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Brand Cred Brand Iden Brand Imag Purchase Intention

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0.977

0.970

0.990

0.883

0.874

0.881

0.814

0.851

0.874

0.894

0.864

0.891

0.954

0.976

Cronbach's

Brand Cred 0.977

Brand Iden 0.886

Brand Imag 0.923

Purchase Ir 0.984

Brand Cred

Brand Cred 0.967

Brand Iden 0.555

Brand Imag 0.099

Purchase Ir 0.449

R Square

0.979  
0.966  
0.968

Purchase Intention 0.418

Brand Cred  
Brand Credibility  
Brand Identity  
Brand Image  
Purchase Intention

	Original Sample Mean	Standard Deviation	T-Statistics	P-Values
Brand Credibility	0.200	0.202	0.074	2.701 0.007
Brand Identity	0.402	0.400	0.068	5.882 0.000
Brand Image	0.262	0.264	0.046	5.645 0.000

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rho_A	Composite Average Variance Extracted (AVE)			Saturated	Estimated
0.978	0.983	0.935	SRMR	0.068	0.068
0.886	0.921	0.745	d_ULS	0.784	0.784
0.927	0.942	0.765	d_G	2.147	2.147
0.984	0.987	0.938	Chi-Square	1.535.297	1.535.297
			NFI	0.722	0.722

Brand Iden Brand Image Purchase Intention

0.863		
0.229	0.875	
0.573	0.374	0.969

R Square Adjusted

0.408

Brand Iden Brand Image Purchase Intention

0.047

0.183

0.111







Model