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| Test No. | Analysis Statement | Test Name | **Variable Types** | Hypothesis | Assumption Tests |
| 1 | To study the privacy concerns in loyalty program between gender and sign purpose | Two-way  ANOVA | * Privacy Score (Dependent) * Gender (Independent) * Sign purpose   (Independent) | All interaction means are the same  At least two interaction means are different | 1. Know Interaction means |
| 2 | To study the privacy concerns in loyalty program whether have experience damage | Independent T-Test | - Privacy Score (Dependent)  - Experience Damage  (Independent) |  | 1. Normality Test  2. Homogenity Variance |
| 3 | To study the utilization concerns in loyalty program, according to sign purpose, gained control satisfaction to reduce error. | ANCOVA | - Utilization (Dependent)  - Sign purpose  (Independent)  - Satisfaction (Covariate) | All adjusted means are same  At least two adjusted means are different | 1. Independence of the independent variable and covariate.  2. Regression Homogenity |
| 4 | To study the awareness concerns in loyalty program between age and gender. | Two-way  ANOVA | - Awareness (Dependent)  - Age (Independent)  - Gender (Independent) | All interaction means are the same  At least two interaction means are different | 1. Know Interaction means |
| 5 | To study the satisfaction concerns in loyalty program whether have experience damage. | Independent T-Test | - Satisfaction (Dependent)  - Experience Damage  (Independent) |  | 1. Normality Test  2. Homogenity Variance |
| 6 | To study the privacy concerns in loyalty program between awareness and utilization, gained control satisfaction to reduce error. |  | - Privacy Score (Dependent)  - |  |  |
| 7. | To study the utilization concerns in loyalty program between male and female. | Independent T-Test | - Utilization (Dependent)  - Gender (Independent) |  | 1. Normality Test  2. Homogenity Variance |
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