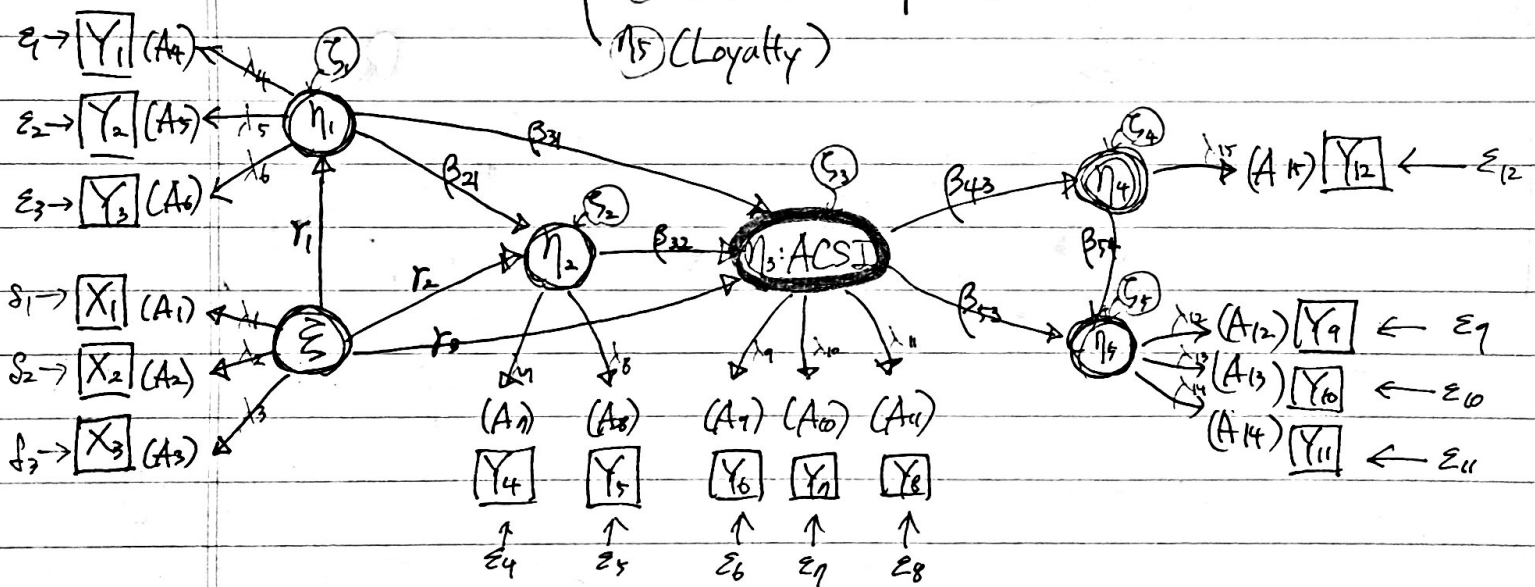


SEM Graphical Representation of ACSI Model

- Exogenous Variable : ξ_1 (Customer Expectation)
- Endogenous Variables : η_1 (Perceived Quality)
 η_2 (Perceived Value)
 η_3 (ACSI) : overall satisfaction $\textcircled{1}$ (AT&T)*
 η_4 (Customer Complaints)
 η_5 (Loyalty)



$\circledast Y_{11}$ out, ξ not included (Y_i) or ξ

$\beta_{ij} \Rightarrow$ (From j to i)

$\circledast \xi \Rightarrow$ Measurement Error.

$\circledast \xi \Rightarrow$ Structural Error.

$\circledast \lambda \Rightarrow$ factor loading.

$$\Rightarrow ACSI = \frac{E[\xi] - Min[\xi]}{Max[\xi] - Min[\xi]} \times 100$$

$$\text{(Simplified)} = \frac{(\lambda_9 A_7 + \lambda_{10} A_{10} + \lambda_{11} A_{11}) - (\lambda_7 + \lambda_{10} + \lambda_{11})}{9 \times (\lambda_7 + \lambda_{10} + \lambda_{11})} \times 100$$

where λ_i is unstandardized.

$\textcircled{1}$