

## 中介分析结果

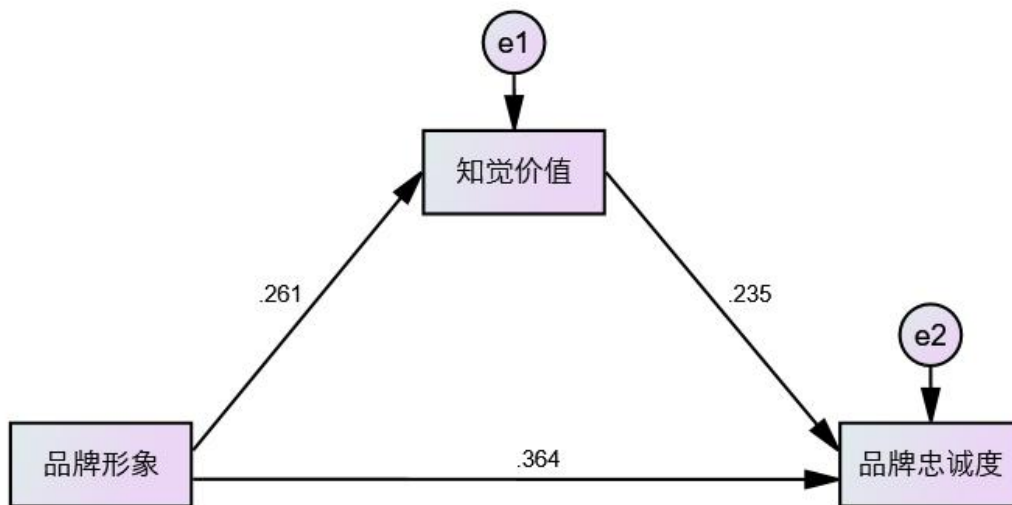


表 1 预设识别模型中介效应分析结果（显变量）

路径：品牌形象-->知觉价值-->品牌忠诚度

	标准化效应值	效应值	标准误	占总效应之比	95%CI		p
					LLCL	ULCL	
直接效应	0.364	0.517	0.073	85.60%	0.374	0.665	0.001
间接效应	0.061	0.087	0.026	14.40%	0.043	0.148	<0.001
总效应	0.425	0.604	0.067	——	0.478	0.741	0.001

附：Amos syntax

附：SPSS-Process 设置

附: **Amos syntax**

```
#Region "Header"
Imports System
Imports Microsoft.VisualBasic
Imports AmosEngineLib
Imports AmosEngineLib.AmosEngine
Imports AmosEngineLib.AmosEngine.TMatrixID
Imports MiscAmosTypes
Imports MiscAmosTypes.cDatabaseFormat
#End Region
Public Class CUserValue : Implements IUserValue
```

```
Function Value( groupName As Integer, bootstrapSampleNumber As Integer, v As
CValue) As Object Implements IUserValue.Value
```

```
    ' Your code goes here.
    Dim x(5) As Double
    x(0)=v.ParameterValue("c1")
    x(1)=v.ParameterValue("a") * v.ParameterValue("b")
    x(2)=x(0)+x(1)
    x(3)=v.GetStandardizedDirectEffectsElement("ly","bi")
    x(4)=v.GetStandardizedIndirectEffectsElement("ly","bi")
    x(5)=v.GetStandardizedTotalEffectsElement("ly","bi")
    Return x
```

```
End Function
```

```
#Region "Advanced"
```

```
Function Label( groupName As Integer) As Object Implements IUserValue.Label
```

```
    ' You can replace the following line.
    Dim mylabel(5) As String
    mylabel(0)="direct effect"
    mylabel(1)="indirect effect"
    mylabel(2)="total effect"
    mylabel(3)="Standardized direct effect"
    mylabel(4)="Standardized indirect effect"
    mylabel(5)="Standardized total effect"
    Return mylabel
```

```
End Function
```

```
Public Sub Initialize() Implements IUserValue.Initialize
```

```
End Sub
```

```
Sub CleanUp() Implements IUserValue.CleanUp
```

```
End Sub
```

```
#End Region
```

```
End Class
```

## 附：SPSS-Process 设置

PROCESS\_v4.1

**Variables:**

- 职业
- 教育
- 月收入
- bi1
- bi2
- bi3
- pv1
- pv2
- pv3
- pv4
- Zscore(bi) [Zbi]
- Zscore(pv) [Zpv]
- Zscore(ly) [Zly]

**Model number:** 4

**Confidence intervals:** 95

**Number of bootstrap samples:** 2000

☐ Save bootstrap estimates

☐ Bootstrap inference for model coefficients

**Y variable:** ly

**X variable:** bi

**Mediator(s) M:** pv

**Covariate(s):**

**Moderator variable W:**

**Moderator variable Z:**

Do not use PASTE button

About

Options

Multicategorical

Long variable names

取消 确定

PROCESS options

☐ Show covariance matrix of regression coefficients

☐ Generate code for visualizing interactions

☒ Show total effect model (only models 4, 6, 80, 81, 82)

☐ Pairwise contrasts of indirect effects

☒ Standardized effects (mediation-only models)

☐ Test for X by M interaction(s)

☐ Residual correlations

☐ Identify cases with missing values

Many options available in PROCESS through command syntax are not available through this dialog box. See Appendices A and B of <http://www.guilford.com/p/hayes3>

**Heteroscedasticity-consistent inference:** None

**Decimal places in output:** 4

**Mean center for construction of products:**

- ☒ No centering
- ☐ All variables that define products
- ☐ Only continuous variables that define products

**Moderation and conditioning:**

**Probe interactions...** if  $p < .10$

**Conditioning values:**

- ☒ 16th, 50th, 84th percentiles
- ☐ -1SD, Mean, +1SD

☐ Johnson-Neyman output

取消 继续(C)