

4. Appendix

Table 1- Communalities for EFA

Communalities		
	Initial	Extraction
CS_Dec	.715	.757
CS_Expect	.686	.709
CS_Need	.652	.691
Img_ind	.698	.720
Img_pub	.584	.546
Img_comp	.550	.511
Ser_Val	.603	.617
SQ_Rel	.533	.543
SQ_Emp	.627	.721
SQ_Resp	.654	.759
SQ_Asur	.560	.592
SQ_Tang	.322	.325
SQ_Netw	.442	.432
Alt_Sat	.277	.323
Alt_Choi	.479	.743
SI_Prob	.465	.489
SI_Reg	.474	.520

Extraction Method: Maximum
Likelihood.

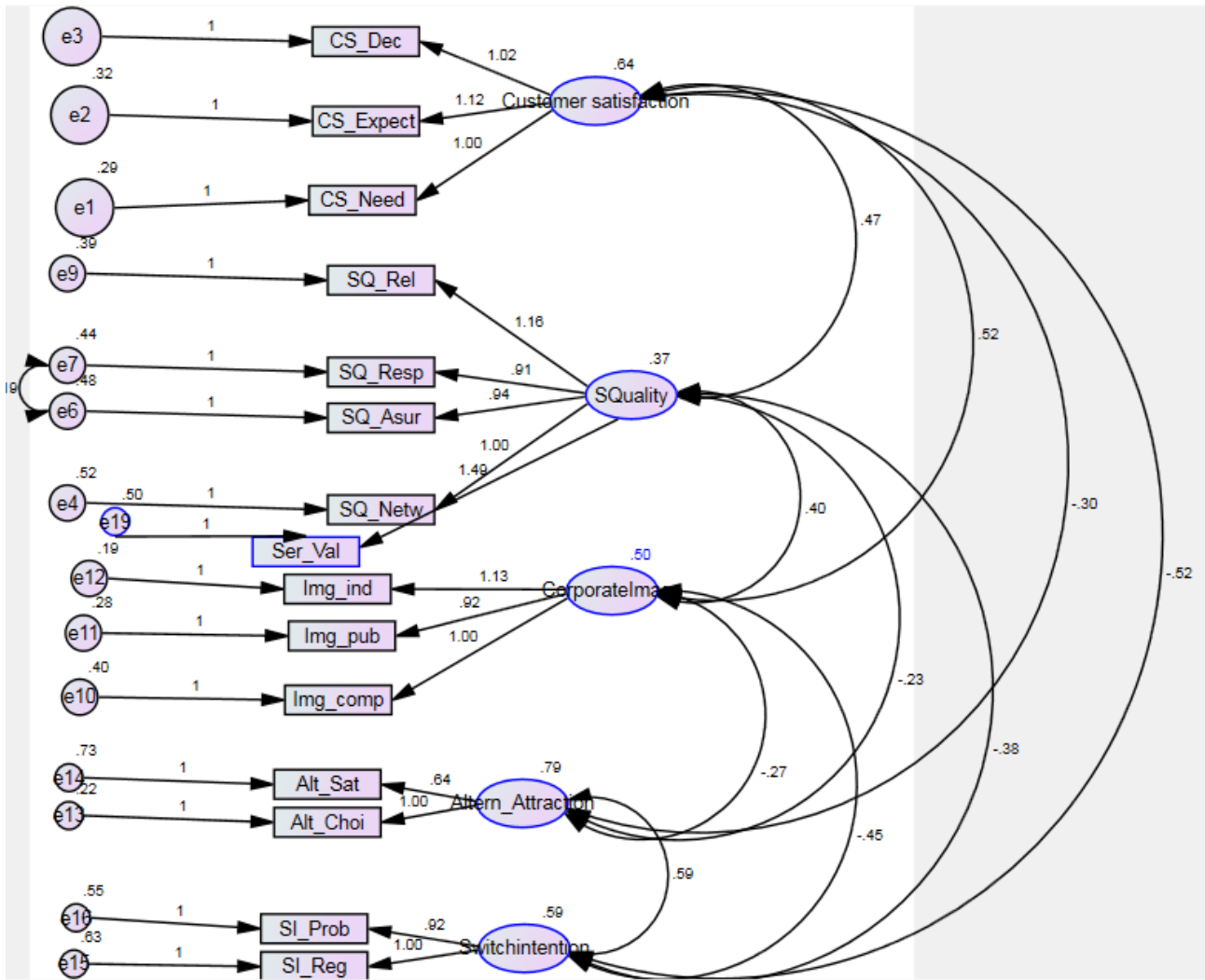


Figure 1 - Model fit generated AMOS

	Ser_Val	SI_Prob	SI_Reg	Alt_Sat	Alt_Choi	Img_ind	Img_pub	Img_comp	SQ_Rel	SQ_Resp	SQ_Asur	SQ_Netw	CS_Dec	CS_Expect	CS_Net
Ser_Val	.000														
SI_Prob	-.754	.000													
SI_Reg	.798	.000	.000												
Alt_Sat	1.110	.090	-.224	.000											
Alt_Choi	-.142	-.974	.971	.000	.000										
Img_ind	.316	-.853	-.311	.649	-.467	.000									
Img_pub	-.421	.308	1.497	1.511	1.106	-.231	.000								
Img_comp	-.563	-.341	.970	.615	-.924	-.445	1.489	.000							
SQ_Rel	.366	-.721	.273	.553	-.101	-.209	-.407	-.950	.000						
SQ_Resp	-.718	-.724	-.103	.388	-.844	-.157	1.314	1.264	.613	.000					
SQ_Asur	-.789	-.974	-.167	.998	-.523	-.285	.246	1.349	.161	.000	.000				
SQ_Netw	-.971	.687	1.205	1.335	.364	-.503	1.097	1.227	-.193	1.213	2.035	.000			
CS_Dec	-.086	-1.309	.120	.779	-.982	.612	-.192	-.021	-.005	-.137	-.079	-.138	.000		
CS_Expect	.807	-.448	1.300	.267	.436	-.204	-.806	-.465	.447	-.720	-.064	.059	-.290	.000	
CS_Need	.178	-.366	1.048	1.605	.345	.312	.101	-.558	-.412	-.569	-.813	-.114	-.099	.549	.00

Figure 2- Standardized Residual Covariances

Table 2 - Frequencies of Complain Types

		Complaints			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Direct	305	67.5	67.5	67.5
	Group	76	16.8	16.8	84.3
	Media	6	1.3	1.3	85.6
	None	65	14.4	14.4	100.0
	Total	452	100.0	100.0	

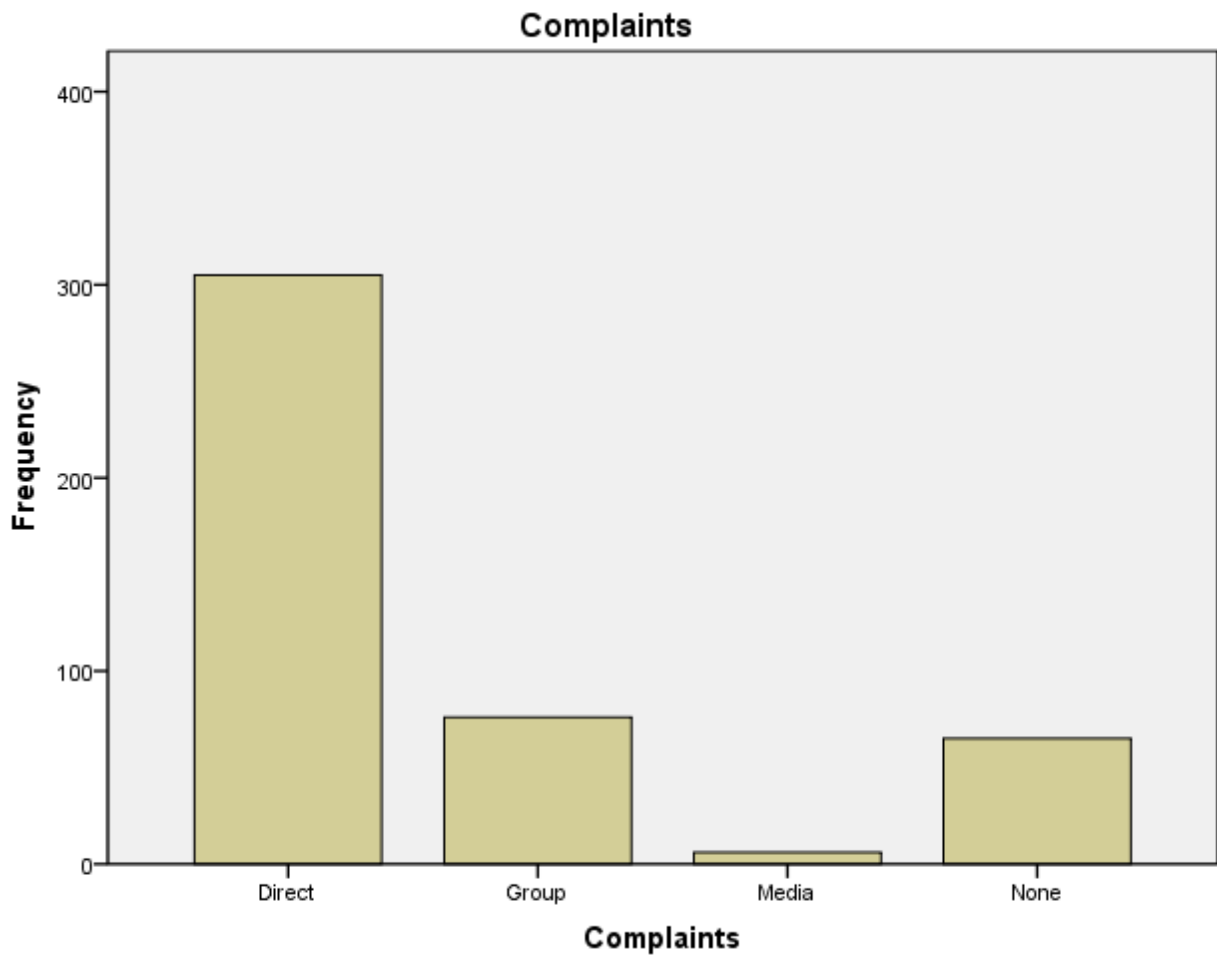


Figure 3- Bar Charts of Complaints

Table 3 - Frequencies of Subscription Time

		Subscription			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 yr	60	13.3	13.3	13.3
	>5yrs	234	51.8	51.8	65.0
	1-3yr	89	19.7	19.7	84.7
	3-5yr	69	15.3	15.3	100.0
	Total	452	100.0	100.0	

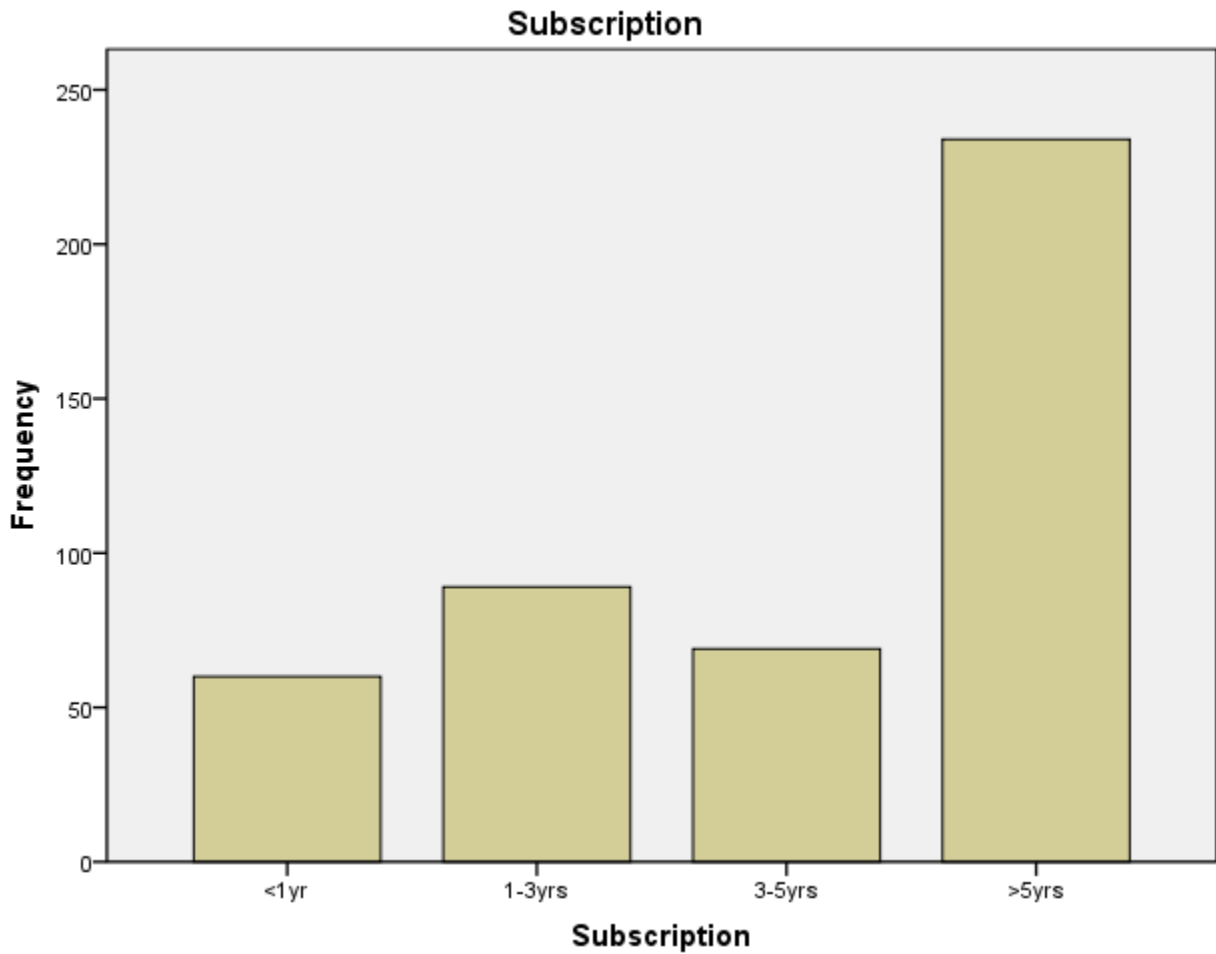


Figure 4 - Bar chart of Subscription time

Table 4 - Frequencies for Monthly Calls

		AM_Call			
		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	<60min	90	19.9	19.9	19.9
	>180min	189	41.8	41.8	61.7
	120-180mi	96	21.2	21.2	83.0
	60-120min	77	17.0	17.0	100.0
	Total	452	100.0	100.0	

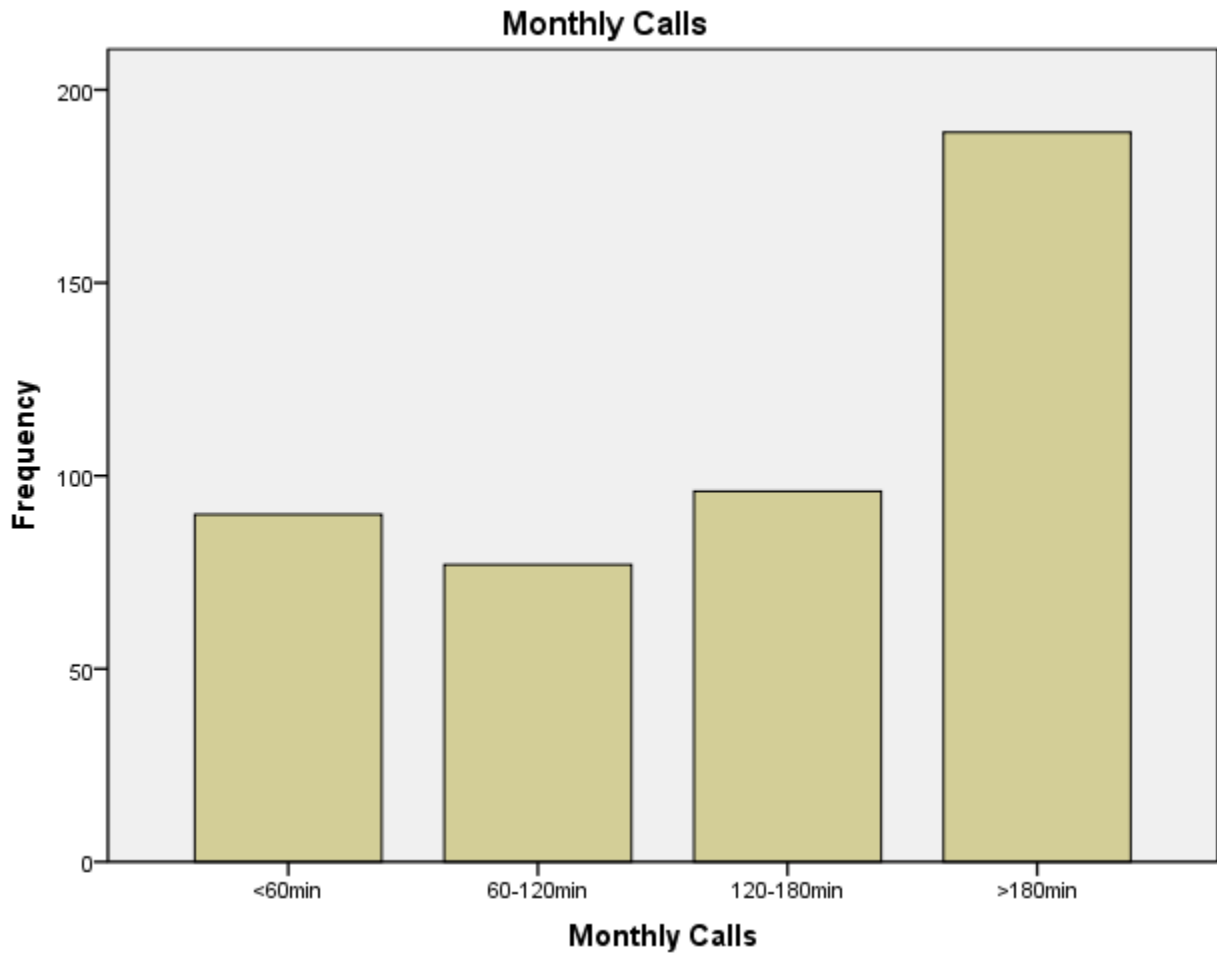


Figure 5- Bar Chart for Monthly Calls

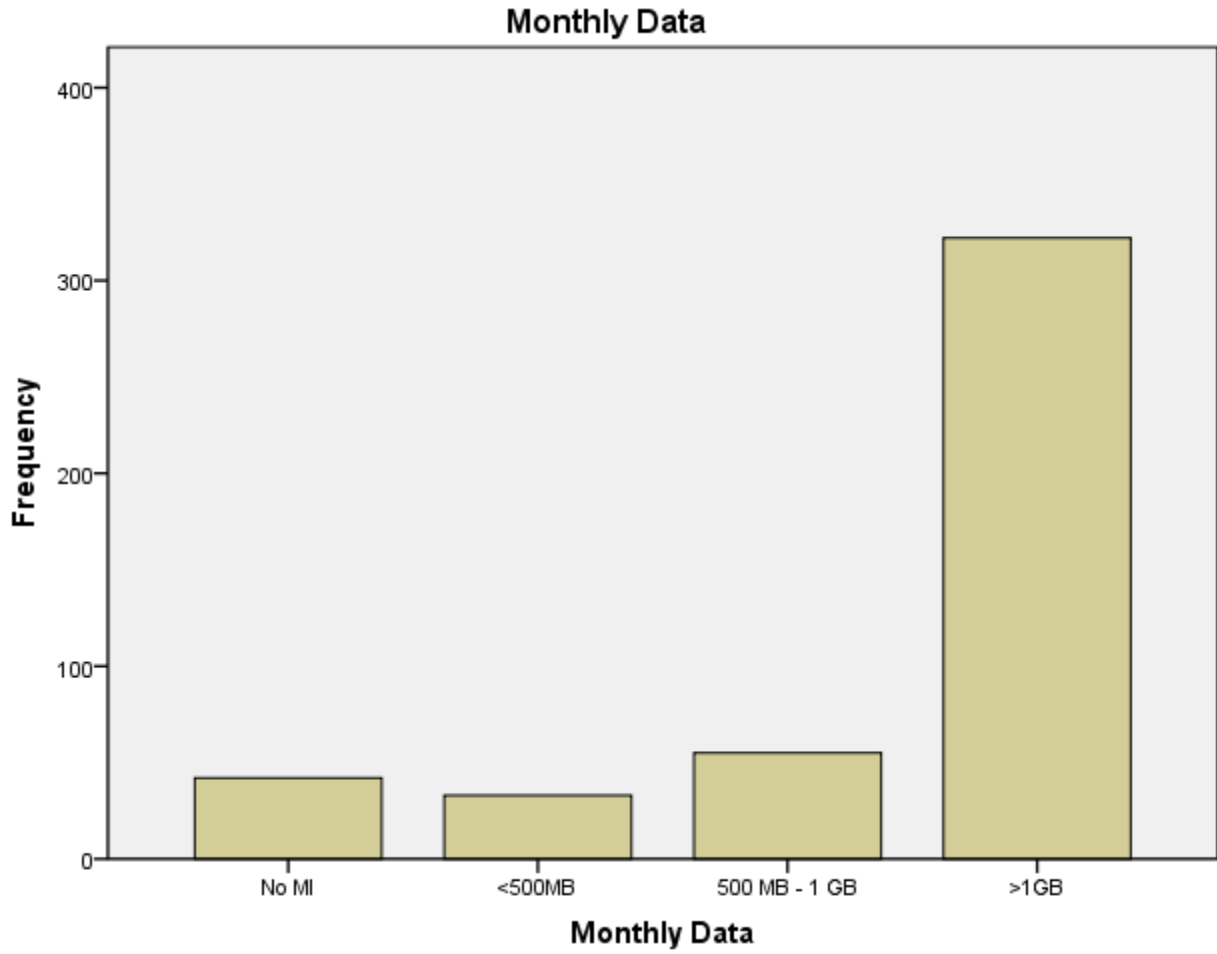


Figure 6 - Bar chart for Monthly Data

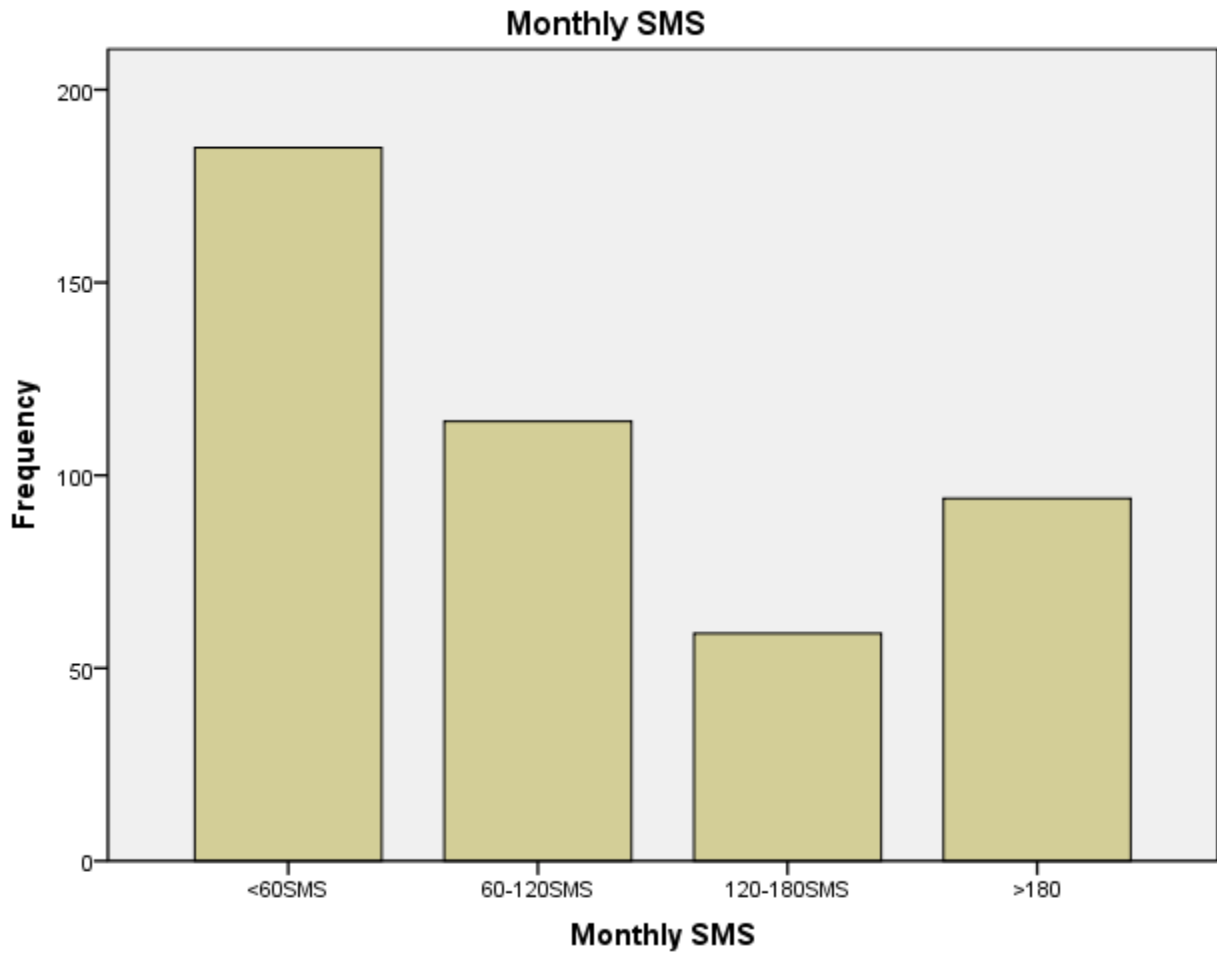


Figure 7- Bar chart for monthly SMS