

Appendix

Appendix 1 : Research Questionnaire

Research Questions

Guerrilla Marketing Effect's on SK-II's Word-of-Mouth Intention – A Mediation of Customer Trust

Dear Respondents,

I am a student of Bachelor degree program from Widya Mandala Catholic University Surabaya who is conducting research on "**Guerrilla Marketing Effect's on SK-II's Word-of-Mouth Intention – A Mediation of Customer Trust**". For this purpose, I request assistance and participation from you to fill out this questionnaire in a complete and honest accordancing of the actual situation. All your answers are guaranteed by us. For your willingness and help, I say thank you.

Best regards,

Utari Puspitaningrum
(NRP: 3303015002)

A. IDENTITY OF RESPONDENTS

Name:

Age :

- a. 17-26 years old b. 27 - 36 years c. 37 - 46 years old
d. 47 - 56 years e. 56 years old

Gender:

- a. Male b. Women

I once bought a product from SK-II:

- a. Ever b. Never

I have seen one of the SK-II advertisements:

- a. Ever b. Never

Expenditures for skin care in 1 month:

- a. IDR 300,000 - IDR 600,000
b. IDR 700,000 - IDR 1,000,000
c. IDR 1,100,000 - IDR 1,400,000
d. IDR 1,500,000 - IDR 1,800,000
e. Rp. 1,800,000

Job:

- a. Student / student
b. Government employees
c. Private employees
d. Entrepreneur
e. Housewife
f. Others

B. FILLING INSTRUCTIONS

Give a check mark (✓) in each of the columns below that you consider most suitable (one answer only) to the statement below.

Information:

SA = Strongly Agree

S = Agree

N = Neutral

DA = Disagree

SDA = Strongly Disagree

No.	GUERRILLA MARKETING (GM)	SA	A	N	DA	SDA
1.	The SK-II ads have good ideas					
2.	The SK-II ads have deep meaning					
3.	The SK-II ads allow the product to be differentiated					
4.	The SK-II ads are unique					
5.	I can understand the SK-II ads messages quickly					
6.	I can understand the SK-II ads messages easily					
7.	I found the message very clear					
8.	The ads of SK-II are amusing					
9.	The ads of SK-II are interesting					
10.	The ads of SK-II are amazing					

11.	The ads of SK-II are unexpected					
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No.	CUSTOMER TRUST (CT)	SA	S	N	DA	SDA
1.	With product certification, I can trust SK-II products					
2.	SK-II ads can be trusted					
3.	The SK-II ads is convincing me to buy					
4.	I feel that this SK-II has concern to provide the best service for its customers					
5.	I feel that this SK-II has a good intention to provide satisfaction to its customers					
6.	I feel that the SK-II will fulfill what its customers expectation					
7.	I feel that the SK-II will not hide information that important to their customers.					
8.	I feel that the SK-II will always maintain their reputation.					

No.	WORD-OF-MOUTH (WOM)	SA	S	N	DA	SDA
1.	When I tell others the products of these companies, I will tell in great details.					

2.	I am proud to tell others that I use the products of SK-II.					
3.	I will tell good things about the products of SK-II.					
4.	I will recommend the products SK-II to a friend who is interested in them.					
5.	I will tell people more about SK-II than other companies.					

Appendix 2 : Research Data

No.	Guerrilla Marketing											Customer Trust								Word-of-Mouth (WOM)				
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140	5	4	5	5	5	5	4	4	4	4	5	5	4	5	5	5	4	4	4	5	5	4	4	5
141	4	4	4	4	4	4	3	3	4	4	5	4	4	4	3	4	4	4	3	4	4	3	3	4
142	5	5	5	4	5	5	5	4	5	4	4	5	5	5	4	5	5	5	5	5	4	4	5	4
143	4	4	4	5	4	4	4	3	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4
144	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
145	4	4	4	3	4	4	4	3	3	4	4	4	4	4	4	4	3	3	4	4	4	3	4	3
146	5	5	5	4	5	5	4	4	4	4	5	5	5	4	4	5	4	4	4	5	4	4	5	4
147	4	4	3	3	3	3	3	3	3	3	3	4	4	3	3	4	4	3	3	2	3	3	3	2
148	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4	4	5	4	5	4	5	4
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150	4	3	3	4	3	3	3	3	3	3	3	4	3	4	4	3	3	3	3	2	2	3	3	2
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152	4	4	4	4	4	4	4	4	4	4	4	3	4	4	3	4	3	3	4	3	4	3	4	3
153	4	5	4	4	4	4	5	4	4	4	3	4	5	5	4	5	4	5	5	5	4	4	5	4
154	5	5	4	5	5	4	4	3	4	5	5	3	4	4	4	4	3	4	4	3	4	3	4	3
155	4	4	5	4	5	5	5	4	5	5	4	5	5	5	5	5	4	4	4	4	5	4	5	4
156	5	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	2	3	2	4	2	2
157	4	3	3	3	4	4	3	3	3	4	4	4	4	4	3	3	4	3	3	3	4	3	4	4
158	4	4	4	4	4	4	3	4	4	4	4	4	5	5	5	4	4	5	5	4	4	5	4	5
159	4	4	4	4	4	5	3	4	4	4	4	4	3	3	4	4	4	4	4	3	4	3	4	4

[illegible]

Appendix 3 : Respondent Profile

Bought Product from SK-II

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	180	100.0	100.0	100.0

Watched Advertisement from SK-II

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	180	100.0	100.0	100.0

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 – 26 years old	6	3.3	3.3	3.3
27 – 36 years old	21	11.7	11.7	15.0
37 – 46 years old	82	45.6	45.6	60.6
47 – 56 years old	68	37.8	37.8	98.3
> 56 years old	3	1.7	1.7	100.0
Total	180	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	8	4.4	4.4	4.4
Valid Female	172	95.6	95.6	100.0
Total	180	100.0	100.0	

Spending for Skin Care in a 1 Month

	Frequency	Percent	Valid Percent	Cumulative Percent
Rp 300.000 – Rp 600.000	3	1.7	1.7	1.7
Rp 700.000 – Rp 1.000.000	15	8.3	8.3	10.0
Rp 1.100.000 – Rp Valid 1.400.000	69	38.3	38.3	48.3
Rp 1.500.000 – Rp 1.800.000	70	38.9	38.9	87.2
> Rp. 1.800.000	23	12.8	12.8	100.0
Total	180	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student/ College Student	4	2.2	2.2	2.2
State Employee	4	2.2	2.2	4.4
Private Employee	55	30.6	30.6	35.0
Entrepreneur	74	41.1	41.1	76.1
Housewife	43	23.9	23.9	100.0
Total	180	100.0	100.0	

Appendix 4 : Variable Descriptive Statistics

Guerrilla Marketing (GM)

Descriptive Statistics

	N	Mean	Std. Deviation
GM.1	180	4.17	.630
GM.2	180	4.19	.626
GM.3	180	4.19	.608
GM.4	180	4.07	.626
GM.5	180	4.21	.595
GM.6	180	4.23	.617
GM.7	180	4.19	.617
GM.8	180	3.91	.683
GM.9	180	4.07	.634
GM.10	180	4.08	.615
GM.11	180	4.01	.639
Valid N (listwise)	180		

Customer Trust (CT)

Descriptive Statistics

	N	Mean	Std. Deviation
CT.1	180	4.17	.624
CT.2	180	4.13	.620
CT.3	180	4.14	.617
CT.4	180	4.12	.637
CT.5	180	4.27	.596
CT.6	180	4.09	.619
CT.7	180	4.12	.622
CT.8	180	4.03	.642
Valid N (listwise)	180		

Word-of-Mouth (WOM)

Descriptive Statistics

	N	Mean	Std. Deviation
WOM.1	180	3.88	.793
WOM.2	180	4.03	.697
WOM.3	180	4.03	.692
WOM.4	180	4.02	.643
WOM.5	180	3.77	.799
Valid N (listwise)	180		

Appendix 5 : Normality Test

DATE: 01/11/2019

TIME: 00:01

P R E L I S 2.30

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI.PR2:

!PRELIS SYNTAX: Can be edited
SY=D:\SKRIPSI.PSF
OU MA=CM SM=DATA.COV

Total Sample Size = 180

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
GM.1	4.167	0.630	88.761	-0.143	-0.569	3.000	23	5.000	53
GM.2	4.194	0.626	89.864	-0.167	-0.578	3.000	21	5.000	56
GM.3	4.194	0.608	92.539	-0.124	-0.476	3.000	19	5.000	54
GM.4	4.072	0.626	87.328	-0.052	-0.458	3.000	29	5.000	42
GM.5	4.206	0.595	94.811	-0.098	-0.424	3.000	17	5.000	54
GM.6	4.233	0.617	92.014	-0.193	-0.581	3.000	18	5.000	60
GM.7	4.194	0.617	91.172	-0.147	-0.528	3.000	20	5.000	55
GM.8	3.906	0.683	76.767	-0.093	-0.349	2.000	2	5.000	32
GM.9	4.072	0.634	86.108	-0.059	-0.527	3.000	30	5.000	43
GM.10	4.083	0.615	89.048	-0.050	-0.382	3.000	27	5.000	42
GM.11	4.006	0.639	84.155	-0.005	-0.540	3.000	36	5.000	37
CT.1	4.172	0.624	89.729	-0.138	-0.538	3.000	22	5.000	53
CT.2	4.133	0.620	89.448	-0.094	-0.468	3.000	24	5.000	48
CT.3	4.144	0.617	90.052	-0.099	-0.463	3.000	23	5.000	49
CT.4	4.117	0.637	86.754	-0.102	-0.570	3.000	27	5.000	48
CT.5	4.272	0.596	96.112	-0.176	-0.567	3.000	14	5.000	63
CT.6	4.089	0.619	88.629	-0.058	-0.417	3.000	27	5.000	43
CT.7	4.122	0.622	88.878	-0.088	-0.473	3.000	25	5.000	47
CT.8	4.033	0.642	84.275	-0.030	-0.571	3.000	34	5.000	40
WOM.1	3.883	0.793	65.704	-0.400	-0.198	2.000	9	5.000	38
WOM.2	4.028	0.697	77.574	-0.238	-0.327	2.000	2	5.000	44
WOM.3	4.033	0.692	78.160	-0.248	-0.280	2.000	2	5.000	44
WOM.4	4.022	0.643	83.980	-0.020	-0.572	3.000	35	5.000	39
WOM.5	3.767	0.799	63.268	-0.286	-0.324	2.000	11	5.000	30

Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
GM.1	-1.130	0.259	-1.944	0.052	5.055	0.080
GM.2	-1.260	0.208	-1.991	0.047	5.550	0.062
GM.3	-1.015	0.310	-1.479	0.139	3.216	0.200
GM.4	-0.480	0.631	-1.395	0.163	2.178	0.337
GM.5	-0.842	0.400	-1.243	0.214	2.254	0.324
GM.6	-1.385	0.166	-2.005	0.045	5.939	0.051
GM.7	-1.149	0.251	-1.730	0.084	4.313	0.116
GM.8	-0.804	0.421	-0.929	0.353	1.510	0.470
GM.9	-0.543	0.587	-1.725	0.085	3.271	0.195
GM.10	-0.460	0.646	-1.065	0.287	1.345	0.510
GM.11	-0.045	0.964	-1.792	0.073	3.213	0.201
CT.1	-1.097	0.273	-1.784	0.074	4.387	0.112
CT.2	-0.810	0.418	-1.442	0.149	2.738	0.254
CT.3	-0.847	0.397	-1.421	0.155	2.737	0.255
CT.4	-0.873	0.383	-1.951	0.051	4.568	0.102
CT.5	-1.306	0.192	-1.933	0.053	5.442	0.066
CT.6	-0.528	0.597	-1.213	0.225	1.750	0.417
CT.7	-0.768	0.443	-1.465	0.143	2.736	0.255
CT.8	-0.281	0.779	-1.952	0.051	3.890	0.143
WOM.1	-2.077	0.038	-0.368	0.713	4.450	0.108
WOM.2	-1.577	0.115	-0.840	0.401	3.192	0.203
WOM.3	-1.617	0.106	-0.659	0.510	3.047	0.218
WOM.4	-0.189	0.850	-1.961	0.050	3.882	0.144
WOM.5	-1.749	0.080	-0.829	0.407	3.748	0.154

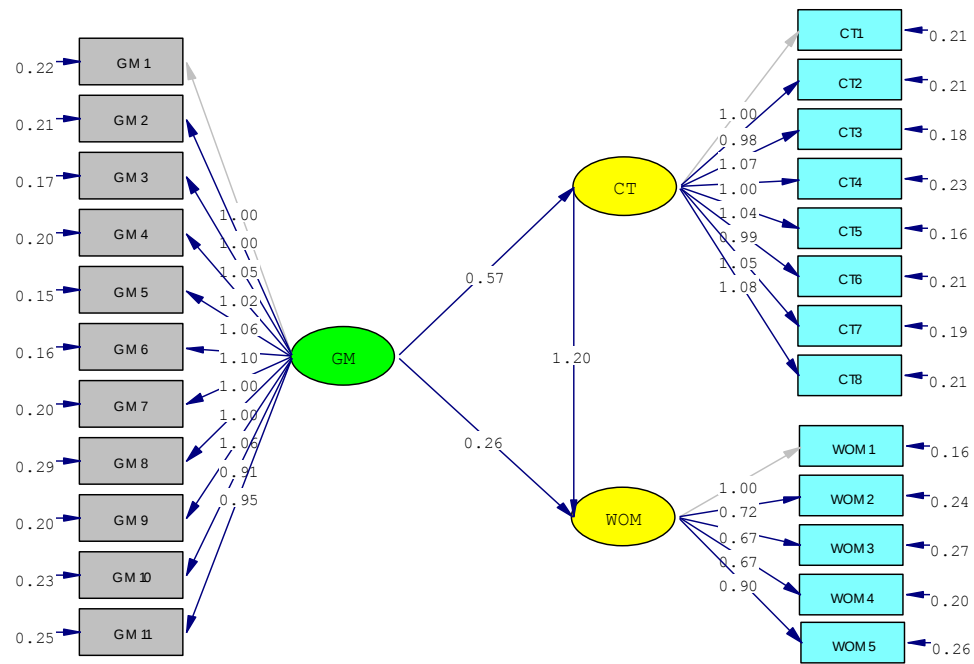
Relative Multivariate Kurtosis = 1.000

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
87.569	0.383	0.702	6.838	1.276	0.202	1.775	0.412

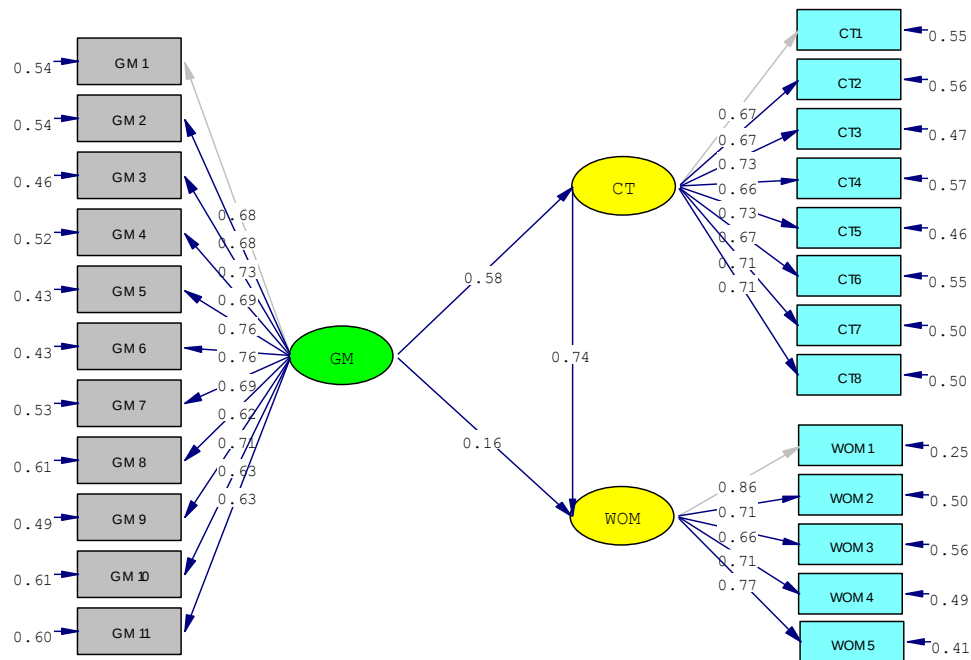
Appendix 6 : Path Analysis

Estimate



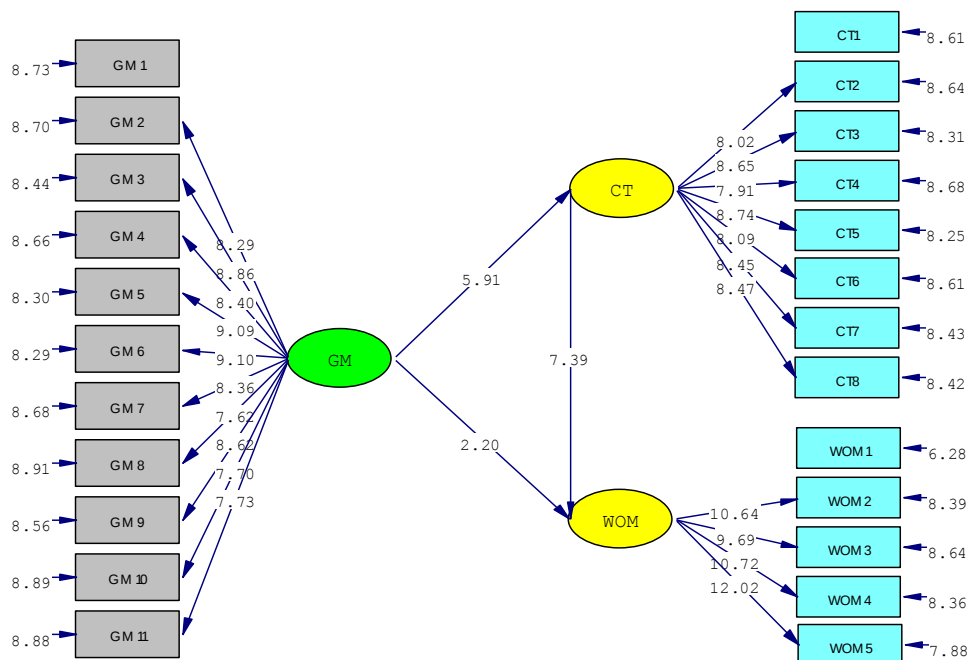
Chi-Square=305.12, df=249, P-value=0.00873, RMSEA=0.035

Standardized Solution



Chi-Square=305.12, df=249, P-value=0.00873, RMSEA=0.035

T Value



Chi-Square=305.12, df=249, P-value=0.00873, RMSEA=0.035

Appendix 7 : Reliability Test

Variable Guerrilla Marketing (GM) Reliability Test

Indicators	Lambda (λ)	Lambda Squared (λ^2)	Error ($1-\lambda^2$)	CR	Conclusion
GM.1	0,675	0,456	0,544	0,909	Reliable
GM.2	0,681	0,464	0,536		
GM.3	0,734	0,539	0,461		
GM.4	0,691	0,477	0,523		
GM.5	0,755	0,570	0,430		
GM.6	0,757	0,573	0,427		
GM.7	0,687	0,472	0,528		
GM.8	0,621	0,386	0,614		
GM.9	0,712	0,507	0,493		
GM.10	0,628	0,394	0,606		
GM.11	0,630	0,397	0,603		
Total	7,571		5,675		

$$\begin{aligned}
 CR &= [(\sum \lambda_i)^2 / ((\sum \lambda_i)^2 + \sum e_i)] \\
 &= [(7,571)^2 / ((7,571)^2 + 5,675)] \\
 &= [57,320 / 63,086] \\
 &= [0,909]
 \end{aligned}$$

Variabel Customer Trust (CT) Reliability Test

Indicators	Lambda (λ)	Lambda Squared (λ^2)	Error ($1-\lambda^2$)	CR	Conclusion
CT.1	0,673	0,453	0,547		
CT.2	0,666	0,444	0,556		

Continued, Reliability Test of Customer Trust

Indicators	Lambda (λ)	Lambda Squared (λ^2)	Error ($1-\lambda^2$)	CR	Conclusion
CT.3	0,726	0,527	0,473	0,881	Reliable
CT.4	0,656	0,430	0,570		
CT.5	0,734	0,539	0,461		
CT.6	0,673	0,453	0,547		
CT.7	0,707	0,500	0,500		
CT.8	0,709	0,503	0,497		
Total	5,544		4,152		

$$\begin{aligned}
 CR &= [(\sum \lambda_i)^2 / ((\sum \lambda_i)^2 + \sum e_j)] \\
 &= [(5,544)^2 / ((5,544)^2 + 4,152)] \\
 &= [30,736 / 34,888] \\
 &= [0,881]
 \end{aligned}$$

Variabel Word-of-Mouth (WOM) Reliability Test

Indicators	Lambda (λ)	Lambda Squared (λ^2)	Error ($1-\lambda^2$)	CR	Conclusion
WOM.1	0,864	0,746	0,254	0,861	Reliabel
WOM.2	0,707	0,500	0,500		
WOM.3	0,660	0,436	0,564		
WOM.4	0,711	0,506	0,494		
WOM.5	0,771	0,594	0,406		
Total	3,713		2,218		

$$\begin{aligned}
 CR &= [(\sum \lambda_i)^2 / ((\sum \lambda_i)^2 + \sum e_j)] \\
 &= [(3,713)^2 / ((3,713)^2 + 2,218)] \\
 &= [13,786 / 16,004] \\
 &= [0,861]
 \end{aligned}$$

Appendix 8 : Structural Equation Model

DATE: 1/14/2019

TIME: 8:01

L I S R E L 8.30

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\SKRIPSI.SPL:

Observed Variables

GM1 GM2 GM3 GM4 GM5 GM6 GM7 GM8 GM9 GM10 GM11

CT1 CT2 CT3 CT4 CT5 CT6 CT7 CT8

WOM1 WOM2 WOM3 WOM4 WOM5

Covariance Matrix from file SKRIPSI.COV

Sample Size = 180

Latent Variables

GM CT WOM

Relationships

GM1 = 1*GM

GM2 GM3 GM4 GM5 GM6 GM7 GM8 GM9 GM10 GM11 = GM

CT1 = 1*CT

CT2 CT3 CT4 CT5 CT6 CT7 CT8 = CT

WOM1 = 1*WOM

WOM2 WOM3 WOM4 WOM5 = WOM

CT = GM

WOM = GM CT

Iterations = 250

Number of Decimals = 3

Path Diagram

Method of Estimation: Maximum Likelihood

End of Problem

Sample Size = 180

Covariance Matrix to be Analyzed

	CT1	CT2	CT3	CT4	CT5	CT6
CT1	0.389					
CT2	0.195	0.384				
CT3	0.187	0.215	0.381			
CT4	0.187	0.169	0.179	0.405		
CT5	0.204	0.187	0.190	0.192	0.356	
CT6	0.163	0.156	0.188	0.163	0.166	0.383

CT7	0.158	0.174	0.178	0.198	0.179	0.190
CT8	0.190	0.174	0.202	0.192	0.186	0.215
WOM1	0.221	0.222	0.280	0.209	0.261	0.245
WOM2	0.196	0.192	0.164	0.203	0.221	0.160
WOM3	0.162	0.163	0.191	0.147	0.175	0.215
WOM4	0.175	0.137	0.176	0.115	0.173	0.171
WOM5	0.169	0.149	0.201	0.212	0.220	0.228
GM1	0.100	0.101	0.104	0.081	0.105	0.058
GM2	0.123	0.119	0.123	0.100	0.126	0.111
GM3	0.095	0.086	0.100	0.128	0.131	0.094
GM4	0.077	0.074	0.107	0.126	0.103	0.105
GM5	0.115	0.118	0.143	0.110	0.117	0.121
GM6	0.127	0.097	0.145	0.129	0.120	0.130
GM7	0.078	0.130	0.156	0.139	0.120	0.100
GM8	0.100	0.069	0.109	0.100	0.059	0.103
GM9	0.127	0.158	0.152	0.137	0.137	0.122
GM10	0.086	0.112	0.100	0.119	0.100	0.127
GM11	0.094	0.089	0.089	0.117	0.116	0.100

Covariance Matrix to be Analyzed

	CT7	CT8	WOM1	WOM2	WOM3	WOM4
CT7	0.387					
CT8	0.236	0.412				
WOM1	0.271	0.233	0.629			
WOM2	0.198	0.172	0.333	0.485		
WOM3	0.180	0.161	0.306	0.217	0.479	
WOM4	0.170	0.172	0.315	0.201	0.217	0.413
WOM5	0.235	0.226	0.431	0.319	0.270	0.290
GM1	0.080	0.050	0.131	0.090	0.073	0.097
GM2	0.110	0.122	0.135	0.101	0.116	0.119
GM3	0.121	0.088	0.207	0.145	0.116	0.113
GM4	0.081	0.081	0.120	0.076	0.109	0.093
GM5	0.114	0.082	0.231	0.167	0.166	0.174
GM6	0.094	0.110	0.167	0.133	0.110	0.118
GM7	0.105	0.111	0.179	0.140	0.155	0.135
GM8	0.090	0.093	0.157	0.109	0.132	0.103
GM9	0.131	0.137	0.187	0.126	0.137	0.144
GM10	0.101	0.092	0.172	0.160	0.154	0.132
GM11	0.089	0.084	0.185	0.145	0.117	0.112

Covariance Matrix to be Analyzed

	WOM5	GM1	GM2	GM3	GM4	GM5
WOM5	0.638					
GM1	0.117	0.397				
GM2	0.113	0.196	0.392			
GM3	0.174	0.213	0.208	0.370		
GM4	0.101	0.183	0.204	0.198	0.391	
GM5	0.177	0.183	0.183	0.189	0.203	0.354
GM6	0.144	0.212	0.206	0.223	0.184	0.231
GM7	0.141	0.185	0.180	0.174	0.170	0.206
GM8	0.162	0.172	0.175	0.180	0.191	0.187
GM9	0.173	0.183	0.170	0.193	0.190	0.192
GM10	0.148	0.142	0.162	0.174	0.167	0.156
GM11	0.163	0.172	0.150	0.155	0.206	0.166

Covariance Matrix to be Analyzed

	GM6	GM7	GM8	GM9	GM10	GM11
GM6	0.381					
GM7	0.172	0.381				
GM8	0.201	0.197	0.466			

GM9	0.212	0.215	0.197	0.403		
GM10	0.182	0.162	0.164	0.167	0.378	
GM11	0.161	0.167	0.174	0.212	0.206	0.408

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

```

CT1 = 1.000*CT, Errorvar.= 0.213 , R2 = 0.453
                        (0.0247)
                        8.607

CT2 = 0.984*CT, Errorvar.= 0.214 , R2 = 0.444
      (0.123)                (0.0247)
      8.022                  8.638

CT3 = 1.067*CT, Errorvar.= 0.180 , R2 = 0.527
      (0.123)                (0.0217)
      8.650                  8.311

CT4 = 0.995*CT, Errorvar.= 0.231 , R2 = 0.431
      (0.126)                (0.0266)
      7.914                  8.681

CT5 = 1.043*CT, Errorvar.= 0.164 , R2 = 0.539
      (0.119)                (0.0199)
      8.737                  8.252

CT6 = 0.992*CT, Errorvar.= 0.210 , R2 = 0.453
      (0.123)                (0.0243)
      8.092                  8.607

CT7 = 1.047*CT, Errorvar.= 0.194 , R2 = 0.499
      (0.124)                (0.0230)
      8.448                  8.432

CT8 = 1.084*CT, Errorvar.= 0.205 , R2 = 0.502
      (0.128)                (0.0244)
      8.472                  8.419

WOM1 = 1.000*WOM, Errorvar.= 0.160 , R2 = 0.746
                        (0.0255)
                        6.278

WOM2 = 0.719*WOM, Errorvar.= 0.243 , R2 = 0.500
      (0.0676)                (0.0289)
      10.638                 8.388

WOM3 = 0.668*WOM, Errorvar.= 0.270 , R2 = 0.436
      (0.0689)                (0.0313)
      9.690                  8.636

WOM4 = 0.667*WOM, Errorvar.= 0.204 , R2 = 0.505
      (0.0623)                (0.0244)
      10.717                 8.364

WOM5 = 0.899*WOM, Errorvar.= 0.259 , R2 = 0.594
      (0.0748)                (0.0329)
      12.022                 7.879

```


Covariance Matrix of Latent Variables

	CT	WOM	GM
CT	0.176		
WOM	0.239	0.469	
GM	0.104	0.172	0.181

Appendix 9 : Goodness of Fit

Goodness of Fit Statistics

Degrees of Freedom = 249
 Minimum Fit Function Chi-Square = 332.589 (P = 0.000310)
 Normal Theory Weighted Least Squares Chi-Square = 305.120 (P = 0.00873)
 Estimated Non-centrality Parameter (NCP) = 56.120
 90 Percent Confidence Interval for NCP = (15.966 ; 104.463)

Minimum Fit Function Value = 1.858
 Population Discrepancy Function Value (F0) = 0.314
 90 Percent Confidence Interval for F0 = (0.0892 ; 0.584)
 Root Mean Square Error of Approximation (RMSEA) = 0.0355
 90 Percent Confidence Interval for RMSEA = (0.0189 ; 0.0484)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.969

Expected Cross-Validation Index (ECVI) = 2.274
 90 Percent Confidence Interval for ECVI = (2.050 ; 2.544)
 ECVI for Saturated Model = 3.352
 ECVI for Independence Model = 13.308

Chi-Square for Independence Model with 276 Degrees of Freedom = 2334.065
 Independence AIC = 2382.065
 Model AIC = 407.120
 Saturated AIC = 600.000
 Independence CAIC = 2482.695
 Model CAIC = 620.961
 Saturated CAIC = 1857.887

Root Mean Square Residual (RMR) = 0.0205
 Standardized RMR = 0.0488
 Goodness of Fit Index (GFI) = 0.876
 Adjusted Goodness of Fit Index (AGFI) = 0.850
 Parsimony Goodness of Fit Index (PGFI) = 0.727

Normed Fit Index (NFI) = 0.858
 Non-Normed Fit Index (NNFI) = 0.955
 Parsimony Normed Fit Index (PNFI) = 0.774
 Comparative Fit Index (CFI) = 0.959
 Incremental Fit Index (IFI) = 0.960
 Relative Fit Index (RFI) = 0.842

Critical N (CN) = 164.525

Standardized Solution

LAMBDA-Y

	CT	WOM
	-----	-----
CT1	0.420	- -
CT2	0.413	- -
CT3	0.448	- -
CT4	0.418	- -
CT5	0.438	- -
CT6	0.417	- -
CT7	0.440	- -
CT8	0.455	- -

WOM1	- -	0.685
WOM2	- -	0.493
WOM3	- -	0.457
WOM4	- -	0.457
WOM5	- -	0.616

LAMBDA-X

	GM

GM1	0.425
GM2	0.426
GM3	0.446
GM4	0.433
GM5	0.449
GM6	0.467
GM7	0.424
GM8	0.424
GM9	0.452
GM10	0.386
GM11	0.403

BETA

	CT	WOM
	-----	-----
CT	- -	- -
WOM	0.736	- -

GAMMA

	GM

CT	0.582
WOM	0.162

Correlation Matrix of ETA and KSI

	CT	WOM	GM
	-----	-----	-----
CT	1.000		
WOM	0.831	1.000	
GM	0.582	0.591	1.000

PSI

Note: This matrix is diagonal.

	CT	WOM
	-----	-----
	0.661	0.292

Regression Matrix ETA on KSI (Standardized)

	GM

CT	0.582
WOM	0.591

Completely Standardized Solution

LAMBDA-Y

	CT	WOM
	-----	-----
CT1	0.673	- -

CT2	0.666	- -
CT3	0.726	- -
CT4	0.656	- -
CT5	0.734	- -
CT6	0.673	- -
CT7	0.707	- -
CT8	0.709	- -
WOM1	- -	0.864
WOM2	- -	0.707
WOM3	- -	0.660
WOM4	- -	0.711
WOM5	- -	0.771

LAMBDA-X

	GM

GM1	0.675
GM2	0.681
GM3	0.734
GM4	0.691
GM5	0.755
GM6	0.757
GM7	0.687
GM8	0.621
GM9	0.712
GM10	0.628
GM11	0.630

BETA

	CT	WOM
	-----	-----
CT	- -	- -
WOM	0.736	- -

GAMMA

	GM

CT	0.582
WOM	0.162

Correlation Matrix of ETA and KSI

	CT	WOM	GM
	-----	-----	-----
CT	1.000		
WOM	0.831	1.000	
GM	0.582	0.591	1.000

PSI

Note: This matrix is diagonal.

	CT	WOM
	-----	-----
	0.661	0.292

THETA-EPS

	CT1	CT2	CT3	CT4	CT5	CT6
	-----	-----	-----	-----	-----	-----
	0.547	0.556	0.473	0.569	0.461	0.547

THETA-EPS

	CT7	CT8	WOM1	WOM2	WOM3	WOM4
	-----	-----	-----	-----	-----	-----
	0.501	0.498	0.254	0.500	0.564	0.495
THETA-EPS						
WOM5						

0.406						
THETA-DELTA						
GM1		GM2	GM3	GM4	GM5	GM6
-----		-----	-----	-----	-----	-----
0.544		0.536	0.462	0.522	0.430	0.428
THETA-DELTA						
GM7		GM8	GM9	GM10	GM11	
-----		-----	-----	-----	-----	
0.527		0.615	0.493	0.606	0.603	
Regression Matrix ETA on KSI (Standardized)						
	GM					

CT	0.582					
WOM	0.591					

Total and Indirect Effects

Total Effects of KSI on ETA

	GM

CT	0.575
	(0.097)
	5.913
WOM	0.952
	(0.143)
	6.641

Indirect Effects of KSI on ETA

	GM

CT	- -
WOM	0.691
	(0.125)
	5.505

Total Effects of ETA on ETA

	CT	WOM
	-----	-----
CT	- -	- -
WOM	1.201	- -
	(0.162)	
	7.394	

Largest Eigenvalue of $B \cdot B'$ (Stability Index) is 1.442

Total Effects of ETA on Y

	CT	WOM
	-----	-----
CT1	1.000	- -
CT2	0.984 (0.123) 8.022	- -
CT3	1.067 (0.123) 8.650	- -
CT4	0.995 (0.126) 7.914	- -
CT5	1.043 (0.119) 8.737	- -
CT6	0.992 (0.123) 8.092	- -
CT7	1.047 (0.124) 8.448	- -
CT8	1.084 (0.128) 8.472	- -
WOM1	1.201 (0.162) 7.394	1.000
WOM2	0.864 (0.129) 6.675	0.719 (0.068) 10.638
WOM3	0.802 (0.125) 6.418	0.668 (0.069) 9.690
WOM4	0.801 (0.120) 6.695	0.667 (0.062) 10.717
WOM5	1.080 (0.155) 6.987	0.899 (0.075) 12.022

Indirect Effects of ETA on Y

	CT	WOM
	-----	-----
CT1	- -	- -
CT2	- -	- -

CT3	- -	- -
CT4	- -	- -
CT5	- -	- -
CT6	- -	- -
CT7	- -	- -
CT8	- -	- -
WOM1	1.201 (0.162) 7.394	- -
WOM2	0.864 (0.129) 6.675	- -
WOM3	0.802 (0.125) 6.418	- -
WOM4	0.801 (0.120) 6.695	- -
WOM5	1.080 (0.155) 6.987	- -

Total Effects of KSI on Y

	GM -----
CT1	0.575 (0.097) 5.913
CT2	0.566 (0.096) 5.885
CT3	0.614 (0.100) 6.122
CT4	0.572 (0.098) 5.842
CT5	0.600 (0.097) 6.153
CT6	0.570 (0.096) 5.913
CT7	0.602 (0.100) 6.049

CT8	0.623
	(0.103)
	6.057
WOM1	0.952
	(0.143)
	6.641
WOM2	0.685
	(0.112)
	6.105
WOM3	0.636
	(0.108)
	5.907
WOM4	0.635
	(0.104)
	6.120
WOM5	0.856
	(0.135)
	6.341

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	GM

CT	0.582
WOM	0.591

Standardized Indirect Effects of KSI on ETA

	GM

CT	- -
WOM	0.429

Standardized Total Effects of ETA on ETA

	CT	WOM
	-----	-----
CT	- -	- -
WOM	0.736	- -

Standardized Total Effects of ETA on Y

	CT	WOM
	-----	-----
CT1	0.420	- -
CT2	0.413	- -
CT3	0.448	- -
CT4	0.418	- -
CT5	0.438	- -
CT6	0.417	- -
CT7	0.440	- -
CT8	0.455	- -
WOM1	0.504	0.685
WOM2	0.363	0.493
WOM3	0.337	0.457
WOM4	0.336	0.457

WOM5 0.453 0.616

Completely Standardized Total Effects of ETA on Y

	CT	WOM
	-----	-----
CT1	0.673	- -
CT2	0.666	- -
CT3	0.726	- -
CT4	0.656	- -
CT5	0.734	- -
CT6	0.673	- -
CT7	0.707	- -
CT8	0.709	- -
WOM1	0.636	0.864
WOM2	0.521	0.707
WOM3	0.486	0.660
WOM4	0.524	0.711
WOM5	0.568	0.771

Standardized Indirect Effects of ETA on Y

	CT	WOM
	-----	-----
CT1	- -	- -
CT2	- -	- -
CT3	- -	- -
CT4	- -	- -
CT5	- -	- -
CT6	- -	- -
CT7	- -	- -
CT8	- -	- -
WOM1	0.504	- -
WOM2	0.363	- -
WOM3	0.337	- -
WOM4	0.336	- -
WOM5	0.453	- -

Completely Standardized Indirect Effects of ETA on Y

	CT	WOM
	-----	-----
CT1	- -	- -
CT2	- -	- -
CT3	- -	- -
CT4	- -	- -
CT5	- -	- -
CT6	- -	- -
CT7	- -	- -
CT8	- -	- -
WOM1	0.636	- -
WOM2	0.521	- -
WOM3	0.486	- -
WOM4	0.524	- -
WOM5	0.568	- -

Standardized Total Effects of KSI on Y

	GM

CT1	0.245
CT2	0.241
CT3	0.261
CT4	0.243
CT5	0.255
CT6	0.243

CT7	0.256
CT8	0.265
WOM1	0.405
WOM2	0.291
WOM3	0.270
WOM4	- -
WOM5	- -

Completely Standardized Total Effects of KSI on Y

	GM

CT1	0.392
CT2	0.388
CT3	0.423
CT4	0.382
CT5	0.428
CT6	0.392
CT7	0.411
CT8	0.413
WOM1	0.511
WOM2	0.418
WOM3	0.390
WOM4	- -
WOM5	- -

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