

Standardized	OIM					[95% Conf. Interval]	
	Coef.	Std. Err.	z	P> z			
Measurement							
x11 <-							
BRAND_IMAGE_X1	.2810329	.0722679	3.89	0.000	.1393904	.4226753	
_cons	5.191833	.2594945	20.01	0.000	4.683234	5.700433	
x12 <-							
BRAND_IMAGE_X1	.4237116	.0657529	6.44	0.000	.2948384	.5525849	
_cons	5.464913	.2722228	20.08	0.000	4.931366	5.99846	
x13 <-							
BRAND_IMAGE_X1	.6962288	.0476317	14.62	0.000	.6028723	.7895853	
_cons	5.975096	.2961056	20.18	0.000	5.39474	6.555452	
x14 <-							
BRAND_IMAGE_X1	.7304344	.0454575	16.07	0.000	.6413392	.8195295	
_cons	6.414376	.3167576	20.25	0.000	5.793543	7.03521	
x15 <-							
BRAND_IMAGE_X1	.4844525	.0623461	7.77	0.000	.3622563	.6066487	
_cons	5.037192	.252307	19.96	0.000	4.542679	5.531704	
x16 <-							
BRAND_IMAGE_X1	.6320394	.0524516	12.05	0.000	.5292362	.7348425	
_cons	5.506968	.2741867	20.08	0.000	4.969572	6.044364	
x17 <-							
BRAND_IMAGE_X1	.5506648	.0579824	9.50	0.000	.4370214	.6643083	
_cons	5.235525	.2615282	20.02	0.000	4.722939	5.748111	

x21 <- SERVICE_QUALITYX2 _cons	.510866 4.971474	.0564928 .2492573	9.04 19.95	0.000 0.000	.4001421 4.482939	.62159 5.46001
x22 <- SERVICE_QUALITYX2 _cons	.7833288 5.174499	.0351315 .2586883	22.30 20.00	0.000 0.000	.7144723 4.667479	.8521853 5.681519
x23 <- SERVICE_QUALITYX2 _cons	.8179209 5.031745	.032441 .2520542	25.21 19.96	0.000 0.000	.7543378 4.537728	.881504 5.525762
x24 <- SERVICE_QUALITYX2 _cons	.7406348 4.853963	.039148 .2438116	18.92 19.91	0.000 0.000	.6639061 4.376101	.8173635 5.331825
x25 <- SERVICE_QUALITYX2 _cons	.6424164 4.181364	.0478519 .2128642	13.43 19.64	0.000 0.000	.5486284 3.764158	.7362045 4.598571
x31 <- CUSTOMER_VALUE_X3 _cons	.8631686 5.326317	.0311508 .2657576	27.71 20.04	0.000 0.000	.8021143 4.805442	.924223 5.847193
x32 <- CUSTOMER_VALUE_X3 _cons	.8272635 5.058119	.0326605 .2532788	25.33 19.97	0.000 0.000	.76325 4.561702	.8912769 5.554536
x33 <- CUSTOMER_VALUE_X3 _cons	.6762965 4.750899	.0441977 .2390438	15.30 19.87	0.000 0.000	.5896707 4.282382	.7629223 5.219416

var(e.x11)	.9210205	.0406193			.8447519	1.004175
var(e.x12)	.8204684	.0557205			.7182145	.9372805
var(e.x13)	.5152655	.0663252			.4003723	.663129
var(e.x14)	.4664656	.0664075			.3528905	.6165941
var(e.x15)	.7653058	.0604075			.655613	.8933517
var(e.x16)	.6005262	.0663029			.4836738	.7456095
var(e.x17)	.6967683	.0638578			.5822065	.8338726
var(e.x21)	.7390159	.0577206			.6341194	.8612645
var(e.x22)	.386396	.0550391			.2922709	.5108338
var(e.x23)	.3310054	.0530683			.2417501	.4532143
var(e.x24)	.4514601	.0579888			.3509821	.5807026
var(e.x25)	.5873011	.0614817			.4783576	.7210561
var(e.x31)	.2549399	.0537767			.1686112	.3854688
var(e.x32)	.3156352	.0540377			.2256613	.4414827
var(e.x33)	.542623	.0597814			.4372404	.6734047
var(BRAND_IMAGE_X1)	1	.			.	.
var(SERVICE_QUALITY~2)	1	.			.	.
var(CUSTOMER_VALUE~3)	1	.			.	.
cov(BRAND_IMAGE_X1, SERVICE_QUALITYX2)	.090271	.0829351	1.09	0.276	-.0722788	.2528207
cov(BRAND_IMAGE_X1, CUSTOMER_VALUE_X3)	.1557346	.0815169	1.91	0.056	-.0040355	.3155048
cov(SERVICE_QUALI~2, CUSTOMER_VALUE_X3)	.5389684	.0610496	8.83	0.000	.4193133	.6586235

LR test of model vs. saturated: chi2(87) = 146.09, Prob > chi2 = 0.0001