

```
. sem (BRAND_IMAGEX1 -> x13, ) (BRAND_IMAGEX1 -> x14, ) (BRAND_IMAGEX1 -> x16, ) (BRAND
> _IMAGEX1 -> x17, ) (SERVICE_QUALITYX2 -> x21, ) (SERVICE_QUALITYX2 -> x22, ) (SERVICE
> _QUALITYX2 -> x23, ) (SERVICE_QUALITYX2 -> x24, ) (SERVICE_QUALITYX2 -> x25, ) (BRAND
> _VALUE_X3 -> x31, ) (BRAND_VALUE_X3 -> x32, ) (BRAND_VALUE_X3 -> x33, ), covstruct(_l
> exogenous, diagonal) standardized latent(BRAND_IMAGEX1 SERVICE_QUALITYX2 BRAND_VALUE_
> X3 ) cov( BRAND_IMAGEX1*SERVICE_QUALITYX2 BRAND_IMAGEX1*BRAND_VALUE_X3 SERVICE_QUALIT
> YX2*BRAND_VALUE_X3) nocapslatent
```

Endogenous variables

Measurement: x13 x14 x16 x17 x21 x22 x23 x24 x25 x31 x32 x33

Exogenous variables

Latent: BRAND_IMAGEX1 SERVICE_QUALITYX2 BRAND_VALUE_X3

Fitting target model:

```
Iteration 0: log likelihood = -3824.2799
Iteration 1: log likelihood = -3821.0999
Iteration 2: log likelihood = -3820.7962
Iteration 3: log likelihood = -3820.7931
Iteration 4: log likelihood = -3820.7931
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```
Structural equation model          Number of obs    =          215
Estimation method = ml
Log likelihood      = -3820.7931
```

- (1) [x13]BRAND_IMAGEX1 = 1
- (2) [x21]SERVICE_QUALITYX2 = 1
- (3) [x31]BRAND_VALUE_X3 = 1

Standardized	OIM					[95% Conf. Interval]	
	Coef.	Std. Err.	z	P> z			
Measurement							
x13 <-							
BRAND_IMAGEX1	.7203476	.0500329	14.40	0.000	.622285	.8184102	
_cons	5.975095	.2961056	20.18	0.000	5.394739	6.555452	
x14 <-							
BRAND_IMAGEX1	.7305757	.0493726	14.80	0.000	.6338072	.8273442	
_cons	6.414375	.3167576	20.25	0.000	5.793542	7.035209	
x16 <-							
BRAND_IMAGEX1	.6135802	.0560685	10.94	0.000	.5036879	.7234725	
_cons	5.506967	.2741867	20.08	0.000	4.969571	6.044363	
x17 <-							
BRAND_IMAGEX1	.5524701	.059688	9.26	0.000	.4354837	.6694564	
_cons	5.235524	.2615282	20.02	0.000	4.722938	5.74811	
x21 <-							
SERVICE_QUALITYX2	.5108365	.056496	9.04	0.000	.4001063	.6215666	
_cons	4.971474	.2492572	19.95	0.000	4.482939	5.460009	
x22 <-							
SERVICE_QUALITYX2	.7833813	.0351276	22.30	0.000	.7145324	.8522301	
_cons	5.1745	.2586883	20.00	0.000	4.66748	5.681519	
x23 <-							
SERVICE_QUALITYX2	.8178608	.0324418	25.21	0.000	.754276	.8814456	
_cons	5.031746	.2520542	19.96	0.000	4.537729	5.525763	
x24 <-							
SERVICE_QUALITYX2	.7407356	.0391373	18.93	0.000	.664028	.8174432	
_cons	4.853964	.2438116	19.91	0.000	4.376102	5.331825	
x25 <-							
SERVICE_QUALITYX2	.6423236	.0478604	13.42	0.000	.5485189	.7361282	
_cons	4.181365	.2128642	19.64	0.000	3.764158	4.598571	
x31 <-							
BRAND_VALUE_X3	.8644209	.0311104	27.79	0.000	.8034456	.9253962	
_cons	5.326317	.2657576	20.04	0.000	4.805442	5.847193	
x32 <-							
BRAND_VALUE_X3	.8262384	.0327197	25.25	0.000	.762109	.8903679	
_cons	5.058119	.2532788	19.97	0.000	4.561702	5.554536	
x33 <-							
BRAND_VALUE_X3	.6757912	.0442475	15.27	0.000	.5890678	.7625147	
_cons	4.750899	.2390438	19.87	0.000	4.282382	5.219416	

var (e.x13)	.4810993	.0720821			.3586749	.6453102
var (e.x14)	.4662592	.0721408			.3442923	.6314333
var (e.x16)	.6235194	.0688051			.5022503	.774069
var (e.x17)	.6947768	.0659517			.5768263	.8368461
var (e.x21)	.7390461	.0577204			.6341494	.8612941
var (e.x22)	.3863138	.0550366			.2921951	.5107491
var (e.x23)	.3311037	.0530658			.2418481	.4532998
var (e.x24)	.4513108	.0579807			.3508491	.5805386
var (e.x25)	.5874204	.0614837			.4784715	.7211772
var (e.x31)	.2527765	.053785			.1665792	.3835772
var (e.x32)	.31733	.0540686			.2272366	.4431431
var (e.x33)	.5433062	.0598041			.437874	.6741246
var (BRAND_IMAGEX1)	1	.			.	.
var (SERVICE_QUALIT~2)	1	.			.	.
var (BRAND_VALUE_X3)	1	.			.	.
cov (BRAND_IMAGEX1, SERVICE_QUALITYX2)	.0975592	.0841695	1.16	0.246	-.0674099	.2625283
cov (BRAND_IMAGEX1, BRAND_VALUE_X3)	.1767219	.082538	2.14	0.032	.0149505	.3384934
cov (SERVICE_QUALI~2, BRAND_VALUE_X3)	.5389985	.0610241	8.83	0.000	.4193935	.6586035

LR test of model vs. saturated: $\chi^2(51) = 82.08$, Prob > $\chi^2 = 0.0038$