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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.

```

. 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

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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

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

## Analysis Descriptive

```
. 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