

Lampiran 1. Kuesioner Penelitian

Mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner ini. Kuesioner ini merupakan kuesioner yang penulis susun dalam rangka pelaksanaan penelitian. Jawaban yang Bapak/Ibu/Sdr berikan tidak akan mempengaruhi kedudukan maupun jabatan, mengingat kerahasiaan identitas Bapak/Ibu/Sdr akan kami jaga.

IDENTITAS RESPONDEN

No	Identitas	Penjelasan
1	Nama Responden (boleh tidak diisi)
2	Jenis Kelamin	<input type="checkbox"/> Laki-laki <input type="checkbox"/> Perempuan
3	Usia tahun
4	Status	<input type="checkbox"/> Pelajar <input type="checkbox"/> Mahasiswa <input type="checkbox"/> Karyawan <input type="checkbox"/> Wirausaha
5	Asal Daerah
6	Pengalaman Berbelanja Online	<input type="checkbox"/> Tidak Pernah <input type="checkbox"/> Pernah(sekali) <input type="checkbox"/> Pernah (jarang) <input type="checkbox"/> Pernah (sering)
7	Aplikasi M-Shopping yang dimiliki?
8.	Pernahkah anda melakukan pembelian berulang pada toko online yang sama?	<input type="checkbox"/> Tidak Pernah <input type="checkbox"/> Pernah(sekali) <input type="checkbox"/> Pernah (jarang) <input type="checkbox"/> Pernah (sering)

PETUNJUK PENGISIAN

Berilah tanda (X) pada kolom jawaban yang tersedia sesuai dengan pendapat, persepsi atas pengalaman yang pernah Bapak/Ibu/Sdr lakukan. Pilih angka 1 sampai 10 dari kolom yang sudah disediakan. Skor 1 menunjukkan jawaban *Sangat Tidak Setuju (STS)* atas pernyataan yang diajukan, sedangkan skor 10 menunjukkan *Sangat Setuju (SS)* dengan pernyataan yang diajukan.

STS	1	2	3	4	5	6	7	8	9	10	SS
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Contoh :

1	Saya merasa senang saat dilibatkan dalam pembuatan/pemilihan produk ataupun konten perusahaan	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td><input checked="" type="checkbox"/></td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	<input checked="" type="checkbox"/>	8	9	10	SS
		STS	1	2	3	4	5	6	<input checked="" type="checkbox"/>	8	9	10	SS	

1. Concerted Interaction Capability

No	Pertanyaan/Pernyataan	Jawaban												
1	karyawan salon mampu memahami kebutuhan dan keinginan pribadi saya secara spesifik	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Karyawan salon mampu menghargai dan memahami sensitivitas situasi pribadi saya seperti situasi hati dan mood.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

3	Karyawan salon mampu memahami jenis penawaran yang paling membantu keinginan saya seperti perawatan yang bisa membantu saya memecahkan masalah yang sedang saya rasakan perawatan wajah yang berjerawat.	<table border="1" data-bbox="719 415 1429 489"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Karyawan salon mampu memastikan prosedur yang lancar ketika berinteraksi dengan saya	<table border="1" data-bbox="719 762 1429 835"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

2. Relational Interaction Capability

No	Pertanyaan/Pernyataan	Jawaban												
1	Karyawan salon mampu membangun komunikasi dengan saya secara sopan. (memanggil sesuai dengan usia saya mbak, ibu)	<table border="1" data-bbox="719 1203 1429 1276"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Karyawan salon mampu menjalin hubungan dengan saya	<table border="1" data-bbox="719 1480 1429 1554"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Selama proses pelayanan, karyawan salon mampu menciptakan rasa nyaman kepada saya	<table border="1" data-bbox="719 1591 1429 1665"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

4	Saya merasakan ketulusan ketika karyawan meminta pendapat dari saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5	Karyawan mampu menciptakan komunikasi dua arah dengan saya	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

3. *Social Value Co-Creation*

No	Pertanyaan/Pernyataan	Jawaban												
1	Saya berpartisipasi dalam membantu penyedia layanan dalam meningkatkan daya tarik sebuah produk	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Saya berpartisipasi membantu penyedia layanan salon dalam meningkatkan citra merk	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Saya berpartisipasi membantu penyedia layanan salon dalam meningkatkan status pelanggan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Saya berpartisipasi membantu penyedia layanan salon dalam meningkatkan citra diri kepada pelanggan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

4. *Emotional Value Co-Creation*

No	Pertanyaan/Pernyataan	Jawaban
1	Saya berpartisipasi dalam membantu karyawan salon	

	dengan memberikan masukan mengenai produk yang aman	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Saya berpartisipasi dalam membantu penyedia layanan salon dengan memberikan masukan mengenai produk baru yang nyaman ketika digunakan	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Saya berpartisipasi dalam membantu penyedia layanan membuat produk lebih nikmat, membahagiakan, serta membanggakan ketika digunakan pelanggan	STS	1	2	3	4	5	6	7	8	9	10	SS

5. Market Performance

No	Pertanyaan/Pernyataan	Jawaban											
1	Kualitas pelayanan salon sesuai dengan harapan saya	STS	1	2	3	4	5	6	7	8	9	10	SS
2	Kepuasan saya meningkat ketika selesai melakukan perawatan salon disana.	STS	1	2	3	4	5	6	7	8	9	10	SS
3	Saya merekomendasikan salon yang biasa saya gunakan kepada saudara, teman, maupun kenalan saya	STS	1	2	3	4	5	6	7	8	9	10	SS
4	Pelayanan salon yang diberikan membuat saya ingin melakukan pembelian ulang di masa yang akan datang	STS	1	2	3	4	5	6	7	8	9	10	SS

5	Saya tidak terpengaruh dengan harga yang diberikan oleh pihak salon kecantikan	STS	1	2	3	4	5	6	7	8	9	10	SS
6	Saya membujuk teman/ kenalan agar melakukan perawatan kecantikan di salon langganan saya	STS	1	2	3	4	5	6	7	8	9	10	SS

Lampiran 2. Hasil Penelitian

Frequencies

Statistics				
N	CIC1	CIC2	CIC3	CIC4
Valid	181	181	181	181
Missing	0	0	0	0

Frequency Table

CIC1				
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
3	1	.6	.6	.6
5	1	.6	.6	1.1
6	4	2.2	2.2	3.3
7	18	9.9	9.9	13.3
8	49	27.1	27.1	40.3
9	65	35.9	35.9	76.2
10	43	23.8	23.8	100.0
Total	181	100.0	100.0	

CIC2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.1	1.1	1.1
	4	3	1.7	1.7	2.8
	5	5	2.8	2.8	5.5
	6	9	5.0	5.0	10.5
	7	26	14.4	14.4	24.9
	8	53	29.3	29.3	54.1
	9	51	28.2	28.2	82.3
	10	32	17.7	17.7	100.0
Total		181	100.0	100.0	

CIC3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.6	.6	.6
	5	8	4.4	4.4	5.0
	6	13	7.2	7.2	12.2
	7	22	12.2	12.2	24.3
	8	55	30.4	30.4	54.7
	9	52	28.7	28.7	83.4
	10	30	16.6	16.6	100.0
Total		181	100.0	100.0	

CIC4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	3	1	.6	.6	1.1
	5	5	2.8	2.8	3.9
	6	12	6.6	6.6	10.5
	7	16	8.8	8.8	19.3
	8	64	35.4	35.4	54.7
	9	49	27.1	27.1	81.8
	10	33	18.2	18.2	100.0
Total		181	100.0	100.0	

Frequencies

Statistics				
N	RIC1	RIC2	RIC3	RIC4
Valid	181	181	181	181
Missing	0	0	0	0

Frequency Table

RIC1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	1.1	1.1	1.1
	6	6	3.3	3.3	4.4
	7	22	12.2	12.2	16.6
	8	59	32.6	32.6	49.2
	9	55	30.4	30.4	79.6
	10	37	20.4	20.4	100.0
	Total	181	100.0	100.0	

RIC2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	.6	.6	.6
	6	4	2.2	2.2	2.8
	7	25	13.8	13.8	16.6
	8	53	29.3	29.3	45.9
	9	54	29.8	29.8	75.7
	10	44	24.3	24.3	100.0
	Total	181	100.0	100.0	

RIC3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	2	1.1	1.1	1.1
	5	1	.6	.6	1.7
	6	4	2.2	2.2	3.9
	7	32	17.7	17.7	21.5
	8	53	29.3	29.3	50.8
	9	50	27.6	27.6	78.5
	10	39	21.5	21.5	100.0
Total		181	100.0	100.0	

RIC4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	1	.6	.6	.6
	6	13	7.2	7.2	7.7
	7	31	17.1	17.1	24.9
	8	58	32.0	32.0	56.9
	9	42	23.2	23.2	80.1
	10	36	19.9	19.9	100.0
Total		181	100.0	100.0	

Frequencies

Statistics				
N	SVC1	SVC2	SVC3	SVC4
Valid	181	181	181	181
Missing	0	0	0	0

Frequency Table

SVC1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	.6	.6	.6
	4	4	2.2	2.2	2.8
	5	15	8.3	8.3	11.0
	6	8	4.4	4.4	15.5
	7	36	19.9	19.9	35.4
	8	51	28.2	28.2	63.5
	9	36	19.9	19.9	83.4
	10	30	16.6	16.6	100.0
Total		181	100.0	100.0	

SVC2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	4	2.2	2.2	2.8
	4	6	3.3	3.3	6.1
	5	11	6.1	6.1	12.2
	6	22	12.2	12.2	24.3
	7	42	23.2	23.2	47.5
	8	35	19.3	19.3	66.9
	9	38	21.0	21.0	87.8
	10	22	12.2	12.2	100.0
Total		181	100.0	100.0	

SVC3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	3	2	1.1	1.1	1.7
	4	6	3.3	3.3	5.0
	5	12	6.6	6.6	11.6
	6	10	5.5	5.5	17.1
	7	32	17.7	17.7	34.8
	8	53	29.3	29.3	64.1
	9	36	19.9	19.9	84.0
	10	29	16.0	16.0	100.0
Total		181	100.0	100.0	

SVC4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	1	.6	.6	1.1
	4	6	3.3	3.3	4.4
	5	8	4.4	4.4	8.8
	6	20	11.0	11.0	19.9
	7	35	19.3	19.3	39.2
	8	47	26.0	26.0	65.2
	9	42	23.2	23.2	88.4
	10	21	11.6	11.6	100.0
Total		181	100.0	100.0	

Frequencies

Statistics					
N	EVC1	EVC2	EVC3	EVC4	EVC5
Valid	181	181	181	181	181
Missing	0	0	0	0	0

Frequency Table

EVC1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	3	2	1.1	1.1	1.7
	4	9	5.0	5.0	6.6
	5	14	7.7	7.7	14.4
	6	12	6.6	6.6	21.0
	7	39	21.5	21.5	42.5
	8	43	23.8	23.8	66.3
	9	34	18.8	18.8	85.1
	10	27	14.9	14.9	100.0
	Total	181	100.0	100.0	

EVC2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1.1	1.1	1.1
	3	1	.6	.6	1.7
	4	7	3.9	3.9	5.5
	5	12	6.6	6.6	12.2
	6	14	7.7	7.7	19.9
	7	31	17.1	17.1	37.0
	8	47	26.0	26.0	63.0
	9	38	21.0	21.0	84.0
	10	29	16.0	16.0	100.0
	Total	181	100.0	100.0	

EVC3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.6	.6	.6
	3	4	2.2	2.2	2.8
	4	8	4.4	4.4	7.2
	5	11	6.1	6.1	13.3
	6	14	7.7	7.7	21.0
	7	36	19.9	19.9	40.9
	8	41	22.7	22.7	63.5
	9	40	22.1	22.1	85.6
	10	26	14.4	14.4	100.0
	Total	181	100.0	100.0	

EVC4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.7	1.7	1.7
	2	1	.6	.6	2.2
	3	4	2.2	2.2	4.4
	4	10	5.5	5.5	9.9
	5	12	6.6	6.6	16.6
	6	16	8.8	8.8	25.4
	7	34	18.8	18.8	44.2
	8	47	26.0	26.0	70.2
	9	32	17.7	17.7	87.8
	10	22	12.2	12.2	100.0
Total		181	100.0	100.0	

EVC5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.6	.6	.6
	3	2	1.1	1.1	1.7
	4	2	1.1	1.1	2.8
	5	16	8.8	8.8	11.6
	6	22	12.2	12.2	23.8
	7	35	19.3	19.3	43.1
	8	63	34.8	34.8	77.9
	9	36	19.9	19.9	97.8
	10	4	2.2	2.2	100.0
	Total		181	100.0	100.0

Frequencies

Statistics						
N	MP1	MP2	MP3	MP4	MP5	MP6
Valid	181	181	181	181	181	181
Missing	0	0	0	0	0	0

Frequency Table

MP1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	2.2	2.2	2.2
	6	7	3.9	3.9	6.1
	7	23	12.7	12.7	18.8
	8	59	32.6	32.6	51.4
	9	54	29.8	29.8	81.2
	10	34	18.8	18.8	100.0
	Total	181	100.0	100.0	

MP2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	6	3.3	3.3	3.3
	6	6	3.3	3.3	6.6
	7	25	13.8	13.8	20.4
	8	57	31.5	31.5	51.9
	9	54	29.8	29.8	81.8
	10	33	18.2	18.2	100.0
	Total	181	100.0	100.0	

MP3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	2.2	2.2	2.2
	6	7	3.9	3.9	6.1
	7	28	15.5	15.5	21.5
	8	65	35.9	35.9	57.5
	9	39	21.5	21.5	79.0
	10	38	21.0	21.0	100.0
Total		181	100.0	100.0	

MP4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	5	2.8	2.8	2.8
	6	7	3.9	3.9	6.6
	7	26	14.4	14.4	21.0
	8	59	32.6	32.6	53.6
	9	48	26.5	26.5	80.1
	10	36	19.9	19.9	100.0
Total		181	100.0	100.0	

MP5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	1.1	1.1	1.1
	4	1	.6	.6	1.7
	5	7	3.9	3.9	5.5
	6	15	8.3	8.3	13.8
	7	17	9.4	9.4	23.2
	8	57	31.5	31.5	54.7
	9	41	22.7	22.7	77.3
	10	41	22.7	22.7	100.0
Total		181	100.0	100.0	

MP 6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	3	1.7	1.7	1.7
	5	6	3.3	3.3	5.0
	6	2	1.1	1.1	6.1
	7	28	15.5	15.5	21.5
	8	61	33.7	33.7	55.2
	9	41	22.7	22.7	77.9
	10	40	22.1	22.1	100.0
Total		181	100.0	100.0	

Correlations

Correlations

		CIC1	CIC2	CIC3	CIC4	CIC
CIC1	Pearson Correlation	1	.625**	.603**	.602**	.800**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	181	181	181	181	181
CIC2	Pearson Correlation	.625**	1	.759**	.697**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	181	181	181	181	181
CIC3	Pearson Correlation	.603**	.759**	1	.674**	.884**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	181	181	181	181	181
CIC4	Pearson Correlation	.602**	.697**	.674**	1	.867**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	181	181	181	181	181
CIC	Pearson Correlation	.800**	.901**	.884**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	181	181	181	181	181

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.885	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CIC1	24.65	14.319	.679	.880
CIC2	25.10	11.428	.804	.831
CIC3	25.10	12.090	.783	.840
CIC4	25.03	12.149	.749	.853

Correlations

Correlations

		RIC1	RIC2	RIC4	RIC3	RIC
RIC1	Pearson Correlation	1	.639**	.581**	.645**	.843**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	181	181	181	181	181
RIC2	Pearson Correlation	.639**	1	.583**	.631**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	181	181	181	181	181
RIC4	Pearson Correlation	.581**	.583**	1	.637**	.834**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	181	181	181	181	181
RIC3	Pearson Correlation	.645**	.631**	.637**	1	.866**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	181	181	181	181	181
RIC	Pearson Correlation	.843**	.838**	.834**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	181	181	181	181	181

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.866	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RIC1	25.31	9.204	.719	.828
RIC2	25.22	9.303	.714	.831
RIC3	25.38	8.580	.745	.817
RIC4	25.50	8.885	.690	.840

Correlations

Correlations

		SVC1	SVC2	SVC3	SVC4	SVC
SVC1	Pearson Correlation	1	.760**	.749**	.668**	.887**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	181	181	181	181	181
SVC2	Pearson Correlation	.760**	1	.763**	.680**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	181	181	181	181	181
SVC3	Pearson Correlation	.749**	.763**	1	.754**	.917**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	181	181	181	181	181
SVC4	Pearson Correlation	.668**	.680**	.754**	1	.866**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	181	181	181	181	181
SVC	Pearson Correlation	.887**	.901**	.917**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	181	181	181	181	181

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.915	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SVC1	23.05	20.814	.802	.891
SVC2	23.41	19.332	.813	.887
SVC3	23.12	19.307	.844	.876
SVC4	23.20	21.075	.766	.903

Correlations

		Correlations					
		EVC1	EVC2	EVC3	EVC4	EVC5	EVC
EVC1	Pearson Correlation	1	.788**	.731**	.748**	.443**	.870**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181
EVC2	Pearson Correlation	.788**	1	.811**	.810**	.480**	.912**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181
EVC3	Pearson Correlation	.731**	.811**	1	.854**	.482**	.911**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181
EVC4	Pearson Correlation	.748**	.810**	.854**	1	.548**	.931**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181
EVC5	Pearson Correlation	.443**	.480**	.482**	.548**	1	.662**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181
EVC	Pearson Correlation	.870**	.912**	.911**	.931**	.662**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.914	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EVC1	30.18	37.513	.790	.892
EVC2	30.04	36.354	.855	.878
EVC3	30.14	36.101	.853	.879
EVC4	30.41	33.900	.878	.873
EVC5	30.38	45.482	.533	.937

Correlations

Correlations

		MP1	MP2	MP3	MP4	MP5	MP6	MP
MP1	Pearson Correlation	1	.736**	.747**	.617**	.579**	.648**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	181	181	181	181	181	181	181
MP2	Pearson Correlation	.736**	1	.822**	.662**	.616**	.617**	.872**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	181	181	181	181	181	181	181
MP3	Pearson Correlation	.747**	.822**	1	.668**	.623**	.660**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	181	181	181	181	181	181	181
MP4	Pearson Correlation	.617**	.662**	.668**	1	.571**	.584**	.804**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	181	181	181	181	181	181	181
MP5	Pearson Correlation	.579**	.616**	.623**	.571**	1	.705**	.823**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	181	181	181	181	181	181	181
MP6	Pearson Correlation	.648**	.617**	.660**	.584**	.705**	1	.838**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	181	181	181	181	181	181	181
MP	Pearson Correlation	.845**	.872**	.885**	.804**	.823**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	181	181	181	181	181	181	181

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.917	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MP1	41.61	30.162	.779	.901
MP2	41.65	29.384	.813	.896
MP3	41.67	29.243	.832	.893
MP4	41.65	30.406	.719	.908
MP5	41.78	27.937	.722	.911
MP6	41.69	28.939	.757	.903

REGRESSION

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	RIC, CIC ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: SVC

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.476 ^a	.226	.218	5.218	.226	26.021	2	178	.000	1.785

a. Predictors: (Constant), RIC, CIC

b. Dependent Variable: SVC

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1417.121	2	708.560	26.021	.000 ^a
	Residual	4846.945	178	27.230		
	Total	6264.066	180			

a. Predictors: (Constant), RIC, CIC

b. Dependent Variable: SVC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.318	3.436		2.130	.035		
	CIC	.384	.119	.301	3.232	.001	.500	1.999
	RIC	.320	.141	.212	2.277	.024	.500	1.999

a. Dependent Variable: SVC

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	CIC	RIC
1	1	2.986	1.000	.00	.00	.00
	2	.010	17.587	.79	.37	.02
	3	.004	26.359	.21	.63	.98

a. Dependent Variable: SVC

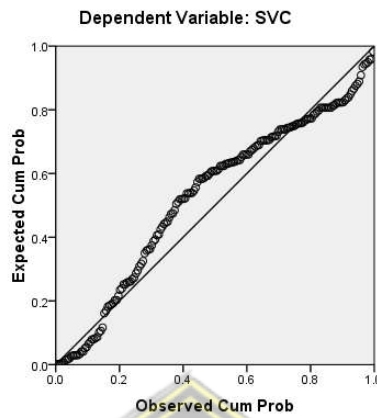
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.93	35.49	30.93	2.806	181
Std. Predicted Value	-3.920	1.626	.000	1.000	181
Standard Error of Predicted Value	.392	1.913	.632	.228	181
Adjusted Predicted Value	18.21	35.77	30.92	2.845	181
Residual	-15.672	11.070	.000	5.189	181
Std. Residual	-3.003	2.121	.000	.994	181
Stud. Residual	-3.015	2.280	.001	1.004	181
Deleted Residual	-15.793	12.789	.009	5.296	181
Stud. Deleted Residual	-3.086	2.308	-.002	1.012	181
Mahal. Distance	.022	23.204	1.989	2.688	181
Cook's Distance	.000	.269	.007	.022	181
Centered Leverage Value	.000	.129	.011	.015	181

a. Dependent Variable: SVC

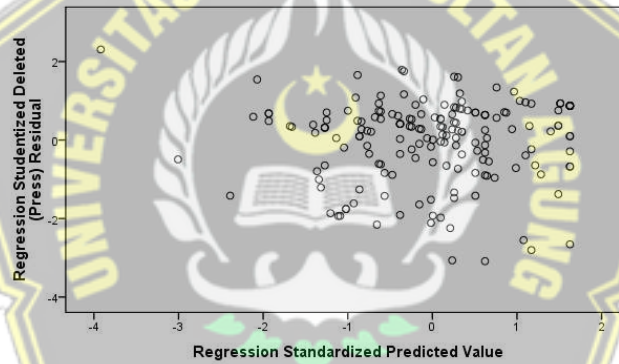
Charts

Normal P-P Plot of Regression Standardized Residual



Scatterplot

Dependent Variable: SVC



Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	RIC, CIC ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: EVC

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.430 ^a	.185	.176	6.910	.185	20.167	2	178	.000	1.644

a. Predictors: (Constant), RIC, CIC

b. Dependent Variable: EVC

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1926.047	2	963.023	20.167	.000 ^a
	Residual	8499.975	178	47.753		
	Total	10426.022	180			

a. Predictors: (Constant), RIC, CIC

b. Dependent Variable: EVC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.898	4.550		2.176	.031		
	CIC	.404	.157	.245	2.564	.011	.500	1.999
	RIC	.428	.186	.220	2.298	.023	.500	1.999

a. Dependent Variable: EVC

Collinearity Diagnostics^a

Model	Dimen sion	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	CIC	RIC
1	1	2.986	1.000	.00	.00	.00
	2	.010	17.587	.79	.37	.02
	3	.004	26.359	.21	.63	.98

a. Dependent Variable: EVC

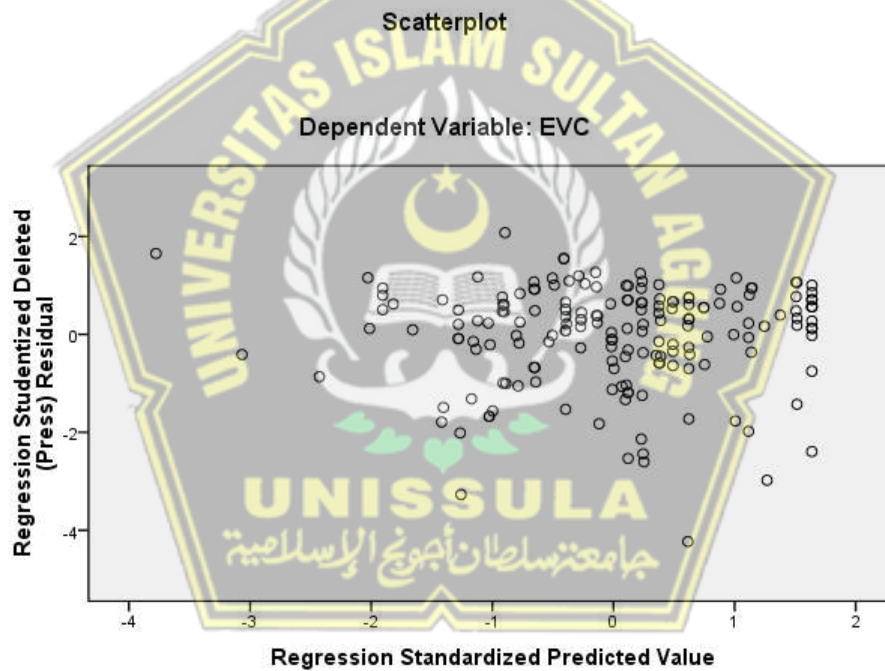
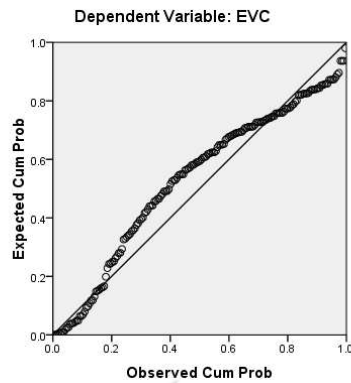
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	25.43	43.15	37.79	3.271	181
Std. Predicted Value	-3.778	1.638	.000	1.000	181
Standard Error of Predicted Value	.519	2.534	.837	.302	181
Adjusted Predicted Value	23.79	43.49	37.78	3.305	181
Residual	-27.799	14.140	.000	6.872	181
Std. Residual	-4.023	2.046	.000	.994	181
Stud. Residual	-4.043	2.057	.001	1.004	181
Deleted Residual	-28.075	14.288	.009	7.002	181
Stud. Deleted Residual	-4.230	2.076	-.003	1.014	181
Mahal. Distance	.022	23.204	1.989	2.688	181
Cook's Distance	.000	.140	.006	.015	181
Centered Leverage Value	.000	.129	.011	.015	181

a. Dependent Variable: EVC

Charts

Normal P-P Plot of Regression Standardized Residual



REGRESSION

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	EVC, SVC ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: MP

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.545 ^a	.297	.289	5.436	.297	37.584	2	178	.000	1.552

a. Predictors: (Constant), EVC, SVC

b. Dependent Variable: MP

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2221.465	2	1110.732	37.584	.000 ^a
	Residual	5260.513	178	29.553		
	Total	7481.978	180			

a. Predictors: (Constant), EVC, SVC

b. Dependent Variable: MP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	30.729	2.267		13.553	.000		
	SVC	.435	.100	.398	4.355	.000	.472	2.119
	EVC	.154	.077	.182	1.986	.049	.472	2.119

a. Dependent Variable: MP

Collinearity Diagnostics^a

Model	Dimen sion	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	SVC	EVC
1	1	2.968	1.000	.00	.00	.00
	2	.022	11.742	.98	.09	.19
	3	.010	17.232	.02	.91	.81

a. Dependent Variable: MP

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	41.08	55.84	50.01	3.513	181
Std. Predicted Value	-2.542	1.659	.000	1.000	181
Standard Error of Predicted Value	.409	1.842	.653	.253	181
Adjusted Predicted Value	40.43	55.77	49.98	3.545	181
Residual	-15.383	17.331	.000	5.406	181
Std. Residual	-2.830	3.188	.000	.994	181
Stud. Residual	-2.850	3.242	.003	1.006	181
Deleted Residual	-15.607	17.928	.032	5.535	181
Stud. Deleted Residual	-2.909	3.333	.003	1.014	181
Mahal. Distance	.025	19.672	1.989	2.765	181
Cook's Distance	.000	.149	.008	.021	181
Centered Leverage Value	.000	.109	.011	.015	181

a. Dependent Variable: MP

Charts

Normal P-P Plot of Regression Standardized Residual

