Modelagem de Equações Estruturais na avaliação da satisfação e qualidade percebida de clientes de banda larga

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Abstract: The objective of this work was to present on the Modeling of Structural Equations (MEE) with the procedures of the analyzes of this model, finally an annotated application of the model in question, presenting tables and exploratory graphs. Structural Equation Modeling (SEM) is a set of techniques and procedures that address an extension of other multivariate techniques that allows to study the simultaneous behavior of several variables in a model. This technique has received great attention from researchers in the statistical area, since it can represent variables that can't be measured directly, called latent variables. In this work was used the data provided by the National Telecommunications Agency (Anatel), where it will count with 487 respondents from the Brazilian territory. For the analysis, multivariate techniques such as Multiple Regression, Confirmatory Factor Analysis (AFC) and Structural Equations were applied through the Path Diagram. In this work, we obtained good results of the absolute and incremental adjustment indexes, as well as the consistency of the constructs under study and the correlations of the independent variables in relation to the satisfaction and quality contours proposed in this study.

Keywords: Multivariate, Structural Equations, Modeling, Lavaan, latent variables.

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