do the observations on each *observed variable* or indicator using an approach of *convergent validity*. Convergent validity can be seen from the measurement models by defining whether every indicator is valid to measure the dimensions from the tested concept. An indicator shows a significant convergent validity when the coefficient of indicator variable or critical ratio is two times greater than its standard error (Ferdinand, 2002). AMOS program version 6 also provides convergent validity assessment by examining its *critical value* or *t value* from each indicator. The criterion is when the indicator of t value is $\geq$ 1.96, then that indicator is significant with $\alpha = 0{,}05$ (Holmes-Smith, 2001).

Reliability is internal consistency measurement of indicators of a construct that shows the ability of each indicator in which indicate a general construct or simply can be defined as consistency and stability level of a measurement instrument (Ferdinand, 2002). In SEM, there are statistical tests to examine the reliability of a construct such as *construct reliability* and *variance extracted*. In this research, the reliability of a construct was tested using an approach of *construct reliability* by computing instrument of reliability index that is used from the SEM model. Construct reliability is obtained by the formula of Fornell and Laker's (1981):

$$\textit{Construct}\ \text{Reliability} = \frac{(\Sigma\lambda_i)^2}{(\Sigma\lambda_i)^2 + \Sigma\varepsilon_i^2}$$

λ_i = *Standard loading* of each indicator (*observed variable*)

ε_i = measurement error of each indicator (1 – reliability indicator).

The result of validity and reliability test can be seen in the followng table:

Table 4.1. ***Validity and Reliability Testing (AMOS)***

Variable	Indicator	Loading (λ)	Error (ε)	t-value	Ket	Σ(λ)	Σ(ε)	Construct Reliability
Listening Ability	LA1	1,055	0,109	9,719	Valid	3,07	0,33	0,989
	LA2	0,683	0,077	8,827	Valid			
	LA3	0,7	0,076	9,203	Valid			
	LA4	0,632	0,068	9,281	Valid			
Ethical behaviour	EB1	1,15	0,118	9,719	Valid	4,826	0,496	0,989
	EB2	1,153	0,118	9,781	Valid			
	EB3	0,801	0,083	9,68	Valid			
	EB4	1,722	0,177	9,752	Valid			
Emotional Intelligence	EI1	0,931	0,093	9,963	Valid	4,029	0,406	0,990
	EI2	0,827	0,084	9,87	Valid			
	EI3	0,878	0,089	9,921	Valid			
	EI4	1,393	0,140	9,957	Valid			
Attitude	A1	0,915	0,102	8,955	Valid	2,704	0,34	0,984
	A2	0,705	0,091	7,758	Valid			
	A3	0,426	0,064	6,664	Valid			
	A4	0,658	0,083	7,974	Valid			
Subjective Norm	SN1	0,679	0,079	8,582	Valid	2,217	0,282	0,984
	SN2	0,564	0,071	7,98	Valid			
	SN3	0,387	0,06	6,482	Valid			
	SN4	0,587	0,072	8,182	Valid			
Perceived Control Behavior	PCB1	0,388	0,059	6,528	Valid	1,508	0,194	0,984
	PCB2	0,259	0,044	5,896	Valid			
	PCB3	0,861	0,091	9,454	Valid			
Purchase Intention	PI1	0,157	0,058	2,725	Valid	1,468	0,225	0,977
	PI2	1,096	0,113	9,738	Valid			
	PI3	0,215	0,054	4,018	Valid			

Source: Primary Data Proceeded, 2016

Based on the table 4.1. above, it can be concluded that tvalue is > 1,96. Thus, all items of questions in the questionnaires on the research variable are valid. Along with that, as the coefficient of *Construct Reliability* is > 0,60, meaning is all questions in the questionnaires on question items on this research variable are reliable.

4.2. Characteristics of Respondents

4.2.1. Gender

Respondents in this research were classified by gender, it can be seen on the table below:

Table 4.2. ***Respondents Classification Based on Gender***

No	Gender	Number (respondents)	Percentage
1	Male	94	47
2	Female	106	53
Total		200	100,0%

Source: Primary Data Proceeded, 2016

Table 4.2. shows that the most respondents that are taken part in this research is women with a total of 106 female respondents or 53% in percentage and male respondents in total is 94 respondents or 47% in percentage. The finding of respondent characteristics on this research shows that the majority of those who have ever made a purchase on fashion item is women.

4.2.2. Monthly Expenditure

Based on the monthly expenditure, the respondents in this research are classified as follows:

Table 4.3. ***Respondents Classification Based on Monthly Expenditure***

No	Monthly Expenditure	Frequency	Percentage
1	< 1.000.000,-	53	26%
2	Rp. 1.000.000, - Rp. 2.000.000,-	123	62%
3	> Rp. 2.000.000,-	24	12%
Total		200	100,0%

Source: Primary Data Proceeded, 2016

Table 4.3. concludes that the respondents in this research is mainly spend their income or monthly expenditure on the range of Rp. 1.000.000,- s/d Rp. 2.000.000,- or 123 respondents in total and 62% in percentage. None the less, those who spend above Rp. 2.000.000,- monthly take the small proportion in this research as equal as 24 respondents or 12% in percentage.

4.2.3. Age

Based on age, the respondents in this research were classified as follows:

Table 4.4. ***Respondents Classification Based on Age***

No	Age	Number (Respondents)	Percentage
1	< 20 tahun	32	16
2	20-25 tahun	166	83
3	26-30 tahun	2	1
Total		200	100,0%

Source: Primary Data Proceeded, 2016

Table 4.4. elucidates that the respondents in this research are mostly aged 20-25 years old with the total number of 166 respondents or 83% in percentage. However, the respondents who are between 26-30 years old are taking the small proportion of the result with only total number of 2 respondents or 1% in percentage. This result shows that the respondents who made a purchase on fashion items are mainly teenagers and adults.

4.3. Descriptive Analysis

Descriptive analysis of respondent's answers is used to assist to determine respondents' assessment criteria with the help of the average-value score. Interval assessment can be defined with the guide of minimum and maximum scores as seen below:

Minimum score = 1

Maximum score = 5

Interval = $\frac{\text{Maksimum - minimum}}{\textit{number} \text{ of criteria}} = (5\text{-}1)/5=0{,}80$

With the detail of interval as follows:

1,00 – 1,80 = Very bad / Strongly disagree

1,81 – 2,60 = Bad / Disagree

2,61 – 3,40 = Fair / Neutral

3,41 – 4,20 = Good / Agree

4,21 – 5,00 = Very good / Strongly agree

4.3.1. Listening Ability

The result of respondent assessment on listening ability as variable are as follows:

Table 4.5. ***Descriptive Analysis of Listening Ability As Variable***

Attribute of Listening Ability	Mean	Category
I feel that salesperson is listening to me properly	2,66	Fair
Salesperson often listens to me and responds to me appropriately	2,65	Fair
I feel that salesperson listens to what I say and try to justify my needs	2,74	Fair
When salesperson listens and give response, I feel a little doubtless	2,62	Fair
Mean	**2,66**	**Fair**

Source: Primary Data Proceeded, 2016

Based on the table 4.5. above, the facts drawn from the present analysis showed that within 200 respondents , the average result brings out an assessment of 2,66 which being categorized as fair. Thereby, it indicates that respondents' perceptions on variable listening ability is quite good. However, the highest mean of all indicators is on "I feel that salesperson listens to what I say and try to justify my needs" with mean number 2,74. Wherein, the lowest mean falls on the indicator of "when salesperson listens and give response, I feel a little doubtless" with average score 2,62.

4.3.2. Ethical Behavior

The result of respondent assessment on ethical behavior as variable can be seen on table 4.6. below:

Table 4.6. ***Descriptive Analysis of Ethical Behavior As Variable***

Attribute of Ethical Behaviour	Mean	Category
I feel that salesperson behaves ethically during selling process	2,78	Fair
I feel that salesperson's behavior toward me is fair, honest and transparent	2,90	Fair
I feel that salesperson's attitude is reliable and morally responsible	2,78	Fair
I feel that when salesperson performs in less ethical, it changes my mood and shopping companions	2,38	Bad
Mean	**2,71**	**Fair**

Source: Primary Data Proceeded, 2016

Table 4.6. provides the information regarding the descriptive analysis result that within 200 questionnaires, the average result of respondents is 2,71 which brings that result classified as fair. Meaning is, it shows that respondents' perception on variable ethical behavior is quite well. Speaking of which, the indicator of "I feel that salesperson's behavior toward me is fair, honest and transparent" reached 2,90 as highest mean of all indicators. While on the other side, the lowest mean is on the indicator of "I feel that when salesperson performs in less ethical, it changes my mood and shopping companions" with average score 2,38.

4.3.3. Emotional Intelligence

The result of respondent assessment on emotional intelligence as variable is arranged on the table below:

Table 4.7. ***Descriptive Analysis of Emotional Intelligence As Variable***

Attribute of Emotional Intelligence	Mean	Category
I feel that salesperson understands my emotions in making purchase	2,81	Fair
Often salesperson recognizes my thoughts and responds more effectively	2,76	Fair
I saw that salesperson recognizes my mind and provides suggestions during my purchase intention	2,79	Fair
I tend to feel more comfortable to communicate to the salesperson with the same gender with me	2,69	Fair
Mean	**2,76**	**Fair**

Source: Primary Data Proceeded, 2016

The descriptive analysis results in table 4.7. shows that with a total of 200 respondents, the respondents give fair response toward the

emotional intelligence as it seen reaching out the number of 2,76. So, emotional intelligence of being variable can be proven as quite good. Furthermore, the highest assessment is 2,81 with "I feel that salesperson understands my emotions in making purchase" as indicator. Given that fact, the lowest assessment is 2,69, which is in the fourth indicator "I tend to feel more comfortable to communicate to the salesperson with the same gender with me".

4.3.4. Attitude

The result of respondent assessment on attitude as variable are as follows:

Table 4.8. ***Descriptive Analysis of Attitude As Variable***

Attribute of Attitude	Mean	Category
I frequently purchase fashion items	2,79	Fair
Purchasing fashion items boost my confidence	2,46	Bad
Salesperson's response could encourage me to buy	2,57	Bad
Salesperson's response could discourage me to buy	2,27	Bad
Mean	**2,52**	**Bad**

Source: Primary Data Proceeded, 2016

Among 200 questionnaires that have been spread out, table 4.8. shows the result that most of the respondents present bad response at 2,52 which means it signifies that the respondents' perception on attitude as

variable is not quite good. However, as it seen the greatest assessment that respondents brought out is 2,79 on the indicator "I frequently purchase fashion items". Along with that fact, an indicator of "Salesperson's response could discourage me to buy" took the bottom assessment with 2,27 as a result.

4.3.5. Subjective Norm

The assessment of subjective norm as variable can be seen from respondents' answers on the table 4.9. below:

Table 4.9. ***Descriptive Analysis of Subjective Norm As Variable***

Attribute of Subjective Norm	Mean	Category
Perception of family members	2,49	Bad
Perception of peers and social groups	2,57	Bad
Perception of shopping companions	2,57	Bad
Perception of family, peers and social groups, shopping companions are matter in responding the actions of the salespersons	2, 64	Fair
Mean	**2,57**	**Bad**

Source: Primary Data Proceeded, 2016

Based on the descriptive analysis results as presented in Table 4.9., it is shown that the average assessment of 200 respondents' of subjective norm as variable is 2,57. Thus, respondents' perception on subjective norm

is classified as bad. The highest mean is "perception of family, peers and social groups, shopping companions are matter in responding the actions of the salespersons" with 2,64 which is considered as fair. The lowest mean is "perception of family members" with 2,49.

4.3.6. Perceived Control Behavior

The result of respondent assessment on perceived control behavior as variable is as follows:

Table 4.10. ***Descriptive Analysis of Perceived Control Behavior As Variable***

Attribute of perceived Control Behavior	Mean	Category
I will purchase fashion items if I have buying power	2,11	Bad
I believe the role of salesperson could make my purchasing process easy	2,39	Bad
I believe the role salesperson could make my purchasing process difficult	2, 77	Fair
Mean	**2,42**	**Bad**

Source: Primary Data Proceeded, 2016

Table 4.10. delivers the report regarding descriptive analysis result of perceived control behavior as variable that within 200 questionnaires, the average result of respondents is 2,42 which brings that result classified as bad. Meaning is, it shows that respondents' perception on variable perceived control behavior is not quite good. Speaking of which, the indicator of "I believe the role of salesperson could make my purchasing process difficult" reached 2,77 as highest mean of all indicators. While on the other side, the

lowest mean is on the indicator of "I will purchase fashion items if I have buying power" with average score 2,11.

4.3.7. Purchase Intention

The result of respondent assessment on purchase intention as variable is mentioned on the table 4.11. below:

Table 4.11. ***Descriptive Analysis of Purchase Intention As Variable***

Attribute of Purchase Intention	Mean	Category
I have a strong intention to purchase fashion items	2,62	Fair
I have no intention to purchase fashion items	3,35	Fair
I have a strong intention not to purchase fashion items	3,29	Fair
Mean	**3,08**	**Fair**

Source: Primary Data Proceeded, 2016

Based on the table 4.11. above, the facts drawn from the present analysis showed that within 200 respondents , the average result brings out an assessment of 3,08 which being categorized as fair. Thereby, it indicates that respondents' perceptions on variable purchase intention is quite good. However, the highest mean of all indicators is on "I have no intention to purchase fashion items" with mean number 3,35. Wherein, the lowest mean falls on the indicator of " I have a strong intention to purchase fashion items" with average score 2,62.

4.4. Goodness of Fit Measurement

Structural Equation Modeling (SEM) has widely known as one of the techniques selected by researchers across disciplines and the most recommended one for any researchers in the social sciences particularly. SEM itself is not able to use a single statistic tool in measuring and do the testing on hypothesis. Researchers are allowed to conduct the test using several *goodness of fit* to measure whether a model is qualified or not. The result of Goodness of Fit evaluation can be seen in Table 4.12 below:

Table 4.12. Goodness of Fit Index of Measurement Model

Goodness of Fit	**Cut off Value**	**Result**	**Model Evaluation**
Degree of Freedom (DF)	Positive (+)	290	Good Fit
X^2 (Chi-Square)	Small value	266,631	Good Fit
Probability	≥ 0.05	0,834	Good Fit
CMIN/DF	≤ 2.00	0,919	Good Fit
GFI	≥ 0.90	0.902	Good Fit
RMSEA	≤ 0.08	0.000	Good Fit
AGFI	≥ 0.90	0.881	Marginal
TLI	≥ 0.90	1,016	Good Fit
CFI	≥ 0.90	1,000	Good Fit

Source: Primary Data Proceeded, 2016

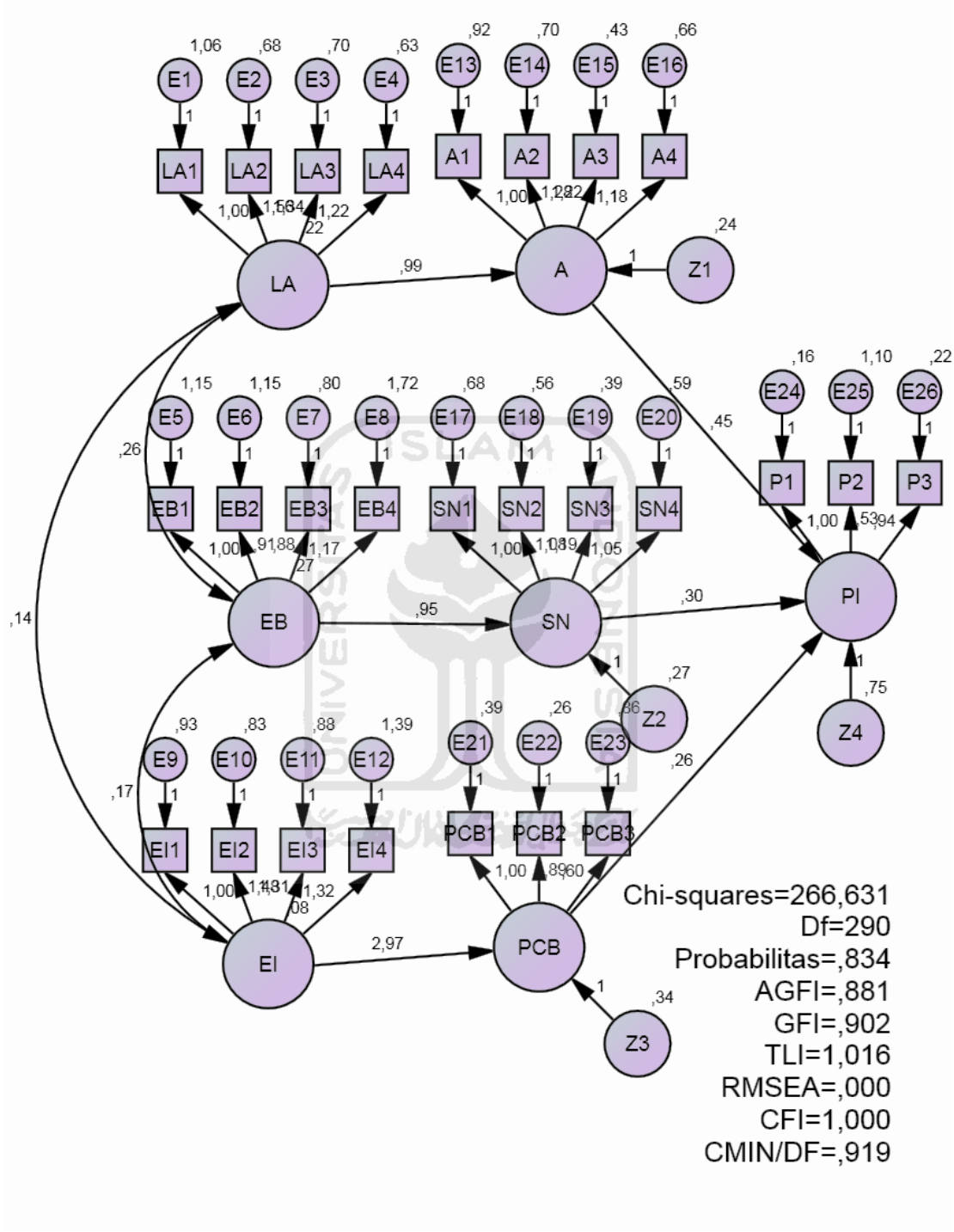
The result of goodness of fit analysis is shown on the table 4.12 followed by the details such as; Degree of Freedom (290), Chi-Square (266,631),

Probability (0,834), CMIN/DF (0,919 ≤ 2.00), GFI (0.902 ≥ 0.90), RMSEA (0.000 ≤ 0.08), TLI (1,016 ≥ 0.90), CFI (1,000 ≥ 0.90). Those eight parameters are considered and measured as good fit. However, one goodness of fit index is measured as marginal, AGFI (0.881 ≤ 0.90). Thus, this research model has been proven fulfilling all criteria of model (*goodness of fit*).

4.5. Hypothesis Testing Result

The hypothesis of study is done by one-sided test, due to between independent variables and dependent variables that are being hypothesized is showing a positive corellation to each of it. Therefore, in order to investigate whether the hypothesis were supported or unsupported, the probability result of *Critical Ratio* (CR) is being analyzed by comparing α = 5%. If the parameter of *Standardized Coefficient* is positive and the value of probability of Critical Ratio (CR) less than α = 5%, meaning is the research hypothesis is supported by the data and significantly proven. AMOS testing result of the research model can be seen below:

Figure 4.1 **Result of Research Model Using AMOS**



Source: Primary Data Proceeded, 2016

In accordance with statistic analysis using AMOS version 6.0 as a program, hypothesis-testing result is obtained which shows the causal relationship on each research variables. As presented in the following table:

Table 4.13. Hypothesis Testing Result

Hypothesis	Relationship On Variable	Estimate Standardized	P-value	Status
H1	LA → A	0,990	0.000	Supported
H2	EB → SN	0,954	0.000	Supported
H3	EI → PCB	2,973	0.000	Supported
H4	A → PI	0,453	0,006	Supported
H5	SN → PI	0,301	0,046	Supported
H6	PCB → PI	0,260	0,031	Supported

Source: Primary Data Proceeded, 2016

Based on the the analysis result of SEM above, the hypothesis testing results

are mentioned in details below:

1. First hypothesis

   Salesperson's listening ability positively determine consumer's attitude. The coefficient result of listening ability toward consumer's attitude is 0,990 with p-value (0,000 < 0,05). This means that the salesperson's

listening ability positively significant on consumer's attitude. Thus, the first hypothesis in this study is supported.

2. Second Hypothesis

Salesperson's ethical behavior is found positively determine consumer's subjective norm. The coefficient result of ethical behavior toward consumer's subjective norm is 0,954 with p-value (0,000 < 0,05). Meaning is the salesperson's ethical behavior positively significant on consumer's subjective norm. Therefore, the second hypothesis in this study is supported.

3. Third Hypothesis

The third alternative hypothesis is showing a positive result by looking at the emotional intelligence in determining perceived control behavior of consumers. The coefficient result of emotional intelligence toward consumer's perceived control behavior is 2,973 with p-value (0,000 < 0,05). It indicates that salesperson's emotional intelligence positively significant on consumer's perceived control behavior. Hence, the third hypothesis in this study is supported

4. Fourth Hypothesis

Consumer's attitude has a significant impact on purchase intention. The coefficient result of consumer's attitude toward purchase intention is 0,453 with p-value (0,006 < 0,05). This means that the consumer's attitude positively significant on purchase intention. Thus, the fourth hypothesis in this study is supported.

5. Fifth Hypothesis

Consumer's subjective norm is found have a significant impact on purchase intention. The coefficient result of subjective norm toward purchase intention is 0,301 with p-value (0,046 < 0,05). Meaning is the consumer's subjective norm positively significant on purchase intention. Therefore, the fifth hypothesis in this study is supported.

6. Sixth Hypothesis

The sixth alternative hypothesis concluded that consumer's perceived control behavior has a significant impact on purchase intention. The coefficient result of perceived control behavior toward purchase intention is 0,260 with p-value (0,031< 0,05). It indicates that consumer's perceived control behavior positively significant on purchase intention. Hence, the sixth hypothesis in this study is supported.

4.6. Result Discussions

4.6.1. The Impact of Salesperson's Listening Ability on Consumer's Attitude

Research demonstrates that salesperson's listening ability is significantly positive determining consumer's attitude. As the listening ability of salespersons gets improved, it will as well increase consumer's attitude. Likewise, consumer's attitude gets worsen as the listening ability of salesperson moves lower.

Listening Ability is one of the behavioral aspects of a person to acquire the function of salespersons. In accordance with the theory of (Ramsey & Sohi, 1997), the effective listening activity involves 3 dimensions – sensing, evaluating and responding. Therefore, it is believed that for a salesperson in order to give a response, they have to firstly show the enthusiasm and a little excitement by sending verbal and non-verbal cues, which followed by assessing process. In relation with attitude and its behavioral belief, which one of the elements is product knowledge, it is well illustrated that in addition with the one of background factors, information, which includes experience, knowledge and media exposure, in order to successfully responding to the consumers it is nearly not possible for a salesperson not to have knowledge or experience in supporting their activity of giving a response.

4.6.2. The Impact of Salesperson's Ethical Behavior on Consumer's Subjective Norm

Research proves that salesperson's ethical behavior is significantly positive determining consumer's subjective norm. As the salespersons perform ethical behavior better, it will as well improve consumer's subjective norm. Similarly, consumer's subjective norm gets weaken as the salespersons present less ethical behavior.

The behavioral traits of salesperson include ethical behavior as well, as declared previously. Relative to subjective norm, ethical behavior

of salesperson here holds (Iqbal) the function as the factor of normative belief, which gives an impact to the consumer's subjective norm. It can be viewed by how ethical behavior is influenced by the factors that are included in normative belief elements such as social norm, family & relative reference and religiosity. (Iqbal) explains in a media using presentation slides that religious belief are the major basis of moral, values systems, and ethical behavior. People perform behavior differently with the matter of less or more devout and depend on the teachings they get each one. Social norm is also taking part in the formation of ethical behavior through the control of community and society on how one should behave so it can appropriately fit. However, the term of normal and ethical can be different from one culture to another. Furthermore, the role of family, peers and relative reference are also equally important in forming individuals and personality traits. Hence, it is clearly showed that ethical behavior of a person that belongs to normative belief forms subjective norm.

4.6.3. The Impact of Salesperson's Emotional Intelligence on Consumer's Perceived Control Behavior

Research verifies that salesperson's emotional intelligence is significantly positive determining consumer's perceived control behavior. As the emotional intelligence of salespersons get higher, it will as well improve consumer's perceived control behavior. Equally, consumer's

perceived control behavior gets worsen as the emotional intelligence of salesperson moves lower.

Emotional intelligence as one of salesperson behavior characters is an ability to use, understand, and control emotions wisely in positive ways in order to help communicating in effective way, connect with others, and maintaining the relationship. Regarding perceived control behavior, emotional intelligence is assumed to embrace the role of control beliefs. In the book of (Ajzen, Attitudes, Personality, and Behavior, 2005), it says that control belief is a capability of each person own in performing particular behaviors. Accordingly, control belief is reasonably influenced by the social background factors, in which are age and gender. In the research carried out by (Gildea, 1993), it is universally considered that males are less passionate in showing their emotions while females are more sensitive in expressing their feelings. Followed by the opinions by Brody (1997), parents take a significant role in teaching their children about controlling their emotions. Likewise, age defines the ability of a person in maintaining their emotions as well. It can be said that people during puberty period are unstable and insecure compare to older age.

4.6.4. The Impact of Attitude on Purchase Intention

Based on the result of this study, it is discovered that consumer's attitude is significantly positive determining purchase intention. This result strengthen the Theory of Planned Behavior from Ajzen that attitude is one

of the main elements that influence consumer's purchase intention. As the attitude of consumers increasingly higher, it will as well give a good impact on purchase intention. However, when consumer's attitude gets worsen, it also influences and decreasing purchase intention.

As a part of Theory of Planned Behavior, attitude is a response or reaction to the stimuli of an individual towards an object, people, events, and institutions (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005). Attitude of a person is also a way of supporting (favorable) as well as an act of less involving (unfavorable) on one object (Berkowitz, 1972). Wherein, purchase intention is decision plan to include in certain behaviors (Feldman, 1995). Hence, theory carried out by Fishbein and Ajzen about Theory of Planned Behavior describe that attitude has an impact on purchase intention.

4.6.5. The Impact of Subjective Norm on Purchase Intention

The result of this study shows that consumer's subjective norm is significantly positive determining purchase intention. As the subjective norm of consumers get higher, it will as well give an improvement on purchase intention. Also, consumer's subjective norm gets worsen, it will as well influence and weakening purchase intention.

According to (Ajzen & Fishbein, The influence of Attitudes on Behavior , 2005), subjective norm is defined as*: "The person's perception that most people who are important to him think he should or should not*

perform the behavior in question". Subjective norm is individual perception whether the significant others would give support or not on particular actions (Baron and Byrne, 2002). Subjective norm is affecting purchase intention as a part of Theory of Planned Behavior. Many studies show that subjective norm is positively and significantly give an impact on purchase intention

4.6.6. The Impact of Perceived Control Behavior on Purchase Intention

Research proves that consumer's perceived control behavior is significantly positive determining purchase intention. As the perceived control behavior of consumers get higher, purchase intention gets increasingly better as well. Likewise, once consumer's perceived control behavior gets worsen, it will also influence and decreasing purchase intention.

Behavioral control is defined as an individual perception toward certain barriers in performing actions. However, a person is usually becoming quite rational and able to use the information that they have systematically. To conclude, if under any circumstance a person feels that they do not have an opportunity and sources they think they could perform, then they will not present any behaviors or actions that require such resources (even though, a positive attitude and subjective norm could approve such behavior.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

The purpose of this study is to examine the empirical model of purchase intention of fashion retail stores in Yogyakarta. Along with that, this chapter concludes the finding that has been discussed in chapter IV. Based on the findings, it can be concluded that three behavioral aspects of salesperson's behavior – listening ability, ethical behavior, and emotional intelligence positively significant determine consumer's attitude, subjective norm, and perceived control behavior, which further also gives a positive impact on purchase intention. Along with that, several conclusions were made in regards with the variables such as listening ability, ethical behavior, and emotional intelligence as well as attitude, subjective norm, perceived control behavior and purchase intention of consumers. Therefore, after conducting empirical research, the data analysis and hypothesis testing that can be concluded as follows:

5.1 Conclusions

Based on the result of data analysis, the conclusions of this study are:

1. The research proves that listening ability gives a positive and significant influence on consumer's attitude. The higher the listening ability, the higher the consumer's attitude and the lower the listening ability will as well reduce consumer's attitude.
2. The research proves that ethical behavior gives a positive and significant impact on consumer's subjective norm. The higher the ethical behavior will improve the consumer's subjective norm and

the lower the ethical behavior will turn consumer's subjective norm weaken.

3. The research proves that the effect of emotional intelligence on perceived control was positive and significant. The greater the emotional intelligence, the greater the perceived control behavior. Moreover, the lower the emotional intelligence, the lower the perceived control behavior.
4. The research proves that attitude gives a positive and significant influence on purchase intentions. The higher the consumer's attitude, the higher the purchase intentions and the lower the consumer's attitude, and the lower the purchase intentions.
5. The research proves that the effect of subjective norm on purchase intentions was positive and significant. The greater the subjective norm, the greater the purchase intentions. Moreover, the lower the subjective norm, the lower the purchase intentions.
6. The research proves that the effect of perceived control behavior on purchase intentions was positive and significant. The greater the perceived control behavior, the greater the purchase intentions. Moreover, the lower the perceived control behavior, the lower the purchase intentions.

5.2 Research Limitations

This research study consists of several limitations, such as:

1. Time limitation and resource constraints have led to limited geographical area which was covered in the research. The survey was conducted only within the region of Yogyakarta.
2. Questions that are being arranged on questionnaires did not give an opportunity to the respondents to give another different answers, excepts those are which have been provided.
3. The sample is limited, intended only to the buyer or consumer of fashion retail stores.

5.3 Recommendations

1. For the fashion companies, it is needed to develop their seller's behavior to always improve their listening ability towards any questions or complaints from the consumers, improving ethical behavior when dealing with customers, and increasing their knowledge of the products they sell.
2. The researcher expects that the result of this study can provide an input or recommendation for fashion business sector to concern on their seller's listening ability, ethical behavior, and emotional intelligence when implementing and developing their fashion business. This research has been proposed that the fashion business sector may develop optimally in Indonesia as an alternative option of an existing product
3. The results of this study have shown that the model of the revised TPB can be used to predict the buying interest in the fashion business sector. TPB

models provide a useful framework for the sellers and buyers to assess the possibility of implementation of the person's behavior towards fashion business sector. The study with this TPB models can be used to understand the attitude and interest towards purchase intention so that the company can build the attitudes and interests of the consumers and thus increasing the company’s profitability.

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APPENDICES

APPENDIX 1: LIST OF DATA

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
1	2	2	2	1	5	2	5	5	5	1	1	1	2	1	2	1	5	1	1	1	2	2	1	1	1	1
2	5	2	3	3	5	3	3	3	3	4	4	4	5	5	5	3	2	2	3	2	2	2	2	2	2	2
3	3	2	2	3	4	4	3	3	2	5	1	5	4	3	4	4	5	1	2	3	1	1	5	2	4	3
4	1	2	3	2	5	3	3	2	3	5	2	1	3	2	2	2	2	3	2	2	2	2	3	2	3	3
5	2	2	4	5	2	1	3	1	2	1	5	1	1	1	1	1	4	3	3	2	1	1	3	1	2	2
6	2	2	2	5	2	3	5	1	3	4	3	5	3	2	3	3	4	4	3	4	1	4	3	4	2	2
7	3	3	4	3	2	3	4	3	3	2	2	2	2	2	2	2	1	2	2	2	1	5	2	3	4	4
8	3	3	3	2	4	4	4	5	2	3	3	4	4	4	4	4	2	2	2	2	2	2	2	2	4	4
9	5	1	5	1	3	4	2	1	1	1	1	1	5	5	1	1	3	2	1	1	1	1	1	2	2	1
10	5	1	2	3	1	1	3	5	5	5	1	5	4	3	3	1	2	2	2	3	1	2	2	2	2	2
11	3	2	1	3	1	5	1	1	5	2	3	1	2	1	1	1	2	2	1	2	1	2	3	1	2	2
12	3	4	2	5	5	5	1	1	3	3	1	1	3	5	5	5	2	5	1	2	5	4	5	5	5	4
13	3	3	3	2	5	1	3	1	3	3	3	2	1	1	1	1	2	1	3	2	1	2	4	1	2	2
14	2	2	2	2	3	5	2	1	3	2	2	2	2	1	2	1	2	2	2	3	1	2	2	2	4	4

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
15	1	4	4	2	4	4	3	1	3	4	4	3	1	2	3	3	3	3	5	5	1	3	3	1	2	2
16	3	4	2	2	2	1	3	1	1	2	3	2	2	1	1	2	1	4	1	3	2	2	3	1	2	2
17	1	3	3	2	2	3	3	3	3	2	3	2	3	2	1	1	2	2	2	3	1	1	2	1	2	2
18	5	2	3	3	3	2	3	1	3	3	3	2	3	2	2	2	3	3	3	2	2	2	3	3	3	3
19	4	5	5	1	5	4	5	5	3	3	3	5	5	2	2	2	5	5	5	5	5	5	4	5	2	2
20	1	4	1	4	5	1	1	1	4	3	3	3	3	3	3	4	3	3	3	3	4	4	4	3	3	3
21	3	5	2	3	3	1	2	4	4	4	4	4	5	4	4	1	3	2	2	2	2	2	2	2	4	4
22	2	2	1	2	5	1	5	1	2	3	2	2	2	3	3	4	2	2	2	2	2	2	4	2	4	4
23	4	4	3	4	5	5	4	1	4	4	3	2	3	4	4	2	3	3	4	4	3	3	3	3	4	4
24	2	2	4	4	1	1	1	5	4	4	3	2	2	2	1	1	2	3	3	2	1	1	4	2	1	1
25	2	2	2	2	1	5	1	5	4	4	4	2	2	2	2	2	2	2	2	1	1	2	2	2	4	4
26	2	2	2	2	1	2	3	2	3	2	3	2	5	1	2	5	2	2	2	2	2	2	2	3	3	3
27	3	2	3	2	4	4	4	2	3	2	3	4	2	2	2	2	3	3	3	3	1	2	2	2	4	4
28	4	3	3	3	3	2	2	1	4	4	3	2	5	4	4	1	5	2	5	5	3	3	4	5	3	2
29	3	3	3	3	3	4	3	1	3	3	3	1	2	2	2	2	2	2	2	2	2	2	2	3	4	4
30	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
31	3	1	4	3	2	2	2	1	2	3	4	4	2	2	4	3	2	2	2	2	2	3	4	3	3	5
32	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
33	2	2	3	2	2	2	3	4	3	2	2	2	1	4	1	2	2	2	4	2	2	4	3	4	4	4
34	4	4	4	4	2	4	3	2	3	3	3	3	5	3	4	3	4	5	4	3	2	3	3	4	3	3
35	5	3	3	3	4	4	4	4	3	3	3	3	2	2	3	3	4	3	3	3	3	3	3	2	3	3
36	3	1	3	3	3	4	3	1	3	4	2	2	3	3	3	3	2	2	2	2	2	2	3	2	4	4
37	3	3	3	3	3	4	3	1	3	4	2	2	3	3	3	3	2	2	2	2	2	2	3	2	4	4
38	2	2	2	2	5	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	1	1	5	2	2	2
39	3	3	2	2	2	3	3	5	3	3	2	3	3	3	2	2	2	2	2	3	2	2	3	2	4	4
40	2	2	2	2	3	3	2	3	2	3	3	2	1	1	1	1	2	2	2	2	1	1	1	1	1	1
41	3	4	4	4	4	5	3	4	5	3	4	3	5	4	3	3	4	3	5	4	4	3	3	5	4	3
42	3	3	3	3	3	2	2	1	3	4	4	5	2	2	2	1	2	2	2	2	2	1	1	2	3	2
43	2	2	2	2	3	3	3	1	3	2	3	1	2	3	2	2	1	2	3	1	4	2	4	4	3	5

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
44	3	3	4	3	2	3	3	2	4	3	3	1	4	3	4	3	3	4	4	3	2	2	2	3	4	3
45	2	2	1	2	5	5	2	1	2	2	2	1	2	1	1	1	2	2	2	2	1	1	1	1	5	1
46	4	4	3	3	3	3	4	3	3	3	3	4	5	5	3	4	3	2	3	3	4	3	4	4	2	4
47	1	3	4	4	3	4	3	2	4	3	4	1	2	3	2	2	3	3	3	4	2	3	4	2	4	4
48	2	5	3	2	3	2	3	5	2	3	2	4	1	2	2	2	3	3	3	3	5	4	2	2	4	3
49	2	3	5	1	1	5	3	1	4	4	4	2	4	2	3	1	4	4	4	4	3	3	1	4	3	3
50	2	2	1	1	2	1	1	1	1	1	1	1	4	3	3	4	2	2	2	3	1	1	1	3	4	3
51	2	2	2	2	1	2	2	2	2	2	2	2	3	2	2	2	3	3	2	2	2	2	2	2	4	4
52	1	2	2	3	1	5	3	2	2	2	1	1	3	2	2	2	1	1	2	2	3	2	2	3	3	1
53	3	2	3	1	5	5	1	1	3	3	2	3	2	2	3	2	3	2	2	3	2	2	4	2	5	5
54	5	1	1	2	2	1	2	4	3	2	2	3	4	3	2	4	3	3	2	3	2	2	4	3	3	3
55	5	3	3	3	5	5	1	5	3	3	4	4	3	3	3	2	2	4	4	4	4	4	4	3	2	2
56	3	5	3	3	3	3	3	5	3	3	3	3	2	2	3	1	2	4	4	3	2	3	4	2	4	3
57	3	3	4	4	5	3	3	1	3	2	3	2	3	2	2	2	3	3	2	2	1	3	3	2	4	4
58	3	2	2	1	3	1	2	1	3	2	1	5	2	3	1	1	1	2	2	2	1	2	2	1	1	4
59	1	4	3	3	3	3	1	1	3	4	3	3	3	2	3	1	2	4	4	4	1	4	3	4	4	4
Res	**LA1**	**LA2**	**LA3**	**LA4**	**EB1**	**EB2**	**EB3**	**EB4**	**EI1**	**EI2**	**EI3**	**EI4**	**A1**	**A2**	**A3**	**A4**	**SN1**	**SN2**	**SN3**	**SN4**	**PCB1**	**PCB2**	**PCB3**	**PI1**	**PI2**	**PI3**
60	2	3	2	2	1	2	2	5	3	3	3	2	2	1	2	3	1	3	2	2	1	2	4	2	3	1
61	3	5	5	5	4	3	3	1	1	1	5	5	3	3	3	2	2	2	2	2	3	3	3	3	2	2
62	3	4	3	3	2	3	4	3	3	1	4	4	3	3	3	4	3	4	3	4	3	3	3	3	3	3

63	5	5	5	5	5	5	5	5	4	4	5	4	4	4	3	3	2	1	1	2	4	4	3	4	3	3	
64	3	3	2	2	2	3	3	2	3	3	3	1	4	3	3	3	4	4	4	3	3	3	4	4	3	4	
65	2	2	3	2	2	2	3	1	2	2	4	1	5	1	3	5	1	1	4	5	2	2	4	3	5	4	
66	1	5	3	1	1	1	2	3	1	2	3	2	1	5	5	3	2	2	3	1	1	2	3	1	2	3	
67	2	5	2	2	2	2	2	1	5	1	2	1	4	3	5	2	5	3	3	3	1	4	4	3	3	3	
68	3	3	3	3	2	3	2	3	5	1	1	5	3	2	3	5	3	3	3	3	3	3	3	3	3	3	
69	4	4	5	4	2	3	2	2	1	5	1	5	3	2	3	3	1	2	2	2	1	1	3	2	4	3	
70	3	3	3	3	3	3	3	3	1	5	1	1	2	1	3	5	3	2	2	3	2	3	3	2	4	4	
71	3	2	2	3	3	4	3	5	1	1	5	1	2	2	3	3	3	3	3	3	2	2	3	2	4	4	
72	5	3	3	3	2	2	3	3	1	5	5	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
73	3	5	3	3	3	3	3	3	3	2	3	1	2	2	3	3	2	3	3	3	2	2	4	2	4	3	
74	3	2	5	3	3	5	3	3	3	3	2	4	3	3	3	4	4	4	4	3	3	2	2	4	3	3	
75	3	3	3	5	3	3	4	2	2	3	2	3	3	2	2	1	1	1	1	4	3	3	3	1	3	3	
Res	**LA1**	**LA2**	**LA3**	**LA4**	**EB1**	**EB2**	**EB3**	**EB4**	**EI1**	**EI2**	**EI3**	**EI4**	**A1**	**A2**	**A3**	**A4**	**SN1**	**SN2**	**SN3**	**SN4**	**PCB1**	**PCB2**	**PCB3**	**PI1**	**PI2**	**PI3**	
76	2	2	2	2	5	1	5	5	3	3	3	1	3	3	2	2	2	2	2	2	2	2	2	3	3	3	
77	2	2	2	2	5	1	5	1	3	2	3	3	3	2	3	3	3	3	3	3	2	2	3	4	4	4	
78	4	4	4	4	1	3	5	1	4	4	4	5	3	4	3	3	3	3	3	3	5	4	4	3	3	3	
79	3	2	3	2	5	1	1	1	2	2	3	3	4	4	3	4	2	2	2	2	2	2	2	4	3	3	
80	2	1	1	1	1	1	5	5	2	3	3	3	4	2	1	1	2	2	2	2	1	2	3	2	4	5	
81	3	3	3	4	5	1	1	1	5	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
82	2	2	2	3	3	3	3	1	3	3	3	3	2	2	1	1	3	3	3	3	2	2	2	3	4	2	
83	1	1	1	1	1	1	1	1	1	1	1	1	5	5	1	1	1	1	1	1	1	1	1	5	1	1	
84	4	4	4	4	5	1	5	5	2	3	3	1	3	5	5	1	1	5	5	5	5	5	5	4	3	3	
85	1	2	1	3	5	5	1	5	2	1	3	2	3	3	3	2	2	1	2	2	2	3	2	3	2	2	

86	1	4	3	4	3	2	5	3	3	4	2	4	3	2	4	4	3	5	4	5	3	4	2	5	3	4
87	2	2	3	2	2	2	2	1	3	3	3	1	2	2	2	2	3	3	2	2	1	2	4	2	4	4
88	3	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
89	1	3	3	3	2	3	3	1	2	2	2	2	4	4	4	3	3	3	3	3	1	2	3	4	3	3

Res	**LA1**	**LA2**	**LA3**	**LA4**	**EB1**	**EB2**	**EB3**	**EB4**	**EI1**	**EI2**	**EI3**	**EI4**	**A1**	**A2**	**A3**	**A4**	**SN1**	**SN2**	**SN3**	**SN4**	**PCB1**	**PCB2**	**PCB3**	**PI1**	**PI2**	**PI3**
90	2	2	2	2	4	3	2	1	1	2	2	2	4	3	3	1	1	2	2	4	1	2	2	3	3	3
91	3	3	3	2	2	3	2	4	3	2	2	3	2	2	3	3	2	2	3	4	2	2	3	2	5	4
92	2	2	2	2	2	3	3	1	3	3	3	3	2	2	2	1	3	3	3	3	2	2	2	2	4	2
93	3	2	2	1	1	2	3	1	1	3	1	1	1	1	3	1	1	1	1	1	5	5	5	1	4	4
94	3	3	3	3	2	3	3	4	4	2	3	1	3	2	3	3	2	2	3	3	2	2	2	3	3	3
95	1	5	4	3	4	4	4	4	4	4	1	3	5	4	4	4	4	4	3	4	5	4	4	4	2	3
96	3	3	5	3	4	3	3	2	2	5	1	5	1	1	2	2	4	4	4	2	2	2	2	2	4	4
97	3	3	4	1	3	3	2	2	4	3	4	5	2	2	2	2	2	2	2	2	2	2	2	3	3	3
98	3	4	1	3	2	4	3	1	3	3	4	5	4	3	2	2	3	2	2	2	1	1	5	3	4	3
99	2	1	2	2	1	2	2	2	2	1	2	2	2	1	2	1	2	1	2	2	2	1	2	2	2	1
100	1	4	4	4	4	4	4	5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	1	1
101	1	5	3	2	3	3	3	5	3	3	3	3	2	2	2	2	2	2	2	2	2	2	4	2	4	4
102	3	1	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
103	3	2	1	2	3	2	2	2	2	3	3	3	3	2	2	2	2	1	1	1	1	2	3	2	2	3
104	2	2	2	2	5	3	3	1	4	3	3	2	2	3	2	2	1	2	2	3	1	1	3	3	3	3
105	5	4	3	5	5	5	3	3	4	5	5	3	5	5	4	3	3	3	3	3	4	4	4	4	4	4
106	3	1	3	3	2	2	5	2	3	3	3	3	2	1	2	3	3	2	2	3	1	2	3	2	5	5
107	2	1	1	2	1	5	2	4	1	2	2	4	1	1	2	2	1	1	2	2	1	1	5	2	5	5
108	2	3	3	1	2	3	3	3	3	3	3	3	2	3	4	3	3	3	2	4	3	2	3	3	3	3
109	5	1	2	2	2	2	2	1	3	2	2	4	1	1	2	2	2	2	2	2	1	2	2	1	5	5
110	4	2	2	2	2	3	3	1	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	4	4
111	1	2	2	3	2	3	3	2	3	2	2	4	3	2	4	2	3	3	2	2	2	2	3	2	4	4
112	1	1	1	5	1	1	5	1	1	1	1	2	1	2	3	2	1	2	1	1	2	1	1	2	5	5
113	2	2	2	2	2	3	3	1	3	2	2	3	3	1	2	2	1	2	2	1	1	1	1	2	2	2
114	2	2	2	2	2	3	2	3	3	4	4	1	2	2	2	2	3	3	3	3	1	2	2	1	5	5
115	2	1	3	2	2	3	3	1	3	3	3	4	2	2	3	3	2	2	2	3	1	2	2	1	4	4
116	2	1	3	2	2	3	3	1	3	3	3	4	2	2	3	3	2	2	2	3	1	2	2	1	4	4
117	1	4	4	3	2	2	3	3	3	3	3	3	5	5	2	3	3	3	3	3	3	3	3	2	3	4
118	3	1	4	3	4	4	3	5	3	4	4	2	1	3	4	4	4	4	3	3	4	4	4	3	3	3
119	3	3	1	2	3	4	3	1	1	2	4	5	1	1	1	1	4	3	3	1	1	1	1	4	5	5

120	1	1	2	2	2	2	1	2	1	2	2	2	2	1	2	1	2	2	3	1	2	2	2	2	3	2
Res	**LA1**	**LA2**	**LA3**	**LA4**	**EB1**	**EB2**	**EB3**	**EB4**	**EI1**	**EI2**	**EI3**	**EI4**	**A1**	**A2**	**A3**	**A4**	**SN1**	**SN2**	**SN3**	**SN4**	**PCB1**	**PCB2**	**PCB3**	**PI1**	**PI2**	**PI3**
121	3	3	2	2	2	4	3	1	5	4	4	1	2	1	2	1	1	2	1	2	1	1	1	1	5	5
122	1	1	2	2	2	1	1	4	2	2	3	4	3	1	2	2	1	1	1	1	1	2	2	1	5	5
123	1	1	2	2	2	1	2	4	4	1	2	1	5	1	4	1	1	2	1	1	1	1	1	5	2	4
124	2	2	2	2	1	1	2	1	2	2	2	2	2	4	2	2	2	2	2	3	2	2	2	3	3	3
125	3	3	3	2	3	4	3	2	4	2	2	4	5	4	4	3	3	3	3	3	2	4	3	4	2	3
126	5	2	2	3	3	3	3	1	3	3	2	1	3	2	2	1	2	3	3	2	2	2	2	2	3	3
127	4	4	4	4	3	4	3	4	3	2	3	3	4	4	3	3	4	4	4	4	4	4	3	3	2	2
128	2	2	3	2	2	4	2	1	2	2	2	2	2	2	1	1	2	2	2	4	1	2	4	1	5	5
129	3	3	3	1	3	3	3	3	2	3	3	3	2	1	2	1	5	5	5	5	1	1	1	5	5	4
130	3	3	3	4	5	3	3	3	4	4	3	4	2	1	1	1	1	1	1	1	1	2	2	2	3	4
131	3	3	2	3	3	5	3	2	3	3	3	2	3	3	2	1	2	2	2	2	2	3	2	3	3	3
132	4	4	5	4	4	5	4	5	3	4	5	3	5	5	4	4	5	5	5	5	5	5	5	5	5	5
133	3	3	3	3	3	4	3	1	3	4	4	4	3	2	1	1	2	3	2	2	2	3	2	2	2	2
134	5	4	3	3	3	4	4	5	2	2	1	5	3	5	5	5	5	5	3	5	5	4	5	2	3	3
135	1	2	3	2	3	2	4	1	4	3	4	3	2	1	2	1	2	3	2	2	2	2	4	2	4	3
136	2	2	2	2	1	1	1	1	2	2	2	1	2	1	1	1	3	2	2	2	1	1	1	1	5	5
137	2	2	2	2	3	2	2	2	3	3	3	1	3	3	2	2	2	2	2	2	2	2	2	3	3	3

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
138	2	2	2	2	2	2	2	2	3	2	3	3	3	2	3	3	3	3	3	3	2	2	3	4	4	4
139	1	1	5	4	4	3	4	5	4	4	4	5	3	4	3	3	3	3	3	3	5	4	4	3	3	3
140	5	2	3	2	2	2	2	1	2	2	3	3	4	4	3	4	2	2	2	2	2	2	2	4	3	3
141	1	1	1	1	2	2	2	1	2	3	3	3	4	2	1	1	2	2	2	2	1	2	3	2	4	5
142	3	3	3	4	3	3	3	3	5	2	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
143	2	2	2	3	3	3	3	1	3	3	3	3	2	2	1	1	3	3	3	3	2	2	2	3	4	2
144	1	1	1	1	1	1	1	1	1	1	1	1	5	5	1	1	1	5	1	5	2	1	1	5	1	1
145	4	4	4	4	4	3	3	3	2	3	3	1	3	5	5	5	5	5	5	5	5	5	5	4	3	3
146	1	2	1	3	2	2	1	2	2	1	3	2	3	3	3	2	2	1	2	2	2	3	2	3	2	2
147	4	4	3	4	3	2	5	3	3	4	2	4	3	2	4	4	3	2	4	2	3	4	2	5	3	4
148	2	2	3	2	2	2	2	1	3	3	3	1	2	2	2	2	3	3	2	2	1	2	4	2	4	4
149	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
150	3	3	3	3	2	3	3	1	2	2	2	2	4	4	4	3	3	3	3	3	1	2	3	4	3	3
151	2	2	2	2	4	3	2	1	1	2	2	2	4	3	3	1	1	2	2	4	1	2	2	3	3	3
152	3	3	3	2	2	3	2	4	3	2	2	3	2	2	3	3	2	2	3	4	2	2	3	2	5	4
153	2	2	2	2	2	3	3	1	3	3	3	3	2	2	2	1	3	3	3	3	2	2	2	2	4	2

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
154	3	2	2	1	1	2	3	1	1	3	1	1	1	1	3	1	2	2	1	2	1	2	2	1	4	4
155	5	3	3	3	2	3	3	4	4	2	3	3	3	2	3	3	2	2	3	3	2	2	2	3	3	3
156	3	5	4	3	4	4	4	4	4	4	4	3	5	4	4	4	4	4	3	4	5	4	4	4	2	3
157	3	3	1	3	4	3	3	2	2	2	2	2	1	1	2	2	4	4	4	2	2	2	2	2	4	4
158	3	3	4	1	3	3	2	2	4	3	4	2	2	2	2	2	2	2	2	2	2	2	2	3	3	3
159	3	4	4	3	2	4	3	1	3	3	4	5	4	3	2	2	3	2	2	2	1	1	5	3	4	3
160	2	1	2	2	1	2	2	2	2	1	2	2	2	1	2	1	2	1	2	2	2	1	2	2	2	1
161	4	4	4	4	4	4	4	5	1	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	1	1
162	3	3	3	2	3	3	3	5	3	1	3	3	2	2	2	2	2	2	2	2	2	2	4	2	4	4
163	3	3	3	3	3	3	3	3	3	3	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
164	3	2	3	2	3	2	2	2	2	3	3	1	3	2	2	2	1	1	1	1	1	2	3	2	2	3
165	2	2	2	2	2	3	3	1	4	3	3	2	1	3	2	2	1	2	2	3	1	3	3	3	3	3
166	4	4	3	5	3	4	3	3	4	5	5	3	5	1	4	3	3	3	3	3	4	4	4	4	4	4
167	3	3	3	3	2	2	2	2	3	3	3	3	2	1	1	3	3	2	2	3	1	2	3	2	5	5
168	2	1	4	2	1	3	2	4	1	2	2	4	1	1	2	1	1	1	2	2	1	1	5	2	5	5
169	2	3	3	2	2	3	3	3	3	3	3	3	2	3	4	3	5	3	2	4	3	2	3	3	3	3
170	3	3	2	2	2	2	2	1	3	2	2	4	1	1	2	2	2	1	2	2	1	2	2	1	5	5

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
171	1	2	2	2	2	3	3	1	2	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	4	4
172	1	2	2	3	2	3	3	2	3	2	2	4	3	2	4	2	3	3	2	2	2	2	3	2	4	4
173	1	1	1	1	1	1	1	1	2	2	1	2	1	2	3	2	1	2	1	1	2	1	1	2	5	5
174	2	2	2	2	2	3	3	1	3	2	2	3	3	1	2	2	1	2	2	1	1	1	1	2	2	2
175	5	2	2	2	2	3	2	3	3	4	4	1	2	2	2	2	3	3	3	3	1	2	2	1	5	5
176	1	1	5	2	5	3	3	1	3	3	3	4	2	2	3	3	2	2	2	3	1	2	2	1	4	4
177	2	1	2	2	1	5	3	1	3	3	3	4	2	2	3	3	2	2	2	1	1	2	2	1	4	4
178	1	4	4	3	2	5	3	3	3	3	3	3	5	5	2	3	3	3	5	3	3	3	3	2	3	4
179	3	5	4	3	4	4	3	5	3	4	4	2	1	3	4	4	4	1	3	3	4	4	4	3	3	3
180	3	3	1	2	3	4	3	1	1	2	4	5	1	1	1	1	1	5	3	1	1	3	5	4	5	5
181	1	1	2	1	2	2	1	2	1	2	2	2	2	1	2	1	2	2	1	1	2	2	2	2	3	2
182	3	3	2	2	1	4	3	1	5	4	4	1	2	1	2	1	1	1	1	2	1	1	1	1	5	5
183	1	1	2	2	2	1	1	4	2	2	3	4	3	1	2	2	5	5	5	5	1	2	2	1	5	5
184	1	1	2	2	2	1	2	4	4	1	2	1	5	1	4	1	1	2	1	1	1	1	3	5	2	4
185	2	2	2	2	2	2	2	1	2	2	2	2	2	4	2	2	2	2	2	3	2	2	2	3	3	3

Res	LA1	LA2	LA3	LA4	EB1	EB2	EB3	EB4	EI1	EI2	EI3	EI4	A1	A2	A3	A4	SN1	SN2	SN3	SN4	PCB1	PCB2	PCB3	PI1	PI2	PI3
186	3	3	3	2	3	4	3	2	4	2	2	4	5	4	4	3	3	3	5	3	2	4	3	4	2	3
187	3	2	2	3	3	3	3	1	3	3	2	1	3	2	2	1	2	1	3	2	2	2	2	2	3	3
188	4	4	4	4	3	4	3	4	3	2	3	3	4	4	3	3	1	4	4	4	4	4	3	3	2	2
189	2	2	2	2	2	4	2	1	2	2	2	2	2	2	1	1	2	1	2	1	1	2	2	1	5	5
190	3	3	3	3	3	3	3	3	2	3	3	3	2	1	2	1	2	1	5	2	1	1	1	5	5	4
191	3	3	3	4	4	3	3	3	4	4	3	4	2	1	1	1	1	1	1	5	1	2	2	2	3	4
192	3	3	2	3	3	3	3	2	3	3	3	2	3	3	2	1	2	2	5	2	2	3	2	3	3	3
193	4	4	5	4	4	5	4	5	3	4	5	3	5	5	4	4	5	5	5	5	5	5	5	5	5	5
194	3	3	3	3	3	4	3	1	3	4	4	4	3	2	1	1	1	3	2	2	2	3	2	2	2	2
195	5	4	3	3	3	4	4	5	2	2	1	5	3	5	5	5	1	5	4	2	5	4	5	2	3	3
196	3	2	3	2	3	2	4	1	4	3	4	3	2	1	2	1	2	2	2	2	2	2	4	2	4	3
197	2	2	2	2	1	1	1	1	2	2	2	1	2	1	1	1	3	2	2	5	1	1	1	1	5	5
198	3	3	3	3	3	3	3	3	2	3	3	3	2	1	2	1	3	3	3	2	1	3	1	5	5	4
199	3	3	3	4	4	3	3	3	4	4	3	4	2	1	1	1	1	5	1	1	1	2	2	2	3	4
200	3	3	2	3	3	3	3	2	3	3	3	2	3	3	2	1	5	1	2	2	2	3	2	3	3	3

APPENDIX 2: QUESTIONNAIRE IN BAHASA INDONESIA

Saya Afra Aprilia, mahasiswa International Program Jurusan Management Fakultas Ekonomi Universitas Islam Indonesia yang sedang melaksanakan penelitian guna penyusunan skripsi sebagai tugas akhir. Berkenaan dengan hal tersebut, saya meminta kesediaan Saudara untuk mengisi kuesioner mengenai pengaruh perilaku penjual di toko-toko retail fashion terhadap minat beli pembeli. Kuesioner ini dilengkapi dengan petunjuk pengisian, dan identitas saudara akan saya rahasiakan. Atas kerjasama dan kesediaan saudara, saya ucapkan terima kasih.

Petunjuk Pengisian

1. Pada halaman berikut terdapat pertanyaan-pertanyaan yang memperlihatkan kemampuan mendengarkan, kecerdasan emosional, perilaku etika, keyakinan, perasaan, kontrol tingkah laku dan intensi yang berkaitan dengan perilaku membeli barang-barang fashion di toko retail. Anda diminta untuk menjawab sesuai dengan keadaan anda
2. Anda diminta untuk memberikan hanya satu jawaban terhadap setiap pertanyaan, dengan cara mencentang (□) salah satu angka diantara 1 sampai dengan 5 yang sesuai dengan keadaan anda
3. Pastikan tidak ada nomor yang anda lewatkan
4. Jawablah sesuai dengan keadaan anda
5. Bekerjalah dengan teliti
6. Identitas anda akan kami rahasiakan

1 = sangat setuju (SS)	**3 = netral (N)**	**5 = sangat tidak setuju STS)**
2 = setuju (S)	**4 = tidak setuju (TS)**	

Karakteristik Responden:

1) Jenis Kelamin:
   a) Laki- Laki
   b) Perempuan

2) Pengeluaran Per Bulan:
   a) Dibawah Rp. 1,000,000
   b) Rp. 1,000,000 – 2,000,000
   c) Diatas Rp. 2,000,000

3) Usia:
   a) < 20 tahun
   b) 20 – 25 tahun
   c) 26 – 30 tahun
   d) > 30 tahun

Listening Ability					
Pernyatan dibawah ini berkenaan dengan kemampuan mendengarkan penjual	**Indikator**				
	SS	S	N	TS	STS
Saya merasa penjual di toko-toko fashion mendengarkan saya dengan baik sebagaimana semestinya					
Penjual di toko-toko fashion sering mendengarkan saya dan merespon saya dengan benar					
Saya merasa bahwa penjual di toko-toko fashion mendengarkan apa yang saya katakan dan mencoba untuk membenarkan kebutuhan saya					
Saya merasa yakin, ketika penjual mendengarkan saya dan memberikan respon nya					

Ethical Behavior					
Pernyatan dibawah ini berkenaan dengan perilaku etika penjual	**Indikator**				
	SS	S	N	TS	STS
Saya merasa bahwa penjual di toko-toko fashion berperilaku dan ber etika baik selama proses penjualan dan pembelian					
Saya merasa bahwa perilaku penjual di toko-toko fashion terhadap saya adil, jujur dan transparan					
Saya merasa bahwa sikap penjual di toko-toko fashion dapat diandalkan dan bertanggung jawab secara moral					
Saya merasa bahwa ketika penjual di toko-toko fashion melakukan tindakan kurang etis, dapat merubah suasana hati saya dan partner belanja saya					

Emotional Intelligence					
Pernyatan dibawah ini berkenaan dengan kecerdasan emosional penjual	**Indikator**				
	SS	S	N	TS	STS
Saya merasa bahwa penjual di toko-toko fashion memahami emosi dalam melakukan pembelian					
Penjual dari toko-toko fashion sering menyadari yang saya pikirkan dan memberikan respon yang lebih efektif					
Saya sadar bahwa penjual dari toko-toko fashion mengenali apa yang saya pikirkan dan memberikan saran yang baik					
Saya cenderung merasa nyaman untuk berkomunikasi dengan penjual dengan gender yang sama dengan saya					

Attitude					
Pernyatan dibawah ini berkenaan dengan keyakinan konsumer	**Indikator**				
	SS	S	N	TS	STS
Saya sering kali membeli barang-barang fashion					
Dengan membeli barang-barang fashion, dapat menambah kepercayaan diri saya					
Respon dari penjual dapat mendorong saya untuk membeli					
Respon dari penjual dapat membatalkan saya untuk membeli					

Subjective Norm					
Pernyatan dibawah ini berkenaan dengan perasaan dan persepsi konsumer	**Indikator**				
	SS	S	N	TS	STS
Saya bersedia mengikuti saran keluarga dalam memutuskan untuk memilih dan membeli barang-barang fashion					
Saya bersedia mengikuti saran rekan-rekan saya dalam memutuskan untuk memilih dan membeli barang-barang fashion					
Saya bersedia mengikuti saran teman yang menemani saya pada saat belanja dalam memutuskan untuk memilih dan membeli barang-barang fashion					
Orang orang terdekat saya, seperti keluarga, rekan-rekan saya dan teman belanja saya memiliki pengaruh terhadap saya dalam merespon tindakan-tindakan yang dilakukan penjual					

Perceived Control Behavior					
Pernyatan dibawah ini berkenaan dengan kontrol tingkah laku konumer	**Indikator**				
	SS	S	N	TS	STS
Saya akan membeli barang-barang fashion bila ada kemampuan daya beli					
Saya yakin peran penjual dapat memudahkan proses saya dalam pembelian barang-barang fashion					
Saya yakin peran penjual dapat menyulitkan proses saya dalam pembelian barang-barang fashion					

Purchase Intention					
Pernyatan dibawah ini berkenaan dengan intensi membeli konsumer	**Indikator**				
	SS	S	N	TS	STS
Saya punya niat yang kuat untuk membeli barang-barang fashion					
Saya tidak punya niat dan tidak tertarik untuk membeli barang-barang fashion					
Saya punya niat yang kuat untuk tidak membeli barang-barang fashion					

APPENDIX 3:

VALIDITY AND RELIABILITY (75 RESPONDENTS)

1. Listening Ability

Correlations

Notes

Output Created		25-MAY-2016 19:15:30
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		**CORRELATIONS /VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005** /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,04

Correlations

		LA1	LA2	LA3	LA4	Total
LA1	Pearson Correlation	1	,764**	,509**	,605**	,820**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	75	75	75	75	75
LA2	Pearson Correlation	,764**	1	,690**	,631**	,893**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	75	75	75	75	75
LA3	Pearson Correlation	,509**	,690**	1	,697**	,855**

	Sig. (2-tailed)	,000	,000		,000	,000
	N	75	75	75	75	75
LA4	Pearson Correlation	,605**	,631**	,697**	1	,863**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	75	75	75	75	75
Total	Pearson Correlation	,820**	,893**	,855**	,863**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 19:16:28
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,879	4

2. Ethical Behavior

Correlations

Notes

Output Created		25-MAY-2016 19:19:27
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		**CORRELATIONS /VARIABLES=VAR00006 VAR00007 VAR00008 VAR00009 VAR00010 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.**
Resources	Processor Time	00:00:00,06
	Elapsed Time	00:00:00,07

Correlations

		EB1	EB2	EB3	EB4	Total
EB1	Pearson Correlation	1	,580**	,514**	,328**	,776**
	Sig. (2-tailed)		,000	,000	,004	,000
	N	75	75	75	75	75
EB2	Pearson Correlation	,580**	1	,538**	,178	,723**
	Sig. (2-tailed)	,000		,000	,126	,000
	N	75	75	75	75	75
EB3	Pearson Correlation	,514**	,538**	1	,400**	,780**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	75	75	75	75	75
EB4	Pearson Correlation	,328**	,178	,400**	1	,714**
	Sig. (2-tailed)	,004	,126	,000		,000
	N	75	75	75	75	75
Total	Pearson Correlation	,776**	,723**	,780**	,714**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 19:20:52
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00006 VAR00007 VAR00008 VAR00009 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,707	4

3. Emotional Intelligence

Correlations

Notes

Output Created		25-MAY-2016 19:24:27
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		**CORRELATIONS /VARIABLES=VAR00011 VAR00012 VAR00013 VAR00014 VAR00015** /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,06

Correlations

		EI1	EI2	EI3	EI4	Total
EI1	Pearson Correlation	1	,503**	,366**	,101	,615**

	Sig. (2-tailed)		,000	,001	,390	,000
	N	75	75	75	75	75
EI2	Pearson Correlation	,503**	1	,582**	,496**	,851**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	75	75	75	75	75
EI3	Pearson Correlation	,366**	,582**	1	,469**	,798**
	Sig. (2-tailed)	,001	,000		,000	,000
	N	75	75	75	75	75
EI4	Pearson Correlation	,101	,496**	,469**	1	,735**
	Sig. (2-tailed)	,390	,000	,000		,000
	N	75	75	75	75	75
Total	Pearson Correlation	,615**	,851**	,798**	,735**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 19:25:29
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=VAR00011 VAR00012 VAR00013 VAR00014 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,734	4

4. Attitude

Correlations

Notes

Output Created		25-MAY-2016 19:28:27
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		**CORRELATIONS /VARIABLES=VAR00016 VAR00017 VAR00018 VAR00019 VAR00020** /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,08
	Elapsed Time	00:00:00,07

Correlations

		A1	A2	A3	A4	Total
A1	Pearson Correlation	1	,683**	,564**	,308**	,809**
	Sig. (2-tailed)		,000	,000	,007	,000
	N	75	75	75	75	75
A2	Pearson Correlation	,683**	1	,488**	,414**	,814**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	75	75	75	75	75

A3	Pearson Correlation	,564**	,488**	1	,570**	,818**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	75	75	75	75	75
A4	Pearson Correlation	,308**	,414**	,570**	1	,729**
	Sig. (2-tailed)	,007	,000	,000		,000
	N	75	75	75	75	75
Total	Pearson Correlation	,809**	,814**	,818**	,729**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 19:29:14
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00016 VAR00017 VAR00018 VAR00019 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00

Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,799	4

5. Subjective Norm

Correlations

Notes

Output Created		25-MAY-2016 19:31:18
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax		**CORRELATIONS /VARIABLES=VAR00021 VAR00022 VAR00023 VAR00024 VAR00025 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.**
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,05

Correlations

		SN1	SN2	SN3	SN4	TOTAL
SN1	Pearson Correlation	1	,692**	,470**	,516**	,799**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	75	75	75	75	75
SN2	Pearson Correlation	,692**	1	,691**	,498**	,867**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	75	75	75	75	75
SN3	Pearson Correlation	,470**	,691**	1	,674**	,856**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	75	75	75	75	75
SN4	Pearson Correlation	,516**	,498**	,674**	1	,806**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	75	75	75	75	75
TOTAL	Pearson Correlation	,799**	,867**	,856**	,806**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	75	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 19:32:53
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00021 VAR00022 VAR00023 VAR00024 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,852	4

6. Perceived Control Behavior

Correlations

Notes

Output Created		25-MAY-2016 19:40:35
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		**CORRELATIONS /VARIABLES=VAR00026 VAR00027 VAR00028 VAR00029** /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,04

Correlations

		PBC1	PBC2	PBC3	Total
PBC1	Pearson Correlation	1	,655**	,161	,816**
	Sig. (2-tailed)		,000	,168	,000
	N	75	75	75	75
PBC2	Pearson Correlation	,655**	1	,207	,817**
	Sig. (2-tailed)	,000		,075	,000
	N	75	75	75	75
PBC3	Pearson Correlation	,161	,207	1	,613**
	Sig. (2-tailed)	,168	,075		,000
	N	75	75	75	75
Total	Pearson Correlation	,816**	,817**	,613**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	75	75	75	75

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 19:41:24
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=VAR00026 VAR00027 VAR00028 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,603	3

7. Purchase Intentions

Correlations

Notes

Output Created		25-MAY-2016 20:01:46
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		**CORRELATIONS /VARIABLES=VAR00030 VAR00031 VAR00032 VAR00033** /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,05
	Elapsed Time	00:00:00,06

Correlations

		PI1	PI2	PI3	Total
PI1	Pearson Correlation	1	,202	,235*	,653**
	Sig. (2-tailed)		,082	,042	,000
	N	75	75	75	75
PI2	Pearson Correlation	,202	1	,615**	,792**
	Sig. (2-tailed)	,082		,000	,000
	N	75	75	75	75
PI3	Pearson Correlation	,235*	,615**	1	,813**
	Sig. (2-tailed)	,042	,000		,000
	N	75	75	75	75
Total	Pearson Correlation	,653**	,792**	,813**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	75	75	75	75

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Notes

Output Created		25-MAY-2016 20:02:32
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	75
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=VAR00030 VAR00031 VAR00032 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	75	100,0
	Excluded[a]	0	,0
	Total	75	100,0

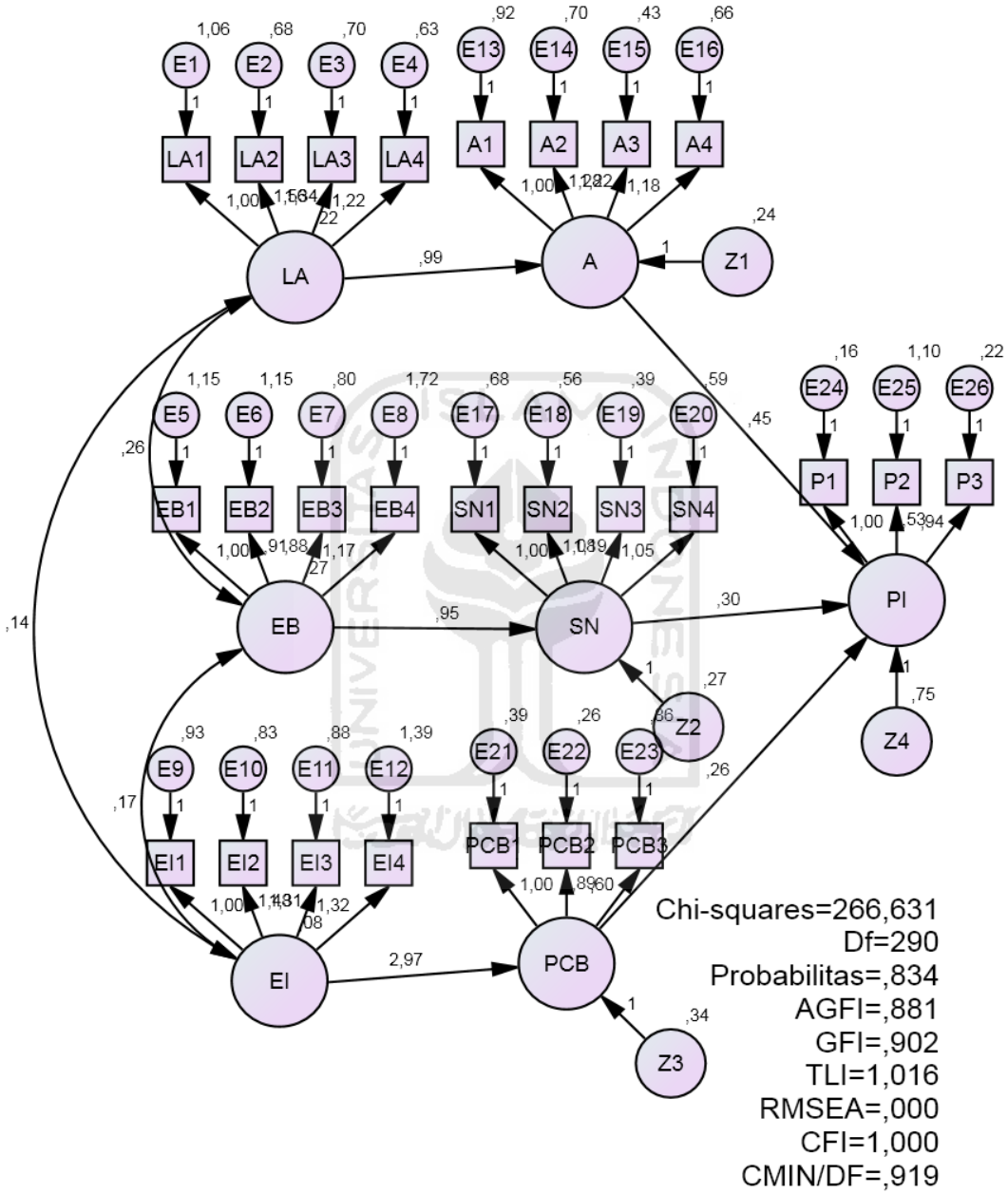
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,612	3

APPENDIX 4

OUTPUT ANALYSIS OF FULL MODEL USING 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
A	<---	LA	,990	,216	4,573	***	
SN	<---	EB	,954	,184	5,175	***	
PCB	<---	EI	2,973	,764	3,890	***	
PI	<---	A	,453	,164	2,765	,006	
PI	<---	SN	,301	,151	1,991	,046	
PI	<---	PCB	,260	,121	2,154	,031	
LA1	<---	LA	1,000				
LA2	<---	LA	1,565	,291	5,386	***	
LA3	<---	LA	1,342	,259	5,179	***	
LA4	<---	LA	1,217	,238	5,113	***	
EB1	<---	EB	1,000				
EB2	<---	EB	,910	,202	4,509	***	
EB3	<---	EB	,876	,181	4,853	***	
EB4	<---	EB	1,167	,252	4,626	***	
EI1	<---	EI	1,000				
EI2	<---	EI	1,476	,432	3,418	***	
EI3	<---	EI	1,310	,402	3,258	,001	
EI4	<---	EI	1,321	,444	2,976	,003	
A1	<---	A	1,000				
A2	<---	A	1,280	,177	7,226	***	
A3	<---	A	1,216	,161	7,551	***	
A4	<---	A	1,177	,165	7,123	***	
SN1	<---	SN	1,000				
SN2	<---	SN	1,084	,129	8,419	***	
SN3	<---	SN	1,190	,131	9,097	***	
SN4	<---	SN	1,051	,127	8,255	***	
PCB1	<---	PCB	1,000				
PCB2	<---	PCB	,893	,063	14,281	***	
PCB3	<---	PCB	,602	,076	7,950	***	
P1	<---	PI	1,000				
P2	<---	PI	,532	,073	7,264	***	
P3	<---	PI	,940	,057	16,480	***	

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
LA <--> EB	,255	,062	4,102	***	
EB <--> EI	,167	,050	3,306	***	
LA <--> EI	,143	,045	3,213	,001	

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
LA	,219	,076	2,895	,004	
EB	,275	,088	3,106	,002	
EI	,076	,039	1,962	,050	
Z1	,239	,064	3,758	***	
Z2	,271	,063	4,328	***	
Z3	,344	,079	4,350	***	
Z4	,752	,100	7,525	***	
E1	1,055	,109	9,719	***	
E2	,683	,077	8,827	***	
E3	,700	,076	9,203	***	
E4	,632	,068	9,281	***	
E5	1,150	,118	9,719	***	
E6	1,153	,118	9,781	***	
E7	,801	,083	9,680	***	
E8	1,722	,177	9,752	***	
E9	,931	,093	9,963	***	
E10	,827	,084	9,870	***	
E11	,878	,089	9,921	***	
E12	1,393	,140	9,957	***	
E13	,915	,102	8,955	***	
E14	,705	,091	7,758	***	
E15	,426	,064	6,664	***	
E16	,658	,083	7,974	***	
E17	,679	,079	8,582	***	
E18	,564	,071	7,980	***	
E19	,387	,060	6,482	***	
E20	,587	,072	8,182	***	
E21	,388	,059	6,528	***	
E22	,259	,044	5,896	***	
E23	,861	,091	9,454	***	
E24	,157	,058	2,725	,006	
E25	1,096	,113	9,738	***	
E26	,215	,054	4,018	***	

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	61	266,631	290	,834	,919
Saturated model	351	,000	0		
Independence model	26	1997,018	325	,000	6,145

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,068	,902	,881	,745
Saturated model	,000	1,000		
Independence model	,344	,325	,271	,301

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,866	,850	1,014	1,016	1,000
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,892	,773	,892
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	,000	,000	17,311
Saturated model	,000	,000	,000
Independence model	1672,018	1534,795	1816,690

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,340	,000	,000	,087

Model	FMIN	F0	LO 90	HI 90
Saturated model	,000	,000	,000	,000
Independence model	10,035	8,402	7,713	9,129

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,000	,000	,017	1,000
Independence model	,161	,154	,168	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	388,631	407,782	589,828	650,828
Saturated model	702,000	812,198	1859,709	2210,709
Independence model	2049,018	2057,180	2134,774	2160,774

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,953	2,070	2,157	2,049
Saturated model	3,528	3,528	3,528	4,081
Independence model	10,297	9,607	11,024	10,338

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	247	261
Independence model	37	39