Bab V

Kesimpulan dan Implikasi Manajerial

A. Kesimpulan

Bab ini berisi simpulan dan saran-saran yang merupakan temuan akhir dari penelitian ini. Kesimpulan dan saran didasarkan dari hasil analisis yang dilakukan dengan *Structural Equation Modeling* dengan dibantu program AMOS 4.01. Model yang diuji dalam penelitian ini dapat diterima sebagai model penelitian yang valid karena mampu menunjukan tingkat keseuaian yang tinggi, dimana nilai kritis yang ditetapkan SEM sesuai dengan nilai *goodness-of-Fit* yang dihasilkan.

Hasil temuan dalam penelitian ini menunjukan bahwa faktor kepercayaan tidak berpengaruh secara signifikan terhadap loyalitas, baik loyalitas kesikapan maupun loyalitas keperilakuan. Hal ini terjadi karena di Indonesia tingkat kepercayaan masih kurang bisa diandalkan untuk menjadikan pelanggan menjadi loyal.

Faktor nilai mempunyai pengaruh yang signisikan terhadap loyalitas keperilakuan tetapi tidak berpengaruh secara signifikan terhadap loyalitas kesikapan. Untuk menjelaskan hal ini dapat dimisalkan apabila seorang pelanggan mengetahui tentang nilai sepeda motor merek Honda tetapi mereka tidak mempunyai kemampuan finansial yang mendukung mereka tidak akan membeli sepeda motor merek honda, hal ini menggambarkan loyalitas kesikapan. Loyalitas keperilakuan dapat

digambarkan dengan permisalan apabila mereka mendapatkan penawaran sepeda motor merek honda dengan harga yang murah tentu mereka akan membeli.

Faktor ekuitas merek memberikan pengaruh yang signifikan terhadap loyalitas keperilakuan tetapi ekuitas merek tidak mempengaruhi secara signifikan loyalitas kesikapan.

B. Implikasi Manajerial & Saran

Beberapa implikasi manajerial dan saran-saran yang relevan dengan kesimpulan-kesimpulan dari penelitian ini, adalah sebagai berikut:

1. Bagi para pemasar sepeda motor merek Honda perlu menumbuhkan faktor kepercayaan untuk meningkatkan loyalitas. Faktor kepercayaan bukanlah merupakan faktor yang dapat dibangun dengan waktu yang singkat. Dapat dilakukan dengan memberikan peningkatan pelayanan melalui bengkel resmi mereka Ahass.
2. Bagi penelitian selanjutnya adalah sebagai berikut:

   Meneliti lebih lanjut pengaruh variabel ekuitas merek dan variabel nilai terhadap loyalitas. Dalam penelitian selanjutnya peneliti sangat berharap ekuitas merek bisa mempengaruhi secara signifikan terhadap loyalitas baik loyalitas kesikapan dan loyalitas keperilakuan. Karena jika dalam penelitian yang peneliti lakukan peneliti menggunakan tingkat signifikansi sebesar 10% maka variabel ekuitas

merek berpengaruh terhadap loyalitas baik loyalitas keperilakuan maupun loyalitas kesikapan.

Kelemahan Penelitian

Dalam mengumpulkan data penulis sering menemui responden yang tidak memenuhi kriteria *purposive random sampling*, sehingga penulis mengganti 37 kuesioner yang tidak memenuhi kriteria *purposive random sampling*. Di dalam pengolahan Amos dengan maximum likelihood jumlah yang diizinkan yaitu sebesar 200 lembar.

Disebabkan keterbatasan waktu, dana, dan tenaga maka penelitian ini hanya menggunakan kuesioner sebanyak 200 lembar yang penulis yakini sangat terbatas.

Kesulitan Penelitian

Penelitian ini menggunakan alat analisis AMOS 4.01 kesulitan yang penulis hadapi dengan alat analisis ini adalah entry data. Hal ini disebabkan karena program AMOS 4.01 tidak mau memproses jika data dari kuesioner yang mempunyai pola yang sama. Jika data dari survey memiliki hasil yang sama, misal seorang responden menjawab dengan jawaban sangat setuju semua atau netral semua maka dapat dikatakan sebagai data yang tidak bergerak dan program AMOS 4.01 tidak mau memproses.

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KUISIONER

Dengan hormat,

Sebagai sarana penerapan teori yang telah diperoleh selama masa studi dan sebagai tugas akhir untuk menyelesaikan studi di Program Pasca Sarjana Universitas Atma Jaya Yogyakarta, Saya selaku peneliti:

Nama : Andre Purnama Triwibowo.
No. Mhs : 04.996/PS/MM.

Mengharapkan kesediaan Anda untuk memberikan tanggapan dengan cara menjawab beberapa pertanyaan yang ada pada kuesioner ini.

Perlu diketahui bahwa jawaban yang diperoleh hanya akan digunakan sebagai data dalam penelitian tentang "Pengaruh *Trust, Value,* dan *Brand Equity* Terhadap *Behavioral Loyalty* dan *Attitudinal Loyalty* Sepeda motor merek Honda di yogyakarta" Data tersebut selanjutnya akan dianalisis untuk membuktikan apakah hipotesis (dugaan sementara) dari permasalahan yang diajukan dapat diterima atau ditolak.

Atas kesediaan Anda, Saya ucapkan terima kasih.

Hormat saya,

Andre Purnama Triwibowo.

DEMOGRAFI RESPONDEN :

Pilihlah jawaban yang sesuai dengan diri Anda, dengan memberikan tanda silang (X) :

1. Jenis Kelamin:
    a. Pria.
    b. Wanita.

2. Pekerjaan
    a. Pegawai Negeri.
    b. Karyawan Swasta.
    c. Wiraswasta.
    d. Pelajar / Mahasiswa.

3. Apakah Sepeda Motor merek Honda yang anda gunakan milik anda pribadi?
    a. Ya.
    b. Tidak.

4. Pernahkah anda merasa kecewa terhadap sepeda motor merek Honda yang anda gunakan?
    a. Ya.
    b. Tidak.

5. Besar pendapatan anda setiap bulan:
    a. Kurang dari Rp. 1.000.000,00
    b. Antara Rp. 1.000.000,00 sampai Rp. 2.000.000,00
    c. Antara Rp. 2.000.000,00 sampai Rp. 3.000.000,00
    d. Lebih dari Rp. 3.000.000,00

Petunjuk untuk pengisian kusioner berikut ini:

Berilah tanda silang (x) atau *tick* (v) pada kolom jawaban yang anda pilih

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Pertanyaan / Items	SS	S	N	TS	STS
Kepercayaan Merek (*Trust*)					
1. Saya percaya terhadap merek Honda untuk sepeda motor.					
2. Saya percaya terhadap sepeda motor merek Honda yang sedang saya gunakan.					
3. Sepeda motor merek Honda dapat diandalkan.					
4. Sepeda motor merek Honda yang sedang saya gunakan memang dapat dipercaya.					
5. Saya percaya bahwa menggunakan sepeda motor merek Honda tidak merugikan.					
6. Saya mempertimbangkan bahwa para karyawan / pekerja sepeda motor merek Honda dapat dipercaya.					

Nilai (*Value*)					
1. Sepeda motor merek Honda yang sedang saya gunakan menawarkan nilai lebih dibandingkan dengan harga yang saya bayar.					
2. Sepeda motor merek Honda yang sedang saya gunakan memberikan kepada kami para pemilik dan pengguna kesepakatan (*deal*) transaksi yang baik.					
3. Sepeda motor merek Honda yang sedang saya gunakan memberikan saya kemudahan, keunggulan, keuntungan, kenyamanan, dan kebanggaan bagi saya.					
Ekuitas Merek (*Brand Equity*)					
1. Saya dapat mengharapkan performa lebih yang saya dapat dari sepeda motor merek Honda yang sedang saya gunakan.					
2. Saya dapat mengharapkan berkendara dengan tanpa rasa was-was akan kemacetan mesin dengan mengendarai sepeda motor merek Honda yang sedang saya gunakan.					
3. Sepeda motor merek Honda yang sedang saya gunakan sesuai dengan gaya pribadi saya.					
4. Sepeda motor merek Honda yang sedang saya gunakan mendapat kesan baik dari teman-teman saya.					

5. **Saya pribadi memiliki perasaan yang** positif terhadap sepeda motor merek Honda yang sedang saya gunakan.					
6. Setelah menggunakan sepeda motor merek Honda, saya bertambah yakin terhadap Sepeda motor merek Honda.					
Loyalitas kesikapan / (*Attitudinal loyalty*)					
1. Saya memilih sepeda motor merek Honda karena itu merupakan pilihan yang terbaik bagi saya.					
2. Saya mempertimbangkan bahwa saya pribadi adalah konsumen yang loyal terhadap sepeda motor merek Honda.					
3. Saya yakin terhadap sepeda motor merek Honda.					
4. Saya mempertimbangkan sepeda motor merek Honda sebagai pilihan pertama ketika akan membeli sepeda motor kembali.					
Loyalitas Keperilakuan / (*Behavioral Loyalty*)					
1. Jika saya harus membeli sepeda motor kembali saya akan membeli sepeda motor merek Honda.					
2. Saya tidak akan beralih ke sepeda motor merek lain, walaupun jika terjadi masalah dengan sepeda motor merek Honda yang saya gunakan.					
3. Di masa yang akan datang saya memiliki keinginan untuk membeli sepeda motor merek Honda lagi.					

Trust

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.862	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust_1	16.23	8.254	.519	.862
Trust_2	16.20	7.752	.724	.828
Trust_3	16.37	7.275	.770	.817
Trust_4	16.30	7.941	.487	.872
Trust_5	16.30	7.459	.809	.813
Trust_6	15.93	7.306	.675	.835

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.47	10.740	3.277	6

Nilai

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.647	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Nilai_1	7.57	1.289	.414	.607
Nilai_2	7.67	1.195	.509	.481
Nilai_3	7.57	1.151	.452	.559

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.40	2.317	1.522	3

Ekuitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.882	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ekuitas_1	18.70	9.183	.686	.864
Ekuitas_2	18.77	8.254	.784	.846
Ekuitas_3	18.70	8.838	.784	.849
Ekuitas_4	18.77	9.495	.572	.881
Ekuitas_5	18.90	8.438	.762	.850
Ekuitas_6	18.50	8.948	.592	.881

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.47	12.464	3.530	6

Kesikapan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.857	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kesikapan_1	11.63	3.482	.642	.846
Kesikapan_2	11.77	3.426	.777	.785
Kesikapan_3	11.47	3.706	.631	.846
Kesikapan_4	11.73	3.651	.771	.793

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.53	6.051	2.460	4

Keperilakuan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.626	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Keperilakuan_1	6.73	1.720	.505	.441
Keperilakuan_2	6.83	2.006	.434	.550
Keperilakuan_3	6.57	1.289	.421	.607

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.07	3.168	1.780	3

Summarize

Case Summaries

	Trust_1	Trust_2	Trust_3	Trust_4	Trust_5	Trust_6	Nilai_1	Nilai_2
1	4	3	4	3	4	4	4	3
2	4	3	4	3	4	4	4	4
3	4	3	3	2	3	4	3	4
4	3	3	4	3	3	3	4	4
5	3	5	4	5	4	4	3	4
6	4	4	3	3	4	4	5	5
7	3	3	3	3	3	3	4	4
8	3	3	3	4	3	3	4	4
9	3	3	3	4	3	4	4	4
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26	3	3	2	3	3	3	3	4
27	3	3	3	3	3	3	4	4
28	4	3	2	2	3	3	4	4
29	3	3	3	3	3	5	3	3
30	2	3	2	3	2	2	4	3

Case Summaries

	Nilai_3	Ekuitas_1	Ekuitas_2	Ekuitas_3	Ekuitas_4	Ekuitas_5	Ekuitas_6
1	4	3	3	3	3	3	3
2	3	5	5	4	3	4	4
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4	5	3	2	2	3	3	3
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8	5	4	5	5	4	5	4
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28	3	4	4	4	4	3	4
29	3	4	4	4	3	3	4
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Case Summaries

	Kesikapan_1	Kesikapan_2	Kesikapan_3	Kesikapan_4	Keperilakuan_1
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24	4	4	4	4	3
25	5	4	3	4	3
26	4	4	3	3	3
27	5	4	3	4	2
28	5	5	5	5	3
29	4	4	4	5	3
30	4	3	4	4	4

Case Summaries

	Keperilakuan_2	Keperilakuan_3
1	3	3
2	3	3
3	3	3
4	3	3
5	3	3
6	3	5
7	3	4
8	4	4
9	4	4
10	3	3
11	3	4
12	3	4
13	4	4
14	3	3
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16	5	3
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20	3	3
21	4	5
22	4	4
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25	3	4
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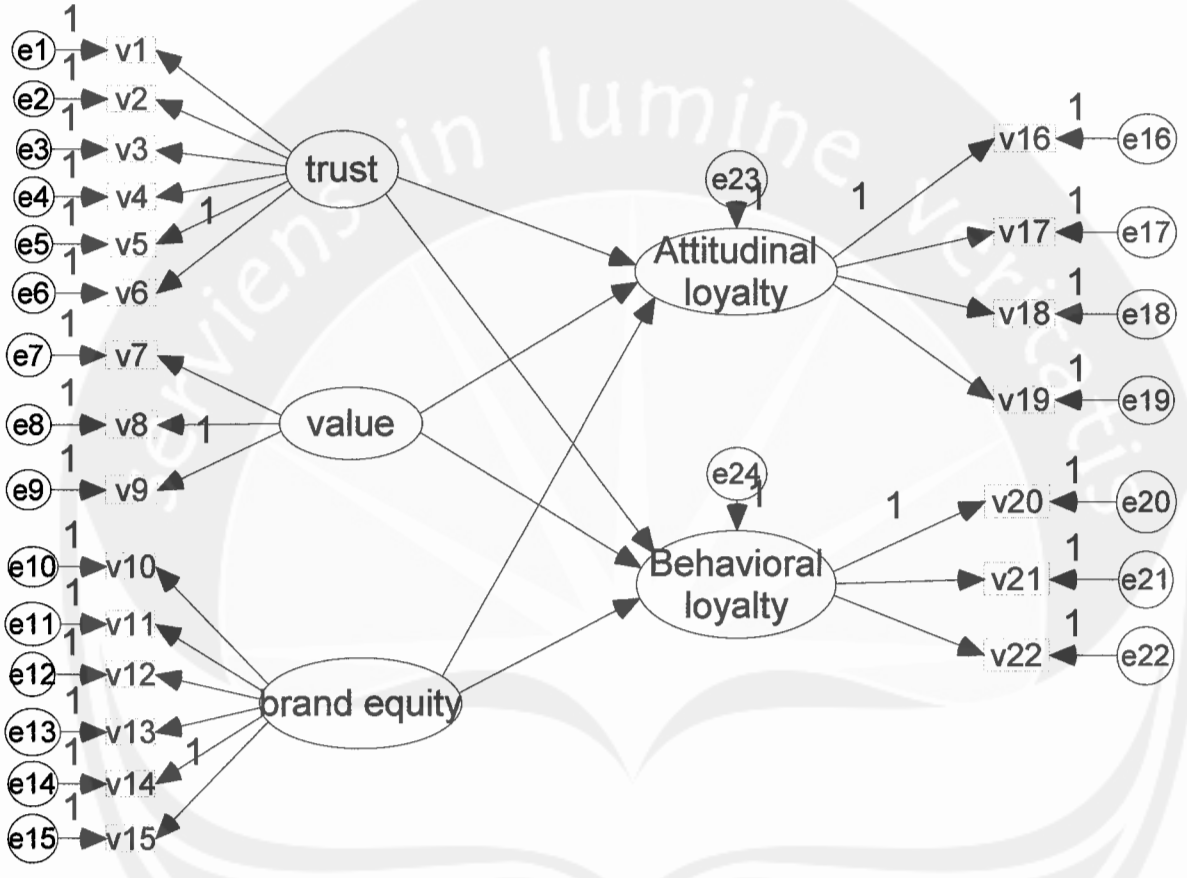
27	3	3
28	3	2
29	3	3
30	4	2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trust
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brand equity
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Attitudinal loyalty
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Behavioral loyalty
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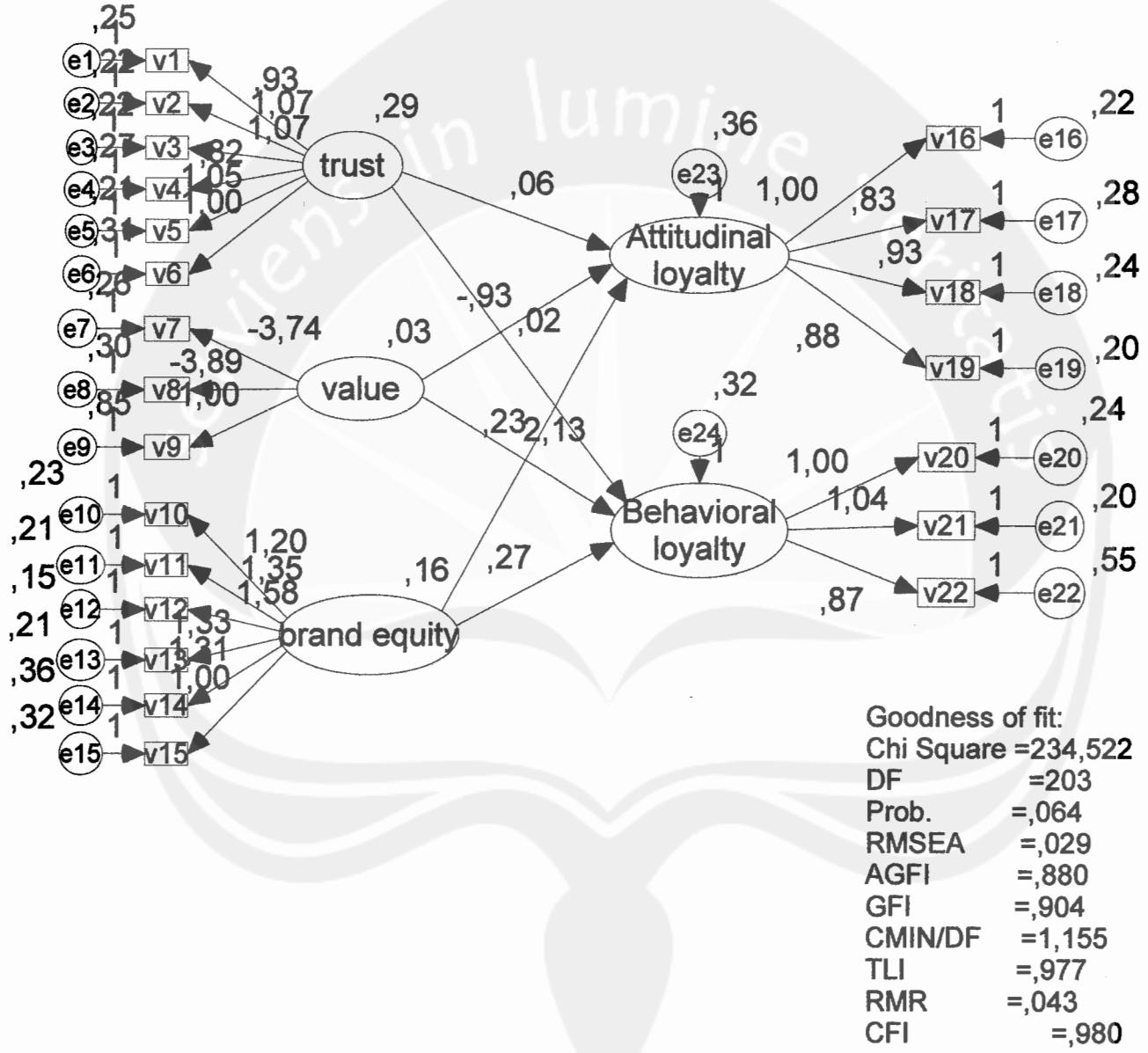

Goodness of fit:

Chi Square	=234,522
DF	=203
Prob.	=,064
RMSEA	=,029
AGFI	=,880
GFI	=,904
CMIN/DF	=1,155
TLI	=,977
RMR	=,043
CFI	=,980

Andre
Friday, March 09, 2007 02:49:16

Amos

by James L. Arbuckle

Version 4.01

1507 E. 53rd Street - #452
Chicago, IL 60615 USA
773-667-8635
Fax: 773-955-6252
http://www.smallwaters.com

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Friday, March 09, 2007 02:49 PM

lel contains the following variables

6	observed	endogenous
5	observed	endogenous
4	observed	endogenous
3	observed	endogenous
2	observed	endogenous
1	observed	endogenous
15	observed	endogenous
14	observed	endogenous
13	observed	endogenous
12	observed	endogenous
11	observed	endogenous
10	observed	endogenous
9	observed	endogenous
8	observed	endogenous
7	observed	endogenous
16	observed	endogenous
17	observed	endogenous
18	observed	endogenous
19	observed	endogenous
20	observed	endogenous
21	observed	endogenous

22	observed endogenous
Attitudinal_loyalty	unobserved endogenous
Behavioral_loyalty	unobserved endogenous
rust	unobserved exogenous
e6	unobserved exogenous
e5	unobserved exogenous
e4	unobserved exogenous
e3	unobserved exogenous
e2	unobserved exogenous
e1	unobserved exogenous
brand equity	unobserved exogenous
e15	unobserved exogenous
e14	unobserved exogenous
e13	unobserved exogenous
e12	unobserved exogenous
e11	unobserved exogenous
e10	unobserved exogenous
value	unobserved exogenous
e9	unobserved exogenous
e8	unobserved exogenous
e7	unobserved exogenous
e16	unobserved exogenous
e17	unobserved exogenous
e18	unobserved exogenous
e19	unobserved exogenous
e20	unobserved exogenous
e21	unobserved exogenous
e22	unobserved exogenous
e23	unobserved exogenous
e24	unobserved exogenous

Number of variables in your model: 51
Number of observed variables: 22
Number of unobserved variables: 29
Number of exogenous variables: 27
Number of endogenous variables: 24

of Parameters

	Weights	Covariances	Variances	Means	Intercepts	Total
xed:	29	0	0	0	0	29
eled:	0	0	0	0	0	0
beled:	23	0	27	0	0	50
otal:	52	0	27	0	0	79

odel is recursive.

ent of normality

	min	max	skew	c.r.	kurtosis	c.r.
v22	1.000	5.000	0.074	0.413	-0.609	-1.704
v21	1.000	5.000	0.191	1.071	-0.188	-0.525
v20	2.000	5.000	0.298	1.668	-0.424	-1.186
v19	2.000	5.000	-0.362	-2.024	0.051	0.142
v18	2.000	5.000	-0.313	-1.754	-0.201	-0.561
v17	2.000	5.000	-0.070	-0.390	-0.503	-1.408
v16	2.000	5.000	-0.313	-1.754	-0.268	-0.751
v7	1.000	5.000	-0.372	-2.083	0.107	0.300
v8	1.000	5.000	-0.212	-1.184	-0.023	-0.065
v9	1.000	5.000	0.074	0.413	-0.609	-1.704
v10	2.000	5.000	-0.197	-1.102	-0.067	-0.187
v11	2.000	5.000	-0.161	-0.903	-0.169	-0.474
v12	2.000	5.000	-0.355	-1.989	-0.021	-0.058

v13	2.000	5.000	0.004	0.021	-0.289	-0.808
v14	2.000	5.000	0.205	1.147	-0.739	-2.070
v15	2.000	5.000	-0.156	-0.873	-0.166	-0.464
v1	2.000	5.000	0.307	1.718	0.045	0.125
v2	1.000	5.000	0.314	1.760	0.330	0.924
v3	1.000	5.000	0.082	0.462	0.081	0.226
v4	1.000	5.000	0.098	0.549	0.263	0.735
v5	1.000	5.000	0.326	1.825	0.271	0.757
v6	1.000	5.000	0.274	1.534	0.467	1.307
Multivariate				13.726	2.896	

tions farthest from the centroid (Mahalanobis distance)

ation er	Mahalanobis d-squared	p1	p2
	50.609	0.000	0.087
	44.937	0.003	0.093
	43.740	0.004	0.036
	39.796	0.011	0.169
	38.457	0.016	0.193
	38.162	0.018	0.116
	37.171	0.023	0.137
	36.122	0.029	0.193
	36.002	0.030	0.121
	35.518	0.034	0.113
	33.829	0.051	0.367
	33.590	0.054	0.319
	32.588	0.068	0.514
	31.711	0.082	0.693
	31.495	0.086	0.664
	31.201	0.092	0.666
	30.995	0.096	0.642
	30.784	0.101	0.623
	30.211	0.113	0.736
	30.142	0.115	0.679
	30.009	0.118	0.643
	29.436	0.133	0.769
	29.161	0.140	0.790
	29.074	0.143	0.753
	29.056	0.143	0.687
	28.967	0.146	0.646
	28.870	0.149	0.607
	28.355	0.164	0.743
	27.978	0.176	0.813
	27.891	0.179	0.786
	27.526	0.192	0.850
	27.513	0.192	0.805
	27.209	0.203	0.851
	27.128	0.206	0.830
	27.119	0.207	0.782
	26.999	0.211	0.772
	26.861	0.217	0.770
	26.822	0.218	0.728
	26.659	0.224	0.738
	26.642	0.225	0.685
	26.570	0.228	0.655
	26.437	0.233	0.654
	26.365	0.236	0.625
	26.199	0.243	0.643
	26.121	0.247	0.618
	26.035	0.250	0.597
	26.004	0.252	0.547
	25.929	0.255	0.521
	25.827	0.259	0.510
	25.799	0.260	0.459
	25.787	0.261	0.401
	25.741	0.263	0.362
	25.624	0.268	0.361
	25.606	0.269	0.312

25.422	0.277	0.340
25.284	0.284	0.359
25.240	0.286	0.323
25.127	0.291	0.324
25.119	0.291	0.273
24.894	0.302	0.332
24.820	0.306	0.314
24.810	0.306	0.265
24.801	0.307	0.221
24.790	0.307	0.181
24.773	0.308	0.149
24.675	0.313	0.147
24.642	0.314	0.124
24.627	0.315	0.099
24.622	0.316	0.076
24.521	0.321	0.076
24.488	0.322	0.062
24.467	0.323	0.049
24.298	0.332	0.060
24.256	0.334	0.050
24.205	0.337	0.043
24.171	0.338	0.035
24.164	0.339	0.025
23.839	0.356	0.054
23.716	0.362	0.059
23.505	0.374	0.083
23.488	0.375	0.065
23.206	0.390	0.112
22.997	0.402	0.151
22.982	0.403	0.124
22.966	0.404	0.101
22.930	0.406	0.086
22.504	0.430	0.203
22.416	0.435	0.202
22.312	0.441	0.209
22.234	0.446	0.203
22.214	0.447	0.173
22.162	0.450	0.158
22.148	0.451	0.130
22.137	0.452	0.105
21.980	0.461	0.127
21.871	0.468	0.134
21.864	0.468	0.107
21.767	0.474	0.109
21.684	0.479	0.108
21.659	0.480	0.090

ize: 188

Covariances

!	v21	v20	v19	v18	v17	v16	
0.881							
0.398	0.671						
0.410	0.447	0.684					
0.068	-0.018	0.015	0.509				
-0.047	-0.087	-0.036	0.317	0.584			
0.077	-0.049	0.031	0.311	0.297	0.556		
0.040	-0.033	-0.022	0.353	0.382	0.322	0.620	
0.061	-0.242	-0.192	0.067	0.151	0.111	0.089	
0.052	-0.234	-0.217	0.060	0.164	0.126	0.079	
0.136	0.170	0.123	-0.081	-0.089	-0.109	-0.088	
0.059	0.004	0.003	0.035	0.063	0.057	0.067	
0.100	0.005	0.000	0.044	0.033	0.046	0.030	
0.063	0.005	0.032	0.034	0.060	0.072	0.099	
0.018	0.026	0.006	0.045	0.068	0.050	0.092	
0.059	0.031	0.014	0.051	0.101	0.083	0.062	
0.007	0.019	0.026	0.030	0.108	0.054	0.076	

0.027	-0.034	0.016	0.033	0.037	0.027	-0.053
0.005	-0.057	-0.043	0.052	0.039	0.014	-0.066
0.030	-0.005	0.029	0.010	0.050	0.016	-0.021
0.020	-0.034	0.020	-0.004	0.022	0.033	-0.036
0.052	-0.050	0.046	0.060	0.056	0.058	-0.001

v8	v9	v10	v11	v12	v13	
0.637						
0.394	0.707					
-0.072	-0.090	0.881				
0.094	0.107	0.033	0.464			
0.088	0.127	-0.001	0.279	0.501		
0.077	0.121	0.020	0.295	0.331	0.554	
0.107	0.091	0.024	0.239	0.307	0.355	0.497
0.132	0.086	-0.026	0.294	0.300	0.321	0.255
0.036	0.063	0.028	0.191	0.189	0.285	0.196
0.004	-0.035	-0.019	-0.008	-0.016	-0.032	-0.072
-0.014	-0.027	-0.026	-0.017	-0.035	-0.051	-0.054
0.043	0.009	0.000	-0.032	-0.047	-0.090	-0.062
0.031	0.014	-0.012	0.006	-0.022	-0.017	-0.028
0.028	0.018	0.009	0.002	0.001	-0.047	-0.057
0.073	0.031	-0.081	-0.027	-0.033	-0.038	-0.062

ł	v15	v1	v2	v3	v4	v5
0.634						
0.212	0.478					
0.035	-0.060	0.503				
0.044	-0.056	0.297	0.549			
0.064	-0.104	0.285	0.334	0.546		
0.020	-0.007	0.237	0.232	0.219	0.461	
0.004	-0.031	0.260	0.329	0.324	0.281	0.527
0.037	-0.037	0.268	0.302	0.326	0.239	0.286

0.594

ıes of Sample Covariances

001	1.180e-001	1.697e-001	1.819e-001	1.925e-001	2.049e-001
001	2.213e-001	2.422e-001	2.711e-001	2.763e-001	2.960e-001
001	3.279e-001	3.698e-001	4.130e-001	7.605e-001	8.167e-001
-000	1.817e+000	2.073e+000	2.311e+000		

number of Sample Covariances = 2.129167e+001

ant of sample covariance matrix = 4.4558e-010

efault model

ion of degrees of freedom

Number of distinct sample moments: 253
nber of distinct parameters to be estimated: 50

Degrees of freedom: 203

).0e+000	-6.9065e-001	1.00e+004	1.82974188216e+003	0	1.00e+004
.0e+000	-1.5152e-001	3.19e+000	8.84808049610e+002	20	3.77e-001
.0e+000	-1.3147e-002	1.53e+000	5.23282899090e+002	4	6.58e-001
.0e+000	-1.2856e-001	1.04e+000	3.79981735322e+002	5	8.81e-001
.6e+003	0.0000e+000	8.77e-001	3.07708982016e+002	5	9.23e-001
.7e+002	0.0000e+000	1.13e+000	2.72146036885e+002	6	0.00e+000
.9e+002	0.0000e+000	6.40e-001	2.58017538901e+002	2	0.00e+000
.7e+002	0.0000e+000	6.16e-001	2.40374566085e+002	1	1.13e+000
.9e+003	0.0000e+000	7.53e-001	2.37858125147e+002	1	8.74e-001

1.9e+004	0.0000e+000	4.40e-001	2.35229423713e+002	2 0.00e+000
4.5e+004	0.0000e+000	5.36e-001	2.34826305108e+002	1 1.27e+000
1.0e+005	0.0000e+000	4.60e-001	2.34634456277e+002	1 1.27e+000
1.9e+005	0.0000e+000	3.95e-001	2.34555068827e+002	1 1.24e+000
3.5e+005	0.0000e+000	2.70e-001	2.34527928530e+002	1 1.23e+000
5.1e+005	0.0000e+000	1.69e-001	2.34522130297e+002	1 1.15e+000
5.9e+005	0.0000e+000	5.46e-002	2.34521622369e+002	1 1.07e+000
5.9e+005	0.0000e+000	7.30e-003	2.34521615919e+002	1 1.01e+000
6.1e+005	0.0000e+000	9.91e-005	2.34521615918e+002	1 1.00e+000

was achieved

re = 234.522
of freedom = 203
ty level = 0.064

n Likelihood Estimates

on Weights:

		Estimate	S.E.	C.R.	Label
al_loyalty	<--- trust	0.017	0.097	0.172	
l_loyalty	<--- value	-0.927	0.555	-1.670	
al_loyalty	<--- value	2.126	1.068	1.991	
al_loyalty	<--- brand equity	0.274	0.133	2.060	
l_loyalty	<-- brand equity	0.231	0.131	1.767	
l_loyalty	<--- trust	0.061	0.097	0.630	
---	trust	1.000			
---	trust	0.819	0.102	8.012	
---	trust	0.931	0.108	8.663	
---	brand equity	1.000			
---	brand equity	1.334	0.172	7.734	
---	brand equity	1.576	0.192	8.224	
---	brand equity	1.351	0.174	7.774	
---	brand equity	1.202	0.162	7.402	
---	value	1.000			
---	value	-3.893	1.883	-2.068	
---	value	-3.737	1.809	-2.067	
---	Attitudinal_loyalty	1.000			
---	Attitudinal_loyalty	0.832	0.088	9.466	
---	Attitudinal_loyalty	0.930	0.090	10.353	
---	Attitudinal_loyalty	0.880	0.084	10.483	
---	Behavioral_loyalty	1.000			
---	Behavioral_loyalty	1.038	0.107	9.740	
---	Behavioral_loyalty	0.872	0.108	8.088	
---	trust	1.054	0.111	9.469	
---	trust	1.067	0.113	9.427	
---	trust	1.074	0.114	9.460	
---	brand equity	1.313	0.186	7.075	

s:

	Estimate	S.E.	C.R.	Label
trust	0.287	0.056	5.153	
brand equity	0.161	0.039	4.127	
value	0.027	0.026	1.051	
e23	0.362	0.060	6.009	
e24	0.320	0.060	5.326	
e6	0.308	0.037	8.393	
e5	0.208	0.028	7.558	
e4	0.268	0.031	8.692	
e3	0.219	0.029	7.613	
e2	0.218	0.029	7.570	
e1	0.254	0.031	8.328	

e15	0.317	0.035	9.028
e14	0.356	0.041	8.678
e13	0.210	0.027	7.908
e12	0.153	0.024	6.308
e11	0.206	0.026	7.830
e10	0.231	0.028	8.381
e9	0.854	0.089	9.574
e8	0.299	0.069	4.342
e7	0.260	0.063	4.152
e16	0.220	0.034	6.519
e17	0.279	0.035	7.981
e18	0.239	0.033	7.167
e19	0.200	0.029	6.989
e20	0.245	0.045	5.458
e21	0.198	0.045	4.443
e22	0.546	0.065	8.439

Multiple Correlations: Estimate

Behavioral_loyalty	0.295
Attitudinal_loyalty	0.083
v22	0.387
v21	0.712
v20	0.649
v19	0.604
v18	0.588
v17	0.494
v16	0.642
v7	0.591
v8	0.577
v9	0.031
v10	0.503
v11	0.588
v12	0.724
v13	0.578
v14	0.439
v15	0.338
v1	0.495
v2	0.603
v3	0.599
v4	0.417
v5	0.605
v6	0.483

Covariances

!	v21	v20	v19	v18	v17	v16	
-0.011							
-0.012	-0.016						
0.015	-0.024	-0.014					
0.101	0.021	0.052	0.004				
-0.012	-0.046	0.004	-0.006	0.004			
0.108	-0.012	0.066	0.022	-0.009	0.003		
0.077	0.011	0.020	0.006	0.015	-0.007	0.005	
0.126	-0.020	0.022	-0.015	0.065	0.033	-0.004	
0.142	-0.003	0.006	-0.025	0.073	0.046	-0.019	
0.086	0.110	0.066	-0.059	-0.066	-0.088	-0.063	
0.013	-0.051	-0.050	-0.005	0.022	0.019	0.022	
0.048	-0.057	-0.060	0.000	-0.013	0.004	-0.021	
0.002	-0.068	-0.038	-0.018	0.005	0.023	0.040	
-0.033	-0.035	-0.053	0.001	0.022	0.008	0.042	
0.008	-0.029	-0.044	0.007	0.055	0.042	0.013	
-0.032	-0.027	-0.018	-0.003	0.074	0.023	0.038	
0.030	-0.026	0.025	0.017	0.045	0.021	-0.051	
0.023	-0.039	0.011	0.016	0.020	0.011	-0.072	
0.001	-0.063	-0.048	0.035	0.022	-0.001	-0.084	
0.027	-0.009	0.025	-0.003	0.037	0.004	-0.036	
0.015	-0.039	0.015	-0.020	0.005	0.018	-0.055	
0.048	-0.055	0.042	0.044	0.040	0.043	-0.018	

v8	v9	v10	v11	v12	v13
0.000					
0.002	0.000				
0.029	0.015	-0.000			
0.094	0.107	0.033	0.000		
0.088	0.127	-0.001	0.017	-0.000	
0.077	0.121	0.020	-0.011	-0.013	-0.000
0.107	0.091	0.024	-0.020	0.016	0.015
0.132	0.086	-0.026	0.039	0.014	-0.013
0.036	0.063	0.028	-0.003	-0.029	0.031
0.004	-0.035	-0.019	-0.008	-0.016	-0.032
-0.014	-0.027	-0.026	-0.017	-0.035	-0.051
0.043	0.009	0.000	-0.032	-0.047	-0.090
0.031	0.014	-0.012	0.006	-0.022	-0.017
0.028	0.018	0.009	0.002	0.001	-0.047
0.073	0.031	-0.081	-0.027	-0.033	-0.038

4	v15	v1	v2	v3	v4	v5
	0.000					
	0.000	0.000				
	0.035	-0.060	0.000			
	0.044	-0.056	0.010	0.000		
	0.064	-0.104	0.000	0.005	0.000	
	0.020	-0.007	0.018	-0.020	-0.031	-0.000
	0.004	-0.031	-0.022	0.004	0.002	0.034
	0.037	-0.037	0.000	-0.007	0.020	0.004

0.000

ized Residual Covariances

!	v21	v20	v19	v18	v17	v16
-0.119						
-0.190	-0.220					
0.228	-0.386	-0.200				
2.049	0.479	1.194	0.071			
-0.230	-0.995	0.079	-0.134	0.069		
2.107	-0.271	1.458	0.494	-0.181	0.058	
1.425	0.234	0.423	0.125	0.292	-0.135	0.076
2.212	-0.383	0.423	-0.352	1.438	0.755	-0.085
2.376	-0.054	0.119	-0.572	1.554	0.987	-0.384
1.325	1.931	1.145	-1.207	-1.261	-1.725	-1.162
0.269	-1.228	-1.194	-0.138	0.569	0.519	0.571
0.979	-1.332	-1.370	0.001	-0.339	0.100	-0.505
0.040	-1.492	-0.822	-0.462	0.129	0.578	0.936
-0.683	-0.811	-1.219	0.021	0.562	0.214	1.045
0.152	-0.607	-0.905	0.179	1.237	0.977	0.281
-0.672	-0.643	-0.427	-0.085	1.909	0.620	0.965
0.620	-0.597	0.574	0.448	1.141	0.532	-1.263
0.442	-0.870	0.235	0.426	0.482	0.276	-1.690
0.020	-1.400	-1.057	0.920	0.528	-0.032	-1.987
0.576	-0.220	0.601	-0.077	0.968	0.107	-0.917
0.302	-0.883	0.339	-0.527	0.123	0.446	-1.313
0.900	-1.179	0.884	1.105	0.924	1.035	-0.408

v8	v9	v10	v11	v12	v13
0.000					
0.041	0.000				
0.524	0.261	-0.000			
2.372	2.560	0.696	0.000		
2.120	2.913	-0.017	0.411	-0.000	
1.771	2.653	0.400	-0.259	-0.280	-0.000
2.598	2.100	0.487	-0.496	0.380	0.339
2.830	1.755	-0.475	0.887	0.292	-0.259	-0.604

0.889	1.493	0.586	-0.077	-0.738	0.727	-0.504
0.101	-0.795	-0.390	-0.240	-0.443	-0.835	-1.966
-0.330	-0.596	-0.513	-0.467	-0.907	-1.258	-1.426
1.000	0.191	0.003	-0.879	-1.230	-2.228	-1.641
0.771	0.342	-0.260	0.187	-0.631	-0.456	-0.792
0.658	0.393	0.178	0.048	0.034	-1.179	-1.513
1.615	0.654	-1.529	-0.692	-0.819	-0.905	-1.555

4	v15	v1	v2	v3	v4	v5
0.000						
0.011	0.000					
-0.849	-1.664	0.000				
-1.016	-1.498	0.230	0.000			
-1.494	-2.779	0.004	0.103	0.000		
-0.512	-0.211	0.469	-0.483	-0.764	-0.000	
-0.085	-0.846	-0.504	0.095	0.038	0.842	0.000
-0.829	-0.941	0.010	-0.138	0.417	0.088	-0.344

0.000

/ of models

Model	NPAR	CMIN	DF	P	CMIN/DF
ult model	50	234.522	203	0.064	1.155
ted model	253	0.000	0		
dence model	22	1804.432	231	0.000	7.811

Model	RMR	GFI	AGFI	PGFI
ult model	0.043	0.904	0.880	0.725
ted model	0.000	1.000		
dence model	0.134	0.441	0.387	0.402

Model	DELTA1 NFI	RHO1 RFI	DELTA2 IFI	RHO2 TLI	CFI
ult model	0.870	0.852	0.980	0.977	0.980
ted model	1.000		1.000		1.000
dence model	0.000	0.000	0.000	0.000	0.000

Model	PRATIO	PNFI	PCFI
ult model	0.879	0.765	0.861
ted model	0.000	0.000	0.000
dence model	1.000	0.000	0.000

Model	NCP	LO 90	HI 90
ult model	31.522	0.000	73.639
ted model	0.000	0.000	0.000
dence model	1573.432	1441.911	1712.388

Model	FMIN	F0	LO 90	HI 90
ult model	1.254	0.169	0.000	0.394
ted model	0.000	0.000	0.000	0.000
dence model	9.649	8.414	7.711	9.157

Model	RMSEA	LO 90	HI 90	PCLOSE
ault model	0.029	0.000	0.044	0.992
ndence model	0.191	0.183	0.199	0.000

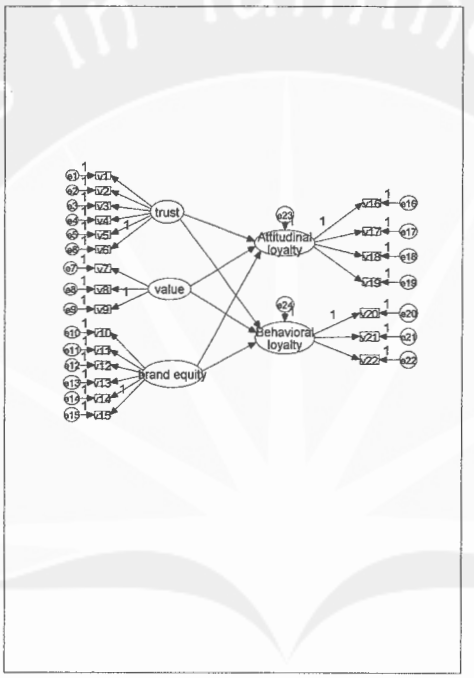
Model	AIC	BCC	BIC	CAIC
ult model	334.522	348.546	650.896	546.344
ated model	506.000	576.963	2106.854	1577.820
ndence model	1848.432	1854.603	1987.637	1941.634

Model	ECVI	LO 90	HI 90	MECVI
ult model	1.789	1.620	2.014	1.864
ated model	2.706	2.706	2.706	3.085
dence model	9.885	9.181	10.628	9.918

Model	HOELTER .05	HOELTER .01
ult model	190	202
dence model	28	30

n time summary:

imization: 0.120
cellaneous: 0.460
ootstrap: 0.000
Total: 0.580



Title

Andre: Friday, March 09, 2007 02:49 PM

Your model contains the following variables

v6	observed	endogenous
v5	observed	endogenous
v4	observed	endogenous
v3	observed	endogenous
v2	observed	endogenous
v1	observed	endogenous
v15	observed	endogenous
v14	observed	endogenous
v13	observed	endogenous
v12	observed	endogenous
v11	observed	endogenous
v10	observed	endogenous
v9	observed	endogenous
v8	observed	endogenous
v7	observed	endogenous
v16	observed	endogenous
v17	observed	endogenous
v18	observed	endogenous
v19	observed	endogenous
v20	observed	endogenous
v21	observed	endogenous
v22	observed	endogenous
Attitudinal_loyalty	unobserved	endogenous
Behavioral_loyalty	unobserved	endogenous
trust	unobserved	exogenous
e6	unobserved	exogenous
e5	unobserved	exogenous
e4	unobserved	exogenous
e3	unobserved	exogenous
e2	unobserved	exogenous
e1	unobserved	exogenous
brand equity	unobserved	exogenous
e15	unobserved	exogenous
e14	unobserved	exogenous
e13	unobserved	exogenous
e12	unobserved	exogenous
e11	unobserved	exogenous
e10	unobserved	exogenous
value	unobserved	exogenous
e9	unobserved	exogenous
e8	unobserved	exogenous
e7	unobserved	exogenous
e16	unobserved	exogenous
e17	unobserved	exogenous
e18	unobserved	exogenous
e19	unobserved	exogenous
e20	unobserved	exogenous

e21	unobserved	exogenous
e22	unobserved	exogenous
e23	unobserved	exogenous
e24	unobserved	exogenous

Number of variables in your model:	51
Number of observed variables:	22
Number of unobserved variables:	29
Number of exogenous variables:	27
Number of endogenous variables:	24

Summary of Parameters

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	29	0	0	0	0	29
Labeled	0	0	0	0	0	0
Unlabeled	23	0	27	0	0	50
Total	52	0	27	0	0	79

The model is recursive.

Sample size = 188

Computation of degrees of freedom

Number of distinct sample moments = 253
Number of distinct parameters to be estimated = 50
Degrees of freedom = 253 - 50 = 203

Minimum was achieved

Chi-square = 234.522
Degrees of freedom = 203
Probability level = 0.064

Assessment of normality

	min	max	skew	c.r.	kurtosis	c.r.
v22	1.000	5.000	0.074	0.413	-0.609	-1.704
v21	1.000	5.000	0.191	1.071	-0.188	-0.525
v20	2.000	5.000	0.298	1.668	-0.424	-1.186
v19	2.000	5.000	-0.362	-2.024	0.051	0.142
v18	2.000	5.000	-0.313	-1.754	-0.201	-0.561
v17	2.000	5.000	-0.070	-0.390	-0.503	-1.408
v16	2.000	5.000	-0.313	-1.754	-0.268	-0.751
v7	1.000	5.000	-0.372	-2.083	0.107	0.300
v8	1.000	5.000	-0.212	-1.184	-0.023	-0.065
v9	1.000	5.000	0.074	0.413	-0.609	-1.704
v10	2.000	5.000	-0.197	-1.102	-0.067	-0.187
v11	2.000	5.000	-0.161	-0.903	-0.169	-0.474
v12	2.000	5.000	-0.355	-1.989	-0.021	-0.058
v13	2.000	5.000	0.004	0.021	-0.289	-0.808
v14	2.000	5.000	0.205	1.147	-0.739	-2.070
v15	2.000	5.000	-0.156	-0.873	-0.166	-0.464
v1	2.000	5.000	0.307	1.718	0.045	0.125
v2	1.000	5.000	0.314	1.760	0.330	0.924
v3	1.000	5.000	0.082	0.462	0.081	0.226
v4	1.000	5.000	0.098	0.549	0.263	0.735
v5	1.000	5.000	0.326	1.825	0.271	0.757
v6	1.000	5.000	0.274	1.534	0.467	1.307
Multivariate					13.726	2.896

Observations farthest from the centroid (Mahalanobis distance)

Observation number	Mahalanobis d-squared	p1	p2
91	50.609	0.000	0.087
120	44.937	0.003	0.093
118	43.740	0.004	0.036
81	39.796	0.011	0.169
115	38.457	0.016	0.193
149	38.162	0.018	0.116
21	37.171	0.023	0.137
133	36.122	0.029	0.193
140	36.002	0.030	0.121
109	35.518	0.034	0.113
148	33.829	0.051	0.367
43	33.590	0.054	0.319
134	32.588	0.068	0.514
124	31.711	0.082	0.693
37	31.495	0.086	0.664
155	31.201	0.092	0.666
54	30.995	0.096	0.642
137	30.784	0.101	0.623
128	30.211	0.113	0.736
144	30.142	0.115	0.679
38	30.009	0.118	0.643
152	29.436	0.133	0.769
184	29.161	0.140	0.790
176	29.074	0.143	0.753
6	29.056	0.143	0.687
97	28.967	0.146	0.646
36	28.870	0.149	0.607
174	28.355	0.164	0.743
157	27.978	0.176	0.813
17	27.891	0.179	0.786
159	27.526	0.192	0.850
70	27.513	0.192	0.805
59	27.209	0.203	0.851
5	27.128	0.206	0.830
10	27.119	0.207	0.782
63	26.999	0.211	0.772
77	26.861	0.217	0.770
112	26.822	0.218	0.728
56	26.659	0.224	0.738
3	26.642	0.225	0.685
108	26.570	0.228	0.655
182	26.437	0.233	0.654
103	26.365	0.236	0.625
121	26.199	0.243	0.643
66	26.121	0.247	0.618
123	26.035	0.250	0.597
110	26.004	0.252	0.547

49	25.929	0.255	0.521
75	25.827	0.259	0.510
45	25.799	0.260	0.459
14	25.787	0.261	0.401
160	25.741	0.263	0.362
87	25.624	0.268	0.361
180	25.606	0.269	0.312
131	25.422	0.277	0.346
2	25.284	0.284	0.359
187	25.240	0.286	0.323
90	25.127	0.291	0.324
74	25.119	0.291	0.273
119	24.894	0.302	0.332
29	24.820	0.306	0.314
177	24.810	0.306	0.265
28	24.801	0.307	0.221
88	24.790	0.307	0.181
76	24.773	0.308	0.149
106	24.675	0.313	0.147
114	24.642	0.314	0.124
19	24.627	0.315	0.099
116	24.622	0.316	0.076
82	24.521	0.321	0.076
53	24.488	0.322	0.062
96	24.467	0.323	0.049
23	24.298	0.332	0.060
127	24.256	0.334	0.050
145	24.205	0.337	0.043
7	24.171	0.338	0.035
154	24.164	0.339	0.025
32	23.839	0.356	0.054
185	23.716	0.362	0.059
104	23.505	0.374	0.083
52	23.488	0.375	0.065
55	23.206	0.390	0.112
132	22.997	0.402	0.151
94	22.982	0.403	0.124
175	22.966	0.404	0.101
170	22.930	0.406	0.086
13	22.504	0.430	0.203
30	22.416	0.435	0.202
188	22.312	0.441	0.209
169	22.234	0.446	0.203
126	22.214	0.447	0.173
41	22.162	0.450	0.158
83	22.148	0.451	0.130
40	22.137	0.452	0.105
51	21.980	0.461	0.127
172	21.871	0.468	0.134
31	21.864	0.468	0.107
12	21.767	0.474	0.109

Minimization History

Iteration	Discrepancy
0	1829.742
1	884.808
2	523.283
3	379.982
4	307.709
5	272.146
6	258.018
7	240.375
8	237.858
9	235.726
10	235.229
11	234.826
12	234.634
13	234.555
14	234.528
15	234.522
16	234.522
17	234.522
18	234.522

26	21.684	0.479	0.108
156	21.659	0.480	0.090

Regression Weights

		Estimate	S.E.	C.R.	P	Label
Behavioral_loyalty	<-- trust	0.017	0.097	0.172	0.863	
Attitudinal_loyalty	<-- value	-0.927	0.555	-1.670	0.095	
Behavioral_loyalty	<-- value	2.126	1.068	1.991	0.046	
Behavioral_loyalty	<-- brand equity	0.274	0.133	2.060	0.039	
Attitudinal_loyalty	<-- brand equity	0.231	0.131	1.767	0.077	
Attitudinal_loyalty	<-- trust	0.061	0.097	0.630	0.529	
v6	<-- trust	1.000				
v4	<-- trust	0.819	0.102	8.012	0.000	
v1	<-- trust	0.931	0.108	8.663	0.000	
v15	<-- brand equity	1.000				
v13	<-- brand equity	1.334	0.172	7.734	0.000	
v12	<-- brand equity	1.576	0.192	8.224	0.000	
v11	<-- brand equity	1.351	0.174	7.774	0.000	
v10	<-- brand equity	1.202	0.162	7.402	0.000	
v9	<-- value	1.000				
v8	<-- value	-3.893	1.883	-2.068	0.039	
v7	<-- value	-3.737	1.809	-2.067	0.039	
v16	<-- Attitudinal_loyalty	1.000				
v17	<-- Attitudinal_loyalty	0.832	0.088	9.466	0.000	
v18	<-- Attitudinal_loyalty	0.930	0.090	10.353	0.000	
v19	<-- Attitudinal_loyalty	0.880	0.084	10.483	0.000	
v20	<-- Behavioral_loyalty	1.000				
v21	<-- Behavioral_loyalty	1.038	0.107	9.740	0.000	
v22	<-- Behavioral_loyalty	0.872	0.108	8.088	0.000	
v5	<-- trust	1.054	0.111	9.469	0.000	
v3	<-- trust	1.067	0.113	9.427	0.000	
v2	<-- trust	1.074	0.114	9.460	0.000	
v14	<-- brand equity	1.313	0.186	7.075	0.000	

Variances

	Estimate	S.E.	C.R.	P	Label
trust	0.287	0.056	5.153	0.000	
brand equity	0.161	0.039	4.127	0.000	
value	0.027	0.026	1.051	0.293	
e23	0.362	0.060	6.009	0.000	
e24	0.320	0.060	5.326	0.000	
e6	0.308	0.037	8.393	0.000	
e5	0.208	0.028	7.558	0.000	
e4	0.268	0.031	8.692	0.000	
e3	0.219	0.029	7.613	0.000	
e2	0.218	0.029	7.570	0.000	
e1	0.254	0.031	8.328	0.000	
e15	0.317	0.035	9.028	0.000	
e14	0.356	0.041	8.678	0.000	
e13	0.210	0.027	7.908	0.000	
e12	0.153	0.024	6.308	0.000	
e11	0.206	0.026	7.830	0.000	

e10	0.231	0.028	8.381	0.000
e9	0.854	0.089	9.574	0.000
e8	0.299	0.069	4.342	0.000
e7	0.260	0.063	4.152	0.000
e16	0.220	0.034	6.519	0.000
e17	0.279	0.035	7.981	0.000
e18	0.239	0.033	7.167	0.000
e19	0.200	0.029	6.989	0.000
e20	0.245	0.045	5.458	0.000
e21	0.198	0.045	4.443	0.000
e22	0.546	0.065	8.439	0.000

Squared Multiple Correlations

	Estimate
Behavioral_loyalty	0.295
Attitudinal_loyalty	0.083
v22	0.387
v21	0.712
v20	0.649
v19	0.604
v18	0.588
v17	0.494
v16	0.642
v7	0.591
v8	0.577
v9	0.031
v10	0.503
v11	0.588
v12	0.724
v13	0.578
v14	0.439
v15	0.338
v1	0.495
v2	0.603
v3	0.599
v4	0.417
v5	0.605
v6	0.483

Regression Weights

		Estimate	S.E.	C.R.	P	Label
Behavioral_loyalty	<-- trust	0.017	0.097	0.172	0.863	
Attitudinal_loyalty	<-- value	-0.927	0.555	-1.670	0.095	
Behavioral_loyalty	<-- value	2.126	1.068	1.991	0.046	
Behavioral_loyalty	<-- brand equity	0.274	0.133	2.060	0.039	
Attitudinal_loyalty	<-- brand equity	0.231	0.131	1.767	0.077	
Attitudinal_loyalty	<-- trust	0.061	0.097	0.630	0.529	
v6	<-- trust	1.000				
v4	<-- trust	0.819	0.102	8.012	0.000	
v1	<-- trust	0.931	0.108	8.663	0.000	
v15	<-- brand equity	1.000				
v13	<-- brand equity	1.334	0.172	7.734	0.000	
v12	<-- brand equity	1.576	0.192	8.224	0.000	
v11	<-- brand equity	1.351	0.174	7.774	0.000	
v10	<-- brand equity	1.202	0.162	7.402	0.000	
v9	<-- value	1.000				
v8	<-- value	-3.893	1.883	-2.068	0.039	
v7	<-- value	-3.737	1.809	-2.067	0.039	
v16	<-- Attitudinal_loyalty	1.000				
v17	<-- Attitudinal_loyalty	0.832	0.088	9.466	0.000	
v18	<-- Attitudinal_loyalty	0.930	0.090	10.353	0.000	
v19	<-- Attitudinal_loyalty	0.880	0.084	10.483	0.000	
v20	<-- Behavioral_loyalty	1.000				
v21	<-- Behavioral_loyalty	1.038	0.107	9.740	0.000	
v22	<-- Behavioral_loyalty	0.872	0.108	8.088	0.000	
v5	<-- trust	1.054	0.111	9.469	0.000	
v3	<-- trust	1.067	0.113	9.427	0.000	
v2	<-- trust	1.074	0.114	9.460	0.000	
v14	<-- brand equity	1.313	0.186	7.075	0.000	

Variances

	Estimate	S.E.	C.R.	P	Label
trust	0.287	0.056	5.153	0.000	
brand equity	0.161	0.039	4.127	0.000	
value	0.027	0.026	1.051	0.293	
e23	0.362	0.060	6.009	0.000	
e24	0.320	0.060	5.326	0.000	
e6	0.308	0.037	8.393	0.000	
e5	0.208	0.028	7.558	0.000	
e4	0.268	0.031	8.692	0.000	
e3	0.219	0.029	7.613	0.000	
e2	0.218	0.029	7.570	0.000	
e1	0.254	0.031	8.328	0.000	
e15	0.317	0.035	9.028	0.000	
e14	0.356	0.041	8.678	0.000	
e13	0.210	0.027	7.908	0.000	
e12	0.153	0.024	6.308	0.000	
e11	0.206	0.026	7.830	0.000	
e10	0.231	0.028	8.381	0.000	
e9	0.854	0.089	9.574	0.000	
e8	0.299	0.069	4.342	0.000	
e7	0.260	0.063	4.152	0.000	
e16	0.220	0.034	6.519	0.000	
e17	0.279	0.035	7.981	0.000	
e18	0.239	0.033	7.167	0.000	
e19	0.200	0.029	6.989	0.000	
e20	0.245	0.045	5.458	0.000	
e21	0.198	0.045	4.443	0.000	
e22	0.546	0.065	8.439	0.000	

Squared Multiple Correlations

	Estimate
Behavioral_loyalty	0.295
Attitudinal_loyalty	0.083
v22	0.387
v21	0.712
v20	0.649
v19	0.604
v18	0.588
v17	0.494
v16	0.642
v7	0.591
v8	0.577
v9	0.031
v10	0.503
v11	0.588
v12	0.724
v13	0.578
v14	0.439
v15	0.338
v1	0.495
v2	0.603
v3	0.599
v4	0.417
v5	0.605
v6	0.483

Sample Covariances - Estimates

	v22	v21	v20	v19	v18	v17	v16	v7	v8	v9	v10	v11	v12
v22	0.881	0.398	0.410	0.068	-0.047	0.077	0.040	-0.061	-0.052	0.136	0.059	0.100	0.063
v21	0.398	0.671	0.447	-0.018	-0.087	-0.049	-0.033	-0.242	-0.234	0.170	0.004	0.005	0.005
v20	0.410	0.447	0.684	0.015	-0.036	0.031	-0.022	-0.192	-0.217	0.123	0.003	0.000	0.032
v19	0.068	-0.018	0.015	0.509	0.317	0.311	0.353	0.067	0.060	-0.081	0.035	0.044	0.034
v18	-0.047	-0.087	-0.036	0.317	0.584	0.297	0.382	0.151	0.164	-0.089	0.063	0.033	0.060
v17	0.077	-0.049	0.031	0.311	0.297	0.556	0.322	0.111	0.126	-0.109	0.057	0.046	0.072
v16	0.040	-0.033	-0.022	0.353	0.382	0.322	0.620	0.089	0.079	-0.088	0.067	0.030	0.099
v7	-0.061	-0.242	-0.192	0.067	0.151	0.111	0.089	0.637	0.394	-0.072	0.094	0.088	0.077
v8	-0.052	-0.234	-0.217	0.060	0.164	0.126	0.079	0.394	0.707	-0.090	0.107	0.127	0.121
v9	0.136	0.170	0.123	-0.081	-0.089	-0.109	-0.088	-0.072	-0.090	0.881	0.033	-0.001	0.020
v10	0.059	0.004	0.003	0.035	0.063	0.057	0.067	0.094	0.107	0.033	0.464	0.279	0.295
v11	0.100	0.005	0.000	0.044	0.033	0.046	0.030	0.088	0.127	-0.001	0.279	0.501	0.331
v12	0.063	0.005	0.032	0.034	0.060	0.072	0.099	0.077	0.121	0.020	0.295	0.331	0.554
v13	0.018	0.026	0.006	0.045	0.068	0.050	0.092	0.107	0.091	0.024	0.239	0.307	0.355
v14	0.059	0.031	0.014	0.051	0.101	0.083	0.062	0.132	0.086	-0.026	0.294	0.300	0.321
v15	0.007	0.019	0.026	0.030	0.108	0.054	0.076	0.036	0.063	0.028	0.191	0.189	0.285
v1	0.034	-0.021	0.029	0.031	0.060	0.034	-0.035	0.004	-0.035	-0.019	-0.008	-0.016	-0.032
v2	0.027	-0.034	0.016	0.033	0.037	0.027	-0.053	-0.014	-0.027	-0.026	-0.017	-0.035	-0.051
v3	0.005	-0.057	-0.043	0.052	0.039	0.014	-0.066	0.043	0.009	0.000	-0.032	-0.047	-0.090
v4	0.030	-0.005	0.029	0.010	0.050	0.016	-0.021	0.031	0.014	-0.012	0.006	-0.022	-0.017
v5	0.020	-0.034	0.020	-0.004	0.022	0.033	-0.036	0.028	0.018	0.009	0.002	0.001	-0.047
v6	0.052	-0.050	0.046	0.060	0.056	0.058	-0.001	0.073	0.031	-0.081	-0.027	-0.033	-0.038

v13	v14	v15	v1	v2	v3	v4	v5	v6
0.018	0.059	0.007	0.034	0.027	0.005	0.030	0.020	0.052
0.026	0.031	0.019	-0.021	-0.034	-0.057	-0.005	-0.034	-0.050
0.006	0.014	0.026	0.029	0.016	-0.043	0.029	0.020	0.046
0.045	0.051	0.030	0.031	0.033	0.052	0.010	-0.004	0.060
0.068	0.101	0.108	0.060	0.037	0.039	0.050	0.022	0.056
0.050	0.083	0.054	0.034	0.027	0.014	0.016	0.033	0.058
0.092	0.062	0.076	-0.035	-0.053	-0.066	-0.021	-0.036	-0.001
0.107	0.132	0.036	0.004	-0.014	0.043	0.031	0.028	0.073
0.091	0.086	0.063	-0.035	-0.027	0.009	0.014	0.018	0.031
0.024	-0.026	0.028	-0.019	-0.026	0.000	-0.012	0.009	-0.081
0.239	0.294	0.191	-0.008	-0.017	-0.032	0.006	0.002	-0.027
0.307	0.300	0.189	-0.016	-0.035	-0.047	-0.022	0.001	-0.033
0.355	0.321	0.285	-0.032	-0.051	-0.090	-0.017	-0.047	-0.038
0.497	0.255	0.196	-0.072	-0.054	-0.062	-0.028	-0.057	-0.062
0.255	0.634	0.212	-0.035	-0.044	-0.064	-0.020	-0.004	-0.037
0.196	0.212	0.478	-0.060	-0.056	-0.104	-0.007	-0.031	-0.037
-0.072	-0.035	-0.060	0.503	0.297	0.285	0.237	0.260	0.268
-0.054	-0.044	-0.056	0.297	0.549	0.334	0.232	0.329	0.302
-0.062	-0.064	-0.104	0.285	0.334	0.546	0.219	0.324	0.326
-0.028	-0.020	-0.007	0.237	0.232	0.219	0.461	0.281	0.239
-0.057	-0.004	-0.031	0.260	0.329	0.324	0.281	0.527	0.286
-0.062	-0.037	-0.037	0.268	0.302	0.326	0.239	0.286	0.594

Sample covariance Matrix

Determinant

4.46E-10

Condition number

21.292

Eigenvalues

2.311
2.073
1.817
1.340
0.817
0.761
0.413
0.370
0.328
0.312
0.296
0.276
0.271
0.242
0.221
0.212
0.205
0.193
0.182
0.170
0.118
0.109

Residual Covariances

	v22	v21	v20	v19	v18	v17	v16	v7	v8	v9	v10	v11	v12
v22	-0.011	-0.012	0.015	0.101	-0.012	0.108	0.077	0.126	0.142	0.086	0.013	0.048	0.002
v21	-0.012	-0.016	-0.024	0.021	-0.046	-0.012	0.011	-0.020	-0.003	0.110	-0.051	-0.057	-0.068
v20	0.015	-0.024	-0.014	0.052	0.004	0.066	0.020	0.022	0.006	0.066	-0.050	-0.060	-0.038
v19	0.101	0.021	0.052	0.004	-0.006	0.022	0.006	-0.015	-0.025	-0.059	-0.005	0.000	-0.018
v18	-0.012	-0.046	0.004	-0.006	0.004	-0.009	0.015	0.065	0.073	-0.066	0.022	-0.013	0.005
v17	0.108	-0.012	0.066	0.022	-0.009	0.003	-0.007	0.033	0.046	-0.088	0.019	0.004	0.023
v16	0.077	0.011	0.020	0.006	0.015	-0.007	0.005	-0.004	-0.019	-0.063	0.022	-0.021	0.040
v7	0.126	-0.020	0.022	-0.015	0.065	0.033	-0.004	0.000	0.002	0.029	0.094	0.088	0.077
v8	0.142	-0.003	0.006	-0.025	0.073	0.046	-0.019	0.002	0.000	0.015	0.107	0.127	0.121
v9	0.086	0.110	0.066	-0.059	-0.066	-0.088	-0.063	0.029	0.015	0.000	0.033	-0.001	0.020
v10	0.013	-0.051	-0.050	-0.005	0.022	0.019	0.022	0.094	0.107	0.033	0.000	0.017	-0.011
v11	0.048	-0.057	-0.060	0.000	-0.013	0.004	-0.021	0.088	0.127	-0.001	0.017	0.000	-0.013
v12	0.002	-0.068	-0.038	-0.018	0.005	0.023	0.040	0.077	0.121	0.020	-0.011	-0.013	0.000
v13	-0.033	-0.035	-0.053	0.001	0.022	0.008	0.042	0.107	0.091	0.024	-0.020	0.016	0.015
v14	0.008	-0.029	-0.044	0.007	0.055	0.042	0.013	0.132	0.086	-0.026	0.039	0.014	-0.013
v15	-0.032	-0.027	-0.018	-0.003	0.074	0.023	0.038	0.036	0.063	0.028	-0.003	-0.029	0.031
v1	0.030	-0.026	0.025	0.017	0.045	0.021	-0.051	0.004	-0.035	-0.019	-0.008	-0.016	-0.032
v2	0.023	-0.039	0.011	0.016	0.020	0.011	-0.072	-0.014	-0.027	-0.026	-0.017	-0.035	-0.051
v3	0.001	-0.063	-0.048	0.035	0.022	-0.001	-0.084	0.043	0.009	0.000	-0.032	-0.047	-0.090
v4	0.027	-0.009	0.025	-0.003	0.037	0.004	-0.036	0.031	0.014	-0.012	0.006	-0.022	-0.017
v5	0.015	-0.039	0.015	-0.020	0.005	0.018	-0.055	0.028	0.018	0.009	0.002	0.001	-0.047
v6	0.048	-0.055	0.042	0.044	0.040	0.043	-0.018	0.073	0.031	-0.081	-0.027	-0.033	-0.038

v13	v14	v15	v1	v2	v3	v4	v5	v6
-0.033	0.008	-0.032	0.030	0.023	0.001	0.027	0.015	0.048
-0.035	-0.029	-0.027	-0.026	-0.039	-0.063	-0.009	-0.039	-0.055
-0.053	-0.044	-0.018	0.025	0.011	-0.048	0.025	0.015	0.042
0.001	0.007	-0.003	0.017	0.016	0.035	-0.003	-0.020	0.044
0.022	0.055	0.074	0.045	0.020	0.022	0.037	0.005	0.040
0.008	0.042	0.023	0.021	0.011	-0.001	0.004	0.018	0.043
0.042	0.013	0.038	-0.051	-0.072	-0.084	-0.036	-0.055	-0.018
0.107	0.132	0.036	0.004	-0.014	0.043	0.031	0.028	0.073
0.091	0.086	0.063	-0.035	-0.027	0.009	0.014	0.018	0.031
0.024	-0.026	0.028	-0.019	-0.026	0.000	-0.012	0.009	-0.081
-0.020	0.039	-0.003	-0.008	-0.017	-0.032	0.006	0.002	-0.027
0.016	0.014	-0.029	-0.016	-0.035	-0.047	-0.022	0.001	-0.033
0.015	-0.013	0.031	-0.032	-0.051	-0.090	-0.017	-0.047	-0.038
0.000	-0.028	-0.020	-0.072	-0.054	-0.062	-0.028	-0.057	-0.062
-0.028	0.000	0.000	-0.035	-0.044	-0.064	-0.020	-0.004	-0.037
-0.020	0.000	0.000	-0.060	-0.056	-0.104	-0.007	-0.031	-0.037
-0.072	-0.035	-0.060	0.000	0.010	0.000	0.018	-0.022	0.000
-0.054	-0.044	-0.056	0.010	0.000	0.005	-0.020	0.004	-0.007
-0.062	-0.064	-0.104	0.000	0.005	0.000	-0.031	0.002	0.020
-0.028	-0.020	-0.007	0.018	-0.020	-0.031	0.000	0.034	0.004
-0.057	-0.004	-0.031	-0.022	0.004	0.002	0.034	0.000	-0.016
-0.062	-0.037	-0.037	0.000	-0.007	0.020	0.004	-0.016	0.000

Standardized Residual Covariances

	v22	v21	v20	v19	v18	v17	v16	v7	v8	v9	v10	v11	v12
v22	-0.119	-0.190	0.228	2.049	-0.230	2.107	1.425	2.212	2.376	1.325	0.269	0.979	0.040
v21	-0.190	-0.220	-0.386	0.479	-0.995	-0.271	0.234	-0.383	-0.054	1.931	-1.228	-1.332	-1.492
v20	0.228	-0.386	-0.200	1.194	0.079	1.458	0.423	0.423	0.119	1.145	-1.194	-1.370	-0.822
v19	2.049	0.479	1.194	0.071	-0.134	0.494	0.125	-0.352	-0.572	-1.207	-0.138	0.001	-0.462
v18	-0.230	-0.995	0.079	-0.134	0.069	-0.181	0.292	1.438	1.554	-1.261	0.569	-0.339	0.129
v17	2.107	-0.271	1.458	0.494	-0.181	0.058	-0.135	0.755	0.987	-1.725	0.519	0.100	0.578
v16	1.425	0.234	0.423	0.125	0.292	-0.135	0.076	-0.085	-0.384	-1.162	0.571	-0.505	0.936
v7	2.212	-0.383	0.423	-0.352	1.438	0.755	-0.085	0.000	0.041	0.524	2.372	2.120	1.771
v8	2.376	-0.054	0.119	-0.572	1.554	0.987	-0.384	0.041	0.000	0.261	2.560	2.913	2.653
v9	1.325	1.931	1.145	-1.207	-1.261	-1.725	-1.162	0.524	0.261	0.000	0.696	-0.017	0.400
v10	0.269	-1.228	-1.194	-0.138	0.569	0.519	0.571	2.372	2.560	0.696	0.000	0.411	-0.259
v11	0.979	-1.332	-1.370	0.001	-0.339	0.100	-0.505	2.120	2.913	-0.017	0.411	0.000	-0.280
v12	0.040	-1.492	-0.822	-0.462	0.129	0.578	0.936	1.771	2.653	0.400	-0.259	-0.280	0.000
v13	-0.683	-0.811	-1.219	0.021	0.562	0.214	1.045	2.598	2.100	0.487	-0.496	0.380	0.339
v14	0.152	-0.607	-0.905	0.179	1.237	0.977	0.281	2.830	1.755	-0.475	0.887	0.292	-0.259
v15	-0.672	-0.643	-0.427	-0.085	1.909	0.620	0.965	0.889	1.493	0.586	-0.077	-0.738	0.727
v1	0.620	-0.597	0.574	0.448	1.141	0.532	-1.263	0.101	-0.795	-0.390	-0.240	-0.443	-0.835
v2	0.442	-0.870	0.235	0.426	0.482	0.276	-1.690	-0.330	-0.596	-0.513	-0.467	-0.907	-1.258
v3	0.020	-1.400	-1.057	0.920	0.528	-0.032	-1.987	1.000	0.191	0.003	-0.879	-1.230	-2.228
v4	0.576	-0.220	0.601	-0.077	0.968	0.107	-0.917	0.771	0.342	-0.260	0.187	-0.631	-0.456
v5	0.302	-0.883	0.339	-0.527	0.123	0.446	-1.313	0.658	0.393	0.178	0.048	0.034	-1.179
v6	0.900	-1.179	0.884	1.105	0.924	1.035	-0.408	1.615	0.654	-1.529	-0.692	-0.819	-0.905

v13	v14	v15	v1	v2	v3	v4	v5	v6
-0.683	0.152	-0.672	0.620	0.442	0.020	0.576	0.302	0.900
-0.811	-0.607	-0.643	-0.597	-0.870	-1.400	-0.220	-0.883	-1.179
-1.219	-0.905	-0.427	0.574	0.235	-1.057	0.601	0.339	0.884
0.021	0.179	-0.085	0.448	0.426	0.920	-0.077	-0.527	1.105
0.562	1.237	1.909	1.141	0.482	0.528	0.968	0.123	0.924
0.214	0.977	0.620	0.532	0.276	-0.032	0.107	0.446	1.035
1.045	0.281	0.965	-1.263	-1.690	-1.987	-0.917	-1.313	-0.408
2.598	2.830	0.889	0.101	-0.330	1.000	0.771	0.658	1.615
2.100	1.755	1.493	-0.795	-0.596	0.191	0.342	0.393	0.654
0.487	-0.475	0.586	-0.390	-0.513	0.003	-0.260	0.178	-1.529
-0.496	0.887	-0.077	-0.240	-0.467	-0.879	0.187	0.048	-0.692
0.380	0.292	-0.738	-0.443	-0.907	-1.230	-0.631	0.034	-0.819
0.339	-0.259	0.727	-0.835	-1.258	-2.228	-0.456	-1.179	-0.905
0.000	-0.604	-0.504	-1.966	-1.426	-1.641	-0.792	-1.513	-1.555
-0.604	0.000	0.011	-0.849	-1.016	-1.494	-0.512	-0.085	-0.829
-0.504	0.011	0.000	-1.664	-1.498	-2.779	-0.211	-0.846	-0.941
-1.966	-0.849	-1.664	0.000	0.230	0.004	0.469	-0.504	0.010
-1.426	-1.016	-1.498	0.230	0.000	0.103	-0.483	0.095	-0.138
-1.641	-1.494	-2.779	0.004	0.103	0.000	-0.764	0.038	0.417
-0.792	-0.512	-0.211	0.469	-0.483	-0.764	0.000	0.842	0.088
-1.513	-0.085	-0.846	-0.504	0.095	0.038	0.842	0.000	-0.344
-1.555	-0.829	-0.941	0.010	-0.138	0.417	0.088	-0.344	0.000

Fit Measures

Fit Measure	Default model	Saturated	Independence	Macro
Discrepancy	234.522	0.000	1804.432	CMIN
Degrees of freedom	203	0	231	DF
P	0.064		0.000	P
Number of parameters	50	253	22	NPAR
Discrepancy / df	1.155		7.811	CMINDF
RMR	0.043	0.000	0.134	RMR
GFI	0.904	1.000	0.441	GFI
Adjusted GFI	0.880		0.387	AGFI
Parsimony-adjusted GFI	0.725		0.402	PGFI
Normed fit index	0.870	1.000	0.000	NFI
Relative fit index	0.852		0.000	RFI
Incremental fit index	0.980	1.000	0.000	IFI
Tucker-Lewis index	0.977		0.000	TLI
Comparative fit index	0.980	1.000	0.000	CFI
Parsimony ratio	0.879	0.000	1.000	PRATIO
Parsimony-adjusted NFI	0.765	0.000	0.000	PNFI
Parsimony-adjusted CFI	0.861	0.000	0.000	PCFI
Noncentrality parameter estimate	31.522	0.000	1573.432	NCP
NCP lower bound	0.000	0.000	1441.911	NCPLO
NCP upper bound	73.639	0.000	1712.388	NCPHI
FMIN	1.254	0.000	9.649	FMIN
F0	0.169	0.000	8.414	F0
F0 lower bound	0.000	0.000	7.711	F0LO
F0 upper bound	0.394	0.000	9.157	F0HI
RMSEA	0.029		0.191	RMSEA
RMSEA lower bound	0.000		0.183	RMSEALO
RMSEA upper bound	0.044		0.199	RMSEAHI
P for test of close fit	0.992		0.000	PCLOSE
Akaike information criterion (AIC)	334.522	506.000	1848.432	AIC
Browne-Cudeck criterion	348.546	576.963	1854.603	BCC
Bayes information criterion	650.896	2106.854	1987.637	BIC
Consistent AIC	546.344	1577.820	1941.634	CAIC
Expected cross validation index	1.789	2.706	9.885	ECVI
ECVI lower bound	1.620	2.706	9.181	ECVILO
ECVI upper bound	2.014	2.706	10.628	ECVIHI
MECVI	1.864	3.085	9.918	MECVI
Hoelter .05 index	190		28	HFIVE
Hoelter .01 index	202		30	HONE

Fit Measures

	CMIN	DF	P	NPAR	CMINDF	RMR	GFI	AGFI	PGFI	NFI	RFI
Default model	234.522	203	0.064	50	1.155	0.043	0.904	0.880	0.725	0.870	0.852
Saturated	0.000	0		253		0.000	1.000			1.000	
Independence	1804.432	231	0.000	22	7.811	0.134	0.441	0.387	0.402	0.000	0.000

IFI	TLI	CFI	PRATIO	PNFI	PCFI	NCP	NCPLO	NCPHI	FMIN	F0	F0LO
0.980	0.977	0.980	0.879	0.765	0.861	31.522	0.000	73.639	1.254	0.169	0.000
1.000		1.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
0.000	0.000	0.000	1.000	0.000	0.000	1573.432	1441.911	1712.388	9.649	8.414	7.711

F0HI	RMSEA	RMSEALO	RMSEAHI	PCLOSE	AIC	BCC	BIC	CAIC	ECVI
0.394	0.029	0.000	0.044	0.992	334.522	348.546	650.896	546.344	1.789
0.000					506.000	576.963	2106.854	1577.820	2.706
9.157	0.191	0.183	0.199	0.000	1848.432	1854.603	1987.637	1941.634	9.885

ECVILO	ECVIHI	MECVI	HFIVE	HONE
1.620	2.014	1.864	190	202
2.706	2.706	3.085		
9.181	10.628	9.918	28	30

Execution time summary

Minimization:	0.120
Miscellaneous:	0.460
Bootstrap:	0.000
Total:	0.580

TABEL DISTRIBUSI T 5%

DF	10%	5%	DF	10%	5%	DF	10%	5%	DF	10%	5%
1	6,314	12,706	51	1,675	2,008	101	1,660	1,984	151	1,655	1,976
2	2,920	4,303	52	1,675	2,007	102	1,660	1,983	152	1,655	1,976
3	2,353	3,182	53	1,674	2,006	103	1,660	1,983	153	1,655	1,976
4	2,132	2,776	54	1,674	2,005	104	1,660	1,983	154	1,655	1,975
5	2,015	2,571	55	1,673	2,004	105	1,659	1,983	155	1,655	1,975
6	1,943	2,447	56	1,673	2,003	106	1,659	1,983	156	1,655	1,975
7	1,895	2,365	57	1,672	2,002	107	1,659	1,982	157	1,655	1,975
8	1,860	2,306	58	1,672	2,002	108	1,659	1,982	158	1,655	1,975
9	1,833	2,262	59	1,671	2,001	109	1,659	1,982	159	1,654	1,975
10	1,812	2,228	60	1,671	2,000	110	1,659	1,982	160	1,654	1,975
11	1,796	2,201	61	1,670	2,000	111	1,659	1,982	161	1,654	1,975
12	1,782	2,179	62	1,670	1,999	112	1,659	1,981	162	1,654	1,975
13	1,771	2,160	63	1,669	1,998	113	1,658	1,981	163	1,654	1,975
14	1,761	2,145	64	1,669	1,998	114	1,658	1,981	164	1,654	1,975
15	1,753	2,131	65	1,669	1,997	115	1,658	1,981	165	1,654	1,974
16	1,746	2,120	66	1,668	1,997	116	1,658	1,981	166	1,654	1,974
17	1,740	2,110	67	1,668	1,996	117	1,658	1,980	167	1,654	1,974
18	1,734	2,101	68	1,668	1,995	118	1,658	1,980	168	1,654	1,974
19	1,729	2,093	69	1,667	1,995	119	1,658	1,980	169	1,654	1,974
20	1,725	2,086	70	1,667	1,994	120	1,658	1,980	170	1,654	1,974
21	1,721	2,080	71	1,667	1,994	121	1,658	1,980	171	1,654	1,974
22	1,717	2,074	72	1,666	1,993	122	1,657	1,980	172	1,654	1,974
23	1,714	2,069	73	1,666	1,993	123	1,657	1,979	173	1,654	1,974
24	1,711	2,064	74	1,666	1,993	124	1,657	1,979	174	1,654	1,974
25	1,708	2,060	75	1,665	1,992	125	1,657	1,979	175	1,654	1,974
26	1,706	2,056	76	1,665	1,992	126	1,657	1,979	176	1,654	1,974
27	1,703	2,052	77	1,665	1,991	127	1,657	1,979	177	1,654	1,973
28	1,701	2,048	78	1,665	1,991	128	1,657	1,979	178	1,653	1,973
29	1,699	2,045	79	1,664	1,990	129	1,657	1,979	179	1,653	1,973
30	1,697	2,042	80	1,664	1,990	130	1,657	1,978	180	1,653	1,973
31	1,696	2,040	81	1,664	1,990	131	1,657	1,978	181	1,653	1,973
32	1,694	2,037	82	1,664	1,989	132	1,656	1,978	182	1,653	1,973
33	1,692	2,035	83	1,663	1,989	133	1,656	1,978	183	1,653	1,973
34	1,691	2,032	84	1,663	1,989	134	1,656	1,978	**184**	**1,653**	**1,973**
35	1,690	2,030	85	1,663	1,988	135	1,656	1,978	185	1,653	1,973
36	1,688	2,028	86	1,663	1,988	136	1,656	1,978	186	1,653	1,973
37	1,687	2,026	87	1,663	1,988	137	1,656	1,977	187	1,653	1,973
38	1,686	2,024	88	1,662	1,987	138	1,656	1,977	188	1,653	1,973
39	1,685	2,023	89	1,662	1,987	139	1,656	1,977	189	1,653	1,973
40	1,684	2,021	90	1,662	1,987	140	1,656	1,977	190	1,653	1,973
41	1,683	2,020	91	1,662	1,986	141	1,656	1,977	191	1,653	1,972
42	1,682	2,018	92	1,662	1,986	142	1,656	1,977	192	1,653	1,972
43	1,681	2,017	93	1,661	1,986	143	1,656	1,977	193	1,653	1,972
44	1,680	2,015	94	1,661	1,986	144	1,656	1,977	194	1,653	1,972
45	1,679	2,014	95	1,661	1,985	145	1,655	1,976	195	1,653	1,972
46	1,679	2,013	96	1,661	1,985	146	1,655	1,976	196	1,653	1,972
47	1,678	2,012	97	1,661	1,985	147	1,655	1,976	197	1,653	1,972
48	1,677	2,011	98	1,661	1,984	148	1,655	1,976	198	1,653	1,972
49	1,677	2,010	99	1,660	1,984	149	1,655	1,976	199	1,653	1,972
50	1,676	2,009	100	1,660	1,984	150	1,655	1,976	200	1,653	1,972

TABEL DISTRIBUSI CHI SQUARE 5%[a]

	chi_5
201	235.077
202	236.159
203	237.240
204	238.322
205	239.403
206	240.485
207	241.566
208	242.647
209	243.727
210	244.808
211	245.888
212	246.968
213	248.048
214	249.128
215	250.207
216	251.286
217	252.365
218	253.444
219	254.523
220	255.602
221	256.680
222	257.758
223	258.837
224	259.914
225	260.992
226	262.070
227	263.147
228	264.224
229	265.301
230	266.378
231	267.455
232	268.531
233	269.608
234	270.684
235	271.760
236	272.836
237	273.911
238	274.987
239	276.062
240	277.138
241	278.213
242	279.288
243	280.362
244	281.437
245	282.511
246	283.586
247	284.660
248	285.734
249	286.808
250	287.882

a. Limited to first 250 cases.