# C:\Users\aj\OneDrive\바탕 화면\SPSS 동영상 강의\분석결과\경로분석\_1.amw

## Analysis Summary

## Date and Time

Date: 2024년 8월 24일 토요일

Time: 오후 10:36:13

## Title

경로분석\_1: 2024년 8월 24일 토요일 오후 10:36

## Groups

## Group number 1 (Group number 1)

## Notes for Group (Group number 1)

The model is recursive.

Sample size = 325

## Variable Summary (Group number 1)

## Your model contains the following variables (Group number 1)

Observed, endogenous variables

FAC구매의도

FAC외관

FAC유용성

FAC구전의도

Observed, exogenous variables

FAC편의성

Unobserved, exogenous variables

d1

d2

d3

d4

## Variable counts (Group number 1)

|  |  |
| --- | --- |
| **Number of variables in your model:** | 9 |
| **Number of observed variables:** | 5 |
| **Number of unobserved variables:** | 4 |
| **Number of exogenous variables:** | 5 |
| **Number of endogenous variables:** | 4 |

## Parameter Summary (Group number 1)

|  | **Weights** | **Covariances** | **Variances** | **Means** | **Intercepts** | **Total** |
| --- | --- | --- | --- | --- | --- | --- |
| **Fixed** | 4 | 0 | 0 | 0 | 0 | 4 |
| **Labeled** | 0 | 0 | 0 | 0 | 0 | 0 |
| **Unlabeled** | 6 | 0 | 5 | 0 | 0 | 11 |
| **Total** | 10 | 0 | 5 | 0 | 0 | 15 |

## Models

## Default model (Default model)

## Notes for Model (Default model)

## Computation of degrees of freedom (Default model)

|  |  |
| --- | --- |
| **Number of distinct sample moments:** | 15 |
| **Number of distinct parameters to be estimated:** | 11 |
| **Degrees of freedom (15 - 11):** | 4 |

## Result (Default model)

Minimum was achieved

Chi-square = 4.922

Degrees of freedom = 4

Probability level = .295

## Group number 1 (Group number 1 - Default model)

## Estimates (Group number 1 - Default model)

## Scalar Estimates (Group number 1 - Default model)

## Maximum Likelihood Estimates

## Regression Weights: (Group number 1 - Default model)

|  |  |  | **Estimate** | **S.E.** | **C.R.** | **P** | **Label** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .193 | .053 | 3.668 | \*\*\* |  |
| FAC유용성 | <--- | FAC편의성 | .161 | .049 | 3.274 | .001 |  |
| FAC구매의도 | <--- | FAC외관 | .200 | .050 | 3.994 | \*\*\* |  |
| FAC구매의도 | <--- | FAC편의성 | .260 | .049 | 5.262 | \*\*\* |  |
| FAC구매의도 | <--- | FAC유용성 | .406 | .054 | 7.550 | \*\*\* |  |
| FAC구전의도 | <--- | FAC구매의도 | .395 | .048 | 8.295 | \*\*\* |  |

## Standardized Regression Weights: (Group number 1 - Default model)

|  |  |  | **Estimate** |
| --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .200 |
| FAC유용성 | <--- | FAC편의성 | .179 |
| FAC구매의도 | <--- | FAC외관 | .191 |
| FAC구매의도 | <--- | FAC편의성 | .256 |
| FAC구매의도 | <--- | FAC유용성 | .360 |
| FAC구전의도 | <--- | FAC구매의도 | .419 |

## Variances: (Group number 1 - Default model)

|  |  |  | **Estimate** | **S.E.** | **C.R.** | **P** | **Label** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FAC편의성** |  |  | .955 | .075 | 12.728 | \*\*\* |  |
| **d3** |  |  | .860 | .068 | 12.728 | \*\*\* |  |
| **d4** |  |  | .749 | .059 | 12.728 | \*\*\* |  |
| **d1** |  |  | .701 | .055 | 12.728 | \*\*\* |  |
| **d2** |  |  | .725 | .057 | 12.728 | \*\*\* |  |

## Squared Multiple Correlations: (Group number 1 - Default model)

|  |  |  | **Estimate** |
| --- | --- | --- | --- |
| **FAC유용성** |  |  | .032 |
| **FAC외관** |  |  | .040 |
| **FAC구매의도** |  |  | .288 |
| **FAC구전의도** |  |  | .175 |

## Matrices (Group number 1 - Default model)

## Total Effects (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .161 | .000 | .000 | .000 |
| **FAC외관** | .193 | .000 | .000 | .000 |
| **FAC구매의도** | .364 | .406 | .200 | .000 |
| **FAC구전의도** | .144 | .160 | .079 | .395 |

## Standardized Total Effects (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .179 | .000 | .000 | .000 |
| **FAC외관** | .200 | .000 | .000 | .000 |
| **FAC구매의도** | .358 | .360 | .191 | .000 |
| **FAC구전의도** | .150 | .151 | .080 | .419 |

## Direct Effects (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .161 | .000 | .000 | .000 |
| **FAC외관** | .193 | .000 | .000 | .000 |
| **FAC구매의도** | .260 | .406 | .200 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .395 |

## Standardized Direct Effects (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .179 | .000 | .000 | .000 |
| **FAC외관** | .200 | .000 | .000 | .000 |
| **FAC구매의도** | .256 | .360 | .191 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .419 |

## Indirect Effects (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .104 | .000 | .000 | .000 |
| **FAC구전의도** | .144 | .160 | .079 | .000 |

## Standardized Indirect Effects (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .102 | .000 | .000 | .000 |
| **FAC구전의도** | .150 | .151 | .080 | .000 |

## Modification Indices (Group number 1 - Default model)

## Covariances: (Group number 1 - Default model)

|  |  |  | **M.I.** | **Par Change** |
| --- | --- | --- | --- | --- |

## Variances: (Group number 1 - Default model)

|  |  |  | **M.I.** | **Par Change** |
| --- | --- | --- | --- | --- |

## Regression Weights: (Group number 1 - Default model)

|  |  |  | **M.I.** | **Par Change** |
| --- | --- | --- | --- | --- |

## Bootstrap (Group number 1 - Default model)

## Bootstrap standard errors (Group number 1 - Default model)

## Scalar Estimates (Group number 1 - Default model)

## Regression Weights: (Group number 1 - Default model)

| **Parameter** | | | **SE** | **SE-SE** | **Mean** | **Bias** | **SE-Bias** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .060 | .001 | .195 | .001 | .001 |
| FAC유용성 | <--- | FAC편의성 | .049 | .001 | .162 | .001 | .001 |
| FAC구매의도 | <--- | FAC외관 | .064 | .001 | .202 | .002 | .001 |
| FAC구매의도 | <--- | FAC편의성 | .054 | .001 | .259 | -.001 | .001 |
| FAC구매의도 | <--- | FAC유용성 | .044 | .001 | .408 | .003 | .001 |
| FAC구전의도 | <--- | FAC구매의도 | .047 | .001 | .395 | .000 | .001 |

## Standardized Regression Weights: (Group number 1 - Default model)

| **Parameter** | | | **SE** | **SE-SE** | **Mean** | **Bias** | **SE-Bias** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .061 | .001 | .201 | .001 | .001 |
| FAC유용성 | <--- | FAC편의성 | .054 | .001 | .180 | .001 | .001 |
| FAC구매의도 | <--- | FAC외관 | .058 | .001 | .191 | .000 | .001 |
| FAC구매의도 | <--- | FAC편의성 | .049 | .001 | .254 | -.002 | .001 |
| FAC구매의도 | <--- | FAC유용성 | .039 | .001 | .362 | .002 | .001 |
| FAC구전의도 | <--- | FAC구매의도 | .050 | .001 | .419 | .001 | .001 |

## Variances: (Group number 1 - Default model)

| **Parameter** | | | **SE** | **SE-SE** | **Mean** | **Bias** | **SE-Bias** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FAC편의성** |  |  | .066 | .001 | .953 | -.002 | .001 |
| **d3** |  |  | .074 | .001 | .854 | -.006 | .002 |
| **d4** |  |  | .064 | .001 | .745 | -.004 | .001 |
| **d1** |  |  | .061 | .001 | .692 | -.009 | .001 |
| **d2** |  |  | .074 | .001 | .719 | -.007 | .002 |

## Squared Multiple Correlations: (Group number 1 - Default model)

| **Parameter** | | | **SE** | **SE-SE** | **Mean** | **Bias** | **SE-Bias** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **FAC유용성** |  |  | .020 | .000 | .035 | .003 | .000 |
| **FAC외관** |  |  | .025 | .000 | .044 | .004 | .001 |
| **FAC구매의도** |  |  | .045 | .001 | .296 | .008 | .001 |
| **FAC구전의도** |  |  | .042 | .001 | .178 | .003 | .001 |

## Matrices (Group number 1 - Default model)

## Total Effects - Standard Errors (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .049 | .000 | .000 | .000 |
| **FAC외관** | .060 | .000 | .000 | .000 |
| **FAC구매의도** | .060 | .044 | .064 | .000 |
| **FAC구전의도** | .032 | .025 | .029 | .047 |

## Standardized Total Effects - Standard Errors (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .054 | .000 | .000 | .000 |
| **FAC외관** | .061 | .000 | .000 | .000 |
| **FAC구매의도** | .052 | .039 | .058 | .000 |
| **FAC구전의도** | .033 | .023 | .028 | .050 |

## Direct Effects - Standard Errors (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .049 | .000 | .000 | .000 |
| **FAC외관** | .060 | .000 | .000 | .000 |
| **FAC구매의도** | .054 | .044 | .064 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .047 |

## Standardized Direct Effects - Standard Errors (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .054 | .000 | .000 | .000 |
| **FAC외관** | .061 | .000 | .000 | .000 |
| **FAC구매의도** | .049 | .039 | .058 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .050 |

## Indirect Effects - Standard Errors (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .028 | .000 | .000 | .000 |
| **FAC구전의도** | .032 | .025 | .029 | .000 |

## Standardized Indirect Effects - Standard Errors (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .027 | .000 | .000 | .000 |
| **FAC구전의도** | .033 | .023 | .028 | .000 |

## Bootstrap Confidence (Group number 1 - Default model)

## Percentile method (Group number 1 - Default model)

## 95% confidence intervals (percentile method)

## Scalar Estimates (Group number 1 - Default model)

## Regression Weights: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .193 | .079 | .315 | .002 |
| FAC유용성 | <--- | FAC편의성 | .161 | .068 | .258 | .003 |
| FAC구매의도 | <--- | FAC외관 | .200 | .074 | .329 | .003 |
| FAC구매의도 | <--- | FAC편의성 | .260 | .152 | .370 | .001 |
| FAC구매의도 | <--- | FAC유용성 | .406 | .321 | .494 | .001 |
| FAC구전의도 | <--- | FAC구매의도 | .395 | .299 | .486 | .001 |

## Standardized Regression Weights: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .200 | .083 | .320 | .002 |
| FAC유용성 | <--- | FAC편의성 | .179 | .077 | .287 | .003 |
| FAC구매의도 | <--- | FAC외관 | .191 | .073 | .300 | .003 |
| FAC구매의도 | <--- | FAC편의성 | .256 | .154 | .351 | .001 |
| FAC구매의도 | <--- | FAC유용성 | .360 | .284 | .437 | .001 |
| FAC구전의도 | <--- | FAC구매의도 | .419 | .315 | .512 | .001 |

## Variances: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| **FAC편의성** |  |  | .955 | .829 | 1.087 | .001 |
| **d3** |  |  | .860 | .713 | 1.013 | .001 |
| **d4** |  |  | .749 | .620 | .873 | .001 |
| **d1** |  |  | .701 | .573 | .815 | .001 |
| **d2** |  |  | .725 | .576 | .872 | .001 |

## Squared Multiple Correlations: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| **FAC유용성** |  |  | .032 | .006 | .082 | .001 |
| **FAC외관** |  |  | .040 | .007 | .102 | .001 |
| **FAC구매의도** |  |  | .288 | .209 | .385 | .001 |
| **FAC구전의도** |  |  | .175 | .100 | .262 | .001 |

## Matrices (Group number 1 - Default model)

## Total Effects (Group number 1 - Default model)

## Total Effects - Lower Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .068 | .000 | .000 | .000 |
| **FAC외관** | .079 | .000 | .000 | .000 |
| **FAC구매의도** | .243 | .321 | .074 | .000 |
| **FAC구전의도** | .085 | .114 | .027 | .299 |

## Total Effects - Upper Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .258 | .000 | .000 | .000 |
| **FAC외관** | .315 | .000 | .000 | .000 |
| **FAC구매의도** | .480 | .494 | .329 | .000 |
| **FAC구전의도** | .212 | .212 | .139 | .486 |

## Total Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .002 | ... | ... | ... |
| **FAC구매의도** | .001 | .001 | .003 | ... |
| **FAC구전의도** | .001 | .001 | .003 | .001 |

## Standardized Total Effects (Group number 1 - Default model)

## Standardized Total Effects - Lower Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .077 | .000 | .000 | .000 |
| **FAC외관** | .083 | .000 | .000 | .000 |
| **FAC구매의도** | .247 | .284 | .073 | .000 |
| **FAC구전의도** | .090 | .108 | .027 | .315 |

## Standardized Total Effects - Upper Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .287 | .000 | .000 | .000 |
| **FAC외관** | .320 | .000 | .000 | .000 |
| **FAC구매의도** | .457 | .437 | .300 | .000 |
| **FAC구전의도** | .219 | .199 | .139 | .512 |

## Standardized Total Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .002 | ... | ... | ... |
| **FAC구매의도** | .001 | .001 | .003 | ... |
| **FAC구전의도** | .001 | .001 | .003 | .001 |

## Direct Effects (Group number 1 - Default model)

## Direct Effects - Lower Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .068 | .000 | .000 | .000 |
| **FAC외관** | .079 | .000 | .000 | .000 |
| **FAC구매의도** | .152 | .321 | .074 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .299 |

## Direct Effects - Upper Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .258 | .000 | .000 | .000 |
| **FAC외관** | .315 | .000 | .000 | .000 |
| **FAC구매의도** | .370 | .494 | .329 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .486 |

## Direct Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .002 | ... | ... | ... |
| **FAC구매의도** | .001 | .001 | .003 | ... |
| **FAC구전의도** | ... | ... | ... | .001 |

## Standardized Direct Effects (Group number 1 - Default model)

## Standardized Direct Effects - Lower Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .077 | .000 | .000 | .000 |
| **FAC외관** | .083 | .000 | .000 | .000 |
| **FAC구매의도** | .154 | .284 | .073 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .315 |

## Standardized Direct Effects - Upper Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .287 | .000 | .000 | .000 |
| **FAC외관** | .320 | .000 | .000 | .000 |
| **FAC구매의도** | .351 | .437 | .300 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .512 |

## Standardized Direct Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .002 | ... | ... | ... |
| **FAC구매의도** | .001 | .001 | .003 | ... |
| **FAC구전의도** | ... | ... | ... | .001 |

## Indirect Effects (Group number 1 - Default model)

## Indirect Effects - Lower Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .053 | .000 | .000 | .000 |
| **FAC구전의도** | .085 | .114 | .027 | .000 |

## Indirect Effects - Upper Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .163 | .000 | .000 | .000 |
| **FAC구전의도** | .212 | .212 | .139 | .000 |

## Indirect Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | ... | ... | ... | ... |
| **FAC외관** | ... | ... | ... | ... |
| **FAC구매의도** | .001 | ... | ... | ... |
| **FAC구전의도** | .001 | .001 | .003 | ... |

## Standardized Indirect Effects (Group number 1 - Default model)

## Standardized Indirect Effects - Lower Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .053 | .000 | .000 | .000 |
| **FAC구전의도** | .090 | .108 | .027 | .000 |

## Standardized Indirect Effects - Upper Bounds (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .157 | .000 | .000 | .000 |
| **FAC구전의도** | .219 | .199 | .139 | .000 |

## Standardized Indirect Effects - Two Tailed Significance (PC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | ... | ... | ... | ... |
| **FAC외관** | ... | ... | ... | ... |
| **FAC구매의도** | .001 | ... | ... | ... |
| **FAC구전의도** | .001 | .001 | .003 | ... |

## Bias-corrected percentile method (Group number 1 - Default model)

## 95% confidence intervals (bias-corrected percentile method)

## Scalar Estimates (Group number 1 - Default model)

## Regression Weights: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .193 | .076 | .312 | .002 |
| FAC유용성 | <--- | FAC편의성 | .161 | .068 | .257 | .003 |
| FAC구매의도 | <--- | FAC외관 | .200 | .073 | .327 | .003 |
| FAC구매의도 | <--- | FAC편의성 | .260 | .155 | .373 | .001 |
| FAC구매의도 | <--- | FAC유용성 | .406 | .313 | .487 | .002 |
| FAC구전의도 | <--- | FAC구매의도 | .395 | .297 | .483 | .001 |

## Standardized Regression Weights: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| FAC외관 | <--- | FAC편의성 | .200 | .077 | .315 | .003 |
| FAC유용성 | <--- | FAC편의성 | .179 | .076 | .284 | .003 |
| FAC구매의도 | <--- | FAC외관 | .191 | .068 | .296 | .004 |
| FAC구매의도 | <--- | FAC편의성 | .256 | .157 | .353 | .001 |
| FAC구매의도 | <--- | FAC유용성 | .360 | .281 | .433 | .001 |
| FAC구전의도 | <--- | FAC구매의도 | .419 | .308 | .504 | .002 |

## Variances: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| **FAC편의성** |  |  | .955 | .829 | 1.089 | .001 |
| **d3** |  |  | .860 | .725 | 1.030 | .000 |
| **d4** |  |  | .749 | .625 | .876 | .001 |
| **d1** |  |  | .701 | .593 | .838 | .000 |
| **d2** |  |  | .725 | .590 | .891 | .000 |

## Squared Multiple Correlations: (Group number 1 - Default model)

| **Parameter** | | | **Estimate** | **Lower** | **Upper** | **P** |
| --- | --- | --- | --- | --- | --- | --- |
| **FAC유용성** |  |  | .032 | .006 | .081 | .001 |
| **FAC외관** |  |  | .040 | .006 | .099 | .001 |
| **FAC구매의도** |  |  | .288 | .196 | .368 | .003 |
| **FAC구전의도** |  |  | .175 | .095 | .254 | .002 |

## Matrices (Group number 1 - Default model)

## Total Effects (Group number 1 - Default model)

## Total Effects - Lower Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .068 | .000 | .000 | .000 |
| **FAC외관** | .076 | .000 | .000 | .000 |
| **FAC구매의도** | .240 | .313 | .073 | .000 |
| **FAC구전의도** | .087 | .114 | .027 | .297 |

## Total Effects - Upper Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .257 | .000 | .000 | .000 |
| **FAC외관** | .312 | .000 | .000 | .000 |
| **FAC구매의도** | .477 | .487 | .327 | .000 |
| **FAC구전의도** | .212 | .211 | .140 | .483 |

## Total Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .002 | ... | ... | ... |
| **FAC구매의도** | .001 | .002 | .003 | ... |
| **FAC구전의도** | .001 | .001 | .003 | .001 |

## Standardized Total Effects (Group number 1 - Default model)

## Standardized Total Effects - Lower Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .076 | .000 | .000 | .000 |
| **FAC외관** | .077 | .000 | .000 | .000 |
| **FAC구매의도** | .246 | .281 | .068 | .000 |
| **FAC구전의도** | .090 | .106 | .027 | .308 |

## Standardized Total Effects - Upper Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .284 | .000 | .000 | .000 |
| **FAC외관** | .315 | .000 | .000 | .000 |
| **FAC구매의도** | .455 | .433 | .296 | .000 |
| **FAC구전의도** | .219 | .198 | .139 | .504 |

## Standardized Total Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .003 | ... | ... | ... |
| **FAC구매의도** | .001 | .001 | .004 | ... |
| **FAC구전의도** | .001 | .001 | .003 | .002 |

## Direct Effects (Group number 1 - Default model)

## Direct Effects - Lower Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .068 | .000 | .000 | .000 |
| **FAC외관** | .076 | .000 | .000 | .000 |
| **FAC구매의도** | .155 | .313 | .073 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .297 |

## Direct Effects - Upper Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .257 | .000 | .000 | .000 |
| **FAC외관** | .312 | .000 | .000 | .000 |
| **FAC구매의도** | .373 | .487 | .327 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .483 |

## Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .002 | ... | ... | ... |
| **FAC구매의도** | .001 | .002 | .003 | ... |
| **FAC구전의도** | ... | ... | ... | .001 |

## Standardized Direct Effects (Group number 1 - Default model)

## Standardized Direct Effects - Lower Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .076 | .000 | .000 | .000 |
| **FAC외관** | .077 | .000 | .000 | .000 |
| **FAC구매의도** | .157 | .281 | .068 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .308 |

## Standardized Direct Effects - Upper Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .284 | .000 | .000 | .000 |
| **FAC외관** | .315 | .000 | .000 | .000 |
| **FAC구매의도** | .353 | .433 | .296 | .000 |
| **FAC구전의도** | .000 | .000 | .000 | .504 |

## Standardized Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .003 | ... | ... | ... |
| **FAC외관** | .003 | ... | ... | ... |
| **FAC구매의도** | .001 | .001 | .004 | ... |
| **FAC구전의도** | ... | ... | ... | .002 |

## Indirect Effects (Group number 1 - Default model)

## Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .052 | .000 | .000 | .000 |
| **FAC구전의도** | .087 | .114 | .027 | .000 |

## Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .162 | .000 | .000 | .000 |
| **FAC구전의도** | .212 | .211 | .140 | .000 |

## Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | ... | ... | ... | ... |
| **FAC외관** | ... | ... | ... | ... |
| **FAC구매의도** | .001 | ... | ... | ... |
| **FAC구전의도** | .001 | .001 | .003 | ... |

## Standardized Indirect Effects (Group number 1 - Default model)

## Standardized Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .053 | .000 | .000 | .000 |
| **FAC구전의도** | .090 | .106 | .027 | .000 |

## Standardized Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | .000 | .000 | .000 | .000 |
| **FAC외관** | .000 | .000 | .000 | .000 |
| **FAC구매의도** | .157 | .000 | .000 | .000 |
| **FAC구전의도** | .219 | .198 | .139 | .000 |

## Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

|  | **FAC편의성** | **FAC유용성** | **FAC외관** | **FAC구매의도** |
| --- | --- | --- | --- | --- |
| **FAC유용성** | ... | ... | ... | ... |
| **FAC외관** | ... | ... | ... | ... |
| **FAC구매의도** | .001 | ... | ... | ... |
| **FAC구전의도** | .001 | .001 | .003 | ... |

## Minimization History (Default model)

| **Iteration** |  | **Negative eigenvalues** | **Condition #** | **Smallest eigenvalue** | **Diameter** | **F** | **NTries** | **Ratio** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **0** | e | 0 | 7.706 |  | 9999.000 | 107.058 | 0 | 9999.000 |
| **1** | e | 0 | 7.683 |  | .681 | 34.127 | 2 | .000 |
| **2** | e | 0 | 4.480 |  | .161 | 8.950 | 1 | 1.174 |
| **3** | e | 0 | 4.049 |  | .076 | 5.133 | 1 | 1.135 |
| **4** | e | 0 | 3.799 |  | .023 | 4.923 | 1 | 1.043 |
| **5** | e | 0 | 3.809 |  | .002 | 4.922 | 1 | 1.003 |
| **6** | e | 0 | 3.778 |  | .000 | 4.922 | 1 | 1.000 |

## Bootstrap (Default model)

## Summary of Bootstrap Iterations (Default model)

## (Default model)

| **Iterations** | **Method 0** | **Method 1** | **Method 2** |
| --- | --- | --- | --- |
| **1** | 0 | 0 | 0 |
| **2** | 0 | 0 | 0 |
| **3** | 0 | 9 | 0 |
| **4** | 0 | 422 | 0 |
| **5** | 0 | 1161 | 0 |
| **6** | 0 | 372 | 0 |
| **7** | 0 | 33 | 0 |
| **8** | 0 | 3 | 0 |
| **9** | 0 | 0 | 0 |
| **10** | 0 | 0 | 0 |
| **11** | 0 | 0 | 0 |
| **12** | 0 | 0 | 0 |
| **13** | 0 | 0 | 0 |
| **14** | 0 | 0 | 0 |
| **15** | 0 | 0 | 0 |
| **16** | 0 | 0 | 0 |
| **17** | 0 | 0 | 0 |
| **18** | 0 | 0 | 0 |
| **19** | 0 | 0 | 0 |
| **Total** | 0 | 2000 | 0 |

0 bootstrap samples were unused because of a singular covariance matrix.

0 bootstrap samples were unused because a solution was not found.

2000 usable bootstrap samples were obtained.

## Bootstrap Distributions (Default model)

## ML discrepancy (implied vs sample) (Default model)

|  |  |  |
| --- | --- | --- |
|  |  | |-------------------- |
|  | .098 | |\*\*\* |
|  | 3.010 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 5.921 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 8.832 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 11.744 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 14.655 | |\*\*\*\*\*\*\*\*\*\*\* |
|  | 17.567 | |\*\*\*\*\*\* |
| N = 2000 | 20.478 | |\*\*\*\* |
| Mean = 10.346 | 23.389 | |\*\*\* |
| S. e. = .141 | 26.301 | |\*\* |
|  | 29.212 | |\* |
|  | 32.124 | |\* |
|  | 35.035 | |\* |
|  | 37.946 | |\* |
|  | 40.858 | |\* |
|  |  | |-------------------- |

## ML discrepancy (implied vs pop) (Default model)

|  |  |  |
| --- | --- | --- |
|  |  | |-------------------- |
|  | 7.285 | |\* |
|  | 15.535 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 23.785 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 32.035 | |\*\*\*\*\*\*\*\*\* |
|  | 40.284 | |\*\*\* |
|  | 48.534 | |\* |
|  | 56.784 | |\* |
| N = 2000 | 65.034 | |\* |
| Mean = 23.661 | 73.283 | |\* |
| S. e. = .182 | 81.533 | | |
|  | 89.783 | | |
|  | 98.033 | | |
|  | 106.282 | | |
|  | 114.532 | | |
|  | 122.782 | |\* |
|  |  | |-------------------- |

## K-L overoptimism (unstabilized) (Default model)

|  |  |  |
| --- | --- | --- |
|  |  | |-------------------- |
|  | -198.434 | |\* |
|  | -159.203 | |\* |
|  | -119.973 | |\*\*\* |
|  | -80.743 | |\*\*\*\*\*\* |
|  | -41.512 | |\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | -2.282 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 36.949 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
| N = 2000 | 76.179 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
| Mean = 36.586 | 115.409 | |\*\*\*\*\*\*\*\*\*\*\* |
| S. e. = 1.741 | 154.640 | |\*\*\*\*\* |
|  | 193.870 | |\*\*\*\* |
|  | 233.101 | |\* |
|  | 272.331 | |\* |
|  | 311.561 | |\* |
|  | 350.792 | |\* |
|  |  | |-------------------- |

## K-L overoptimism (stabilized) (Default model)

|  |  |  |
| --- | --- | --- |
|  |  | |-------------------- |
|  | 4.492 | |\* |
|  | 18.271 | |\*\*\*\*\*\*\*\*\*\* |
|  | 32.050 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 45.829 | |\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 59.608 | |\*\*\*\* |
|  | 73.386 | |\*\* |
|  | 87.165 | |\* |
| N = 2000 | 100.944 | |\* |
| Mean = 36.879 | 114.723 | |\* |
| S. e. = .325 | 128.501 | | |
|  | 142.280 | | |
|  | 156.059 | | |
|  | 169.838 | | |
|  | 183.617 | | |
|  | 197.395 | |\* |
|  |  | |-------------------- |

## ML discrepancy (implied vs pop) (Default model)

|  |  |  |
| --- | --- | --- |
|  |  | |-------------------- |
|  | 7.285 | |\* |
|  | 15.535 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 23.785 | |\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* |
|  | 32.035 | |\*\*\*\*\*\*\*\*\* |
|  | 40.284 | |\*\*\* |
|  | 48.534 | |\* |
|  | 56.784 | |\* |
| N = 2000 | 65.034 | |\* |
| Mean = 23.661 | 73.283 | |\* |
| S. e. = .182 | 81.533 | | |
|  | 89.783 | | |
|  | 98.033 | | |
|  | 106.282 | | |
|  | 114.532 | | |
|  | 122.782 | |\* |
|  |  | |-------------------- |

## Model Fit Summary

## CMIN

| **Model** | **NPAR** | **CMIN** | **DF** | **P** | **CMIN/DF** |
| --- | --- | --- | --- | --- | --- |
| **Default model** | 11 | 4.922 | 4 | .295 | 1.231 |
| **Saturated model** | 15 | .000 | 0 |  |  |
| **Independence model** | 5 | 204.733 | 10 | .000 | 20.473 |

## RMR, GFI

| **Model** | **RMR** | **GFI** | **AGFI** | **PGFI** |
| --- | --- | --- | --- | --- |
| **Default model** | .026 | .994 | .978 | .265 |
| **Saturated model** | .000 | 1.000 |  |  |
| **Independence model** | .202 | .775 | .663 | .517 |

## Baseline Comparisons

| **Model** | **NFI Delta1** | **RFI rho1** | **IFI Delta2** | **TLI rho2** | **CFI** |
| --- | --- | --- | --- | --- | --- |
| **Default model** | .976 | .940 | .995 | .988 | .995 |
| **Saturated model** | 1.000 |  | 1.000 |  | 1.000 |
| **Independence model** | .000 | .000 | .000 | .000 | .000 |

## Parsimony-Adjusted Measures

| **Model** | **PRATIO** | **PNFI** | **PCFI** |
| --- | --- | --- | --- |
| **Default model** | .400 | .390 | .398 |
| **Saturated model** | .000 | .000 | .000 |
| **Independence model** | 1.000 | .000 | .000 |

## NCP

| **Model** | **NCP** | **LO 90** | **HI 90** |
| --- | --- | --- | --- |
| **Default model** | .922 | .000 | 10.878 |
| **Saturated model** | .000 | .000 | .000 |
| **Independence model** | 194.733 | 151.897 | 245.000 |

## FMIN

| **Model** | **FMIN** | **F0** | **LO 90** | **HI 90** |
| --- | --- | --- | --- | --- |
| **Default model** | .015 | .003 | .000 | .034 |
| **Saturated model** | .000 | .000 | .000 | .000 |
| **Independence model** | .632 | .601 | .469 | .756 |

## RMSEA

| **Model** | **RMSEA** | **LO 90** | **HI 90** | **PCLOSE** |
| --- | --- | --- | --- | --- |
| **Default model** | .027 | .000 | .092 | .640 |
| **Independence model** | .245 | .217 | .275 | .000 |

## AIC

| **Model** | **AIC** | **BCC** | **BIC** | **CAIC** |
| --- | --- | --- | --- | --- |
| **Default model** | 26.922 | 27.337 | 68.544 | 79.544 |
| **Saturated model** | 30.000 | 30.566 | 86.757 | 101.757 |
| **Independence model** | 214.733 | 214.921 | 233.652 | 238.652 |

## ECVI

| **Model** | **ECVI** | **LO 90** | **HI 90** | **MECVI** |
| --- | --- | --- | --- | --- |
| **Default model** | .083 | .080 | .114 | .084 |
| **Saturated model** | .093 | .093 | .093 | .094 |
| **Independence model** | .663 | .531 | .818 | .663 |

## HOELTER

| **Model** | **HOELTER .05** | **HOELTER .01** |
| --- | --- | --- |
| **Default model** | 625 | 874 |
| **Independence model** | 29 | 37 |

## Execution time summary

|  |  |
| --- | --- |
| **Minimization:** | .070 |
| **Miscellaneous:** | .436 |
| **Bootstrap:** | .862 |
| **Total:** | 1.368 |