

Lampiran 1. Output Data 30 Responden Uji Validitas dan Reliabilitas

Lampiran 1a. Factor Analysis Identitas Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.695
Bartlett's Test of Sphericity	Approx. Chi-Square	61.640
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
IM1	1.000	.799
IM2	1.000	.496
IM3	1.000	.608
IM4	1.000	.564
IM5	1.000	.482

Extraction Method:
Principal Component
Analysis.

Anti-image Matrices

		IM1	IM2	IM3	IM4	IM5
Anti-image Covariance	IM1	.276	-.060	-.218	-.042	-.162
	IM2	-.060	.620	-.108	-.187	.094
	IM3	-.218	-.108	.368	.025	.082
	IM4	-.042	-.187	.025	.535	-.233
	IM5	-.162	.094	.082	-.233	.509
Anti-image Correlation	IM1	.676 ^a	-.144	-.685	-.109	-.434
	IM2	-.144	.796 ^a	-.225	-.325	.167
	IM3	-.685	-.225	.657 ^a	.056	.189
	IM4	-.109	-.325	.056	.747 ^a	-.447
	IM5	-.434	.167	.189	-.447	.645 ^a

a. Measures of Sampling Adequacy(MSA)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.948	58.969	58.969	2.948	58.969	58.969
2	.924	18.471	77.440			
3	.623	12.469	89.910			
4	.330	6.606	96.516			
5	.174	3.484	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
IM1	.894
IM2	.704
IM3	.780
IM4	.751
IM5	.694

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Lampiran 1b. Reliability Identitas Merek

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IM1	18.40	3.421	.794	.724	.734
IM2	18.33	3.747	.541	.380	.806
IM3	18.43	3.564	.612	.632	.785
IM4	18.33	3.609	.610	.465	.786
IM5	18.37	3.757	.527	.491	.810

Lampiran 1c. Factor Analysis Citra Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	71.592
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
CM1	1.000	.810
CM2	1.000	.673
CM3	1.000	.581
CM4	1.000	.593
CM5	1.000	.501

Extraction Method:
Principal Component
Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.158	63.156	63.156	3.158	63.156	63.156
2	.858	17.157	80.313			
3	.537	10.749	91.062			
4	.285	5.709	96.771			
5	.161	3.229	100.000			

Extraction Method: Principal Component Analysis.

Anti-image Matrices

		CM1	CM2	CM3	CM4	CM5
Anti-image Covariance	CM1	.249	-.108	-.201	.001	-.158
	CM2	-.108	.439	-.051	-.201	.081
	CM3	-.201	-.051	.380	.016	.091
	CM4	.001	-.201	.016	.474	-.220
	CM5	-.158	.081	.091	-.220	.501
Anti-image Correlation	CM1	.689 ^a	-.327	-.656	.002	-.448
	CM2	-.327	.787 ^a	-.126	-.441	.173
	CM3	-.656	-.126	.697 ^a	.037	.209
	CM4	.002	-.441	.037	.737 ^a	-.453
	CM5	-.448	.173	.209	-.453	.660 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
CM1	.900
CM2	.821
CM3	.762
CM4	.770
CM5	.708

Extraction

Method: Principal

Component

Analysis.

a. 1 components

extracted.

Lampiran 1d. Reliability Citra Merek

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.852	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	18.23	3.771	.816	.751	.779
CM2	18.20	3.821	.693	.561	.809
CM3	18.27	3.995	.603	.620	.834
CM4	18.17	3.937	.643	.526	.823
CM5	18.20	4.097	.561	.499	.845

Lampiran 1e. Factor Analysis Kepercayaan Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.664
Bartlett's Test of Sphericity	Approx. Chi-Square	28.074
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
KM1	1.000	.675
KM2	1.000	.502
KM3	1.000	.509
KM4	1.000	.577

Extraction Method:
Principal Component
Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.263	56.570	56.570	2.263	56.570	56.570
2	.902	22.538	79.108			
3	.467	11.670	90.778			
4	.369	9.222	100.000			

Extraction Method: Principal Component Analysis.

Anti-image Matrices

		KM1	KM2	KM3	KM4
Anti-image Covariance	KM1	.551	-.318	-.139	-.104
	KM2	-.318	.637	.041	-.068
	KM3	-.139	.041	.673	-.292
	KM4	-.104	-.068	-.292	.652
Anti-image Correlation	KM1	.656 ^a	-.536	-.228	-.173
	KM2	-.536	.627 ^a	.063	-.106
	KM3	-.228	.063	.667 ^a	-.441
	KM4	-.173	-.106	-.441	.708 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
KM1	.821
KM2	.708
KM3	.714
KM4	.760

Extraction
Method: Principal
Component
Analysis.

a. 1 components
extracted.

Lampiran 1f. Reliability Kepercayaan Merek

Case Processing Summary

		N	%
Case s	Valid	30	100.0
	Excluded a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.737	.742	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KM1	13.47	1.844	.641	.449	.608
KM2	13.30	2.286	.501	.363	.694
KM3	13.10	2.438	.469	.327	.710
KM4	13.13	2.602	.542	.348	.682

Lampiran 1g. Factor Analysis Loyalitas Merek

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.691
Bartlett's Test of Sphericity	Approx. Chi-Square	38.573
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
LM1	1.000	.610
LM2	1.000	.629
LM3	1.000	.594
LM4	1.000	.714

Extraction Method:
Principal Component
Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.547	63.677	63.677	2.547	63.677	63.677
2	.681	17.034	80.711			
3	.495	12.379	93.090			
4	.276	6.910	100.000			

Extraction Method: Principal Component Analysis.

Anti-image Matrices

		LM1	LM2	LM3	LM4
Anti-image Covariance	LM1	.593	-.248	-.158	-.008
	LM2	-.248	.536	.060	-.211
	LM3	-.158	.060	.557	-.266
	LM4	-.008	-.211	-.266	.465
Anti-image Correlation	LM1	.740 ^a	-.439	-.275	-.015
	LM2	-.439	.678 ^a	.111	-.423
	LM3	-.275	.111	.676 ^a	-.523
	LM4	-.015	-.423	-.523	.677 ^a

a. Measures of Sampling Adequacy(MSA)

Component Matrix^a

	Component
	1
LM1	.781
LM2	.793
LM3	.771
LM4	.845

Extraction
Method: Principal
Component
Analysis.

a. 1 components
extracted.

Lampiran 1h. Reliability Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.802	.809	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LM1	13.17	2.213	.596	.407	.767
LM2	13.10	2.162	.602	.464	.762
LM3	13.13	1.775	.601	.443	.769
LM4	13.10	1.748	.705	.535	.706

Lampiran 2. Output Uji SEM Lisrel 8.8

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TIME: 22:41

Universita L I S R E L 8.80

BY

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The following lines were read from file D:\SKRIPSI
 IMAM\new\LISREL\SYNTAX.pr2:

RAW DATA FROM FILE DATAIMAM.PSF
 LATENT VARIABLES : IM CM KM LM

IM1 = IM
 IM2 = IM
 IM3 = IM
 IM4 = IM
 IM5 = IM
 CM1 = CM
 CM2 = CM
 CM3 = CM
 CM4 = CM
 CM5 = CM
 KM1 = KM
 KM2 = KM
 KM3 = KM
 KM4 = KM
 LM1 = LM
 LM2 = LM
 LM3 = LM
 LM4 = LM

LM = KM
 KM = IM CM
 CM = IM

SET ERROR COVARIANCE OF LM3 AND KM1 FREE
 SET ERROR COVARIANCE OF KM4 AND KM3 FREE
 SET ERROR COVARIANCE OF LM4 AND LM1 FREE

SET ERROR COVARIANCE OF CM5 AND CM4 FREE
 SET ERROR COVARIANCE OF CM4 AND CM2 FREE
 SET ERROR COVARIANCE OF IM3 AND CM1 FREE
 SET ERROR COVARIANCE OF LM2 AND KM3 FREE
 SET ERROR COVARIANCE OF IM4 AND LM2 FREE
 SET ERROR COVARIANCE OF IM5 AND IM4 FREE
 OPTIONS: SC
 PATH DIAGRAM
 END OF PROBLEMS

Sample Size = 125

Covariance Matrix

CM1	CM2	CM3	CM4	CM5	KM1	
CM1	0.40					
CM2	0.27	0.51				
CM3	0.32	0.27	0.58			
CM4	0.40	0.48	0.41	1.04		
CM5	0.18	0.19	0.25	0.43	0.46	
KM1	-0.09	-0.07	-0.13	-0.13	-0.04	0.50
KM2	-0.02	-0.01	-0.06	-0.07	-0.04	0.27
KM3	0.03	0.03	-0.02	0.00	0.00	0.15
KM4	0.03	0.03	0.01	-0.01	-0.02	0.13
LM1	-0.05	-0.05	-0.06	-0.03	-0.05	0.05
LM2	0.00	0.00	0.00	0.00	0.00	0.04
LM3	-0.07	-0.10	-0.06	-0.08	-0.02	0.18
LM4	-0.09	-0.06	-0.08	-0.13	-0.08	0.13
IM1	0.11	0.12	0.08	0.12	0.03	-0.07
IM2	0.15	0.13	0.09	0.17	0.05	-0.05
IM3	0.06	0.16	0.09	0.19	0.06	0.01
IM4	0.05	0.08	0.05	0.17	0.00	-0.12
IM5	0.06	0.09	0.04	0.16	0.09	-0.04

Covariance Matrix

KM2	KM3	KM4	LM1	LM2	LM3	
KM2	0.44					
KM3	0.09	0.38				
KM4	0.10	0.17	0.25			
LM1	0.04	0.04	0.05	0.22		
LM2	0.05	0.07	0.05	0.14	0.24	
LM3	0.04	-0.05	-0.01	0.14	0.12	0.44
LM4	0.09	0.01	0.05	0.13	0.17	0.25
IM1	0.00	-0.01	-0.04	-0.03	0.02	-0.02
IM2	0.05	-0.03	-0.02	0.00	0.04	0.00
IM3	0.03	-0.05	-0.06	-0.03	0.01	0.04
IM4	-0.13	-0.09	-0.12	-0.02	-0.06	0.06
IM5	0.00	-0.04	-0.05	-0.04	0.01	0.03

Covariance Matrix

LM4	IM1	IM2	IM3	IM4	IM5
LM4	0.37				
IM1	0.00	0.36			
IM2	-0.03	0.25	0.53		
IM3	0.00	0.26	0.27	0.57	
IM4	0.03	0.16	0.12	0.20	0.89
IM5	0.00	0.18	0.23	0.18	0.26

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

Measurement Equations

CM1 = 0.56*CM, Errorvar.= 0.093 , R² = 0.77
(0.026)
3.55

CM2 = 0.50*CM, Errorvar.= 0.26 , R² = 0.49
(0.062) (0.040)
8.06 6.63

CM3 = 0.57*CM, Errorvar.= 0.25 , R² = 0.56
(0.064) (0.041)
8.87 6.23

CM4 = 0.74*CM, Errorvar.= 0.49 , R² = 0.53
(0.087) (0.074)
8.47 6.61

CM5 = 0.35*CM, Errorvar.= 0.33 , R² = 0.27
(0.061) (0.045)
5.80 7.42

KM1 = 0.72*KM, Errorvar.= 0.035 , R² = 0.94
(0.078)
0.45

KM2 = 0.40*KM, Errorvar.= 0.29 , R² = 0.35
(0.075) (0.042)
5.28 6.79

KM3 = 0.28*KM, Errorvar.= 0.30 , R² = 0.21
(0.063) (0.039)
4.51 7.69

KM4 = 0.22*KM, Errorvar.= 0.20 , R² = 0.20
(0.051) (0.026)
4.35 7.68

LM1 = 0.40*LM, Errorvar.= 0.062 , R² = 0.72
 (0.025)
 2.48

LM2 = 0.32*LM, Errorvar.= 0.15 , R² = 0.42
 (0.054) (0.021)
 6.01 6.90

LM3 = 0.43*LM, Errorvar.= 0.28 , R² = 0.39
 (0.073) (0.040)
 5.81 7.05

LM4 = 0.59*LM, Errorvar.= 0.030 , R² = 0.92
 (0.079) (0.042)
 7.42 0.71

IM1 = 0.48*IM, Errorvar.= 0.13 , R² = 0.63
 (0.050) (0.028)
 9.53 4.77

IM2 = 0.53*IM, Errorvar.= 0.25 , R² = 0.53
 (0.062) (0.042)
 8.50 5.88

IM3 = 0.54*IM, Errorvar.= 0.28 , R² = 0.51
 (0.064) (0.048)
 8.39 5.94

IM4 = 0.36*IM, Errorvar.= 0.79 , R² = 0.14
 (0.089) (0.10)
 4.06 7.63

IM5 = 0.37*IM, Errorvar.= 0.41 , R² = 0.25
 (0.069) (0.057)
 5.36 7.31

Error Covariance for CM4 and CM2 = 0.10
 (0.038)
 2.73

Error Covariance for CM5 and CM4 = 0.16
 (0.042)
 3.92

Error Covariance for KM4 and KM3 = 0.11
 (0.025)
 4.24

Error Covariance for LM2 and KM3 = 0.048
 (0.016)
 3.01

Error Covariance for LM3 and KM1 = 0.15
 (0.028)

5.15

Error Covariance for IM4 and LM1 = -0.10
 (0.027)
 -3.86

Error Covariance for IM3 and CM1 = -0.07
 (0.023)
 -3.15

Error Covariance for IM4 and LM2 = -0.09
 (0.028)
 -3.04

Error Covariance for IM5 and IM4 = 0.15
 (0.055)
 2.66

Structural Equations

CM = 0.41*IM, Errorvar.= 0.84 , R² = 0.16
 (0.10) (0.16)
 3.88 5.32

KM = - 0.21*CM - 0.085*IM, Errorvar.= 0.94 , R² = 0.064
 (0.10) (0.10) (0.19)
 -2.03 -0.81 5.03

LM = 0.29*KM, Errorvar.= 0.92 , R² = 0.085
 (0.095) (0.21)
 3.08 4.36

Reduced Form Equations

CM = 0.41*IM, Errorvar.= 0.84, R² = 0.16
 (0.10)
 3.88

KM = - 0.17*IM, Errorvar.= 0.97, R² = 0.028
 (0.094)
 -1.80

LM = - 0.049*IM, Errorvar.= 1.00, R² = 0.0024
 (0.032)
 -1.55

Correlation Matrix of Independent Variables

IM

 1.00

Covariance Matrix of Latent Variables

CM	KM	LM	IM	
CM	1.00			
KM	-0.24	1.00		
LM	-0.07	0.29	1.00	
IM	0.41	-0.17	-0.05	1.00

Goodness of Fit Statistics

Degrees of Freedom = 122

Minimum Fit Function Chi-Square = 140.85 (P = 0.12)

Normal Theory Weighted Least Squares Chi-Square = 136.05 (P = 0.18)

Estimated Non-centrality Parameter (NCP) = 14.05

90 Percent Confidence Interval for NCP = (0.0 ; 46.76)

Minimum Fit Function Value = 1.14

Population Discrepancy Function Value (F0) = 0.11

90 Percent Confidence Interval for F0 = (0.0 ; 0.38)

Root Mean Square Error of Approximation (RMSEA) = 0.030

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.056)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.89

Expected Cross-Validation Index (ECVI) = 1.89

90 Percent Confidence Interval for ECVI = (1.77 ; 2.15)

ECVI for Saturated Model = 2.76

ECVI for Independence Model = 10.19

Chi-Square for Independence Model with 153 Degrees of Freedom =
1227.62

Independence AIC = 1263.62

Model AIC = 234.05

Saturated AIC = 342.00

Independence CAIC = 1332.53

Model CAIC = 421.63

Saturated CAIC = 996.64

Normed Fit Index (NFI) = 0.89

Non-Normed Fit Index (NNFI) = 0.98

Parsimony Normed Fit Index (PNFI) = 0.71

Comparative Fit Index (CFI) = 0.98

Incremental Fit Index (IFI) = 0.98

Relative Fit Index (RFI) = 0.86

Critical N (CN) = 142.96

Root Mean Square Residual (RMR) = 0.035

Standardized RMR = 0.074

Goodness of Fit Index (GFI) = 0.89

Adjusted Goodness of Fit Index (AGFI) = 0.85

Parsimony Goodness of Fit Index (PGFI) = 0.64

Standardized Solution

LAMBDA-Y

CM	KM	LM	
CM1	0.56	- -	- -
CM2	0.50	- -	- -
CM3	0.57	- -	- -
CM4	0.74	- -	- -
CM5	0.35	- -	- -
KM1	- -	0.72	- -
KM2	- -	0.40	- -
KM3	- -	0.28	- -
KM4	- -	0.22	- -
LM1	- -	- -	0.40
LM2	- -	- -	0.32
LM3	- -	- -	0.43
LM4	- -	- -	0.59

LAMBDA-X

IM	
IM1	0.48
IM2	0.53
IM3	0.54
IM4	0.36
IM5	0.37

BETA

CM	KM	LM	
CM	- -	- -	- -
KM	-0.21	- -	- -
LM	- -	0.29	- -

GAMMA

IM	
CM	0.41
KM	-0.08
LM	- -

Correlation Matrix of ETA and KSI

CM	KM	LM	IM	
CM	1.00	- -	- -	- -
KM	-0.24	1.00	- -	- -
LM	-0.07	0.29	1.00	- -
IM	0.41	-0.17	-0.05	1.00

PSI

Note: This matrix is diagonal.

CM	KM	LM
0.84	0.94	0.92

Regression Matrix ETA on KSI (Standardized)

IM	
CM	0.41
KM	-0.17
LM	-0.05

Completely Standardized Solution

LAMBDA-Y

CM	KM	LM	
CM1	0.88	-	-
CM2	0.70	-	-
CM3	0.75	-	-
CM4	0.73	-	-
CM5	0.52	-	-
KM1	-	0.97	-
KM2	-	0.59	-
KM3	-	0.46	-
KM4	-	0.45	-
LM1	-	-	0.85
LM2	-	-	0.65
LM3	-	-	0.62
LM4	-	-	0.96

LAMBDA-X

IM	
IM1	0.80
IM2	0.73
IM3	0.71
IM4	0.37
IM5	0.50

BETA

CM	KM	LM	
CM	-	-	-
KM	-0.21	-	-
LM	-	0.29	-

GAMMA

IM	

CM	0.41
KM	-0.08
LM	- -

Correlation Matrix of ETA and KSI

CM	KM	LM	IM	
-----	-----	-----	-----	
CM	1.00			
KM	-0.24	1.00		
LM	-0.07	0.29	1.00	
IM	0.41	-0.17	-0.05	1.00

PSI

Note: This matrix is diagonal.

CM	KM	LM
-----	-----	-----
0.84	0.94	0.92

THETA-EPS

CM1	CM2	CM3	CM4	CM5	KM1
-----	-----	-----	-----	-----	-----
CM1	0.23				
CM2	- -	0.51			
CM3	- -	- -	0.44		
CM4	- -	0.14	- -	0.47	
CM5	- -	- -	- -	0.24	0.73
KM1	- -	- -	- -	- -	- -
KM2	- -	- -	- -	- -	- -
KM3	- -	- -	- -	- -	- -
KM4	- -	- -	- -	- -	- -
LM1	- -	- -	- -	- -	- -
LM2	- -	- -	- -	- -	- -
LM3	- -	- -	- -	- -	- -
LM4	- -	- -	- -	- -	- -

THETA-EPS

KM2	KM3	KM4	LM1	LM2	LM3
-----	-----	-----	-----	-----	-----
KM2	0.65				
KM3	- -	0.79			
KM4	- -	0.34	0.80		
LM1	- -	- -	- -	0.28	
LM2	- -	0.16	- -	- -	0.58
LM3	- -	- -	- -	- -	- -
LM4	- -	- -	- -	-0.36	- -

THETA-EPS

LM4

LM4 0.08

THETA-DELTA-EPS

CM1	CM2	CM3	CM4	CM5	KM1
IM1	--	--	--	--	--
IM2	--	--	--	--	--
IM3	-0.15	--	--	--	--
IM4	--	--	--	--	--
IM5	--	--	--	--	--

THETA-DELTA-EPS

KM2	KM3	KM4	LM1	LM2	LM3
IM1	--	--	--	--	--
IM2	--	--	--	--	--
IM3	--	--	--	--	--
IM4	--	--	--	--	-0.18
IM5	--	--	--	--	--

THETA-DELTA-EPS

LM4	
IM1	--
IM2	--
IM3	--
IM4	--
IM5	--

THETA-DELTA

IM1	IM2	IM3	IM4	IM5
IM1	0.37	--	--	--
IM2	--	0.47	--	--
IM3	--	--	0.49	--
IM4	--	--	--	0.86
IM5	--	--	--	0.20

0.75

Regression Matrix ETA on KSI (Standardized)

IM	
CM	0.41
KM	-0.17
LM	-0.05

Time used: 0.031 Seconds