

## APPENDIX B

### VALIDITY & RELIABILITY TEST OF RESEARCH INSTRUMENTS RESULTS

#### A. PDT

**Case Processing Summary**

	N	%
Cases Valid	35	100.0
Excluded <sup>a</sup>	0	.0
Total	35	100.0

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.798	3

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
PDT1	4.80	1.208	35
PDT2	4.94	1.136	35
PDT3	5.09	1.522	35

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14.83	10.734	3.276	3

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.943	4.800	5.086	.286	1.060	.020	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PDT1	10.03	5.911	.573	.331	.780
PDT2	9.89	5.810	.663	.463	.701
PDT3	9.74	4.079	.706	.514	.652

#### B. WSD

**Case Processing Summary**

	N	%
Cases Valid	35	100.0
Excluded <sup>a</sup>	0	.0
Total	35	100.0

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.748	5

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
WSD1	4.97	1.150	35
WSD2	5.63	1.374	35
WSD3	5.54	.950	35
WSD4	5.26	.980	35
WSD5	5.29	1.073	35

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
26.69	15.339	3.917	5

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.337	4.971	5.629	.657	1.132	.068	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WSD1	21.71	10.504	.471	.322	.711
WSD2	21.06	8.938	.550	.339	.686
WSD3	21.14	11.597	.439	.302	.721
WSD4	21.43	10.782	.559	.338	.682
WSD5	21.40	10.424	.543	.324	.684

## C. POP

**Case Processing Summary**

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
Total		35	100.0

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.764	.763	5

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
POP1	4.80	1.256	35
POP2	5.00	1.393	35
POP3	4.77	1.437	35
POP4	4.97	1.382	35
POP5	5.37	1.190	35

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
24.91	22.904	4.786	5

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.983	4.771	5.371	.600	1.126	.057	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
POP1	20.11	15.222	.623	.591	.691
POP2	19.91	15.375	.511	.642	.729
POP3	20.14	14.244	.608	.553	.693
POP4	19.94	15.408	.515	.665	.728
POP5	19.54	17.373	.415	.561	.758

**D. POS****Case Processing Summary**

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.790	5

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
POS1	5.66	.906	35
POS2	4.86	1.309	35
POS3	5.49	1.011	35
POS4	5.00	.874	35
POS5	5.23	.942	35

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
26.23	14.005	3.742	5

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.246	4.857	5.657	.800	1.165	.110	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
POS1	20.57	10.134	.529	.333	.756
POS2	21.37	7.770	.619	.390	.734
POS3	20.74	9.432	.572	.349	.742
POS4	21.23	10.358	.512	.309	.761
POS5	21.00	9.529	.617	.421	.729

#### E. ESATISFACTION

##### Reliability Statistics

###### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.928	4

a. Listwise deletion based on all variables in the procedure.

###### Item Statistics

	Mean	Std. Deviation	N
ES1	4.80	1.471	35
ES2	5.00	1.085	35
ES3	4.94	1.413	35
ES4	5.03	1.248	35

###### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.77	22.182	4.710	4

###### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.943	4.800	5.029	.229	1.048	.010	4

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ES1	14.97	12.323	.745	.601	.924
ES2	14.77	13.593	.927	.867	.869
ES3	14.83	12.146	.816	.747	.895

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ES1	14.97	12.323	.745	.601	.924
ES2	14.77	13.593	.927	.867	.869
ES3	14.83	12.146	.816	.747	.895
ES4	14.74	13.197	.819	.720	.893

#### F. ETRUST BEFORE DELETE

##### Case Processing Summary

	N	%
Cases Valid	35	100.0
Excluded <sup>a</sup>	0	.0
Total	35	100.0

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.763	.769	4

a. Listwise deletion based on all variables in the procedure.

##### Item Statistics

	Mean	Std. Deviation	N
ET1	4.83	1.124	35
ET2	4.43	1.558	35
ET3	5.34	.873	35
ET4	5.31	1.078	35

##### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.91	13.139	3.625	4

##### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.979	4.429	5.343	.914	1.206	.190	4

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ET1	15.09	6.845	.855	.762	.546
ET2	15.49	6.316	.561	.568	.743
ET3	14.57	10.782	.279	.164	.824
ET4	14.60	7.953	.661	.585	.660

#### ET AFTER DELETE

##### Case Processing Summary

### Reliability Statistics

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.846	3

a. Listwise deletion based on all variables in the procedure.

### Item Statistics

	Mean	Std. Deviation	N
ET1	4.83	1.124	35
ET2	4.43	1.558	35
ET4	5.31	1.078	35

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.57	10.782	3.284	3

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.857	4.429	5.314	.886	1.200	.197	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
ET1	9.74	5.138	.859	.751	.602
ET2	10.14	4.244	.640	.553	.856
ET4	9.26	6.255	.623	.578	.819

## G. ELOYALTY

### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.907	4

a. Listwise deletion based on all variables in the procedure.

### Item Statistics

	Mean	Std. Deviation	N
EL1	5.40	1.288	35
EL2	5.14	1.141	35

### Scale Statistics

EL3	5.17	1.272	35	Mean	Variance	Std. Deviation	N of Items
EL4	4.97	1.224		20.69	18.928	4.351	4

### Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.171	4.971	5.400	.429	1.086	.031	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EL1	15.29	10.798	.764	.691	.886
EL2	15.54	11.079	.862	.768	.854
EL3	15.51	11.316	.701	.555	.909
EL4	15.71	10.739	.834	.699	.861

## ALL

### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.917	29

a. Listwise deletion based on all variables in the procedure.

### Item Statistics

	Mean	Std. Deviation	N
EL1	5.40	1.288	35
EL2	5.14	1.141	35
EL3	5.17	1.272	35
EL4	4.97	1.224	35
ET1	4.83	1.124	35
ET2	4.43	1.558	35
ET4	5.31	1.078	35
ES1	4.80	1.471	35
ES2	5.00	1.085	35
ES3	4.94	1.413	35
ES4	5.03	1.248	35
POS1	5.66	.906	35

POS2	4.86	1.309	35
POS3	5.49	1.011	35
POS4	5.00	.874	35
POS5	5.23	.942	35
POP1	4.80	1.256	35
POP2	5.00	1.393	35
POP3	4.77	1.437	35
POP4	4.97	1.382	35
POP5	5.37	1.190	35
WSD1	4.97	1.150	35
WSD2	5.63	1.374	35
WSD3	5.54	.950	35
WSD4	5.26	.980	35
WSD5	5.29	1.073	35
PDT1	4.80	1.208	35
PDT2	4.94	1.136	35
PDT3	5.09	1.522	35

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.093	4.429	5.657	1.229	1.277	.083	29

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EL1	142.29	353.739	.538	.	.915
EL2	142.54	354.491	.597	.	.914
EL3	142.51	348.728	.655	.	.913
EL4	142.71	352.445	.598	.	.914
ET1	142.86	357.538	.533	.	.915
ET2	143.26	350.432	.490	.	.916
ET4	142.37	364.064	.394	.	.917
ES1	142.89	344.516	.637	.	.913
ES2	142.69	355.163	.614	.	.914
ES3	142.74	350.903	.539	.	.915
ES4	142.66	347.703	.692	.	.913
POS1	142.03	369.852	.310	.	.918
POS2	142.83	356.205	.476	.	.916
POS3	142.20	365.047	.398	.	.917
POS4	142.69	373.339	.218	.	.919

POS5	142.46	370.961	.265	.	.919
POP1	142.89	349.634	.644	.	.913
POP2	142.69	348.222	.602	.	.914
POP3	142.91	356.728	.418	.	.917
POP4	142.71	361.151	.350	.	.918
POP5	142.31	359.045	.465	.	.916
WSD1	142.71	357.798	.513	.	.916
WSD2	142.06	346.291	.651	.	.913
WSD3	142.14	372.891	.209	.	.919
WSD4	142.43	361.429	.511	.	.916
WSD5	142.40	360.894	.476	.	.916
PDT1	142.89	349.516	.675	.	.913
PDT2	142.74	353.726	.619	.	.914
PDT3	142.60	350.129	.509	.	.916

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
147.69	381.457	19.531	29

#### ALL

##### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.917	29

##### Item Statistics

	Mean	Std. Deviation	N
EL1	5.40	1.288	35
EL2	5.14	1.141	35
EL3	5.17	1.272	35
EL4	4.97	1.224	35
ET1	4.83	1.124	35
ET2	4.43	1.558	35
ET4	5.31	1.078	35
ES1	4.80	1.471	35
ES2	5.00	1.085	35
ES3	4.94	1.413	35
ES4	5.03	1.248	35
POS1	5.66	.906	35

POS2	4.86	1.309	35
POS3	5.49	1.011	35
POS4	5.00	.874	35
POS5	5.23	.942	35
POP1	4.80	1.256	35
POP2	5.00	1.393	35
POP3	4.77	1.437	35
POP4	4.97	1.382	35
POP5	5.37	1.190	35
WSD1	4.97	1.150	35
WSD2	5.63	1.374	35
WSD3	5.54	.950	35
WSD4	5.26	.980	35
WSD5	5.29	1.073	35
PDT1	4.80	1.208	35
PDT2	4.94	1.136	35
PDT3	5.09	1.522	35

**Summary Item Statistics**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.093	4.429	5.657	1.229	1.277	.083	29

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EL1	142.29	353.739	.538	.	.915
EL2	142.54	354.491	.597	.	.914
EL3	142.51	348.728	.655	.	.913
EL4	142.71	352.445	.598	.	.914
ET1	142.86	357.538	.533	.	.915
ET2	143.26	350.432	.490	.	.916
ET4	142.37	364.064	.394	.	.917
ES1	142.89	344.516	.637	.	.913
ES2	142.69	355.163	.614	.	.914
ES3	142.74	350.903	.539	.	.915
ES4	142.66	347.703	.692	.	.913
POS1	142.03	369.852	.310	.	.918
POS2	142.83	356.205	.476	.	.916
POS3	142.20	365.047	.398	.	.917
POS4	142.69	373.339	.218	.	.919
POS5	142.46	370.961	.265	.	.919
POP1	142.89	349.634	.644	.	.913
POP2	142.69	348.222	.602	.	.914

POP3	142.91	356.728	.418	.	.917
POP4	142.71	361.151	.350	.	.918
POP5	142.31	359.045	.465	.	.916
WSD1	142.71	357.798	.513	.	.916
WSD2	142.06	346.291	.651	.	.913
WSD3	142.14	372.891	.209	.	.919
WSD4	142.43	361.429	.511	.	.916
WSD5	142.40	360.894	.476	.	.916
PDT1	142.89	349.516	.675	.	.913
PDT2	142.74	353.726	.619	.	.914
PDT3	142.60	350.129	.509	.	.916

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
147.69	381.457	19.531	29