**VALIDITAS DAN RELIABILITAS PERAN SMI 🡪 SPSS 22**

Reliabilitas

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .857 | .857 | 14 |

Validitas

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Item 17 | 31.38992 | 42.748 | .714 | .619 | .904 |
| Item 18 | 31.39003 | 43.399 | .662 | .626 | .907 |
| Item 19 | 31.38991 | 43.265 | .675 | .590 | .906 |
| Item 20 | 31.47338 | 43.689 | .628 | .571 | .909 |
| Item 21 | 31.47348 | 43.266 | .669 | .603 | .907 |
| Item 22 | 31.28599 | 43.807 | .615 | .435 | .910 |
| Item 23 | 30.91768 | 42.374 | .744 | .710 | .902 |
| Item 24 | 31.14485 | 42.561 | .723 | .724 | .904 |
| Item 25 | 31.60391 | 42.503 | .736 | .708 | .903 |
| Item 26 | 31.14504 | 43.172 | .680 | .664 | .906 |

semua item pada instrumen peran SMI adalah valid dan reliable

**UJI PENGARUH OPINION LEADER, SELEBRITAS, DAN SOCIAL LEADER TERHADAP BRAND SWITCHING**

**METODE LEAST SQUARE 🡪 EVIEWS 10**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Dependent Variable: KEPUTUSAN\_BRAND\_SWITCHING | | | |  |
| Method: Least Squares | | |  |  |
| Date: 06/12/19 Time: 17:30 | | |  |  |
| Sample: 1 195 | |  |  |  |
| Included observations: 195 | | |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|  |  |  |  |  |
|  |  |  |  |  |
| C | 3.755686 | 0.827954 | 4.536104 | 0.0000 |
| OPINION\_LEADER | 0.537553 | 0.086251 | 6.232414 | 0.0000 |
| SELEBRITAS | 0.359122 | 0.131248 | 2.736201 | 0.0068 |
| SOCIAL\_LEADER | 0.781338 | 0.229210 | 3.408824 | 0.0008 |
|  |  |  |  |  |
|  |  |  |  |  |
| R-squared | 0.475954 | Mean dependent var | | 14.39486 |
| Adjusted R-squared | 0.467722 | S.D. dependent var | | 3.386046 |
| S.E. of regression | 2.470370 | Akaike info criterion | | 4.666912 |
| Sum squared resid | 1165.621 | Schwarz criterion | | 4.734051 |
| Log likelihood | -451.0240 | Hannan-Quinn criter. | | 4.694096 |
| F-statistic | 57.82383 | Durbin-Watson stat | | 1.959454 |
| Prob(F-statistic) | 0.000000 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Opinion leader, selebritas dan social leader berpengaruh signfikan terhadap keputusan brand switching. Probabilitas F statistik < 0.05, sehingga model layak digunakan. Variabel X dapat menjelaskan sebesar 46.77% variabel Y

Uji Multikolinearitas

|  |  |  |  |
| --- | --- | --- | --- |
| Variance Inflation Factors | | |  |
| Date: 06/12/19 Time: 17:32 | | |  |
| Sample: 1 195 | |  |  |
| Included observations: 195 | | |  |
|  |  |  |  |
|  |  |  |  |
|  | Coefficient | Uncentered | Centered |
| Variable | Variance | VIF | VIF |
|  |  |  |  |
|  |  |  |  |
| C | 0.685508 | 21.90399 | NA |
| OPINION\_LEADER | 0.007439 | 26.44618 | 1.546190 |
| SELEBRITAS | 0.017226 | 26.15688 | 1.768526 |
| SOCIAL\_LEADER | 0.052537 | 22.33370 | 1.584386 |
|  |  |  |  |
|  |  |  |  |

Uji normalitas



Data terdistribusi normal probability p-value > 0.05

Uji autokorelasi

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Breusch-Godfrey Serial Correlation LM Test: | | | |  |
|  |  |  |  |  |
|  |  |  |  |  |
| F-statistic | 0.114119 | Prob. F(2,189) | | 0.8922 |
| Obs\*R-squared | 0.235200 | Prob. Chi-Square(2) | | 0.8891 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Test Equation: | |  |  |  |
| Dependent Variable: RESID | | |  |  |
| Method: Least Squares | | |  |  |
| Date: 06/12/19 Time: 17:33 | | |  |  |
| Sample: 1 195 | |  |  |  |
| Included observations: 195 | | |  |  |
| Presample missing value lagged residuals set to zero. | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|  |  |  |  |  |
|  |  |  |  |  |
| C | -0.027333 | 0.834351 | -0.032759 | 0.9739 |
| OPINION\_LEADER | 0.001831 | 0.087052 | 0.021038 | 0.9832 |
| SELEBRITAS | -0.004415 | 0.132186 | -0.033398 | 0.9734 |
| SOCIAL\_LEADER | 0.010882 | 0.231832 | 0.046938 | 0.9626 |
| RESID(-1) | 0.018490 | 0.073129 | 0.252839 | 0.8007 |
| RESID(-2) | -0.030055 | 0.073324 | -0.409901 | 0.6823 |
|  |  |  |  |  |
|  |  |  |  |  |
| R-squared | 0.001206 | Mean dependent var | | 9.00E-16 |
| Adjusted R-squared | -0.025217 | S.D. dependent var | | 2.451195 |
| S.E. of regression | 2.481908 | Akaike info criterion | | 4.686218 |
| Sum squared resid | 1164.215 | Schwarz criterion | | 4.786926 |
| Log likelihood | -450.9063 | Hannan-Quinn criter. | | 4.726994 |
| F-statistic | 0.045648 | Durbin-Watson stat | | 1.995682 |
| Prob(F-statistic) | 0.998758 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Tidak terdapat autokorelasi dengan probabilitas t-statistik > 0.05

Uji heteroskedastik

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Heteroskedasticity Test: Breusch-Pagan-Godfrey | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| F-statistic | 1.598215 | Prob. F(3,191) | | 0.1912 |
| Obs\*R-squared | 4.775186 | Prob. Chi-Square(3) | | 0.1890 |
| Scaled explained SS | 5.339485 | Prob. Chi-Square(3) | | 0.1486 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Test Equation: | |  |  |  |
| Dependent Variable: RESID^2 | | |  |  |
| Method: Least Squares | | |  |  |
| Date: 06/12/19 Time: 17:33 | | |  |  |
| Sample: 1 195 | |  |  |  |
| Included observations: 195 | | |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|  |  |  |  |  |
|  |  |  |  |  |
| C | 2.183529 | 3.052493 | 0.715327 | 0.4753 |
| OPINION\_LEADER | 0.337716 | 0.317990 | 1.062033 | 0.2896 |
| SELEBRITAS | 0.649076 | 0.483885 | 1.341384 | 0.1814 |
| SOCIAL\_LEADER | -1.132909 | 0.845050 | -1.340641 | 0.1816 |
|  |  |  |  |  |
|  |  |  |  |  |
| R-squared | 0.024488 | Mean dependent var | | 5.977543 |
| Adjusted R-squared | 0.009166 | S.D. dependent var | | 9.149764 |
| S.E. of regression | 9.107734 | Akaike info criterion | | 7.276425 |
| Sum squared resid | 15843.61 | Schwarz criterion | | 7.343563 |
| Log likelihood | -705.4514 | Hannan-Quinn criter. | | 7.303608 |
| F-statistic | 1.598215 | Durbin-Watson stat | | 2.062269 |
| Prob(F-statistic) | 0.191224 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

Tidak terdapat heteroskedastik dengan p-value f-statistik > 0.05

Uji linieritas

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Ramsey RESET Test | | |  |  |
| Equation: UNTITLED | | |  |  |
| Specification: KEPUTUSAN\_BRAND\_SWITCHING C OPINION\_LEADER | | | | |
| SELEBRITAS SOCIAL\_LEADER | | | |  |
| Omitted Variables: Squares of fitted values | | | |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  | Value | df | Probability |  |
| t-statistic | 0.242934 | 190 | 0.8083 |  |
| F-statistic | 0.059017 | (1, 190) | 0.8083 |  |
| Likelihood ratio | 0.060560 | 1 | 0.8056 |  |
|  |  |  |  |  |
|  |  |  |  |  |
| F-test summary: | | |  |  |
|  | Sum of Sq. | df | Mean Squares |  |
| Test SSR | 0.361946 | 1 | 0.361946 |  |
| Restricted SSR | 1165.621 | 191 | 6.102727 |  |
| Unrestricted SSR | 1165.259 | 190 | 6.132942 |  |
|  |  |  |  |  |
|  |  |  |  |  |
| LR test summary: | | |  |  |
|  | Value |  |  |  |
| Restricted LogL | -451.0240 |  |  |  |
| Unrestricted LogL | -450.9937 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Unrestricted Test Equation: | | |  |  |
| Dependent Variable: KEPUTUSAN\_BRAND\_SWITCHING | | | | |
| Method: Least Squares | | |  |  |
| Date: 06/12/19 Time: 17:34 | | |  |  |
| Sample: 1 195 | |  |  |  |
| Included observations: 195 | | |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| Variable | Coefficient | Std. Error | t-Statistic | Prob. |
|  |  |  |  |  |
|  |  |  |  |  |
| C | 4.233834 | 2.136076 | 1.982061 | 0.0489 |
| OPINION\_LEADER | 0.458309 | 0.337463 | 1.358104 | 0.1760 |
| SELEBRITAS | 0.305496 | 0.256981 | 1.188786 | 0.2360 |
| SOCIAL\_LEADER | 0.656993 | 0.561055 | 1.170996 | 0.2431 |
| FITTED^2 | 0.005300 | 0.021817 | 0.242934 | 0.8083 |
|  |  |  |  |  |
|  |  |  |  |  |
| R-squared | 0.476116 | Mean dependent var | | 14.39486 |
| Adjusted R-squared | 0.465087 | S.D. dependent var | | 3.386046 |
| S.E. of regression | 2.476478 | Akaike info criterion | | 4.676858 |
| Sum squared resid | 1165.259 | Schwarz criterion | | 4.760781 |
| Log likelihood | -450.9937 | Hannan-Quinn criter. | | 4.710838 |
| F-statistic | 43.16897 | Durbin-Watson stat | | 1.958546 |
| Prob(F-statistic) | 0.000000 |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

data bersifat linier dengan probabilitas t-statistik > 0.05

**UJI MANN WHITNEY 🡪 SPSS 22**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Ranks** | | | | |
|  | Umur | N | Mean Rank | Sum of Ranks |
| Opinion Leader | 0 | 107 | 93.58 | 10013.50 |
| 1 | 88 | 103.37 | 9096.50 |
| Total | 195 |  |  |
| Selebritas | 0 | 107 | 95.92 | 10263.00 |
| 1 | 88 | 100.53 | 8847.00 |
| Total | 195 |  |  |
| Social Leader | 0 | 107 | 99.14 | 10608.50 |
| 1 | 88 | 96.61 | 8501.50 |
| Total | 195 |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Test Statisticsa** | | | |
|  | Opinion Leader | Selebritas | Social Leader |
| Mann-Whitney U | 4235.500 | 4485.000 | 4585.500 |
| Wilcoxon W | 10013.500 | 10263.000 | 8501.500 |
| Z | -1.207 | -.574 | -.319 |
| Asymp. Sig. (2-tailed) | .227 | .566 | .750 |
| a. Grouping Variable: Umur | | | |

Tidak ada perbedaan antara peran opinion leader, selebritas, dan social leader terhadap keputusan brand switching generasi Y dan Z

**PERAN SOSIAL MEDIA 🡪 N = 195 🡪 COMPARE MEANS PAIRED SAMPLES T-TEST 🡪 SPSS 22**

**[Interpretasi langsung di dalam laporan karena panjang penjelasannya]**

Motivasi 1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Opinion Leader | 8.55200 | 4 | 3.263725 | 1.631862 |
| Selebritas | 6.03850 | 4 | .658004 | .329002 |
| Pair 2 | Opinion Leader | 8.55200 | 4 | 3.263725 | 1.631862 |
| Social Leader | 3.31675 | 4 | .781584 | .390792 |
| Pair 3 | Selebritas | 6.03850 | 4 | .658004 | .329002 |
| Social Leader | 3.31675 | 4 | .781584 | .390792 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Opinion Leader & Selebritas | 4 | .570 | .430 |
| Pair 2 | Opinion Leader & Social Leader | 4 | -.111 | .889 |
| Pair 3 | Selebritas & Social Leader | 4 | .699 | .301 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Opinion Leader - Selebritas | 2.513500 | 2.939149 | 1.469575 | -2.163342 | 7.190342 | 1.710 | 3 | .186 |
| Pair 2 | Opinion Leader - Social Leader | 5.235250 | 3.439505 | 1.719753 | -.237771 | 10.708271 | 3.044 | 3 | .056 |
| Pair 3 | Selebritas - Social Leader | 2.721750 | .570270 | .285135 | 1.814323 | 3.629177 | 9.545 | 3 | .002 |

Motivasi 2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Opinion Leader | 10.06775 | 16 | 3.114748 | .778687 |
| Selebritas | 6.50669 | 16 | 1.770698 | .442675 |
| Pair 2 | Opinion Leader | 10.06775 | 16 | 3.114748 | .778687 |
| Social Leader | 3.55731 | 16 | 1.124867 | .281217 |
| Pair 3 | Selebritas | 6.50669 | 16 | 1.770698 | .442675 |
| Social Leader | 3.55731 | 16 | 1.124867 | .281217 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Opinion Leader & Selebritas | 16 | .642 | .007 |
| Pair 2 | Opinion Leader & Social Leader | 16 | .717 | .002 |
| Pair 3 | Selebritas & Social Leader | 16 | .800 | .000 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Opinion Leader - Selebritas | 3.561063 | 2.399187 | .599797 | 2.282626 | 4.839499 | 5.937 | 15 | .000 |
| Pair 2 | Opinion Leader - Social Leader | 6.510438 | 2.438403 | .609601 | 5.211104 | 7.809771 | 10.680 | 15 | .000 |
| Pair 3 | Selebritas - Social Leader | 2.949375 | 1.102415 | .275604 | 2.361939 | 3.536811 | 10.702 | 15 | .000 |

Motivasi 3

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Opinion Leader | 10.32269 | 16 | 2.542823 | .635706 |
| Selebritas | 7.14844 | 16 | 1.905681 | .476420 |
| Pair 2 | Opinion Leader | 10.32269 | 16 | 2.542823 | .635706 |
| Social Leader | 3.74550 | 16 | 1.004583 | .251146 |
| Pair 3 | Selebritas | 7.14844 | 16 | 1.905681 | .476420 |
| Social Leader | 3.74550 | 16 | 1.004583 | .251146 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Opinion Leader & Selebritas | 16 | .742 | .001 |
| Pair 2 | Opinion Leader & Social Leader | 16 | .706 | .002 |
| Pair 3 | Selebritas & Social Leader | 16 | .828 | .000 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Opinion Leader - Selebritas | 3.174250 | 1.704058 | .426014 | 2.266222 | 4.082278 | 7.451 | 15 | .000 |
| Pair 2 | Opinion Leader - Social Leader | 6.577187 | 1.967404 | .491851 | 5.528832 | 7.625543 | 13.372 | 15 | .000 |
| Pair 3 | Selebritas - Social Leader | 3.402938 | 1.212960 | .303240 | 2.756597 | 4.049278 | 11.222 | 15 | .000 |

Motivasi 4

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Opinion Leader | 10.16926 | 139 | 2.437848 | .206776 |
| Selebritas | 6.64715 | 139 | 1.789148 | .151754 |
| Pair 2 | Opinion Leader | 10.16926 | 139 | 2.437848 | .206776 |
| Social Leader | 3.50397 | 139 | .967082 | .082027 |
| Pair 3 | Selebritas | 6.64715 | 139 | 1.789148 | .151754 |
| Social Leader | 3.50397 | 139 | .967082 | .082027 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Opinion Leader & Selebritas | 139 | .506 | .000 |
| Pair 2 | Opinion Leader & Social Leader | 139 | .438 | .000 |
| Pair 3 | Selebritas & Social Leader | 139 | .479 | .000 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Opinion Leader - Selebritas | 3.522108 | 2.175487 | .184522 | 3.157251 | 3.886965 | 19.088 | 138 | .000 |
| Pair 2 | Opinion Leader - Social Leader | 6.665288 | 2.193846 | .186080 | 6.297352 | 7.033224 | 35.820 | 138 | .000 |
| Pair 3 | Selebritas - Social Leader | 3.143180 | 1.574603 | .133556 | 2.879099 | 3.407261 | 23.535 | 138 | .000 |

Motivasi 5

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Opinion Leader | 11.09030 | 20 | 2.778553 | .621303 |
| Selebritas | 6.56945 | 20 | 2.001720 | .447598 |
| Pair 2 | Opinion Leader | 11.09030 | 20 | 2.778553 | .621303 |
| Social Leader | 3.41875 | 20 | .968752 | .216619 |
| Pair 3 | Selebritas | 6.56945 | 20 | 2.001720 | .447598 |
| Social Leader | 3.41875 | 20 | .968752 | .216619 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Opinion Leader & Selebritas | 20 | .764 | .000 |
| Pair 2 | Opinion Leader & Social Leader | 20 | .540 | .014 |
| Pair 3 | Selebritas & Social Leader | 20 | .810 | .000 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Opinion Leader - Selebritas | 4.520850 | 1.798056 | .402058 | 3.679334 | 5.362366 | 11.244 | 19 | .000 |
| Pair 2 | Opinion Leader - Social Leader | 7.671550 | 2.398516 | .536324 | 6.549010 | 8.794090 | 14.304 | 19 | .000 |
| Pair 3 | Selebritas - Social Leader | 3.150700 | 1.343473 | .300410 | 2.521935 | 3.779465 | 10.488 | 19 | .000 |

Verbal dan Visual

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Paired Samples Statistics** | | | | | |
|  | | Mean | N | Std. Deviation | Std. Error Mean |
| Pair 1 | Visual | 7.54040 | 195 | 1.844074 | .132057 |
| Verbal | 6.85428 | 195 | 1.820031 | .130335 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Paired Samples Correlations** | | | | |
|  | | N | Correlation | Sig. |
| Pair 1 | Visual & Verbal | 195 | .708 | .000 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Paired Samples Test** | | | | | | | | | |
|  | | Paired Differences | | | | | t | df | Sig. (2-tailed) |
| Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | |
| Lower | Upper |
| Pair 1 | Visual - Verbal | .686123 | 1.400712 | .100307 | .488291 | .883955 | 6.840 | 194 | .000 |