**Regression output on the relationship between customer trust and customer behavioural intentions**

Source | SS df MS Number of obs = 825

-------------+------------------------------ F( 1, 823) = 1163.95

Model | 607.631158 1 607.631158 Prob > F = 0.0000

Residual | 429.640487 823 .522041904 R-squared = 0.5858

-------------+------------------------------ Adj R-squared = 0.5853

Total | 1037.27165 824 1.25882481 Root MSE = .72252

------------------------------------------------------------------------------

Trust | Coef. Std. Err. t P>|t| [95% Conf. Interval]

-------------+----------------------------------------------------------------

BIntent | .6945969 .0203594 34.12 0.000 .6546344 .7345594

\_cons | 1.139677 .0922546 12.35 0.000 .9585946 1.320759

------------------------------------------------------------------------------

**Regression output on the relationship between service quality and customer behavioural intentions**

Source | SS df MS Number of obs = 825

-------------+------------------------------ F( 1, 823) = 695.40

Model | 427.111025 1 427.111025 Prob > F = 0.0000

Residual | 505.483951 823 .614196781 R-squared = 0.4580

-------------+------------------------------ Adj R-squared = 0.4573

Total | 932.594975 824 1.13179002 Root MSE = .78371

------------------------------------------------------------------------------

SQ | Coef. Std. Err. t P>|t| [95% Conf. Interval]

-------------+----------------------------------------------------------------

BIntent | .5823488 .0220834 26.37 0.000 .5390023 .6256953

\_cons | 1.728901 .1000666 17.28 0.000 1.532486 1.925317

------------------------------------------------------------------------------

**Regression output on the effect of service quality on Action and Advocacy**

Source | SS df MS Number of obs = 825

-------------+------------------------------ F( 2, 822) = 348.62

Model | 428.002842 2 214.001421 Prob > F = 0.0000

Residual | 504.592133 822 .613859043 R-squared = 0.4589

-------------+------------------------------ Adj R-squared = 0.4576

Total | 932.594975 824 1.13179002 Root MSE = .78349

------------------------------------------------------------------------------

SQ | Coef. Std. Err. t P>|t| [95% Conf. Interval]

-------------+----------------------------------------------------------------

Action | .2338289 .0337595 6.93 0.000 .1675639 .3000939

Advocacy | .3483308 .036229 9.61 0.000 .2772186 .4194431

\_cons | 1.735596 .1001932 17.32 0.000 1.538931 1.932261

------------------------------------------------------------------------------

**Regression output on the effect of service quality on Fiability and Intentionality**

Source | SS df MS Number of obs = 825

-------------+------------------------------ F( 2, 822) = 534.98

Model | 527.411524 2 263.705762 Prob > F = 0.0000

Residual | 405.183451 822 .492923906 R-squared = 0.5655

-------------+------------------------------ Adj R-squared = 0.5645

Total | 932.594975 824 1.13179002 Root MSE = .70209

------------------------------------------------------------------------------

SQ | Coef. Std. Err. t P>|t| [95% Conf. Interval]

-------------+----------------------------------------------------------------

Fiab | .3427649 .0359454 9.54 0.000 .2722093 .4133205

Intent | .3708194 .0373111 9.94 0.000 .2975832 .4440556

\_cons | 1.290887 .0949444 13.60 0.000 1.104525 1.477249

------------------------------------------------------------------------------

------------------------------------------------------------------------------**Regression output on the effect of product value on fiability and intentionality**

**Source | SS df MS Number of obs = 825**

**-------------+------------------------------ F( 2, 822) = 379.04**

**Model | 596.418026 2 298.209013 Prob > F = 0.0000**

**Residual | 646.699398 822 .786738927 R-squared = 0.4798**

**-------------+------------------------------ Adj R-squared = 0.4785**

**Total | 1243.11742 824 1.50863765 Root MSE = .88698**

**------------------------------------------------------------------------------**

**PValue | Coef. Std. Err. t P>|t| [95% Conf. Interval]**

**-------------+----------------------------------------------------------------**

**Fiab | .3494745 .0454118 7.70 0.000 .2603377 .4386113**

**Intent | .4098055 .0471371 8.69 0.000 .3172822 .5023288**

**\_cons | 1.032634 .1199485 8.61 0.000 .7971921 1.268075**

**------------------------------------------------------------------------------**

**Regression output on the effect of tangible value on fiability and intentionality**

**Source | SS df MS Number of obs = 825**

**-------------+------------------------------ F( 2, 822) = 303.23**

**Model | 450.140248 2 225.070124 Prob > F = 0.0000**

**Residual | 610.125274 822 .742244859 R-squared = 0.4246**

**-------------+------------------------------ Adj R-squared = 0.4232**

**Total | 1060.26552 824 1.28673 Root MSE = .86154**

**------------------------------------------------------------------------------**

**TanValue | Coef. Std. Err. t P>|t| [95% Conf. Interval]**

**-------------+----------------------------------------------------------------**

**Fiab | .3155152 .044109 7.15 0.000 .2289357 .4020948**

**Intent | .3437644 .0457848 7.51 0.000 .2538955 .4336333**

**\_cons | 1.554141 .1165073 13.34 0.000 1.325454 1.782828**

**------------------------------------------------------------------------------**

**Regression output on the effect of fiability on action and advocacy**

**Source | SS df MS Number of obs = 825**

**-------------+------------------------------ F( 2, 822) = 460.41**

**Model | 623.937307 2 311.968654 Prob > F = 0.0000**

**Residual | 556.980317 822 .677591626 R-squared = 0.5283**

**-------------+------------------------------ Adj R-squared = 0.5272**

**Total | 1180.91762 824 1.43315246 Root MSE = .82316**

**------------------------------------------------------------------------------**

**Fiab | Coef. Std. Err. t P>|t| [95% Conf. Interval]**

**-------------+----------------------------------------------------------------**

**Action | .3039585 .0354687 8.57 0.000 .2343385 .3735785**

**Advocacy | .3980055 .0380633 10.46 0.000 .3232929 .4727182**

**\_cons | 1.021077 .1052659 9.70 0.000 .8144549 1.227698**

**------------------------------------------------------------------------------**

**Regression output on the effect of intentionality on action and advocacy**

**Source | SS df MS Number of obs = 825**

**-------------+------------------------------ F( 2, 822) = 486.72**

**Model | 594.250776 2 297.125388 Prob > F = 0.0000**

**Residual | 501.801412 822 .610464005 R-squared = 0.5422**

**-------------+------------------------------ Adj R-squared = 0.5411**

**Total | 1096.05219 824 1.33016042 Root MSE = .78132**

**------------------------------------------------------------------------------**

**Intent | Coef. Std. Err. t P>|t| [95% Conf. Interval]**

**-------------+----------------------------------------------------------------**

**Action | .2343946 .033666 6.96 0.000 .1683131 .3004761**

**Advocacy | .4524765 .0361287 12.52 0.000 .3815612 .5233918**

**\_cons | 1.270968 .0999157 12.72 0.000 1.074848 1.467088**

**------------------------------------------------------------------------------**

**Effect of service quality on Behavioural intention and the mediating role of trust**

**Direct effects**

**--------------------------------------------------------------------------------**

**| OIM**

**| Coef. Std. Err. z P>|z| [95% Conf. Interval]**

**---------------+----------------------------------------------------------------**

**Measurement |**

**CustCare <- |**

**SQ | 1 (constrained)**

**-------------+----------------------------------------------------------------**

**TanValue <- |**

**SQ | .9825049 .035093 28.00 0.000 .9137238 1.051286**

**-------------+----------------------------------------------------------------**

**OperValue <- |**

**SQ | 1.074569 .0377418 28.47 0.000 1.000596 1.148541**

**-------------+----------------------------------------------------------------**

**PValue <- |**

**SQ | 1.040689 .0383731 27.12 0.000 .965479 1.115899**

**-------------+----------------------------------------------------------------**

**Fiab <- |**

**Trust | 1 (constrained)**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**Intent <- |**

**Trust | .9699612 .0254582 38.10 0.000 .920064 1.019858**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**Action <- |**

**Trust | 0 (no path)**

**BIntent | 1 (constrained)**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**Advocacy <- |**

**Trust | 0 (no path)**

**BIntent | .9715155 .0287918 33.74 0.000 .9150847 1.027946**

**SQ | 0 (no path)**

**---------------+----------------------------------------------------------------**

**Structural |**

**Trust <- |**

**SQ | .8994538 .0381944 23.55 0.000 .8245942 .9743134**

**-------------+----------------------------------------------------------------**

**BIntent <- |**

**Trust | .824109 .0610048 13.51 0.000 .7045417 .9436762**

**SQ | .1515518 .0628085 2.41 0.016 .0284495 .2746542**

**--------------------------------------------------------------------------------**

**Indirect effects**

**--------------------------------------------------------------------------------**

**| OIM**

**| Coef. Std. Err. z P>|z| [95% Conf. Interval]**

**---------------+----------------------------------------------------------------**

**Measurement |**

**CustCare <- |**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**TanValue <- |**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**OperValue <- |**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**PValue <- |**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**Fiab <- |**

**Trust | 0 (no path)**

**SQ | .8994538 .0381944 23.55 0.000 .8245942 .9743134**

**-------------+----------------------------------------------------------------**

**Intent <- |**

**Trust | 0 (no path)**

**SQ | .8724353 .0366461 23.81 0.000 .8006104 .9442603**

**-------------+----------------------------------------------------------------**

**Action <- |**

**Trust | .824109 .0610048 13.51 0.000 .7045417 .9436762**

**BIntent | 0 (no path)**

**SQ | .8927998 .0440573 20.26 0.000 .8064491 .9791505**

**-------------+----------------------------------------------------------------**

**Advocacy <- |**

**Trust | .8006346 .0592671 13.51 0.000 .6844732 .9167961**

**BIntent | 0 (no path)**

**SQ | .8673688 .0411293 21.09 0.000 .7867569 .9479808**

**---------------+----------------------------------------------------------------**

**Structural |**

**Trust <- |**

**SQ | 0 (no path)**

**-------------+----------------------------------------------------------------**

**BIntent <- |**

**Trust | 0 (no path)**

**SQ | .741248 .0619952 11.96 0.000 .6197395 .8627564**

**--------------------------------------------------------------------------------**

**Total effects**

**--------------------------------------------------------------------------------**

**| OIM**

**| Coef. Std. Err. z P>|z| [95% Conf. Interval]**

**---------------+----------------------------------------------------------------**

**Measurement |**

**CustCare <- |**

**SQ | 1 (constrained)**

**-------------+----------------------------------------------------------------**

**TanValue <- |**

**SQ | .9825049 .035093 28.00 0.000 .9137238 1.051286**

**-------------+----------------------------------------------------------------**

**OperValue <- |**

**SQ | 1.074569 .0377418 28.47 0.000 1.000596 1.148541**

**-------------+----------------------------------------------------------------**

**PValue <- |**

**SQ | 1.040689 .0383731 27.12 0.000 .965479 1.115899**

**-------------+----------------------------------------------------------------**

**Fiab <- |**

**Trust | 1 (constrained)**

**SQ | .8994538 .0381944 23.55 0.000 .8245942 .9743134**

**-------------+----------------------------------------------------------------**

**Intent <- |**

**Trust | .9699612 .0254582 38.10 0.000 .920064 1.019858**

**SQ | .8724353 .0366461 23.81 0.000 .8006104 .9442603**

**-------------+----------------------------------------------------------------**

**Action <- |**

**Trust | .824109 .0610048 13.51 0.000 .7045417 .9436762**

**BIntent | 1 (constrained)**

**SQ | .8927998 .0440573 20.26 0.000 .8064491 .9791505**

**-------------+----------------------------------------------------------------**

**Advocacy <- |**

**Trust | .8006346 .0592671 13.51 0.000 .6844732 .9167961**

**BIntent | .9715155 .0287918 33.74 0.000 .9150847 1.027946**

**SQ | .8673688 .0411293 21.09 0.000 .7867569 .9479808**

**---------------+----------------------------------------------------------------**

**Structural |**

**Trust <- |**

**SQ | .8994538 .0381944 23.55 0.000 .8245942 .9743134**

**-------------+----------------------------------------------------------------**

**BIntent <- |**

**Trust | .824109 .0610048 13.51 0.000 .7045417 .9436762**

**SQ | .8927998 .0440573 20.26 0.000 .8064491 .9791505**

**--------------------------------------------------------------------------------**

**.**

**Goodness of Fit Test on the relationships among service quality, customer trust and customer behavioural intentions**

----------------------------------------------------------------------------

Fit statistic | Value Description

---------------------+------------------------------------------------------

Likelihood ratio |

chi2\_ms(17) | 88.541 model vs. saturated

p > chi2 | 0.000

chi2\_bs(28) | 5476.408 baseline vs. saturated

p > chi2 | 0.000

---------------------+------------------------------------------------------

Population error |

RMSEA | 0.071 Root mean squared error of approximation

90% CI, lower bound | 0.057

upper bound | 0.086

pclose | 0.008 Probability RMSEA <= 0.05

---------------------+------------------------------------------------------

Information criteria |

AIC | 16033.119 Akaike's information criterion

BIC | 16160.434 Bayesian information criterion

---------------------+------------------------------------------------------

Baseline comparison |

CFI | 0.987 Comparative fit index

TLI | 0.978 Tucker-Lewis index

---------------------+------------------------------------------------------

Size of residuals |

SRMR | 0.021 Standardized root mean squared residual

CD | 0.926 Coefficient of determination

----------------------------------------------------------------------------

**Effect of customer care, product value, Tangibles and operational value on Behavioural intention and the mediating role of trust**

-------------------------------------------------------------------------------

| OIM

| Coef. Std. Err. z P>|z| [95% Conf. Interval]

--------------+----------------------------------------------------------------

Structural |

Trust <- |

CustCare | .2157979 .0310046 6.96 0.000 .1550299 .2765658

PValue | .298054 .0335953 8.87 0.000 .2322083 .3638996

TanValue | .154195 .0392844 3.93 0.000 .077199 .231191

OperValue | .1235361 .0384195 3.22 0.001 .0482352 .198837

\_cons | .8032446 .1064569 7.55 0.000 .5945929 1.011896

------------+----------------------------------------------------------------

BIntent<- |

Trust | .6511735 .036364 17.91 0.000 .5799013 .7224457

CustCare | .1721893 .0333209 5.17 0.000 .1068817 .237497

PValue | .008851 .0367253 0.24 0.810 -.0631294 .0808313

TanValue | .0015205 .041413 0.04 0.971 -.0796475 .0826885

OperValue | .0842654 .040379 2.09 0.037 .0051241 .1634068

\_cons | .5083842 .1149644 4.42 0.000 .2830582 .7337101

--------------+----------------------------------------------------------------

var(e.Trust)| .5387709 .0265272 .4892084 .5933548

var(e.BIntent)| .5877628 .0289394 .5336934 .6473101

-------------------------------------------------------------------------------

LR test of model vs. saturated: chi2(0) = 0.00, Prob > chi2 =

MEDIATION

Direct effects

------------------------------------------------------------------------------

| OIM

| Coef. Std. Err. z P>|z| [95% Conf. Interval]

-------------+----------------------------------------------------------------

Structural |

Trust <- |

CustCare | .2157979 .0310046 6.96 0.000 .1550299 .2765658

PValue | .298054 .0335953 8.87 0.000 .2322083 .3638996

TanValue | .154195 .0392844 3.93 0.000 .077199 .231191

OperValue | .1235361 .0384195 3.22 0.001 .0482352 .198837

-----------+----------------------------------------------------------------

BIntent<- |

Trust | .6511735 .036364 17.91 0.000 .5799013 .7224457

CustCare | .1721893 .0333209 5.17 0.000 .1068817 .237497

PValue | .008851 .0367253 0.24 0.810 -.0631294 .0808313

TanValue | .0015205 .041413 0.04 0.971 -.0796475 .0826885

OperValue | .0842654 .040379 2.09 0.037 .0051241 .1634068

------------------------------------------------------------------------------

Indirect effects

------------------------------------------------------------------------------

| OIM

| Coef. Std. Err. z P>|z| [95% Conf. Interval]

-------------+----------------------------------------------------------------

Structural |

Trust <- |

CustCare | 0 (no path)

PValue | 0 (no path)

TanValue | 0 (no path)

OperValue | 0 (no path)

-----------+----------------------------------------------------------------

BIntent<- |

Trust | 0 (no path)

CustCare | .1405218 .0216608 6.49 0.000 .0980674 .1829763

PValue | .1940849 .0244141 7.95 0.000 .1462341 .2419356

TanValue | .1004077 .0261883 3.83 0.000 .0490796 .1517358

OperValue | .0804434 .0254179 3.16 0.002 .0306253 .1302616

------------------------------------------------------------------------------

Total effects

------------------------------------------------------------------------------

| OIM

| Coef. Std. Err. z P>|z| [95% Conf. Interval]

-------------+----------------------------------------------------------------

Structural |

Trust <- |

CustCare | .2157979 .0310046 6.96 0.000 .1550299 .2765658

PValue | .298054 .0335953 8.87 0.000 .2322083 .3638996

TanValue | .154195 .0392844 3.93 0.000 .077199 .231191

OperValue | .1235361 .0384195 3.22 0.001 .0482352 .198837

-----------+----------------------------------------------------------------

BIntent<- |

Trust | .6511735 .036364 17.91 0.000 .5799013 .7224457

CustCare | .3127112 .0381616 8.19 0.000 .2379157 .3875067

PValue | .2029358 .0413504 4.91 0.000 .1218905 .2839811

TanValue | .1019282 .0483527 2.11 0.035 .0071587 .1966977

OperValue | .1647089 .0472882 3.48 0.000 .0720258 .257392

------------------------------------------------------------------------------