```
Endogenous variables

Measurement:  y11 y12 y13 z11 z12 z13

Exogenous variables

Latent:       BRAND_LOYALTY_Y BRAND_EQUITY_Z

Fitting target model:

Iteration 0:   log likelihood = -1985.0285
Iteration 1:   log likelihood = -1984.7893
Iteration 2:   log likelihood = -1984.7867
Iteration 3:   log likelihood = -1984.7867

Structural equation model                       Number of obs     =        215
Estimation method  = ml
Log likelihood     = -1984.7867

 ( 1)  [y11]BRAND_LOYALTY_Y = 1
 ( 2)  [z11]BRAND_EQUITY_Z = 1
------------------------------------------------------------------------------------
                     |                 OIM
        Standardized |      Coef.   Std. Err.      z    P>|z|     [95% Conf. Interval]
---------------------+--------------------------------------------------------------
Measurement          |
  y11 <-             |
    BRAND_LOYALTY_Y  |   .6859867   .0513243    13.37   0.000      .585393    .7865804
              _cons  |   5.685111   .2825156    20.12   0.000      5.13139    6.238831
  -------------------+--------------------------------------------------------------
  y12 <-             |
    BRAND_LOYALTY_Y  |   .6450606   .0539482    11.96   0.000     .5393242    .7507971
              _cons  |    5.16608   .2582967    20.00   0.000     4.659828    5.672333
  -------------------+--------------------------------------------------------------
  y13 <-             |
    BRAND_LOYALTY_Y  |   .7126571   .0500615    14.24   0.000     .6145384    .8107759
              _cons  |   5.253334   .2623574    20.02   0.000     4.739122    5.767545
  -------------------+--------------------------------------------------------------
  z11 <-             |
     BRAND_EQUITY_Z  |   .6193978   .0625107     9.91   0.000     .4968791    .7419165
              _cons  |   5.365767   .2675968    20.05   0.000     4.841287    5.890248
  -------------------+--------------------------------------------------------------
  z12 <-             |
     BRAND_EQUITY_Z  |   .5951663    .063855     9.32   0.000     .4700129    .7203197
              _cons  |   4.560079   .2302391    19.81   0.000     4.108819    5.011339
  -------------------+--------------------------------------------------------------
  z13 <-             |
     BRAND_EQUITY_Z  |   .5234107   .0662624     7.90   0.000     .3935387    .6532827
              _cons  |   4.512287   .2280388    19.79   0.000     4.065339    4.959235
---------------------+--------------------------------------------------------------
          var(e.y11) |   .5294222   .0704155                      .4079328    .6870934
          var(e.y12) |   .5838968   .0695997                      .4622469    .7375613
          var(e.y13) |   .4921198   .0713534                      .3703851    .6538651
          var(e.z11) |   .6163464    .077438                      .4818142    .7884426
          var(e.z12) |   .6457771   .0760086                      .5127378    .8133359
          var(e.z13) |   .7260413   .0693649                      .6020586    .8755559
var(BRAND_LOYALTY_Y) |          1          .                             .           .
 var(BRAND_EQUITY_Z) |          1          .                             .           .
---------------------+--------------------------------------------------------------
 cov(BRAND_LOYALT~Y, |
```