

STEPWISE REGRESSION

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.918	1.1918	100
X6 - Product Quality	7.810	1.3963	100
X7 - E-Commerce Activities	3.672	.7005	100
X8 - Technical Support	5.365	1.5305	100
X9 - Complaint Resolution	5.442	1.2084	100
X10 - Advertising	4.010	1.1269	100
X11 - Product Line	5.805	1.3153	100
X12 - Salesforce Image	5.123	1.0723	100
X13 - Competitive Pricing	6.974	1.5451	100
X14 - Warranty & Claims	6.043	.8197	100
X15 - New Products	5.150	1.4930	100
X16 - Order & Billing	4.278	.9288	100
X17 - Price Flexibility	4.610	1.2060	100
X18 - Delivery Speed	3.886	.7344	100

STEPWISE REGRESSION

Correlations

Pearson Correlation	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
	1.000	.486	.283	.113	.603	.305
	.486	1.000	-.137	.096	.106	-.053
	.283	-.137	1.000	.001	.140	.430
	.113	.096	.001	1.000	.097	-.063
	.603	.106	.140	.097	1.000	.197
	.305	-.053	.430	-.063	.197	1.000
	.551	.477	-.053	.193	.561	-.012
	.500	-.152	.792	.017	.230	.542
	-.208	-.401	.229	-.271	-.128	.134
	.178	.088	.052	.797	.140	.011
	.071	.027	-.027	-.074	.059	.084
	.522	.104	.156	.080	.757	.184
	.056	-.493	.271	-.186	.395	.334
	.577	.028	.192	.025	.865	.276
Sig. (1-tailed)	.	.000	.002	.132	.000	.001
	.000	.	.087	.172	.146	.299
	.002	.087	.	.497	.082	.000
	.132	.172	.497	.	.169	.267

STEPWISE REGRESSION

Correlations

Pearson Correlation	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X19 - Satisfaction	.551	.500	-.208	.178	.071	.522
X6 - Product Quality	.477	-.152	-.401	.088	.027	.104
X7 - E-Commerce Activities	-.053	.792	.229	.052	-.027	.156
X8 - Technical Support	.193	.017	-.271	.797	-.074	.080
X9 - Complaint Resolution	.561	.230	-.128	.140	.059	.757
X10 - Advertising	-.012	.542	.134	.011	.084	.184
X11 - Product Line	1.000	-.061	-.495	.273	.046	.424
X12 - Salesforce Image	-.061	1.000	.265	.107	.032	.195
X13 - Competitive Pricing	-.495	.265	1.000	-.245	.023	-.115
X14 - Warranty & Claims	.273	.107	-.245	1.000	.035	.197
X15 - New Products	.046	.032	.023	.035	1.000	.069
X16 - Order & Billing	.424	.195	-.115	.197	.069	1.000
X17 - Price Flexibility	-.378	.352	.471	-.170	.094	.407
X18 - Delivery Speed	.602	.272	-.073	.109	.106	.751
X19 - Satisfaction	.000	.000	.019	.039	.242	.000
X6 - Product Quality	.000	.066	.000	.191	.395	.151
X7 - E-Commerce Activities	.301	.000	.011	.304	.393	.060
X8 - Technical Support	.027	.433	.003	.000	.233	.214

Sig. (1-tailed)

STEPWISE REGRESSION

Correlations

Pearson Correlation	X19 - Satisfaction	X17 - Price Flexibility	X18 - Delivery Speed
	X6 - Product Quality	-.493	.028
	X7 - E-Commerce Activities	.271	.192
	X8 - Technical Support	-.186	.025
	X9 - Complaint Resolution	.395	.865
	X10 - Advertising	.334	.276
	X11 - Product Line	-.378	.602
	X12 - Salesforce Image	.352	.272
	X13 - Competitive Pricing	.471	-.073
	X14 - Warranty & Claims	-.170	.109
	X15 - New Products	.094	.106
	X16 - Order & Billing	.407	.751
	X17 - Price Flexibility	1.000	.497
	X18 - Delivery Speed	.497	1.000
Sig. (1-tailed)	X19 - Satisfaction	.290	.000
	X6 - Product Quality	.000	.392
	X7 - E-Commerce Activities	.003	.028
	X8 - Technical Support	.032	.401

STEPWISE REGRESSION

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E- Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X9 - Complaint Resolution	.000	.146	.082	.169	.	.025
X10 - Advertising	.001	.299	.000	.267	.025	.
X11 - Product Line	.000	.000	.301	.027	.000	.455
X12 - Salesforce Image	.000	.066	.000	.433	.011	.000
X13 - Competitive Pricing	.019	.000	.011	.003	.102	.092
X14 - Warranty & Claims	.039	.191	.304	.000	.082	.458
X15 - New Products	.242	.395	.393	.233	.279	.203
X16 - Order & Billing	.000	.151	.060	.214	.000	.033
X17 - Price Flexibility	.290	.000	.003	.032	.000	.000
X18 - Delivery Speed	.000	.392	.028	.401	.000	.003
X19 - Satisfaction	100	100	100	100	100	100
X6 - Product Quality	100	100	100	100	100	100
X7 - E-Commerce Activities	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100
X11 - Product Line	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100

STEPWISE REGRESSION

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X9 - Complaint Resolution	.000	.011	.102	.082	.279	.000
X10 - Advertising	.455	.000	.092	.458	.203	.033
X11 - Product Line	.	.272	.000	.003	.324	.000
X12 - Salesforce Image	.272	.	.004	.144	.377	.026
X13 - Competitive Pricing	.000	.004	.	.007	.410	.128
X14 - Warranty & Claims	.003	.144	.007	.	.364	.025
X15 - New Products	.324	.377	.410	.364	.	.249
X16 - Order & Billing	.000	.026	.128	.025	.249	.
X17 - Price Flexibility	.000	.000	.000	.045	.176	.000
X18 - Delivery Speed	.000	.003	.236	.139	.148	.000
X19 - Satisfaction	100	100	100	100	100	100
X6 - Product Quality	100	100	100	100	100	100
X7 - E-Commerce Activities	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100
X11 - Product Line	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100

STEPWISE REGRESSION

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed
X9 - Complaint Resolution	.000	.000
X10 - Advertising	.000	.003
X11 - Product Line	.000	.000
X12 - Salesforce Image	.000	.003
X13 - Competitive Pricing	.000	.236
X14 - Warranty & Claims	.045	.139
X15 - New Products	.176	.148
X16 - Order & Billing	.000	.000
X17 - Price Flexibility	.	.000
X18 - Delivery Speed	.000	.
X19 - Satisfaction	100	100
X6 - Product Quality	100	100
X7 - E-Commerce Activities	100	100
X8 - Technical Support	100	100
X9 - Complaint Resolution	100	100
X10 - Advertising	100	100
X11 - Product Line	100	100
X12 - Salesforce Image	100	100

STEPWISE REGRESSION

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X13 - Competitive Pricing	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100
X16 - Order & Billing	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X13 - Competitive Pricing	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100
X16 - Order & Billing	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100

STEPWISE REGRESSION

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed
X13 - Competitive Pricing	100	100
X14 - Warranty & Claims	100	100
X15 - New Products	100	100
X16 - Order & Billing	100	100
X17 - Price Flexibility	100	100
X18 - Delivery Speed	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X9 - Complaint Resolution	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

STEPWISE REGRESSION

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
2	X6 - Product Quality	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
3	X12 - Salesforce Image	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

STEPWISE REGRESSION

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
4	X7 - E-Commerce Activities	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	X11 - Product Line	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION

Model Summary^f

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.603 ^a	.364	.357	.9554	.364	56.070	1	98
2	.738 ^b	.544	.535	.8129	.180	38.359	1	97
3	.868 ^c	.753	.745	.6020	.208	80.858	1	96
4	.879 ^d	.773	.763	.5802	.020	8.351	1	95
5	.889 ^e	.791	.780	.5595	.018	8.182	1	94

a. Predictors: (Constant), X9 - Complaint Resolution

b. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality

c. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

d. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

e. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line

f. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.178	1	51.178	56.070	.000 ^b
	Residual	89.450	98	.913		
	Total	140.628	99			
2	Regression	76.527	2	38.263	57.902	.000 ^c
	Residual	64.101	97	.661		
	Total	140.628	99			
3	Regression	105.833	3	35.278	97.333	.000 ^d
	Residual	34.794	96	.362		
	Total	140.628	99			
4	Regression	108.645	4	27.161	80.678	.000 ^e
	Residual	31.983	95	.337		
	Total	140.628	99			
5	Regression	111.205	5	22.241	71.058	.000 ^f
	Residual	29.422	94	.313		
	Total	140.628	99			

a. Dependent Variable: X19 - Satisfaction

b. Predictors: (Constant), X9 - Complaint Resolution

c. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality

d. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

e.

STEPWISE REGRESSION

Coefficients^a

Model		Correlations		Collinearity Statistics	
		Part	Tolerance	VIF	
1	(Constant)				
	X9 - Complaint Resolution	.603	1.000	1.000	
2	(Constant)				
	X9 - Complaint Resolution	.555	.989	1.011	
	X6 - Product Quality	.425	.989	1.011	
3	(Constant)				
	X9 - Complaint Resolution	.423	.927	1.079	
	X6 - Product Quality	.501	.956	1.046	
	X12 - Salesforce Image	.457	.916	1.092	
4	(Constant)				
	X9 - Complaint Resolution	.412	.923	1.084	

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Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial
	X6 - Product Quality	.435	.043	.509	10.177	.350	.520	.486	.722
	X12 - Salesforce Image	.736	.091	.663	8.074	.555	.917	.500	.638
	X7 - E-Commerce Activities	-.395	.137	-.232	-2.890	-.666	-.124	.283	-.284
5	(Constant)	-1.151	.500		-2.303	-2.144	-.159		
	X9 - Complaint Resolution	.319	.061	.323	5.256	.198	.439	.603	.477
	X6 - Product Quality	.369	.047	.432	7.820	.275	.463	.486	.628
	X12 - Salesforce Image	.775	.089	.697	8.711	.598	.952	.500	.668
	X7 - E-Commerce Activities	-.417	.132	-.245	-3.162	-.679	-.155	.283	-.310
	X11 - Product Line	.174	.061	.192	2.860	.053	.295	.551	.283

STEPWISE REGRESSION

Coefficients^a

Model		Correlations	Collinearity Statistics	
		Part	Tolerance	VIF
	X6 - Product Quality	.498	.956	1.046
	X12 - Salesforce Image	.395	.356	2.813
	X7 - E-Commerce Activities	-.141	.372	2.692
5	(Constant)			
	X9 - Complaint Resolution	.248	.588	1.701
	X6 - Product Quality	.369	.728	1.373
	X12 - Salesforce Image	.411	.347	2.880
	X7 - E-Commerce Activities	-.149	.370	2.701
	X11 - Product Line	.135	.492	2.033

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
1	X6 - Product Quality	.427 ^b	.000	.532	.989	1.011	.989
	X7 - E-Commerce Activities	.202 ^b	.012	.251	.980	1.020	.980
	X8 - Technical Support	.055 ^b	.501	.068	.991	1.009	.991
	X10 - Advertising	.193 ^b	.018	.238	.961	1.040	.961
	X11 - Product Line	.309 ^b	.001	.321	.685	1.460	.685
	X12 - Salesforce Image	.382 ^b	.000	.466	.947	1.056	.947
	X13 - Competitive Pricing	-.133 ^b	.101	-.166	.984	1.017	.984
	X14 - Warranty & Claims	.095 ^b	.246	.118	.980	1.020	.980
	X15 - New Products	.035 ^b	.665	.044	.996	1.004	.996
	X16 - Order & Billing	.153 ^b	.218	.125	.427	2.341	.427
	X17 - Price Flexibility	-.216 ^b	.013	-.248	.844	1.184	.844
	X18 - Delivery Speed	.219 ^b	.173	.138	.252	3.974	.252
2	X7 - E-Commerce Activities	.275 ^c	.000	.398	.957	1.045	.957
	X8 - Technical Support	.018 ^c	.794	.027	.983	1.017	.981
	X10 - Advertising	.228 ^c	.001	.330	.956	1.046	.948
	X11 - Product Line	.066 ^c	.496	.070	.508	1.967	.508
	X12 - Salesforce Image	.477 ^c	.000	.676	.916	1.092	.916

STEPWISE REGRESSION

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
3	X13 - Competitive Pricing	.549	.584	.056	.832	1.202	.832
	X14 - Warranty & Claims	.908	.366	.092	.975	1.026	.971
	X15 - New Products	.382	.703	.039	.996	1.004	.985
	X16 - Order & Billing	1.231	.221	.125	.427	2.344	.426
	X17 - Price Flexibility	.909	.366	.092	.555	1.803	.555
	X18 - Delivery Speed	2.487	.015	.246	.247	4.041	.245
	X7 - E-Commerce Activities	-2.890	.005	-.284	.372	2.692	.356
	X8 - Technical Support	.259	.796	.027	.983	1.017	.916
	X10 - Advertising	-.307	.760	-.031	.700	1.428	.671
	X11 - Product Line	2.559	.012	.254	.494	2.026	.494
4	X13 - Competitive Pricing	-1.643	.104	-.166	.776	1.288	.776
	X14 - Warranty & Claims	.387	.700	.040	.966	1.035	.908
	X15 - New Products	.312	.755	.032	.996	1.004	.915
	X16 - Order & Billing	1.297	.198	.132	.426	2.348	.418
	X17 - Price Flexibility	-.892	.374	-.091	.525	1.906	.525
	X18 - Delivery Speed	2.172	.032	.217	.243	4.110	.243
	X8 - Technical Support	.233	.817	.024	.983	1.017	.355
	X10 - Advertising	-.295	.769	-.030	.700	1.428	.313

STEPWISE REGRESSION

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
X11 - Product Line	.192 ^e	2.860	.005	.283	.492	2.033	.347
X13 - Competitive Pricing	-.091 ^e	-1.662	.100	-.169	.776	1.288	.347
X14 - Warranty & Claims	.014 ^e	.272	.786	.028	.964	1.037	.352
X15 - New Products	.004 ^e	.088	.930	.009	.989	1.011	.353
X16 - Order & Billing	.120 ^e	1.602	.112	.163	.423	2.365	.355
X17 - Price Flexibility	-.063 ^e	-.925	.357	-.095	.525	1.906	.348
X18 - Delivery Speed	.231 ^e	2.379	.019	.238	.243	4.116	.243
5 X8 - Technical Support	-.009 ^f	-.187	.852	-.019	.961	1.041	.347
X10 - Advertising	-.009 ^f	-.162	.872	-.017	.698	1.432	.308
X13 - Competitive Pricing	-.040 ^f	-.685	.495	-.071	.667	1.498	.344
X14 - Warranty & Claims	-.023 ^f	-.462	.645	-.048	.901	1.110	.341
X15 - New Products	.002 ^f	.050	.960	.005	.989	1.012	.345
X16 - Order & Billing	.124 ^f	1.727	.088	.176	.423	2.366	.325
X17 - Price Flexibility	.129 ^f	1.429	.156	.147	.272	3.674	.246
X18 - Delivery Speed	.138 ^f	1.299	.197	.133	.197	5.075	.197

a. Dependent Variable: X19 - Satisfaction

b. Predictors in the Model: (Constant), X9 - Complaint Resolution

c. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality

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- d. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image
e. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities
f. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions				
					X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X11 - Product Line
1	1	1.976	1.000	.01	.01				
	2	.024	9.161	.99	.99				
2	1	2.951	1.000	.00	.01	.00			
	2	.036	9.099	.02	.78	.31			
	3	.013	14.829	.98	.21	.69			
3	1	3.915	1.000	.00	.00	.00	.00		
	2	.042	9.646	.00	.02	.34	.43		
	3	.033	10.879	.02	.95	.05	.21		
	4	.010	19.925	.98	.03	.61	.36		
4	1	4.893	1.000	.00	.00	.00	.00	.00	
	2	.054	9.485	.01	.06	.20	.08	.06	
	3	.035	11.758	.01	.86	.19	.00	.01	
	4	.010	22.220	.80	.02	.58	.23	.01	
	5	.007	25.649	.18	.06	.03	.69	.92	

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Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X11 - Product Line
5	1	5.858	1.000	.00	.00	.00	.00	.00	.00
	2	.073	8.935	.00	.02	.04	.06	.04	.09
	3	.037	12.661	.02	.38	.24	.00	.00	.01
	4	.015	19.668	.12	.41	.08	.01	.06	.78
	5	.010	24.543	.65	.05	.53	.27	.05	.04
	6	.007	28.647	.21	.14	.11	.65	.84	.08

a. Dependent Variable: X19 - Satisfaction

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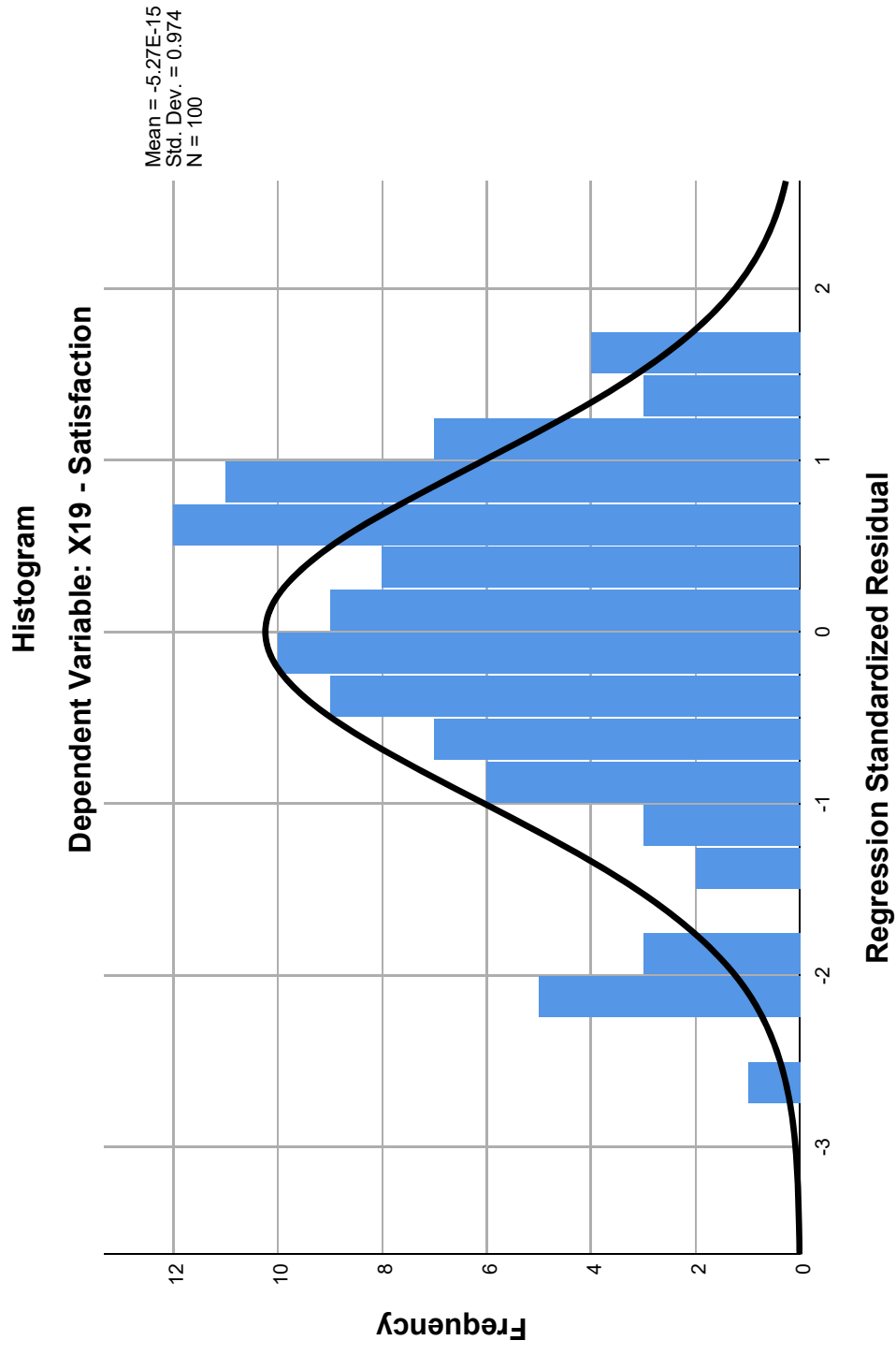
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.610	9.389	6.918	1.0599	100
Std. Predicted Value	-2.178	2.331	.000	1.000	100
Standard Error of Predicted Value	.078	.230	.133	.032	100
Adjusted Predicted Value	4.587	9.384	6.919	1.0633	100
Residual	-1.4012	.9140	.0000	.5452	100
Std. Residual	-2.504	1.634	.000	.974	100
Stud. Residual	-2.571	1.659	-.001	1.007	100
Deleted Residual	-1.4765	.9560	-.0010	.5820	100
Stud. Deleted Residual	-2.652	1.675	-.004	1.017	100
Mahal. Distance	.921	15.734	4.950	2.954	100
Cook's Distance	.000	.088	.011	.018	100
Centered Leverage Value	.009	.159	.050	.030	100

a. Dependent Variable: X19 - Satisfaction

Charts

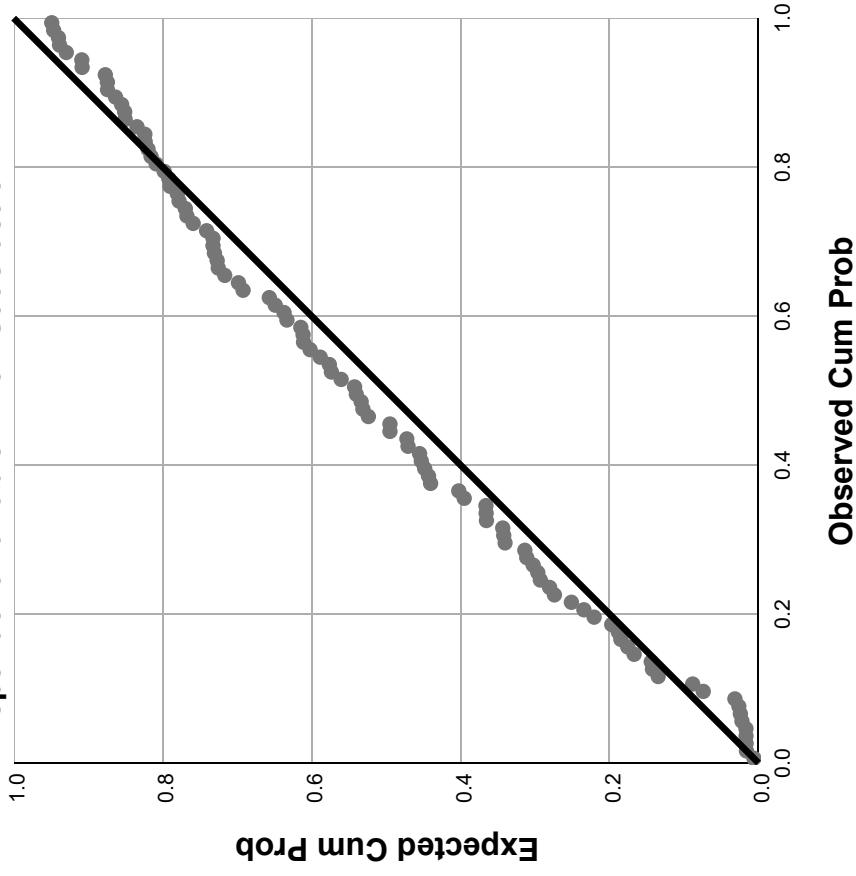
STEPWISE REGRESSION



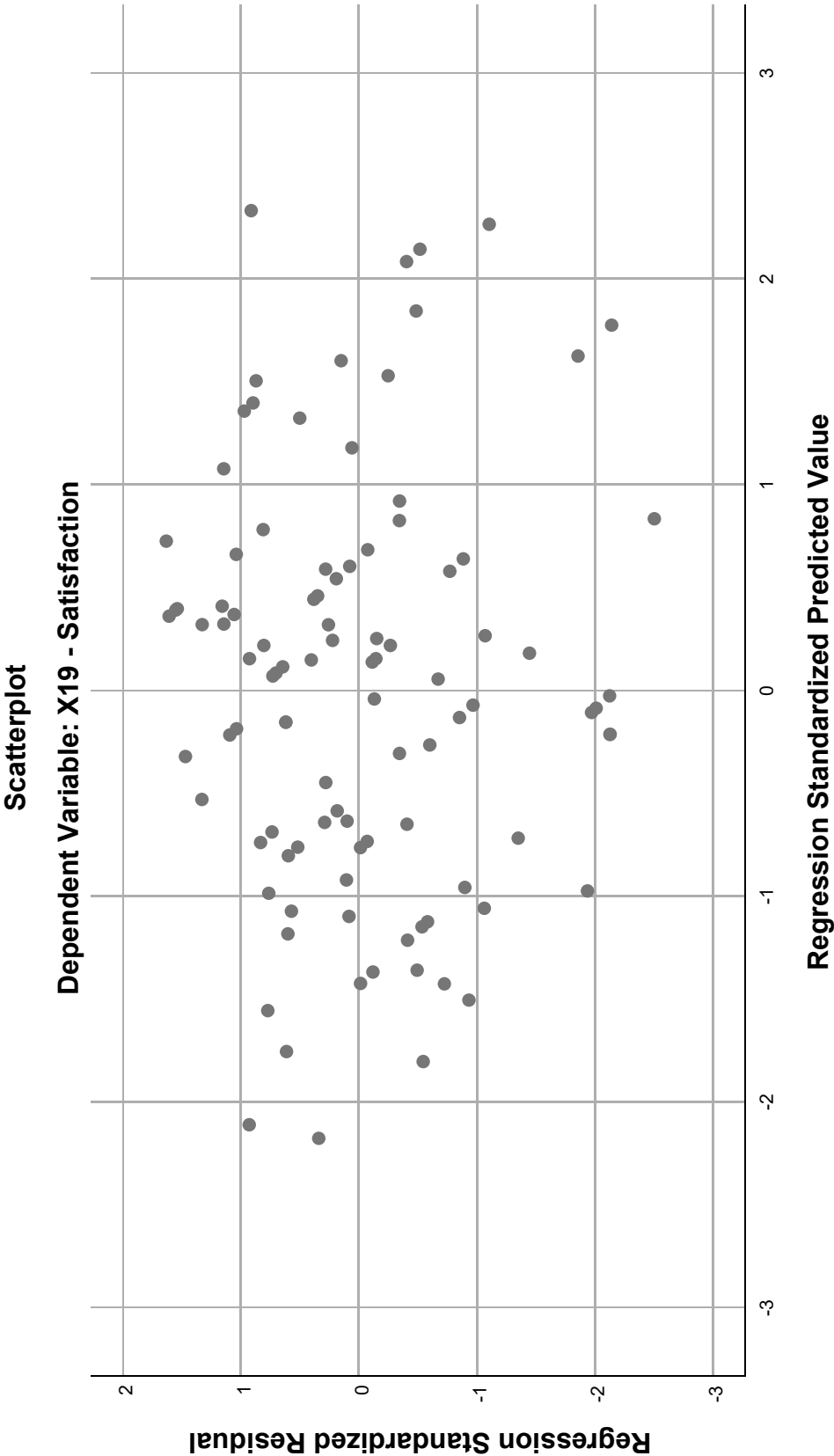
STEPWISE REGRESSION

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: X19 - Satisfaction

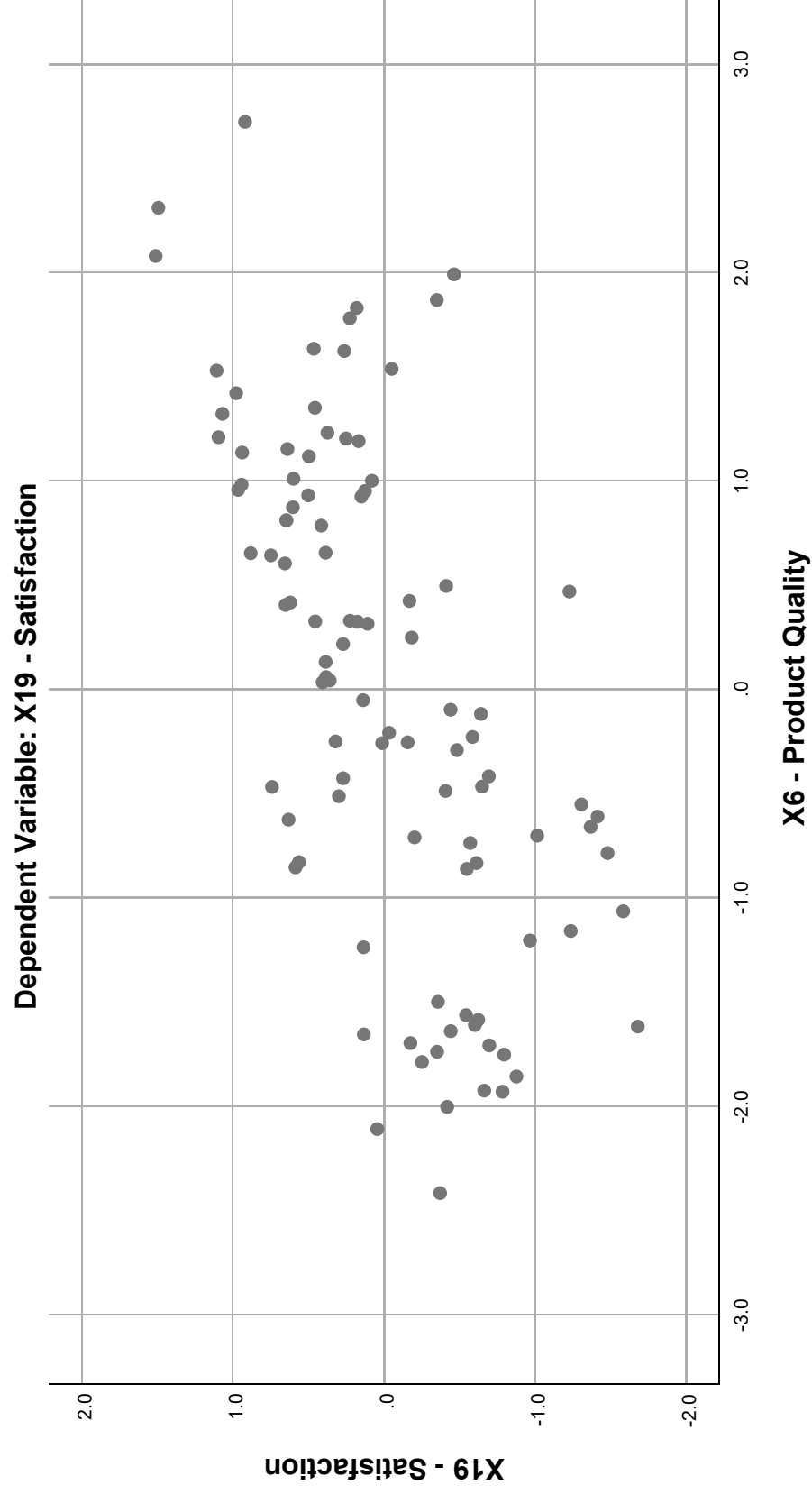


STEPWISE REGRESSION

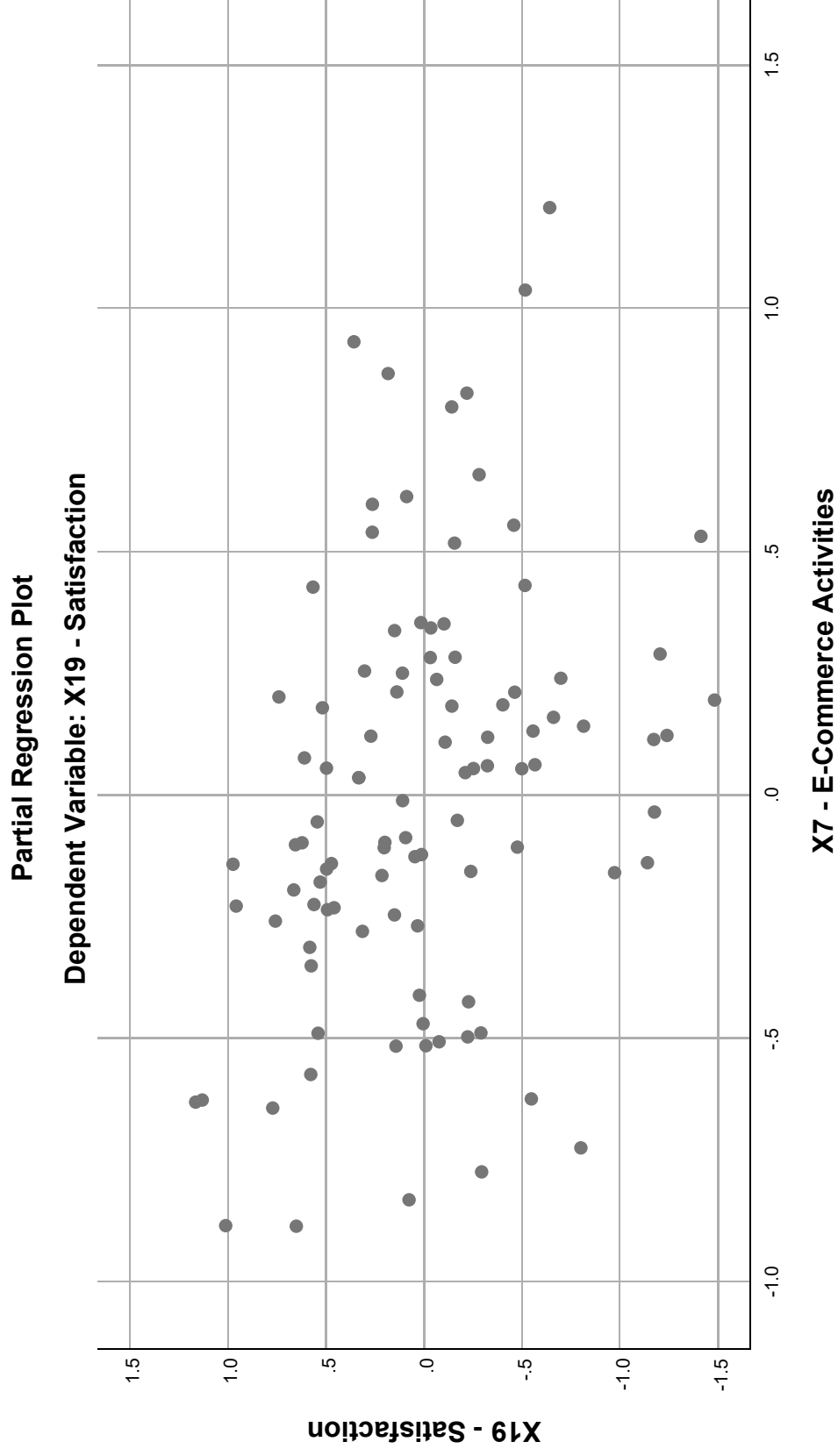


STEPWISE REGRESSION

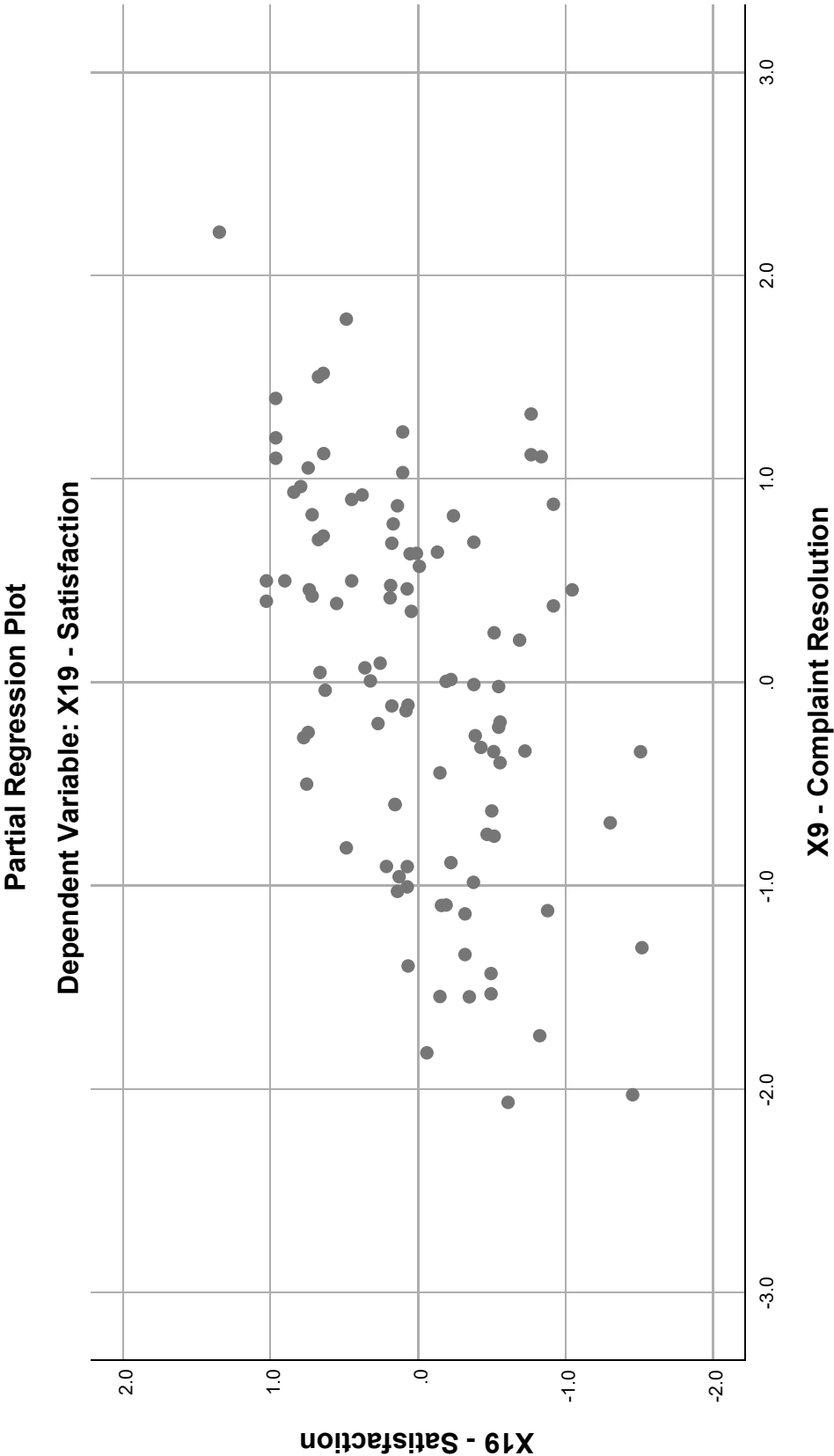
Partial Regression Plot



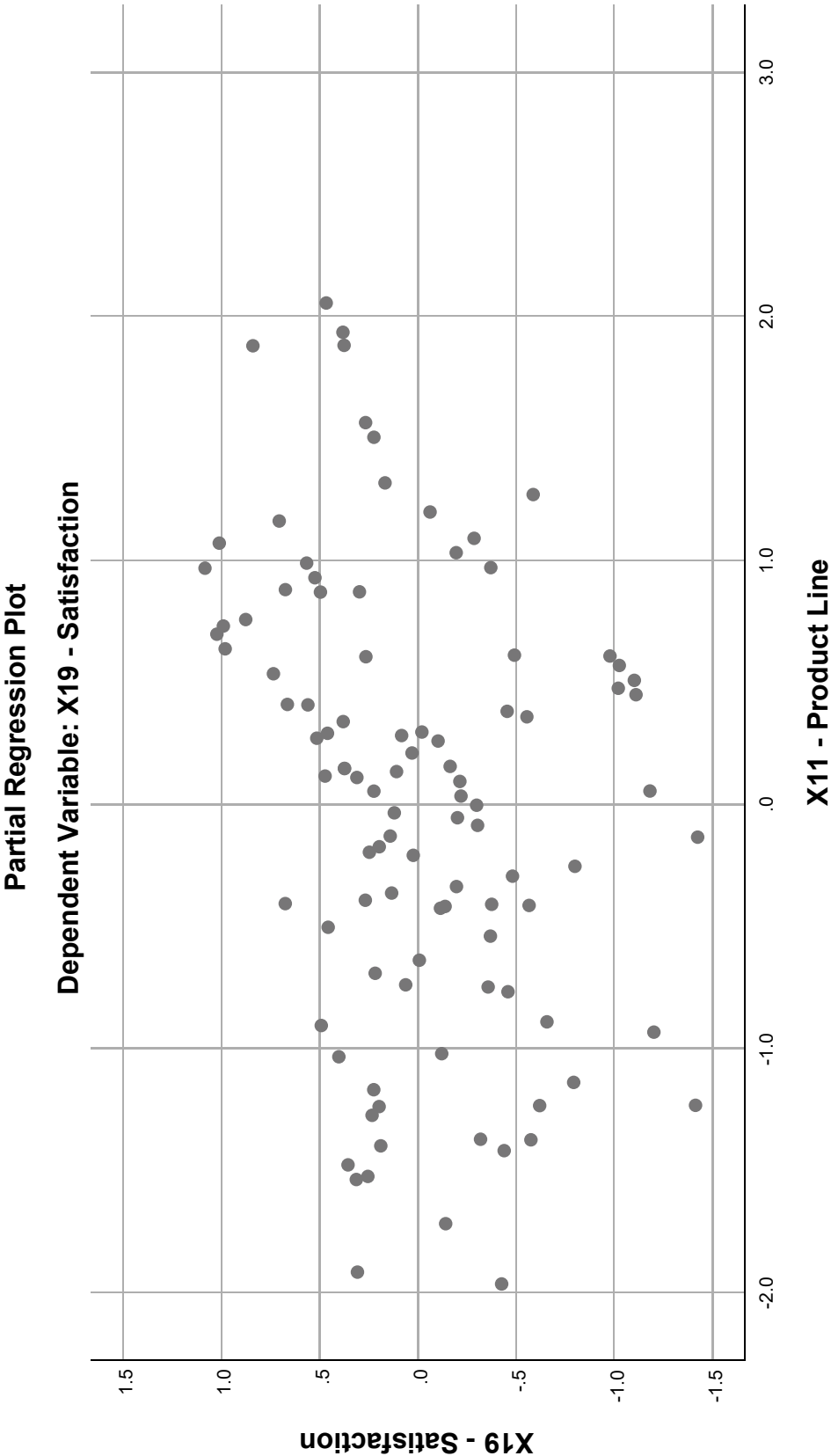
STEPWISE REGRESSION



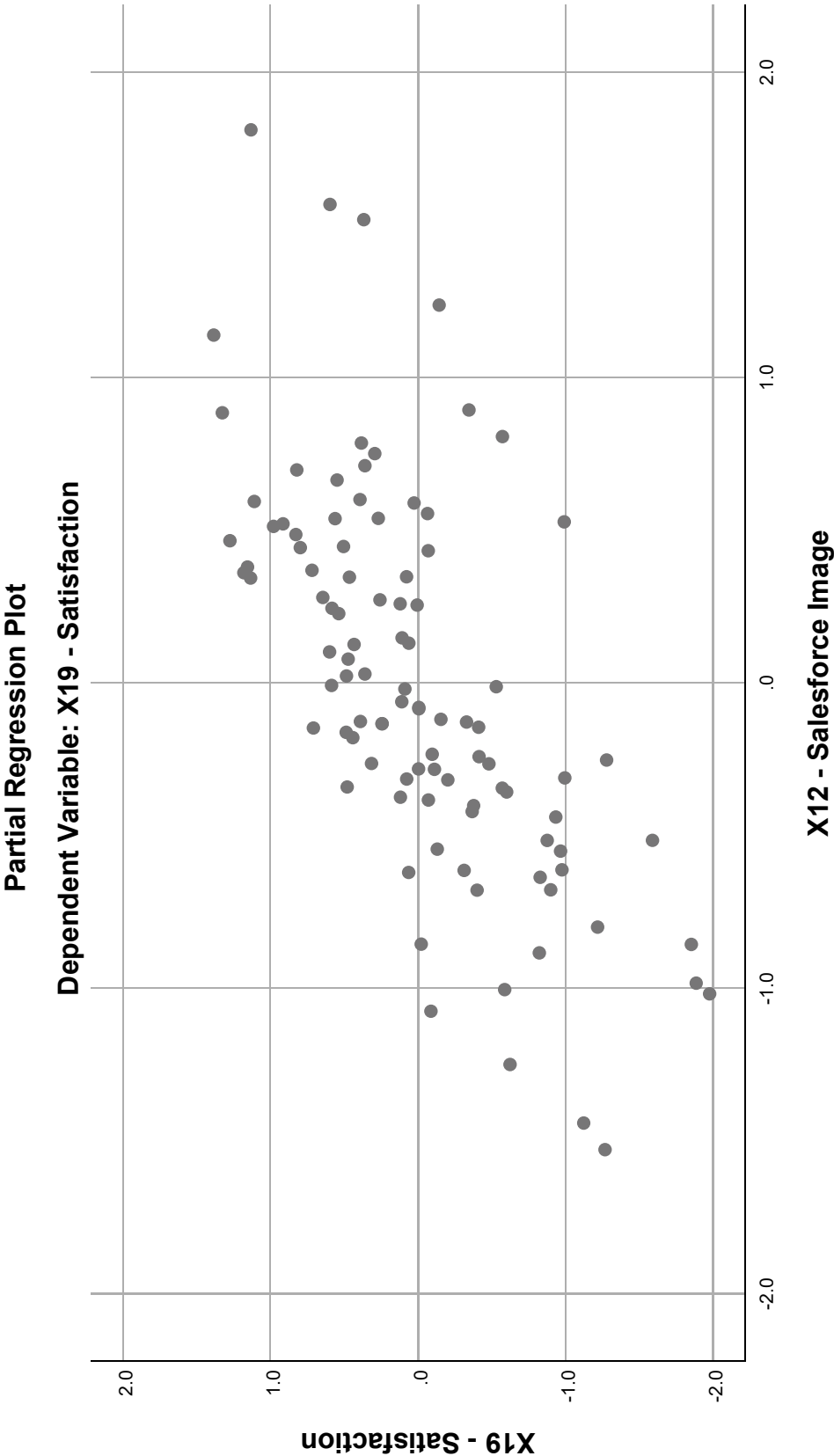
STEPWISE REGRESSION



STEPWISE REGRESSION



STEPWISE REGRESSION



CONFIRMATORY REGRESSION ANALYSIS

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.918	1.1918	100
X6 - Product Quality	7.810	1.3963	100
X7 - E-Commerce Activities	3.672	.7005	100
X8 - Technical Support	5.365	1.5305	100
X9 - Complaint Resolution	5.442	1.2084	100
X10 - Advertising	4.010	1.1269	100
X11 - Product Line	5.805	1.3153	100
X12 - Salesforce Image	5.123	1.0723	100
X13 - Competitive Pricing	6.974	1.5451	100
X14 - Warranty & Claims	6.043	.8197	100
X15 - New Products	5.150	1.4930	100
X16 - Order & Billing	4.278	.9288	100
X17 - Price Flexibility	4.610	1.2060	100
X18 - Delivery Speed	3.886	.7344	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

Pearson Correlation	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
	1.000	.486	.283	.113	.603	.305
		.486	-.137	.096	.106	-.053
		.283	1.000	.001	.140	.430
			.001	1.000	.097	-.063
		.603	.106	.097	1.000	.197
		.305	-.053	.430	.197	1.000
		.551	-.053	.193	.561	-.012
		.500	.792	.017	.230	.542
		-.208	.229	-.271	-.128	.134
		.178	.052	.797	.140	.011
		.071	-.027	-.074	.059	.084
		.522	.104	.080	.757	.184
		.056	-.493	-.186	.395	.334
		.577	.028	.025	.865	.276
Sig. (1-tailed)		.000	.002	.132	.000	.001
		.000	.087	.172	.146	.299
		.002	.087	.497	.082	.000
		.132	.172	.497	.169	.267

CONFIRMATORY REGRESSION ANALYSIS

Correlations

Pearson Correlation	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X19 - Satisfaction	.551	.500	-.208	.178	.071	.522
X6 - Product Quality	.477	-.152	-.401	.088	.027	.104
X7 - E-Commerce Activities	-.053	.792	.229	.052	-.027	.156
X8 - Technical Support	.193	.017	-.271	.797	-.074	.080
X9 - Complaint Resolution	.561	.230	-.128	.140	.059	.757
X10 - Advertising	-.012	.542	.134	.011	.084	.184
X11 - Product Line	1.000	-.061	-.495	.273	.046	.424
X12 - Salesforce Image	-.061	1.000	.265	.107	.032	.195
X13 - Competitive Pricing	-.495	.265	1.000	-.245	.023	-.115
X14 - Warranty & Claims	.273	.107	-.245	1.000	.035	.197
X15 - New Products	.046	.032	.023	.035	1.000	.069
X16 - Order & Billing	.424	.195	-.115	.197	.069	1.000
X17 - Price Flexibility	-.378	.352	.471	-.170	.094	.407
X18 - Delivery Speed	.602	.272	-.073	.109	.106	.751
X19 - Satisfaction	.000	.000	.019	.039	.242	.000
X6 - Product Quality	.000	.066	.000	.191	.395	.151
X7 - E-Commerce Activities	.301	.000	.011	.304	.393	.060
X8 - Technical Support	.027	.433	.003	.000	.233	.214

Sig. (1-tailed)

CONFIRMATORY REGRESSION ANALYSIS

Correlations

Pearson Correlation	X19 - Satisfaction	X17 - Price Flexibility	X18 - Delivery Speed
	X6 - Product Quality	-.493	.028
	X7 - E-Commerce Activities	.271	.192
	X8 - Technical Support	-.186	.025
	X9 - Complaint Resolution	.395	.865
	X10 - Advertising	.334	.276
	X11 - Product Line	-.378	.602
	X12 - Salesforce Image	.352	.272
	X13 - Competitive Pricing	.471	-.073
	X14 - Warranty & Claims	-.170	.109
	X15 - New Products	.094	.106
	X16 - Order & Billing	.407	.751
	X17 - Price Flexibility	1.000	.497
	X18 - Delivery Speed	.497	1.000
Sig. (1-tailed)	X19 - Satisfaction	.290	.000
	X6 - Product Quality	.000	.392
	X7 - E-Commerce Activities	.003	.028
	X8 - Technical Support	.032	.401

CONFIRMATORY REGRESSION ANALYSIS

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X9 - Complaint Resolution	.000	.146	.082	.169	.	.025
X10 - Advertising	.001	.299	.000	.267	.025	.
X11 - Product Line	.000	.000	.301	.027	.000	.455
X12 - Salesforce Image	.000	.066	.000	.433	.011	.000
X13 - Competitive Pricing	.019	.000	.011	.003	.102	.092
X14 - Warranty & Claims	.039	.191	.304	.000	.082	.458
X15 - New Products	.242	.395	.393	.233	.279	.203
X16 - Order & Billing	.000	.151	.060	.214	.000	.033
X17 - Price Flexibility	.290	.000	.003	.032	.000	.000
X18 - Delivery Speed	.000	.392	.028	.401	.000	.003
X19 - Satisfaction	100	100	100	100	100	100
X6 - Product Quality	100	100	100	100	100	100
X7 - E-Commerce Activities	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100
X11 - Product Line	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X9 - Complaint Resolution	.000	.011	.102	.082	.279	.000
X10 - Advertising	.455	.000	.092	.458	.203	.033
X11 - Product Line	.	.272	.000	.003	.324	.000
X12 - Salesforce Image	.272	.	.004	.144	.377	.026
X13 - Competitive Pricing	.000	.004	.	.007	.410	.128
X14 - Warranty & Claims	.003	.144	.007	.	.364	.025
X15 - New Products	.324	.377	.410	.364	.	.249
X16 - Order & Billing	.000	.026	.128	.025	.249	.
X17 - Price Flexibility	.000	.000	.000	.045	.176	.000
X18 - Delivery Speed	.000	.003	.236	.139	.148	.000
X19 - Satisfaction	100	100	100	100	100	100
X6 - Product Quality	100	100	100	100	100	100
X7 - E-Commerce Activities	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100
X11 - Product Line	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100

N

CONFIRMATORY REGRESSION ANALYSIS

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed
X9 - Complaint Resolution	.000	.000
X10 - Advertising	.000	.003
X11 - Product Line	.000	.000
X12 - Salesforce Image	.000	.003
X13 - Competitive Pricing	.000	.236
X14 - Warranty & Claims	.045	.139
X15 - New Products	.176	.148
X16 - Order & Billing	.000	.000
X17 - Price Flexibility	.	.000
X18 - Delivery Speed	.000	.
X19 - Satisfaction	100	100
X6 - Product Quality	100	100
X7 - E-Commerce Activities	100	100
X8 - Technical Support	100	100
X9 - Complaint Resolution	100	100
X10 - Advertising	100	100
X11 - Product Line	100	100
X12 - Salesforce Image	100	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X13 - Competitive Pricing	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100
X16 - Order & Billing	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X13 - Competitive Pricing	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100
X16 - Order & Billing	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed
X13 - Competitive Pricing	100	100
X14 - Warranty & Claims	100	100
X15 - New Products	100	100
X16 - Order & Billing	100	100
X17 - Price Flexibility	100	100
X18 - Delivery Speed	100	100

CONFIRMATORY REGRESSION ANALYSIS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X18 - Delivery Speed, X8 - Technical Support, X6 - Product Quality, X15 - New Products, X7 - E-Commerce Activities, X10 - Advertising, X13 - Competitive Pricing, X16 - Order & Billing, X17 - Price Flexibility, X14 - Warranty & Claims, X12 - Salesforce Image, X9 - Complaint Resolution, X11 - Product Line ^b	.	Enter

a. Dependent Variable: X19 - Satisfaction

b. All requested variables entered.

CONFIRMATORY REGRESSION ANALYSIS

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.897 ^a	.804	.774	.5663	.804	27.111	13	86
								.000

a. Predictors: (Constant), X18 - Delivery Speed, X8 - Technical Support, X6 - Product Quality, X15 - New Products, X7 - E-Commerce Activities, X10 - Advertising, X13 - Competitive Pricing, X16 - Order & Billing, X17 - Price Flexibility, X14 - Warranty & Claims, X12 - Salesforce Image, X9 - Complaint Resolution, X11 - Product Line

b. Dependent Variable: X19 - Satisfaction

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	113.044	13	8.696	27.111	.000 ^b
Residual	27.584	86	.321		
Total	140.628	99			

a. Dependent Variable: X19 - Satisfaction

b. Predictors: (Constant), X18 - Delivery Speed, X8 - Technical Support, X6 - Product Quality, X15 - New Products, X7 - E-Commerce Activities, X10 - Advertising, X13 - Competitive Pricing, X16 - Order & Billing, X17 - Price Flexibility, X14 - Warranty & Claims, X12 - Salesforce Image, X9 - Complaint Resolution, X11 - Product Line

CONFIRMATORY REGRESSION ANALYSIS

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics Tolerance
	B	Std. Error					Zero-order	Partial	Part	
1										
	(Constant)	1.120			-1.192	.236				
	X6 - Product Quality	.377	.053	.442	7.161	.000	.486	.611	.342	.598
	X7 - E-Commerce Activities	-.456	.137	-.268	-3.341	.001	.283	-.339	-.160	.354
	X8 - Technical Support	.035	.065	.045	.542	.589	.113	.058	.026	.328
	X9 - Complaint Resolution	.154	.104	.156	1.489	.140	.603	.159	.071	.207
	X10 - Advertising	-.034	.063	-.033	-.548	.585	.305	-.059	-.026	.646
	X11 - Product Line	.362	.267	.400	1.359	.178	.551	.145	.065	.026
	X12 - Salesforce Image	.827	.101	.744	8.155	.000	.500	.660	.389	.274
	X13 - Competitive Pricing	-.047	.048	-.062	-.985	.328	-.208	-.106	-.047	.584
	X14 - Warranty & Claims	-.107	.126	-.074	-.852	.397	.178	-.092	-.041	.306
	X15 - New Products	-.003	.040	-.004	-.074	.941	.071	-.008	-.004	.930
	X16 - Order & Billing	.143	.105	.111	1.369	.175	.522	.146	.065	.344
	X17 - Price Flexibility	.238	.272	.241	.873	.385	.056	.094	.042	.030
	X18 - Delivery Speed	-.249	.514	-.154	-.485	.629	.577	-.052	-.023	.023

CONFIRMATORY REGRESSION ANALYSIS

Coefficients^a

Model		Collinearity Statistics	
		VIF	
1	(Constant)		
	X6 - Product Quality	1.672	
	X7 - E-Commerce Activities	2.823	
	X8 - Technical Support	3.047	
	X9 - Complaint Resolution	4.838	
	X10 - Advertising	1.547	
	X11 - Product Line	37.978	
	X12 - Salesforce Image	3.654	
	X13 - Competitive Pricing	1.712	
	X14 - Warranty & Claims	3.268	
	X15 - New Products	1.075	
	X16 - Order & Billing	2.909	
	X17 - Price Flexibility	33.332	
	X18 - Delivery Speed	44.004	

a. Dependent Variable: X19 - Satisfaction

CONFIRMATORY REGRESSION ANALYSIS

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions				
					X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
1	1	13.482	1.000	.00	.00	.00	.00	.00	.00
	2	.144	9.673	.00	.01	.00	.03	.00	.03
	3	.092	12.100	.00	.00	.00	.06	.02	.00
	4	.081	12.863	.00	.00	.00	.03	.00	.02
	5	.064	14.481	.00	.02	.01	.05	.00	.25
	6	.048	16.785	.00	.07	.00	.07	.00	.17
	7	.031	20.846	.00	.05	.11	.00	.00	.39
	8	.019	26.546	.00	.30	.01	.00	.01	.03
	9	.012	33.109	.00	.09	.00	.01	.04	.03
	10	.010	37.386	.03	.10	.12	.08	.26	.00
	11	.007	43.157	.01	.01	.59	.18	.03	.04
	12	.005	50.009	.05	.09	.04	.24	.63	.02
	13	.003	67.901	.43	.25	.08	.25	.00	.00
	14	.000	189.982	.47	.00	.02	.00	.00	.01

CONFIRMATORY REGRESSION ANALYSIS

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions							
		X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
1	1	.00	.00	.00	.00	.00	.00	.00	.00
	2	.00	.00	.03	.00	.00	.00	.00	.00
	3	.00	.00	.02	.00	.02	.02	.00	.00
	4	.00	.01	.00	.00	.66	.00	.00	.00
	5	.00	.01	.03	.00	.00	.00	.01	.00
	6	.00	.00	.15	.00	.17	.00	.00	.00
	7	.00	.09	.04	.00	.06	.00	.00	.00
	8	.01	.00	.24	.00	.00	.11	.01	.00
	9	.00	.00	.15	.01	.00	.72	.02	.00
	10	.01	.16	.18	.05	.03	.00	.01	.00
	11	.00	.50	.05	.15	.04	.00	.00	.00
	12	.01	.08	.04	.17	.00	.04	.01	.02
	13	.00	.08	.06	.61	.00	.09	.00	.01
	14	.96	.07	.01	.00	.01	.00	.94	.96

a. Dependent Variable: X19 - Satisfaction

CONFIRMATORY REGRESSION ANALYSIS

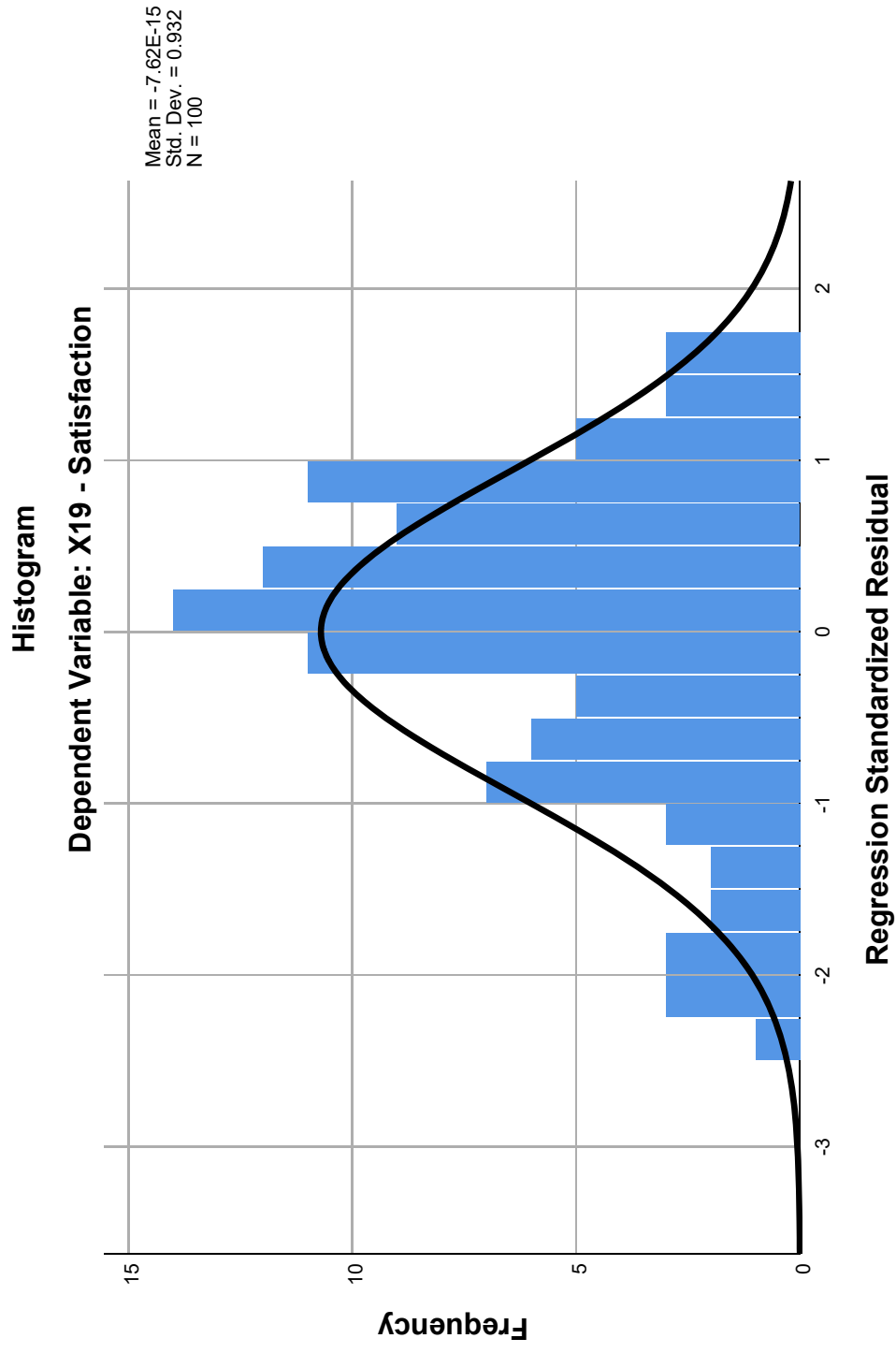
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.392	9.453	6.918	1.0686	100
Residual	-1.3870	.9195	.0000	.5278	100
Std. Predicted Value	-2.364	2.373	.000	1.000	100
Std. Residual	-2.449	1.624	.000	.932	100

a. Dependent Variable: X19 - Satisfaction

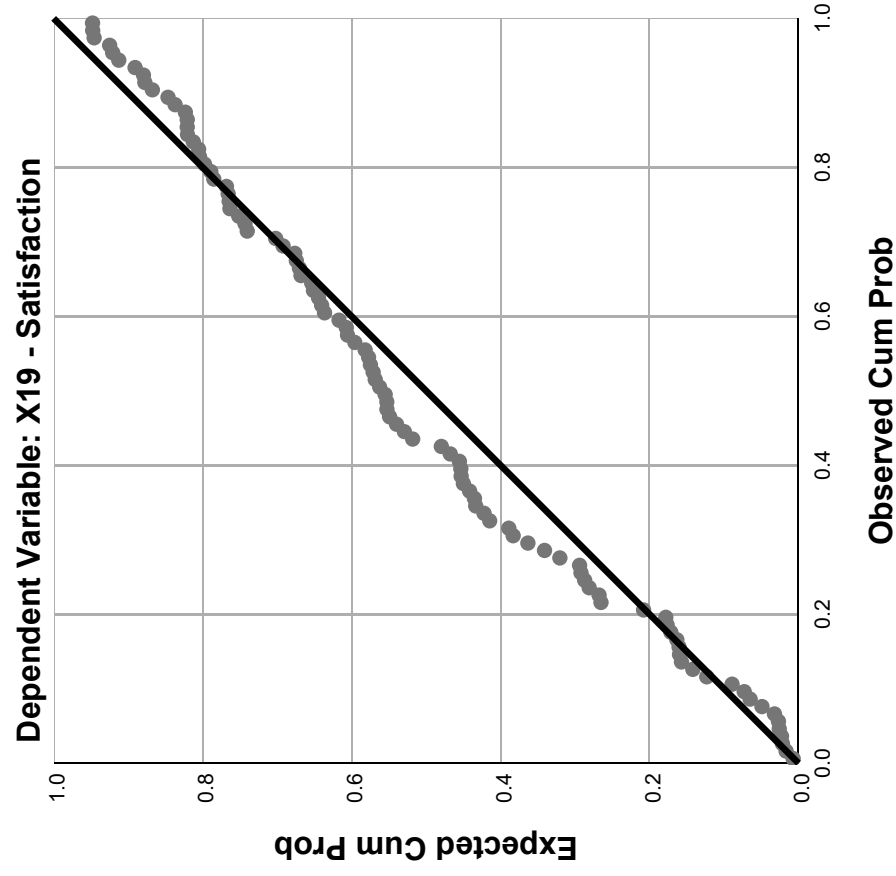
Charts

CONFIRMATORY REGRESSION ANALYSIS

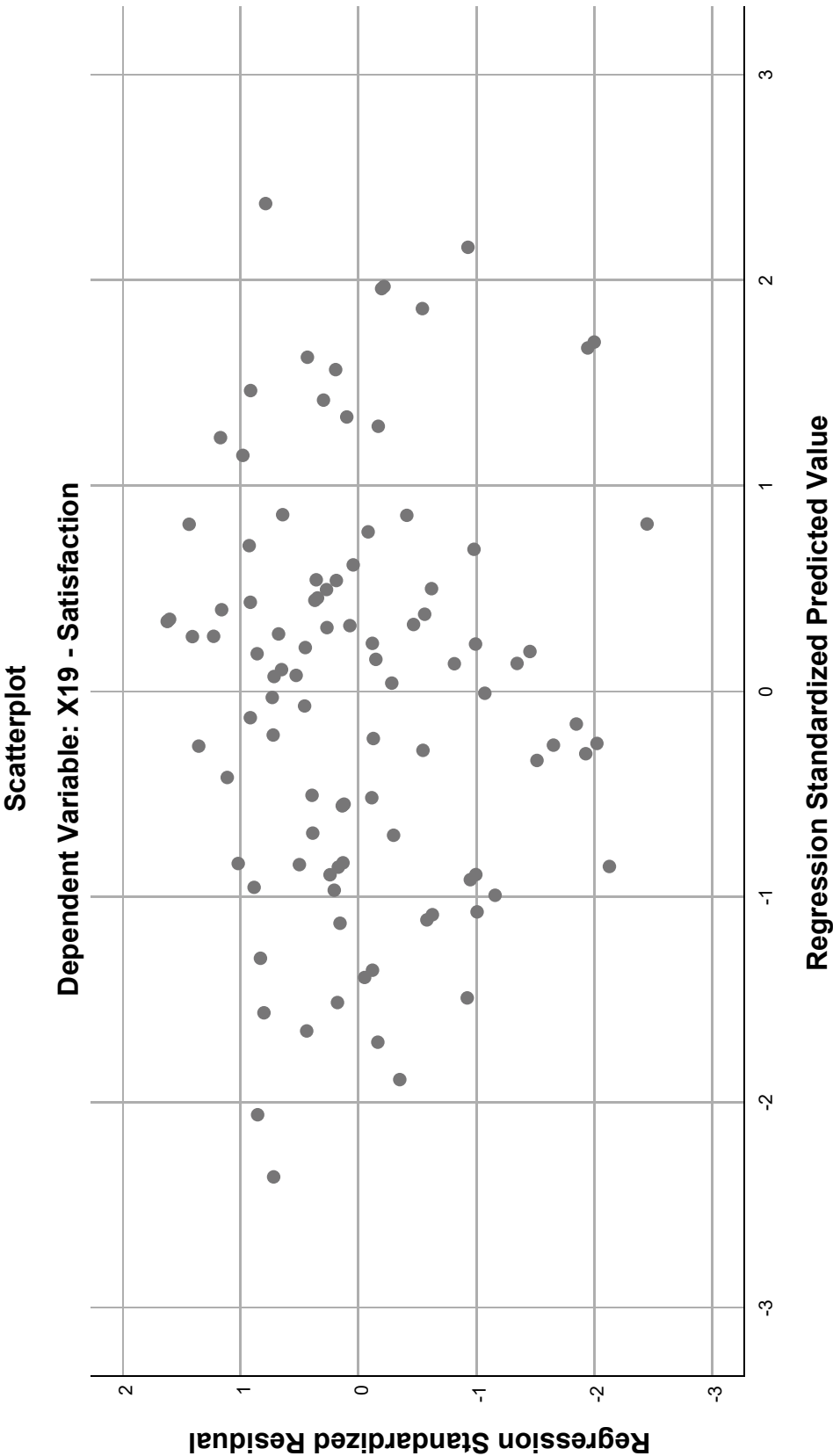


CONFIRMATORY REGRESSION ANALYSIS

Normal P-P Plot of Regression Standardized Residual



CONFIRMATORY REGRESSION ANALYSIS



STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.918	1.1918	100
X6 - Product Quality	7.810	1.3963	100
X7 - E-Commerce Activities	3.672	.7005	100
X8 - Technical Support	5.365	1.5305	100
X9 - Complaint Resolution	5.442	1.2084	100
X10 - Advertising	4.010	1.1269	100
X11 - Product Line	5.805	1.3153	100
X12 - Salesforce Image	5.123	1.0723	100
X13 - Competitive Pricing	6.974	1.5451	100
X14 - Warranty & Claims	6.043	.8197	100
X15 - New Products	5.150	1.4930	100
X16 - Order & Billing	4.278	.9288	100
X17 - Price Flexibility	4.610	1.2060	100
X18 - Delivery Speed	3.886	.7344	100
X3 - Firm Size	.51	.502	100

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

Pearson Correlation	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
	1.000	.486	.283	.113	.603	.305
	.486	1.000	-.137	.096	.106	-.053
	.283	-.137	1.000	.001	.140	.430
	.113	.096	.001	1.000	.097	-.063
	.603	.106	.140	.097	1.000	.197
	.305	-.053	.430	-.063	.197	1.000
	.551	.477	-.053	.193	.561	-.012
	.500	-.152	.792	.017	.230	.542
	-.208	-.401	.229	-.271	-.128	.134
	.178	.088	.052	.797	.140	.011
	.071	.027	-.027	-.074	.059	.084
	.522	.104	.156	.080	.757	.184
	.056	-.493	.271	-.186	.395	.334
	.577	.028	.192	.025	.865	.276
	.229	-.101	.061	-.176	.089	.203
Sig. (1-tailed)	.	.000	.002	.132	.000	.001
	.000	.	.087	.172	.146	.299
	.002	.087	.	.497	.082	.000

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

Pearson Correlation	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X19 - Satisfaction	.551	.500	-.208	.178	.071	.522
X6 - Product Quality	.477	-.152	-.401	.088	.027	.104
X7 - E-Commerce Activities	-.053	.792	.229	.052	-.027	.156
X8 - Technical Support	.193	.017	-.271	.797	-.074	.080
X9 - Complaint Resolution	.561	.230	-.128	.140	.059	.757
X10 - Advertising	-.012	.542	.134	.011	.084	.184
X11 - Product Line	1.000	-.061	-.495	.273	.046	.424
X12 - Salesforce Image	-.061	1.000	.265	.107	.032	.195
X13 - Competitive Pricing	-.495	.265	1.000	-.245	.023	-.115
X14 - Warranty & Claims	.273	.107	-.245	1.000	.035	.197
X15 - New Products	.046	.032	.023	.035	1.000	.069
X16 - Order & Billing	.424	.195	-.115	.197	.069	1.000
X17 - Price Flexibility	-.378	.352	.471	-.170	.094	.407
X18 - Delivery Speed	.602	.272	-.073	.109	.106	.751
X3 - Firm Size	-.177	.289	.323	-.297	-.022	.083
X19 - Satisfaction	.000	.000	.019	.039	.242	.000
X6 - Product Quality	.000	.066	.000	.191	.395	.151
X7 - E-Commerce Activities	.301	.000	.011	.304	.393	.060
Sig. (1-tailed)						

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed	X3 - Firm Size
Pearson Correlation			
X19 - Satisfaction	.056	.577	.229
X6 - Product Quality	-.493	.028	-.101
X7 - E-Commerce Activities	.271	.192	.061
X8 - Technical Support	-.186	.025	-.176
X9 - Complaint Resolution	.395	.865	.089
X10 - Advertising	.334	.276	.203
X11 - Product Line	-.378	.602	-.177
X12 - Salesforce Image	.352	.272	.289
X13 - Competitive Pricing	.471	-.073	.323
X14 - Warranty & Claims	-.170	.109	-.297
X15 - New Products	.094	.106	-.022
X16 - Order & Billing	.407	.751	.083
X17 - Price Flexibility	1.000	.497	.333
X18 - Delivery Speed	.497	1.000	.121
X3 - Firm Size	.333	.121	1.000
Sig. (1-tailed)			
X19 - Satisfaction	.290	.000	.011
X6 - Product Quality	.000	.392	.159
X7 - E-Commerce Activities	.003	.028	.273

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X8 - Technical Support	.132	.172	.497	.	.169	.267
X9 - Complaint Resolution	.000	.146	.082	.169	.	.025
X10 - Advertising	.001	.299	.000	.267	.025	.
X11 - Product Line	.000	.000	.301	.027	.000	.455
X12 - Salesforce Image	.000	.066	.000	.433	.011	.000
X13 - Competitive Pricing	.019	.000	.011	.003	.102	.092
X14 - Warranty & Claims	.039	.191	.304	.000	.082	.458
X15 - New Products	.242	.395	.393	.233	.279	.203
X16 - Order & Billing	.000	.151	.060	.214	.000	.033
X17 - Price Flexibility	.290	.000	.003	.032	.000	.000
X18 - Delivery Speed	.000	.392	.028	.401	.000	.003
X3 - Firm Size	.011	.159	.273	.040	.189	.021
X19 - Satisfaction	100	100	100	100	100	100
X6 - Product Quality	100	100	100	100	100	100
X7 - E-Commerce Activities	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100

N

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X8 - Technical Support	.027	.433	.003	.000	.233	.214
X9 - Complaint Resolution	.000	.011	.102	.082	.279	.000
X10 - Advertising	.455	.000	.092	.458	.203	.033
X11 - Product Line	.	.272	.000	.003	.324	.000
X12 - Salesforce Image	.272	.	.004	.144	.377	.026
X13 - Competitive Pricing	.000	.004	.	.007	.410	.128
X14 - Warranty & Claims	.003	.144	.007	.	.364	.025
X15 - New Products	.324	.377	.410	.364	.	.249
X16 - Order & Billing	.000	.026	.128	.025	.249	.
X17 - Price Flexibility	.000	.000	.000	.045	.176	.000
X18 - Delivery Speed	.000	.003	.236	.139	.148	.000
X3 - Firm Size	.039	.002	.001	.001	.413	.207
X19 - Satisfaction	100	100	100	100	100	100
X6 - Product Quality	100	100	100	100	100	100
X7 - E-Commerce Activities	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100

N

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed	X3 - Firm Size
X8 - Technical Support	.032	.401	.040
X9 - Complaint Resolution	.000	.000	.189
X10 - Advertising	.000	.003	.021
X11 - Product Line	.000	.000	.039
X12 - Salesforce Image	.000	.003	.002
X13 - Competitive Pricing	.000	.236	.001
X14 - Warranty & Claims	.045	.139	.001
X15 - New Products	.176	.148	.413
X16 - Order & Billing	.000	.000	.207
X17 - Price Flexibility	.	.000	.000
X18 - Delivery Speed	.000	.	.116
X3 - Firm Size	.000	.116	.
N			
X19 - Satisfaction	100	100	100
X6 - Product Quality	100	100	100
X7 - E-Commerce Activities	100	100	100
X8 - Technical Support	100	100	100
X9 - Complaint Resolution	100	100	100
X10 - Advertising	100	100	100

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X11 - Product Line	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100
X13 - Competitive Pricing	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100
X16 - Order & Billing	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100
X3 - Firm Size	100	100	100	100	100	100

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X11 - Product Line	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100
X13 - Competitive Pricing	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100
X16 - Order & Billing	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100
X3 - Firm Size	100	100	100	100	100	100

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed	X3 - Firm Size
X11 - Product Line	100	100	100
X12 - Salesforce Image	100	100	100
X13 - Competitive Pricing	100	100	100
X14 - Warranty & Claims	100	100	100
X15 - New Products	100	100	100
X16 - Order & Billing	100	100	100
X17 - Price Flexibility	100	100	100
X18 - Delivery Speed	100	100	100
X3 - Firm Size	100	100	100

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X9 - Complaint Resolution	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	X6 - Product Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
3	X12 - Salesforce Image	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
4	X7 - E- Commerce Activities	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
5	X11 - Product Line	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
6	X3 - Firm Size	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Model Summary^g

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.603 ^a	.364	.357	.9554	.364	56.070	1	98	.000
2	.738 ^b	.544	.535	.8129	.180	38.359	1	97	.000
3	.868 ^c	.753	.745	.6020	.208	80.858	1	96	.000
4	.879 ^d	.773	.763	.5802	.020	8.351	1	95	.005
5	.889 ^e	.791	.780	.5595	.018	8.182	1	94	.005
6	.895 ^f	.801	.788	.5483	.010	4.870	1	93	.030

a. Predictors: (Constant), X9 - Complaint Resolution

b. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality

c. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

d. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

e. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line

f. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line, X3 - Firm Size

g. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.178	1	51.178	56.070	.000 ^b
	Residual	89.450	98	.913		
	Total	140.628	99			
2	Regression	76.527	2	38.263	57.902	.000 ^c
	Residual	64.101	97	.661		
	Total	140.628	99			
3	Regression	105.833	3	35.278	97.333	.000 ^d
	Residual	34.794	96	.362		
	Total	140.628	99			
4	Regression	108.645	4	27.161	80.678	.000 ^e
	Residual	31.983	95	.337		
	Total	140.628	99			
5	Regression	111.205	5	22.241	71.058	.000 ^f
	Residual	29.422	94	.313		
	Total	140.628	99			
6	Regression	112.669	6	18.778	62.464	.000 ^g
	Residual	27.958	93	.301		
	Total	140.628	99			

a. Dependent Variable: X19 - Satisfaction

b. Predictors: (Constant), X9 - Complaint Resolution

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

- c. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality
- d. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image
- e. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities
- f. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line
- g. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line, X3 - Firm Size

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics Tolerance
	B	Std. Error					Zero-order	Partial	Part	
1										
	(Constant)	3.680	.443		8.310	.000				
	X9 - Complaint Resolution	.595	.079	.603	7.488	.000	.603	.603	.603	1.000
2										
	(Constant)	1.077	.564		1.909	.059				
	X9 - Complaint Resolution	.550	.068	.558	8.092	.000	.603	.635	.555	.989
	X6 - Product Quality	.364	.059	.427	6.193	.000	.486	.532	.425	.989
3										
	(Constant)	-1.569	.511		-3.069	.003				
	X9 - Complaint Resolution	.433	.052	.439	8.329	.000	.603	.648	.423	.927
	X6 - Product Quality	.437	.044	.512	9.861	.000	.486	.709	.501	.956
	X12 - Salesforce Image	.530	.059	.477	8.992	.000	.500	.676	.457	.916

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Coefficients^a

Model		Collinearity Statistics	
			VIF
1	(Constant)		
	X9 - Complaint Resolution		1.000
2	(Constant)		
	X9 - Complaint Resolution		1.011
	X6 - Product Quality		1.011
3	(Constant)		
	X9 - Complaint Resolution		1.079
	X6 - Product Quality		1.046
	X12 - Salesforce Image		1.092

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics Tolerance
	B	Std. Error					Zero-order	Partial	Part	
4	(Constant)	.518			-2.134	.035				
	X9 - Complaint Resolution	.423	.050	.429	8.430	.000	.603	.654	.412	.923
	X6 - Product Quality	.435	.043	.509	10.177	.000	.486	.722	.498	.956
	X12 - Salesforce Image	.736	.091	.663	8.074	.000	.500	.638	.395	.356
	X7 - E-Commerce Activities	-.395	.137	-.232	-2.890	.005	.283	-.284	-.141	.372
5	(Constant)		.500		-2.303	.023				
	X9 - Complaint Resolution	.319	.061	.323	5.256	.000	.603	.477	.248	.588
	X6 - Product Quality	.369	.047	.432	7.820	.000	.486	.628	.369	.728
	X12 - Salesforce Image	.775	.089	.697	8.711	.000	.500	.668	.411	.347
	X7 - E-Commerce Activities	-.417	.132	-.245	-3.162	.002	.283	-.310	-.149	.370
6	X11 - Product Line	.174	.061	.192	2.860	.005	.551	.283	.135	.492
	(Constant)		.492		-2.542	.013				
	X9 - Complaint Resolution	.300	.060	.304	4.994	.000	.603	.460	.231	.576
	X6 - Product Quality	.365	.046	.427	7.881	.000	.486	.633	.364	.727
	X12 - Salesforce Image	.701	.093	.631	7.507	.000	.500	.614	.347	.303
	X7 - E-Commerce Activities	-.333	.135	-.196	-2.473	.015	.283	-.248	-.114	.341

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Coefficients^a

Model		Collinearity Statistics VIF
4	(Constant)	
	X9 - Complaint Resolution	1.084
	X6 - Product Quality	1.046
	X12 - Salesforce Image	2.813
	X7 - E-Commerce Activities	2.692
5	(Constant)	
	X9 - Complaint Resolution	1.701
	X6 - Product Quality	1.373
	X12 - Salesforce Image	2.880
	X7 - E-Commerce Activities	2.701
6	X11 - Product Line	2.033
	(Constant)	
	X9 - Complaint Resolution	1.736
	X6 - Product Quality	1.375
	X12 - Salesforce Image	3.304
	X7 - E-Commerce Activities	2.935

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		Collinearity Statistics
	B	Std. Error	Beta			Zero-order	Partial	
X11 - Product Line	.203	.061	.224	3.323	.001	.551	.326	.469
X3 - Firm Size	.271	.123	.114	2.207	.030	.229	.223	.798

Coefficients^a

Model	Collinearity Statistics	
	VIF	
X11 - Product Line	2.130	
X3 - Firm Size	1.253	

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
1	X6 - Product Quality	.427 ^b	.000	.532	.989	1.011	.989
	X7 - E-Commerce Activities	.202 ^b	.012	.251	.980	1.020	.980
	X8 - Technical Support	.055 ^b	.501	.068	.991	1.009	.991
	X10 - Advertising	.193 ^b	.018	.238	.961	1.040	.961
	X11 - Product Line	.309 ^b	.001	.321	.685	1.460	.685
	X12 - Salesforce Image	.382 ^b	.000	.466	.947	1.056	.947
	X13 - Competitive Pricing	-.133 ^b	.101	-.166	.984	1.017	.984
	X14 - Warranty & Claims	.095 ^b	.246	.118	.980	1.020	.980
	X15 - New Products	.035 ^b	.665	.044	.996	1.004	.996
	X16 - Order & Billing	.153 ^b	.218	.125	.427	2.341	.427
	X17 - Price Flexibility	-.216 ^b	.013	-.248	.844	1.184	.844
2	X18 - Delivery Speed	.219 ^b	.173	.138	.252	3.974	.252
	X3 - Firm Size	.177 ^b	.028	.221	.992	1.008	.992
	X7 - E-Commerce Activities	.275 ^c	.000	.398	.957	1.045	.957
	X8 - Technical Support	.018 ^c	.794	.027	.983	1.017	.981
	X10 - Advertising	.228 ^c	.001	.330	.956	1.046	.948
	X11 - Product Line	.066 ^c	.496	.070	.508	1.967	.508

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
X12 - Salesforce Image	.477 ^c	8.992	.000	.676	.916	1.092	.916
X13 - Competitive Pricing	.041 ^c	.549	.584	.056	.832	1.202	.832
X14 - Warranty & Claims	.063 ^c	.908	.366	.092	.975	1.026	.971
X15 - New Products	.026 ^c	.382	.703	.039	.996	1.004	.985
X16 - Order & Billing	.129 ^c	1.231	.221	.125	.427	2.344	.426
X17 - Price Flexibility	.084 ^c	.909	.366	.092	.555	1.803	.555
X18 - Delivery Speed	.334 ^c	2.487	.015	.246	.247	4.041	.245
X3 - Firm Size	.227 ^c	3.459	.001	.333	.980	1.021	.976
3 X7 - E-Commerce Activities	-.232 ^d	-2.890	.005	-.284	.372	2.692	.356
X8 - Technical Support	.013 ^d	.259	.796	.027	.983	1.017	.916

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
X10 - Advertising	-.019 ^d	-.307	.760	-.031	.700	1.428	.671
X11 - Product Line	.180 ^d	2.559	.012	.254	.494	2.026	.494
X13 - Competitive Pricing	-.094 ^d	-1.643	.104	-.166	.776	1.288	.776
X14 - Warranty & Claims	.020 ^d	.387	.700	.040	.966	1.035	.908
X15 - New Products	.016 ^d	.312	.755	.032	.996	1.004	.915
X16 - Order & Billing	.101 ^d	1.297	.198	.132	.426	2.348	.418
X17 - Price Flexibility	-.063 ^d	-.892	.374	-.091	.525	1.906	.525
X18 - Delivery Speed	.219 ^d	2.172	.032	.217	.243	4.110	.243
X3 - Firm Size	.114 ^d	2.180	.032	.218	.912	1.097	.852
X8 - Technical Support	.012 ^e	.233	.817	.024	.983	1.017	.355
X10 - Advertising	-.017 ^e	-.295	.769	-.030	.700	1.428	.313

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
X11 - Product Line	.192 ^e	2.860	.005	.283	.492	2.033	.347
X13 - Competitive Pricing	-.091 ^e	-1.662	.100	-.169	.776	1.288	.347
X14 - Warranty & Claims	.014 ^e	.272	.786	.028	.964	1.037	.352
X15 - New Products	.004 ^e	.088	.930	.009	.989	1.011	.353
X16 - Order & Billing	.120 ^e	1.602	.112	.163	.423	2.365	.355
X17 - Price Flexibility	-.063 ^e	-.925	.357	-.095	.525	1.906	.348
X18 - Delivery Speed	.231 ^e	2.379	.019	.238	.243	4.116	.243
X3 - Firm Size	.077 ^e	1.457	.149	.149	.836	1.196	.304
5							
X8 - Technical Support	-.009 ^f	-.187	.852	-.019	.961	1.041	.347
X10 - Advertising	-.009 ^f	-.162	.872	-.017	.698	1.432	.308
X13 - Competitive Pricing	-.040 ^f	-.685	.495	-.071	.667	1.498	.344
X14 - Warranty & Claims	-.023 ^f	-.462	.645	-.048	.901	1.110	.341
X15 - New Products	.002 ^f	.050	.960	.005	.989	1.012	.345
X16 - Order & Billing	.124 ^f	1.727	.088	.176	.423	2.366	.325
X17 - Price Flexibility	.129 ^f	1.429	.156	.147	.272	3.674	.246
X18 - Delivery Speed	.138 ^f	1.299	.197	.133	.197	5.075	.197
X3 - Firm Size	.114 ^f	2.207	.030	.223	.798	1.253	.303

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
6	X8 - Technical Support	.009 ^g	.194	.846	.020	.932	1.073	.300
	X10 - Advertising	-.016 ^g	-.281	.779	-.029	.696	1.436	.275
	X13 - Competitive Pricing	-.073 ^g	-1.250	.214	-.129	.632	1.583	.303
	X14 - Warranty & Claims	.015 ^g	.292	.771	.030	.797	1.254	.283
	X15 - New Products	.008 ^g	.177	.860	.018	.985	1.015	.300
	X16 - Order & Billing	.118 ^g	1.672	.098	.172	.422	2.370	.302
	X17 - Price Flexibility	.092 ^g	1.022	.309	.106	.261	3.833	.245
	X18 - Delivery Speed	.102 ^g	.961	.339	.100	.191	5.224	.191

a. Dependent Variable: X19 - Satisfaction

b. Predictors in the Model: (Constant), X9 - Complaint Resolution

c. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality

d. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

e. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

f. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line

g. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X11 - Product Line, X3 - Firm Size

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Collinearity Diagnostics^a

		Variance Proportions								
Model	Dimension	Eigenvalue	Condition Index	(Constant)	X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X11 - Product Line	
1	1	1.976	1.000	.01	.01					
	2	.024	9.161	.99	.99					
2	1	2.951	1.000	.00	.01	.00				
	2	.036	9.099	.02	.78	.31				
	3	.013	14.829	.98	.21	.69				
3	1	3.915	1.000	.00	.00	.00	.00			
	2	.042	9.646	.00	.02	.34	.43			
	3	.033	10.879	.02	.95	.05	.21			
	4	.010	19.925	.98	.03	.61	.36			
4	1	4.893	1.000	.00	.00	.00	.00	.00		
	2	.054	9.485	.01	.06	.20	.08	.06		
	3	.035	11.758	.01	.86	.19	.00	.01		
	4	.010	22.220	.80	.02	.58	.23	.01		
5	5	.007	25.649	.18	.06	.03	.69	.92		
	1	5.858	1.000	.00	.00	.00	.00	.00	.00	
	2	.073	8.935	.00	.02	.04	.06	.04	.09	

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Collinearity Diagnostics^a

Variance ...			
Model	Dimension	X3 - Firm Size	
1	1		
	2		
2	1		
	2		
	3		
3	1		
	2		
	3		
	4		
4	1		
	2		
	3		
	4		
	5		
5	1		
	2		

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X11 - Product Line	
	3	.037	12.661	.02	.38	.24	.00	.00	.01	
	4	.015	19.668	.12	.41	.08	.01	.06	.78	
	5	.010	24.543	.65	.05	.53	.27	.05	.04	
	6	.007	28.647	.21	.14	.11	.65	.84	.08	
6	1	6.411	1.000	.00	.00	.00	.00	.00	.00	
	2	.454	3.759	.00	.00	.00	.00	.00	.00	
	3	.069	9.641	.00	.02	.03	.05	.05	.08	
	4	.036	13.285	.02	.36	.25	.00	.00	.01	
	5	.014	21.129	.15	.44	.05	.03	.02	.79	
	6	.009	25.994	.68	.12	.62	.16	.02	.10	
	7	.007	31.388	.15	.06	.04	.76	.91	.01	

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Collinearity Diagnostics^a

Variance ...			
Model	Dimension	X3 - Firm Size	
6	3		
	4		
	5		
	6		
	1		.01
	2		.77
	3		.06
	4		.01
	5		.04
	6		.02
	7		.10

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

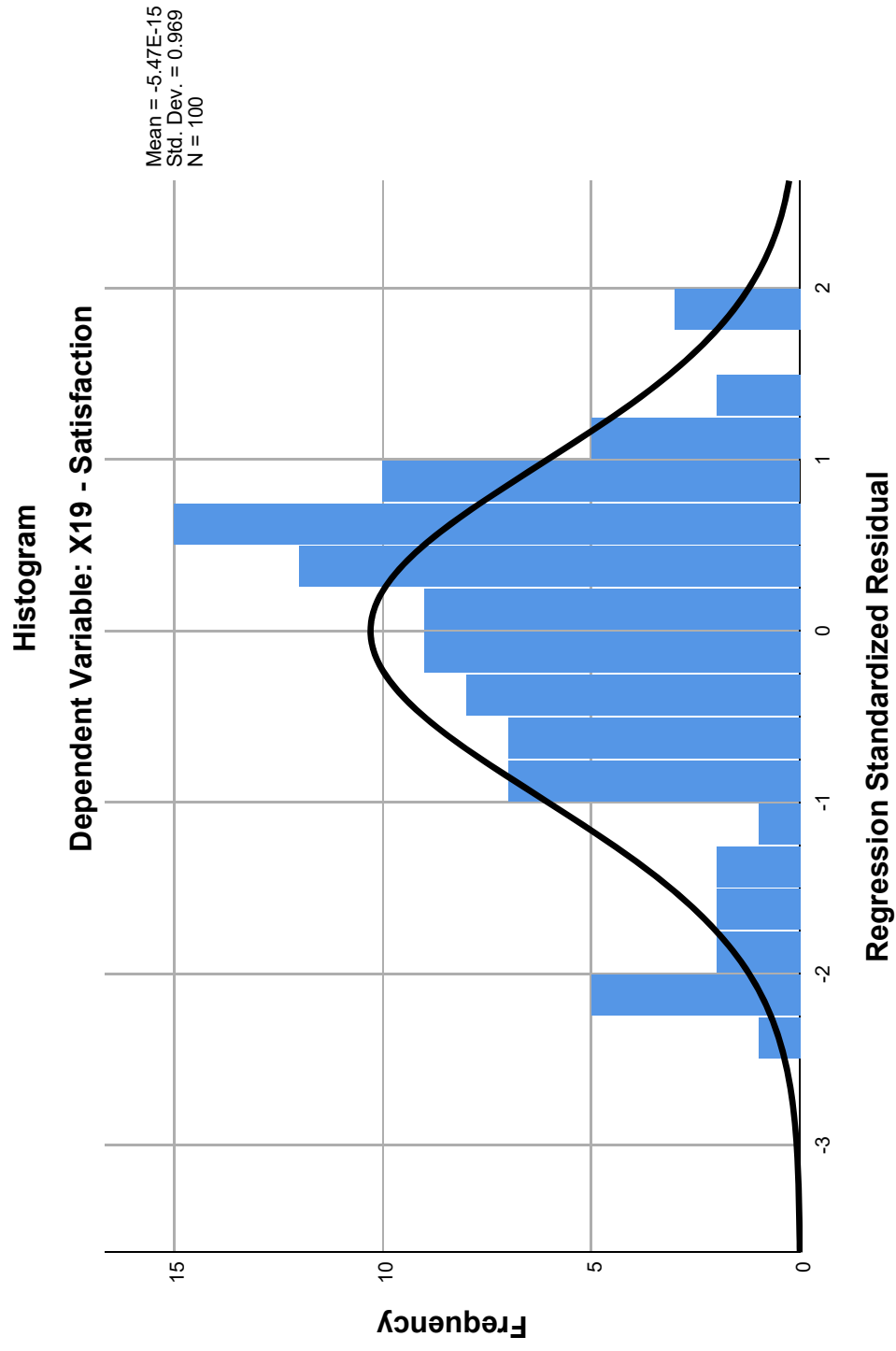
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.546	9.550	6.918	1.0668	100
Residual	-1.3412	1.0493	.0000	.5314	100
Std. Predicted Value	-2.223	2.467	.000	1.000	100
Std. Residual	-2.446	1.914	.000	.969	100

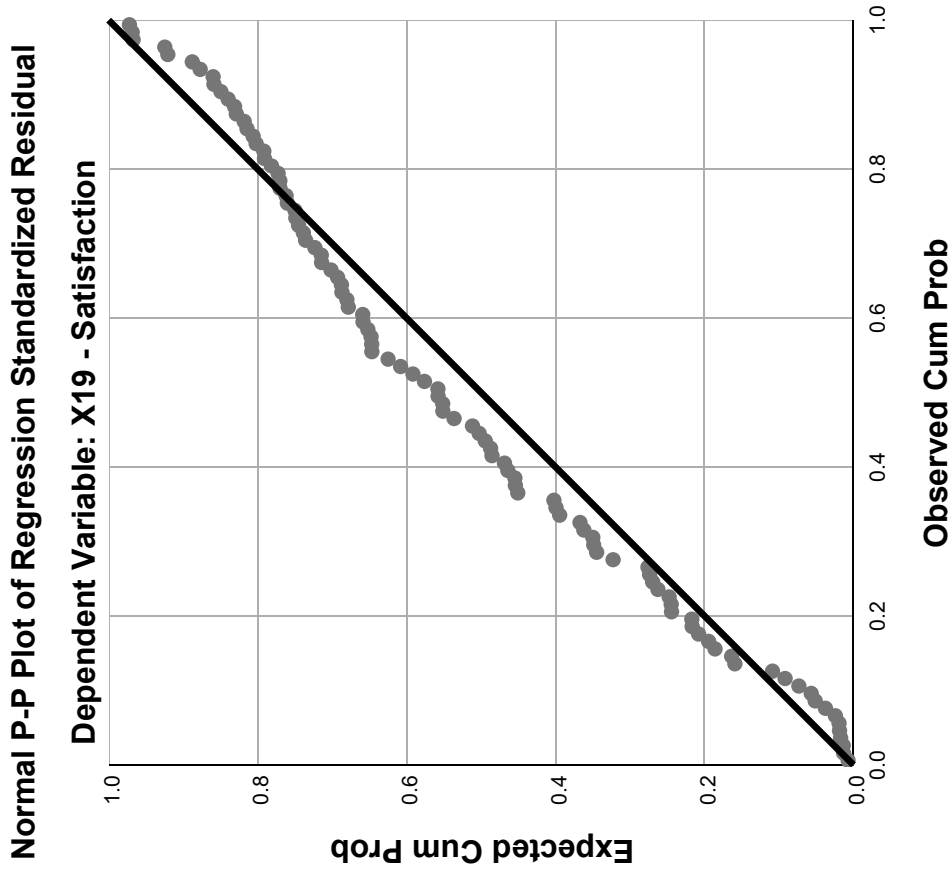
a. Dependent Variable: X19 - Satisfaction

Charts

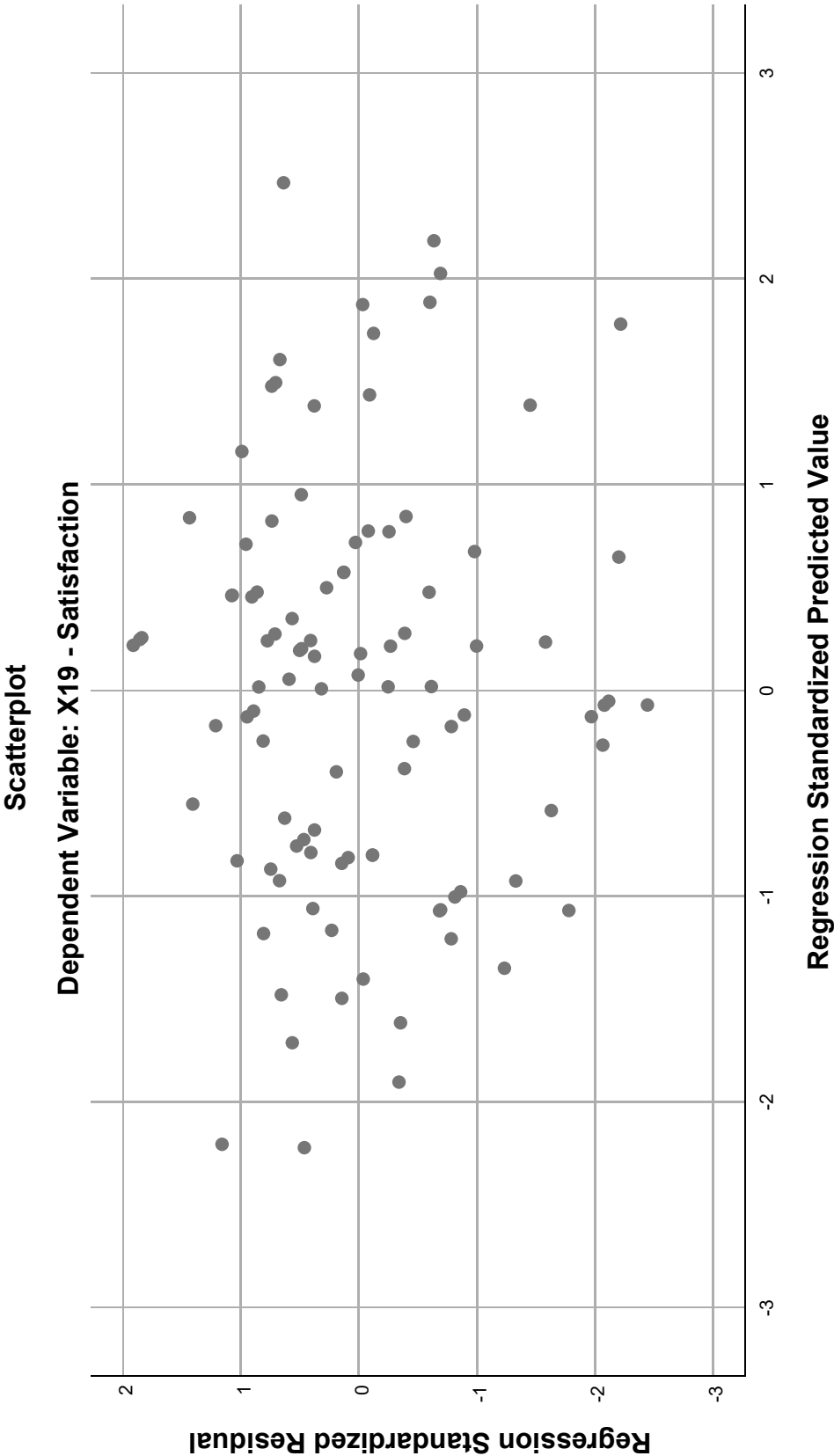
STEPWISE REGRESSION WITH NONMETRIC VARIABLE



STEPWISE REGRESSION WITH NONMETRIC VARIABLE



STEPWISE REGRESSION WITH NONMETRIC VARIABLE



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.918	1.1918	100
TX6	62.9262	21.41372	100
TX7	.5573	.08173	100
X8 - Technical Support	5.365	1.5305	100
X9 - Complaint Resolution	5.442	1.2084	100
X10 - Advertising	4.010	1.1269	100
X11 - Product Line	5.805	1.3153	100
X12 - Salesforce Image	5.123	1.0723	100
TX13	387.7791	226.69082	100
X14 - Warranty & Claims	6.043	.8197	100
X15 - New Products	5.150	1.4930	100
TX16	19.1554	7.76376	100
TX17	.2325	.06282	100
X18 - Delivery Speed	3.886	.7344	100

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

Pearson Correlation	X19 - Satisfaction	TX6	TX7	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
X19 - Satisfaction	1.000	.507	.254	.113	.603	.305	.551
TX6	.507	1.000	-.127	.108	.122	-.042	.485
TX7	.254	-.127	1.000	-.011	.102	.442	-.085
X8 - Technical Support	.113	.108	-.011	1.000	.097	-.063	.193
X9 - Complaint Resolution	.603	.122	.102	.097	1.000	.197	.561
X10 - Advertising	.305	-.042	.442	-.063	.197	1.000	-.012
X11 - Product Line	.551	.485	-.085	.193	.561	-.012	1.000
X12 - Salesforce Image	.500	-.125	.783	.017	.230	.542	-.061
TX13	-.206	-.395	.263	-.260	-.111	.152	-.476
X14 - Warranty & Claims	.178	.109	.037	.797	.140	.011	.273
X15 - New Products	.071	.037	-.054	-.074	.059	.084	.046
TX16	.510	.092	.121	.081	.740	.146	.392
TX17	-.044	.413	-.244	.184	-.392	-.287	.387
X18 - Delivery Speed	.577	.044	.169	.025	.865	.276	.602
X19 - Satisfaction	.	.000	.005	.132	.000	.001	.000
TX6	.000	.	.104	.143	.114	.340	.000
TX7	.005	.104	.	.458	.157	.000	.202
X8 - Technical Support	.132	.143	.458	.	.169	.267	.027
X9 - Complaint Resolution	.000	.114	.157	.169	.	.025	.000
Sig. (1-tailed)							

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

Pearson Correlation	X12 - Salesforce Image	TX13	X14 - Warranty & Claims	X15 - New Products	TX16	TX17	X18 - Delivery Speed
X19 - Satisfaction	.500	-.206	.178	.071	.510	-.044	.577
TX6	-.125	-.395	.109	.037	.092	.413	.044
TX7	.783	.263	.037	-.054	.121	-.244	.169
X8 - Technical Support	.017	-.260	.797	-.074	.081	.184	.025
X9 - Complaint Resolution	.230	-.111	.140	.059	.740	-.392	.865
X10 - Advertising	.542	.152	.011	.084	.146	-.287	.276
X11 - Product Line	-.061	-.476	.273	.046	.392	.387	.602
X12 - Salesforce Image	1.000	.249	.107	.032	.198	-.316	.272
TX13	.249	1.000	-.240	.016	-.096	-.459	-.053
X14 - Warranty & Claims	.107	-.240	1.000	.035	.206	.193	.109
X15 - New Products	.032	.016	.035	1.000	.061	-.124	.106
TX16	.198	-.096	.206	.061	1.000	-.387	.722
TX17	-.316	-.459	.193	-.124	-.387	1.000	-.468
X18 - Delivery Speed	.272	-.053	.109	.106	.722	-.468	1.000
X19 - Satisfaction	.000	.020	.039	.242	.000	.333	.000
TX6	.108	.000	.141	.357	.181	.000	.331
TX7	.000	.004	.356	.295	.115	.007	.047
X8 - Technical Support	.433	.004	.000	.233	.211	.033	.401
X9 - Complaint Resolution	.011	.137	.082	.279	.000	.000	.000
Sig. (1-tailed)							

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

	X19 - Satisfaction	TX6	TX7	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
X10 - Advertising	.001	.340	.000	.267	.025	.	.455
X11 - Product Line	.000	.000	.202	.027	.000	.455	.
X12 - Salesforce Image	.000	.108	.000	.433	.011	.000	.272
TX13	.020	.000	.004	.004	.137	.065	.000
X14 - Warranty & Claims	.039	.141	.356	.000	.082	.458	.003
X15 - New Products	.242	.357	.295	.233	.279	.203	.324
TX16	.000	.181	.115	.211	.000	.074	.000
TX17	.333	.000	.007	.033	.000	.002	.000
X18 - Delivery Speed	.000	.331	.047	.401	.000	.003	.000
X19 - Satisfaction	100	100	100	100	100	100	100
TX6	100	100	100	100	100	100	100
TX7	100	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100	100
X11 - Product Line	100	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100	100
TX13	100	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100	100

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

	X12 - Salesforce Image	TX13	X14 - Warranty & Claims	X15 - New Products	TX16	TX17	X18 - Delivery Speed
X10 - Advertising	.000	.065	.458	.203	.074	.002	.003
X11 - Product Line	.272	.000	.003	.324	.000	.000	.000
X12 - Salesforce Image	.	.006	.144	.377	.024	.001	.003
TX13	.006	.	.008	.438	.172	.000	.301
X14 - Warranty & Claims	.144	.008	.	.364	.020	.027	.139
X15 - New Products	.377	.438	.364	.	.273	.109	.148
TX16	.024	.172	.020	.273	.	.000	.000
TX17	.001	.000	.027	.109	.000	.	.000
X18 - Delivery Speed	.003	.301	.139	.148	.000	.000	.
X19 - Satisfaction	100	100	100	100	100	100	100
TX6	100	100	100	100	100	100	100
TX7	100	100	100	100	100	100	100
X8 - Technical Support	100	100	100	100	100	100	100
X9 - Complaint Resolution	100	100	100	100	100	100	100
X10 - Advertising	100	100	100	100	100	100	100
X11 - Product Line	100	100	100	100	100	100	100
X12 - Salesforce Image	100	100	100	100	100	100	100
TX13	100	100	100	100	100	100	100
X14 - Warranty & Claims	100	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100	100

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

	X19 - Satisfaction	TX6	TX7	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line
TX16	100	100	100	100	100	100	100
TX17	100	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100	100

Correlations

	X12 - Salesforce Image	TX13	X14 - Warranty & Claims	X15 - New Products	TX16	TX17	X18 - Delivery Speed
TX16	100	100	100	100	100	100	100
TX17	100	100	100	100	100	100	100
X18 - Delivery Speed	100	100	100	100	100	100	100

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X9 - Complaint Resolution	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
2	TX6	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
3	X12 - Salesforce Image	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
4	TX7	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	X11 - Product Line	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Model Summary^f

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.603 ^a	.364	.357	.9554	.364	56.070	1	98	.000
2	.745 ^b	.555	.545	.8037	.191	41.495	1	97	.000
3	.868 ^c	.754	.746	.6008	.199	77.538	1	96	.000
4	.880 ^d	.775	.765	.5776	.021	8.869	1	95	.004
5	.890 ^e	.792	.781	.5584	.017	7.665	1	94	.007

a. Predictors: (Constant), X9 - Complaint Resolution

b. Predictors: (Constant), X9 - Complaint Resolution, TX6

c. Predictors: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image

d. Predictors: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image, TX7

e. Predictors: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image, TX7, X11 - Product Line

f. Dependent Variable: X19 - Satisfaction

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.178	1	51.178	56.070	.000 ^b
	Residual	89.450	98	.913		
	Total	140.628	99			
2	Regression	77.978	2	38.989	60.367	.000 ^c
	Residual	62.649	97	.646		
	Total	140.628	99			
3	Regression	105.970	3	35.323	97.846	.000 ^d
	Residual	34.657	96	.361		
	Total	140.628	99			
4	Regression	108.930	4	27.232	81.617	.000 ^e
	Residual	31.698	95	.334		
	Total	140.628	99			
5	Regression	111.319	5	22.264	71.407	.000 ^f
	Residual	29.308	94	.312		
	Total	140.628	99			

a. Dependent Variable: X19 - Satisfaction

b. Predictors: (Constant), X9 - Complaint Resolution

c. Predictors: (Constant), X9 - Complaint Resolution, TX6

d. Predictors: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image

e. Predictors: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image, TX7

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

f. Predictors: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image, TX7, X11 - Product Line

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics Tolerance
	B	Std. Error				Zero-order	Partial	Part	
1	(Constant)			8.310	.000				
	X9 - Complaint Resolution	.595	.079	7.488	.000	.603	.603	.603	1.000
2	(Constant)			5.775	.000				
	X9 - Complaint Resolution	.542	.067	8.052	.000	.603	.633	.546	.985
3	TX6	.024	.004	6.442	.000	.507	.547	.437	.985
	(Constant)	.151	.407	.371	.712				
	X9 - Complaint Resolution	.428	.052	8.241	.000	.603	.644	.418	.924
	TX6	.028	.003	9.900	.000	.507	.711	.502	.961
4	X12 - Salesforce Image	.516	.059	8.806	.000	.500	.668	.446	.924
	(Constant)	1.108	.506	2.188	.031				
	X9 - Complaint Resolution	.410	.050	8.138	.000	.603	.641	.396	.910
	TX6	.028	.003	10.211	.000	.507	.723	.497	.960
	X12 - Salesforce Image	.725	.090	8.052	.000	.500	.637	.392	.361
	TX7	-3.434	1.153	-2.978	.004	.254	-.292	-.145	.379

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Coefficients^a

Model		Collinearity Statistics	
		VIF	
1	(Constant)		
	X9 - Complaint Resolution	1.000	
2	(Constant)		
	X9 - Complaint Resolution	1.015	
	TX6	1.015	
3	(Constant)		
	X9 - Complaint Resolution	1.082	
	TX6	1.041	
4	X12 - Salesforce Image	1.083	
	(Constant)		
	X9 - Complaint Resolution	1.099	
	TX6	1.042	
	X12 - Salesforce Image	2.768	
	TX7	2.635	

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics
	B	Std. Error	Beta			Zero-order	Partial	Part	
5									
(Constant)	.825	.500		1.650	.102				
X9 - Complaint Resolution	.309	.061	.314	5.095	.000	.603	.465	.240	.585
TX6	.024	.003	.433	7.849	.000	.507	.629	.370	.729
X12 - Salesforce Image	.761	.088	.685	8.647	.000	.500	.666	.407	.353
TX7	-3.561	1.116	-.244	-3.192	.002	.254	-.313	-.150	.379
X11 - Product Line	.169	.061	.186	2.769	.007	.551	.275	.130	.491

Coefficients^a

Model	Collinearity Statistics	
	VIF	
5		
(Constant)		
X9 - Complaint Resolution	1.710	
TX6	1.372	
X12 - Salesforce Image	2.829	
TX7	2.640	
X11 - Product Line	2.037	

a. Dependent Variable: X19 - Satisfaction

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
1							
TX6	.440 ^b	6.442	.000	.547	.985	1.015	.985
TX7	.194 ^b	2.459	.016	.242	.990	1.010	.990
X8 - Technical Support	.055 ^b	.675	.501	.068	.991	1.009	.991
X10 - Advertising	.193 ^b	2.410	.018	.238	.961	1.040	.961
X11 - Product Line	.309 ^b	3.338	.001	.321	.685	1.460	.685
X12 - Salesforce Image	.382 ^b	5.185	.000	.466	.947	1.056	.947
TX13	-.141 ^b	-1.761	.081	-.176	.988	1.012	.988
X14 - Warranty & Claims	.095 ^b	1.166	.246	.118	.980	1.020	.980
X15 - New Products	.035 ^b	.434	.665	.044	.996	1.004	.996
TX16	.141 ^b	1.182	.240	.119	.453	2.208	.453
TX17	.228 ^b	2.683	.009	.263	.846	1.182	.846
X18 - Delivery Speed	.219 ^b	1.371	.173	.138	.252	3.974	.252
TX7	.261 ^c	4.095	.000	.386	.970	1.031	.966
X8 - Technical Support	.012 ^c	.180	.858	.018	.981	1.019	.976
X10 - Advertising	.224 ^c	3.414	.001	.329	.957	1.045	.944
X11 - Product Line	.057 ^c	.593	.555	.060	.509	1.965	.509
X12 - Salesforce Image	.464 ^c	8.806	.000	.668	.924	1.083	.924
TX13	.034 ^c	.451	.653	.046	.840	1.190	.838
2							

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
3	X14 - Warranty & Claims	.786	.434	.080	.972	1.029	.969
	X15 - New Products	.323	.748	.033	.996	1.004	.982
	TX16	1.391	.168	.141	.453	2.208	.450
	TX17	-.181	.857	-.018	.631	1.585	.631
	X18 - Delivery Speed	2.494	.014	.247	.248	4.035	.245
	TX7	-2.978	.004	-.292	.379	2.635	.361
	X8 - Technical Support	.151	.880	.016	.981	1.019	.918
4	X10 - Advertising	-.262	.794	-.027	.700	1.428	.676
	X11 - Product Line	2.520	.013	.250	.492	2.034	.492
	TX13	-1.613	.110	-.163	.790	1.266	.790
	X14 - Warranty & Claims	.223	.824	.023	.963	1.038	.915
	X15 - New Products	.225	.823	.023	.995	1.005	.922
	TX16	1.478	.143	.150	.452	2.213	.441
	TX17	1.580	.117	.160	.605	1.653	.605
4	X18 - Delivery Speed	2.141	.035	.215	.244	4.107	.244
	X8 - Technical Support	.086	.932	.009	.981	1.020	.361
	X10 - Advertising	-.140	.889	-.014	.699	1.431	.323
	X11 - Product Line	2.769	.007	.275	.491	2.037	.353

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
TX13	-.077 ^e	-1.414	.161	-.144	.784	1.276	.358
X14 - Warranty & Claims	.003 ^e	.058	.954	.006	.960	1.042	.357
X15 - New Products	-.006 ^e	-.126	.900	-.013	.980	1.020	.357
TX16	.123 ^e	1.717	.089	.174	.451	2.220	.361
TX17	.096 ^e	1.545	.126	.157	.604	1.655	.357
X18 - Delivery Speed	.238 ^e	2.465	.016	.246	.242	4.127	.241
5							
X8 - Technical Support	-.015 ^f	-.311	.757	-.032	.960	1.041	.353
X10 - Advertising	.000 ^f	-.008	.994	-.001	.697	1.434	.318
TX13	-.027 ^f	-.478	.634	-.050	.680	1.471	.353
X14 - Warranty & Claims	-.032 ^f	-.641	.523	-.066	.901	1.109	.346
X15 - New Products	-.007 ^f	-.157	.876	-.016	.980	1.020	.349
TX16	.132 ^f	1.911	.059	.194	.450	2.224	.334
TX17	-.051 ^f	-.584	.561	-.060	.291	3.434	.237
X18 - Delivery Speed	.151 ^f	1.433	.155	.147	.197	5.083	.197

a. Dependent Variable: X19 - Satisfaction

b. Predictors in the Model: (Constant), X9 - Complaint Resolution

c. Predictors in the Model: (Constant), X9 - Complaint Resolution, TX6

d. Predictors in the Model: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image

e. Predictors in the Model: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image, TX7

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

f. Predictors in the Model: (Constant), X9 - Complaint Resolution, TX6, X12 - Salesforce Image, TX7, X11 - Product Line

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions			
					X9 - Complaint Resolution	TX6	X12 - Salesforce Image	TX7
1	1	1.976	1.000	.01	.01			
	2	.024	9.161	.99	.99			
	3							
2	1	2.905	1.000	.00	.01	.01		
	2	.073	6.306	.04	.17	.91		
	3	.022	11.432	.95	.83	.08		
3	1	3.861	1.000	.00	.00	.01	.00	
	2	.090	6.539	.01	.03	.79	.09	
	3	.033	10.801	.01	.84	.03	.38	
	4	.016	15.684	.98	.13	.17	.53	
4	1	4.842	1.000	.00	.00	.00	.00	.00
	2	.099	6.995	.00	.00	.75	.02	.01
	3	.038	11.268	.00	.83	.07	.05	.02
	4	.016	17.374	.48	.08	.16	.31	.01
5	1	.005	31.478	.52	.08	.01	.62	.96
	2	.005	1.000	.00	.00	.00	.00	.00
	3	.005	7.459	.00	.00	.43	.03	.01
	4	.005	10.916	.00	.22	.27	.03	.12

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	X9 - Complaint Resolution	TX6	X12 - Salesforce Image	TX7	X11 - Product Line
	4	.018	18.057	.19	.46	.26	.11	.01	.26
	5	.013	20.966	.33	.25	.03	.21	.00	.60
	6	.005	34.513	.48	.07	.01	.62	.96	.00

a. Dependent Variable: X19 - Satisfaction

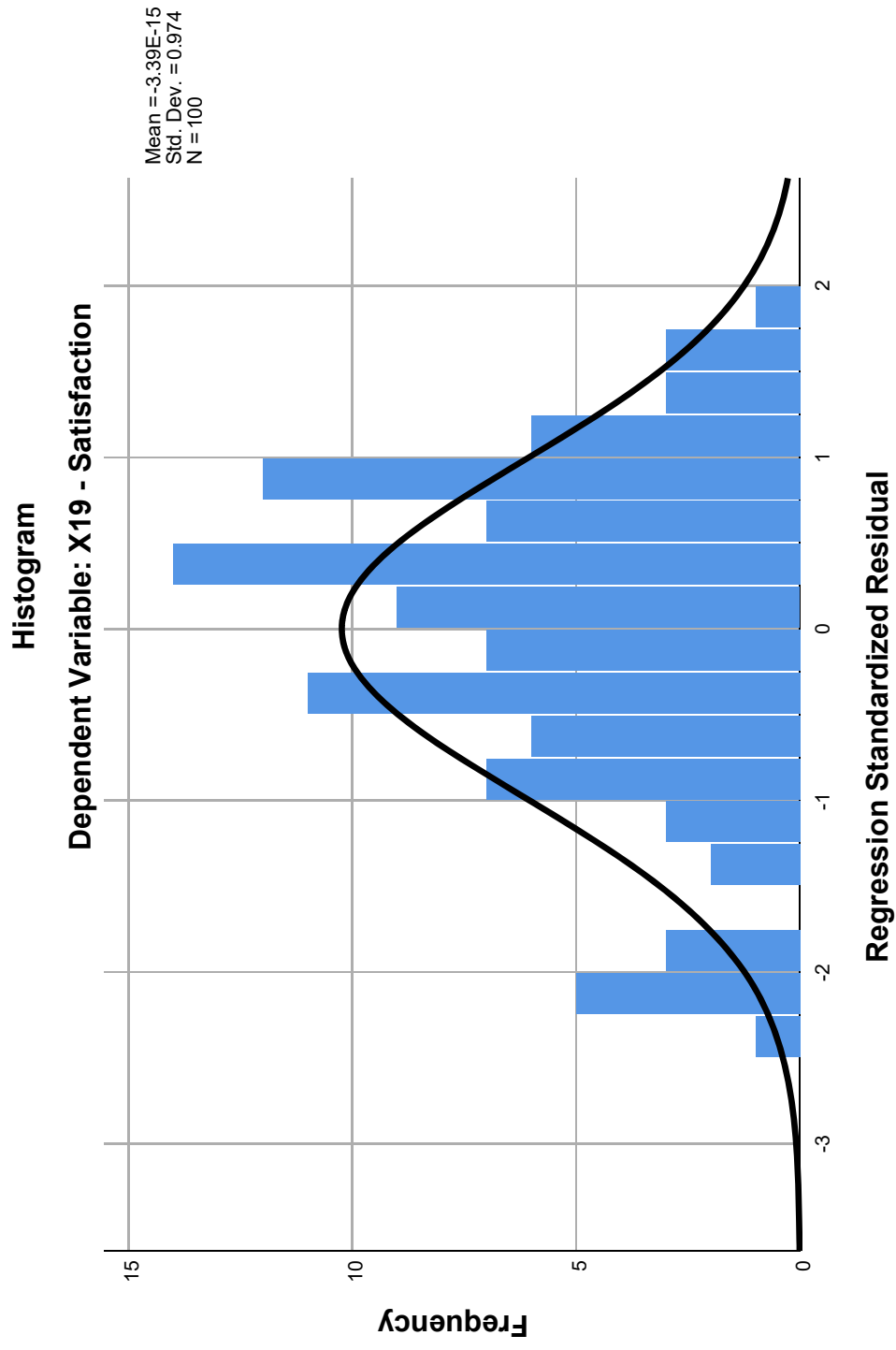
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.606	9.515	6.918	1.0604	100
Residual	-1.3702	1.0041	.0000	.5441	100
Std. Predicted Value	-2.181	2.449	.000	1.000	100
Std. Residual	-2.454	1.798	.000	.974	100

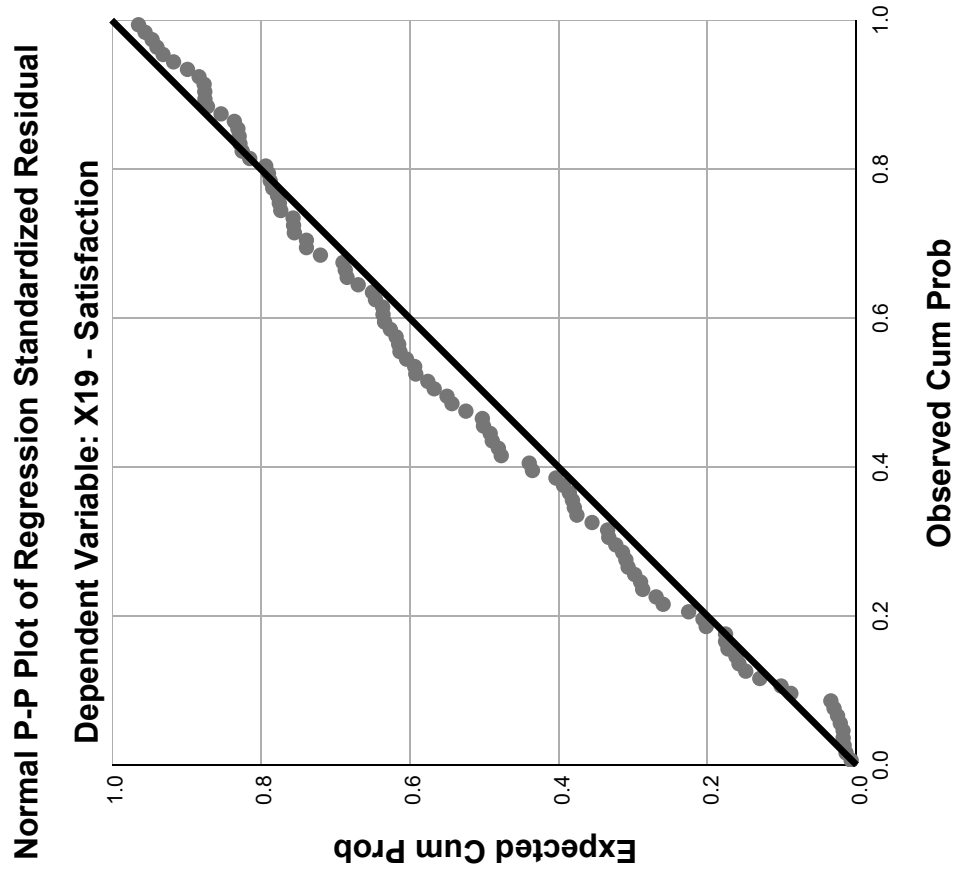
a. Dependent Variable: X19 - Satisfaction

Charts

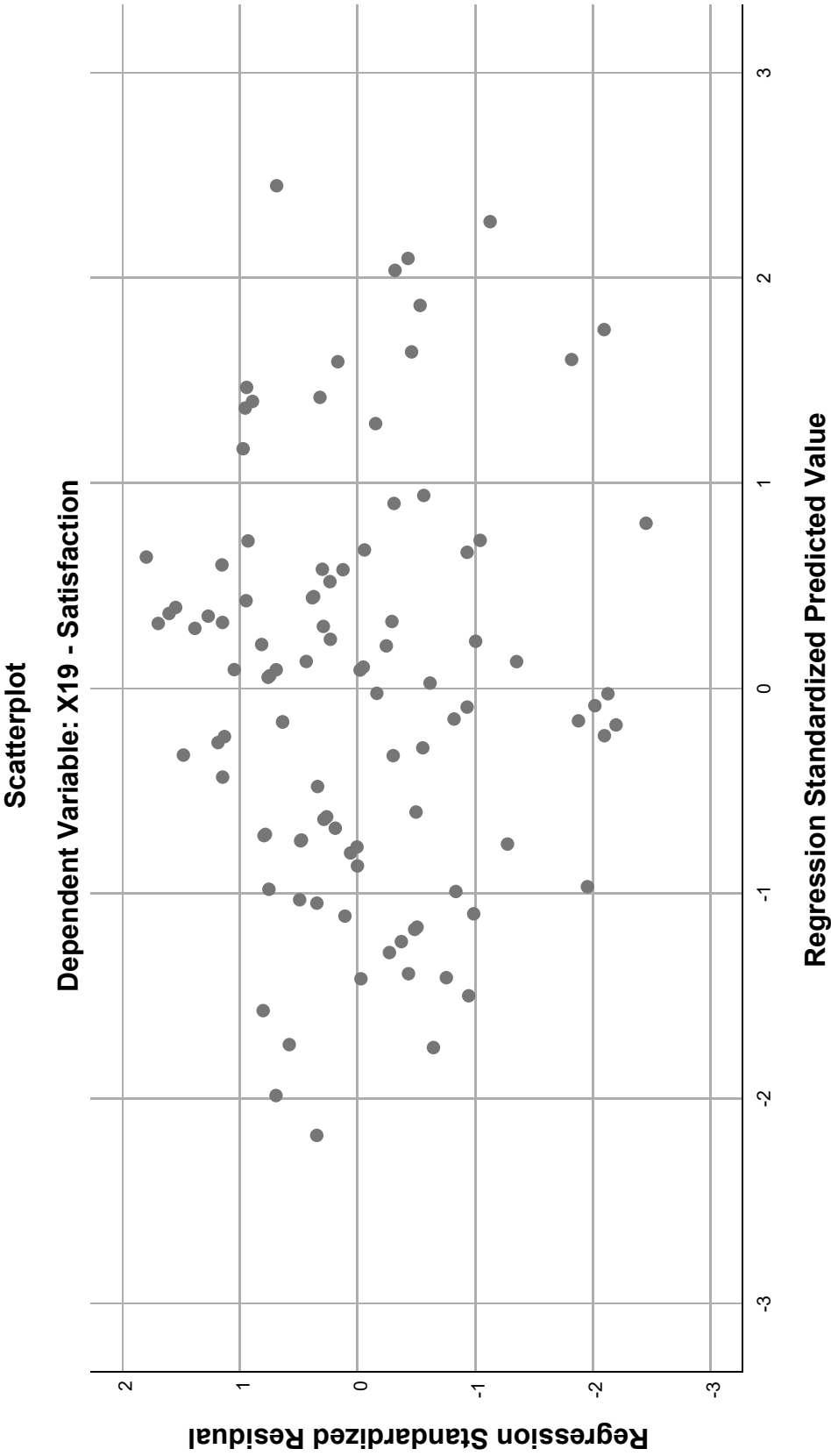
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



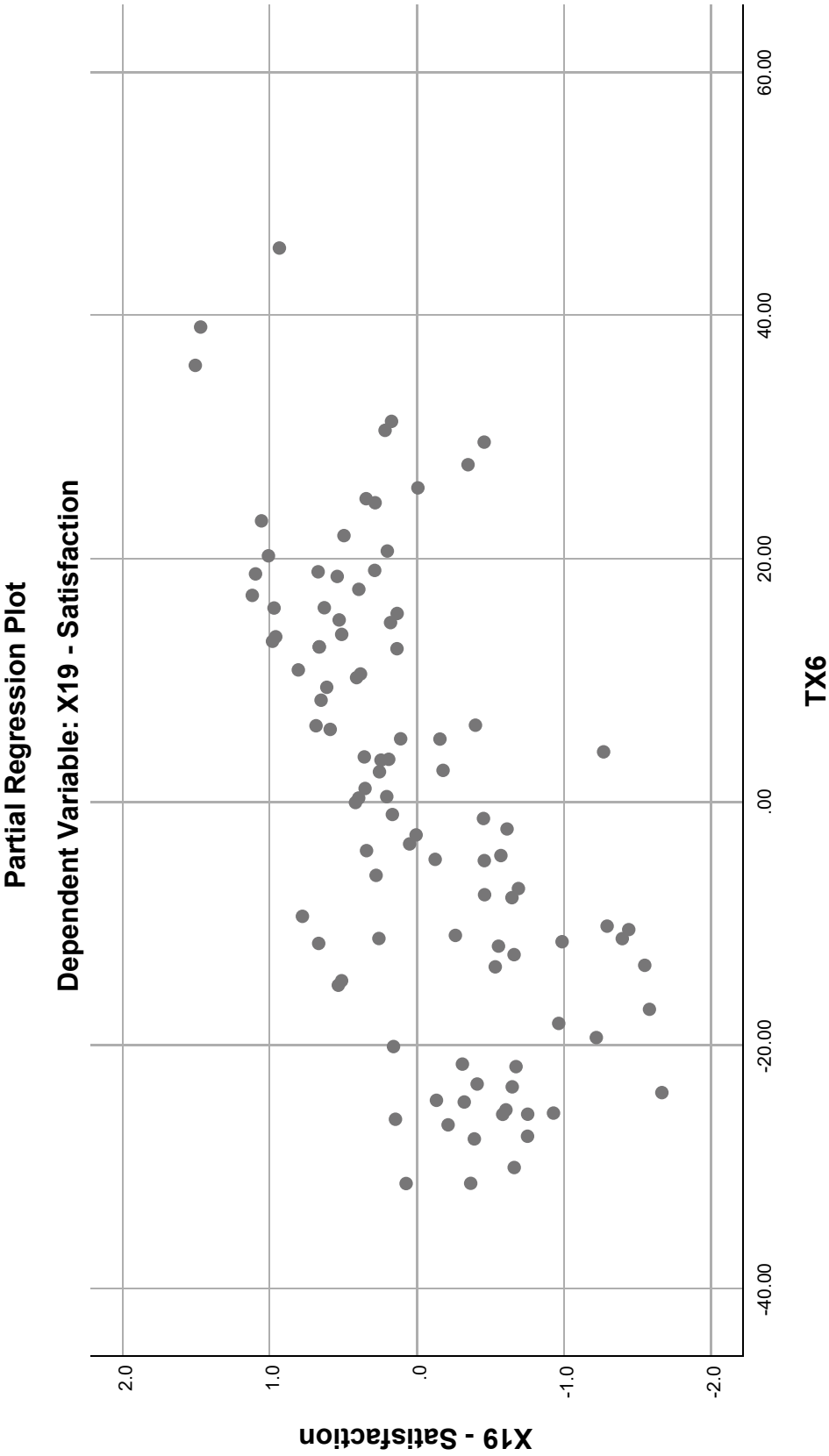
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



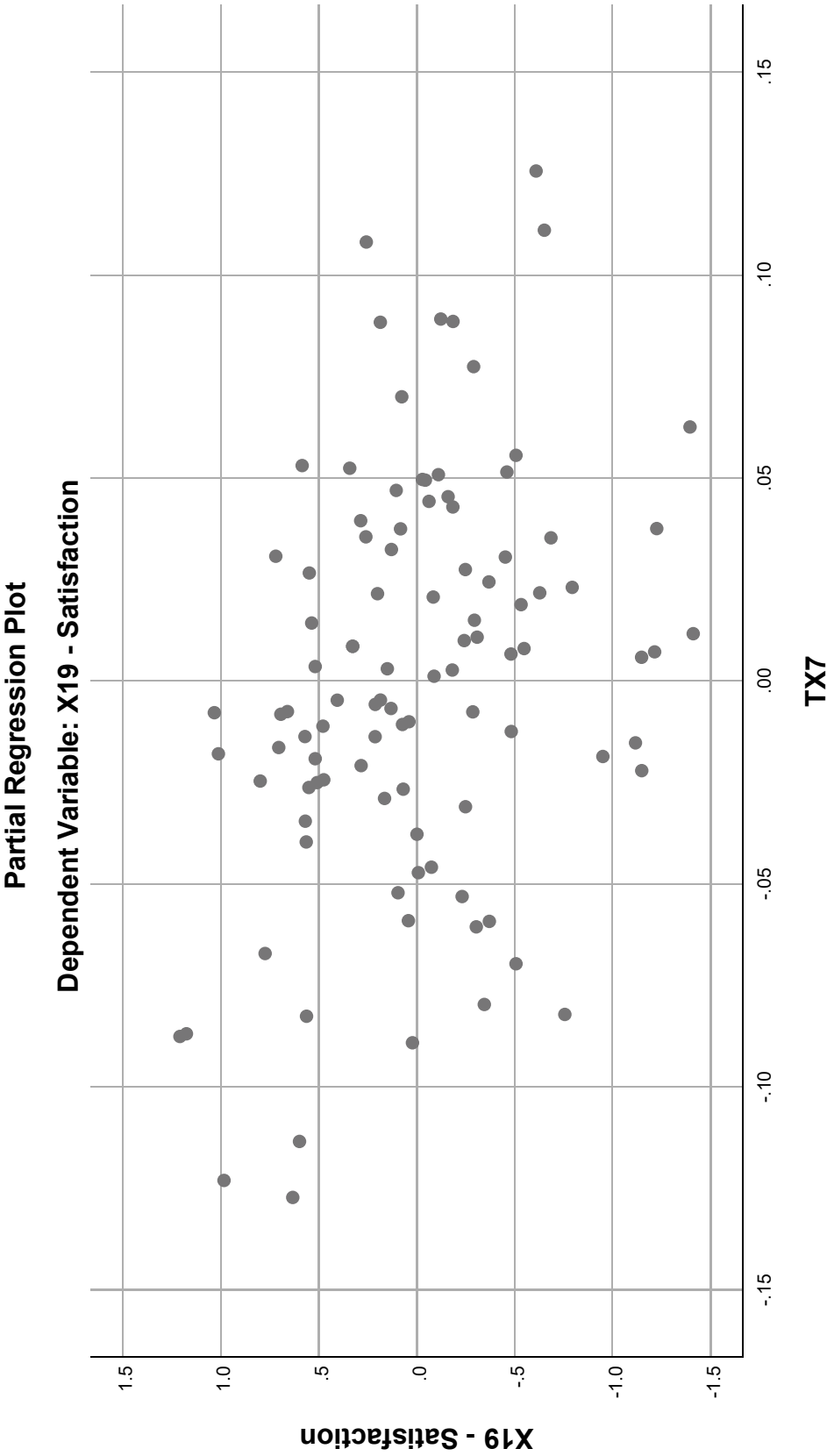
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



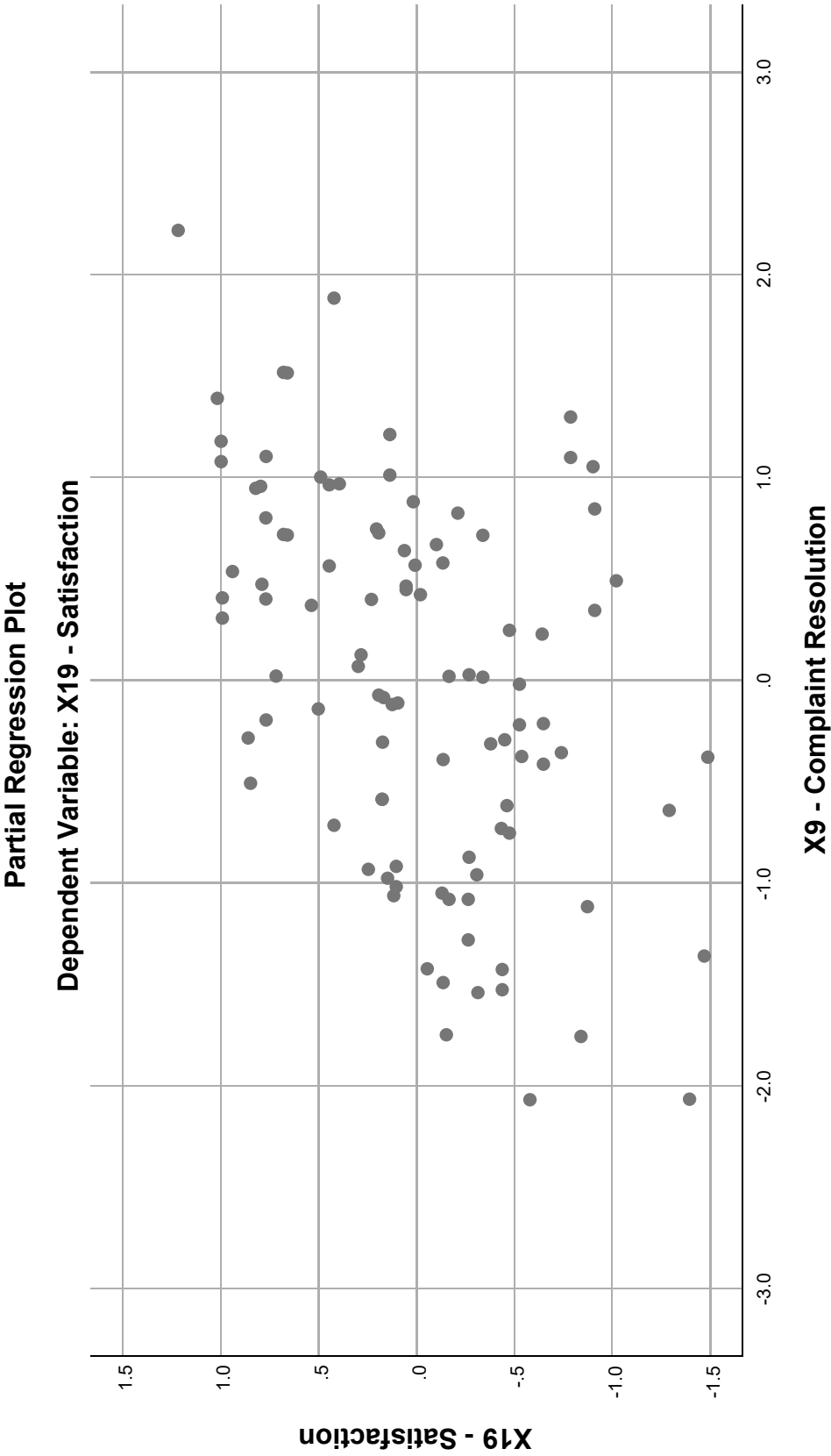
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



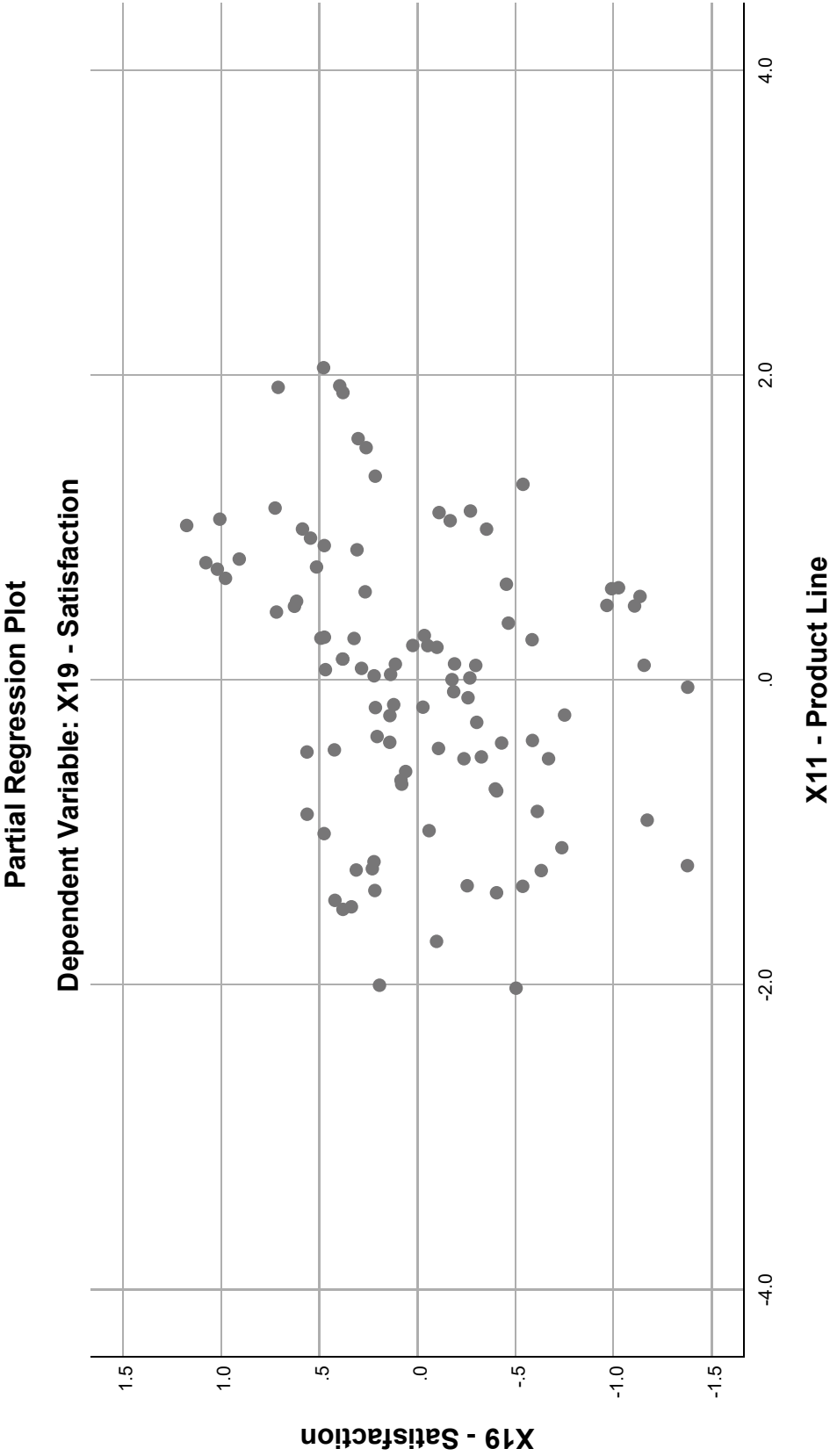
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



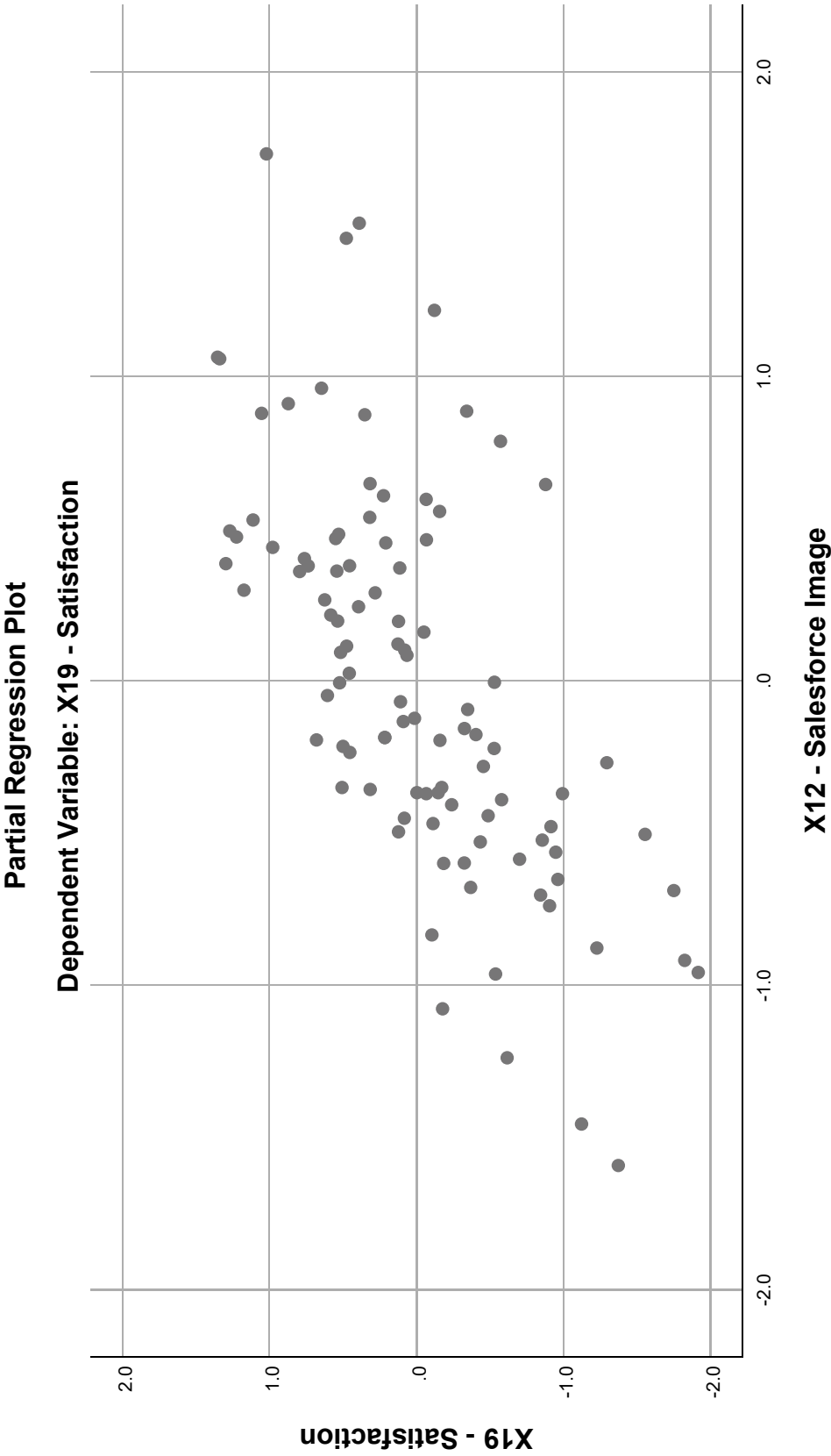
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



SPLIT-SAMPLE VALIDATION

Regression

Descriptive Statistics

Sample Split -- 50/50		Mean	Std. Deviation	N
Estimation Sample	X19 - Satisfaction	6.904	1.2875	50
	X6 - Product Quality	7.442	1.4279	50
	X7 - E-Commerce Activities	3.636	.7345	50
	X8 - Technical Support	5.278	1.6775	50
	X9 - Complaint Resolution	5.612	1.2399	50
	X10 - Advertising	4.170	1.1486	50
	X11 - Product Line	5.700	1.3377	50
	X12 - Salesforce Image	5.138	1.1034	50
	X13 - Competitive Pricing	7.036	1.6445	50
	X14 - Warranty & Claims	6.040	.9071	50
	X15 - New Products	5.348	1.5856	50
	X16 - Order & Billing	4.352	.8767	50
	X17 - Price Flexibility	4.896	1.2222	50
	X18 - Delivery Speed	3.992	.7835	50
	X19 - Satisfaction	6.932	1.1009	50
Validation Sample	X6 - Product Quality	8.178	1.2743	50
	X7 - E-Commerce Activities	3.708	.6703	50
	X8 - Technical Support	5.452	1.3795	50

SPLIT-SAMPLE VALIDATION

Descriptive Statistics

Sample Split -- 50/50	Mean	Std. Deviation	N
X9 - Complaint Resolution	5.272	1.1636	50
X10 - Advertising	3.850	1.0929	50
X11 - Product Line	5.910	1.2974	50
X12 - Salesforce Image	5.108	1.0513	50
X13 - Competitive Pricing	6.912	1.4529	50
X14 - Warranty & Claims	6.046	.7313	50
X15 - New Products	4.952	1.3820	50
X16 - Order & Billing	4.204	.9815	50
X17 - Price Flexibility	4.324	1.1304	50
X18 - Delivery Speed	3.780	.6731	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50		X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution
Estimation Sample	Pearson Correlation	X19 - Satisfaction	X19 - Satisfaction	X19 - Satisfaction	X19 - Satisfaction	X19 - Satisfaction
		.1000	.436	.286	.136	.585
		X6 - Product Quality	.436	1.000	.056	.057
		X7 - E-Commerce Activities	.286	1.000	.003	.061
		X8 - Technical Support	.136	.003	1.000	.138
		X9 - Complaint Resolution	.585	.061	.138	1.000
		X10 - Advertising	.303	.389	-.094	.171
		X11 - Product Line	.571	-.094	.282	.664
		X12 - Salesforce Image	.542	.856	.043	.251
		X13 - Competitive Pricing	-.338	.100	-.338	-.186
		X14 - Warranty & Claims	.125	.105	.885	.035
		X15 - New Products	.050	-.061	-.084	-.046
		X16 - Order & Billing	.562	.186	.102	.727
		X17 - Price Flexibility	.090	.285	-.296	.365
		X18 - Delivery Speed	.575	.136	.003	.874
	Sig. (1-tailed)	X19 - Satisfaction	.001	.022	.172	.000
		X6 - Product Quality	.001	.049	.349	.346
		X7 - E-Commerce Activities	.022	.	.492	.337
		X8 - Technical Support	.172	.492	.	.170

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50		X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
Estimation Sample	Pearson Correlation					
	X19 - Satisfaction	.303	.571	.542	-.338	.125
	X6 - Product Quality	-.019	.437	-.194	-.412	.021
	X7 - E-Commerce Activities	.389	-.094	.856	.100	.105
	X8 - Technical Support	-.094	.282	.043	-.338	.885
	X9 - Complaint Resolution	.171	.664	.251	-.186	.035
	X10 - Advertising	1.000	.002	.487	.022	-.021
	X11 - Product Line	.002	1.000	-.030	-.632	.163
	X12 - Salesforce Image	.487	-.030	1.000	.078	.145
	X13 - Competitive Pricing	.022	-.632	.078	1.000	-.372
	X14 - Warranty & Claims	-.021	.163	.145	-.372	1.000
	X15 - New Products	.158	-.023	.042	.048	.096
	X16 - Order & Billing	.253	.449	.333	-.141	.050
	X17 - Price Flexibility	.347	-.301	.369	.491	-.206
	X18 - Delivery Speed	.276	.667	.246	-.199	-.029
	X19 - Satisfaction	.016	.000	.000	.008	.194
	X6 - Product Quality	.447	.001	.088	.001	.442
	X7 - E-Commerce Activities	.003	.258	.000	.245	.235
	X8 - Technical Support	.258	.024	.383	.008	.000
Sig. (1-tailed)						

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50		X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
Estimation Sample	Pearson Correlation				
	X19 - Satisfaction	.050	.562	.090	.575
	X6 - Product Quality	.020	.005	-.450	.049
	X7 - E-Commerce Activities	-.061	.186	.285	.136
	X8 - Technical Support	-.084	.102	-.296	.003
	X9 - Complaint Resolution	-.046	.727	.365	.874
	X10 - Advertising	.158	.253	.347	.276
	X11 - Product Line	-.023	.449	-.301	.667
	X12 - Salesforce Image	.042	.333	.369	.246
	X13 - Competitive Pricing	.048	-.141	.491	-.199
	X14 - Warranty & Claims	.096	.050	-.206	-.029
	X15 - New Products	1.000	-.013	.031	-.014
	X16 - Order & Billing	-.013	1.000	.476	.783
	X17 - Price Flexibility	.031	.476	1.000	.504
	X18 - Delivery Speed	-.014	.783	.504	1.000
Sig. (1-tailed)	X19 - Satisfaction	.364	.000	.267	.000
	X6 - Product Quality	.446	.486	.001	.367
	X7 - E-Commerce Activities	.338	.098	.022	.173
	X8 - Technical Support	.282	.240	.018	.493

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
X9 - Complaint Resolution	.118	.000	.039	.098	.405
X10 - Advertising	.	.496	.000	.440	.442
X11 - Product Line	.496	.	.418	.000	.129
X12 - Salesforce Image	.000	.418	.	.295	.157
X13 - Competitive Pricing	.440	.000	.295	.	.004
X14 - Warranty & Claims	.442	.129	.157	.004	.
X15 - New Products	.137	.437	.385	.371	.253
X16 - Order & Billing	.038	.001	.009	.165	.366
X17 - Price Flexibility	.007	.017	.004	.000	.075
X18 - Delivery Speed	.026	.000	.042	.083	.420
X19 - Satisfaction	50	50	50	50	50
X6 - Product Quality	50	50	50	50	50
X7 - E-Commerce Activities	50	50	50	50	50
X8 - Technical Support	50	50	50	50	50
X9 - Complaint Resolution	50	50	50	50	50
X10 - Advertising	50	50	50	50	50
X11 - Product Line	50	50	50	50	50
X12 - Salesforce Image	50	50	50	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	Correlations				
	X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed	
X9 - Complaint Resolution	.376	.000	.005	.000	
X10 - Advertising	.137	.038	.007	.026	
X11 - Product Line	.437	.001	.017	.000	
X12 - Salesforce Image	.385	.009	.004	.042	
X13 - Competitive Pricing	.371	.165	.000	.083	
X14 - Warranty & Claims	.253	.366	.075	.420	
X15 - New Products	.	.466	.414	.462	
X16 - Order & Billing	.466	.	.000	.000	
X17 - Price Flexibility	.414	.000	.	.000	
X18 - Delivery Speed	.462	.000	.000	.	
X19 - Satisfaction	50	50	50	50	
X6 - Product Quality	50	50	50	50	
X7 - E-Commerce Activities	50	50	50	50	
X8 - Technical Support	50	50	50	50	
X9 - Complaint Resolution	50	50	50	50	
X10 - Advertising	50	50	50	50	
X11 - Product Line	50	50	50	50	
X12 - Salesforce Image	50	50	50	50	

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50							
	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution		
	X13 - Competitive Pricing	50	50	50	50		
	X14 - Warranty & Claims	50	50	50	50		
	X15 - New Products	50	50	50	50		
	X16 - Order & Billing	50	50	50	50		
	X17 - Price Flexibility	50	50	50	50		
	X18 - Delivery Speed	50	50	50	50		
Validation Sample	Pearson Correlation		X19 - Satisfaction	.587	.279	.077	.645
			X6 - Product Quality	.587	1.000	.121	.262

Correlations

Sample Split -- 50/50						
	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	
	X13 - Competitive Pricing	50	50	50	50	
	X14 - Warranty & Claims	50	50	50	50	
	X15 - New Products	50	50	50	50	
	X16 - Order & Billing	50	50	50	50	
	X17 - Price Flexibility	50	50	50	50	
	X18 - Delivery Speed	50	50	50	50	
Validation Sample	Pearson Correlation		X19 - Satisfaction	.318	.451	.254
			X6 - Product Quality	-.013	-.106	.187

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50		X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
	X13 - Competitive Pricing	50	50	50	50
	X14 - Warranty & Claims	50	50	50	50
	X15 - New Products	50	50	50	50
	X16 - Order & Billing	50	50	50	50
	X17 - Price Flexibility	50	50	50	50
	X18 - Delivery Speed	50	50	50	50
	X19 - Satisfaction	.104	.495	.023	.599
	X6 - Product Quality	.124	.258	-.470	.096
Validation Sample	Pearson Correlation				

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution
X7 - E-Commerce Activities	.279	-.059	1.000	-.009	.252
X8 - Technical Support	.077	.121	-.009	1.000	.065
X9 - Complaint Resolution	.645	.262	.252	.065	1.000
X10 - Advertising	.318	-.013	.504	-.006	.191
X11 - Product Line	.530	.519	-.016	.073	.489
X12 - Salesforce Image	.451	-.106	.722	-.014	.207
X13 - Competitive Pricing	-.036	-.397	.396	-.175	-.074
X14 - Warranty & Claims	.254	.187	-.020	.668	.286
X15 - New Products	.104	.124	.029	-.043	.148
X16 - Order & Billing	.495	.258	.139	.069	.788
X17 - Price Flexibility	.023	-.470	.299	-.023	.387
X18 - Delivery Speed	.599	.096	.285	.079	.849
X19 - Satisfaction	.	.000	.025	.296	.000
X6 - Product Quality	.000	.	.342	.201	.033
X7 - E-Commerce Activities	.025	.342	.	.476	.039
X8 - Technical Support	.296	.201	.476	.	.327
X9 - Complaint Resolution	.000	.033	.039	.327	.
X10 - Advertising	.012	.465	.000	.483	.092

Sig. (1-tailed)

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
X7 - E-Commerce Activities	.504	-.016	.722	.396	-.020
X8 - Technical Support	-.006	.073	-.014	-.175	.668
X9 - Complaint Resolution	.191	.489	.207	-.074	.286
X10 - Advertising	1.000	-.002	.610	.258	.054
X11 - Product Line	-.002	1.000	-.093	-.333	.418
X12 - Salesforce Image	.610	-.093	1.000	.486	.059
X13 - Competitive Pricing	.258	-.333	.486	1.000	-.068
X14 - Warranty & Claims	.054	.418	.059	-.068	1.000
X15 - New Products	-.043	.153	.015	-.021	-.050
X16 - Order & Billing	.103	.422	.066	-.097	.368
X17 - Price Flexibility	.272	-.449	.348	.456	-.132
X18 - Delivery Speed	.242	.571	.305	.078	.314
X19 - Satisfaction	.012	.000	.001	.401	.038
X6 - Product Quality	.465	.000	.232	.002	.096
X7 - E-Commerce Activities	.000	.457	.000	.002	.445
X8 - Technical Support	.483	.306	.461	.113	.000
X9 - Complaint Resolution	.092	.000	.075	.305	.022
X10 - Advertising	.	.495	.000	.035	.355

Sig. (1-tailed)

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
X7 - E-Commerce Activities	.029	.139	.299	.285
X8 - Technical Support	-.043	.069	-.023	.079
X9 - Complaint Resolution	.148	.788	.387	.849
X10 - Advertising	-.043	.103	.272	.242
X11 - Product Line	.153	.422	-.449	.571
X12 - Salesforce Image	.015	.066	.348	.305
X13 - Competitive Pricing	-.021	-.097	.456	.078
X14 - Warranty & Claims	-.050	.368	-.132	.314
X15 - New Products	1.000	.132	.106	.224
X16 - Order & Billing	.132	1.000	.331	.729
X17 - Price Flexibility	.106	.331	1.000	.452
X18 - Delivery Speed	.224	.729	.452	1.000
X19 - Satisfaction	.237	.000	.437	.000
X6 - Product Quality	.196	.035	.000	.254
X7 - E-Commerce Activities	.420	.169	.017	.022
X8 - Technical Support	.383	.318	.436	.293
X9 - Complaint Resolution	.152	.000	.003	.000
X10 - Advertising	.382	.238	.028	.045

Sig. (1-tailed)

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution
X11 - Product Line	.000	.000	.457	.306	.000
X12 - Salesforce Image	.001	.232	.000	.461	.075
X13 - Competitive Pricing	.401	.002	.002	.113	.305
X14 - Warranty & Claims	.038	.096	.445	.000	.022
X15 - New Products	.237	.196	.420	.383	.152
X16 - Order & Billing	.000	.035	.169	.318	.000
X17 - Price Flexibility	.437	.000	.017	.436	.003
X18 - Delivery Speed	.000	.254	.022	.293	.000
N	50	50	50	50	50
X6 - Product Quality	50	50	50	50	50
X7 - E-Commerce Activities	50	50	50	50	50
X8 - Technical Support	50	50	50	50	50
X9 - Complaint Resolution	50	50	50	50	50
X10 - Advertising	50	50	50	50	50
X11 - Product Line	50	50	50	50	50
X12 - Salesforce Image	50	50	50	50	50
X13 - Competitive Pricing	50	50	50	50	50
X14 - Warranty & Claims	50	50	50	50	50
X15 - New Products	50	50	50	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
	.495	.	.260	.009	.001
	.000	.260	.	.000	.342
	.035	.009	.000	.	.320
	.355	.001	.342	.320	.
	.382	.145	.458	.443	.366
	.238	.001	.324	.251	.004
	.028	.001	.007	.000	.180
	.045	.000	.016	.295	.013
N	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50
	50	50	50	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	Correlations				
	X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed	
X11 - Product Line	.145	.001	.001	.000	
X12 - Salesforce Image	.458	.324	.007	.016	
X13 - Competitive Pricing	.443	.251	.000	.295	
X14 - Warranty & Claims	.366	.004	.180	.013	
X15 - New Products	.	.180	.231	.059	
X16 - Order & Billing	.180	.	.009	.000	
X17 - Price Flexibility	.231	.009	.	.000	
X18 - Delivery Speed	.059	.000	.000	.	
N	50	50	50	50	
X6 - Product Quality	50	50	50	50	
X7 - E-Commerce Activities	50	50	50	50	
X8 - Technical Support	50	50	50	50	
X9 - Complaint Resolution	50	50	50	50	
X10 - Advertising	50	50	50	50	
X11 - Product Line	50	50	50	50	
X12 - Salesforce Image	50	50	50	50	
X13 - Competitive Pricing	50	50	50	50	
X14 - Warranty & Claims	50	50	50	50	
X15 - New Products	50	50	50	50	

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution
	X16 - Order & Billing	50	50	50	50
	X17 - Price Flexibility	50	50	50	50
	X18 - Delivery Speed	50	50	50	50

Correlations

Sample Split -- 50/50	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims
	X16 - Order & Billing	50	50	50	50
	X17 - Price Flexibility	50	50	50	50
	X18 - Delivery Speed	50	50	50	50

Correlations

Sample Split -- 50/50	X15 - New Products	X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
	X16 - Order & Billing	50	50	50
	X17 - Price Flexibility	50	50	50
	X18 - Delivery Speed	50	50	50

SPLIT-SAMPLE VALIDATION

Variables Entered/Removed^a

Sample Split -- 50/50	Model	Variables Entered	Variables Removed	Method
Estimation Sample	1	X9 - Complaint Resolution	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
	2	X12 - Salesforce Image	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
	3	X6 - Product Quality	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

SPLIT-SAMPLE VALIDATION

Variables Entered/Removed^a

Sample Split -- 50/50	Model	Variables Entered	Variables Removed	Method
	4	X7 - E-Commerce Activities	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
	5	X11 - Product Line	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
	6	.	X9 - Complaint Resolution	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

SPLIT-SAMPLE VALIDATION

Variables Entered/Removed^a

Sample Split -- 50/50	Model	Variables Entered	Variables Removed	Method
Validation Sample	7	X16 - Order & Billing	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
	1	X9 - Complaint Resolution	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
	2	X6 - Product Quality	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

SPLIT-SAMPLE VALIDATION

Variables Entered/Removed^a

Sample Split -- 50/50	Model	Variables Entered	Variables Removed	Method
	3	X12 - Salesforce Image	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
	4	X7 - E-Commerce Activities	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Model Summary^h

Sample Split -- 50/50			R Square			Adjusted R Square			Std. Error of the Estimate			R Square Change			F Change			df1			df2			Sig. F Change			
			R			R Square			Adjusted R Square			Std. Error of the Estimate			R Square Change			F Change			df1			df2			Sig. F Change
Estimation Sample	1		.585 ^a			.343			.329			1.0546			.343			25.021			1			48			.000
	2		.714 ^b			.509			.488			.9210			.167			15.944			1			47			.000
	3		.873 ^c			.762			.746			.6483			.253			48.865			1			46			.000
	4		.887 ^d			.787			.768			.6201			.025			5.270			1			45			.026
	5		.903 ^e			.815			.794			.5841			.028			6.724			1			44			.013
	6		.896 ^f			.804			.786			.5955			-.012			2.770			1			44			.103
	7		.910 ^g			.828			.808			.5642			.024			6.118			1			44			.017
Validation Sample	1		.645 ^a			.416			.403			.8503			.416			34.135			1			48			.000
	2		.777 ⁱ			.603			.586			.7081			.188			22.218			1			47			.000
	3		.876 ^j			.767			.751			.5489			.163			32.216			1			46			.000
	4		.888 ^k			.788			.769			.5293			.021			4.473			1			45			.040

a. Predictors: (Constant), X9 - Complaint Resolution

b. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image

c. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality

d. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities

e. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line

f. Predictors: (Constant), X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line

g. Predictors: (Constant), X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line, X16 - Order & Billing

h. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

- i. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality
- j. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image
- k. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

ANOVA^a

Sample Split -- 50/50	Model		Sum of Squares	df	Mean Square	F	Sig.
Estimation Sample	1	Regression	27.830	1	27.830	25.021	.000 ^b
		Residual	53.389	48	1.112		
		Total	81.219	49			
2		Regression	41.354	2	20.677	24.377	.000 ^c
		Residual	39.866	47	.848		
		Total	81.219	49			
3		Regression	61.888	3	20.629	49.091	.000 ^d
		Residual	19.331	46	.420		
		Total	81.219	49			
4		Regression	63.915	4	15.979	41.553	.000 ^e
		Residual	17.304	45	.385		
		Total	81.219	49			
5		Regression	66.209	5	13.242	38.815	.000 ^f
		Residual	15.010	44	.341		
		Total	81.219	49			

SPLIT-SAMPLE VALIDATION

ANOVA^a

Sample Split -- 50/50	Model	Sum of Squares	df	Mean Square	F	Sig.
	6 Regression	65.264	4	16.316	46.016	.000 ^g
	Residual	15.956	45	.355		
	Total	81.219	49			
	7 Regression	67.211	5	13.442	42.223	.000 ^h
	Residual	14.008	44	.318		
	Total	81.219	49			
Validation Sample	1 Regression	24.682	1	24.682	34.135	.000 ^b
	Residual	34.707	48	.723		
	Total	59.389	49			
	2 Regression	35.822	2	17.911	35.721	.000 ⁱ
	Residual	23.567	47	.501		
	Total	59.389	49			
	3 Regression	45.529	3	15.176	50.369	.000 ^j
	Residual	13.860	46	.301		
	Total	59.389	49			
	4 Regression	46.782	4	11.695	41.747	.000 ^k
	Residual	12.607	45	.280		
	Total	59.389	49			

SPLIT-SAMPLE VALIDATION

- a. Dependent Variable: X19 - Satisfaction
- b. Predictors: (Constant), X9 - Complaint Resolution
- c. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image
- d. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality
- e. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities
- f. Predictors: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line
- g. Predictors: (Constant), X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line
- h. Predictors: (Constant), X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line, X16 - Order & Billing
- i. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality
- j. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image
- k. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50 Estimation Sample	Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Correlations	
		B	Std. Error					Zero-order	Partial
1	(Constant)	3.493	.698			5.004	.000		
	X9 - Complaint Resolution	.608	.122		.585	5.002	.000	.585	.585
2	(Constant)	1.582	.775			2.042	.047		
	X9 - Complaint Resolution	.498	.110		.480	4.542	.000	.585	.552
3	X12 - Salesforce Image	.492	.123		.422	3.993	.000	.542	.503
	(Constant)	-2.227	.771			-2.888	.006		
	X9 - Complaint Resolution	.437	.078		.421	5.631	.000	.585	.639
4	X12 - Salesforce Image	.626	.089		.536	7.048	.000	.542	.721
	X6 - Product Quality	.465	.067		.516	6.990	.000	.436	.718
	(Constant)	-1.465	.809			-1.811	.077		
	X9 - Complaint Resolution	.384	.078		.370	4.943	.000	.585	.593
	X12 - Salesforce Image	.959	.168		.822	5.704	.000	.542	.648
	X6 - Product Quality	.449	.064		.498	7.012	.000	.436	.723
5	X7 - E-Commerce Activities	-.566	.246		-.323	-2.296	.026	.286	-.324
	(Constant)	-1.244	.766			-1.623	.112		
	X9 - Complaint Resolution	.179	.108		.173	1.664	.103	.585	.243

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50	Model	Correlations		Collinearity Statistics	
		Part	Part	Tolerance	VIF
Estimation Sample	1	(Constant)			
		X9 - Complaint Resolution	.585	1.000	1.000
2	(Constant)				
		X9 - Complaint Resolution	.464	.937	1.067
3	X12 - Salesforce Image	.408		.937	1.067
	(Constant)				
	X9 - Complaint Resolution	.405		.925	1.081
	X12 - Salesforce Image	.507		.893	1.119
4	X6 - Product Quality	.503		.950	1.052
	(Constant)				
	X9 - Complaint Resolution	.340		.844	1.185
	X12 - Salesforce Image	.392		.228	4.384
	X6 - Product Quality	.482		.939	1.065
	X7 - E-Commerce Activities	-.158		.240	4.172
5	(Constant)				
	X9 - Complaint Resolution	.108		.390	2.565

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50	Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Correlations	
		B	Std. Error					Zero-order	Partial
		X12 - Salesforce Image	.164		.919	6.529	.000	.542	.701
		X6 - Product Quality	.352		.391	4.966	.000	.436	.599
		X7 - E-Commerce Activities	-.690		-.394	-2.912	.006	.286	-.402
		X11 - Product Line	.266		.276	2.593	.013	.571	.364
		(Constant)	-.784		.729	-1.076	.288		
		X12 - Salesforce Image	1.195		1.025	7.982	.000	.542	.766
		X6 - Product Quality	.312		.346	4.589	.000	.436	.565
		X7 - E-Commerce Activities	-.826		-.471	-3.644	.001	.286	-.477
	6	X11 - Product Line	.391		.407	5.505	.000	.571	.634
		(Constant)	-1.413		.736	-1.920	.061		
		X12 - Salesforce Image	1.069		.916	7.084	.000	.542	.730
		X6 - Product Quality	.343		.381	5.232	.000	.436	.619
		X7 - E-Commerce Activities	-.728		-.416	-3.336	.002	.286	-.449
		X11 - Product Line	.295		.306	3.780	.000	.571	.495
		X16 - Order & Billing	.285		.194	2.473	.017	.562	.349
		(Constant)	3.716		.563	6.596	.000		
		X9 - Complaint Resolution	.610		.645	5.842	.000	.645	.645
	1								
	Validation Sample								

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50	Model	Correlations		Collinearity Statistics	
		Part		Tolerance	VIF
		X12 - Salesforce Image	.423	.212	4.722
		X6 - Product Quality	.322	.679	1.473
		X7 - E-Commerce Activities	-.189	.230	4.350
		X11 - Product Line	.168	.370	2.705
		(Constant)			
		X12 - Salesforce Image	.527	.265	3.774
		X6 - Product Quality	.303	.770	1.299
		X7 - E-Commerce Activities	-.241	.261	3.831
		X11 - Product Line	.364	.800	1.249
		(Constant)			
		X12 - Salesforce Image	.444	.234	4.265
		X6 - Product Quality	.328	.740	1.351
		X7 - E-Commerce Activities	-.209	.252	3.961
		X11 - Product Line	.237	.598	1.671
		X16 - Order & Billing	.155	.635	1.574
		(Constant)			
	Validation Sample 1	X9 - Complaint Resolution	.645	1.000	1.000

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50	Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Correlations	
		B	Std. Error					Zero-order	Partial
2	(Constant)	1.132	.722			1.569	.123		
	X9 - Complaint Resolution	.499	.090		.527	5.536	.000	.645	.628
	X6 - Product Quality	.388	.082		.449	4.714	.000	.587	.567
3	(Constant)	-1.094	.683			-1.601	.116		
	X9 - Complaint Resolution	.399	.072		.421	5.537	.000	.645	.632
	X12 - Salesforce Image	.439	.077		.419	5.676	.000	.451	.642
4	X6 - Product Quality	.450	.065		.521	6.956	.000	.587	.716
	(Constant)	-.689	.686			-1.005	.320		
	X9 - Complaint Resolution	.421	.070		.445	5.996	.000	.645	.666
	X12 - Salesforce Image	.594	.105		.568	5.679	.000	.451	.646
	X6 - Product Quality	.447	.062		.518	7.170	.000	.587	.730
	X7 - E-Commerce Activities	-.349	.165		-.212	-2.115	.040	.279	-.301

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50	Model	Correlations		Collinearity Statistics	
		Part		Tolerance	VIF
2	(Constant)				
	X9 - Complaint Resolution	.509		.931	1.074
	X6 - Product Quality	.433		.931	1.074
3	(Constant)				
	X9 - Complaint Resolution	.394		.876	1.142
	X12 - Salesforce Image	.404		.930	1.076
4	X6 - Product Quality	.495		.905	1.106
	(Constant)				
	X9 - Complaint Resolution	.412		.856	1.169
	X12 - Salesforce Image	.390		.472	2.117
	X6 - Product Quality	.492		.904	1.106
	X7 - E-Commerce Activities	-.145		.467	2.140

a. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50	Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
Estimation Sample 1	1	X6 - Product Quality	.404 ^b	3.926	.000	.497	1.003	.997
		X7 - E-Commerce Activities	.251 ^b	2.225	.031	.309	1.004	.996
		X8 - Technical Support	.057 ^b	.477	.635	.069	1.019	.981
		X10 - Advertising	.209 ^b	1.804	.078	.254	1.030	.971
		X11 - Product Line	.327 ^b	2.168	.035	.301	1.787	.560
		X12 - Salesforce Image	.422 ^b	3.993	.000	.503	1.067	.937
		X13 - Competitive Pricing	-.237 ^b	-2.056	.045	-.287	1.036	.965
		X14 - Warranty & Claims	.105 ^b	.893	.377	.129	1.001	.999
		X15 - New Products	.077 ^b	.656	.515	.095	1.002	.998
		X16 - Order & Billing	.288 ^b	1.725	.091	.244	2.124	.471
		X17 - Price Flexibility	-.142 ^b	-1.137	.261	-.164	1.154	.867
		X18 - Delivery Speed	.268 ^b	1.116	.270	.161	4.250	.235
	2	X6 - Product Quality	.516 ^c	6.990	.000	.718	1.052	.893
		X7 - E-Commerce Activities	-.431 ^c	-2.154	.037	-.303	4.122	.228
		X8 - Technical Support	.053 ^c	.512	.611	.075	1.019	.921
		X10 - Advertising	.021 ^c	.177	.860	.026	1.316	.734
		X11 - Product Line	.513 ^c	4.203	.000	.527	1.929	.486

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50	Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
		X13 - Competitive Pricing	-.297 ^c	.004	-.412	.949	1.054	.894
		X14 - Warranty & Claims	.048 ^c	.647	.068	.979	1.022	.918
		X15 - New Products	.055 ^c	.599	.078	.995	1.005	.934
		X16 - Order & Billing	.162 ^c	.295	.154	.447	2.239	.447
		X17 - Price Flexibility	-.306 ^c	.007	-.387	.785	1.274	.785
		X18 - Delivery Speed	.221 ^c	.300	.153	.235	4.264	.234
		X7 - E-Commerce Activities	-.323 ^d	.026	-.324	.240	4.172	.228
3		X8 - Technical Support	.027 ^d	.715	.055	.978	1.022	.893
		X10 - Advertising	-.026 ^d	.753	-.047	.755	1.324	.695
		X11 - Product Line	.214 ^d	.065	.272	.385	2.595	.385
		X13 - Competitive Pricing	-.111 ^d	.171	-.203	.802	1.247	.802
		X14 - Warranty & Claims	.022 ^d	.767	.044	.976	1.024	.873
		X15 - New Products	.037 ^d	.614	.075	.994	1.006	.890
		X16 - Order & Billing	.166 ^d	.125	.227	.447	2.239	.447
		X17 - Price Flexibility	-.048 ^d	.606	-.077	.608	1.644	.608
4		X18 - Delivery Speed	.210 ^d	.159	.209	.235	4.264	.233
		X8 - Technical Support	.024 ^e	.739	.051	.978	1.023	.228
		X10 - Advertising	-.033 ^e	.678	-.063	.754	1.326	.209

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50	Model	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
	X11 - Product Line	.276 ^e	2.593	.013	.364	.370	2.705	.212
	X13 - Competitive Pricing	-.119 ^e	-1.577	.122	-.231	.800	1.250	.227
	X14 - Warranty & Claims	.016 ^e	.230	.819	.035	.975	1.026	.226
	X15 - New Products	.003 ^e	.045	.964	.007	.948	1.055	.218
	X16 - Order & Billing	.170 ^e	1.683	.099	.246	.446	2.240	.226
	X17 - Price Flexibility	-.053 ^e	-.593	.556	-.089	.608	1.644	.224
	X18 - Delivery Speed	.311 ^e	2.208	.033	.316	.220	4.546	.204
	5 X8 - Technical Support	-.029 ^f	-.416	.680	-.063	.894	1.119	.209
	X10 - Advertising	-.019 ^f	-.247	.806	-.038	.750	1.334	.197
	X13 - Competitive Pricing	-.005 ^f	-.048	.962	-.007	.492	2.031	.208
	X14 - Warranty & Claims	-.029 ^f	-.430	.669	-.065	.911	1.098	.205
	X15 - New Products	-.006 ^f	-.094	.925	-.014	.945	1.058	.201
	X16 - Order & Billing	.171 ^f	1.813	.077	.266	.446	2.240	.210
	X17 - Price Flexibility	.188 ^f	1.660	.104	.245	.314	3.186	.179
	X18 - Delivery Speed	.233 ^f	1.657	.105	.245	.205	4.884	.185
	6 X8 - Technical Support	-.044 ^g	-.636	.528	-.095	.912	1.096	.261
	X10 - Advertising	-.009 ^g	-.113	.911	-.017	.754	1.326	.237
	X13 - Competitive Pricing	.050 ^g	.574	.569	.086	.576	1.736	.261

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50	Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
		X14 - Warranty & Claims	-.745	.460	-.112	.950	1.053	.261
		X15 - New Products	-.294	.770	-.044	.960	1.041	.252
		X16 - Order & Billing	2.473	.017	.349	.635	1.574	.234
		X17 - Price Flexibility	2.401	.021	.340	.682	1.467	.241
		X18 - Delivery Speed	2.399	.021	.340	.430	2.323	.247
		X9 - Complaint Resolution	1.664	.103	.243	.390	2.565	.212
		X8 - Technical Support	-.487	.628	-.074	.907	1.102	.233
		X10 - Advertising	-.434	.666	-.066	.742	1.347	.217
		X13 - Competitive Pricing	.212	.833	.032	.561	1.782	.234
		X14 - Warranty & Claims	-.528	.600	-.080	.939	1.065	.231
		X15 - New Products	-.190	.850	-.029	.958	1.044	.226
		X17 - Price Flexibility	1.061	.295	.160	.396	2.527	.232
		X18 - Delivery Speed	1.021	.313	.154	.240	4.170	.234
		X9 - Complaint Resolution	.442	.661	.067	.274	3.651	.210
		X6 - Product Quality	4.714	.000	.567	.931	1.074	.931
		X7 - E-Commerce Activities	1.093	.280	.157	.936	1.068	.936
Validation Sample	1							
		X8 - Technical Support	.319	.751	.047	.996	1.004	.996

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50		Model	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
2		X10 - Advertising	.202 ^b	1.846	.071	.260	.963	1.038	.963
		X11 - Product Line	.282 ^b	2.329	.024	.322	.761	1.315	.761
		X12 - Salesforce Image	.332 ^b	3.219	.002	.425	.957	1.045	.957
		X13 - Competitive Pricing	.011 ^b	.102	.919	.015	.995	1.005	.995
		X14 - Warranty & Claims	.076 ^b	.657	.515	.095	.918	1.089	.918
		X15 - New Products	.009 ^b	.076	.940	.011	.978	1.022	.978
		X16 - Order & Billing	-.034 ^b	-.185	.854	-.027	.379	2.638	.379
		X17 - Price Flexibility	-.266 ^b	-2.326	.024	-.321	.850	1.176	.850
		X18 - Delivery Speed	.183 ^b	.876	.386	.127	.279	3.582	.279
		X7 - E-Commerce Activities	.188 ⁱ	2.023	.049	.286	.920	1.087	.860
		X8 - Technical Support	-.011 ⁱ	-.121	.904	-.018	.984	1.016	.920
		X10 - Advertising	.233 ^j	2.634	.011	.362	.959	1.043	.893
		X11 - Product Line	.066 ^j	.548	.586	.081	.597	1.675	.597
		X12 - Salesforce Image	.419 ^j	5.676	.000	.642	.930	1.076	.876
		X13 - Competitive Pricing	.215 ^j	2.234	.030	.313	.841	1.188	.788
		X14 - Warranty & Claims	.021 ^j	.219	.827	.032	.905	1.105	.873
	X15 - New Products	-.031 ^j	-.326	.746	-.048	.970	1.031	.918	
	X16 - Order & Billing	-.095 ^j	-.631	.531	-.093	.376	2.658	.375	

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50	Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
3	X17 - Price Flexibility	.061 ⁱ	.462	.647	.068	.499	2.004	.499
	X18 - Delivery Speed	.413 ⁱ	2.415	.020	.335	.262	3.818	.246
	X7 - E-Commerce Activities	-.212 ^j	-2.115	.040	-.301	.467	2.140	.467
	X8 - Technical Support	-.007 ^j	-.099	.922	-.015	.984	1.016	.875
	X10 - Advertising	-.019 ^j	-.203	.840	-.030	.622	1.609	.603
	X11 - Product Line	.160 ^j	1.745	.088	.252	.580	1.725	.580
	X13 - Competitive Pricing	-.003 ^j	-.038	.970	-.006	.637	1.571	.637
	X14 - Warranty & Claims	.012 ^j	.165	.870	.025	.905	1.106	.826
	X15 - New Products	-.030 ^j	-.416	.680	-.062	.970	1.031	.864
	X16 - Order & Billing	.003 ^j	.026	.979	.004	.368	2.718	.348
4	X17 - Price Flexibility	-.088 ^j	-.839	.406	-.124	.468	2.137	.468
	X18 - Delivery Speed	.252 ^j	1.813	.076	.261	.249	4.009	.245
	X8 - Technical Support	-.008 ^k	-.116	.908	-.018	.984	1.016	.467
	X10 - Advertising	.001 ^k	.009	.993	.001	.615	1.626	.392
	X11 - Product Line	.161 ^k	1.826	.075	.265	.580	1.725	.465
	X13 - Competitive Pricing	.017 ^k	.190	.851	.029	.629	1.590	.426
	X14 - Warranty & Claims	-.009 ^k	-.120	.905	-.018	.887	1.127	.458
	X15 - New Products	-.029 ^k	-.419	.678	-.063	.970	1.031	.467

SPLIT-SAMPLE VALIDATION

Excluded Variables^a

Sample Split -- 50/50	Model	Beta In	t	Sig.	Partial Correlation	Tolerance	VIF	Minimum Tolerance
	X16 - Order & Billing	.008 ^k	.069	.945	.010	.368	2.720	.346
	X17 - Price Flexibility	-.085 ^k	-.841	.405	-.126	.468	2.138	.458
	X18 - Delivery Speed	.235 ^k	1.745	.088	.254	.248	4.025	.241

a. Dependent Variable: X19 - Satisfaction

b. Predictors in the Model: (Constant), X9 - Complaint Resolution

c. Predictors in the Model: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image

d. Predictors in the Model: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality

e. Predictors in the Model: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities

f. Predictors in the Model: (Constant), X9 - Complaint Resolution, X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line

g. Predictors in the Model: (Constant), X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line

h. Predictors in the Model: (Constant), X12 - Salesforce Image, X6 - Product Quality, X7 - E-Commerce Activities, X11 - Product Line, X16 - Order & Billing

i. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality

j. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

k. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

					Variance Proportions					
Sample Split -- 50/50		Model	Dimension	Eigenvalue	Condition Index	(Constant)	X9 - Complaint Resolution	X12 - Salesforce Image	X6 - Product Quality	X7 - E-Commerce Activities
Estimation Sample	1	1	1	1.977	1.000	.01	.01			
		2	2	.023	9.252	.99	.99			
	2	1	1	2.948	1.000	.00	.00	.00		
		2	2	.033	9.404	.00	.68	.57		
		3	3	.019	12.513	1.00	.32	.42		
	3	1	1	3.910	1.000	.00	.00	.00	.00	
		2	2	.048	9.062	.00	.04	.33	.37	
		3	3	.032	10.998	.01	.91	.29	.03	
		4	4	.010	19.606	.98	.05	.37	.59	
	4	1	1	4.884	1.000	.00	.00	.00	.00	.00
		2	2	.064	8.752	.00	.03	.04	.21	.04
		3	3	.037	11.432	.01	.74	.00	.19	.01
		4	4	.010	21.845	.76	.03	.15	.56	.00
		5	5	.005	32.108	.23	.20	.81	.04	.95
	5	1	1	5.848	1.000	.00	.00	.00	.00	.00
		2	2	.083	8.399	.00	.01	.03	.04	.03

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

Variance Proportions			
Sample Split -- 50/50	Model	Dimension	X11 - Product Line X16 - Order & Billing
Estimation Sample	1	1	
		2	
	2	1	
		2	
		3	
	3	1	
		2	
		3	
		4	
	4	1	
		2	
		3	
		4	
		5	
	5	1	.00
		2	.06

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

				Variance Proportions					
Sample Split -- 50/50	Model	Dimension	Eigenvalue	Condition Index	(Constant)	X9 - Complaint Resolution	X12 - Salesforce Image	X6 - Product Quality	X7 - E-Commerce Activities
		3	.041	11.883	.02	.17	.00	.26	.00
		4	.014	20.736	.24	.30	.01	.00	.05
		5	.010	24.673	.48	.13	.18	.52	.05
		6	.004	37.911	.26	.39	.78	.18	.86
		6	1	4.878	1.000	.00	.00	.00	.00
		2	.080	7.824	.00		.04	.07	.03
		3	.026	13.703	.04		.01	.39	.00
		4	.011	21.520	.86		.12	.52	.00
		5	.006	29.413	.10		.83	.02	.97
		7	1	5.852	1.000	.00		.00	.00
Validation Sample		2	.080	8.562	.00		.03	.07	.03
		3	.035	12.950	.02		.00	.28	.01
		4	.018	17.882	.06		.02	.05	.03
		5	.010	24.350	.70		.15	.53	.02
		6	.005	34.379	.22		.80	.08	.91
		1	1	1.977	1.000	.01	.01		
	2	.023	9.262	.99	.99				

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

Variance Proportions			
Sample Split -- 50/50	Model	Dimension	X11 - Product Line X16 - Order & Billing
		3	.03
		4	.56
		5	.15
		6	.20
		1	.00
		2	.14
		3	.85
		4	.00
		5	.02
		1	.00
		2	.10
		3	.11
		4	.74
		5	.04
		6	.02
Validation Sample	1	1	
		2	

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

					Variance Proportions					
Sample Split -- 50/50	Model	Dimension	Eigenvalue	Condition Index	(Constant)	X9 - Complaint Resolution	X12 - Salesforce Image	X6 - Product Quality	X7 - E-Commerce Activities	
	2	1	2.960	1.000	.00	.00		.00		
		2	.029	10.118	.08	.97		.17		
		3	.012	16.024	.92	.02		.83		
	3	1	3.925	1.000	.00	.00	.00	.00		
		2	.037	10.274	.00	.14	.67	.11		
		3	.029	11.663	.05	.85	.01	.20		
		4	.009	21.270	.95	.00	.32	.69		
	4	1	4.907	1.000	.00	.00	.00	.00	.00	
		2	.046	10.311	.00	.15	.15	.12	.06	
		3	.029	13.039	.05	.85	.00	.19	.00	
		4	.010	22.480	.07	.00	.85	.11	.68	
		5	.008	24.244	.88	.00	.01	.58	.25	

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

Variance Proportions			
Sample Split -- 50/50	Model	Dimension	X11 - Product Line X16 - Order & Billing
	2	1	
		2	
		3	
	3	1	
		2	
		3	
		4	
	4	1	
		2	
		3	
		4	
		5	

a. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Residuals Statistics^a

Sample Split -- 50/50		Minimum	Maximum	Mean	Std. Deviation	N
Estimation Sample	Predicted Value	4.316	9.737	6.904	1.1712	50
	Residual	-1.4256	.8513	.0000	.5347	50
	Std. Predicted Value	-2.210	2.419	.000	1.000	50
	Std. Residual	-2.527	1.509	.000	.948	50
Validation Sample	Predicted Value	5.158	9.000	6.932	.9771	50
	Residual	-1.1425	1.1266	.0000	.5072	50
	Std. Predicted Value	-1.816	2.117	.000	1.000	50
	Std. Residual	-2.159	2.128	.000	.958	50

a. Dependent Variable: X19 - Satisfaction

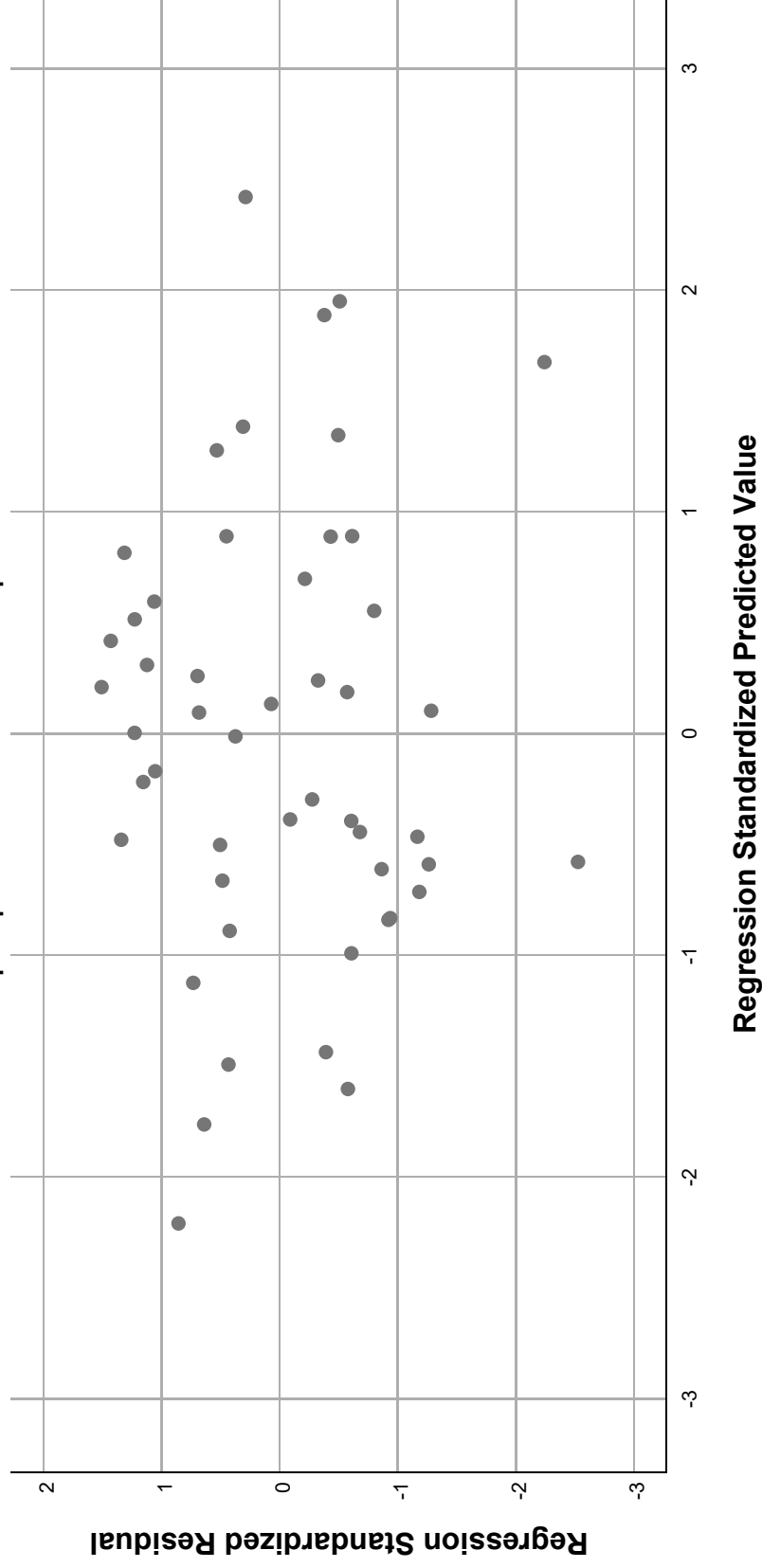
Scatterplots

SPLIT-SAMPLE VALIDATION

Scatterplot

Dependent Variable: X19 - Satisfaction

Sample Split -- 50/50: Estimation Sample

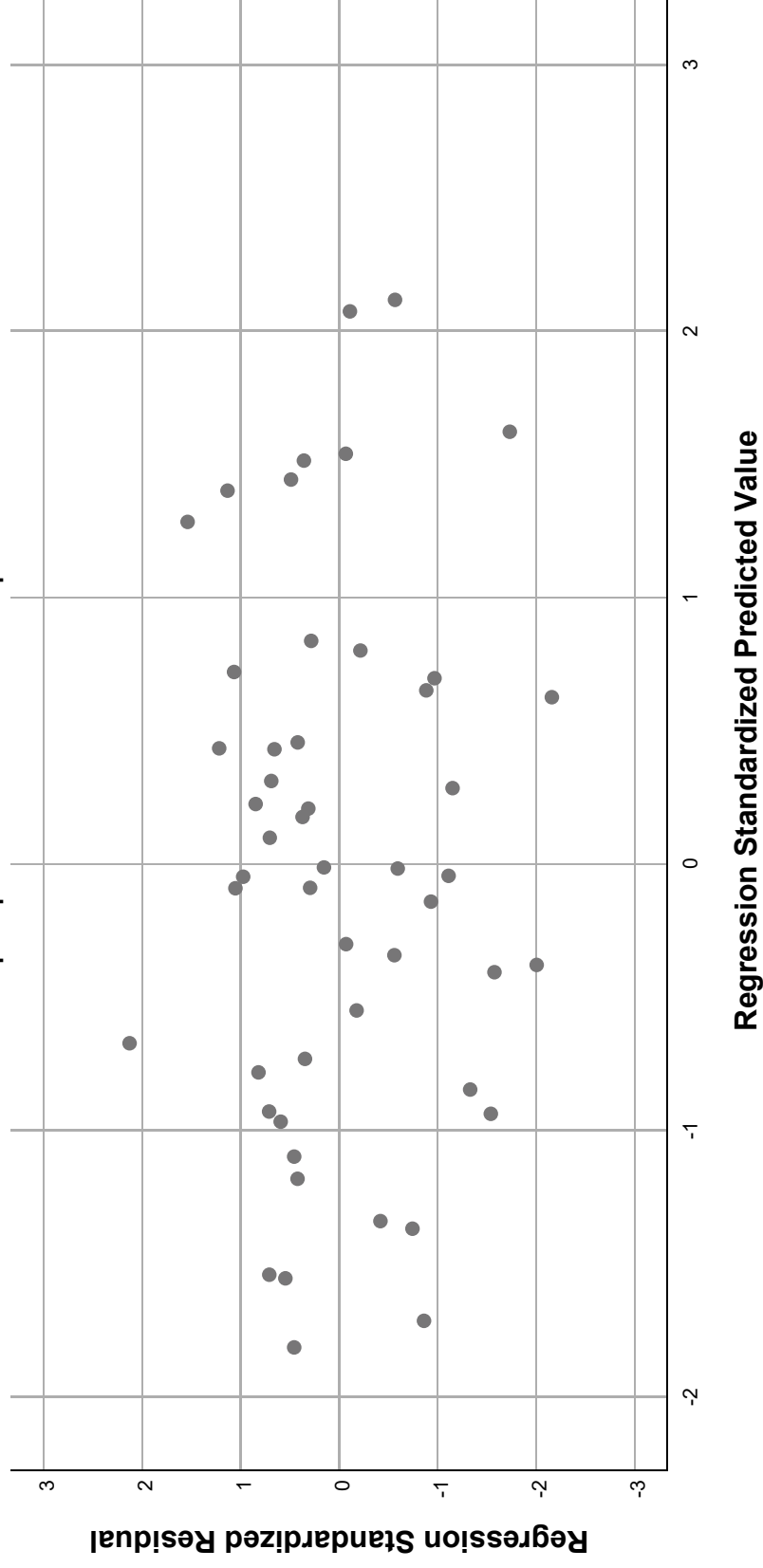


SPLIT-SAMPLE VALIDATION

Scatterplot

Dependent Variable: X19 - Satisfaction

Sample Split -- 50/50: Validation Sample



STEPWISE REGRESSION WITH SUMMATED SCALES

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.918	1.1918	100
FAC_1	4.5353	.88954	100
FAC_2	4.2683	.82253	100
FAC_3	5.7040	1.11965	100
FAC_4	5.4180	1.23168	100
X11 - Product Line	5.805	1.3153	100
X15 - New Products	5.150	1.4930	100
X17 - Price Flexibility	4.610	1.2060	100

STEPWISE REGRESSION WITH SUMMATED SCALES

Correlations

Pearson Correlation	X19 - Satisfaction	FAC_1	FAC_2	FAC_3	FAC_4	X11 - Product Line	X15 - New Products	X17 - Price Flexibility
X19 - Satisfaction	1.000	.614	.437	.142	.406	.551	.071	.056
FAC_1	.614	1.000	.260	.113	.126	.568	.080	.457
FAC_2	.437	.260	1.000	.010	-.225	-.047	.044	.382
FAC_3	.142	.113	.010	1.000	.228	.232	-.037	-.190
FAC_4	.406	.126	-.225	.228	1.000	.581	.001	-.575
X11 - Product Line	.551	.568	-.047	.232	.581	1.000	.046	-.378
X15 - New Products	.071	.080	.044	-.037	.001	.046	1.000	.094
X17 - Price Flexibility	.056	.457	.382	-.190	-.575	-.378	.094	1.000
Sig. (1-tailed)								
X19 - Satisfaction	.000	.000	.000	.079	.000	.000	.242	.290
FAC_1	.000	.000	.004	.131	.106	.000	.215	.000
FAC_2	.000	.004	.000	.461	.012	.322	.330	.000
FAC_3	.079	.131	.461	.000	.011	.010	.356	.029
FAC_4	.000	.106	.012	.011	.000	.000	.497	.000
X11 - Product Line	.000	.000	.322	.010	.000	.000	.324	.000
X15 - New Products	.242	.215	.330	.356	.497	.324	.000	.176
X17 - Price Flexibility	.290	.000	.000	.029	.000	.000	.176	.000
N	100	100	100	100	100	100	100	100
FAC_1	100	100	100	100	100	100	100	100
FAC_2	100	100	100	100	100	100	100	100
FAC_3	100	100	100	100	100	100	100	100
FAC_4	100	100	100	100	100	100	100	100

STEPWISE REGRESSION WITH SUMMATED SCALES

Correlations

	X19 - Satisfaction	FAC_1	FAC_2	FAC_3	FAC_4	X11 - Product Line	X15 - New Products	X17 - Price Flexibility
X11 - Product Line	100	100	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	FAC_1	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

STEPWISE REGRESSION WITH SUMMATED SCALES

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
2	FAC_4	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
3	FAC_2	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH SUMMATED SCALES

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.614 ^a	.376	.370	.9459	.376	59.169	1	98	.000
2	.697 ^b	.486	.476	.8629	.110	20.762	1	97	.000
3	.799 ^c	.639	.628	.7273	.152	40.540	1	96	.000

a. Predictors: (Constant), FAC_1

b. Predictors: (Constant), FAC_1, FAC_4

c. Predictors: (Constant), FAC_1, FAC_4, FAC_2

d. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH SUMMATED SCALES

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.942	1	52.942	59.169	.000 ^b
	Residual	87.686	98	.895		
	Total	140.628	99			
2	Regression	68.401	2	34.201	45.931	.000 ^c
	Residual	72.226	97	.745		
	Total	140.628	99			
3	Regression	89.846	3	29.949	56.616	.000 ^d
	Residual	50.782	96	.529		
	Total	140.628	99			

a. Dependent Variable: X19 - Satisfaction

b. Predictors: (Constant), FAC_1

c. Predictors: (Constant), FAC_1, FAC_4

d. Predictors: (Constant), FAC_1, FAC_4, FAC_2

STEPWISE REGRESSION WITH SUMMATED SCALES

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error					Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	.494			6.459	.000	2.210	4.170			
	FAC_1	.107		.614	7.692	.000	.610	1.034	.614	.614	.614
2	(Constant)	.557			3.038	.003	.587	2.800			
	FAC_1	.098		.571	7.790	.000	.571	.961	.614	.620	.567
	FAC_4	.071		.334	4.557	.000	.183	.464	.406	.420	.332
3	(Constant)	.605			-1.209	.230	-1.932	.469			
	FAC_1	.087		.448	6.919	.000	.428	.773	.614	.577	.424
	FAC_4	.062		.444	6.919	.000	.306	.553	.406	.577	.424
	FAC_2	.096		.420	6.367	.000	.419	.798	.437	.545	.391

STEPWISE REGRESSION WITH SUMMATED SCALES

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	FAC_1	1.000	1.000
2	(Constant)		
	FAC_1	.984	1.016
	FAC_4	.984	1.016
3	(Constant)		
	FAC_1	.896	1.116
	FAC_4	.913	1.095
	FAC_2	.865	1.156

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH SUMMATED SCALES

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	FAC_2	.297 ^b	3.842	.000	.363	.932	1.073	.932
	FAC_3	.073 ^b	.914	.363	.092	.987	1.013	.987
	FAC_4	.334 ^b	4.557	.000	.420	.984	1.016	.984
	X11 - Product Line	.298 ^b	3.225	.002	.311	.678	1.475	.678
	X15 - New Products	.022 ^b	.274	.785	.028	.994	1.006	.994
2	X17 - Price Flexibility	-.284 ^b	-3.321	.001	-.320	.791	1.264	.791
	FAC_2	.420 ^c	6.367	.000	.545	.865	1.156	.865
	FAC_3	.001 ^c	.017	.987	.002	.941	1.063	.938
	X11 - Product Line	.077 ^c	.682	.497	.069	.414	2.415	.414
	X15 - New Products	.025 ^c	.343	.732	.035	.994	1.007	.978
3	X17 - Price Flexibility	-.034 ^c	-.287	.775	-.029	.384	2.601	.384
	FAC_3	-.015 ^d	-.235	.815	-.024	.939	1.065	.863
	X11 - Product Line	.141 ^d	1.480	.142	.150	.410	2.441	.410
	X15 - New Products	.016 ^d	.262	.794	.027	.993	1.007	.864
	X17 - Price Flexibility	-.145 ^d	-1.450	.150	-.147	.373	2.678	.373

a. Dependent Variable: X19 - Satisfaction

b. Predictors in the Model: (Constant), FAC_1

c. Predictors in the Model: (Constant), FAC_1, FAC_4

STEPWISE REGRESSION WITH SUMMATED SCALES

d. Predictors in the Model: (Constant), FAC_1, FAC_4, FAC_2

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					FAC_1	FAC_4	FAC_2
1	1	1.981	1.000	.01	.01		
	2	.019	10.345	.99	.99		
2	1	2.946	1.000	.00	.00	.01	
	2	.038	8.812	.01	.38	.74	
	3	.016	13.691	.99	.62	.26	
3	1	3.912	1.000	.00	.00	.00	.00
	2	.053	8.604	.00	.02	.52	.20
	3	.025	12.554	.02	.94	.06	.28
	4	.011	19.299	.98	.04	.41	.52

a. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION WITH SUMMATED SCALES

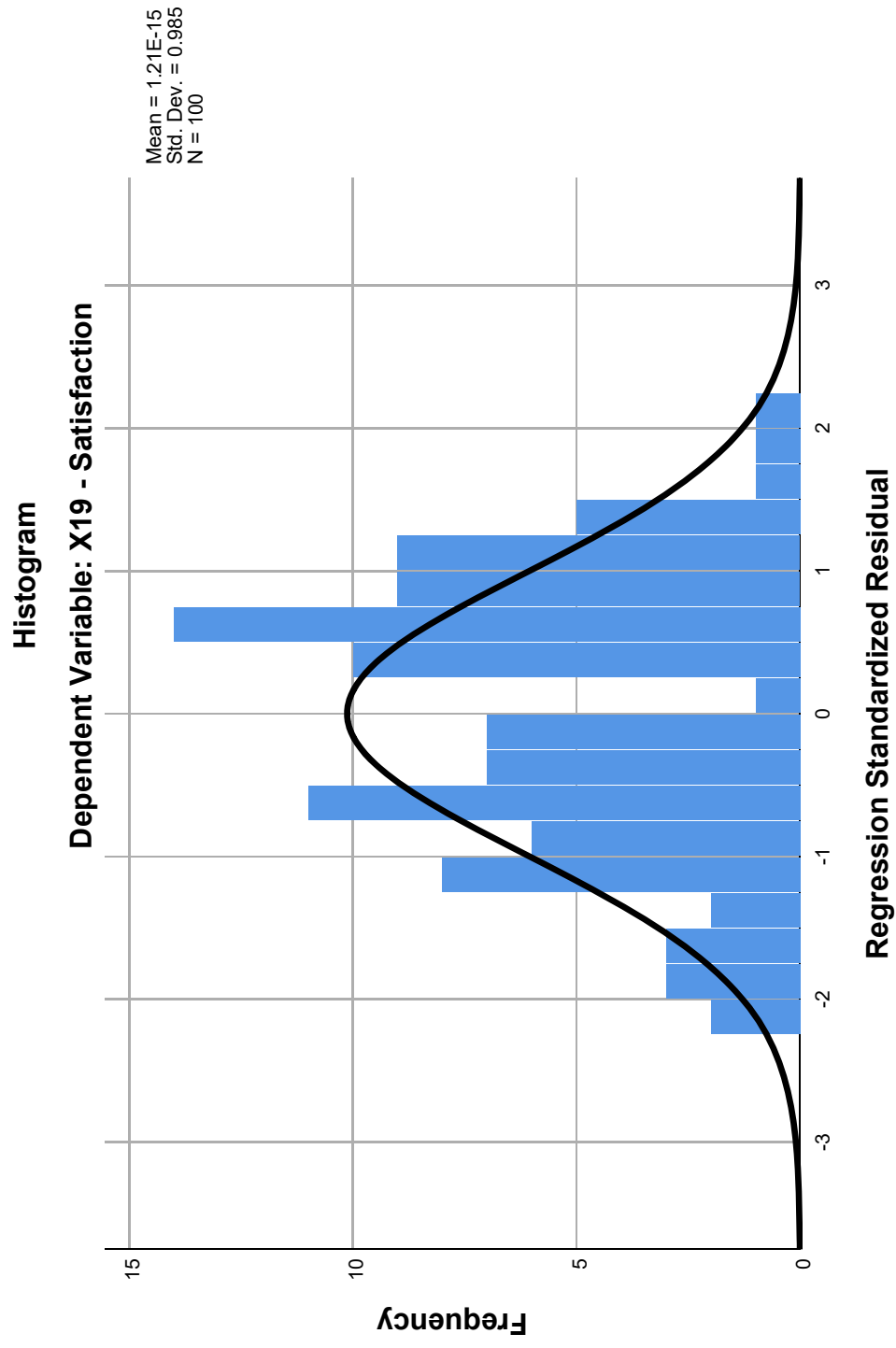
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.408	9.249	6.918	.9526	100
Std. Predicted Value	-2.635	2.447	.000	1.000	100
Standard Error of Predicted Value	.073	.266	.140	.040	100
Adjusted Predicted Value	4.370	9.149	6.917	.9560	100
Residual	-1.5879	1.4880	.0000	.7162	100
Std. Residual	-2.183	2.046	.000	.985	100
Stud. Residual	-2.243	2.101	.000	1.006	100
Deleted Residual	-1.6754	1.5694	.0007	.7478	100
Stud. Deleted Residual	-2.292	2.140	-.001	1.013	100
Mahal. Distance	.016	12.237	2.970	2.218	100
Cook's Distance	.000	.079	.011	.015	100
Centered Leverage Value	.000	.124	.030	.022	100

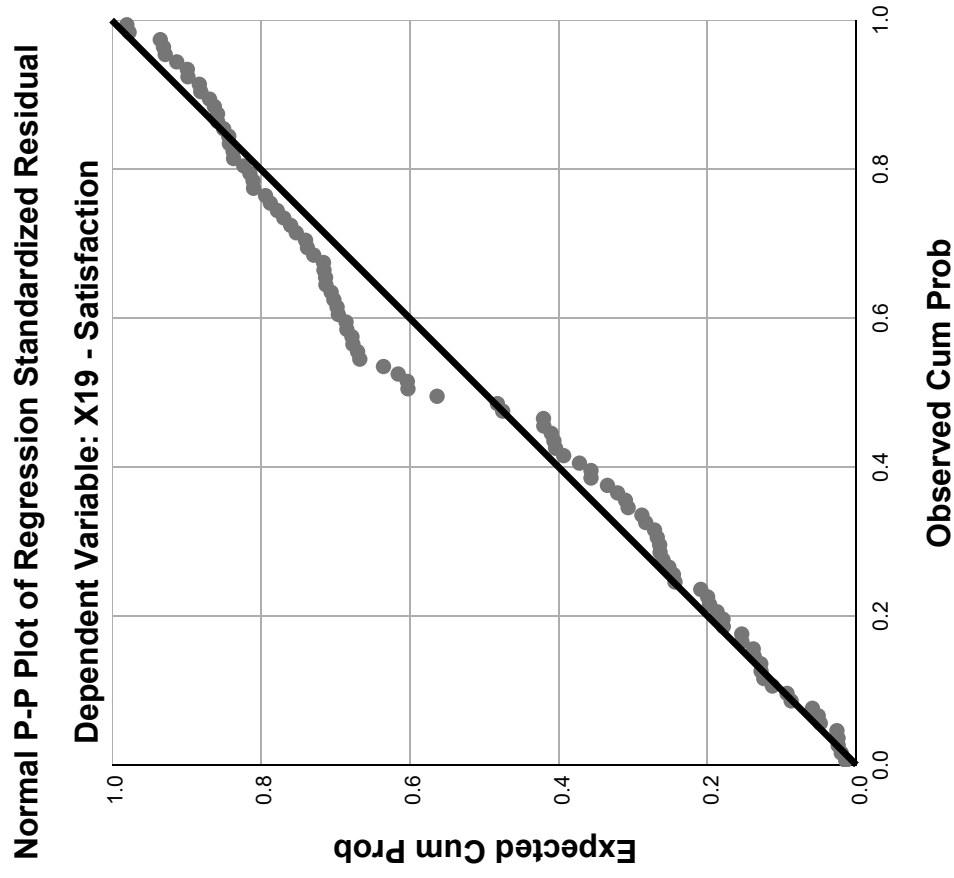
a. Dependent Variable: X19 - Satisfaction

Charts

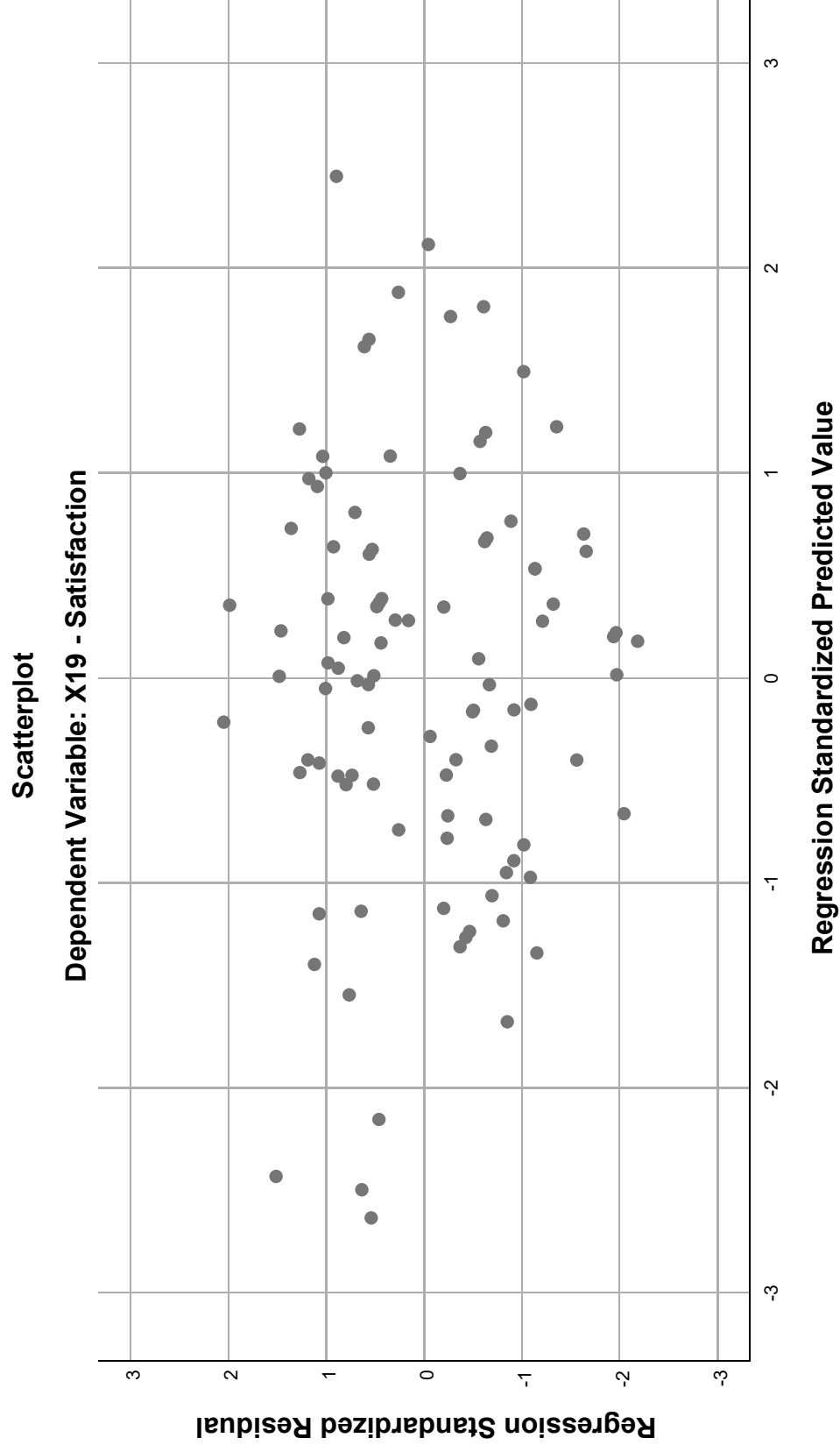
STEPWISE REGRESSION WITH SUMMATED SCALES



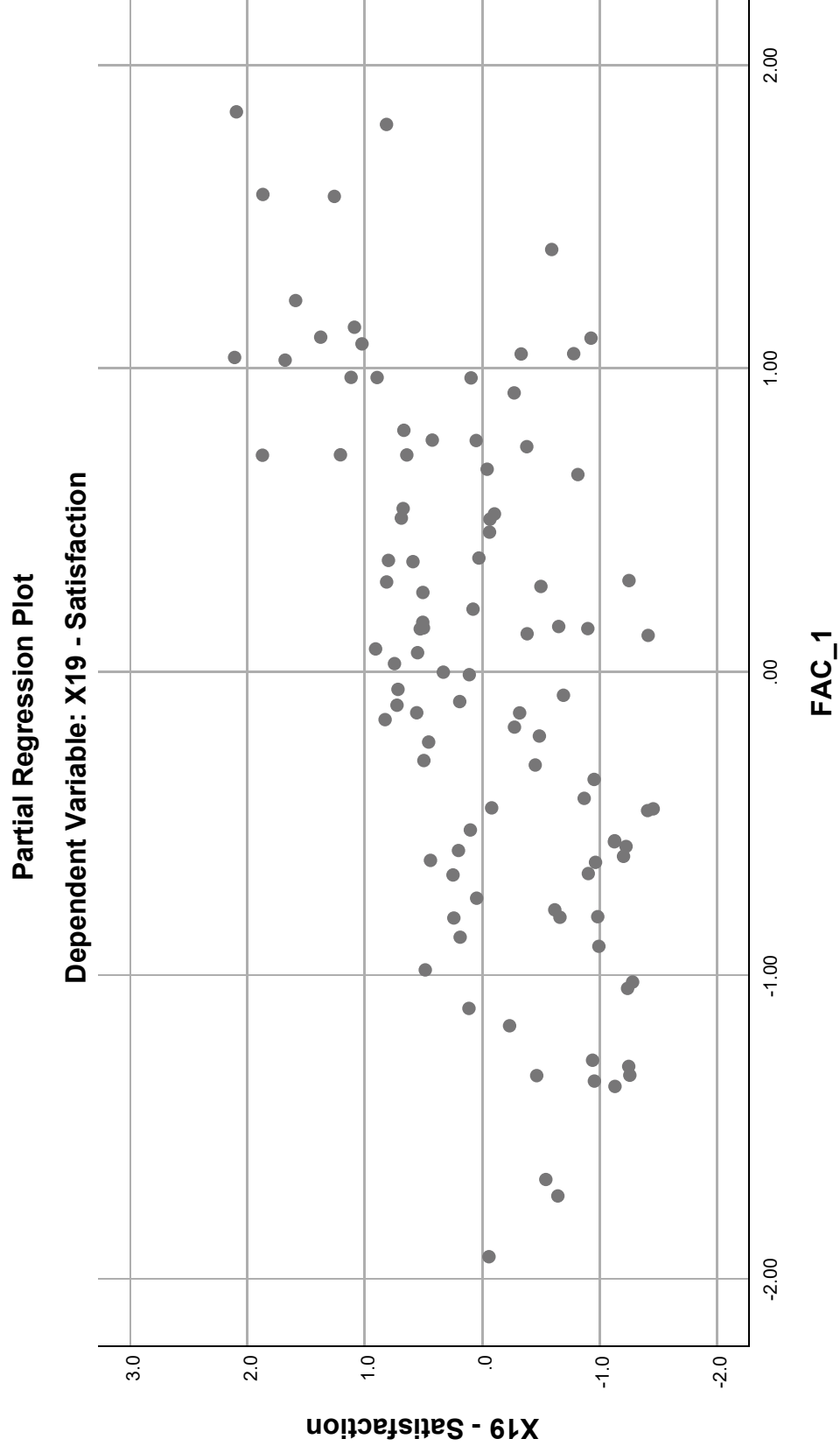
STEPWISE REGRESSION WITH SUMMATED SCALES



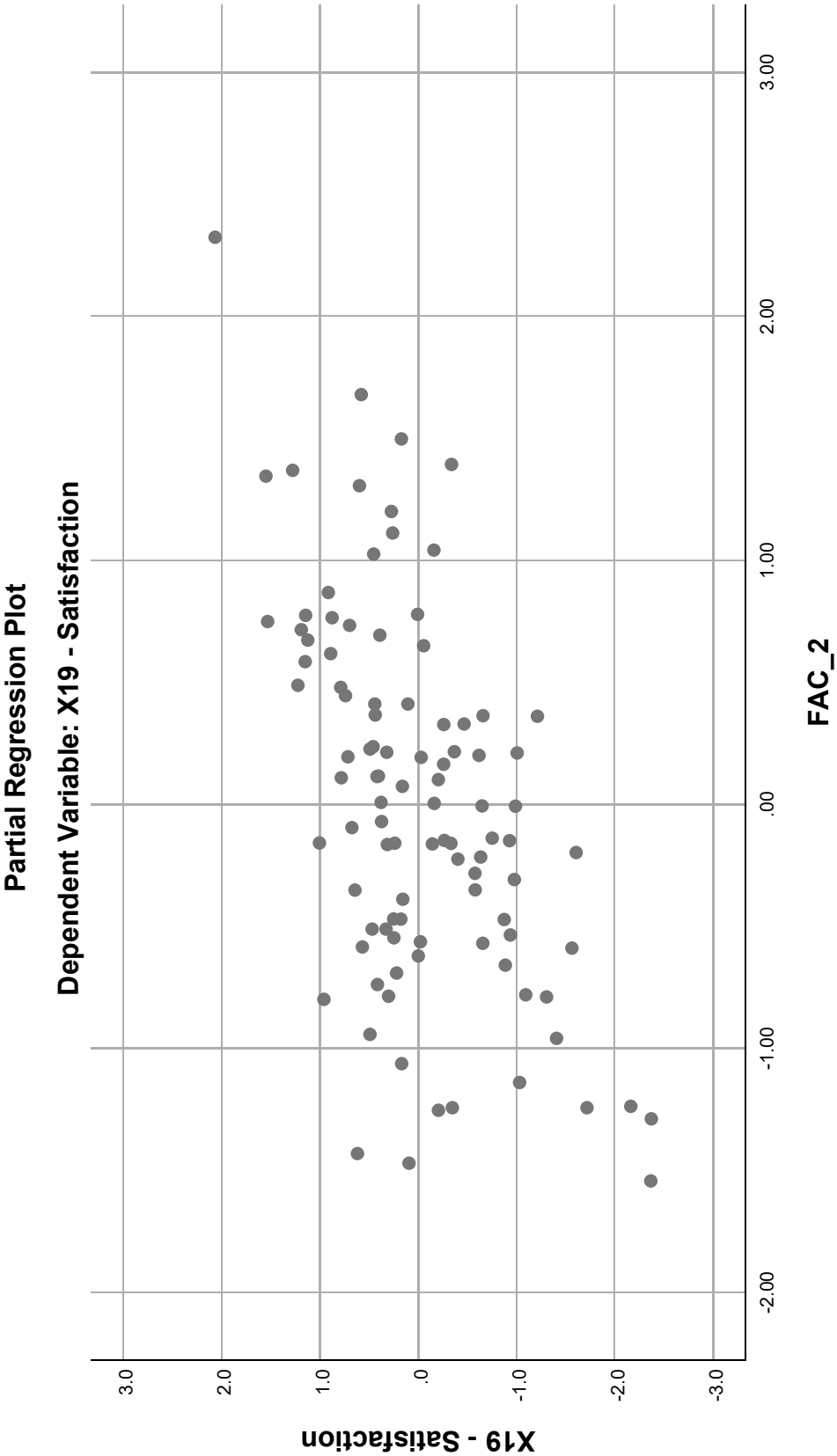
STEPWISE REGRESSION WITH SUMMATED SCALES



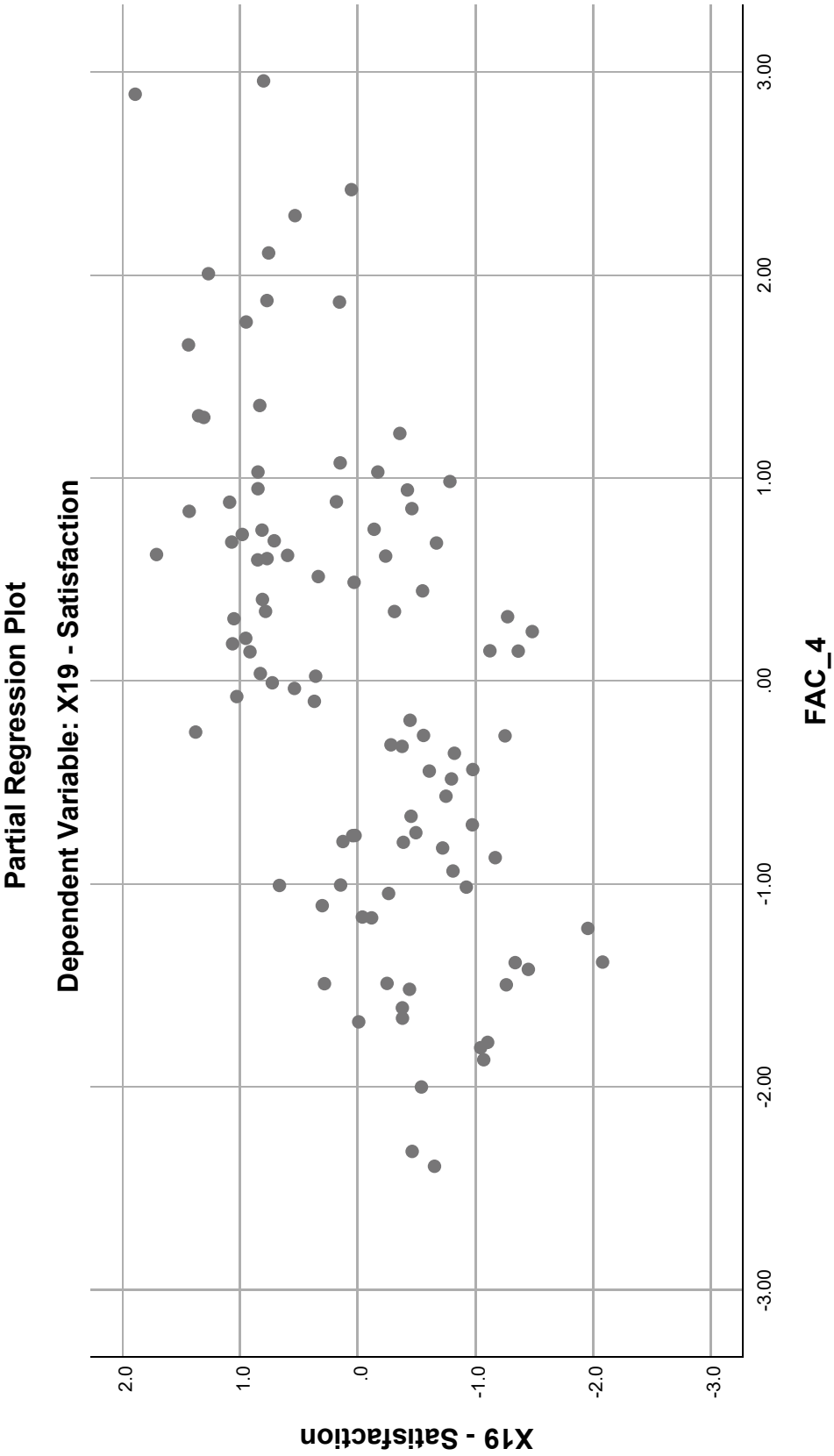
STEPWISE REGRESSION WITH SUMMATED SCALES



STEPWISE REGRESSION WITH SUMMATED SCALES



STEPWISE REGRESSION WITH SUMMATED SCALES



CONFIRMATORY REGRESSION WITH SUMMATED SCALES

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.918	1.1918	100
FAC_1	4.5353	.88954	100
FAC_2	4.2683	.82253	100
FAC_3	5.7040	1.11965	100
FAC_4	5.4180	1.23168	100
X11 - Product Line	5.805	1.3153	100
X15 - New Products	5.150	1.4930	100
X17 - Price Flexibility	4.610	1.2060	100

CONFIRMATORY REGRESSION WITH SUMMATED SCALES

Correlations

Pearson Correlation	X19 - Satisfaction	FAC_1	FAC_2	FAC_3	FAC_4	X11 - Product Line	X15 - New Products	X17 - Price Flexibility
X19 - Satisfaction	1.000	.614	.437	.142	.406	.551	.071	.056
FAC_1	.614	1.000	.260	.113	.126	.568	.080	.457
FAC_2	.437	.260	1.000	.010	-.225	-.047	.044	.382
FAC_3	.142	.113	.010	1.000	.228	.232	-.037	-.190
FAC_4	.406	.126	-.225	.228	1.000	.581	.001	-.575
X11 - Product Line	.551	.568	-.047	.232	.581	1.000	.046	-.378
X15 - New Products	.071	.080	.044	-.037	.001	.046	1.000	.094
X17 - Price Flexibility	.056	.457	.382	-.190	-.575	-.378	.094	1.000
Sig. (1-tailed)								
X19 - Satisfaction	.000	.000	.004	.131	.106	.000	.215	.000
FAC_1	.000	.004	.	.461	.012	.322	.330	.000
FAC_2	.079	.131	.461	.	.011	.010	.356	.029
FAC_3	.000	.106	.012	.011	.	.000	.497	.000
FAC_4	.000	.000	.322	.010	.000	.	.324	.000
X11 - Product Line	.242	.215	.330	.356	.497	.324	.	.176
X15 - New Products	.290	.000	.000	.029	.000	.000	.176	.
X17 - Price Flexibility	100	100	100	100	100	100	100	100
N	100	100	100	100	100	100	100	100
FAC_1	100	100	100	100	100	100	100	100
FAC_2	100	100	100	100	100	100	100	100
FAC_3	100	100	100	100	100	100	100	100
FAC_4	100	100	100	100	100	100	100	100

CONFIRMATORY REGRESSION WITH SUMMATED SCALES

Correlations

	X19 - Satisfaction	FAC_1	FAC_2	FAC_3	FAC_4	X11 - Product Line	X15 - New Products	X17 - Price Flexibility
X11 - Product Line	100	100	100	100	100	100	100	100
X15 - New Products	100	100	100	100	100	100	100	100
X17 - Price Flexibility	100	100	100	100	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X17 - Price Flexibility, X15 - New Products, FAC_3, FAC_2, X11 - Product Line, FAC_4, FAC_1 ^b	.	Enter

a. Dependent Variable: X19 - Satisfaction

b. All requested variables entered.

CONFIRMATORY REGRESSION WITH SUMMATED SCALES

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations	
	B	Std. Error					Lower Bound	Upper Bound	Zero-order	Partial
1	(Constant)		.965		-.295	.769	-2.201	1.632		
	FAC_1		.224	.458	2.743	.007	.169	1.059	.614	.275
	FAC_2		.098	.437	6.456	.000	.438	.828	.437	.558
	FAC_3		.069	-.030	-.457	.648	-.169	.106	.142	-.048
	FAC_4		.087	.355	3.958	.000	.171	.516	.406	.381
	X11 - Product Line		.139	.074	.482	.631	-.210	.344	.551	.050
	X15 - New Products		.050	.019	.305	.761	-.084	.115	.071	.032
	X17 - Price Flexibility		.162	-.096	-.584	.561	-.416	.227	.056	-.061

Coefficients^a

Model	Correlations		Collinearity Statistics	
	Part	Tolerance	VIF	
1	(Constant)			
	FAC_1	.137	7.324	
	FAC_2	.833	1.200	
	FAC_3	.903	1.108	
	FAC_4	.474	2.112	
	X11 - Product Line	.161	6.210	
	X15 - New Products	.972	1.028	
	X17 - Price Flexibility	.142	7.020	

CONFIRMATORY REGRESSION WITH SUMMATED SCALES

a. Dependent Variable: X19 - Satisfaction

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions								X15 - New Products	X11 - Product Line	X17 - Price Flexibility
					FAC_1	FAC_2	FAC_3	FAC_4							
1	1	7.715	1.000	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	.00	
	2	.116	8.155	.00	.00	.02	.01	.05	.01	.01	.01	.01	.03	.03	
	3	.071	10.429	.00	.00	.01	.01	.00	.00	.00	.00	.88	.01	.01	
	4	.040	13.957	.00	.03	.04	.38	.00	.00	.04	.00	.00	.00	.00	
	5	.027	17.015	.00	.01	.62	.34	.04	.00	.00	.01	.02	.02	.02	
	6	.022	18.821	.02	.00	.17	.10	.45	.06	.06	.03	.05	.05	.05	
	7	.008	30.536	.39	.08	.13	.11	.31	.12	.12	.06	.00	.00	.00	
	8	.002	60.888	.59	.87	.00	.05	.14	.77	.77	.00	.89	.89	.89	

a. Dependent Variable: X19 - Satisfaction

CONFIRMATORY REGRESSION WITH SUMMATED SCALES

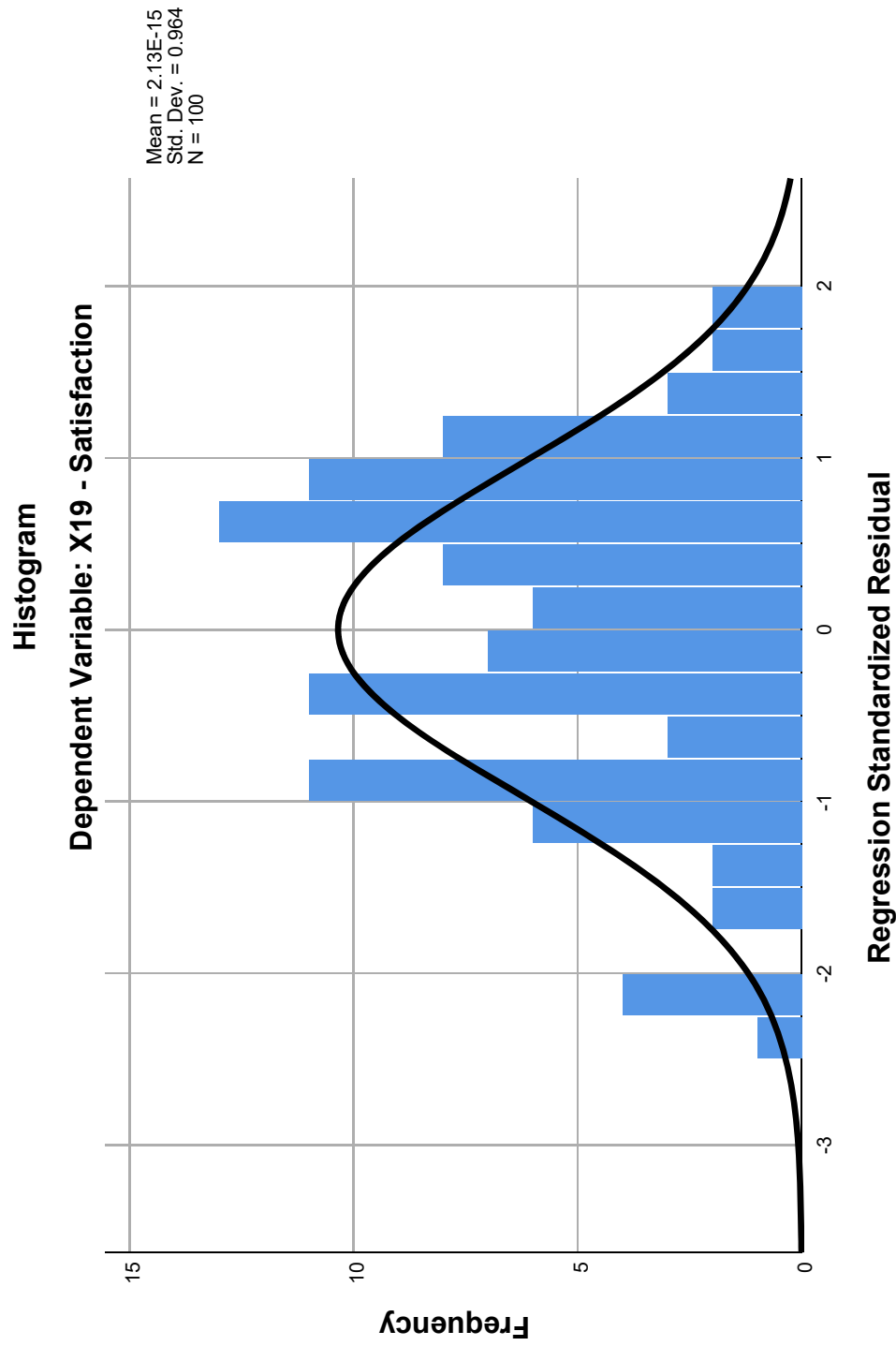
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.410	9.432	6.918	.9602	100
Std. Predicted Value	-2.612	2.618	.000	1.000	100
Standard Error of Predicted Value	.098	.299	.203	.043	100
Adjusted Predicted Value	4.286	9.338	6.917	.9636	100
Residual	-1.6573	1.4363	.0000	.7060	100
Std. Residual	-2.263	1.961	.000	.964	100
Stud. Residual	-2.356	2.031	.001	1.005	100
Deleted Residual	-1.7973	1.5701	.0008	.7674	100
Stud. Deleted Residual	-2.418	2.067	-.001	1.013	100
Mahal. Distance	.790	15.524	6.930	3.338	100
Cook's Distance	.000	.067	.011	.015	100
Centered Leverage Value	.008	.157	.070	.034	100

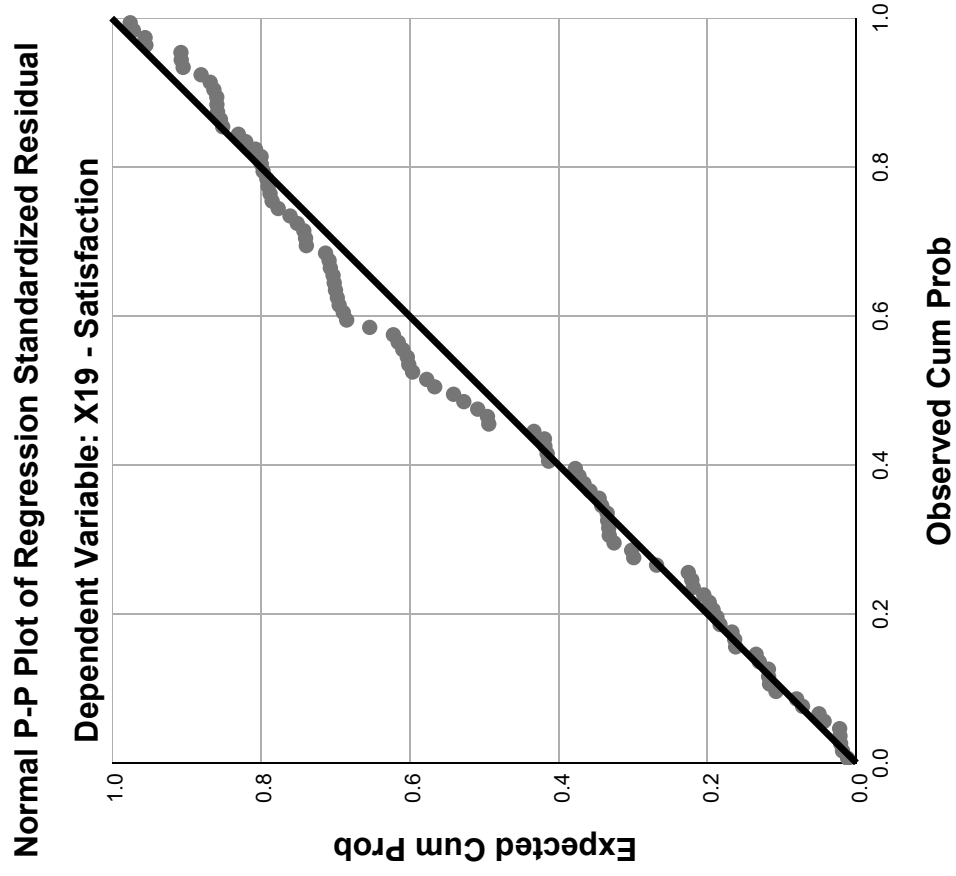
a. Dependent Variable: X19 - Satisfaction

Charts

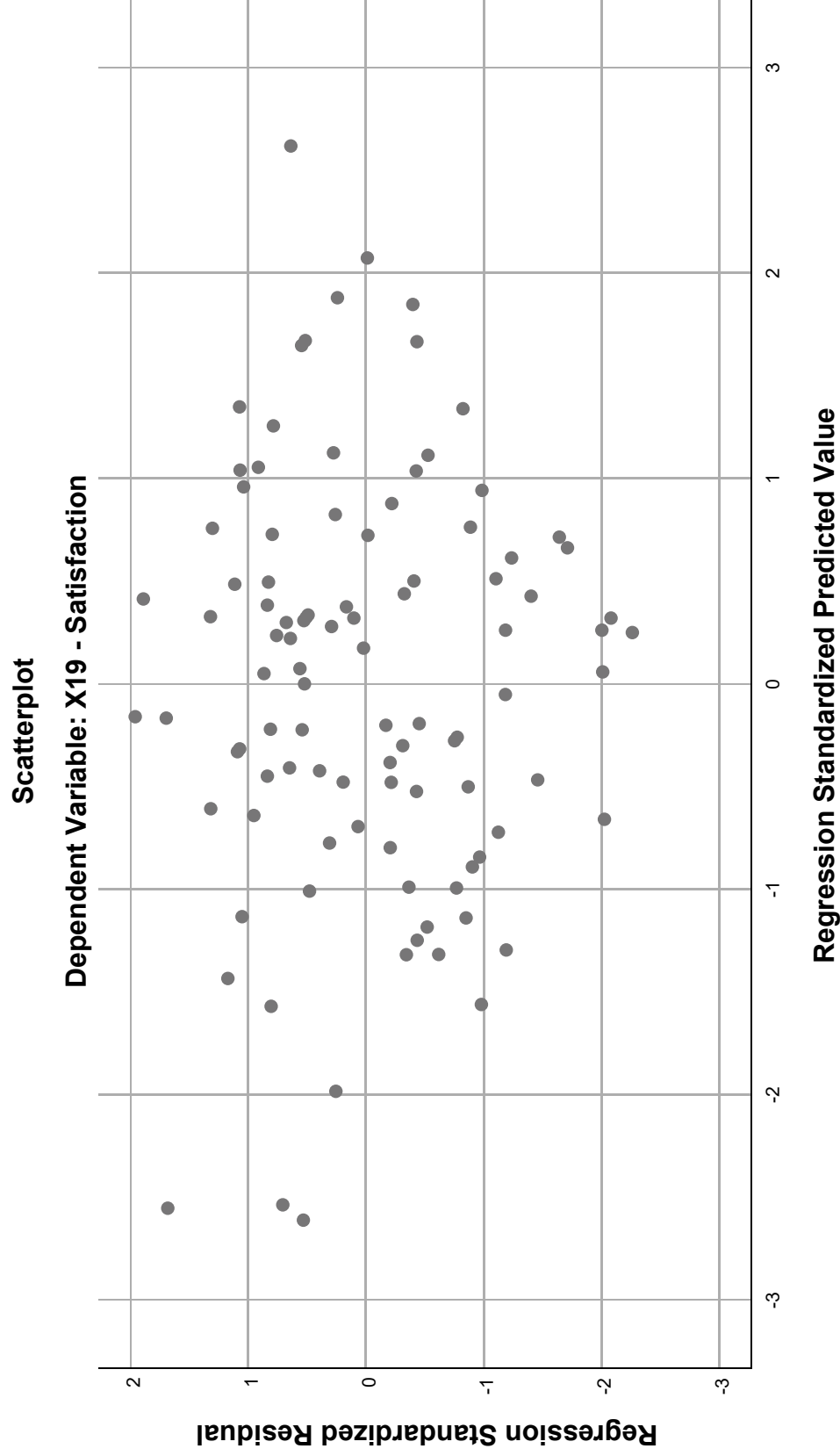
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



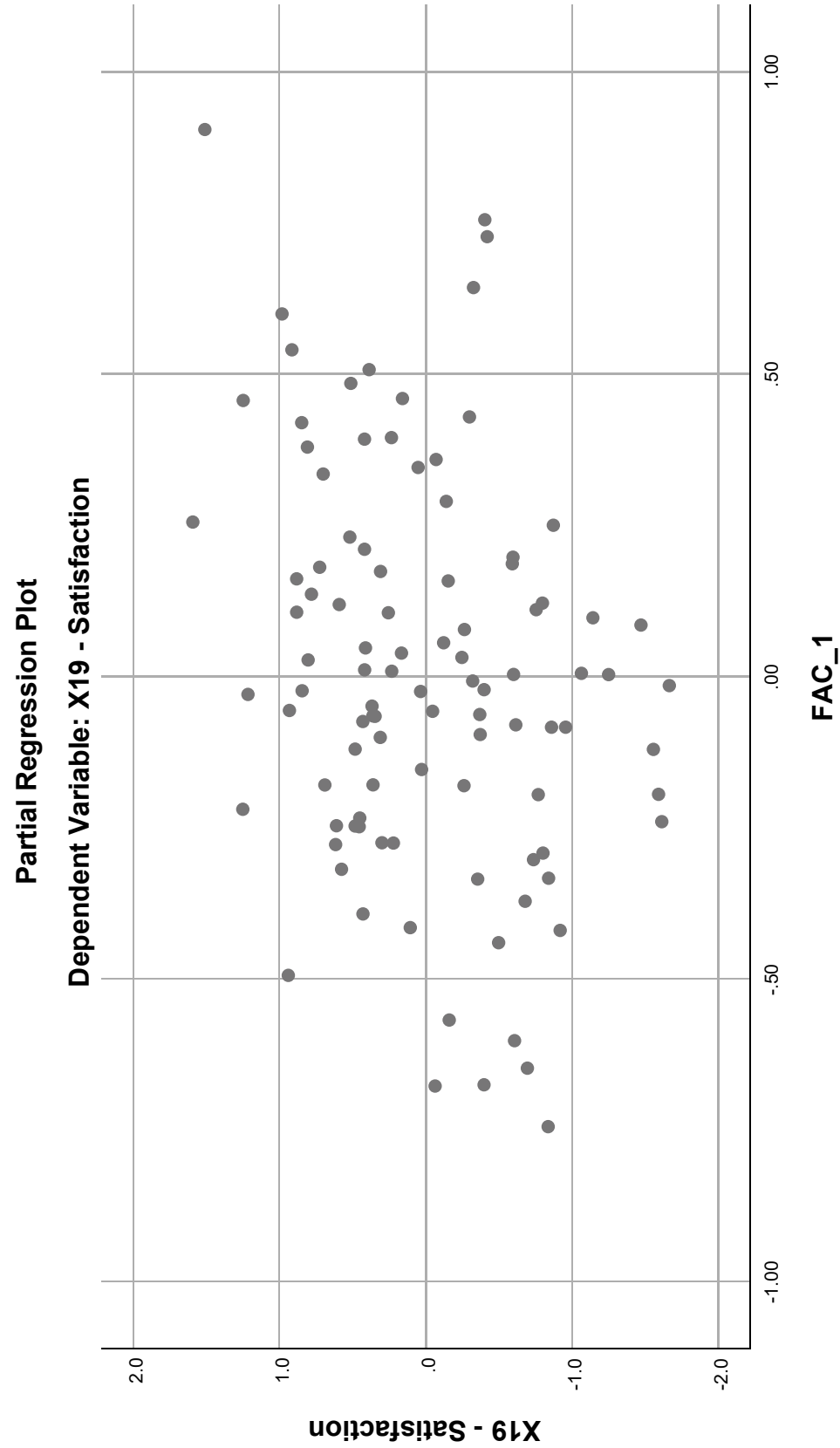
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



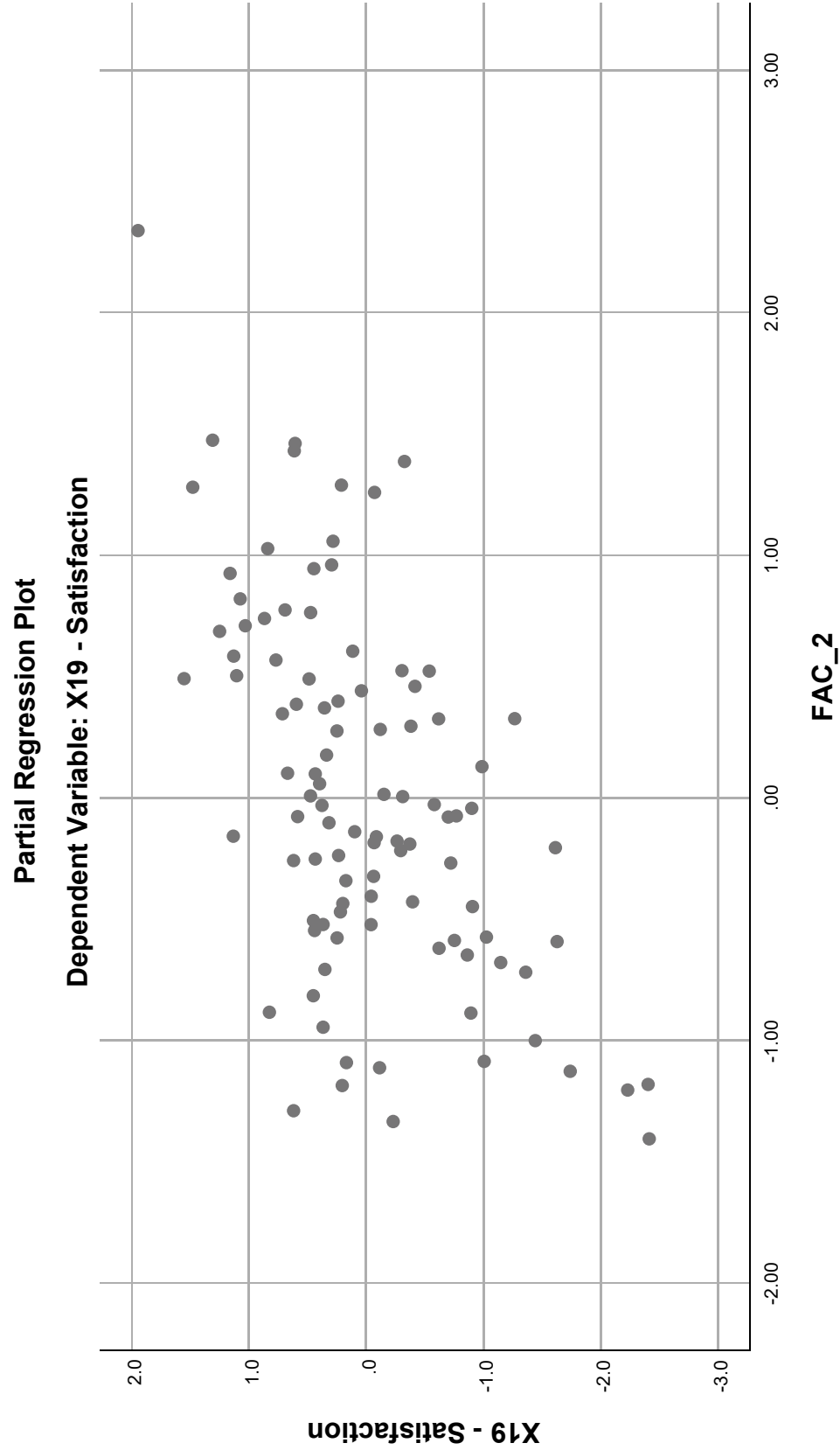
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



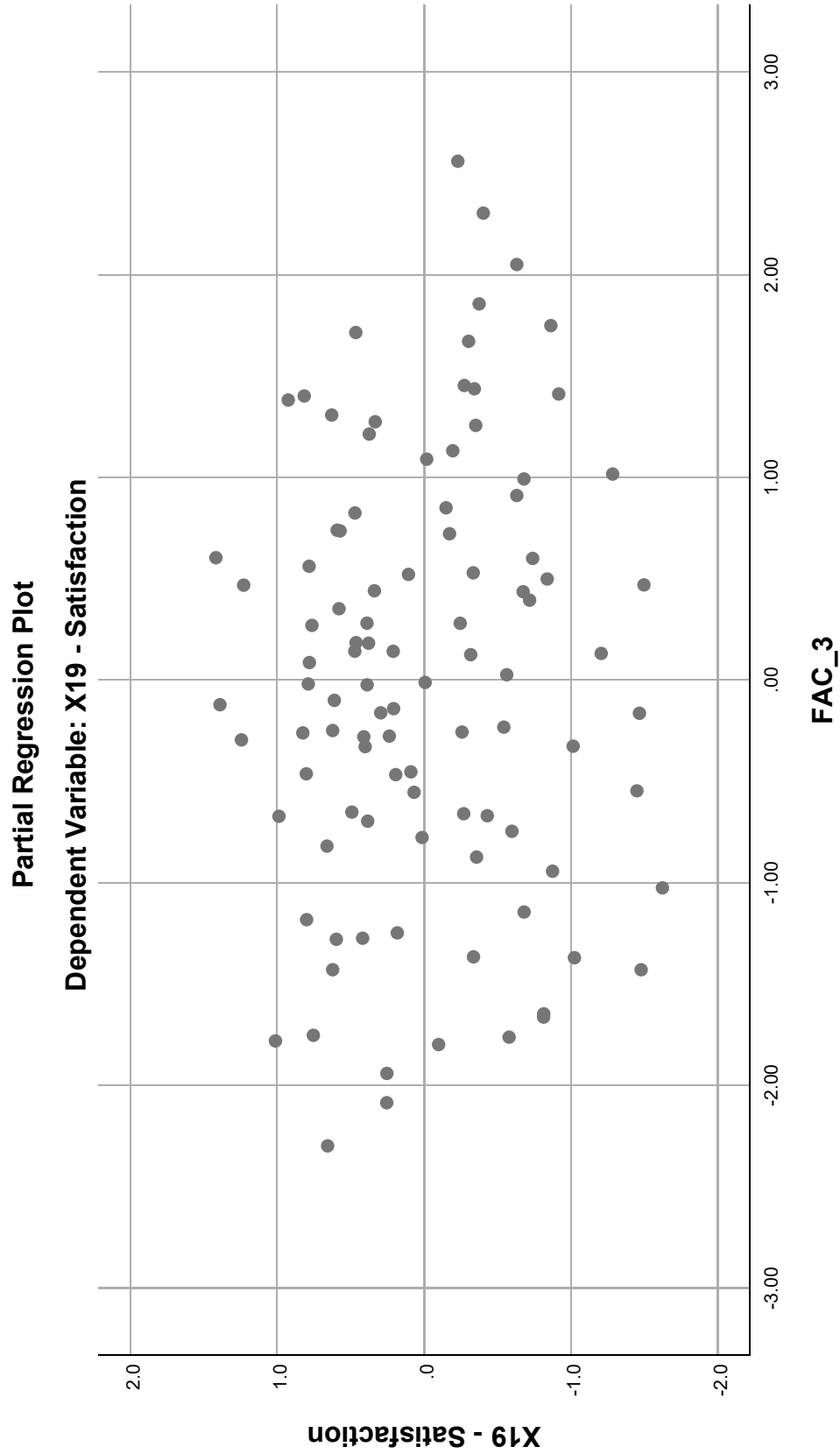
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



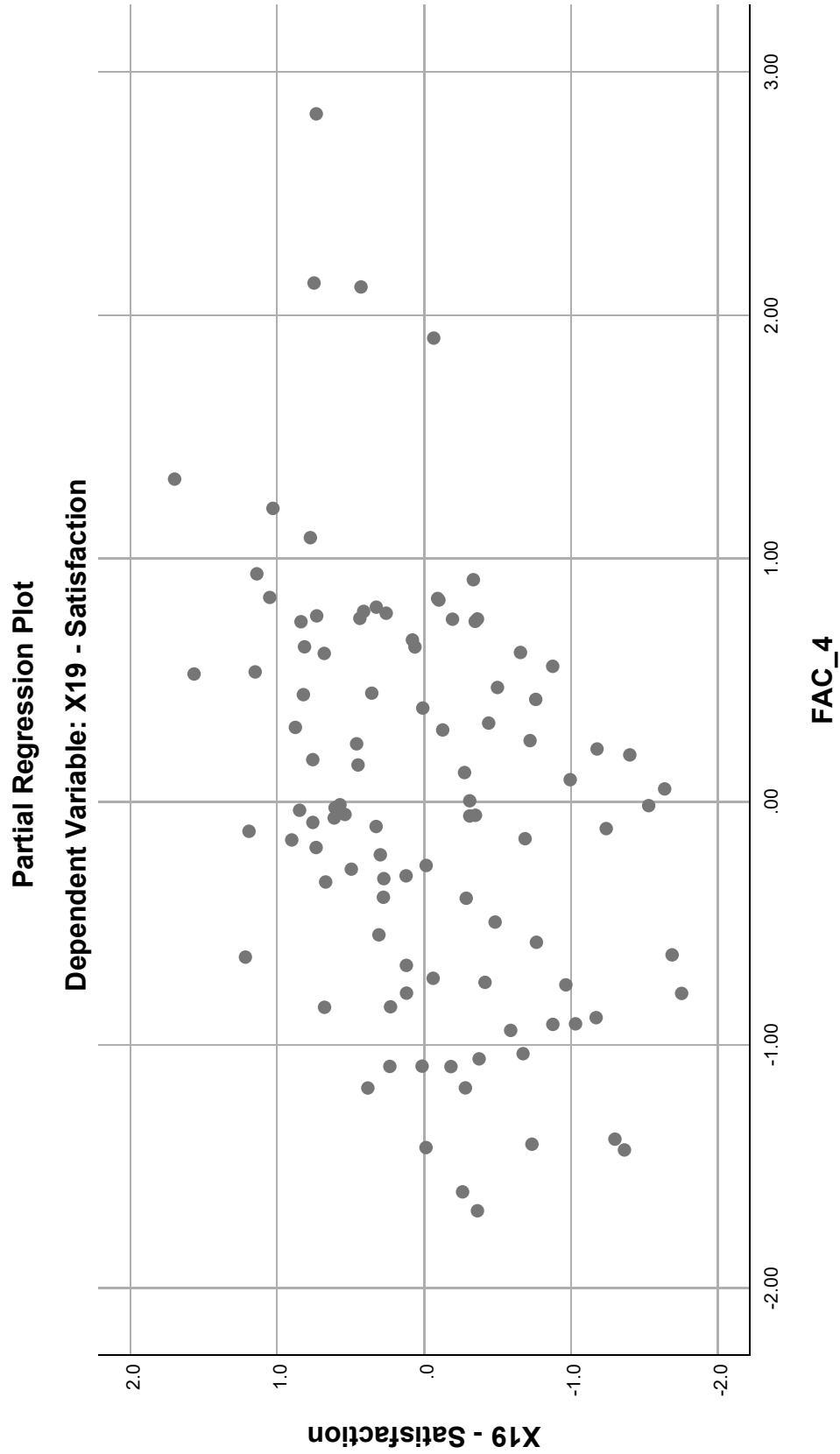
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



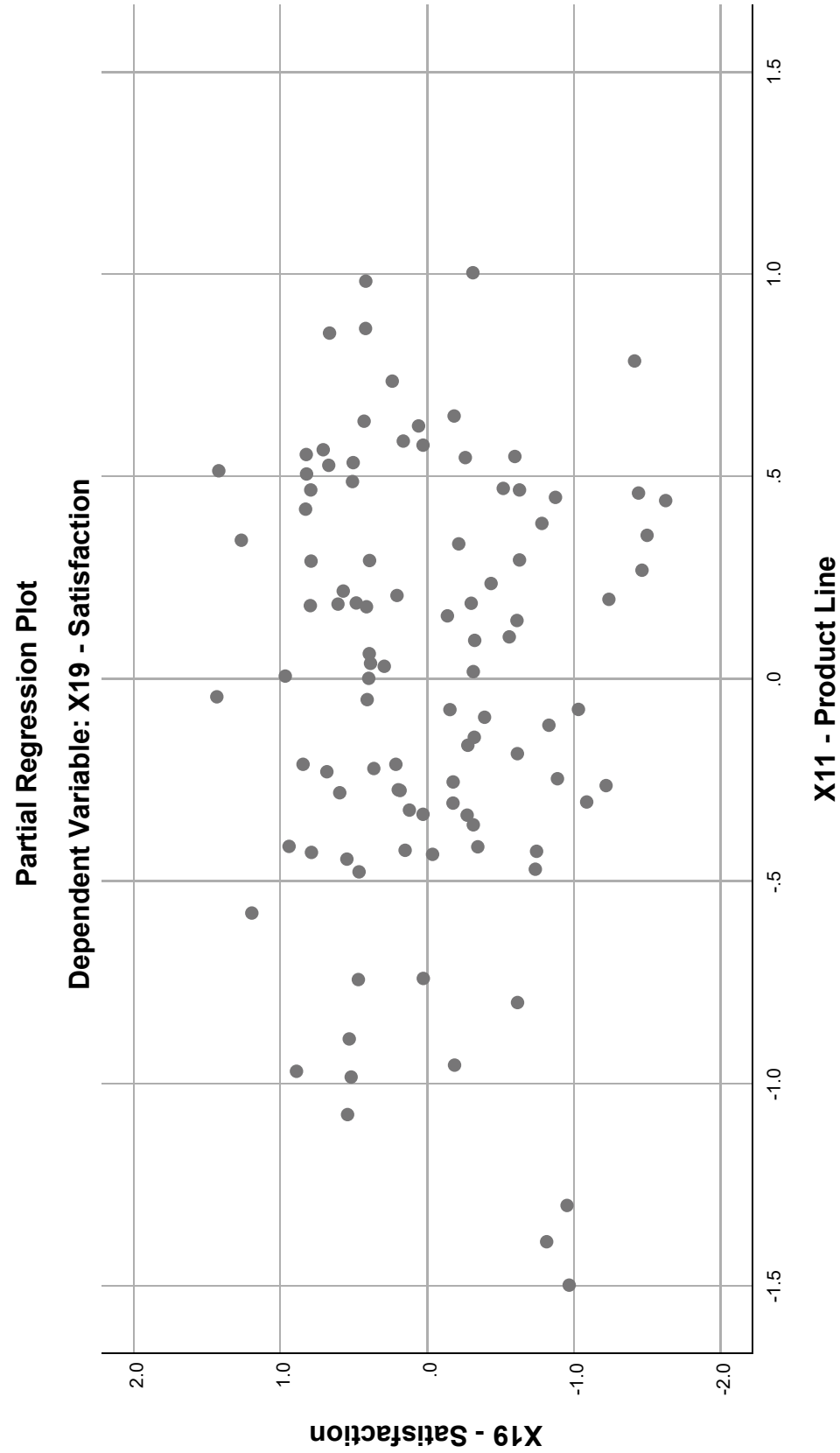
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



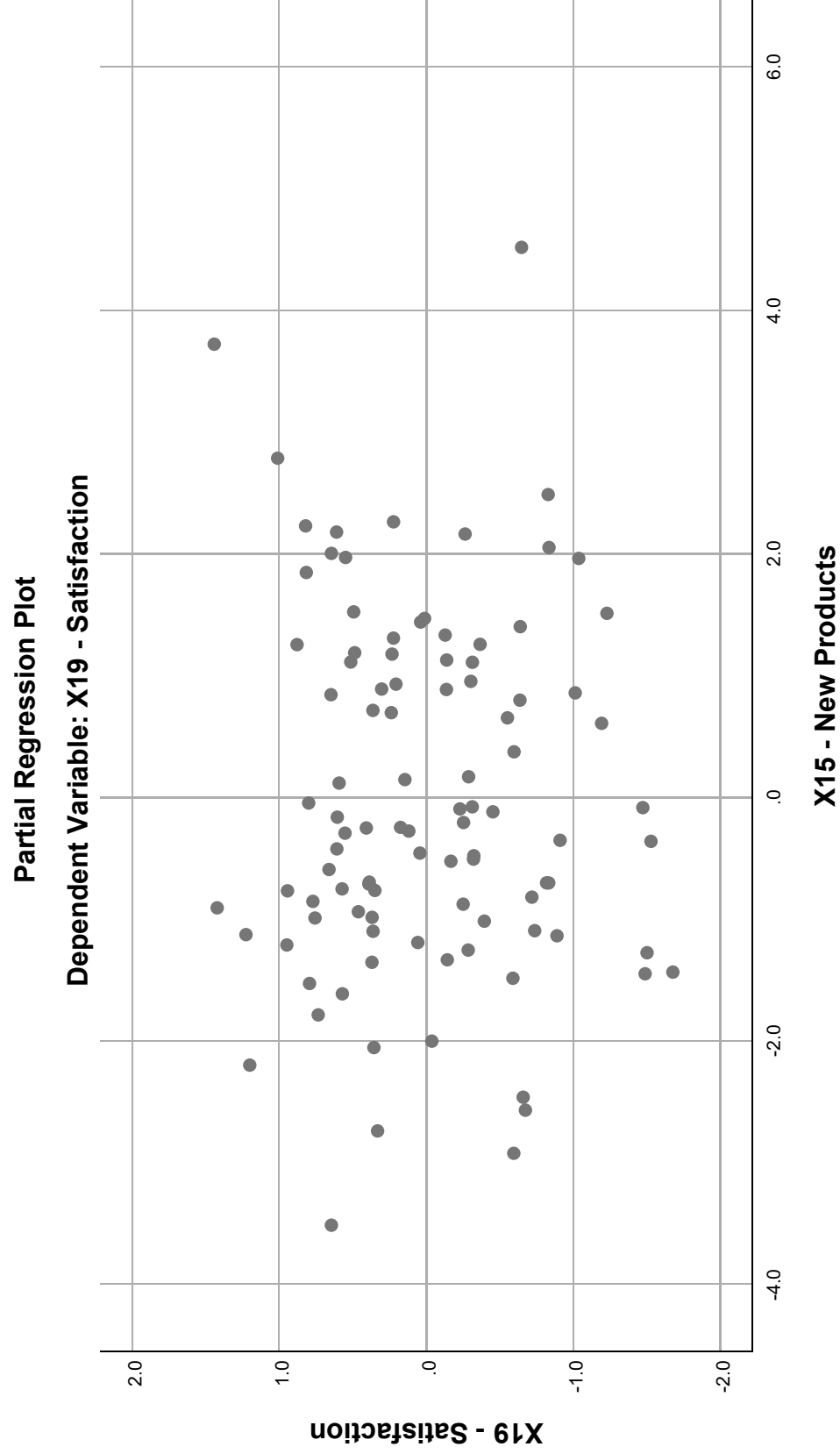
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



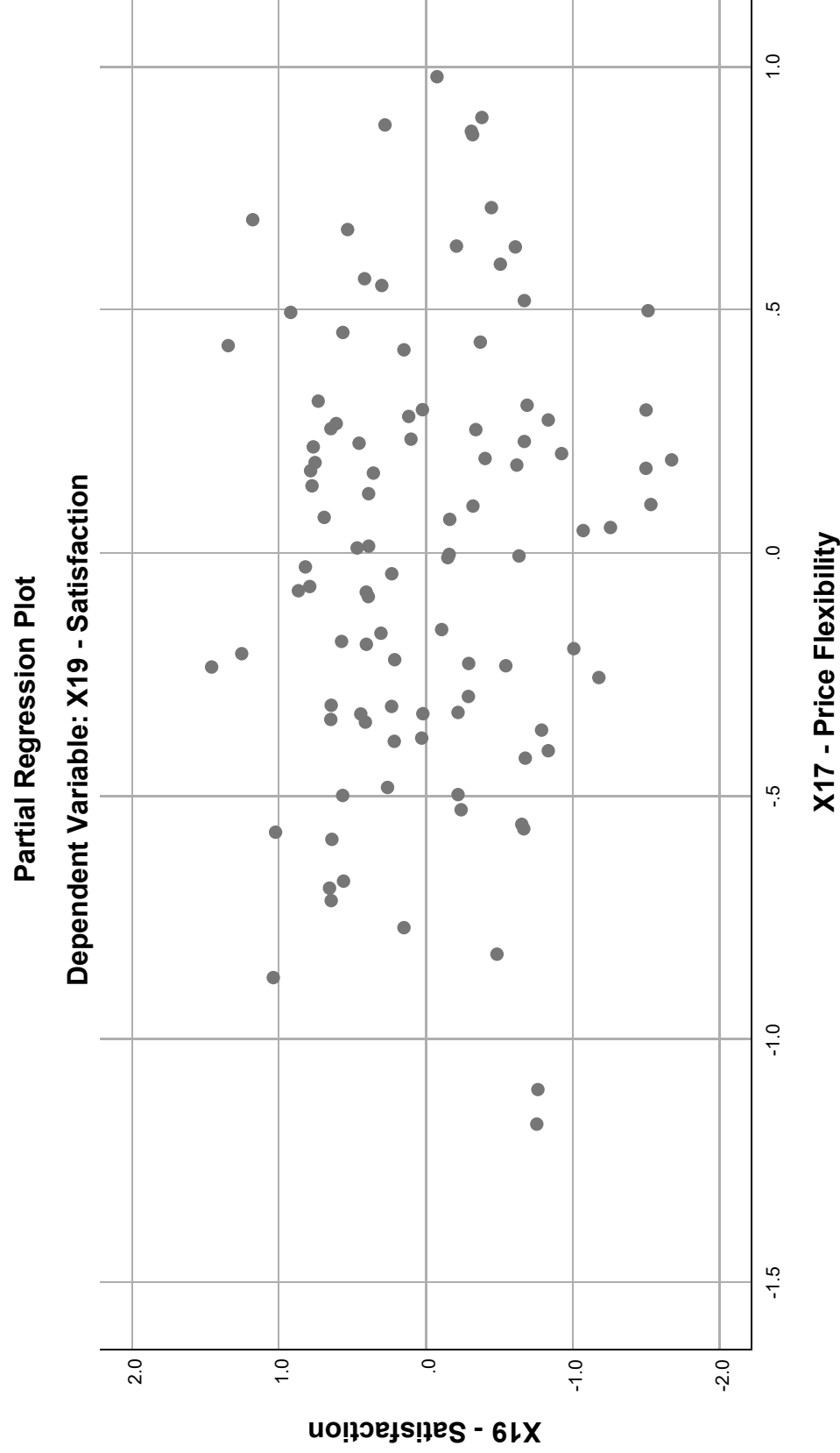
CONFIRMATORY REGRESSION WITH SUMMATED SCALES



CONFIRMATORY REGRESSION WITH SUMMATED SCALES



CONFIRMATORY REGRESSION WITH SUMMATED SCALES



STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
X19 - Satisfaction	6.910	1.2046	97
X6 - Product Quality	7.795	1.4010	97
X7 - E-Commerce Activities	3.652	.7002	97
X8 - Technical Support	5.377	1.5417	97
X9 - Complaint Resolution	5.443	1.2122	97
X10 - Advertising	3.984	1.1074	97
X11 - Product Line	5.820	1.3330	97
X12 - Salesforce Image	5.065	1.0352	97
X13 - Competitive Pricing	6.930	1.5480	97
X14 - Warranty & Claims	6.033	.8248	97
X15 - New Products	5.120	1.5041	97
X16 - Order & Billing	4.282	.9182	97
X17 - Price Flexibility	4.582	1.2049	97
X18 - Delivery Speed	3.879	.7410	97

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

Pearson Correlation	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X19 - Satisfaction	.557	.514	-.218	.175	.066	.520
X6 - Product Quality	.489	-.185	-.422	.082	.019	.078
X7 - E-Commerce Activities	-.043	.789	.208	.040	-.049	.155
X8 - Technical Support	.192	.034	-.269	.801	-.064	.078
X9 - Complaint Resolution	.570	.243	-.130	.143	.058	.755
X10 - Advertising	-.002	.539	.118	-.011	.072	.148
X11 - Product Line	1.000	-.044	-.492	.281	.054	.436
X12 - Salesforce Image	-.044	1.000	.228	.091	-.005	.215
X13 - Competitive Pricing	-.492	.228	1.000	-.262	.004	-.115
X14 - Warranty & Claims	.281	.091	-.262	1.000	.033	.193
X15 - New Products	.054	-.005	.004	.033	1.000	.075
X16 - Order & Billing	.436	.215	-.115	.193	.075	1.000
X17 - Price Flexibility	-.376	.330	.463	-.187	.080	.401
X18 - Delivery Speed	.611	.268	-.083	.105	.100	.755
X19 - Satisfaction	.000	.000	.016	.043	.259	.000
X6 - Product Quality	.000	.034	.000	.212	.428	.222
X7 - E-Commerce Activities	.340	.000	.020	.349	.318	.065
X8 - Technical Support	.030	.372	.004	.000	.268	.225

Sig. (1-tailed)

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

Pearson Correlation	X19 - Satisfaction	X17 - Price Flexibility	X18 - Delivery Speed
	X6 - Product Quality	-.533	.011
	X7 - E-Commerce Activities	.250	.181
	X8 - Technical Support	-.182	.030
	X9 - Complaint Resolution	.387	.866
	X10 - Advertising	.306	.258
	X11 - Product Line	-.376	.611
	X12 - Salesforce Image	.330	.268
	X13 - Competitive Pricing	.463	-.083
	X14 - Warranty & Claims	-.187	.105
	X15 - New Products	.080	.100
	X16 - Order & Billing	.401	.755
	X17 - Price Flexibility	1.000	.489
	X18 - Delivery Speed	.489	1.000
Sig. (1-tailed)	X19 - Satisfaction	.345	.000
	X6 - Product Quality	.000	.459
	X7 - E-Commerce Activities	.007	.038
	X8 - Technical Support	.037	.385

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X9 - Complaint Resolution	.000	.198	.092	.154	.	.042
X10 - Advertising	.002	.178	.000	.271	.042	.
X11 - Product Line	.000	.000	.340	.030	.000	.493
X12 - Salesforce Image	.000	.034	.000	.372	.008	.000
X13 - Competitive Pricing	.016	.000	.020	.004	.102	.126
X14 - Warranty & Claims	.043	.212	.349	.000	.081	.456
X15 - New Products	.259	.428	.318	.268	.286	.241
X16 - Order & Billing	.000	.222	.065	.225	.000	.074
X17 - Price Flexibility	.345	.000	.007	.037	.000	.001
X18 - Delivery Speed	.000	.459	.038	.385	.000	.005
X19 - Satisfaction	97	97	97	97	97	97
X6 - Product Quality	97	97	97	97	97	97
X7 - E-Commerce Activities	97	97	97	97	97	97
X8 - Technical Support	97	97	97	97	97	97
X9 - Complaint Resolution	97	97	97	97	97	97
X10 - Advertising	97	97	97	97	97	97
X11 - Product Line	97	97	97	97	97	97
X12 - Salesforce Image	97	97	97	97	97	97

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X9 - Complaint Resolution	.000	.008	.102	.081	.286	.000
X10 - Advertising	.493	.000	.126	.456	.241	.074
X11 - Product Line	.	.335	.000	.003	.299	.000
X12 - Salesforce Image	.335	.	.012	.189	.481	.017
X13 - Competitive Pricing	.000	.012	.	.005	.483	.132
X14 - Warranty & Claims	.003	.189	.005	.	.375	.029
X15 - New Products	.299	.481	.483	.375	.	.232
X16 - Order & Billing	.000	.017	.132	.029	.232	.
X17 - Price Flexibility	.000	.000	.000	.033	.219	.000
X18 - Delivery Speed	.000	.004	.210	.153	.165	.000
X19 - Satisfaction	97	97	97	97	97	97
X6 - Product Quality	97	97	97	97	97	97
X7 - E-Commerce Activities	97	97	97	97	97	97
X8 - Technical Support	97	97	97	97	97	97
X9 - Complaint Resolution	97	97	97	97	97	97
X10 - Advertising	97	97	97	97	97	97
X11 - Product Line	97	97	97	97	97	97
X12 - Salesforce Image	97	97	97	97	97	97

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed
X9 - Complaint Resolution	.000	.000
X10 - Advertising	.001	.005
X11 - Product Line	.000	.000
X12 - Salesforce Image	.000	.004
X13 - Competitive Pricing	.000	.210
X14 - Warranty & Claims	.033	.153
X15 - New Products	.219	.165
X16 - Order & Billing	.000	.000
X17 - Price Flexibility	.	.000
X18 - Delivery Speed	.000	.
N		
X19 - Satisfaction	97	97
X6 - Product Quality	97	97
X7 - E-Commerce Activities	97	97
X8 - Technical Support	97	97
X9 - Complaint Resolution	97	97
X10 - Advertising	97	97
X11 - Product Line	97	97
X12 - Salesforce Image	97	97

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

	X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution	X10 - Advertising
X13 - Competitive Pricing	97	97	97	97	97	97
X14 - Warranty & Claims	97	97	97	97	97	97
X15 - New Products	97	97	97	97	97	97
X16 - Order & Billing	97	97	97	97	97	97
X17 - Price Flexibility	97	97	97	97	97	97
X18 - Delivery Speed	97	97	97	97	97	97

Correlations

	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
X13 - Competitive Pricing	97	97	97	97	97	97
X14 - Warranty & Claims	97	97	97	97	97	97
X15 - New Products	97	97	97	97	97	97
X16 - Order & Billing	97	97	97	97	97	97
X17 - Price Flexibility	97	97	97	97	97	97
X18 - Delivery Speed	97	97	97	97	97	97

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Correlations

	X17 - Price Flexibility	X18 - Delivery Speed
X13 - Competitive Pricing	97	97
X14 - Warranty & Claims	97	97
X15 - New Products	97	97
X16 - Order & Billing	97	97
X17 - Price Flexibility	97	97
X18 - Delivery Speed	97	97

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X9 - Complaint Resolution	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
2	X6 - Product Quality	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).
3	X12 - Salesforce Image	.	Stepwise (Criteria: Probability-of- F-to-enter <= . 050, Probability-of- F-to-remove >= .100).

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
4	X7 - E-Commerce Activities	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
5	X18 - Delivery Speed	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Model Summary^f

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.600 ^a	.360	.353	.9688	.360	53.414	1	95	.000
2	.737 ^b	.544	.534	.8224	.184	37.841	1	94	.000
3	.881 ^c	.777	.770	.5782	.233	97.188	1	93	.000
4	.896 ^d	.802	.794	.5470	.026	11.910	1	92	.001
5	.905 ^e	.819	.809	.5269	.016	8.129	1	91	.005

a. Predictors: (Constant), X9 - Complaint Resolution

b. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality

c. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

d. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities

e. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X18 - Delivery Speed

f. Dependent Variable: X19 - Satisfaction

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.137	1	50.137	53.414	.000 ^b
	Residual	89.173	95	.939		
	Total	139.310	96			
2	Regression	75.732	2	37.866	55.984	.000 ^c
	Residual	63.578	94	.676		
	Total	139.310	96			
3	Regression	108.221	3	36.074	107.911	.000 ^d
	Residual	31.089	93	.334		
	Total	139.310	96			
4	Regression	111.784	4	27.946	93.404	.000 ^e
	Residual	27.526	92	.299		
	Total	139.310	96			
5	Regression	114.041	5	22.808	82.140	.000 ^f
	Residual	25.269	91	.278		
	Total	139.310	96			

a. Dependent Variable: X19 - Satisfaction

b. Predictors: (Constant), X9 - Complaint Resolution

c. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality

d. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image

e.

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

f. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X18 - Delivery Speed

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations	
	B	Std. Error					Lower Bound	Upper Bound	Zero-order	Partial
1										
	(Constant)		.455		8.059	.000	2.762	4.568		
	X9 - Complaint Resolution		.082	.600	7.308	.000	.434	.758	.600	.600
2										
	(Constant)		.582		1.691	.094	-.171	2.140		
	X9 - Complaint Resolution		.070	.562	8.040	.000	.421	.697	.600	.638
	X6 - Product Quality		.060	.430	6.152	.000	.251	.489	.479	.536
3										
	(Constant)		.510		-3.945	.000	-3.023	-.999		
	X9 - Complaint Resolution		.051	.429	8.418	.000	.326	.527	.600	.658
	X6 - Product Quality		.043	.536	10.656	.000	.375	.547	.479	.741
	X12 - Salesforce Image		.060	.510	9.858	.000	.474	.712	.514	.715
4										
	(Constant)		.504		-3.000	.003	-2.511	-.511		
	X9 - Complaint Resolution		.048	.414	8.546	.000	.316	.507	.600	.665

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Coefficients^a

Model		Correlations	Collinearity Statistics	
		Part	Tolerance	VIF
1	(Constant)			
	X9 - Complaint Resolution	.600	1.000	1.000
2	(Constant)			
	X9 - Complaint Resolution	.560	.992	1.008
	X6 - Product Quality	.429	.992	1.008
3	(Constant)			
	X9 - Complaint Resolution	.412	.923	1.084
	X6 - Product Quality	.522	.947	1.056
	X12 - Salesforce Image	.483	.898	1.114
4	(Constant)			
	X9 - Complaint Resolution	.396	.915	1.093

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations	
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial
	X6 - Product Quality	.460	.041	.535	11.229	.379	.541	.479	.760
	X12 - Salesforce Image	.837	.091	.720	9.219	.657	1.018	.514	.693
	X7 - E-Commerce Activities	-.450	.130	-.262	-3.451	-.709	-.191	.277	-.339
5	(Constant)	-1.939	.508		-3.818	-2.947	-.930		
	X9 - Complaint Resolution	.190	.090	.191	2.104	.011	.370	.600	.215
	X6 - Product Quality	.472	.040	.549	11.896	.393	.551	.479	.780
	X12 - Salesforce Image	.833	.088	.716	9.521	.659	1.007	.514	.706
	X7 - E-Commerce Activities	-.470	.126	-.273	-3.734	-.720	-.220	.277	-.364
	X18 - Delivery Speed	.420	.147	.258	2.851	.127	.713	.572	.286

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Coefficients^a

Model	Correlations		Collinearity Statistics	
	Part	Tolerance	VIF	
5	X6 - Product Quality	.520	.947	1.056
	X12 - Salesforce Image	.427	.352	2.837
	X7 - E-Commerce Activities	-.160	.374	2.677
	(Constant)			
	X9 - Complaint Resolution	.094	.241	4.151
	X6 - Product Quality	.531	.936	1.069
	X12 - Salesforce Image	.425	.352	2.838
	X7 - E-Commerce Activities	-.167	.372	2.685
	X18 - Delivery Speed	.127	.243	4.120

a. Dependent Variable: X19 - Satisfaction

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
1	X6 - Product Quality	.430 ^b	.000	.536	.992	1.008	.992
	X7 - E-Commerce Activities	.199 ^b	.015	.247	.981	1.019	.981
	X8 - Technical Support	.055 ^b	.506	.069	.989	1.011	.989
	X10 - Advertising	.193 ^b	.020	.237	.969	1.032	.969
	X11 - Product Line	.319 ^b	.001	.327	.675	1.481	.675
	X12 - Salesforce Image	.392 ^b	.000	.475	.941	1.063	.941
	X13 - Competitive Pricing	-.143 ^b	.085	-.177	.983	1.017	.983
	X14 - Warranty & Claims	.091 ^b	.275	.113	.979	1.021	.979
	X15 - New Products	.032 ^b	.702	.039	.997	1.003	.997
	X16 - Order & Billing	.155 ^b	.217	.127	.431	2.323	.431
	X17 - Price Flexibility	-.225 ^b	.011	-.260	.850	1.177	.850
	X18 - Delivery Speed	.212 ^b	.199	.132	.250	4.002	.250
2	X7 - E-Commerce Activities	.283 ^c	.000	.409	.952	1.051	.952
	X8 - Technical Support	.014 ^c	.839	.021	.980	1.020	.980
	X10 - Advertising	.244 ^c	.000	.354	.957	1.045	.957
	X11 - Product Line	.054 ^c	.591	.056	.480	2.081	.480
	X12 - Salesforce Image	.510 ^c	.000	.715	.898	1.114	.898

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
3	X13 - Competitive Pricing	.580	.563	.060	.813	1.230	.813
	X14 - Warranty & Claims	.859	.393	.089	.975	1.026	.974
	X15 - New Products	.368	.714	.038	.996	1.004	.989
	X16 - Order & Billing	1.349	.181	.139	.430	2.324	.430
	X17 - Price Flexibility	1.042	.300	.107	.526	1.902	.526
	X18 - Delivery Speed	2.401	.018	.242	.246	4.071	.244
	X7 - E-Commerce Activities	-3.451	.001	-.339	.374	2.677	.352
	X8 - Technical Support	.001	.999	.000	.979	1.021	.897
	X10 - Advertising	-.178	.860	-.019	.707	1.414	.664
	X11 - Product Line	2.197	.031	.223	.471	2.122	.471
4	X13 - Competitive Pricing	-1.212	.228	-.125	.779	1.283	.779
	X14 - Warranty & Claims	.483	.630	.050	.969	1.032	.893
	X15 - New Products	.694	.490	.072	.996	1.004	.898
	X16 - Order & Billing	1.380	.171	.142	.429	2.331	.422
	X17 - Price Flexibility	-.216	.829	-.023	.510	1.960	.510
	X18 - Delivery Speed	2.481	.015	.250	.243	4.108	.243
	X8 - Technical Support	-.057	.954	-.006	.979	1.021	.352
	X10 - Advertising	-.238	.812	-.025	.707	1.414	.307

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
					Tolerance	VIF	Minimum Tolerance
X11 - Product Line	.171 ^e	2.598	.011	.263	.469	2.132	.346
X13 - Competitive Pricing	-.062 ^e	-1.186	.239	-.123	.779	1.284	.348
X14 - Warranty & Claims	.018 ^e	.373	.710	.039	.968	1.034	.350
X15 - New Products	.023 ^e	.501	.617	.052	.992	1.008	.352
X16 - Order & Billing	.120 ^e	1.704	.092	.176	.427	2.341	.352
X17 - Price Flexibility	-.013 ^e	-.199	.843	-.021	.510	1.961	.349
X18 - Delivery Speed	.258 ^e	2.851	.005	.286	.243	4.120	.241
5 X8 - Technical Support	.012 ^f	.264	.792	.028	.966	1.035	.236
X10 - Advertising	-.042 ^f	-.780	.437	-.082	.683	1.463	.235
X11 - Product Line	.110 ^f	1.522	.131	.158	.377	2.650	.195
X13 - Competitive Pricing	-.060 ^f	-1.190	.237	-.125	.778	1.285	.240
X14 - Warranty & Claims	.022 ^f	.488	.627	.051	.966	1.035	.239
X15 - New Products	.010 ^f	.213	.831	.022	.980	1.020	.240
X16 - Order & Billing	.066 ^f	.912	.364	.096	.386	2.590	.219
X17 - Price Flexibility	-.076 ^f	-1.157	.250	-.121	.460	2.172	.219

a. Dependent Variable: X19 - Satisfaction

b. Predictors in the Model: (Constant), X9 - Complaint Resolution

c. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

- d. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image
- e. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities
- f. Predictors in the Model: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities, X18 - Delivery Speed

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions				
					X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X18 - Delivery Speed
1	1	1.976	1.000	.01	.01				
	2	.024	9.137	.99	.99				
2	1	2.950	1.000	.00	.01	.00			
	2	.037	8.983	.02	.77	.31			
	3	.013	14.873	.98	.23	.69			
3	1	3.915	1.000	.00	.00	.00	.00		
	2	.043	9.575	.00	.05	.37	.34		
	3	.033	10.956	.02	.92	.02	.27		
	4	.009	20.407	.98	.03	.61	.39		
4	1	4.892	1.000	.00	.00	.00	.00	.00	
	2	.055	9.463	.01	.05	.21	.07	.06	
	3	.036	11.649	.01	.86	.17	.00	.01	
	4	.009	22.808	.88	.02	.61	.18	.00	
	5	.007	25.678	.11	.07	.01	.74	.93	

STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions				
					X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X18 - Delivery Speed
5	1	5.873	1.000	.00	.00	.00	.00	.00	.00
	2	.058	10.099	.00	.03	.06	.07	.07	.01
	3	.047	11.153	.02	.05	.32	.00	.00	.03
	4	.010	24.516	.67	.08	.50	.19	.00	.04
	5	.007	28.110	.13	.01	.02	.71	.92	.00
	6	.005	34.600	.18	.83	.10	.02	.01	.92

a. Dependent Variable: X19 - Satisfaction

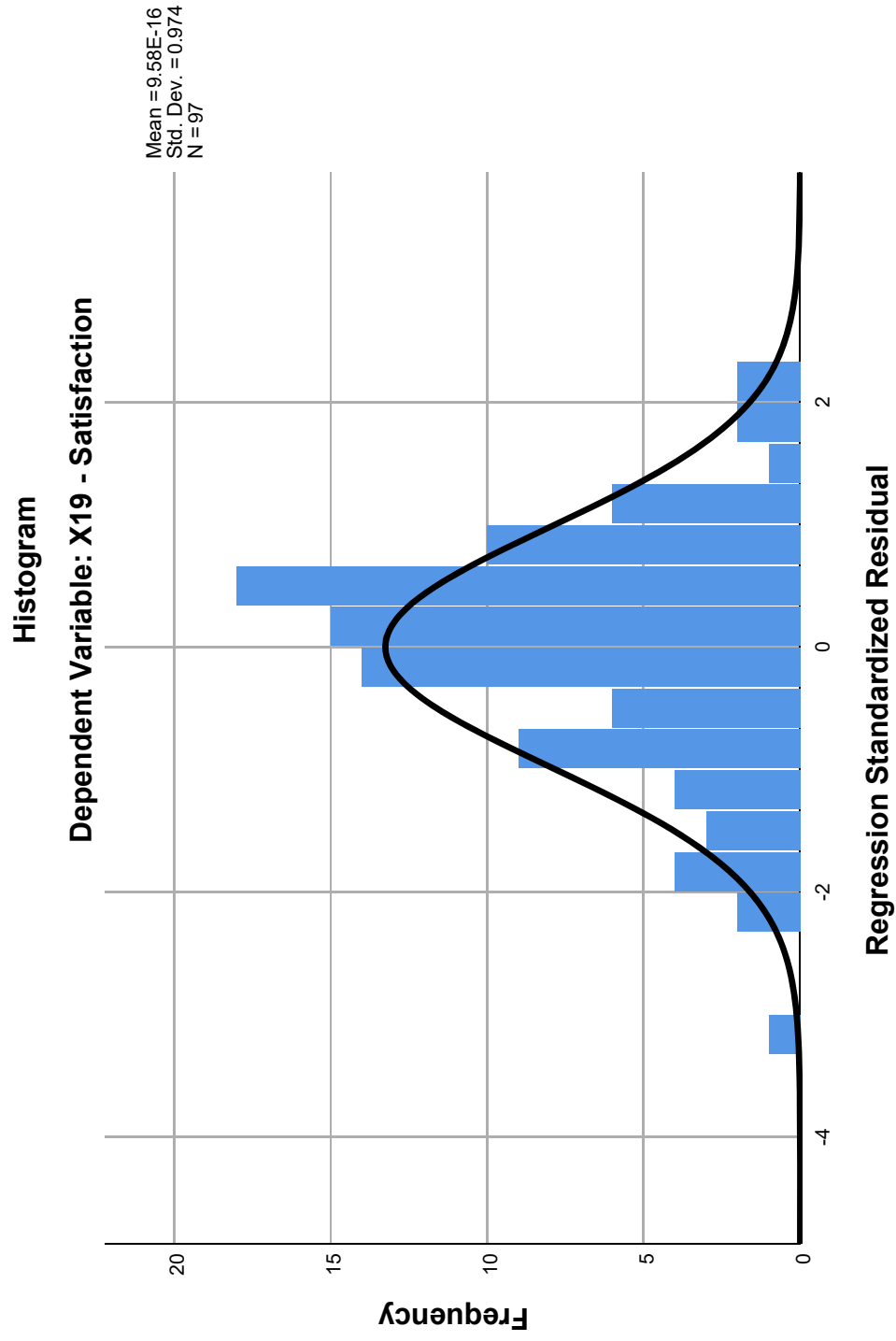
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.686	9.377	6.910	1.0899	97
Residual	-1.6032	1.0810	.0000	.5130	97
Std. Predicted Value	-2.041	2.263	.000	1.000	97
Std. Residual	-3.042	2.052	.000	.974	97

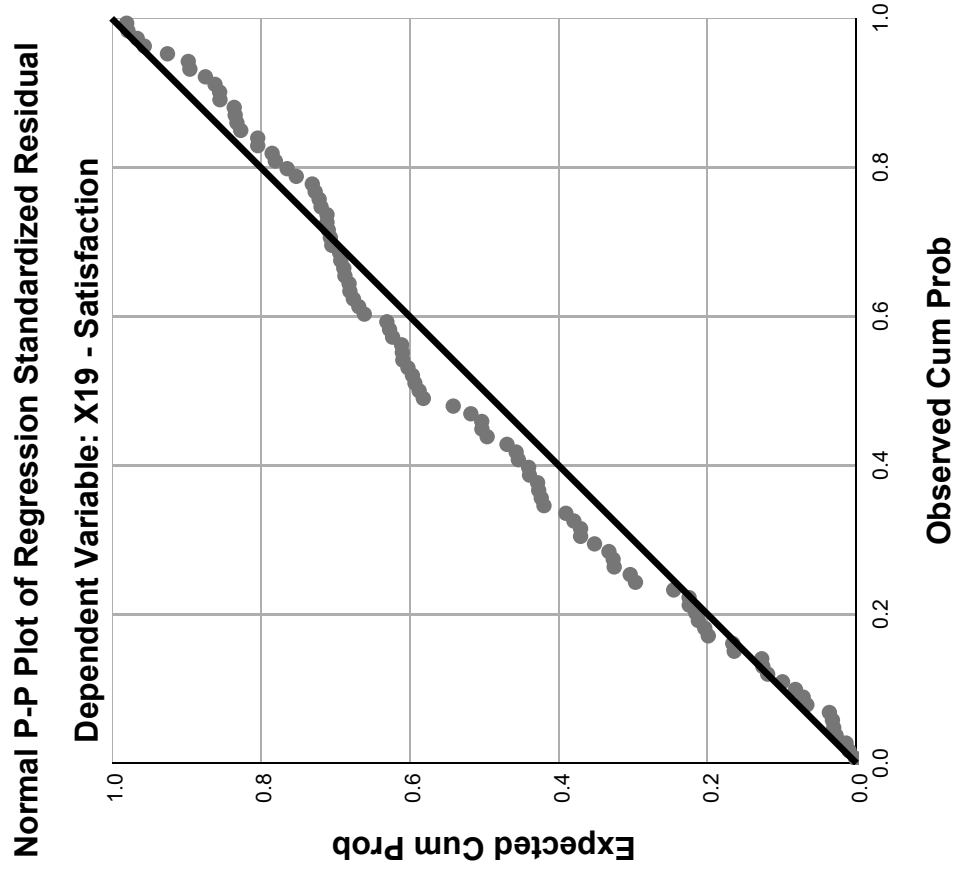
a. Dependent Variable: X19 - Satisfaction

Charts

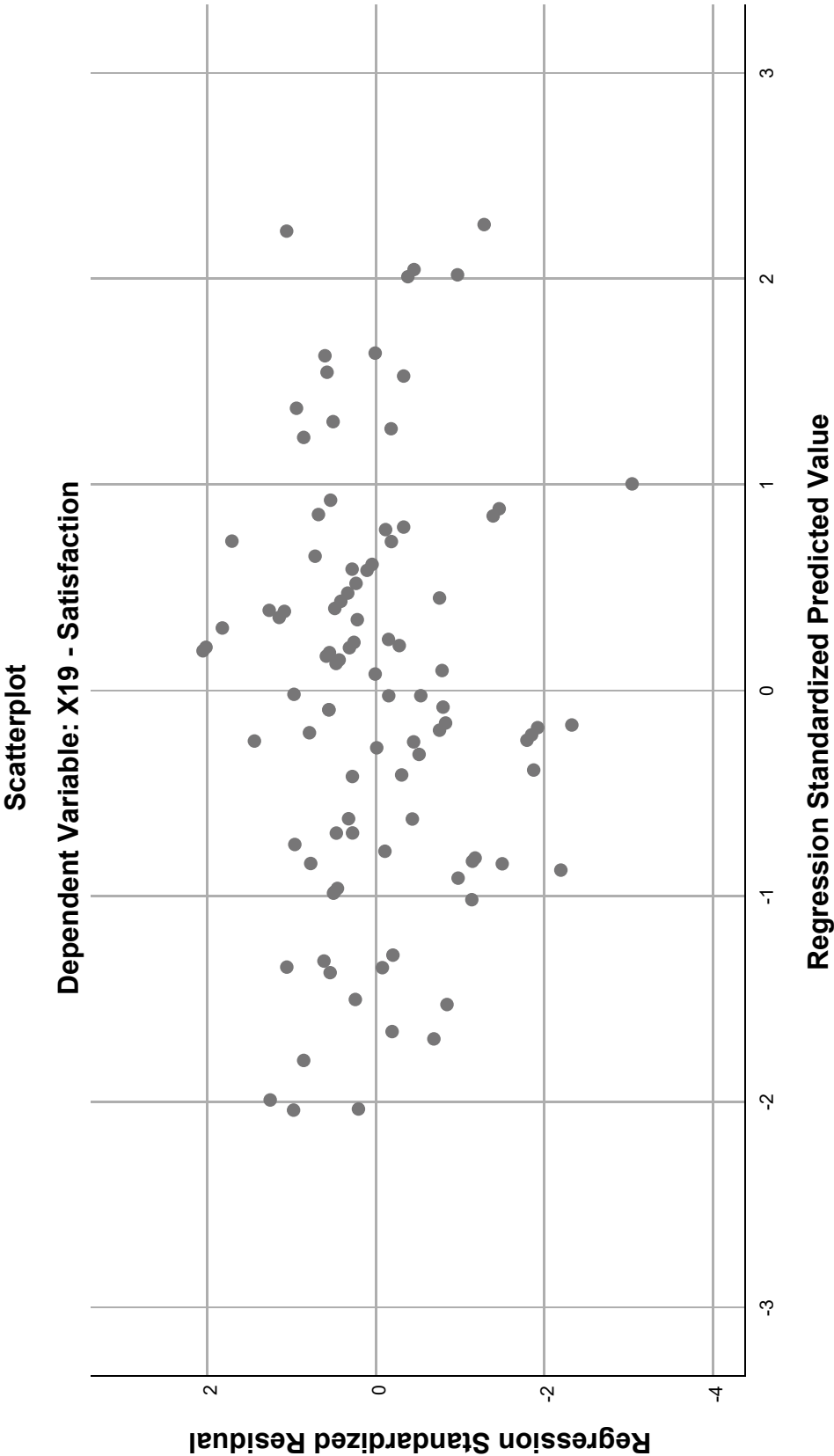
STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED



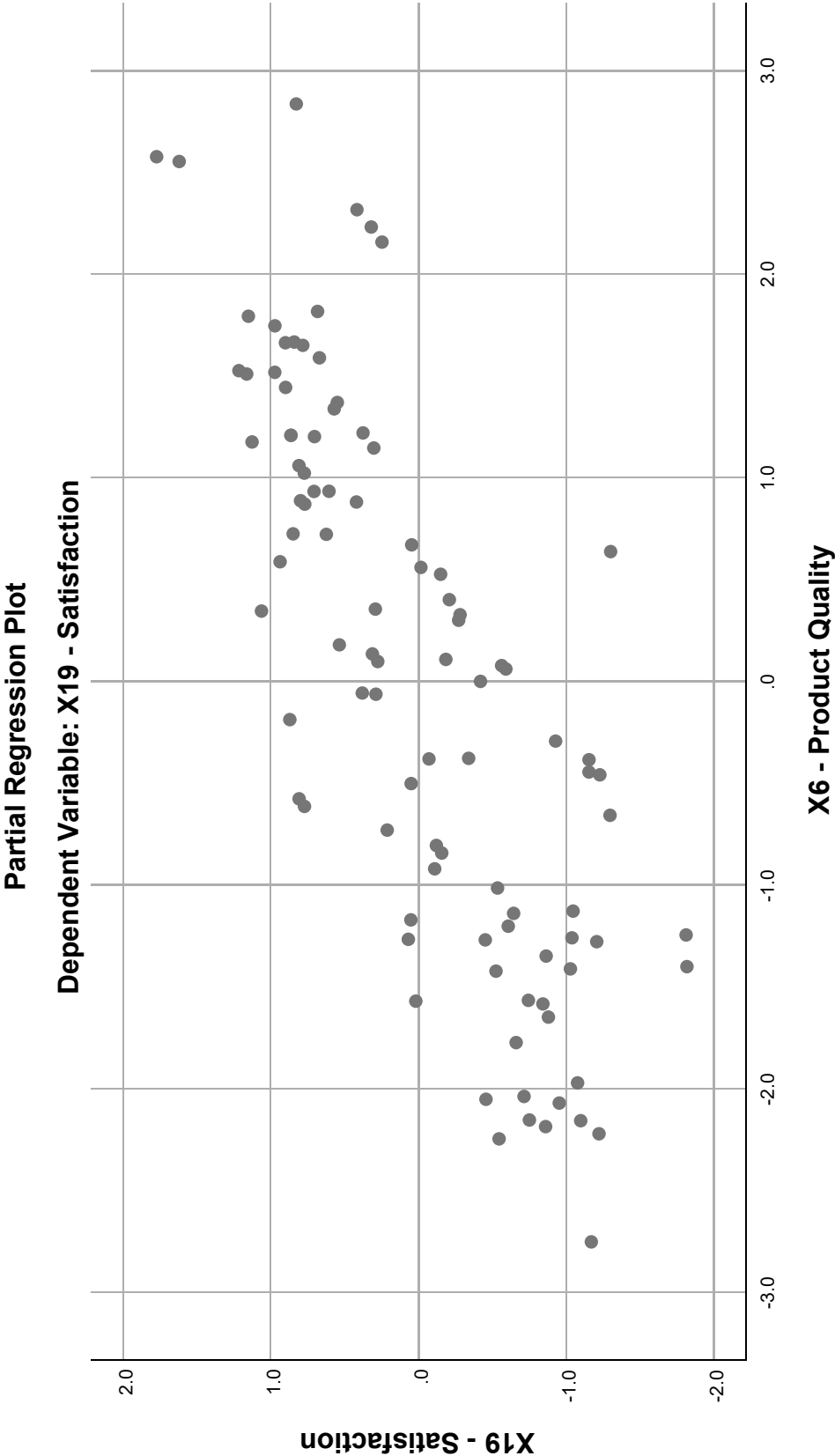
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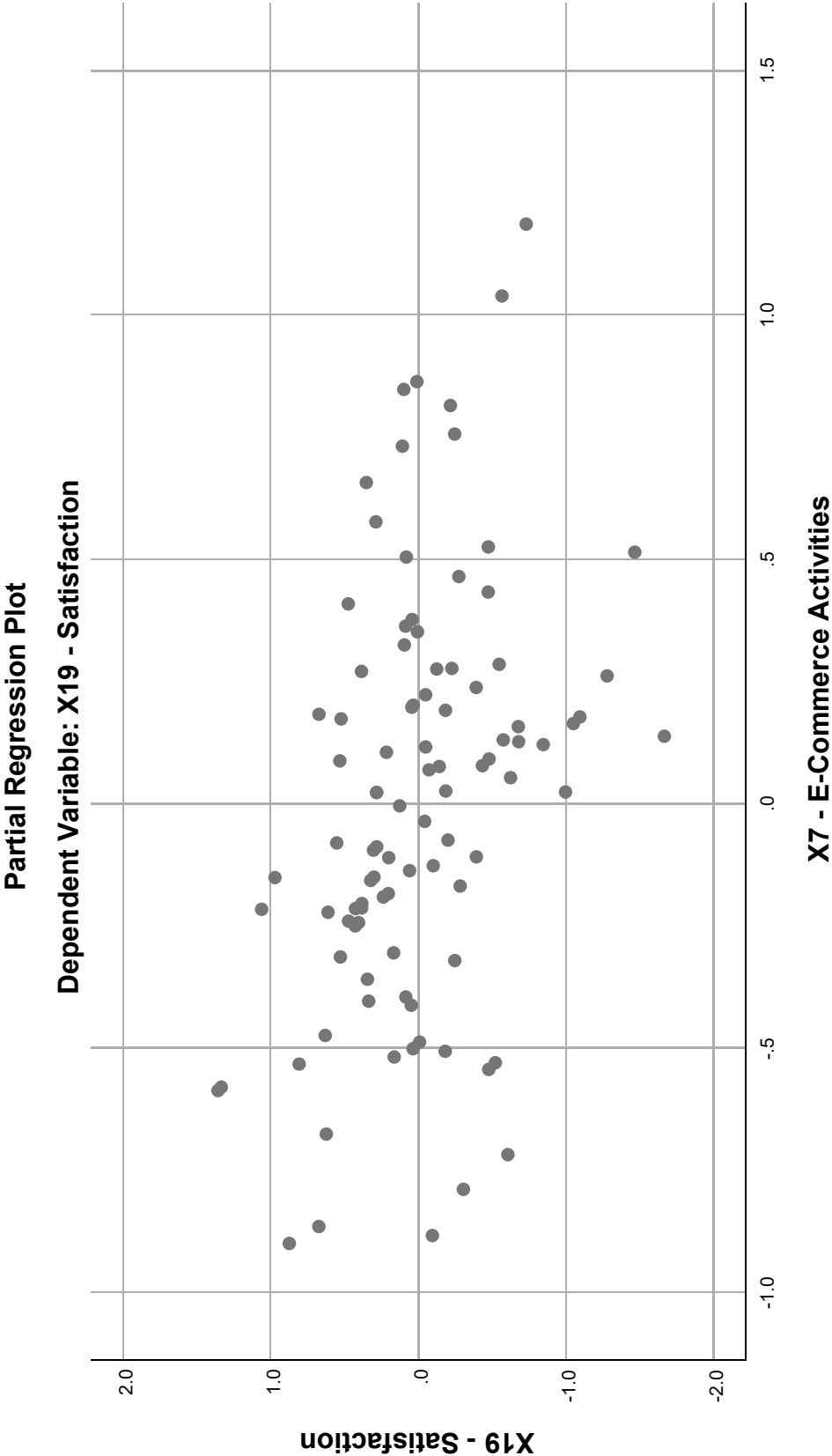
STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED



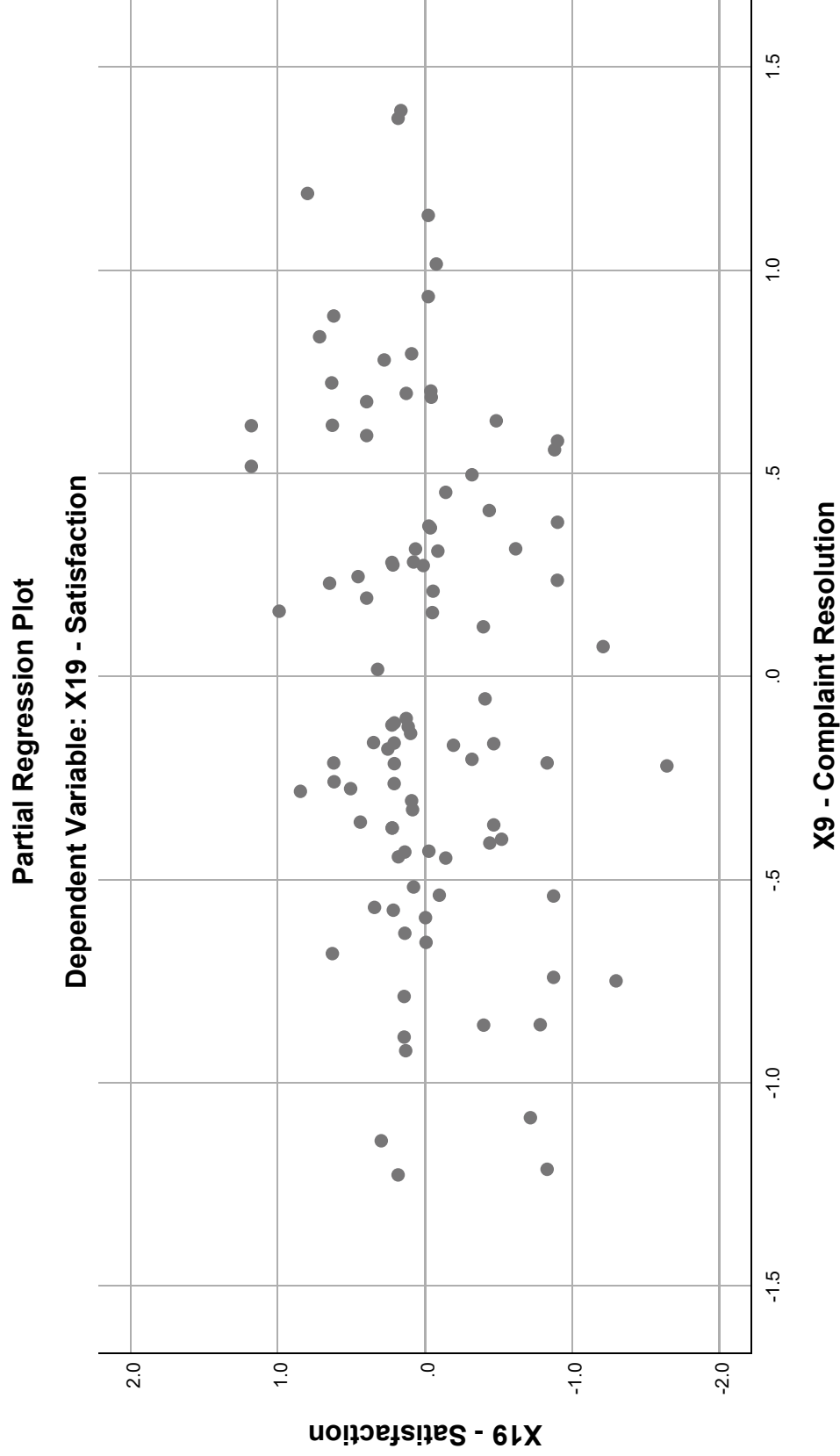
STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED



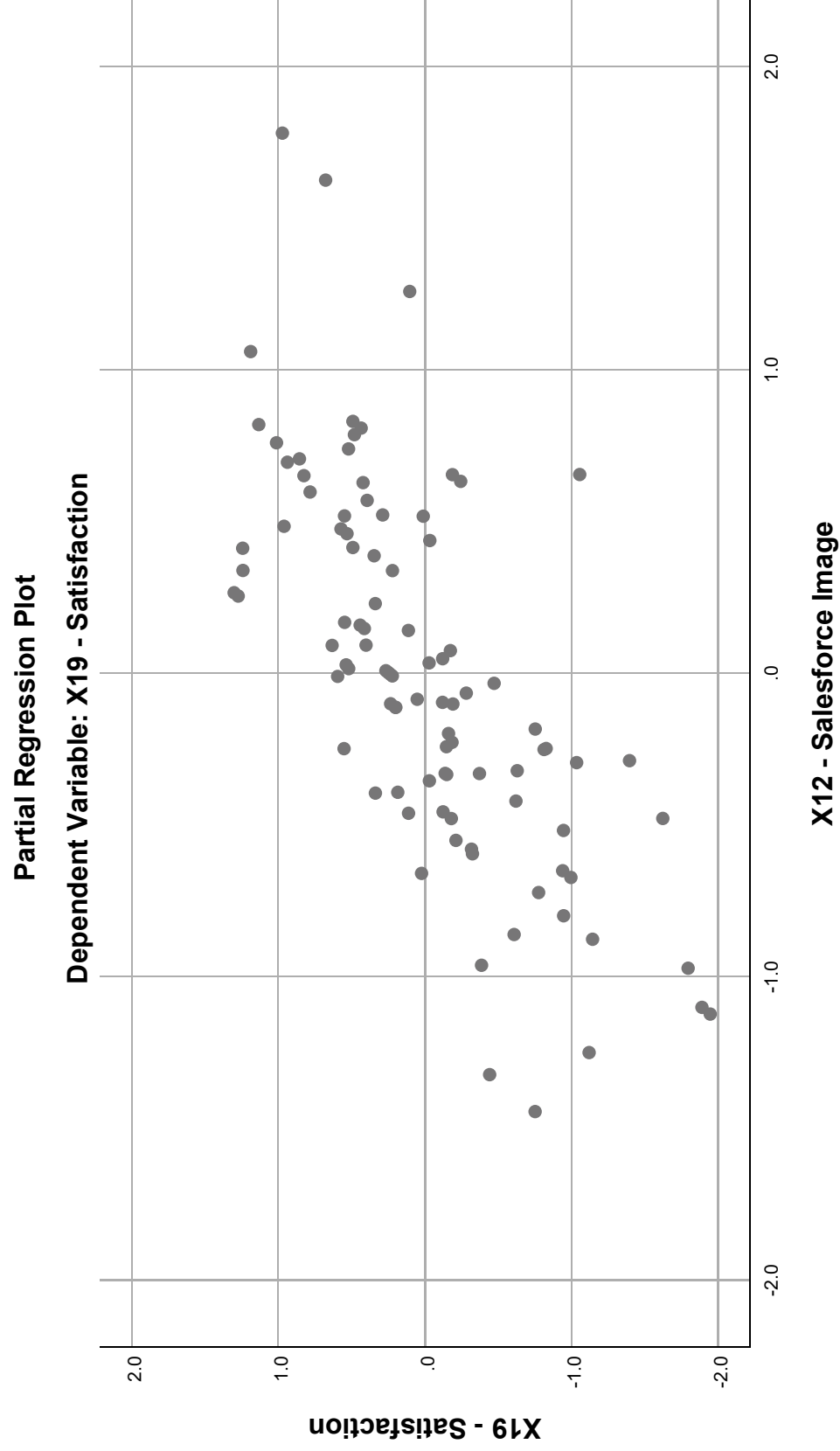
STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED



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STEPWISE MODEL WITH THREE INFLUENTIAL OBERVATIONS DELETED

