

## THE INDIRECT EFFECT IN MULTIPLE MEDIATORS MODEL BY STRUCTURAL EQUATION MODELING

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### ABSTRACT

As mediator variable can be used to understand the impact of independent variable on dependent variable, and break down interesting causal relationships to determine the possible mechanism causing such relationships, it has become an issue of concern to the researchers. The multiple mediator variable modeling is widely used in social science research. This study proposed an analysis method under the Structural Equation Modeling (SEM) framework to use the function of Bayesian estimation in AMOS to analyze the indirect effect and total effect in the multiple-mediator model. Compared with traditional tools to test the effect of multiple mediators, the proposed methodology had advantages such as high flexibility, high efficiency and ease of use.

**Keywords:** Indirect Effects, Multiple Mediators, Structural Equation Modeling, Bayesian, AMOS.