

APPENDIX B

SPSS OUTPUT

Appendix B1: Profile of Respondents

Appendix B2: Factor Analysis

Appendix B2.1: Factor Analysis for corporate brand

Appendix B2.2: Factor Analysis for relationship quality

Appendix B2.3: Factor Analysis for repurchase intention

Appendix B2.4: Factor Analysis for word of mouth

Appendix B3: Reliability and Descriptive Statistics

Appendix B4: Person Correlations between All the Variables

Appendix B5: Regression between corporate brand and repurchase intention

Appendix B6: Regression between corporate brand and customer commitment

Appendix B7: Regression between corporate brand and customer satisfaction

Appendix B8: Regression between corporate brand and customer trust

Appendix B9: Regression between customer trust and repurchase intention

Appendix B10: Regression between customer commitment and repurchase intention

Appendix B11: Regression between customer satisfaction and repurchase intention

Appendix B12: Mediating Effect of relationship quality

Appendix B12.1: Mediating Effect of customer commitment between corporate brand and repurchase intention

Appendix B12.2: Mediating Effect of customer satisfaction between corporate brand and repurchase intention

Appendix B12.3: Mediating Effect of customer trust between corporate brand and repurchase intention

Appendix B13: Moderating Effect of word of mouth on the relationship between relationship quality and repurchase intention.

Appendix B1: Profile of Respondents

A1. Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 21	7	2.2	2.2	2.2
	21-30	79	24.5	24.5	26.7
	31-40	118	36.6	36.6	63.4
	41-50	75	23.3	23.3	86.6
	51-60	35	10.9	10.9	97.5
	above 61	8	2.5	2.5	100.0
	Total	322	100.0	100.0	

A2. Respondent sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	261	81.1	81.1	81.1
	female	61	18.9	18.9	100.0
	Total	322	100.0	100.0	

A3. Respondents marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	91	28.3	28.3	28.3
	married	217	67.4	67.4	95.7
	Divorced	11	3.4	3.4	99.1
	widowed	3	.9	.9	100.0
	Total	322	100.0	100.0	

A4. Respondents Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	1	.3	.3	.3
	khalwa	1	.3	.3	.6
	Secondary	10	3.1	3.1	3.7
	High school Diploma	8	2.5	2.5	6.2
	University Degree	169	52.5	52.5	58.7
	Post Graduate Degree	133	41.3	41.3	100.0
	Total	322	100.0	100.0	

A6. Company Name

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Giad company	139	43.2	43.2	43.2
	Dal company	47	14.6	14.6	57.8
	Elbarbery company	39	12.1	12.1	69.9
	Bashier auto company	10	3.1	3.1	73.0
	Golden Arrow company	34	10.6	10.6	83.5
	others	53	16.5	16.5	100.0
	Total	322	100.0	100.0	

A7. How long have you bought from the company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than one year	70	21.7	21.7	21.7
	one year to less than two years	52	16.1	16.1	37.9
	two years to less than four years	86	26.7	26.7	64.6
	Four years and more	114	35.4	35.4	100.0
	Total	322	100.0	100.0	

A8. kind of payment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	122	37.9	37.9	37.9
	Installment through company	107	33.2	33.2	71.1
	Installment through bank	92	28.6	28.6	99.7
	5	1	.3	.3	100.0
	Total	322	100.0	100.0	

Appendix B2.1: Factor Analysis for corporate brand

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Sphericity	Approx. Chi-Square	1664.323
	df	55
	Sig.	.000

Communalities

	Initial	Extraction
CBI01	1.000	.634
CBI02	1.000	.581
CBI03	1.000	.571
CBI04	1.000	.499
CR3	1.000	.578
CR5	1.000	.591
CR6	1.000	.628
CF01	1.000	.622
CF02	1.000	.737
CF03	1.000	.681
CF04	1.000	.627

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.182	47.106	47.106	5.182	47.106	47.106	3.688	33.526	33.526
2	1.567	14.245	61.351	1.567	14.245	61.351	3.061	27.825	61.351
3	.887	8.060	69.412						
4	.634	5.766	75.178						
5	.496	4.510	79.688						
6	.487	4.429	84.117						
7	.446	4.057	88.174						
8	.399	3.631	91.805						
9	.347	3.150	94.955						
10	.303	2.756	97.711						
11	.252	2.289	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
CBI01	.757	-.245
CBI02	.756	-.098
CBI03	.691	-.305
CBI04	.706	.014
CR3	.729	-.214
CR5	.651	-.409
CR6	.596	-.523
CF01	.742	.267
CF02	.628	.586
CF03	.612	.554
CF04	.657	.442

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

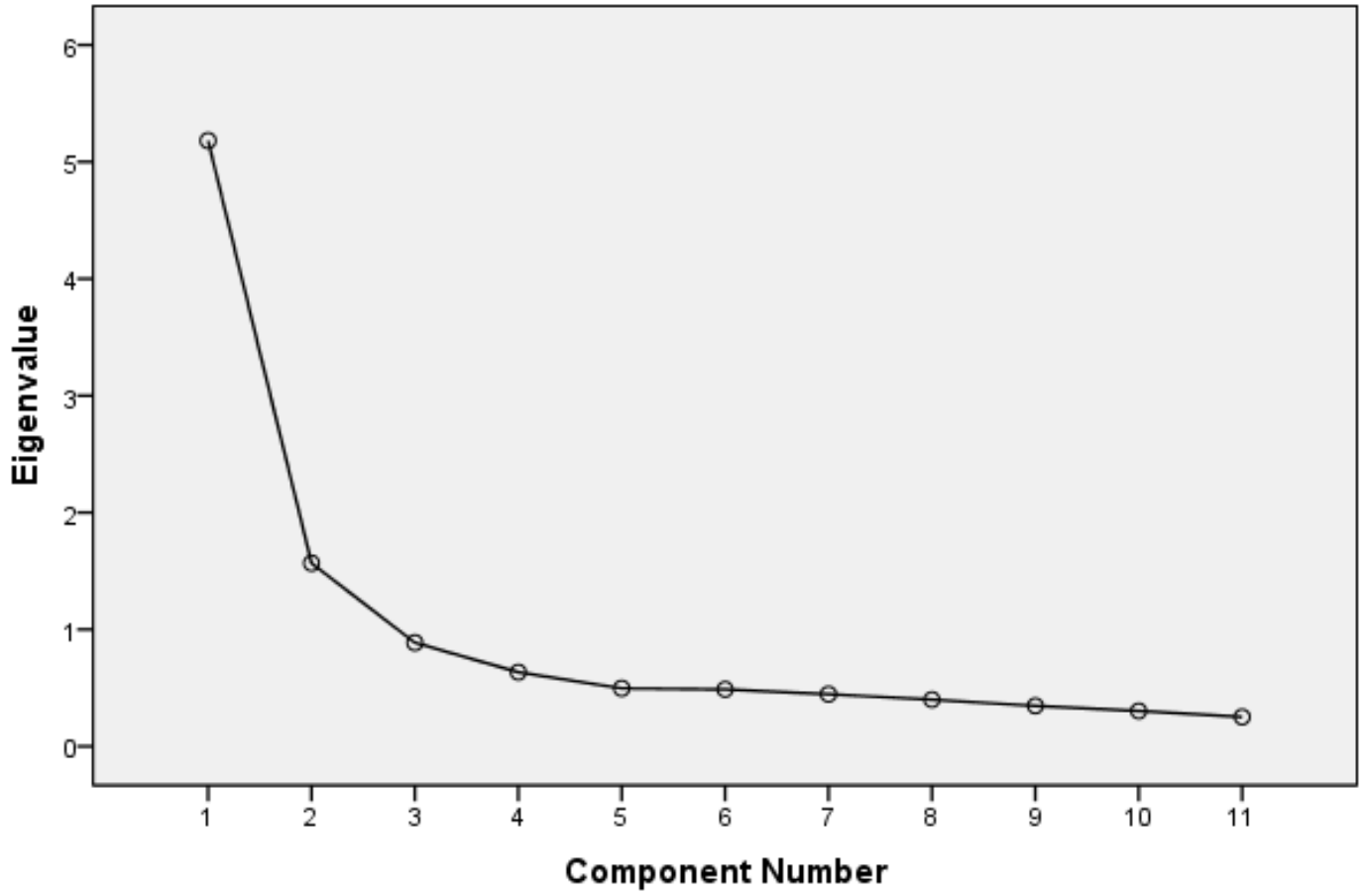
	Component	
	1	2
CBI01	.738	.299
CBI02	.642	.410
CBI03	.726	.211
CBI04	.532	.465
CR3	.696	.305
CR5	.761	.105
CR6	.793	-.018
CF01	.396	.682
CF02	.104	.852
CF03	.112	.818
CF04	.219	.761

Extraction Method: Principal Component
Analysis.

Rotation Method: Varimax with Kaiser
Normalization.

a. Rotation converged in 3 iterations.

Scree Plot



Appendix B2.2: Factor Analysis for relationship quality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.935
Bartlett's Test of Sphericity	Approx. Chi-Square	4032.656
	df	153
	Sig.	.000

Communalities

	Initial	Extraction
CSAT01	1.000	.763
CSAT02	1.000	.682
CSAT03	1.000	.784
CSAT04	1.000	.587
CSAT05	1.000	.736
CTRUST01	1.000	.600
CTRUST02	1.000	.626
CTRUST03	1.000	.725
CTRUST04	1.000	.618
CTRUST05	1.000	.716
CTRUST06	1.000	.722
CTRUST07	1.000	.664
CTRUST08	1.000	.610
CCOMM01	1.000	.667
CCOMM02	1.000	.748
CCOMM03	1.000	.696
CCOMM04	1.000	.698
CCOMM05	1.000	.672

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.382	52.120	52.120	9.382	52.120	52.120	4.505	25.026	25.026
2	1.592	8.847	60.967	1.592	8.847	60.967	4.001	22.226	47.251
3	1.338	7.434	68.401	1.338	7.434	68.401	3.807	21.150	68.401
4	.776	4.309	72.710						
5	.616	3.421	76.131						
6	.580	3.221	79.351						
7	.488	2.711	82.063						
8	.417	2.316	84.378						
9	.398	2.211	86.589						
10	.361	2.006	88.595						
11	.358	1.989	90.584						
12	.316	1.757	92.341						
13	.307	1.704	94.045						
14	.257	1.427	95.472						
15	.230	1.279	96.751						
16	.204	1.134	97.885						
17	.198	1.100	98.985						
18	.183	1.015	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component		
	1	2	3
CTRUST07	.809		
CTRUST06	.781	.260	-.213
CTRUST08	.761	.149	
CTRUST05	.745	.299	-.267
CCOMM03	.742		.374
CCOMM01	.732		.361
CSAT02	.726	-.329	-.215
CTRUST01	.723	.258	-.104
CSAT04	.721	-.228	-.127
CSAT01	.720	-.453	-.198
CSAT05	.720	-.439	-.157
CCOMM05	.715		.391
CTRUST02	.713	.340	
CCOMM04	.703		.451
CTRUST03	.695	.462	-.170
CCOMM02	.686		.525
CSAT03	.664	-.505	-.297
CTRUST04	.618	.434	-.218

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix^a

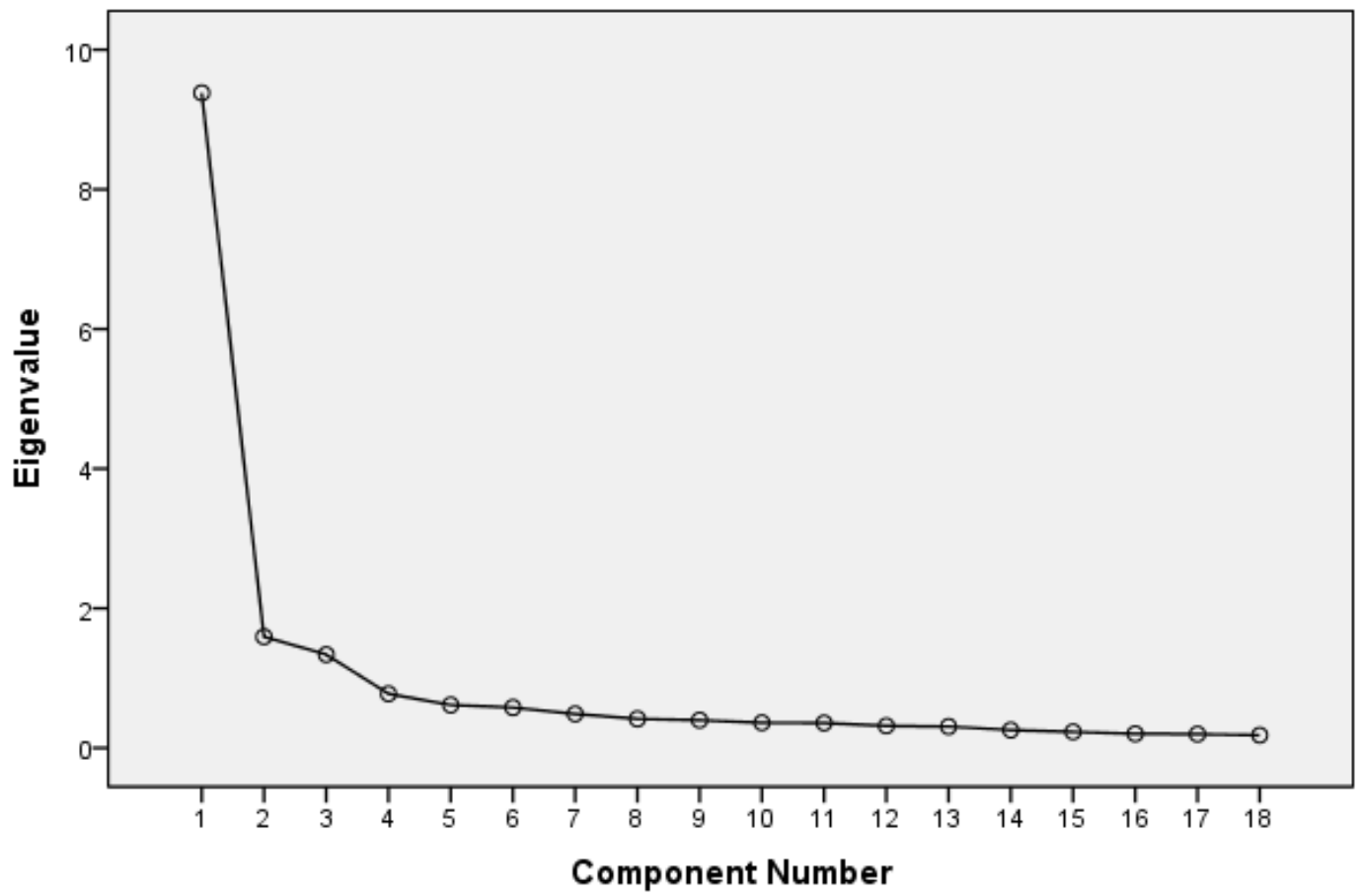
	Component		
	1	2	3
CTRUST03	.812	.130	.221
CTRUST05	.765	.315	.176
CTRUST04	.763	.127	.140
CTRUST06	.740	.341	.243
CTRUST01	.662	.264	.302
CTRUST02	.659	.138	.415
CTRUST08	.605	.358	.340
CSAT03	.166	.857	.146
CSAT01	.201	.811	.257
CSAT05	.195	.784	.290
CSAT02	.296	.732	.239
CSAT04	.331	.620	.305
CTRUST07	.500	.520	.379
CCOMM02	.207	.188	.818
CCOMM04	.268	.204	.764
CCOMM05	.235	.301	.726
CCOMM03	.267	.315	.725
CCOMM01	.312	.265	.706

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Scree Plot



Appendix B2.3: Factor Analysis for word of mouth

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.863
Bartlett's Test of Sphericity	Approx. Chi-Square	1294.795
	df	6
	Sig.	.000

Correlation Matrix

		WOM01	WOM02	WOM03	WOM04
Sig. (1-tailed)	WOM01		.000	.000	.000
	WOM02	.000		.000	.000
	WOM03	.000	.000		.000
	WOM04	.000	.000	.000	

Communalities

	Initial	Extraction
WOM01	1.000	.879
WOM02	1.000	.864
WOM03	1.000	.892
WOM04	1.000	.838

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.474	86.853	86.853	3.474	86.853	86.853
2	.232	5.802	92.655			
3	.161	4.034	96.689			
4	.132	3.311	100.000			

Extraction Method: Principal Component Analysis.

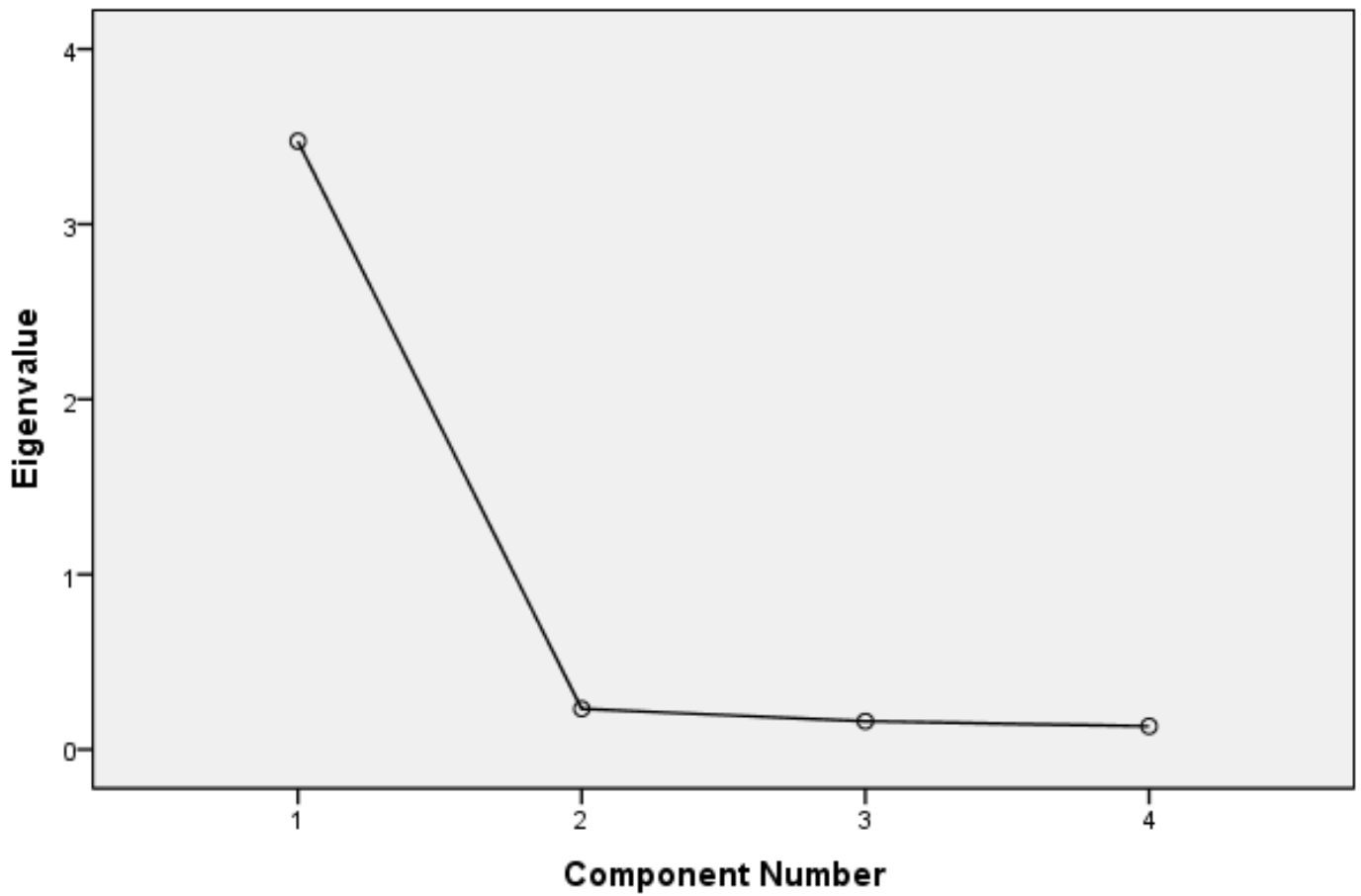
Component Matrix^a

	Component
	1
WOM03	.945
WOM01	.938
WOM02	.930
WOM04	.916

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Scree Plot



Appendix B2.4: Factor Analysis for repurchase intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.735
Bartlett's Test of Sphericity	Approx. Chi-Square	718.360
	df	3
	Sig.	.000

Correlation Matrix

		RINT01	RINT02	RINT03
Sig. (1-tailed)	RINT01		.000	.000
	RINT02	.000		.000
	RINT03	.000	.000	

Communalities

	Initial	Extraction
RINT01	1.000	.846
RINT02	1.000	.903
RINT03	1.000	.830

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.578	85.941	85.941	2.578	85.941	85.941
2	.273	9.113	95.054			
3	.148	4.946	100.000			

Extraction Method: Principal Component Analysis.

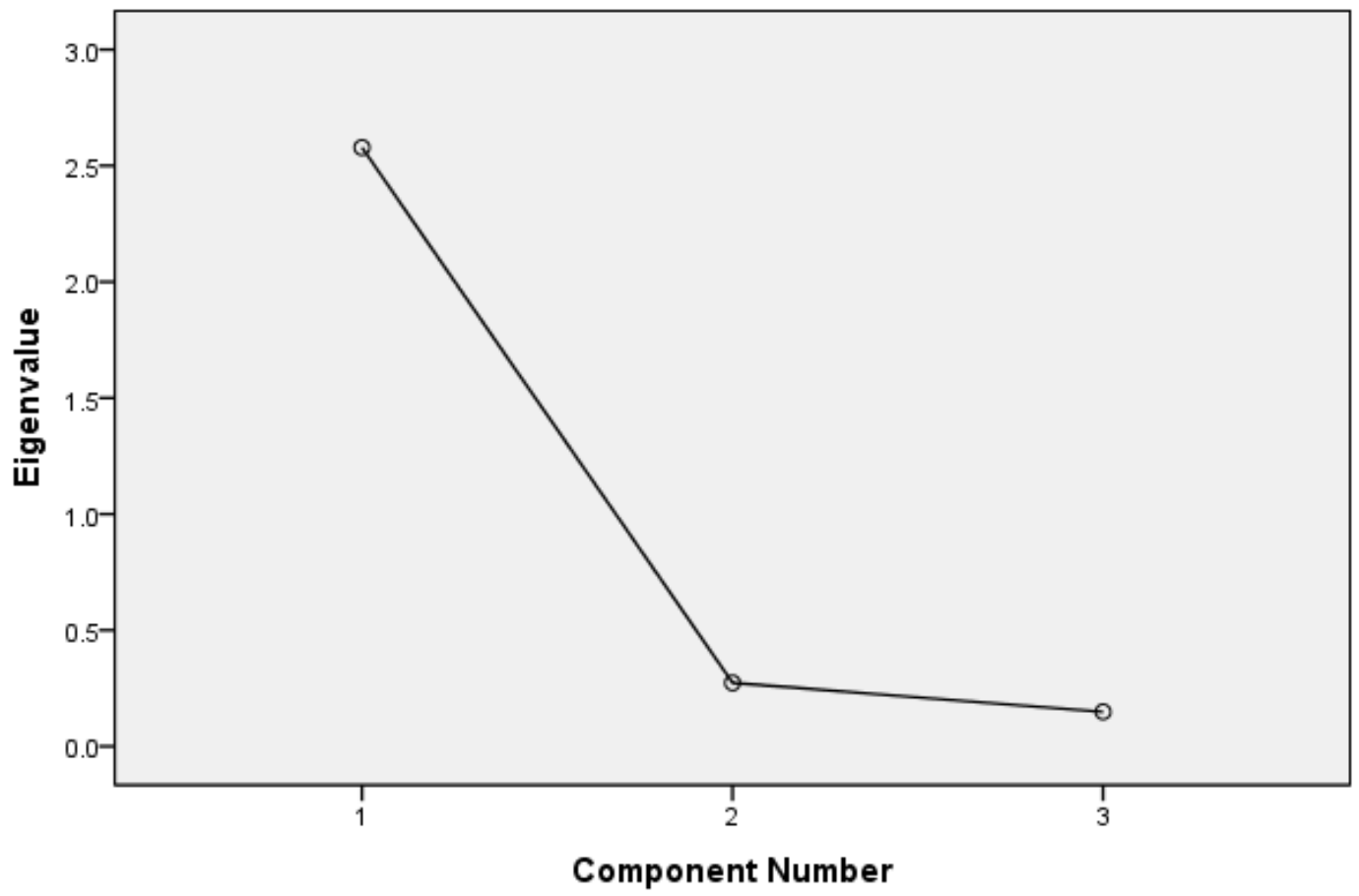
Component Matrix^a

	Component
	1
RINT02	.950
RINT01	.920
RINT03	.911

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Scree Plot



Appendix B3: Reliability and Descriptive Statistics

Corporate image

Reliability Statistics

Cronbach's Alpha	N of Items
.840	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.42	11.603	3.406	5

Corporate familiarity

Reliability Statistics

Cronbach's Alpha	N of Items
.833	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.25	8.295	2.880	4

Corporate reputation

Reliability Statistics

Cronbach's Alpha	N of Items
.819	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.00	22.498	4.743	7

Customer trust

Reliability Statistics

Cronbach's Alpha	N of Items
.915	8

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.25	35.000	5.916	8

Customer satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.896	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.03	12.544	3.542	5

Customer commitment

Reliability Statistics

Cronbach's Alpha	N of Items
.889	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.03	12.544	3.542	5

Word of mouth

Reliability Statistics

Cronbach's Alpha	N of Items
.949	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.54	18.012	4.244	5

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CBI01	322	1	5	3.93	.839
CBI02	322	1	5	4.01	.799
CBI03	322	1	5	3.76	.928
CBI04	322	1	5	3.88	.863
CBI05	322	1	5	3.85	.925
CR1	322	1	5	3.33	1.293
CR2	322	1	5	3.41	1.026
CR3	322	1	5	4.07	.808
CR4	322	1	5	3.90	.923
CR5	322	1	5	3.80	.895
CR6	322	1	5	3.73	.881
CR7	322	1	5	3.76	.942
CF01	322	1	5	4.24	.789
CF02	322	1	5	4.10	.894
CF03	322	1	5	3.99	.941
CF04	322	1	5	3.93	.895
Valid N (list wise)	322				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CSAT01	322	1	5	4.09	.829
CSAT02	322	1	5	3.98	.877
CSAT03	322	1	5	4.10	.812
CSAT04	322	1	5	3.83	.885
CSAT05	322	1	5	4.03	.810
CTRUST01	322	1	5	3.75	.844
CTRUST02	322	1	5	3.69	.867
CTRUST03	322	1	5	3.55	1.007
CTRUST04	322	1	5	3.37	1.040
CTRUST05	322	1	5	3.65	.909
CTRUST06	321	1	5	3.52	.972
CTRUST07	322	1	5	3.86	.920
CTRUST08	322	1	5	3.87	.888
CCOMM01	321	1	5	3.57	1.076
CCOMM02	322	1	5	3.66	1.011
CCOMM03	322	1	5	3.87	.885
CCOMM04	322	1	5	3.63	1.090
CCOMM05	322	1	5	3.82	1.017
Valid N (list wise)	320				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
WOM01	322	1	5	3.94	.877
WOM02	322	1	5	3.87	.927
WOM03	322	1	5	3.94	.898
WOM04	322	1	5	3.99	.889
Valid N (list wise)	322				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
RINT01	321	1	5	3.79	.939
RINT02	322	1	5	3.78	.916
RINT03	322	1	5	3.64	.924
Valid N (list wise)	321				

Appendix B4: Person Correlations between All the Variables

Correlations

		CIR	CF	Trust	commitment	satisfaction	word_Mouth	Repurchase_Inten
CIR	Pearson Correlation	1	.540**	.543**	.495**	.634**	.563**	.523**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	322	322	321	321	322	322	321
CF	Pearson Correlation	.540**	1	.425**	.358**	.533**	.454**	.412**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	322	322	321	321	322	322	321
Trust	Pearson Correlation	.543**	.425**	1	.636**	.597**	.531**	.507**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	321	321	321	320	321	321	320
commitment	Pearson Correlation	.495**	.358**	.636**	1	.626**	.715**	.710**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	321	321	320	321	321	321	320
satisfaction	Pearson Correlation	.634**	.533**	.597**	.626**	1	.725**	.605**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	322	322	321	321	322	322	321
Word ofMouth	Pearson Correlation	.563**	.454**	.531**	.715**	.725**	1	.741**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	322	322	321	321	322	322	321
Repurchase_Inten	Pearson Correlation	.523**	.412**	.507**	.710**	.605**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	321	321	320	320	321	321	321

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix B5: Regression between corporate brand and repurchase intention

Model Summary^b

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	.597 ^a	.356	.352	.658	.356	86.697	2	313	.000	2.154

a. Predictors: (Constant), CF, CIR

b. Dependent Variable: Repurchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.023	2	37.511	86.697	.000 ^b
	Residual	135.426	313	.433		
	Total	210.449	315			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), CF, CIR

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.444	.259		1.716	.087		
	CIR	.611	.069	.469	8.834	.000	.728	1.373
	CF	.232	.062	.198	3.726	.000	.728	1.373

a. Dependent Variable: Repurchase Intention

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	CIR	CF
1	1	2.973	1.000	.00	.00	.00
1	2	.014	14.429	.69	.00	.75
	3	.012	15.536	.31	1.00	.25

a. Dependent Variable: Repurchase Intention

Appendix B6: Regression between corporate brand and customer commitment

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.507 ^a	.257	.252	.734	.257	54.945	2	318	.000

a. Predictors: (Constant), CF, CIR

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.211	2	29.605	54.945	.000 ^a
	Residual	171.343	318	.539		
	Total	230.554	320			

a. Predictors: (Constant), CF, CIR

b. Dependent Variable: commitment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.905	.277		3.268	.001
	CIR	.565	.076	.426	7.419	.000
	CF	.150	.068	.128	2.223	.027

a. Dependent Variable: commitment

Appendix B7: Regression between corporate brand and customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.673 ^a	.453	.450	.525	.453	132.217	2	319	.000

a. Predictors: (Constant), CF, CIR

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.001	2	36.500	132.217	.000 ^a
	Residual	88.064	319	.276		
	Total	161.065	321			

a. Predictors: (Constant), CF, CIR

b. Dependent Variable: satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.832	.198		4.195	.000
	CIR	.540	.054	.488	9.925	.000
	CF	.265	.048	.270	5.486	.000

a. Dependent Variable: satisfaction

Appendix B8:Regression between corporate brand and customer trust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.565 ^a	.319	.315	.633	.319	74.571	2	318	.000

a. Predictors: (Constant), CF, CIR

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.721	2	29.861	74.571	.000 ^a
	Residual	127.338	318	.400		
	Total	187.059	320			

a. Predictors: (Constant), CF, CIR

b. Dependent Variable: Trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	.239		3.087	.002
	CIR	.528	.066	.443	8.052	.000
	CF	.197	.058	.186	3.382	.001

a. Dependent Variable: Trust

Appendix B9: Regression between customer trust and repurchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.507 ^a	.257	.255	.742	.257	110.122	1	318	.000

a. Predictors: (Constant), Trust

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.634	1	60.634	110.122	.000 ^a
	Residual	175.093	318	.551		
	Total	235.728	319			

a. Predictors: (Constant), Trust

b. Dependent Variable: Repurchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.694	.199		8.506	.000
	Trust	.570	.054	.507	10.494	.000

a. Dependent Variable: Repurchase Intention

Appendix B10: Regression between customer commitment and repurchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.710 ^a	.504	.502	.607	.504	322.752	1	318	.000

a. Predictors: (Constant), commitment

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.976	1	118.976	322.752	.000 ^a
	Residual	117.224	318	.369		
	Total	236.200	319			

a. Predictors: (Constant), commitment

b. Dependent Variable: Repurchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.071	.152		7.046	.000
	commitment	.718	.040	.710	17.965	.000

a. Dependent Variable: Repurchase Intention

Appendix B11: Regression between customer satisfaction and repurchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.605 ^a	.366	.364	.685	.366	184.070	1	319	.000

a. Predictors: (Constant), satisfaction

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.450	1	86.450	184.070	.000 ^a
	Residual	149.820	319	.470		
	Total	236.270	320			

a. Predictors: (Constant), satisfaction

b. Dependent Variable: Repurchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.799	.220		3.637	.000
	satisfaction	.733	.054	.605	13.567	.000

a. Dependent Variable: Repurchase Intention

Appendix B12: Mediating Effect of relationship quality

Appendix B12.1: Mediating Effect of customer commitment between corporate brand and repurchase intention

Model Summary^c

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	.589 ^a	.347	.343	.648	.347	82.359	2	310	.000	
2	.752 ^b	.565	.561	.530	.218	155.043	1	309	.000	1.994

a. Predictors: (Constant), CF, CIR

b. Predictors: (Constant), CF, CIR, commitment

b. Dependent Variable: Repurchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.246	2	34.623	82.359	.000 ^b
	Residual	130.321	310	.420		
	Total	199.567	312			
2	Regression	112.788	3	37.596	133.871	.000 ^c
	Residual	86.779	309	.281		
	Total	199.567	312			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), CF, CIR

c. Predictors: (Constant), CF, CIR, commitment

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	commitment	.553 ^b	12.452	.000	.578	.714	1.400	.607

a. Dependent Variable: Repurchase Intention

d. Predictors in the Model: (Constant), CF, CIR

Collinearity Diagnostics^a

Model	Dimension	Eigen value	Condition Index	Variance Proportions			
				(Constant)	CIR	CF	commitment
1	1	2.974	1.000	.00	.00	.00	
	2	.014	14.598	.68	.00	.77	
	3	.012	15.493	.32	1.00	.23	
2	1	3.947	1.000	.00	.00	.00	.00
	2	.028	11.974	.10	.00	.11	.87
	3	.014	16.822	.70	.00	.72	.00
	4	.011	18.571	.20	1.00	.17	.13

a. Dependent Variable: Repurchase Intention

Appendix B12.2: Mediating Effect of customer satisfaction between corporate brand and repurchase intention

Model Summary^c

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	.589 ^a	.347	.343	.647	.347	82.683	2	311	.000	
2	.665 ^b	.442	.436	.600	.094	52.461	1	310	.000	2.118

a. Predictors: (Constant), CF, CIR

b. Predictors: (Constant), CF, CIR, satisfaction

c. Dependent Variable: Repurchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.294	2	34.647	82.683	.000 ^b
	Residual	130.321	311	.419		
	Total	199.615	313			
2	Regression	88.157	3	29.386	81.730	.000 ^c
	Residual	111.459	310	.360		
	Total	199.615	313			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), CF, CIR

c. Predictors: (Constant), CF, CIR, satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.570	.258		2.211	.028		
	CIR	.607	.068	.477	8.919	.000	.735	1.361
	CF	.207	.062	.179	3.348	.001	.735	1.361
2	(Constant)	.084	.248		.337	.736		
	CIR	.350	.072	.275	4.848	.000	.559	1.790
	CF	.096	.059	.083	1.614	.108	.685	1.459
	satisfaction	.481	.066	.405	7.243	.000	.575	1.739

a. Dependent Variable: Repurchase Intention

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	satisfaction	.405 ^b	7.243	.000	.380	.575	1.739	.559

a. Dependent Variable: Repurchase Intention

e. Predictors in the Model: (Constant), CF, CIR

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CIR	CF	satisfaction
1	1	2.974	1.000	.00	.00	.00	
	2	.014	14.620	.68	.00	.77	
	3	.012	15.506	.32	1.00	.22	
2	1	3.962	1.000	.00	.00	.00	.00
	2	.015	16.436	.16	.14	.49	.36
	3	.014	16.893	.83	.01	.49	.01
	4	.010	20.054	.01	.85	.01	.62

a. Dependent Variable: Repurchase Intention

Appendix B12.3: Mediating Effect of customer trust between corporate brand and repurchase intention

Model Summary^c

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	.590 ^a	.348	.344	.647	.348	82.692	2	310	.000	
2	.652 ^b	.426	.420	.608	.078	41.804	1	309	.000	2.128

a. Predictors: (Constant), CF, CIR

b. Predictors: (Constant), CF, CIR, Trust

c. Dependent Variable: Repurchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.233	2	34.616	82.692	.000 ^b
	Residual	129.772	310	.419		
	Total	199.005	312			
2	Regression	84.697	3	28.232	76.319	.000 ^c
	Residual	114.307	309	.370		
	Total	199.005	312			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), CF, CIR

c. Predictors: (Constant), CF, CIR, Trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.574	.258		2.228	.027		
	CIR	.607	.068	.477	8.924	.000	.735	1.361
	CF	.207	.062	.179	3.343	.001	.735	1.361
2	(Constant)	.323	.245		1.314	.190		
	CIR	.416	.070	.327	5.905	.000	.606	1.651
	CF	.137	.059	.118	2.312	.021	.710	1.408
	Trust	.357	.055	.337	6.466	.000	.686	1.458

a. Dependent Variable: Repurchase Intention

Excluded Variables^a

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Trust	.337 ^b	6.466	.000	.345	.686	1.458	.606

a. Dependent Variable: Repurchase Intention

b. Predictors in the Model: (Constant), CF, CIR

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	CIR	CF	Trust
1	1	2.974	1.000	.00	.00	.00	
	2	.014	14.598	.68	.00	.77	
	3	.012	15.483	.32	1.00	.22	
2	1	3.951	1.000	.00	.00	.00	.00
	2	.023	12.972	.14	.00	.12	.85
	3	.014	16.827	.65	.00	.76	.00
	4	.011	18.572	.21	.99	.13	.15

a. Dependent Variable: Repurchase Intention

Appendix B13: Moderating Effect of word of mouth on the relationship between relationship quality and repurchase intention

Model Summary^d

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.746 ^a	.556	.552	.535	.556	128.765	3	308	.000
2	.792 ^b	.627	.622	.492	.071	58.259	1	307	.000
3	.796 ^c	.634	.626	.489	.007	1.932	3	304	.124

a. Predictors: (Constant), satisfaction, Trust, commitment

b. Predictors: (Constant), satisfaction, Trust, commitment, word_Mouth

c. Predictors: (Constant), satisfaction, Trust, commitment, word_Mouth, mean word*satisfac, mean word*commit, mean word*trust

f. Dependent Variable: Repurchase Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.697	3	36.899	128.765	.000 ^b
	Residual	88.261	308	.287		
	Total	198.957	311			
2	Regression	124.774	4	31.194	129.092	.000 ^c
	Residual	74.183	307	.242		
	Total	198.957	311			
3	Regression	126.162	7	18.023	75.267	.000 ^d
	Residual	72.795	304	.239		
	Total	198.957	311			

a. Dependent Variable: Repurchase_Inten

b. Predictors: (Constant), satisfaction, Trust, commitment

c. Predictors: (Constant), satisfaction, Trust, commitment, word_Mouth

d. Predictors: (Constant), satisfaction, Trust, commitment, word_Mouth, mean word*satisfaction, mean word*commmit, mean word*trust

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.473	.190		2.492	.013		
	Trust	.092	.056	.087	1.633	.104	.512	1.954
	commitment	.475	.053	.494	8.988	.000	.476	2.100
	satisfaction	.300	.062	.252	4.871	.000	.538	1.859
2	(Constant)	.400	.175		2.291	.023		
	Trust	.079	.052	.074	1.526	.128	.511	1.956
	commitment	.313	.053	.326	5.919	.000	.400	2.500
	satisfaction	.051	.065	.043	.783	.434	.404	2.477
3	word_Mouth	.435	.057	.440	7.633	.000	.366	2.733
	(Constant)	1.521	.547		2.783	.006		
	Trust	.012	.265	.012	.047	.962	.019	51.545
	commitment	.216	.194	.225	1.113	.267	.029	34.008
	satisfaction	-.123	.176	-.103	-.700	.484	.055	18.098
	word_Mouth	.128	.149	.129	.857	.392	.053	18.756
	mean word*trust	.011	.065	.072	.173	.863	.007	143.166
mean word*commmit	.024	.049	.163	.484	.628	.011	94.122	
mean word*satisfac	.053	.048	.340	1.118	.265	.013	76.909	

a. Dependent Variable: Repurchase_Inten

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	word_Mouth	.440 ^b	7.633	.000	.399	.366	2.733	.366
	mean word*trust	.780 ^b	7.810	.000	.407	.121	8.282	.121
	mean word*commit	.797 ^b	7.649	.000	.400	.112	8.954	.112
	mean word*satisfac	.717 ^b	7.928	.000	.412	.146	6.828	.146
2	mean word*trust	.493 ^c	1.966	.050	.112	.019	52.277	.019
	mean word*commit	.431 ^c	2.025	.044	.115	.027	37.632	.027
	mean word*satisfac	.488 ^c	2.304	.022	.131	.027	37.393	.027

a. Dependent Variable: Repurchase_Inten

b. Predictors in the Model: (Constant), satisfaction, Trust, commitment

c. Predictors in the Model: (Constant), satisfaction, Trust, commitment, word_Mouth