LAMPIRAN A : KUISIONER

KUISIONER

Bagian I

Karakteristik Responden

Pilihlah salah satu jawaban yang paling sesuai menurut anda dengan memberikan tanda (x) pada pilihan jawaban yang telah disediakan.

1. Apakah anda berdomisili di Surabaya ?
   a. Ya b. Tidak (berhenti sampai disini)

2. Jenis kelamin
   a. Pria b. Wanita

3. Usia
   a. < 18 tahun (berhenti sampai disini)
   b. 18 – 35 tahun
   c. 35 – 50 tahun
   d. 50 – 60 tahun
   e. > 60 tahun (berhenti sampai disini)

4. Apakah anda pernah melakukan pembelian Produk Adidas di Surabaya dalam kurun waktu 1 kali dalam 6 bulan terakhir ?
   a. Ya b. Tidak (berhenti sampai disini)

Bagian II

Kuisioner

Instuksi Pengisian

Berilah penilaian anda dengan memberi Tanda (√) pada skala yang tersedia sesuai dengan tingkat kesetujuan anda. Semakin besar score yang anda pilih menunjukan anda semakin setuju terhadap pernyataan tersebut dan sebaliknya.

1 = sangat tidak setuju (STS)
2 = tidak setuju (ST)
3 = ragu-ragu atau netral (N)
4 = setuju (S)
5 = sangat setuju (SS)

No.	**PERNYATAAN**	**STS**	**TS**	**N**	**S**	**SS**
Integrated Marketing Communication						
1.	Saya mengetahui dengan baik media komunikasi pemasaran (media sosial) dari Adidas.					
2.	Saya merasa Adidas memiliki tema marketing yang kreatif					
3.	Iklan Adidas di media sosial selalu menarik					
4.	Saya mudah mencari iklan Adidas di media sosial					
5.	Iklan Adidas di media sosial menyampaikan informasi yang jelas terkait produknya					
6.	Iklan Adidas dimedia sosial mengusung tema yang terkini di masyarakat					
7.	Adidas selalu memperbaharui media iklan di media sosial secara berkala					
8.	Adidas menggunakan bintang iklan yang terkenal					
9.	saya merasa iklan Adidas yang diluncurkan sesuai dengan tema musim					

	yang diangkatnya (misal: musim dingin dengan tema natal)					
Campaign Effectiveness						
1.	Saya merasa Adidas sudah berhasil dalam menyampaikan iklan kampanyenya dimedia sosial					
2.	Saya merasa Adidas sudah efektif dalam media komunikasi pemasarannya					
3.	Saya merasa apa yang dikampanyekan oleh adidas sudah sesuai dengan apa yang dibutuhkan oleh konsumennya					
Customer Loyalty						
1.	Saya akan membeli kembali produk Adidas					
2.	Saya akan merekomendasikan produk Adidas ke kerabat saya					
3.	Saya rela untuk membayar produk Adidas dengan harga yang lebih mahal					

LAMPIRAN B: TABULASI DATA KUESIONER

X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15
2	5	3	4	1	4	3	4	4	4	4	4	5	5	4
2	4	4	4	4	5	4	5	5	5	4	2	5	5	5
5	5	3	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	3	4	4	3	4	4	4	5	4	5	5	5
4	4	5	3	4	4	3	4	4	3	4	4	4	4	4
4	4	5	5	5	5	5	3	4	4	4	3	4	4	4
5	5	5	5	5	5	5	5	3	5	5	5	5	5	3
4	4	4	4	4	4	5	5	5	5	4	4	4	4	3
4	5	4	3	4	4	4	5	4	4	5	4	5	5	4
4	5	5	4	4	3	3	4	4	3	4	3	5	4	3
4	4	2	4	3	4	4	3	4	3	1	3	1	3	3
4	4	3	4	3	3	4	3	4	4	4	4	5	3	3
3	5	4	3	4	5	3	4	4	4	5	3	5	4	4
4	5	5	5	5	4	4	3	3	4	4	4	5	5	4
3	3	4	4	3	3	4	4	3	4	4	3	5	3	2
5	4	4	4	4	4	3	3	4	4	1	3	4	3	3
2	3	3	3	2	3	3	2	3	2	2	3	5	3	2
2	3	3	4	3	2	2	2	3	3	1	2	2	3	2
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	3	5	4	5	5	4	2	3	5	5	5	5
5	4	4	5	5	4	5	5	4	4	4	4	4	4	3
5	4	4	3	4	4	2	3	3	4	4	1	4	3	3
4	4	5	3	4	4	5	3	3	4	3	4	4	4	3
1	4	4	3	4	4	2	3	3	4	4	3	4	3	3
4	5	5	4	5	5	5	4	5	5	5	4	5	5	5
2	3	3	4	4	3	4	3	3	4	3	4	5	3	2
4	4	4	5	4	4	3	5	4	4	5	4	4	4	4

4	4	5	5	5	5	5	3	5	3	3	3	5	5	5
4	4	5	5	5	5	4	5	4	5	5	5	5	5	4
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4	4	2	4	5	4	4	5	4	4	1	4	4	4	5
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4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4	4	4	4	4	4	4	5	5	4	3	4	5	5	5
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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2	2	2	2	2	3	3	3	3	2	2	2	3	3	2
5	4	4	4	3	3	2	5	5	5	4	4	5	5	4

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4	5	5	5	4	5	5	5	3	4	5	5	5	5	4
3	4	3	3	4	4	3	5	5	3	3	3	1	1	2
5	5	5	5	5	4	5	5	4	5	5	5	5	5	5
5	4	4	4	5	5	4	4	4	4	5	5	4	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
4	4	5	5	5	4	4	5	5	4	5	4	5	5	4
3	4	5	5	5	5	5	5	5	5	5	5	5	5	5
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3	4	4	4	4	4	5	3	4	4	4	4	1	5	3
4	4	4	4	5	4	4	4	4	4	4	4	5	5	5
5	4	5	4	5	4	5	4	5	4	5	4	5	4	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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4	4	5	4	4	4	5	4	4	5	4	5	5	4	5
5	5	5	5	5	5	4	5	5	5	5	5	5	5	1
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	2	5	5	2	5	2	2	4	5	5	5	5
3	4	4	3	2	3	3	5	3	4	4	4	1	4	3
4	5	5	4	4	4	4	5	5	4	4	1	4	4	3
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3	5	4	4	5	5	5	4	5	5	4	4	5	2	1
3	3	4	3	3	4	4	3	3	3	3	3	2	2	2
4	5	5	5	5	5	5	5	4	4	4	4	5	5	5

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4	4	5	5	3	4	3	5	4	4	4	4	4	3	4
2	5	4	4	5	5	5	5	5	5	5	5	1	2	2
4	4	4	4	4	4	4	4	4	4	4	4	5	5	4
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4	4	4	4	4	4	4	4	4	5	4	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	3	4	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	4	4	5	4	5	5	4	5	5	5
3	4	4	4	4	4	5	3	3	4	4	5	5	4	5
4	4	4	4	4	4	5	3	4	4	1	4	4	3	3

LAMPIRAN C: HASIL UJI STATISTIK DESKRIPTIF

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	1.00	5.00	3.9900	.99995
X2	100	1.00	5.00	4.2900	.75605
X3	100	1.00	5.00	4.2400	.84232
X4	100	1.00	5.00	4.1700	.86521
X5	100	1.00	5.00	4.2200	.92747
X6	100	1.00	5.00	4.1600	.78779
X7	100	1.00	5.00	4.1000	.92660
X8	100	1.00	5.00	4.2700	.89730
X9	100	1.00	5.00	4.1600	.80050
X10	100	1.00	5.00	4.1900	.84918
X11	100	1.00	5.00	4.0700	1.09411
X12	100	1.00	5.00	4.0800	.92856
X13	100	1.00	5.00	4.3900	1.05309
X14	100	1.00	5.00	4.2700	.94125
X15	100	1.00	5.00	3.9200	1.09802
Valid N (listwise)	100				

Jenis Kelamin

	Jenis Kelamin	Frequency	Percent	Cumulative Percent
Valid	Pria	44	44	44
	Wanita	56	56	100
	Total	100	100	

Usia

	Usia	Frequency	Percent	Cumulative Percent
Valid	18-35	86	86	86
	35-50	10	10	96
	50-60	4	4	100
	Total	100	100	

X1					
			Frequency	Percent	Valid Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	7	7.0	7.0	10.0
	3.00	11	11.0	11.0	21.0
	4.00	46	46.0	46.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X2					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	9	9.0	9.0	11.0
	4.00	46	46.0	46.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

X3					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	11	11.0	11.0	15.0
	4.00	41	41.0	41.0	56.0
	5.00	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

X4					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	15	15.0	15.0	19.0
	4.00	40	40.0	40.0	59.0
	5.00	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

X5					
			Frequency	Percent	Valid Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	4	4.0	4.0	6.0
	3.00	10	10.0	10.0	16.0
	4.00	38	38.0	38.0	54.0
	5.00	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

X6					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	15	15.0	15.0	17.0
	4.00	47	47.0	47.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X7					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	5	5.0	5.0	6.0
	3.00	17	17.0	17.0	23.0
	4.00	37	37.0	37.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X8					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	18	18.0	18.0	21.0
	4.00	27	27.0	27.0	48.0
	5.00	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

X9					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	16	16.0	16.0	18.0
	4.00	45	45.0	45.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

X10					
			Frequency	Percent	Valid Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	10	10.0	10.0	15.0
	4.00	45	45.0	45.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X11					
			Frequency	Percent	Valid Percent
Valid	1.00	7	7.0	7.0	7.0
	2.00	2	2.0	2.0	9.0
	3.00	8	8.0	8.0	17.0
	4.00	43	43.0	43.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X12					
			Frequency	Percent	Valid Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	3	3.0	3.0	6.0
	3.00	12	12.0	12.0	18.0
	4.00	47	47.0	47.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X13					
			Frequency	Percent	Valid Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	2	2.0	2.0	8.0
	3.00	1	1.0	1.0	9.0
	4.00	29	29.0	29.0	38.0
	5.00	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

X14					
			Frequency	Percent	Valid Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	3	3.0	3.0	5.0
	3.00	13	13.0	13.0	18.0
	4.00	30	30.0	30.0	48.0
	5.00	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

X15					
			Frequency	Percent	Valid Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	8	8.0	8.0	11.0
	3.00	22	22.0	22.0	33.0
	4.00	28	28.0	28.0	61.0
	5.00	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X1)	100	-2.99015	1.01005	.0000000	1.00000000
Zscore(X2)	100	-3.35155	.93909	.0000000	1.00000000
Zscore(X3)	100	-3.84654	.90228	.0000000	1.00000000
Zscore(X4)	100	-3.66386	.95931	.0000000	1.00000000
Zscore(X5)	100	-3.47181	.84100	.0000000	1.00000000
Zscore(X6)	100	-3.01124	1.06628	.0000000	1.00000000
Zscore(X7)	100	-3.34557	.97129	.0000000	1.00000000
Zscore(X8)	100	-3.64426	.81355	.0000000	1.00000000
Zscore(X9)	100	-3.94751	1.04934	.0000000	1.00000000
Zscore(X10)	100	-3.75655	.95386	.0000000	1.00000000
Zscore(X11)	100	-2.80594	.85001	.0000000	1.00000000
Zscore(X12)	100	-3.31697	.99078	.0000000	1.00000000
Zscore(X13)	100	-3.21911	.57925	.0000000	1.00000000
Zscore(X14)	100	-3.47409	.77556	.0000000	1.00000000
Zscore(X15)	100	-2.65932	.98359	.0000000	1.00000000
Valid N (listwise)	100				

LAMPIRAN D: HASIL PENGUJIAN STRUCTURAL EQUATION MODEL (SEM)

Analysis Summary

Date and Time

Date: Wednesday, July 24, 2019
Time: 9:54:59 AM

Title

Model penelitian beserta indikator: Wednesday, July 24, 2019 9:54 AM

Notes for Group (Group number 1)

The model is recursive.
Sample size = 100

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
X9
X8
X7
X6
X5
X4
X3
X2
X1
X10
X11
X12
X15
X14
X13
Unobserved, endogenous variables
Camp_Eff
Cust_Loyalty
Unobserved, exogenous variables
IMC_Cap
e9

e8
e7
e6
e5
e4
e3
e2
e1
e10
e11
e12
e15
e14
e13
z1
z2

Variable counts (Group number 1)

Number of variables in your model:	35
Number of observed variables:	15
Number of unobserved variables:	20
Number of exogenous variables:	18
Number of endogenous variables:	17

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	20	0	0	0	0	20
Labeled	0	0	0	0	0	0
Unlabeled	15	4	18	0	0	37
Total	35	4	18	0	0	57

Assessment of normality (Group number 1)

Variable	min	max	Skew	c.r.	kurtosis	c.r.
X13	1	5	-2.185	-1.921	4.223	1.62
X14	1	5	-1.364	-2.567	1.642	2.351
X15	1	5	-0.762	-2.109	-0.223	-0.455

Variable	min	max	Skew	c.r.	kurtosis	c.r.
X12	1	5	-1.3	-2.308	2.044	2.173
X11	1	5	-1.534	-2.263	1.977	2.035
X10	1	5	-1.167	-1.763	1.57	2.204
X1	1	5	-1.137	-1.644	1.025	2.093
X2	1	5	-1.237	-2.051	2.647	2.403
X3	1	5	-1.188	-1.851	1.592	2.25
X4	1	5	-0.992	-2.05	0.916	1.871
X5	1	5	-1.365	-2.573	1.846	1.768
X6	1	5	-0.912	-1.722	1.413	1.885
X7	1	5	-0.888	-1.626	0.332	0.677
X8	1	5	-1.061	-2.333	0.607	1.239
X9	1	5	-0.888	-1.624	1.197	2.443
Multivariate					14.371	1.68

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

Observation number	Mahalanobis d-squared	p1	p2
53	23.845	0.068	0
18	23.404	0.076	0
57	22.62	0.093	0
74	21.904	0.11	0
17	20.101	0.168	0.013
100	19.916	0.175	0.012
48	19.469	0.193	0.023
23	19.203	0.205	0.027
12	18.82	0.222	0.043
26	18.294	0.248	0.094

15	17.796	0.274	0.176
56	17.388	0.296	0.261
59	17.117	0.312	0.306
54	17.033	0.317	0.27
3	16.728	0.335	0.336
13	16.654	0.34	0.296
7	16.339	0.36	0.373
99	16.052	0.379	0.444
31	15.593	0.41	0.615
10	15.394	0.423	0.644
49	15.377	0.425	0.575
69	15.361	0.426	0.504
72	15.304	0.43	0.456
14	14.598	0.481	0.762
75	14.292	0.504	0.834
6	14.016	0.524	0.882
86	13.772	0.543	0.913
41	13.641	0.553	0.914
77	13.423	0.57	0.934
27	13.42	0.57	0.905
96	13.211	0.586	0.925
78	12.581	0.635	0.988
64	12.427	0.646	0.989
4	12.234	0.661	0.992
62	12.179	0.665	0.989
21	12.06	0.674	0.989
65	12.058	0.675	0.982
30	11.533	0.714	0.997
9	11.27	0.733	0.999
29	10.926	0.758	1
32	10.668	0.776	1
5	10.643	0.777	1
76	10.542	0.784	1
52	9.957	0.822	1
42	9.906	0.826	1
25	9.494	0.85	1
33	9.47	0.852	1
87	9.424	0.854	1
38	9.391	0.856	1
8	8.871	0.884	1
98	8.837	0.886	1
66	7.997	0.924	1

35	7.509	0.942	1
92	7.223	0.951	1
50	6.011	0.98	1
61	5.956	0.98	1
68	5.331	0.989	1
88	4.876	0.993	1
84	4.858	0.993	1
94	4.808	0.994	1
93	3.979	0.998	1
91	2.417	1	1
19	2.086	1	1
39	2.086	1	1

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	120
Number of distinct parameters to be estimated:	37
Degrees of freedom (120 - 37):	83

Result (Default model)

Minimum was achieved
Chi-square = 115.948
Degrees of freedom = 83
Probability level = .010

Sample Moments (Group number 1)

Condition number = 45.622
Eigenvalues
6.737 1.146 .717 .604 .590 .505 .461 .400 .265 .257 .240 .214 .211 .173 .148
Determinant of sample covariance matrix = .000

Condition number = 45.973
Eigenvalues
8.026 1.243 .789 .718 .652 .628 .564 .409 .359 .333 .304 .292 .273 .237 .175

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Camp_Eff	<---	IMC_Cap	1.126	0.182	6.171	***	par_13
Cust_Loyalty	<---	IMC_Cap	0.551	0.824	2.669	0.004	par_14
Cust_Loyalty	<---	Camp_Eff	0.638	0.706	2.904	0.006	par_15
X9	<---	IMC_Cap	1				
X8	<---	IMC_Cap	1.202	0.194	6.202	***	par_1
X7	<---	IMC_Cap	1.183	0.199	5.94	***	par_2
X6	<---	IMC_Cap	1.114	0.173	6.448	***	par_3
X5	<---	IMC_Cap	1.367	0.205	6.66	***	par_4
X4	<---	IMC_Cap	1.216	0.188	6.48	***	par_5
X3	<---	IMC_Cap	1.231	0.187	6.583	***	par_6
X2	<---	IMC_Cap	1.165	0.168	6.939	***	par_7
X1	<---	IMC_Cap	1.361	0.22	6.198	***	par_8
X10	<---	Camp_Eff	1				
X11	<---	Camp_Eff	1.386	0.182	7.609	***	par_9
X12	<---	Camp_Eff	1.082	0.156	6.923	***	par_10
X15	<---	Cust_Loyalty	1				
X14	<---	Cust_Loyalty	0.978	0.107	9.098	***	par_11
X13	<---	Cust_Loyalty	0.823	0.119	6.921	***	par_12

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

			Estimate
Camp_Eff	<---	IMC_Cap	0.943
Cust_Loyalty	<---	IMC_Cap	0.331
Cust_Loyalty	<---	Camp_Eff	0.457
X9	<---	IMC_Cap	0.653
X8	<---	IMC_Cap	0.7
X7	<---	IMC_Cap	0.667
X6	<---	IMC_Cap	0.74
X5	<---	IMC_Cap	0.77
X4	<---	IMC_Cap	0.734
X3	<---	IMC_Cap	0.763
X2	<---	IMC_Cap	0.805
X1	<---	IMC_Cap	0.711
X10	<---	Camp_Eff	0.734
X11	<---	Camp_Eff	0.79
X12	<---	Camp_Eff	0.727

X15	<---	Cust_Loyalty	0.792
X14	<---	Cust_Loyalty	0.903
X13	<---	Cust_Loyalty	0.68

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
e6	<-->	e4	-0.074	0.035	-2.091	0.037	par_16
e6	<-->	e1	-0.069	0.04	-1.713	0.087	par_17
e7	<-->	e4	0.104	0.047	2.221	0.026	par_18
e7	<-->	e6	0.06	0.043	1.412	0.158	par_19

Correlations: (Group number 1 - Default model)

			Estimate
e6	<-->	e4	-0.241
e6	<-->	e1	-0.188
e7	<-->	e4	0.26
e7	<-->	e6	0.167

Standardized Total Effects (Group number 1 - Default model)

	IMC_Cap	Camp_Eff	Cust_Loyalty
Camp_Eff	0.943	0	0
Cust_Loyalty	0.762	0.457	0
X13	0.518	0.311	0.68
X14	0.688	0.413	0.903
X15	0.603	0.362	0.792
X12	0.685	0.727	0
X11	0.745	0.79	0
X10	0.693	0.734	0
X1	0.711	0	0
X2	0.805	0	0
X3	0.763	0	0
X4	0.734	0	0
X5	0.77	0	0
X6	0.74	0	0
X7	0.667	0	0
X8	0.7	0	0
X9	0.653	0	0

Direct Effects (Group number 1 - Default model)

	IMC_Cap	Camp_Eff	Cust_Loyalty
Camp_Eff	1.126	0	0
Cust_Loyalty	0.551	0.638	0
X13	0	0	0.823
X14	0	0	0.978
X15	0	0	1
X12	0	1.082	0
X11	0	1.386	0
X10	0	1	0
X1	1.361	0	0
X2	1.165	0	0
X3	1.231	0	0
X4	1.216	0	0
X5	1.367	0	0
X6	1.114	0	0
X7	1.183	0	0
X8	1.202	0	0
X9	1	0	0

Standardized Direct Effects (Group number 1 - Default model)

	IMC_Cap	Camp_Eff	Cust_Loyalty
Camp_Eff	0.943	0	0
Cust_Loyalty	0.331	0.457	0
X13	0	0	0.68
X14	0	0	0.903
X15	0	0	0.792
X12	0	0.727	0
X11	0	0.79	0
X10	0	0.734	0
X1	0.711	0	0
X2	0.805	0	0
X3	0.763	0	0
X4	0.734	0	0
X5	0.77	0	0
X6	0.74	0	0
X7	0.667	0	0
X8	0.7	0	0
X9	0.653	0	0

Indirect Effects (Group number 1 - Default model)

	IMC_Cap	Camp_Eff	Cust_Loyalty
Camp_Eff	0	0	0
Cust_Loyalty	0.718	0	0
X13	1.045	0.525	0
X14	1.24	0.623	0
X15	1.268	0.638	0
X12	1.218	0	0
X11	1.561	0	0
X10	1.126	0	0
X1	0	0	0
X2	0	0	0
X3	0	0	0
X4	0	0	0
X5	0	0	0
X6	0	0	0
X7	0	0	0
X8	0	0	0
X9	0	0	0

Standardized Indirect Effects (Group number 1 - Default model)

	IMC_Cap	Camp_Eff	Cust_Loyalty
Camp_Eff	0	0	0
Cust_Loyalty	0.431	0	0
X13	0.518	0.311	0
X14	0.688	0.413	0
X15	0.603	0.362	0
X12	0.685	0	0
X11	0.745	0	0
X10	0.693	0	0
X1	0	0	0
X2	0	0	0
X3	0	0	0
X4	0	0	0
X5	0	0	0
X6	0	0	0
X7	0	0	0
X8	0	0	0
X9	0	0	0

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e10	<-->	z2	4.216	-0.083
e1	<-->	z2	4.945	0.107
e1	<-->	e10	5.406	-0.103
e3	<-->	e11	8.187	0.119

e4	<-->	e10	6.807	0.091
e5	<-->	z1	5.506	-0.058
e5	<-->	e10	5.095	-0.085
e7	<-->	e12	4.962	0.097
e8	<-->	z1	5.937	0.065
e9	<-->	e10	10.058	0.12

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
X10	<---	X4	4.066	0.144
X10	<---	X9	5.925	0.187
X9	<---	X10	4.137	0.15

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	37	115.948	83	0.01	1.397
Saturated model	120	0	0		
Independence model	15	956.472	105	0	9.109

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.879	0.847	0.962	0.951	0.961
Saturated model	1		1		1
Independence model	0	0	0	0	0

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	0.79	0.695	0.76
Saturated model	0	0	0
Independence model	1	0	0

NCP

Model	NCP	LO 90	HI 90
Default model	32.948	8.515	65.415
Saturated model	0	0	0
Independence model	851.472	756.248	954.144

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.171	0.333	0.086	0.661
Saturated model	0	0	0	0
Independence model	9.661	8.601	7.639	9.638

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.063	0.032	0.089	0.21
Independence model	0.286	0.27	0.303	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	189.948	204.213	286.339	323.339
Saturated model	240	286.265	552.62	672.62
Independence model	986.472	992.255	1025.55	1040.55

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.919	1.672	2.247	2.063
Saturated model	2.424	2.424	2.424	2.892
Independence model	9.964	9.003	11.001	10.023

HOELTER

Model	HOELTER 0.05	HOELTER 0.01
Default model	90	99
Independence model	14	15

Execution time summary

Minimization:	0.031
Miscellaneous:	0.751
Bootstrap:	0
Total:	0.782