

## **CHAPTER V CONCLUSION**

The research findings from the previous chapter, which examined the impacts of customer innovativeness and perceived security on e-loyalty through the use of website image and trust as mediators, are summarized in this chapter. This chapter also discusses the management implications, as well as the research's limits and recommendations for further studies that might want to use this work as a guide.

### **5.1 Conclusion**

The following are the primary conclusions that may be drawn considering the data findings and debate that were covered in the preceding chapter:

1. Utilitarian value positively influence trust in seller (H1a accepted). It means that there is a positive and significant effect between utilitarian value and trust in seller.
2. Utilitarian value positively influence trust in product (H1b accepted). It means that there is a positive and significant effect between utilitarian value and trust in product.
3. Hedonic value positively influence trust in seller (H2a accepted). It means that there is a positive and significant effect between hedonic value and trust in seller.
4. Hedonic value has insignificant relationship with trust in product (H2b rejected). It means that there is an insignificant effect between hedonic value and trust in product.
5. Social value positively influence trust in seller (H3a accepted). It means that there is a positive and significant effect between social value and trust in seller.
6. Social value positively doesn't influence trust in seller (H3 rejected). It means that there is a positive and insignificant effect between social value and trust in product.

7. Trust in seller positively influence trust in product (H4 accepted). It means that there is a positive and significant effect between trust in seller and trust in product.
8. Trust in seller positively influence purchase intention (H5a accepted). It means that there is a positive and significant effect between trust in seller and purchase intention.
9. Trust in product positively influence purchase intention (H5b accepted). It means that there is a positive and significant effect between trust in product and purchase intention.

## **5.2 Managerial Implications**

1. In this research, it has been established that overall utilitarian value, social value, and hedonic value significantly influence trust in the seller. To enhance the utilitarian value of their products, Avoskin should enhance their promotion for Shopee Live, for example by giving an announcement about their live-streaming schedule. They also need to start live streaming especially on twin date (5.5;6.6;7.7) to attract more customer because there will be many promotions and discounts given on that day.
2. In terms of hedonic value, the seller can improve their interactivity with viewers by developing a unique live streaming style that captures attention through personal charisma. For example, the streamer has soothing voice and soft-selling type of promotion so that they viewers can enjoy the live-streaming.
3. Regarding social value, Avoskin can give suggestions on which products that suits the customer's need. Avoskin can also foster a sense of alignment with consumer identities by emphasizing their commitment to sustainability. This approach may resonate with environmentally conscious customers, thereby increasing their engagement with the brand.
4. In this research, utilitarian value affect trust in product and also it has the highest sample mean in the path coefficients. Therefore, Avoskin can consistently delivers their products on its promised functionality and

performance, don't change the ingredients without an announcement. High utilitarian value assures consumers that the product is reliable and effective, which enhances their trust in the product's quality. Products that provide consistent performance and meet consumer needs effectively foster trust. When consumers experience reliable outcomes from a product, they develop a sense of trust in its dependability. This can also maintain the trust that already been developed between the customers and Avoskin's product.

5. In this research, it has been found that trust in the seller significantly influences trust in the product. Therefore, during live streaming, sellers can prioritize customer needs by demonstrating the products that customers request, recommending products tailored to individual skin types, and promoting their most effective and well-known products, such as the retinol series. Additionally, highlighting positive reviews from past customers can validate the product's quality and enhance trust in the seller's ability to deliver. Seller can also give comprehensive after-sales guarantee like product return when found defect. Partnering with a beauty influencer for your livestream can boost consumer confidence. Influencers often have experience using the product, fostering trust with viewers through their genuine insights and recommendations. This authenticity translates to a more credible and persuasive sales pitch.
6. Continuing from the previous implications, to increase purchase intentions, Avoskin ought to concentrate on improving product credibility. Avoskin can increase customers' trust in their products by guaranteeing superior product quality and openness in product information. This will thereby strengthen the customer's trust on Avoskin and favorably impact purchasing decisions. Avoskin can also give a tester of their other product when customers' buy their product so that customers' can try and hope that it suits them and they will buy the full size.
7. According to the sample mean from the previous path coefficients, it can be seen that the lowest is from hedonic value to trust in product. It means that hedonic value doesn't really affect how customer trust a product. No matter

how enjoyable a live streaming is, they still can't trust the product that the seller's sell. In this case, the seller can focus in other higher aspect such as the utilitarian value that's proven to have high impact on trust in product.

8. All of the implications above can be implemented by other businesses to improve their live streaming performance by adding their perceived value so that it can build consumer trust to purchase their product.

### **5.3 Research Limitations**

1. The object of this research is Avoskin. There is a problem occurred during this research that located in the filter questions. The question in the filter is too detailed which is 'have you ever watched the official live streaming of Shopee Live Avoskin?'. This filter questions eliminate quite a lot of respondents and most of the respondents obtained were woman.
2. The topic of this research is still rarely discussed, moreover, it's quite hard to find the references for this research. Also, there are many of the research is using foreign language like Mandarin and Korean that hasn't been translated so the researchers can't use the journal due to its bad translation.
3. The indirect effect isn't discussed in this research because of the lack of evidence that prove the relation of the mediating variables.

### **5.4 Future Research Suggestions**

1. Use other well known skincare brand like Skintific or Somethinc to gain more respondents and increase the chance of product familiarity. These brands are widely recognized and trusted in the skincare market, which can lead to a larger and more diverse pool of respondents.
2. Explore other potential variables such as customer engagement, customer satisfaction, and perceived risk base on the previous studies.
3. Future research can explore the indirect effect in this research between perceived value to consumers' trust and purchase intention, and the role of trust in seller as mediating variable between perceived value and purchase intention.

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## APPENDIX

### APPENDIX I Questionnaire Questions

Section 1 of 10

### Kuesioner Penelitian

**B I U**  

Halo!

Perkenalkan, saya Anindya Triavidiasari, mahasiswi Universitas Atma Jaya Yoyakarta program studi International Business Management Program. Saat ini, saya sedang melakukan penyusunan skripsi sebagai salah satu syarat untuk kelulusan S1 dengan judul **'The Effect of Perceived Value to Purchase Intention in Shopee Live Streaming and Mediated by Consumer Trust on Avoskin'** dengan Shopee Live Streaming Avoskin sebagai objek penelitian.

Kriteria responden yang diperlukan untuk mengisi kuesioner ini yaitu:

1. Pengguna aplikasi Shopee
2. Mengetahui brand Avoskin
3. Pernah menonton Shopee Live Streaming Avoskin Official

Apabila Anda memenuhi kriteria tersebut, saya berharap partisipasi Anda untuk mengisi kuesioner ini dengan teliti dan jujur. Informasi yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan dalam penelitian. Jika anda memiliki saran atau pertanyaan silahkan menghubungi saya melalui e-mail saya, [cecilia.anindya12@gmail.com](mailto:cecilia.anindya12@gmail.com).

Saya mengucapkan terimakasih sebesar-besarnya atas perhatian dan partisipasi anda dalam pengisian kuesioner ini. God Bless!

Pertanyaan Filter  
Description (optional)

Apakah anda pengguna aplikasi Shopee? \*

Ya

Tidak

After section 1 Continue to next section

Section 2 of 10

Pertanyaan Filter  
Description (optional)

Apakah anda mengetahui brand Avoskin? \*

Ya

Tidak

Apakah anda pernah menonton official live streaming Avoskin di Shopee? \*

- Ya
- Tidak

After section 3 Continue to next section

Section 4 of 10

Profile

Description (optional)

Jenis Kelamin \*

- Laki-laki
- Perempuan

Usia (diisi angka, contoh: 21) \*

Short answer text

Utilitarian Value

Kuesioner ini diukur menggunakan skala likert:

- 1: Sangat Tidak Setuju  
2: Tidak Setuju  
3: Netral  
4: Setuju  
5: Sangat Setuju

Brand Avoskin di Shopee Live bisa dipercaya. \*

- Sangat Tidak Setuju    1    2    3    4    5    Sangat Setuju
- 

Produk Avoskin yang dijual melalui Shopee Live terlihat asli. \*

- Sangat Tidak Setuju    1    2    3    4    5    Sangat Setuju
-

Menurut saya, produk Avoskin sepadan dengan pengeluaran saya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya, promosi untuk Shopee Live Avoskin bagus. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Dari cara belanja yang lain, menurut saya belanja melalui Shopee Live Avoskin lebih baik dari segi nilai transaksi. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Hedonic Value

Kuesioner ini diukur menggunakan skala likert:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Proses berbelanja di Shopee Live Avoskin membuat saya merasa relaks. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya menikmati live shopping di Shopee Live Avoskin. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya pikir berbelanja di Shopee Live Avoskin akan menyenangkan. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya merasa waktu berjalan cepat saat saya berbelanja lewat Shopee Live Avoskin. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saat berbelanja di Shopee Live Avoskin, saya kadang melupakan kekhawatiran saya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Social Value

Kuesioner ini diukur menggunakan skala likert:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Berbelanja melalui Shopee Live Avoskin bisa memberikan kesan yang baik pada orang lain. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saat berbelanja melalui Shopee Live Avoskin, saya bisa mendapatkan produk yang sesuai gaya saya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya dengan senang hati akan memberitahukan teman saya tentang Shopee Live Avoskin. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Trust in Seller



Kuesioner ini diukur menggunakan skala likert:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Saya percaya dengan informasi yang diberikan saat Shopee Live Avoskin. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya percaya produk dan layanan yang direkomendasikan oleh Shopee Live Avoskin dapat berguna bagi siapapun. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya merasa penjual di Shopee Live Avoskin tulus. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya merasa nyaman saat membeli produk yang disarankan oleh penjual Shopee Live Avoskin. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya percaya Shopee Live Avoskin sanggup untuk menangani transaksi online. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju



Trust in Products



Kuesioner ini diukur menggunakan skala likert:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Saya percaya bahwa produk yang dijual oleh Shopee Live Avoskin adalah asli. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya percaya bahwa produk Avoskin didukung oleh jaminan komprehensif setelah pembelian (seperti garansi pengembalian barang). \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mempertimbangkan kualitas dari produk Avoskin yang dijual di Shopee Live itu terpercaya. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya percaya bahwa produk Avoskin yang diterima akan sama seperti yang didemonstrasikan di Shopee Live. \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Purchase Intention



Kuesioner ini diukur menggunakan skala likert:

- 1: Sangat Tidak Setuju
- 2: Tidak Setuju
- 3: Netral
- 4: Setuju
- 5: Sangat Setuju

Saya berniat membeli produk dari Shopee Live Avoskin. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya berkeinginan untuk membeli produk dari Shopee Live Avoskin saat saya butuh. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Saya ingin mencoba produk Avoskin yang didemonstrasikan di Shopee Live Avoskin. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

Produk Avoskin di Shopee Live Avoskin layak untuk dibeli. \*

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

## APPENDIX II

### Answers

Timestamp	Jenis Kelamin	Usia (diisi	Apakah ar	Apakah ar	Apakah ar
3/20/2024 12:42:56	Perempuan	21	Ya	Ya	Ya
3/22/2024 17:04:49	Perempuan	21	Ya	Ya	Ya
3/23/2024 12:27:34	Perempuan	21	Ya	Ya	Ya
3/23/2024 12:32:45	Perempuan	22	Ya	Ya	Ya
3/23/2024 12:37:10	Perempuan	21	Ya	Ya	Ya
3/23/2024 12:45:07	Perempuan	25	Ya	Ya	Ya
3/23/2024 12:45:14	Perempuan	22	Ya	Ya	Ya
3/23/2024 12:46:53	Perempuan	36	Ya	Ya	Ya
3/23/2024 12:48:32	Perempuan	21	Ya	Ya	Ya
3/23/2024 12:49:59	Laki-laki	21	Ya	Ya	Ya
3/23/2024 12:50:21	Perempuan	21	Ya	Ya	Ya
3/23/2024 12:58:39	Perempuan	21	Ya	Ya	Ya
3/23/2024 13:00:10	Perempuan	21	Ya	Ya	Ya
3/23/2024 13:04:17	Perempuan	21	Ya	Ya	Ya
3/23/2024 13:06:59	Perempuan	22	Ya	Ya	Ya
3/23/2024 13:09:00	Perempuan	17	Ya	Ya	Ya
3/23/2024 15:58:39	Perempuan	21	Ya	Ya	Ya
3/23/2024 16:07:21	Perempuan	21	Ya	Ya	Ya

Brand Av	Produk Av	Menurut s	Menurut s	Dari cara	Proses ber	Saya meni	Saya pikir	Saya mera	Saat berb	Berbelanja
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Saat berb	Saya deng	Saya perc	Saya perc	Saya mera	Saya mera	Saya perc	Saya perc	Saya perc	Saya mem	Saya perc	Saya bern	Saya berb	Saya ingin	Produk Av
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3/25/2024 6:54:36	Perempuan	22	Ya	Ya	Ya
3/27/2024 12:52:58	Perempuan	21	Ya	Ya	Ya
3/31/2024 13:57:11	Perempuan	22	Ya	Ya	Ya
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04/04/2024 11:28	Perempuan	21	Ya	Ya	Ya
04/04/2024 14:41	Laki-laki	22	Ya	Ya	Ya
04/04/2024 14:49	Perempuan	22	Ya	Ya	Ya
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04/04/2024 15:39	Laki-laki	22	Ya	Ya	Ya
04/04/2024 19:28	Perempuan	21	Ya	Ya	Ya
04/05/2024 04:26	Perempuan	21	Ya	Ya	Ya
04/05/2024 08:59	Perempuan	22	Ya	Ya	Ya
04/05/2024 09:51	Perempuan	22	Ya	Ya	Ya
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04/05/2024 10:28	Laki-laki	21	Ya	Ya	Ya
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04/05/2024 16:22	Perempuan	22	Ya	Ya	Ya

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04/09/2024 11:00	Perempuan	28	Ya	Ya	Ya
04/09/2024 15:25	Perempuan	22	Ya	Ya	Ya
04/09/2024 16:03	Perempuan	27	Ya	Ya	Ya
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4/14/2024 18:08:20	Laki-laki	20	Ya	Ya	Ya
4/14/2024 18:51:30	Laki-laki	21	Ya	Ya	Ya
4/14/2024 19:31:15	Perempuan	21	Ya	Ya	Ya
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4/16/2024 15:07:36	Perempuan	21	Ya	Ya	Ya
4/16/2024 15:11:59	Perempuan	22	Ya	Ya	Ya
4/16/2024 15:14:50	Perempuan	22	Ya	Ya	Ya
4/16/2024 15:16:18	Perempuan	22	Ya	Ya	Ya
4/16/2024 15:17:54	Perempuan	21	Ya	Ya	Ya
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4/16/2024 16:07:53	Perempuan	27	Ya	Ya	Ya
4/16/2024 16:11:54	Perempuan	21	Ya	Ya	Ya
4/16/2024 16:12:56	Laki-laki	21	Ya	Ya	Ya
4/16/2024 16:23:07	Laki-laki	19	Ya	Ya	Ya
4/16/2024 16:54:52	Laki-laki	20	Ya	Ya	Ya
4/16/2024 22:04:51	Perempuan	23	Ya	Ya	Ya
4/16/2024 22:06:32	Perempuan	18	Ya	Ya	Ya
4/16/2024 22:07:31	Perempuan	19	Ya	Ya	Ya
4/16/2024 22:08:19	Perempuan	24	Ya	Ya	Ya
4/16/2024 22:08:27	Laki-laki	22	Ya	Ya	Ya
4/16/2024 22:09:26	Perempuan	22	Ya	Ya	Ya

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4/17/2024 8:05:54	Laki-laki	21	Ya	Ya	Ya
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4/17/2024 8:08:41	Laki-laki	20	Ya	Ya	Ya
4/17/2024 8:09:23	Perempuan	19	Ya	Ya	Ya
4/17/2024 8:14:34	Perempuan	20	Ya	Ya	Ya
4/17/2024 8:16:49	Perempuan	18	Ya	Ya	Ya
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4/17/2024 9:44:56	Laki-laki	20	Ya	Ya	Ya
4/17/2024 9:46:11	Laki-laki	21	Ya	Ya	Ya
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4/17/2024 10:08:45	Laki-laki	23	Ya	Ya	Ya
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4/17/2024 10:14:06	Perempuan	20	Ya	Ya	Ya
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4/17/2024 10:23:06	Laki-laki	22	Ya	Ya	Ya

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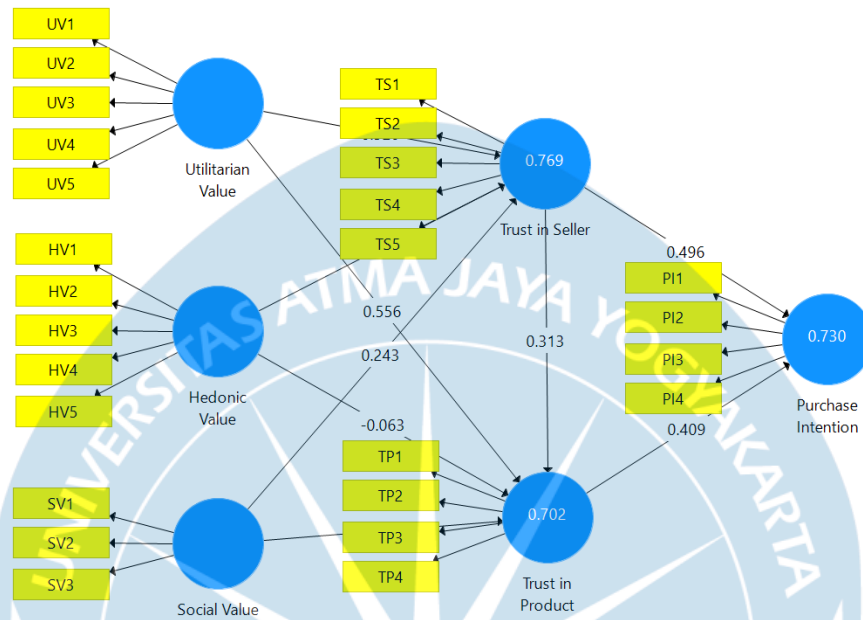
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4/17/2024 12:53:47	Laki-laki	21	Ya	Ya	Ya
4/17/2024 13:11:37	Laki-laki	20	Ya	Ya	Ya
4/17/2024 13:16:37	Laki-laki	21	Ya	Ya	Ya
4/17/2024 13:17:09	Perempuan	19	Ya	Ya	Ya
4/23/2024 8:57:38	Perempuan	21	Ya	Ya	Ya
4/24/2024 12:25:58	Perempuan	22	Ya	Ya	Ya

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## APPENDIX III PLS Calculation



### Discriminant Validity

	Hedonic Value	Purchase Intention	Social Value	Trust in Product	Trust in Seller	Utilitarian Value
Hedonic Value	0.885					
Purchase Intention	0.711	0.890				
Social Value	0.830	0.709	0.887			
Trust in Product	0.657	0.796	0.654	0.895		
Trust in Seller	0.782	0.815	0.771	0.781	0.870	
Utilitarian Value	0.753	0.843	0.714	0.818	0.836	0.844

### Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Trust in Product	0.917	0.922	0.941	0.800
Purchase Intention	0.912	0.914	0.938	0.792
Social Value	0.865	0.885	0.917	0.787
Hedonic Value	0.931	0.932	0.948	0.784
Trust in Seller	0.920	0.920	0.940	0.758
Utilitarian Value	0.898	0.909	0.925	0.713

### Path Coefficients

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O /STDEV)	P Values	
Utilitarian Value -> Trust in Product	0.556	0.551	0.103	5.378	0.000	
Utilitarian Value -> Trust in Seller	0.520	0.510	0.080	6.476	0.000	
Trust in Seller -> Purchase Intention	0.496	0.498	0.077	6.458	0.000	
Trust in Product -> Purchase Intention	0.409	0.403	0.088	4.648	0.000	
Trust in Seller -> Trust in Product	0.313	0.304	0.112	2.786	0.006	
Social Value -> Trust in Seller	0.243	0.247	0.075	3.231	0.001	
Hedonic Value -> Trust in Seller	0.188	0.190	0.078	2.413	0.016	
Social Value -> Trust in Product	0.068	0.085	0.106	0.636	0.525	
Hedonic Value -> Trust in Product	-0.063	-0.069	0.117	0.534	0.594	

### Specific Indirect Effects

Mean, STDEV, T-Values, P-...	Confidence Intervals	Confidence Intervals Bias ...	Samples	Copy to Clipboard:	Excel Format	R Format
	Original ...	Sample ...	Standard ...	T Statistic...	P Values	
Hedonic Value -> Trust in Product -> Purchase Intention	-0.026	-0.031	0.049	0.527	0.599	
Social Value -> Trust in Product -> Purchase Intention	0.028	0.034	0.041	0.679	0.497	
Hedonic Value -> Trust in Seller -> Trust in Product -> Purchase Intention	0.024	0.023	0.016	1.498	0.135	
Social Value -> Trust in Seller -> Trust in Product -> Purchase Intention	0.031	0.029	0.015	2.056	0.040	
Trust in Seller -> Trust in Product -> Purchase Intention	0.128	0.122	0.052	2.462	0.014	
Utilitarian Value -> Trust in Seller -> Trust in Product -> Purchase Intention	0.067	0.063	0.029	2.276	0.023	
Utilitarian Value -> Trust in Product -> Purchase Intention	0.227	0.222	0.072	3.160	0.002	
Hedonic Value -> Trust in Seller -> Purchase Intention	0.093	0.094	0.044	2.132	0.033	
Social Value -> Trust in Seller -> Purchase Intention	0.121	0.124	0.043	2.779	0.006	
Utilitarian Value -> Trust in Seller -> Purchase Intention	0.258	0.258	0.060	4.279	0.000	
Hedonic Value -> Trust in Seller -> Trust in Product	0.059	0.059	0.038	1.563	0.119	
Social Value -> Trust in Seller -> Trust in Product	0.076	0.074	0.036	2.138	0.033	

### Outer Loadings

Matrix	Hedonic ...	Purchase ...	Social Val...	Trust in P...	Trust in S...	Utilitarian...
HV1	0.890					
HV2	0.894					
HV3	0.906					
HV4	0.873					
HV5	0.865					
PI1		0.875				
PI2		0.904				
PI3		0.879				
PI4		0.902				
SV1			0.822			
SV2			0.917			
SV3			0.919			



### Outer Loadings

Matrix	Hedonic ...	Purchase ...	Social Val...	Trust in P...	Trust in S...	Utilitarian...
SV3			0.919			
TP1				0.865		
TP2				0.898		
TP3				0.931		
TP4				0.883		
TS1					0.878	
TS2					0.871	
TS3					0.886	
TS4					0.879	
TS5					0.837	
UV1						0.896
UV2						0.888

### Outer Loadings

Matrix	Hedonic ...	Purchase ...	Social Val...	Trust in P...	Trust in S...	Utilitarian...
TP4				0.883		
TS1					0.878	
TS2					0.871	
TS3					0.886	
TS4					0.879	
TS5					0.837	
UV1						0.896
UV2						0.888
UV3						0.840
UV4						0.725
UV5						0.860