LAMPIRAN-LAMPIRAN

1. Perbedaan Desain Produk iPhone dan Samsung

Perbedaan desain produk iPhone (sumber: youtube ZONEofTECH)

Perbedaan desain produk Samsung (sumber: *website* Samsung)

2. Data Tabulasi Responden

Kualitas Produk (X1)

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1
1	4	5	4	4	4	4	3	28
2	4	5	5	4	5	5	3	31
3	4	5	5	3	5	4	4	30
4	4	4	5	4	4	5	4	30
5	5	4	5	3	4	4	4	29
6	5	5	5	3	5	5	4	32
7	4	4	4	4	4	4	4	28
8	2	3	2	2	3	2	2	16
9	3	4	4	3	4	4	4	26
10	3	3	3	4	3	4	4	24
11	2	3	3	2	3	3	2	18
12	5	5	5	5	5	5	5	35
13	5	4	5	3	4	4	4	29
14	4	4	4	4	4	4	4	28
15	4	5	5	4	5	5	4	32
16	5	5	5	5	5	5	4	34
17	4	3	5	5	4	4	3	28
18	3	3	2	2	3	3	2	18
19	3	3	4	3	4	4	3	24
20	5	5	5	5	5	5	5	35
21	5	5	5	5	5	5	5	35
22	3	3	3	3	3	3	3	21
23	4	4	4	4	3	4	3	26
24	4	4	4	4	4	4	4	28
25	5	5	5	4	5	5	4	33
26	4	3	4	4	4	4	2	25
27	5	5	5	5	5	5	2	32
28	5	4	4	5	4	4	5	31
29	3	4	4	3	4	4	3	25
30	5	5	5	5	5	5	5	35
31	4	5	4	4	4	5	4	30
32	4	5	5	3	4	3	3	27
33	4	4	4	3	4	4	3	26
34	4	4	4	3	4	3	3	25
35	5	5	5	5	4	5	5	34
36	5	5	5	5	5	5	5	35

37	5	5	5	4	5	5	4	33
38	5	5	5	5	5	5	3	33
39	3	4	4	3	4	4	4	26
40	5	5	5	5	5	5	5	35
41	3	5	5	4	5	4	3	29
42	4	4	5	4	5	5	4	31
43	5	5	5	3	5	4	4	31
44	5	5	5	3	5	5	3	31
45	5	3	4	3	5	5	5	30
46	3	5	4	3	4	5	3	27
47	5	5	5	3	4	5	5	32
48	5	5	3	3	4	3	3	26
49	4	5	5	5	5	5	4	33
50	5	4	5	5	5	5	4	33
51	5	5	5	4	4	4	3	30
52	4	4	4	4	4	4	3	27
53	5	4	5	5	5	4	4	32
54	3	3	2	2	3	3	2	18
55	4	4	5	4	5	4	4	30
56	4	4	4	4	4	4	4	28
57	4	5	4	4	4	4	3	28
58	4	4	5	4	5	5	4	31
59	4	4	4	3	4	4	3	26
60	4	4	4	3	3	3	2	23
61	3	4	4	4	4	4	3	26
62	4	5	4	4	5	4	4	30
63	4	4	4	4	4	4	4	28
64	4	4	4	4	4	4	4	28
65	4	4	4	3	4	4	3	26
66	4	4	4	4	5	4	3	28
67	4	5	4	4	5	4	4	30
68	4	4	5	4	4	4	3	28
69	4	4	4	4	4	4	3	27
70	4	4	4	3	4	4	3	26
71	5	4	4	4	5	4	4	30
72	5	5	5	4	5	4	4	32
73	3	4	4	4	4	3	2	24
74	4	5	4	4	4	4	3	28
75	4	4	5	4	4	5	4	30
76	4	5	4	4	5	4	4	30
77	5	5	5	5	5	5	5	35

78	5	5	4	5	5	4	4	32
79	4	5	5	4	5	4	4	31
80	3	3	4	4	4	3	3	24
81	5	5	4	4	4	5	5	32
82	5	5	5	5	5	5	5	35
83	5	5	5	4	5	4	5	33
84	5	5	5	5	5	5	5	35
85	5	5	4	4	5	4	5	32
86	5	4	5	5	5	4	4	32
87	3	3	3	2	2	3	2	18
88	4	5	5	5	5	5	5	34
89	4	4	3	3	3	4	3	24
90	3	4	4	3	3	3	3	23
91	3	3	4	3	4	4	3	24
92	5	5	4	5	5	4	5	33
93	4	4	4	4	4	4	4	28
94	3	3	4	3	4	4	3	24
95	5	5	5	5	5	5	5	35
96	5	5	5	5	5	5	5	35
97	5	4	4	4	4	4	3	28
98	4	3	4	3	3	4	2	23
99	4	4	4	4	4	4	4	28
100	4	5	4	5	5	4	5	32
TOTAL	**417**	**431**	**432**	**388**	**431**	**419**	**369**	**2887**
RATA"	**4.17**	**4.31**	**4.32**	**3.88**	**4.31**	**4.19**	**3.69**	**28.87**

Desain Produk (X2)

No	X2.1	X2.2	X2.3	X2.4	X2
1	4	4	5	4	17
2	4	5	4	5	18
3	5	5	4	4	18
4	4	4	4	4	16
5	5	5	5	5	20
6	5	5	5	5	20
7	5	4	3	3	15
8	4	4	3	2	13
9	4	4	4	4	16
10	3	4	3	3	13
11	2	3	3	2	10

12	5	5	5	5	20
13	5	5	5	5	20
14	4	4	4	4	16
15	5	5	5	5	20
16	5	5	5	5	20
17	4	4	4	4	16
18	2	2	3	3	10
19	5	5	3	5	18
20	5	5	5	5	20
21	5	5	5	5	20
22	4	4	4	4	16
23	3	4	5	4	16
24	5	5	4	4	18
25	5	5	5	5	20
26	4	4	4	4	16
27	5	5	5	5	20
28	4	4	4	5	17
29	4	4	4	4	16
30	5	5	5	5	20
31	5	5	4	4	18
32	4	5	4	3	16
33	4	4	4	3	15
34	5	3	3	5	16
35	5	5	5	5	20
36	5	5	5	5	20
37	5	5	5	5	20
38	5	5	5	5	20
39	4	4	5	4	17
40	5	5	5	5	20
41	5	5	5	5	20
42	5	5	5	5	20
43	4	5	4	4	17
44	5	5	5	5	20
45	4	4	4	4	16
46	4	4	5	4	17
47	5	5	5	5	20
48	4	4	4	3	15
49	5	4	5	5	19
50	5	5	5	5	20
51	4	3	4	5	16
52	4	4	4	4	16

53	4	3	5	5	17
54	3	3	3	3	12
55	4	4	4	3	15
56	4	4	4	4	16
57	4	5	4	4	17
58	4	4	4	5	17
59	5	5	4	5	19
60	4	4	4	3	15
61	4	4	4	4	16
62	4	4	3	3	14
63	4	4	4	3	15
64	4	5	4	3	16
65	3	4	3	2	12
66	4	4	5	4	17
67	4	3	4	4	15
68	4	4	4	4	16
69	4	4	4	4	16
70	4	4	4	2	14
71	5	4	5	3	17
72	5	5	5	4	19
73	4	5	4	4	17
74	4	4	4	4	16
75	5	5	4	4	18
76	4	4	5	4	17
77	5	5	5	5	20
78	5	4	5	4	18
79	5	5	5	4	19
80	4	4	4	3	15
81	5	5	4	4	18
82	5	5	5	5	20
83	4	5	4	4	17
84	5	5	5	4	19
85	4	5	4	4	17
86	4	4	5	4	17
87	3	2	3	3	11
88	5	5	5	4	19
89	4	4	4	4	16
90	4	4	4	3	15
91	4	4	5	4	17
92	5	5	5	5	20
93	5	5	4	4	18

94	4	4	4	4	16
95	5	5	5	5	20
96	5	4	5	5	19
97	4	4	4	4	16
98	5	4	4	3	16
99	4	4	4	4	16
100	4	4	4	4	16
TOTAL	**435**	**435**	**431**	**410**	**1711**
RATA"	**4.35**	**4.35**	**4.31**	**4.10**	**17.11**

Gaya Hidup (M)

No	M1	M2	M3	M
1	5	4	4	13
2	5	4	4	13
3	4	4	3	11
4	5	4	3	12
5	5	5	5	15
6	5	5	5	15
7	4	5	4	13
8	3	3	3	9
9	4	4	3	11
10	3	4	3	10
11	2	3	3	8
12	5	5	3	13
13	4	4	3	11
14	4	4	4	12
15	5	5	4	14
16	5	5	5	15
17	5	3	4	12
18	2	2	2	6
19	5	5	3	13
20	5	5	3	13
21	5	5	5	15
22	4	4	3	11
23	5	4	4	13
24	5	4	4	13
25	5	5	2	12
26	4	4	2	10
27	5	5	5	15

28	5	5	5	15
29	4	4	4	12
30	5	5	4	14
31	4	4	2	10
32	5	5	5	15
33	4	4	3	11
34	3	5	3	11
35	5	5	3	13
36	5	5	5	15
37	5	5	5	15
38	5	5	5	15
39	4	5	5	14
40	5	5	3	13
41	5	5	3	13
42	5	5	5	15
43	4	4	3	11
44	5	5	5	15
45	4	5	3	12
46	4	4	3	11
47	5	5	5	15
48	3	3	4	10
49	4	5	3	12
50	5	5	2	12
51	5	4	3	12
52	4	4	3	11
53	4	5	5	14
54	3	3	2	8
55	5	5	3	13
56	4	4	4	12
57	5	4	3	12
58	5	4	4	13
59	5	5	5	15
60	4	4	2	10
61	5	5	4	14
62	4	4	2	10
63	4	4	2	10
64	4	4	2	10
65	4	4	3	11
66	4	4	2	10
67	4	5	4	13
68	4	4	2	10

69	4	4	2	10
70	4	4	3	11
71	5	4	3	12
72	5	4	5	14
73	4	4	3	11
74	5	4	4	13
75	5	4	5	14
76	5	4	4	13
77	5	5	4	14
78	5	5	5	15
79	5	4	5	14
80	4	4	3	11
81	4	4	2	10
82	5	5	4	14
83	4	4	4	12
84	5	5	5	15
85	4	5	5	14
86	4	4	4	12
87	3	3	2	8
88	5	5	5	15
89	4	4	3	11
90	4	4	3	11
91	4	4	3	11
92	5	5	5	15
93	4	4	4	12
94	4	4	3	11
95	5	5	4	14
96	4	4	5	13
97	5	5	5	15
98	4	4	3	11
99	4	4	3	11
100	5	5	3	13
TOTAL	**440**	**435**	**360**	**1235**
RATA"	**4.40**	**4.35**	**3.60**	**12.35**

Keputusan Pembelian (Y)

No	Y1	Y2	Y3	Y4	Y5	Y
1	5	5	4	4	4	22
2	4	5	5	5	4	23
3	5	4	4	5	5	23
4	4	4	4	4	4	20
5	5	5	5	5	5	25
6	5	5	5	5	4	24
7	4	4	4	4	4	20
8	3	3	3	2	2	13
9	5	4	4	5	5	23
10	4	4	4	4	2	18
11	2	2	2	2	3	11
12	5	5	5	5	5	25
13	5	5	5	5	4	24
14	4	4	4	4	4	20
15	5	5	4	5	5	24
16	5	5	5	5	5	25
17	4	4	5	5	4	22
18	2	2	2	2	2	10
19	3	3	4	4	5	19
20	5	5	5	5	5	25
21	5	5	5	5	5	25
22	4	4	4	4	4	20
23	4	5	5	4	4	22
24	4	5	5	4	5	23
25	5	5	3	4	5	22
26	4	4	4	4	4	20
27	5	5	5	5	5	25
28	5	5	5	4	4	23
29	4	4	4	5	5	22
30	5	5	5	5	5	25
31	4	5	4	5	4	22
32	4	5	5	5	4	23
33	4	4	4	4	4	20
34	4	4	4	4	4	20
35	5	5	5	5	5	25
36	5	5	5	5	5	25
37	4	5	5	5	5	24
38	5	5	5	5	5	25

39	4	4	4	4	4	20
40	5	5	5	5	5	25
41	5	4	3	5	4	21
42	5	5	5	5	4	24
43	3	5	5	5	5	23
44	5	5	5	5	5	25
45	4	4	3	5	5	21
46	5	4	4	4	4	21
47	5	4	4	5	5	23
48	4	3	3	3	2	15
49	5	5	5	5	3	23
50	4	5	5	5	5	24
51	5	5	4	5	5	24
52	4	4	4	4	4	20
53	5	5	5	5	5	25
54	3	3	2	3	3	14
55	4	5	5	5	4	23
56	4	4	2	4	4	18
57	5	4	2	4	4	19
58	5	5	4	4	5	23
59	5	5	5	5	5	25
60	4	4	4	4	3	19
61	4	5	4	5	4	22
62	5	4	4	4	4	21
63	4	3	3	4	3	17
64	4	4	3	4	3	18
65	4	4	4	4	3	19
66	4	3	3	4	3	17
67	4	5	4	4	4	21
68	4	4	4	4	3	19
69	4	4	4	4	4	20
70	4	4	3	4	3	18
71	4	4	3	4	3	18
72	4	5	4	5	5	23
73	4	4	4	5	4	21
74	4	4	4	5	4	21
75	4	5	4	4	4	21
76	5	5	4	5	4	23
77	5	5	3	5	5	23
78	5	5	4	4	5	23
79	5	4	5	4	4	22

80	4	4	4	4	4	20
81	5	5	4	5	4	23
82	5	5	4	5	4	23
83	4	5	4	5	4	22
84	5	4	5	5	5	24
85	5	4	4	4	5	22
86	5	5	4	5	4	23
87	3	3	2	3	3	14
88	5	5	5	5	5	25
89	4	4	4	4	4	20
90	4	4	4	4	4	20
91	4	4	4	4	4	20
92	4	4	4	5	4	21
93	5	5	5	5	5	25
94	4	4	4	5	4	21
95	5	5	3	5	5	23
96	5	5	4	4	5	23
97	5	5	5	5	5	25
98	4	4	3	4	3	18
99	4	4	4	4	4	20
100	5	4	4	5	5	23
TOTAL	**437**	**438**	**408**	**443**	**418**	**2144**
RATA"	**4.37**	**4.38**	**4.08**	**4.43**	**4.18**	**21.44**

3. Kuesioner Penelitian

NO.	DAFTAR PERNYATAAN	JAWABAN RESPONDEN				
KUALITAS PRODUK (X1)		**1 (STS)**	**2 (TS)**	**3 (N)**	**4 (S)**	**5 (SS)**
1	iPhone memiliki fitur produk yang tidak dimiliki produk pesaing					
2	iPhone memiliki kualitas yang sesuai dengan spesifikasi produk pada iklannya					
3	iPhone memiliki performa yang bagus sesuai ekspektasi					
4	iPhone memiliki daya tahan yang bagus baik dari sisi material dan baterainya					
5	iPhone memiliki desain *user experience* dan *user interface* yang bagus					
6	iPhone memiliki kualitas yang bagus sesuai dengan persepsi orang					
7	iPhone memiliki kemudahan dalam perbaikan jika terdapat kerusakan					

NO.	DAFTAR PERNYATAAN	JAWABAN RESPONDEN				
DESAIN PRODUK (X2)		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1	iPhone memiliki bentuk desain visual (fisik) yang menarik					
2	iPhone memiliki fitur (sistem operasi, aplikasi, *software*) yang didesain dengan menarik					
3	iPhone menggunakan bahan mutu yang berkualitas dalam desain produknya					
4	iPhone memiliki desain yang bagus untuk menunjang gaya penggunanya					

NO.	DAFTAR PERNYATAAN	JAWABAN RESPONDEN				
GAYA HIDUP (M)		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1	iPhone menunjang aktivitas saya sehari-hari					
2	Saya membeli iPhone karena menyukai produknya					
3	Saya membeli iPhone karena meningkatkan status sosial saya					

NO.	DAFTAR PERNYATAAN	JAWABAN RESPONDEN				
KEPUTUSAN PEMBELIAN (Y)		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1	Saya membeli iPhone karena sesuai kebutuhan saya					
2	Saya membeli iPhone setelah saya mengetahui kelebihan dan kekurangan iPhone					
3	Saya membeli iPhone setelah mempertimbangkan produk alternatif lainnya					
4	Saya membeli iPhone karena pilihan saya sendiri bukan karena alasan lain					
5	Saya akan merekomendasikan iPhone kepada orang lain					

4. Frekuensi Data

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	17	17.0	17.0	19.0
	4.00	43	43.0	43.0	62.0
	5.00	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	15	15.0	15.0	15.0
	4.00	39	39.0	39.0	54.0
	5.00	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	6	6.0	6.0	9.0
	4.00	47	47.0	47.0	56.0
	5.00	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	27	27.0	27.0	32.0
	4.00	43	43.0	43.0	75.0
	5.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	11	11.0	11.0	12.0
	4.00	44	44.0	44.0	56.0
	5.00	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	12	12.0	12.0	13.0
	4.00	54	54.0	54.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	10.0	10.0	10.0
	3.00	32	32.0	32.0	42.0
	4.00	37	37.0	37.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	5	5.0	5.0	7.0
	4.00	49	49.0	49.0	56.0
	5.00	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	6	6.0	6.0	8.0
	4.00	47	47.0	47.0	55.0
	5.00	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	11.0	11.0	11.0
	4.00	47	47.0	47.0	58.0
	5.00	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	17	17.0	17.0	21.0
	4.00	44	44.0	44.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

M1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	6	6.0	6.0	8.0
	4.00	42	42.0	42.0	50.0
	5.00	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

M2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	6	6.0	6.0	7.0
	4.00	50	50.0	50.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

M3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	15	15.0	15.0	15.0
	3.00	36	36.0	36.0	51.0
	4.00	23	23.0	23.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	5	5.0	5.0	7.0
	4.00	47	47.0	47.0	54.0
	5.00	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	7	7.0	7.0	9.0
	4.00	42	42.0	42.0	51.0
	5.00	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	13	13.0	13.0	19.0
	4.00	48	48.0	48.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	3	3.0	3.0	6.0
	4.00	42	42.0	42.0	48.0
	5.00	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Y5

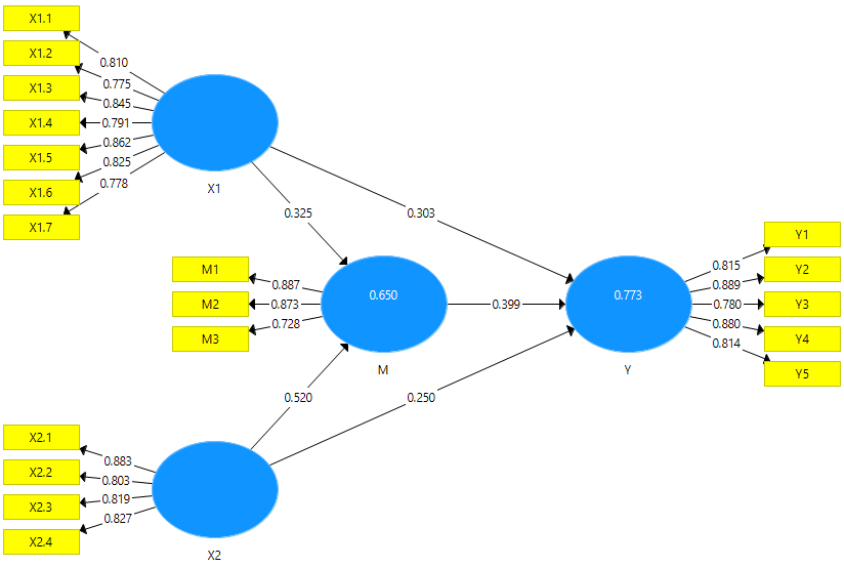
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	13	13.0	13.0	17.0
	4.00	44	44.0	44.0	61.0
	5.00	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

5. Hasil Uji *Outer Model*

1. Nilai *Converegent Validity*

OUTER LOADING

	M	X1	X2	Y
M1	0.887			
M2	0.873			
M3	0.728			
X1.1		0.810		
X1.2		0.775		
X1.3		0.845		
X1.4		0.791		
X1.5		0.862		
X1.6		0.825		
X1.7		0.778		
X2.1			0.883	
X2.2			0.803	
X2.3			0.819	
X2.4			0.827	
Y1				0.815
Y2				0.889
Y3				0.780
Y4				0.880
Y5				0.814



2. Nilai *Cross Loadings*

	M	X1	X2	Y
M1	0.887	0.705	0.744	0.766
M2	0.873	0.677	0.698	0.729
M3	0.728	0.442	0.475	0.522
X1.1	0.574	0.810	0.636	0.632
X1.2	0.569	0.775	0.626	0.606
X1.3	0.704	0.845	0.763	0.789
X1.4	0.594	0.791	0.592	0.624
X1.5	0.638	0.862	0.680	0.649
X1.6	0.611	0.825	0.721	0.669
X1.7	0.535	0.778	0.569	0.570
X2.1	0.680	0.685	0.883	0.685
X2.2	0.621	0.627	0.803	0.629
X2.3	0.648	0.710	0.819	0.650
X2.4	0.663	0.682	0.827	0.727
Y1	0.672	0.727	0.713	0.815
Y2	0.724	0.728	0.697	0.889
Y3	0.625	0.525	0.564	0.780
Y4	0.701	0.713	0.718	0.880
Y5	0.706	0.645	0.675	0.814

3. *Discriminant Validity*

	M	X1	X2	Y
M	0.832			
X1	0.747	0.813		
X2	0.784	0.811	0.834	
Y	0.821	0.804	0.808	0.837

4. Nilai *Composite Reliability* dan *Cronbach's Alpha*

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
M	0.778	0.814	0.870	0.693
X1	0.914	0.919	0.932	0.661
X2	0.853	0.855	0.901	0.695
Y	0.892	0.897	0.921	0.700

6. Hasil Uji *Inner Model*

1. Hasil Uji R *Square*

	R Square	R Square Adjusted
M	0.650	0.643
Y	0.773	0.766

2. Hasil Uji F *Square*

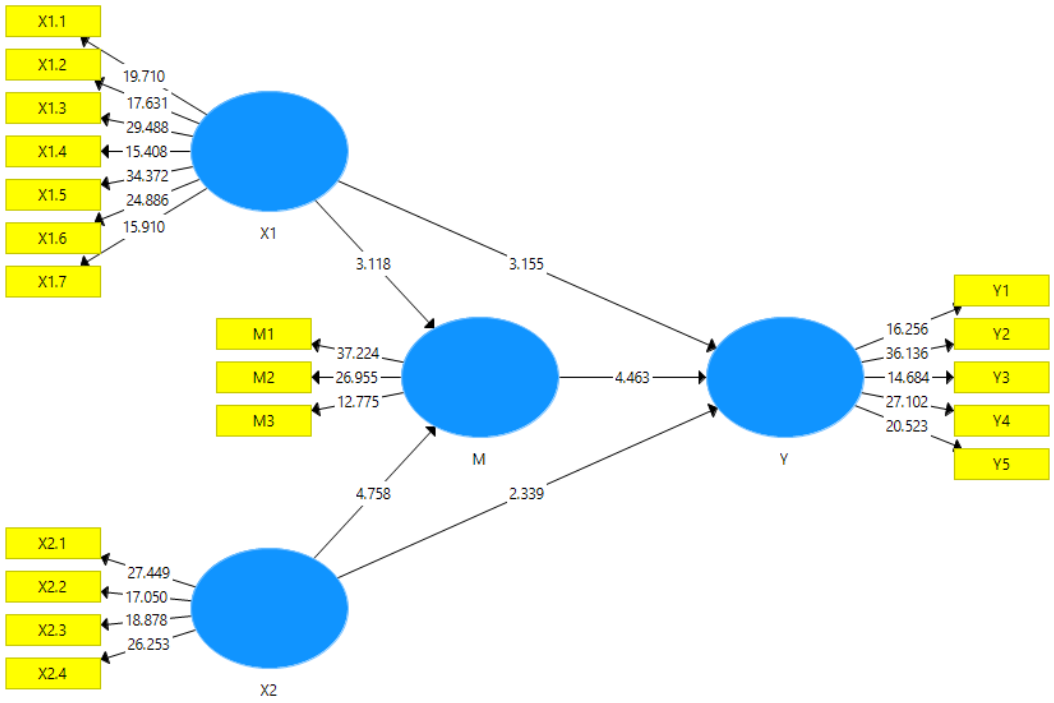
	M	X1	X2	Y
M				0.245
X1	0.103			0.125
X2	0.265			0.074
Y				

3. Model Fit

	Saturated Model	Estimated Model
SRMR	0.067	0.067
d_ULS	0.844	0.844
d_G	0.465	0.465
Chi-Square	255.502	255.502
NFI	0.828	0.828

4. *Direct Effect (Path Coefficient)*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
M -> Y	0.399	0.397	0.089	4.463	**0.000**
X1 -> M	0.325	0.326	0.104	3.118	**0.002**
X1 -> Y	0.303	0.301	0.096	3.155	**0.002**
X2 -> M	0.520	0.517	0.109	4.758	**0.000**
X2 -> Y	0.250	0.255	0.107	2.339	**0.020**



5. *Total Indirect Effects*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
M -> Y					
X1 -> M					
X1 -> Y	0.130	0.129	0.050	2.607	**0.009**
X2 -> M					
X2 -> Y	0.208	0.206	0.065	3.171	**0.002**

6. *Specific Indirect Effects*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> M -> Y	0.130	0.129	0.050	2.607	**0.009**
X2 -> M -> Y	0.208	0.206	0.065	3.171	**0.002**

7. *Total Effects*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
M -> Y	0.399	0.397	0.089	4.463	**0.000**
X1 -> M	0.325	0.326	0.104	3.118	**0.002**
X1 -> Y	0.432	0.430	0.095	4.530	**0.000**
X2 -> M	0.520	0.517	0.109	4.758	**0.000**
X2 -> Y	0.457	0.461	0.098	4.664	**0.000**