# RELATIONSHIP QUALITY, SERVICE QUALITY ON INTERNET ADVERTISING EFFECTIVENESS : KNOWLEDGE MANAGEMENT AS A MODERATOR

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**DOCTOR OF BUSINESS ADMINISTRATION**
**UNIVERSITI UTARA MALAYSIA**

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# RELATIONSHIP QUALITY, SERVICE QUALITY ON INTERNET ADVERTISING EFFECTIVENESS : KNOWLEDGE MANAGEMENT AS A MODERATOR

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## ABSTRACT

The importance of effective internet advertising is substantial. According to the various scholars, relationship quality, service quality and knowledge management are among important constructs to ensure internet advertising effectiveness. However, ineffective internet advertising creates superfluous spending and meaningless effort. Thus, the effort to investigate the circumstance is deemed appropriate. Consequently, this study examined the influence of two constructs namely relationship quality and service quality on internet advertising effectiveness in Malaysia. Besides, the study also examined the moderating role of knowledge management construct on the relationship between relationship quality, service quality, and internet advertising effectiveness. The cross-sectional survey approach was used. Data were collected from 322 CEOs/Managers from the advertising agency firms. The data was analysed via SPSS software. Various statistical analyses were used to analyze the data such as descriptive analysis, correlation analysis, and hierarchical regression analysis. Based on the results, it was revealed that four of the hypothesized relationships were supported. The findings showed significant relation of two service quality dimensions, namely, tangibility and responsiveness with internet advertising effectiveness. Meanwhile knowledge management significantly moderated the relationship between the relationship quality dimensions namely tangibility and responsiveness on internet advertising effectiveness. In general, findings of this study showed the importance of the advertising firms in Malaysia to ensure impeccable service quality which will in turn lead to the effectiveness of their internet advertising. This will guarantee their client-agency relationship quality and the subsequent survival-cum competitive advantage. Improving service quality through an effective and efficient knowledge management system will enhance the effectiveness of internet advertising in Malaysia.



**Keywords**: internet advertising effectiveness, relationship quality, service quality, knowledge management, advertising agency.

## ABSTRAK

Kepentingan pengiklanan internet yang berkesan adalah besar. Berdasarkan kepada kajian-kajian lepas, kualiti hubungan, kualiti perkhidmatan dan pengetahuan perkhidmatan adalah antara konstruk yang penting untuk memastikan pengiklanan internet yang berkesan. Namun demikian, pengiklanan internet yang tidak berkesan akan menyebabkan perbelanjaan yang berlebihan dan usaha yang sia-sia. Oleh yang demikian, mengkaji permasalahan tersebut adalah dikira munasabah. Sehubungan itu, kajian ini mengkaji pengaruh dua konstruk iaitu kualiti hubungan dan kualiti perkhidmatan ke atas keberkesanan pengiklanan internet di Malaysia. Malahan, kajian juga telah menyelidik peranan pengurusan pengetahuan sebagai konstruk penyederhana ke atas hubungan di antara kualiti hubungan, kualiti perkhidmatan dan keberkesanan pengiklanan internet. Pendekatan kajian tinjauan secara keratan rentas telah digunakan. Data telah dikutip dari 322 orang CEO/Pengurus dari syarikat agensi pengiklanan. Data juga telah dianalisis menggunakan perisian SPSS. Beberapa analisis statistik telah digunakan untuk menganalisis data iaitu analisis deskriptif, analisis korelasi, dan analisis regresi hierarki. Berdasarkan kepada dapatan kajian, empat hipotesis hubungan telah disokong. Dapatan juga telah menunjukkan hubungan yang signifikan untuk dua dimensi kualiti perkhidmatan, iaitu ketara dan responsif dengan keberkesanan pengiklanan internet. Manakala pengurusan pengetahuan pula adalah penyederhana yang signifikan ke atas hubungan di antara dua dimensi kualiti hubungan iaitu ketara dan responsif dengan keberkesanan pengiklanan internet. Secara umumnya, kajian telah berjaya menunjukkan kepentingan syarikat pengiklanan di Malaysia dalam memastikan kualiti perkhidmatan yang sempurna supaya dapat meningkatkan keberkesanan pengiklanan internet. Ini sudah tentu akan menjamin kualiti perhubungan pelanggan-agensi dan memastikan kelangsungan serta mengalakkan persaingan. Menambahbaik kualiti perkhidmatan menerusi sistem pengurusan pengetahuan yang efektif dan efisien dapat meningkatkan keberkesanan pengiklanan internet di Malaysia.



**Kata kunci**: keberkesanan pengiklanan internet, kualiti hubungan, kualiti perkhidmatan, pengurusan pengetahuan, agensi pengiklanan.

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## LIST OF ABBREVIATIONS

| | |
|---|---|
| 4 A's | Association of Accredited Advertising Agencies |
| Ad | Advertising |
| Adex | Advertising Expenditure |
| CAGR | Compound Annual Growth Rate |
| CEO | Chief Executive Official |
| CRM | Customer Relationship Management |
| DV | Dependence Variable |
| EFA | Exploratory Factor Analysis |
| IAB | Internet Advertising Bureau |
| IT | Information Technology |
| IV | Independence Variable |
| KM | Knowledge Management |
| KMO | Kaiser-Meyer-Olkin |
| MAA | Malaysian Advertisers Association |
| MV | Moderator Variable |
| PCA | Principal Component Analysis |
| RAM | Rating Agency Malaysia |
| RBT | Resource Based Theory |
| RQ | Relationship Quality |
| SERVQUAL | Service Quality |
| SKMM | Suruhanjaya Komunikasi Dan Multimedia Malaysia |
| SPSS | Statistical Package for Social Sciences |
| SQ | Service Quality |
| UUM | Universiti Utara Malaysia |
| WWW | World Wide Web |

## LIST OF APPENDICES

# CHAPTER ONE

# INTRODUCTION

## 1.1 Introduction

In the modern commercial world, internet advertising are advancing in speed, and there has been rapid development of internet advertising medias quality, via the speediness of 4G broadband and smart mobile technology through the effectiveness of wireless network. The World Wide Web has become the fastest growing advertising medium in this decade (Louisa, 2008). Due to the effective utilization of advertising budget, marketing experts are continually looking for effective internet advertising strategies and channels. Internet advertising is illustrated as a significant fastest growing market and have a relatively high internet spends (Paten & Neil, 2011; Kumar & Reinartz, 2012). Schorlar, Pandey, Singh, and Dalla's (2017) revised attitude is formed towards the ad help in influencing consumer's attitudes toward internet purchase. Internet advertising has become one of the most striking channels for its rich content, strong interactivity, precise targeting, and low operating cost.

Few research are studying on declined in click-through rates, and loophole in advertising industry which is connected to online advertising ineffectiveness and its constructs have warranted this study, (Tuten, Bosnjak, & Bandilla, 2000; Eric, 2012). In addition, there is little study in the scope of online advertising effectiveness in the

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# APPENDICES

## Appendix 1: Survey Questionnaire


**Universiti Utara Malaysia Sintok 06010, Kedah Malaysia**

**Academic Research Questionnaire**

This is an academic questionnaire that is intended to examine

**RELATIONSHIP QUALITY, SERVICE QUALITY ON INTERNET ADVERTISING EFFECTIVENESS WITH**

**: KNOWLEDGE MANAGEMENT AS A MODERATOR**

**Survey Guidance**

Kindly respond to each question by *circling the appropriate response*, ticking the relevant box, or writing your answer in the space provided. Kindly answer the questions as honestly and candidly as possible. This is NOT a test. There are no rights or wrong answers. This will enable the classification of your responses.

**Thanking you in advance for your co-operation. Your participation is highly appreciated. All personal information and answer will be treated with strictest confidentially and for academic research purposed only.**

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Phone: 012-3813638 Fax: 603-62524850

Email: kiewvivian@yahoo.com

**Section 1: Demographic variables**

**Please tick your answer in the relevant box.**

1. Please indicate your current position: -

(a) CEO ☐ (b) Managing Director ☐ (c) Others ☐

2. How many years have you been working in your Organization?

a) Less than 3 years ☐ b) 3 to less than 10 years ☐

c) 10 years and above ☐

3. Gender: Male ☐ Female ☐

4. Age in years: (a) less than 21 ☐ (b) 22-37 ☐ (c) 38-53 ☐

(d) 54-69 ☐ (e) Above 69 ☐

5. Annual Income level: (a) less than 10K ☐ (b) 10-20K ☐

(c) 20-50K ☐

(d) 50-100K ☐ (e) > 100K ☐

6. State location of company: (a) Kuala Lumpur ☐ (b) Selangor ☐

7. Type of advertising organisational are you engaged currently. Please provide your Organisational information.

(a) Company Name:

(b) Company address:

(c) Services provided:

**Section 2**

Kindly tick your answer in the proper box that represents your opinion about the statement, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

**Relationship Quality -**Interpretation of the scales:

| No | Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| | **Trust** | | | | | | | |
| 1. | Advertising organizations do keep promises to their clients. | | | | | | | |
| 2. | Advertising organizations are not always honest to their clients. | | | | | | | |
| 3. | Advertising organizations are truly interested in their client's success. | | | | | | | |
| 4. | Advertising organizations are trustworthy. | | | | | | | |
| 5. | Advertising organizations find it necessary to be cautious with their clients. | | | | | | | |
| | **Commitment** | | | | | | | |
| 1. | Advertising organizations intend to maintain their customer relationship with their clients as long as possible. | | | | | | | |
| 2. | Advertising organizations do all they can to enhance their customer relationship. | | | | | | | |
| 3. | Advertising organizations are ready to invest more than usual into client customer relationship. | | | | | | | |
| 4. | Advertising organizations' cooperation with the clients peacefully. | | | | | | | |
| 5. | Occasionally, advertising organizations seeks for alternatives to the services it provides to the clients. | | | | | | | |
| | **Satisfaction** | | | | | | | |
| 1. | Clients of advertising organizations are satisfied with their customer services. | | | | | | | |
| 2. | Clients are satisfied with the social status that the customer service of advertising organizations gives to them. | | | | | | | |
| 3. | Clients are satisfied with advertising organizations' customer service protection. | | | | | | | |
| 4. | Clients are satisfied with the quality advertising organizations' customer services provided. | | | | | | | |
| 5. | Clients are satisfied with how advertising organizations help making decisions for them. | | | | | | | |
| 6. | Clients are satisfied with advertising organizations' duration of service provided. | | | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 7. | Clients are satisfied with organization delivery service | | | | | | | |
| 8. | Clients are satisfied with the achievement offered to them by advertising organizations. | | | | | | | |
| 9. | Clients are satisfied with the returns from the advertisement made for them. | | | | | | | |

**Service Quality**

| No. | Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| | **Tangibles** | | | | | | | |
| 1. | Advertising organizations have visually attractive parking areas and building exteriors. | | | | | | | |
| 2. | Advertising organizations' ads visually catch the attention of the internet users. | | | | | | | |
| 3. | Advertising organizations have staff members who are clean, neat, and, well-mannered. | | | | | | | |
| 4. | Advertising organizations' advertisement have good interface in keeping with the firm's image and price range. | | | | | | | |
| 5. | Advertising organizations' advertisements are easily readable. | | | | | | | |
| 6. | Advertising organizations' advertisements are visually attractive and reflect the firm's image. | | | | | | | |
| 7. | Advertising organizations have the reception areas that are comfortable and easy to move around in for the clients. | | | | | | | |
| 8. | Advertising organizations do not have rest rooms that are always clean. | | | | | | | |
| 9. | Advertising organizations have reception areas that are always clean. | | | | | | | |
| 10. | Advertising organizations have comfortable seats in the reception room. | | | | | | | |
| | **Reliability** | | | | | | | |
| 11. | Advertising organizations serve their clients in the time promised. | | | | | | | |
| 12. | Advertising organizations quickly correct anything that goes wrong. | | | | | | | |
| 13. | Advertising organizations are dependable and consistent. | | | | | | | |
| 14. | Advertising organizations provide accurate clients' bill. | | | | | | | |
| 15. | Advertising organizations provide advertisement service as exactly as the clients order it. | | | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Responsiveness** | | | | | | | | |
| 16 | Advertising organizations have employed employees that help each other and maintain speed and quality of service. | | | | | | | |
| 17 | Advertising organizations provide prompt and quick service. | | | | | | | |
| 18. | Advertising organizations give extra effort to handle clients' special requests. | | | | | | | |
| 19. | Advertising organization response to email enquiries are quick and accurately. | | | | | | | |

Items were measured on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

**Knowledge Management**

**The following questions ask about extent of attitude towards the knowledge management in other advertising organization and you should answer based on yourself as an advertising agency point of view.**

Knowledge Management represents identification and control of the collective knowledge in an organization to enhance the organizational ability to compete.

| **No.** | **Items** | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
|---|---|---|---|---|---|---|---|---|
| **Codification Strategy** | | | | | | | | |
| 1. | Advertising organizations seek to write down and document the ideas gained in the process of work. | | | | | | | |
| 2. | Advertising organizations seek to capture the experiences that employees narrated. | | | | | | | |
| 3. | Advertising organizations seek to record important data, advertisement, and happenings for the future purpose. | | | | | | | |
| 4. | Advertising organizations seek to dedicate a team of employees to archive advertisement, drawing, reports, and other useful information. | | | | | | | |
| 5. | Advertising organizations seek to create a database such as an online repository for keeping ads information and others related information. | | | | | | | |
| **Personalization Strategy** | | | | | | | | |
| 6. | Advertising organizations' employees can share their learning and experiences with one another in the process of work. | | | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| 7. | Advertising organizations consider reviewing clients' opinions in the management meeting as a learning practice. | | | | | | | |
| 8. | Advertising organizations hold informal routine meetings to review work progress and create new ideas. | | | | | | | |
| 9. | Advertising organizations attempt to form small team of employees to discuss knowledge and ideas around a particular theme. | | | | | | | |
| 10. | Advertising organizations seek to make available a "people directory" to help employees in their search for colleagues with certain expertise. | | | | | | | |

**Internet Advertising Effectiveness:**

**The following questions ask about extent of attitude towards the ads and Brand in other advertising organization and you should answer based on yourself as an advertising agency point of view.**

Items were measured on a seven-point Likert scale, ranging from 1 (Strongly Disagree) to 7 (Strongly Agree).

| No. | Items | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| 1. | Feelings of client's regarding advertising organizations' advertisement of an online are positive. | | | | | | | |
| 2. | Client's impressions about a specific online advertised by advertising organizations are good. | | | | | | | |
| 3. | Client's impressions about buying online instead of conventional ones in the near future. | | | | | | | |
| 4. | Client's impression about buying online is very convenient. | | | | | | | |

We appreciate of your time and effort in completing this sampling questionnaire, this report will contribute to the University research literature study.

Thank you for your kind cooperation.

## Appendix 2: Frequencies

**Frequency Table**

**Statistics**

| | | Age | Experience | Gender | Income | Location | Position |
|---|---|---|---|---|---|---|---|
| N | Valid | 118 | 118 | 118 | 118 | 118 | 118 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 2.47 | 2.26 | 1.40 | 3.21 | 1.45 | 2.69 |
| Mode | | 2 | 3 | 1 | 3 | 1 | 3 |
| Std. Deviation | | .700 | .821 | .492 | 1.183 | .500 | .518 |

**Age**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 3 | 2.5 | 2.5 | 2.5 |
| | 2 | 67 | 56.8 | 56.8 | 59.3 |
| | 3 | 39 | 33.1 | 33.1 | 92.4 |
| | 4 | 8 | 6.8 | 6.8 | 99.2 |
| | 5 | 1 | .8 | .8 | 100.0 |
| | Total | 118 | 100.0 | 100.0 | |

**Experience**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | < 3 years | 24 | 20.3 | 20.3 | 20.3 |
| | 3 - 10 years | 42 | 35.6 | 35.6 | 55.9 |
| | >10 years | 52 | 44.1 | 44.1 | 100.0 |
| | Total | 118 | 100.0 | 100.0 | |

**Gender**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | MALE | 71 | 60.2 | 60.2 | 60.2 |
| | FEM | 47 | 39.8 | 39.8 | 100.0 |
| | Total | 118 | 100.0 | 100.0 | |

**Income**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | >10K | 15 | 12.7 | 12.7 | 12.7 |
| | 10-20K | 10 | 8.5 | 8.5 | 21.2 |
| | 20-50K | 45 | 38.1 | 38.1 | 59.3 |
| | 50-100 | 31 | 26.3 | 26.3 | 85.6 |
| | 100K< | 17 | 14.4 | 14.4 | 100.0 |
| | Total | 118 | 100.0 | 100.0 | |



**Location**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | KL | 65 | 55.1 | 55.1 | 55.1 |
| | SEL | 53 | 44.9 | 44.9 | 100.0 |
| | Total | 118 | 100.0 | 100.0 | |

**Position**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | CEO | 3 | 2.5 | 2.5 | 2.5 |
| | MD | 31 | 26.3 | 26.3 | 28.8 |
| | OTH | 84 | 71.2 | 71.2 | 100.0 |
| | Total | 118 | 100.0 | 100.0 | |

## Appendix 3: Reliability

## Scale: Advertising Effectiveness

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 118 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 118 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .732 | 8 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eATTads1 | 5.27 | 1.325 | 118 |
| eATTads2 | 5.39 | 1.148 | 118 |
| eATTbrand1 | 5.36 | 1.251 | 118 |
| eATTbrand2 | 5.56 | 1.129 | 118 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| eATTads1 | 37.74 | 16.896 | .531 | .682 |
| eATTads2 | 37.62 | 17.349 | .604 | .665 |
| eATTbrand1 | 37.65 | 16.588 | .617 | .659 |
| eATTbrand2 | 37.45 | 18.609 | .468 | .696 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 43.01 | 24.436 | 4.943 | 8 |

## Reliability

## Scale: Relationship Quality (RQ)

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 118 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 118 | 100.0 |

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



**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .930 | 12 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| RQT1 | 5.03 | 1.078 | 118 |
| RQT3 | 5.19 | 1.139 | 118 |
| RQT5 | 5.03 | 1.074 | 118 |
| RQC2 | 5.46 | 1.051 | 118 |
| RQC3 | 5.12 | 1.006 | 118 |
| RQC5 | 5.20 | 1.026 | 118 |
| RQS4 | 5.14 | 1.004 | 118 |
| RQS5 | 5.10 | .990 | 118 |
| RQS6 | 5.13 | 1.009 | 118 |
| RQS7 | 5.18 | .984 | 118 |
| RQS8 | 5.13 | .992 | 118 |
| RQS9 | 5.08 | .971 | 118 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| RQT1 | 56.74 | 73.289 | .613 | .927 |
| RQT3 | 56.58 | 70.912 | .707 | .923 |
| RQT5 | 56.75 | 73.302 | .615 | .927 |
| RQC2 | 56.31 | 71.465 | .743 | .922 |
| RQC3 | 56.65 | 73.887 | .629 | .926 |
| RQC5 | 56.57 | 72.709 | .686 | .924 |
| RQS4 | 56.64 | 70.781 | .828 | .919 |
| RQS5 | 56.67 | 72.839 | .707 | .923 |
| RQS6 | 56.64 | 71.257 | .792 | .920 |
| RQS7 | 56.59 | 73.816 | .650 | .925 |
| RQS8 | 56.64 | 71.941 | .763 | .921 |
| RQS9 | 56.69 | 74.163 | .638 | .926 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 61.77 | 85.768 | 9.261 | 12 |

## Reliability

## Scale: SERVICE QUALITY (SQ)

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 118 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 118 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .934 | 12 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| SQT2 | 5.04 | 1.065 | 118 |
| SQT4 | 5.16 | .987 | 118 |
| SQT5 | 5.16 | .987 | 118 |
| SQT6 | 5.16 | .924 | 118 |
| SQT7 | 4.92 | .926 | 118 |
| SQR1 | 5.18 | .949 | 118 |
| SQR2 | 5.22 | .997 | 118 |
| SQR3 | 5.13 | .939 | 118 |
| SQR4 | 5.25 | 1.004 | 118 |
| SQre2 | 5.36 | .920 | 118 |
| SQre3 | 5.37 | .977 | 118 |
| SQre4 | 5.22 | .953 | 118 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| SQT2 | 57.13 | 68.163 | .533 | .936 |
| SQT4 | 57.01 | 66.060 | .726 | .928 |
| SQT5 | 57.01 | 66.008 | .729 | .928 |
| SQT6 | 57.01 | 66.726 | .735 | .928 |
| SQT7 | 57.25 | 67.948 | .646 | .931 |
| SQR1 | 56.99 | 65.923 | .769 | .927 |
| SQR2 | 56.95 | 65.690 | .742 | .928 |
| SQR3 | 57.04 | 65.733 | .792 | .926 |
| SQR4 | 56.92 | 66.020 | .714 | .929 |
| SQre2 | 56.81 | 66.153 | .780 | .926 |
| SQre3 | 56.80 | 66.078 | .733 | .928 |
| SQre4 | 56.95 | 67.502 | .655 | .931 |



**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 62.17 | 78.672 | 8.870 | 12 |

## Reliability

## Scale: Knowledge Management (KM)

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 118 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 118 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .898 | 9 |



**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| KMC1 | 5.25 | 1.320 | 118 |
| KMC2 | 5.42 | 1.127 | 118 |
| KMC3 | 5.53 | 1.167 | 118 |
| KMC4 | 5.53 | 1.210 | 118 |
| KMC5 | 5.37 | 1.253 | 118 |
| KMP1 | 5.54 | 1.203 | 118 |
| KMP3 | 5.42 | 1.172 | 118 |
| KMP4 | 5.44 | 1.173 | 118 |
| KMP5 | 5.55 | 1.152 | 118 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|
| KMC1 | 43.80 | 49.787 | .677 | .886 |
| KMC2 | 43.63 | 51.142 | .728 | .882 |
| KMC3 | 43.52 | 51.141 | .697 | .884 |
| KMC4 | 43.52 | 50.919 | .681 | .885 |
| KMC5 | 43.67 | 51.710 | .603 | .892 |
| KMP1 | 43.50 | 51.893 | .623 | .890 |
| KMP3 | 43.62 | 51.246 | .686 | .885 |
| KMP4 | 43.60 | 51.319 | .681 | .885 |
| KMP5 | 43.49 | 52.782 | .600 | .892 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 49.04 | 64.143 | 8.009 | 9 |

## Appendix 4: Factor Analysis Ad Effectiveness

| | eATTads1 | eATTads2 | eATTad3 | eATTad4 |
|---|---|---|---|---|
| eATTads1 | 1.000 | .610 | .540 | .229 |

**KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .648 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 255.002 |
| | df | 28 |
| | Sig. | .000 |

**Communalities**

| | Initial | Extraction |
|---|---|---|
| eATTads1 | 1.000 | .882 |
| eATTads2 | 1.000 | .734 |
| eATTbrand1 | 1.000 | .740 |
| eATTbrand2 | 1.000 | .868 |

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 2.875 | 35.936 | 35.936 | 2.875 | 35.936 | 35.936 | 2.343 |
| 2 | 1.488 | 18.601 | 54.537 | 1.488 | 18.601 | 54.537 | 1.957 |
| 3 | 1.121 | 14.017 | 68.554 | 1.121 | 14.017 | 68.554 | 1.519 |
| 4 | .838 | 10.478 | 79.032 | .838 | 10.478 | 79.032 | 1.752 |

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

**Component Matrix[a]**

| | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| eATTbrand1 | .790 | | | |
| eATTads2 | .786 | | | |
| eATTads1 | .735 | | | -.545 |
| eATTbrand2 | .650 | | | .627 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

**a**

**Pattern Matrix**

| | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| eATTads1 | .992 | | | |
| eATTads2 | .690 | | | |
| eATTbrand2 | | .955 | | |
| eATTbrand1 | | .579 | | |

Extraction Method: Principal Component Analysis.

a

Rotation Method: Promax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

**Structure Matrix**

| | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| eATTads1 | .929 | | | |
| eATTads2 | .809 | .591 | | |
| eATTbrand2 | | .927 | | |
| eATTbrand1 | .681 | .762 | | |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

**Component Correlation Matrix**

| Component | 1 | 2 | 3 | 4 |
|---|---|---|---|---|
| 1 | 1.000 | .418 | .066 | .296 |
| 2 | .418 | 1.000 | .044 | .213 |
| 3 | .066 | .044 | 1.000 | .146 |
| 4 | .296 | .213 | .146 | 1.000 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

## Factor Analysis on Relationship Quality

**Correlation Matrix**[a]

| | | RQT1 | RQT3 | RQT5 | RQC2 | RQC3 | RQC5 | RQS4 | RQS5 | RQS6 | RQS7 | RQS8 | RQS9 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Correlation | RQT1 | 1.000 | .614 | .435 | .529 | .454 | .489 | .525 | .429 | .468 | .381 | .396 | .390 |
| | RQT3 | .614 | 1.000 | .499 | .627 | .480 | .567 | .650 | .468 | .559 | .405 | .516 | .451 |
| | RQT5 | .435 | .499 | 1.000 | .512 | .393 | .461 | .449 | .552 | .518 | .441 | .511 | .375 |
| | RQC2 | .529 | .627 | .512 | 1.000 | .716 | .698 | .581 | .505 | .565 | .458 | .493 | .426 |
| | RQC3 | .454 | .480 | .393 | .716 | 1.000 | .598 | .534 | .374 | .490 | .410 | .465 | .323 |
| | RQC5 | .489 | .567 | .461 | .698 | .598 | 1.000 | .571 | .493 | .512 | .421 | .470 | .405 |
| | RQS4 | .525 | .650 | .449 | .581 | .534 | .571 | 1.000 | .691 | .734 | .607 | .790 | .656 |
| | RQS5 | .429 | .468 | .552 | .505 | .374 | .493 | .691 | 1.000 | .654 | .525 | .622 | .561 |
| | RQS6 | .468 | .559 | .518 | .565 | .490 | .512 | .734 | .654 | 1.000 | .674 | .735 | .618 |
| | RQS7 | .381 | .405 | .441 | .458 | .410 | .421 | .607 | .525 | .674 | 1.000 | .651 | .469 |
| | RQS8 | .396 | .516 | .511 | .493 | .465 | .470 | .790 | .622 | .735 | .651 | 1.000 | .673 |
| | RQS9 | .390 | .451 | .375 | .426 | .323 | .405 | .656 | .561 | .618 | .469 | .673 | 1.000 |
| Sig. (1-tailed) | RQT1 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | RQT3 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | RQT5 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | RQC2 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | RQC3 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | RQC5 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | RQS4 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | RQS5 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | RQS6 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | RQS7 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | RQS8 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | RQS9 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |

a. Determinant = .000

**Kaiser-Meyer-Olkin**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .920 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 913.434 |
| | df | 66 |
| | Sig. | .000 |



**Communalities**

| | Initial | Extraction |
|---|---|---|
| RQT1 | 1.000 | .725 |
| RQT3 | 1.000 | .726 |
| RQT5 | 1.000 | .567 |
| RQC2 | 1.000 | .816 |
| RQC3 | 1.000 | .834 |
| RQC5 | 1.000 | .703 |
| RQS4 | 1.000 | .792 |
| RQS5 | 1.000 | .665 |
| RQS6 | 1.000 | .773 |
| RQS7 | 1.000 | .646 |
| RQS8 | 1.000 | .814 |
| RQS9 | 1.000 | .647 |

Extraction Method: Principal Component Analysis.

**Principal Component Analysis**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings a |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 6.831 | 56.921 | 56.921 | 6.831 | 56.921 | 56.921 | 5.993 |
| 2 | 1.181 | 9.846 | 66.767 | 1.181 | 9.846 | 66.767 | 4.792 |
| 3 | .698 | 5.817 | 72.584 | .698 | 5.817 | 72.584 | 5.016 |
| 4 | .652 | 5.435 | 78.018 | | | | |
| 5 | .535 | 4.457 | 82.475 | | | | |
| 6 | .421 | 3.510 | 85.985 | | | | |
| 7 | .398 | 3.318 | 89.303 | | | | |
| 8 | .371 | 3.093 | 92.396 | | | | |
| 9 | .300 | 2.498 | 94.894 | | | | |
| 10 | .257 | 2.140 | 97.033 | | | | |
| 11 | .206 | 1.720 | 98.753 | | | | |
| 12 | .150 | 1.247 | 100.000 | | | | |

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

**a**

**Component Matrix**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| RQT1 | .668 | | |
| RQT3 | .756 | | |
| RQT5 | .673 | | |
| RQC2 | .785 | | |
| RQC3 | .686 | | |
| RQC5 | .737 | | |
| RQS4 | .871 | | |
| RQS5 | .765 | | |
| RQS6 | .841 | | |
| RQS7 | .715 | | |
| RQS8 | .819 | | |
| RQS9 | .706 | | |

Extraction Method: Principal Component Analysis.

a. 3 components extracted.



**a**

**Pattern Matrix**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| RQT1 | | | .904 |
| RQT3 | | | .735 |
| RQT5 | | | .660 |
| RQC2 | | .759 | |
| RQC3 | | .994 | |
| RQC5 | | .685 | |
| RQS4 | .724 | | |
| RQS5 | .688 | | |
| RQS6 | .797 | | |
| RQS7 | .830 | | |
| RQS8 | .936 | | |
| RQS9 | .846 | | |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

| | **Structure Matrix** Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| RQT1 | | .534 | .846 |
| RQT3 | .582 | .624 | .844 |
| RQT5 | .578 | | .738 |
| RQC2 | .579 | .889 | .685 |
| RQC3 | | .907 | |
| RQC5 | .550 | .823 | .645 |
| RQS4 | .875 | .630 | .661 |
| RQS5 | .791 | | .638 |
| RQS6 | .874 | .587 | .601 |
| RQS7 | .786 | .514 | |
| RQS8 | .901 | .527 | .534 |
| RQS9 | .793 | | .510 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

**Component Correlation Matrix**

| Component | 1 | 2 | 3 |
|---|---|---|---|
| 1 | 1.000 | .588 | .639 |
| 2 | .588 | 1.000 | .630 |
| 3 | .639 | .630 | 1.000 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

## Factor Analysis on Service Quality

**Correlation Matrix**

| | | SQT2 | SQT4 | SQT5 | SQT6 | SQT7 | SQR1 | SQR2 | SQR3 | SQR4 | SQR5 | SQre2 | SQre3 | SQre4 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Correlation | SQT2 | 1.000 | .498 | .514 | .601 | .515 | .407 | .402 | .345 | .254 | .322 | .386 | .330 | .344 |
| | SQT4 | .498 | 1.000 | .693 | .712 | .584 | .490 | .537 | .550 | .477 | .399 | .539 | .576 | .453 |
| | SQT5 | .514 | .693 | 1.000 | .712 | .650 | .490 | .537 | .570 | .495 | .515 | .539 | .496 | .435 |
| | SQT6 | .601 | .712 | .712 | 1.000 | .684 | .537 | .546 | .557 | .455 | .417 | .495 | .475 | .396 |
| | SQT7 | .515 | .584 | .650 | .684 | 1.000 | .454 | .454 | .562 | .370 | .424 | .435 | .410 | .368 |
| | SQR1 | .407 | .490 | .490 | .537 | .454 | 1.000 | .708 | .723 | .730 | .644 | .715 | .638 | .561 |
| | SQR2 | .402 | .537 | .537 | .546 | .454 | .708 | 1.000 | .682 | .671 | .577 | .575 | .575 | .551 |
| | SQR3 | .345 | .550 | .570 | .557 | .562 | .723 | .682 | 1.000 | .719 | .756 | .679 | .647 | .589 |
| | SQR4 | .254 | .477 | .495 | .455 | .370 | .730 | .671 | .719 | 1.000 | .718 | .718 | .589 | .568 |
| | SQR5 | .322 | .399 | .515 | .417 | .424 | .644 | .577 | .756 | .718 | 1.000 | .659 | .513 | .504 |
| | SQre2 | .386 | .539 | .539 | .495 | .435 | .715 | .575 | .679 | .718 | .659 | 1.000 | .815 | .651 |
| | SQre3 | .330 | .576 | .496 | .475 | .410 | .638 | .575 | .647 | .589 | .513 | .815 | 1.000 | .646 |
| | SQre4 | .344 | .453 | .435 | .396 | .368 | .561 | .551 | .589 | .568 | .504 | .651 | .646 | 1.000 |

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .925 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1140.702 |
| | df | 78 |
| | Sig. | .000 |

**KMO and Bartlett's Test**

**Communalities**

| | Initial | Extraction |
|---|---|---|
| SQT2 | 1.000 | .605 |
| SQT4 | 1.000 | .723 |
| SQT5 | 1.000 | .732 |
| SQT6 | 1.000 | .804 |
| SQT7 | 1.000 | .712 |
| SQR1 | 1.000 | .746 |
| SQR2 | 1.000 | .660 |
| SQR3 | 1.000 | .812 |
| SQR4 | 1.000 | .808 |
| SQR5 | 1.000 | .789 |
| SQre2 | 1.000 | .823 |
| SQre3 | 1.000 | .843 |
| SQre4 | 1.000 | .722 |

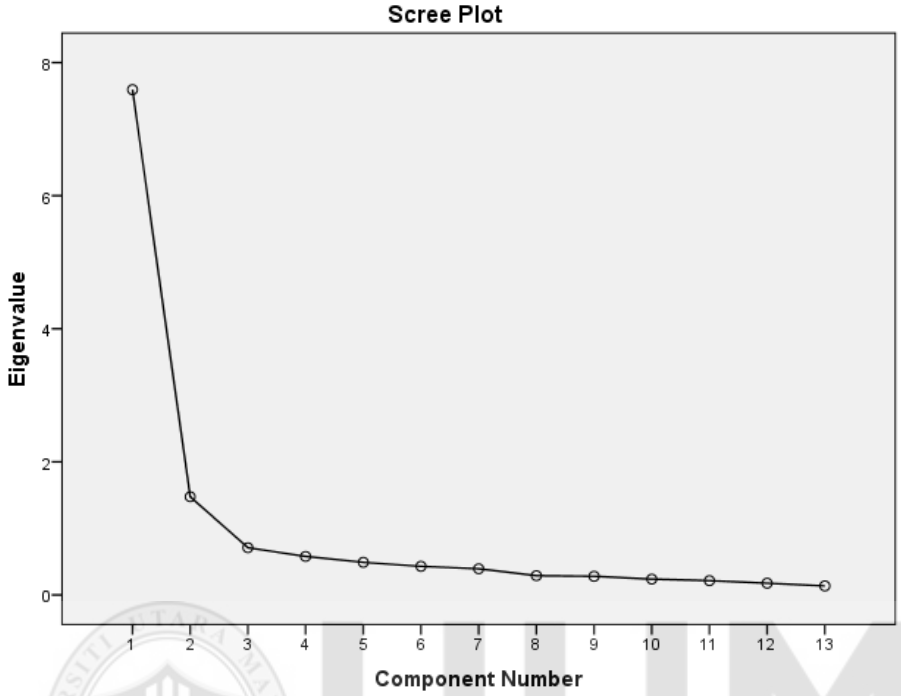
Extraction Method: Principal Component Analysis.

**Principal Component Analysis.**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 7.593 | 58.408 | 58.408 | 7.593 | 58.408 | 58.408 | 6.448 |
| 2 | 1.476 | 11.350 | 69.759 | 1.476 | 11.350 | 69.759 | 5.759 |
| 3 | .710 | 5.459 | 75.218 | .710 | 5.459 | 75.218 | 5.639 |
| 4 | .578 | 4.449 | 79.666 | | | | |
| 5 | .489 | 3.765 | 83.431 | | | | |
| 6 | .429 | 3.303 | 86.734 | | | | |
| 7 | .393 | 3.024 | 89.758 | | | | |
| 8 | .289 | 2.223 | 91.981 | | | | |
| 9 | .279 | 2.149 | 94.131 | | | | |
| 10 | .238 | 1.827 | 95.958 | | | | |
| 11 | .214 | 1.647 | 97.605 | | | | |
| 12 | .176 | 1.354 | 98.959 | | | | |
| 13 | .135 | 1.041 | 100.000 | | | | |

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.




a

**Pattern Matrix**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| SQT2 | | .848 | |
| SQT4 | | .729 | |
| SQT5 | | .758 | |
| SQT6 | | .886 | |
| SQT7 | | .844 | |
| SQR1 | .678 | | |
| SQR2 | .617 | | |
| SQR3 | .794 | | |
| SQR4 | .882 | | |
| SQR5 | 1.003 | | |
| SQre2 | | | .689 |
| SQre3 | | | .900 |
| SQre4 | | | .842 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

**Structure Matrix**

| | Component | | |
|---|---|---|---|
| | 1 | 2 | 3 |
| SQT2 | .337 | .760 | .409 |
| SQT4 | .527 | .824 | .622 |
| SQT5 | .610 | .845 | .512 |
| SQT6 | .559 | .896 | .492 |
| SQT7 | .532 | .830 | .383 |
| SQR1 | .848 | .562 | .707 |
| SQR2 | .794 | .601 | .633 |
| SQR3 | .895 | .615 | .666 |
| SQR4 | .890 | .463 | .670 |
| SQR5 | .881 | .476 | .543 |
| SQre2 | .762 | .552 | .884 |
| SQre3 | .649 | .534 | .918 |
| SQre4 | .606 | .460 | .849 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

**Component Correlation Matrix**

| Component | 1 | 2 | 3 |
|---|---|---|---|
| 1 | 1.000 | .600 | .699 |
| 2 | .600 | 1.000 | .560 |
| 3 | .699 | .560 | 1.000 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

## Factor Analysis on Knowledge Management

**Correlation Matrix**

| | | KMC1 | KMC2 | KMC3 | KMC4 | KMC5 | KMP1 | KMP3 | KMP4 | KMP5 |
|---|---|---|---|---|---|---|---|---|---|---|
| Correlation | KMC1 | 1.000 | .649 | .537 | .539 | .487 | .481 | .462 | .487 | .405 |
| | KMC2 | .649 | 1.000 | .619 | .666 | .519 | .463 | .461 | .494 | .428 |
| | KMC3 | .537 | .619 | 1.000 | .656 | .531 | .532 | .435 | .510 | .323 |
| | KMC4 | .539 | .666 | .656 | 1.000 | .552 | .407 | .468 | .389 | .385 |
| | KMC5 | .487 | .519 | .531 | .552 | 1.000 | .358 | .398 | .457 | .336 |
| | KMP1 | .481 | .463 | .532 | .407 | .358 | 1.000 | .569 | .495 | .455 |
| | KMP3 | .462 | .461 | .435 | .468 | .398 | .569 | 1.000 | .627 | .687 |
| | KMP4 | .487 | .494 | .510 | .389 | .457 | .495 | .627 | 1.000 | .616 |
| | KMP5 | .405 | .428 | .323 | .385 | .336 | .455 | .687 | .616 | 1.000 |

**KMO and Bartlett's Test**

| | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .888 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 543.782 |
| | df | 36 |
| | Sig. | .000 |

**Communalities**

| | Initial | Extraction |
|---|---|---|
| KMC1 | 1.000 | .608 |
| KMC2 | 1.000 | .717 |
| KMC3 | 1.000 | .703 |
| KMC4 | 1.000 | .716 |
| KMC5 | 1.000 | .565 |
| KMP1 | 1.000 | .537 |
| KMP3 | 1.000 | .780 |
| KMP4 | 1.000 | .688 |
| KMP5 | 1.000 | .772 |

Extraction Method: Principal Component Analysis.

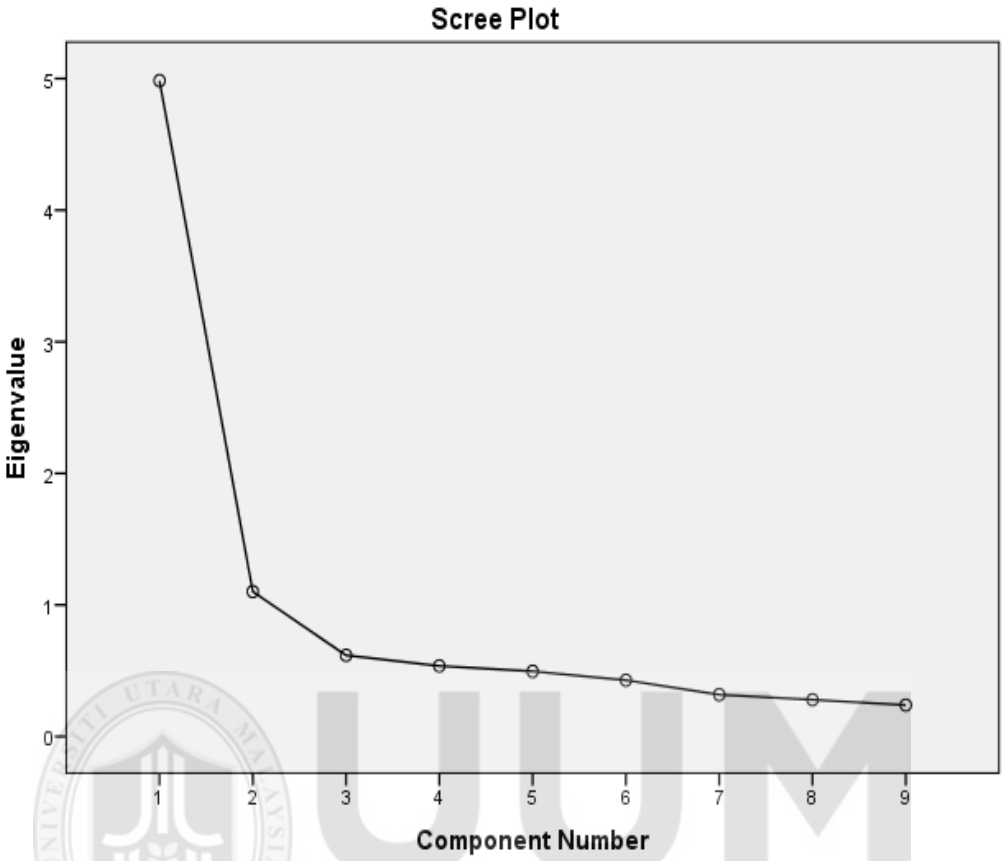


**Total Variance Explained**

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings[a] |
|---|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total |
| 1 | 4.985 | 55.387 | 55.387 | 4.985 | 55.387 | 55.387 | 4.432 |
| 2 | 1.102 | 12.244 | 67.631 | 1.102 | 12.244 | 67.631 | 3.974 |
| 3 | .617 | 6.854 | 74.485 | | | | |
| 4 | .536 | 5.961 | 80.445 | | | | |
| 5 | .495 | 5.502 | 85.947 | | | | |
| 6 | .428 | 4.758 | 90.705 | | | | |
| 7 | .318 | 3.535 | 94.240 | | | | |
| 8 | .280 | 3.106 | 97.346 | | | | |
| 9 | .239 | 2.654 | 100.000 | | | | |

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.






**a**

**Component Matrix**

| | Component | |
|---|---|---|
| | 1 | 2 |
| KMC1 | .757 | |
| KMC2 | .798 | |
| KMC3 | .773 | -.325 |
| KMC4 | .760 | -.372 |
| KMC5 | .689 | |
| KMP1 | .708 | |
| KMP3 | .761 | .448 |
| KMP4 | .757 | .339 |
| KMP5 | .686 | .549 |

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

**Pattern Matrix**[a]

| | Component | |
|---|---|---|
| | 1 | 2 |
| KMC1 | .687 | |
| KMC2 | .817 | |
| KMC3 | .845 | |
| KMC4 | .888 | |
| KMC5 | .764 | |
| KMP1 | | .556 |
| KMP3 | | .880 |
| KMP4 | | .752 |
| KMP5 | | .963 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.[a]

a. Rotation converged in 3 iterations.

**Structure Matrix**

| | Component | |
|---|---|---|
| | 1 | 2 |
| KMC1 | .772 | .555 |
| KMC2 | .846 | .541 |
| KMC3 | .838 | .499 |
| KMC4 | .844 | .464 |
| KMC5 | .751 | .440 |
| KMP1 | .584 | .706 |
| KMP3 | .536 | .883 |
| KMP4 | .574 | .824 |
| KMP5 | .428 | .870 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

**Component Correlation Matrix**

| Component | 1 | 2 |
|---|---|---|
| 1 | 1.000 | .604 |
| 2 | .604 | 1.000 |

Extraction Method: Principal Component Analysis.

Rotation Method: Promax with Kaiser Normalization.

## Appendix 5: T-Test

**Group Statistics**

| | Group | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| RQT | 1 early response | 55 | 7.5000 | 1.50923 | .20350 |
| | 2 late response | 63 | 7.7381 | 1.48882 | .18757 |
| RQC | 1 early response | 55 | 17.3545 | 3.13644 | .42292 |
| | 2 late response | 63 | 17.4603 | 3.01047 | .37928 |
| RQS | 1 early response | 55 | 31.4208 | 5.12072 | .69048 |
| | 2 late response | 63 | 31.6100 | 5.03720 | .63463 |
| SQT | 1 early response | 55 | 21.5236 | 3.57905 | .48260 |
| | 2 late response | 63 | 21.4984 | 3.42097 | .43100 |
| SQR | 1 early response | 55 | 21.2691 | 3.49862 | .47175 |
| | 2 late response | 63 | 22.2825 | 3.63879 | .45844 |
| SQre | 1 early response | 55 | 11.9394 | 2.04486 | .27573 |
| | 2 late response | 63 | 12.9312 | 1.92527 | .24256 |
| KM | 1 early response | 55 | 43.5030 | 8.46864 | 1.14191 |
| | 2 late response | 63 | 44.9330 | 6.03859 | .76079 |
| eADV | 1 early response | 55 | 60.8455 | 5.52337 | .74477 |
| | 2 late response | 63 | 62.7288 | 5.46787 | .68889 |

**Independent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| RQT | Equal variances assumed | .132 | .717 | -.861 | 116 | .391 | -.23810 | .27651 | -.78575 | .30956 |
| | Equal variances not assumed | | | -.860 | 113.425 | .391 | -.23810 | .27676 | -.78639 | .31020 |
| RQC | Equal variances assumed | .669 | .415 | -.187 | 116 | .852 | -.10577 | .56649 | -1.22778 | 1.01623 |
| | Equal variances not assumed | | | -.186 | 112.443 | .853 | -.10577 | .56808 | -1.23130 | 1.01976 |
| RQS | Equal variances assumed | .141 | .708 | -.202 | 116 | .840 | -.18920 | .93677 | -2.04459 | 1.66619 |
| | Equal variances not assumed | | | -.202 | 113.330 | .840 | -.18920 | .93782 | -2.04714 | 1.66874 |
| SQT | Equal variances assumed | .344 | .558 | .039 | 116 | .969 | .02522 | .64505 | -1.25238 | 1.30282 |
| | Equal variances not assumed | | | .039 | 112.281 | .969 | .02522 | .64704 | -1.25677 | 1.30722 |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Equal variances assumed | .629 | .429 | -1.536 | 116 | .127 | -1.01345 | .65959 | -2.31984 | .29294 |
| SQR | Equal variances not assumed | | | -1.541 | 114.901 | .126 | -1.01345 | .65782 | -2.31647 | .28957 |
| | Equal variances assumed | .440 | .843 | -2.712 | 116 | .008 | -.99182 | .36573 | -1.71619 | -.26745 |
| SQre | Equal variances not assumed | | | -2.701 | 111.671 | .008 | -.99182 | .36724 | -1.71948 | -.26417 |
| | Equal variances assumed | .772 | .110 | -1.066 | 116 | .289 | -1.42995 | 1.34189 | -4.08773 | 1.22783 |
| KM | Equal variances not assumed | | | -1.042 | 96.089 | .300 | -1.42995 | 1.37214 | -4.15359 | 1.29369 |
| | Equal variances assumed | .337 | .848 | -1.858 | 116 | .066 | -1.88338 | 1.01382 | -3.89138 | .12461 |
| eADV | Equal variances not assumed | | | -1.856 | 113.541 | .066 | -1.88338 | 1.01452 | -3.89322 | .12646 |

## Appendix 6: Correlation

### Correlations b

| | | RQT | RQC | RQS | SQT | SQR | SQre | KM |
|---|---|---|---|---|---|---|---|---|
| RQT | Pearson Correlation | 1 | .640** | .608** | .626** | .535** | .542** | .339** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 |
| RQC | Pearson Correlation | .640** | 1 | .652** | .513** | .566** | .573** | .350** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 |
| RQS | Pearson Correlation | .608** | .652** | 1 | .639** | .732** | .710** | .480** |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 |
| SQT | Pearson Correlation | .626** | .513** | .639** | 1 | .639** | .601** | .457** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 |
| SQR | Pearson Correlation | .535** | .566** | .732** | .639** | 1 | .775** | .465** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 |
| | Pearson Correlation | .542** | .573** | .710** | .601** | .775** | 1 | .530** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| KM | Pearson Correlation | .339** | .350** | .480** | .457** | .465** | .530** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| eADV | Pearson Correlation | .340** | .364** | .353** | .415** | .391** | .440** | .289** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .002 |

**. Correlation is significant at the 0.01 level (2-tailed).b. ListwiseN=188

# Appendix 7: Regreesion

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| RQC | 17.4110 | 3.05707 | 118 |
| RQS | 31.5218 | 5.05540 | 118 |
| RQT | 7.6271 | 1.49670 | 118 |
| SQT | 21.5102 | 3.48050 | 118 |
| SQR | 21.8102 | 3.59495 | 118 |
| SQre | 12.4689 | 2.03495 | 118 |

**Correlations**

| | | eADV | RQC | RQS | RQT | SQT | SQR | SQre |
|---|---|---|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .364 | .353 | .340 | .415 | .391 | .440 |
| | RQC | .364 | 1.000 | .652 | .640 | .513 | .566 | .573 |
| | RQS | .353 | .652 | 1.000 | .608 | .639 | .732 | .710 |
| | RQT | .340 | .640 | .608 | 1.000 | .626 | .535 | .542 |
| | SQT | .415 | .513 | .639 | .626 | 1.000 | .639 | .601 |
| | SQR | .391 | .566 | .732 | .535 | .639 | 1.000 | .775 |
| | SQre | .440 | .573 | .710 | .542 | .601 | .775 | 1.000 |
| Sig. (1-tailed) | eADV | . | .000 | .000 | .000 | .000 | .000 | .000 |
| | RQC | .000 | . | .000 | .000 | .000 | .000 | .000 |
| | RQS | .000 | .000 | . | .000 | .000 | .000 | .000 |
| | RQT | .000 | .000 | .000 | . | .000 | .000 | .000 |
| | SQT | .000 | .000 | .000 | .000 | . | .000 | .000 |
| | SQR | .000 | .000 | .000 | .000 | .000 | . | .000 |
| | SQre | .000 | .000 | .000 | .000 | .000 | .000 | . |
| N | eADV | 118 | 118 | 118 | 118 | 118 | 118 | 118 |
| | RQC | 118 | 118 | 118 | 118 | 118 | 118 | 118 |
| | RQS | 118 | 118 | 118 | 118 | 118 | 118 | 118 |
| | RQT | 118 | 118 | 118 | 118 | 118 | 118 | 118 |
| | SQT | 118 | 118 | 118 | 118 | 118 | 118 | 118 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| SQR | 118 | 118 | 118 | 118 | 118 | 118 | 118 |
| SQre | 118 | 118 | 118 | 118 | 118 | 118 | 118 |

**a**

**Variables Entered/Removed**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | SQre, RQT, RQC, SQT, RQS, SQR [b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**b**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .490 [a] | .240 | .199 | 4.96762 | .240 | 5.849 | 6 | 111 | .000 | 1.307 |

a. Predictors: (Constant), SQre, RQT, RQC, SQT, RQS, SQR

b. Dependent Variable: eADV

**a**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 866.042 | 6 | 144.340 | 5.849 | .000 [b] |
| | Residual | 2739.178 | 111 | 24.677 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV b. Predictors: (Constant), SQre, RQT, RQC, SQT, RQS, SQR

**a**

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 42.887 | 3.351 | | 12.797 | .000 | 36.246 | 49.528 | | | | | |
| | RQC | .242 | .219 | .133 | 1.105 | .272 | -.192 | .677 | .364 | .104 | .091 | .469 | 2.131 |
| | RQS | -.102 | .157 | -.093 | -.648 | .519 | -.414 | .210 | .353 | -.061 | -.054 | .334 | 2.998 |
| | RQT | .054 | .453 | .014 | .118 | .906 | -.844 | .951 | .340 | .011 | .010 | .459 | 2.180 |
| | SQT | .345 | .195 | .216 | 1.769 | .080 | -.042 | .732 | .415 | .166 | .146 | .457 | 2.187 |
| | SQR | .043 | .228 | .028 | .188 | .851 | -.408 | .494 | .391 | .018 | .016 | .315 | 3.176 |
| | SQre | .737 | .385 | .270 | 1.913 | .058 | -.026 | 1.500 | .440 | .179 | .158 | .343 | 2.913 |

a. Dependent Variable: eADV

**a**

**Collinearity Diagnostics**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | (Constant) | RQC | RQS | RQT | SQT | SQR | SQre |
| 1 | 1 | 6.930 | 1.000 | .00 | .00 | .00 | .00 | .00 | .00 | .00 |
| | 2 | .020 | 18.603 | .21 | .07 | .00 | .45 | .00 | .03 | .03 |
| | 3 | .016 | 20.917 | .69 | .01 | .03 | .02 | .00 | .09 | .08 |
| | 4 | .013 | 22.766 | .00 | .56 | .01 | .12 | .31 | .00 | .00 |
| | 5 | .009 | 28.249 | .09 | .22 | .01 | .39 | .60 | .02 | .14 |
| | 6 | .007 | 31.838 | .00 | .14 | .89 | .00 | .06 | .01 | .20 |
| | 7 | .006 | 34.992 | .01 | .00 | .06 | .01 | .03 | .85 | .55 |

a. Dependent Variable: eADV

**a**

**Residuals Statistics**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 54.1407 | 67.7897 | 61.8510 | 2.72067 | 118 |
| Residual | -10.79861 | 11.61153 | .00000 | 4.83857 | 118 |
| Std. Predicted Value | -2.834 | 2.183 | .000 | 1.000 | 118 |
| Std. Residual | -2.174 | 2.337 | .000 | .974 | 118 |

a. Dependent Variable: eADV

## Appendix 8: Hierarchical Regression

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| RQT | 7.6271 | 1.49670 | 118 |
| iKMRQT | .3358 | 1.01913 | 118 |

**Correlations**

| | | eADV | RQT | iKMRQT |
|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .340 | .118 |
| | RQT | .340 | 1.000 | .260 |
| | iKMRQT | .118 | .260 | 1.000 |
| Sig. (1-tailed) | eADV | . | .000 | .101 |
| | RQT | .000 | . | .002 |
| | iKMRQT | .101 | .002 | . |
| N | eADV | 118 | 118 | 118 |
| | RQT | 118 | 118 | 118 |
| | iKMRQT | 118 | 118 | 118 |

**Variables Entered/Removed**[a]

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | RQT[b] | . | Enter |
| 2 | iKMRQT[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**c**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .340[a] | .116 | .108 | 5.24281 | |
| 2 | .341[b] | .117 | .101 | 5.26265 | 1.359 |

a. Predictors: (Constant), RQT

b. Predictors: (Constant), RQT, iKMRQT

c. Dependent Variable: eADV

**a**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 416.724 | 1 | 416.724 | 15.161 | .000[b] |
| | Residual | 3188.496 | 116 | 27.487 | | |
| | Total | 3605.220 | 117 | | | |
| 2 | Regression | 420.236 | 2 | 210.118 | 7.587 | .001[c] |
| | Residual | 3184.985 | 115 | 27.696 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), RQT

c. Predictors: (Constant), RQT, iKMRQT

**Coefficients**[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 52.234 | 2.517 | | 20.755 | .000 | | |
| | RQT | 1.261 | .324 | .340 | 3.894 | .000 | 1.000 | 1.000 |
| 2 | (Constant) | 52.412 | 2.575 | | 20.350 | .000 | | |
| | RQT | 1.230 | .337 | .332 | 3.653 | .000 | .932 | 1.072 |
| | iKMRQT | .176 | .494 | .032 | .356 | .722 | .932 | 1.072 |

a. Dependent Variable: eADV

**Excluded Variables**[a]

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMRQT | .032[b] | .356 | .722 | .033 | .932 | 1.072 | .932 |

a. Dependent Variable: eADV

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

**Collinearity Diagnostics**[a]

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | |
|---|---|---|---|---|---|---|
| | | | | (Constant) | RQT | iKMRQT |
| 1 | 1 | 1.981 | 1.000 | .01 | .01 | |
| | 2 | .019 | 10.332 | .99 | .99 | |
| 2 | 1 | 2.173 | 1.000 | .01 | .01 | .05 |
| | 2 | .810 | 1.638 | .00 | .00 | .89 |
| | 3 | .018 | 11.121 | .99 | .99 | .05 |

a. Dependent Variable: eADV

**a**

**Residuals Statistics**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 53.4247 | 65.9060 | 61.8510 | 1.89519 | 118 |
| Residual | -12.15892 | 12.34840 | .00000 | 5.21748 | 118 |
| Std. Predicted Value | -4.446 | 2.140 | .000 | 1.000 | 118 |
| Std. Residual | -2.310 | 2.346 | .000 | .991 | 118 |

a. Dependent Variable: eADV

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| RQT | 7.6271 | 1.49670 | 118 |
| KM | 44.2665 | 7.27577 | 118 |
| iKMRQT | .3358 | 1.01913 | 118 |



**Correlations**

| | | eADV | RQT | KM | iKMRQT |
|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .340 | .289 | .118 |
| | RQT | .340 | 1.000 | .339 | .260 |
| | KM | .289 | .339 | 1.000 | -.248 |
| | iKMRQT | .118 | .260 | -.248 | 1.000 |

| | | | | | |
|---|---|---|---|---|---|
| | eADV | . | .000 | .001 | .101 |
| | RQT | .000 | . | .000 | .002 |
| Sig. (1-tailed) | KM | .001 | .000 | . | .003 |
| | iKMRQT | .101 | .002 | .003 | . |
| | eADV | 118 | 118 | 118 | 118 |
| | RQT | 118 | 118 | 118 | 118 |
| N | KM | 118 | 118 | 118 | 118 |
| | iKMRQT | 118 | 118 | 118 | 118 |

**a**

**Variables Entered/Removed**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | KM, RQT[b] | . | Enter |
| 2 | iKMRQT[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**c**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .387[a] | .150 | .135 | 5.16309 | |
| 2 | .401[b] | .161 | .139 | 5.15063 | 1.298 |

a. Predictors: (Constant), KM, RQT

b. Predictors: (Constant), KM, RQT, iKMRQT

c. Dependent Variable: eADV

**Anova**[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 539.613 | 2 | 269.807 | 10.121 | .000[b] |
| | Residual | 3065.607 | 115 | 26.657 | | |
| | Total | 3605.220 | 117 | | | |
| 2 | Regression | 580.914 | 3 | 193.638 | 7.299 | .000[c] |
| | Residual | 3024.306 | 114 | 26.529 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), KM, RQT

c. Predictors: (Constant), KM, RQT, iKMRQT

**Coefficients**[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 47.487 | 3.321 | | 14.298 | .000 | | |
| | RQT | 1.014 | .339 | .274 | 2.993 | .003 | .885 | 1.130 |
| | KM | .150 | .070 | .196 | 2.147 | .034 | .885 | 1.130 |
| 2 | (Constant) | 47.051 | 3.332 | | 14.123 | .000 | | |
| | RQT | .843 | .365 | .227 | 2.308 | .023 | .759 | 1.317 |
| | KM | .184 | .075 | .241 | 2.461 | .015 | .764 | 1.308 |
| | iKMRQT | .650 | .521 | .118 | 1.248 | .215 | .805 | 1.242 |

a. Dependent Variable: eADV

**Excluded Variables**[a]

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMRQT | .118[b] | 1.248 | .215 | .116 | .805 | 1.242 | .759 |

a. Dependent Variable: eADV

b. Predictors in the Model: (Constant), KM, RQT

**Collinearity Diagnostics**[a]

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | RQT | KM | iKMRQT |
| 1 | 1 | 2.965 | 1.000 | .00 | .00 | .00 | |
| | 2 | .022 | 11.563 | .08 | .96 | .27 | |
| | 3 | .013 | 15.150 | .92 | .04 | .73 | |
| 2 | 1 | 3.105 | 1.000 | .00 | .00 | .00 | .01 |
| | 2 | .863 | 1.896 | .00 | .00 | .00 | .78 |
| | 3 | .019 | 12.800 | .20 | .99 | .14 | .12 |
| | 4 | .012 | 16.003 | .79 | .00 | .86 | .08 |

a. Dependent Variable: eADV

**Residuals Statistics**[a]

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 54.9467 | 68.5031 | 61.8510 | 2.22825 | 118 |
| Residual | -11.53550 | 12.81099 | .00000 | 5.08417 | 118 |
| Std. Predicted Value | -3.099 | 2.985 | .000 | 1.000 | 118 |
| Std. Residual | -2.240 | 2.487 | .000 | .987 | 118 |

a. Dependent Variable: eADV

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| KM | 44.2665 | 7.27577 | 118 |
| RQC | 17.4110 | 3.05707 | 118 |
| iKMRQC | .3474 | 1.20901 | 118 |

**Correlations**

| | | eADV | KM | RQC | iKMRQC |
|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .289 | .364 | -.088 |
| | KM | .289 | 1.000 | .350 | .099 |
| | RQC | .364 | .350 | 1.000 | -.093 |
| | iKMRQC | -.088 | .099 | -.093 | 1.000 |
| Sig. (1-tailed) | eADV | . | .001 | .000 | .171 |
| | KM | .001 | . | .000 | .144 |
| | RQC | .000 | .000 | . | .158 |
| | iKMRQC | .171 | .144 | .158 | . |
| N | eADV | 118 | 118 | 118 | 118 |
| | KM | 118 | 118 | 118 | 118 |
| | RQC | 118 | 118 | 118 | 118 |
| | iKMRQC | 118 | 118 | 118 | 118 |



**Variables Entered/Removed**[a]

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | RQC, KM[b] | . | Enter |
| 2 | iKMRQC[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**Model Summary**[c]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .402[a] | .162 | .147 | 5.12555 | |
| 2 | .410[b] | .168 | .146 | 5.12839 | 1.337 |

a. Predictors: (Constant), RQC, KM

b. Predictors: (Constant), RQC, KM, iKMRQC

c. Dependent Variable: eADV

**ANOVA**[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 584.027 | 2 | 292.014 | 11.115 | .000[b] |
| | Residual | 3021.193 | 115 | 26.271 | | |
| | Total | 3605.220 | 117 | | | |
| 2 | Regression | 606.972 | 3 | 202.324 | 7.693 | .000[c] |
| | Residual | 2998.248 | 114 | 26.300 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), RQC, KM

c. Predictors: (Constant), RQC, KM, iKMRQC



**Coefficients**[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 46.175 | 3.433 | | 13.451 | .000 | | |
| | KM | .140 | .070 | .184 | 2.019 | .046 | .877 | 1.140 |
| | RQC | .543 | .165 | .299 | 3.283 | .001 | .877 | 1.140 |
| 2 | (Constant) | 46.268 | 3.436 | | 13.464 | .000 | | |
| | KM | .150 | .070 | .196 | 2.130 | .035 | .860 | 1.163 |
| | RQC | .522 | .167 | .287 | 3.122 | .002 | .861 | 1.162 |
| | iKMRQC | -.372 | .398 | -.081 | -.934 | .352 | .972 | 1.029 |

a. Dependent Variable: eADV

**a**

**Excluded Variables**

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMRQC | b -.081 | -.934 | .352 | -.087 | .972 | 1.029 | .860 |

a. Dependent Variable: eADV

b. Predictors in the Model: (Constant), RQC, KM

**a**

**Collinearity Diagnostics**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | KM | RQC | iKMRQC |
| 1 | 1 | 2.969 | 1.000 | .00 | .00 | .00 | |
| | 2 | .018 | 12.729 | .02 | .48 | .84 | |
| | 3 | .012 | 15.427 | .98 | .52 | .16 | |
| 2 | 1 | 3.078 | 1.000 | .00 | .00 | .00 | .01 |
| | 2 | .892 | 1.858 | .00 | .00 | .00 | .96 |
| | 3 | .018 | 13.156 | .03 | .49 | .85 | .03 |
| | 4 | .012 | 15.708 | .97 | .51 | .15 | .00 |

a. Dependent Variable: eADV

**a**

**Residuals Statistics**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 54.8387 | 65.5232 | 61.8510 | 2.27767 | 118 |
| Residual | -10.38677 | 13.35575 | .00000 | 5.06222 | 118 |
| Std. Predicted Value | -3.079 | 1.612 | .000 | 1.000 | 118 |
| Std. Residual | -2.025 | 2.604 | .000 | .987 | 118 |

a. Dependent Variable: eADV

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| KM | 44.2665 | 7.27577 | 118 |
| RQS | 31.5218 | 5.05540 | 118 |
| iKMRQS | .4759 | 1.14596 | 118 |

**Correlations**

| | | eADV | KM | RQS | iKMRQS |
|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .289 | .353 | .063 |
| | KM | .289 | 1.000 | .480 | -.214 |
| | RQS | .353 | .480 | 1.000 | .171 |
| | iKMRQS | .063 | -.214 | .171 | 1.000 |
| Sig. (1-tailed) | eADV | . | .001 | .000 | .248 |
| | KM | .001 | . | .000 | .010 |
| | RQS | .000 | .000 | . | .032 |
| | iKMRQS | .248 | .010 | .032 | . |
| N | eADV | 118 | 118 | 118 | 118 |
| | KM | 118 | 118 | 118 | 118 |
| | RQS | 118 | 118 | 118 | 118 |
| | iKMRQS | 118 | 118 | 118 | 118 |

**Variables Entered/Removed**[a]

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | RQS, KM[b] | . | Enter |
| 2 | iKMRQS[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**a**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 516.973 | 2 | 258.487 | 9.626 | .000[b] |
| | Residual | 3088.247 | 115 | 26.854 | | |
| | Total | 3605.220 | 117 | | | |
| 2 | Regression | 526.935 | 3 | 175.645 | 6.505 | .000[c] |
| | Residual | 3078.285 | 114 | 27.002 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), RQS, KM

c. Predictors: (Constant), RQS, KM, iKMRQS

**c**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .379[a] | .143 | .128 | 5.18212 | |
| 2 | .382[b] | .146 | .124 | 5.19639 | 1.256 |

a. Predictors: (Constant), RQS, KM

b. Predictors: (Constant), RQS, KM, iKMRQS

c. Dependent Variable: eADV

**a**

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 46.959 | 3.464 | | 13.555 | .000 | | |
| | KM | .118 | .075 | .155 | 1.575 | .118 | .770 | 1.299 |
| | RQS | .306 | .108 | .279 | 2.837 | .005 | .770 | 1.299 |
| 2 | (Constant) | 46.790 | 3.485 | | 13.426 | .000 | | |
| | KM | .135 | .080 | .177 | 1.683 | .095 | .679 | 1.472 |
| | RQS | .284 | .114 | .259 | 2.487 | .014 | .691 | 1.447 |
| | iKMRQS | .275 | .453 | .057 | .607 | .545 | .857 | 1.167 |

a. Dependent Variable: eADV

**Excluded Variables**[a]

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMRQS | .057[b] | .607 | .545 | .057 | .857 | 1.167 | .679 |

a. Dependent Variable: eADV

b. Predictors in the Model: (Constant), RQS, KM

**Collinearity Diagnostics**[a]

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | KM | RQS | iKMRQS |
| 1 | 1 | 2.974 | 1.000 | .00 | .00 | .00 | |
| | 2 | .013 | 14.885 | .18 | .99 | .30 | |
| | 3 | .013 | 15.420 | .82 | .01 | .69 | |
| 2 | 1 | 3.173 | 1.000 | .00 | .00 | .00 | .02 |
| | 2 | .803 | 1.987 | .00 | .00 | .00 | .83 |
| | 3 | .013 | 15.854 | 1.00 | .25 | .21 | .00 |
| | 4 | .011 | 16.737 | .00 | .75 | .79 | .15 |

a. Dependent Variable: eADV

**Residuals Statistics**[a]

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 57.2671 | 67.7443 | 61.8510 | 2.12220 | 118 |
| Residual | -11.43633 | 13.58519 | .00000 | 5.12934 | 118 |
| Std. Predicted Value | -2.160 | 2.777 | .000 | 1.000 | 118 |
| Std. Residual | -2.201 | 2.614 | .000 | .987 | 118 |

a. Dependent Variable: eADV

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| KM | 44.2665 | 7.27577 | 118 |
| SQT | 21.5102 | 3.48050 | 118 |
| iKMSQT | .4532 | 1.34913 | 118 |

**Correlations**

| | | eADV | KM | SQT | iKMSQT |
|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .289 | .415 | .117 |
| | KM | .289 | 1.000 | .457 | -.312 |
| | SQT | .415 | .457 | 1.000 | .080 |
| | iKMSQT | .117 | -.312 | .080 | 1.000 |
| Sig. (1-tailed) | eADV | . | .001 | .000 | .103 |
| | KM | .001 | . | .000 | .000 |
| | SQT | .000 | .000 | . | .194 |
| | iKMSQT | .103 | .000 | .194 | . |
| N | eADV | 118 | 118 | 118 | 118 |
| | KM | 118 | 118 | 118 | 118 |
| | SQT | 118 | 118 | 118 | 118 |
| | iKMSQT | 118 | 118 | 118 | 118 |

**a**

**Variables Entered/Removed**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | SQT, KM[b] | . | Enter |
| 2 | iKMSQT[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**c**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .430[a] | .185 | .170 | 5.05596 | |
| 2 | .452[b] | .204 | .183 | 5.01722 | 1.206 |

a. Predictors: (Constant), SQT, KM

b. Predictors: (Constant), SQT, KM, iKMSQT

c. Dependent Variable: eADV

**a**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 665.503 | 2 | 332.752 | 13.017 | .000[b] |
| | Residual | 2939.717 | 115 | 25.563 | | |
| | Total | 3605.220 | 117 | | | |
| 2 | Regression | 735.552 | 3 | 245.184 | 9.740 | .000[c] |
| | Residual | 2869.668 | 114 | 25.173 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), SQT, KM

c. Predictors: (Constant), SQT, KM, iKMSQT

**Coefficients**[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 45.348 | 3.391 | | 13.375 | .000 | | |
| | KM | .096 | .072 | .125 | 1.325 | .188 | .791 | 1.264 |
| | SQT | .570 | .151 | .358 | 3.777 | .000 | .791 | 1.264 |
| 2 | (Constant) | 44.269 | 3.426 | | 12.921 | .000 | | |
| | KM | .147 | .078 | .193 | 1.884 | .062 | .669 | 1.496 |
| | SQT | .502 | .155 | .315 | 3.231 | .002 | .736 | 1.359 |
| | iKMSQT | .626 | .375 | .152 | 1.668 | .098 | .840 | 1.191 |

a. Dependent Variable: eADV

**Excluded Variables**[a]

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMSQT | .152[b] | 1.668 | .098 | .154 | .840 | 1.191 | .669 |

a. Dependent Variable: eADV

b. Predictors in the Model: (Constant), SQT, KM

**Collinearity Diagnostics**[a]

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | KM | SQT | iKMSQT |
| 1 | 1 | 2.973 | 1.000 | .00 | .00 | .00 | |
| | 2 | .014 | 14.579 | .02 | .86 | .57 | |
| | 3 | .013 | 15.391 | .97 | .14 | .43 | |
| 2 | 1 | 3.106 | 1.000 | .00 | .00 | .00 | .01 |
| | 2 | .870 | 1.890 | .00 | .00 | .00 | .81 |
| | 3 | .013 | 15.625 | .58 | .02 | .85 | .01 |
| | 4 | .011 | 16.467 | .41 | .98 | .15 | .16 |

a. Dependent Variable: eADV

**Residuals Statistics**[a]

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 53.4989 | 69.8046 | 61.8510 | 2.50734 | 118 |
| Residual | -10.77996 | 12.15531 | .00000 | 4.95248 | 118 |
| Std. Predicted Value | -3.331 | 3.172 | .000 | 1.000 | 118 |
| Std. Residual | -2.149 | 2.423 | .000 | .987 | 118 |

a. Dependent Variable: eADV

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| KM | 44.2665 | 7.27577 | 118 |
| SQR | 21.8102 | 3.59495 | 118 |
| iKMSQR | .4609 | 1.26841 | 118 |



**Correlations**

| | | eADV | KM | SQR | iKMSQR |
|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .289 | .391 | .027 |
| | KM | .289 | 1.000 | .465 | -.340 |
| | SQR | .391 | .465 | 1.000 | .017 |
| | iKMSQR | .027 | -.340 | .017 | 1.000 |
| Sig. (1-tailed) | eADV | . | .001 | .000 | .386 |
| | KM | .001 | . | .000 | .000 |
| | SQR | .000 | .000 | . | .426 |
| | iKMSQR | .386 | .000 | .426 | . |
| N | eADV | 118 | 118 | 118 | 118 |
| | KM | 118 | 118 | 118 | 118 |
| | SQR | 118 | 118 | 118 | 118 |
| | iKMSQR | 118 | 118 | 118 | 118 |

**a**

**Variables Entered/Removed**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | SQR, KM[b] | . | Enter |
| 2 | iKMSQR[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**c**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .409[a] | .167 | .153 | 5.10903 | |
| 2 | .416[b] | .173 | .151 | 5.11456 | 1.342 |

a. Predictors: (Constant), SQR, KM

b. Predictors: (Constant), SQR, KM, iKMSQR

c. Dependent Variable: eADV



**a**

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 603.472 | 2 | 301.736 | 11.560 | .000[b] |
| | Residual | 3001.748 | 115 | 26.102 | | |
| | Total | 3605.220 | 117 | | | |
| 2 | Regression | 623.125 | 3 | 207.708 | 7.940 | .000[c] |
| | Residual | 2982.095 | 114 | 26.159 | | |
| | Total | 3605.220 | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), SQR, KM

c. Predictors: (Constant), SQR, KM, iKMSQR

**Coefficients**[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 46.212 | 3.386 | | 13.648 | .000 | | |
| | KM | .104 | .073 | .137 | 1.423 | .157 | .784 | 1.276 |
| | SQR | .505 | .148 | .327 | 3.405 | .001 | .784 | 1.276 |
| 2 | (Constant) | 45.450 | 3.502 | | 12.979 | .000 | | |
| | KM | .132 | .080 | .172 | 1.648 | .102 | .663 | 1.509 |
| | SQR | .478 | .152 | .309 | 3.142 | .002 | .749 | 1.335 |
| | iKMSQR | .352 | .406 | .080 | .867 | .388 | .845 | 1.183 |

a. Dependent Variable: eADV

**Excluded Variables**[a]

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMSQR | .080[b] | .867 | .388 | .081 | .845 | 1.183 | .663 |

a. Dependent Variable: eADV

b. Predictors in the Model: (Constant), SQR, KM

**a**

**Collinearity Diagnostics**

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | KM | SQR | iKMSQR |
| 1 | 1 | 2.973 | 1.000 | .00 | .00 | .00 | |
| | 2 | .014 | 14.572 | .00 | .70 | .77 | |
| | 3 | .013 | 15.189 | 1.00 | .30 | .23 | |
| 2 | 1 | 3.121 | 1.000 | .00 | .00 | .00 | .02 |
| | 2 | .854 | 1.911 | .00 | .00 | .00 | .81 |
| | 3 | .013 | 15.282 | .43 | .06 | .93 | .01 |
| | 4 | .011 | 16.673 | .56 | .93 | .07 | .16 |

a. Dependent Variable: eADV

**a**

**Residuals Statistics**

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 57.2938 | 68.2355 | 61.8510 | 2.30778 | 118 |
| Residual | -11.43640 | 11.95259 | .00000 | 5.04856 | 118 |
| Std. Predicted Value | -1.975 | 2.767 | .000 | 1.000 | 118 |
| Std. Residual | -2.236 | 2.337 | .000 | .987 | 118 |

a. Dependent Variable: eADV

**Descriptive Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| eADV | 61.8510 | 5.55102 | 118 |
| KM | 44.2665 | 7.27577 | 118 |
| SQre | 12.4689 | 2.03495 | 118 |
| iKMSQre | .5257 | 1.18469 | 118 |

**Correlations**

| | | eADV | KM | SQre | iKMSQre |
|---|---|---|---|---|---|
| Pearson Correlation | eADV | 1.000 | .289 | .440 | -.034 |
| | KM | .289 | 1.000 | .530 | -.349 |
| | SQre | .440 | .530 | 1.000 | -.123 |
| | iKMSQre | -.034 | -.349 | -.123 | 1.000 |
| Sig. (1-tailed) | eADV | . | .001 | .000 | .357 |
| | KM | .001 | . | .000 | .000 |
| | SQre | .000 | .000 | . | .091 |
| | iKMSQre | .357 | .000 | .091 | . |
| N | eADV | 118 | 118 | 118 | 118 |
| | KM | 118 | 118 | 118 | 118 |
| | SQre | 118 | 118 | 118 | 118 |
| | iKMSQre | 118 | 118 | 118 | 118 |

**a**

**Variables Entered/Removed**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | SQre, KM[b] | . | Enter |
| 2 | iKMSQre[b] | . | Enter |

a. Dependent Variable: eADV

b. All requested variables entered.

**c**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .445[a] | .198 | .184 | 5.01402 | |
| 2 | .447[b] | .200 | .179 | 5.02959 | 1.233 |

a. Predictors: (Constant), SQre, KM

b. Predictors: (Constant), SQre, KM, iKMSQre

c. Dependent Variable: eADV

**ANOVA**[a]

| Model | | Sum of Squares | | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|---|
| 1 | Regression | 714.069 | | 2 | 357.035 | 14.202 | .000[b] |
| | Residual | 2891.151 | | 115 | 25.140 | | |
| | Total | 3605.220 | | 117 | | | |
| 2 | Regression | 721.387 | | 3 | 240.462 | 9.506 | .000[c] |
| | Residual | 2883.834 | | 114 | 25.297 | | |
| | Total | 3605.220 | | 117 | | | |

a. Dependent Variable: eADV

b. Predictors: (Constant), SQre, KM

c. Predictors: (Constant), SQre, KM, iKMSQre

**Coefficients**[a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 45.664 | 3.269 | | 13.971 | .000 | | |
| | KM | .059 | .075 | .077 | .783 | .435 | .719 | 1.391 |
| | SQre | 1.089 | .269 | .399 | 4.054 | .000 | .719 | 1.391 |
| 2 | (Constant) | 45.043 | 3.476 | | 12.959 | .000 | | |
| | KM | .073 | .080 | .096 | .916 | .361 | .637 | 1.569 |
| | SQre | 1.078 | .270 | .395 | 3.988 | .000 | .715 | |
| | iKMSQre | .226 | .420 | .048 | .538 | .592 | .873 | 1.146 |

a. Dependent Variable: eADV

**Excluded Variables**[a]

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | iKMSQre | .048[b] | .538 | .592 | .050 | .873 | 1.146 | .637 |

a. Dependent Variable: eADV

b. Predictors in the Model: (Constant), SQre, KM

**Collinearity Diagnostics** [a]

| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
|---|---|---|---|---|---|---|---|
| | | | | (Constant) | KM | SQre | iKMSQre |
| 1 | 1 | 2.975 | 1.000 | .00 | .00 | .00 | |
| | 2 | .013 | 14.934 | .99 | .31 | .16 | |
| | 3 | .012 | 15.639 | .01 | .69 | .83 | |
| 2 | 1 | 3.174 | 1.000 | .00 | .00 | .00 | .02 |
| | 2 | .802 | 1.989 | .00 | .00 | .00 | .83 |
| | 3 | .013 | 15.848 | .62 | .01 | .80 | .01 |
| | 4 | .011 | 17.050 | .38 | .99 | .19 | .14 |

a. Dependent Variable: eADV

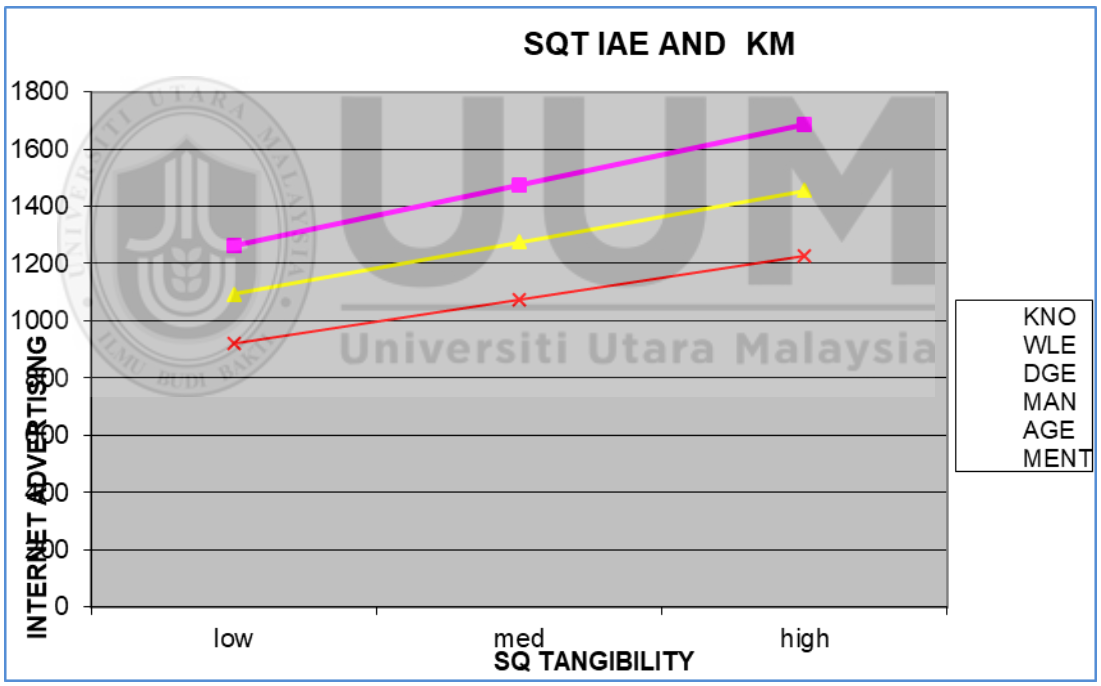
**Residuals Statistics** [a]

| | Minimum | Maximum | Mean | Std. Deviation | N |
|---|---|---|---|---|---|
| Predicted Value | 55.9785 | 67.5537 | 61.8510 | 2.48308 | 118 |
| Residual | -10.72795 | 13.60967 | .00000 | 4.96469 | 118 |
| Std. Predicted Value | -2.365 | 2.297 | .000 | 1.000 | 118 |
| Std. Residual | -2.133 | 2.706 | .000 | .987 | 118 |

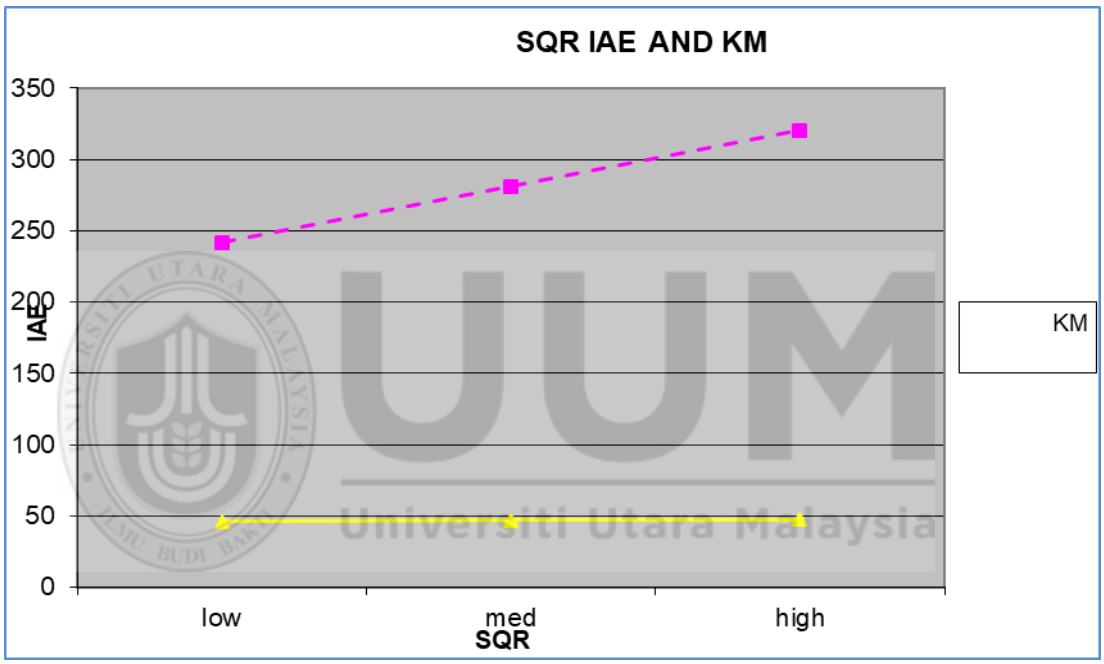
a. Dependent Variable: eADV

## Appendix 9: Mod Graph

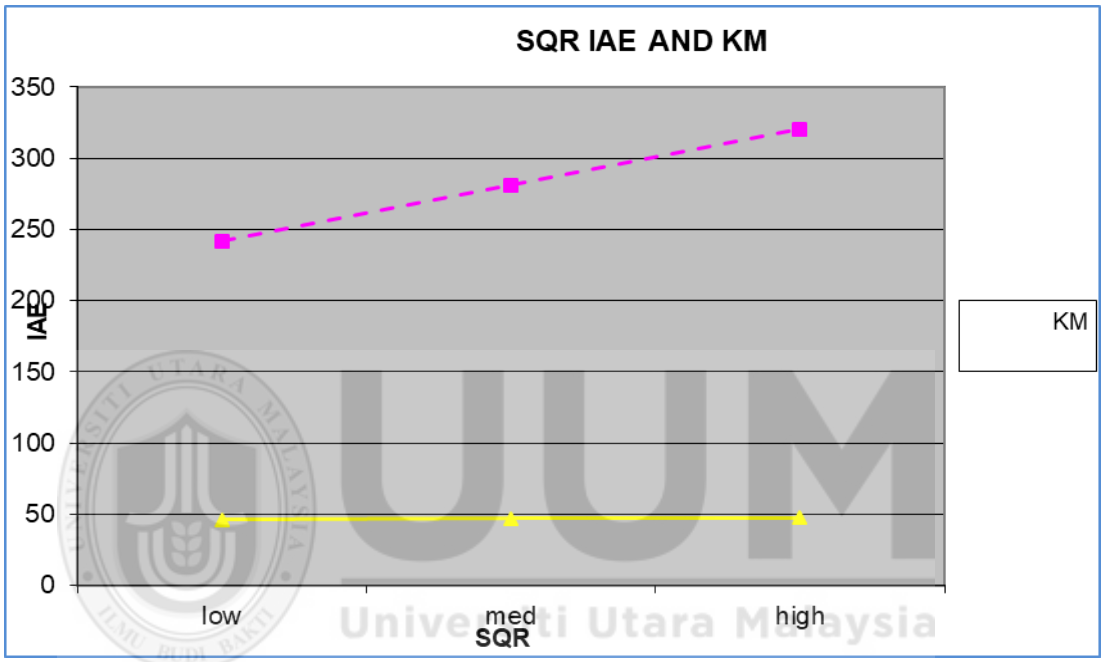
Mod Graph for Moderation Services Quality Tangibility, Internet Advertising effectiveness and Knowledge Management.



Mod Graph for moderation Services Quality Reliability, Internet Advertising effectiveness and Knowledge Management.



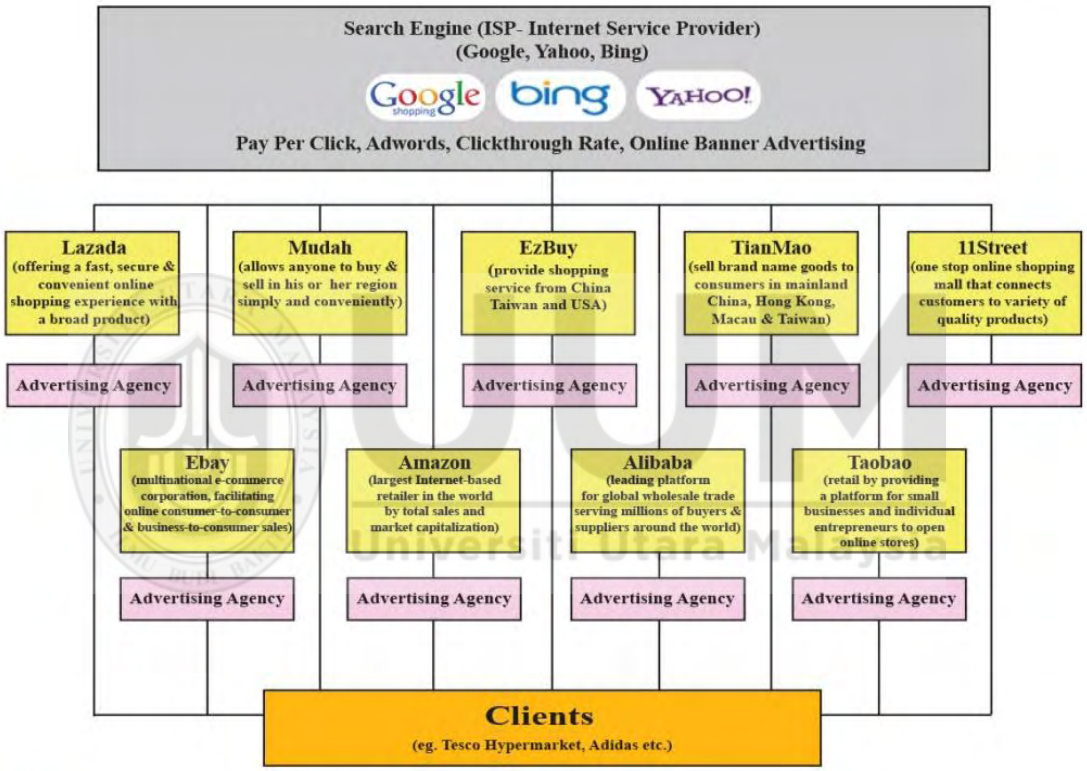
Mod Graph for moderation Services Quality Responsiveness, Internet Advertising effectiveness and Knowledge Management.



**Appendix 10:** Internet Advertising Agency - Organization Unit of Analysis

Title Study: RQ, SQ on Internet Advertising Effectiveness Knowledge Management as a Moderator

Online Advertising Agency Flow Chart



## Appendix 11: Internet Advertising Services Platform and Model