

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

		X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Pearson Correlation	X19 - Satisfaction	1.000	.486	.283	.113
	X6 - Product Quality	.486	1.000	-.137	.096
	X7 - E-Commerce Activities	.283	-.137	1.000	.001
	X8 - Technical Support	.113	.096	.001	1.000
	X9 - Complaint Resolution	.603	.106	.140	.097
	X10 - Advertising	.305	-.053	.430	-.063
	X11 - Product Line	.551	.477	-.053	.193
	X12 - Salesforce Image	.500	-.152	.792	.017
	X13 - Competitive Pricing	-.208	-.401	.229	-.271
	X14 - Warranty & Claims	.178	.088	.052	.797
	X15 - New Products	.071	.027	-.027	-.074
	X16 - Order & Billing	.522	.104	.156	.080
	X17 - Price Flexibility	.056	-.493	.271	-.186
	X18 - Delivery Speed	.577	.028	.192	.025
Sig. (1-tailed)	X19 - Satisfaction	.	.000	.002	.132
	X6 - Product Quality	.000	.	.087	.172
	X7 - E-Commerce Activities	.002	.087	.	.497
	X8 - Technical Support	.132	.172	.497	.
	X9 - Complaint Resolution	.000	.146	.082	.169
	X10 - Advertising	.001	.299	.000	.267
	X11 - Product Line	.000	.000	.301	.027
	X12 - Salesforce Image	.000	.066	.000	.433
	X13 - Competitive Pricing	.019	.000	.011	.003
	X14 - Warranty & Claims	.039	.191	.304	.000
	X15 - New Products	.242	.395	.393	.233
	X16 - Order & Billing	.000	.151	.060	.214
	X17 - Price Flexibility	.290	.000	.003	.032
	X18 - Delivery Speed	.000	.392	.028	.401
N	X19 - Satisfaction	100	100	100	100
	X6 - Product Quality	100	100	100	100
	X7 - E-Commerce Activities	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	X13 - Competitive Pricing	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	X16 - Order & Billing	100	100	100	100
	X17 - Price Flexibility	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

STEPWISE REGRESSION

Correlations

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image
Pearson Correlation	X19 - Satisfaction	.603	.305	.551	.500
	X6 - Product Quality	.106	-.053	.477	-.152
	X7 - E-Commerce Activities	.140	.430	-.053	.792
	X8 - Technical Support	.097	-.063	.193	.017
	X9 - Complaint Resolution	1.000	.197	.561	.230
	X10 - Advertising	.197	1.000	-.012	.542
	X11 - Product Line	.561	-.012	1.000	-.061
	X12 - Salesforce Image	.230	.542	-.061	1.000
	X13 - Competitive Pricing	-.128	.134	-.495	.265
	X14 - Warranty & Claims	.140	.011	.273	.107
	X15 - New Products	.059	.084	.046	.032
	X16 - Order & Billing	.757	.184	.424	.195
	X17 - Price Flexibility	.395	.334	-.378	.352
	X18 - Delivery Speed	.865	.276	.602	.272
Sig. (1-tailed)	X19 - Satisfaction	.000	.001	.000	.000
	X6 - Product Quality	.146	.299	.000	.066
	X7 - E-Commerce Activities	.082	.000	.301	.000
	X8 - Technical Support	.169	.267	.027	.433
	X9 - Complaint Resolution	.	.025	.000	.011
	X10 - Advertising	.025	.	.455	.000
	X11 - Product Line	.000	.455	.	.272
	X12 - Salesforce Image	.011	.000	.272	.
	X13 - Competitive Pricing	.102	.092	.000	.004
	X14 - Warranty & Claims	.082	.458	.003	.144
	X15 - New Products	.279	.203	.324	.377
	X16 - Order & Billing	.000	.033	.000	.026
	X17 - Price Flexibility	.000	.000	.000	.000
	X18 - Delivery Speed	.000	.003	.000	.003
N	X19 - Satisfaction	100	100	100	100
	X6 - Product Quality	100	100	100	100
	X7 - E-Commerce Activities	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	X13 - Competitive Pricing	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	X16 - Order & Billing	100	100	100	100
	X17 - Price Flexibility	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

STEPWISE REGRESSION

Correlations

		X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
Pearson Correlation	X19 - Satisfaction	-.208	.178	.071	.522
	X6 - Product Quality	-.401	.088	.027	.104
	X7 - E-Commerce Activities	.229	.052	-.027	.156
	X8 - Technical Support	-.271	.797	-.074	.080
	X9 - Complaint Resolution	-.128	.140	.059	.757
	X10 - Advertising	.134	.011	.084	.184
	X11 - Product Line	-.495	.273	.046	.424
	X12 - Salesforce Image	.265	.107	.032	.195
	X13 - Competitive Pricing	1.000	-.245	.023	-.115
	X14 - Warranty & Claims	-.245	1.000	.035	.197
	X15 - New Products	.023	.035	1.000	.069
	X16 - Order & Billing	-.115	.197	.069	1.000
	X17 - Price Flexibility	.471	-.170	.094	.407
	X18 - Delivery Speed	-.073	.109	.106	.751
Sig. (1-tailed)	X19 - Satisfaction	.019	.039	.242	.000
	X6 - Product Quality	.000	.191	.395	.151
	X7 - E-Commerce Activities	.011	.304	.393	.060
	X8 - Technical Support	.003	.000	.233	.214
	X9 - Complaint Resolution	.102	.082	.279	.000
	X10 - Advertising	.092	.458	.203	.033
	X11 - Product Line	.000	.003	.324	.000
	X12 - Salesforce Image	.004	.144	.377	.026
	X13 - Competitive Pricing	.	.007	.410	.128
	X14 - Warranty & Claims	.007	.	.364	.025
	X15 - New Products	.410	.364	.	.249
	X16 - Order & Billing	.128	.025	.249	.
	X17 - Price Flexibility	.000	.045	.176	.000
	X18 - Delivery Speed	.236	.139	.148	.000
N	X19 - Satisfaction	100	100	100	100
	X6 - Product Quality	100	100	100	100
	X7 - E-Commerce Activities	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	X13 - Competitive Pricing	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	X16 - Order & Billing	100	100	100	100
	X17 - Price Flexibility	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

STEPWISE REGRESSION

Correlations

		X17 - Price Flexibility	X18 - Delivery Speed
Pearson Correlation	X19 - Satisfaction	.056	.577
	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
	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	.
N	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
	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

STEPWISE REGRESSION

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).
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).
5	X11 - Product Line	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).

a. Dependent Variable: X19 - Satisfaction

Model Summary^f

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.357	.9554
2	.738 ^b	.544	.535	.8129
3	.868 ^c	.753	.745	.6020
4	.879 ^d	.773	.763	.5802
5	.889 ^e	.791	.780	.5595

STEPWISE REGRESSION

Model Summary^f

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.364	56.070	1	98	.000
2	.180	38.359	1	97	.000
3	.208	80.858	1	96	.000
4	.020	8.351	1	95	.005
5	.018	8.182	1	94	.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, X11 - Product Line
- f. Dependent Variable: X19 - Satisfaction

ANOVA^f

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

- 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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.680	.443		8.310	.000
	X9 - Complaint Resolution	.595	.079	.603	7.488	.000
2	(Constant)	1.077	.564		1.909	.059
	X9 - Complaint Resolution	.550	.068	.558	8.092	.000
	X6 - Product Quality	.364	.059	.427	6.193	.000
3	(Constant)	-1.569	.511		-3.069	.003
	X9 - Complaint Resolution	.433	.052	.439	8.329	.000
	X6 - Product Quality	.437	.044	.512	9.861	.000
	X12 - Salesforce Image	.530	.059	.477	8.992	.000
4	(Constant)	-1.106	.518		-2.134	.035
	X9 - Complaint Resolution	.423	.050	.429	8.430	.000
	X6 - Product Quality	.435	.043	.509	10.177	.000
	X12 - Salesforce Image	.736	.091	.663	8.074	.000
	X7 - E-Commerce Activities	-.395	.137	-.232	-2.890	.005
5	(Constant)	-1.151	.500		-2.303	.023
	X9 - Complaint Resolution	.319	.061	.323	5.256	.000
	X6 - Product Quality	.369	.047	.432	7.820	.000
	X12 - Salesforce Image	.775	.089	.697	8.711	.000
	X7 - E-Commerce Activities	-.417	.132	-.245	-3.162	.002
	X11 - Product Line	.174	.061	.192	2.860	.005

STEPWISE REGRESSION

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	X9 - Complaint Resolution	.603	.603	.603	1.000	1.000
2	(Constant)					
	X9 - Complaint Resolution	.603	.635	.555	.989	1.011
	X6 - Product Quality	.486	.532	.425	.989	1.011
3	(Constant)					
	X9 - Complaint Resolution	.603	.648	.423	.927	1.079
	X6 - Product Quality	.486	.709	.501	.956	1.046
	X12 - Salesforce Image	.500	.676	.457	.916	1.092
4	(Constant)					
	X9 - Complaint Resolution	.603	.654	.412	.923	1.084
	X6 - Product Quality	.486	.722	.498	.956	1.046
	X12 - Salesforce Image	.500	.638	.395	.356	2.813
	X7 - E-Commerce Activities	.283	-.284	-.141	.372	2.692
5	(Constant)					
	X9 - Complaint Resolution	.603	.477	.248	.588	1.701
	X6 - Product Quality	.486	.628	.369	.728	1.373
	X12 - Salesforce Image	.500	.668	.411	.347	2.880
	X7 - E-Commerce Activities	.283	-.310	-.149	.370	2.701
	X11 - Product Line	.551	.283	.135	.492	2.033

a. Dependent Variable: X19 - Satisfaction

Excluded Variables^f

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	X6 - Product Quality	.427 ^a	6.193	.000	.532	.989	1.011	.989
	X7 - E-Commerce Activities	.202 ^a	2.553	.012	.251	.980	1.020	.980
	X8 - Technical Support	.055 ^a	.675	.501	.068	.991	1.009	.991
	X10 - Advertising	.193 ^a	2.410	.018	.238	.961	1.040	.961
	X11 - Product Line	.309 ^a	3.338	.001	.321	.685	1.460	.685
	X12 - Salesforce Image	.382 ^a	5.185	.000	.466	.947	1.056	.947
	X13 - Competitive Pricing	-.133 ^a	-1.655	.101	-.166	.984	1.017	.984
	X14 - Warranty & Claims	.095 ^a	1.166	.246	.118	.980	1.020	.980
	X15 - New Products	.035 ^a	.434	.665	.044	.996	1.004	.996
	X16 - Order & Billing	.153 ^a	1.241	.218	.125	.427	2.341	.427
	X17 - Price Flexibility	-.216 ^a	-2.526	.013	-.248	.844	1.184	.844
	X18 - Delivery Speed	.219 ^a	1.371	.173	.138	.252	3.974	.252

STEPWISE REGRESSION

Excluded Variables^f

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
2	X7 - E-Commerce Activities	.275 ^b	4.256	.000	.398	.957	1.045	.957
	X8 - Technical Support	.018 ^b	.261	.794	.027	.983	1.017	.981
	X10 - Advertising	.228 ^b	3.423	.001	.330	.956	1.046	.948
	X11 - Product Line	.066 ^b	.683	.496	.070	.508	1.967	.508
	X12 - Salesforce Image	.477 ^b	8.992	.000	.676	.916	1.092	.916
	X13 - Competitive Pricing	.041 ^b	.549	.584	.056	.832	1.202	.832
	X14 - Warranty & Claims	.063 ^b	.908	.366	.092	.975	1.026	.971
	X15 - New Products	.026 ^b	.382	.703	.039	.996	1.004	.985
	X16 - Order & Billing	.129 ^b	1.231	.221	.125	.427	2.344	.426
	X17 - Price Flexibility	.084 ^b	.909	.366	.092	.555	1.803	.555
	X18 - Delivery Speed	.334 ^b	2.487	.015	.246	.247	4.041	.245
3	X7 - E-Commerce Activities	-.232 ^c	-2.890	.005	-.284	.372	2.692	.356
	X8 - Technical Support	.013 ^c	.259	.796	.027	.983	1.017	.916
	X10 - Advertising	-.019 ^c	-.307	.760	-.031	.700	1.428	.671
	X11 - Product Line	.180 ^c	2.559	.012	.254	.494	2.026	.494
	X13 - Competitive Pricing	-.094 ^c	-1.643	.104	-.166	.776	1.288	.776
	X14 - Warranty & Claims	.020 ^c	.387	.700	.040	.966	1.035	.908
	X15 - New Products	.016 ^c	.312	.755	.032	.996	1.004	.915
	X16 - Order & Billing	.101 ^c	1.297	.198	.132	.426	2.348	.418
	X17 - Price Flexibility	-.063 ^c	-.892	.374	-.091	.525	1.906	.525
	X18 - Delivery Speed	.219 ^c	2.172	.032	.217	.243	4.110	.243
	X18 - Delivery Speed	.219 ^c	2.172	.032	.217	.243	4.110	.243
4	X8 - Technical Support	.012 ^d	.233	.817	.024	.983	1.017	.355
	X10 - Advertising	-.017 ^d	-.295	.769	-.030	.700	1.428	.313
	X11 - Product Line	.192 ^d	2.860	.005	.283	.492	2.033	.347
	X13 - Competitive Pricing	-.091 ^d	-1.662	.100	-.169	.776	1.288	.347
	X14 - Warranty & Claims	.014 ^d	.272	.786	.028	.964	1.037	.352
	X15 - New Products	.004 ^d	.088	.930	.009	.989	1.011	.353
	X16 - Order & Billing	.120 ^d	1.602	.112	.163	.423	2.365	.355
	X17 - Price Flexibility	-.063 ^d	-.925	.357	-.095	.525	1.906	.348
	X18 - Delivery Speed	.231 ^d	2.379	.019	.238	.243	4.116	.243
5	X8 - Technical Support	-.009 ^e	-.187	.852	-.019	.961	1.041	.347
	X10 - Advertising	-.009 ^e	-.162	.872	-.017	.698	1.432	.308
	X13 - Competitive Pricing	-.040 ^e	-.685	.495	-.071	.667	1.498	.344
	X14 - Warranty & Claims	-.023 ^e	-.462	.645	-.048	.901	1.110	.341
	X15 - New Products	.002 ^e	.050	.960	.005	.989	1.012	.345
	X16 - Order & Billing	.124 ^e	1.727	.088	.176	.423	2.366	.325
	X17 - Price Flexibility	.129 ^e	1.429	.156	.147	.272	3.674	.246
	X18 - Delivery Speed	.138 ^e	1.299	.197	.133	.197	5.075	.197

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

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

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

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

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

STEPWISE REGRESSION

Excluded Variables^f

f. Dependent Variable: X19 - Satisfaction

STEPWISE REGRESSION

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index
1	1	1.976	1.000
	2	.024	9.161
2	1	2.951	1.000
	2	.036	9.099
	3	.013	14.829
3	1	3.915	1.000
	2	.042	9.646
	3	.033	10.879
	4	.010	19.925
4	1	4.893	1.000
	2	.054	9.485
	3	.035	11.758
	4	.010	22.220
	5	.007	25.649
5	1	5.858	1.000
	2	.073	8.935
	3	.037	12.661
	4	.015	19.668
	5	.010	24.543
	6	.007	28.647

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Collinearity Diagnostics^a

Model	Dimension	Variance Proportions					
		(Constant)	X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image	X7 - E-Commerce Activities	X11 - Product Line
1	1	.01	.01				
	2	.99	.99				
2	1	.00	.01	.00			
	2	.02	.78	.31			
	3	.98	.21	.69			
3	1	.00	.00	.00	.00		
	2	.00	.02	.34	.43		
	3	.02	.95	.05	.21		
	4	.98	.03	.61	.36		
4	1	.00	.00	.00	.00	.00	
	2	.01	.06	.20	.08	.06	
	3	.01	.86	.19	.00	.01	
	4	.80	.02	.58	.23	.01	
	5	.18	.06	.03	.69	.92	
5	1	.00	.00	.00	.00	.00	.00
	2	.00	.02	.04	.06	.04	.09
	3	.02	.38	.24	.00	.00	.01
	4	.12	.41	.08	.01	.06	.78
	5	.65	.05	.53	.27	.05	.04
	6	.21	.14	.11	.65	.84	.08

a. Dependent Variable: X19 - Satisfaction

Residuals Statistics^a

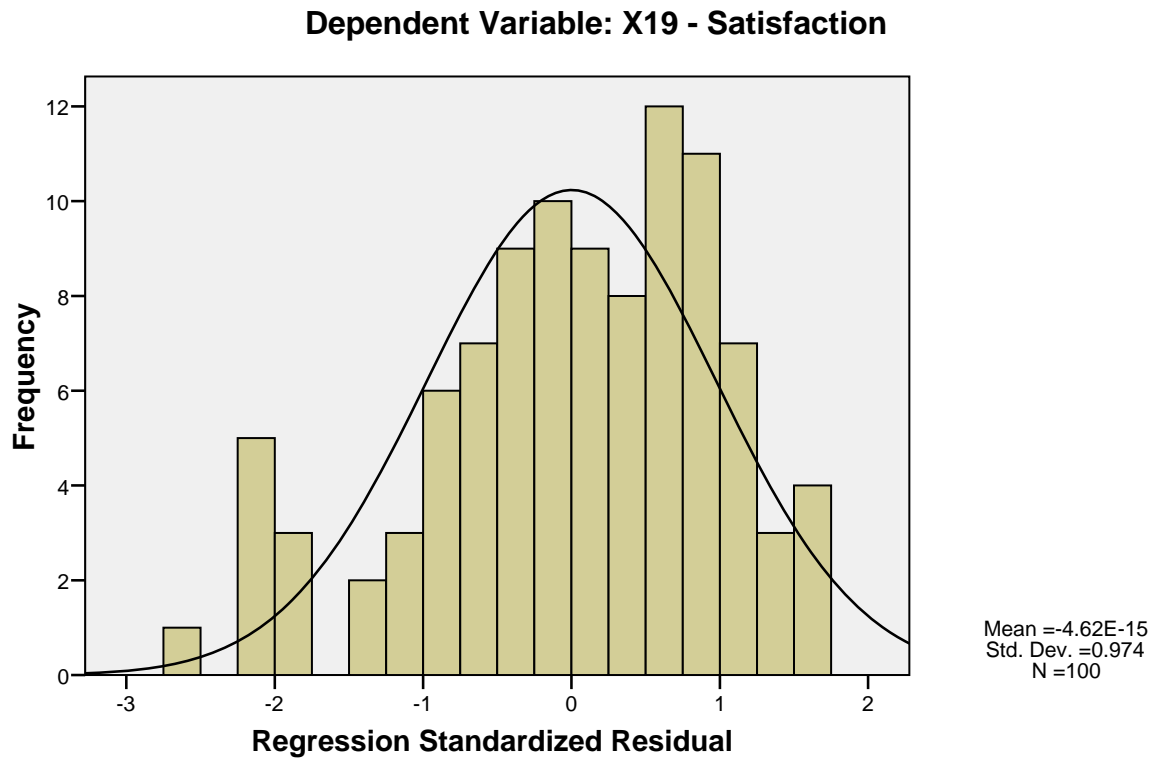
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.610	9.389	6.918	1.0599	100
Std. Predicted Value	-2.178	2.331	.000	1.000	100
Standard Error of Predicted Value	.078	.230	.133	.032	100
Adjusted Predicted Value	4.587	9.384	6.919	1.0633	100
Residual	-1.4012	.9140	.0000	.5452	100
Std. Residual	-2.504	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

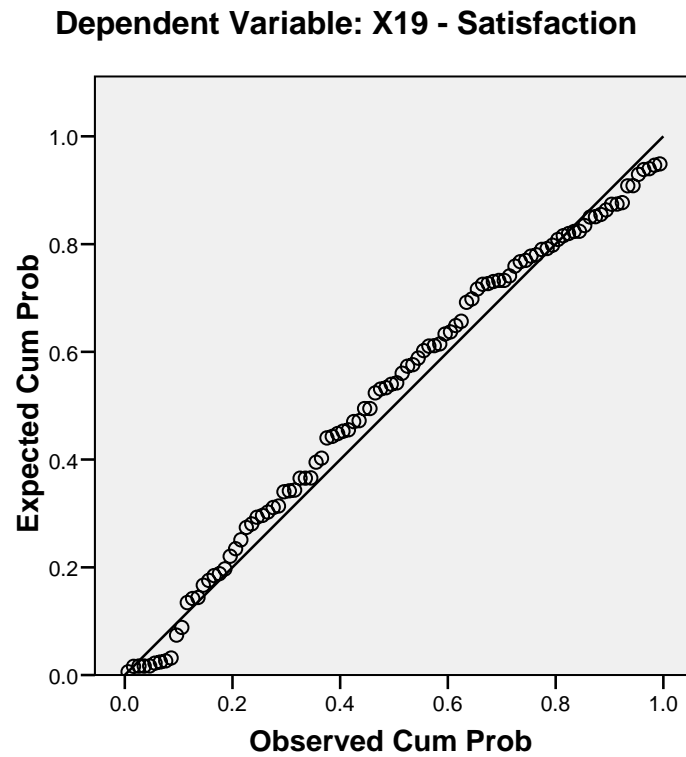
STEPWISE REGRESSION

Histogram



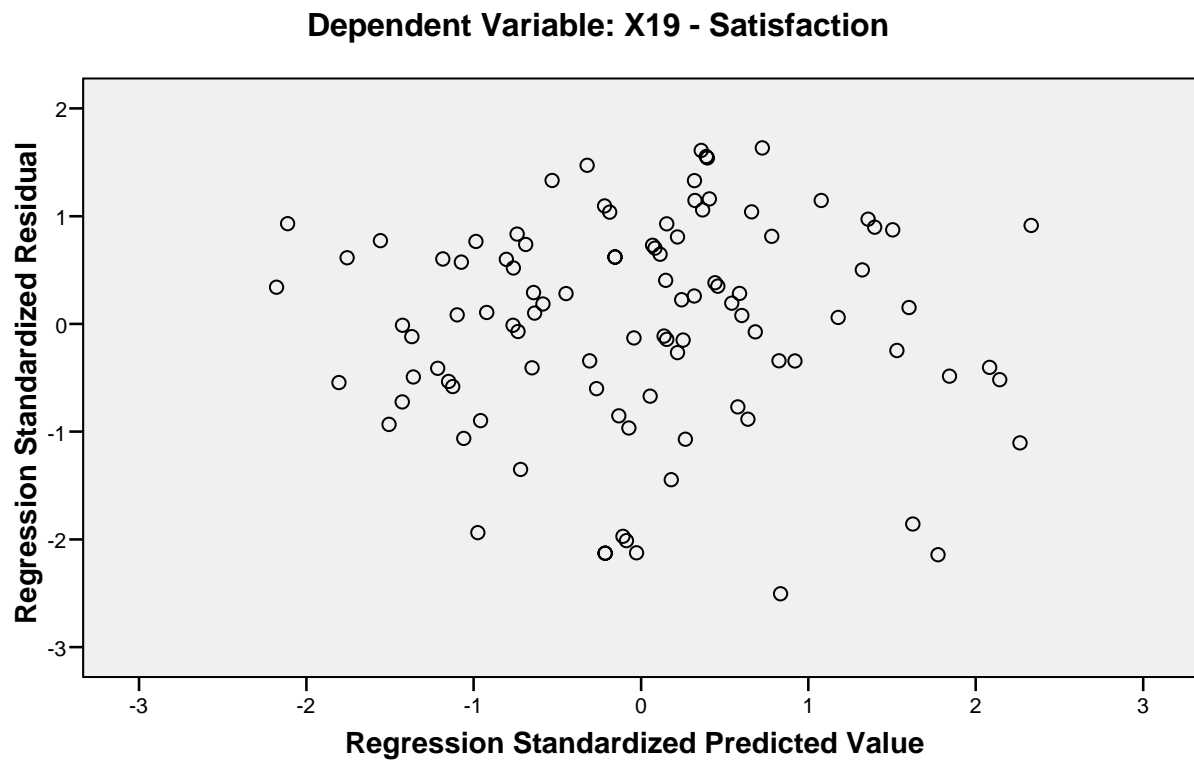
STEPWISE REGRESSION

Normal P-P Plot of Regression Standardized Residual



STEPWISE REGRESSION

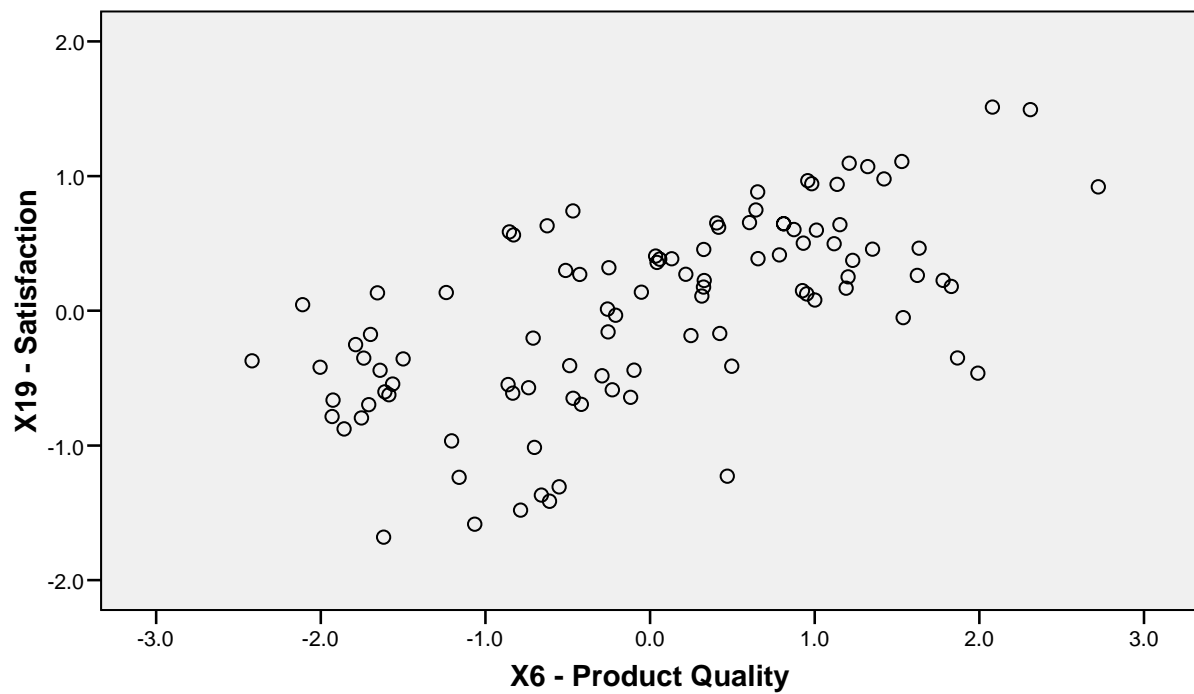
Scatterplot



STEPWISE REGRESSION

Partial Regression Plot

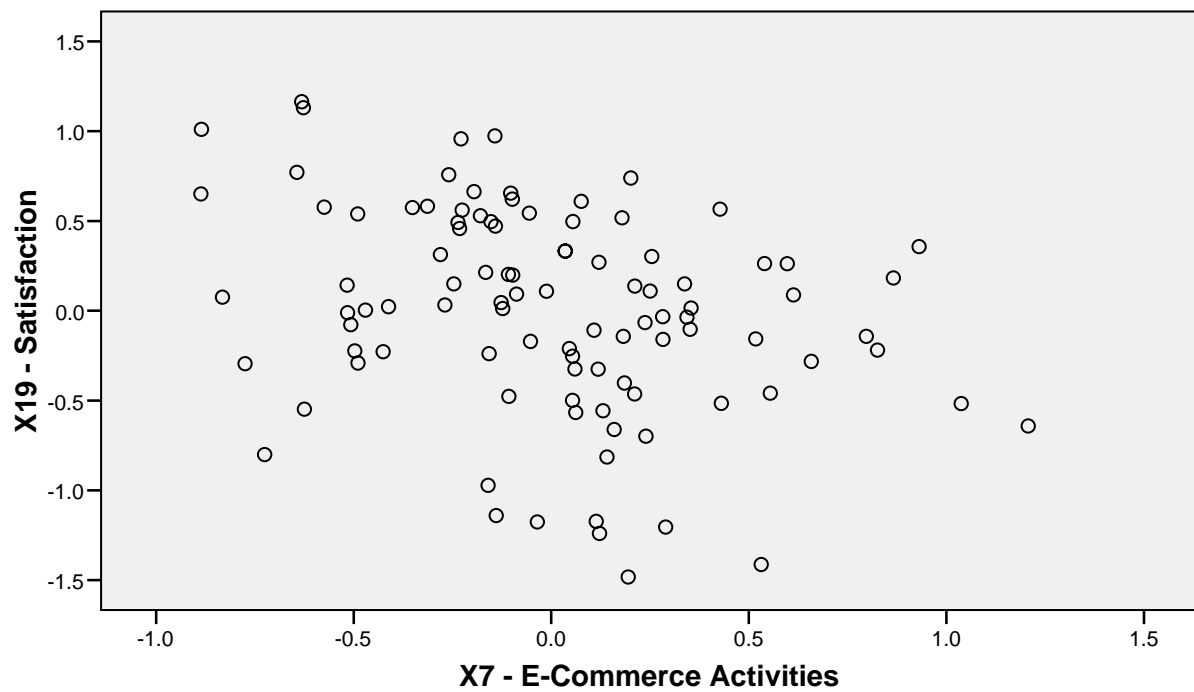
Dependent Variable: X19 - Satisfaction



STEPWISE REGRESSION

Partial Regression Plot

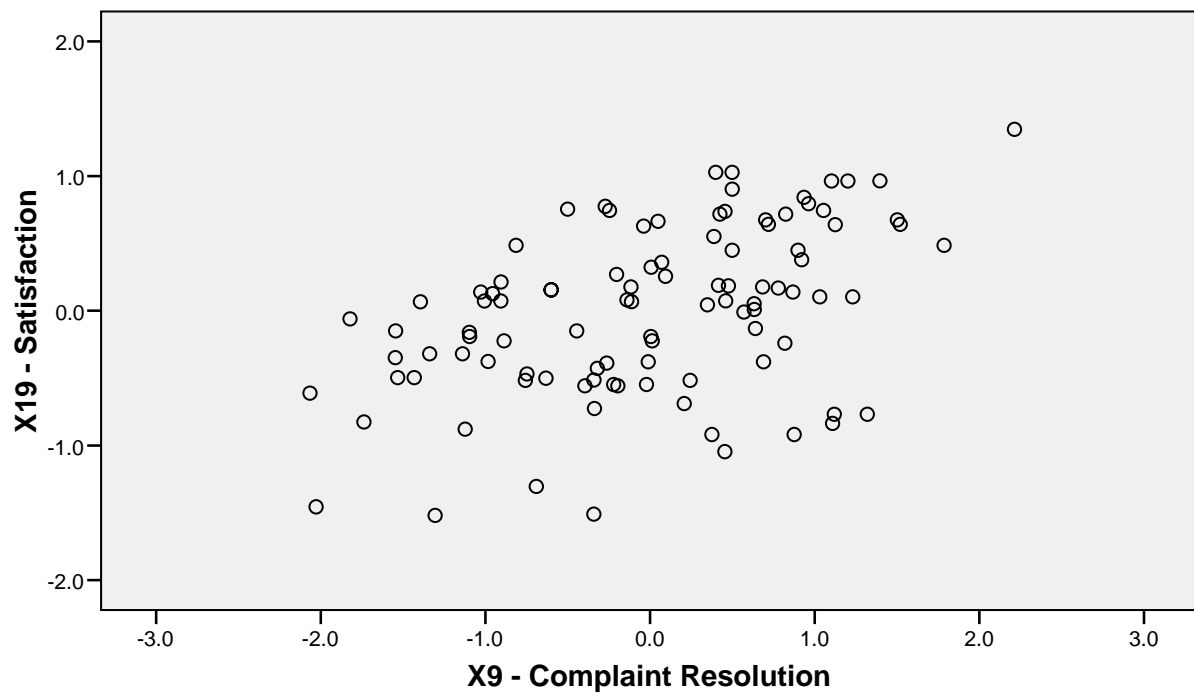
Dependent Variable: X19 - Satisfaction



STEPWISE REGRESSION

Partial Regression Plot

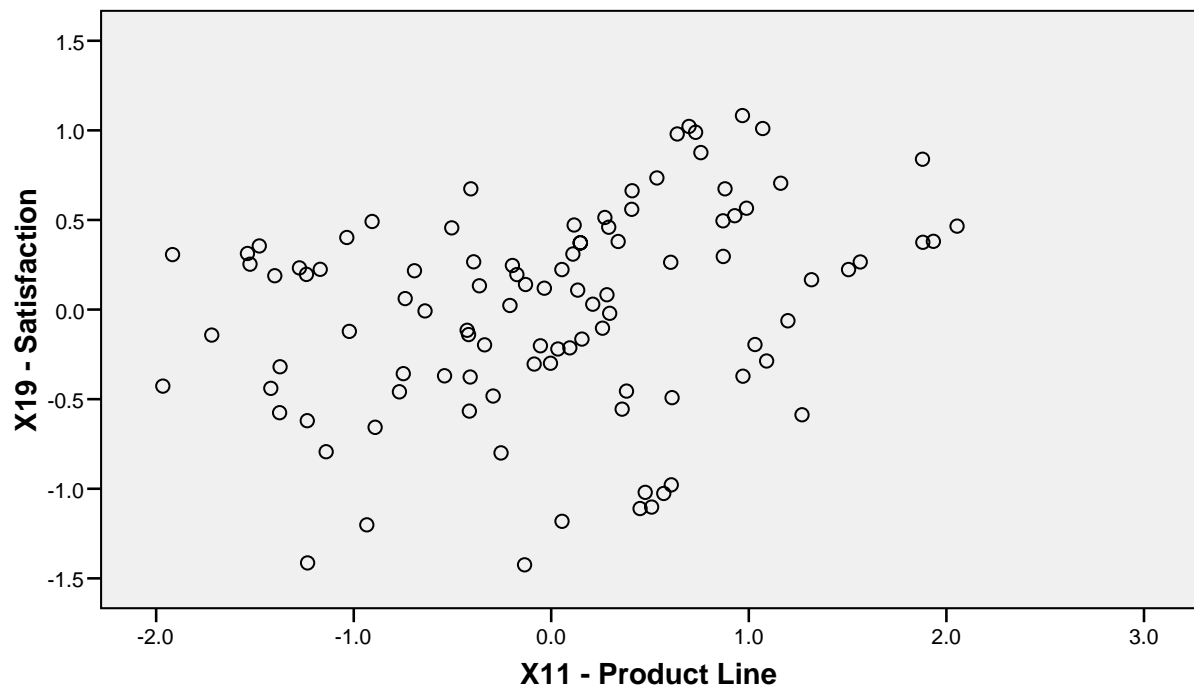
Dependent Variable: X19 - Satisfaction



STEPWISE REGRESSION

Partial Regression Plot

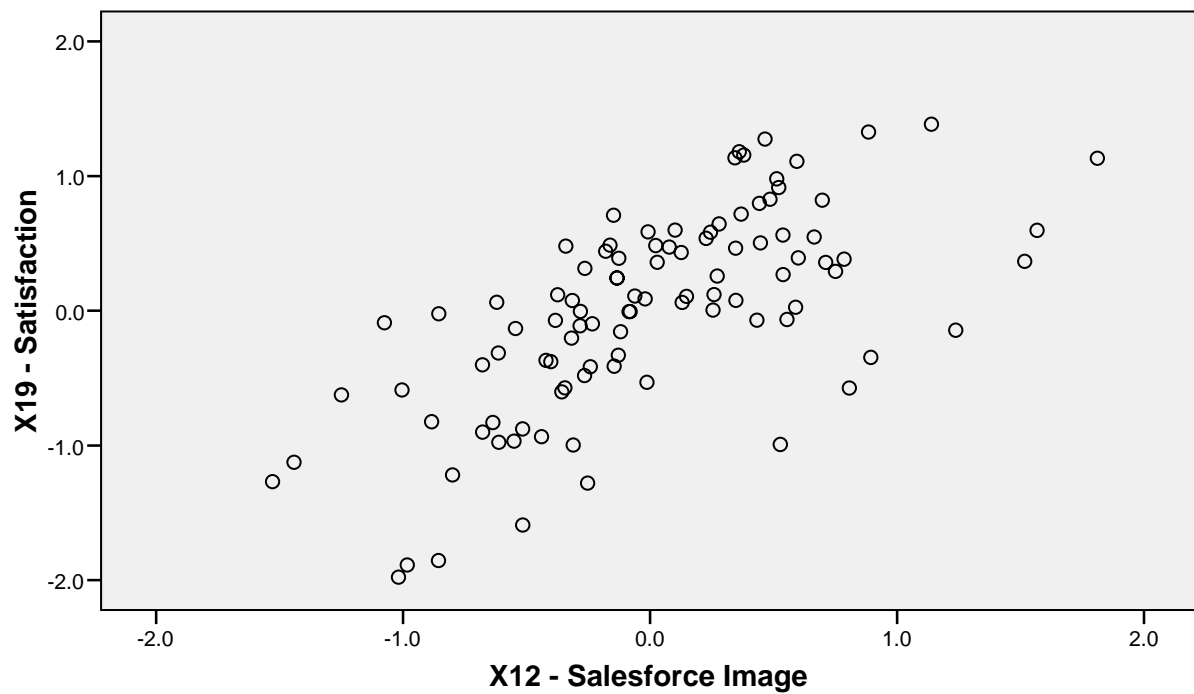
Dependent Variable: X19 - Satisfaction



STEPWISE REGRESSION

Partial Regression Plot

Dependent Variable: X19 - Satisfaction



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

		X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Pearson Correlation	X19 - Satisfaction	1.000	.486	.283	.113
	X6 - Product Quality	.486	1.000	-.137	.096
	X7 - E-Commerce Activities	.283	-.137	1.000	.001
	X8 - Technical Support	.113	.096	.001	1.000
	X9 - Complaint Resolution	.603	.106	.140	.097
	X10 - Advertising	.305	-.053	.430	-.063
	X11 - Product Line	.551	.477	-.053	.193
	X12 - Salesforce Image	.500	-.152	.792	.017
	X13 - Competitive Pricing	-.208	-.401	.229	-.271
	X14 - Warranty & Claims	.178	.088	.052	.797
	X15 - New Products	.071	.027	-.027	-.074
	X16 - Order & Billing	.522	.104	.156	.080
	X17 - Price Flexibility	.056	-.493	.271	-.186
	X18 - Delivery Speed	.577	.028	.192	.025
Sig. (1-tailed)	X19 - Satisfaction	.	.000	.002	.132
	X6 - Product Quality	.000	.	.087	.172
	X7 - E-Commerce Activities	.002	.087	.	.497
	X8 - Technical Support	.132	.172	.497	.
	X9 - Complaint Resolution	.000	.146	.082	.169
	X10 - Advertising	.001	.299	.000	.267
	X11 - Product Line	.000	.000	.301	.027
	X12 - Salesforce Image	.000	.066	.000	.433
	X13 - Competitive Pricing	.019	.000	.011	.003
	X14 - Warranty & Claims	.039	.191	.304	.000
	X15 - New Products	.242	.395	.393	.233
	X16 - Order & Billing	.000	.151	.060	.214
	X17 - Price Flexibility	.290	.000	.003	.032
	X18 - Delivery Speed	.000	.392	.028	.401
N	X19 - Satisfaction	100	100	100	100
	X6 - Product Quality	100	100	100	100
	X7 - E-Commerce Activities	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	X13 - Competitive Pricing	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	X16 - Order & Billing	100	100	100	100
	X17 - Price Flexibility	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image
Pearson Correlation	X19 - Satisfaction	.603	.305	.551	.500
	X6 - Product Quality	.106	-.053	.477	-.152
	X7 - E-Commerce Activities	.140	.430	-.053	.792
	X8 - Technical Support	.097	-.063	.193	.017
	X9 - Complaint Resolution	1.000	.197	.561	.230
	X10 - Advertising	.197	1.000	-.012	.542
	X11 - Product Line	.561	-.012	1.000	-.061
	X12 - Salesforce Image	.230	.542	-.061	1.000
	X13 - Competitive Pricing	-.128	.134	-.495	.265
	X14 - Warranty & Claims	.140	.011	.273	.107
	X15 - New Products	.059	.084	.046	.032
	X16 - Order & Billing	.757	.184	.424	.195
	X17 - Price Flexibility	.395	.334	-.378	.352
	X18 - Delivery Speed	.865	.276	.602	.272
Sig. (1-tailed)	X19 - Satisfaction	.000	.001	.000	.000
	X6 - Product Quality	.146	.299	.000	.066
	X7 - E-Commerce Activities	.082	.000	.301	.000
	X8 - Technical Support	.169	.267	.027	.433
	X9 - Complaint Resolution	.	.025	.000	.011
	X10 - Advertising	.025	.	.455	.000
	X11 - Product Line	.000	.455	.	.272
	X12 - Salesforce Image	.011	.000	.272	.
	X13 - Competitive Pricing	.102	.092	.000	.004
	X14 - Warranty & Claims	.082	.458	.003	.144
	X15 - New Products	.279	.203	.324	.377
	X16 - Order & Billing	.000	.033	.000	.026
	X17 - Price Flexibility	.000	.000	.000	.000
	X18 - Delivery Speed	.000	.003	.000	.003
N	X19 - Satisfaction	100	100	100	100
	X6 - Product Quality	100	100	100	100
	X7 - E-Commerce Activities	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	X13 - Competitive Pricing	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	X16 - Order & Billing	100	100	100	100
	X17 - Price Flexibility	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

		X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
Pearson Correlation	X19 - Satisfaction	-.208	.178	.071	.522
	X6 - Product Quality	-.401	.088	.027	.104
	X7 - E-Commerce Activities	.229	.052	-.027	.156
	X8 - Technical Support	-.271	.797	-.074	.080
	X9 - Complaint Resolution	-.128	.140	.059	.757
	X10 - Advertising	.134	.011	.084	.184
	X11 - Product Line	-.495	.273	.046	.424
	X12 - Salesforce Image	.265	.107	.032	.195
	X13 - Competitive Pricing	1.000	-.245	.023	-.115
	X14 - Warranty & Claims	-.245	1.000	.035	.197
	X15 - New Products	.023	.035	1.000	.069
	X16 - Order & Billing	-.115	.197	.069	1.000
	X17 - Price Flexibility	.471	-.170	.094	.407
	X18 - Delivery Speed	-.073	.109	.106	.751
Sig. (1-tailed)	X19 - Satisfaction	.019	.039	.242	.000
	X6 - Product Quality	.000	.191	.395	.151
	X7 - E-Commerce Activities	.011	.304	.393	.060
	X8 - Technical Support	.003	.000	.233	.214
	X9 - Complaint Resolution	.102	.082	.279	.000
	X10 - Advertising	.092	.458	.203	.033
	X11 - Product Line	.000	.003	.324	.000
	X12 - Salesforce Image	.004	.144	.377	.026
	X13 - Competitive Pricing	.	.007	.410	.128
	X14 - Warranty & Claims	.007	.	.364	.025
	X15 - New Products	.410	.364	.	.249
	X16 - Order & Billing	.128	.025	.249	.
	X17 - Price Flexibility	.000	.045	.176	.000
	X18 - Delivery Speed	.236	.139	.148	.000
N	X19 - Satisfaction	100	100	100	100
	X6 - Product Quality	100	100	100	100
	X7 - E-Commerce Activities	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	X13 - Competitive Pricing	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	X16 - Order & Billing	100	100	100	100
	X17 - Price Flexibility	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

CONFIRMATORY REGRESSION ANALYSIS

Correlations

		X17 - Price Flexibility	X18 - Delivery Speed
Pearson Correlation	X19 - Satisfaction	.056	.577
	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
	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	.
N	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
	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^b

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 ^a		Enter

a. All requested variables entered.

b. Dependent Variable: X19 - Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.774	.5663

Model Summary^b

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.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

CONFIRMATORY REGRESSION ANALYSIS

ANOVA^b

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

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.336	1.120		-1.192	.236
	X6 - Product Quality	.377	.053	.442	7.161	.000
	X7 - E-Commerce Activities	-.456	.137	-.268	-3.341	.001
	X8 - Technical Support	.035	.065	.045	.542	.589
	X9 - Complaint Resolution	.154	.104	.156	1.489	.140
	X10 - Advertising	-.034	.063	-.033	-.548	.585
	X11 - Product Line	.362	.267	.400	1.359	.178
	X12 - Salesforce Image	.827	.101	.744	8.155	.000
	X13 - Competitive Pricing	-.047	.048	-.062	-.985	.328
	X14 - Warranty & Claims	-.107	.126	-.074	-.852	.397
	X15 - New Products	-.003	.040	-.004	-.074	.941
	X16 - Order & Billing	.143	.105	.111	1.369	.175
	X17 - Price Flexibility	.238	.272	.241	.873	.385
	X18 - Delivery Speed	-.249	.514	-.154	-.485	.629

CONFIRMATORY REGRESSION ANALYSIS

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	X6 - Product Quality	.486	.611	.342	.598	1.672
	X7 - E-Commerce Activities	.283	-.339	-.160	.354	2.823
	X8 - Technical Support	.113	.058	.026	.328	3.047
	X9 - Complaint Resolution	.603	.159	.071	.207	4.838
	X10 - Advertising	.305	-.059	-.026	.646	1.547
	X11 - Product Line	.551	.145	.065	.026	37.978
	X12 - Salesforce Image	.500	.660	.389	.274	3.654
	X13 - Competitive Pricing	-.208	-.106	-.047	.584	1.712
	X14 - Warranty & Claims	.178	-.092	-.041	.306	3.268
	X15 - New Products	.071	-.008	-.004	.930	1.075
	X16 - Order & Billing	.522	.146	.065	.344	2.909
	X17 - Price Flexibility	.056	.094	.042	.030	33.332
	X18 - Delivery Speed	.577	-.052	-.023	.023	44.004

a. Dependent Variable: X19 - Satisfaction

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index
1	1	13.482	1.000
	2	.144	9.673
	3	.092	12.100
	4	.081	12.863
	5	.064	14.481
	6	.048	16.785
	7	.031	20.846
	8	.019	26.546
	9	.012	33.109
	10	.010	37.386
	11	.007	43.157
	12	.005	50.009
	13	.003	67.901
	14	.000	189.982

CONFIRMATORY REGRESSION ANALYSIS

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions				
		(Constant)	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support	X9 - Complaint Resolution
1	1	.00	.00	.00	.00	.00
	2	.00	.01	.00	.03	.00
	3	.00	.00	.00	.06	.02
	4	.00	.00	.00	.03	.00
	5	.00	.02	.01	.05	.00
	6	.00	.07	.00	.07	.00
	7	.00	.05	.11	.00	.00
	8	.00	.30	.01	.00	.01
	9	.00	.09	.00	.01	.04
	10	.03	.10	.12	.08	.26
	11	.01	.01	.59	.18	.03
	12	.05	.09	.04	.24	.63
	13	.43	.25	.08	.25	.00
	14	.47	.00	.02	.00	.00

CONFIRMATORY REGRESSION ANALYSIS

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions					
		X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products
1	1	.00	.00	.00	.00	.00	.00
	2	.03	.00	.00	.03	.00	.00
	3	.00	.00	.00	.02	.00	.02
	4	.02	.00	.01	.00	.00	.66
	5	.25	.00	.01	.03	.00	.00
	6	.17	.00	.00	.15	.00	.17
	7	.39	.00	.09	.04	.00	.06
	8	.03	.01	.00	.24	.00	.00
	9	.03	.00	.00	.15	.01	.00
	10	.00	.01	.16	.18	.05	.03
	11	.04	.00	.50	.05	.15	.04
	12	.02	.01	.08	.04	.17	.00
	13	.00	.00	.08	.06	.61	.00
	14	.01	.96	.07	.01	.00	.01

CONFIRMATORY REGRESSION ANALYSIS

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions		
		X16 - Order & Billing	X17 - Price Flexibility	X18 - Delivery Speed
1	1	.00	.00	.00
	2	.00	.00	.00
	3	.02	.00	.00
	4	.00	.00	.00
	5	.00	.01	.00
	6	.00	.00	.00
	7	.00	.00	.00
	8	.11	.01	.00
	9	.72	.02	.00
	10	.00	.01	.00
	11	.00	.00	.00
	12	.04	.01	.02
	13	.09	.00	.01
	14	.00	.94	.96

a. Dependent Variable: X19 - Satisfaction

Residuals Statistics^a

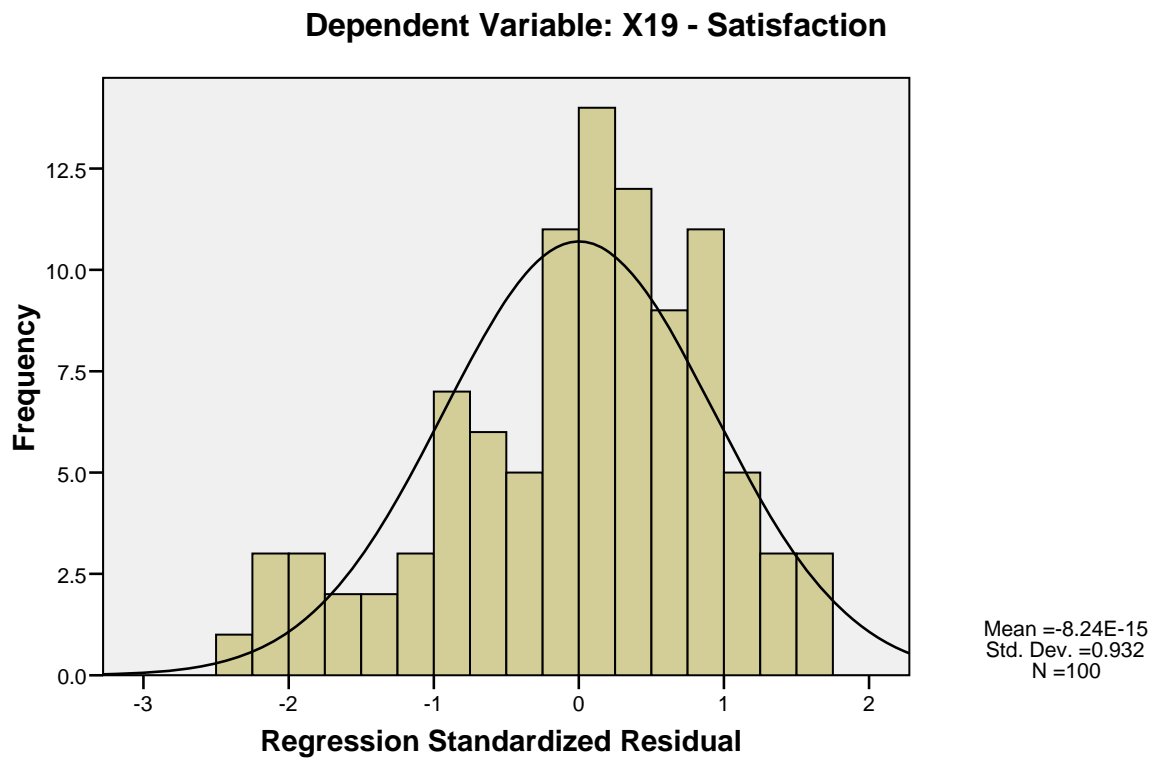
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.392	9.453	6.918	1.0686	100
Residual	-1.3870	.9195	.0000	.5278	100
Std. Predicted Value	-2.364	2.373	.000	1.000	100
Std. Residual	-2.449	1.624	.000	.932	100

a. Dependent Variable: X19 - Satisfaction

Charts

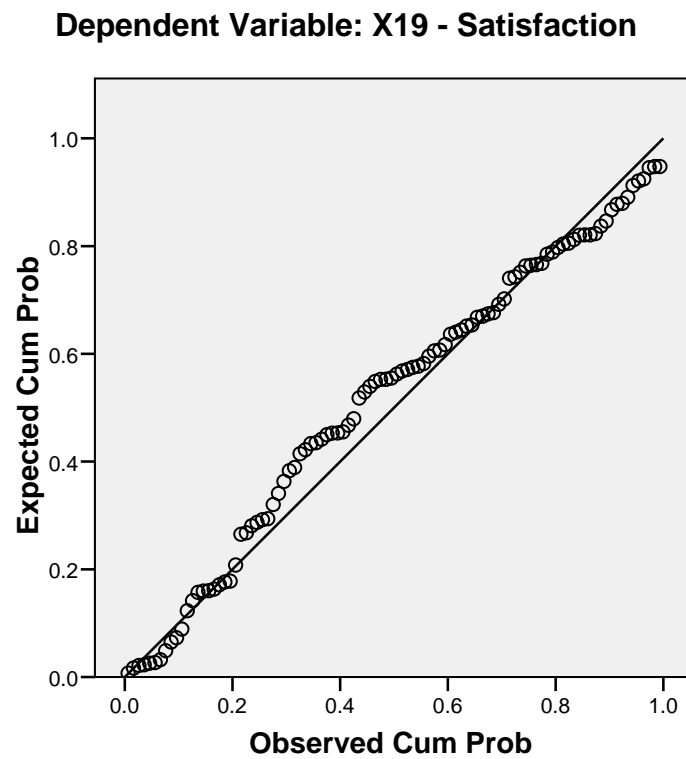
CONFIRMATORY REGRESSION ANALYSIS

Histogram



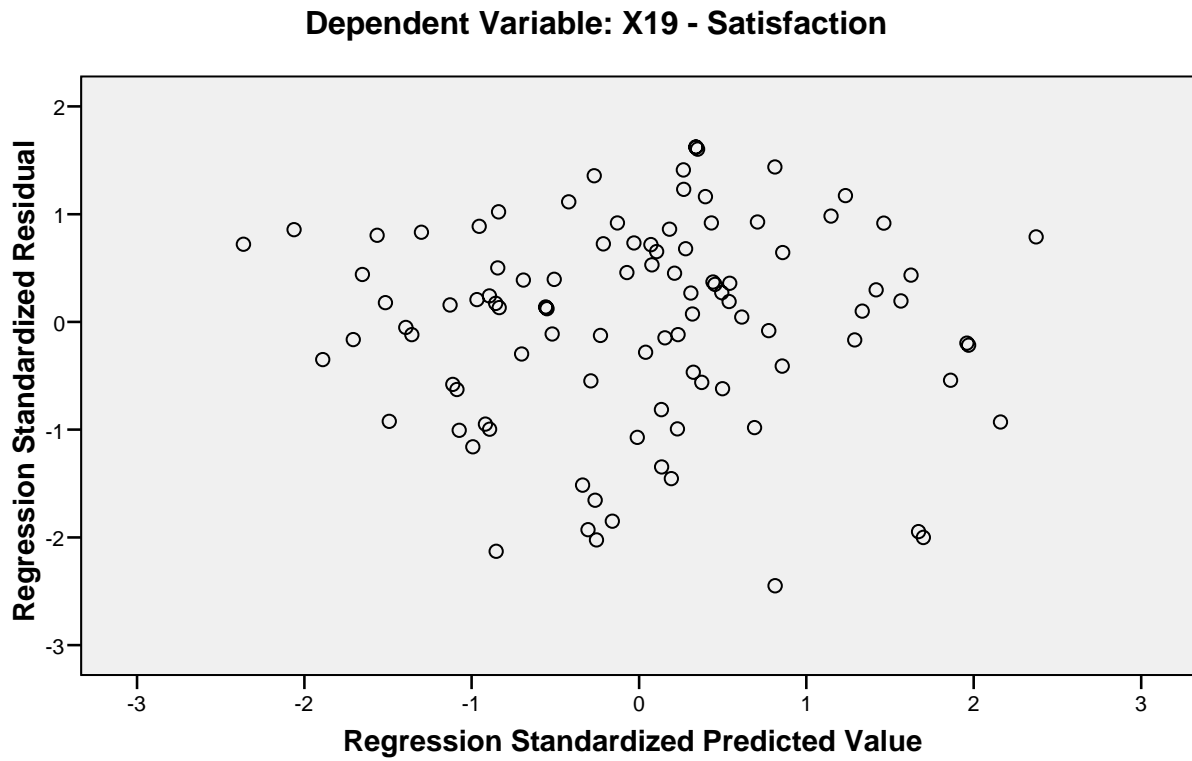
CONFIRMATORY REGRESSION ANALYSIS

Normal P-P Plot of Regression Standardized Residual



CONFIRMATORY REGRESSION ANALYSIS

Scatterplot



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

		X19 - Satisfaction	X6 - Product Quality	X7 - E-Commerce Activities	X8 - Technical Support
Pearson Correlation	X19 - Satisfaction	1.000	.486	.283	.113
	X6 - Product Quality	.486	1.000	-.137	.096
	X7 - E-Commerce Activities	.283	-.137	1.000	.001
	X8 - Technical Support	.113	.096	.001	1.000
	X9 - Complaint Resolution	.603	.106	.140	.097
	X10 - Advertising	.305	-.053	.430	-.063
	X11 - Product Line	.551	.477	-.053	.193
	X12 - Salesforce Image	.500	-.152	.792	.017
	X13 - Competitive Pricing	-.208	-.401	.229	-.271
	X14 - Warranty & Claims	.178	.088	.052	.797
	X15 - New Products	.071	.027	-.027	-.074
	X16 - Order & Billing	.522	.104	.156	.080
	X17 - Price Flexibility	.056	-.493	.271	-.186
	X18 - Delivery Speed	.577	.028	.192	.025
	X3 - Firm Size	.229	-.101	.061	-.176
Sig. (1-tailed)	X19 - Satisfaction	.	.000	.002	.132
	X6 - Product Quality	.000	.	.087	.172
	X7 - E-Commerce Activities	.002	.087	.	.497
	X8 - Technical Support	.132	.172	.497	.
	X9 - Complaint Resolution	.000	.146	.082	.169
	X10 - Advertising	.001	.299	.000	.267
	X11 - Product Line	.000	.000	.301	.027
	X12 - Salesforce Image	.000	.066	.000	.433
	X13 - Competitive Pricing	.019	.000	.011	.003
	X14 - Warranty & Claims	.039	.191	.304	.000
	X15 - New Products	.242	.395	.393	.233
	X16 - Order & Billing	.000	.151	.060	.214
	X17 - Price Flexibility	.290	.000	.003	.032
	X18 - Delivery Speed	.000	.392	.028	.401
	X3 - Firm Size	.011	.159	.273	.040

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

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

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

		X9 - Complaint Resolution	X10 - Advertising	X11 - Product Line	X12 - Salesforce Image
Pearson Correlation	X19 - Satisfaction	.603	.305	.551	.500
	X6 - Product Quality	.106	-.053	.477	-.152
	X7 - E-Commerce Activities	.140	.430	-.053	.792
	X8 - Technical Support	.097	-.063	.193	.017
	X9 - Complaint Resolution	1.000	.197	.561	.230
	X10 - Advertising	.197	1.000	-.012	.542
	X11 - Product Line	.561	-.012	1.000	-.061
	X12 - Salesforce Image	.230	.542	-.061	1.000
	X13 - Competitive Pricing	-.128	.134	-.495	.265
	X14 - Warranty & Claims	.140	.011	.273	.107
	X15 - New Products	.059	.084	.046	.032
	X16 - Order & Billing	.757	.184	.424	.195
	X17 - Price Flexibility	.395	.334	-.378	.352
	X18 - Delivery Speed	.865	.276	.602	.272
	X3 - Firm Size	.089	.203	-.177	.289
Sig. (1-tailed)	X19 - Satisfaction	.000	.001	.000	.000
	X6 - Product Quality	.146	.299	.000	.066
	X7 - E-Commerce Activities	.082	.000	.301	.000
	X8 - Technical Support	.169	.267	.027	.433
	X9 - Complaint Resolution	.	.025	.000	.011
	X10 - Advertising	.025	.	.455	.000
	X11 - Product Line	.000	.455	.	.272
	X12 - Salesforce Image	.011	.000	.272	.
	X13 - Competitive Pricing	.102	.092	.000	.004
	X14 - Warranty & Claims	.082	.458	.003	.144
	X15 - New Products	.279	.203	.324	.377
	X16 - Order & Billing	.000	.033	.000	.026
	X17 - Price Flexibility	.000	.000	.000	.000
	X18 - Delivery Speed	.000	.003	.000	.003
	X3 - Firm Size	.189	.021	.039	.002

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

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

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

		X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products	X16 - Order & Billing
Pearson Correlation	X19 - Satisfaction	-.208	.178	.071	.522
	X6 - Product Quality	-.401	.088	.027	.104
	X7 - E-Commerce Activities	.229	.052	-.027	.156
	X8 - Technical Support	-.271	.797	-.074	.080
	X9 - Complaint Resolution	-.128	.140	.059	.757
	X10 - Advertising	.134	.011	.084	.184
	X11 - Product Line	-.495	.273	.046	.424
	X12 - Salesforce Image	.265	.107	.032	.195
	X13 - Competitive Pricing	1.000	-.245	.023	-.115
	X14 - Warranty & Claims	-.245	1.000	.035	.197
	X15 - New Products	.023	.035	1.000	.069
	X16 - Order & Billing	-.115	.197	.069	1.000
	X17 - Price Flexibility	.471	-.170	.094	.407
	X18 - Delivery Speed	-.073	.109	.106	.751
	X3 - Firm Size	.323	-.297	-.022	.083
Sig. (1-tailed)	X19 - Satisfaction	.019	.039	.242	.000
	X6 - Product Quality	.000	.191	.395	.151
	X7 - E-Commerce Activities	.011	.304	.393	.060
	X8 - Technical Support	.003	.000	.233	.214
	X9 - Complaint Resolution	.102	.082	.279	.000
	X10 - Advertising	.092	.458	.203	.033
	X11 - Product Line	.000	.003	.324	.000
	X12 - Salesforce Image	.004	.144	.377	.026
	X13 - Competitive Pricing	.	.007	.410	.128
	X14 - Warranty & Claims	.007	.	.364	.025
	X15 - New Products	.410	.364	.	.249
	X16 - Order & Billing	.128	.025	.249	.
	X17 - Price Flexibility	.000	.045	.176	.000
	X18 - Delivery Speed	.236	.139	.148	.000
	X3 - Firm Size	.001	.001	.413	.207

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

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

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
	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	.

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Correlations

		X17 - Price Flexibility	X18 - Delivery Speed	X3 - Firm Size
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
	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).
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).
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

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.357	.9554
2	.738 ^b	.544	.535	.8129
3	.868 ^c	.753	.745	.6020
4	.879 ^d	.773	.763	.5802
5	.889 ^e	.791	.780	.5595
6	.895 ^f	.801	.788	.5483

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Model Summary^a

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.364	56.070	1	98	.000
2	.180	38.359	1	97	.000
3	.208	80.858	1	96	.000
4	.020	8.351	1	95	.005
5	.018	8.182	1	94	.005
6	.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^g

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

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.680	.443		8.310	.000
	X9 - Complaint Resolution	.595	.079	.603	7.488	.000
2	(Constant)	1.077	.564		1.909	.059
	X9 - Complaint Resolution	.550	.068	.558	8.092	.000
	X6 - Product Quality	.364	.059	.427	6.193	.000
3	(Constant)	-1.569	.511		-3.069	.003
	X9 - Complaint Resolution	.433	.052	.439	8.329	.000
	X6 - Product Quality	.437	.044	.512	9.861	.000
	X12 - Salesforce Image	.530	.059	.477	8.992	.000
4	(Constant)	-1.106	.518		-2.134	.035
	X9 - Complaint Resolution	.423	.050	.429	8.430	.000
	X6 - Product Quality	.435	.043	.509	10.177	.000
	X12 - Salesforce Image	.736	.091	.663	8.074	.000
	X7 - E-Commerce Activities	-.395	.137	-.232	-2.890	.005
5	(Constant)	-1.151	.500		-2.303	.023
	X9 - Complaint Resolution	.319	.061	.323	5.256	.000
	X6 - Product Quality	.369	.047	.432	7.820	.000
	X12 - Salesforce Image	.775	.089	.697	8.711	.000
	X7 - E-Commerce Activities	-.417	.132	-.245	-3.162	.002
	X11 - Product Line	.174	.061	.192	2.860	.005
6	(Constant)	-1.250	.492		-2.542	.013
	X9 - Complaint Resolution	.300	.060	.304	4.994	.000
	X6 - Product Quality	.365	.046	.427	7.881	.000
	X12 - Salesforce Image	.701	.093	.631	7.507	.000
	X7 - E-Commerce Activities	-.333	.135	-.196	-2.473	.015
	X11 - Product Line	.203	.061	.224	3.323	.001
	X3 - Firm Size	.271	.123	.114	2.207	.030

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	X9 - Complaint Resolution	.603	.603	.603	1.000	1.000
2	(Constant)					
	X9 - Complaint Resolution	.603	.635	.555	.989	1.011
	X6 - Product Quality	.486	.532	.425	.989	1.011
3	(Constant)					
	X9 - Complaint Resolution	.603	.648	.423	.927	1.079
	X6 - Product Quality	.486	.709	.501	.956	1.046
	X12 - Salesforce Image	.500	.676	.457	.916	1.092
4	(Constant)					
	X9 - Complaint Resolution	.603	.654	.412	.923	1.084
	X6 - Product Quality	.486	.722	.498	.956	1.046
	X12 - Salesforce Image	.500	.638	.395	.356	2.813
	X7 - E-Commerce Activities	.283	-.284	-.141	.372	2.692
5	(Constant)					
	X9 - Complaint Resolution	.603	.477	.248	.588	1.701
	X6 - Product Quality	.486	.628	.369	.728	1.373
	X12 - Salesforce Image	.500	.668	.411	.347	2.880
	X7 - E-Commerce Activities	.283	-.310	-.149	.370	2.701
	X11 - Product Line	.551	.283	.135	.492	2.033
6	(Constant)					
	X9 - Complaint Resolution	.603	.460	.231	.576	1.736
	X6 - Product Quality	.486	.633	.364	.727	1.375
	X12 - Salesforce Image	.500	.614	.347	.303	3.304
	X7 - E-Commerce Activities	.283	-.248	-.114	.341	2.935
	X11 - Product Line	.551	.326	.154	.469	2.130
	X3 - Firm Size	.229	.223	.102	.798	1.253

a. Dependent Variable: X19 - Satisfaction

Excluded Variables⁹

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	X6 - Product Quality	.427 ^a	6.193	.000	.532	.989	1.011	.989
	X7 - E-Commerce Activities	.202 ^a	2.553	.012	.251	.980	1.020	.980
	X8 - Technical Support	.055 ^a	.675	.501	.068	.991	1.009	.991

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables⁹

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	X10 - Advertising	.193 ^a	2.410	.018	.238	.961	1.040	.961
	X11 - Product Line	.309 ^a	3.338	.001	.321	.685	1.460	.685
	X12 - Salesforce Image	.382 ^a	5.185	.000	.466	.947	1.056	.947
	X13 - Competitive Pricing	-.133 ^a	-1.655	.101	-.166	.984	1.017	.984
	X14 - Warranty & Claims	.095 ^a	1.166	.246	.118	.980	1.020	.980
	X15 - New Products	.035 ^a	.434	.665	.044	.996	1.004	.996
	X16 - Order & Billing	.153 ^a	1.241	.218	.125	.427	2.341	.427
	X17 - Price Flexibility	-.216 ^a	-2.526	.013	-.248	.844	1.184	.844
	X18 - Delivery Speed	.219 ^a	1.371	.173	.138	.252	3.974	.252
	X3 - Firm Size	.177 ^a	2.229	.028	.221	.992	1.008	.992
2	X7 - E-Commerce Activities	.275 ^b	4.256	.000	.398	.957	1.045	.957
	X8 - Technical Support	.018 ^b	.261	.794	.027	.983	1.017	.981
	X10 - Advertising	.228 ^b	3.423	.001	.330	.956	1.046	.948
	X11 - Product Line	.066 ^b	.683	.496	.070	.508	1.967	.508
	X12 - Salesforce Image	.477 ^b	8.992	.000	.676	.916	1.092	.916
	X13 - Competitive Pricing	.041 ^b	.549	.584	.056	.832	1.202	.832
	X14 - Warranty & Claims	.063 ^b	.908	.366	.092	.975	1.026	.971
	X15 - New Products	.026 ^b	.382	.703	.039	.996	1.004	.985
	X16 - Order & Billing	.129 ^b	1.231	.221	.125	.427	2.344	.426
	X17 - Price Flexibility	.084 ^b	.909	.366	.092	.555	1.803	.555
	X18 - Delivery Speed	.334 ^b	2.487	.015	.246	.247	4.041	.245
	X3 - Firm Size	.227 ^b	3.459	.001	.333	.980	1.021	.976
3	X7 - E-Commerce Activities	-.232 ^c	-2.890	.005	-.284	.372	2.692	.356
	X8 - Technical Support	.013 ^c	.259	.796	.027	.983	1.017	.916
	X10 - Advertising	-.019 ^c	-.307	.760	-.031	.700	1.428	.671
	X11 - Product Line	.180 ^c	2.559	.012	.254	.494	2.026	.494
	X13 - Competitive Pricing	-.094 ^c	-1.643	.104	-.166	.776	1.288	.776
	X14 - Warranty & Claims	.020 ^c	.387	.700	.040	.966	1.035	.908
	X15 - New Products	.016 ^c	.312	.755	.032	.996	1.004	.915
	X16 - Order & Billing	.101 ^c	1.297	.198	.132	.426	2.348	.418
	X17 - Price Flexibility	-.063 ^c	-.892	.374	-.091	.525	1.906	.525
	X18 - Delivery Speed	.219 ^c	2.172	.032	.217	.243	4.110	.243
	X3 - Firm Size	.114 ^c	2.180	.032	.218	.912	1.097	.852
4	X8 - Technical Support	.012 ^d	.233	.817	.024	.983	1.017	.355
	X10 - Advertising	-.017 ^d	-.295	.769	-.030	.700	1.428	.313
	X11 - Product Line	.192 ^d	2.860	.005	.283	.492	2.033	.347
	X13 - Competitive Pricing	-.091 ^d	-1.662	.100	-.169	.776	1.288	.347
	X14 - Warranty & Claims	.014 ^d	.272	.786	.028	.964	1.037	.352
	X15 - New Products	.004 ^d	.088	.930	.009	.989	1.011	.353
	X16 - Order & Billing	.120 ^d	1.602	.112	.163	.423	2.365	.355
	X17 - Price Flexibility	-.063 ^d	-.925	.357	-.095	.525	1.906	.348
	X18 - Delivery Speed	.231 ^d	2.379	.019	.238	.243	4.116	.243
	X3 - Firm Size	.077 ^d	1.457	.149	.149	.836	1.196	.304

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Excluded Variables⁹

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
5	X8 - Technical Support	-.009 ^e	-.187	.852	-.019	.961	1.041	.347
	X10 - Advertising	-.009 ^e	-.162	.872	-.017	.698	1.432	.308
	X13 - Competitive Pricing	-.040 ^e	-.685	.495	-.071	.667	1.498	.344
	X14 - Warranty & Claims	-.023 ^e	-.462	.645	-.048	.901	1.110	.341
	X15 - New Products	.002 ^e	.050	.960	.005	.989	1.012	.345
	X16 - Order & Billing	.124 ^e	1.727	.088	.176	.423	2.366	.325
	X17 - Price Flexibility	.129 ^e	1.429	.156	.147	.272	3.674	.246
	X18 - Delivery Speed	.138 ^e	1.299	.197	.133	.197	5.075	.197
	X3 - Firm Size	.114 ^e	2.207	.030	.223	.798	1.253	.303
6	X8 - Technical Support	.009 ^f	.194	.846	.020	.932	1.073	.300
	X10 - Advertising	-.016 ^f	-.281	.779	-.029	.696	1.436	.275
	X13 - Competitive Pricing	-.073 ^f	-1.250	.214	-.129	.632	1.583	.303
	X14 - Warranty & Claims	.015 ^f	.292	.771	.030	.797	1.254	.283
	X15 - New Products	.008 ^f	.177	.860	.018	.985	1.015	.300
	X16 - Order & Billing	.118 ^f	1.672	.098	.172	.422	2.370	.302
	X17 - Price Flexibility	.092 ^f	1.022	.309	.106	.261	3.833	.245
	X18 - Delivery Speed	.102 ^f	.961	.339	.100	.191	5.224	.191

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

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index
1	1	1.976	1.000
	2	.024	9.161
2	1	2.951	1.000
	2	.036	9.099
	3	.013	14.829
3	1	3.915	1.000
	2	.042	9.646
	3	.033	10.879
	4	.010	19.925
4	1	4.893	1.000
	2	.054	9.485
	3	.035	11.758
	4	.010	22.220
	5	.007	25.649
5	1	5.858	1.000
	2	.073	8.935
	3	.037	12.661
	4	.015	19.668
	5	.010	24.543
	6	.007	28.647
6	1	6.411	1.000
	2	.454	3.759
	3	.069	9.641
	4	.036	13.285
	5	.014	21.129
	6	.009	25.994
	7	.007	31.388

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions			
		(Constant)	X9 - Complaint Resolution	X6 - Product Quality	X12 - Salesforce Image
1	1	.01	.01		
	2	.99	.99		
2	1	.00	.01	.00	
	2	.02	.78	.31	
	3	.98	.21	.69	
3	1	.00	.00	.00	.00
	2	.00	.02	.34	.43
	3	.02	.95	.05	.21
	4	.98	.03	.61	.36
4	1	.00	.00	.00	.00
	2	.01	.06	.20	.08
	3	.01	.86	.19	.00
	4	.80	.02	.58	.23
	5	.18	.06	.03	.69
5	1	.00	.00	.00	.00
	2	.00	.02	.04	.06
	3	.02	.38	.24	.00
	4	.12	.41	.08	.01
	5	.65	.05	.53	.27
	6	.21	.14	.11	.65
6	1	.00	.00	.00	.00
	2	.00	.00	.00	.00
	3	.00	.02	.03	.05
	4	.02	.36	.25	.00
	5	.15	.44	.05	.03
	6	.68	.12	.62	.16
	7	.15	.06	.04	.76

STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions		
		X7 - E-Commerce Activities	X11 - Product Line	X3 - Firm Size
1	1			
	2			
2	1			
	2			
	3			
3	1			
	2			
	3			
	4			
4	1	.00		
	2	.06		
	3	.01		
	4	.01		
	5	.92		
5	1	.00	.00	
	2	.04	.09	
	3	.00	.01	
	4	.06	.78	
	5	.05	.04	
	6	.84	.08	
6	1	.00	.00	.01
	2	.00	.00	.77
	3	.05	.08	.06
	4	.00	.01	.01
	5	.02	.79	.04
	6	.02	.10	.02
	7	.91	.01	.10

a. Dependent Variable: X19 - Satisfaction

Residuals Statistics^a

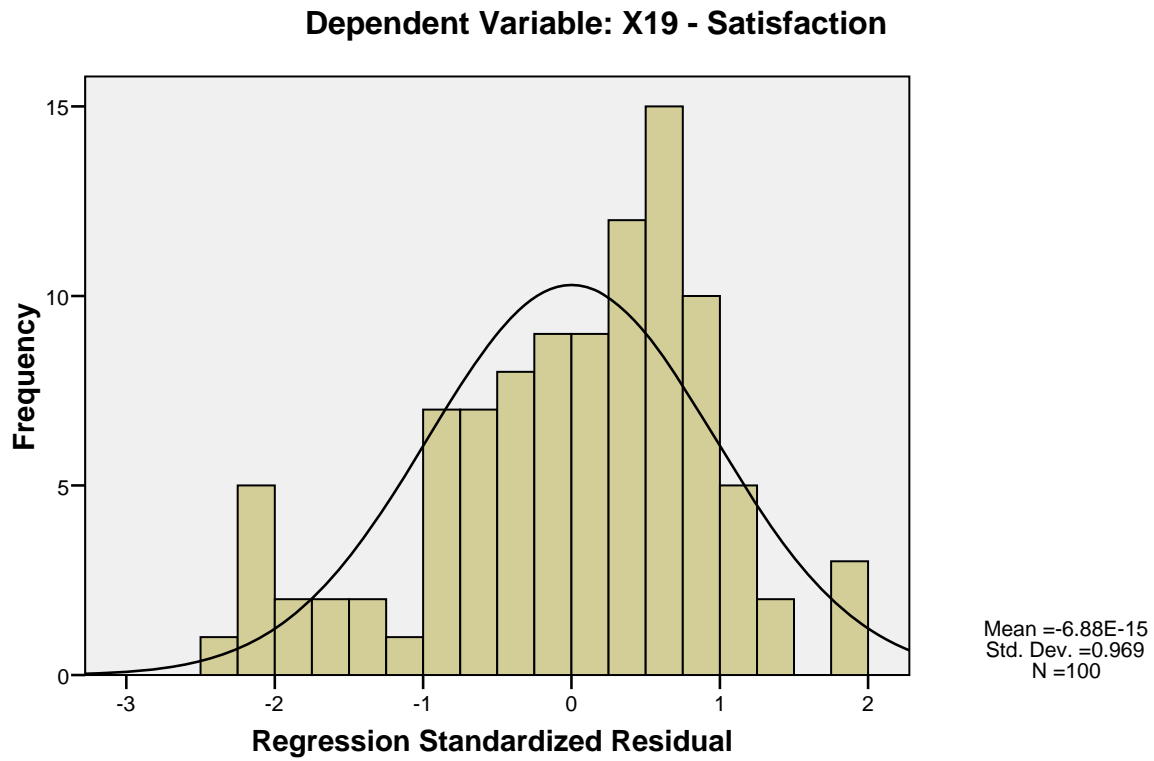
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.546	9.550	6.918	1.0668	100
Residual	-1.3412	1.0493	.0000	.5314	100
Std. Predicted Value	-2.223	2.467	.000	1.000	100
Std. Residual	-2.446	1.914	.000	.969	100

a. Dependent Variable: X19 - Satisfaction

Charts

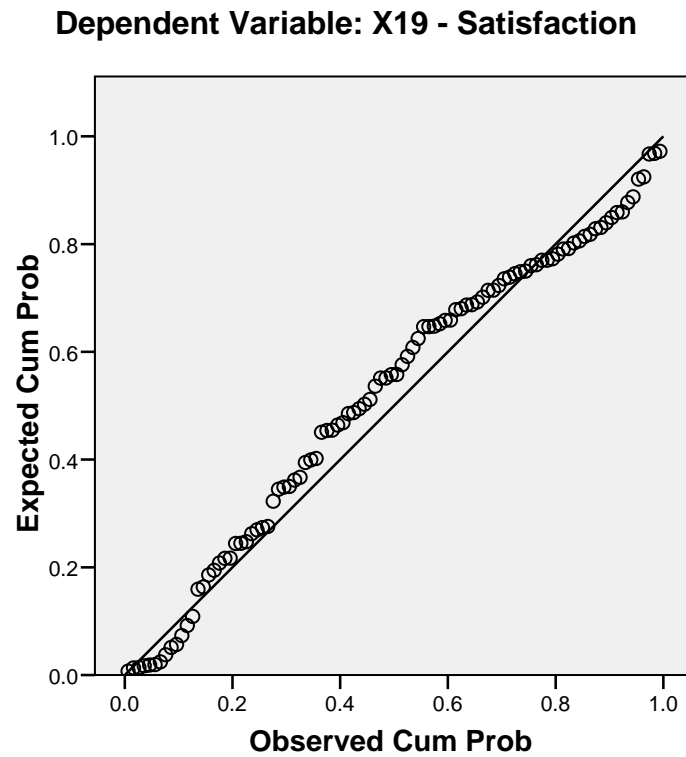
STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Histogram



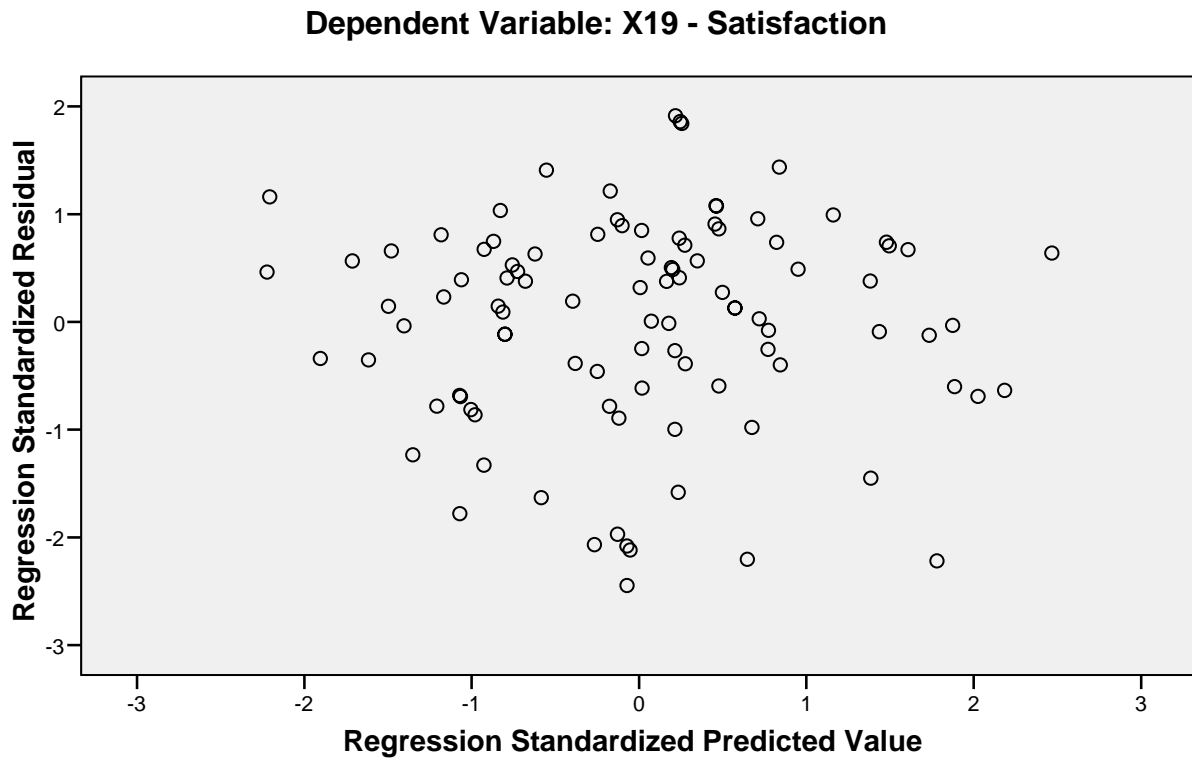
STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Normal P-P Plot of Regression Standardized Residual



STEPWISE REGRESSION WITH NONMETRIC VARIABLE

Scatterplot



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

		X19 - Satisfaction	TX6	TX7	X8 - Technical Support	X9 - Complaint Resolution
Pearson Correlation	X19 - Satisfaction	1.000	.507	.254	.113	.603
	TX6	.507	1.000	-.127	.108	.122
	TX7	.254	-.127	1.000	-.011	.102
	X8 - Technical Support	.113	.108	-.011	1.000	.097
	X9 - Complaint Resolution	.603	.122	.102	.097	1.000
	X10 - Advertising	.305	-.042	.442	-.063	.197
	X11 - Product Line	.551	.485	-.085	.193	.561
	X12 - Salesforce Image	.500	-.125	.783	.017	.230
	TX13	-.206	-.395	.263	-.260	-.111
	X14 - Warranty & Claims	.178	.109	.037	.797	.140
	X15 - New Products	.071	.037	-.054	-.074	.059
	TX16	.510	.092	.121	.081	.740
	TX17	-.044	.413	-.244	.184	-.392
	X18 - Delivery Speed	.577	.044	.169	.025	.865
	X19 - Satisfaction	.	.000	.005	.132	.000
Sig. (1-tailed)	TX6	.000	.	.104	.143	.114
	TX7	.005	.104	.	.458	.157
	X8 - Technical Support	.132	.143	.458	.	.169
	X9 - Complaint Resolution	.000	.114	.157	.169	.
	X10 - Advertising	.001	.340	.000	.267	.025
	X11 - Product Line	.000	.000	.202	.027	.000
	X12 - Salesforce Image	.000	.108	.000	.433	.011
	TX13	.020	.000	.004	.004	.137
	X14 - Warranty & Claims	.039	.141	.356	.000	.082
	X15 - New Products	.242	.357	.295	.233	.279
	TX16	.000	.181	.115	.211	.000
	TX17	.333	.000	.007	.033	.000
	X18 - Delivery Speed	.000	.331	.047	.401	.000
N	X19 - Satisfaction	100	100	100	100	100
	TX6	100	100	100	100	100
	TX7	100	100	100	100	100
	X8 - Technical Support	100	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100	100
	X10 - Advertising	100	100	100	100	100
	X11 - Product Line	100	100	100	100	100
	X12 - Salesforce Image	100	100	100	100	100
	TX13	100	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100	100
	X15 - New Products	100	100	100	100	100
	TX16	100	100	100	100	100
	TX17	100	100	100	100	100
	X18 - Delivery Speed	100	100	100	100	100

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

		X10 - Advertising	X11 - Product Line	X12 - Salesforce Image	TX13
Pearson Correlation	X19 - Satisfaction	.305	.551	.500	-.206
	TX6	-.042	.485	-.125	-.395
	TX7	.442	-.085	.783	.263
	X8 - Technical Support	-.063	.193	.017	-.260
	X9 - Complaint Resolution	.197	.561	.230	-.111
	X10 - Advertising	1.000	-.012	.542	.152
	X11 - Product Line	-.012	1.000	-.061	-.476
	X12 - Salesforce Image	.542	-.061	1.000	.249
	TX13	.152	-.476	.249	1.000
	X14 - Warranty & Claims	.011	.273	.107	-.240
	X15 - New Products	.084	.046	.032	.016
	TX16	.146	.392	.198	-.096
	TX17	-.287	.387	-.316	-.459
	X18 - Delivery Speed	.276	.602	.272	-.053
Sig. (1-tailed)	X19 - Satisfaction	.001	.000	.000	.020
	TX6	.340	.000	.108	.000
	TX7	.000	.202	.000	.004
	X8 - Technical Support	.267	.027	.433	.004
	X9 - Complaint Resolution	.025	.000	.011	.137
	X10 - Advertising	.	.455	.000	.065
	X11 - Product Line	.455	.	.272	.000
	X12 - Salesforce Image	.000	.272	.	.006
	TX13	.065	.000	.006	.
	X14 - Warranty & Claims	.458	.003	.144	.008
	X15 - New Products	.203	.324	.377	.438
	TX16	.074	.000	.024	.172
	TX17	.002	.000	.001	.000
	X18 - Delivery Speed	.003	.000	.003	.301
N	X19 - Satisfaction	100	100	100	100
	TX6	100	100	100	100
	TX7	100	100	100	100
	X8 - Technical Support	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100
	X10 - Advertising	100	100	100	100
	X11 - Product Line	100	100	100	100
	X12 - Salesforce Image	100	100	100	100
	TX13	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100
	X15 - New Products	100	100	100	100
	TX16	100	100	100	100
	TX17	100	100	100	100
	X18 - Delivery Speed	100	100	100	100

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Correlations

		X14 - Warranty & Claims	X15 - New Products	TX16	TX17	X18 - Delivery Speed
Pearson Correlation	X19 - Satisfaction	.178	.071	.510	-.044	.577
	TX6	.109	.037	.092	.413	.044
	TX7	.037	-.054	.121	-.244	.169
	X8 - Technical Support	.797	-.074	.081	.184	.025
	X9 - Complaint Resolution	.140	.059	.740	-.392	.865
	X10 - Advertising	.011	.084	.146	-.287	.276
	X11 - Product Line	.273	.046	.392	.387	.602
	X12 - Salesforce Image	.107	.032	.198	-.316	.272
	TX13	-.240	.016	-.096	-.459	-.053
	X14 - Warranty & Claims	1.000	.035	.206	.193	.109
	X15 - New Products	.035	1.000	.061	-.124	.106
	TX16	.206	.061	1.000	-.387	.722
	TX17	.193	-.124	-.387	1.000	-.468
	X18 - Delivery Speed	.109	.106	.722	-.468	1.000
Sig. (1-tailed)	X19 - Satisfaction	.039	.242	.000	.333	.000
	TX6	.141	.357	.181	.000	.331
	TX7	.356	.295	.115	.007	.047
	X8 - Technical Support	.000	.233	.211	.033	.401
	X9 - Complaint Resolution	.082	.279	.000	.000	.000
	X10 - Advertising	.458	.203	.074	.002	.003
	X11 - Product Line	.003	.324	.000	.000	.000
	X12 - Salesforce Image	.144	.377	.024	.001	.003
	TX13	.008	.438	.172	.000	.301
	X14 - Warranty & Claims	.	.364	.020	.027	.139
	X15 - New Products	.364	.	.273	.109	.148
	TX16	.020	.273	.	.000	.000
	TX17	.027	.109	.000	.	.000
	X18 - Delivery Speed	.139	.148	.000	.000	.
N	X19 - Satisfaction	100	100	100	100	100
	TX6	100	100	100	100	100
	TX7	100	100	100	100	100
	X8 - Technical Support	100	100	100	100	100
	X9 - Complaint Resolution	100	100	100	100	100
	X10 - Advertising	100	100	100	100	100
	X11 - Product Line	100	100	100	100	100
	X12 - Salesforce Image	100	100	100	100	100
	TX13	100	100	100	100	100
	X14 - Warranty & Claims	100	100	100	100	100
	X15 - New Products	100	100	100	100	100
	TX16	100	100	100	100	100
	TX17	100	100	100	100	100
	X18 - Delivery Speed	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).
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

Model Summary^f

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.357	.9554
2	.745 ^b	.555	.545	.8037
3	.868 ^c	.754	.746	.6008
4	.880 ^d	.775	.765	.5776
5	.890 ^e	.792	.781	.5584

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Model Summary^f

Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.364	56.070	1	98	.000
2	.191	41.495	1	97	.000
3	.199	77.538	1	96	.000
4	.021	8.869	1	95	.004
5	.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

ANOVA^f

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

- 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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.680	.443		8.310	.000
	X9 - Complaint Resolution	.595	.079	.603	7.488	.000
2	(Constant)	2.427	.420		5.775	.000
	X9 - Complaint Resolution	.542	.067	.550	8.052	.000
	TX6	.024	.004	.440	6.442	.000
3	(Constant)	.151	.407		.371	.712
	X9 - Complaint Resolution	.428	.052	.434	8.241	.000
	TX6	.028	.003	.512	9.900	.000
	X12 - Salesforce Image	.516	.059	.464	8.806	.000
4	(Constant)	1.108	.506		2.188	.031
	X9 - Complaint Resolution	.410	.050	.416	8.138	.000
	TX6	.028	.003	.508	10.211	.000
	X12 - Salesforce Image	.725	.090	.653	8.052	.000
	TX7	-3.434	1.153	-.235	-2.978	.004
5	(Constant)	.825	.500		1.650	.102
	X9 - Complaint Resolution	.309	.061	.314	5.095	.000
	TX6	.024	.003	.433	7.849	.000
	X12 - Salesforce Image	.761	.088	.685	8.647	.000
	TX7	-3.561	1.116	-.244	-3.192	.002
	X11 - Product Line	.169	.061	.186	2.769	.007

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	X9 - Complaint Resolution	.603	.603	.603	1.000	1.000
2	(Constant)					
	X9 - Complaint Resolution	.603	.633	.546	.985	1.015
	TX6	.507	.547	.437	.985	1.015
3	(Constant)					
	X9 - Complaint Resolution	.603	.644	.418	.924	1.082
	TX6	.507	.711	.502	.961	1.041
	X12 - Salesforce Image	.500	.668	.446	.924	1.083
4	(Constant)					
	X9 - Complaint Resolution	.603	.641	.396	.910	1.099
	TX6	.507	.723	.497	.960	1.042
	X12 - Salesforce Image	.500	.637	.392	.361	2.768
	TX7	.254	-.292	-.145	.379	2.635
5	(Constant)					
	X9 - Complaint Resolution	.603	.465	.240	.585	1.710
	TX6	.507	.629	.370	.729	1.372
	X12 - Salesforce Image	.500	.666	.407	.353	2.829
	TX7	.254	-.313	-.150	.379	2.640
	X11 - Product Line	.551	.275	.130	.491	2.037

a. Dependent Variable: X19 - Satisfaction

Excluded Variables^f

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	TX6	.440 ^a	6.442	.000	.547	.985	1.015	.985
	TX7	.194 ^a	2.459	.016	.242	.990	1.010	.990
	X8 - Technical Support	.055 ^a	.675	.501	.068	.991	1.009	.991
	X10 - Advertising	.193 ^a	2.410	.018	.238	.961	1.040	.961
	X11 - Product Line	.309 ^a	3.338	.001	.321	.685	1.460	.685
	X12 - Salesforce Image	.382 ^a	5.185	.000	.466	.947	1.056	.947
	TX13	-.141 ^a	-1.761	.081	-.176	.988	1.012	.988
	X14 - Warranty & Claims	.095 ^a	1.166	.246	.118	.980	1.020	.980
	X15 - New Products	.035 ^a	.434	.665	.044	.996	1.004	.996
	TX16	.141 ^a	1.182	.240	.119	.453	2.208	.453
	TX17	.228 ^a	2.683	.009	.263	.846	1.182	.846
	X18 - Delivery Speed	.219 ^a	1.371	.173	.138	.252	3.974	.252

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Excluded Variables^f

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
2	TX7	.261 ^b	4.095	.000	.386	.970	1.031	.966
	X8 - Technical Support	.012 ^b	.180	.858	.018	.981	1.019	.976
	X10 - Advertising	.224 ^b	3.414	.001	.329	.957	1.045	.944
	X11 - Product Line	.057 ^b	.593	.555	.060	.509	1.965	.509
	X12 - Salesforce Image	.464 ^b	8.806	.000	.668	.924	1.083	.924
	TX13	.034 ^b	.451	.653	.046	.840	1.190	.838
	X14 - Warranty & Claims	.054 ^b	.786	.434	.080	.972	1.029	.969
	X15 - New Products	.022 ^b	.323	.748	.033	.996	1.004	.982
	TX16	.139 ^b	1.391	.168	.141	.453	2.208	.450
	TX17	-.016 ^b	-.181	.857	-.018	.631	1.585	.631
	X18 - Delivery Speed	.331 ^b	2.494	.014	.247	.248	4.035	.245
3	TX7	-.235 ^c	-2.978	.004	-.292	.379	2.635	.361
	X8 - Technical Support	.008 ^c	.151	.880	.016	.981	1.019	.918
	X10 - Advertising	-.016 ^c	-.262	.794	-.027	.700	1.428	.676
	X11 - Product Line	.177 ^c	2.520	.013	.250	.492	2.034	.492
	TX13	-.091 ^c	-1.613	.110	-.163	.790	1.266	.790
	X14 - Warranty & Claims	.012 ^c	.223	.824	.023	.963	1.038	.915
	X15 - New Products	.011 ^c	.225	.823	.023	.995	1.005	.922
	TX16	.111 ^c	1.478	.143	.150	.452	2.213	.441
	TX17	.102 ^c	1.580	.117	.160	.605	1.653	.605
	X18 - Delivery Speed	.216 ^c	2.141	.035	.215	.244	4.107	.244
4	X8 - Technical Support	.004 ^d	.086	.932	.009	.981	1.020	.361
	X10 - Advertising	-.008 ^d	-.140	.889	-.014	.699	1.431	.323
	X11 - Product Line	.186 ^d	2.769	.007	.275	.491	2.037	.353
	TX13	-.077 ^d	-1.414	.161	-.144	.784	1.276	.358
	X14 - Warranty & Claims	.003 ^d	.058	.954	.006	.960	1.042	.357
	X15 - New Products	-.006 ^d	-.126	.900	-.013	.980	1.020	.357
	TX16	.123 ^d	1.717	.089	.174	.451	2.220	.361
	TX17	.096 ^d	1.545	.126	.157	.604	1.655	.357
	X18 - Delivery Speed	.238 ^d	2.465	.016	.246	.242	4.127	.241
5	X8 - Technical Support	-.015 ^e	-.311	.757	-.032	.960	1.041	.353
	X10 - Advertising	.000 ^e	-.008	.994	-.001	.697	1.434	.318
	TX13	-.027 ^e	-.478	.634	-.050	.680	1.471	.353
	X14 - Warranty & Claims	-.032 ^e	-.641	.523	-.066	.901	1.109	.346
	X15 - New Products	-.007 ^e	-.157	.876	-.016	.980	1.020	.349
	TX16	.132 ^e	1.911	.059	.194	.450	2.224	.334
	TX17	-.051 ^e	-.584	.561	-.060	.291	3.434	.237
	X18 - Delivery Speed	.151 ^e	1.433	.155	.147	.197	5.083	.197

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

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

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

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

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

f. Dependent Variable: X19 - Satisfaction

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index
1	1	1.976	1.000
	2	.024	9.161
2	1	2.905	1.000
	2	.073	6.306
	3	.022	11.432
3	1	3.861	1.000
	2	.090	6.539
	3	.033	10.801
	4	.016	15.684
4	1	4.842	1.000
	2	.099	6.995
	3	.038	11.268
	4	.016	17.374
	5	.005	31.478
5	1	5.811	1.000
	2	.104	7.459
	3	.049	10.916
	4	.018	18.057
	5	.013	20.966
	6	.005	34.513

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions					
		(Constant)	X9 - Complaint Resolution	TX6	X12 - Salesforce Image	TX7	X11 - Product Line
1	1	.01	.01				
	2	.99	.99				
2	1	.00	.01	.01			
	2	.04	.17	.91			
	3	.95	.83	.08			
3	1	.00	.00	.01	.00		
	2	.01	.03	.79	.09		
	3	.01	.84	.03	.38		
	4	.98	.13	.17	.53		
4	1	.00	.00	.00	.00	.00	
	2	.00	.00	.75	.02	.01	
	3	.00	.83	.07	.05	.02	
	4	.48	.08	.16	.31	.01	
	5	.52	.08	.01	.62	.96	
5	1	.00	.00	.00	.00	.00	.00
	2	.00	.00	.43	.03	.01	.01
	3	.00	.22	.27	.03	.01	.12
	4	.19	.46	.26	.11	.01	.26
	5	.33	.25	.03	.21	.00	.60
	6	.48	.07	.01	.62	.96	.00

a. Dependent Variable: X19 - Satisfaction

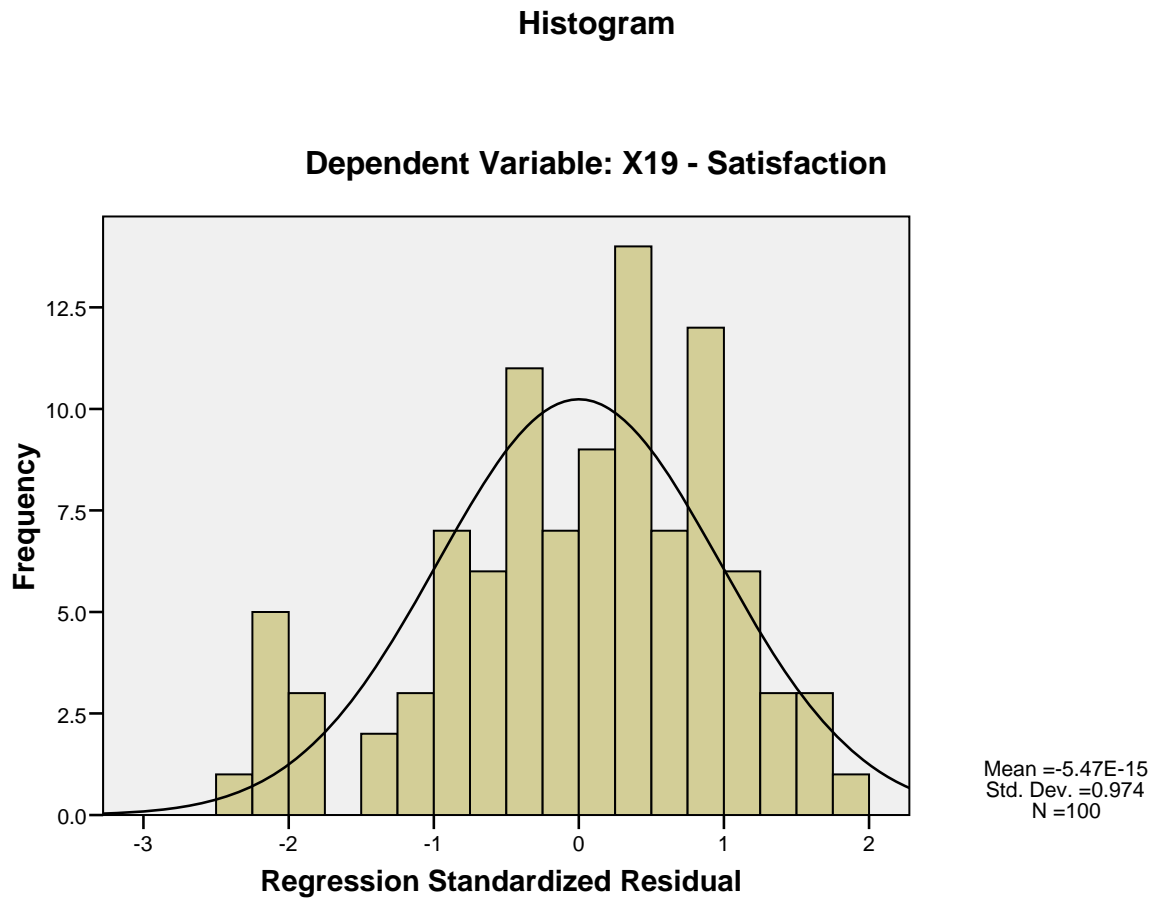
Residuals Statistics^a

	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

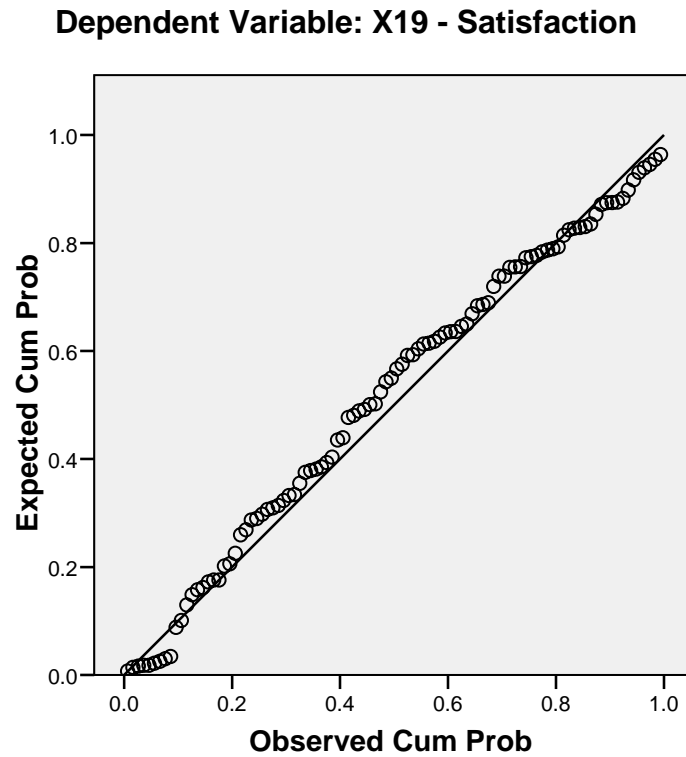
Charts

IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES



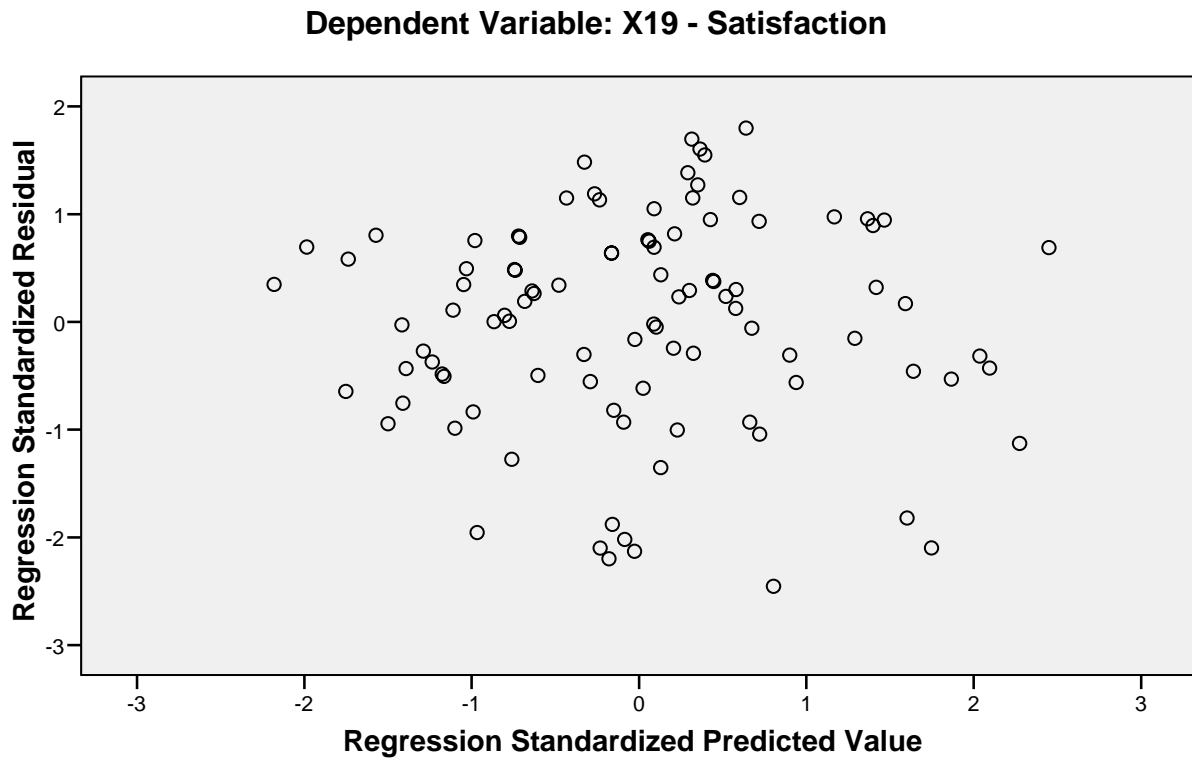
IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Normal P-P Plot of Regression Standardized Residual



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

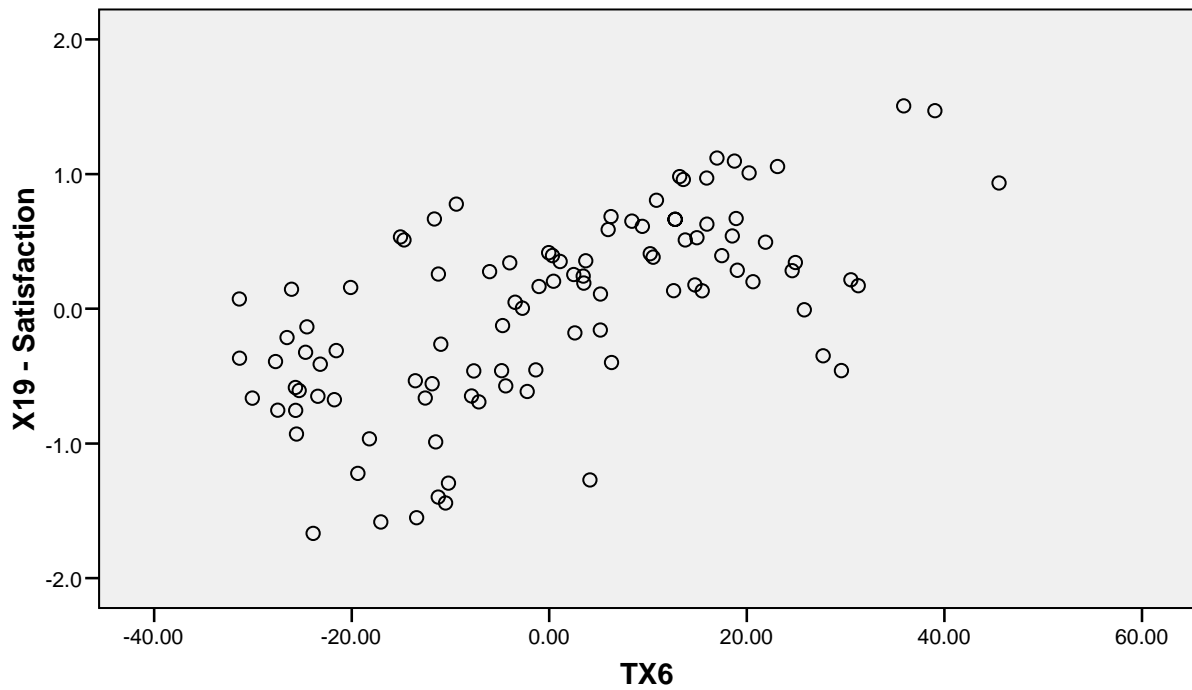
Scatterplot



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Partial Regression Plot

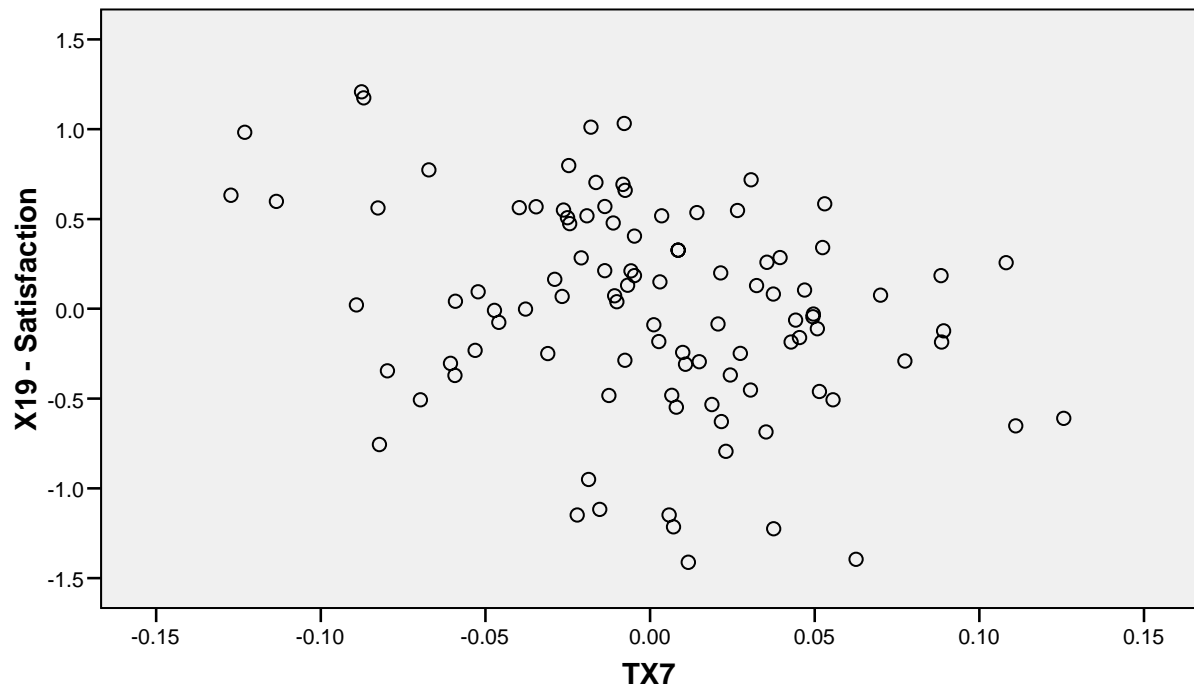
Dependent Variable: X19 - Satisfaction



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Partial Regression Plot

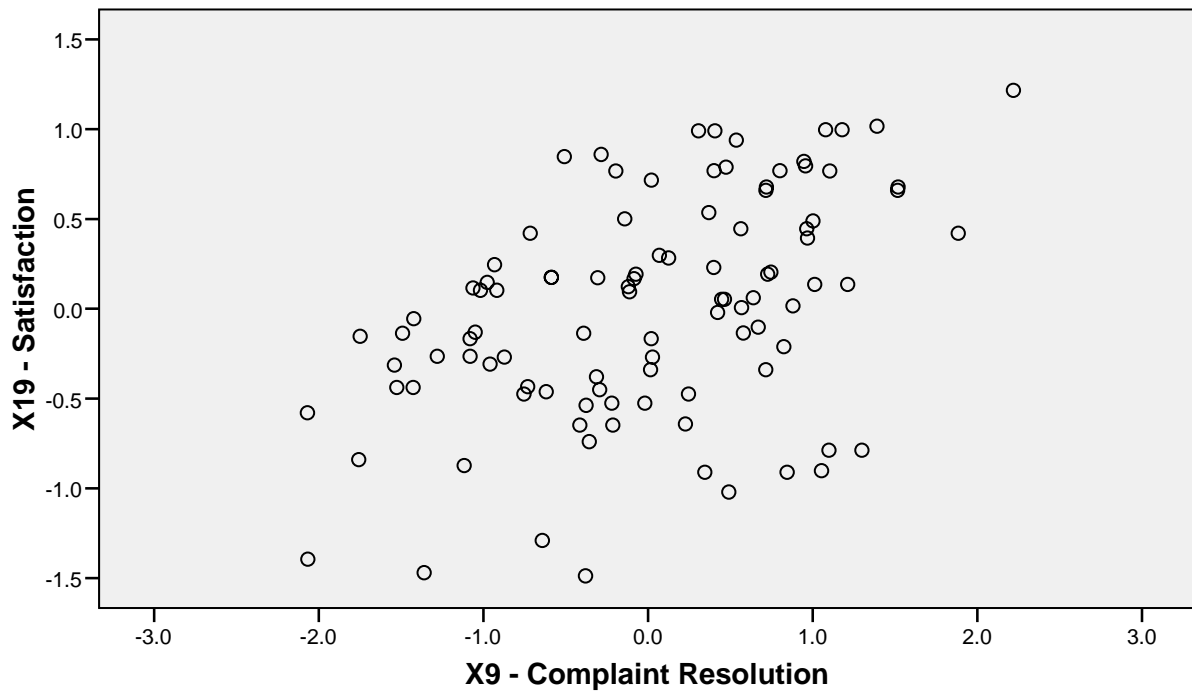
Dependent Variable: X19 - Satisfaction



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Partial Regression Plot

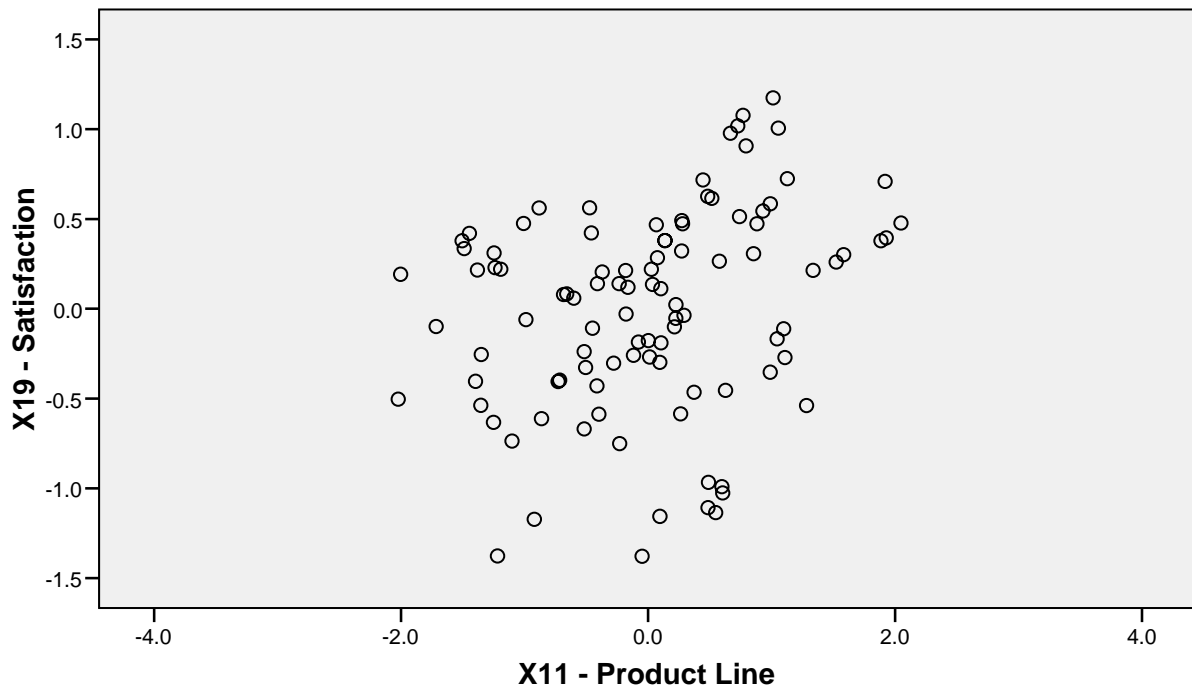
Dependent Variable: X19 - Satisfaction



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Partial Regression Plot

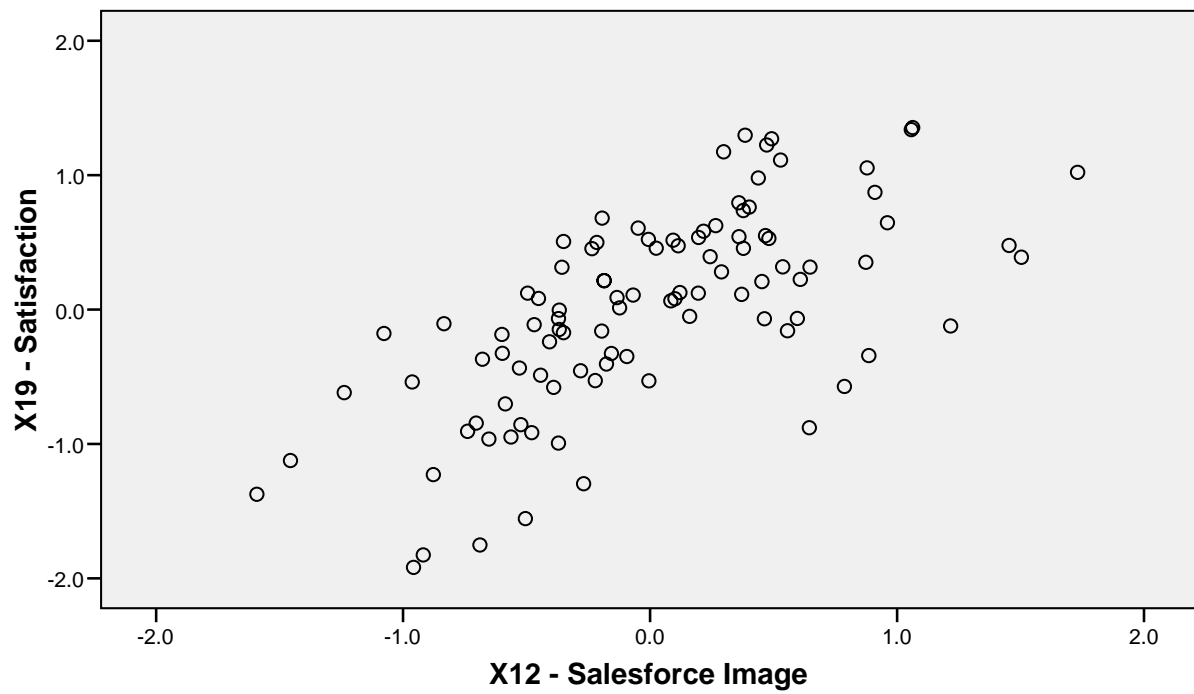
Dependent Variable: X19 - Satisfaction



IMPACT OF SUBSTITUTING TRANSFORMED VARIABLES

Partial Regression Plot

Dependent Variable: X19 - Satisfaction



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
Validation Sample	X19 - Satisfaction	6.932	1.1009	50
	X6 - Product Quality	8.178	1.2743	50
	X7 - E-Commerce Activities	3.708	.6703	50
	X8 - Technical Support	5.452	1.3795	50
	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
Estimation Sample	Pearson Correlation	X19 - Satisfaction	1.000	.436
		X6 - Product Quality	.436	1.000
		X7 - E-Commerce Activities	.286	-.236
		X8 - Technical Support	.136	.056
		X9 - Complaint Resolution	.585	.057
		X10 - Advertising	.303	-.019
		X11 - Product Line	.571	.437
		X12 - Salesforce Image	.542	-.194
		X13 - Competitive Pricing	-.338	-.412
		X14 - Warranty & Claims	.125	.021
		X15 - New Products	.050	.020
		X16 - Order & Billing	.562	.005
		X17 - Price Flexibility	.090	-.450
		X18 - Delivery Speed	.575	.049
	Sig. (1-tailed)	X19 - Satisfaction	.	.001
		X6 - Product Quality	.001	.
		X7 - E-Commerce Activities	.022	.049
		X8 - Technical Support	.172	.349
		X9 - Complaint Resolution	.000	.346
		X10 - Advertising	.016	.447
		X11 - Product Line	.000	.001
		X12 - Salesforce Image	.000	.088
		X13 - Competitive Pricing	.008	.001
		X14 - Warranty & Claims	.194	.442
		X15 - New Products	.364	.446
		X16 - Order & Billing	.000	.486
		X17 - Price Flexibility	.267	.001
		X18 - Delivery Speed	.000	.367

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X19 - Satisfaction	X6 - Product Quality
Estimation Sample	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	1.000	.587
		X6 - Product Quality	.587	1.000
		X7 - E-Commerce Activities	.279	-.059
		X8 - Technical Support	.077	.121
		X9 - Complaint Resolution	.645	.262
		X10 - Advertising	.318	-.013
		X11 - Product Line	.530	.519
		X12 - Salesforce Image	.451	-.106
		X13 - Competitive Pricing	-.036	-.397
		X14 - Warranty & Claims	.254	.187
		X15 - New Products	.104	.124
		X16 - Order & Billing	.495	.258
		X17 - Price Flexibility	.023	-.470
		X18 - Delivery Speed	.599	.096

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X19 - Satisfaction	X6 - Product Quality
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.	.000
		X6 - Product Quality	.000	.
		X7 - E-Commerce Activities	.025	.342
		X8 - Technical Support	.296	.201
		X9 - Complaint Resolution	.000	.033
		X10 - Advertising	.012	.465
		X11 - Product Line	.000	.000
		X12 - Salesforce Image	.001	.232
		X13 - Competitive Pricing	.401	.002
		X14 - Warranty & Claims	.038	.096
		X15 - New Products	.237	.196
		X16 - Order & Billing	.000	.035
		X17 - Price Flexibility	.437	.000
		X18 - Delivery Speed	.000	.254
	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X7 - E-Commerce Activities	X8 - Technical Support
Estimation Sample	Pearson Correlation	X19 - Satisfaction	.286	.136
		X6 - Product Quality	-.236	.056
		X7 - E-Commerce Activities	1.000	.003
		X8 - Technical Support	.003	1.000
		X9 - Complaint Resolution	.061	.138
		X10 - Advertising	.389	-.094
		X11 - Product Line	-.094	.282
		X12 - Salesforce Image	.856	.043
		X13 - Competitive Pricing	.100	-.338
		X14 - Warranty & Claims	.105	.885
		X15 - New Products	-.061	-.084
		X16 - Order & Billing	.186	.102
		X17 - Price Flexibility	.285	-.296
		X18 - Delivery Speed	.136	.003
	Sig. (1-tailed)	X19 - Satisfaction	.022	.172
		X6 - Product Quality	.049	.349
		X7 - E-Commerce Activities	.	.492
		X8 - Technical Support	.492	.
		X9 - Complaint Resolution	.337	.170
		X10 - Advertising	.003	.258
		X11 - Product Line	.258	.024
		X12 - Salesforce Image	.000	.383
		X13 - Competitive Pricing	.245	.008
		X14 - Warranty & Claims	.235	.000
		X15 - New Products	.338	.282
		X16 - Order & Billing	.098	.240
		X17 - Price Flexibility	.022	.018
		X18 - Delivery Speed	.173	.493

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X7 - E-Commerce Activities	X8 - Technical Support
Estimation Sample	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	.279	.077
		X6 - Product Quality	-.059	.121
		X7 - E-Commerce Activities	1.000	-.009
		X8 - Technical Support	-.009	1.000
		X9 - Complaint Resolution	.252	.065
		X10 - Advertising	.504	-.006
		X11 - Product Line	-.016	.073
		X12 - Salesforce Image	.722	-.014
		X13 - Competitive Pricing	.396	-.175
		X14 - Warranty & Claims	-.020	.668
		X15 - New Products	.029	-.043
		X16 - Order & Billing	.139	.069
		X17 - Price Flexibility	.299	-.023
		X18 - Delivery Speed	.285	.079

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X7 - E-Commerce Activities	X8 - Technical Support
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.025	.296
		X6 - Product Quality	.342	.201
		X7 - E-Commerce Activities	.	.476
		X8 - Technical Support	.476	.
		X9 - Complaint Resolution	.039	.327
		X10 - Advertising	.000	.483
		X11 - Product Line	.457	.306
		X12 - Salesforce Image	.000	.461
		X13 - Competitive Pricing	.002	.113
		X14 - Warranty & Claims	.445	.000
		X15 - New Products	.420	.383
		X16 - Order & Billing	.169	.318
		X17 - Price Flexibility	.017	.436
		X18 - Delivery Speed	.022	.293
	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X9 - Complaint Resolution	X10 - Advertising
Estimation Sample	Pearson Correlation	X19 - Satisfaction	.585	.303
		X6 - Product Quality	.057	-.019
		X7 - E-Commerce Activities	.061	.389
		X8 - Technical Support	.138	-.094
		X9 - Complaint Resolution	1.000	.171
		X10 - Advertising	.171	1.000
		X11 - Product Line	.664	.002
		X12 - Salesforce Image	.251	.487
		X13 - Competitive Pricing	-.186	.022
		X14 - Warranty & Claims	.035	-.021
		X15 - New Products	-.046	.158
		X16 - Order & Billing	.727	.253
		X17 - Price Flexibility	.365	.347
		X18 - Delivery Speed	.874	.276
	Sig. (1-tailed)	X19 - Satisfaction	.000	.016
		X6 - Product Quality	.346	.447
		X7 - E-Commerce Activities	.337	.003
		X8 - Technical Support	.170	.258
		X9 - Complaint Resolution	.	.118
		X10 - Advertising	.118	.
		X11 - Product Line	.000	.496
		X12 - Salesforce Image	.039	.000
		X13 - Competitive Pricing	.098	.440
		X14 - Warranty & Claims	.405	.442
		X15 - New Products	.376	.137
		X16 - Order & Billing	.000	.038
		X17 - Price Flexibility	.005	.007
		X18 - Delivery Speed	.000	.026

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X9 - Complaint Resolution	X10 - Advertising
Estimation Sample	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	.645	.318
		X6 - Product Quality	.262	-.013
		X7 - E-Commerce Activities	.252	.504
		X8 - Technical Support	.065	-.006
		X9 - Complaint Resolution	1.000	.191
		X10 - Advertising	.191	1.000
		X11 - Product Line	.489	-.002
		X12 - Salesforce Image	.207	.610
		X13 - Competitive Pricing	-.074	.258
		X14 - Warranty & Claims	.286	.054
		X15 - New Products	.148	-.043
		X16 - Order & Billing	.788	.103
		X17 - Price Flexibility	.387	.272
		X18 - Delivery Speed	.849	.242

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X9 - Complaint Resolution	X10 - Advertising
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.000	.012
		X6 - Product Quality	.033	.465
		X7 - E-Commerce Activities	.039	.000
		X8 - Technical Support	.327	.483
		X9 - Complaint Resolution	.	.092
		X10 - Advertising	.092	.
		X11 - Product Line	.000	.495
		X12 - Salesforce Image	.075	.000
		X13 - Competitive Pricing	.305	.035
		X14 - Warranty & Claims	.022	.355
		X15 - New Products	.152	.382
		X16 - Order & Billing	.000	.238
		X17 - Price Flexibility	.003	.028
		X18 - Delivery Speed	.000	.045
	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X11 - Product Line	X12 - Salesforce Image
Estimation Sample	Pearson Correlation	X19 - Satisfaction	.571	.542
		X6 - Product Quality	.437	-.194
		X7 - E-Commerce Activities	-.094	.856
		X8 - Technical Support	.282	.043
		X9 - Complaint Resolution	.664	.251
		X10 - Advertising	.002	.487
		X11 - Product Line	1.000	-.030
		X12 - Salesforce Image	-.030	1.000
		X13 - Competitive Pricing	-.632	.078
		X14 - Warranty & Claims	.163	.145
		X15 - New Products	-.023	.042
		X16 - Order & Billing	.449	.333
		X17 - Price Flexibility	-.301	.369
		X18 - Delivery Speed	.667	.246
	Sig. (1-tailed)	X19 - Satisfaction	.000	.000
		X6 - Product Quality	.001	.088
		X7 - E-Commerce Activities	.258	.000
		X8 - Technical Support	.024	.383
		X9 - Complaint Resolution	.000	.039
		X10 - Advertising	.496	.000
		X11 - Product Line	.	.418
		X12 - Salesforce Image	.418	.
		X13 - Competitive Pricing	.000	.295
		X14 - Warranty & Claims	.129	.157
		X15 - New Products	.437	.385
		X16 - Order & Billing	.001	.009
		X17 - Price Flexibility	.017	.004
		X18 - Delivery Speed	.000	.042

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X11 - Product Line	X12 - Salesforce Image
Estimation Sample	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	.530	.451
		X6 - Product Quality	.519	-.106
		X7 - E-Commerce Activities	-.016	.722
		X8 - Technical Support	.073	-.014
		X9 - Complaint Resolution	.489	.207
		X10 - Advertising	-.002	.610
		X11 - Product Line	1.000	-.093
		X12 - Salesforce Image	-.093	1.000
		X13 - Competitive Pricing	-.333	.486
		X14 - Warranty & Claims	.418	.059
		X15 - New Products	.153	.015
		X16 - Order & Billing	.422	.066
		X17 - Price Flexibility	-.449	.348
		X18 - Delivery Speed	.571	.305

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X11 - Product Line	X12 - Salesforce Image
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.000	.001
		X6 - Product Quality	.000	.232
		X7 - E-Commerce Activities	.457	.000
		X8 - Technical Support	.306	.461
		X9 - Complaint Resolution	.000	.075
		X10 - Advertising	.495	.000
		X11 - Product Line	.	.260
		X12 - Salesforce Image	.260	.
		X13 - Competitive Pricing	.009	.000
		X14 - Warranty & Claims	.001	.342
		X15 - New Products	.145	.458
		X16 - Order & Billing	.001	.324
		X17 - Price Flexibility	.001	.007
		X18 - Delivery Speed	.000	.016
	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products
Estimation Sample	Pearson Correlation	X19 - Satisfaction	-.338	.125	.050
		X6 - Product Quality	-.412	.021	.020
		X7 - E-Commerce Activities	.100	.105	-.061
		X8 - Technical Support	-.338	.885	-.084
		X9 - Complaint Resolution	-.186	.035	-.046
		X10 - Advertising	.022	-.021	.158
		X11 - Product Line	-.632	.163	-.023
		X12 - Salesforce Image	.078	.145	.042
		X13 - Competitive Pricing	1.000	-.372	.048
		X14 - Warranty & Claims	-.372	1.000	.096
		X15 - New Products	.048	.096	1.000
		X16 - Order & Billing	-.141	.050	-.013
		X17 - Price Flexibility	.491	-.206	.031
		X18 - Delivery Speed	-.199	-.029	-.014
	Sig. (1-tailed)	X19 - Satisfaction	.008	.194	.364
		X6 - Product Quality	.001	.442	.446
		X7 - E-Commerce Activities	.245	.235	.338
		X8 - Technical Support	.008	.000	.282
		X9 - Complaint Resolution	.098	.405	.376
		X10 - Advertising	.440	.442	.137
		X11 - Product Line	.000	.129	.437
		X12 - Salesforce Image	.295	.157	.385
		X13 - Competitive Pricing	.	.004	.371
		X14 - Warranty & Claims	.004	.	.253
		X15 - New Products	.371	.253	.
		X16 - Order & Billing	.165	.366	.466
		X17 - Price Flexibility	.000	.075	.414
		X18 - Delivery Speed	.083	.420	.462

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products
Estimation Sample	N	X19 - Satisfaction	50	50	50
		X6 - Product Quality	50	50	50
		X7 - E-Commerce Activities	50	50	50
		X8 - Technical Support	50	50	50
		X9 - Complaint Resolution	50	50	50
		X10 - Advertising	50	50	50
		X11 - Product Line	50	50	50
		X12 - Salesforce Image	50	50	50
		X13 - Competitive Pricing	50	50	50
		X14 - Warranty & Claims	50	50	50
		X15 - New Products	50	50	50
		X16 - Order & Billing	50	50	50
		X17 - Price Flexibility	50	50	50
		X18 - Delivery Speed	50	50	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	-.036	.254	.104
		X6 - Product Quality	-.397	.187	.124
		X7 - E-Commerce Activities	.396	-.020	.029
		X8 - Technical Support	-.175	.668	-.043
		X9 - Complaint Resolution	-.074	.286	.148
		X10 - Advertising	.258	.054	-.043
		X11 - Product Line	-.333	.418	.153
		X12 - Salesforce Image	.486	.059	.015
		X13 - Competitive Pricing	1.000	-.068	-.021
		X14 - Warranty & Claims	-.068	1.000	-.050
		X15 - New Products	-.021	-.050	1.000
		X16 - Order & Billing	-.097	.368	.132
		X17 - Price Flexibility	.456	-.132	.106
		X18 - Delivery Speed	.078	.314	.224

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X13 - Competitive Pricing	X14 - Warranty & Claims	X15 - New Products
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.401	.038	.237
		X6 - Product Quality	.002	.096	.196
		X7 - E-Commerce Activities	.002	.445	.420
		X8 - Technical Support	.113	.000	.383
		X9 - Complaint Resolution	.305	.022	.152
		X10 - Advertising	.035	.355	.382
		X11 - Product Line	.009	.001	.145
		X12 - Salesforce Image	.000	.342	.458
		X13 - Competitive Pricing	.	.320	.443
		X14 - Warranty & Claims	.320	.	.366
		X15 - New Products	.443	.366	.
		X16 - Order & Billing	.251	.004	.180
		X17 - Price Flexibility	.000	.180	.231
		X18 - Delivery Speed	.295	.013	.059
	N	X19 - Satisfaction	50	50	50
		X6 - Product Quality	50	50	50
		X7 - E-Commerce Activities	50	50	50
		X8 - Technical Support	50	50	50
		X9 - Complaint Resolution	50	50	50
		X10 - Advertising	50	50	50
		X11 - Product Line	50	50	50
		X12 - Salesforce Image	50	50	50
		X13 - Competitive Pricing	50	50	50
		X14 - Warranty & Claims	50	50	50
		X15 - New Products	50	50	50
		X16 - Order & Billing	50	50	50
		X17 - Price Flexibility	50	50	50
		X18 - Delivery Speed	50	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X16 - Order & Billing	X17 - Price Flexibility
Estimation Sample	Pearson Correlation	X19 - Satisfaction	.562	.090
		X6 - Product Quality	.005	-.450
		X7 - E-Commerce Activities	.186	.285
		X8 - Technical Support	.102	-.296
		X9 - Complaint Resolution	.727	.365
		X10 - Advertising	.253	.347
		X11 - Product Line	.449	-.301
		X12 - Salesforce Image	.333	.369
		X13 - Competitive Pricing	-.141	.491
		X14 - Warranty & Claims	.050	-.206
		X15 - New Products	-.013	.031
		X16 - Order & Billing	1.000	.476
		X17 - Price Flexibility	.476	1.000
		X18 - Delivery Speed	.783	.504
	Sig. (1-tailed)	X19 - Satisfaction	.000	.267
		X6 - Product Quality	.486	.001
		X7 - E-Commerce Activities	.098	.022
		X8 - Technical Support	.240	.018
		X9 - Complaint Resolution	.000	.005
		X10 - Advertising	.038	.007
		X11 - Product Line	.001	.017
		X12 - Salesforce Image	.009	.004
		X13 - Competitive Pricing	.165	.000
		X14 - Warranty & Claims	.366	.075
		X15 - New Products	.466	.414
		X16 - Order & Billing	.	.000
		X17 - Price Flexibility	.000	.
		X18 - Delivery Speed	.000	.000

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X16 - Order & Billing	X17 - Price Flexibility
Estimation Sample	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	.495	.023
		X6 - Product Quality	.258	-.470
		X7 - E-Commerce Activities	.139	.299
		X8 - Technical Support	.069	-.023
		X9 - Complaint Resolution	.788	.387
		X10 - Advertising	.103	.272
		X11 - Product Line	.422	-.449
		X12 - Salesforce Image	.066	.348
		X13 - Competitive Pricing	-.097	.456
		X14 - Warranty & Claims	.368	-.132
		X15 - New Products	.132	.106
		X16 - Order & Billing	1.000	.331
		X17 - Price Flexibility	.331	1.000
		X18 - Delivery Speed	.729	.452

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X16 - Order & Billing	X17 - Price Flexibility
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.000	.437
		X6 - Product Quality	.035	.000
		X7 - E-Commerce Activities	.169	.017
		X8 - Technical Support	.318	.436
		X9 - Complaint Resolution	.000	.003
		X10 - Advertising	.238	.028
		X11 - Product Line	.001	.001
		X12 - Salesforce Image	.324	.007
		X13 - Competitive Pricing	.251	.000
		X14 - Warranty & Claims	.004	.180
		X15 - New Products	.180	.231
		X16 - Order & Billing	.	.009
		X17 - Price Flexibility	.009	.
		X18 - Delivery Speed	.000	.000
	N	X19 - Satisfaction	50	50
		X6 - Product Quality	50	50
		X7 - E-Commerce Activities	50	50
		X8 - Technical Support	50	50
		X9 - Complaint Resolution	50	50
		X10 - Advertising	50	50
		X11 - Product Line	50	50
		X12 - Salesforce Image	50	50
		X13 - Competitive Pricing	50	50
		X14 - Warranty & Claims	50	50
		X15 - New Products	50	50
		X16 - Order & Billing	50	50
		X17 - Price Flexibility	50	50
		X18 - Delivery Speed	50	50

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X18 - Delivery Speed
Estimation Sample	Pearson Correlation	X19 - Satisfaction	.575
		X6 - Product Quality	.049
		X7 - E-Commerce Activities	.136
		X8 - Technical Support	.003
		X9 - Complaint Resolution	.874
		X10 - Advertising	.276
		X11 - Product Line	.667
		X12 - Salesforce Image	.246
		X13 - Competitive Pricing	-.199
		X14 - Warranty & Claims	-.029
		X15 - New Products	-.014
		X16 - Order & Billing	.783
		X17 - Price Flexibility	.504
		X18 - Delivery Speed	1.000
	Sig. (1-tailed)	X19 - Satisfaction	.000
		X6 - Product Quality	.367
		X7 - E-Commerce Activities	.173
		X8 - Technical Support	.493
		X9 - Complaint Resolution	.000
		X10 - Advertising	.026
		X11 - Product Line	.000
		X12 - Salesforce Image	.042
		X13 - Competitive Pricing	.083
		X14 - Warranty & Claims	.420
		X15 - New Products	.462
		X16 - Order & Billing	.000
		X17 - Price Flexibility	.000
		X18 - Delivery Speed	.

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X18 - Delivery Speed
Estimation Sample	N	X19 - Satisfaction	50
		X6 - Product Quality	50
		X7 - E-Commerce Activities	50
		X8 - Technical Support	50
		X9 - Complaint Resolution	50
		X10 - Advertising	50
		X11 - Product Line	50
		X12 - Salesforce Image	50
		X13 - Competitive Pricing	50
		X14 - Warranty & Claims	50
		X15 - New Products	50
		X16 - Order & Billing	50
		X17 - Price Flexibility	50
		X18 - Delivery Speed	50
Validation Sample	Pearson Correlation	X19 - Satisfaction	.599
		X6 - Product Quality	.096
		X7 - E-Commerce Activities	.285
		X8 - Technical Support	.079
		X9 - Complaint Resolution	.849
		X10 - Advertising	.242
		X11 - Product Line	.571
		X12 - Salesforce Image	.305
		X13 - Competitive Pricing	.078
		X14 - Warranty & Claims	.314
		X15 - New Products	.224
		X16 - Order & Billing	.729
		X17 - Price Flexibility	.452
		X18 - Delivery Speed	1.000

SPLIT-SAMPLE VALIDATION

Correlations

Sample Split -- 50/50			X18 - Delivery Speed
Validation Sample	Sig. (1-tailed)	X19 - Satisfaction	.000
		X6 - Product Quality	.254
		X7 - E-Commerce Activities	.022
		X8 - Technical Support	.293
		X9 - Complaint Resolution	.000
		X10 - Advertising	.045
		X11 - Product Line	.000
		X12 - Salesforce Image	.016
		X13 - Competitive Pricing	.295
		X14 - Warranty & Claims	.013
		X15 - New Products	.059
		X16 - Order & Billing	.000
		X17 - Price Flexibility	.000
		X18 - Delivery Speed	.
	N	X19 - Satisfaction	50
		X6 - Product Quality	50
		X7 - E-Commerce Activities	50
		X8 - Technical Support	50
		X9 - Complaint Resolution	50
		X10 - Advertising	50
		X11 - Product Line	50
		X12 - Salesforce Image	50
		X13 - Competitive Pricing	50
		X14 - Warranty & Claims	50
		X15 - New Products	50
		X16 - Order & Billing	50
		X17 - Price Flexibility	50
		X18 - Delivery Speed	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).
	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).
	7	X16 - Order & Billing	.	Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100).
Validation Sample	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).
	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^k

Sample Split -- 50/50	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Estimation Sample	1	.585 ^a	.343	.329	1.0546
	2	.714 ^b	.509	.488	.9210
	3	.873 ^c	.762	.746	.6483
	4	.887 ^d	.787	.768	.6201
	5	.903 ^e	.815	.794	.5841
	6	.896 ^f	.804	.786	.5955
	7	.910 ^g	.828	.808	.5642
Validation Sample	1	.645 ^a	.416	.403	.8503
	2	.777 ^h	.603	.586	.7081
	3	.876 ⁱ	.767	.751	.5489
	4	.888 ^j	.788	.769	.5293

SPLIT-SAMPLE VALIDATION

Model Summary^k

Sample Split -- 50/50	Model	Change Statistics				
		R Square Change	F Change	df1	df2	Sig. F Change
Estimation Sample	1	.343	25.021	1	48	.000
	2	.167	15.944	1	47	.000
	3	.253	48.865	1	46	.000
	4	.025	5.270	1	45	.026
	5	.028	6.724	1	44	.013
	6	-.012	2.770	1	44	.103
	7	.024	6.118	1	44	.017
Validation Sample	1	.416	34.135	1	48	.000
	2	.188	22.218	1	47	.000
	3	.163	32.216	1	46	.000
	4	.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. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality
- i. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image
- j. Predictors: (Constant), X9 - Complaint Resolution, X6 - Product Quality, X12 - Salesforce Image, X7 - E-Commerce Activities
- k. Dependent Variable: X19 - Satisfaction

ANOVA^k

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 ^a
		Residual	53.389	48	1.112		
		Total	81.219	49			
	2	Regression	41.354	2	20.677	24.377	.000 ^b
		Residual	39.866	47	.848		
		Total	81.219	49			
	3	Regression	61.888	3	20.629	49.091	.000 ^c
		Residual	19.331	46	.420		
		Total	81.219	49			
	4	Regression	63.915	4	15.979	41.553	.000 ^d
		Residual	17.304	45	.385		
		Total	81.219	49			

SPLIT-SAMPLE VALIDATION

ANOVA^k

Sample Split -- 50/50	Model		Sum of Squares	df	Mean Square	F	Sig.
Estimation Sample	5	Regression	66.209	5	13.242	38.815	.000 ^e
		Residual	15.010	44	.341		
		Total	81.219	49			
	6	Regression	65.264	4	16.316	46.016	.000 ^f
		Residual	15.956	45	.355		
		Total	81.219	49			
	7	Regression	67.211	5	13.442	42.223	.000 ^g
		Residual	14.008	44	.318		
		Total	81.219	49			
Validation Sample	1	Regression	24.682	1	24.682	34.135	.000 ^a
		Residual	34.707	48	.723		
		Total	59.389	49			
	2	Regression	35.822	2	17.911	35.721	.000 ^h
		Residual	23.567	47	.501		
		Total	59.389	49			
	3	Regression	45.529	3	15.176	50.369	.000 ⁱ
		Residual	13.860	46	.301		
		Total	59.389	49			
	4	Regression	46.782	4	11.695	41.747	.000 ^j
		Residual	12.607	45	.280		
		Total	59.389	49			

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

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

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

k. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50 Model			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Estimation Sample	1	(Constant)	3.493	.698		5.004	.000
		X9 - Complaint Resolution	.608	.122	.585	5.002	.000
	2	(Constant)	1.582	.775		2.042	.047
		X9 - Complaint Resolution	.498	.110	.480	4.542	.000
		X12 - Salesforce Image	.492	.123	.422	3.993	.000
	3	(Constant)	-2.227	.771		-2.888	.006
		X9 - Complaint Resolution	.437	.078	.421	5.631	.000
		X12 - Salesforce Image	.626	.089	.536	7.048	.000
		X6 - Product Quality	.465	.067	.516	6.990	.000
	4	(Constant)	-1.465	.809		-1.811	.077
		X9 - Complaint Resolution	.384	.078	.370	4.943	.000
		X12 - Salesforce Image	.959	.168	.822	5.704	.000
		X6 - Product Quality	.449	.064	.498	7.012	.000
		X7 - E-Commerce Activities	-.566	.246	-.323	-2.296	.026
	5	(Constant)	-1.244	.766		-1.623	.112
		X9 - Complaint Resolution	.179	.108	.173	1.664	.103
		X12 - Salesforce Image	1.073	.164	.919	6.529	.000
		X6 - Product Quality	.352	.071	.391	4.966	.000
		X7 - E-Commerce Activities	-.690	.237	-.394	-2.912	.006
		X11 - Product Line	.266	.103	.276	2.593	.013
	6	(Constant)	-.784	.729		-1.076	.288
		X12 - Salesforce Image	1.195	.150	1.025	7.982	.000
		X6 - Product Quality	.312	.068	.346	4.589	.000
		X7 - E-Commerce Activities	-.826	.227	-.471	-3.644	.001
		X11 - Product Line	.391	.071	.407	5.505	.000
	7	(Constant)	-1.413	.736		-1.920	.061
		X12 - Salesforce Image	1.069	.151	.916	7.084	.000
		X6 - Product Quality	.343	.066	.381	5.232	.000
		X7 - E-Commerce Activities	-.728	.218	-.416	-3.336	.002
		X11 - Product Line	.295	.078	.306	3.780	.000
		X16 - Order & Billing	.285	.115	.194	2.473	.017
Validation Sample	1	(Constant)	3.716	.563		6.596	.000
		X9 - Complaint Resolution	.610	.104	.645	5.842	.000
	2	(Constant)	1.132	.722		1.569	.123
		X9 - Complaint Resolution	.499	.090	.527	5.536	.000
		X6 - Product Quality	.388	.082	.449	4.714	.000

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50 Model			Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Validation Sample	3	(Constant)	-1.094	.683		-1.601	.116
		X9 - Complaint Resolution	.399	.072	.421	5.537	.000
		X12 - Salesforce Image	.439	.077	.419	5.676	.000
		X6 - Product Quality	.450	.065	.521	6.956	.000
	4	(Constant)	-.689	.686		-1.005	.320
		X9 - Complaint Resolution	.421	.070	.445	5.996	.000
		X12 - Salesforce Image	.594	.105	.568	5.679	.000
		X6 - Product Quality	.447	.062	.518	7.170	.000
		X7 - E-Commerce Activities	-.349	.165	-.212	-2.115	.040

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50	Model		Correlations			Collinearity Statistics	
			Zero-order	Partial	Part	Tolerance	VIF
Estimation Sample	1	(Constant)					
		X9 - Complaint Resolution	.585	.585	.585	1.000	1.000
	2	(Constant)					
		X9 - Complaint Resolution	.585	.552	.464	.937	1.067
		X12 - Salesforce Image	.542	.503	.408	.937	1.067
	3	(Constant)					
		X9 - Complaint Resolution	.585	.639	.405	.925	1.081
		X12 - Salesforce Image	.542	.721	.507	.893	1.119
		X6 - Product Quality	.436	.718	.503	.950	1.052
	4	(Constant)					
		X9 - Complaint Resolution	.585	.593	.340	.844	1.185
		X12 - Salesforce Image	.542	.648	.392	.228	4.384
		X6 - Product Quality	.436	.723	.482	.939	1.065
		X7 - E-Commerce Activities	.286	-.324	-.158	.240	4.172
	5	(Constant)					
		X9 - Complaint Resolution	.585	.243	.108	.390	2.565
		X12 - Salesforce Image	.542	.701	.423	.212	4.722
		X6 - Product Quality	.436	.599	.322	.679	1.473
		X7 - E-Commerce Activities	.286	-.402	-.189	.230	4.350
		X11 - Product Line	.571	.364	.168	.370	2.705
	6	(Constant)					
		X12 - Salesforce Image	.542	.766	.527	.265	3.774
		X6 - Product Quality	.436	.565	.303	.770	1.299
		X7 - E-Commerce Activities	.286	-.477	-.241	.261	3.831
		X11 - Product Line	.571	.634	.364	.800	1.249
	7	(Constant)					
		X12 - Salesforce Image	.542	.730	.444	.234	4.265
		X6 - Product Quality	.436	.619	.328	.740	1.351
		X7 - E-Commerce Activities	.286	-.449	-.209	.252	3.961
		X11 - Product Line	.571	.495	.237	.598	1.671
		X16 - Order & Billing	.562	.349	.155	.635	1.574
Validation Sample	1	(Constant)					
		X9 - Complaint Resolution	.645	.645	.645	1.000	1.000
	2	(Constant)					
		X9 - Complaint Resolution	.645	.628	.509	.931	1.074
		X6 - Product Quality	.587	.567	.433	.931	1.074

SPLIT-SAMPLE VALIDATION

Coefficients^a

Sample Split -- 50/50 Model			Correlations			Collinearity Statistics	
			Zero-order	Partial	Part	Tolerance	VIF
Validation Sample	3	(Constant)					
		X9 - Complaint Resolution	.645	.632	.394	.876	1.142
		X12 - Salesforce Image	.451	.642	.404	.930	1.076
		X6 - Product Quality	.587	.716	.495	.905	1.106
	4	(Constant)					
		X9 - Complaint Resolution	.645	.666	.412	.856	1.169
		X12 - Salesforce Image	.451	.646	.390	.472	2.117
		X6 - Product Quality	.587	.730	.492	.904	1.106
		X7 - E-Commerce Activities	.279	-.301	-.145	.467	2.140

a. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

Sample Split -- 50/50	Model		Beta In	t	Sig.	Partial Correlation
Estimation Sample	1	X6 - Product Quality	.404 ^a	3.926	.000	.497
		X7 - E-Commerce Activities	.251 ^a	2.225	.031	.309
		X8 - Technical Support	.057 ^a	.477	.635	.069
		X10 - Advertising	.209 ^a	1.804	.078	.254
		X11 - Product Line	.327 ^a	2.168	.035	.301
		X12 - Salesforce Image	.422 ^a	3.993	.000	.503
		X13 - Competitive Pricing	-.237 ^a	-2.056	.045	-.287
		X14 - Warranty & Claims	.105 ^a	.893	.377	.129
		X15 - New Products	.077 ^a	.656	.515	.095
		X16 - Order & Billing	.288 ^a	1.725	.091	.244
		X17 - Price Flexibility	-.142 ^a	-1.137	.261	-.164
		X18 - Delivery Speed	.268 ^a	1.116	.270	.161
	2	X6 - Product Quality	.516 ^b	6.990	.000	.718
		X7 - E-Commerce Activities	-.431 ^b	-2.154	.037	-.303
		X8 - Technical Support	.053 ^b	.512	.611	.075
		X10 - Advertising	.021 ^b	.177	.860	.026
		X11 - Product Line	.513 ^b	4.203	.000	.527
		X13 - Competitive Pricing	-.297 ^b	-3.070	.004	-.412
		X14 - Warranty & Claims	.048 ^b	.461	.647	.068
		X15 - New Products	.055 ^b	.530	.599	.078
		X16 - Order & Billing	.162 ^b	1.060	.295	.154
		X17 - Price Flexibility	-.306 ^b	-2.850	.007	-.387
		X18 - Delivery Speed	.221 ^b	1.049	.300	.153
	3	X7 - E-Commerce Activities	-.323 ^c	-2.296	.026	-.324
		X8 - Technical Support	.027 ^c	.367	.715	.055
		X10 - Advertising	-.026 ^c	-.317	.753	-.047
		X11 - Product Line	.214 ^c	1.895	.065	.272
		X13 - Competitive Pricing	-.111 ^c	-1.391	.171	-.203
		X14 - Warranty & Claims	.022 ^c	.298	.767	.044
		X15 - New Products	.037 ^c	.508	.614	.075
		X16 - Order & Billing	.166 ^c	1.562	.125	.227
		X17 - Price Flexibility	-.048 ^c	-.519	.606	-.077
		X18 - Delivery Speed	.210 ^c	1.431	.159	.209
	4	X8 - Technical Support	.024 ^d	.336	.739	.051
		X10 - Advertising	-.033 ^d	-.417	.678	-.063
		X11 - Product Line	.276 ^d	2.593	.013	.364
		X13 - Competitive Pricing	-.119 ^d	-1.577	.122	-.231
		X14 - Warranty & Claims	.016 ^d	.230	.819	.035
		X15 - New Products	.003 ^d	.045	.964	.007
		X16 - Order & Billing	.170 ^d	1.683	.099	.246
		X17 - Price Flexibility	-.053 ^d	-.593	.556	-.089
		X18 - Delivery Speed	.311 ^d	2.208	.033	.316

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

Sample Split -- 50/50	Model		Beta In	t	Sig.	Partial Correlation
Estimation Sample	5	X8 - Technical Support	-.029 ^e	-.416	.680	-.063
		X10 - Advertising	-.019 ^e	-.247	.806	-.038
		X13 - Competitive Pricing	-.005 ^e	-.048	.962	-.007
		X14 - Warranty & Claims	-.029 ^e	-.430	.669	-.065
		X15 - New Products	-.006 ^e	-.094	.925	-.014
		X16 - Order & Billing	.171 ^e	1.813	.077	.266
		X17 - Price Flexibility	.188 ^e	1.660	.104	.245
		X18 - Delivery Speed	.233 ^e	1.657	.105	.245
	6	X8 - Technical Support	-.044 ^f	-.636	.528	-.095
		X10 - Advertising	-.009 ^f	-.113	.911	-.017
		X13 - Competitive Pricing	.050 ^f	.574	.569	.086
		X14 - Warranty & Claims	-.051 ^f	-.745	.460	-.112
		X15 - New Products	-.020 ^f	-.294	.770	-.044
		X16 - Order & Billing	.194 ^f	2.473	.017	.349
		X17 - Price Flexibility	.183 ^f	2.401	.021	.340
		X18 - Delivery Speed	.230 ^f	2.399	.021	.340
		X9 - Complaint Resolution	.173 ^f	1.664	.103	.243
	7	X8 - Technical Support	-.032 ^g	-.487	.628	-.074
		X10 - Advertising	-.032 ^g	-.434	.666	-.066
		X13 - Competitive Pricing	.018 ^g	.212	.833	.032
		X14 - Warranty & Claims	-.034 ^g	-.528	.600	-.080
		X15 - New Products	-.012 ^g	-.190	.850	-.029
		X17 - Price Flexibility	.105 ^g	1.061	.295	.160
		X18 - Delivery Speed	.130 ^g	1.021	.313	.154
		X9 - Complaint Resolution	.053 ^g	.442	.661	.067
Validation Sample	1	X6 - Product Quality	.449 ^a	4.714	.000	.567
		X7 - E-Commerce Activities	.124 ^a	1.093	.280	.157
		X8 - Technical Support	.036 ^a	.319	.751	.047
		X10 - Advertising	.202 ^a	1.846	.071	.260
		X11 - Product Line	.282 ^a	2.329	.024	.322
		X12 - Salesforce Image	.332 ^a	3.219	.002	.425
		X13 - Competitive Pricing	.011 ^a	.102	.919	.015
		X14 - Warranty & Claims	.076 ^a	.657	.515	.095
		X15 - New Products	.009 ^a	.076	.940	.011
		X16 - Order & Billing	-.034 ^a	-.185	.854	-.027
		X17 - Price Flexibility	-.266 ^a	-2.326	.024	-.321
		X18 - Delivery Speed	.183 ^a	.876	.386	.127

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

Sample Split -- 50/50			Beta In	t	Sig.	Partial Correlation
Model						
Validation Sample	2	X7 - E-Commerce Activities	.188 ^h	2.023	.049	.286
		X8 - Technical Support	-.011 ^h	-.121	.904	-.018
		X10 - Advertising	.233 ^h	2.634	.011	.362
		X11 - Product Line	.066 ^h	.548	.586	.081
		X12 - Salesforce Image	.419 ^h	5.676	.000	.642
		X13 - Competitive Pricing	.215 ^h	2.234	.030	.313
		X14 - Warranty & Claims	.021 ^h	.219	.827	.032
		X15 - New Products	-.031 ^h	-.326	.746	-.048
		X16 - Order & Billing	-.095 ^h	-.631	.531	-.093
		X17 - Price Flexibility	.061 ^h	.462	.647	.068
		X18 - Delivery Speed	.413 ^h	2.415	.020	.335
	3	X7 - E-Commerce Activities	-.212 ⁱ	-2.115	.040	-.301
		X8 - Technical Support	-.007 ⁱ	-.099	.922	-.015
		X10 - Advertising	-.019 ⁱ	-.203	.840	-.030
		X11 - Product Line	.160 ⁱ	1.745	.088	.252
		X13 - Competitive Pricing	-.003 ⁱ	-.038	.970	-.006
		X14 - Warranty & Claims	.012 ⁱ	.165	.870	.025
		X15 - New Products	-.030 ⁱ	-.416	.680	-.062
		X16 - Order & Billing	.003 ⁱ	.026	.979	.004
		X17 - Price Flexibility	-.088 ⁱ	-.839	.406	-.124
		X18 - Delivery Speed	.252 ⁱ	1.813	.076	.261
	4	X8 - Technical Support	-.008 ^j	-.116	.908	-.018
		X10 - Advertising	.001 ^j	.009	.993	.001
		X11 - Product Line	.161 ^j	1.826	.075	.265
		X13 - Competitive Pricing	.017 ^j	.190	.851	.029
		X14 - Warranty & Claims	-.009 ^j	-.120	.905	-.018
		X15 - New Products	-.029 ^j	-.419	.678	-.063
		X16 - Order & Billing	.008 ^j	.069	.945	.010
		X17 - Price Flexibility	-.085 ^j	-.841	.405	-.126
		X18 - Delivery Speed	.235 ^j	1.745	.088	.254

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

Sample Split -- 50/50 Model			Collinearity Statistics		
			Tolerance	VIF	Minimum Tolerance
Estimation Sample	1	X6 - Product Quality	.997	1.003	.997
		X7 - E-Commerce Activities	.996	1.004	.996
		X8 - Technical Support	.981	1.019	.981
		X10 - Advertising	.971	1.030	.971
		X11 - Product Line	.560	1.787	.560
		X12 - Salesforce Image	.937	1.067	.937
		X13 - Competitive Pricing	.965	1.036	.965
		X14 - Warranty & Claims	.999	1.001	.999
		X15 - New Products	.998	1.002	.998
		X16 - Order & Billing	.471	2.124	.471
		X17 - Price Flexibility	.867	1.154	.867
		X18 - Delivery Speed	.235	4.250	.235
	2	X6 - Product Quality	.950	1.052	.893
		X7 - E-Commerce Activities	.243	4.122	.228
		X8 - Technical Support	.981	1.019	.921
		X10 - Advertising	.760	1.316	.734
		X11 - Product Line	.518	1.929	.486
		X13 - Competitive Pricing	.949	1.054	.894
		X14 - Warranty & Claims	.979	1.022	.918
		X15 - New Products	.995	1.005	.934
		X16 - Order & Billing	.447	2.239	.447
		X17 - Price Flexibility	.785	1.274	.785
		X18 - Delivery Speed	.235	4.264	.234
	3	X7 - E-Commerce Activities	.240	4.172	.228
		X8 - Technical Support	.978	1.022	.893
		X10 - Advertising	.755	1.324	.695
		X11 - Product Line	.385	2.595	.385
		X13 - Competitive Pricing	.802	1.247	.802
		X14 - Warranty & Claims	.976	1.024	.873
		X15 - New Products	.994	1.006	.890
		X16 - Order & Billing	.447	2.239	.447
		X17 - Price Flexibility	.608	1.644	.608
		X18 - Delivery Speed	.235	4.264	.233
	4	X8 - Technical Support	.978	1.023	.228
		X10 - Advertising	.754	1.326	.209
		X11 - Product Line	.370	2.705	.212
		X13 - Competitive Pricing	.800	1.250	.227
		X14 - Warranty & Claims	.975	1.026	.226
		X15 - New Products	.948	1.055	.218
		X16 - Order & Billing	.446	2.240	.226
		X17 - Price Flexibility	.608	1.644	.224
		X18 - Delivery Speed	.220	4.546	.204

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

Sample Split -- 50/50 Model			Collinearity Statistics		
			Tolerance	VIF	Minimum Tolerance
Estimation Sample	5	X8 - Technical Support	.894	1.119	.209
		X10 - Advertising	.750	1.334	.197
		X13 - Competitive Pricing	.492	2.031	.208
		X14 - Warranty & Claims	.911	1.098	.205
		X15 - New Products	.945	1.058	.201
		X16 - Order & Billing	.446	2.240	.210
		X17 - Price Flexibility	.314	3.186	.179
		X18 - Delivery Speed	.205	4.884	.185
	6	X8 - Technical Support	.912	1.096	.261
		X10 - Advertising	.754	1.326	.237
		X13 - Competitive Pricing	.576	1.736	.261
		X14 - Warranty & Claims	.950	1.053	.261
		X15 - New Products	.960	1.041	.252
		X16 - Order & Billing	.635	1.574	.234
		X17 - Price Flexibility	.682	1.467	.241
		X18 - Delivery Speed	.430	2.323	.247
		X9 - Complaint Resolution	.390	2.565	.212
	7	X8 - Technical Support	.907	1.102	.233
		X10 - Advertising	.742	1.347	.217
		X13 - Competitive Pricing	.561	1.782	.234
		X14 - Warranty & Claims	.939	1.065	.231
		X15 - New Products	.958	1.044	.226
		X17 - Price Flexibility	.396	2.527	.232
		X18 - Delivery Speed	.240	4.170	.234
		X9 - Complaint Resolution	.274	3.651	.210
Validation Sample	1	X6 - Product Quality	.931	1.074	.931
		X7 - E-Commerce Activities	.936	1.068	.936
		X8 - Technical Support	.996	1.004	.996
		X10 - Advertising	.963	1.038	.963
		X11 - Product Line	.761	1.315	.761
		X12 - Salesforce Image	.957	1.045	.957
		X13 - Competitive Pricing	.995	1.005	.995
		X14 - Warranty & Claims	.918	1.089	.918
		X15 - New Products	.978	1.022	.978
		X16 - Order & Billing	.379	2.638	.379
		X17 - Price Flexibility	.850	1.176	.850
		X18 - Delivery Speed	.279	3.582	.279

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

Sample Split -- 50/50 Model			Collinearity Statistics		
			Tolerance	VIF	Minimum Tolerance
Validation Sample	2	X7 - E-Commerce Activities	.920	1.087	.860
		X8 - Technical Support	.984	1.016	.920
		X10 - Advertising	.959	1.043	.893
		X11 - Product Line	.597	1.675	.597
		X12 - Salesforce Image	.930	1.076	.876
		X13 - Competitive Pricing	.841	1.188	.788
		X14 - Warranty & Claims	.905	1.105	.873
		X15 - New Products	.970	1.031	.918
		X16 - Order & Billing	.376	2.658	.375
		X17 - Price Flexibility	.499	2.004	.499
		X18 - Delivery Speed	.262	3.818	.246
	3	X7 - E-Commerce Activities	.467	2.140	.467
		X8 - Technical Support	.984	1.016	.875
		X10 - Advertising	.622	1.609	.603
		X11 - Product Line	.580	1.725	.580
		X13 - Competitive Pricing	.637	1.571	.637
		X14 - Warranty & Claims	.905	1.106	.826
		X15 - New Products	.970	1.031	.864
		X16 - Order & Billing	.368	2.718	.348
		X17 - Price Flexibility	.468	2.137	.468
		X18 - Delivery Speed	.249	4.009	.245
	4	X8 - Technical Support	.984	1.016	.467
		X10 - Advertising	.615	1.626	.392
		X11 - Product Line	.580	1.725	.465
		X13 - Competitive Pricing	.629	1.590	.426
		X14 - Warranty & Claims	.887	1.127	.458
		X15 - New Products	.970	1.031	.467
		X16 - Order & Billing	.368	2.720	.346
		X17 - Price Flexibility	.468	2.138	.458
		X18 - Delivery Speed	.248	4.025	.241

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

SPLIT-SAMPLE VALIDATION

Excluded Variables^k

k. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

Sample Split -- 50/50	Model	Dimension	Eigenvalue	Condition Index
Estimation Sample	1	1	1.977	1.000
		2	.023	9.252
	2	1	2.948	1.000
		2	.033	9.404
		3	.019	12.513
	3	1	3.910	1.000
		2	.048	9.062
		3	.032	10.998
		4	.010	19.606
	4	1	4.884	1.000
		2	.064	8.752
		3	.037	11.432
		4	.010	21.845
		5	.005	32.108
	5	1	5.848	1.000
		2	.083	8.399
		3	.041	11.883
		4	.014	20.736
		5	.010	24.673
		6	.004	37.911
	6	1	4.878	1.000
		2	.080	7.824
		3	.026	13.703
		4	.011	21.520
		5	.006	29.413
	7	1	5.852	1.000
		2	.080	8.562
		3	.035	12.950
		4	.018	17.882
		5	.010	24.350
		6	.005	34.379
Validation Sample	1	1	1.977	1.000
		2	.023	9.262
	2	1	2.960	1.000
		2	.029	10.118
		3	.012	16.024
	3	1	3.925	1.000
		2	.037	10.274
		3	.029	11.663
		4	.009	21.270
	4	1	4.907	1.000
		2	.046	10.311
		3	.029	13.039
		4	.010	22.480
		5	.008	24.244

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

Sample Split -- 50/50			Variance Proportions			
			(Constant)	X9 - Complaint Resolution	X12 - Salesforce Image	X6 - Product Quality
Estimation Sample	1	1	.01	.01		
		2	.99	.99		
	2	1	.00	.00	.00	
		2	.00	.68	.57	
		3	1.00	.32	.42	
	3	1	.00	.00	.00	.00
		2	.00	.04	.33	.37
		3	.01	.91	.29	.03
		4	.98	.05	.37	.59
	4	1	.00	.00	.00	.00
		2	.00	.03	.04	.21
		3	.01	.74	.00	.19
		4	.76	.03	.15	.56
		5	.23	.20	.81	.04
	5	1	.00	.00	.00	.00
		2	.00	.01	.03	.04
		3	.02	.17	.00	.26
		4	.24	.30	.01	.00
		5	.48	.13	.18	.52
		6	.26	.39	.78	.18
	6	1	.00		.00	.00
		2	.00		.04	.07
		3	.04		.01	.39
		4	.86		.12	.52
		5	.10		.83	.02
	7	1	.00		.00	.00
		2	.00		.03	.07
		3	.02		.00	.28
		4	.06		.02	.05
		5	.70		.15	.53
		6	.22		.80	.08
Validation Sample	1	1	.01	.01		
		2	.99	.99		
	2	1	.00	.00		.00
		2	.08	.97		.17
		3	.92	.02		.83
	3	1	.00	.00	.00	.00
		2	.00	.14	.67	.11
		3	.05	.85	.01	.20
		4	.95	.00	.32	.69
	4	1	.00	.00	.00	.00
		2	.00	.15	.15	.12
		3	.05	.85	.00	.19
		4	.07	.00	.85	.11
		5	.88	.00	.01	.58

SPLIT-SAMPLE VALIDATION

Collinearity Diagnostics^a

Sample Split -- 50/50	Model	Dimension	Variance Proportions		
			X7 - E-Commerce Activities	X11 - Product Line	X16 - Order & Billing
Estimation Sample	1	1			
		2			
	2	1			
		2			
		3			
	3	1			
		2			
		3			
		4			
	4	1	.00		
		2	.04		
		3	.01		
		4	.00		
		5	.95		
	5	1	.00	.00	
		2	.03	.06	
		3	.00	.03	
		4	.05	.56	
		5	.05	.15	
		6	.86	.20	
	6	1	.00	.00	
		2	.03	.14	
		3	.00	.85	
		4	.00	.00	
		5	.97	.02	
	7	1	.00	.00	.00
		2	.03	.10	.00
		3	.01	.11	.30
		4	.03	.74	.45
		5	.02	.04	.09
		6	.91	.02	.17
Validation Sample	1	1			
		2			
	2	1			
		2			
		3			
	3	1			
		2			
		3			
		4			
	4	1	.00		
		2	.06		
		3	.00		
		4	.68		
		5	.25		

a. Dependent Variable: X19 - Satisfaction

SPLIT-SAMPLE VALIDATION

Residuals Statistics^a

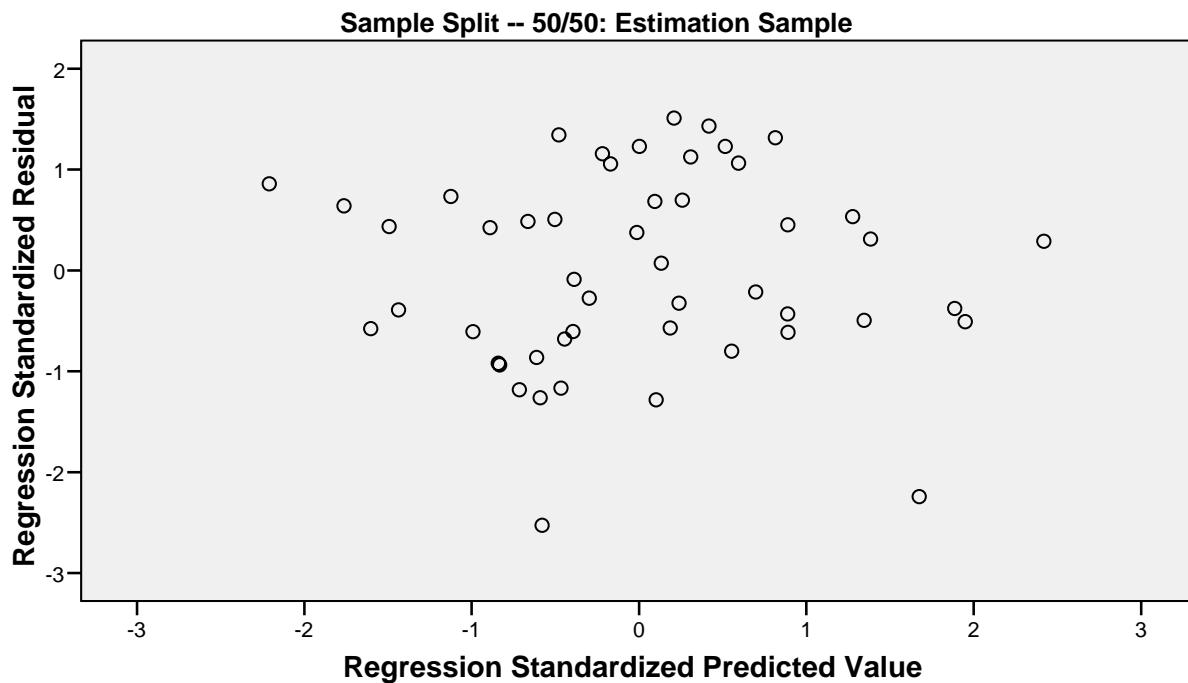
Sample Split -- 50/50		Minimum	Maximum	Mean	Std. Deviation	N
Estimation Sample	Predicted Value	4.316	9.737	6.904	1.1712	50
	Residual	-1.4256	.8513	.0000	.5347	50
	Std. Predicted Value	-2.210	2.419	.000	1.000	50
	Std. Residual	-2.527	1.509	.000	.948	50
Validation Sample	Predicted Value	5.158	9.000	6.932	.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

Scatterplot

Dependent Variable: X19 - Satisfaction



SPLIT-SAMPLE VALIDATION

Scatterplot

Dependent Variable: X19 - Satisfaction

Sample Split -- 50/50: Validation Sample

