

ภาคผนวก ข

ผลการวิเคราะห์ Multinomial Logistic Regression

Case Processing Summary

		N	Marginal Percentage
การยอมรับระบบ ABC	adoptions	13	14.0%
	supporters	35	37.6%
	deniers	45	48.4%
ระดับการศึกษา	ปริญญาตรี	35	37.6%
	ปริญญาโท	56	60.2%
	สูงกว่าปริญญาโท	2	2.2%
กลุ่มธุรกิจ	สินค้าอุปโภคบริโภค	16	17.2%
	ธุรกิจบริการ	32	34.4%
	สินค้าอุตสาหกรรม	25	26.9%
	อสังหาริมทรัพย์และก่อสร้าง	20	21.5%
จำนวนพนักงาน	1-50 คน	3	3.2%
	51-500 คน	36	38.7%
	501-1,000 คน	17	18.3%
	มากกว่า 1,000 คน	37	39.8%
จำนวนคู่แข่งชั้น	ไม่มีคู่แข่งชั้น	4	4.3%
	1-3 บริษัท	20	21.5%
	4-10 บริษัท	37	39.8%
	มากกว่า 10 บริษัท	32	34.4%
Valid		93	100.0%
Missing		4	
Total		97	
Subpopulation		93 ^a	

a. The dependent variable has only one value observed in 93 (100.0%) subpopulations.

Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	184.901			
Final	140.404	44.497	30	.043

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	197.356	154	.011
Deviance	140.404	154	.777

Pseudo R-Square

Cox and Snell	.380
Nagelkerke	.441
McFadden	.241

Classification

Observed	Predicted			
	adoptions	supporters	deniers	Percent Correct
Adoptions	5	1	7	38.5%
Supporters	1	21	13	60.0%
Deniers	0	9	36	80.0%
Overall Percentage	6.5%	33.3%	60.2%	66.7%

Parameter Estimates

การยอมรับระบบ ABC ^a		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
adoptions	Intercept	3.825	5.799	.435	1	.510			
	overhead	-.275	.471	.339	1	.560	.760	.302	1.914
	benefit	.831	.788	1.114	1	.291	2.296	.490	10.750
	Problem	-1.596	.740	4.653	1	.031	.203	.048	.864
	satisfaction	-.029	.662	.002	1	.966	.972	.265	3.559
	[edu=2]	-1.865	1.975	.892	1	.345	.155	.003	7.432
	[edu=3]	-2.377	1.989	1.428	1	.232	.093	.002	4.578
	[edu=4]	0 ^b	.	.	0	.	.	.	.
	[business=1]	1.524	1.562	.952	1	.329	4.589	.215	97.933
	[business=2]	.391	1.354	.084	1	.773	1.479	.104	20.995
	[business=3]	.656	1.356	.234	1	.628	1.928	.135	27.485
	[business=4]	0 ^b	.	.	0	.	.	.	.
	[staff=1]	-17.227	2209.451	.000	1	.994	3.298E-8	.000	. ^c
	[staff=2]	-.938	1.040	.814	1	.367	.391	.051	3.005
	[staff=3]	-2.058	1.357	2.301	1	.129	.128	.009	1.824
	[staff=4]	0 ^b	.	.	0	.	.	.	.
	[competitive=1]	18.610	2392.625	.000	1	.994	1.209E8	.000	. ^c
	[competitive=2]	.605	1.183	.262	1	.609	1.832	.180	18.631
	[competitive=3]	.442	1.060	.174	1	.677	1.556	.195	12.437
	[competitive=4]	0 ^b	.	.	0	.	.	.	.

Parameter Estimates

การยอมรับระบบ ABC ^a		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
supporters	Intercept	-18.300	3.613	25.661	1	.000			
	overhead	.286	.354	.655	1	.418	1.331	.666	2.664
	benefit	1.707	.636	7.207	1	.007	5.513	1.585	19.175
	problem	-.373	.570	.428	1	.513	.689	.225	2.105
	satisfaction	-1.051	.395	7.070	1	.008	.349	.161	.758
	[edu=2]	15.483	.612	640.331	1	.000	5.300E6	1597589.716	1.758E7
	[edu=3]	15.329	.000	.	1	.	4.545E6	4544587.480	4544587.480
	[edu=4]	0 ^b	.	.	0	.	.	.	.
	[business=1]	1.259	.971	1.681	1	.195	3.522	.525	23.620
	[business=2]	.601	.773	.605	1	.437	1.824	.401	8.294
	[business=3]	.426	.863	.243	1	.622	1.531	.282	8.317
	[business=4]	0 ^b	.	.	0	.	.	.	.
	[staff=1]	-.106	1.717	.004	1	.951	.899	.031	26.041
	[staff=2]	-.531	.678	.612	1	.434	.588	.156	2.223
	[staff=3]	-.891	.826	1.163	1	.281	.410	.081	2.071
	[staff=4]	0 ^b	.	.	0	.	.	.	.
	[competitive=1]	16.565	2392.625	.000	1	.994	1.563E7	.000	.
	[competitive=2]	-.381	.774	.242	1	.623	.683	.150	3.117
	[competitive=3]	.446	.691	.417	1	.518	1.562	.403	6.050
	[competitive=4]	0 ^b	.	.	0	.	.	.	.

a. The reference category is: deniers.

b. This parameter is set to zero because it is redundant.

c. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.