

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.928	.233		12.564	.000					
	Price	.670	.038	.801	17.851	.000	.801	.801	.801	1.000	1.000
2	(Constant)	1.387	.271		5.125	.000					
	Price	.399	.045	.478	8.798	.000	.801	.552	.335	.492	2.031
	Brand Trust	.467	.056	.454	8.351	.000	.794	.532	.318	.492	2.031
3	(Constant)	.850	.327		2.600	.010					
	Price	.380	.045	.454	8.414	.000	.801	.536	.315	.480	2.083
	Brand Trust	.374	.064	.363	5.834	.000	.794	.403	.218	.361	2.771
	Serv Quality	.190	.068	.151	2.814	.005	.674	.208	.105	.483	2.070

a. Dependent Variable: Customer Value_10

Excluded Variables^d

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Brand Image	.181 ^a	2.891	.004	.212	.491	2.036	.491
	Brand Trust	.454 ^a	8.351	.000	.532	.492	2.031	.492
	Serv Quality	.314 ^a	6.250	.000	.425	.659	1.517	.659
2	Brand Image	-.077 ^b	-1.202	.231	-.090	.357	2.799	.357
	Serv Quality	.151 ^b	2.814	.005	.208	.483	2.070	.361
3	Brand Image	-.091 ^c	-1.461	.146	-.110	.355	2.818	.292

a. Predictors in the Model: (Constant), Price

b. Predictors in the Model: (Constant), Price, Brand Trust

c. Predictors in the Model: (Constant), Price, Brand Trust, Serv Quality

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a. Predictors in the Model: (Constant), Price

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Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Price	BrandTr	ServQuality
1	1	1.950	1.000	.02	.02		
	2	.050	6.253	.98	.98		
2	1	2.933	1.000	.01	.01	.00	
	2	.050	7.665	.54	.46	.00	
	3	.017	13.127	.45	.54	1.00	
3	1	3.918	1.000	.00	.00	.00	.00
	2	.052	8.656	.25	.50	.00	.01
	3	.018	14.573	.58	.46	.37	.13
	4	.011	18.642	.16	.03	.62	.86

a. Dependent Variable: Customer Value

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6537	10.2888	6.8810	1.41053	300
Residual	-1.92740	3.23359	.00000	.80573	300
Std. Predicted Value	-2.997	2.416	.000	1.000	300
Std. Residual	-2.372	3.979	.000	.992	300

a. Dependent Variable: Customer Value

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Cust Value	.153	300	.000	.963	180	.000
Price	.060	300	.200*	.990	180	.253
Brand Image	.056	300	.200*	.990	180	.266
Brand Trust	.062	300	.089	.988	180	.134
Serv Qulity	.043	300	.200*	.988	180	.128
Cust Loyalty	.053	300	.200*	.994	180	.642

a. Lilliefors Significance Correction

*. This is a lower bound of the true significance.