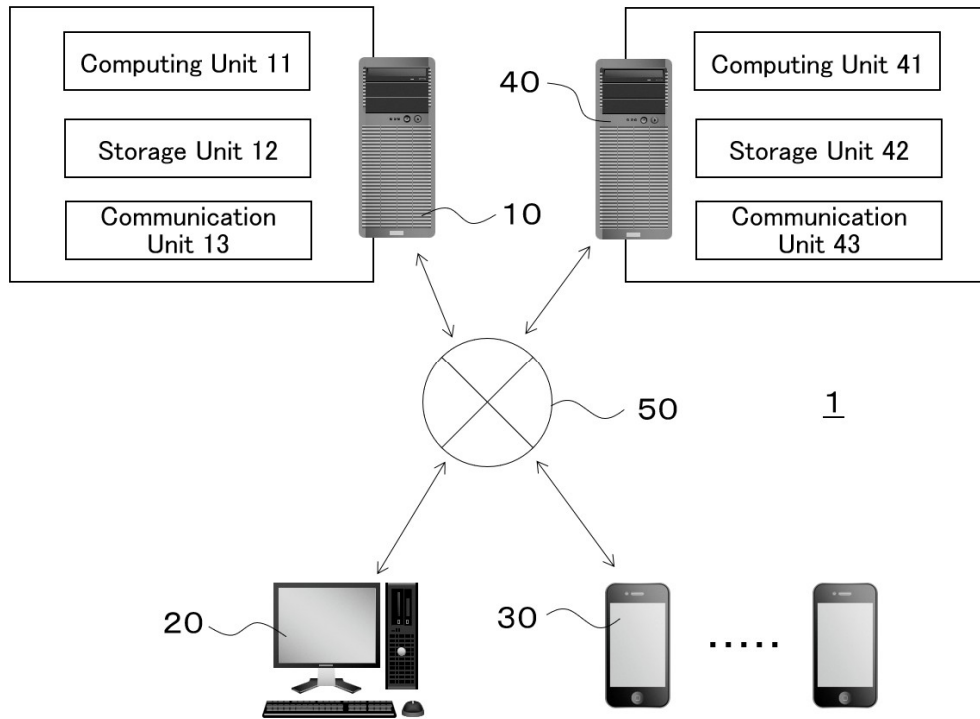
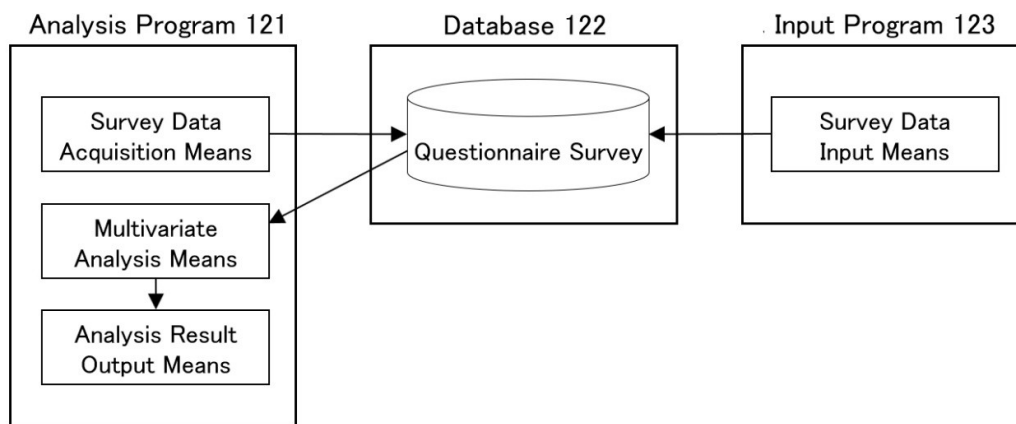


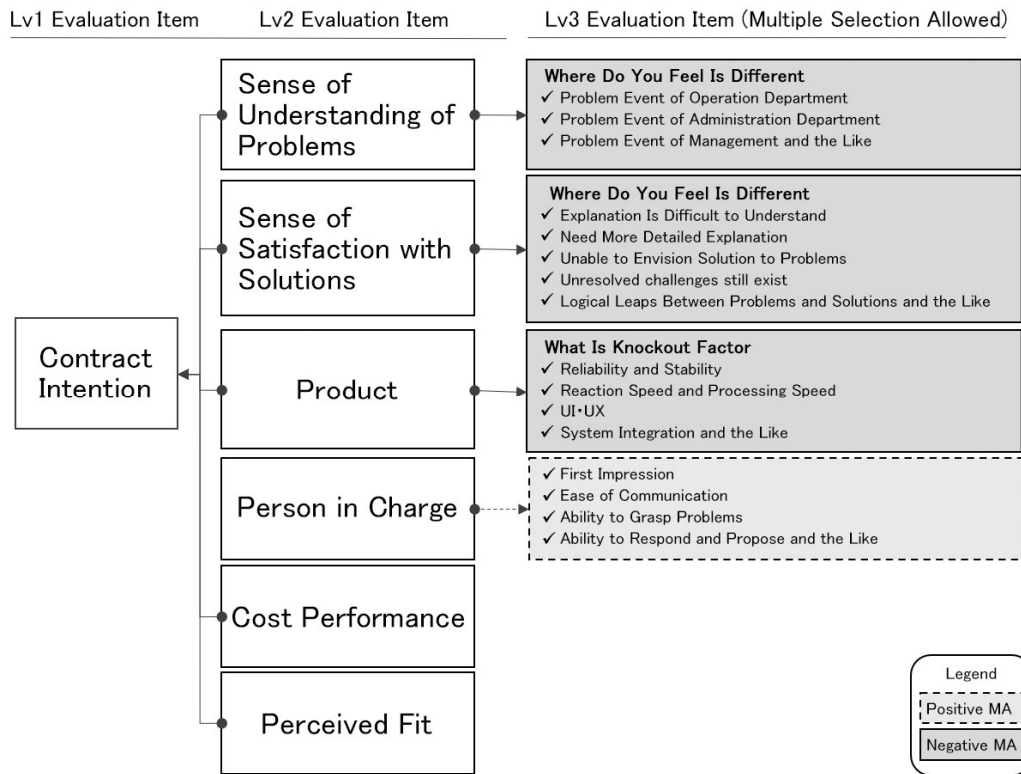
[Fig. 1]



[Fig. 2]



[Fig. 3]



[Fig. 4]

	Major Category ID	Major Category Details	Middle Category Details	Question Format
1	Explanatory Text of Questionnaire			-
2	Affiliation			SA
3	Company Size			SA
4	Lv1	Introduction Intent		Rating
5	Lv2	Sense of Understanding of Problems		Rating
6	Lv2	Sense of Satisfaction with Solutions		Rating
7	Lv2	Product		Rating
8	Lv2	Person in Charge		Rating
9	Lv2	Cost Performance		Rating
10	Lv2	Perceived Fit		Rating
11	Lv3	Sense of Understanding of Problems	Problem Point	MA
12	Lv3	Sense of Satisfaction with Solutions	Problem Point	MA
13	Lv3	Product	Problem Point	MA
14	Lv3	Person in Charge	Good Point	MA

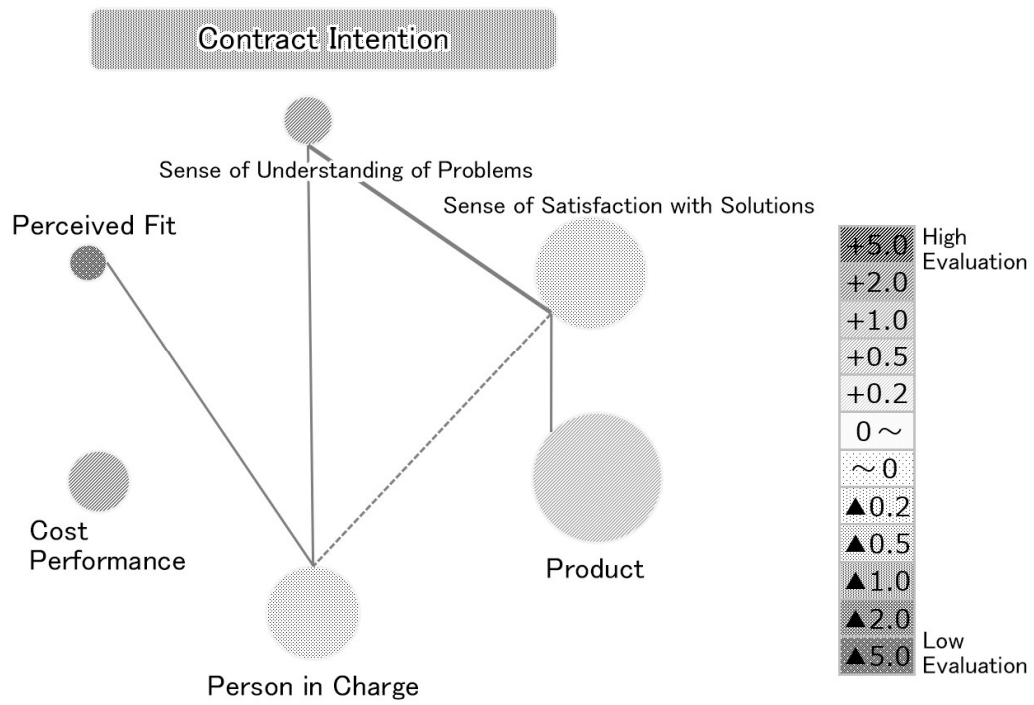
[Fig. 5]

Variable Name	Contract Intention	VIF	Evaluation Difference
Sense of Understanding of Problems	.083 *	2.021	2.1
Sense of Satisfaction with Solutions	.217 **	2.215	-0.7
Product	.256 **	2.339	1.4
Person in Charge	.178 **	1.822	-0.8
Cost Performance	.105 *	1.446	2.4
Perceived Fit	.022	1.567	-5.2
Determination Coefficient R^2	.646 **		

[Fig. 6]

	Sense of Understanding of Problems	Sense of Satisfaction with Solutions	Product	Person in Charge	Cost Performance	Perceived Fit
Sense of Understanding of Problems	1.000					
Sense of Satisfaction with Solutions	.648 **	1.000				
Product	.389 **	.521 **	1.000			
Person in Charge	.509 **	.457 +	.288 *	1.000		
Cost Performance	.356 **	.386 **	.396 *	.295 **	1.000	
Perceived Fit	.269 *	.352 **	.343 **	.537 *	.304 **	1.000

[Fig. 7]



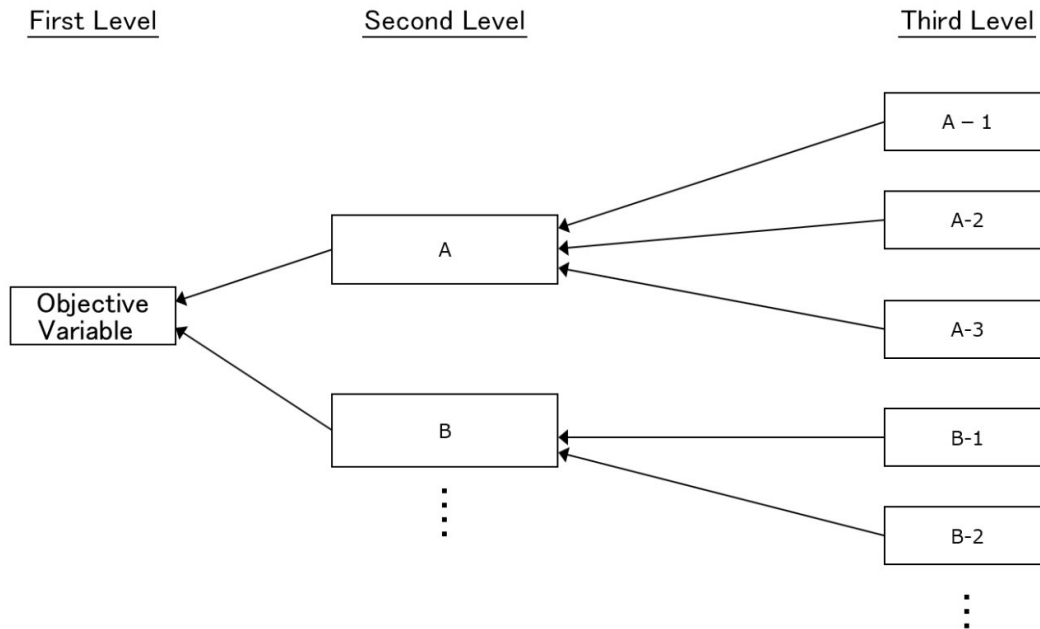
[Fig. 8]

Major Category	Subcategory	Items
Attribute Information		Date and Time of Visit
		Number of Visitors
		Purpose of Use
		Used Amount of Money
		⋮
First Level Question		Recommendation Intention
		Revisit Intention
Second Level Question	A	Evaluation of Customer Service
	B	Evaluation of Food
	C	Evaluation of Cleanliness
	D	Evaluation of Space and Atmosphere
	E	Evaluation of Cost Performance
		⋮
Third Level Question	A-1	Evaluation of Greeting
	A-2	Evaluation of Food Service
	B-1	Evaluation of Food Taste
	B-2	Evaluation of Food Selection
	B-3	Evaluation of Food Quantity
		⋮
Other Questions		Evaluation of Perceived Fit

[Fig. 9]

Major Category	Subcategory	Items
Attribute Information		Date and Time of Visit
		Generation
		Gender
		Number of Visitors
		Purpose of Use
		Used Amount of Money
		⋮
First Level Question		Recommendation Intention
		Revisit Intention
Second Level Question	A	Evaluation of Customer Service
	B	Evaluation of Food
	C	Evaluation of Cleanliness
	D	Evaluation of Space and Atmosphere
	E	Evaluation of Cost Performance
		⋮
Second Level Check	A	Dissatisfaction with Customer Service (Multiple Selection)
	B	Dissatisfaction with Food (Multiple Selection)
	C	Dissatisfaction with Cleanliness (Multiple Selection)
	D	Dissatisfaction with Space and Atmosphere (Multiple Selection)
	E	Dissatisfaction with Cost Performance (Multiple Selection)
		⋮
Other Questions		Evaluation of Perceived Fit

[Fig. 10]



[Fig. 11]

Variable Name	Contribution Degree	VIF
Customer Service	.266**	1.791
Service Speed	.043*	1.502
Food	.186**	1.877
Cleanliness	.099**	1.477
Space and Atmosphere	.177**	1.558
Cost Performance	.317**	2.208
Determination Coefficient R^2	.711**	

[Fig. 12]

Variable Name	Contribution Degree	VIF
Customer Service	.277**	1.693
Counseling	.064	1.669
Technique	.259**	1.904
Cleanliness	-.071	1.690
Atmosphere	.073	1.903
Cost Performance	.267**	1.740
Determination Coefficient R^2	.502**	

[Fig. 13]

Variable Name	Contribution Degree	VIF	Evaluation Difference
Customer Service	.286 **	2.111	-4.3
Service Speed	.017	1.307	-8.8
Food	-.090	2.572	0.5
Cleanliness	.158 +	1.756	-1.6
Space and Atmosphere	.266 **	1.967	-1.9
Cost Performance	.556 **	3.017	-0.5
Determination Coefficient R^2	.658 **		

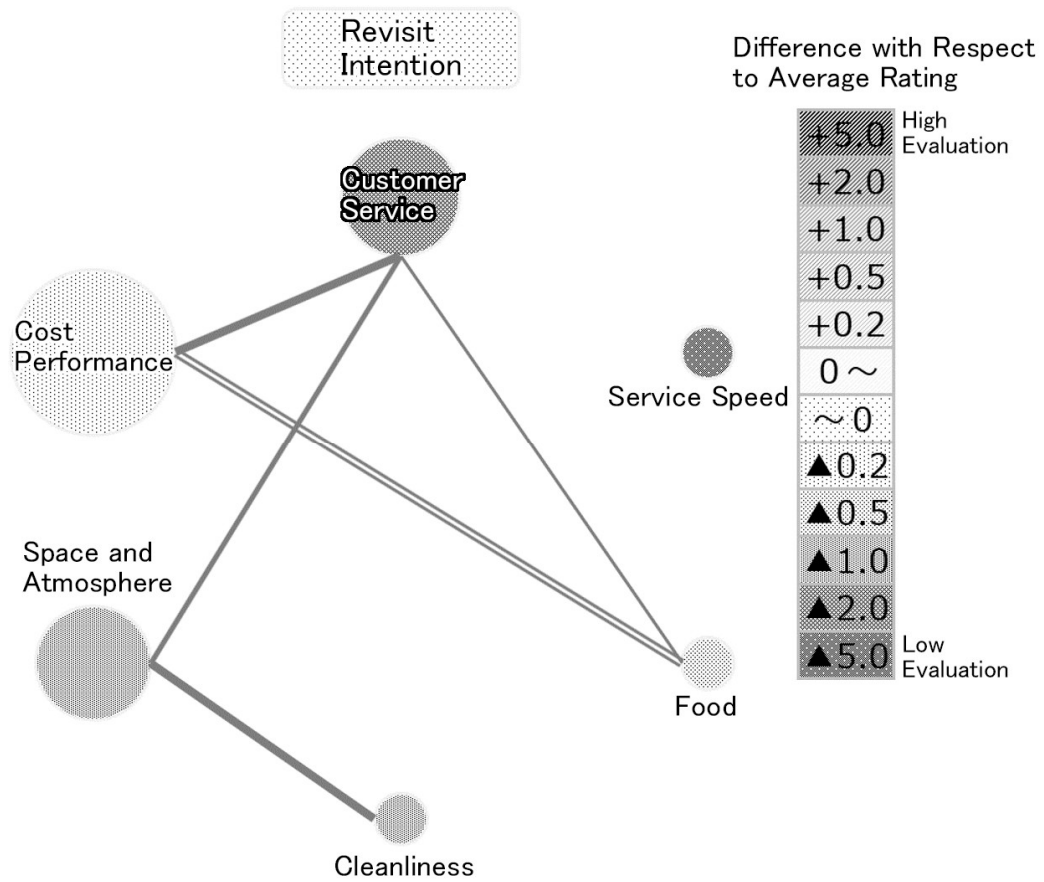
[Fig. 14]

Variable Name	Revisit Intention	VIF	Evaluation Difference
Customer Service	.331 **	3.249	5.3
Service Speed	.209	2.662	-6.2
Food	.434 **	3.702	4.5
Cleanliness	.119	2.440	2.5
Space and Atmosphere	.076	2.735	-0.3
Cost Performance	.626 **	2.535	5.6
Determination Coefficient R^2	.717		

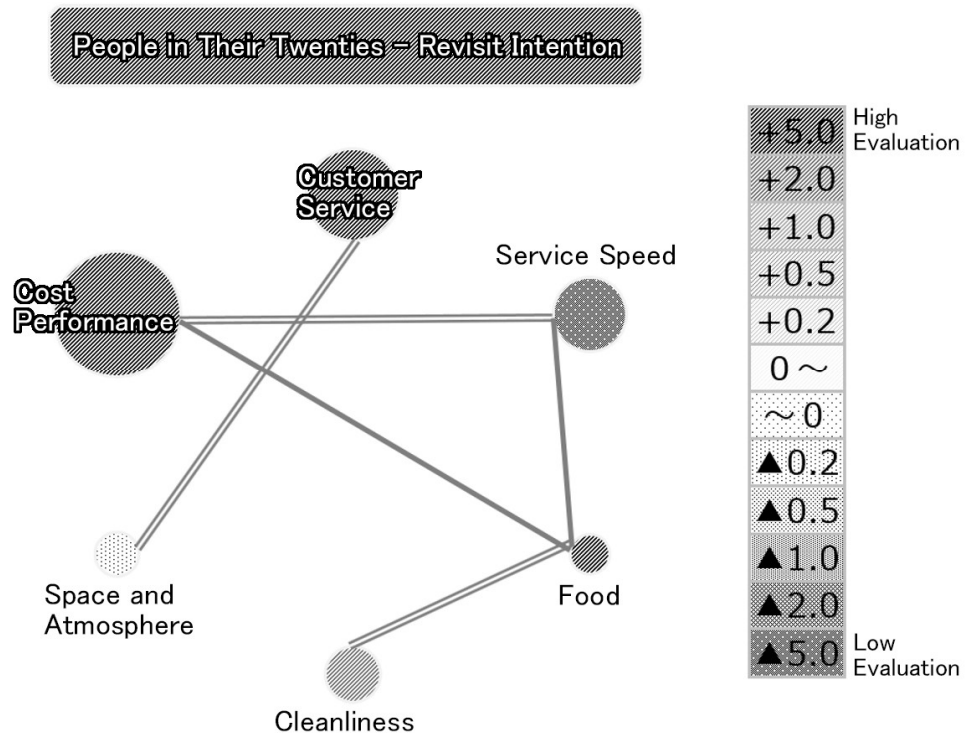
[Fig. 15]

Variable Name	Revisit Intention	VIF	Evaluation Difference
Customer Service	.309**	2.121	-9.1
Service Speed	-.022	1.236	-10.1
Food	-.032	2.929	-3.0
Cleanliness	.209+	2.323	-3.6
Space and Atmosphere	.353**	2.446	-2.7
Cost Performance	.455**	3.3	-3.6
Determination Coefficient R^2	.646**		

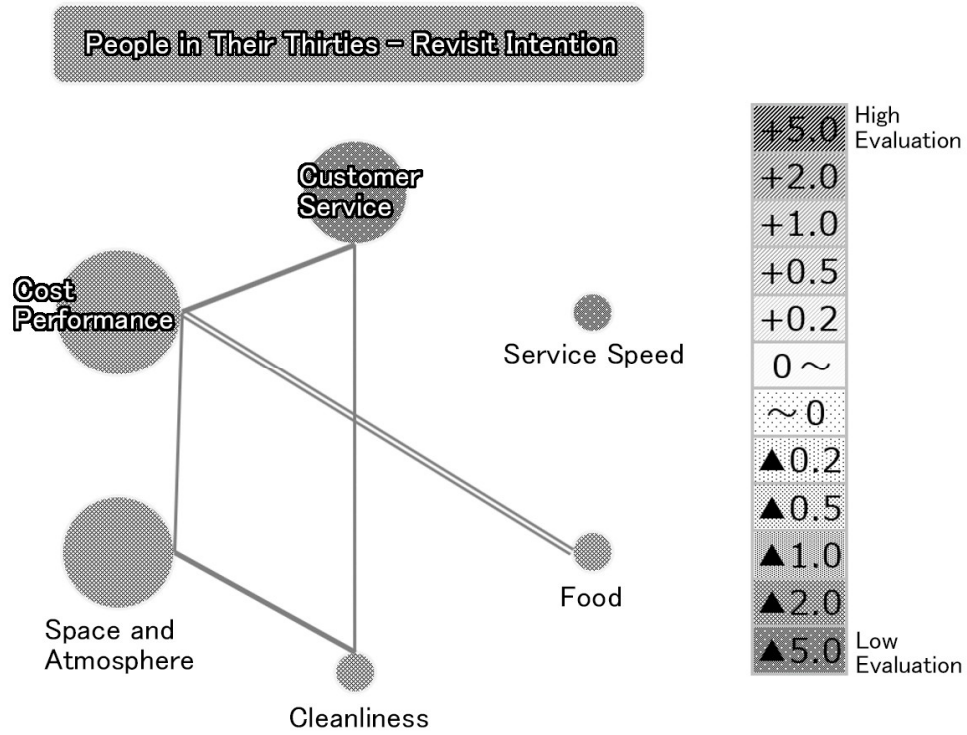
[Fig. 16]



[Fig. 17]



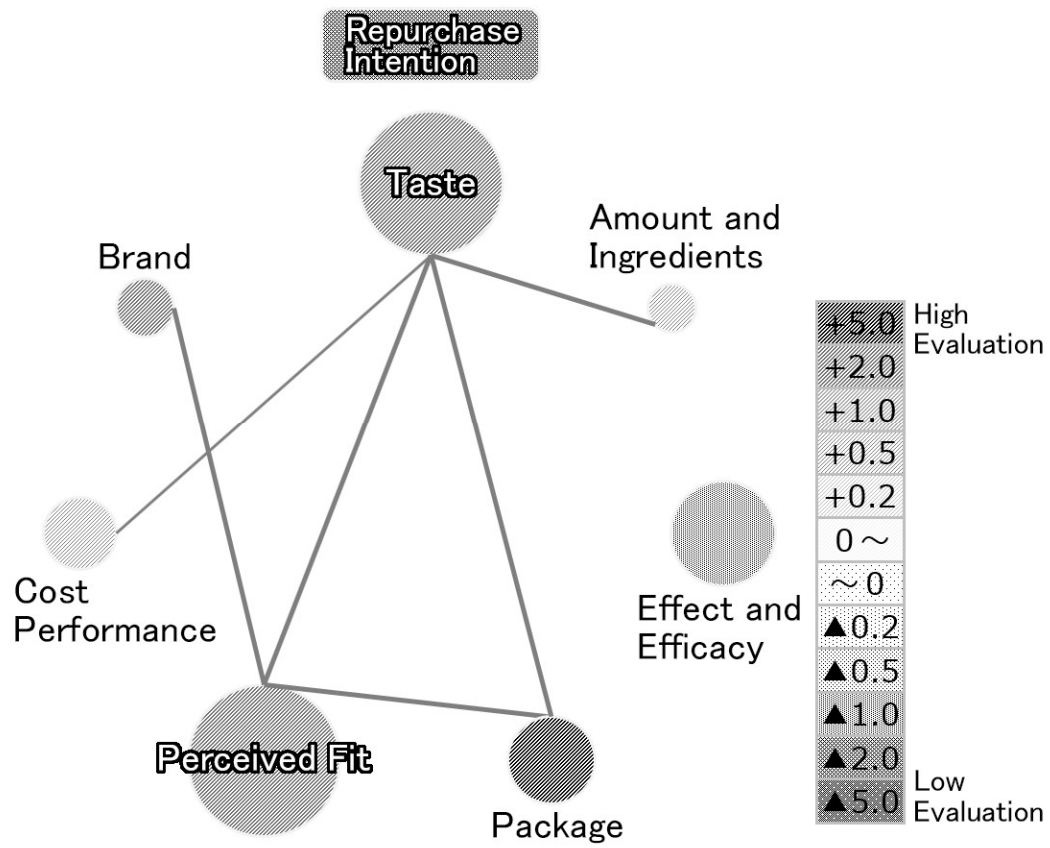
[Fig. 18]



[Fig. 19]

Variable Name	Contribution Degree	VIF	Evaluation Difference
Taste	.324+	2.311	+2.2
Amount and Ingredients	-.136	1.665	+0.4
Effect and Efficacy	.204	1.145	-1.3
Package	.156	1.731	+5.5
Perceived Fit	.332+	2.317	+1.4
Cost Performance	.116	1.358	+0.7
Brand Attitude	.082	1.713	+2.1
Determination Coefficient R^2	.565**		

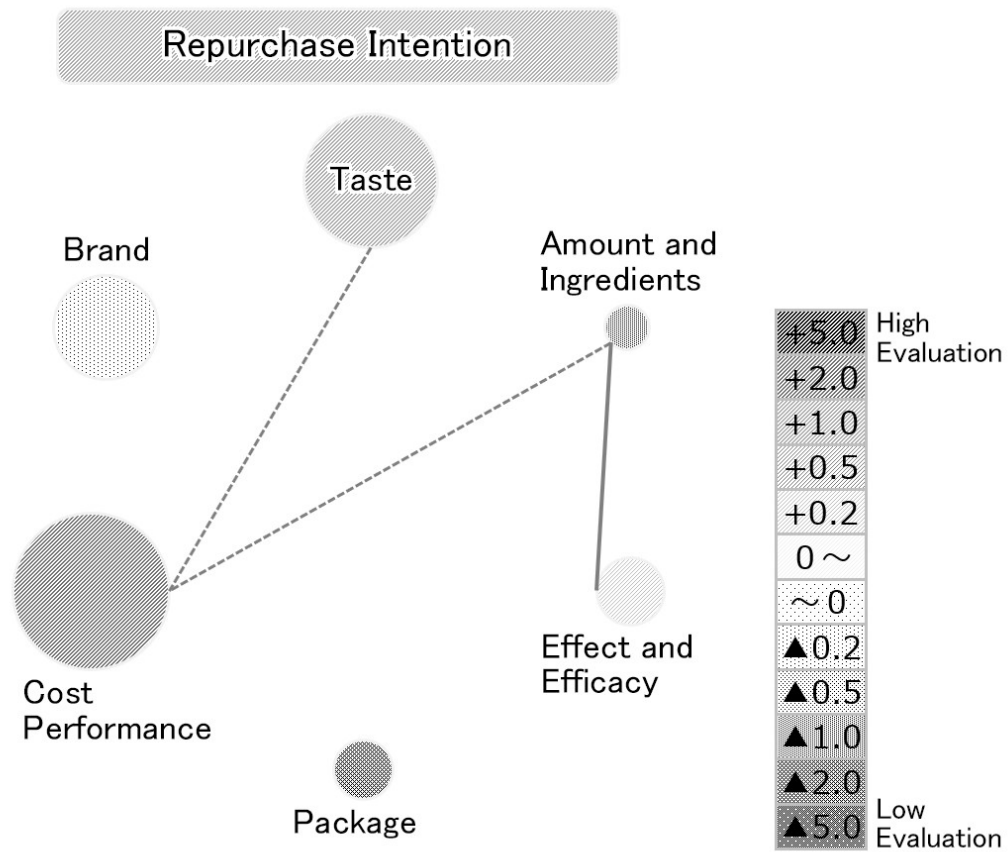
[Fig. 20]



[Fig. 21]

Variable Name	Repurchase Intention	VIF	Evaluation Difference
Taste	.255*	1.501	0.9
Amount and Ingredients	-.105	1.843	-1.1
Effect and Efficacy	.150	1.581	0.5
Package	.125	1.168	-2.2
Cost Performance	.310*	1.501	2.0
Brand Attitude	.223*	1.080	-0.4
Determination Coefficient R^2	.361**		

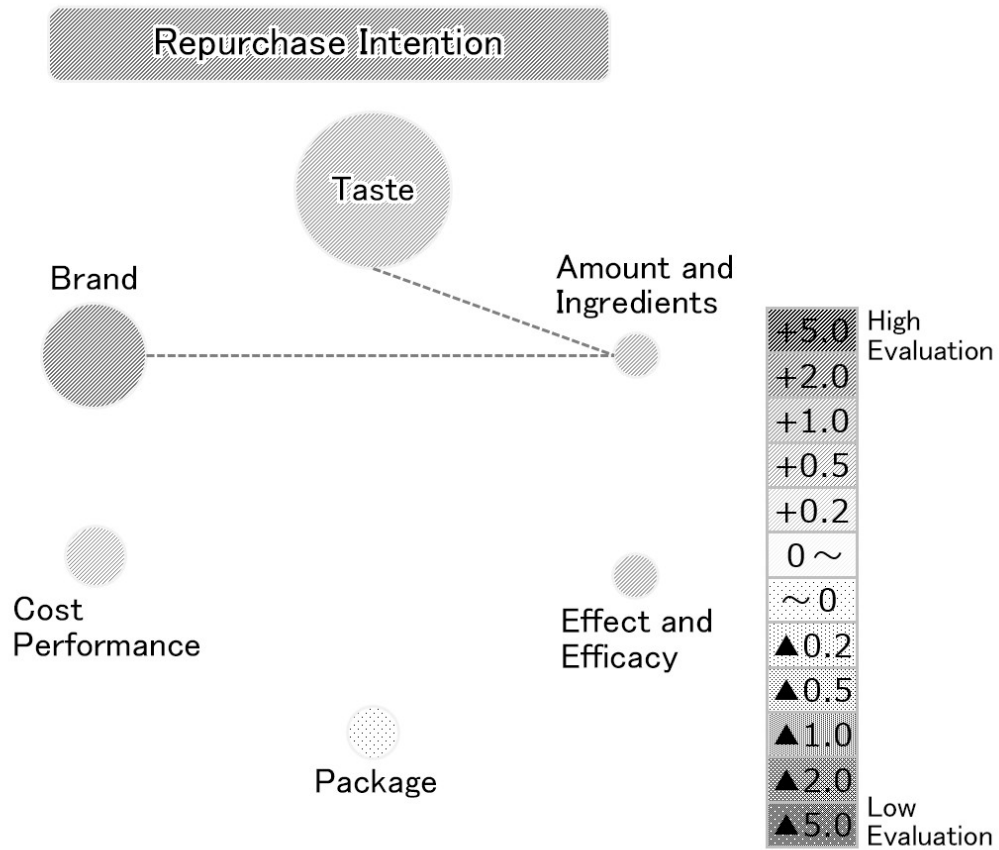
[Fig. 22]



[Fig. 23]

Variable Name	Repurchase Intention	VIF	Evaluation Difference
Taste	.374**	1.325	1.8
Amount and Ingredients	-.103	1.542	1.9
Effect and Efficacy	.049	1.186	1.2
Package	.068	1.123	-0.0
Cost Performance	.119	1.299	0.7
Brand Attitude	.254*	1.204	2.6
Determination Coefficient R^2	.311**		

[Fig. 24]



[Fig. 25]

Variable Name	Repurchase Intention	VIF	Evaluation Difference
Taste	.312+	2.362	-2.4
Amount and Ingredients	-.131	2.040	-2.4
Effect and Efficacy	-.010	1.559	-1.7
Package	-.011	1.057	0.2
Cost Performance	.471**	1.424	-1.0
Brand Attitude	.234+	1.221	-3.5
Determination Coefficient R^2	.511**		

[Fig. 26]

