

The Role of Consequential Values, Productivity is integrated with Brand Image, Innovative Behavior and Ethical Attitudes

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ABSTRACT

Change consumers' perception of the value of the consequences of a company in the form of services or goods, be the attention of modern management which is now experiencing a shock and an uncertain situation. The attribute value of a product will determine & become the main concern for consumers who will make them satisfied or not with productivity and will lead to the brand image of a business. Thus, a company must increase the values of quality offered which are higher than competitors which will affect the level of loyalty and brand image. However, its implementation is not as easy as its implementation, when the business situation is in trouble and the global level competition situation and old habit patterns of an organization can be changed. This shows that most organizations internally respond to marketing theory which results in consumers being loyal, loyal to the coveted brand image that is still far from what is desired. This study aims to examine how variables such as employee ethical attitudes and organizational behavior affect the value of consequences, productivity and implications for the brand image of a company located in a developing country. The findings from the analysis of the Amos and SPSS 25 structural equation models that were tested on end users consisting of 220 (two hundred and twenty) selected consumers in Eastern Indonesia proved that the application of business theory in organizational behavior, attitudes, employee ethics has an influence on the value of consequences & work productivity and its implications for brand image. This research underlies attention to the ethical behavior and attitudes of an employee that increases work performance and productivity that is attractive to consumers, perceived performance is equal to or greater than expected which is considered valuable and can provide consumer loyalty and ultimately provide a brand image for the company. This research adds new insights to the existing literature and provides implications for research and practice on the formation of consumer loyalty and loyalty and brand image in the future.

Keywords: Ethical Attitude, Innovative Behavior, Brand Image, Consequence Value, Productivity.

1.INTRODUCTION

With developments since the last decade on the study of consequence values which are attribute values in the form of product characteristics that are in the minds of and explained by consumers. Consequence value in the form of consumer subjective assessment as a consequence

of the use or utilization of the product by consumers. It is growing steadily, complicated, gradual in practical business as well as scientific studies in various countries, also in Indonesia with quite a lot of references. The study of the consequence value, productivity and brand image in consumer perception will provide such a solution. (1) This study tries to develop not only the value of service quality, but also includes other elements of marketing mix, services, such as elements of price (price), product (services), promotion, (people), sales service. Purwita & Bintoro (Purwita & Bintoro, 2019), (Beautiful, 2019), (RITONGA, PANE, & RAHMAH, 2020), Novianti, Endri, & Darlius (Novianti, Endri, & Darlius, 2018). (ii) There is a relationship between real and physical results (goods/services) with the actual input, for example productivity is a measure of product efficiency, a comparison between output and input or output-input. Inputs are often limited to labor inputs, while outputs are measured in physical units of form and value. Sumajow, Tewal, & Lumintang (Sumajow, Tewal, & Lumintang, 2018), Tikollah, Triyuwono, & Ludigdo (Tikollah, Triyuwono, & Ludigdo, 2006), Manurung (Manurung, 2020), Lubis (Lubis, 2019), Pramayani & Adnyani (Pramayani & Adnyani, 2018), (iii). Brand Image in the minds of consumers, when considering a particular brand, certain thoughts arise when it comes to choosing the product they want. In positioning the product in the minds of consumers, a supplier must strive to make its brand positive in the minds of consumers. Amirullah & Iriani (Amirullah & Iriani, 2017), Rianti (Rianti, 2017), Musapat & Armia (Musapat & Armia, 2018), Suwandi, Krisniamurti, & Tantowi (Suwandi, Krisniamurti, & Tantowi, 2019), Apsyari & Rahardjo (Apsyari & RAHARDJO, 2018), Faradisa (Faradisa, 2019), Fachry & Azhari (Fachry & Azhari, 2020), De Jong (De Jong, 2006), Zahroh & Fauzi DH (Zahroh & Fauzi DH, 2018). (iv) By understanding the innovative behavior of employees, as an individual activity that aims to introduce new and useful ideas related to processes, products or procedures. De Jong (De Jong, 2006), works right, works hard, is creative, excels and is perfect. Aslam, Riani, & Widodo (Aslam, Riani, & Widodo, 2013), Sari & Ulfa (Sari & Ulfa, 2013), LR Setiawan & Laily (LR Setiawan & Laily, 2018). (v) Ethical attitudes and innovative behavior are attitudes and behaviors that are in accordance with generally accepted social norms regarding beneficial actions and vice versa. Griffin & Ebert (Griffin & Ebert, 1998) in Maryani & Ludigdo (Maryani & Ludigdo, 2001), Tikollah et al. (Tikollah et al., 2006), HAERUDIN (2015), Andriyanto (Andriyanto, 2016).

In the application and development of consequence values, company productivity, brand image, innovative behavior and ethical attitudes, there are still weak levels of product and service subsystem development such as various attributes used by consumers in making their choices, the company's productivity level is still weak in terms of morale ability, development self as well as quality & efficiency, regarding brand image, still weak advantages desired by consumers, still weak work ethic, good at respecting and managing time, improving discipline & relating to management in general, still weak attitudes that directly support the achievement of organizational goals.

Some of the solution steps are (i). So that the management always applies the values of productivity & consequence values so that the brand image is always maintained at the consumer

level, (ii) So that the perception of the value of the consequences of consumers on the quality offered is relatively higher than competitors will affect the level of productivity and brand image. (iii) In order to increase the perception of the value of consumer consequences, so that the relationship/transaction can be greater. Palilati (Palilati, 2007). (iv) Consumer perceptions of brand image always expect to have excellence, clean image and have a strong image. Rianti (Rianti, 2017), Musapat&Armia (Musapat&Armia, 2018). (vi) The organization's management strategy continues to improve productivity indicators to achieve goals. Sumajow et al. (Sumajow et al., 2018), Rianti (Rianti, 2017). (v). In order to always strive for change and improvement of the attitudes of members of the organization to always change towards improvement. Robbins & Organizations (Robbins & Organizations, 1996), Schuler & Jackson (Schuler & Jackson, 1997).

Evaluation of several things that resulted about the importance of measures that can increase the value of consequences, company productivity, brand image, innovative behavior and ethical attitudes are (i) Something that makes the consequence value superior to consumers is a Precondition of the level of productivity and brand image for the company. Products or services that are valuable to the company's productivity and level of brand image that can provide sufficient levels, so that work productivity exceeds expectations, consumers are happy, consumer perceptions of high brand image are positive, emotional attachment to brands occurs and consumers' rational preferences are high. (ii) It is important for management to always take care of its employees so as not to lose their unique identity, because this is a uniqueness and pride and high self-esteem such as maintaining social relations skills, work quality, work habits and employee self-control. Aslam et al. (Aslam et al., 2013). (iii) In relation to the ethical attitudes of employees, especially banking service companies regarding public trust services, it is very important to pay attention to ethical attitudes such as professional responsibility, public interest, integrity, objectivity, professional competence & prudence, confidentiality and technical standards. Yusuf (YUSUF, 2001), Tikollah et al. (Tikollah et al., 2006),

Research on the importance and development of brand image, innovative behavior and ethical attitudes, value consequences, productivity in Indonesia contributes to developing business studies in the context of business independence in Indonesia. (i) The application of the theory of human resources, value consequences, productivity and ethical attitudes of employees, although it is not maximal at this time in Indonesia. (ii) Related to research which is still limited in quality and quantity when developed countries have been intensively doing it. (iii) Consequence Value, Productivity and Ethical Attitude are very important things for employees in the company. The existence of work productivity and the attribute value of a product will determine & become the main concern for consumers who will make them satisfied or not with productivity and will lead to the brand image of a business, so that the goals that have been set are achieved. This is a sign of the product value of a person having an attitude towards his work, as a change in attitude in an organization that is always changing for the better.

Thus, it will be a major concern for research and development in Indonesia. Furthermore, whether the theory of consequence value, productivity, brand image and innovative behavior &

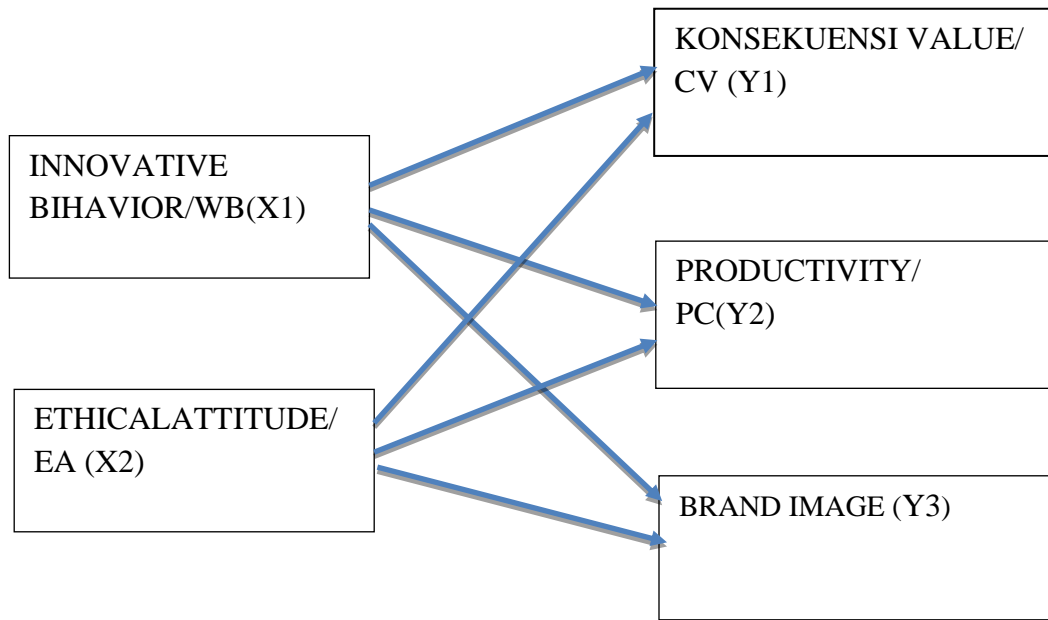
human resources and attitude theory according to the initial theory can be implemented or can follow the progress that has been achieved by more developed countries. This research is to provide one solution for how the value of consequences, productivity, brand image, innovative behavior and employee attitudes contribute positively to companies in Indonesia.


2.Methodology

The target population of this research is 220 (two hundred and twenty) respondents from customers of conventional banking companies Banjarmasin-Banjarbaru). Data were collected through questionnaires during the period April 2020 to June 2020. Using the Structural Equational Model (SEM), which requires the number of sample sizes to be five to ten times the number of observations for each Ferdinand parameter (Ferdinand, 2006). The relationship between the constructions is described in the theoretical framework. A five-point Likert-type scale (1-strongly disagree: to strongly agree) was applied throughout the questionnaire. Factor loading is used to evaluate discriminant validity where only items with factor loading exceeding 0.50 will remain in the Ferdinand model (Ferdinand, 2006).

2.2 Identification of Research Variables

Innovative behavior as an exogenous construct was measured by four dimensions: innovation behavior (WB1), opportunity exploration (WB2), idea generation (WB3), prime (WB4).application. Adapted from the work of De Jong (De Jong, 2006) and Ethical Attitudes with seven dimensions: public trust (EA1), the need for opinions & suggestions (EA2), integrity and objectivity (EA3), competence (EA4) confidentiality, (EA5), professional (EA6), technical standard, (EA7) adapted from Binnes (1969) and Golembiewski (Golembiewski, 1993) and Srinivas (Srinivas, 1995). On the other hand, the endogenous variable of Consequence Value is measured by five dimensions of interest rates & loans (CV1), financial book-entry (CV2), convenience. (CV3). Interactive marketing & relationship marketing (CV4), professionalism (CV5). adapted from Garvin (Garvin, 1987), Humphreys & Williams (Humphreys & Williams, 1996), Parasuraman, Zeithaml, & Berry (Parasuraman, Zeithaml, & Berry, 1988), Astuti (Astuti, 2002). Productivity variables are in the form of quantity and quality (PC1), increased results (PC2), increased morale (PC3), self-development (PC4), quality of real work (PC5), efficiency and effectiveness (PC6). adapted from Edy (Eddie, 2011). Brand image is the choice of consumers (BI 1), clean image (BI2) and image has a strong image (BI3) adapted from Sutisna (Sutisna, 2002).



Description:  Affects Y1, Y2, and Y3
 Figure: 1: Conceptual framework about research variables that affect Y1, Y2 and Y3

Reliability testing is used to determine the consistency of research measuring tools, so that the measuring instrument can be trusted when used more than 1 time. Test reliability and validity by calculating the results of regression weights, the AVE value has a value exceeding loading 0.5 and the CR value has 0.7, so that if it exceeds the values 0.5 and 0.7, which means that overall, all variables have met the validity and reliability. The normality test is carried out using a critical ratio value of ± 2.58 at a significance level of 0.01% Ghozali (Ghozali, 2004) and that means the assumption of normality is met and feasible for further use. Research data is said to have outliers if the values of p_1 and p_2 are less than 5% and data containing outliers will be able to affect the normality of a data.

The existence of multicollinearity and singularity can be known through the value of the covariance matrix which is really small or close to zero. The confirmatory factor analysis test for these variables shows a collision of variables with a value of 0.05 means that these variables are significant in contributing to form latent variables. Modification of the model is carried out according to software modification suggestions (modification indices), namely connecting several constructs with covariance lines so that there is a relationship between constructs. If the Good of Fit (GOF) Index as a result of the Cut Off Value of the Modified Research Model does not meet the GOF, the model must be modified so that all indices meet the specified criteria.

Hypothesis testing is done by observing the CR and Sig values of the variables studied based on the maximum likelihood estimates by looking at the regression weights table, which is said to have a significant effect if the CR variable value is 1.96 and the probability is <0.001 .

Correlation test to determine the strength and direction of the relationship between variables. Meanwhile, to find out the magnitude of the effect caused by the variable on other variables, how much is its contribution, an effect test is carried out.

For scoring the answers to the questionnaire using a Likert scale. Sugiyono (Sugiyono, 2005), the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. With the help of observing the values of CR and Sig Variables studied based on maximum likelihood estimates by looking at the regression weights, six hypotheses will be tested:

- Innovation Behavior is negatively related to Consequence Value.
- Innovation Behavior is negatively related to Productivity.
- Positive Innovation Behavior is with Brand Image.
- Ethical Attitude is negatively related to Consequence Value.
- Ethical Attitude is positively related to Productivity.
- Negative Ethical Attitude is negatively related to Brand Image.

3. RESEARCH RESULTS

3.1 Overview of Respondents

Based on the results of data collection in the field, through collecting answers obtained from 220 selected respondents, it proves the implementation. Innovation Behavior is positively related to Productivity, Innovation Behavior is positively related to Brand Image, Ethical Attitude is negatively related to Consequence Value, Ethical Attitude is positively related to Productivity and Ethical Attitude is positively related to Brand Image makes a significant and positive impact on Consequence Value, Productivity leads to Image Consumer positive brand towards modern marketing advancement.

3.2 Construct Validity and Reliability Test

Test the validity by calculating AVE and CR where AVE is 0.5, then the construct is said to be valid and the CR value is 0.7, then it is said to be reliable as the research results. According to the criteria of Guilford (Guilford, 1950) in Widodo (Widodo, 2006) that the reliability coefficient ranges from 0 to 1, the closer to 1, the more reliable the instrument is. Meanwhile, according to Nugroho (Nugroho, 2000) a variable is said to be good if it has Cronbach's Alpha value > 0.60 . in exploratory research, the reliability between 0.5-0.6 is acceptable. Nunnally (Nunnally, 1994).

3.3 Normality Test

The normality test was carried out using a critical ratio value of ± 2.58 at a significance level of 0.01% Ghozali (Ghozali, 2004). The results of the normality and linearity test showed that all indicators had a cr value not exceeding 2.58 so that the research data were met. Meanwhile, research data is said to have outliers if the values of p1 and p2 are less than 5% and data containing outliers will be able to affect the normality of a data. From the results of the outlier test on the research data, it was not found that p1 and p2 had outlier values < 0.05 . To obtain normal research data, all data containing outliers must be removed for further SEM analysis. The

results of the SEM analysis there are 9 data containing outliers because the p1 value of the data is <0.05, so it must be excluded from the next SEM analysis.

3.4 Structural Equation Modeling

An index model that still does not meet the GOP, so it is modified to meet the criteria. Modification of the model is to connect several constructs with covariance lines so that there is a relationship between constructs, so that according to the criteria for Goodness Of Fit, the following requirements are required:

From the table below displays the goodness index of fit. Post-evaluation it was found that all goodness of fit tests showed good results and that the model was in accordance with the data. Solomon, Ashmore, & Longo (Solomon, Ashmore, & Longo, 1992). Thus, according to theory and supported by facts, it means that the model is the best to explain the relationship between variables.

3.5 Hypothesis Testing

The effect test was carried out by observing the CR and Sig values of the variables studied based on the maximum likelihood estimates by looking at the regression weights table, which is said to have a significant effect if the CR value of the variable is 1.96 and the probability is < 0.000. As the following table:

Correlation test was conducted to determine the strength and direction of the relationship between variables. In this study, there were 6 relationships between variables that were correlated with each other. (Attachment). Based on the table, it can be seen that the variable relationship between Reward - quality and quality - promotion is the largest correlation compared to the relationship of other variables.

To find out the magnitude of the effect caused by the variable on other variables, a total effect test was carried out with the results according to the following table:

To determine the strength and direction of the relationship between variables, a correlation test was carried out. In this study, only 1 correlation between variables was found with the following results:

Table. Correlation Test Results

| | Estimated | Strength/Direction of Correlation |
|------------|-----------|-----------------------------------|
| WB <--> EA | 0.582 | Positive – Strong |

1) Total Effect:

To find out the magnitude of the effect caused by a variable on other variables, a total effect test is carried out with the results according to the following table:

Table. Test of Total Effects

| Variable | CV | PC | BI |
|----------|-------|-------|-------|
| WB | 0.053 | 1.804 | 0.755 |
| EA | 0.046 | 1.541 | 1.359 |

Based on the results of the total effect test above, it can be seen that the Innovation Behavior (WB) variable is the variable with the largest contribution in influencing the productivity variable (1.804) and the Ethical Attitude variable (EA) is the variable with the largest contribution in influencing the Productivity (PC) variable (1,541).

4. Discussion

(i) The Influence of Innovative Behavior Factors on Consequence Values.

From the results of research where innovative behavior factors have indicators of four dimensions: innovation behavior (WB1), opportunity exploration (WB2), idea generation (WB3), prime (WB4). 1.96 and the probability of 0.393 is greater than 0.05. This shows that the innovative behavior variable is not accepted, meaning that the consequence value is not influenced by the dimensions of the indicator variable for innovative behavior above. These results coincide with previous research. Employee innovation behavior has a negative influence on the dimensions of organizational climate. Sari &Ulfa (Sari &Ulfa, 2013). Also, the results of research by Faizaty&Rivanda (Faizaty&Rivanda, 2019) that management variables have no effect on innovative behavior. This result is not in line with previous research such as Pramayani&Adnyani (Pramayani&Adnyani, 2018), that innovative behavior has a positive effect on productivity. These results are also in line with previous research such as LR Setiawan & Laily (LR Setiawan & Laily, 2018), that innovative behavior significant effect on business success.

(ii) The Influence of Ethical Attitude Factors on Consequence Values. The influence of the ethical attitude factor which has indicators of four dimensions of seven dimensions: Ethical attitude with seven dimensions: public trust, the need for opinions & suggestions, integrity and objectivity, competence, confidentiality, professional, technical standards, has no significant effect on the consequence value with a CR value of 0.973 more small <1.96 and the probability of 0.330 is greater than 0.05. This shows that the ethical attitude variable is not accepted as true, meaning that the consequence value is not influenced by the dimensions of the ethical attitude variable indicator above. These results coincide with previous research that employee work ethics have a negative influence on the dimensions of organizational change attitudes and can also have an indirect effect, namely Islamic work ethics on job involvement (as an intervening) then to Anik &Arifuddin's organizational change attitude (Anik &Arifuddin, 2003). This is different from the results of Dewi &Sumadi's research (Dewi &Sumadi, 2020). Research that ethical sensitivity of auditors is able to strengthen the relationship between organizational ethical culture and audit quality. The results of research conducted by Handayani& Aris (Handayani& Aris, 2016), stated that the ethical sensitivity of auditors affects audit quality. The results of research conducted by Yustisianingsih, Maslichah, & Hariri (Yustisianingsih, Maslichah, &Hariri, 2020) simultaneously business has a positive effect on the ethical perception of accounting students.

(iii) The influence of innovative behavioral factors on brand image. The dimensions of the indicators are: opportunity exploration, idea generation, prime and application, which have a significant effect on brand image. This means that innovative behavior is influenced by the dimensions of the individual characteristics, in other words, changes in innovative behavior are due to expertise in these four dimensions. significant effect on brand image with a CR value of 2.263 greater than 1.96 and a probability of 0.024 greater than 0.05. This is not different from the research of Yustisianingsih et al. (Yustisianingsih et al., 2020), Kandio&Trenggana (Kandio&Trenggana, 2020), Oktavianingsih&Setyawati (Oktavianingsih&Setyawati, 2020), Research conducted by Fachry& Azhari (Fachry& Azhari, 2020) that brand image and promotion influence innovative behavior for purchasing. Zzahroh& Fauzi DH (Zahroh& Fauzi DH, 2018), it is also inversely proportional that the brand image variable has a positive effect on purchasing decisions.

(iv) The ethical attitude factor towards productivity, in terms of the ethical attitude dimension which has seven dimensions as indicators: public trust, the need for opinions & suggestions, integrity and objectivity, competence, confidentiality, professional, technical standards, has a significant effect on productivity with the CR value. 2.456 is greater than 1.96 and the probability is 0.014 is greater than 0.05. This shows that the ethical attitude variable is accepted as true, meaning that productivity is influenced by the dimensions of the ethical attitude variable indicator above. This result coincides with previous research that work ethics has an influence on the dimensions of work attitudes that have a direct effect, namely productivity. Lubis (Lubis, 2019), Manurung (Manurung, 2020), Wijayanto., Wisnu (2015), Wijayanto., Wisnu (2016), Suryani, Andari, & Taufik (Suryani, Andari, & Taufik, 2018), Novia (Novia, Dewi PC, 2016), Saleh &Utomo (Saleh &Utomo, 2018).

(v) Variables of innovative behavior on productivity. The dimensions of the indicators are: opportunity exploration, idea generation, prime and application have a significant effect on productivity, has a significant effect on productivity with a CR value of 2.437 greater than 1.96 and a probability of 0.015 greater than 0.05. This means that innovative behavior is influenced by the dimensions of the individual characteristics, in other words, changes in innovative behavior are due to expertise in these four dimensions. This is no different from research by Ariyanto& Jati (Ariyanto& Jati, 2010), Pramayani&Adnyani (Pramayani&Adnyani, 2018), Business ethics is a guideline that concentrates on moral standards regarding institutional policies and business behavior with due regard to applicable law. The result is that business ethics has a positive effect on achieving the company's vision and mission. Faizaty&Rivanda (Faizaty&Rivanda, 2019), Kandio&Trenggana (Kandio&Trenggana, 2020), Oktavianingsih&Setyawati (Oktavianingsih&Setyawati, 2020),

(vi) Factors of ethical attitude towards brand image in terms of dimensions of influence of ethical attitude factors which has indicators of seven dimensions: Ethical attitude with seven dimensions: public trust, the need for opinions & suggestions, integrity and objectivity, competence, confidentiality, professional, technical standards, has no significant effect on productivity with a CR value of 0.075 smaller <1.96 and probability 0.940 is greater than 0.05.

This shows that the ethical attitude variable is accepted as true, meaning that the brand image is not influenced by the dimensions of the ethical attitude variable indicator above. These results do not coincide with previous research that brand image has an influence on the purchase intention dimension. Brand image is also considered to have a big role in influencing attitudes to buy from consumers. This study also does not match the results of research conducted by Adenan, Ali, & Rahman (Adenan, Ali, & Rahman, 2018) which states that brand image affects purchase intention, while research conducted by RB Setiawan & Suryani (RB Setiawan & Suryani, 2015) which states that brand image has no effect on intention.

According to the research results, it can be concluded as follows:

1.(i) Innovative behavior is not influenced by the affective consequence value variable in terms of indicator dimensions which have indicators of four dimensions of four dimensions: innovation behavior, opportunity exploration, idea generation, prime. (ii) Ethical attitude is not influenced by the value of consequences in the form of having indicators of four dimensions of seven dimensions: Ethical Attitude with seven dimensions: public trust, the need for opinions & suggestions, integrity and objectivity, competence, confidentiality, professional, technical standards. (iii) Behavior Innovativeness is influenced by brand image with the indicator dimensions are: opportunity exploration, idea generation, prima and application. (iv) Ethical attitude is influenced by productivity variable with seven-dimension indicator dimensions: Ethical attitude with seven dimensions: public trust, the need for opinions & suggestions, integrity and objectivity, competence, confidentiality, professional, technical standards. (v). Innovative behavior is influenced by productivity with the dimensions of the indicators: opportunity exploration, idea generation, prime and application. (vi) Ethical attitude is not influenced by brand image variable in terms of indicator dimensions which have seven dimensions of ethical attitude: public trust, need for opinions & suggestions, integrity and objectivity, competence, confidentiality, professional, technical standards.

2. In terms of the contribution of the receipt to the development of science: An application of a good theory may not necessarily be carried out according to the original theory, for the Indonesian situation it should be adapted to local conditions and situations.

3. Submission of receipt limitations

(i) This study has several limitations. The results of the research show that from the expected company, it turns out that only one company is allowed to be the object of research for customers who are in the office location, but for customers outside the office are free to be respondents, so it is not limited to respondents who researched. Measurement of data using a questionnaire whose accuracy of the answer depends on the opinion of each & / the willingness and ability of the respondent, the company is less cooperative as the object of research in terms of researchers getting information about the data they have, so that research results cannot be published more optimally in order to improve productivity, consequential value & brand image related to the company. (ii) This research has limitations in generalizing the data, because this research is in accordance with existing variables or in accordance with existing objects. (iii) That the measurement of data using a questionnaire whose accuracy of the answer depends on the

opinion of each and the willingness and ability of the respondents, in addition to the questionnaire the use of questionnaires, the participation of respondents is rather low. If the questionnaire is combined with an interview, it will produce a higher level of answer accuracy, although this method takes a longer time.

4. Suggestions for further researchers. In this study, in order to obtain significant results, a good theory may not necessarily be applied in Indonesian conditions. For further researchers, quantitative and qualitative methods can be used to research with different variables or different locations and the instrument is not only in the form of a questionnaire, but also direct interviews with the sources, so that the results obtained are more accurate, there is no perception (view). different between respondents and researchers.

Table. Test Results Research Model

| Goodness of Fit (GOF)Index | Cut Off Value | Modified Research Model | Evaluation Model |
|----------------------------|---------------|-------------------------|------------------|
| Chi Square | Small | 67,112 | Small |
| Probability | 0.05 | 1,000 | Good |
| GFI | 0.9 | 0.987 | Good |
| AGFI | 0.9 | 0.958 | Good |
| TLI | 0.95 | 1,000 | Good |
| CFI | 0.95 | 1,000 | Good |
| RMSEA | 0.080 | 0.000 | Good |

Source: Processed from the results of the evaluation of the Goodness of Fit Criterion 2020

Based on the modified research model, the comparison of research results based on the Goodness of Fit (GOF) criteria required for the analysis of the suitability of the modified model are as follows:

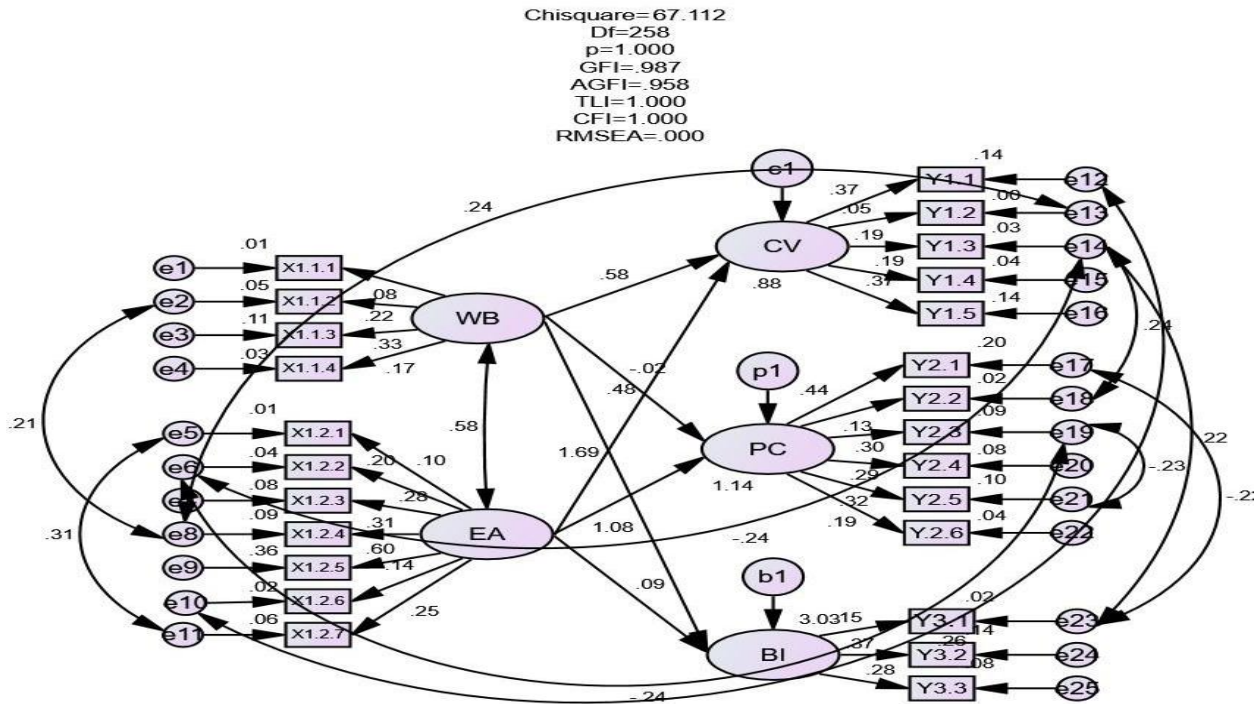
**Table. Effect Test Results
 (Regression Weights-Maximum Likelihood Estimates)**

| | | | Estimate | SE | CR | P | Conclusion |
|----|------|----|----------|-------|-------|-------|------------|
| CV | <--- | WB | 1.359 | 1.589 | 0.855 | 0.393 | Accept H0 |
| PC | <--- | WB | 0.177 | 0.073 | 2.437 | 0.015 | Reject H0 |
| BI | <--- | WB | 0.158 | 0.07 | 2.263 | 0.024 | Reject H0 |
| CV | <--- | EA | 0.755 | 0.776 | 0.973 | 0.330 | Accept H0 |
| PC | <--- | EA | 0.208 | 0.085 | 2.456 | 0.014 | Reject H0 |
| BI | <--- | EA | 0.053 | 0.703 | 0.075 | 0.940 | Accept H0 |

Note: Reject Ho: If P < 0.05 and CR value 1.96

Based on the modified research model, the comparison The results of the study based on the Goodness of Fit (GOF) criteria required for the analysis of the suitability of the modified model include the following:

Fig. Modified SEM model



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