BUILDING CUSTOMER EQUITY THROUGH TRUST IN SOCIAL NETWORKING SITES PARTICULARY IN SOCIAL MEDIA

"A perspective from Indonesian customer"

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, February 27th, 2018

Alfiyana Anggi Syahputri

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Alfiyana Anggi Syahputri

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ABSTRACT

Customer is the company's major intangible asset. In order to gain new customer and maintain existing customers, the company spend many of their resources. Thus, customer equity can be a major concept that influences customer engagement towards brand advertisement, brand trust, and brand loyalty. Nowadays, companies focus on the impact of online marketing, and the use of online marketing communication is largely facilitated by Social Network Sites. SNS or Social Network Sites' popularity has been growing very rapidly and it has become one of the most popular tools for social communication. In creating the effectiveness of SNSs, trust and customer equity will be the factors that can help marketers define the core features of SNSs. In particular, many fast fashion brands such as Zara and H&M with zero publicizing use approaches, have depended on SNSs as a method for adequately speaking with their target markets. This research is also aiming to comprehension pertaining to trust-loyalty towards customers' perceived benefits to SNS, then customers equity relationship can be incorporated into relationship showcasing programs. This research was conducted in some parts of Indonesia in the context of building customer equity through social media sites of fast fashion brands which are sold in Indonesia. The data was collected using questionnaire based on Likert Scale. The selection of respondent was done by convenient sampling of 256 respondents which were chosen to represent the overall customer's opinion. The data was analysed using Structural Equation Modeling using AMOS and SPSS as the software. The result of this research this research found that practical, entertainment, and social benefit of using SNSs, mediated by trust in SNSs, brand trust, and brand loyalty had a positive influence on customer equity. Furthermore, practical benefit and social benefit of using SNSs had a significant influence on the relationship to trust in SNSs.

Keyword: *Practical benefit, Entertainment benefit, Social Benefit, Trust in SNSs, Brand trust, Brand loyalty, Customer Equity*

Membangun Ekuitas Pelanggan melalui Situs Jejaring Sosial khususnya Media Sosial

- Perspektif pelanggan Indonesia

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ABSTRAK

Pelanggan adalah aset tidak berwujud utama perusahaan. Untuk mendapatkan pelanggan baru dan mempertahankan pelanggan lama, perusahaan menghabiskan banyak sumber daya mereka. Dengan demikian, ekuitas pelanggan bisa menjadi konsep utama yang mempengaruhi keterlibatan pelanggan terhadap *brand advertisement, brand trust,* dan *brand loyalty*. Saat ini, perusahaan fokus pada dampak pemasaran *online*, dan penggunaan komunikasi pemasaran *online* sebagian besar difasilitasi oleh Situs Jejaring Sosial. Popularitas SNS atau Situs Jejaring Sosial telah berkembang sangat pesat dan telah menjadi salah satu alat komunikasi sosial yang paling populer. Dalam menciptakan keefektifan SNS, percayaan dan ekuitas pelanggan akan menjadi faktor yang dapat membantu pemasar mendefinisikan fitur inti SNSs. Secara khusus, banyak merek fashion cepat seperti Zara dan H&M dengan pendekatan penggunaan publisitas nol, bergantung pada SNSs sebagai metode untuk berbicara dengan target pasar mereka secara memadai. Penelitian ini juga bertujuan untuk memahami loyalitas kepercayaan terhadap keuntungan yang dirasakan pelanggan terhadap SNS, maka hubungan ekuitas pelanggan dapat digabungkan ke dalam program yang menunjukkan hubungan. Penelitian ini dilakukan di beberapa wilayah di Indonesia dalam rangka membangun ekuitas pelanggan melalui situs media sosial pada merek fashion cepat yang dijual di Indonesia. Data dikumpulkan dengan menggunakan kuesioner berdasarkan Skala Likert. Pemilihan responden dilakukan dengan *sampling* sebanyak 256 responden yang dipilih untuk mewakili keseluruhan opini pelanggan. Data dianalisis dengan menggunakan *Structural Equation Modeling* dengan menggunakan AMOS dan SPSS sebagai perangkat lunak. Hasil penelitian ini menemukan bahwa manfaat praktis, hiburan, dan sosial penggunaan SNS, dimediasi oleh kepercayaan pada SNS, kepercayaan merek, dan loyalitas merek berpengaruh positif terhadap ekuitas pelanggan. Lebih dalam, manfaat praktis dan manfaat sosial dari penggunaan SNS memiliki pengaruh yang signifikan terhadap hubungan kepercayaan pada SNS.

Keyword: *Keuntungan praktis, Keuntungan hiburan, Keuntungan sosial, Kepercayaan pada SNS, Kepercayaan pada merek, Loyalitas pada merek, Ekuitas pelanggan*

CHAPTER I

INTRODUCTION

1.1 Background

Customer is the company's major intangible asset. In order to gain new customer and maintain existing customers, the company spend many of their resources. The customer can be one of the factors considered in building the value of the company. Since the embodiment of company's value in the form of brand creation and brand advertising, the value of a brand depends on customers (Rust *et al*, 2004). In an addition, Pappu and Quester (2006) stated that "Consumers see more value in a product if it is associated with a familiar brand." The company needs a place and strategy which make customer gets more information about the brand chosen by them. Thus, customer equity can be a major concept that influences customer engagement towards brand advertisement, brand trust, and brand loyalty. This research will explain how customer equity is built through a place that everyone can access, it is called as Social Networking Sites (SNSs).

In the past few years, SNS or Social Network Sites' popularity has been growing very rapidly and it has become one of the most popular tools for social communication. Social networking becomes faster with the coming of internet and the globalization. At the end of 2013, there were

777 million of social network users in the Asia-Pacific region and it made up 44.8% of social network users worldwide (eMarketer, 2013). Social media has turned into a vital piece of life nowadays, particularly among teenagers and adolescents known as Generation Z who have eagerly received this new online Innovative Communication Technology (ICT) stage. These online stages have opened the opportunity for companies to wind up some portions of their customers' social lives by moving advertisers toward a system of making encounters and overseeing associations with individual customers (Winer, 2009).

The divisions that are most closely related to the customers are marketing division. Therefore, the role of social media for marketing division is very important in order to make decisions in determining the best strategy. Nowadays, companies focus on the impact of online marketing, and the use of online marketing communication is largely facilitated by social network sites. There will be many transactions between companies and customers during the occurrence of online marketing activities, and those activities have become one of the e-commerce parts. Social- Network Sites thus have become a major part of e-commerce (Boveda-Lambie & Hair, 2012).

Social media are increasingly replacing traditional media, and more consumers are using them as a source of information about products, services and brands (Bruhn et al., 2012). Perceiving this pattern, many companies have contributed impressive assets on SNSs by setting up brand

profile pages trying to produce associations with customers and at last create customer equity. As we know, the goal of many companies is building a strong brand in the market and it can be one of the effective factors to increase customer equity. Among different industries, clothing is the quickest developing section in online business and utilizing SNSs has turned into a key correspondence vehicle for clothing brands (eMarketer, 2012). In particular, many fast fashion brands such as Zara and H&M with zero publicizing use approaches, have depended on SNSs as a method for adequately speaking with their target markets.

According to Zhenxiang and Lijie, (2011), the fashion design had moved from catwalk to store in the fastest time to capture the current market, it is called as fast fashion by retailers. A product driven concept of manufacturing model has developed fast fashion concept. The goal of fast fashion concept is attracting consumers back to experience retail site regularly by making new and fresh product. The characteristic of fast fashion brand is seasonal, trend-focused and mass produced. The fast fashion brands achieve their goal by managing strong supply chain, limited value creation, and low costs on promotion for example using social media for advertising. Indonesia is known as the home for original manufacturer (OEM) for fashion branded such as Zara, Gap, Esprit, Uniqlo, and etc (Lidia *et al.*, 2012).

When looking at how social media become a part of our lives today, it is like people are addicted to it. Some people use media social to share

something, and the other just use for seeing what their friends are doing or finding out what most people are talking about (Tan, 2017). Jeff Goins, author of The Art or Work, said that there are two types of social media users: *sprinklers* and *vacuums*. The sprinklers of social media share content and the vacuums absorb it. It is in a way like the food chain; one cannot exist without the others. These habits give benefit for fast fashion brand. Furthermore, brands are sharing visual content on social media platforms in order to engage more customers. Since social media can only show the content visually, fast fashion brand prioritize the content that is easily recognized. Mostly fast fashion brand implement attractive background of the product, and the model using the product also supports the attractiveness content on social media.

The marketers are taking advantage from this social media phenomenon as one of the best method of marketing penetration. In the context of social media, the penetration will be visual advertising. Brian Killen, founder and CEO of ShareIQ, stated that people engage with and buy from brands that share compelling visual content in authentic ways (Wright, 2017). The influencers who get high engagement encouraged by the brands that provide interesting 'lifestyle'- type overview on social media sites (i.e. Instagram, Facebook, Youtube, etc.).

Nowadays, customers prefer find their next look through their gadget, open their Social Networking Sites (SNSs), rather than come to retail store. In order to engage and retain the customer, retailers assumed SNSs is

bringing more customers' attention than mannequins in their store. Since consumer's trust take a part within the context of SNSs (Donath, 2007; Shin, 2010), this research acknowledges by analyzing the mediating role of trust in the Social Network Sites in the pattern of customer equity. In this research, "Trust in SNSs" determine as customers' willingness to trust the SNSs.

In creating the effectiveness of SNSs, trust and customer equity will be the factors that can help marketers define the core features of SNSs. Considering that trust does not have a linear, symmetric relationship with volume sales, trust is built slowly with the sales if customers are fully satisfied. When the customers are confident and comfortable in using a certain SNSs, they will open that SNS daily. Social media is the most popular site that customers open daily, such as Instagram, Facebook, and Youtube.

According to Ismail, (2017), Social Networking Site (SNS) has become a place for marketers to promote the product, and facilitate marketers to communicate with customers. Basically, the relationship between customers and brand will establish, if customers react positively towards the advertisement that company provide in social networking sites. In addition, SNS can create two-way communication between marketers and their customers which empower customer engagement in order to build sense of equality among the customers and the brand. The specific brand advertising content in SNS will contain significant

information required by customers. The closer the customer to a particular brand, the more loyal they will be.

In this era, customers prefer to search information regarding the brand that they are curious about in the internet, especially in their social media than searching at official outlet or store. This becomes one of the most considered strategies for marketers. Thus, advertising on social media leads effective brand promotion and ease customer in obtaining information hence they become more familiar and close to the brand they love. With this research, the researcher want to add to the restricted assemblage of academic research regarding to social media online settings and to serve online marketers with knowledge into how a comprehension pertaining to trust-loyalty towards customers' perceived benefits to SNS, then customers equity relationship can be incorporated into relationship showcasing programs.

1.2 Problem Formulations

Based on the research background above, the problem formulations of the research are as follows:

1. a) Does perceived practical benefit have a positive impact on perceived trust in SNSs?
   b) Does perceived entertainment benefit have a positive impact on perceived trust in SNSs?

c) Does perceived social benefit have a positive impact on perceived trust in SNSs?

2. Does trust in SNSs have a positive impact on brand trust?
3. Does brand trust have a positive impact on brand loyalty?
4. Does brand loyalty have a positive impact on customer equity relative to purchase frequency and purchase volume?

1.3 Research Limitations

1. This research only takes Indonesian citizens who have been using social networking sites (SNSs), and have experience using certain social media.
2. This research is only targeting the respondents who bought certain fast fashion brand.
3. This research only focuses on variables that effect customer equity, specifically benefit of using social networking sites as the independent variables in order to build the trust.

1.4 Research Objectives

Based on the research problems that have been mentioned above, therefore the research objectives are as follow:

1. a) To describe whether perceived practical benefit has a positive impact on perceived trust in SNSs

b) To describe whether perceived entertainment benefit has a positive impact on perceived trust in SNSs

c) To describe whether perceived social benefit has a positive impact on perceived trust in SNSs

2. To describe whether trust in SNSs has a positive impact on brand trust
3. To describe whether brand trust has a positive impact on brand loyalty
4. To describe whether brand loyalty has a positive impact on customer equity relative to purchase frequency and purchase volume

1.5 Research Contributions

This research may offer some benefits, as follows:

Theoretical Benefits

This research provides overview of the theoretical framework of the relationship between elements perceived benefit (practical, entertainment, and social), brand trust, and brand loyalty building the customer equity trough trust in Social Networking Sites (SNSs).

Practical Benefits

This research will help a company and or organization, especially the top level in a company and or organization to consider about the concept of how increasing the customer equity effectively trough Social Networking Sites (SNSs). This will help the marketing department to be more aware of

the importance of social media to get closer with the customers, and thus they can obtain information easily and more accurate.

1.6 Systematics of Writing

The systematics of writing of this research consists of five chapters. The explanations of each chapter will be as follows:

Chapter I: INTRODUCTION

This chapter examines about the background of the research, the problem formulation, the limitations of the research, the purpose of the research, the contribution of the research, and the systematics of writing the research.

Chapter II: LITERATURE REVIEW

This chapter explains the theoretical foundation of the benefits of Social Networking Sites as independent variables (practical, entertainment, and social benefit). Furthermore, Trust in SNSs, Brand Trust, and Brand loyalty, are the mediating variables, and Customer equity is as dependent variable. In addition, this chapter provides researches hypotheses and the framework of the research.

Chapter III: RESEARCH METHOD

This chapter explains the models and methods used in this research, population and sample, sampling technique, the variables of the research and the testing methods used.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter shows data analysis and discussion of the results obtained from statistical calculations using theoretical concepts. The interpretation of research is based on theories that have already existed.

Chapter V: CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions on the results of the analysis and calculation of data obtained from the research. In addition, this chapter also describes the limitations of the research conducted, which can be used for future research.

CHAPTER II

LITERATURE REVIEW

2.1 Perceived benefits of SNSs and trust in SNSs

SNSs are applications that empower users to make profiles and associate with others by sending instant messages (Kaplan & Haenlein, 2010). There are several benefits that consumers obtain in using SNSs application. SNSs communities such as Instagram, Facebook, Twitter, Youtube and Line deliver various benefits which make the consumer access it daily. Those benefits are perceived practical, entertainment and social benefit.

First, practical benefits occur from sharing information activities in Social Networking Sites (SNSs). It happens during users contact within the background of brand's SNS profile. Even more, the active user of social media will always search for information about the product that they want to buy in the internet. Customers believe when the product or brand are recognizable in social media, there will be many information about the brand even in detail information. Nowadays, review of the brand in SNSs influence the customers' engagement towards product marketing (Schultz & Peltier, 2013). The information review of the brand in SNSs mostly comes from other customers rather than from the company. In fact, the information about the product or brand which is served in social media or

other SNSs ease customers for getting information towards the product efficiently and practically.

H1a. Perceived practical benefit will significantly influence perceived trust in SNSs.

Second, entertainment benefits are derived from relaxation and fun (Dholakia *et al.*, 2004) and could be persuading more customer participation. By using SNSs, customers will get entertainment experiential as one of the values that online services try to serve. Gummers *et al.* (2012) stated that while customers spend their time browsing in certain online community, they could be received relaxation and fun from the SNS brand community. In fact, people mostly use SNSs in their free time. Hence marketers may offer the content of information in their site regarding the product or brand in attractive way.

H1b. Perceived entertainment benefit will significantly influence perceived trust in SNSs.

Third, social benefit is acquired over social enhancement (Kananukul *et al.*, 2015). That statement means when the users of SNSs have desire to be recognized in the certain community, they may participate in discussion with other users. Customers do the discussion,

give or receive information involving their social enhancement in the social media.

H1c. Perceived social benefit will significantly influence perceived trust in SNSs.

Gummerus *et al.* (2012) stated that the interaction between customers and company or other SNS users can influence their practical benefit, entertainment benefit, and social benefits of the SNSs. Those benefits will automatically create the trust of customers towards the use of SNS. Grabner-Kräuter, (2009) determined that trust has been described as an individual's perceptions of the corporate environment that come from entrenched social practices as well as the perceptions, resulting from past and future exchanges. In the state of SNS, trust is an assumption about other party, or compliance to depend on other parties. Trust in certain SNSs can be a factor which influences the customer purchasing decision.

2.2 Trust in SNSs and brand trust

The relationship between customers and brand become two factors theoretically underlined regarding brand trust. Brand trust naturally represents the relationship generated between the company and customers. Brand trust is interpreted as the compliance of the customer to depend on the capability of the brand that they trust in (Chaudhuri & Holbrook, 2001).

The consumer-generated content in brand community might be of the high intercourse for companies who desire to improve their brand image (Muniz & Schau, 2007).

Brand trust leads to commitment because trust exchange relationships that are highly valued (Morgan & Hunt, 1994). The commitment influences the process of continuing and maintaining a value and important relationship that has been created by trust. Therefore, trust and commitment should be associated. Trusted brands should be purchased more often and should raise a high degree or attitudinal commitment. Thus, brand trust will contribute to both purchase loyalty and attitudinal loyalty.

There are two main aspects that conceptualize the trust in the context of SNS, they are information (or technology) – related, and interpersonal related (Shi & Chow, 2015). Hsu *et al.* (2007) stated that trust in online communities can build over the benefits acquired from information and perception in the community, and also from recognition with other users in the community. Word-of-mouth communications and sharing personal experiences might encourage susceptible facts about a brand in SNS brand communities, which positively influence brand trust (Laroche *et al.,* 2012). When consumers see that the SNS brand community is of high quality and advantageous, they might trust a specific SNS, which may bring reaction in brand trust toward a similar fashion.

H2. Trust in SNSs will significantly influence brand trust

2.3 Brand trust and brand loyalty

According to Backman and Crompton (1991), loyalty is measured in terms of consumers' strength of affection toward a brand. The levels of familiarity in certain brand which come from customers' experience significantly influence the levels of brand loyalty. Brand loyalty leads to an idea of customers who have a great deal of experience with certain brand categories and get involved with the brand category (Holland & Baker, 2001).

In the commitment-trust theory which is found by Morgan and Hunt (1994), trust was one of the most important cores to loyalty. Trust becomes crucial in the online context because it influences the online transaction, including security and privacy. Customers' trust in the SNS will depend on the vendor that gives them secure feeling during the transaction process. The previous research from Jansen *et al*., (2009), Laroche *et al*., (2012), Pentina *et al*., (2013) found the positive effect of trust on loyalty, demonstrating that brand trust is an essential matter of brand loyalty. Framing on the previous research, the researcher proposes that consumers' perceived brand trustworthiness may result in consumer loyalty to the brand. Thus:

H3. Brand trust will significantly influence brand loyalty.

2.4 Brand loyalty and customer equity

Hogan et al., (2002) defined that customer equity is the total of the discounted lifetime values accumulated all of company's current and potential customers. Customers are defined as the intangible assets which company should wisely obtain, manage, and expand like financial assets. Brands and customers are connecting with each other without any limits in time, place, and medium. Brands are the best at creating images that make customers identify that specialty from among others (Keller, 1993). The loyalty program toward certain brand under a company control may enlarge the relation equity.

There are three level of loyalty towards the brand (Oliver, 1999). Cognitive is the first loyalty phase that means knowledge and perception of customer (obtained through experience with a brand), attitude, and information from various sources. Affective is the second loyalty phase that describes the feelings and emotions towards a product or brand. These feelings and emotions are a thorough evaluation of the attitude object (product or brand). Furthermore, the conative is the third phase of loyalty or it known as the result from cognitive and affective loyalty. Conative describes customer's tendency to perform certain actions relating to the attitude object (product or brand). This conative loyalty realized into equity of the purchase retention and the purchase volume that customer did. This action of loyalty can determine how big the role of loyalty build the customer equity.

The frequency of repeat purchase in certain brand indicated behavioral loyalty as well. The attitudinal loyalty can be seen as psychological engagement that customers make in the purchase activity. When customers continue to purchase certain product or service in a certain brand over a particularized time period, it can be defined as customer retention. Yoo *et al.* (2000) stated that loyal consumers purchase their favorite brand routinely and are less likely to switch brands. The purchase intention which brand as a primary choice refers to brand loyalty attitudinal.

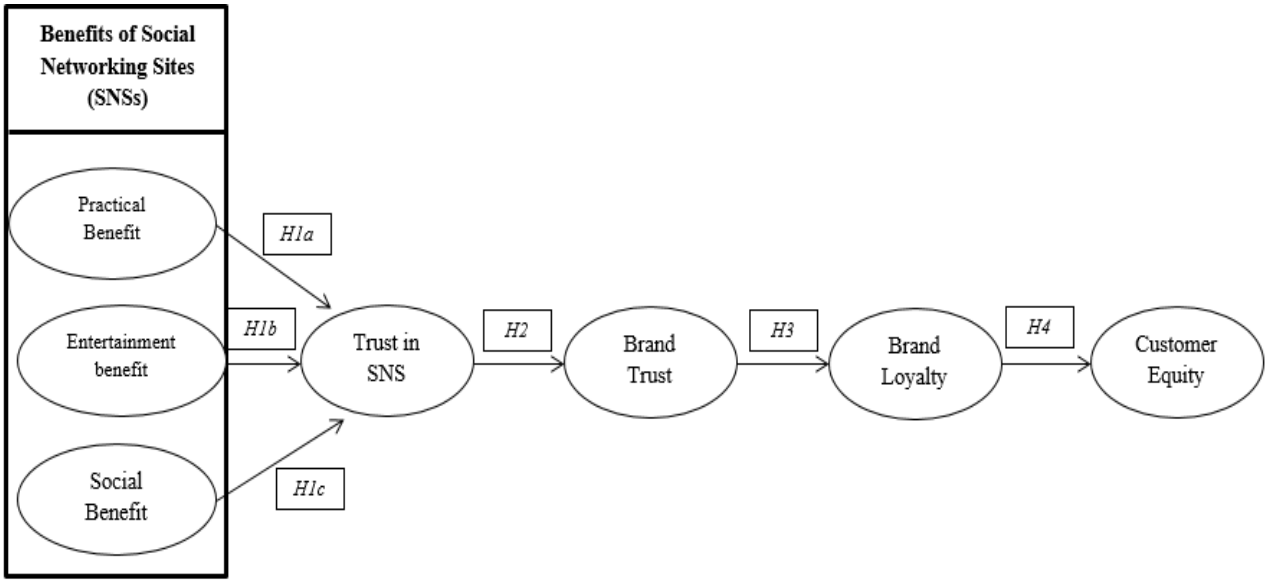
There was much academic research which has measured customer equity through number of purchase and purchase volume during a specific time (Kim & Ko, 2011; Rust et al., 2004). Logically, an increase in purchase volume normally brings in an increase in product sale. This purchase volume caused by the activity of purchasing specific product even brand. In this global era, the purchase volume not only refers to a single customer which directly buy specific brand but also the interaction between each customer about the brand itself. The interaction consumer towards specific brand can be defined as customer reviews. The reviews from loyal customers about specific brand can impact other customers' trust by sharing opinions and responding to others (Awad & Ragowsky, 2008).

H4. Brand loyalty will significantly influence customer equity relative to purchase frequency and purchase volume.

2.5 Conceptual Framework of the Study

The conceptual framework provides a foundation for research study. The framework consists of three independent variables which are practical benefit, entertainment benefit, and social benefit. There are three mediating variables which are trust in SNS, brand trust, and brand loyalty that's affected by all independent variables. And there is one dependent variable which is customer equity that is affected by all independent and mediating variables.

Figure 2.1 Full Framework Model



CHAPTER III

RESEARCH METHOD

3.1 Type of Research

This research method uses quantitative approach by using questionnaire as the research instrument and also itemized rating to assess data from 256 respondents who bought specific fast fashion brand and have experienced in searching information regarding the brand in social media.

3.2 Research Location

This research will be conducted mainly in Yogyakarta. However, the research questions will be also distributed to some parts of Indonesia to gain more accurate result, this is possible because the researcher observe the users of SNSs in Indonesia.

3.2 Populations and Sample Research

Population is the scope or magnitude characteristic of the whole object under study. The sample is the amount of certain characteristics of the part of the population that has the same characteristics of the population. In this study population is the people in all parts of Indonesia who have account in *Social Networking Sites (SNSs)*, and have visited fast fashion SNSs brand communities. Population have been selected for their diversity and very dynamic responsive and sensitive to change. Besides information – new

information is also easily accessible through SNSs, making it easier for researcher to collect data. The sample in this study amounted to 255 people.

3.3 Data Collection Techniques

The data that used in this study are primary data. Primary data is data obtained directly from the object of research by using a measurement or data retrieval tool directly on the subject as the source of the information sought. In this study, the data was obtained using a questionnaire. This technique is a form of data collection instruments that very flexible and relatively easy to use. The types of questions that will be used in this research are from the indicator of the research. Questionnaires will be distributed either directly (print out) or online (Google forms) to the respondent.

3.4 Data Collection Methods

Since this research used quantitative type of research, the list of questions and statements to measure the value of each variables are made. Furthermore, to measure the value of each statement and question, this research is using Six-Points Likert Scale. For benefit of using SNS, Trust in SNSs, brand trust and brand loyalty are measured by 1 = “strongly disagree” to 6 = “strongly agree. For customer equity is measured by 1 = “not at all” to 6 = “very often”. The example can be seen as follows:

1	2	3	4	5	6

Information:

a) For benefit of using SNS, Trust in SNSs, brand trust and brand loyalty:

1 = strongly disagree

2 = disagree

3 = slightly disagree

4 = slightly agree

5 = agree

6 = strongly agree

b) For customer equity:

1 = very rarely

2 = rarely

3 = quite rarely

4 = quite often

5 = often

6 = very often

3.5 Research Variables

The variables that will analyzed in this study are practical benefit, entertainment benefit, and social benefit as the independent variables, then three mediating variables which are trust in SNS, brand trust, and brand loyalty that is affected by those three independent variables. One

dependent variable is customer equity that is affected by both independent and mediating variables.

3.5.1 Independent Variable

3.5.1.1 Practical Benefit

According to Gummerus *et al.,* (2012), practical benefits include informational benefit in the context of SNSs. Informational benefits lead the community building a channel for customer feedback and question. By participating in an online community, the consumers become more knowledgeable and aware of the provider's offering, and also get the information benefit. This variable is measured by the following indicators:

1. It is easy to find information about *products/services* from SNS (i.e. Instagram, Facebook, Youtube, etc.)
2. SNS usually makes information about *products/services* immediately accessible
3. Most SNS provide timely information about *product/services*
4. Generally, SNSs are a good source of *product/services*
5. I visit SNSs just to look for information

3.5.1.2 Entertainment Benefit

According to Dholakia *et al.,* (2004), entertainment benefits are derived from relaxation and fun. By using online services, customers will get the entertainment experiential value. It could be motivating customer participation. SNSs has become one of the ways that can be used to overcome the people's boredom. This variable is measured by the following indicators:

1. I visit SNSs for entertainment purpose
2. I visit SNSs to relax
3. It is fun to visit SNS
4. I visit SNs to kill time when I am bored

3.5.1.3 Social Benefit

According to Gummerus *et al.,* (2012), social benefits are obtained through social enhancement which derives from the need to feel useful, recognized and needed in the community. In the context of SNSs, customers engage in discussion with peers, giving and receiving help. This variable is measured by the following indicators:

1. I visit SNS because I want to provide information about *product/services* to other people

2. I visit SNS because I want to get help from other people
3. I visit SNS because I want to help other people
4. I visit SNS because I want to feel needed by other people

3.5.2 Mediating Variable

3.5.2.1 Trust in SNSs

According to McKnight *et al.*, (2002), trust in SNSs helps consumers defeat perceptions of uncertainty and risk and engage in "trust-related behaviors" with certain social media or web site served by company. The trust in SNSs context can be realized as sharing personal information or making purchases. This variable is measured by the following indicators:

1. I feel that this SNS would act in consumer's best interests
2. I believe that this SNS continue to be a good source of information about *product/service* over the long term, thus enhancing my confidence
3. I feel confident that I can rely on this SNS when I need information about *product/service* of this nature
4. I trust this SNS in providing accurate information about *product/services*
5. I am comfortable making comments and/or sharing ideas with others about *products/services* on SNS

6. Based on my past and present experiences, I believe that this SNS deserves my trust

3.5.2.2 Brand Trust

According to Chaudhuri and Holbrook, (2001), brand trust was defined as the willingness of the consumer to rely on the ability of the brand to perform its stated function. Trust creates exchange relationships that are highly valued, therefore brand trust leads to commitment. Trusted brands should be purchased more often and should generate a higher degree of attitudinal commitment. This variable is measured by the following indicators:

1. *This brand* is believable
2. *This brand* is credible
3. I trust *this brand*
4. *This brand* makes a trustworthy impression
5. *This brand* is reliable

3.5.2.3 Brand Loyalty

According to Holland and Baker, (2001), brand loyalty is a strong commitment to a brand. Customer view that brand as more satisfactory than other brands and this assessment comes through repeated use. By trying a brand and being satisfied with it, it can

develop brand loyalty which leads to repeat purchase. This variable is measure by the following indicators:

1. If there is another brand as good as *this brand*, I still prefer to buy *this brand*
2. Even if another brand has same features as *this brand*, I would prefer to buy *this brand* if I need a product of this nature
3. If another brand is not different from *this brand* in anyway, it seems smarter to purchase *this brand* if I need a product of this nature

3.5.3 Dependent Variable

3.5.3.1 Customer Equity

According to *Rust et al.* (2004), customer equity as the total of the discounted lifetime values summed over all of the company's current and potential customers. Many marketing managers require pursuing a more accountable marketing investment by monitoring customer equity in order to maximize the long-term performance of the company. This variable is measured by the following indicators:

1. How often do you buy *this brand* in the past 6 months?

2. Out of every 10 apparel purchase you buy, how many purchases are made for *this brand*?

3.6 Validity and Reliability (Pilot Test)

Test the validity indicate the extent to which a measure (indicator) can measure what we want measured (variable). The result of the research is determined by how accurate a questionnaire could represent the respondents' answers. An indicator is said to be valid if it has a value corrected item total correlation ≥ 0.30. However, if the correlation value of an item is lower than 0.3 in the validity test, the indicator item is considered as invalid.

Furthermore, reliability test aims to find out the consistency of the measurement tools. The result given by reliability test is relatively consistent if there is re-measurement in the same subject. The reliability of a measurement indicates that the measurement tool is less biased or in the tolerable level of error, and hence, offers consistent measurement across the various items used as the instrument of the research (Sekaran, 2000). A reliable measurement tool will provide a reliable result that is also relevant to the variable used. If the data is relevant to the reality condition, the result of any measurement conducted in the next period will always be the same.

Reliability test was conducted with SPSS by inputting the questions in SPSS to be analyzed. It used the measurement of alpha

coefficient from Cronbach (α) which have to be ≥ 0.6. Thus, the measurement tool of the research will be categorized as reliable if it passes minimum value of the Cronbach Alpha.

Thus, before disturbing questionnaires to a sample of this research, the questionnaire will be used as a data collection tool and will be tested for their validity and reliability. To that end, a questionnaire that has been created will be distributed to 50 respondents. For the research, there are 52 respondents filled the questionnaire. Data collected from respondents are then analyzed for their validity and reliability with respect to the limitation described above. The number of the statements that was written in the questionnaire were evaluated as follows:

1. Practical benefit has five indicators.
2. Entertainment benefit has four indicators.
3. Social benefit has four indicators.
4. Trust in Social Networking Sites (SNSs) has six indicators.
5. Brand trust has six indicators.
6. Brand loyalty has three indicators.
7. Customer equity has two indicators.

Table 3.1 ***Pilot Test Result***

Indicator Variable	Corrected Item-Total Correlation	Cronbach's Alpha	Minimal Score	Status
Practical Benefit		0.906	0.6	Reliable
P1	0.764		0.3	Valid
P2	0.799		0.3	Valid
P3	0.736		0.3	Valid
P4	0.825		0.3	Valid
P5	0.706		0.3	Valid
Entertainment Benefit		0.877	0.6	Reliable
E1	0.880		0.3	Valid
E2	0.772		0.3	Valid
E3	0.707		0.3	Valid
E4	0.734		0.3	Valid
Social Benefit		0.837	0.6	Reliable
SB1	0.588		0.3	Valid
SB2	0.692		0.3	Valid
SB3	0.736		0.3	Valid
SB4	0.730		0.3	Valid
Trust in SNS		0.912	0.6	Reliable
T1	0.746		0.3	Valid
T2	0.765		0.3	Valid
T3	0.832		0.3	Valid

T4	0.761		0.3	Valid
T5	0.676		0.3	Valid
T6	0.803		0.3	Valid
Brand Trust		0.940	0.6	Reliable
BT1	0.741		0.3	Valid
BT2	0.782		0.3	Valid
BT3	0.860		0.3	Valid
BT4	0.842		0.3	Valid
BT5	0.837		0.3	Valid
BT6	0.876		0.3	Valid
Brand Loyalty		0.909	0.6	Reliable
BL1	0.820		0.3	Valid
BL2	0.822		0.3	Valid
BL3	0.812		0.3	Valid
Customer Equity		0.798	0.6	Reliable
CE1	0.666		0.3	Valid
CE2	0.666		0.3	Valid

Source: Primary Data (Computed), 2018

The data in Table 3.1 above show that all items of variables are considered valid and reliable, because the score of corrected item in total correlation is above the minimum score (0.30) and the Cronbach Alpha is greater than minimum score (0.6).

3.7 Data Analysis Technique

This research used SPSS 22 for validity test and reliability test. Then, the technical analysis used in this research is to use Analysis of Moment Structures (AMOS 21.0), considering the conceptual model of this research have one dependent variable, the three mediating variables, and three independent variables. AMOS is statistical software and it stands for analysis of a moment structures. AMOS is an added SPSS module, and is specially used for Structural Equation Modeling, path analysis, and confirmatory factor analysis.

SEM (Structural Equation Modeling) analysis was used to analyze the primary data obtained and test the generated hypotheses. SEM was also used to generate the result from the data. SEM allowed the researcher to test and estimate the fitness of more complicated frameworks simultaneously between multiple exogenous and endogenous with many indicators (Sarjono & Julianita, 2015). It is also known as analysis of covariance or causal modeling software. AMOS is a visual program for structural equation modeling (SEM). In AMOS, we can draw models graphically using simple drawing tools. AMOS quickly performs the computations for SEM and displays the results.

3.7.1 Respondents' Characteristic

In this part, this research will describe the demographic characteristic of the respondents. The demographic characteristics that

were explained are gender, age, educational level, average income, and the researcher requested to respondents to write down one fast fashion brand that they bought.

3.7.2 Descriptive Analysis

Descriptive analysis was done to describe the average of respondents' responds of each item in the questionnaire. Descriptive analysis is a set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample (Zikmund, 2003).

3.7.3 Model Development Based on Theory

Structural Equation Modeling (SEM) is a very general statistical modeling technique, which is widely used in the behavioral science (Hox & Bechger, 2017). SEM can be used to reduce the number of observed variables into a smaller number of latent variables by examining the covariation among the observed variables. The theoretical propositions on how construction is theoretically related and the direction of the significant relationship can be tested by SEM.

3.7.3.1 Goodness Fit Criteria

There are six types of measurement in Goodness of Fit:

a. Chi-Square (X^2)

The chi-square test statistic is used for hypothesis testing to evaluate the suitableness of a structural equation model. If the distributional assumptions are fulfilled, the chi-square test evaluates whether the population covariance matrix is equal to the model-implied covariance matrix or not.

In general, the high chi-square values in relation to the number of degrees of freedom mostly indicate that the population covariance matrix and the model-implied covariance matrix significantly differ from each other. As the residuals, the elements of empirical covariance matrix minus the model implied covariance matrix, the closer to zero, the better the model fitness.

Furthermore, the researcher is interested in obtaining a non-significant chi-square value with associated degrees of freedom. If the p-value is associated with the chi-square value is greater than 0.05, the null hypothesis is accepted and the model is regarded as compatible with the population covariance matrix. In this context the test states that the model fits the data. However, there still exists uncertainty that other models may fit the data equally well.

b. RMSEA (Root Mean Square Error of Approximation)

Root Mean Square Error of Approximation (RMSEA) is a measurement of approximate fit in the population. RMSEA is

involved with the discrepancy due to approximation. RMSEA is expected by way of the square root of the estimated discrepancy because of approximation in keeping with degree of freedom. RMSEA emerged as relatively independent sample size and additionally favors parsimonious models.

The RMSEA is bounded below zero. Schermelleh et al. (2003) defined a close fit as a RMSEA value which is less than or equal to 0.05. Although there is a general agreement that the value of RMSEA for a good model should be less than 0.05, an RMSEA within the range of <0.10 could still be tolerated. It can be categorized that, in the value of ≤0.05, it is considered as a good fit, in the value between 0.05 and 0.08 is an adequate fit, and the value between 0.08 and 0.10 as a mediocre fit. While, the value of >0.10 is not acceptable.

c. GFI (Goodness of Fit Index)

The Goodness-of-Fit-Index (GFI) measures the relative amount of the variances and covariance in the empirical covariance matrix that is predicted by the model-implied covariance matrix. GFI could imply testing on how good the model fits as compared to "no model at all" (null model), or it can be said when all parameters are fixed to zero.

In some cases a negative GFI may occur. However, the usual rule is that 0.95 is an indicator of good fit relative to the baseline

model, while the value which is greater than 0.90 is usually indicating an acceptable fit (Schermelleh, *et al*., 2003).

d. AGFI (Adjusted Goodness of Fit)

The main function of Adjusted Goodness-of-Fit Index (AGFI) is to adjust bias as a result of model complexity. The AGFI adjusts the model's degrees of freedom relative to the number of observed variables and therefore rewards the less complex models with fewer parameters. The AGFI approaches the GFI. A rule for this index is that 0.90 is an indicator of good fit relative to the baseline model, while the value which is greater than 0.85 may be considered as an acceptable fit (Schermelleh, et al., 2003).

e. TLI (Tucker Lewis Index)

Tucker–Lewis index (TLI) is also called the *nonnormed fit index* (NNFI) while adjustment to the TLI is called the *relative fit index* (RFI). According to Haryono & Wardoyo (2012), TLI was originally used as a tool to evaluate the factor analysis which is later developed to SEM. This measurement combines parsimony size into comparison index between the proposed model and null model and the TLI value that ranges from 0 to 1.0. TLI recommended value is equal to or greater than 0.09.

f. CFI (Comparative Fit Index)

As mentioned by Schermelleh, et al. (2003), the Comparative Fit Index (CFI), an adjusted version of the Relative Noncentrality Index (RNI) which is developed by McDonald and Marsh (1990), avoids the underestimation of fit. This is often noted in small samples for Bentler and Bonett's (1980) Normed Fit Index (NFI).

The CFI ranges from zero to one with higher value indicates better fit. A rule for this index is that 0.97 is an indicator of good fit relative to the independent model, while the value which is greater than 0.95 may be interpreted as an acceptable fit. The value of 0.97 seemed to be more reasonable as an indication of a good model fit than the often stated cut off value of 0.95. Compared to the NNFI, the CFI is one of the fit indices which is less affected by sample size (Schermelleh, *et al*., 2003).

Table 3.2 ***Goodness of Fit Index***

Goodness of Fit Index	**Cut off Value**
Degree of Freedom (DF)	Positive (+)
X^2 (Chi-Square)	Small value
Significance Probability	≥ 0.05
CMIN/DF	≤ 2.00
GFI (Goodness of Fit Index)	≥ 0.90

Table 3.2 ***Goodness of Fit Index***

Goodness of Fit Index	**Cut off Value**
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08
AGFI (Adjusted Goodness of Fit)	≥ 0.90
TLI (Tucker Lewis Index)	≥ 0.90
CFI (Comparative Fit Index)	≥ 0.90

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This chapter explains about the data analysis of *"Building Customer Equity through Trust in Social Networking Sites particularly in Social Media"* and this research use Indonesian customers' perspective. This research was conducted through internet based questionnaire (Google Form). There were 256 respondents who were willing to participate in this research. The questionnaire details can be seen in appendix.

The data analysis was conducted using AMOS. The calculation of Structural Equation Model (SEM) use AMOS for all variables. Regarding from framework served in chapter 2, the variables consist of independent variables; Benefits of Social Networking Sites (practical, entertainment, social), mediating variables; Trust in SNSs, Brand trust, Brand loyalty, and dependent variable; customer equity.

4.1 Characteristic of Respondents

4.1.1 Gender

By gender, the respondents were classified as follows:

Table 4.1 ***Respondents' Gender Classification***

No	Gender	Frequency	Percentage
1	Male	83	32
2	Female	173	68
Total		256	100

Source: Primary Data (Computed), 2018

Based on Table 4.1, it can be seen that the majority of the respondents were female with 173 respondents (68% out of 100%). Then it was followed by male with 83 respondents (46% out of 100%). It shows that the majority of the user of Social Networking Sites (SNSs) and purchased certain fast fashion brand are women.

4.1.2 Age

Based on age, the respondents in this research were classified as follows:

Table 4.2 ***Respondents' Age Classification***

No	Age	Frequency	Percentage
1	<17	52	20
2	17 - 35	200	78
3	36 - 65	4	2
4	>65	0	0

Total	256	100

Source: Primary Data (Computed), 2018

Based on Table 4.2, there are 4 ranges of age classification. It can be seen the majority of the respondents are respondents who are between 17 – 35 years old, with 200 respondents (78% out of 100%). This evidence shows that respondents are from young generation who are very familiar using the Social Networking Sites and also the latest product from fast fashion brands. There are 52 respondents who are under 17 years old, then 4 respondents are between 36 – 65 years old. However, there is no respondent who are more than 65 years old.

4.1.3 Educational Level

Based on educational level, the respondents in this study were classified as follows:

Table 4.3 ***Respondents' Educational Level***

No	Educational Level	Frequency	Percentage
1	Senior High School	35	14

2	Associate's Degree (D3)	3	1
3	Bachelor Degree (S1)	192	75
4	Master Degree (S2)	26	10
5	Doctoral Degree (S3)	0	0
Total		256	100

Source: Primary Data (Computed), 2018

In educational level characteristic, there are five standard levels of education in Indonesia. The first level is Senior High School with 35 respondents (14% out of 100%). The second level is Associate's Degree (D3) with 3 respondents (1% out of 100%). The third level is Bachelor Degree (S1) with 192 respondents (75% out of 100%). This made this standard level of education becomes the majority of the respondents. Then, the fourth level is Master Degree with 26 respondents (10% out of 100%). The fifth level is Doctoral Degree, but none of respondents has this education level.

4.1.4 Average Income

For average income, the respondents in this research are classified as follows:

Table 4.4 ***Respondents' Average Income***

No	Average Income	Frequency	Percentage
1	Rp. 1,000,000 – Rp3,000,000	159	62
2	Rp. 3,000,000 – Rp5,000,000	69	27
3	>Rp. 5,000,000	28	11
Total		256	100

Source: Primary Data (Computed), 2018

Based on Table 4.4, it can be concluded that the respondents in this research mostly have average income between Rp. 1,000,000 – Rp. 3,000,000 per month with 159 respondents or 62%, followed by 69 respondents who have average income between Rp. 3,000,000 – Rp. 5,000,000 per month, and the rest have average income more than Rp. 5,000,000 per month.

4.1.5 Fast Fashion Brand

Based on the fast fashion brand that respondents bought, respondents are classified as follows:

Table 4.5 ***Respondents' Classification Based on Fast Fashion Brand***

No	Brand	Frequency	Percentage
1	H&M	54	21
2	Zara	65	25
3	Uniqlo	23	9
4	Nevada	45	18
5	Mango	13	5
6	Pull n Bear	27	11
7	Forever21	16	6
8	Wrangler	8	3
9	Stradivarius	5	2
Total		256	100

Source: Primary Data (Computed), 2018

Based on Table 4.5, Zara is at the first place as the fast fashion brand that is mostly bought by respondents, with the number of respondents of 65 (25% out of 100%). The second brand is H&M with 54 respondents. The third brand iss Nevada with 45 respondents, followed by Pull n Bear with 27 respondents, Uniqlo with 23 respondents, Forever21 with 16 respondents, Mango with 13 respondents, Wrangler with 8 respondents, and Stradivarius with 5 respondents. The evidences show that respondents mostly purchase Zara as their favorite fast fashion brand.

4.1.6 Specific Social Media

Based on the specific social media that respondents used, respondents are classified as follows:

Table 4.6 ***Respondents' Specific Social Media***

No	Specific Social Media	Frequency	Percentage
1	Instagram	98	38
2	Facebook	56	22
3	YouTube Channel	60	24
4	Fast Fashion Brand Official Website	42	16
Total		256	100

Source: Primary Data (Computed), 2018

Table 4.6 shows four specific social media that respondents used for searching the information regarding the fast fashion brand they like. It can be seen that Instagram took the first place for the most frequent social media that they used for searching information about specific fast fashion brand, it is shown by 98 respondents (38% out of 100%). The second place is taken by YouTube channel as social media that respondents chose, with 60 respondents, followed by Facebook with 56 respondents, and Fast Fashion Brand Official Website is 42 respondents. Based on that evidence, it can be concluded that respondents are familiar with using social media in order to searching the information regarding the fast fashion brand.

4.2 Descriptive Analysis

The value-average score was assisted to determining respondents' assessment criteria. Score interval can be found by the following calculation:

Lowest perception score = 1

Highest perception score = 6

Interval = $\frac{6 - 1}{5} = 1$

With the detail interval as follows:

1.00 – 2.00	=	Very Bad
2.01 – 3.00	=	Bad
3.01 – 4.00	=	Fair (Neutral)
4.01 – 5.00	=	Good
5.01 – 6.00	=	Very Good

4.2.1 Practical Benefits

The result of descriptive analysis of Practical Benefits could be seen in Table 4.7 below:

Table 4.7 ***Descriptive Analysis of Practical Benefit***

Attributes of Practical Benefit	**Mean**	**Category**
It's easy to find information about (favorable apparel brand) from particular Social Media.	4.19	Good
Particular social media usually make information about (favorable apparel brand) immediately accessible	4.30	Good
Most social media provide timely information about (favorable apparel brand)	4.22	Good
Generally, particular social media is a good source of (favorable apparel brand)	4.22	Good
I visit particular social media just to look for information	3.91	Fair
Mean	4.17	Good

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.7, it is shown that the average assessment of 256 respondents' Practical Benefit is 4.17. The highest mean is "Particular social media usually make information about (favorable apparel brand) immediately accessible" with 4.30 or is considered as good. The lowest mean is "I visit particular social media just to look for information" with 3.91. Therefore, this result indicates that respondents' perception towards Practical Benefit of Social Networking Sites (SNSs) is good.

4.2.2 Entertainment Benefits

The result of descriptive analysis of Entertainment Benefits could be seen in Table 4.8 below:

Table 4.8 ***Descriptive Analysis of Entertainment Benefit***

Attributes of Entertainment Benefit	**Mean**	**Category**
I visit particular social media for entertainment purpose	4.25	Good
I visit particular social media to relax	4.04	Good
It is fun to visit particular social media	4.30	Good
I visit particular social media to kill time when I am bored	4.20	Good
Mean	4.20	Good

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.8, it is shown that average assessment of 256 respondents' entertainment benefit is 4.20. The highest mean is "It is fun to visit particular social media" with 4.30 or is considered as good. The lowest mean is "I visit particular social media to relax" with 4.04. Therefore, this result indicates that respondents' perception towards entertainment benefit of Social Networking Sites is good.

4.2.3 Social Benefit

The result of descriptive analysis of Social Benefits could be seen in Table 4.9 below:

Table 4.9 ***Descriptive Analysis of Social Benefit***

Attributes of Social Benefit	**Mean**	**Category**
I visit particular social media because I want to provide information about (favorable apparel brand) to other people	4.07	Good
I visit particular social media because I want to get help from other people	3.82	Fair
I visit particular social media because I want to help other people	4.08	Good
I visit particular social media because I want to feel needed by other people	3.51	Fair

Mean	3.87	Fair

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.9, it is shown that the average assessment of 256 respondents' social benefit is 3.87. The highest mean is "I visit particular social media because I want to help other people" with 4.08 or is considered as good. The lowest mean is "I visit particular social media because I want to feel needed by other people" with 3.51. Therefore, this result indicates that respondents' perception towards social benefit of Social Networking Sites is fair or neutral.

4.2.4 Trust in Social Networking Sites (SNSs)

The result of descriptive analysis of Trust in Social Networking Sites (SNSs) could be seen in Table 4.10 below:

Table 4.10 ***Descriptive Analysis of Trust in SNSs***

Attributes of Trust in SNSs	**Mean**	**Category**
I feel that this particular social media would act in a consumer's best interests	4.25	Good
I believe that this particular social media continues to be a good source of information	4.32	Good

about (favorable apparel brand) over the long term, thus enhancing my confidence		
I feel confident that I can rely on this particular social media when I need information about (favorable apparel brand) of this nature	4.21	Good
I trust this particular social media in providing accurate information about (favorable apparel brand)	4.25	Good
I am comfortable making comments and or sharing ideas with others about (favorable apparel brand) on particular social media	4.10	Good
Based on my past and present experiences, I believe that this particular social media deserves my trust	4.25	Good
Mean	4.23	Good

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.10, the average assessment of 256 respondents' trust in SNSs is 4.23. The highest mean is "I believe that this particular social media continues to be a good source of information about (favorable apparel brand) over the long term, thus enhancing my confidence" with 4.32 or is considered as good. The lowest mean is "I am comfortable making comments and or sharing ideas with others about (favorable

apparel brand) on particular social media" with 4.10. Therefore, this result indicates that respondents' perception towards trust in SNSs is good.

4.2.5 Brand Trust

The result of descriptive analysis of Brand Trust could be seen in Table 4.11 below:

Table 4.11 ***Descriptive Analysis of Brand Trust***

Attributes of Brand Trust	**Mean**	**Category**
This (favorable brand) is believable	4.28	Good
This (favorable brand) is credible	4.31	Good
I trust this (favorable brand)	4.46	Good
This (favorable brand) makes a trustworthy impression	4.29	Good
This (favorable brand) makes a sincere impression	4.17	Good
This (your favorable brand) is reliable	4.26	Good
Mean	4.29	Good

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.11, the average assessment of 256 respondents' brand trust is 4.29. The highest mean is "I trust this (favorable apparel brand)" with 4.46 or it is considered as good. The lowest mean is "This (favorable brand) makes a sincere impression" with 4.17. Therefore, this result indicates that respondents' perception towards brand trust is good.

4.2.6 Brand Loyalty

The result of descriptive analysis of Brand Loyalty could be seen in Table 4.12 below:

Table 4.12 ***Descriptive Analysis of Brand Loyalty***

Attributes of Brand Loyalty	**Mean**	**Category**
If there is another brand as good as my favorable apparel brand, I still prefer to buy my favorable apparel brand	4.22	Good
Even if another brand has same features as my favorable apparel brand, I would prefer to buy my favorable apparel brand if I need a product of this nature	4.16	Good
If another brand is not different from my favorable apparel brand in anyway, it seems	4.20	Good

smarter to purchase my favorable apparel brand if I need a product of this nature		
Mean	4.19	Good

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.12, the average assessment of 256 respondents' brand loyalty is 4.19. The highest mean is "If there is another brand as good as my favorable apparel brand, I still prefer to buy my favorable apparel brand" with 4.22 or it is considered as good. The lowest mean is "Even if another brand has same features as my favorable apparel brand, I would prefer to buy my favorable apparel brand if I need a product of this nature" with 4.16. Therefore, this result indicates that respondents' perception towards brand loyalty is good.

4.2.7 Customer Equity

The result of descriptive analysis of Customer Equity could be seen in Table 4.13 below:

Table 4.13 ***Descriptive Analysis of Customer Equity***

Attributes of Customer Equity	**Mean**	**Category**
How often do you buy (your favorable brand) in the past 6 months?	3.91	Fair

Out of every 6 apparel purchases you buy, how many purchases are made for (favorable brand)?	4.08	Good
Mean	4.00	Fair

Source: Primary Data (Computed), 2018

Based on the descriptive analysis results as presented in Table 4.13, the average assessment of 256 respondents' customer equity is 4.00 and it is indicated as fair. The highest mean is "Out of every 6 apparel purchases you buy, how many purchases are made for (favorable brand)?" with 4.08 or is considered as good. The lowest mean is "How often do you buy (your favorable brand) in the past 6 months?" with 3.91. Therefore, this result indicates that mostly respondents' already bought certain fast fashion brand as much as 4 or more clothes.

4.3 Validity and Reliability Test

The small sample had been tested by SPSS, nevertheless AMOS measurement model was required to retest the data. In this test, the sample was 256 responses. This test was used to establish whether the data were reliable and valid or not. This test used software of AMOS version 22.0. The evaluation of measurement model was assessed using Confirmatory Factor Analysis (CFA) or known as factor analysis, to find out whether the item of construct is good or not. The purpose of the CFA measurement model is to illustrate how good the variable

can be used to measure the construct. If the value of loading factor from each construct was more than 0.5 (λ>0.5), it was considered as valid. Furthermore, if the value of construct reliability from each construct is more than 0.7, it can be stated as reliable.

The formula is as follows:

$$\text{construct reliability} = \frac{(\sum \lambda i)^2}{(\sum \lambda i)^2 + \sum \varepsilon i}$$

Table 4.14 ***Validity and Reliability Test (AMOS)***

Variable	**Indicator**	**Loading Factor (λ)**	**Standard Error (ε)**	**$\sum(\lambda)$**	**$\sum(\varepsilon)$**	**Construct Reliability**	**Label**
				3.496	0.321	0.974	Reliable
	P1	0.658	0.077				Valid
Practical	P2	0.762	0.063				Valid
Benefit	P3	0.727	0.068				Valid
	P4	0.813	0.046				Valid
	P5	0.536	0.067				Valid
				2.492	0.326	0.950	Reliable

Entertainment Benefit	E1	0.571	0.088				Valid
	E2	0.635	0.081				Valid
	E3	0.630	0.069				Valid
	E4	0.656	0.088				Valid
Social Benefit				3.068	0.349	0.964	Reliable
	SB1	0.678	0.108				Valid
	SB2	0.891	0.076				Valid
	SB3	0.744	0.070				Valid
	SB4	0.755	0.095				Valid
Trust in Social Networking Sites (SNSs)				4.781	0.286	0.987	Reliable
	T1	0.721	0.062				Valid
	T2	0.825	0.040				Valid
	T3	0.848	0.041				Valid
	T4	0.786	0.049				Valid
	T5	0.777	0.053				Valid
	T6	0.824	0.041				Valid
Brand Trust				4.414	0.323	0.983	Reliable
	BT1	0.593	0.062				Valid
	BT2	0.710	0.051				Valid
	BT3	0.822	0.051				Valid
	BT4	0.743	0.050				Valid
	BT5	0.778	0.056				Valid

	BT6	0.768	0.053				Valid
Brand Loyalty				2.472	0.201	0.968	Reliable
	BL1	0.795	0.065				Valid
	BL2	0.856	0.070				Valid
	BL3	0.821	0.066				Valid
Customer Equity				1.591	0.079	0.969	Reliable
	CE1	1.000	0.000				Valid
	CE2	0.591	0.079				Valid

Source: Primary Data (Computed), 2018

Table 4.14 indicates that all items on every variables are valid because the loading factors were more than 0.5 (λ>0.5).

The data shown in Table 4.14 also indicates that all variables on the questionnaire for hypothesis testing model 1 was reliable, because the construct reliability is more than 0.7.

4.4 Goodness of Fit Measurement

The researchers choose Structural Equation Model (SEM) across disciplines and it is a “must” as the technique used in the social sciences. There is no single measurement to test the hypothesis in SEM analysis. On the Structural Equation Model, Goodness of Fit measurement was needed to find out whether the

model is good or not. Thus, Goodness of Fit Index was used to measure the goodness of the proposed model. This study used Degree of Freedom, Probability, CMIN/DF, RMSEA, GFI, AGFI, TLI, and CFI in order to determine good criteria (goodness of fit) of the measurement model. The result of Goodness of Fit evaluation could be seen in Table 4.15 below:

Table 4.15 ***Goodness of Fit Analysis***

Goodness of Fit Index	**Cut off Value**	**Result**	**Model Valuation**
Degree of Freedom (DF)	Positive	357	Good Fit
X^2 (Chi-Square)	Small value	382.752	Good Fit
Probability	≥ 0.05	0.167	Good Fit
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08	0.045	Good Fit
GFI (Goodness of Fit Index)	≥ 0.90	0.883	Not Good Fit
AGFI (Adjusted Goodness of Fit)	≥ 0.90	0.847	Not Good Fit
CMIN/DF	≤ 2.00	1.072	Good Fit
TLI (Tucker Lewis Index)	≥ 0.90	0.944	Good Fit

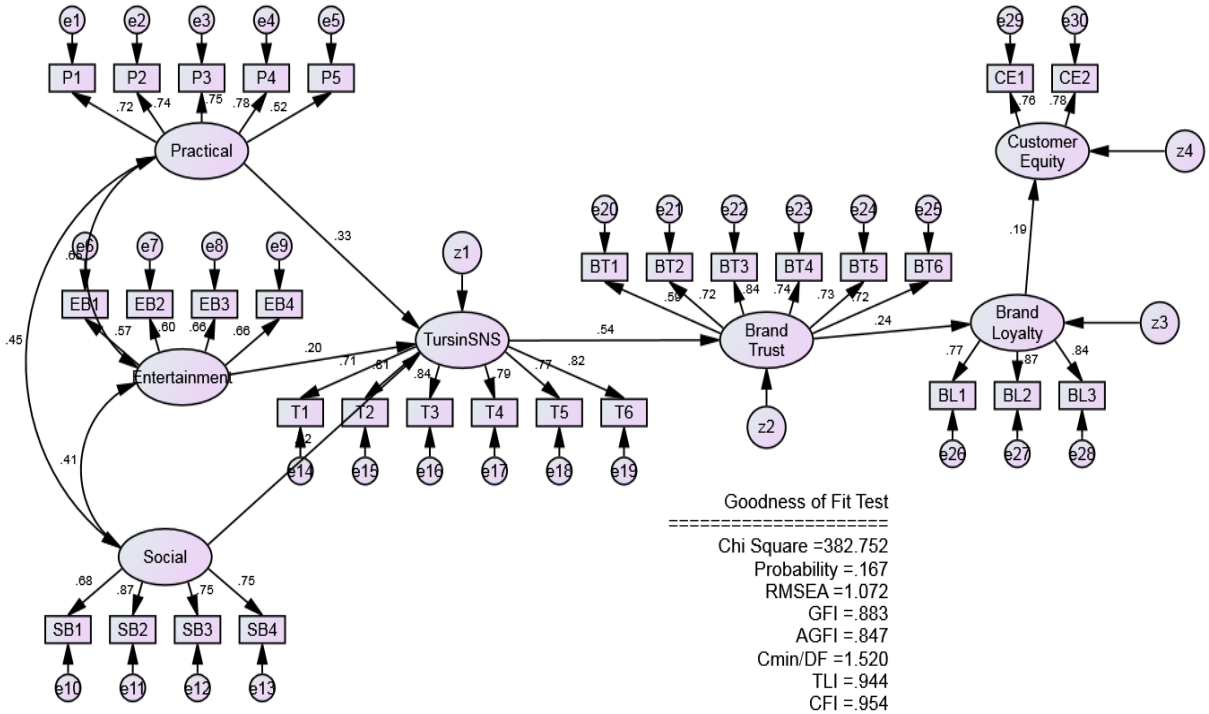
CFI (Comparative Fit Index)	≥ 0.90	0.954	Good Fit

Source: Primary Data (Computed), 2018

Table 4.15, it shows the result of data analysis of Goodness of Fit measurement. The model was considered as fulfilling the minimum criteria of the Goodness of Fit Index. There were two indexes that do not fit the criteria, which were GFI and AGFI. The result of the analysis were; Degree of Freedom with 357 score, X2 (Chi-Square) with 382.752 score, Probability with 0.167 score, RMSEA with 0.045 score, GFI with 0.883 score, AGFI with 0,847 score, CMIN/DF with 1.072 score, TLI with 0.944 score, and CFI with 0.954.

4.5 Hypothesis Testing (Framework Model)

Regarding to previous discussion, there were six hypotheses in this research. In order to investigate whether the hypotheses were supported or not, the model was tested using AMOS. If the value of probability is less than 0.05 ($p<0.05$), the hypothesis is accepted. The testing result of the research model could be seen in the model below:



Source: Primary Data (Computed), 2018

Figure 4.1 **Hypothesis Testing Model**

According to the analysis of AMOS version 22.0, the following table was the hypothesis testing that indicated the casual relationship among the variables:

Table 4.16 ***Hypothesis Testing Result Model***

Hypothesis	Variable Relationship	Estimate	P	Label
H1a	Practical Benefit ⟶ Trust in SNSs	0.360	0.000	Supported
H1b	Entertainment Benefit ⟶ Trust in SNSs	0.275	0.010	Supported
H1c	Social Benefit ⟶ Trust in SNSs	0.270	0.000	Supported
H2	Trust in SNSs ⟶ Brand Trust	0.355	0.000	Supported
H3	Brand Trust ⟶ Brand Loyalty	0.421	0.001	Supported
H4	Brand Loyalty ⟶ Customer Equity	0.156	0.008	Supported

Source: Primary Data (Computed), 2018

Based on Table 4.16, the equation are:

Practical Benefit = 0.360 Trust in SNSs

Entertainment Benefit = 0.275 Trust in SNSs

Social Benefit = 0.270 Trust in SNSs

Brand Trust = 0.355 Trust in SNSs

Brand Loyalty = 0.421 Brand Trust

Customer Equity = 0.156 Brand Loyalty

The first hypothesis proposed that practical benefit has positive and significant influence on trust in SNSs. In Table 4.16, the testing of practical benefit on trust in SNSs is proven significant because the value probability was 0.000 ($p < 0.05$) and the path estimate was 0.360 (H1a supported). In conclusion, the effect of practical benefit on trust in SNSs is positive and the hypothesis is **accepted.**

The second hypothesis that stated that entertainment benefit has a positive impact on trust in SNSs, is **accepted**. In Table 4.16, it can be seen that p-value of entertainment benefit on trust in SNSs is 0.010 ($p < 0.05$) and the path estimate is 0.275 (H1b supported).

The third hypothesis proposed that social benefit has positive influence on trust in SNSs. In Table 4.16, it can be seen that p-value of social benefit on trust in SNSs is 0.000 ($p < 0.05$) and the path estimate is 0.270 (H1c supported), which means that the hypothesis is **accepted.**

The fourth hypothesis that stated that trust in SNSs has a positive impact on brand trust, is **accepted**. The testing of trust in SNSs on brand trust is proven significant because the value of probability is 0.000 ($p < 0.05$) and the path estimate is 0.355 (H2 supported). The effect of trust in SNSs on brand trust is positive and significant.

The fifth hypothesis proposed that brand trust has positive influence on brand loyalty. In Table 4.16, it is proven significant because the probability is 0.001

($p < 0.05$) and the path estimate is 0.421 (H3 supported), which means that the hypothesis is **accepted**.

The sixth hypothesis that stated that brand loyalty has a positive impact on customer equity, is **accepted**. The testing of brand loyalty on customer equity is proven significant because the value of probability is 0.008 ($p < 0.05$) and the path estimate is 0.156 (H4 supported). In other words, the effect of brand loyalty on customer equity is positive.

4.6 Result Discussion

4.6.1 The Impact of Practical Benefit on Trust in SNSs

The result of this research proved that practical benefit had a positive influence on trust in Social Networking Sites (SNSs). The result was measured by SEM. The greater the practical benefit, the greater the trust in SNSs' effect when customer are using social media. In the opposite, the lower the practical benefit, the lower the trust in SNSs' effect when customers are using social media.

This research was in line with the previous research of (Kim, Ferrin, & Rao, 2008) and (McKnight, Choudhury, & Kacmar, 2002), that stated that perceived benefit of SNSs, especially practical benefit contributed to the formation of customer trust in SNSs. Thus, Indonesian SNSs users who believed they received practical benefits from engaging in SNSs were likely to trust the sites (Kananukul, Jung, & Watchravesringkan, 2015). Furthermore, customer get detail information

towards the apparel product in official sites served by fast fashion brand that use SNSs as one of approaching ways to the customer.

4.6.2 The Impact of Entertainment Benefit on Trust in SNSs

The result of this study proved that entertainment benefit had a positive and significant impact on trust in SNSs. The result was measured by SEM. The greater the entertainment benefit, the greater the trust in SNSs. Moreover, the lower the entertainment benefit, the lower the trust in SNSs when customer access the social media. It means, when people want to overcome their boredom, they used to open particular social media. This result was in line with the previous research of (Dholakia, Bagozzi, & Pearo, 2004), which stated that entertainment value is derived from fun and relaxation through playing or differently interacting with others. This research have shown that mostly participants do so for entertainment through encountering, exploring different fictional identities, searching some information regarding from their interest, etc. Those purposes to use SNSs as entertainment can enhance the perceived benefits of SNSs in order to build the trust in SNSs. After participants felt the benefits of entertainment on SNSs, they are very possible to start to find and share the information related to the products to other users.

4.6.3 The Impact of Social Benefit on Trust in SNSs

The result of this study proved that social benefit had positive impact to trust in SNSs. This result was measured by SEM. The greater the social benefit, the greater the trust in SNSs. The result have shown that social benefit of SNSs contributed to the formation in order to build customer trust in SNSs. Gwinner, Gembler, and Bitner (1998) stated that customer becomes more knowledgeable and aware of the provider's offering by participating in a social media, and acquire information benefits. Social benefits are created from the interaction among the company and the customer then refer to recognition or even friendship. In the context of SNSs, there are several potential sources of social benefits, such as customers engage in discussion with peers, giving and receiving help (Ho & Dempsey, 2010). In addition, customer might be seek the social enhancement, which come from the need to feel useful, recognized and need in the community.

4.6.4 The Impact of Trust in SNSs on Brand Trust

The result of this research proved that trust in SNSs had a positive influence on brand trust. The result was measured by SEM. The greater the trust in SNSs, the greater the brand trust. Moreover, the lower the trust in SNSs, the lower the brand trust's effect when customer experiencing use social media.

This finding showed that social media users who trust in SNSs were likely to display trust in the brand. These finding was in line with a research by

McKnight *et al*. (2002), that suggested that trust in particular social media, even more the brand that made official account in social media can lead to trust in the vendor. Basically, the trust comes when participants feel comfortable using certain social media. Nowadays, customer will often look for an information that can help them in any case, resulting from the trust in certain SNSs that arose in the beginning. It also applies in searching the information regarding the fast fashion brand served in the social media. In a similar fast fashion product, if customers find that the SNS brand community is of high quality in terms of benefits it delivers, it can raise trust a particular SNS, which may influence in brand trust (McKnight, Choudhury & Kacmar, 2002).

4.6.5 The Impact of Brand Trust on Brand Loyalty

The result of this research proved that brand trust had a positive and significant impact on brand loyalty. The result was measured by SEM. The greater the brand trust, the greater the brand loyalty. Moreover, the lower the brand trust, the lower the brand loyalty's effect when customer purchasing particular fast fashion brand.

This study found Indonesian SNSs users who perceived brand trustworthiness were likely to be loyal to the brand. It has an effect on purchase frequency and purchase volume. According to Choudhury and Holbrook (2001), brand trust is an important antecedent of loyalty. This research have shown that

brand trust leads a high degree of brand loyalty for fast fashion brands, and the participants with higher brand loyalty are likely to purchase the brand's products more frequently as well as in higher volume (Kananukul, Jung, & Watchravesringkan, 2015). Furthermore, brand loyalty can lead to certain marketing advantages such as reduced marketing costs, more new customers, and greater trade leverage (Aaker, 1991). Trust creates exchange relationships that are highly valued and that is base of how brand trust leads to brand loyalty. In conclusion, loyalty is defined as the willingness of the average customers to repurchase the brand and give feedback through fast fashion brand official sites.

4.6.6 The Impact of Brand Loyalty on Customer Equity

The result of this study proved that brand loyalty had a positive and significant impact on customer equity. The result was measured by SEM. The greater the brand loyalty, the greater the customer equity. The brand loyalty is created from relationship equity expresses the tendency of individuals stay in a relationship with a brand, going beyond objective and subjective assessment of it (Lemon, Rust, & Zeithaml, 2001). Rust *et al*. (2004) defined that brand loyalty is one of components that has made customer equity as the discounted sum of customer lifetime values. This research indicates that customers who are loyal to particular fast fashion brand will always choose the brand they like, rather than purchase another brand although another brand makes similar product and has

cheaper price. That statement brings brand loyalty contributed to build customer equity.

This loyalty towards particular brand reliazed into the purchase volume and purchase retention of the customer. It is aligned with Oliver (1999) statement that the conative loyalty reveals the buying intent of the customer. Therefore, the company should establish the cognitive and affective loyalty perception. The company need to give something that will encourage the customer to immediately make a purchase. This study proved that the result of customer's loyalty towards the brand intreprated as the customer equity, which is customer equity refer to the number of purchase.

In the context of selling fast fashion product in the SNSs, this marketing approach through establishment of customer equity can be more effective if a company focuses on holding the loyal customer. It can be realized by engaging loyal customer to evaluate the official sites by sending email or give direct feedback in official fast fashion brand site. In addition, the improvement in information technology such as social media and the availability of customer-level transaction data permits companies to perform detailed analyses instead of relying on aggregate survey-based measures such as satisfaction (Chahal & Bala, 2014).

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the analysis result, it can be concluded that practical benefit on trust in SNSs was positive. The testing of practical benefit on trust in SNSs was proven significant because the value of probability was 0.000 ($p < 0.05$) and the path estimate was 0.360 (H1a supported). Those result data analysis have shown that the greater the practical benefit, the greater the trust in SNSs when customer use the particular social media. The form of practical benefit of using SNSs is the easiest way that Indonesian customer can get information towards product in particular social media. Therefore, practical benefit influenced the trust in SNSs that customer got when using particular social media.

According to the analysis results, it can be concluded that entertainment benefit on trust in SNSs was positive. It was proven from value of probability of this hypothesis that was 0.010 ($p < 0.05$). It means the testing of the hypothesis, was significant with the path estimate was 0.275 (H1b supported). Thus, the greater the entertainment benefit, the greater the trust in SNSs when Indonesian customer use the particular social media. The form of entertainment benefit of using SNSs is derived from fun and relaxation by playing and interacting with other users. Therefore, entertainment benefit influenced the trust in SNSs that customer got when using particular social media.

The result of this research proved that social benefit had a positive impact on trust in SNSs. It can be seen from value of probability of which hypothesis is 0.000 ($p < 0.05$) and the path estimate is 0.270 (H1c supported). The greater the social benefit, the greater the trust in SNSs when Indonesian customers use particular social media. It means that social benefit contributed to increase trust of customer in using SNSs.

Based on the result of research analysis, it proved that trust in SNSs had a positive and significant relationship to brand trust. The statement is supported from obtaining the value of probability with number 0.000 ($p < 0.05$) and the path estimate is 0.355 (H2 supported). Hence, the greater the trust in SNSs, the greater the brand trust that company could get when Indonesian customers use particular social media, in order to search information regarding the brand. Furthermore, the social media users who trust in SNSs are likely to display in the brand.

The effect of brand trust on brand loyalty is positive and significant. The testing of brand trust on brand loyalty is proven significant because the value of probability is 0.001 ($p < 0.05$) and the path estimate is 0.421 (H3 supported). The greater the brand trust, the greater the brand loyalty. The result is shown that brand trust leads a high degree of brand loyalty and the customers with higher brand loyalty are likely to purchase the brand's products more frequently as well as in higher volume. In addition, this research found Indonesian SNSs users who perceived brand trustworthiness are likely to be loyal to the brand.

There is positive relationship between brand loyalty and customer equity. The conducted test of brand loyalty on customer equity is proven significant because the probability value is 0.008 ($p < 0.05$) and the path estimate is 0.156 (H4 supported). It means the greater the brand loyalty, the greater the customer equity. This occurrence happened because brand loyalty is one of components made customer equity as the discounted sum of customer lifetime values. By engaging the customer to give feedback regarding the brand in particular SNSs, it would help company improve the customer loyalty towards the brand.

5.2 Research Limitations

The limitations of the research are as follows:

1. The result of this research is based on collecting random sampling which was relatively large. This might create bias on the result.
2. Researcher did not limit which fast fashion brands that had been used.
3. Although this research included general fast fashion SNSs brand communities users, the sample are not fully representative.
4. This research only use respondents from senior high school and college students.
5. The result of this research are necessarily limited to the study's context, which is Indonesia.

5.3 Recommendations

For empirical studies, the researcher suggests the future research to explore other factors that may influence customer perceived trust in SNSs. It will be better if the researchers make a detailed classification of the brand under study.

For fast fashion brand vendor, perceived benefits of SNSs are needed to be develop by always giving update information through the latest social media, and attractive site view. In addition, the vendor should improve the customer engage in official brand sites.

For marketers, this research will contribute to give the understanding about decision making to build customer equity through the latest social media. The online business marketers need to improve the ease access or official brand site usage, develop the official site design and format of the website information, enhance the securities of the official site, and develop the communication tools between users.

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APPENDICES

Appendix 1

Questionnaire

Appendix

Respondent's Personal Data

Gender: Male / Female

Your age:

1.	< 17 years old	3.	36 – 65 years old
2.	17 – 35 years old	4.	> 65 years old

(Depkes RI, 2009)

What is your educational level?

1	Senior High School
2	Associate's Degree (D3)
3	Bachelor Degree
4	Master Degree
5	Doctoral Degree

How much you average income per month?

1	Rp1,000,000 – Rp3,000,000
2	Rp3,000,000 – Rp5,000,000
3	>Rp5,000,000

Write down one fast fashion brand that you bought.

……

What is specific social media that you use for searching the information regarding the fast fashion brand you've bought?

1	Instagram
2	Facebook
3	YouTube Channel
4	Fast Fashion Brand Official Website

Question Related to Fast Fashion Brand

Guidance:

Give check (√) in one of the option that is available for each questions. Information:

STD = Strongly Disagree
D = Disagree
SLD = Slightly Disagree
SLA = Slightly Agree
A = Agree
STA = Strongly Agree

Practical Benefit

Question below is related to practical benefit of Social Networking Sites

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
It's easy to find information about (your favorable apparel brand) from particular Social Media.						
Particular social media usually make information about (your favorable apparel brand) immediately accessible						
Most social media provide timely information about (your favorable apparel brand)						
Generally, particular social media is a good source of (your favorable apparel brand)						
I visit particular social media just to look for information						

Entertainment Benefit

Question below is related to entertainment benefit of Social Networking Sites

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
I visit particular social media for entertainment purpose						
I visit particular social media to relax						
It is fun visit particular social media						
I visit particular social media to kill time when I am bored						

Social Benefit

Question below is related to social benefit of Social Networking Sites

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
I visit particular social media because I want to provide information about (your favorable apparel brand) to other people						
I visit particular social media because I want to get help from other people						
I visit particular social media because I want to help other people						
I visit particular social media because I want to feel needed by other people						

Trust in SNSs

Question below is related to trust in Social Networking Sites

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
I feel that this particular social media would act in a consumer's best interests						
I believe that this particular social media continues to be a good source of information						

about (your favorable apparel brand) over the long term, thus enhancing my confidence						
I feel confident that I can rely on this particular social media when I need information about (your favorable apparel brand) of this nature						
I trust this particular social media in providing accurate information about (your favorable brand)						
I am comfortable making comments and/or sharing ideas with others about (your favorable apparel brand) on particular social media						
Based on my past and present experiences, I believe that this particular social media deserves my trust						

Brand Trust

Question below is related to brand trust on fast fashion brand

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**
This (your favorable brand) is believable						
This (your favorable brand) is credible						
I trust this (your favorable brand)						
This (your favorable brand) makes a trustworthy impression						
This (your favorable brand) makes a sincere impression						
This (your favorable brand) is reliable						

Brand Loyalty

Question below is related to brand loyalty on fast fashion brand

Questions	**STD**	**D**	**SLD**	**SLA**	**A**	**STA**

If there is another brand as good as my favorable apparel brand, I still prefer to buy my favorable apparel brand						
Even if another brand has same features as my favorable apparel brand, I would prefer to buy my favorable apparel brand if I need a product of this nature						
If another brand is not different from my favorable apparel brand in anyway, it seems smarter to purchase my favorable apparel brand if I need a product of this nature						

Customer Equity

VR = Very Rarely

R = Rarely

QR = Quite Rarely

QO = Quite Often

O = Often

VO = Very Often

Questions	**VR**	**R**	**QR**	**QO**	**O**	**VO**
How often you buy (your favorable brand) in the past 6 months?						
Out of every 6 apparel purchases you buy, how many purchases are made for (your favorable brand)?						

Appendix 2

Questionnaire Answer

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Appendix 3

Validity and Reliability Test of SPSS (Pilot Test)

Responders: 52 persons

Result: **All variables are valid and reliable**

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.966	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	154.7500	416.074	.651	.965
P2	154.7308	414.671	.714	.964
P3	154.7885	414.484	.719	.964
P4	154.7308	414.710	.787	.964
P5	154.6346	418.158	.636	.965
E1	154.5769	411.386	.748	.964
E2	154.8846	405.084	.732	.964
E3	154.5577	425.389	.621	.965
E4	154.6346	417.060	.650	.965
SB1	155.1923	401.021	.756	.964
SB2	155.4423	411.114	.445	.967
SB3	155.1731	412.891	.618	.965
SB4	155.7308	403.612	.507	.968
T1	155.0192	407.353	.748	.964
T2	154.9038	411.853	.744	.964
T3	154.8654	407.021	.782	.964
T4	154.7885	409.935	.811	.964
T5	155.2308	404.259	.707	.965
T6	154.9038	410.951	.791	.964
BT1	154.7500	416.662	.748	.964
BT2	154.8077	415.452	.791	.964
BT3	154.6731	416.028	.810	.964
BT4	154.7115	412.445	.808	.964
BT5	154.7885	409.229	.832	.964
BT6	154.7500	412.740	.797	.964
BL1	155.0000	412.196	.651	.965
BL2	154.9231	406.543	.754	.964
BL3	155.0962	408.520	.721	.964
CE1	155.3654	401.334	.697	.965
CE2	155.4038	404.677	.687	.965

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
160.2692	439.416	20.96226	30

PRACTICAL BENEFIT

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.906	.907	5

Item Statistics

	Mean	Std. Deviation	N
P1	5.5192	.85154	52
P2	5.5385	.82751	52
P3	5.4808	.82819	52
P4	5.5385	.75307	52
P5	5.6346	.79283	52

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.542	5.481	5.635	.154	1.028	.003	5
Item Variances	.658	.567	.725	.158	1.279	.004	5
Inter-Item Covariances	.434	.356	.519	.163	1.459	.002	5
Inter-Item Correlations	.662	.542	.771	.230	1.425	.004	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
P1	22.1923	7.649	.764	.610	.886
P2	22.1731	7.636	.799	.653	.878
P3	22.2308	7.867	.736	.622	.892
P4	22.1731	7.911	.825	.711	.874
P5	22.0769	8.151	.706	.529	.898

ENTERTAINMENT BENEFIT

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.877	.896	4

Item Statistics

	Mean	Std. Deviation	N
E1	5.6923	.89746	52
E2	5.3846	1.12291	52
E3	5.7115	.53638	52
E4	5.6346	.81719	52

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.606	5.385	5.712	.327	1.061	.023	4
Item Variances	.755	.288	1.261	.973	4.383	.161	4
Inter-Item Covariances	.485	.265	.807	.542	3.044	.036	4
Inter-Item Correlations	.683	.605	.801	.196	1.324	.007	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
E1	16.7308	4.632	.880	.784	.782
E2	17.0385	4.077	.772	.666	.852
E3	16.7115	6.601	.707	.500	.879
E4	16.7885	5.386	.734	.624	.844

SOCIAL BENEFIT

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.837	.848	4

Item Statistics

	Mean	Std. Deviation	N
SB1	5.0769	1.21826	52
SB2	4.8269	1.45145	52
SB3	5.0962	1.01479	52
SB4	4.5385	1.62651	52

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.885	4.538	5.096	.558	1.123	.068	4
Item Variances	1.817	1.030	2.646	1.616	2.569	.500	4
Inter-Item Covariances	1.020	.698	1.546	.848	2.214	.079	4
Inter-Item Correlations	.583	.451	.655	.204	1.451	.006	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SB1	14.4615	12.881	.588	.376	.827
SB2	14.7115	10.798	.692	.522	.783
SB3	14.4423	13.075	.736	.546	.785
SB4	15.0000	9.529	.730	.537	.773

Trust in SNS

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.918	6

Item Statistics

	Mean	Std. Deviation	N
T1	5.2500	1.02661	52
T2	5.3654	.88625	52
T3	5.4038	.99528	52
T4	5.4808	.87426	52
T5	5.0385	1.18754	52

T6	5.3654	.86385	52

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.317	5.038	5.481	.442	1.088	.024	6
Item Variances	.958	.746	1.410	.664	1.890	.065	6
Inter-Item Covariances	.607	.511	.740	.229	1.449	.006	6
Inter-Item Correlations	.650	.527	.741	.214	1.407	.005	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
T1	26.6538	16.662	.746	.582	.898
T2	26.5385	17.508	.765	.645	.896
T3	26.5000	16.294	.832	.710	.885
T4	26.4231	17.621	.761	.645	.896
T5	26.8654	16.119	.676	.483	.913
T6	26.5385	17.430	.803	.659	.891

BRAND TRUST

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.940	.941	6

Item Statistics

	Mean	Std. Deviation	N
BT1	5.5192	.72735	52
BT2	5.4615	.72657	52
BT3	5.5962	.69338	52
BT4	5.5577	.80229	52
BT5	5.4808	.87426	52
BT6	5.5192	.80417	52

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.522	5.462	5.596	.135	1.025	.002	6
Item Variances	.599	.481	.764	.284	1.590	.011	6
Inter-Item Covariances	.433	.324	.608	.284	1.876	.005	6
Inter-Item Correlations	.727	.614	.865	.251	1.410	.005	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BT1	27.6154	12.281	.741	.601	.938
BT2	27.6731	12.107	.782	.639	.934
BT3	27.5385	11.979	.860	.771	.925

BT4	27.5769	11.386	.842	.747	.926
BT5	27.6538	10.976	.837	.781	.928
BT6	27.6154	11.222	.876	.835	.922

BRAND LOYALTY

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.909	3

Item Statistics

	Mean	Std. Deviation	N
BL1	5.2692	.99243	52
BL2	5.3462	1.04571	52
BL3	5.1731	1.02366	52

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.263	5.173	5.346	.173	1.033	.008	3
Item Variances	1.042	.985	1.094	.109	1.110	.003	3

Inter-Item Covariances	.801	.776	.821	.045	1.058	.000	3
Inter-Item Correlations	.770	.764	.778	.014	1.018	.000	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BL1	10.5192	3.784	.820	.673	.868
BL2	10.4423	3.585	.822	.677	.866
BL3	10.6154	3.692	.812	.659	.874

CUSTOMER EQUITY

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.800	2

Item Statistics

	Mean	Std. Deviation	N
CE1	4.9038	1.30248	52
CE2	4.8654	1.20504	52

Summary Item Statistics

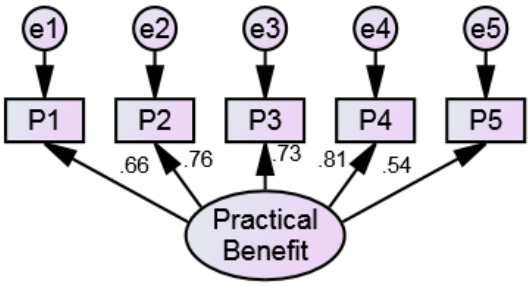
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.885	4.865	4.904	.038	1.008	.001	2
Item Variances	1.574	1.452	1.696	.244	1.168	.030	2
Inter-Item Covariances	1.046	1.046	1.046	.000	1.000	.000	2
Inter-Item Correlations	.666	.666	.666	.000	1.000	.000	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CE1	4.8654	1.452	.666	.444	.
CE2	4.9038	1.696	.666	.444	.

Appendix 4

Validity and Reliability of AMOS



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates
Regression Weights: (Group number 1 - Default model)

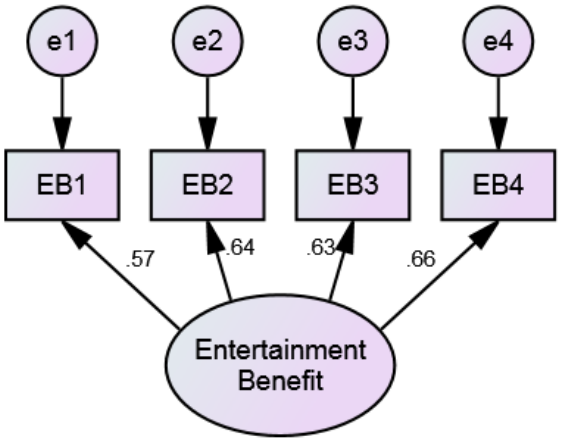
	Estimate	S.E.	C.R.	P	Label
P1 <--- Practical_Benefit	1.000				
P2 <--- Practical_Benefit	1.135	.115	9.891	***	
P3 <--- Practical_Benefit	1.094	.114	9.566	***	
P4 <--- Practical_Benefit	1.067	.104	10.291	***	
P5 <--- Practical_Benefit	.706	.095	7.417	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
P1 <--- Practical_Benefit	.658
P2 <--- Practical_Benefit	.762
P3 <--- Practical_Benefit	.727
P4 <--- Practical_Benefit	.813
P5 <--- Practical_Benefit	.536

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Practical_Benefit	.568	.103	5.491	***	
e1	.746	.077	9.717	***	
e2	.529	.063	8.365	***	
e3	.605	.068	8.937	***	
e4	.331	.046	7.181	***	
e5	.705	.067	10.472	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

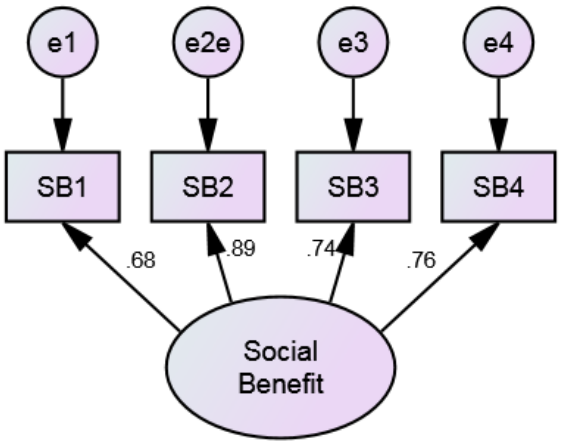
	Estimate	S.E.	C.R.	P	Label
EB1 <--- Entertainment_Benefit	1.000				
EB2 <--- Entertainment_Benefit	1.076	.166	6.498	***	
EB3 <--- Entertainment_Benefit	.985	.152	6.473	***	
EB4 <--- Entertainment_Benefit	1.158	.176	6.572	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EB1 <--- Entertainment_Benefit	.571
EB2 <--- Entertainment_Benefit	.635
EB3 <--- Entertainment_Benefit	.630
EB4 <--- Entertainment_Benefit	.656

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Entertainment_Benefit	.387	.094	4.131	***	
e1	.802	.088	9.091	***	
e2	.663	.081	8.164	***	
e3	.572	.069	8.261	***	
e4	.689	.088	7.805	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

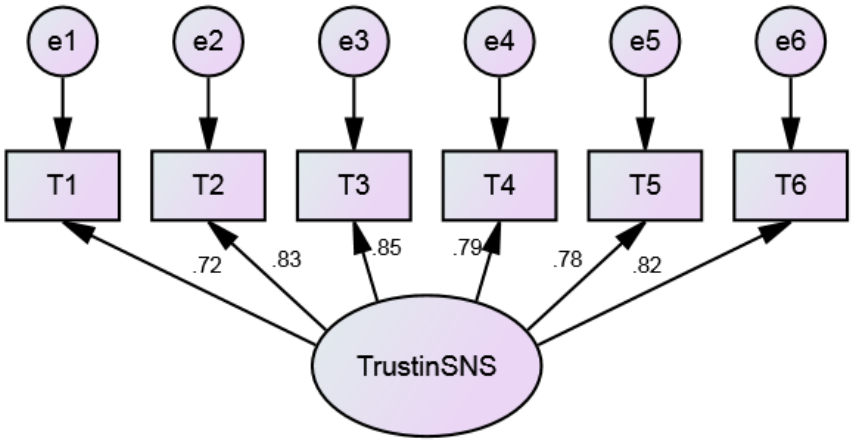
			Estimate	S.E.	C.R.	P	Label
SB1	<---	Social_Benefit	1.000				
SB2	<---	Social_Benefit	1.266	.109	11.566	***	
SB3	<---	Social_Benefit	.935	.090	10.397	***	
SB4	<---	Social_Benefit	1.115	.106	10.523	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
SB1	<---	Social_Benefit	.678
SB2	<---	Social_Benefit	.891
SB3	<---	Social_Benefit	.744
SB4	<---	Social_Benefit	.755

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Social_Benefit	.910	.157	5.806	***	
e1	1.070	.108	9.861	***	
e2e	.377	.076	4.943	***	
e3	.640	.070	9.108	***	
e4	.852	.095	8.935	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

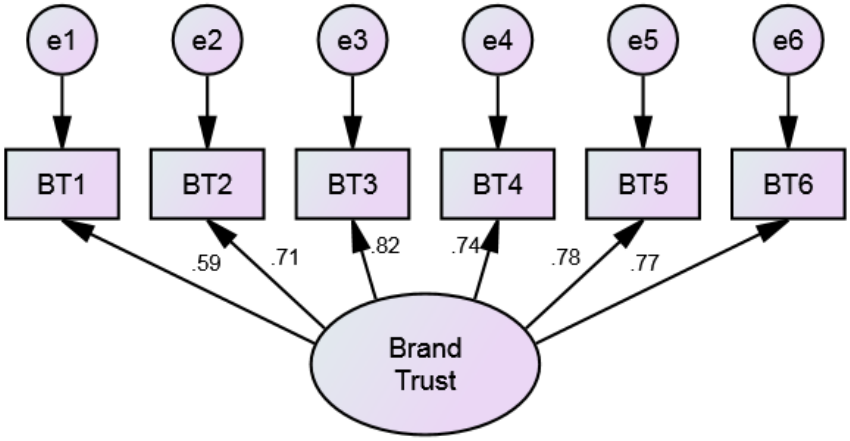
			Estimate	S.E.	C.R.	P	Label
T1	<---	TrustinSNS	1.000				
T2	<---	TrustinSNS	1.062	.083	12.770	***	
T3	<---	TrustinSNS	1.152	.088	13.117	***	
T4	<---	TrustinSNS	1.057	.087	12.161	***	
T5	<---	TrustinSNS	1.072	.089	12.013	***	
T6	<---	TrustinSNS	1.081	.085	12.750	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
T1	<---	TrustinSNS	.721
T2	<---	TrustinSNS	.825
T3	<---	TrustinSNS	.848
T4	<---	TrustinSNS	.786
T5	<---	TrustinSNS	.777
T6	<---	TrustinSNS	.824

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
TrustinSNS	.679	.105	6.473	***	
e1	.626	.062	10.168	***	
e2	.359	.040	9.057	***	
e3	.352	.041	8.608	***	
e4	.469	.049	9.607	***	
e5	.513	.053	9.710	***	
e6	.375	.041	9.079	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

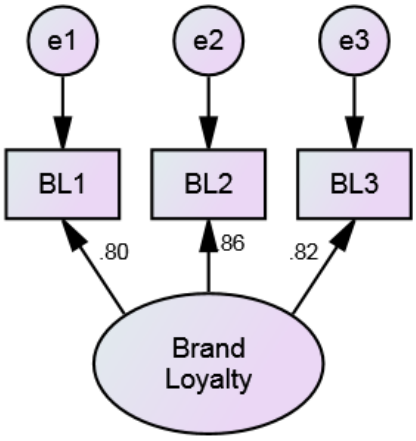
			Estimate	S.E.	C.R.	P	Label
BT1	<---	Brand_Trust	1.000				
BT2	<---	Brand_Trust	1.206	.137	8.825	***	
BT3	<---	Brand_Trust	1.575	.163	9.671	***	
BT4	<---	Brand_Trust	1.288	.142	9.098	***	
BT5	<---	Brand_Trust	1.479	.158	9.360	***	
BT6	<---	Brand_Trust	1.419	.153	9.291	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BT1	<---	Brand_Trust	.593
BT2	<---	Brand_Trust	.710
BT3	<---	Brand_Trust	.822
BT4	<---	Brand_Trust	.743
BT5	<---	Brand_Trust	.778
BT6	<---	Brand_Trust	.768

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Trust	.351	.071	4.939	***	
e1	.648	.062	10.506	***	
e2	.502	.051	9.803	***	
e3	.418	.051	8.213	***	
e4	.471	.050	9.475	***	
e5	.502	.056	9.035	***	
e6	.490	.053	9.167	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

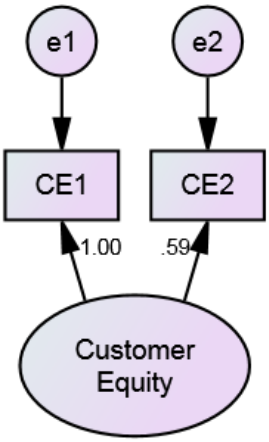
			Estimate	S.E.	C.R.	P	Label
BL1	<---	Brand_Loyalty	1.000				
BL2	<---	Brand_Loyalty	1.134	.084	13.471	***	
BL3	<---	Brand_Loyalty	1.053	.080	13.239	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BL1	<---	Brand_Loyalty	.795
BL2	<---	Brand_Loyalty	.856
BL3	<---	Brand_Loyalty	.821

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Loyalty	.895	.125	7.147	***	
e1	.520	.065	7.992	***	
e2	.421	.070	6.032	***	
e3	.481	.066	7.245	***	



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CE1	<---	Customer_Equity	1.000				
CE2	<---	Customer_Equity	.626	.054	11.693	***	

Standardized Regression Weights: (Group number 1 - Default model)

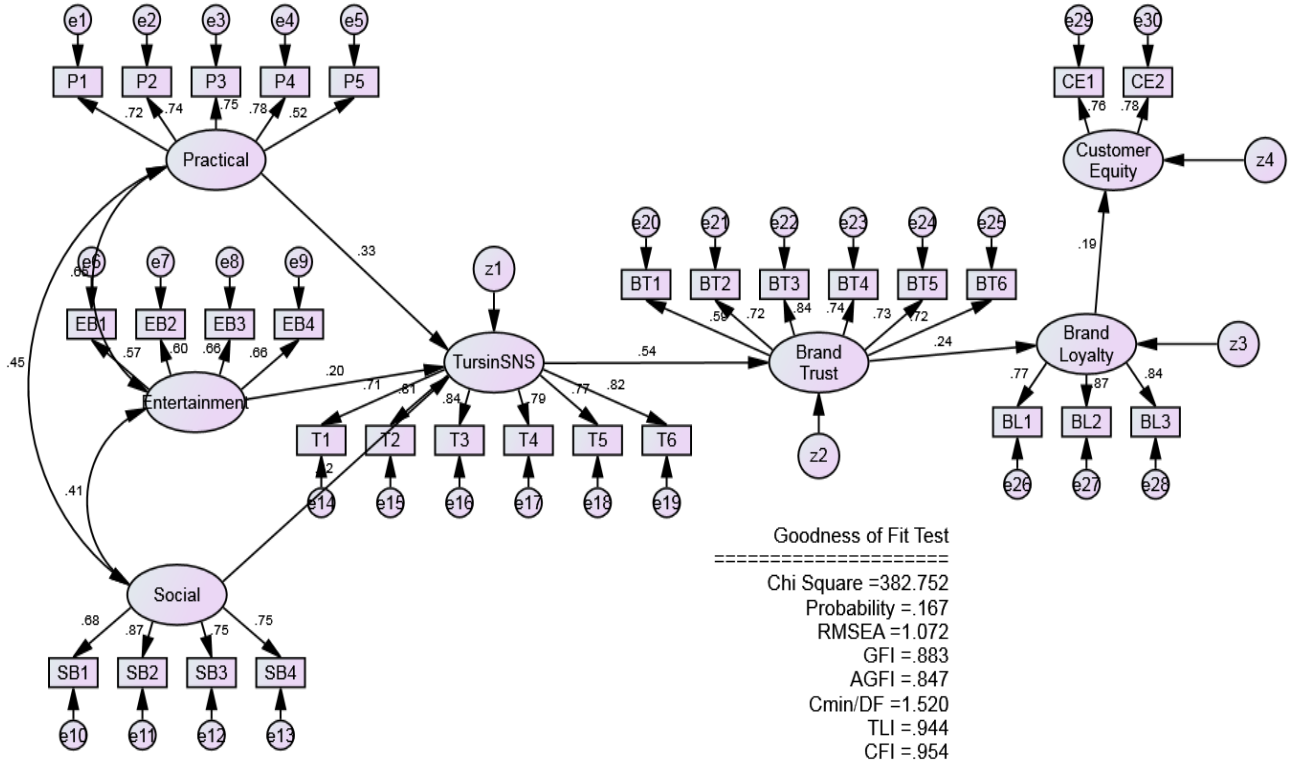
			Estimate
CE1	<---	Customer_Equity	1.000
CE2	<---	Customer_Equity	.591

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Customer_Equity	1.223	.108	11.282	***	
e1	.001				
e2	.892	.079	11.287	***	

Appendix 5

Output of Full Model Analysis of AMOS



Analysis Summary

Date and Time

Date: Wednesday, January 17, 2018
Time: 2:57:11 PM

Title

data amos: Wednesday, January 17, 2018 2:57 PM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 256

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
P1
P2

P3
P4
P5
EB1
EB2
EB3
EB4
SB4
SB3
SB2
SB1
T6
T5
T4
T3
T2
T1
BT1
BT2
BT3
BT4
BT5
BT6
BL3
BL2
BL1
CE1
CE2
Unobserved, endogenous variables
TursinSNS
Brand_Trust
Brand_Loyalty
Customer_Equity
Unobserved, exogenous variables
Practical
e1
e2
e3
e4
e5
Entertainment
e6
e7
e8
e9
Social
e13
e12
e11
e10
e19

e18
e17
e16
e15
e14
e20
e21
e22
e23
e24
e25
e28
e27
e26
e29
e30
z1
z2
z3
z4

Variable counts (Group number 1)

Number of variables in your model:	71
Number of observed variables:	30
Number of unobserved variables:	41
Number of exogenous variables:	37
Number of endogenous variables:	34

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	41	0	0	0	0	41
Labeled	0	0	0	0	0	0
Unlabeled	29	42	37	0	0	108
Total	70	42	37	0	0	149

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
CE2	1.000	6.000	-.321	-2.095	-.257	-.841
CE1	1.000	6.000	-.357	-2.333	-.126	-.412
BL1	2.000	6.000	-.046	-.301	-.995	-3.249
BL2	1.000	6.000	-.197	-1.287	-.852	-2.784
BL3	1.000	6.000	-.131	-.857	-.788	-2.573
BT6	2.000	6.000	-.119	-.775	-.729	-2.380
BT5	1.000	6.000	-.120	-.781	-.638	-2.082
BT4	1.000	6.000	-.270	-1.764	-.390	-1.273
BT3	2.000	6.000	-.200	-1.307	-.808	-2.639
BT2	2.000	6.000	.082	.536	-.683	-2.231
BT1	2.000	6.000	-.045	-.293	-.519	-1.695
T1	1.000	6.000	-.263	-1.721	-.466	-1.522
T2	1.000	6.000	-.173	-1.133	-.335	-1.093

Variable	min	max	skew	c.r.	kurtosis	c.r.
T3	1.000	6.000	-.288	-1.880	-.198	-.647
T4	1.000	6.000	-.367	-2.395	-.064	-.209
T5	1.000	6.000	-.199	-1.301	-.375	-1.225
T6	1.000	6.000	-.191	-1.246	-.402	-1.313
SB1	1.000	6.000	-.352	-2.299	-.703	-2.297
SB2	1.000	6.000	-.360	-2.354	-.445	-1.454
SB3	1.000	6.000	-.226	-1.478	-.558	-1.822
SB4	1.000	6.000	-.199	-1.301	-.777	-2.538
EB4	1.000	6.000	-.302	-1.972	.054	.177
EB3	1.000	6.000	-.089	-.585	-.251	-.819
EB2	1.000	6.000	-.366	-2.389	.379	1.239
EB1	1.000	6.000	-.280	-1.832	.039	.128
P5	1.000	6.000	-.225	-1.472	.339	1.107
P4	1.000	6.000	-.384	-2.508	.222	.725
P3	1.000	6.000	-.323	-2.112	-.412	-1.346
P2	1.000	6.000	-.296	-1.933	-.450	-1.471
P1	1.000	6.000	-.355	-2.321	-.030	-.098
Multivariate					110.912	20.250

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
45	67.247	.000	.028
169	66.687	.000	.001
56	64.459	.000	.000
165	63.320	.000	.000
1	62.360	.000	.000
117	60.518	.001	.000
168	59.610	.001	.000
108	59.046	.001	.000
109	56.776	.002	.000
105	56.661	.002	.000
44	55.075	.003	.000
184	54.412	.004	.000
51	54.286	.004	.000
47	53.362	.005	.000
135	52.998	.006	.000
46	52.930	.006	.000
4	52.165	.007	.000
52	51.804	.008	.000
222	51.648	.008	.000
2	50.608	.011	.000
187	50.311	.012	.000
173	49.970	.012	.000
5	49.246	.015	.000
13	49.024	.016	.000

Observation number	Mahalanobis d-squared	p1	p2
171	47.602	.022	.000
163	47.273	.023	.000
97	47.234	.024	.000
218	47.169	.024	.000
123	46.821	.026	.000
129	46.172	.030	.000
11	45.495	.035	.000
166	45.396	.035	.000
33	44.996	.039	.000
89	44.177	.046	.000
39	43.572	.052	.000
103	43.510	.053	.000
217	43.267	.055	.000
213	42.845	.060	.000
174	42.755	.062	.000
7	42.752	.062	.000
94	42.606	.063	.000
57	42.410	.066	.000
185	42.160	.069	.000
12	42.118	.070	.000
107	42.002	.072	.000
112	41.423	.080	.000
50	41.217	.083	.000
250	41.047	.086	.000
48	41.040	.086	.000
243	40.432	.097	.000
183	40.196	.101	.000
176	40.186	.101	.000
249	39.905	.107	.000
58	39.676	.111	.000
230	39.612	.113	.000
92	39.493	.115	.000
158	39.461	.116	.000
159	39.375	.118	.000
186	38.912	.128	.000
53	38.736	.132	.000
59	38.499	.137	.000
111	38.251	.143	.000
170	38.238	.144	.000
110	38.221	.144	.000
90	38.168	.145	.000
164	38.002	.150	.000
70	37.989	.150	.000
88	37.966	.151	.000
8	37.858	.153	.000

Observation number	Mahalanobis d-squared	p1	p2
246	37.843	.154	.000
116	37.660	.159	.000
19	37.358	.167	.000
160	36.228	.201	.001
252	36.164	.203	.001
172	36.130	.204	.000
95	36.074	.206	.000
9	36.036	.207	.000
180	36.015	.208	.000
3	35.879	.212	.000
27	35.782	.215	.000
146	35.624	.221	.000
106	35.391	.229	.000
6	35.290	.232	.000
175	35.268	.233	.000
244	35.152	.237	.000
49	35.105	.239	.000
80	35.040	.241	.000
21	34.894	.247	.000
96	34.853	.248	.000
234	34.471	.262	.001
18	34.465	.263	.001
200	34.354	.267	.001
167	34.029	.280	.002
40	33.959	.282	.002
131	33.017	.322	.054
91	32.912	.326	.057
191	32.533	.343	.128
253	32.477	.346	.119
66	32.138	.361	.215
181	32.127	.362	.184

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	465
Number of distinct parameters to be estimated:	108
Degrees of freedom (465 - 108):	357

Result (Default model)

Minimum was achieved
Chi-square = 382.752
Degrees of freedom = 357
Probability level = .167

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
TursinSNS	<---	Practical	.360	.084	4.307	***	
TursinSNS	<---	Entertainment	.275	.107	2.561	.010	
TursinSNS	<---	Social	.270	.060	4.471	***	
Brand_Trust	<---	TursinSNS	.355	.077	4.603	***	
Brand_Loyalty	<---	Brand_Trust	.421	.132	3.191	.001	
Customer_Equity	<---	Brand_Loyalty	.156	.058	2.670	.008	
P1	<---	Practical	1.000				
P2	<---	Practical	1.016	.096	10.619	***	
P3	<---	Practical	1.014	.105	9.681	***	
P4	<---	Practical	.940	.085	11.064	***	
P5	<---	Practical	.636	.083	7.694	***	
EB1	<---	Entertainment	1.000				
EB2	<---	Entertainment	1.007	.139	7.218	***	
EB3	<---	Entertainment	1.033	.133	7.788	***	
EB4	<---	Entertainment	1.141	.151	7.549	***	
SB4	<---	Social	1.000				
SB3	<---	Social	.859	.069	12.420	***	
SB2	<---	Social	1.105	.081	13.641	***	
SB1	<---	Social	.889	.079	11.293	***	
T6	<---	TursinSNS	1.000				
T5	<---	TursinSNS	.967	.066	14.749	***	
T4	<---	TursinSNS	1.003	.066	15.166	***	
T3	<---	TursinSNS	1.053	.066	15.877	***	
T2	<---	TursinSNS	.971	.063	15.524	***	
T1	<---	TursinSNS	.903	.069	13.011	***	
BT1	<---	Brand_Trust	1.000				
BT2	<---	Brand_Trust	1.245	.135	9.194	***	
BT3	<---	Brand_Trust	1.653	.165	10.031	***	
BT4	<---	Brand_Trust	1.312	.139	9.431	***	
BT5	<---	Brand_Trust	1.425	.153	9.321	***	
BT6	<---	Brand_Trust	1.356	.150	9.057	***	
BL3	<---	Brand_Loyalty	1.000				
BL2	<---	Brand_Loyalty	1.081	.075	14.421	***	
BL1	<---	Brand_Loyalty	.903	.067	13.541	***	
CE1	<---	Customer_Equity	1.000				
CE2	<---	Customer_Equity	1.095	.145	7.552	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
TursinSNS	<---	Practical	.332

			Estimate
TursinSNS	<---	Entertainment	.195
TursinSNS	<---	Social	.321
Brand_Trust	<---	TursinSNS	.541
Brand_Loyalty	<---	Brand_Trust	.240
Customer_Equity	<---	Brand_Loyalty	.188
P1	<---	Practical	.717
P2	<---	Practical	.737
P3	<---	Practical	.747
P4	<---	Practical	.775
P5	<---	Practical	.520
EB1	<---	Entertainment	.575
EB2	<---	Entertainment	.596
EB3	<---	Entertainment	.664
EB4	<---	Entertainment	.657
SB4	<---	Social	.748
SB3	<---	Social	.753
SB2	<---	Social	.873
SB1	<---	Social	.683
T6	<---	TursinSNS	.820
T5	<---	TursinSNS	.765
T4	<---	TursinSNS	.792
T3	<---	TursinSNS	.842
T2	<---	TursinSNS	.815
T1	<---	TursinSNS	.714
BT1	<---	Brand_Trust	.587
BT2	<---	Brand_Trust	.720
BT3	<---	Brand_Trust	.843
BT4	<---	Brand_Trust	.743
BT5	<---	Brand_Trust	.731
BT6	<---	Brand_Trust	.720
BL3	<---	Brand_Loyalty	.838
BL2	<---	Brand_Loyalty	.873
BL1	<---	Brand_Loyalty	.774
CE1	<---	Customer_Equity	.760
CE2	<---	Customer_Equity	.779

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Practical	<-->	Entertainment	.329	.057	5.739	***	
Practical	<-->	Social	.383	.071	5.417	***	
Entertainment	<-->	Social	.266	.059	4.525	***	
z2	<-->	Social	.159	.046	3.464	***	
z2	<-->	z1	-.207	.046	-4.525	***	
z4	<-->	z2	.106	.034	3.141	.002	
z4	<-->	Social	.287	.066	4.335	***	

			Estimate	S.E.	C.R.	P	Label
z4	<-->	Practical	.154	.046	3.381	***	
e10	<-->	e14	.233	.051	4.564	***	
e11	<-->	z1	-.188	.038	-4.916	***	
e12	<-->	e20	.175	.043	4.071	***	
e21	<-->	e30	.175	.041	4.281	***	
e1	<-->	e7	-.195	.047	-4.133	***	
e17	<-->	e30	-.095	.045	-2.122	.034	
e7	<-->	e10	.224	.052	4.272	***	
e18	<-->	e30	.106	.051	2.073	.038	
e24	<-->	e25	.180	.044	4.119	***	
e18	<-->	z4	.119	.047	2.519	.012	
e7	<-->	e20	-.130	.043	-3.020	.003	
e17	<-->	e29	.076	.044	1.720	.085	
e10	<-->	z1	.057	.044	1.301	.193	
e3	<-->	e21	.101	.036	2.806	.005	
e3	<-->	e10	.172	.047	3.688	***	
e6	<-->	e23	-.107	.043	-2.506	.012	
e19	<-->	e24	-.145	.033	-4.370	***	
e1	<-->	e3	-.178	.044	-4.059	***	
e1	<-->	z2	.084	.029	2.868	.004	
e8	<-->	e23	.102	.036	2.822	.005	
e9	<-->	z4	.225	.053	4.211	***	
e11	<-->	e16	-.079	.035	-2.265	.024	
e18	<-->	e24	.074	.034	2.148	.032	
e15	<-->	e26	-.089	.033	-2.680	.007	
e17	<-->	e27	-.115	.035	-3.313	***	
e11	<-->	e17	.106	.036	2.933	.003	
e23	<-->	e26	-.138	.036	-3.813	***	
e14	<-->	e28	-.098	.041	-2.421	.015	
e22	<-->	e29	-.149	.039	-3.805	***	
e10	<-->	e26	-.109	.052	-2.091	.037	
e3	<-->	e12	.130	.041	3.194	.001	
e28	<-->	z2	-.088	.029	-3.068	.002	
e10	<-->	e27	.103	.051	2.023	.043	
e16	<-->	e24	-.097	.031	-3.179	.001	

Correlations: (Group number 1 - Default model)

			Estimate
Practical	<-->	Entertainment	.649
Practical	<-->	Social	.451
Entertainment	<-->	Social	.405
z2	<-->	Social	.256
z2	<-->	z1	-.551
z4	<-->	z2	.219
z4	<-->	Social	.338

			Estimate
z4	<-->	Practical	.234
e10	<-->	e14	.299
e11	<-->	z1	-.458
e12	<-->	e20	.280
e21	<-->	e30	.342
e1	<-->	e7	-.292
e17	<-->	e30	-.190
e7	<-->	e10	.264
e18	<-->	e30	.200
e24	<-->	e25	.311
e18	<-->	z4	.204
e7	<-->	e20	-.192
e17	<-->	e29	.156
e10	<-->	z1	.090
e3	<-->	e21	.198
e3	<-->	e10	.235
e6	<-->	e23	-.176
e19	<-->	e24	-.307
e1	<-->	e3	-.309
e1	<-->	z2	.179
e8	<-->	e23	.206
e9	<-->	z4	.337
e11	<-->	e16	-.205
e18	<-->	e24	.135
e15	<-->	e26	-.197
e17	<-->	e27	-.276
e11	<-->	e17	.240
e23	<-->	e26	-.271
e14	<-->	e28	-.177
e22	<-->	e29	-.343
e10	<-->	e26	-.147
e3	<-->	e12	.226
e28	<-->	z2	-.209
e10	<-->	e27	.168
e16	<-->	e24	-.213

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Practical	.657	.107	6.166	***	
Entertainment	.392	.086	4.542	***	
Social	1.099	.161	6.806	***	
z1	.402	.056	7.181	***	
z2	.352	.074	4.776	***	
z3	.965	.128	7.532	***	
z4	.659	.121	5.427	***	

	Estimate	S.E.	C.R.	P	Label
e1	.619	.070	8.851	***	
e2	.569	.060	9.554	***	
e3	.535	.063	8.534	***	
e4	.386	.043	9.025	***	
e5	.717	.066	10.792	***	
e6	.796	.080	9.897	***	
e7	.722	.075	9.645	***	
e8	.531	.059	9.006	***	
e9	.673	.076	8.876	***	
e13	.863	.089	9.751	***	
e12	.621	.064	9.627	***	
e11	.419	.068	6.197	***	
e10	.994	.097	10.223	***	
e19	.377	.041	9.256	***	
e18	.513	.052	9.940	***	
e17	.464	.048	9.734	***	
e16	.352	.040	8.866	***	
e15	.370	.039	9.395	***	
e14	.609	.059	10.320	***	
e20	.633	.060	10.621	***	
e21	.480	.049	9.840	***	
e22	.370	.048	7.697	***	
e23	.465	.048	9.596	***	
e24	.589	.060	9.832	***	
e25	.568	.059	9.697	***	
e28	.507	.065	7.808	***	
e27	.375	.066	5.719	***	
e26	.557	.064	8.746	***	
e29	.514	.097	5.296	***	
e30	.545	.112	4.881	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
TursinSNS	.270	.275	.360	.000	.000	.000	.000
Brand_Trust	.096	.097	.128	.355	.000	.000	.000
Brand_Loyalty	.040	.041	.054	.149	.421	.000	.000
Customer_Equity	.006	.006	.008	.023	.066	.156	.000
CE2	.007	.007	.009	.025	.072	.170	1.095

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
CE1	.006	.006	.008	.023	.066	.156	1.000
BL1	.036	.037	.049	.135	.380	.903	.000
BL2	.044	.044	.058	.161	.455	1.081	.000
BL3	.040	.041	.054	.149	.421	1.000	.000
BT6	.130	.132	.173	.481	1.356	.000	.000
BT5	.136	.139	.182	.505	1.425	.000	.000
BT4	.125	.128	.168	.465	1.312	.000	.000
BT3	.158	.161	.211	.586	1.653	.000	.000
BT2	.119	.121	.159	.441	1.245	.000	.000
BT1	.096	.097	.128	.355	1.000	.000	.000
T1	.244	.248	.325	.903	.000	.000	.000
T2	.262	.267	.350	.971	.000	.000	.000
T3	.284	.290	.380	1.053	.000	.000	.000
T4	.270	.276	.361	1.003	.000	.000	.000
T5	.261	.266	.348	.967	.000	.000	.000
T6	.270	.275	.360	1.000	.000	.000	.000
SB1	.889	.000	.000	.000	.000	.000	.000
SB2	1.105	.000	.000	.000	.000	.000	.000
SB3	.859	.000	.000	.000	.000	.000	.000
SB4	1.000	.000	.000	.000	.000	.000	.000
EB4	.000	1.141	.000	.000	.000	.000	.000
EB3	.000	1.033	.000	.000	.000	.000	.000
EB2	.000	1.007	.000	.000	.000	.000	.000

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
EB1	.000	1.000	.000	.000	.000	.000	.000
P5	.000	.000	.636	.000	.000	.000	.000
P4	.000	.000	.940	.000	.000	.000	.000
P3	.000	.000	1.014	.000	.000	.000	.000
P2	.000	.000	1.016	.000	.000	.000	.000
P1	.000	.000	1.000	.000	.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
TursinSNS	.321	.195	.332	.000	.000	.000	.000
Brand_Trust	.174	.106	.180	.541	.000	.000	.000
Brand_Loyalty	.042	.025	.043	.130	.240	.000	.000
Customer_Equity	.008	.005	.008	.024	.045	.188	.000
CE2	.006	.004	.006	.019	.035	.146	.779
CE1	.006	.004	.006	.019	.034	.143	.760
BL1	.032	.020	.033	.101	.186	.774	.000
BL2	.036	.022	.038	.113	.210	.873	.000
BL3	.035	.021	.036	.109	.201	.838	.000
BT6	.125	.076	.129	.390	.720	.000	.000
BT5	.127	.077	.131	.396	.731	.000	.000
BT4	.129	.079	.133	.402	.743	.000	.000
BT3	.146	.089	.151	.456	.843	.000	.000
BT2	.125	.076	.129	.390	.720	.000	.000
BT1	.102	.062	.105	.318	.587	.000	.000

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
T1	.229	.140	.237	.714	.000	.000	.000
T2	.261	.159	.270	.815	.000	.000	.000
T3	.270	.165	.279	.842	.000	.000	.000
T4	.254	.155	.263	.792	.000	.000	.000
T5	.246	.150	.254	.765	.000	.000	.000
T6	.263	.160	.272	.820	.000	.000	.000
SB1	.683	.000	.000	.000	.000	.000	.000
SB2	.873	.000	.000	.000	.000	.000	.000
SB3	.753	.000	.000	.000	.000	.000	.000
SB4	.748	.000	.000	.000	.000	.000	.000
EB4	.000	.657	.000	.000	.000	.000	.000
EB3	.000	.664	.000	.000	.000	.000	.000
EB2	.000	.596	.000	.000	.000	.000	.000
EB1	.000	.575	.000	.000	.000	.000	.000
P5	.000	.000	.520	.000	.000	.000	.000
P4	.000	.000	.775	.000	.000	.000	.000
P3	.000	.000	.747	.000	.000	.000	.000
P2	.000	.000	.737	.000	.000	.000	.000
P1	.000	.000	.717	.000	.000	.000	.000

Direct Effects (Group number 1 - Default model)

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
TursinSNS	.270	.275	.360	.000	.000	.000	.000
Brand_Trust	.000	.000	.000	.355	.000	.000	.000

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
Brand_Loyalty	.000	.000	.000	.000	.421	.000	.000
Customer_Equity	.000	.000	.000	.000	.000	.156	.000
CE2	.000	.000	.000	.000	.000	.000	1.095
CE1	.000	.000	.000	.000	.000	.000	1.000
BL1	.000	.000	.000	.000	.000	.903	.000
BL2	.000	.000	.000	.000	.000	1.081	.000
BL3	.000	.000	.000	.000	.000	1.000	.000
BT6	.000	.000	.000	.000	1.356	.000	.000
BT5	.000	.000	.000	.000	1.425	.000	.000
BT4	.000	.000	.000	.000	1.312	.000	.000
BT3	.000	.000	.000	.000	1.653	.000	.000
BT2	.000	.000	.000	.000	1.245	.000	.000
BT1	.000	.000	.000	.000	1.000	.000	.000
T1	.000	.000	.000	.903	.000	.000	.000
T2	.000	.000	.000	.971	.000	.000	.000
T3	.000	.000	.000	1.053	.000	.000	.000
T4	.000	.000	.000	1.003	.000	.000	.000
T5	.000	.000	.000	.967	.000	.000	.000
T6	.000	.000	.000	1.000	.000	.000	.000
SB1	.889	.000	.000	.000	.000	.000	.000
SB2	1.105	.000	.000	.000	.000	.000	.000
SB3	.859	.000	.000	.000	.000	.000	.000
SB4	1.000	.000	.000	.000	.000	.000	.000

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
EB4	.000	1.141	.000	.000	.000	.000	.000
EB3	.000	1.033	.000	.000	.000	.000	.000
EB2	.000	1.007	.000	.000	.000	.000	.000
EB1	.000	1.000	.000	.000	.000	.000	.000
P5	.000	.000	.636	.000	.000	.000	.000
P4	.000	.000	.940	.000	.000	.000	.000
P3	.000	.000	1.014	.000	.000	.000	.000
P2	.000	.000	1.016	.000	.000	.000	.000
P1	.000	.000	1.000	.000	.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
TursinSNS	.321	.195	.332	.000	.000	.000	.000
Brand_Trust	.000	.000	.000	.541	.000	.000	.000
Brand_Loyalty	.000	.000	.000	.000	.240	.000	.000
Customer_Equity	.000	.000	.000	.000	.000	.188	.000
CE2	.000	.000	.000	.000	.000	.000	.779
CE1	.000	.000	.000	.000	.000	.000	.760
BL1	.000	.000	.000	.000	.000	.774	.000
BL2	.000	.000	.000	.000	.000	.873	.000
BL3	.000	.000	.000	.000	.000	.838	.000
BT6	.000	.000	.000	.000	.720	.000	.000
BT5	.000	.000	.000	.000	.731	.000	.000
BT4	.000	.000	.000	.000	.743	.000	.000

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
BT3	.000	.000	.000	.000	.843	.000	.000
BT2	.000	.000	.000	.000	.720	.000	.000
BT1	.000	.000	.000	.000	.587	.000	.000
T1	.000	.000	.000	.714	.000	.000	.000
T2	.000	.000	.000	.815	.000	.000	.000
T3	.000	.000	.000	.842	.000	.000	.000
T4	.000	.000	.000	.792	.000	.000	.000
T5	.000	.000	.000	.765	.000	.000	.000
T6	.000	.000	.000	.820	.000	.000	.000
SB1	.683	.000	.000	.000	.000	.000	.000
SB2	.873	.000	.000	.000	.000	.000	.000
SB3	.753	.000	.000	.000	.000	.000	.000
SB4	.748	.000	.000	.000	.000	.000	.000
EB4	.000	.657	.000	.000	.000	.000	.000
EB3	.000	.664	.000	.000	.000	.000	.000
EB2	.000	.596	.000	.000	.000	.000	.000
EB1	.000	.575	.000	.000	.000	.000	.000
P5	.000	.000	.520	.000	.000	.000	.000
P4	.000	.000	.775	.000	.000	.000	.000
P3	.000	.000	.747	.000	.000	.000	.000
P2	.000	.000	.737	.000	.000	.000	.000
P1	.000	.000	.717	.000	.000	.000	.000

Indirect Effects (Group number 1 - Default model)

	Social	Entertainment	Practical	TursinSNS	Brand_Trust	Brand_Loyalty	Customer_Equity
TursinSNS	.000	.000	.000	.000	.000	.000	.000
Brand_Trust	.096	.097	.128	.000	.000	.000	.000
Brand_Loyalty	.040	.041	.054	.149	.000	.000	.000
Customer_Equity	.006	.006	.008	.023	.066	.000	.000
CE2	.007	.007	.009	.025	.072	.170	.000
CE1	.006	.006	.008	.023	.066	.156	.000
BL1	.036	.037	.049	.135	.380	.000	.000
BL2	.044	.044	.058	.161	.455	.000	.000
BL3	.040	.041	.054	.149	.421	.000	.000
BT6	.130	.132	.173	.481	.000	.000	.000
BT5	.136	.139	.182	.505	.000	.000	.000
BT4	.125	.128	.168	.465	.000	.000	.000
BT3	.158	.161	.211	.586	.000	.000	.000
BT2	.119	.121	.159	.441	.000	.000	.000
BT1	.096	.097	.128	.355	.000	.000	.000
T1	.244	.248	.325	.000	.000	.000	.000
T2	.262	.267	.350	.000	.000	.000	.000
T3	.284	.290	.380	.000	.000	.000	.000
T4	.270	.276	.361	.000	.000	.000	.000
T5	.261	.266	.348	.000	.000	.000	.000
T6	.270	.275	.360	.000	.000	.000	.000
SB1	.000	.000	.000	.000	.000	.000	.000

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
SB2	.000	.000	.000	.000	.000	.000	.000
SB3	.000	.000	.000	.000	.000	.000	.000
SB4	.000	.000	.000	.000	.000	.000	.000
EB4	.000	.000	.000	.000	.000	.000	.000
EB3	.000	.000	.000	.000	.000	.000	.000
EB2	.000	.000	.000	.000	.000	.000	.000
EB1	.000	.000	.000	.000	.000	.000	.000
P5	.000	.000	.000	.000	.000	.000	.000
P4	.000	.000	.000	.000	.000	.000	.000
P3	.000	.000	.000	.000	.000	.000	.000
P2	.000	.000	.000	.000	.000	.000	.000
P1	.000	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
TursinSNS	.000	.000	.000	.000	.000	.000	.000
Brand_Trust	.174	.106	.180	.000	.000	.000	.000
Brand_Loyalty	.042	.025	.043	.130	.000	.000	.000
Customer_Equity	.008	.005	.008	.024	.045	.000	.000
CE2	.006	.004	.006	.019	.035	.146	.000
CE1	.006	.004	.006	.019	.034	.143	.000
BL1	.032	.020	.033	.101	.186	.000	.000
BL2	.036	.022	.038	.113	.210	.000	.000
BL3	.035	.021	.036	.109	.201	.000	.000

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
BT6	.125	.076	.129	.390	.000	.000	.000
BT5	.127	.077	.131	.396	.000	.000	.000
BT4	.129	.079	.133	.402	.000	.000	.000
BT3	.146	.089	.151	.456	.000	.000	.000
BT2	.125	.076	.129	.390	.000	.000	.000
BT1	.102	.062	.105	.318	.000	.000	.000
T1	.229	.140	.237	.000	.000	.000	.000
T2	.261	.159	.270	.000	.000	.000	.000
T3	.270	.165	.279	.000	.000	.000	.000
T4	.254	.155	.263	.000	.000	.000	.000
T5	.246	.150	.254	.000	.000	.000	.000
T6	.263	.160	.272	.000	.000	.000	.000
SB1	.000	.000	.000	.000	.000	.000	.000
SB2	.000	.000	.000	.000	.000	.000	.000
SB3	.000	.000	.000	.000	.000	.000	.000
SB4	.000	.000	.000	.000	.000	.000	.000
EB4	.000	.000	.000	.000	.000	.000	.000
EB3	.000	.000	.000	.000	.000	.000	.000
EB2	.000	.000	.000	.000	.000	.000	.000
EB1	.000	.000	.000	.000	.000	.000	.000
P5	.000	.000	.000	.000	.000	.000	.000
P4	.000	.000	.000	.000	.000	.000	.000
P3	.000	.000	.000	.000	.000	.000	.000

	Social	Entertainment	Practical	Tursin SNS	Brand_Trust	Brand_Loyalty	Customer_Equity
P2	.000	.000	.000	.000	.000	.000	.000
P1	.000	.000	.000	.000	.000	.000	.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	108	382.752	357	.167	1.072
Saturated model	465	.000	0		
Independence model	30	1501.675	435	.000	3.452

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.102	.883	.847	.678
Saturated model	.000	1.000		
Independence model	.392	.265	.214	.248

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.879	.853	.955	.944	.954
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.821	.722	.783
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	185.752	126.915	252.551
Saturated model	.000	.000	.000
Independence model	4066.675	3854.914	4285.734

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2.128	.728	.498	.990
Saturated model	.000	.000	.000	.000
Independence model	17.654	15.948	15.117	16.807

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.045	.037	.053	.851
Independence model	.191	.186	.197	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	758.752	788.645	1141.632	1249.632
Saturated model	930.000	1058.705	2578.508	3043.508
Independence model	4561.675	4569.978	4668.030	4698.030

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.975	2.745	3.237	3.093
Saturated model	3.647	3.647	3.647	4.152
Independence model	17.889	17.058	18.748	17.921

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	189	199
Independence model	28	29

Execution time summary

Minimization:	.031
Miscellaneous:	2.014
Bootstrap:	.000
Total:	2.045