

LAMPIRAN 1

Kuesioner

Faktor-Faktor Pendorong Konsumen Melakukan *Impulsive Buying* pada Toko-Toko Ritel *Fashion* di Indonesia

Nomor :

Tanggal :

Responden Yth,

Saya adalah **Emir Zakiar**, mahasiswa program Studi Magister Manajemen Fakultas Ekonomi Universitas Indonesia yang sedang melakukan penelitian mengenai “Faktor-Faktor Pendorong Konsumen Melakukan *Impulsive Buying* pada Toko-Toko Ritel *Fashion* di Indonesia”. Penelitian ini merupakan bagian dari tesis untuk memenuhi sebagian dari syarat-syarat guna mencapai gelar magister manajemen. Demi tercapainya hasil yang diinginkan, mohon kesediaan anda untuk ikut berpartisipasi dengan mengisi kuesioner ini dengan lengkap dan benar. Semua informasi yang saya peroleh sebagai hasil kuesioner ini bersifat rahasia dan hanya dipergunakan untuk kepentingan akademis. Tidak ada jawaban yang benar ataupun salah dalam penelitian ini. Atas kesediannya saya ucapkan terima kasih.

Petunjuk : Berilah tanda silang (X) pada nomor yang tersedia sesuai dengan jawaban yang anda pilih. Pilih salah satu jawaban saja untuk setiap pertanyaan, kecuali ada petunjuk khusus.

Bagian I – Profil Responden

Untuk mengetahui profil responden yang ada di dalam penelitian ini, saya membutuhkan informasi sebagai berikut :

a. Nama : _____

b. Jenis Kelamin : a. Pria

b. Wanita

c. Usia : a. 18 – 23 tahun

b. 24 – 28 tahun

c. 29 – 34 tahun

d. 35 – 40 tahun

e. 40 tahun keatas

d. Tingkat Pendidikan saat ini: a. SMA/SMK

b. Akademi/Diploma

c. Perguruan Tinggi/Sarjana

d. S2

e. S3

e. Pekerjaan Anda saat ini : a. Pelajar/Mahasiswa

b. Pegawai Swasta

c. Pegawai Negeri

d. Wiraswasta

e. Pegawai BUMN

f. Ibu Rumah Tangga

g. Lainnya, sebutkan (_____)

f. Berapa biaya yang anda keluarkan untuk keperluan transportasi dalam 1 bulan?

a. < Rp. 200.000

b. Rp. 200.001 – Rp. 500.000

c. Rp. 500.001 – Rp. 800.000

d. Rp. 800.001 – Rp. 1.000.000

e. > Rp.1.000.001

g. Berapa biaya yang anda keluarkan untuk keperluan komunikasi dalam 1 bulan?

- a. < Rp. 200.000
 - b. Rp. 200.001 – Rp. 500.000
 - c. Rp. 500.001 – Rp. 800.000
 - d. Rp. 800.001 – Rp. 1.000.000
 - e. > Rp.1.000.001
- h. Berapa biaya yang anda keluarkan untuk keperluan di akhir minggu (makan, jalan-jalan, nonton bioskop, dsb) dalam 1 bulan?

- a. < Rp. 200.000
- b. Rp. 200.001 – Rp. 500.000
- c. Rp. 500.001 – Rp. 800.000
- d. Rp. 800.001 – Rp. 1.000.000
- e. > Rp.1.000.001

i. Pengeluaran Anda per bulan untuk belanja produk fashion:

- a. < Rp 1.000.000,-
- b. Rp 1.000.000,- hingga Rp 3.000.000,-
- c. Rp 3.000.001,- hingga Rp 7.000.000,
- d. Rp 7.000.001,- hingga Rp 10.000.000,-
- e. > Rp 10.000.001,-

Mohon semua pernyataan di bawah ini diisi dengan lengkap, karena kelengkapan informasi akan membantu peneliti dalam menyelesaikan penelitian.

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

Pernyataan	STS	TS	N	S	SS
Saya biasanya memiliki satu atau lebih pakaian dengan model terbaru					
Berpakaian dengan tepat adalah hal yang penting dalam keseharian saya					
Untuk kebutuhan fashion, saya tertarik berbelanja di butik atau <i>fashion specialty stores</i> daripada di <i>department store</i>					
Saya lebih mengutamakan <i>fashion</i> daripada kenyamanan berpakaian					
Saya merasa bersemangat sewaktu berada di dalam toko <i>fashion</i>					
Saya merasa puas sewaktu berada di dalam toko <i>fashion</i>					
Saya merasa nyaman sewaktu berada di dalam toko <i>fashion</i>					
Saya merasa senang sewaktu berada di dalam toko <i>fashion</i>					
Selama berada di dalam toko, Saya ingin memuaskan rasa keingintahuan saya					
Saya ingin ditawarkan pengalaman baru di dalam toko.					
Selama berada di dalam toko, saya ingin merasa seperti saya sedang menjelajahi dunia baru					
Begitu saya melihat pakaian dengan model baru, saya akan membelinya.					
Saya membeli suatu produk <i>fashion</i> karena menggunakan bahan dengan fitur (bahan, aksesoris) yang baru					
Saya suka membeli pakaian keluaran terbaru					

LAMPIRAN 2
OUTPUT FASHION INVOLVEMENT

DATE: 6/23/2010
TIME: 11:07

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file C:\Documents and Settings\Acer Aspire\My Documents\Emir's Folder\KULIAH S2\THESIS\Thesis Lisrel\latent fashioninv.PR2:

Raw Data from File tesemir.psf
Latent Variabels: fashioninv positive hedonic impulsive

Relationships:
Q9 = 1*fashioninv
!Q10 = fashioninv
Q11 = fashioninv
!Q12 = fashioninv
!Q13 = 1* positive
!Q14-16 = positive
!Q17 = 1* hedonic
!Q18-Q19 = hedonic
!Q20 = 1* impulsive
!Q21-Q22 = impulsive

Set Error Variance Q9 to 0.2
!Set Error Variance Q10 to 0.005
Set Error Variance Q11 to 0.2
!Set Error Variance Q12 to 0.2

!Set Error Covariance between Q9 and Q9 to free
Set Error Covariance between Q11 and Q9 to free
!Set Error Covariance between Q12 and Q12 to free

!positive=fashioninv
!positive=hedonic
!hedonic=fashioninv
!impulsive=fashioninv
!impulsive=positive

!impulsive=hedonic
!positive

Path Diagram
End of Problem

Sample Size = 110

Covariance Matrix

	Q9	Q11
Q9	0.93	
Q11	0.38	0.86

Number of Iterations = 2

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Q9 = 1.00*fashioni, Errorvar. = 0.20, R² = 0.78

Q11 = 0.95*fashioni, Errorvar. = 0.20, R² = 0.77
(0.11)
8.96

Error Covariance for Q11 and Q9 = -0.31
(0.070)
-4.51

Variances of Independent Variabels

fashioni

0.73
(0.13)
5.79

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Time used: 0.016 Seconds

LAMPIRAN 3
OUTPUT POSITIVE EMOTION

DATE: 6/23/2010
TIME: 11:13

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Raw Data from File tesemir.psf
Latent Variabels: fashioninv positive hedonic impulsive

Relationships:
!Q9 = 1*fashioninv
!Q10 = fashioninv
!Q11= fashioninv
!Q12 =fashioninv
Q13 = 1* positive
Q14-16 = positive
!Q17 = 1* hedonic
!Q18-Q19 = hedonic
!Q20 = 1* impulsive
!Q21-Q22 = impulsive

!Set Error Variance Q9 to 0.2
!Set Error Variance Q10 to 0.005
!Set Error Variance Q11 to 0.2
!Set Error Variance Q12 to 0.2
!Set Error Variance Q17 to 0.05
!Set Error Variance Q18 to 0.05

!Set Error Covariance between Q9 and Q9 to free
!Set Error Covariance between Q11 and Q9 to free
!Set Error Covariance between Q12 and Q12 to free
!Set Error Covariance between Q19 and Q17 to free
!Set Error Covariance between Q18 and Q17 to free
!Set Error Covariance between Q19 and Q18 to free

!positive=fashioninv
 !positive=hedonic
 !hedonic=fashioninv
 !impulsive=fashioninv
 !impulsive=positive
 !impulsive=hedonic

Path Diagram
 End of Problem

Sample Size = 110

Covariance Matrix

	Q13	Q14	Q15	Q16
Q13	0.93			
Q14	0.61	0.78		
Q15	0.63	0.58	0.71	
Q16	0.63	0.53	0.58	0.78

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Q13 = 1.00*positive, Errorvar.= 0.25 , R² = 0.73
 (0.043)
 5.70

Q14 = 0.90*positive, Errorvar.= 0.24 , R² = 0.70
 (0.081) (0.039)
 11.01 6.00

Q15 = 0.94*positive, Errorvar.= 0.11 , R² = 0.85
 (0.073) (0.027)
 12.88 4.07

Q16 = 0.90*positive, Errorvar.= 0.23 , R² = 0.71
 (0.081) (0.039)
 11.16 5.91

Variances of Independent Variabels

positive

0.68
(0.12)
5.48

Goodness of Fit Statistics

Degrees of Freedom = 2
 Minimum Fit Function Chi-Square = 1.82 (P = 0.40)
 Normal Theory Weighted Least Squares Chi-Square = 1.77 (P = 0.41)
 Estimated Non-centrality Parameter (NCP) = 0.0
 90 Percent Confidence Interval for NCP = (0.0 ; 7.31)

Minimum Fit Function Value = 0.017
 Population Discrepancy Function Value (F0) = 0.0
 90 Percent Confidence Interval for F0 = (0.0 ; 0.067)
 Root Mean Square Error of Approximation (RMSEA) = 0.0
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.18)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.50

Expected Cross-Validation Index (ECVI) = 0.17
 90 Percent Confidence Interval for ECVI = (0.17 ; 0.23)
 ECVI for Saturated Model = 0.18
 ECVI for Independence Model = 3.41

Chi-Square for Independence Model with 6 Degrees of Freedom = 363.28

Independence AIC = 371.28
 Model AIC = 17.77
 Saturated AIC = 20.00
 Independence CAIC = 386.08
 Model CAIC = 47.38
 Saturated CAIC = 57.00

Normed Fit Index (NFI) = 0.99
 Non-Normed Fit Index (NNFI) = 1.00
 Parsimony Normed Fit Index (PNFI) = 0.33
 Comparative Fit Index (CFI) = 1.00
 Incremental Fit Index (IFI) = 1.00
 Relative Fit Index (RFI) = 0.98

Critical N (CN) = 551.32

Root Mean Square Residual (RMR) = 0.0087
 Standardized RMR = 0.011
 Goodness of Fit Index (GFI) = 0.99
 Adjusted Goodness of Fit Index (AGFI) = 0.96
 Parsimony Goodness of Fit Index (PGFI) = 0.20

Time used: 0.016 Seconds

LAMPIRAN 4
OUTPUT HEDONIC CONSUMPTION TENDENCY

DATE: 6/23/2010
TIME: 11:09

L I S R E L 8.80

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Raw Data from File tesemir.psf
Latent Variabels: fashioninv positive hedonic impulsive

Relationships:
!Q9 = 1*fashioninv
!Q10 = fashioninv
!Q11= fashioninv
!Q12 =fashioninv
!Q13 = 1* positive
!Q14-16 = positive
Q17 = 1* hedonic
Q18-Q19 = hedonic
!Q20 = 1* impulsive
!Q21-Q22 = impulsive

!Set Error Variance Q9 to 0.2
!Set Error Variance Q10 to 0.005
!Set Error Variance Q11 to 0.2
!Set Error Variance Q12 to 0.2
Set Error Variance Q17 to 0.05
Set Error Variance Q18 to 0.05

!Set Error Covariance between Q9 and Q9 to free
!Set Error Covariance between Q11 and Q9 to free
!Set Error Covariance between Q12 and Q12 to free
Set Error Covariance between Q19 and Q17 to free
Set Error Covariance between Q18 and Q17 to free
!Set Error Covariance between Q19 and Q18 to free

!positive=fashioninv
 !positive=hedonic
 !hedonic=fashioninv
 !impulsive=fashioninv
 !impulsive=positive
 !impulsive=hedonic

Path Diagram
 End of Problem

Sample Size = 110

Covariance Matrix

	Q17	Q18	Q19
Q17	0.69		
Q18	0.24	0.60	
Q19	0.28	0.30	0.67

Number of Iterations = 16

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Q17 = 1.00*hedonic, Errorvar.= 0.050, R² = 0.93

Q18 = 0.93*hedonic, Errorvar.= 0.050, R² = 0.92
 (0.089)
 10.40

Q19 = 0.51*hedonic, Errorvar.= 0.50 , R² = 0.25
 (0.096) (0.070)
 5.31 7.17

Error Covariance for Q18 and Q17 = -0.35
 (0.054)
 -6.46

Error Covariance for Q19 and Q17 = -0.05
 (0.062)
 -0.77

Variiances of Independent Variabels

hedonic

0.64
(0.09)
6.85

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Time used: 0.016 Seconds



LAMPIRAN 5
OUTPUT FASHION-ORIENTED IMPULSIVE BUYING

DATE: 6/23/2010
TIME: 11:17

L I S R E L 8.80

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Raw Data from File tesemir.psf
Latent Variabels: fashioninv positive hedonic impulsive

Relationships:
!Q9 = 1*fashioninv
!Q10 = fashioninv
!Q11= fashioninv
!Q12 =fashioninv
!Q13 = 1* positive
!Q14-16 = positive
!Q17 = 1* hedonic
!Q18-Q19 = hedonic
Q20 = 1* impulsive
Q21-Q22 = impulsive

!Set Error Variance Q9 to 0.2
!Set Error Variance Q10 to 0.005
!Set Error Variance Q11 to 0.2
!Set Error Variance Q12 to 0.2
!Set Error Variance Q17 to 0.05
!Set Error Variance Q18 to 0.05

!Set Error Covariance between Q9 and Q9 to free
!Set Error Covariance between Q11 and Q9 to free
!Set Error Covariance between Q12 and Q12 to free
!Set Error Covariance between Q19 and Q17 to free
!Set Error Covariance between Q18 and Q17 to free
!Set Error Covariance between Q19 and Q18 to free

!positive=fashioninv
 !positive=hedonic
 !hedonic=fashioninv
 !impulsive=fashioninv
 !impulsive=positive
 !impulsive=hedonic

Path Diagram
 End of Problem

Sample Size = 110

Covariance Matrix

	Q20	Q21	Q22
Q20	0.73		
Q21	0.35	0.71	
Q22	0.44	0.40	0.84

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Q20 = 1.00*impulsiv, Errorvar.= 0.35 , R² = 0.53
 (0.075)
 4.58

Q21 = 0.91*impulsiv, Errorvar.= 0.40 , R² = 0.45
 (0.16) (0.073)
 5.51 5.46

Q22 = 1.14*impulsiv, Errorvar.= 0.34 , R² = 0.60
 (0.20) (0.089)
 5.55 3.80

Variances of Independent Variabels

impulsiv

 0.39
 (0.11)
 3.66

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

Time used: 0.031 Seconds



LAMPIRAN 6
OUTPUT MODEL STRUCTURAL

DATE: 6/23/2010

TIME: 11:22

L I S R E L 8.80

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Raw Data from File tesemir.psf
Latent Variabels: fashioninv positive hedonic impulsive

Relationships:
Q9 = 1*fashioninv
!Q10 = fashioninv
Q11= fashioninv
!Q12 =fashioninv
Q13 = 1* positive
Q14-16 = positive
Q17 = 1* hedonic
Q18-Q19 = hedonic
Q20 = 1* impulsive
Q21-Q22 = impulsive

Set Error Variance Q9 to 0.2
!Set Error Variance Q10 to 0.005
Set Error Variance Q11 to 0.2
!Set Error Variance Q12 to 0.2
Set Error Variance Q17 to 0.05
Set Error Variance Q18 to 0.05

!Set Error Covariance between Q9 and Q9 to free
Set Error Covariance between Q11 and Q9 to free
!Set Error Covariance between Q12 and Q12 to free
Set Error Covariance between Q19 and Q17 to free
Set Error Covariance between Q18 and Q17 to free
!Set Error Covariance between Q19 and Q18 to free

positive=fashioninv

positive=hedonic
 hedonic=fashioninv
 impulsive=fashioninv
 impulsive=positive
 impulsive=hedonic

Path Diagram
 End of Problem

Sample Size = 110

Covariance Matrix

	Q13	Q14	Q15	Q16	Q17	Q18
Q13	0.93					
Q14	0.61	0.78				
Q15	0.63	0.58	0.71			
Q16	0.63	0.53	0.58	0.78		
Q17	0.24	0.23	0.27	0.25	0.69	
Q18	0.09	0.12	0.13	0.11	0.24	0.60
Q19	0.14	0.17	0.15	0.14	0.28	0.30
Q20	0.27	0.31	0.21	0.22	0.05	0.05
Q21	0.25	0.25	0.22	0.22	0.14	0.15
Q22	0.42	0.40	0.33	0.35	0.15	0.16
Q9	0.43	0.36	0.38	0.40	0.09	0.10
Q11	0.28	0.22	0.30	0.28	0.14	0.15

Covariance Matrix

	Q19	Q20	Q21	Q22	Q9	Q11
Q19	0.67					
Q20	0.16	0.73				
Q21	0.18	0.35	0.71			
Q22	0.20	0.44	0.40	0.84		
Q9	0.15	0.35	0.24	0.47	0.93	
Q11	0.13	0.23	0.19	0.31	0.38	0.86

Number of Iterations = 15

LISREL Estimates (Maximum Likelihood)

Measurement Equations

Q13 = 1.00*positive, Errorvar.= 0.25 , R² = 0.73
 (0.043)
 5.80

Q14 = 0.90*positive, Errorvar.= 0.23 , R² = 0.70

(0.081) (0.039)
11.09 6.06

Q15 = 0.94*positive, Errorvar.= 0.11 , R² = 0.84
(0.072) (0.026)
12.97 4.35

Q16 = 0.90*positive, Errorvar.= 0.23 , R² = 0.71
(0.080) (0.038)
11.26 5.97

Q17 = 1.00*hedonic, Errorvar.= 0.050, R² = 0.93

Q18 = 0.94*hedonic, Errorvar.= 0.050, R² = 0.92
(0.090)
10.46

Q19 = 0.52*hedonic, Errorvar.= 0.50 , R² = 0.25
(0.097) (0.070)
5.33 7.17

Q20 = 1.00*impulsiv, Errorvar.= 0.39 , R² = 0.46
(0.067)
5.92

Q21 = 0.91*impulsiv, Errorvar.= 0.44 , R² = 0.39
(0.16) (0.069)
5.52 6.34

Q22 = 1.33*impulsiv, Errorvar.= 0.24 , R² = 0.71
(0.20) (0.072)
6.54 3.35

Q9 = 1.00*fashioni, Errorvar.= 0.20, R² = 0.78

Q11 = 0.97*fashioni, Errorvar.= 0.20, R² = 0.77
(0.11)
8.98

Error Covariance for Q18 and Q17 = -0.35
(0.054)
-6.46

Error Covariance for Q19 and Q17 = -0.06
(0.061)
-1.02

Error Covariance for Q11 and Q9 = -0.31
(0.069)
-4.50

Structural Equations

$$\text{positive} = 0.22*\text{hedonic} + 0.47*\text{fashioni}, \text{Errorvar.} = 0.47, R^2 = 0.31$$

(0.077)	(0.089)	(0.085)
2.92	5.27	5.50

$$\text{hedonic} = 0.16*\text{fashioni}, \text{Errorvar.} = 0.61, R^2 = 0.030$$

(0.074)	(0.089)
2.20	6.88

$$\text{impulsiv} = 0.27*\text{positive} + 0.031*\text{hedonic} + 0.26*\text{fashioni}, \text{Errorvar.} = 0.18, R^2 = 0.46$$

(0.083)	(0.056)	(0.075)	(0.053)
3.23	0.55	3.46	3.43

Reduced Form Equations

$$\text{positive} = 0.50*\text{fashioni}, \text{Errorvar.} = 0.50, R^2 = 0.27$$

(0.092)
5.48

$$\text{hedonic} = 0.16*\text{fashioni}, \text{Errorvar.} = 0.61, R^2 = 0.030$$

(0.074)
2.20

$$\text{impulsiv} = 0.40*\text{fashioni}, \text{Errorvar.} = 0.22, R^2 = 0.34$$

(0.080)
4.99

Variances of Independent Variabels

fashioni

0.72
(0.12)
5.78

Covariance Matrix of Latent Variabels

	positive	hedonic	impulsiv	fashioni
positive	0.68			
hedonic	0.20	0.63		
impulsiv	0.28	0.10	0.34	
fashioni	0.36	0.12	0.29	0.72

Goodness of Fit Statistics

Degrees of Freedom = 49
 Minimum Fit Function Chi-Square = 45.89 (P = 0.60)
 Normal Theory Weighted Least Squares Chi-Square = 45.63 (P = 0.61)
 Estimated Non-centrality Parameter (NCP) = 0.0
 90 Percent Confidence Interval for NCP = (0.0 ; 16.15)

Minimum Fit Function Value = 0.42

Population Discrepancy Function Value (F0) = 0.0
 90 Percent Confidence Interval for F0 = (0.0 ; 0.15)
 Root Mean Square Error of Approximation (RMSEA) = 0.0
 90 Percent Confidence Interval for RMSEA = (0.0 ; 0.055)
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.92

Expected Cross-Validation Index (ECVI) = 0.98
 90 Percent Confidence Interval for ECVI = (0.98 ; 1.13)
 ECVI for Saturated Model = 1.43
 ECVI for Independence Model = 10.12

Chi-Square for Independence Model with 66 Degrees of Freedom = 1078.60

Independence AIC = 1102.60

Model AIC = 103.63

Saturated AIC = 156.00

Independence CAIC = 1147.00

Model CAIC = 210.94

Saturated CAIC = 444.64

Normed Fit Index (NFI) = 0.96

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.71

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.94

Critical N (CN) = 178.96

Root Mean Square Residual (RMR) = 0.049

Standardized RMR = 0.065

Goodness of Fit Index (GFI) = 0.93

Adjusted Goodness of Fit Index (AGFI) = 0.90

Parsimony Goodness of Fit Index (PGFI) = 0.59

Time used: 0.047 Seconds