

コンジョイント分析

```
conjoint <- read_ods(file_path, sheet = 1)
```

```
head(conjoint)
```

```
out1 <- lm(pref ~ 星 + コメント + 特集 + ランキング, data = conjoint)
```

```
summary(out1)
```

コンジョイント分析②

```
head(conjoint)
```

```
out2 <- lm(pref ~ x 特典 + x 返信 + x 味 + x 雰囲気, data = conjoint)
```

```
summary(out2)
```

確認的因子分析

```
MR1 =~ freq_visit + satisfaction + review_reference
```

```
MR2 =~ uncertainty + anxiety_reduction
```

```
MR3 =~ freq_visit + uncertainty
```

```
fit <- cfa(cfa_model, data = data, std.lv = TRUE)
```

```
summary(fit, fit.measures = TRUE, standardized = TRUE)
```

SEM

```
sem_model <- ' anxiety_reduction ~ uncertainty
```

```
freq_visit ~ anxiety_reduction
```

```
fit <- sem(sem_model, data = data, std.lv = TRUE)
```

```
summary(fit, fit.measures = TRUE, standardized = TRUE)
```