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Notes:

1. Unicode is supported; see help unicode_advice.
2. Maximum number of variables is set to 5000; see help set_maxvar.

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. sembuilder "D:\RINA DEWI\IDE DISERTASI\BRAND EQUITY\GAMBAR FINAL.stsem"

. *(19 variables, 215 observations pasted into data editor)

. sem (BRAND_IMAGE_X1 -> x13, ) (BRAND_IMAGE_X1 -> x14, ) (BRAND_IMAGE_X1 -> x16, ) (BR
> AND_IMAGE_X1 -> x17, ) (BRAND_IMAGE_X1 -> BRAND_LOYALTY_Y, ) (SERVICE_QUALITY_X2 -> x
> 21, ) (SERVICE_QUALITY_X2 -> x22, ) (SERVICE_QUALITY_X2 -> x23, ) (SERVICE_QUALITY_X2
> -> x24, ) (SERVICE_QUALITY_X2 -> x25, ) (SERVICE_QUALITY_X2 -> BRAND_LOYALTY_Y, ) (C
> USTOMER_VALUE_X3 -> x31, ) (CUSTOMER_VALUE_X3 -> x32, ) (CUSTOMER_VALUE_X3 -> x33, )
> (CUSTOMER_VALUE_X3 -> BRAND_LOYALTY_Y, ) (BRAND_LOYALTY_Y -> y11, ) (BRAND_LOYALTY_Y
> -> y12, ) (BRAND_LOYALTY_Y -> y13, ) (BRAND_LOYALTY_Y -> BRAND_EQUITY_Z, ) (BRAND_EQU
> ITY_Z -> z11, ) (BRAND_EQUITY_Z -> z12, ) (BRAND_EQUITY_Z -> z13, ), covstruct(_lexog
> enous, diagonal) standardized latent(BRAND_IMAGE_X1 SERVICE_QUALITY_X2 CUSTOMER_VALUE
> _X3 BRAND_LOYALTY_Y BRAND_EQUITY_Z ) cov( BRAND_IMAGE_X1*SERVICE_QUALITY_X2 BRAND_IMA
> GE_X1*CUSTOMER_VALUE_X3 SERVICE_QUALITY_X2*CUSTOMER_VALUE_X3) nocapslatent

```

Endogenous variables

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Measurement:  x13 x14 x16 x17 x21 x22 x23 x24 x25 x31 x32 x33 y11 y12 y13 z11 z12 z13
Latent:       BRAND_LOYALTY_Y BRAND_EQUITY_Z

```

Exogenous variables

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Latent:       BRAND_IMAGE_X1 SERVICE_QUALITY_X2 CUSTOMER_VALUE_X3

```

Fitting target model:

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Iteration 0:  log likelihood = -5722.3922
Iteration 1:  log likelihood = -5707.3751
Iteration 2:  log likelihood = -5702.8389
Iteration 3:  log likelihood = -5702.4764
Iteration 4:  log likelihood = -5702.4694
Iteration 5:  log likelihood = -5702.4694

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Structural equation model          Number of obs    =          215
Estimation method = ml
Log likelihood = -5702.4694

```

- (1) [y11]BRAND_LOYALTY_Y = 1
- (2) [z11]BRAND_EQUITY_Z = 1
- (3) [x13]BRAND_IMAGE_X1 = 1
- (4) [x21]SERVICE_QUALITY_X2 = 1
- (5) [x31]CUSTOMER_VALUE_X3 = 1

Standardized	OIM					[95% Conf. Interval]	
	Coef.	Std. Err.	z	P> z			
Structural							
BRAND_LOYALTY_Y <- BRAND_IMAGE_X1	.1345244	.0569958	2.36	0.018	.0228147	.2462342	
SERVICE_QUALITY_X2	.3720572	.0700057	5.31	0.000	.2348486	.5092658	
CUSTOMER_VALUE_X3	.6732941	.0661319	10.18	0.000	.543678	.8029103	
BRAND_EQUITY_Z <- BRAND_LOYALTY_Y							
	.9060895	.0529514	17.11	0.000	.8023067	1.009872	
Measurement							
x13 <- BRAND_IMAGE_X1	.7358405	.049638	14.82	0.000	.6385519	.8331291	
_cons	5.975095	.2961056	20.18	0.000	5.394739	6.555452	
x14 <- BRAND_IMAGE_X1	.7231934	.0492889	14.67	0.000	.626589	.8197978	
_cons	6.414375	.3167576	20.25	0.000	5.793542	7.035209	
x16 <- BRAND_IMAGE_X1	.6049746	.0563973	10.73	0.000	.4944379	.7155113	
_cons	5.506967	.2741867	20.08	0.000	4.969571	6.044363	
x17 <- BRAND_IMAGE_X1	.5494529	.059566	9.22	0.000	.4327057	.6662	
_cons	5.235524	.2615282	20.02	0.000	4.722938	5.74811	
x21 <- SERVICE_QUALITY_X2	.5127442	.0559068	9.17	0.000	.4031689	.6223194	
_cons	4.971476	.249257	19.95	0.000	4.482941	5.460011	
x22 <- SERVICE_QUALITY_X2	.7781702	.0348362	22.34	0.000	.7098924	.8464479	
_cons	5.1745	.2586883	20.00	0.000	4.667481	5.68152	
x23 <- SERVICE_QUALITY_X2	.8154523	.03177	25.67	0.000	.7531842	.8777204	
_cons	5.031746	.2520541	19.96	0.000	4.537729	5.525763	
x24 <- SERVICE_QUALITY_X2	.7465098	.037783	19.76	0.000	.6724565	.8205631	
_cons	4.853964	.2438116	19.91	0.000	4.376102	5.331826	
x25 <- SERVICE_QUALITY_X2	.6444946	.0468306	13.76	0.000	.5527083	.7362808	
_cons	4.181365	.2128642	19.64	0.000	3.764159	4.598571	

x31 <-							
CUSTOMER_VALUE_X3	.8539451	.0281678	30.32	0.000	.7987371	.909153	
_cons	5.326317	.2657576	20.04	0.000	4.805442	5.847193	
x32 <-							
CUSTOMER_VALUE_X3	.8007168	.0319241	25.08	0.000	.7381467	.863287	
_cons	5.058119	.2532788	19.97	0.000	4.561702	5.554536	
x33 <-							
CUSTOMER_VALUE_X3	.7184992	.0404633	17.76	0.000	.6391925	.7978059	
_cons	4.750899	.2390438	19.87	0.000	4.282382	5.219416	
y11 <-							
BRAND_LOYALTY_Y	.6677142	.0435611	15.33	0.000	.5823359	.7530925	
_cons	5.685111	.2825156	20.12	0.000	5.13139	6.238831	
y12 <-							
BRAND_LOYALTY_Y	.678029	.0432089	15.69	0.000	.593341	.762717	
_cons	5.166081	.2582967	20.00	0.000	4.659828	5.672333	
y13 <-							
BRAND_LOYALTY_Y	.6064118	.0502209	12.07	0.000	.5079807	.704843	
_cons	5.253334	.2623574	20.02	0.000	4.739123	5.767545	
z11 <-							
BRAND_EQUITY_Z	.5831186	.0579557	10.06	0.000	.4695274	.6967097	
_cons	5.365768	.2675968	20.05	0.000	4.841288	5.890248	
z12 <-							
BRAND_EQUITY_Z	.6026763	.0575904	10.46	0.000	.4898011	.7155514	
_cons	4.560079	.2302391	19.81	0.000	4.108819	5.01134	
z13 <-							
BRAND_EQUITY_Z	.549513	.0572812	9.59	0.000	.4372439	.661782	
_cons	4.512287	.2280388	19.79	0.000	4.065339	4.959235	

var(e.x13)	.4585388	.0730512			.3355587	.6265903
var(e.x14)	.4769913	.0712908			.3558693	.6393378
var(e.x16)	.6340057	.0682379			.5134269	.7829027
var(e.x17)	.6981015	.0654574			.5809059	.8389409
var(e.x21)	.7370934	.0573317			.6328712	.8584791
var(e.x22)	.3944512	.054217			.301298	.5164049
var(e.x23)	.3350375	.0518138			.2474312	.4536621
var(e.x24)	.4427231	.0564107			.3448849	.5683165
var(e.x25)	.5846267	.0603641			.4775184	.7157598
var(e.x31)	.2707778	.0481076			.1911547	.383567
var(e.x32)	.3588526	.0511244			.2714242	.4744424
var(e.x33)	.4837589	.0581458			.3822242	.6122655
var(e.y11)	.5541577	.0581728			.4511058	.6807512
var(e.y12)	.5402767	.0585938			.4368196	.6682367
var(e.y13)	.6322647	.0609091			.5234782	.7636586
var(e.z11)	.6599727	.0675901			.5399474	.8066786
var(e.z12)	.6367813	.0694168			.5142794	.7884632
var(e.z13)	.6980355	.0629535			.5849388	.8329992
var(e.BRAND_LOYALT~Y)	.0727506	.0521963			.0178289	.2968572
var(e.BRAND_EQUITY_Z)	.1790017	.0959574			.0625971	.5118711
var(BRAND_IMAGE_X1)	1	.			.	.
var(SERVICE_QUALIT~2)	1	.			.	.
var(CUSTOMER_VALUE~3)	1	.			.	.
cov(BRAND_IMAGE_X1, SERVICE_QUALITY_X2)	.0961155	.0841159	1.14	0.253	-.0687486	.2609796
cov(BRAND_IMAGE_X1, CUSTOMER_VALUE_X3)	.1825238	.0827131	2.21	0.027	.0204091	.3446384
cov(SERVICE_QUALI~2, CUSTOMER_VALUE_X3)	.5483263	.0608287	9.01	0.000	.4291041	.6675484

LR test of model vs. saturated: $\chi^2(128) = 231.62$, Prob > $\chi^2 = 0.0000$

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(128)	231.616	model vs. saturated
p > chi2	0.000	
chi2_bs(153)	1584.953	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.061	Root mean squared error of approximation
90% CI, lower bound	0.049	
upper bound	0.074	
pclose	0.071	Probability RMSEA <= 0.05
Information criteria		
AIC	11526.939	Akaike's information criterion
BIC	11732.548	Bayesian information criterion
Baseline comparison		
CFI	0.928	Comparative fit index
TLI	0.914	Tucker-Lewis index
Size of residuals		
SRMR	0.053	Standardized root mean squared residual
CD	0.997	Coefficient of determination

Test scale = mean(unstandardized items)

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
x13	215	+	0.3656	0.2815	.4614814	0.8706
x14	215	+	0.3072	0.2288	.4693666	0.8718
x16	215	+	0.3398	0.2462	.4628791	0.8726
x17	215	+	0.3370	0.2372	.4622603	0.8736
x21	215	+	0.4901	0.4063	.4442001	0.8664
x22	215	+	0.6301	0.5630	.4277045	0.8600
x23	215	+	0.6774	0.6162	.4215466	0.8578
x24	215	+	0.6537	0.5846	.4209793	0.8589
x25	215	+	0.6288	0.5515	.4210857	0.8604
x31	215	+	0.6881	0.6371	.4283003	0.8579
x32	215	+	0.6227	0.5605	.4326275	0.8604
x33	215	+	0.6620	0.6003	.4248151	0.8585
y11	215	+	0.6378	0.5827	.4352249	0.8600
y12	215	+	0.6247	0.5646	.4338465	0.8604
y13	215	+	0.6059	0.5373	.4316052	0.8611
z11	215	+	0.5754	0.5047	.4360759	0.8624
z12	215	+	0.6380	0.5638	.4210451	0.8598
z13	215	+	0.5672	0.4878	.4327697	0.8631
Test scale					.4371008	0.8699

. summarize x13 x14 x16 x17 x21 x22 x23 x24 x25 x31 x32 x33 y11 y12 y13 z11 z12 z13

Variable	Obs	Mean	Std. Dev.	Min	Max
x13	215	7.04186	1.181286	4	9
x14	215	6.823256	1.066227	5	9
x16	215	7.074419	1.287629	3	9
x17	215	7.139535	1.366854	2	9
x21	215	6.483721	1.307228	1	9
x22	215	6.660465	1.290175	1	9
x23	215	6.525581	1.299909	1	9
x24	215	6.697674	1.383056	1	9
x25	215	6.111628	1.465046	1	9
x31	215	5.990698	1.12736	2	9
x32	215	6.004651	1.189902	1	9
x33	215	6.009302	1.267829	1	9
y11	215	6.186047	1.090653	4	9
y12	215	5.953488	1.155108	1	9
y13	215	6.627907	1.264602	1	9
z11	215	6.64186	1.24071	3	9
z12	215	6.52093	1.433341	1	9
z13	215	6.148837	1.365868	1	9

