

RELIABILITY

/VARIABLES=Empathy1 Empathy2 Empathy3 Empathy4

/SCALE('Empathy') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		28-SEP-2015 10:17:42
Comments		
Input	Data	C: \Users\clow\Documents\Textbooks\ Marketing Research 2e\Data Files\Chapter10LakesidePretestData .sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	91
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Empathy1 Empathy2 Empathy3 Empathy4 /SCALE('Empathy') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: Empathy

Case Processing Summary

		N	%
Cases	Valid	91	100.0
	Excluded ^a	0	.0
	Total	91	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.743	4

Item Statistics

	Mean	Std. Deviation	N
Individual attention	5.2418	1.44022	91
Understand specific needs	5.3077	1.56838	91
Personal attention	5.2088	1.41041	91
Convenient hours	4.3846	1.30613	91

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Individual attention	14.9011	10.246	.680	.599
Understand specific needs	14.8352	9.761	.650	.613
Personal attention	14.9341	11.307	.558	.672
Convenient hours	15.7582	14.096	.284	.806

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.1429	18.590	4.31167	4

RELIABILITY

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/VARIABLES=Empathy1 Empathy2 Empathy3
/SCALE('Empathy') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

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Reliability

Notes

Output Created		28-SEP-2015 10:17:55
Comments		
Input	Data	C: \Users\clow\Documents\Textbooks\ Marketing Research 2e\Data Files\Chapter10LakesidePretestData .sav
	Active Dataset	DataSet1
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	Split File	<none>
	N of Rows in Working Data File	91
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Empathy1 Empathy2 Empathy3 /SCALE('Empathy') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: Empathy

Case Processing Summary

		N	%
Cases	Valid	91	100.0
	Excluded ^a	0	.0
	Total	91	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.806	3

Item Statistics

	Mean	Std. Deviation	N
Individual attention	5.2418	1.44022	91
Understand specific needs	5.3077	1.56838	91
Personal attention	5.2088	1.41041	91

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Individual attention	10.5165	6.586	.735	.649
Understand specific needs	10.4505	6.561	.632	.761
Personal attention	10.5495	7.473	.601	.786

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.7582	14.096	3.75453	3

RELIABILITY

/VARIABLES=Tangible1 Tangible2 Tangible3 Tangible4

/SCALE('Empathy') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		28-SEP-2015 10:18:32
Comments		
Input	Data	C: \Users\clow\Documents\Textbooks\ Marketing Research 2e\Data Files\Chapter10LakesidePretestData .sav
	Active Dataset	DataSet1
	Filter	<none>
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	Split File	<none>
	N of Rows in Working Data File	91
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Tangible1 Tangible2 Tangible3 Tangible4 /SCALE('Empathy') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: Empathy

Case Processing Summary

		N	%
Cases	Valid	91	100.0
	Excluded ^a	0	.0
	Total	91	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.868	4

Item Statistics

	Mean	Std. Deviation	N
Facility visually appealing	4.9451	1.72796	91
Employees well dressed and neat	4.8681	1.68133	91
Tables and place settings visually appealing	4.9121	1.67762	91
Exterior appearance attractive and appealing	5.0220	1.66652	91

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Facility visually appealing	14.8022	18.627	.740	.822
Employees well dressed and neat	14.8791	18.663	.769	.811
Tables and place settings visually appealing	14.8352	19.073	.735	.824
Exterior appearance attractive and appealing	14.7253	20.357	.633	.864

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.7473	32.658	5.71469	4

RELIABILITY

/VARIABLES=Reliability1 Reliability2 Reliability3 Reliability4

/SCALE('Empathy') ALL

/MODEL=ALPHA

/STATISTICS=DESCRIPTIVE SCALE

/SUMMARY=TOTAL.

Reliability

Notes

Output Created		28-SEP-2015 10:19:57
Comments		
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	Split File	<none>
	N of Rows in Working Data File	91
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Reliability1 Reliability2 Reliability3 Reliability4 /SCALE('Empathy') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Scale: Empathy

Case Processing Summary

		N	%
Cases	Valid	91	100.0
	Excluded ^a	0	.0
	Total	91	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.765	4

Item Statistics

	Mean	Std. Deviation	N
Order right first time	5.0549	1.53741	91
Error-free customer service	5.1978	1.43929	91
Food ready when it is promised	5.1099	1.47912	91
When problem, interest in correcting it	4.8681	1.41585	91

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Order right first time	15.1758	11.191	.648	.660
Error-free customer service	15.0330	11.943	.624	.677
Food ready when it is promised	15.1209	12.574	.521	.732
When problem, interest in correcting it	15.3626	13.367	.469	.757

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.2308	20.224	4.49710	4