

**Goodness of Fit** =====

Chi-square = 1,000  
 GFI = 1,000  
 AGFI = \agfi  
 TLI = \tli  
 CFI = \cfi  
 RMSEA = \rmsea

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

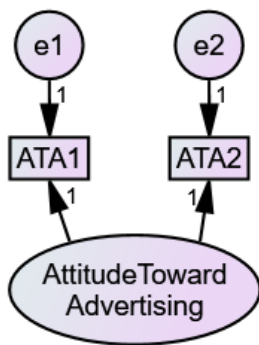
|                               | Estimate | S.E. | C.R.  | P   | Label |
|-------------------------------|----------|------|-------|-----|-------|
| AS3 <--- Advertising_Spending | 1,000    |      |       |     |       |
| AS2 <--- Advertising_Spending | ,643     | ,077 | 8,352 | *** |       |
| AS1 <--- Advertising_Spending | ,839     | ,085 | 9,906 | *** |       |

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

|                               | Estimate |
|-------------------------------|----------|
| AS3 <--- Advertising_Spending | ,882     |
| AS2 <--- Advertising_Spending | ,546     |
| AS1 <--- Advertising_Spending | ,785     |

**Variances: (Group number 1 - Default model)**

|                      | Estimate | S.E. | C.R.   | P    | Label |
|----------------------|----------|------|--------|------|-------|
| Advertising_Spending | ,758     | ,102 | 7,399  | ***  |       |
| e1                   | ,217     | ,069 | 3,140  | ,002 |       |
| e2                   | ,738     | ,066 | 11,122 | ***  |       |
| e3                   | ,332     | ,054 | 6,115  | ***  |       |



**Goodness of Fit** =====  
 Chi-square = 1,000  
 GFI = 1,000  
 AGFI = \agfi  
 TLI = \tli  
 CFI = \cfi  
 RMSEA = \rmsea

**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

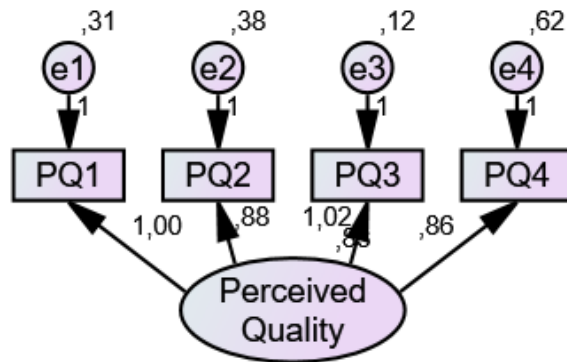
|                                      | Estimate | S.E. | C.R. | P | Label |
|--------------------------------------|----------|------|------|---|-------|
| ATA1 <--- AttitudeToward_Advertising | 1,000    |      |      |   |       |
| ATA2 <--- AttitudeToward_Advertising | 1,000    |      |      |   |       |

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

|                                      | Estimate |
|--------------------------------------|----------|
| ATA1 <--- AttitudeToward_Advertising | ,740     |
| ATA2 <--- AttitudeToward_Advertising | ,635     |

**Variances: (Group number 1 - Default model)**

|                            | Estimate | S.E. | C.R.  | P   | Label |
|----------------------------|----------|------|-------|-----|-------|
| AttitudeToward_Advertising | ,446     | ,061 | 7,359 | *** |       |
| e1                         | ,369     | ,057 | 6,461 | *** |       |
| e2                         | ,659     | ,072 | 9,094 | *** |       |



### Goodness of Fit

Chi-square = 4,419  
 Degrees of freedom = 2  
 Probability level = ,110  
 Cmin/DF = 2,210  
 GFI = ,993  
 AGFI = ,963  
 TLI = ,990  
 CFI = ,997  
 RMSEA = ,064

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

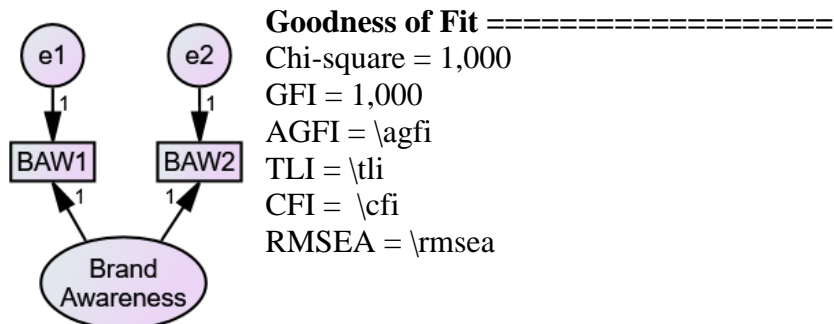
|                            | Estimate | S.E. | C.R.   | P   | Label |
|----------------------------|----------|------|--------|-----|-------|
| PQ1 <--- Perceived_Quality | 1,000    |      |        |     |       |
| PQ2 <--- Perceived_Quality | ,878     | ,053 | 16,645 | *** |       |
| PQ3 <--- Perceived_Quality | 1,021    | ,049 | 20,778 | *** |       |
| PQ4 <--- Perceived_Quality | ,861     | ,062 | 13,971 | *** |       |

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

|                            | Estimate |
|----------------------------|----------|
| PQ1 <--- Perceived_Quality | ,853     |
| PQ2 <--- Perceived_Quality | ,793     |
| PQ3 <--- Perceived_Quality | ,938     |
| PQ4 <--- Perceived_Quality | ,705     |

**Variances: (Group number 1 - Default model)**

|                   | Estimate | S.E. | C.R.   | P   | Label |
|-------------------|----------|------|--------|-----|-------|
| Perceived_Quality | ,834     | ,093 | 8,938  | *** |       |
| e1                | ,313     | ,035 | 8,991  | *** |       |
| e2                | ,379     | ,037 | 10,343 | *** |       |
| e3                | ,118     | ,025 | 4,653  | *** |       |
| e4                | ,625     | ,056 | 11,195 | *** |       |



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

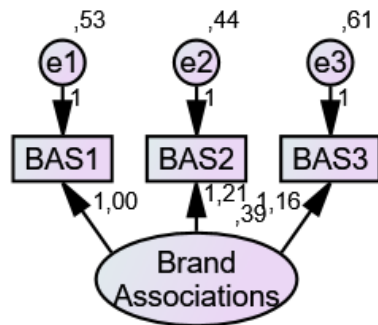
|                           | Estimate | S.E. | C.R. | P | Label |
|---------------------------|----------|------|------|---|-------|
| BAW1 <--- Brand_Awareness | 1,000    |      |      |   |       |
| BAW2 <--- Brand_Awareness | 1,000    |      |      |   |       |

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

|                           | Estimate |
|---------------------------|----------|
| BAW1 <--- Brand_Awareness | ,815     |
| BAW2 <--- Brand_Awareness | ,869     |

**Variances: (Group number 1 - Default model)**

|                 | Estimate | S.E. | C.R.  | P   | Label |
|-----------------|----------|------|-------|-----|-------|
| Brand_Awareness | ,603     | ,060 | 9,999 | *** |       |
| e1              | ,304     | ,043 | 7,124 | *** |       |
| e2              | ,195     | ,038 | 5,102 | *** |       |



**Goodness of Fit** =====  
 Chi-square = 1,000  
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 CFI = \cfi  
 RMSEA = \rmsea

**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

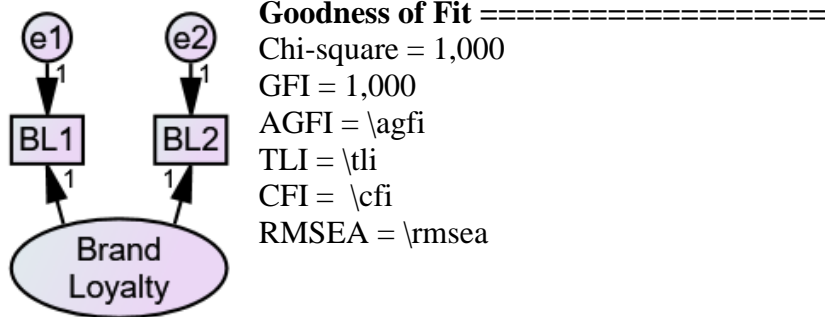
|                              | Estimate | S.E. | C.R.  | P   | Label |
|------------------------------|----------|------|-------|-----|-------|
| BAS1 <--- Brand_Associations | 1,000    |      |       |     |       |
| BAS2 <--- Brand_Associations | 1,206    | ,149 | 8,104 | *** |       |
| BAS3 <--- Brand_Associations | 1,163    | ,141 | 8,225 | *** |       |

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

|                              | Estimate |
|------------------------------|----------|
| BAS1 <--- Brand_Associations | ,653     |
| BAS2 <--- Brand_Associations | ,752     |
| BAS3 <--- Brand_Associations | ,681     |

**Variiances: (Group number 1 - Default model)**

|                    | Estimate | S.E. | C.R.  | P   | Label |
|--------------------|----------|------|-------|-----|-------|
| Brand_Associations | ,392     | ,075 | 5,249 | *** |       |
| e1                 | ,528     | ,060 | 8,734 | *** |       |
| e2                 | ,439     | ,071 | 6,161 | *** |       |
| e3                 | ,612     | ,076 | 8,054 | *** |       |



**Estimates (Group number 1 - Default model)**

**Scalar Estimates (Group number 1 - Default model)**

**Maximum Likelihood Estimates**

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

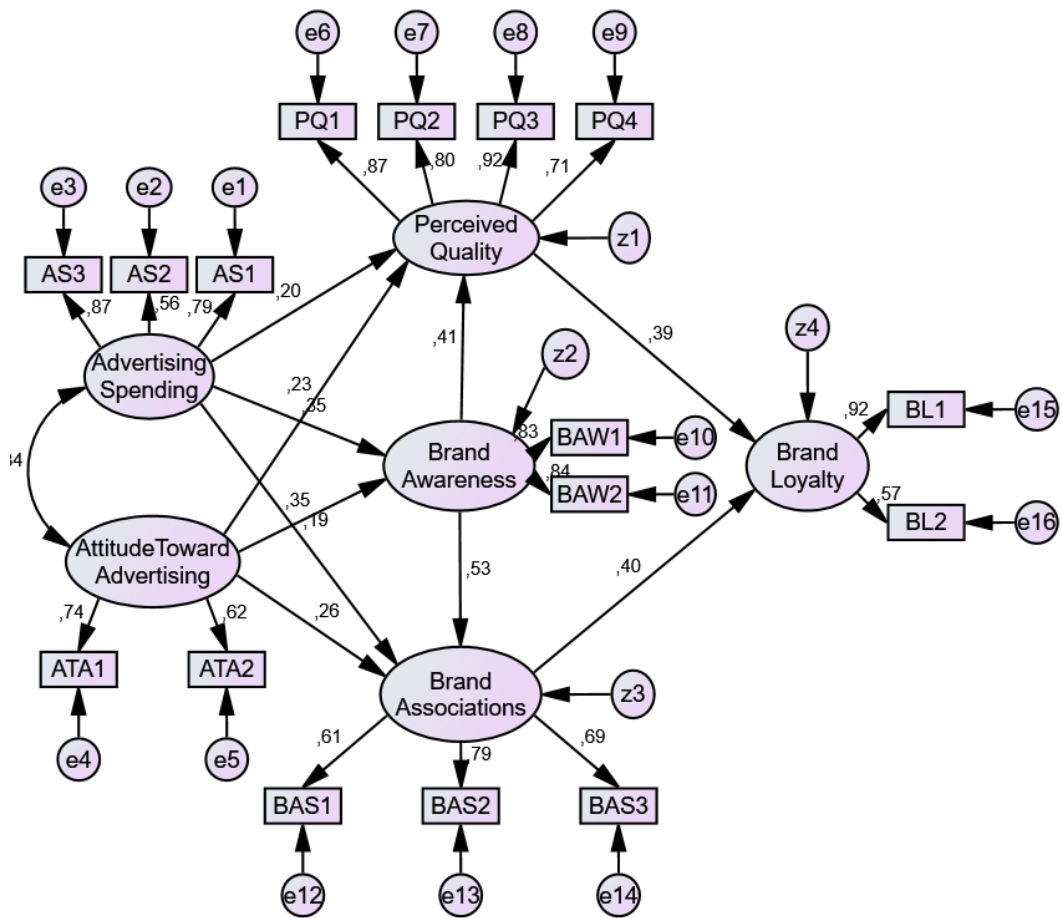
|                        | Estimate | S.E. | C.R. | P | Label |
|------------------------|----------|------|------|---|-------|
| BL1 <--- Brand_Loyalty | 1,000    |      |      |   |       |
| BL2 <--- Brand_Loyalty | 1,000    |      |      |   |       |

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

|                        | Estimate |
|------------------------|----------|
| BL1 <--- Brand_Loyalty | ,781     |
| BL2 <--- Brand_Loyalty | ,679     |

**Variances: (Group number 1 - Default model)**

|               | Estimate | S.E. | C.R.  | P   | Label |
|---------------|----------|------|-------|-----|-------|
| Brand_Loyalty | ,951     | ,118 | 8,096 | *** |       |
| e1            | ,609     | ,101 | 6,017 | *** |       |
| e2            | 1,115    | ,127 | 8,796 | *** |       |



### Analysis Summary

#### Date and Time

Date: Jumat, 23 Maret 2018

Time: 03.23.09

#### Title

All variable: Jumat, 23 Maret 2018 03.23

#### Notes for Group (Group number 1)

The model is recursive.

Sample size = 300

#### Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)



Observed, endogenous variables

AS1

AS2

AS3

ATA1

ATA2

PQ1

PQ2

PQ3

PQ4

BAW1

BAW2

BAS1

BAS2

BAS3

BL1

BL2

Unobserved, endogenous variables

Perceived\_Quality

Brand\_Awareness

Brand\_Associations

Brand\_Loyalty

Unobserved, exogenous variables

Advertising\_Spending

e1

e2

e3

AttitudeToward\_Advertising

e4

e5

e6

e7

e8

e9

e10

e11

e12

e13

e14

e15

e16

z1

z4

z2

z3

**Variable counts (Group number 1)**

Number of variables in your model: 42  
Number of observed variables: 16  
Number of unobserved variables: 26  
Number of exogenous variables: 22  
Number of endogenous variables: 20

**Parameter Summary (Group number 1)**

|           | Weights | Covariances | Variances | Means | Intercepts | Total |
|-----------|---------|-------------|-----------|-------|------------|-------|
| Fixed     | 26      | 0           | 0         | 0     | 0          | 26    |
| Labeled   | 0       | 0           | 0         | 0     | 0          | 0     |
| Unlabeled | 20      | 1           | 22        | 0     | 0          | 43    |
| Total     | 46      | 1           | 22        | 0     | 0          | 69    |

**Notes for Model (Default model)**

**Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 136  
Number of distinct parameters to be estimated: 43  
Degrees of freedom (136 - 43): 93

**Result (Default model)**

Minimum was achieved  
Chi-square = 151,063  
Degrees of freedom = 93  
Probability level = ,000

**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 |
|--------------------|-----|----------------------------|----------|------|--------|------|-------|
| Brand_Awareness    | <-- | Advertising_Spending       | ,380     | ,079 | 4,835  | **   | *     |
| Brand_Awareness    | <-- | AttitudeToward_Advertising | ,416     | ,105 | 3,952  | **   | *     |
| Perceived_Quality  | <-- | Advertising_Spending       | ,259     | ,082 | 3,172  | ,002 |       |
| Brand_Associations | <-- | Advertising_Spending       | ,149     | ,055 | 2,725  | ,006 |       |
| Perceived_Quality  | <-- | AttitudeToward_Advertising | ,313     | ,109 | 2,869  | ,004 |       |
| Brand_Associations | <-- | AttitudeToward_Advertising | ,230     | ,075 | 3,068  | ,002 |       |
| Perceived_Quality  | <-- | Brand_Awareness            | ,486     | ,088 | 5,538  | **   | *     |
| Brand_Associations | <-- | Brand_Awareness            | ,395     | ,066 | 6,009  | **   | *     |
| Brand_Loyalty      | <-- | Perceived_Quality          | ,485     | ,082 | 5,880  | **   | *     |
| Brand_Loyalty      | <-- | Brand_Associations         | ,783     | ,150 | 5,212  | **   | *     |
| AS1                | <-- | Advertising_Spending       | 1,000    |      |        |      |       |
| AS2                | <-- | Advertising_Spending       | ,780     | ,085 | 9,159  | **   | *     |
| AS3                | <-- | Advertising_Spending       | 1,174    | ,095 | 12,322 | **   | *     |
| ATA1               | <-- | AttitudeToward_Advertising | 1,000    |      |        |      |       |
| ATA2               | <-- | AttitudeToward_Advertising | ,970     | ,152 | 6,378  | **   | *     |
| PQ1                | <-- | Perceived_Quality          | 1,000    |      |        |      |       |
| PQ2                | <-- | Perceived_Quality          | ,869     | ,051 | 17,173 | **   | *     |
| PQ3                | <-- | Perceived_Quality          | ,988     | ,046 | 21,700 | **   | *     |
| PQ4                | <-- | Perceived_Quality          | ,848     | ,060 | 14,212 | **   | *     |
| BAW1               | <-- | Brand_Awareness            | 1,000    |      |        |      |       |
| BAW2               | <-- | Brand_Awareness            | ,943     | ,069 | 13,727 | **   | *     |

|      |     |                    | Estimate | S.E. | C.R.  | P  | Label |
|------|-----|--------------------|----------|------|-------|----|-------|
| BAS1 | <-- | Brand_Associations | 1,000    |      |       |    |       |
| BAS2 | <-- | Brand_Associations | 1,353    | ,139 | 9,764 | ** | *     |
| BAS3 | <-- | Brand_Associations | 1,251    | ,138 | 9,041 | ** | *     |
| BL1  | <-- | Brand_Loyalty      | 1,000    |      |       |    |       |
| BL2  | <-- | Brand_Loyalty      | ,715     | ,093 | 7,704 | ** | *     |

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

|                    |      |                            | Estimate |
|--------------------|------|----------------------------|----------|
| Brand_Awareness    | <--- | Advertising_Spending       | ,351     |
| Brand_Awareness    | <--- | AttitudeToward_Advertising | ,351     |
| Perceived_Quality  | <--- | Advertising_Spending       | ,204     |
| Brand_Associations | <--- | Advertising_Spending       | ,186     |
| Perceived_Quality  | <--- | AttitudeToward_Advertising | ,225     |
| Brand_Associations | <--- | AttitudeToward_Advertising | ,262     |
| Perceived_Quality  | <--- | Brand_Awareness            | ,415     |
| Brand_Associations | <--- | Brand_Awareness            | ,534     |
| Brand_Loyalty      | <--- | Perceived_Quality          | ,394     |
| Brand_Loyalty      | <--- | Brand_Associations         | ,403     |
| AS1                | <--- | Advertising_Spending       | ,788     |
| AS2                | <--- | Advertising_Spending       | ,557     |
| AS3                | <--- | Advertising_Spending       | ,872     |
| ATA1               | <--- | AttitudeToward_Advertising | ,741     |
| ATA2               | <--- | AttitudeToward_Advertising | ,617     |
| PQ1                | <--- | Perceived_Quality          | ,867     |
| PQ2                | <--- | Perceived_Quality          | ,798     |
| PQ3                | <--- | Perceived_Quality          | ,923     |
| PQ4                | <--- | Perceived_Quality          | ,706     |
| BAW1               | <--- | Brand_Awareness            | ,833     |
| BAW2               | <--- | Brand_Awareness            | ,838     |
| BAS1               | <--- | Brand_Associations         | ,612     |
| BAS2               | <--- | Brand_Associations         | ,790     |
| BAS3               | <--- | Brand_Associations         | ,686     |
| BL1                | <--- | Brand_Loyalty              | ,922     |
| BL2                | <--- | Brand_Loyalty              | ,570     |

**Covariances: (Group number 1 - Default model)**

|                                                      | Estimate | S.E. | C.R.  | P  | Label |
|------------------------------------------------------|----------|------|-------|----|-------|
| Advertising_Spending <--> AttitudeToward_Advertising | ,166     | ,042 | 3,997 | ** | *     |

**Correlations: (Group number 1 - Default model)**

|                                                      | Estimate |
|------------------------------------------------------|----------|
| Advertising_Spending <--> AttitudeToward_Advertising | ,339     |

**Variances: (Group number 1 - Default model)**

|                            | Estimate | S.E. | C.R.   | P    | Label |
|----------------------------|----------|------|--------|------|-------|
| Advertising_Spending       | ,537     | ,074 | 7,244  | ***  |       |
| AttitudeToward_Advertising | ,447     | ,088 | 5,101  | ***  |       |
| z2                         | ,422     | ,060 | 6,999  | ***  |       |
| z1                         | ,463     | ,056 | 8,215  | ***  |       |
| z3                         | ,122     | ,029 | 4,243  | ***  |       |
| z4                         | ,663     | ,146 | 4,550  | ***  |       |
| e1                         | ,329     | ,044 | 7,489  | ***  |       |
| e2                         | ,725     | ,065 | 11,185 | ***  |       |
| e3                         | ,234     | ,051 | 4,606  | ***  |       |
| e4                         | ,368     | ,071 | 5,172  | ***  |       |
| e5                         | ,685     | ,083 | 8,279  | ***  |       |
| e6                         | ,285     | ,032 | 8,911  | ***  |       |
| e7                         | ,371     | ,036 | 10,404 | ***  |       |
| e8                         | ,145     | ,023 | 6,231  | ***  |       |
| e9                         | ,623     | ,055 | 11,222 | ***  |       |
| e10                        | ,277     | ,041 | 6,692  | ***  |       |
| e11                        | ,238     | ,036 | 6,525  | ***  |       |
| e12                        | ,576     | ,054 | 10,626 | ***  |       |
| e13                        | ,380     | ,050 | 7,648  | ***  |       |
| e14                        | ,604     | ,062 | 9,800  | ***  |       |
| e15                        | ,229     | ,135 | 1,701  | ,089 |       |
| e16                        | 1,386    | ,132 | 10,474 | ***  |       |

**Matrices (Group number 1 - Default model)**

**Total Effects (Group number 1 - Default model)**

|                    | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|--------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Brand_Awareness    | ,416                       | ,380                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Associations | ,394                       | ,299                 | ,395            | ,000               | ,000              | ,000          |
| Perceived_Quality  | ,515                       | ,443                 | ,486            | ,000               | ,000              | ,000          |
| Brand_Loyalty      | ,558                       | ,449                 | ,544            | ,783               | ,485              | ,000          |
| BL2                | ,399                       | ,321                 | ,389            | ,560               | ,346              | ,715          |
| BL1                | ,558                       | ,449                 | ,544            | ,783               | ,485              | 1,000         |
| BAS3               | ,493                       | ,374                 | ,493            | 1,251              | ,000              | ,000          |
| BAS2               | ,533                       | ,404                 | ,534            | 1,353              | ,000              | ,000          |
| BAS1               | ,394                       | ,299                 | ,395            | 1,000              | ,000              | ,000          |
| BAW2               | ,392                       | ,358                 | ,943            | ,000               | ,000              | ,000          |
| BAW1               | ,416                       | ,380                 | 1,000           | ,000               | ,000              | ,000          |
| PQ4                | ,437                       | ,376                 | ,412            | ,000               | ,848              | ,000          |
| PQ3                | ,509                       | ,438                 | ,480            | ,000               | ,988              | ,000          |
| PQ2                | ,447                       | ,385                 | ,422            | ,000               | ,869              | ,000          |
| PQ1                | ,515                       | ,443                 | ,486            | ,000               | 1,000             | ,000          |
| ATA2               | ,970                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| ATA1               | 1,000                      | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS3                | ,000                       | 1,174                | ,000            | ,000               | ,000              | ,000          |
| AS2                | ,000                       | ,780                 | ,000            | ,000               | ,000              | ,000          |
| AS1                | ,000                       | 1,000                | ,000            | ,000               | ,000              | ,000          |

**Standardized Total Effects (Group number 1 - Default model)**

|                    | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|--------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Brand_Awareness    | ,351                       | ,351                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Associations | ,449                       | ,374                 | ,534            | ,000               | ,000              | ,000          |

|                   | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|-------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Perceived_Quality | ,371                       | ,350                 | ,415            | ,000               | ,000              | ,000          |
| Brand_Loyalty     | ,327                       | ,288                 | ,379            | ,403               | ,394              | ,000          |
| BL2               | ,186                       | ,164                 | ,216            | ,229               | ,225              | ,570          |
| BL1               | ,302                       | ,266                 | ,349            | ,371               | ,364              | ,922          |
| BAS3              | ,308                       | ,256                 | ,366            | ,686               | ,000              | ,000          |
| BAS2              | ,355                       | ,295                 | ,421            | ,790               | ,000              | ,000          |
| BAS1              | ,275                       | ,228                 | ,326            | ,612               | ,000              | ,000          |
| BAW2              | ,294                       | ,294                 | ,838            | ,000               | ,000              | ,000          |
| BAW1              | ,292                       | ,292                 | ,833            | ,000               | ,000              | ,000          |
| PQ4               | ,262                       | ,247                 | ,293            | ,000               | ,706              | ,000          |
| PQ3               | ,342                       | ,323                 | ,383            | ,000               | ,923              | ,000          |
| PQ2               | ,296                       | ,279                 | ,331            | ,000               | ,798              | ,000          |
| PQ1               | ,321                       | ,303                 | ,360            | ,000               | ,867              | ,000          |
| ATA2              | ,617                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| ATA1              | ,741                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS3               | ,000                       | ,872                 | ,000            | ,000               | ,000              | ,000          |
| AS2               | ,000                       | ,557                 | ,000            | ,000               | ,000              | ,000          |
| AS1               | ,000                       | ,788                 | ,000            | ,000               | ,000              | ,000          |

**Direct Effects (Group number 1 - Default model)**

|                    | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|--------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Brand_Awareness    | ,416                       | ,380                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Associations | ,230                       | ,149                 | ,395            | ,000               | ,000              | ,000          |
| Perceived_Quality  | ,313                       | ,259                 | ,486            | ,000               | ,000              | ,000          |
| Brand_Loyalty      | ,000                       | ,000                 | ,000            | ,783               | ,485              | ,000          |
| BL2                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,715          |
| BL1                | ,000                       | ,000                 | ,000            | ,000               | ,000              | 1,000         |
| BAS3               | ,000                       | ,000                 | ,000            | 1,251              | ,000              | ,000          |

|      | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| BAS2 | ,000                       | ,000                 | ,000            | 1,353              | ,000              | ,000          |
| BAS1 | ,000                       | ,000                 | ,000            | 1,000              | ,000              | ,000          |
| BAW2 | ,000                       | ,000                 | ,943            | ,000               | ,000              | ,000          |
| BAW1 | ,000                       | ,000                 | 1,000           | ,000               | ,000              | ,000          |
| PQ4  | ,000                       | ,000                 | ,000            | ,000               | ,848              | ,000          |
| PQ3  | ,000                       | ,000                 | ,000            | ,000               | ,988              | ,000          |
| PQ2  | ,000                       | ,000                 | ,000            | ,000               | ,869              | ,000          |
| PQ1  | ,000                       | ,000                 | ,000            | ,000               | 1,000             | ,000          |
| ATA2 | ,970                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| ATA1 | 1,000                      | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS3  | ,000                       | 1,174                | ,000            | ,000               | ,000              | ,000          |
| AS2  | ,000                       | ,780                 | ,000            | ,000               | ,000              | ,000          |
| AS1  | ,000                       | 1,000                | ,000            | ,000               | ,000              | ,000          |

**Standardized Direct Effects (Group number 1 - Default model)**

|                    | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|--------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Brand_Awareness    | ,351                       | ,351                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Associations | ,262                       | ,186                 | ,534            | ,000               | ,000              | ,000          |
| Perceived_Quality  | ,225                       | ,204                 | ,415            | ,000               | ,000              | ,000          |
| Brand_Loyalty      | ,000                       | ,000                 | ,000            | ,403               | ,394              | ,000          |
| BL2                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,570          |
| BL1                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,922          |
| BAS3               | ,000                       | ,000                 | ,000            | ,686               | ,000              | ,000          |
| BAS2               | ,000                       | ,000                 | ,000            | ,790               | ,000              | ,000          |
| BAS1               | ,000                       | ,000                 | ,000            | ,612               | ,000              | ,000          |
| BAW2               | ,000                       | ,000                 | ,838            | ,000               | ,000              | ,000          |
| BAW1               | ,000                       | ,000                 | ,833            | ,000               | ,000              | ,000          |
| PQ4                | ,000                       | ,000                 | ,000            | ,000               | ,706              | ,000          |
| PQ3                | ,000                       | ,000                 | ,000            | ,000               | ,923              | ,000          |
| PQ2                | ,000                       | ,000                 | ,000            | ,000               | ,798              | ,000          |
| PQ1                | ,000                       | ,000                 | ,000            | ,000               | ,867              | ,000          |



|      | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| ATA2 | ,617                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| ATA1 | ,741                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS3  | ,000                       | ,872                 | ,000            | ,000               | ,000              | ,000          |
| AS2  | ,000                       | ,557                 | ,000            | ,000               | ,000              | ,000          |
| AS1  | ,000                       | ,788                 | ,000            | ,000               | ,000              | ,000          |

**Indirect Effects (Group number 1 - Default model)**

|                    | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|--------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Brand_Awareness    | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Associations | ,164                       | ,150                 | ,000            | ,000               | ,000              | ,000          |
| Perceived_Quality  | ,202                       | ,184                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Loyalty      | ,558                       | ,449                 | ,544            | ,000               | ,000              | ,000          |
| BL2                | ,399                       | ,321                 | ,389            | ,560               | ,346              | ,000          |
| BL1                | ,558                       | ,449                 | ,544            | ,783               | ,485              | ,000          |
| BAS3               | ,493                       | ,374                 | ,493            | ,000               | ,000              | ,000          |
| BAS2               | ,533                       | ,404                 | ,534            | ,000               | ,000              | ,000          |
| BAS1               | ,394                       | ,299                 | ,395            | ,000               | ,000              | ,000          |
| BAW2               | ,392                       | ,358                 | ,000            | ,000               | ,000              | ,000          |
| BAW1               | ,416                       | ,380                 | ,000            | ,000               | ,000              | ,000          |
| PQ4                | ,437                       | ,376                 | ,412            | ,000               | ,000              | ,000          |
| PQ3                | ,509                       | ,438                 | ,480            | ,000               | ,000              | ,000          |
| PQ2                | ,447                       | ,385                 | ,422            | ,000               | ,000              | ,000          |
| PQ1                | ,515                       | ,443                 | ,486            | ,000               | ,000              | ,000          |
| ATA2               | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| ATA1               | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS3                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS2                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS1                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |

**Standardized Indirect Effects (Group number 1 - Default model)**

|                    | AttitudeToward_Advertising | Advertising_Spending | Brand_Awareness | Brand_Associations | Perceived_Quality | Brand_Loyalty |
|--------------------|----------------------------|----------------------|-----------------|--------------------|-------------------|---------------|
| Brand_Awareness    | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Associations | ,187                       | ,187                 | ,000            | ,000               | ,000              | ,000          |
| Perceived_Quality  | ,145                       | ,146                 | ,000            | ,000               | ,000              | ,000          |
| Brand_Loyalty      | ,327                       | ,288                 | ,379            | ,000               | ,000              | ,000          |
| BL2                | ,186                       | ,164                 | ,216            | ,229               | ,225              | ,000          |
| BL1                | ,302                       | ,266                 | ,349            | ,371               | ,364              | ,000          |
| BAS3               | ,308                       | ,256                 | ,366            | ,000               | ,000              | ,000          |
| BAS2               | ,355                       | ,295                 | ,421            | ,000               | ,000              | ,000          |
| BAS1               | ,275                       | ,228                 | ,326            | ,000               | ,000              | ,000          |
| BAW2               | ,294                       | ,294                 | ,000            | ,000               | ,000              | ,000          |
| BAW1               | ,292                       | ,292                 | ,000            | ,000               | ,000              | ,000          |
| PQ4                | ,262                       | ,247                 | ,293            | ,000               | ,000              | ,000          |
| PQ3                | ,342                       | ,323                 | ,383            | ,000               | ,000              | ,000          |
| PQ2                | ,296                       | ,279                 | ,331            | ,000               | ,000              | ,000          |
| PQ1                | ,321                       | ,303                 | ,360            | ,000               | ,000              | ,000          |
| ATA2               | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| ATA1               | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS3                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS2                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |
| AS1                | ,000                       | ,000                 | ,000            | ,000               | ,000              | ,000          |

**Modification Indices (Group number 1 - Default model)**

**Covariances: (Group number 1 - Default model)**

|                                     | M.I.   | Par Change |
|-------------------------------------|--------|------------|
| z1 <--> z3                          | 19,632 | ,098       |
| e14 <--> AttitudeToward_Advertising | 5,794  | ,092       |
| e14 <--> z2                         | 10,043 | -,119      |
| e14 <--> z1                         | 10,355 | ,120       |
| e13 <--> z2                         | 13,235 | ,119       |
| e11 <--> e14                        | 4,951  | -,065      |

|              | M.I.  | Par Change |
|--------------|-------|------------|
| e10 <--> e16 | 4,415 | ,095       |
| e9 <--> e16  | 6,741 | ,150       |
| e7 <--> e16  | 5,237 | -,105      |
| e6 <--> z2   | 4,313 | ,056       |
| e5 <--> e10  | 5,028 | ,077       |
| e2 <--> e11  | 4,110 | ,062       |
| e1 <--> e10  | 7,739 | ,068       |

**Variances: (Group number 1 - Default model)**

|  | M.I. | Par Change |
|--|------|------------|
|--|------|------------|

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

|                                           | M.I.  | Par Change |
|-------------------------------------------|-------|------------|
| Brand_Associations <--- Perceived_Quality | 9,112 | ,098       |
| Perceived_Quality <--- Brand_Associations | 4,110 | ,168       |
| BL2 <--- AS2                              | 4,475 | -,145      |
| BAS3 <--- AttitudeToward_Advertising      | 6,138 | ,216       |
| BAS3 <--- Perceived_Quality               | 5,362 | ,127       |
| BAS3 <--- Brand_Loyalty                   | 4,313 | ,095       |
| BAS3 <--- BL1                             | 4,863 | ,087       |
| BAS3 <--- PQ4                             | 5,421 | ,102       |
| BAS3 <--- PQ3                             | 5,113 | ,111       |
| BAS3 <--- PQ1                             | 5,431 | ,106       |
| BAS3 <--- ATA2                            | 4,148 | ,095       |
| BAS3 <--- ATA1                            | 6,292 | ,136       |
| BAS2 <--- BAW1                            | 4,190 | ,091       |
| BAS2 <--- ATA2                            | 4,587 | -,086      |
| BAS2 <--- ATA1                            | 5,193 | -,107      |
| PQ4 <--- BL2                              | 5,147 | ,075       |
| PQ3 <--- ATA2                             | 4,353 | -,058      |
| PQ1 <--- BAW2                             | 4,161 | ,080       |

**Modification Indices (Group number 1 - Default model)**

**Covariances: (Group number 1 - Default model)**

|            | M.I.   | Par Change |
|------------|--------|------------|
| z1 <--> z3 | 19,632 | ,098       |

|                                     | M.I.   | Par Change |
|-------------------------------------|--------|------------|
| e14 <--> AttitudeToward_Advertising | 5,794  | ,092       |
| e14 <--> z2                         | 10,043 | -,119      |
| e14 <--> z1                         | 10,355 | ,120       |
| e13 <--> z2                         | 13,235 | ,119       |
| e11 <--> e14                        | 4,951  | -,065      |
| e10 <--> e16                        | 4,415  | ,095       |
| e9 <--> e16                         | 6,741  | ,150       |
| e7 <--> e16                         | 5,237  | -,105      |
| e6 <--> z2                          | 4,313  | ,056       |
| e5 <--> e10                         | 5,028  | ,077       |
| e2 <--> e11                         | 4,110  | ,062       |
| e1 <--> e10                         | 7,739  | ,068       |

**Variances: (Group number 1 - Default model)**

|  | M.I. | Par Change |
|--|------|------------|
|--|------|------------|

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

|                                           | M.I.  | Par Change |
|-------------------------------------------|-------|------------|
| Brand_Associations <--- Perceived_Quality | 9,112 | ,098       |

|                   |                                 | M.I.  | Par Change |
|-------------------|---------------------------------|-------|------------|
| Perceived_Quality | <--- Brand_Associations         | 4,110 | ,168       |
| BL2               | <--- AS2                        | 4,475 | -,145      |
| BAS3              | <--- AttitudeToward_Advertising | 6,138 | ,216       |
| BAS3              | <--- Perceived_Quality          | 5,362 | ,127       |
| BAS3              | <--- Brand_Loyalty              | 4,313 | ,095       |
| BAS3              | <--- BL1                        | 4,863 | ,087       |
| BAS3              | <--- PQ4                        | 5,421 | ,102       |
| BAS3              | <--- PQ3                        | 5,113 | ,111       |
| BAS3              | <--- PQ1                        | 5,431 | ,106       |
| BAS3              | <--- ATA2                       | 4,148 | ,095       |
| BAS3              | <--- ATA1                       | 6,292 | ,136       |
| BAS2              | <--- BAW1                       | 4,190 | ,091       |
| BAS2              | <--- ATA2                       | 4,587 | -,086      |
| BAS2              | <--- ATA1                       | 5,193 | -,107      |
| PQ4               | <--- BL2                        | 5,147 | ,075       |
| PQ3               | <--- ATA2                       | 4,353 | -,058      |
| PQ1               | <--- BAW2                       | 4,161 | ,080       |

**Model Fit Summary**

**CMIN**

| Model              | NPAR | CMIN     | DF  | P    | CMIN/DF |
|--------------------|------|----------|-----|------|---------|
| Default model      | 43   | 151,063  | 93  | ,000 | 1,624   |
| Saturated model    | 136  | ,000     | 0   |      |         |
| Independence model | 16   | 2288,560 | 120 | ,000 | 19,071  |

**RMR, GFI**

| Model              | RMR  | GFI   | AGFI | PGFI |
|--------------------|------|-------|------|------|
| Default model      | ,055 | ,941  | ,914 | ,644 |
| Saturated model    | ,000 | 1,000 |      |      |
| Independence model | ,381 | ,323  | ,233 | ,285 |

**Baseline Comparisons**

| Model              | NFI<br>Delta1 | RFI<br>rho1 | IFI<br>Delta2 | TLI<br>rho2 | CFI   |
|--------------------|---------------|-------------|---------------|-------------|-------|
| Default model      | ,934          | ,915        | ,974          | ,965        | ,973  |
| Saturated model    | 1,000         |             | 1,000         |             | 1,000 |
| Independence model | ,000          | ,000        | ,000          | ,000        | ,000  |

**Parsimony-Adjusted Measures**

| Model              | PRATIO | PNFI | PCFI |
|--------------------|--------|------|------|
| Default model      | ,775   | ,724 | ,754 |
| Saturated model    | ,000   | ,000 | ,000 |
| Independence model | 1,000  | ,000 | ,000 |

**NCP**

| Model              | NCP      | LO 90    | HI 90    |
|--------------------|----------|----------|----------|
| Default model      | 58,063   | 28,318   | 95,718   |
| Saturated model    | ,000     | ,000     | ,000     |
| Independence model | 2168,560 | 2016,894 | 2327,592 |

**FMIN**

| Model              | FMIN  | F0    | LO 90 | HI 90 |
|--------------------|-------|-------|-------|-------|
| Default model      | ,505  | ,194  | ,095  | ,320  |
| Saturated model    | ,000  | ,000  | ,000  | ,000  |
| Independence model | 7,654 | 7,253 | 6,745 | 7,785 |

**RMSEA**

| Model              | RMSEA | LO 90 | HI 90 | PCLOSE |
|--------------------|-------|-------|-------|--------|
| Default model      | ,046  | ,032  | ,059  | ,692   |
| Independence model | ,246  | ,237  | ,255  | ,000   |

**AIC**

| Model              | AIC      | BCC      | BIC      | CAIC     |
|--------------------|----------|----------|----------|----------|
| Default model      | 237,063  | 242,248  | 396,326  | 439,326  |
| Saturated model    | 272,000  | 288,397  | 775,714  | 911,714  |
| Independence model | 2320,560 | 2322,489 | 2379,820 | 2395,820 |

**ECVI**

| Model              | ECVI  | LO 90 | HI 90 | MECVI |
|--------------------|-------|-------|-------|-------|
| Default model      | ,793  | ,693  | ,919  | ,810  |
| Saturated model    | ,910  | ,910  | ,910  | ,965  |
| Independence model | 7,761 | 7,254 | 8,293 | 7,768 |

**HOELTER**

| Model              | HOELTER<br>.05 | HOELTER<br>.01 |
|--------------------|----------------|----------------|
| Default model      | 231            | 253            |
| Independence model | 20             | 21             |