

**APPENDIX A**  
**EXAMINING STUDENTS' PERCEPTION OF E-SERVICE QUALITY IN**  
**GO-FOOD SERVICE**

Responden yang terhormat,

Perkenalkan, nama saya Helmy Ilham Nugraha. Saya adalah mahasiswa S1 Jurusan Manajemen, Fakultas Ekonomi, Universitas Islam Indonesia angkatan 2014. Di sini saya akan melakukan penelitian dengan judul "Examining students' perception of e-service quality in Go-food service" untuk menyelesaikan tugas akhir dalam studi saya di Universitas Islam Indonesia.

Di sini saya memohon kesediaan anda semua untuk mengisi kuesioner ini dengan lengkap dan sejujur-jujurnya. Segala bentuk informasi pribadi yang anda isi dalam kuesioner ini akan terjaga dengan baik kerahasiaannya dan tidak akan digunakan dalam kepentingan lain di luar penelitian ini. Atas kesediaan anda semua untuk dapat berpartisipasi dalam penelitian ini, saya ucapkan terima kasih.

Hormat saya,

Helmy Ilham Nugraha

**Section A: Personal Data**

1. Nama / Inisial:
2. Jenis Kelamin:
  - Laki-laki
  - Perempuan
3. Umur:
  - a. 18-21
  - b. 22-24
  - c. >25
4. Penghasilan (uang saku mahasiswa) per bulan \*
  - a. < Rp 1000.000
  - b. Rp 1.000.000 - Rp 2.000.000

- c. Rp 2.000.000 - Rp 3.000.000
  - d. Rp 3.000.000 - Rp 4.000.000
  - e. > Rp 4.000.000
  - f. Other:
5. Tingkat penggunaan aplikasi Go-Jek dalam seminggu \*
- a. Kurang dari 3 kali dalam seminggu
  - b. 3 - 5 kali dalam seminggu
  - c. Lebih dari 5 kali dalam seminggu
6. Apakah anda pernah membeli makanan dengan fitur Go-food di aplikasi Go-jek? \*
- a. Pernah
  - b. Tidak

Keterangan:

Jawablah pertanyaan di bawah ini sesuai pendapat anda yang sebenarnya dengan memberikan tanda pada kolom yang sesuai. Keterangan:

SS = Sangat setuju  
 S = Setuju  
 CS = Cukup setuju  
 CTS = Cukup tidak setuju  
 TS = Tidak setuju  
 STS = Sangat tidak setuju

**Section B: Website Design**

Kode	Pernyataan	Sangat tidak setuju	Sangat setuju
WD1	Fitur Go-food dalam aplikasi Go-jek mempunyai desain yang menarik	1	2 3 4 5 6
WD2	Fitur Go-food mempunyai pilihan produk yang menarik	1	2 3 4 5 6
WD3	Fitur Go-food tidak sulit untuk diakses dan tidak menyita banyak waktu	1	2 3 4 5 6

WD4	Fitur Go-food dapat diakses dengan cepat dan mudah sampai transaksi selesai	1 2 3 4 5 6
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**Section B: Reliability**

Kode	Pernyataan	Sangat tidak setuju	Sangat setuju
R1	Anda benar - benar mendapatkan produk yang anda pesan	1 2 3 4 5 6	
R2	Produk yang sampai kepada anda sama seperti yang di presentasikan di fitur Go-food	1 2 3 4 5 6	
R3	Produk sampai tepat waktu sesuai dengan yang dijanjikan	1 2 3 4 5 6	

**Section B: Trust**

Kode	Pernyataan	Sangat tidak setuju	Sangat setuju
T1	Saya percaya bahwa fitur Go-food ini jujur memberikan informasi yang benar	1 2 3 4 5 6	
T2	Saya percaya fitur Go-food ini membuat rekomendasi kepada konsumen atas dasar keuntungan bersama	1 2 3 4 5 6	
T3	Saya percaya bahwa fitur Go-food ini tidak akan mengambil tindakan yang merugikan konsumen	1 2 3 4 5 6	

**Section C: Customer satisfaction**

<b>Kode</b>	<b>Pernyataan</b>	<b>Sangat tidak setuju</b>	<b>Sangat setuju</b>
CS1	Saya merasa puas dengan proses transaksi di fitur Go-food dalam aplikasi Go-jek	1 2 3 4 5 6	
CS2	Saya merasa puas dengan layanan di fitur Go-food dalam aplikasi Go-jek	1 2 3 4 5 6	

**Section D: Customer loyalty**

<b>Kode</b>	<b>Pernyataan</b>	<b>Sangat tidak setuju</b>	<b>Sangat setuju</b>
CL1	Saya akan mempromosikan fitur Go-food ke teman-teman dekat saya	1 2 3 4 5 6	
CL2	Dalam berpikir tentang memesan makanan online, pertama kali yang dibenak saya adalah fitur Go-food dalam aplikasi Go-jek	1 2 3 4 5 6	
CL3	Saya tidak dapat mempertimbangkan aplikasi dalam memesan makanan online selain Go-food	1 2 3 4 5 6	
CL4	Dalam waktu mendatang, saya akan sering memesan dengan menggunakan fitur Go-food dalam aplikasi Go-jek	1 2 3 4 5 6	

## APPENDIX B

### VALIDITY AND RELIABILITY TEST OF RESEARCH INSTRUMENTS RESULTS

#### A. Website Design

##### Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	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
.847	.847	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
WD1	14.830	5.025	.643	.459	.822
WD2	14.707	4.937	.679	.493	.807
WD3	14.523	4.725	.709	.567	.794
WD4	14.510	4.699	.703	.563	.797

## B. Reliability

### Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	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
.733	.733	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
R1	9.097	2.369	.549	.315	.657
R2	9.573	2.011	.612	.377	.578
R3	9.657	2.367	.514	.269	.696

**C. Trust**

**Case Processing Summary**

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	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
.826	.826	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
T1	9.277	2.709	.673	.460	.769
T2	9.430	2.607	.714	.510	.729
T3	9.453	2.643	.662	.442	.781

### D. Customer Satisfaction

#### Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	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
.835	.835	2

#### 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
CS1	4.943	.602	.717	.514	.
CS2	4.900	.559	.717	.514	.



### E. Customer Loyalty

#### Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded <sup>a</sup>	0	.0
	Total	300	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
.798	.799	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
CL1	14.083	6.070	.587	.370	.759
CL2	13.447	5.786	.581	.340	.763
CL3	13.947	5.669	.611	.392	.748
CL4	13.913	5.705	.667	.461	.720

## APENDIX C

### TABLE OF RESPONDENTS CHARACTERISTICS AND CLASSIFICATION

#### A. Respondents Classification Based on Gender

NO	Gender	Frequency	Percentage
1	Male	129	42,9%
2	Female	171	57.1%
Total		300	100%

#### B. Respondents Classification Based on Age

NO	Age	Frequency	Percentage
1	18-21	161	53,8%
2	22-24	13	4,3%
3	>25	126	41,9%
Total		300	100,0%

#### C. Respondents Classification Based on Allowance

NO	Income/Allowance	Frequency	Percentage
1	Less than Rp1.000.000	74	24,67%
2	Rp1000.001-Rp2.000.000	152	50,67%
3	RP2.000.001-Rp3.000.000	43	14,33%
4	Rp3.000.001-Rp4.000.000	13	4,33%
5	More than Rp4.000.000	18	6,00%
Total		300	100,0%

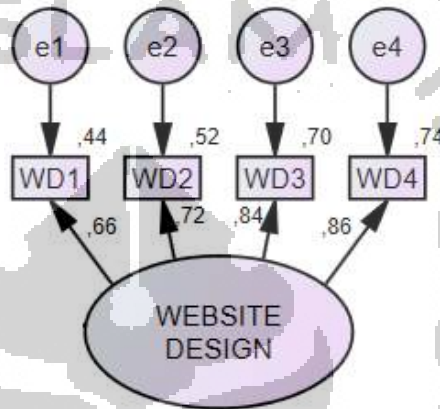
#### D. Respondents Classification Based on Occupation

NO	Occupation	Frequency	Percentage
1	Student/University Student	300	100
Total		300	100,0%

## APPENDIX D

### THE RESULT OF INDICATOR IDENTIFICATION

#### A. Website Design



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

	Estimate	S.E.	C.R.	P	Label
WD1 <--- WEBSITE_DESIGN	,116	,103	1,125	,261	par_12
WD2 <--- WEBSITE_DESIGN	,429	,090	4,784	***	par_14
WD3 <--- WEBSITE_DESIGN	,350	,093	3,763	***	par_15
WD4 <--- WEBSITE_DESIGN	,840	,093	9,007	***	par_13

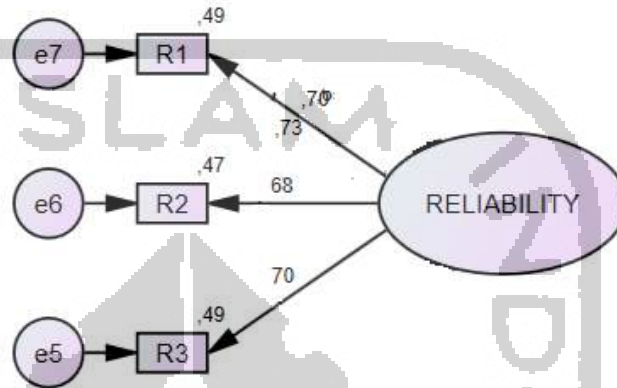
#### Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
WD1 <--- WEBSITE_DESIGN	,663
WD2 <--- WEBSITE_DESIGN	,718
WD3 <--- WEBSITE_DESIGN	,839
WD4 <--- WEBSITE_DESIGN	,861

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

	Estimate	S.E.	C.R.	P	Label
WEBSITE_DESIGN	,361	,059	6,088	***	par_19
e1	,462	,043	10,755	***	par_24
e2	,379	,037	10,218	***	par_25
e3	,265	,031	8,460	***	par_26
e4	,216	,028	7,601	***	par_27

## B. Reliability



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

	Estimate	S.E.	C.R.	P	Label
R3 <--- RELIABILITY	1,000				
R2 <--- RELIABILITY	,989	,102	9,717	***	par_4
R1 <--- RELIABILITY	,916	,100	9,205	***	par_5

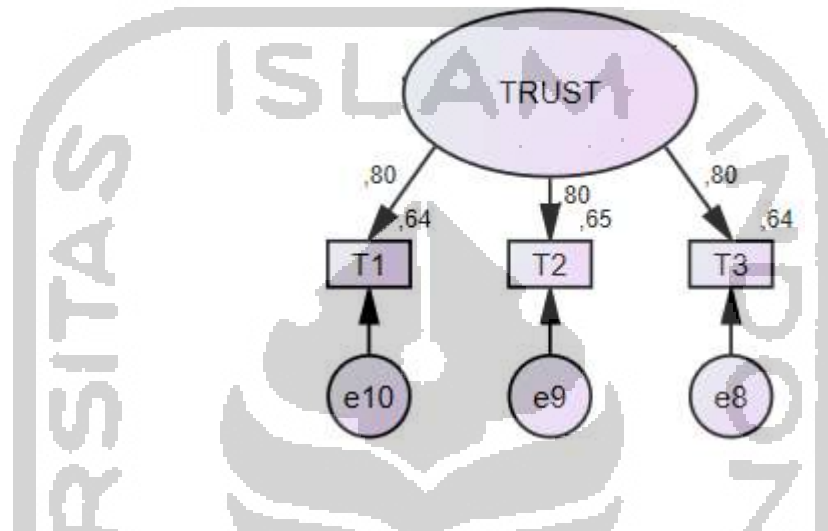
### Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
R3 <--- RELIABILITY	,698
R2 <--- RELIABILITY	,683
R1 <--- RELIABILITY	,698

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

	Estimate	S.E.	C.R.	P	Label
RELIABILITY	,481	,079	6,117	***	par_20
e5	,505	,056	9,084	***	par_28
e6	,539	,059	9,121	***	par_29
e7	,424	,047	8,969	***	par_30

### C. Trust



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

	Estimate	S.E.	C.R.	P	Label
T3 <--- TRUST	1,000				
T2 <--- TRUST	1,003	,068	14,805	***	par_6
T1 <--- TRUST	,973	,067	14,501	***	par_7

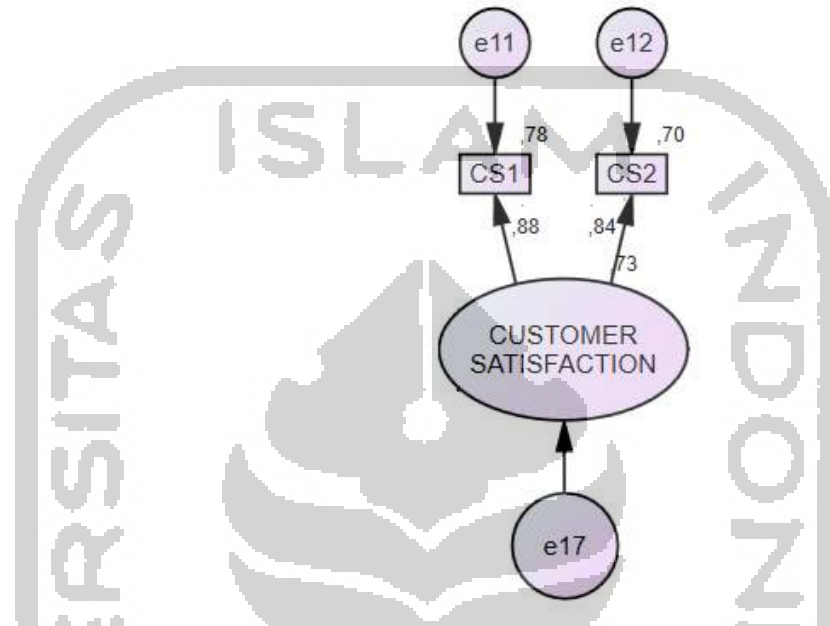
#### Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
T3 <--- TRUST	,803
T2 <--- TRUST	,804
T1 <--- TRUST	,799

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

	Estimate	S.E.	C.R.	P	Label
TRUST	,652	,082	7,988	***	par_21
e8	,359	,039	9,123	***	par_31
e9	,358	,039	9,107	***	par_32
e10	,349	,038	9,246	***	par_33

**D. Customer Satisfaction**



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

	Estimate	S.E.	C.R.	P	Label
CS1 <-- CUSTOMER_SATISFACTION	1,000				
CS2 <-- CUSTOMER_SATISFACTION	1,015	,057	17,814	**	par_8

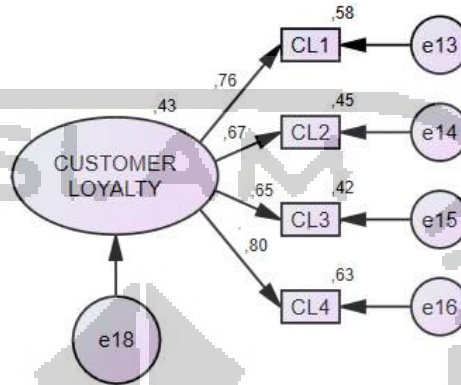
**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
CS1 <--- CUSTOMER_SATISFACTION	,881
CS2 <--- CUSTOMER_SATISFACTION	,837

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

	Estimate	S.E.	C.R.	P	Label
e11	,137	,020	6,802	***	par_34
e12	,209	,025	8,512	***	par_35

## E. Customer Loyalty



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

		Estimate	S.E.	C.R.	P	Label
CL1	<--- CUSTOMER_LOYALTY	1,000				
CL2	<--- CUSTOMER_LOYALTY	,930	,087	10,684	***	par_9
CL3	<--- CUSTOMER_LOYALTY	,940	,095	9,905	***	par_10
CL4	<--- CUSTOMER_LOYALTY	1,120	,090	12,514	***	par_11

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

	Estimate
CL1 <--- CUSTOMER_LOYALTY	,759
CL2 <--- CUSTOMER_LOYALTY	,672
CL3 <--- CUSTOMER_LOYALTY	,650
CL4 <--- CUSTOMER_LOYALTY	,796

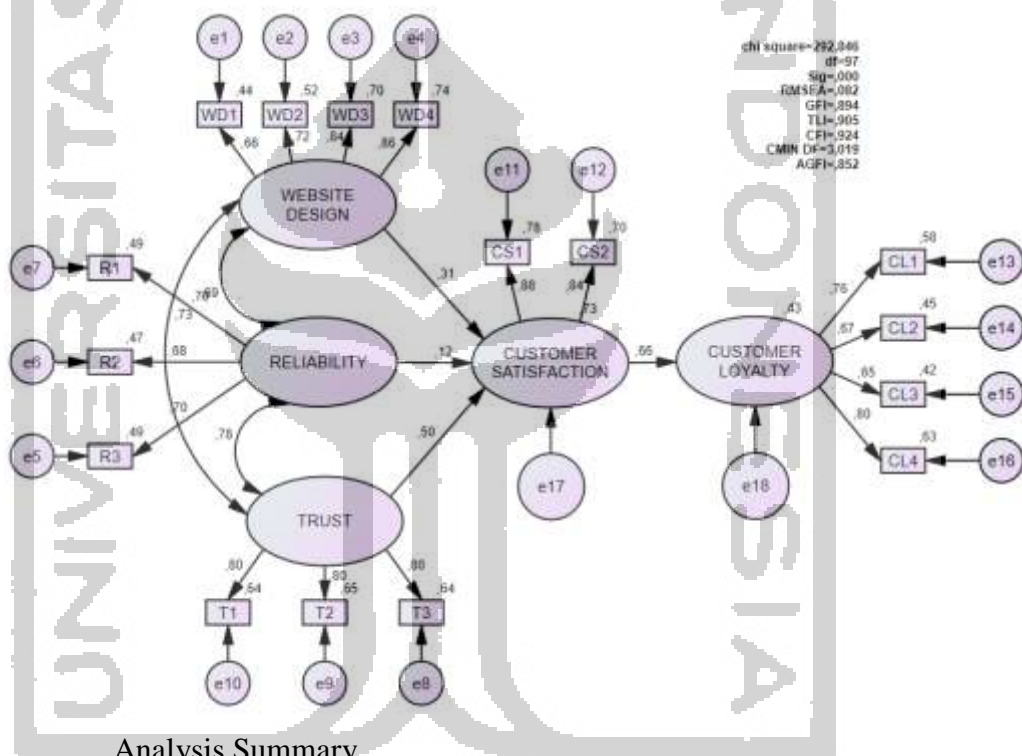
### Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
e13	,570	,065	8,776	***	par_36
e14	,814	,080	10,119	***	par_37
e15	,936	,091	10,290	***	par_38

	Estimate	S.E.	C.R.	P	Label
e16	,564	,071	7,889	***	par_39

APENDIX F

FINAL STRUCTURAL EQUATION MODEL FULL (AMOS)



Analysis Summary  
Date and Time

Date: 04 January 2019

Time: 20:41:12

Title

300 respondents: 04 January 2019 20:41

**Notes for Group (Group number 1)**

The model is recursive.

Sample size = 300



**Parameter Summary (Group number 1)**

	Weights	Covariance	Variances	Means	Intercepts	Total
Fixed	23	0	0	0	0	23
Labeled	0	0	0	0	0	0
Unlabeled	15	3	21	0	0	39
Total	38	3	21	0	0	62

**Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
CL4	1,000	6,000	-,411	-2,908	-,345	-1,219
CL3	1,000	6,000	-,534	-3,773	-,348	-1,230
CL2	1,000	6,000	-1,214	-8,587	1,040	3,678
CL1	1,000	6,000	-,530	-3,746	,184	,649
CS2	2,000	6,000	-,680	-4,805	,777	2,747
CS1	2,000	6,000	-,505	-3,571	,473	1,673
T1	1,000	6,000	-,701	-4,954	,434	1,533
T2	1,000	6,000	-,608	-4,301	,278	,984
T3	1,000	6,000	-,417	-2,949	-,188	-,663
R1	1,000	6,000	-1,041	-7,360	1,545	5,461
R2	2,000	6,000	-,298	-2,107	-,406	-1,437
R3	1,000	6,000	-,477	-3,372	,637	2,253
WD4	2,000	6,000	-,882	-6,239	,577	2,039
WD3	2,000	6,000	-,837	-5,916	,398	1,408
WD2	2,000	6,000	-,566	-4,005	,102	,360
WD1	2,000	6,000	-,417	-2,946	-,013	-,045
Multivariate					83,388	30,090

**Observations farthest from the centroid (Mahalanobis distance) (Group number 1)**

Observation number	Mahalanobis d-squared	p1	p2
117	59,886	,000	,000
245	57,850	,000	,000
213	52,111	,000	,000
163	51,461	,000	,000
241	48,996	,000	,000
141	48,485	,000	,000
159	46,973	,000	,000
184	46,321	,000	,000
126	45,931	,000	,000
91	45,728	,000	,000

Observation number	Mahalanobis d-squared	p1	p2
144	45,100	,000	,000
177	44,300	,000	,000
224	43,235	,000	,000
229	42,940	,000	,000
137	41,366	,000	,000
65	40,440	,001	,000
18	38,344	,001	,000
101	36,364	,003	,000
151	34,930	,004	,000
70	34,274	,005	,000
125	34,200	,005	,000
36	33,810	,006	,000
231	32,747	,008	,000
8	31,935	,010	,000
128	31,796	,011	,000
208	31,540	,011	,000
237	31,105	,013	,000
210	30,708	,015	,000
197	30,596	,015	,000
176	30,348	,016	,000
250	29,726	,019	,000
24	29,113	,023	,000
15	28,721	,026	,000
7	27,735	,034	,000
116	27,703	,034	,000
94	26,882	,043	,000
171	26,877	,043	,000
180	26,656	,045	,000
82	26,603	,046	,000
96	26,537	,047	,000
66	26,477	,048	,000
276	26,396	,049	,000
259	26,042	,053	,000
71	25,841	,056	,000
156	25,032	,069	,000
11	25,020	,069	,000
132	24,946	,071	,000

Observation number	Mahalanobis d-squared	p1	p2
254	24,841	,073	,000
51	24,650	,076	,000
189	24,627	,077	,000
185	24,196	,085	,000
27	24,041	,089	,000
300	24,031	,089	,000
67	23,969	,090	,000
118	23,665	,097	,000
236	23,645	,098	,000
225	23,618	,098	,000
135	23,384	,104	,000
147	23,266	,107	,000
174	22,668	,123	,000
97	22,659	,123	,000
140	22,255	,135	,000
182	22,093	,140	,001
274	22,040	,142	,001
261	22,013	,143	,000
136	21,953	,145	,000
112	21,931	,145	,000
204	21,697	,153	,001
227	21,683	,154	,000
172	21,438	,162	,001
103	21,207	,171	,002
33	21,158	,173	,002
289	21,156	,173	,001
282	20,883	,183	,004
108	20,846	,185	,003
179	20,642	,193	,006
105	20,627	,193	,004
275	20,579	,195	,004
17	20,307	,207	,011
248	19,984	,221	,035
175	19,974	,221	,027
87	19,939	,223	,023
195	19,764	,231	,037
9	19,681	,235	,040

Observation number	Mahalanobis d-squared	p1	p2
205	19,574	,240	,048
192	19,511	,243	,047
196	19,296	,254	,085
249	18,924	,273	,228
134	18,872	,275	,222
165	18,591	,290	,378
247	18,267	,308	,598
232	18,240	,310	,572
271	18,205	,312	,552
209	17,935	,328	,721
104	17,911	,329	,697
223	17,877	,331	,680
58	17,854	,332	,653
240	17,797	,336	,653
43	17,731	,340	,661
64	17,730	,340	,616

**Sample Covariances (Group number 1)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 4	1, 53 7															
C L 3	,9 06	1, 62 2														
C L 2	,7 48	,7 62	1, 48 5													
C L 1	,8 96	,6 04	,7 18	1, 34 6												
C S2	,4 30	,3 21	,3 78	,4 79	,6 9 7											
C S1	,3 44	,3 16	,3 73	,3 90	,4 9 3	,6 1 1										

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
T 1	,4 07	,3 83	,4 00	,4 76	,4 3 9	,4 3 8	,9 6 6									
T 2	,3 94	,3 61	,3 72	,4 52	,4 3 2	,4 3 9	,6 3 8	1, 01 5								
T 3	,5 05	,4 23	,4 57	,5 19	,4 5 1	,4 8 0	,6 2 1	,6 65 1	1, 01 1							
R 1	,2 96	,3 46	,5 20	,3 84	,3 6 3	,3 5 7	,3 8 3	,3 88 58		,8 2 8						
R 2	,3 02	,3 79	,2 91	,4 11	,2 5 8	,2 4 3	,4 2 2	,4 32 31		,4 8 3	1, 00 9					
R 3	,4 40	,3 75	,3 21	,3 98	,3 3 7	,3 6 1	,4 7 6	,4 72 93		,3 6 4	,5 14 6	,9 8 6				
W D 4	,4 44	,3 14	,4 54	,4 48	,3 9 4	,4 3 1	,4 2 6	,4 54 54		,3 9 0	,3 08 9	,4 1 9	,8 37			
W D 3	,4 01	,3 39	,4 11	,4 03	,3 8 1	,3 8 4	,4 6 0	,4 68 11		,3 8 5	,3 29 3	,6 1 3	,8 67 96			
W D 2	,3 53	,2 51	,3 40	,4 04	,3 2 9	,3 5 2	,4 1 8	,4 11 08		,3 0 2	,3 10 5	,4 55	,4 81	,7 83		
W D 1	,3 68	,2 45	,2 82	,3 68	,2 9 9	,3 2 0	,3 9 3	,3 52 49		,2 8 9	,2 65 7	,4 30	,4 39	,5 18	,8 23	

Condition number = 55,487

**Eigenvalues**

7,420 1,908 1,050 ,929 ,821 ,792 ,571 ,542 ,481 ,411 ,362 ,327 ,283 ,243 ,178 ,134

Determinant of sample covariance matrix = ,000

**Sample Correlations (Group number 1)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 4	1, 00 0															
C L 3	,5 74	1, 00 0														
C L 2	,4 95	,4 91	1, 00 0													
C L 1	,6 23	,4 09	,5 08	1, 00 0												
C S 2	,4 15	,3 02	,3 71	,4 95	1, 00 0											
C S 1	,3 55	,3 17	,3 92	,4 30	,7 55	1, 00 0										
T 1	,3 34	,3 06	,3 34	,4 17	,5 35	,5 70	1, 00 0									
T 2	,3 16	,2 81	,3 03	,3 87	,5 14	,5 57	,6 45	1, 00 0								
T 3	,4 05	,3 30	,3 73	,4 45	,5 37	,6 11	,6 29	,6 56	1, 00 0							
R 1	,2 62	,2 99	,4 69	,3 64	,4 78	,5 02	,4 29	,4 23	,3 92	1, 00 0						
R 2	,2 43	,2 96	,2 38	,3 52	,3 07	,3 10	,4 28	,4 27	,3 27	,5 29	1, 00 0					
R 3	,3 58	,2 97	,2 65	,3 45	,4 06	,4 65	,4 88	,4 72	,4 94	,4 03	,5 15	1, 00 0				

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
W D 4	,3 92	,2 69	,4 07	,4 22	,5 16	,6 03	,4 74	,4 93	,4 94	,4 68	,3 35	,4 61	1, 00 0			
W D 3	,3 42	,2 82	,3 57	,3 67	,4 82	,5 19	,4 94	,4 91	,4 32	,4 47	,3 47	,3 33	,7 70	1, 00 0		
W D 2	,3 22	,2 22	,3 15	,3 94	,4 45	,5 09	,4 81	,4 62	,4 59	,3 75	,3 49	,3 47	,5 63	,5 74	1, 00 0	
W D 1	,3 27	,2 12	,2 55	,3 50	,3 95	,4 51	,4 41	,3 85	,4 92	,3 50	,2 91	,3 30	,5 19	,5 12	,6 45	1, 00 0

Condition number = 40,881

### Eigenvalues

7,425 1,453 1,088 ,915 ,806 ,622 ,611 ,544 ,507 ,391 ,362 ,318 ,283 ,271 ,224 ,182

### Computation of degrees of freedom (Default model)

Number of distinct sample moments:	136
Number of distinct parameters to be estimated:	39
Degrees of freedom (136 - 39):	97

### Result (Default model)

Minimum was achieved

Chi-square = 292,846

Degrees of freedom = 97

Probability level = ,000

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

		Estimate	S.E.	C.R.	P	Label	
CUSTOMER_SATISF ACTION	<-- -	RELIABILITY	,116	,103	1,125	,261	par_ 12
CUSTOMER_SATISF ACTION	<-- -	TRUST	,429	,090	4,784	** *	par_ 14

		Estimate	S.E.	C.R.	P	Label
CUSTOMER_SATISFACTION	<-- WEBSITE_DESIGN	,350	,093	3,763	**	par_15
CUSTOMER_LOYALTY	<-- CUSTOMER_SATISFACTION	,840	,093	9,007	**	par_13
WD1	<-- WEBSITE_DESIGN	1,000				
WD2	<-- WEBSITE_DESIGN	1,057	,095	11,123	**	par_1
WD3	<-- WEBSITE_DESIGN	1,322	,112	11,785	**	par_2
WD4	<-- WEBSITE_DESIGN	1,311	,110	11,887	**	par_3
R3	<-- RELIABILITY	1,000				
R2	<-- RELIABILITY	,989	,102	9,717	**	par_4
R1	<-- RELIABILITY	,916	,100	9,205	**	par_5
T3	<-- TRUST	1,000				
T2	<-- TRUST	1,003	,068	14,805	**	par_6
T1	<-- TRUST	,973	,067	14,501	**	par_7
CS1	<-- CUSTOMER_SATISFACTION	1,000				
CS2	<-- CUSTOMER_SATISFACTION	1,015	,057	17,814	**	par_8
CL1	<-- CUSTOMER_LOYALTY	1,000				
CL2	<-- CUSTOMER_LOYALTY	,930	,087	10,684	**	par_9
CL3	<-- CUSTOMER_LOYALTY	,940	,095	9,905	**	par_10
CL4	<-- CUSTOMER_LOYALTY	1,120	,090	12,514	**	par_11



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

		Estimate
CUSTOMER_SATISFACTION	<--- RELIABILITY	,117
CUSTOMER_SATISFACTION	<--- TRUST	,503
CUSTOMER_SATISFACTION	<--- WEBSITE_DESIGN	,306
CUSTOMER_LOYALTY	<--- CUSTOMER_SATISFACTION	,656
WD1	<--- WEBSITE_DESIGN	,663
WD2	<--- WEBSITE_DESIGN	,718
WD3	<--- WEBSITE_DESIGN	,839
WD4	<--- WEBSITE_DESIGN	,861
R3	<--- RELIABILITY	,698
R2	<--- RELIABILITY	,683
R1	<--- RELIABILITY	,698
T3	<--- TRUST	,803
T2	<--- TRUST	,804
T1	<--- TRUST	,799
CS1	<--- CUSTOMER_SATISFACTION	,881
CS2	<--- CUSTOMER_SATISFACTION	,837
CL1	<--- CUSTOMER_LOYALTY	,759
CL2	<--- CUSTOMER_LOYALTY	,672
CL3	<--- CUSTOMER_LOYALTY	,650
CL4	<--- CUSTOMER_LOYALTY	,796

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

		Estimate	S.E.	C.R.	P	Label
WEBSITE_DESIGN	<--> RELIABILITY	,287	,043	6,643	***	par_16
RELIABILITY	<--> TRUST	,435	,059	7,404	***	par_17
WEBSITE_DESIGN	<--> TRUST	,356	,048	7,376	***	par_18

**Correlations: (Group number 1 - Default model)**

		Estimate
WEBSITE_DESIGN	<--> RELIABILITY	,689
RELIABILITY	<--> TRUST	,776
WEBSITE_DESIGN	<--> TRUST	,733

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

	Estimate	S.E.	C.R.	P	Label
WEBSITE_DESIGN	,361	,059	6,088	***	par_19
RELIABILITY	,481	,079	6,117	***	par_20
TRUST	,652	,082	7,988	***	par_21
e17	,130	,022	5,861	***	par_22
e18	,442	,068	6,470	***	par_23
e1	,462	,043	10,755	***	par_24
e2	,379	,037	10,218	***	par_25
e3	,265	,031	8,460	***	par_26
e4	,216	,028	7,601	***	par_27
e5	,505	,056	9,084	***	par_28
e6	,539	,059	9,121	***	par_29
e7	,424	,047	8,969	***	par_30
e8	,359	,039	9,123	***	par_31
e9	,358	,039	9,107	***	par_32
e10	,349	,038	9,246	***	par_33
e11	,137	,020	6,802	***	par_34
e12	,209	,025	8,512	***	par_35
e13	,570	,065	8,776	***	par_36
e14	,814	,080	10,119	***	par_37
e15	,936	,091	10,290	***	par_38
e16	,564	,071	7,889	***	par_39

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

	Estimate
CUSTOMER_SATISFACTION	,726
CUSTOMER_LOYALTY	,430
CL4	,633
CL3	,423
CL2	,452
CL1	,577
CS2	,700
CS1	,775
T1	,639

	Estimate
T2	,647
T3	,645
R1	,488
R2	,466
R3	,488
WD4	,742
WD3	,704
WD2	,516
WD1	,439

**Implied (for all variables) Covariances (Group number 1 - Default model)**

	W E L L T R U S T	W E B S I T E _ D E S I G N	C U S T O M E R _ S A T I S F A C T I O N A L I T Y	C U S T O M E R _ L O Y A L I T Y	C C L L L S S 1	C C L L L S S 2	C C L L L S S 3	C C L L L S S 4	C C L L L S S 5	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1	
TR US T	, 6 5 2																			
RE LI AB ILI TY	, 4 3 5	, 4 8 1																		
WE BSI TE	, 3 5 6	, 2 8 7	, 3 61																	
CU ST OM	, 4 3	, 3 12	, 3 4	, 47 4																



	T R U S T	R E L I G I O U S I T Y	W E B S I T E - D E S I G N	C U S T O M E R _ S A T I S F A C T I O N	C U S T O M E R _ L O Y A L T Y	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1	
CL 1	,3 8 1	,2 8 8	,2 62	,39 8	,77 6	,8 6 9	,7 3 0	,7 2 2	,1 3 6																	
CS 2	,4 6 1	,3 4 8	,3 17	,48 1	,40 4	,4 5 2	,3 8 0	,3 7 6	,4 0 4	,6 9 7																
CS 1	,4 5 4	,3 4 3	,3 12	,47 4	,39 8	,4 4 6	,3 7 4	,3 7 0	,3 9 8	,4 1 1																
T1	,6 3 4	,4 2 3	,3 46	,44 2	,37 1	,4 1 6	,3 4 9	,3 4 5	,3 7 1	,4 4 9																
T2	,6 5 4	,4 3 6	,3 57	,45 6	,38 3	,4 2 9	,3 6 0	,3 5 6	,3 8 3	,4 6 6																
T3	,6 5 2	,4 3 5	,3 56	,45 4	,38 1	,4 2 7	,3 5 9	,3 5 5	,3 8 1	,4 6 4																
R1	,3 1	,4 4 1	,2 63	,31 4	,26 4	,2 2 2	,2 2 2	,2 2 2	,3 3 3	,3 3 3																

	T R U S T	R E L I A B I L I T Y	W E B S I T E - D E S I G N	C U S T O M E R _ S A T I S F A C T I O N	C U S T O M E R _ L O Y A L T Y	C	C	C	C	C	C	T	T	T	R	R	R	W	W	W	W		
						L	L	L	L	S	S	1	2	3	1	2	3	4	3	2	1		
R2	9 8 ,4 3 0	,4 7 6	,2 84	,33 9	,28 4	9 5 , 3 1 9	4 8 , 2 6 7	4 5 , 2 6 4	6 4 , 2 8 4	1 9 , 3 4 4	1 4 , 3 4 9	8 7 , 4 1 8	0 0 , 4 3 1	9 8 , 4 3 0	2 8 , 4 3 6								
R3	,4 3 5	,4 8 1	,2 87	,34 3	,28 8	3 2 2 0	2 7 6 8	2 6 8 8	2 8 8 8	3 4 4 3	3 4 4 3	4 2 3 3	4 3 6 5	4 3 4 1	4 4 5 1	4 7 6 6	9 8 6 6						
W D4	,4 6 6	,3 7 6	,4 73	,40 9	,34 4	3 8 5	3 2 3	3 2 0	3 4 4	4 1 5	4 0 9	4 5 3	4 6 8	4 6 5	3 4 2	3 7 6	3 7 2	8 3 7					
W D3	,4 7 0	,3 8 0	,4 77	,41 3	,34 7	3 8 8	3 2 6	3 2 2	3 4 7	4 1 9	4 1 3	4 5 7	4 7 2	4 7 0	3 4 8	3 7 5	3 8 0	6 2 6	8 9 6				
W D2	,3 7 6	,3 0 3	,3 82	,33 0	,27 7	3 1 0	2 6 8	2 5 7	2 7 5	3 3 0	3 3 6	3 6 7	3 7 6	3 7 8	2 7 0	3 7 0	3 0 3	5 0 0	5 0 0	7 8 5			
W D1	,3 5 6	,2 8 7	,3 61	,31 2	,26 2	2 9 4	2 4 4	2 4 4	2 6 2	3 1 1	3 1 4	3 4 5	3 5 6	3 5 6	2 8 8	2 8 7	2 7 3	4 7 3	4 7 7	3 8 2			

**Implied (for all variables) Correlations (Group number 1 - Default model)**

	TRUST	RELIABILITY	WEBSITESIGN	CUSTOMER	RESISTANCE	WELLBEING	CUSTOMER	CUSTOMER	CUSTOMER	CUSTOMER	CUSTOMER	T1	T2	T3	R1	R2	R3	WDD	WDD	WDD	WDD
TRUST	1,000																				
RELIABILITY	,776	1,000																			
WEBSITESIGN	,733	,689	1,000																		
CUSTOMER	,818	,717	,755	1,000																	
RESISTANCE	,818	,717	,755	,700	1,000																
WELLBEING						1,000															
CUSTOMER							1,000														
CUSTOMER								1,000													
CUSTOMER									1,000												
CUSTOMER										1,000											
T1											1,000										
T2												1,000									
T3													1,000								
R1															1,000						
R2																1,000					
R3																	1,000				
WDD																		1,000			
WDD																			1,000		
WDD																				1,000	
WDD																					1,000

	T R U S T	R E L I G I O U S I T Y	W E B S I T E - D E S I G N	C U S T O M E R _ S A T I S F A C T I O N	C U S T O M E R _ L O Y A L T Y	C C L L S S I F I C A T I O N	C C L L S S I F I C A T I O N	C C L L S S I F I C A T I O N	C C L L S S I F I C A T I O N	C C L L S S I F I C A T I O N	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C U S T O M E R _ L O Y A L T Y	, 5 3 6	, 4 7 1	, 4 95	, 65 6	1, 0 00															
CL 4	, 4 2 7	, 3 7 5	, 3 94	, 52 2	, 79 6	, 0 0 0														
CL 3	, 3 4 9	, 3 0 6	, 3 22	, 42 7	, 65 0	, 5 1 8														
CL 2	, 3 6 1	, 3 1 7	, 3 33	, 44 1	, 67 2	, 5 3 5														
CL 1	, 4 0 7	, 3 5 7	, 3 76	, 49 8	, 75 9	, 6 0 4														



	T R U S T	R E L I G I O U S I T Y	W E B S I T E - D E S I G N	C U S T O M E R _ S A T I S F A C T I O N	C U S T O M E R _ L O Y A L T Y	C	C	C	C	C	C	T	T	T	R	R	R	W	W	W	W
						L	L	L	L	S	S	1	2	3	1	2	3	D	D	D	D
						4	3	2	1	2	1							4	3	2	1
CS 2	, 6 8 4	, 6 0 0	, 6 31	, 83 7	, 54 9	, 4 3 7	, 3 5 7	, 3 6 9	, 4 1 7	, 0 0 0	1										
CS 1	, 7 2 0	, 6 3 2	, 6 65	, 88 1	, 57 8	, 4 6 0	, 3 7 6	, 3 8 8	, 4 3 9	, 7 3 7	1										
T1	, 7 9 9	, 6 2 0	, 5 86	, 65 3	, 42 9	, 3 4 1	, 2 7 9	, 2 8 8	, 3 2 6	, 5 4 7	1										
T2	, 8 0 4	, 6 2 4	, 5 89	, 65 8	, 43 1	, 3 4 3	, 2 8 1	, 2 9 0	, 3 2 8	, 5 7 0	1										
T3	, 8 0 3	, 6 2 3	, 5 89	, 65 7	, 43 1	, 3 4 3	, 2 8 0	, 2 9 0	, 3 2 7	, 5 4 9	1										
R1	, 5 4 2	, 6 9 8	, 4 81	, 50 1	, 32 9	, 2 6 2	, 2 1 4	, 2 2 1	, 2 5 0	, 4 1 9	1										

	T R U S T	R E L I G I O U S I T Y	W E B S I T E - D E S I G N	C U S T O M E R _ S A T I S F A C T I O N	C U S T O M E R _ L O Y A L T Y	C	C	C	C	C	C	T	T	T	R	R	R	W D	W D	W D	W D
	4	3	2	1	2	1	1	2	3	1	2	3	1	2	3	4	3	2	1		
R2	,530	,683	,470	,490	,321	256	29	26	24	21	440	431	423	422	447	440	447	1000			
R3	,542	,698	,481	,501	,329	262	241	220	259	410	431	433	436	435	438	477	470	000			
W D4	,631	,593	,861	,650	,426	339	277	287	324	544	572	570	554	558	544	401	454	000			
W D3	,615	,578	,839	,633	,416	331	270	279	316	530	592	595	494	499	490	390	454	300			
W D2	,526	,495	,718	,542	,356	283	219	239	270	433	477	471	443	443	335	348	358	663			
W D1	,486	,456	,663	,500	,328	261	231	249	418	440	388	381	330	339	332	339	331	571			

**Implied Covariances (Group number 1 - Default model)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 4	1, 53 7															
C L 3	,8 17	1, 62 2														
C L 2	,8 09	,6 79	1, 48 5													
C L 1	,8 69	,7 30	,7 22	1, 34 6												
C S2	,4 52	,3 80	,3 76	,4 04	,6 9 7											
C S1	,4 46	,3 74	,3 70	,3 98	,4 8 1	,6 1 1										
T 1	,4 16	,3 49	,3 45	,3 71	,4 4 9	,4 4 2	,9 6 6									
T 2	,4 29	,3 60	,3 56	,3 83	,4 6 3	,4 5 6	,6 3 6	1, 01 5								
T 3	,4 27	,3 59	,3 55	,3 81	,4 6 1	,4 5 4	,6 3 4	,6 54 1	1, 01 1							
R 1	,2 95	,2 48	,2 45	,2 64	,3 1 9	,3 1 4	,3 8 7	,4 00 98	,3 98 8	,8 2 8						

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
R 2	,3 19	,2 67	,2 64	,2 84	,3 4	,3 3	,4 1	,4 31	,4 30	,4 3	1, 00					
R 3	,3 22	,2 70	,2 68	,2 88	,3 4	,3 4	,4 2	,4 36	,4 35	,4 4	,4 4	,9 8				
W D 4	,3 85	,3 23	,3 20	,3 44	,4 1	,4 0	,4 5	,4 68	,4 66	,3 4	,3 72	,3 7	,8 37			
W D 3	,3 88	,3 26	,3 22	,3 47	,4 1	,4 1	,4 5	,4 72	,4 70	,3 4	,3 75	,3 8	,6 26	,8 96		
W D 2	,3 10	,2 61	,2 58	,2 77	,3 3	,3 3	,3 6	,3 77	,3 76	,2 7	,3 00	,3 0	,5 00	,5 05	,7 83	
W D 1	,2 94	,2 47	,2 44	,2 62	,3 1	,3 1	,3 4	,3 57	,3 56	,2 6	,2 84	,2 8	,4 73	,4 77	,3 82	,8 23

**Implied Correlations (Group number 1 - Default model)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 4	1, 00															
C L 3	,5 18	1, 00														
C L 2	,5 35	,4 37	1, 00													

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 1	,6 04	,4 94	,5 11	1, 00												
C S 2	,4 37	,3 57	,3 69	,4 17	1, 00											
C S 1	,4 60	,3 76	,3 88	,4 39	,7 37	1, 00										
T 1	,3 41	,2 79	,2 88	,3 26	,5 47	,5 75	1, 00									
T 2	,3 43	,2 81	,2 90	,3 28	,5 50	,5 79	,6 43	1, 00								
T 3	,3 43	,2 80	,2 90	,3 27	,5 49	,5 78	,6 42	,6 46	1, 00							
R 1	,2 62	,2 14	,2 21	,2 50	,4 19	,4 41	,4 33	,4 36	,4 35	1, 00						
R 2	,2 56	,2 09	,2 16	,2 44	,4 10	,4 31	,4 23	,4 26	,4 25	,4 77	1, 00					
R 3	,2 62	,2 14	,2 21	,2 50	,4 19	,4 41	,4 33	,4 36	,4 35	,4 88	,4 77	1, 00				
W D 4	,3 39	,2 77	,2 87	,3 24	,5 44	,5 72	,5 04	,5 08	,5 07	,4 14	,4 05	,4 14	1, 00			
W D 3	,3 31	,2 70	,2 79	,3 16	,5 30	,5 58	,4 92	,4 95	,4 94	,4 04	,3 95	,4 04	,7 23	1, 00		
W D 2	,2 83	,2 31	,2 39	,2 70	,4 53	,4 77	,4 21	,4 23	,4 23	,3 45	,3 38	,3 45	,6 18	,6 03	1, 00	0

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
W D 1	,2 61	,2 13	,2 21	,2 49	,4 18	,4 40	,3 88	,3 91	,3 90	,3 19	,3 12	,3 19	,5 71	,5 56	,4 76	1, 00 0

**Residual Covariances (Group number 1 - Default model)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 4	,0 00															
C L 3	,0 89	,0 00														
C L 2	,0 61	,0 83	,0 00													
C L 1	,0 27	,1 25	,0 04	,0 00												
C S 2	,0 23	,0 59	,0 02	,0 76	,0 00											
C S 1	,1 02	,0 58	,0 03	,0 08	,0 12	,0 00										
T 1	,0 09	,0 34	,0 55	,1 05	,0 10	,0 04	,0 00									
T 2	,0 34	,0 01	,0 15	,0 69	,0 31	,0 17	,0 02	,0 00								
T 3	,0 78	,0 64	,1 02	,1 37	,0 10	,0 26	,0 13	,0 10	,0 00							
R 1	,0 00	,0 99	,2 75	,1 21	,0 45	,0 43	,0 04	,0 12	,0 40	,0 00						

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
R 2	-, 16	,1 11	,0 26	,1 26	-, 86	-, 95	,0 04	,0 01	-, 99	,0 48	,0 00					
R 3	,1 18	,1 05	,0 53	,1 10	-, 11	,0 18	,0 53	,0 36	,0 58	-, 77	,0 38	,0 00				
W D 4	,0 59	-, 10	,1 34	,1 04	-, 21	,0 22	,0 28	,0 14	,0 12	,0 45	-, 64	,0 43	,0 00			
W D 3	,0 13	,0 14	,0 89	,0 56	-, 38	,0 29	,0 02	,0 04	,0 59	,0 37	,0 46	,0 66	,0 41	,0 00		
W D 2	,0 43	-, 10	,0 82	,1 27	-, 06	,0 22	,0 53	,0 34	,0 32	,0 24	,0 10	,0 02	-, 45	-, 24	,0 00	
W D 1	,0 75	,0 01	,0 38	,1 06	-, 18	,0 08	,0 48	,0 05	,0 93	,0 26	,0 19	,0 10	,0 43	,0 38	,1 36	,0 00

**Standardized Residual Covariance (Group number 1 - Default model)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C L 4	,0 00															
C L 3	,8 64	,0 00														
C L 2	-, 12	,8 50	,0 0													
C L 1	,2 76	1, 31	,0 4	,0 0												

	C L 4	C L 3	C L 2	C L 1	C S2	C S1	T 1	T 2	T3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
C S 2	- ,3 46	- ,9 03	,0 3 8	1, 2 4 7	,0 ,00											
C S 1	- 1, 64 9	- ,9 46	,0 5 7	,1 4 5	,2 ,54 00	,0										
T 1	- ,1 23	,4 55	,7 6 6	1, 5 0 8	- ,1 ,81	- ,0 ,74	,0 0 0									
T 2	- ,4 51	,0 11	,2 1 0	,9 7 4	- ,5 ,50	- ,3 ,28	,0 3 0	,0								
T 3	1, 02 3	,8 31	1, 3 8 5	1, 9 3 6	- ,1 ,85	,4 ,96	,1 ,8 9	,1 ,5 0	,0 00							
R 1	,0 04	1, 43 8	4, 1 8 0	1, 9 1 7	,9 ,38	,9 ,65	,0 ,6 9	,2 0 6	,6 ,90	,0 00						
R 2	- ,2 19	1, 47 1	,3 6 5	1, 8 2 1	- 1, ,63 8	- 1, ,92 6	,0 ,6 6	,0 0 9	- 1, ,56 0	,8 ,13	,0 00					
R 3	1, 60 5	1, 40 4	,7 4 3	1, 6 0 1	- ,2 ,04	,3 ,76	,8 ,6 7	,5 ,7 5	,9 ,28	1, ,31 8	,5 ,99	,0 00				
W D 4	,8 55	- ,1 36	2, 0 5	1, 6 1 7	- ,4 ,22	,4 ,55	,4 ,7 6	,2 ,2 8	- ,1 ,99	,8 ,59	1, ,11 7	,7 ,50	,0 0 0			
W D 3	,1 80	,1 88	1, 2	,8 4 8	- ,7 ,31	- ,5 ,89	,0 ,4 1	- ,0	- ,9 ,68	,6 ,86	- ,7 ,74	- 1,	,6 ,6 8	,0 0 0		



	C L 4	C L 3	C L 2	C L 1	C S2	C S1	T 1	T 2	T3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1
W D 2	,6 46	,1 49	1, 8	2, 6	- 36	,4 95	,9 5	,6 2	,5 78	,4 80	,1 93	,0 30	,8 1	,4 1	,0 0	,0 0
W D 1	1, 10 9	, 0 21	,5 7 8	1, 6 9 1	- 3 70	,1 1 74	,8 6 0	- 0 9 2	1, 65 0	,5 13	- 3 46	,1 80	,7 8 1	,6 7 1	2, 6 4 6	,0 0 0

**Factor Score Weights (Group number 1 - Default model)**

	C L 4	C L 3	C L 2	C L 1	C S 2	C S 1	T 1	T 2	T 3	R 1	R 2	R 3	W D 4	W D 3	W D 2	W D 1	
TRUST	, 0 6	, 0 3	, 0 4	, 0 5	, 0 5	, 0 7	, 2 1	, 2 1	, 2 1	, 0 9	, 0 3	, 0 3	, 0 5	, 3 5	, 2 9	, 1 6	, 1 2
RELIABILITY	, 0 3	, 0 2	, 0 2	, 0 3	, 0 6	, 0 5	, 0 0	, 0 0	, 0 0	, 1 8	, 1 9	, 1 2	, 3 8	, 3 1	, 1 7	, 1 4	, 1 4
WEBSITE_ DESIGN	, 0 3	, 0 1	, 0 2	, 0 2	, 0 9	, 0 4	, 0 6	, 0 6	, 0 6	, 0 4	, 0 2	, 0 2	, 2 1	, 1 0	, 1 6	, 0 3	, 0 8
CUSTOMER_ SATISFA CTION	, 0 3	, 0 2	, 0 3	, 0 0	, 2 6	, 3 9	, 0 7	, 0 7	, 0 7	, 0 6	, 0 4	, 0 5	, 3 7	, 3 0	, 1 7	, 1 3	, 1 3
CUSTOMER_ LOYALT Y	, 2 6	, 1 4	, 1 4	, 1 2	, 0 7	, 0 7	, 0 5	, 0 9	, 0 9	, 0 9	, 0 4	, 0 3	, 0 3	, 0 8	, 0 7	, 0 4	, 0 3

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

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_S ATISFACTION	,429	,116	,350	,000	,000
CUSTOMER_L OYALTY	,360	,097	,294	,840	,000
CL4	,403	,109	,329	,940	1,120
CL3	,339	,091	,276	,789	,940
CL2	,335	,090	,274	,781	,930
CL1	,360	,097	,294	,840	1,000
CS2	,435	,117	,355	1,015	,000
CS1	,429	,116	,350	1,000	,000
T1	,973	,000	,000	,000	,000
T2	1,003	,000	,000	,000	,000
T3	1,000	,000	,000	,000	,000
R1	,000	,916	,000	,000	,000
R2	,000	,989	,000	,000	,000
R3	,000	1,000	,000	,000	,000
WD4	,000	,000	1,311	,000	,000
WD3	,000	,000	1,322	,000	,000
WD2	,000	,000	1,057	,000	,000
WD1	,000	,000	1,000	,000	,000

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

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_S ATISFACTION	,503	,117	,306	,000	,000
CUSTOMER_L OYALTY	,330	,076	,201	,656	,000
CL4	,263	,061	,160	,522	,796
CL3	,215	,050	,130	,427	,650
CL2	,222	,051	,135	,441	,672

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CL1	,251	,058	,152	,498	,759
CS2	,421	,098	,256	,837	,000
CS1	,443	,103	,269	,881	,000
T1	,799	,000	,000	,000	,000
T2	,804	,000	,000	,000	,000
T3	,803	,000	,000	,000	,000
R1	,000	,698	,000	,000	,000
R2	,000	,683	,000	,000	,000
R3	,000	,698	,000	,000	,000
WD4	,000	,000	,861	,000	,000
WD3	,000	,000	,839	,000	,000
WD2	,000	,000	,718	,000	,000
WD1	,000	,000	,663	,000	,000

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

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_S ATISFACTION	,429	,116	,350	,000	,000
CUSTOMER_L OYALTY	,000	,000	,000	,840	,000
CL4	,000	,000	,000	,000	1,120
CL3	,000	,000	,000	,000	,940
CL2	,000	,000	,000	,000	,930
CL1	,000	,000	,000	,000	1,000
CS2	,000	,000	,000	1,015	,000
CS1	,000	,000	,000	1,000	,000
T1	,973	,000	,000	,000	,000
T2	1,00 3	,000	,000	,000	,000
T3	1,00 0	,000	,000	,000	,000
R1	,000	,916	,000	,000	,000
R2	,000	,989	,000	,000	,000
R3	,000	1,000	,000	,000	,000

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
WD4	,000	,000	1,311	,000	,000
WD3	,000	,000	1,322	,000	,000
WD2	,000	,000	1,057	,000	,000
WD1	,000	,000	1,000	,000	,000

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

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_S ATISFACTION	,503	,117	,306	,000	,000
CUSTOMER_L OYALTY	,000	,000	,000	,656	,000
CL4	,000	,000	,000	,000	,796
CL3	,000	,000	,000	,000	,650
CL2	,000	,000	,000	,000	,672
CL1	,000	,000	,000	,000	,759
CS2	,000	,000	,000	,837	,000
CS1	,000	,000	,000	,881	,000
T1	,799	,000	,000	,000	,000
T2	,804	,000	,000	,000	,000
T3	,803	,000	,000	,000	,000
R1	,000	,698	,000	,000	,000
R2	,000	,683	,000	,000	,000
R3	,000	,698	,000	,000	,000
WD4	,000	,000	,861	,000	,000
WD3	,000	,000	,839	,000	,000
WD2	,000	,000	,718	,000	,000
WD1	,000	,000	,663	,000	,000

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

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_S ATISFACTION	,000	,000	,000	,000	,000

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_L OYALTY	,360	,097	,294	,000	,000
CL4	,403	,109	,329	,940	,000
CL3	,339	,091	,276	,789	,000
CL2	,335	,090	,274	,781	,000
CL1	,360	,097	,294	,840	,000
CS2	,435	,117	,355	,000	,000
CS1	,429	,116	,350	,000	,000
T1	,000	,000	,000	,000	,000
T2	,000	,000	,000	,000	,000
T3	,000	,000	,000	,000	,000
R1	,000	,000	,000	,000	,000
R2	,000	,000	,000	,000	,000
R3	,000	,000	,000	,000	,000
WD4	,000	,000	,000	,000	,000
WD3	,000	,000	,000	,000	,000
WD2	,000	,000	,000	,000	,000
WD1	,000	,000	,000	,000	,000

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

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
CUSTOMER_S ATISFACTION	,000	,000	,000	,000	,000
CUSTOMER_L OYALTY	,330	,076	,201	,000	,000
CL4	,263	,061	,160	,522	,000
CL3	,215	,050	,130	,427	,000
CL2	,222	,051	,135	,441	,000
CL1	,251	,058	,152	,498	,000
CS2	,421	,098	,256	,000	,000
CS1	,443	,103	,269	,000	,000
T1	,000	,000	,000	,000	,000
T2	,000	,000	,000	,000	,000
T3	,000	,000	,000	,000	,000

	TR US T	RELIA BILITY	WEBSITE _DESIGN	CUSTOMER_S ATISFACTION	CUSTOMER _LOYALTY
R1	,000	,000	,000	,000	,000
R2	,000	,000	,000	,000	,000
R3	,000	,000	,000	,000	,000
WD4	,000	,000	,000	,000	,000
WD3	,000	,000	,000	,000	,000
WD2	,000	,000	,000	,000	,000
WD1	,000	,000	,000	,000	,000

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

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

	M.I.	Par Change
e18 <--> RELIABILITY	4,158	,058
e18 <--> e17	10,897	-,073
e15 <--> e16	6,661	,132
e13 <--> e15	12,321	-,175
e12 <--> e13	4,003	,052
e11 <--> e18	11,927	-,074
e11 <--> e16	7,389	-,065
e7 <--> WEBSITE_DESIGN	5,127	,045
e7 <--> e17	8,437	,058
e7 <--> e16	9,328	-,112
e7 <--> e14	28,673	,216
e6 <--> RELIABILITY	4,788	,058
e6 <--> e17	9,914	-,070
e6 <--> e11	8,598	-,064
e6 <--> e8	6,471	-,080
e6 <--> e7	4,161	,067
e5 <--> TRUST	6,029	,068
e5 <--> e16	7,066	,107
e5 <--> e14	4,219	-,090
e5 <--> e7	11,663	-,109
e4 <--> e10	4,491	-,045
e4 <--> e5	6,431	,064
e3 <--> e8	7,387	-,063
e3 <--> e5	9,365	-,083
e3 <--> e4	14,874	,069

	M.I.	Par Change
e2 <--> e4	11,338	-,069
e1 <--> e8	10,834	,091
e1 <--> e4	8,392	-,065
e1 <--> e3	5,022	-,054
e1 <--> e2	38,344	,165

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

	M.I.	Par Change
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**Regression Weights: (Group number 1 - Default model)**

	M.I.	Par Change
CUSTOMER_LOYALTY <--- RELIABILITY	4,732	,162
CL4 <--- CS1	5,050	-,147
CL4 <--- R1	7,762	-,156
CL3 <--- CL1	4,233	-,106
CL2 <--- R1	19,736	,273
CL1 <--- TRUST	4,150	,132
CL1 <--- RELIABILITY	4,161	,161
CL1 <--- CL3	6,508	-,099
CL1 <--- CS2	4,966	,132
CL1 <--- R2	6,593	,126
CL1 <--- WD2	4,936	,124
CS1 <--- CUSTOMER_LOYALTY	5,710	-,080
CS1 <--- CL4	9,919	-,069
CS1 <--- CL1	6,127	-,058
CS1 <--- R2	4,657	-,058
T3 <--- R2	4,407	-,082
T3 <--- WD1	5,204	,098
R1 <--- CL2	21,966	,160
R1 <--- R3	5,130	-,095
R2 <--- CUSTOMER_SATISFACTION	5,359	-,165
R2 <--- CS2	5,274	-,128
R2 <--- CS1	9,189	-,180
R2 <--- T3	4,946	-,103
R3 <--- CL4	4,660	,079
R3 <--- R1	5,128	-,113

			M.I.	Par Change
WD4	<---	WD2	5,144	-,083
WD4	<---	WD1	4,488	-,075
WD3	<---	T3	4,758	-,075
WD3	<---	R3	7,084	-,092
WD2	<---	WD1	19,961	,186
WD1	<---	T3	6,388	,103
WD1	<---	WD2	16,680	,189

**Minimization History (Default model)**

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTris	Ratio
0	e	10		-,568	9999,000	2748,316	0	9999,000
1	e	7		-,199	3,095	1134,420	20	,472
2	e*	3		-,058	,811	770,269	5	,662
3	e	0	5934,261		,570	471,822	5	,909
4	e	0	1493,749		,676	412,690	5	,000
5	e	0	623,120		,707	331,789	2	,000
6	e	0	211,555		,480	295,965	1	1,049
7	e	0	160,437		,154	292,919	1	1,018
8	e	0	164,997		,027	292,846	1	1,004
9	e	0	164,333		,001	292,846	1	1,000

**Model Fit Summary**

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	39	292,846	97	,000	3,019
Saturated model	136	,000	0		



Model	NPAR	CMIN	DF	P	CMIN/DF
Independence model	16	2682,815	120	,000	22,357

### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,060	,894	,852	,638
Saturated model	,000	1,000		
Independence model	,407	,259	,160	,228

### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,891	,865	,924	,905	,924
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,808	,720	,747
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

### NCP

Model	NCP	LO 90	HI 90
Default model	195,846	148,189	251,133
Saturated model	,000	,000	,000
Independence model	2562,815	2397,952	2735,020

### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,979	,655	,496	,840
Saturated model	,000	,000	,000	,000
Independence model	8,973	8,571	8,020	9,147

### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,082	,071	,093	,000
Independence model	,267	,259	,276	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	370,846	375,548	515,293	554,293
Saturated model	272,000	288,397	775,714	911,714
Independence model	2714,815	2716,744	2774,075	2790,075

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,240	1,081	1,425	1,256
Saturated model	,910	,910	,910	,965
Independence model	9,080	8,528	9,656	9,086

**HOELTER**

Model	HOELTER	HOELTER
	.05	.01
Default model	124	136
Independence model	17	18

**Execution time summary**

Minimization:	,031
Miscellaneous:	,469
Bootstrap:	,000
Total:	,500