

Outer Loadings

	<i>E-Service Quality (X1)</i>
X1.1	0.748
X1.2	0.705
X1.4	0.792
X1.5	0.787
X1.6	0.768
X1.7	0.779
X2.1	
X2.2	
X2.3	
X3.1	
X3.2	
X3.3	
Y.1	
Y.2	
Y.3	
Y.4	

Construct Reliability and Validity

	Cronbach's Alpha
<i>E-Service Quality (X1)</i>	0.857
<i>E-Trust (X2)</i>	0.752
<i>E-WOM (X3)</i>	0.705
<i>E-Loyalty (Y)</i>	0.836

Cross Loadings

	<i>E-Service Quality (X1)</i>
X1.1	0.748
X1.2	0.705
X1.4	0.792
X1.5	0.787
X1.6	0.768
X1.7	0.779
X2.1	0.636
X2.2	0.550
X2.3	0.621
X3.1	0.597
X3.2	0.579
X3.3	0.553
Y.1	0.653
Y.2	0.499

Y.3	0.555
Y.4	0.665

R Square

	R Square
<i>E-Loyalty</i> (Y)	0.653

Construct Crossvalidated Redundancy

Total

	SSO
<i>E-Service Quality</i> (X1)	672.000
<i>E-Trust</i> (X2)	288.000
<i>E-WOM</i> (X3)	288.000
<i>E-Loyalty</i> (Y)	384.000

f Square

	<i>E-Service Quality</i> (X1)
<i>E-Service Quality</i> (X1)	
<i>E-Trust</i> (X2)	
<i>E-WOM</i> (X3)	
<i>E-Loyalty</i> (Y)	

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)
<i>E-Service Quality</i> (X1) -> <i>E-Loyalty</i> (Y)	0.262
<i>E-Trust</i> (X2) -> <i>E-Loyalty</i> (Y)	0.274
<i>E-WOM</i> (X3) -> <i>E-Loyalty</i> (Y)	0.363

<i>E-Trust</i> (X2)	<i>E-WOM</i> (X3)
0.832	
0.811	
0.811	
	0.822
	0.775
	0.783

ρ_A	Composite Reliability
0.858	0.893
0.754	0.858
0.707	0.836
0.841	0.891

<i>E-Trust</i> (X2)	<i>E-WOM</i> (X3)
0.621	0.620
0.677	0.563
0.541	0.554
0.603	0.520
0.486	0.513
0.443	0.541
0.832	0.724
0.811	0.418
0.811	0.476
0.601	0.822
0.624	0.775
0.360	0.783
0.655	0.567
0.490	0.553

0.610	0.636
0.558	0.651

R Square Adjusted
0.641

SSE	Q ² (=1-SSE/SSO)
672.000	
288.000	
288.000	
230.288	0.400

E-Trust (X2)	E-WOM (X3)

Sample Mean (M)	Standard Deviation (STDEV)
0.268	0.112
0.269	0.110
0.366	0.107

0.854
0.856

<i>E-Loyalty (Y)</i>
0.071
0.091
0.165

T Statistics (O/STDEV)	P Values
2.334	0.020
2.464	0.014
3.229	0.001

