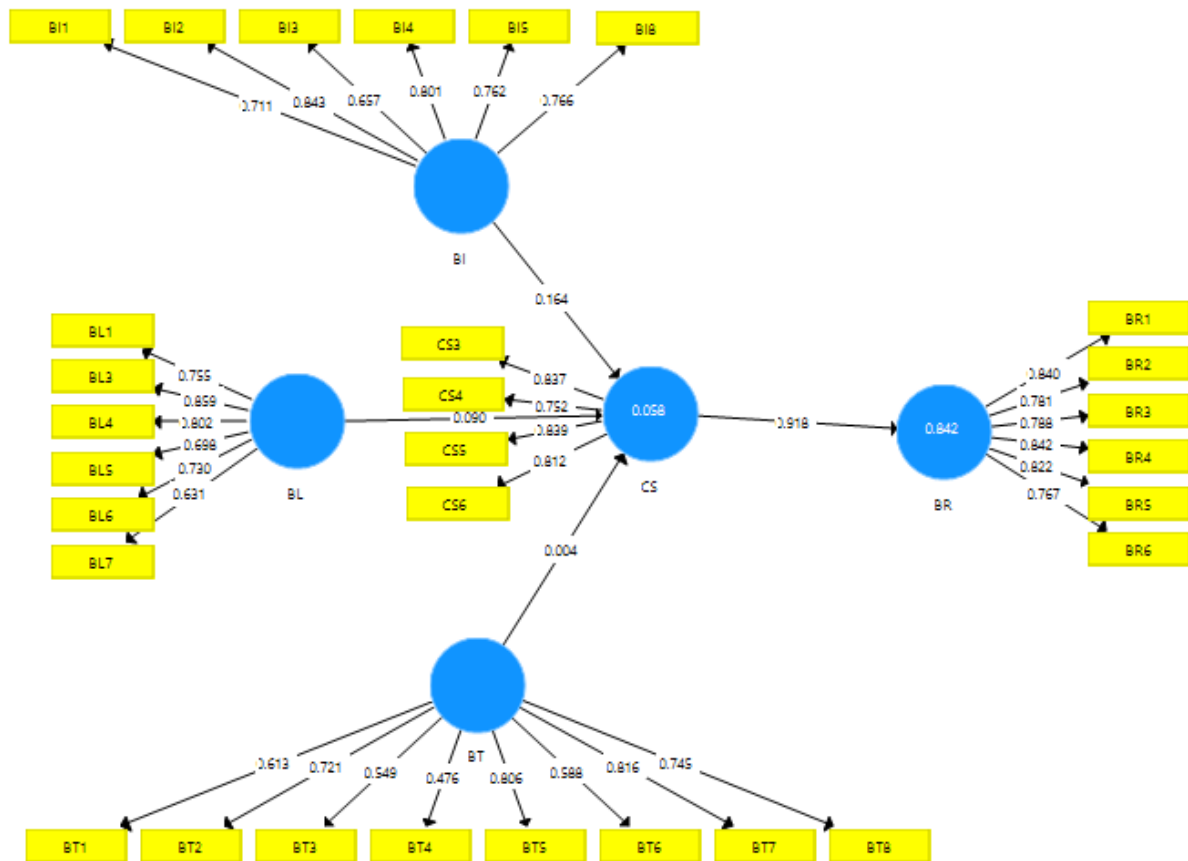


R Square

	Matrix	R Square	R Square Adjusted
brand loyalti		0.842	0.840
satisfaction		0.058	0.028



Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (...)	Co
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
brand image	0.855	0.879	0.890	0.576	
brand love	0.859	0.906	0.884	0.562	
brand loyalty	0.893	0.896	0.918	0.651	
brand trust	0.835	0.909	0.868	0.489	
satisfaction	0.826	0.830	0.885	0.657	

Path Coefficients

	Mean, STDEV, T-Values, P-Va...	Confidence Intervals	Confidence Intervals Bias C...	Samples	Copy to Clipboard:
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (JO...	P Values
brand image -> brand loyalti	-0.008	0.001	0.072	0.110	0.457
brand image -> satisfaction	0.195	0.174	0.116	1.680	0.048
brand love -> brand loyalti	0.121	0.113	0.093	1.295	0.099
brand love -> satisfaction	0.081	0.099	0.148	0.548	0.292
brand trust -> brand loyalti	-0.010	-0.004	0.065	0.149	0.441
brand trust -> satisfaction	-0.036	0.010	0.148	0.244	0.404
satisfaction -> brand loyalti	0.897	0.895	0.029	30.582	0.000