PLS Table製作教學

指導老師：吳智鴻　教授 / 教學助理：陳碩晴

目錄
contents

01 Scale properties of the measurement model

02 Discriminant Validity: Fornell-Larcker criterion

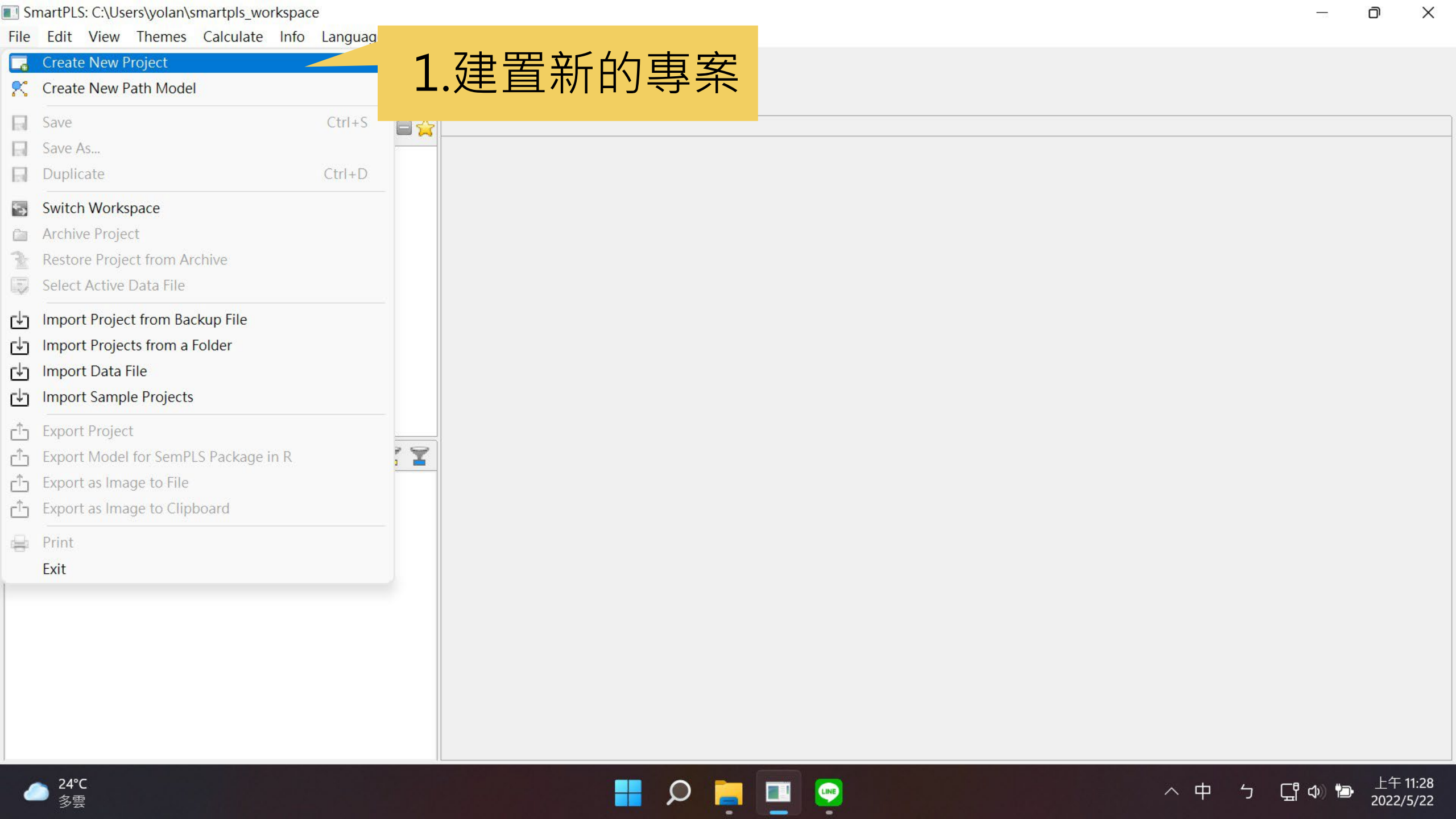
03 Discriminant Validity: Heterotrsait–monotrait

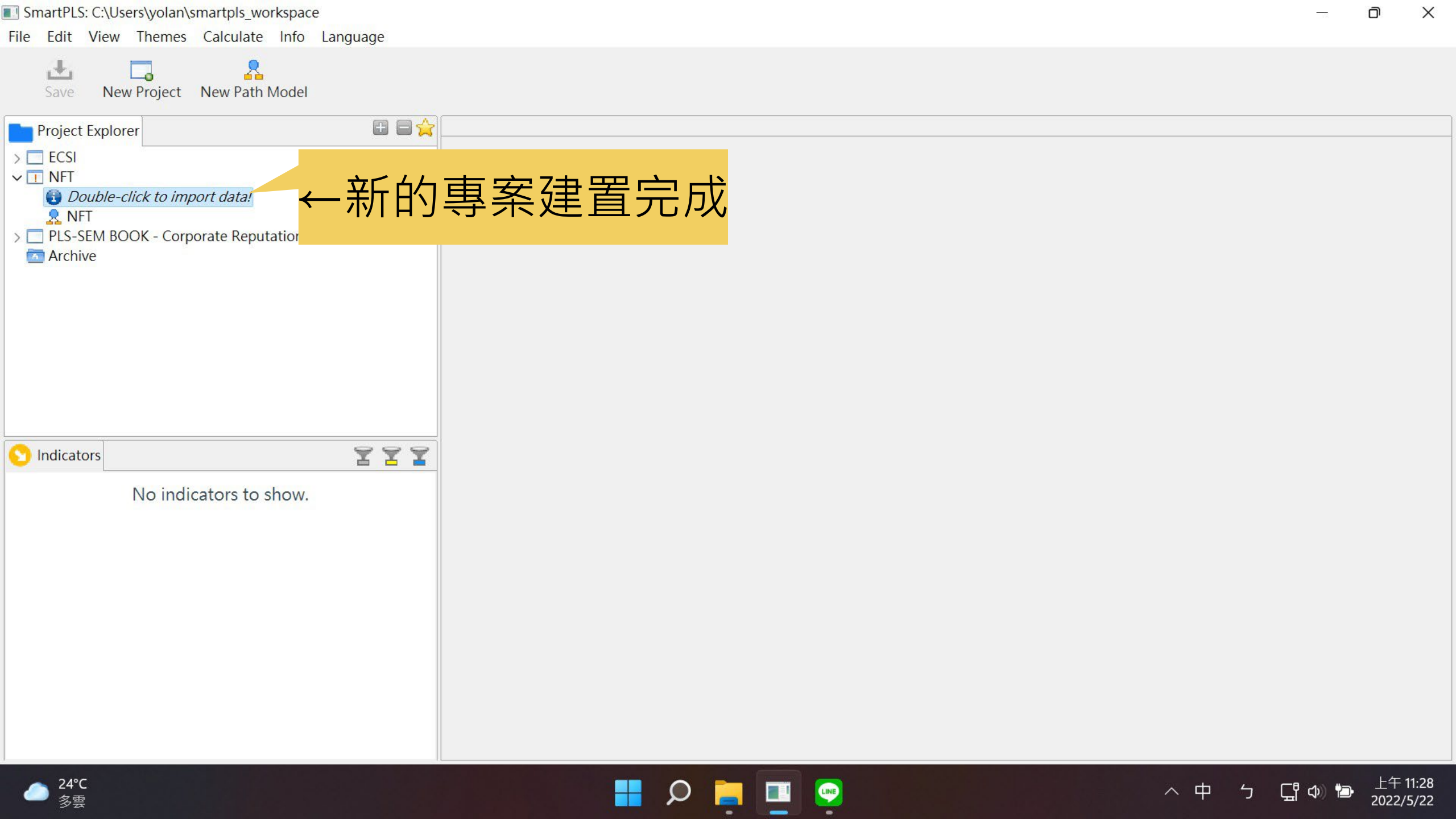
04 Moderating Effect

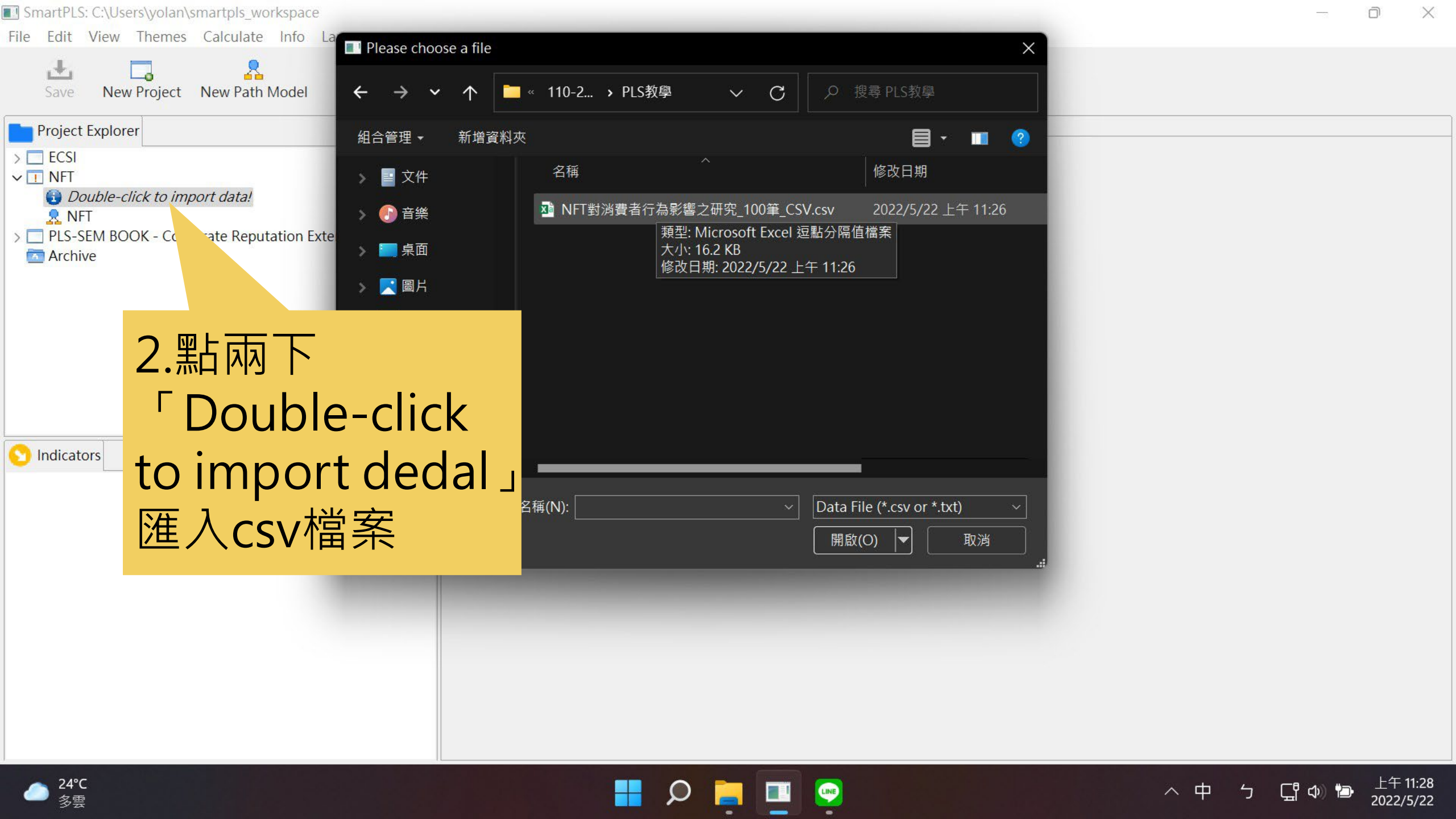
05 結構模型評鑑鑑定表

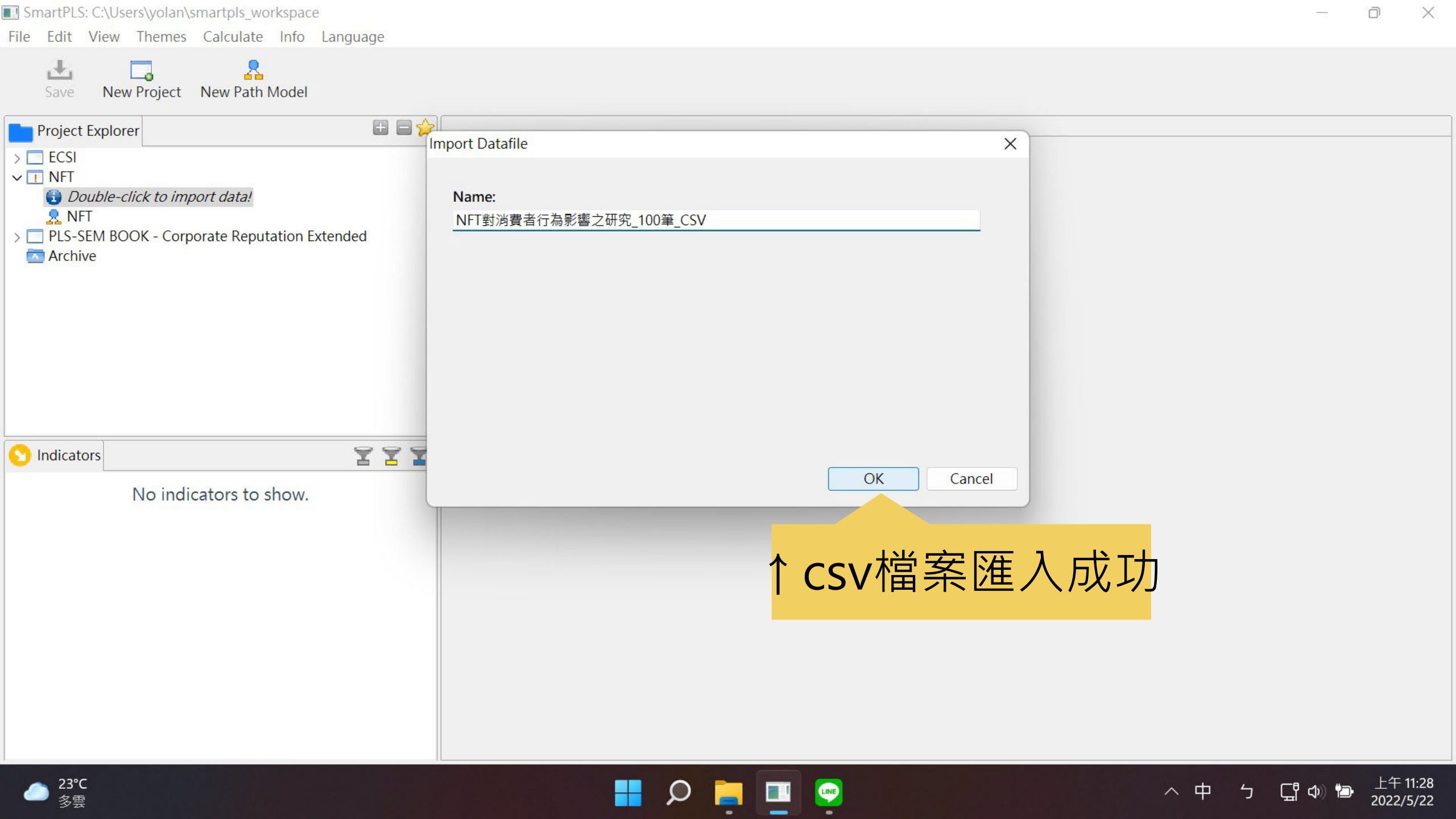
06 中介效果鑑定表

前置作業：匯入資料、畫模型


SmartPLS: C:\Users\yolan\smartpls_workspace
File
Edit
View
Themes
Calculate
Info
Languag
Create New Project
Create New Path Model
Save Ctrl+S
Save As...
Duplicate Ctrl+D
Switch Workspace
Archive Project
Restore Project from Archive
Select Active Data File
Import Project from Backup File
Import Projects from a Folder
Import Data File
Import Sample Projects
Export Project
Export Model for SemPLS Package in R
Export as Image to File
Export as Image to Clipboard
Print
Exit
1.建置新的專案
24°C
多雲
上午 11:28
2022/5/22


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Save
New Project
New Path Model
Project Explorer
ECSI
NFT
Double-click to import data!
NFT
PLS-SEM BOOK - Corporate Reputatior
Archive
←新的專案建置完成
Indicators
No indicators to show.
24°C
多雲
上午 11:28
2022/5/22


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info
Save
New Project
New Path Model
Project Explorer
ECSI
NFT
Double-click to import data!
NFT
PLS-SEM BOOK - Co ate Reputation Exte
Archive
Indicators
Please choose a file
110-2... › PLS教學
搜尋 PLS教學
組合管理
新增資料夾
文件
音樂
桌面
圖片
名稱
修改日期
NFT對消費者行為影響之研究_100筆_CSV.csv 2022/5/22 上午 11:26
類型: Microsoft Excel 逗點分隔值檔案
大小: 16.2 KB
修改日期: 2022/5/22 上午 11:26
名稱(N):
Data File (*.csv or *.txt)
開啟(O)
取消
2.點兩下
「Double-click
to import dedal」
匯入csv檔案
24°C
多雲
上午 11:28
2022/5/22


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Save
New Project
New Path Model
Project Explorer
ECSI
NFT
Double-click to import data!
NFT
PLS-SEM BOOK - Corporate Reputation Extended
Archive
Indicators
No indicators to show.
Import Datafile
Name:
NFT對消費者行為影響之研究_100筆_CSV
OK
Cancel
↑csv檔案匯入成功
23°C
多雲
上午 11:28
2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | NFT.splsm

↑可以開始畫模型了！

Grid | Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

23°C 多雲

上午 11:29 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

reate latent variables (ALT+2).

3.新增構面

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | NFT.splsm

Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

23°C 多雲

上午 11:29 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

Latent Variable 1

↑點一下空白處新增構面

Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

23°C 多雲

上午 11:29 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

新增想要的構面數量

Latent Variable 1

Latent Variable 2

Latent Variable 3

Latent Variable 5

Latent Variable 4

Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

23°C 多雲

上午 11:30 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Co... latent variables (ALT+3).

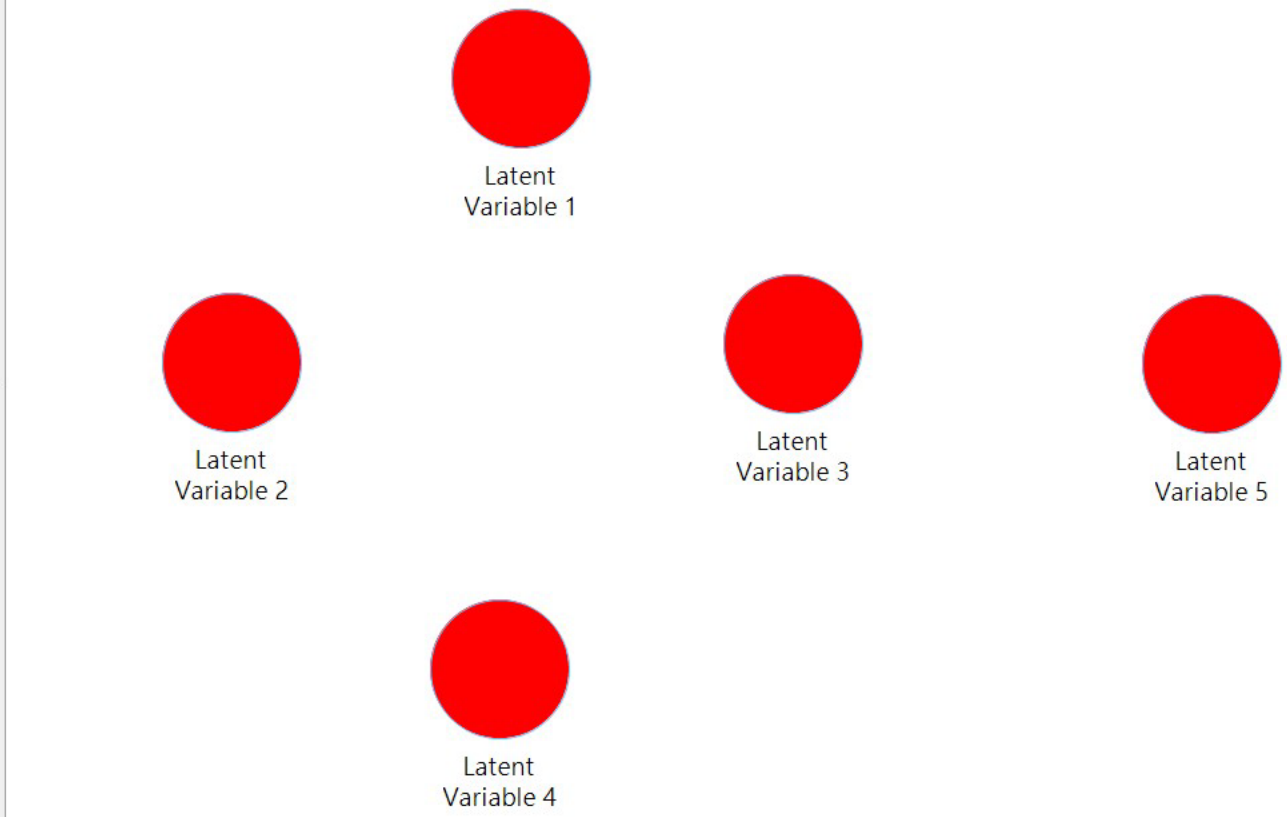
4.建立構面與構面的關係

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1



Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

23°C 多雲

上午 11:30 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

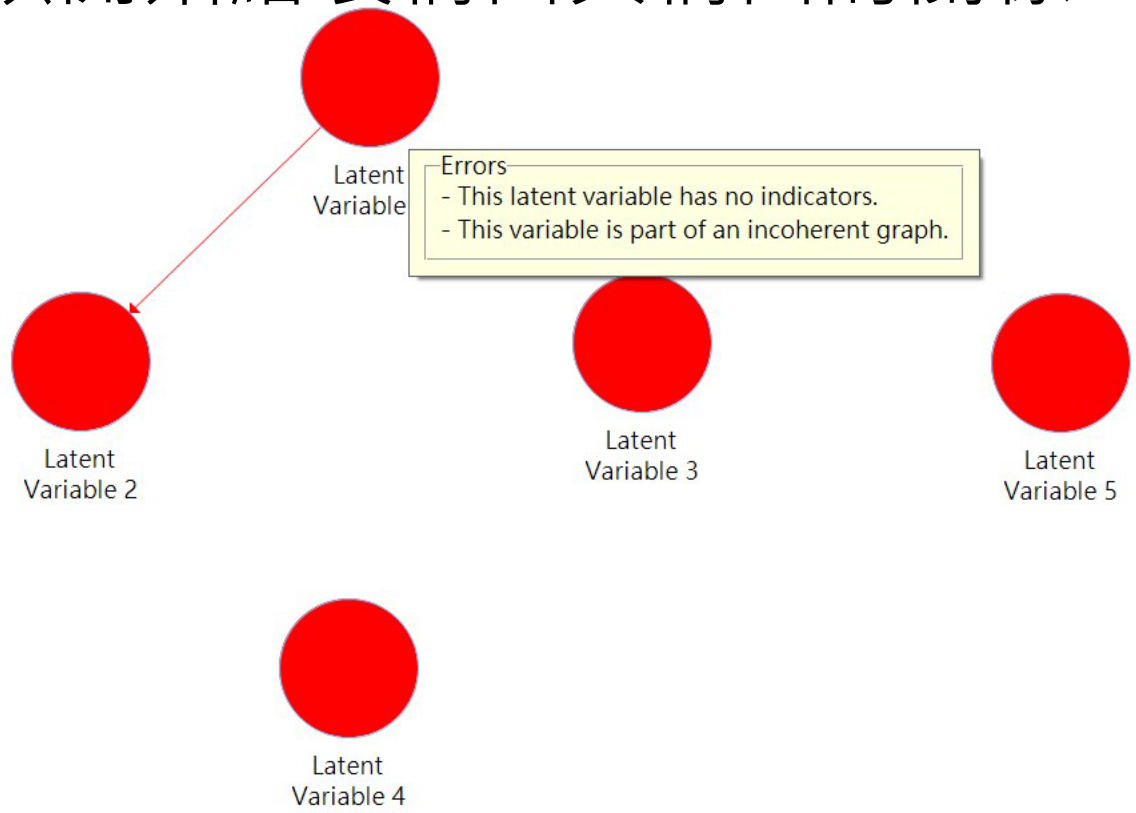
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

可以開始繪製構面與構面的關係



Grid | Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

23°C 多雲

上午 11:30 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

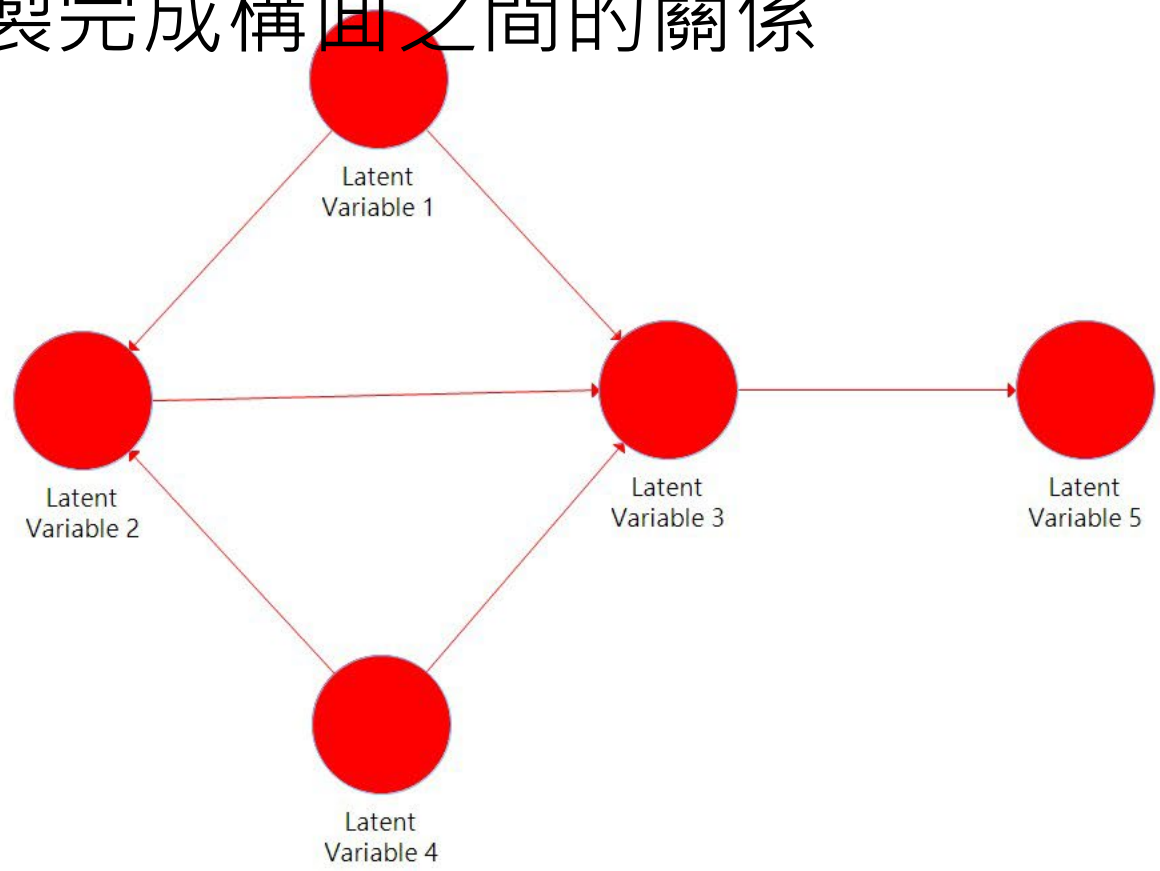
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

繪製完成構面之間的關係



Grid | Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

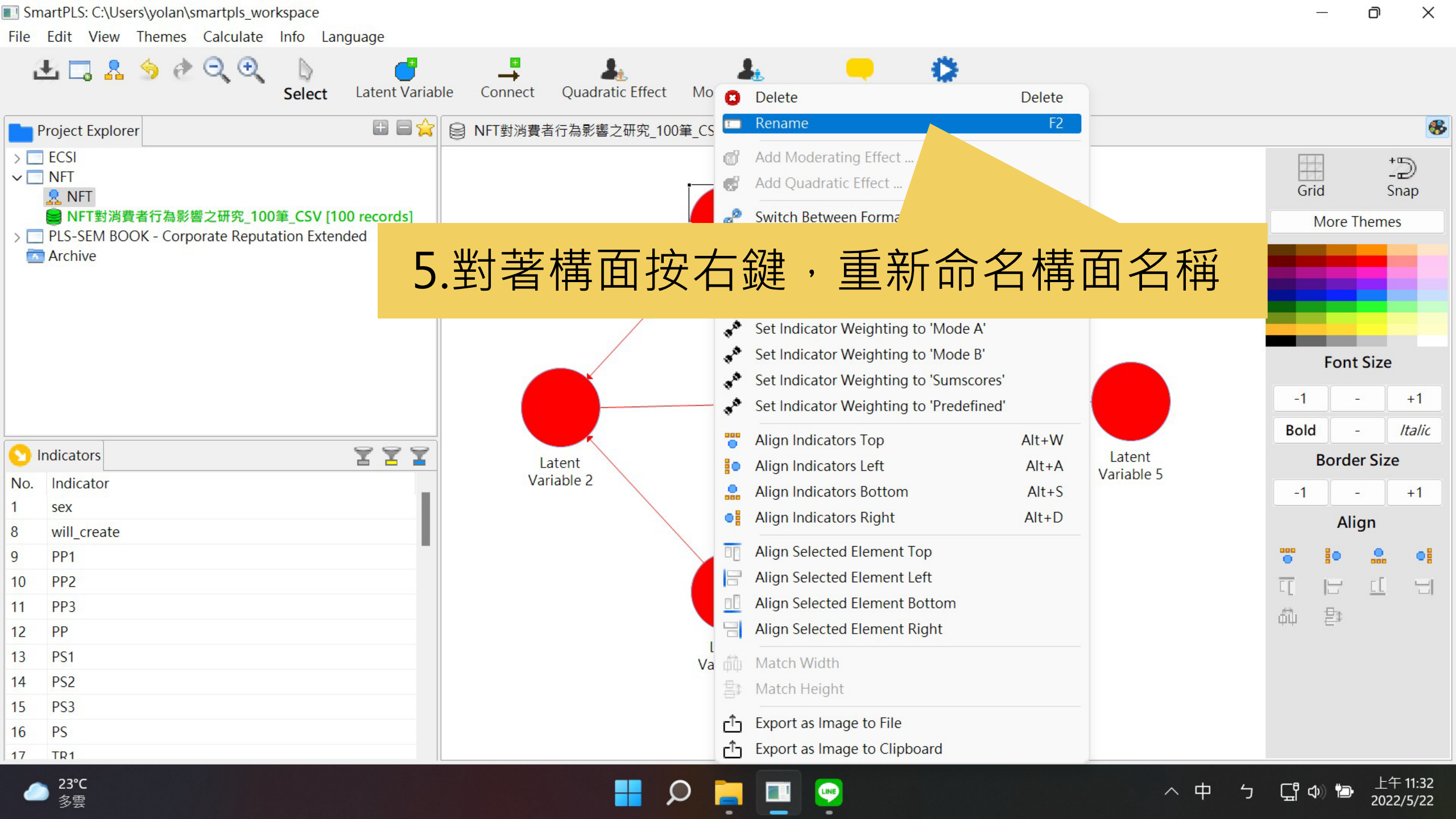
Border Size

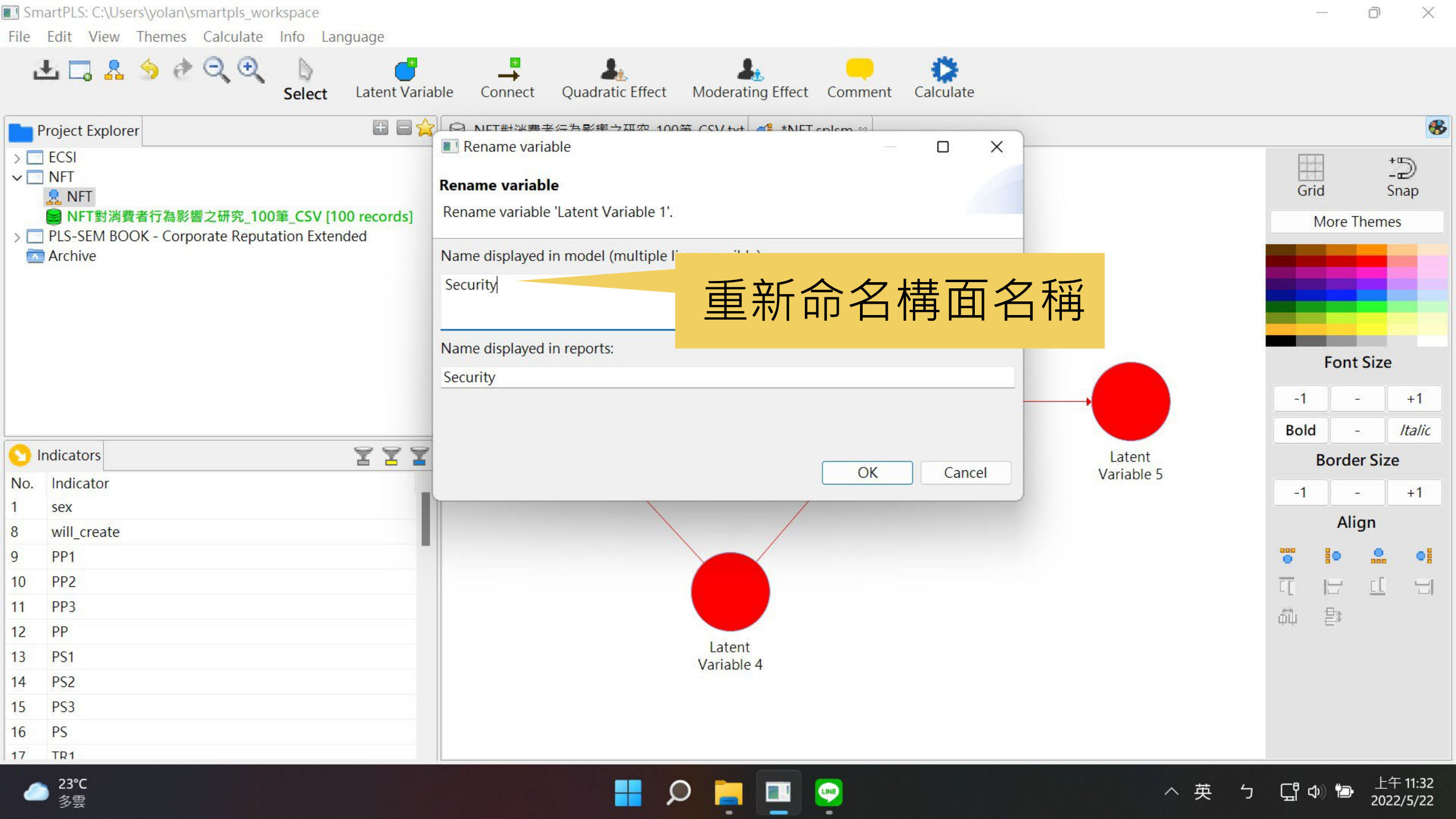
-1 - +1

Align

23°C 多雲

上午 11:31 2022/5/22


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Select
Latent Variable
Connect
Quadratic Effect
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響之研究_100筆_CSV [100 records]
PLS-SEM BOOK - Corporate Reputation Extended
Archive
Indicators
No. Indicator
1 sex
8 will_create
9 PP1
10 PP2
11 PP3
12 PP
13 PS1
14 PS2
15 PS3
16 PS
17 TR1
NFT對消費者行為影響之研究_100筆_CS
Delete Delete
Rename F2
Add Moderating Effect ...
Add Quadratic Effect ...
Switch Between Forma
5.對著構面按右鍵，重新命名構面名稱
Set Indicator Weighting to 'Mode A'
Set Indicator Weighting to 'Mode B'
Set Indicator Weighting to 'Sumscores'
Set Indicator Weighting to 'Predefined'
Align Indicators Top Alt+W
Align Indicators Left Alt+A
Align Indicators Bottom Alt+S
Align Indicators Right Alt+D
Align Selected Element Top
Align Selected Element Left
Align Selected Element Bottom
Align Selected Element Right
Match Width
Match Height
Export as Image to File
Export as Image to Clipboard
Latent Variable 2
Latent Variable 5
Grid
Snap
More Themes
Font Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align
23°C 多雲
上午 11:32 2022/5/22


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Select
Latent Variable
Connect
Quadratic Effect
Moderating Effect
Comment
Calculate
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響之研究_100筆_CSV [100 records]
PLS-SEM BOOK - Corporate Reputation Extended
Archive
Indicators
No. Indicator
1 sex
8 will_create
9 PP1
10 PP2
11 PP3
12 PP
13 PS1
14 PS2
15 PS3
16 PS
17 TR1
Rename variable
Rename variable
Rename variable 'Latent Variable 1'.
Name displayed in model (multiple l
Security
重新命名構面名稱
Name displayed in reports:
Security
OK
Cancel
Latent Variable 5
Latent Variable 4
Grid
Snap
More Themes
Font Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align
23°C 多雲
上午 11:32 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

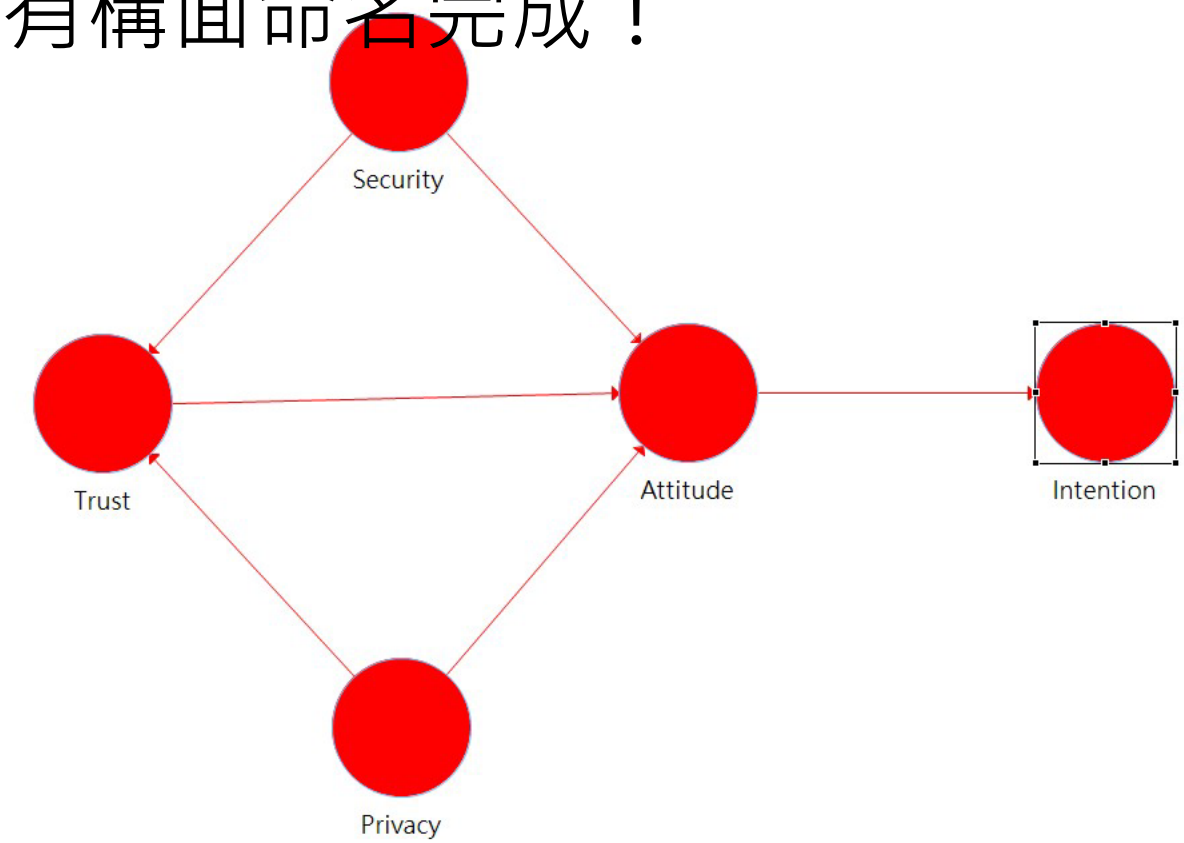
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

所有構面命名完成！



Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

23°C 多雲

上午 11:34 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

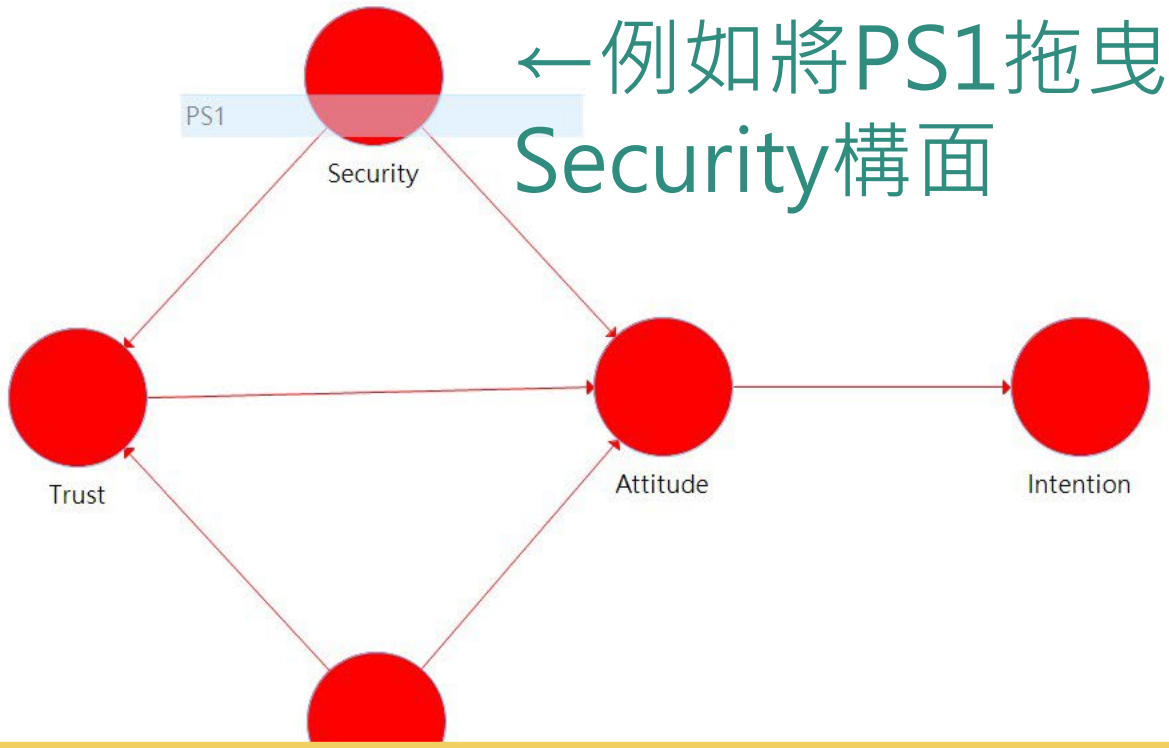
Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm



←例如將PS1拖曳到Security構面

Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

6.將左下角csv檔案的資料拖曳到構面中

23°C 多雲

上午 11:34 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

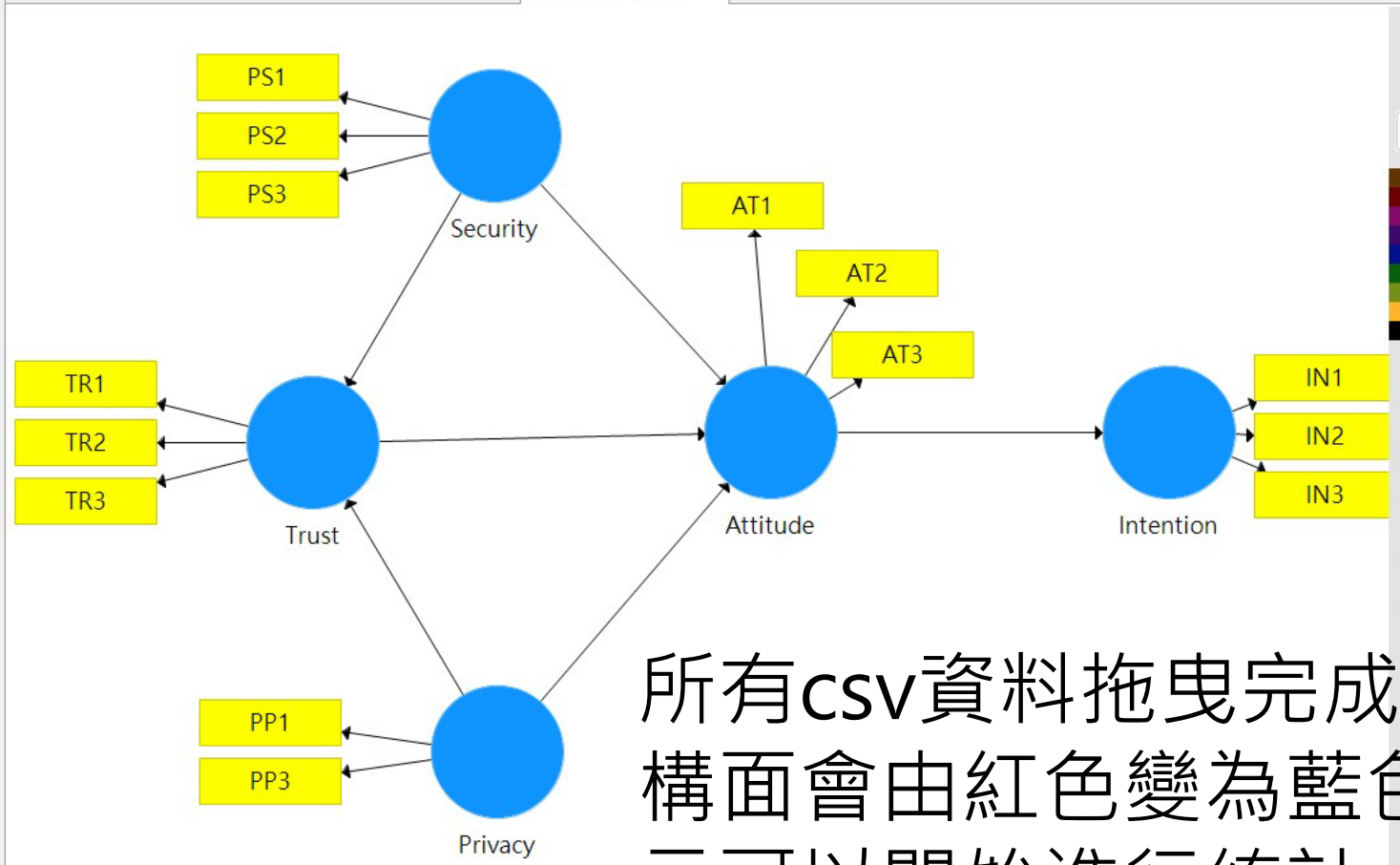
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	**AT1**
22	**AT2**
23	**AT3**
24	AT
25	**IN1**
26	**IN2**
27	**IN3**
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm



Grid Snap

More Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

所有csv資料拖曳完成！構面會由紅色變為藍色，表示可以開始進行統計

23°C 多雲

上午 11:36 2022/5/22

Scale properties of the measurement model

Scale properties of the measurement model範例

Construct	Item	Item mean	Standard deviation	Standardized item loading	*T*-statistic	Cronbach's alpha	Composite reliability	AVE
Financial self-efficacy	FS1	5.83	1.028	0.660	20.428	0.776	0.848	0.528
	FS2	5.46	1.014	0.805	49.851			
	FS3	5.44	1.062	0.775	38.665			
	FS4	5.56	1.041	0.664	24.359			
	FS5	5.52	1.088	0.719	27.655			
Confirmation	CON1	5.21	0.990	0.785	44.625	0.795	0.867	0.619
	CON2	5.22	1.036	0.774	42.143			
	CON3	5.25	1.033	0.821	57.104			
	CON4	5.42	1.038	0.766	43.842			
Fintech continuance intention	FCI1	5.73	0.913	0.729	27.180	0.802	0.864	0.561
	FCI2	5.46	0.901	0.645	20.529			
	FCI3	5.92	0.889	0.829	60.149			
	FCI4	5.98	0.901	0.792	42.431			
	FCI5	5.99	0.907	0.737	27.285			
Satisfaction	SAT1	5.31	1.041	0.823	62.504	0.772	0.856	0.599
	SAT2	5.22	1.039	0.801	49.875			
	SAT3	5.14	1.080	0.813	53.086			
	SAT4	5.88	1.004	0.646	20.082			
Technological self-efficacy	TSE1	6.35	0.915	0.822	33.720	0.787	0.859	0.604
	TSE2	6.49	0.832	0.816	29.376			
	TSE3	6.36	0.783	0.729	19.599			
	TSE4	6.05	0.909	0.735	18.607			
Perceived usefulness	PU1	5.59	1.016	0.739	32.810	0.719	0.826	0.543
	PU2	5.77	0.967	0.763	37.286			
	PU3	5.71	0.948	0.745	34.348			
	PU4	6.00	0.885	0.698	27.174			

Table 4.
Scale properties of the measurement model

1.取得Item Mean、Standard Deviation值

Construct	Item	Item Mean	Standard Deviation	Standardized item loading	Cronbach's Alpha	Composite Reliability	rho_A	AVE	VIF
Trust		5.53	1.08		0.82	0.89	0.85	0.73	
	TR1	5.33	1.29	0.88					1.73
	TR2	5.66	1.27	0.82					1.84
	TR3	5.61	1.22	0.88					2.10
Security		5.26	1.13		0.86	0.92	0.86	0.79	
	PS1	5.20	1.23	0.92					3.09
	PS2	5.64	1.09	0.88					2.40
	PS3	4.93	1.51	0.86					1.97
Attitude		5.72	1.15		0.92	0.95	0.93	0.87	
	AT1	5.70	1.21	0.93					3.52
	AT2	5.66	1.33	0.91					3.13
	AT3	5.81	1.16	0.95					3.89
Privacy		5.09	1.11		0.76	0.89	0.77	0.80	
	PP1	5.24	1.27	0.91					1.58
	PP3	4.79	1.58	0.88					1.58
Intention		5.08	1.24		0.87	0.92	0.87	0.79	
	IN1	5.40	1.39	0.85					1.83
	IN2	4.94	1.38	0.92					3.08
	IN3	4.91	1.40	0.90					2.86

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

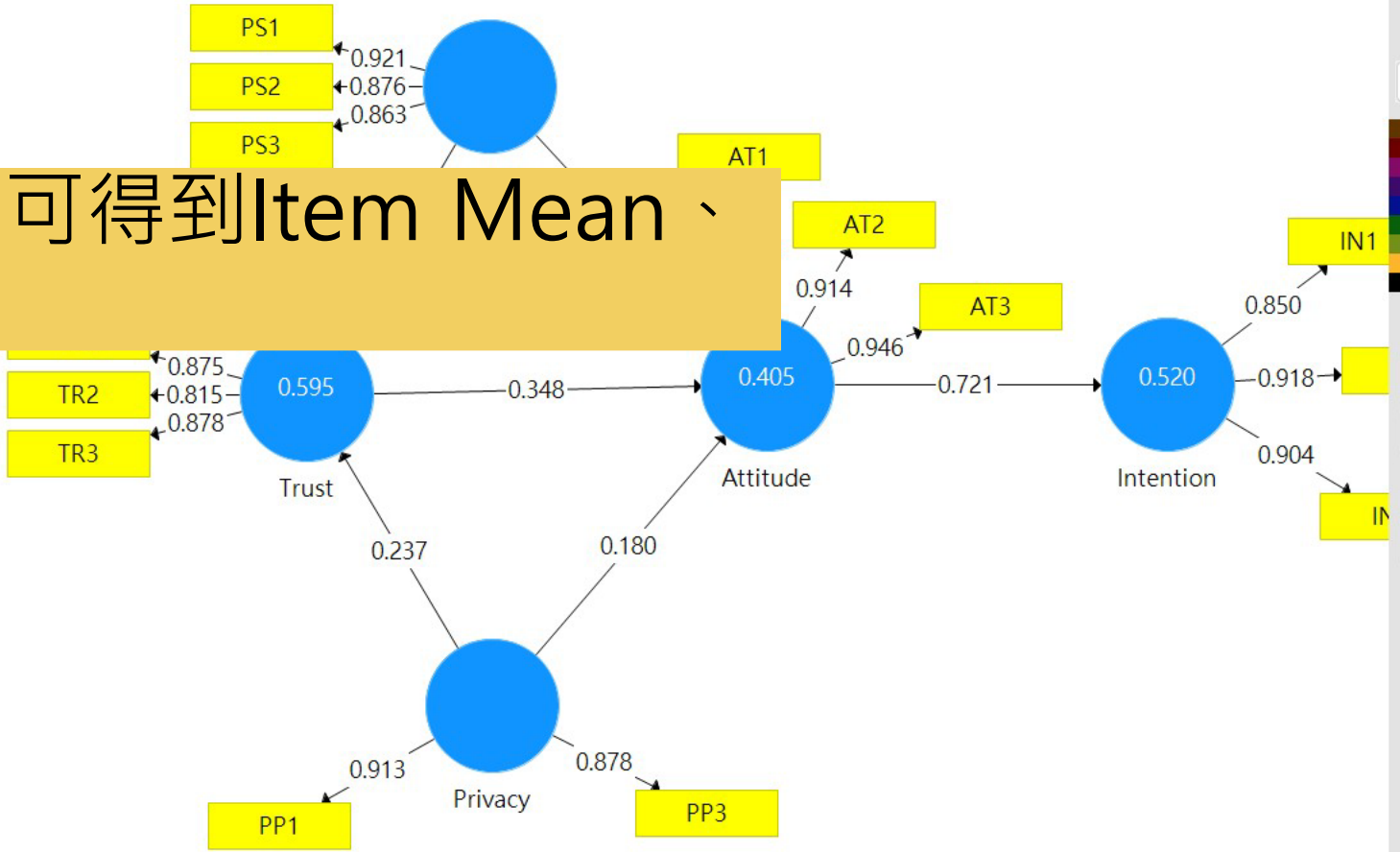
Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate ... Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

↑點選綠色小圖標即可得到Item Mean、Standard Deviation



Grid | Snap | More Themes

Font Size: -1 - +1 | Bold - *Italic*

Border Size: -1 - +1

Align

Indicators | Calculation Results

PLS Algorithm (Run No. 1) | Remove

Report | Excel | HTML | R

Data Group	Complete
Inner model	Path Coefficients
Outer model	Outer Weights / Loadings
Constructs	R Square
Highlight Paths	off

Show defaults

23°C 多雲

上午 11:39 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Add Data Group | Generate Data Groups | Clear Data Groups

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

Delimiter: Comma
Value Quote Character: None
Number Format: US (example: 1,000.23)
Missing Value Marker: None

Encoding: BIG5
Sample size: 100
Indicators: 52
Missing Values: 0

Re-Analyze | Open External

Indicators: | Indicator Correlations | Raw File | Copy to Clipboard

	No.	Missing	Mean	Median	Min	Max	Standar...	Excess K...	Skewness
sex	1	0	1.430	1.000	1.000	2.000	0.495	-1.957	0.287
age	2	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
edu	3	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
job	4	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
area	5	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
create...	6	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
NFT_f...	7	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
will_cr...	8	0	0.750	1.000	0.000	1.000	0.433	-0.639	-1.172
PP1	9	0	5.240	5.000	2.000	7.000	1.266	-0.357	-0.404
PP2	10	0	5.240	5.000	2.000	7.000	1.289	-0.500	-0.488
PP3	11	0	4.790	5.000	1.000	7.000	1.577	-0.734	-0.299
PP	12	0	5.090	5.000	2.330	7.000	1.112	-0.332	-0.304
PS1	13	0	5.200	5.000	1.000	7.000	1.233	0.466	-0.585
PS2	14	0	5.640	6.000	2.000	7.000	1.091	1.009	-0.788
PS3	15	0	4.930	5.000	1.000	7.000	1.505	-0.127	-0.612
PS	16	0	5.256	5.330	1.330	7.000	1.131	0.786	-0.688
TR1	17	0	5.330	6.000	2.000	7.000	1.289	-0.327	-0.640

Item Mean Standard Deviation

23°C 多雲

上午 11:39 2022/5/22

2.取得Standardized item loading值

Construct	Item	Item Mean	Standard Deviation	Standardized item loading	Cronbach's Alpha	Composite Reliability	rho_A	AVE	VIF
Trust		5.53	1.08		0.82	0.89	0.85	0.73	
	TR1	5.33	1.29	0.88					1.73
	TR2	5.66	1.27	0.82					1.84
	TR3	5.61	1.22	0.88					2.10
Security		5.26	1.13		0.86	0.92	0.86	0.79	
	PS1	5.20	1.23	0.92					3.09
	PS2	5.64	1.09	0.88					2.40
	PS3	4.93	1.51	0.86					1.97
Attitude		5.72	1.15		0.92	0.95	0.93	0.87	
	AT1	5.70	1.21	0.93					3.52
	AT2	5.66	1.33	0.91					3.13
	AT3	5.81	1.16	0.95					3.89
Privacy		5.09	1.11		0.76	0.89	0.77	0.80	
	PP1	5.24	1.27	0.91					1.58
	PP3	4.79	1.58	0.88					1.58
Intention		5.08	1.24		0.87	0.92	0.87	0.79	
	IN1	5.40	1.39	0.85					1.83
	IN2	4.94	1.38	0.92					3.08
	IN3	4.91	1.40	0.90					2.86

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

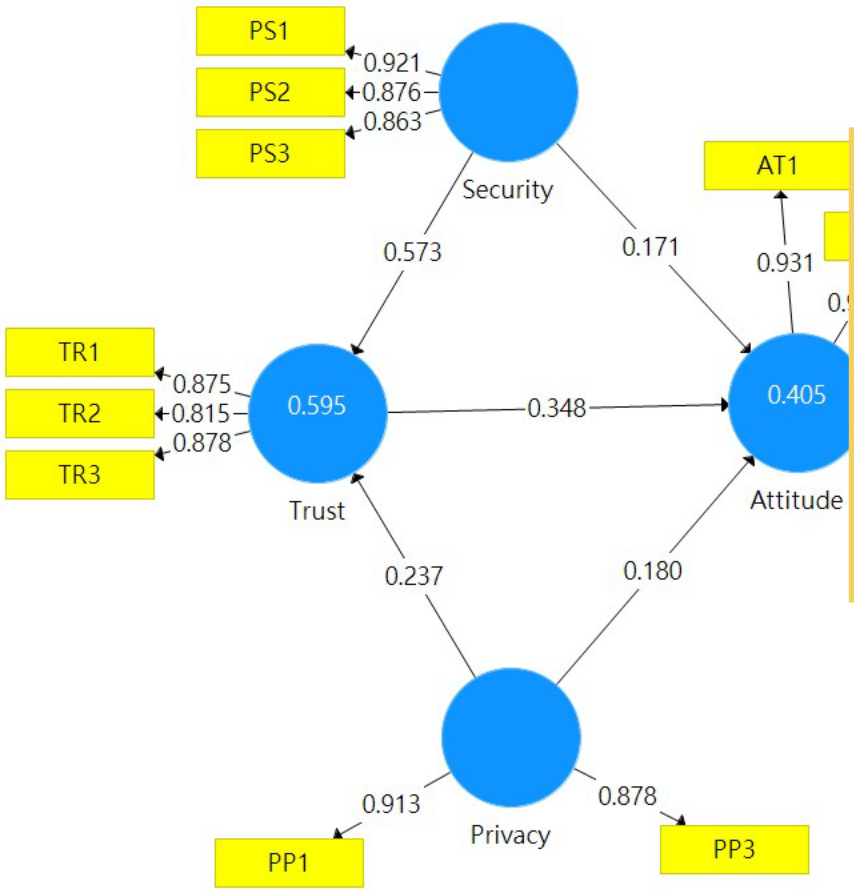
Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calc

PLS Algorithm
Bootstrapping
Blindfolding
Confirmatory Tetrad Analyses (CTA)
Importance-Performance Map Analysis (IPMA)
PLS
Finite Mixture (FIMIX) Segmentation

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm



跑PLS後再進入Out Loading即可得到Standardized item loading

Indicators | Calculation Results

PLS Algorithm (Run No. 1) | Remove

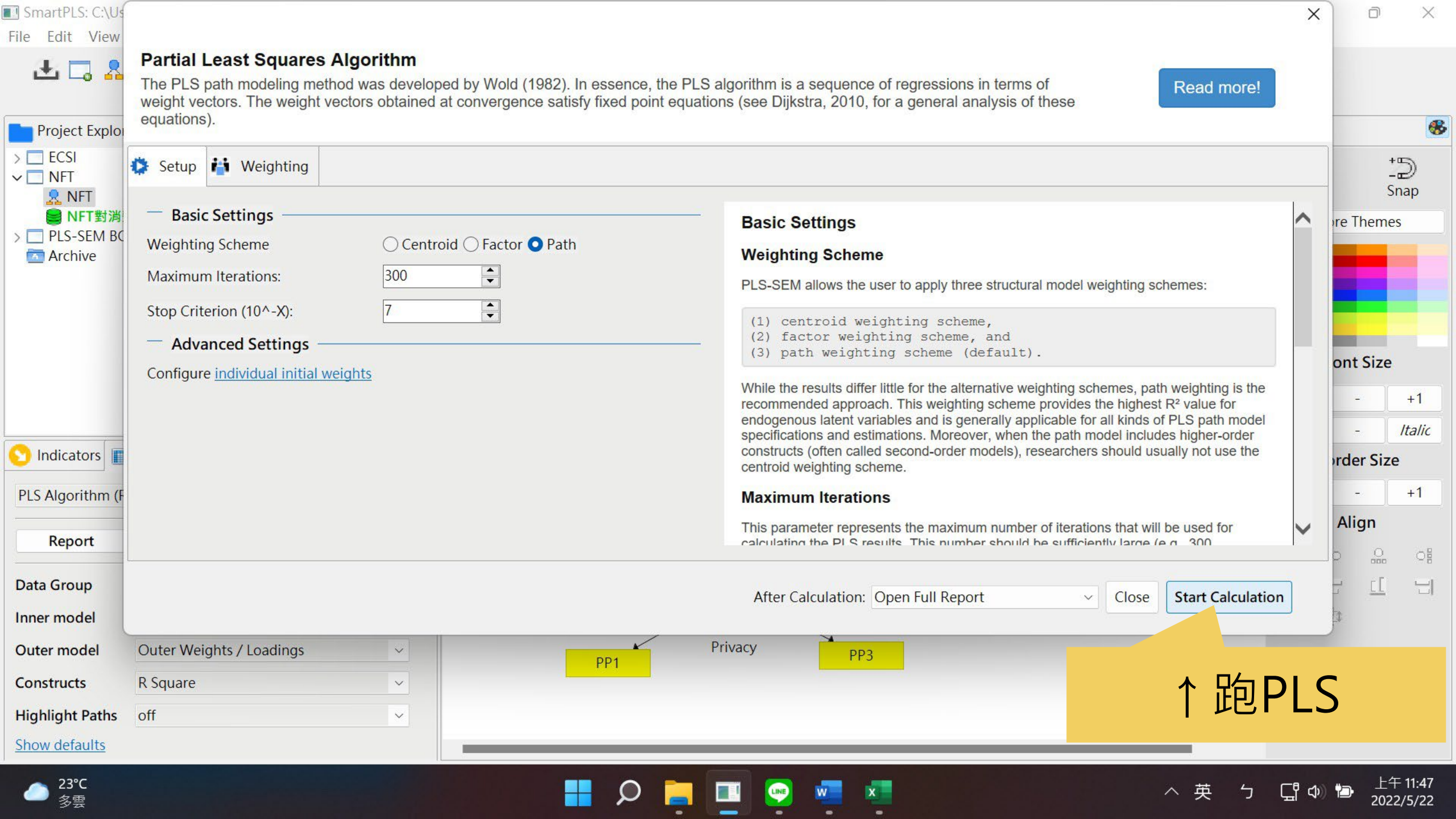
Report | Excel | HTML | R

Data Group	Complete
Inner model	Path Coefficients
Outer model	Outer Weights / Loadings
Constructs	R Square
Highlight Paths	off

Show defaults

Snap
ore Themes
nt Size
Italic
der Size
Align

23°C 多雲
上午 11:47 2022/5/22


Partial Least Squares Algorithm
The PLS path modeling method was developed by Wold (1982). In essence, the PLS algorithm is a sequence of regressions in terms of weight vectors. The weight vectors obtained at convergence satisfy fixed point equations (see Dijkstra, 2010, for a general analysis of these equations).
Read more!
Setup
Weighting
Basic Settings
Weighting Scheme
Centroid
Factor
Path
Maximum Iterations:
300
Stop Criterion (10^-X):
7
Advanced Settings
Configure individual initial weights
Basic Settings
Weighting Scheme
PLS-SEM allows the user to apply three structural model weighting schemes:
(1) centroid weighting scheme,
(2) factor weighting scheme, and
(3) path weighting scheme (default).
While the results differ little for the alternative weighting schemes, path weighting is the recommended approach. This weighting scheme provides the highest R² value for endogenous latent variables and is generally applicable for all kinds of PLS path model specifications and estimations. Moreover, when the path model includes higher-order constructs (often called second-order models), researchers should usually not use the centroid weighting scheme.
Maximum Iterations
This parameter represents the maximum number of iterations that will be used for
After Calculation:
Open Full Report
Close
Start Calculation
Report
Data Group
Inner model
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
PP1
Privacy
PP3
↑跑PLS

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2)

Outer Loadings

Matrix

Copy to Clipboard: Excel Format | R Format

	Attitude	Intention	Privacy	Security	Trust
AT1	0.931				
AT2	0.914				
AT3	0.946				
IN1		0.850			
IN2		0.918			
IN3		0.904			
PP1			0.913		
PP3			0.878		
PS1				0.921	
PS2				0.876	
PS3				0.863	
TR1					0.875
TR2					0.815

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

↑點Out Loading就可以跑出Standardized item loading

23°C 多雲

上午 11:50 2022/5/22

3.取得Cronbach's Alpha、Composite Reliability、rho_A、AVE值

Construct	Item	Item Mean	Standard Deviation	Standardized item loading	Cronbach's Alpha	Composite Reliability	rho_A	AVE	VIF
Trust		5.53	1.08		0.82	0.89	0.85	0.73	
	TR1								1.73
	TR2								1.84
	TR3								2.10
Security					0.86	0.92	0.86	0.79	
	PS1								3.09
	PS2								2.40
	PS3								1.97
Attitude					0.92	0.95	0.93	0.87	
	AT1								3.52
	AT2								3.13
	AT3								3.89
Privacy		5.09	1.11		0.76	0.89	0.77	0.80	
	PP1	5.24	1.27	0.91					1.58
	PP3	4.79	1.58	0.88					1.58
Intention		5.08	1.24		0.87	0.92	0.87	0.79	
	IN1	5.40	1.39	0.85					1.83
	IN2	4.94	1.38	0.92					3.08
	IN3	4.91	1.40	0.90					2.86

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Fornell and Larcker (1981) 建議潛在變項的CR值能達到0.60以上。

過去學者建議AVE數值應高於0.5以上，但考量數據資料的實際面向，亦可以AVE高於0.36以上為勉強接受之標準(Fornell & Larcker, 1981)。

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2)

Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliabili... | Average Variance E... | Copy to Clipboard: Excel Format | R Format

	Cronbac...	rho_A	Composi...	Average ...
Attitude	0.923	0.934	0.951	0.866
Intention	0.869	0.870	0.920	0.794
Privacy	0.755	0.769	0.890	0.802
Security	0.864	0.864	0.917	0.787
Trust	0.822	0.850	0.892	0.734

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

↑點Construct Reliability and Validity就可以跑出Cronbach's Alpha、Composite Reliability、rho_A、AVE

23°C 多雲

11:51 5/22

4.取得VIF值

Construct	Item	Item Mean	Standard Deviation	Standardized item loading	Cronbach's Alpha	Composite Reliability	rho_A	AVE	VIF
Trust		5.53	1.08		0.82	0.89	0.85	0.7	
	TR1	5.33	1.29	0.88					1.73
	TR2	5.66	1.27	0.82					1.84
	TR3	5.61	1.22	0.88					2.10
Security		5.26	1.13		0.86				
	PS1	5.20	1.23	0.92					3.09
	PS2	5.64	1.09	0.88					2.40
	PS3	4.93	1.51	0.86					1.97
Attitude		5.72	1.15		0.92	0.95	0.93	0.87	
	AT1	5.70	1.21	0.93					3.52
	AT2	5.66	1.33	0.91					3.13
	AT3	5.81	1.16	0.95					3.89
Privacy		5.09	1.11		0.76	0.89	0.77	0.80	
	PP1	5.24	1.27	0.91					1.58
	PP3	4.79	1.58	0.88					1.58
Intention		5.08	1.24		0.87	0.92	0.87	0.79	
	IN1	5.40	1.39	0.85					1.83
	IN2	4.94	1.38	0.92					3.08
	IN3	4.91	1.40	0.90					2.86

VIF越小越好，原則上不要大於10。

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	**AT1**
22	**AT2**
23	**AT3**
24	AT
25	**IN1**
26	**IN2**
27	**IN3**
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2)

Collinearity Statistics (VIF)

Outer VIF Values | Inner VIF Values | Copy to Clipboard: Excel Format | R Format

	VIF
AT1	3.520
AT2	3.132
AT3	3.885
IN1	1.830
IN2	3.081
IN3	2.855
PP1	1.582
PP3	1.582
PS1	3.086
PS2	2.395
PS3	1.971
TR1	1.726
TR2	1.837

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model Fit

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)
Indicator Data (Correlations)

↑點Collinearity Statistics(VIF)就可以得到VIF

23°C 多雲

Discriminant Validity: Fornell-Larcker criterion

Discriminant Validity: Fornell-Larcker criterion範例

Table 5.
Discriminant validity: Fornell-Larcker criterion

	1	2	3	4	5	6
1. Perceived usefulness	*0.737*					
2. Confirmation	0.516	*0.787*				
3. Fintech continuance intention	0.520	0.449	*0.749*			
4. Financial self-efficacy	0.416	0.392	0.358	*0.727*		
5. Satisfaction	0.490	0.659	0.493	0.409	*0.774*	
6. Technological self-efficacy	0.269	0.142	0.246	0.157	0.118	*0.777*

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

碩晴 陳 (yolanda19981116@gmail.com) 已登入

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2)

Discriminant Validity

Fornell-Larcker Cri... | Cross Loadings | Heterotrait-Monotr... | Heterotrait-Monotr... | Copy to Clipboard: Excel Format | R Format

	Attitude	Intention	Privacy	Security	Trust
Attitude	0.930				
Intention	0.721	0.891			
Privacy	0.549	0.610	0.896		
Security	0.573	0.614	0.775	0.887	
Trust	0.600	0.635	0.681	0.757	0.857

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model Fit
Model Selection Criteria

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)
Indicator Data (Covariances)

↑跑PLS後點Discriminant Validity就做好了

24°C 多雲

下午 01:12 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Add Data Group | Generate Data Groups | Clear Data Groups

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BO - Corporate Reputation Extended
- Archive

點選綠色圖塊，取得平均數、標準差、峰度、偏態

Indicators

No.	Indicator
1	sex
8	will_create
9	PP1
10	PP2
11	PP3
12	PP
13	PS1
14	PS2
15	PS3
16	PS
17	TR1

前提：excel原始檔中必須新增各構面數值的平均。
例如新增的PP欄位為PP1、PP2、PP3三項平均。

*NFT.splsm | NFT對消費者行為影響之研究_100筆_CSV.txt

Delimiter: Comma
Value Quote Character: None
Number Format: US (example: 1,000.23)
Missing Value Marker: None

Encoding: BIG5
Sample size: 100
Indicators: 52
Missing Values: 0

Re-Analyze | Open External

Indicators: | Indicator Correlations | Raw File | Copy to Clipboard

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
sex	1	0	1.430	1.000	1.000	2.000	0.495	-1.957	0.287
age	2	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
edu	3	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
job	4	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
area	5	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
create...	6	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
NFT_f...	7	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000
will_cr...	8	0	0.750	1.000	0.000	1.000	0.433	-0.639	-1.172
PP1	9	0	5.240	5.000	2.000	7.000	1.266	-0.357	-0.404
PP2	10	0	5.240	5.000	2.000	7.000	1.289	-0.500	-0.488
PP3	11	0	4.790	5.000	1.000	7.000	1.577	-0.734	-0.299
PP	12	0	5.090	5.000	2.330	7.000	1.112	-0.332	-0.304
PS1	13	0	5.200	5.000	1.000	7.000	1.233	0.466	-0.585
PS2	14	0	5.640	6.000	2.000	7.000	1.091	1.009	-0.788
PS3	15	0	4.930	5.000	1.000	7.000	1.505	-0.127	-0.612
PS	16	0	5.256	5.330	1.330	7.000	1.131	0.786	-0.688
TR1	17	0	5.330	6.000	2.000	7.000	1.289	-0.327	-0.640

34°C 多雲時晴

上午 11:12 2022/5/30

Discriminant Validity: Fornell-Larcker criterion參考解答

		1	2	3	4	5
1	Attitude	0.93				
2	Intention	0.72	0.89			
3	Privacy	0.55	0.61	0.90		
4	Security	0.57	0.61	0.78	0.89	
5	Trust	0.60	0.64	0.68	0.76	0.86
	Mean	5.72	5.08	5.09	5.26	5.53
	S.D.	1.15	1.24	1.11	1.13	1.08
	Kurtosis	2.17	0.54	-0.33	0.79	0.14
	Skewness	-1.26	-0.592	-0.30	-0.688	-0.73

根據Hair et al.（1998）的建議，兩個不同概念間的相關係數應小於每一概念的平均解釋變異量（AVE）之平方根。將不同的兩個概念進行量測，將其結果進行相關分析，若其相關程度皆很低，表示兩個概念間具有區別效度（吳萬益、林清河，2002）。

Discriminant Validity: Heterotrsait–monotrait

Discriminant Validity: Heterotrsait–monotrait範例

Table 6.
Discriminant validity: Heterotrsait–monotrait (HTMT)

	1	2	3	4	5
1. Perceived usefulness					
2. Confirmation	0.678				
3. Fintech continuance intention	0.680	0.560			
4. Financial self-efficacy	0.554	0.487	0.459		
5. Satisfaction	0.657	0.837	0.629	0.518	
6. Technological self-efficacy	0.341	0.168	0.292	0.203	0.152

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2)

Discriminant Validity

Fornell-Larcker Cri... | Cross Loadings | Heterotrait-Monotr... | Heterotrait-Monotr... | Copy to Clipboard: Excel Format | R Format

Heterotrait-Monotrait Ratio (HTMT)

	Attitude	Intention	Privacy	Security	Trust
Attitude					
Intention	0.802				
Privacy	0.649	0.753			
Security	0.639	0.707	0.957		
Trust	0.673	0.748	0.823	0.868	

2.點HTMT

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model Fit
Model Selection Criteria

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)
Indicator Data Correlations

1.跑PLS後，點Discriminant Validity

24°C 多雲

下午 01:15 2022/5/22

Discriminant validity: Heterotrsait–monotrait參考解答

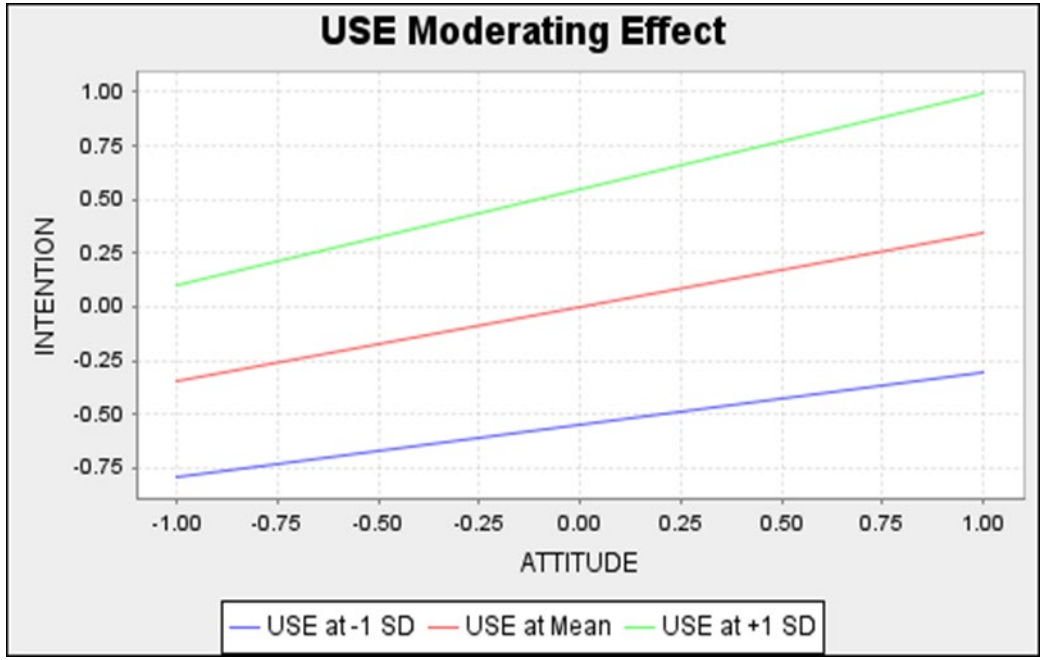
		1	2	3	4	5
1	Attitude					
2	Intention	0.802				
3	Privacy	0.649	0.753			
4	Security	0.639	0.707	0.957		
5	Trust	0.673	0.748	0.823	0.868	

HTMT值不能大於0.85，若兩構面相近可以放寬到0.9。

Moderating Effect(PLS)

Moderating Effect範例

	Original Sample	| t |	p-value	Outcome
H6：USExATT→INT	0.101	2.87	0.049	Supported
H7：ARCSxUSE→ATT	0.082	1.97	0.004	Supported



SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comme

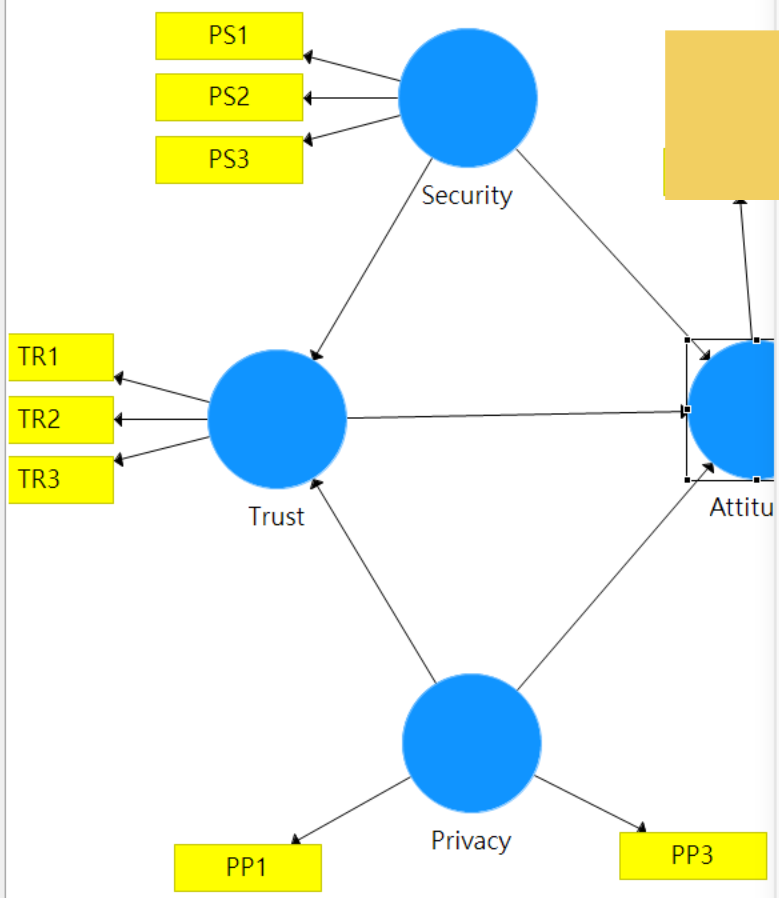
Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

*NFT.splsm



Delete Delete
Rename F2
Add Moderating Effect ...

1.新增調節效果

Set Indicator Weighting to 'Automatic'
Set Indicator Weighting to 'Mode A'
Set Indicator Weighting to 'Mode B'
Set Indicator Weighting to 'Sumscores'
Set Indicator Weighting to 'Predefined'

Align Indicators Top Alt+W
Align Indicators Left Alt+A
Align Indicators Bottom Alt+S
Align Indicators Right Alt+D

Align Selected Element Top
Align Selected Element Left
Align Selected Element Bottom
Align Selected Element Right

Match Width
Match Height

Export as Image to File
Export as Image to Clipboard

Snap
Themes
Font Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align

33°C 晴時多雲
上午 10:20 2022/5/30

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

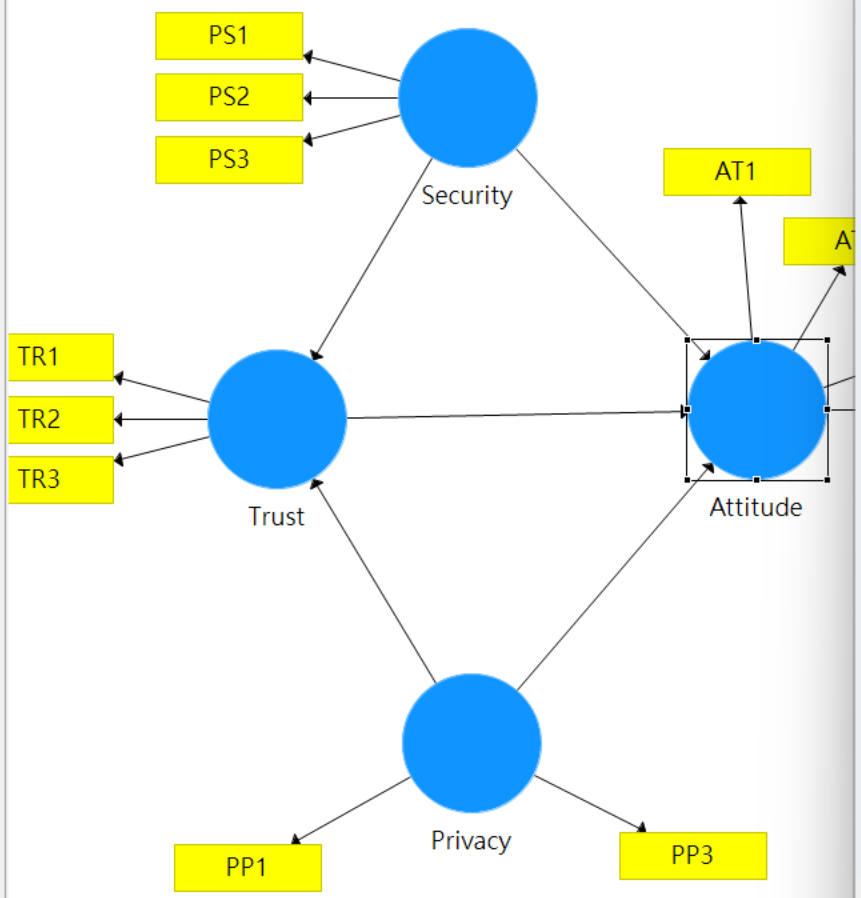
Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

*NFT.splsm



2.設定調節變相、自變相

Dependent Variable: Attitude

Moderator Variable: Security

Independent Variable: Trust

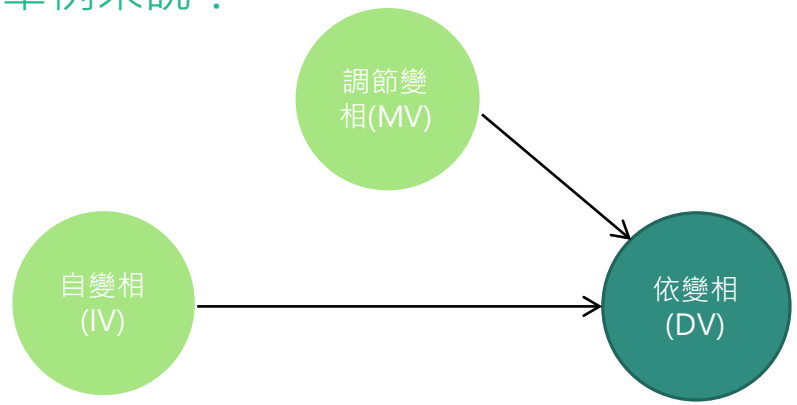
Calculation Method: Product Indicator / Two Stage / Orthogonalization

Advanced Settings

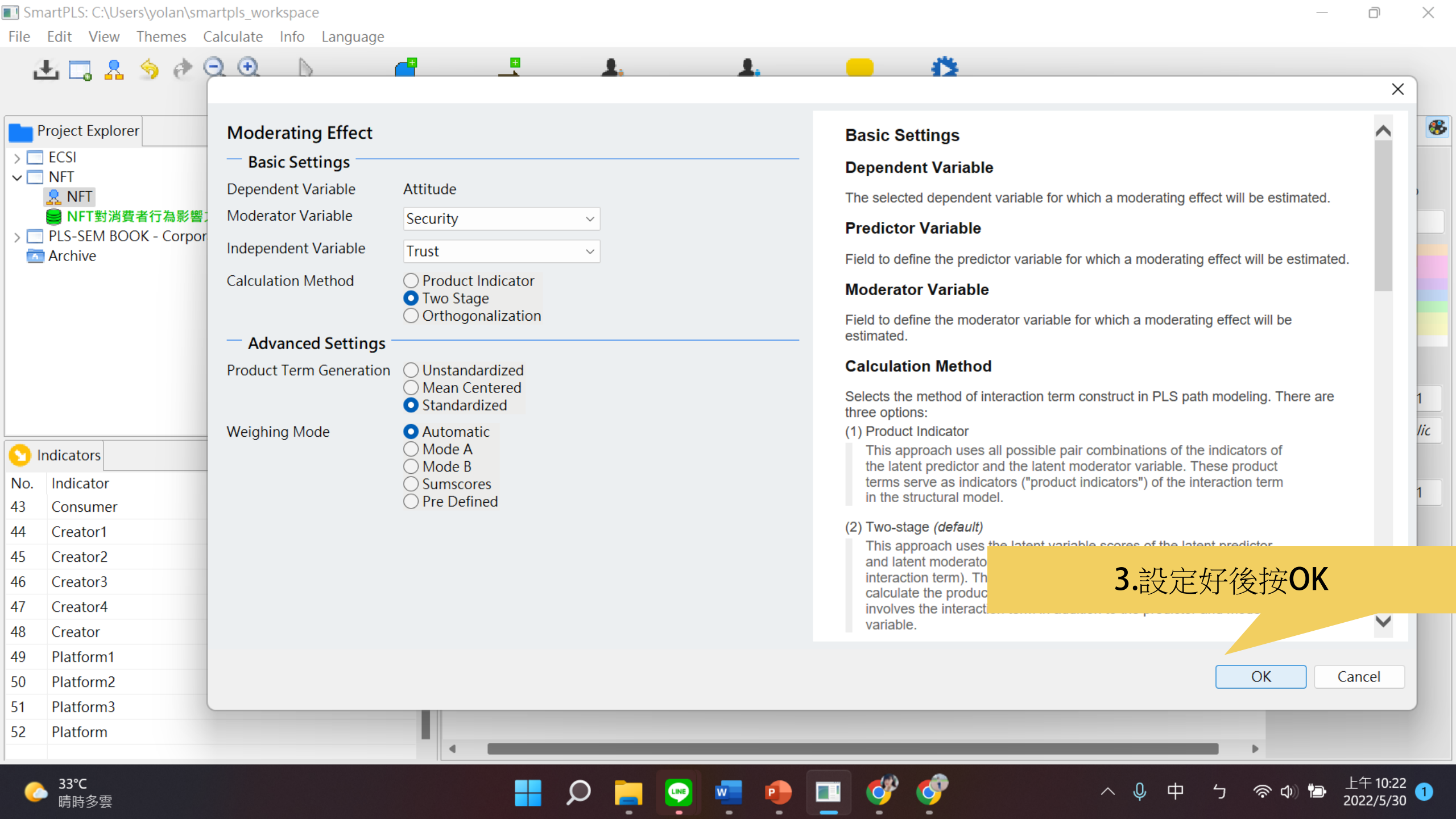
Product Term Generation: Unstandardized / Mean Centered / Standardized

Weighing Mode: Automatic / Mode A / Mode B / Sumscores

舉例來說：



33°C 晴時多雲


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響
PLS-SEM BOOK - Corpor
Archive
Indicators
No. Indicator
43 Consumer
44 Creator1
45 Creator2
46 Creator3
47 Creator4
48 Creator
49 Platform1
50 Platform2
51 Platform3
52 Platform
Moderating Effect
Basic Settings
Dependent Variable Attitude
Moderator Variable Security
Independent Variable Trust
Calculation Method
Product Indicator
Two Stage
Orthogonalization
Advanced Settings
Product Term Generation
Unstandardized
Mean Centered
Standardized
Weighing Mode
Automatic
Mode A
Mode B
Sumscores
Pre Defined
Basic Settings
Dependent Variable
The selected dependent variable for which a moderating effect will be estimated.
Predictor Variable
Field to define the predictor variable for which a moderating effect will be estimated.
Moderator Variable
Field to define the moderator variable for which a moderating effect will be estimated.
Calculation Method
Selects the method of interaction term construct in PLS path modeling. There are three options:
(1) Product Indicator
This approach uses all possible pair combinations of the indicators of the latent predictor and the latent moderator variable. These product terms serve as indicators ("product indicators") of the interaction term in the structural model.
(2) Two-stage (default)
3.設定好後按OK
OK
Cancel
33°C
晴時多雲
上午 10:22
2022/5/30

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect

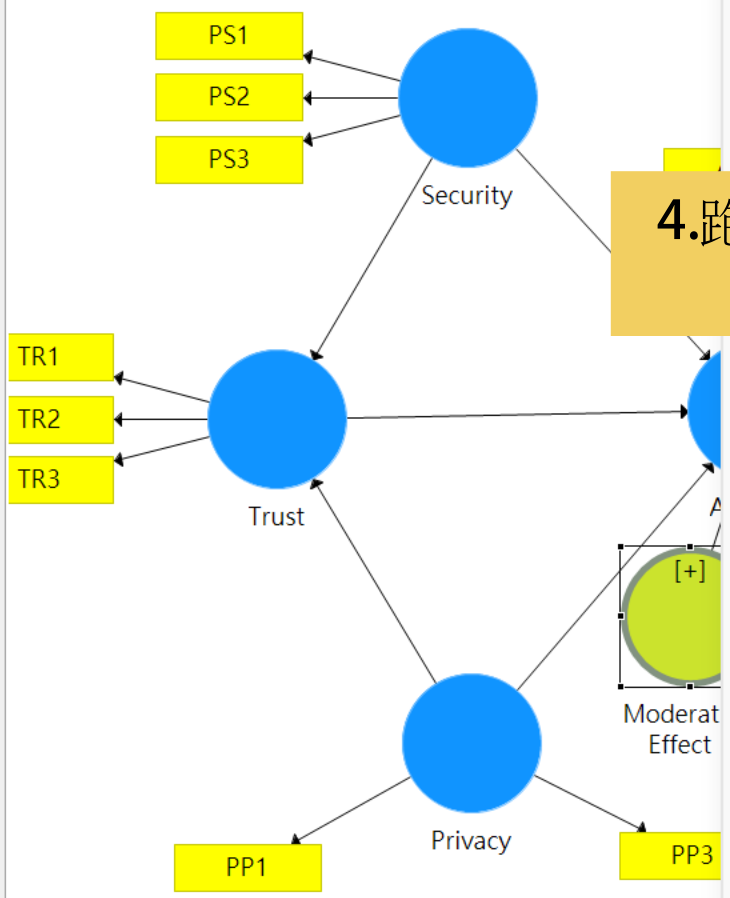
Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

*NFT.splsm



Delete Delete
Rename F2
Add Moderating Effect ...
Add Quadratic Effect ...
Switch Between Formativ Alt+Q
Show Indicators of Selecte Alt+C
Set Indicator Weighting to 'Sumscores'
Set Indicator Weighting to 'Predefined'
Align Indicators Top Alt+W
Align Indicators Left Alt+A
Align Indicators Bottom Alt+S
Align Indicators Right Alt+D
Align Selected Element Top
Align Selected Element Left
Align Selected Element Bottom
Align Selected Element Right
Match Width
Match Height
Export as Image to File
Export as Image to Clipboard

4.跑出黃色調節變相後，幫新的調節變相重新命名

IN2
IN3

Grid Snap
More Themes
Font Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align

33°C 晴時多雲
上午 10:23 2022/5/30

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

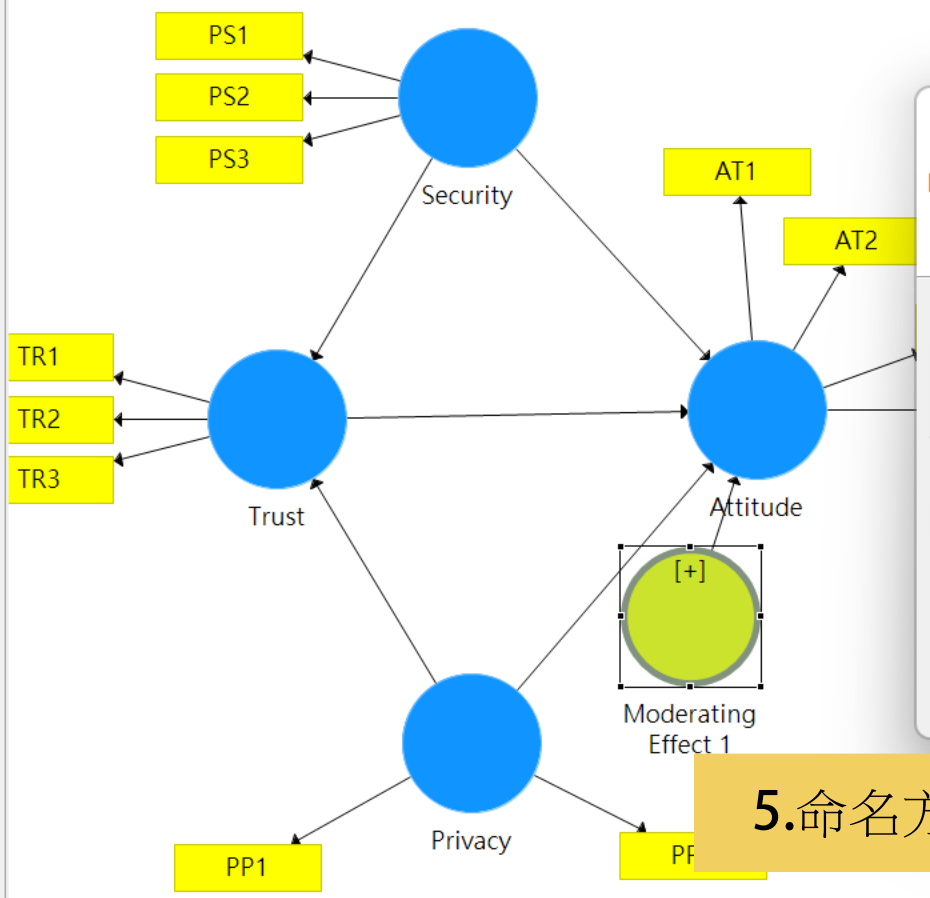
Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

*NFT.splsm



Grid Snap

Rename variable

Rename variable

Rename variable 'Trust X Security'.

Name displayed in model (multiple lines possible):

Trust X Security

Name displayed in repo

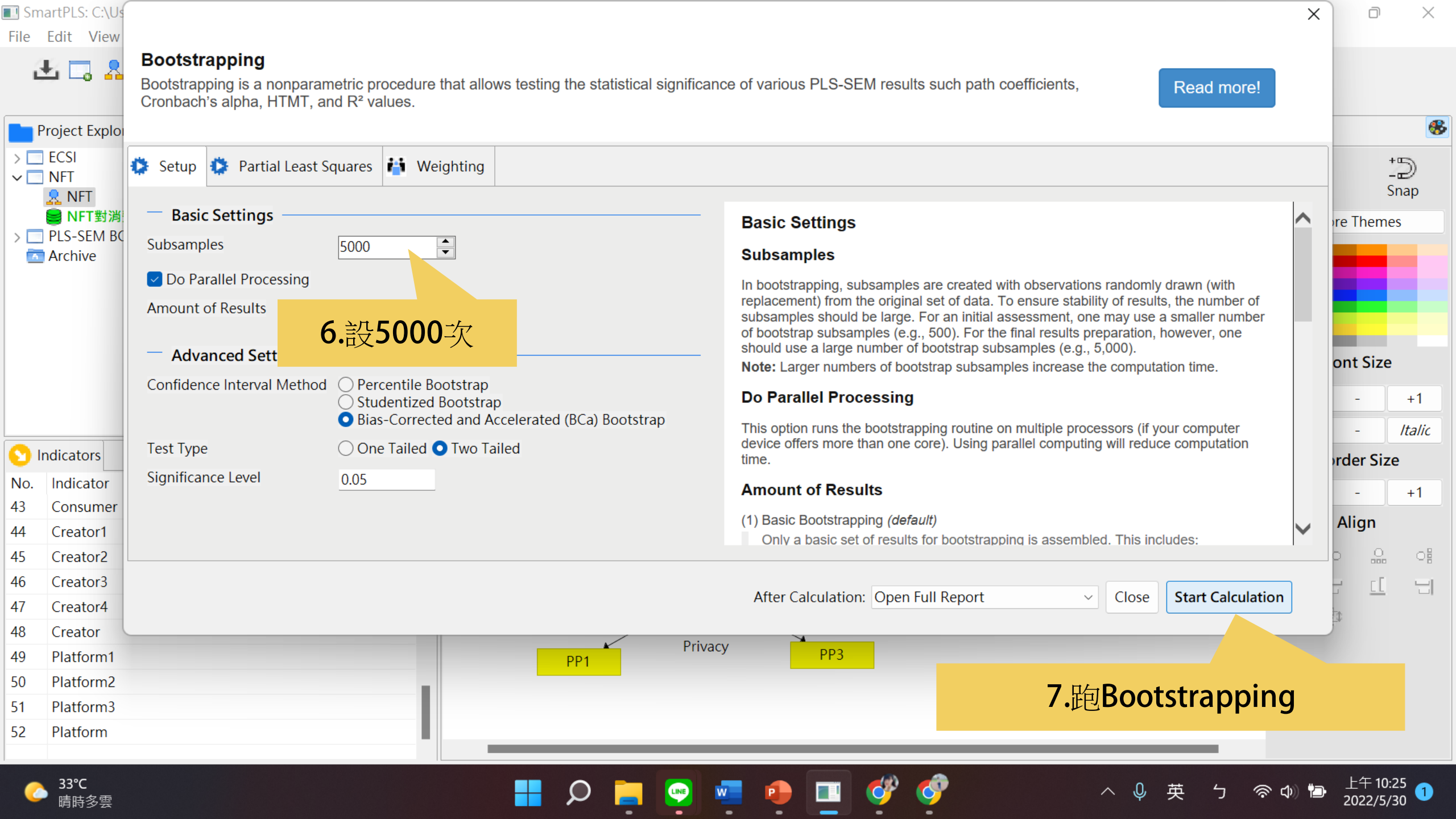
Trust X Security

OK

5.命名方式：自變相X調節變相

33°C 晴時多雲

上午 10:24 2022/5/30


SmartPLS: C:\Us
File Edit View
Project Explo
ECSI
NFT
NFT
NFT對消
PLS-SEM BC
Archive
Indicators
No. Indicator
43 Consumer
44 Creator1
45 Creator2
46 Creator3
47 Creator4
48 Creator
49 Platform1
50 Platform2
51 Platform3
52 Platform
Bootstrapping
Bootstrapping is a nonparametric procedure that allows testing the statistical significance of various PLS-SEM results such path coefficients, Cronbach's alpha, HTMT, and R² values.
Read more!
Setup
Partial Least Squares
Weighting
Basic Settings
Subsamples
5000
Do Parallel Processing
Amount of Results
6.設5000次
Advanced Sett
Confidence Interval Method
Percentile Bootstrap
Studentized Bootstrap
Bias-Corrected and Accelerated (BCa) Bootstrap
Test Type
One Tailed
Two Tailed
Significance Level
0.05
Basic Settings
Subsamples
In bootstrapping, subsamples are created with observations randomly drawn (with replacement) from the original set of data. To ensure stability of results, the number of subsamples should be large. For an initial assessment, one may use a smaller number of bootstrap subsamples (e.g., 500). For the final results preparation, however, one should use a large number of bootstrap subsamples (e.g., 5,000).
Note: Larger numbers of bootstrap subsamples increase the computation time.
Do Parallel Processing
This option runs the bootstrapping routine on multiple processors (if your computer device offers more than one core). Using parallel computing will reduce computation time.
Amount of Results
(1) Basic Bootstrapping (default)
Only a basic set of results for bootstrapping is assembled. This includes:
After Calculation:
Open Full Report
Close
Start Calculation
Privacy
PP1
PP3
7.跑Bootstrapping
Snap
re Themes
ont Size
Italic
rder Size
Align
33°C
晴時多雲
英
上午 10:25
2022/5/30

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

*NFT.splsm | Bootstrapping (Run No. 1)

Path Coefficients

Mean, STDEV, T-Values... | Confidence Intervals | Confidence Intervals B... | Samples | Copy to Clipboard: Excel Format | R Format

	Original Sample (O)	Sample Mean (M)	Standard Deviation (ST...	T Statistics (|O/STDEV|)	P Values
Attitude -> Intention	0.721	0.721	0.053	13.628	0.000
Privacy -> Attitude	0.194	0.184	0.157	1.240	0.215
Privacy -> Trust	0.237	0.238	0.098	2.405	0.016
Security -> Attitude	0.149	0.147	0.198	0.753	0.451
Security -> Trust	0.573	0.575	0.092	6.209	0.000
Trust -> Attitude	0.340	0.355	0.157	2.161	0.031
Trust X Security -> Attitude	-0.034	-0.031	0.093	0.364	0.716

Final Results
Path Coefficients
Total Indirect Effects
Specific Indirect Effects
Total Effects
Outer Loadings
Outer Weights

Histograms
Path Coefficients Histogram
Indirect Effects Histogram
Total Effects Histogram

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

33°C 晴時多雲

上午 10:28 2022/5/30

Moderating Effect表格參考解答

	Original Sample	| t |	p-value	Outcome
H7：Trust*Security→Attitude	(0.03)	0.36	0.72	No

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

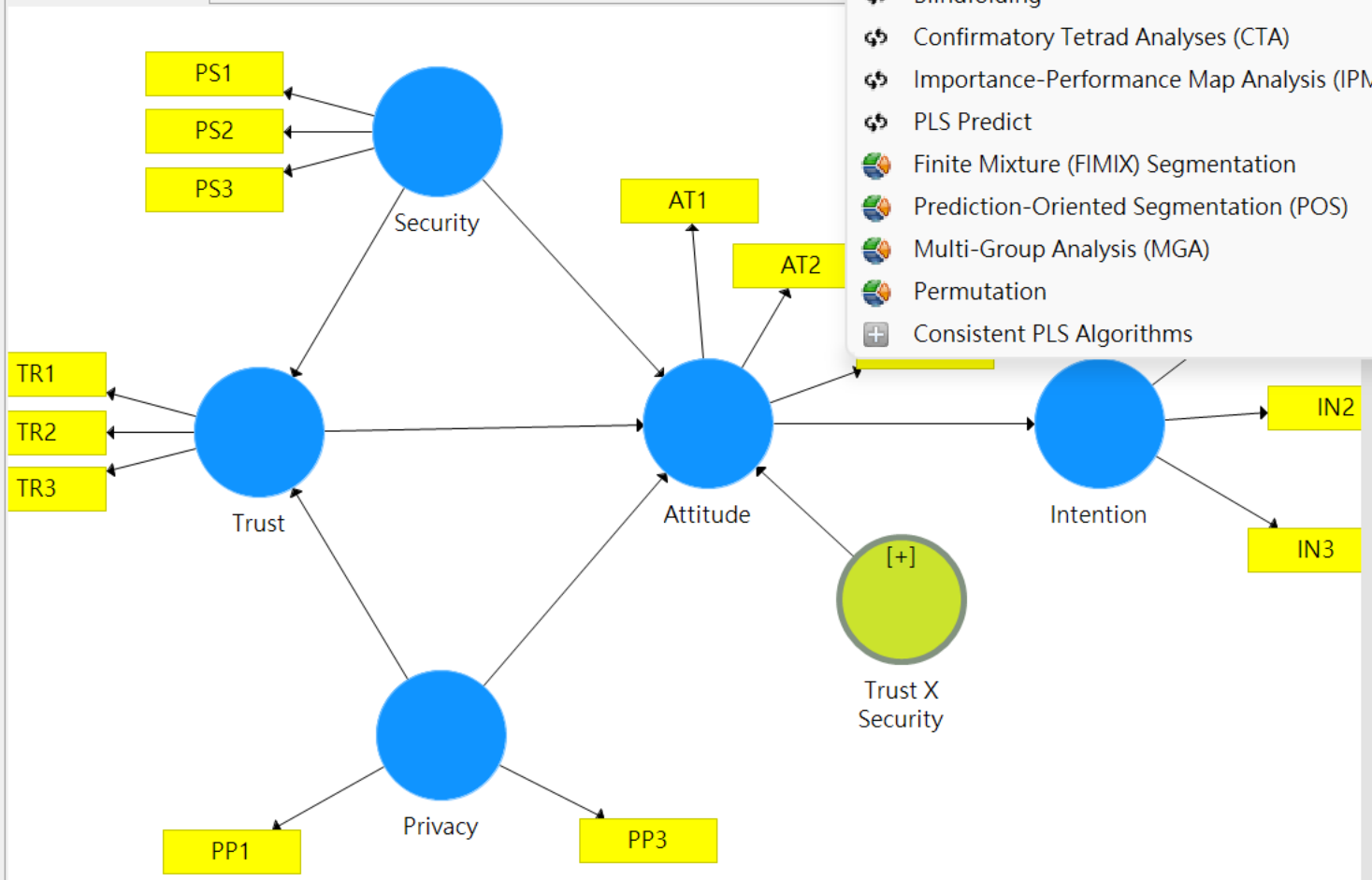
Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calcu

- PLS Algorithm
- Bootstrapping
- Blindfolding
- Confirmatory Tetrad Analyses (CTA)
- Importance-Performance Map Analysis (IPMA)
- PLS Predict
- Finite Mixture (FIMIX) Segmentation
- Prediction-Oriented Segmentation (POS)
- Multi-Group Analysis (MGA)
- Permutation
- Consistent PLS Algorithms

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

*NFT.splsm



Snap

re Themes

Font Size

-1 - +1

Bold - *Italic*

Border Size

-1 - +1

Align

Indicators

No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

34°C 多雲時晴

上午 10:47 2022/5/30

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

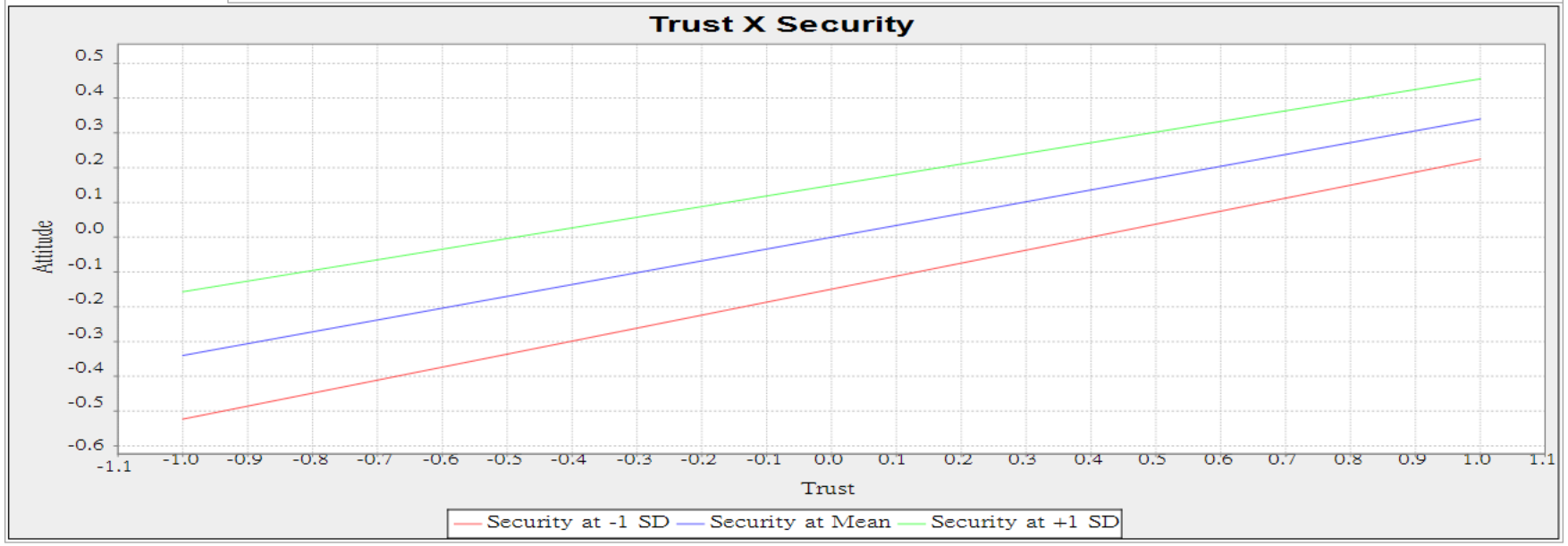
No.	Indicator
43	Consumer
44	Creator1
45	Creator2
46	Creator3
47	Creator4
48	Creator
49	Platform1
50	Platform2
51	Platform3
52	Platform

*NFT.splsm | PLS Algorithm (Run No. 1)

Simple Slope Analysis

Trust X Security

Copy to Clipboard: Chart

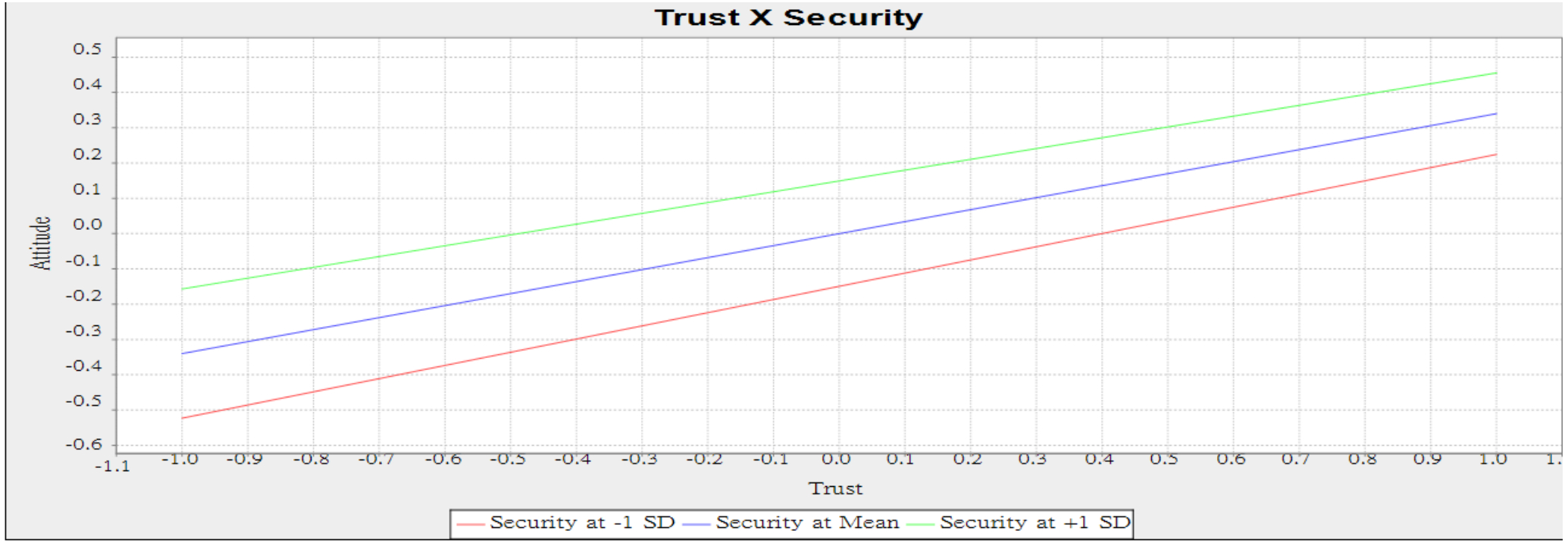


Path Coefficients	R Square	Stop Criterion Changes	Setting
Indirect Effects	f Square		Inner Model
Total Effects	Construct Reliability and Validity		Outer Model
Outer Loadings	Discriminant Validity		Indicator Data (Original)
Outer Weights	Collinearity Statistics (VIF)		Indicator Data (Standardized)
Latent Variable	Model Fit		Indicator Data (Correlations)
Residuals	Model Selection Criteria		
Simple Slope Analysis			

34°C 多雲時晴

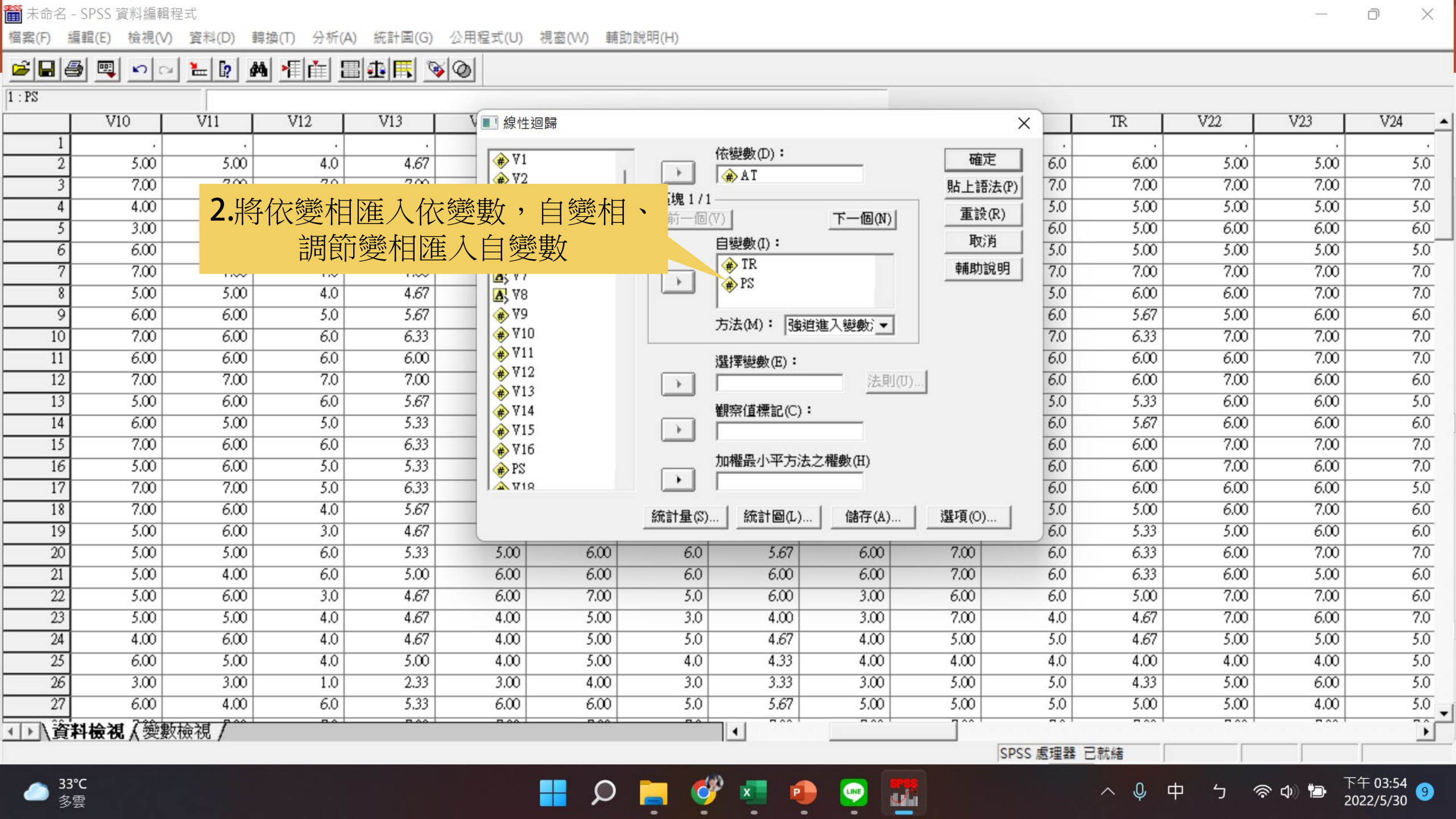
上午 10:48 2022/5/30

Moderating Effect圖表參考解答



Moderating Effect(EXCEL)


未命名 - SPSS 資料編輯程式
檔案(F) 編輯(E) 檢視(V) 資料(D) 轉換(T) 分析(A) 統計圖(G) 公用程式(U) 視窗(W) 輔助說明(H)
報表(P)
敘述統計(E)
比較平均數法(M)
一般線性模式(G)
混合模式(X)
相關(C)
迴歸方法(R)
對數線性(O)
分類(Y)
線性(L)...
曲線估計(C)...
二元 Logistic
加權估計(W)...
二階最小平方法(2)...
1.打開SPSS匯入CSV檔案後，點選「分析→迴歸方法→線性」
資料檢視
變數檢視
線性迴歸
SPSS 處理器 已就緒
33°C 多雲
下午 03:54 2022/5/30


未命名 - SPSS 資料編輯程式
檔案(F) 編輯(E) 檢視(V) 資料(D) 轉換(T) 分析(A) 統計圖(G) 公用程式(U) 視窗(W) 輔助說明(H)
1 : PS
線性迴歸
依變數(D)：
AT
自變數(I)：
TR
PS
方法(M)：強迫進入變數
選擇變數(E)：
觀察值標記(C)：
加權最小平方法之權數(H)
確定
貼上語法(P)
重設(R)
取消
輔助說明
統計量(S)...
統計圖(L)...
儲存(A)...
選項(O)...
2.將依變相匯入依變數，自變相、調節變相匯入自變數
資料檢視
變數檢視
SPSS 處理器 已就緒
33°C 多雲
下午 03:54 2022/5/30

輸出2 - SPSS 瀏覽器

檔案(F) 編輯(E) 檢視(V) 資料(D) 轉換(T) 插入(I) 格式(O) 分析(A) 統計圖(G) 公用程式(U) 視窗(W) 輔助說明(H)

- 輸出
  - 迴歸
    - 標題
    - 註解
    - 選入/刪除的變數
    - 模式摘要
    - 變異數分析
    - 係數

模式摘要

模式	R	R 平方	調過後的 R 平方	估計的標準誤
1	.613[a]	.376	.363	.91928

a. 預測變數：(常數), PS, TR

變異數分析[b]

模式		平方和	自由度	平均平方和	F 檢定	顯著性
1	迴歸	49.377	2	24.689	29.215	.000[a]
	殘差	81.973	97	.845		
	總和	131.350	99			

a. 預測變數：(常數), PS, TR

b. 依變數：AT

係數[a]

截距

非標準化迴歸係數

模式		未標準化係數 估計值	標準誤			
1	(常數)	2.031	.493		4.119	.000
	TR	.387	.127	.366	3.055	.003
	PS	.295	.121	.291	2.430	.017

a. 依變數：AT

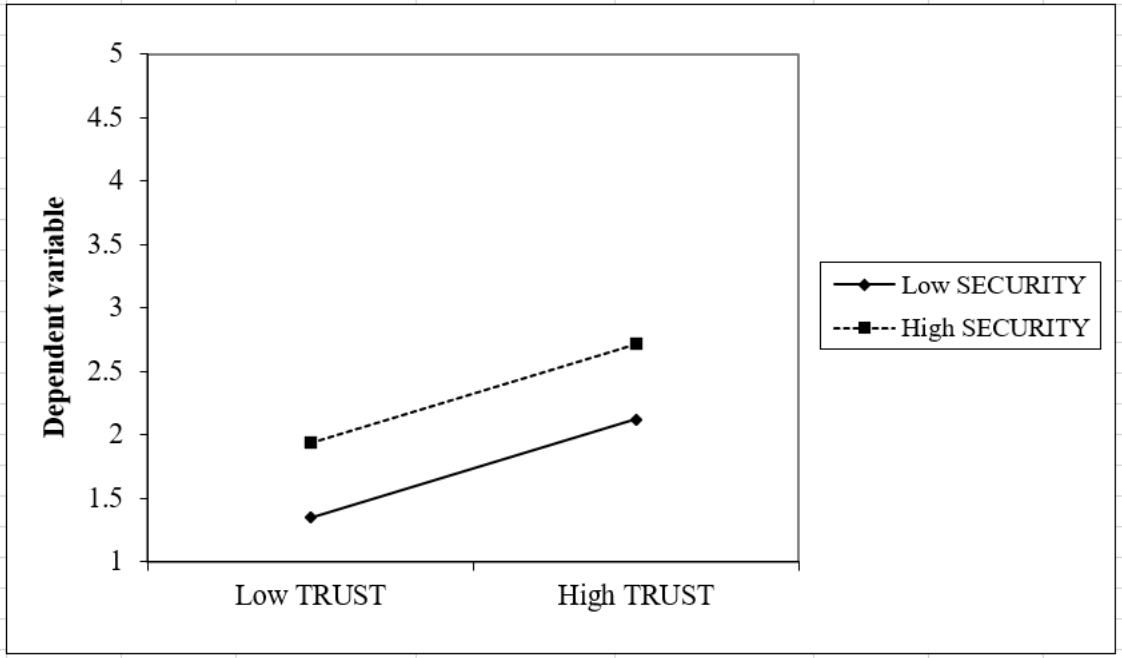
SPSS 處理器 已就緒

33°C 多雲

下午 03:54 2022/5/30

Moderating Effect圖表參考解答

Variable names:	
Name of independent variable:	TRUST
Name of moderator:	SECURITY
Unstandardised Regression Coefficients:	
Independent variable:	0.387
Moderator:	0.295
Interaction:	0.001
Intercept / Constant:	2.031
Means / SDs of variables:	
Mean of independent variable:	0
SD of independent variable:	1
Mean of moderator:	0
SD of moderator:	1



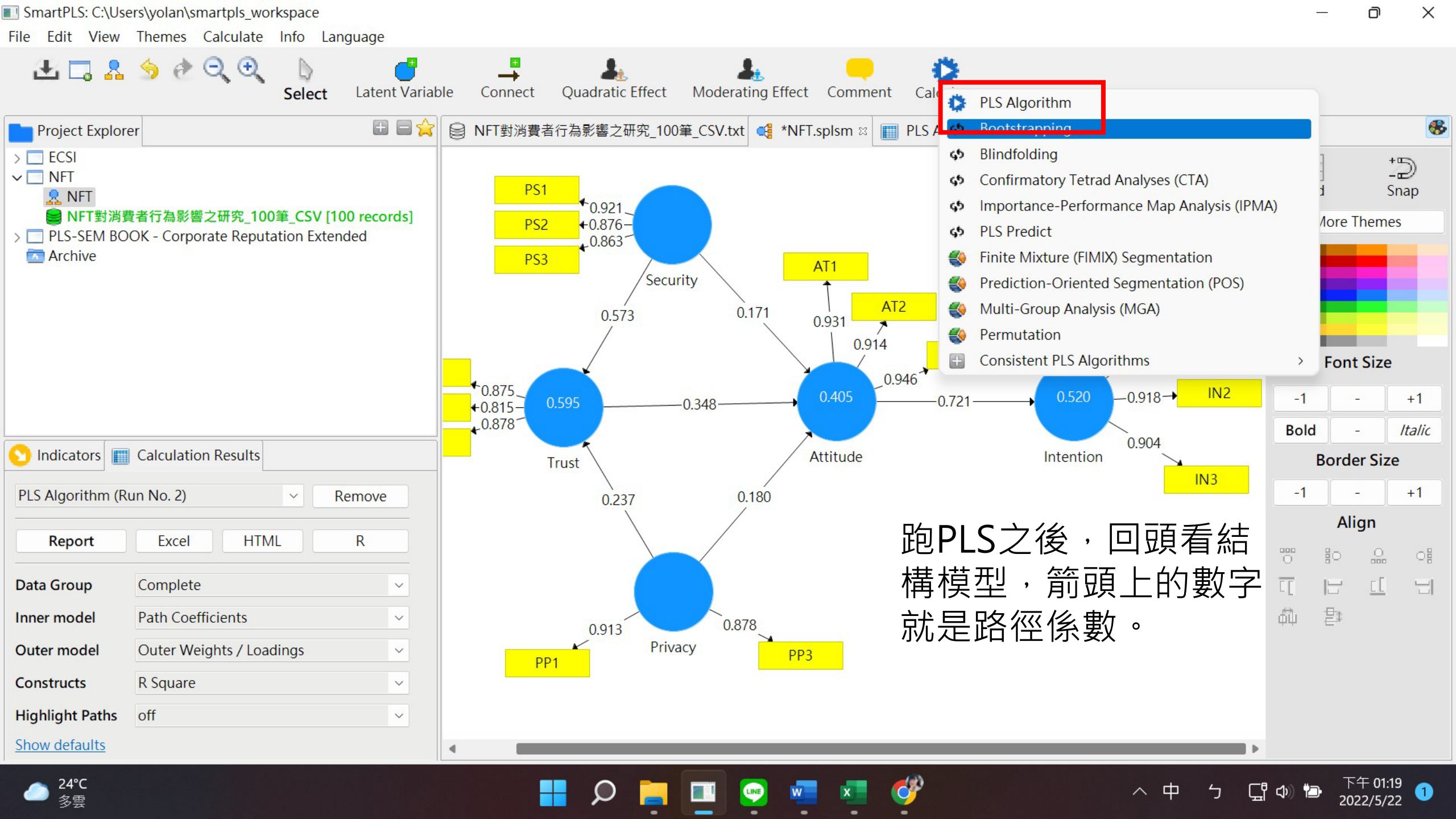
結構模型評鑑鑑定表

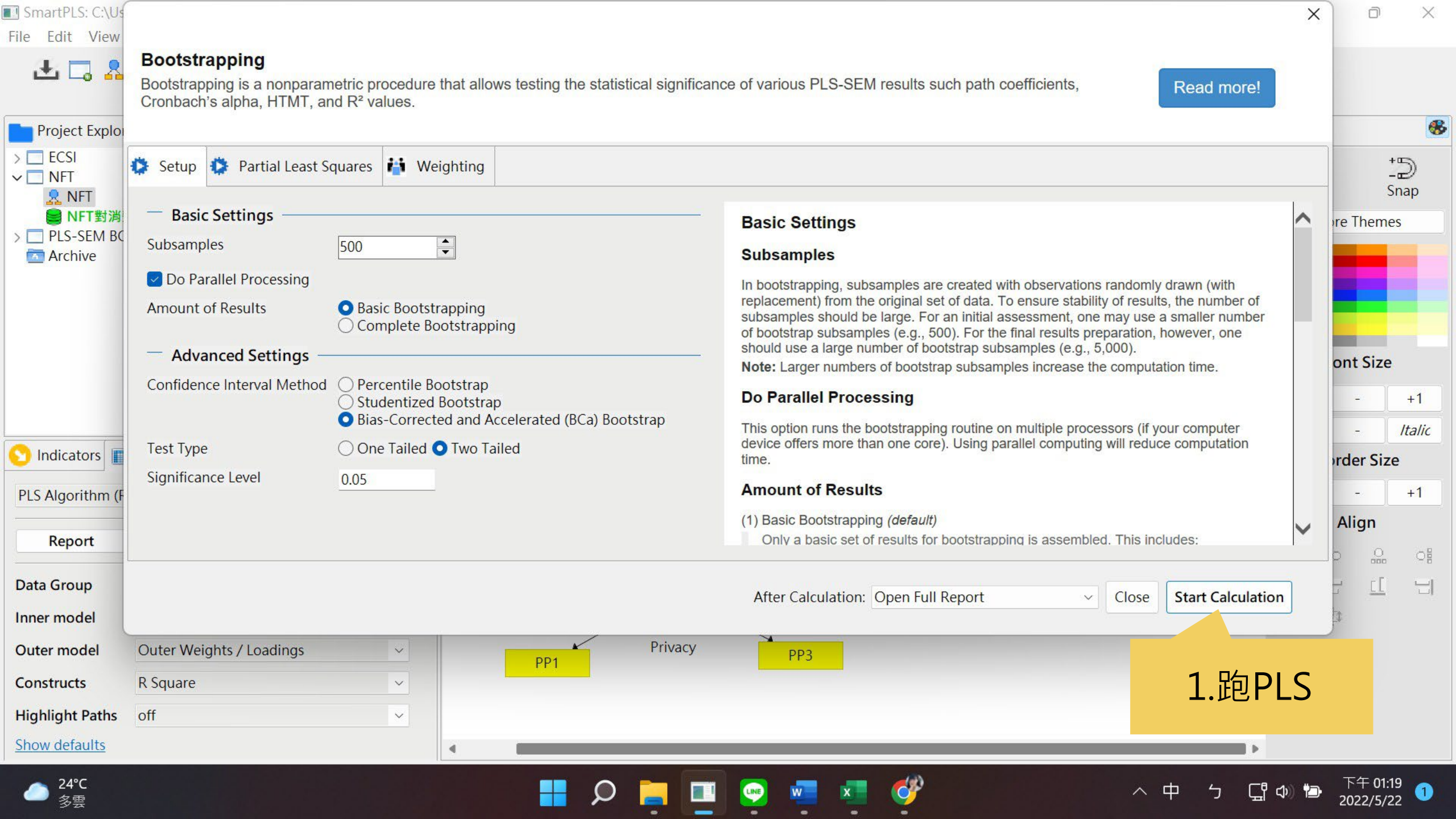
結構模型評鑑鑑定表範例

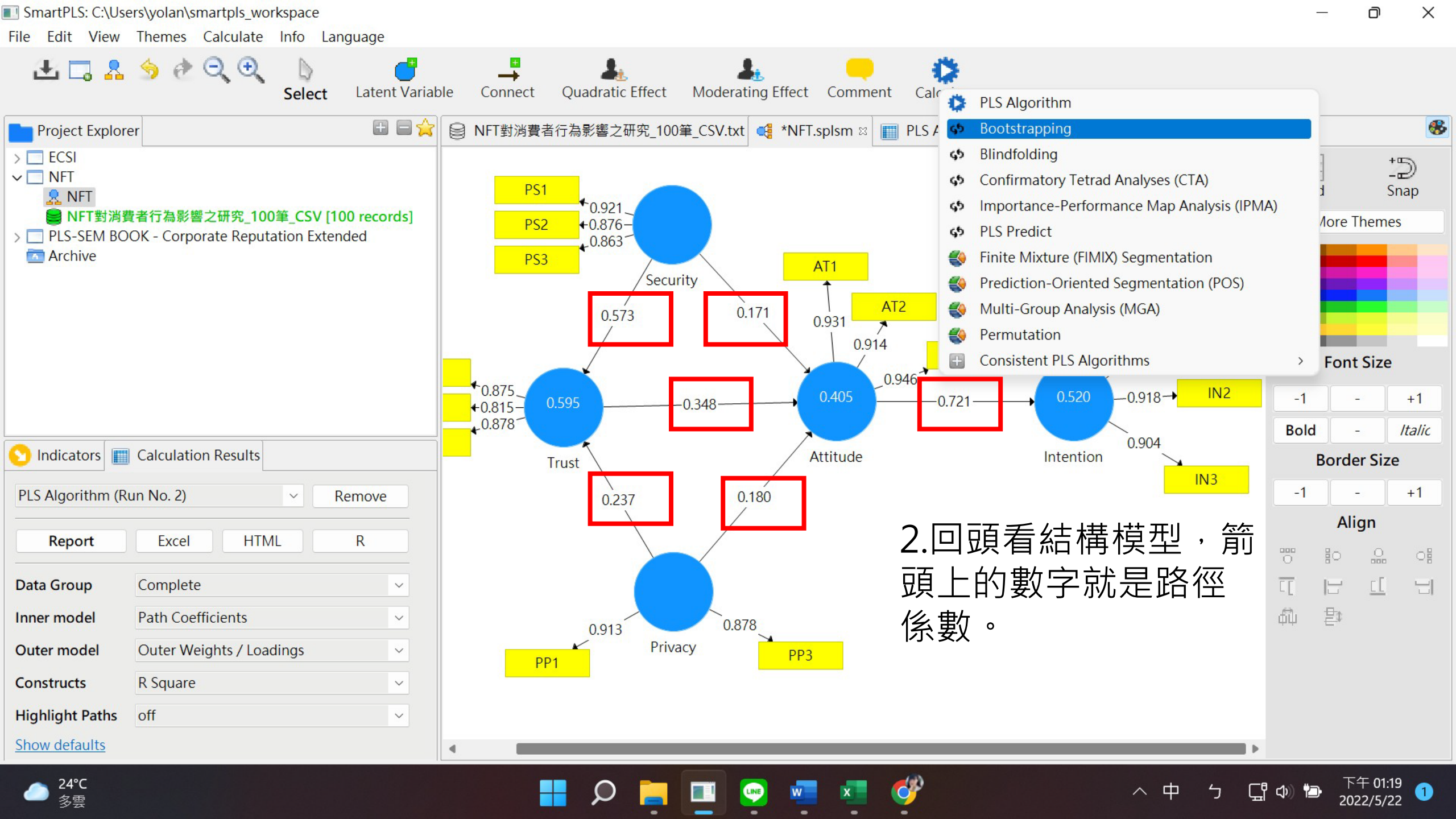
	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	955%CILL	95%CIUL	Model Fit
H1:USE→ATTITUDE	0.41	2.45	0.014	Supported	0.75	0.15	2.37	0.04	0.69	SRMR=0.3
H2:ARCS→ATTITUDE	0.48	3.09	0.002	Supported	0.75	0.20	2.15	0.21	0.84	NFI=na
H3:ATTITUDE→INTENTION	0.34	3.54	0	Supported	0.74	0.14	2.30	0.15	0.53	RMS theta=0.16
H4:USE→INTENTION	0.55	5.92	0	Supported	0.74	0.35	1.47	0.36	0.72	
H5:Mental Theory→USE	-0.32	3.27	0.001	Supported	0.10	0.11	-0.01	-0.50	-0.12	

1.取得Path Coefficients(路徑係數)

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Select
Latent Variable
Connect
Quadratic Effect
Moderating Effect
Comment
PLS Algorithm
Bootstrapping
Blindfolding
Confirmatory Tetrad Analyses (CTA)
Importance-Performance Map Analysis (IPMA)
PLS Predict
Finite Mixture (FIMIX) Segmentation
Prediction-Oriented Segmentation (POS)
Multi-Group Analysis (MGA)
Permutation
Consistent PLS Algorithms
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響之研究_100筆_CSV [100 records]
PLS-SEM BOOK - Corporate Reputation Extended
Archive
NFT對消費者行為影響之研究_100筆_CSV.txt
*NFT.splsm
PS1
PS2
PS3
0.921
0.876
0.863
Security
0.573
0.171
AT1
AT2
0.931
0.914
0.946
0.875
0.815
0.878
0.595
Trust
0.348
0.405
Attitude
0.721
0.520
Intention
0.918
0.904
IN2
IN3
0.237
0.180
0.913
0.878
Privacy
PP1
PP3
跑PLS之後，回頭看結構模型，箭頭上的數字就是路徑係數。
Indicators
Calculation Results
PLS Algorithm (Run No. 2)
Remove
Report
Excel
HTML
R
Data Group
Complete
Inner model
Path Coefficients
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
Snap
More Themes
Font Size
Bold
Italic
Border Size
Align
24°C
多雲
下午 01:19
2022/5/22

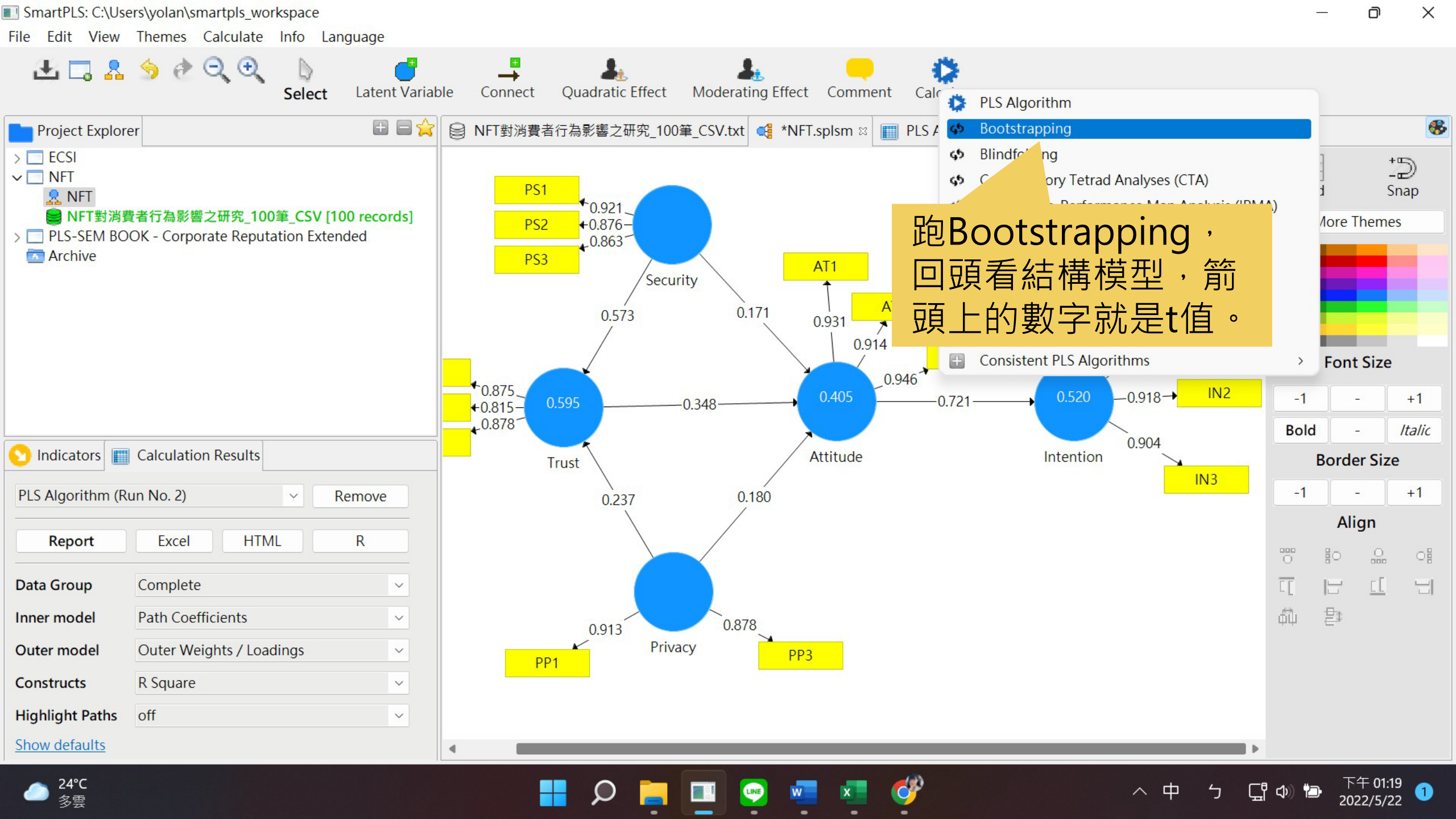

Bootstrapping
Bootstrapping is a nonparametric procedure that allows testing the statistical significance of various PLS-SEM results such path coefficients, Cronbach's alpha, HTMT, and R² values.
Read more!
Setup
Partial Least Squares
Weighting
Basic Settings
Subsamples
500
Do Parallel Processing
Amount of Results
Basic Bootstrapping
Complete Bootstrapping
Advanced Settings
Confidence Interval Method
Percentile Bootstrap
Studentized Bootstrap
Bias-Corrected and Accelerated (BCa) Bootstrap
Test Type
One Tailed
Two Tailed
Significance Level
0.05
Basic Settings
Subsamples
In bootstrapping, subsamples are created with observations randomly drawn (with replacement) from the original set of data. To ensure stability of results, the number of subsamples should be large. For an initial assessment, one may use a smaller number of bootstrap subsamples (e.g., 500). For the final results preparation, however, one should use a large number of bootstrap subsamples (e.g., 5,000).
Note: Larger numbers of bootstrap subsamples increase the computation time.
Do Parallel Processing
This option runs the bootstrapping routine on multiple processors (if your computer device offers more than one core). Using parallel computing will reduce computation time.
Amount of Results
(1) Basic Bootstrapping (default)
Only a basic set of results for bootstrapping is assembled. This includes:
After Calculation:
Open Full Report
Close
Start Calculation
1.跑PLS
Project Explor
ECSI
NFT
NFT
Archive
Indicators
PLS Algorithm (F
Report
Data Group
Inner model
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
Snap
re Themes
ont Size
Italic
rder Size
Align
PP1
Privacy
PP3
24°C
多雲
下午 01:19
2022/5/22


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Select
Latent Variable
Connect
Quadratic Effect
Moderating Effect
Comment
PLS Algorithm
Bootstrapping
Blindfolding
Confirmatory Tetrad Analyses (CTA)
Importance-Performance Map Analysis (IPMA)
PLS Predict
Finite Mixture (FIMIX) Segmentation
Prediction-Oriented Segmentation (POS)
Multi-Group Analysis (MGA)
Permutation
Consistent PLS Algorithms
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響之研究_100筆_CSV [100 records]
PLS-SEM BOOK - Corporate Reputation Extended
Archive
NFT對消費者行為影響之研究_100筆_CSV.txt
*NFT.splsm
PS1
PS2
PS3
0.921
0.876
0.863
Security
0.573
0.171
AT1
AT2
0.931
0.914
0.946
0.875
0.815
0.878
0.595
Trust
0.348
0.405
Attitude
0.721
0.520
Intention
0.918
0.904
IN2
IN3
0.237
0.180
0.913
0.878
Privacy
PP1
PP3
2.回頭看結構模型，箭頭上的數字就是路徑係數。
Indicators
Calculation Results
PLS Algorithm (Run No. 2)
Remove
Report
Excel
HTML
R
Data Group
Complete
Inner model
Path Coefficients
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
Snap
More Themes
Font Size
Bold
Italic
Border Size
Align
24°C
多雲
下午 01:19
2022/5/22

1.取得t值

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No Support	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No Support	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

t值越接近0，兩組之間越沒有差異，t值越遠離0則兩組差異越大。


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Select
Latent Variable
Connect
Quadratic Effect
Moderating Effect
Comment
PLS Algorithm
Bootstrapping
Consistent PLS Algorithms
跑Bootstrapping，回頭看結構模型，箭頭上的數字就是t值。
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響之研究_100筆_CSV [100 records]
PLS-SEM BOOK - Corporate Reputation Extended
Archive
NFT對消費者行為影響之研究_100筆_CSV.txt
*NFT.splsm
PS1
PS2
PS3
0.921
0.876
0.863
Security
0.573
0.171
AT1
0.931
0.914
0.946
0.875
0.815
0.878
0.595
Trust
0.348
0.405
Attitude
0.721
0.520
Intention
0.918
IN2
0.904
IN3
0.237
0.180
0.913
0.878
Privacy
PP1
PP3
Indicators
Calculation Results
PLS Algorithm (Run No. 2)
Remove
Report
Excel
HTML
R
Data Group
Complete
Inner model
Path Coefficients
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
Snap
More Themes
Font Size
Bold
Italic
Border Size
Align
24°C
多雲
下午 01:19
2022/5/22

Bootstrapping

Bootstrapping is a nonparametric procedure that allows testing the statistical significance of various PLS-SEM results such path coefficients, Cronbach's alpha, HTMT, and R^2 values.

Read more!

Setup | Partial Least Squares | Weighting

Basic Settings

Subsamples: 5000

Do Parallel Processing

Amount of Results

1.設5000次

Advanced Settings

Confidence Interval Method
- Percentile Bootstrap
- Studentized Bootstrap
- Bias-Corrected and Accelerated (BCa) Bootstrap

Test Type: One Tailed / Two Tailed

Significance Level: 0.05

Basic Settings

Subsamples

In bootstrapping, subsamples are created with observations randomly drawn (with replacement) from the original set of data. To ensure stability of results, the number of subsamples should be large. For an initial assessment, one may use a smaller number of bootstrap subsamples (e.g., 500). For the final results preparation, however, one should use a large number of bootstrap subsamples (e.g., 5,000).

Note: Larger numbers of bootstrap subsamples increase the computation time.

Do Parallel Processing

This option runs the bootstrapping routine on multiple processors (if your computer device offers more than one core). Using parallel computing will reduce computation time.

Amount of Results

(1) Basic Bootstrapping *(default)*

Only a basic set of results for bootstrapping is assembled. This includes:

After Calculation: Open Full Report | Close | Start Calculation

2.跑Bootstrapping

Outer Weights / Loadings

R Square

off

PP1 Privacy PP3

SmartPLS: C:\Users\yolan\smartpls_workspace

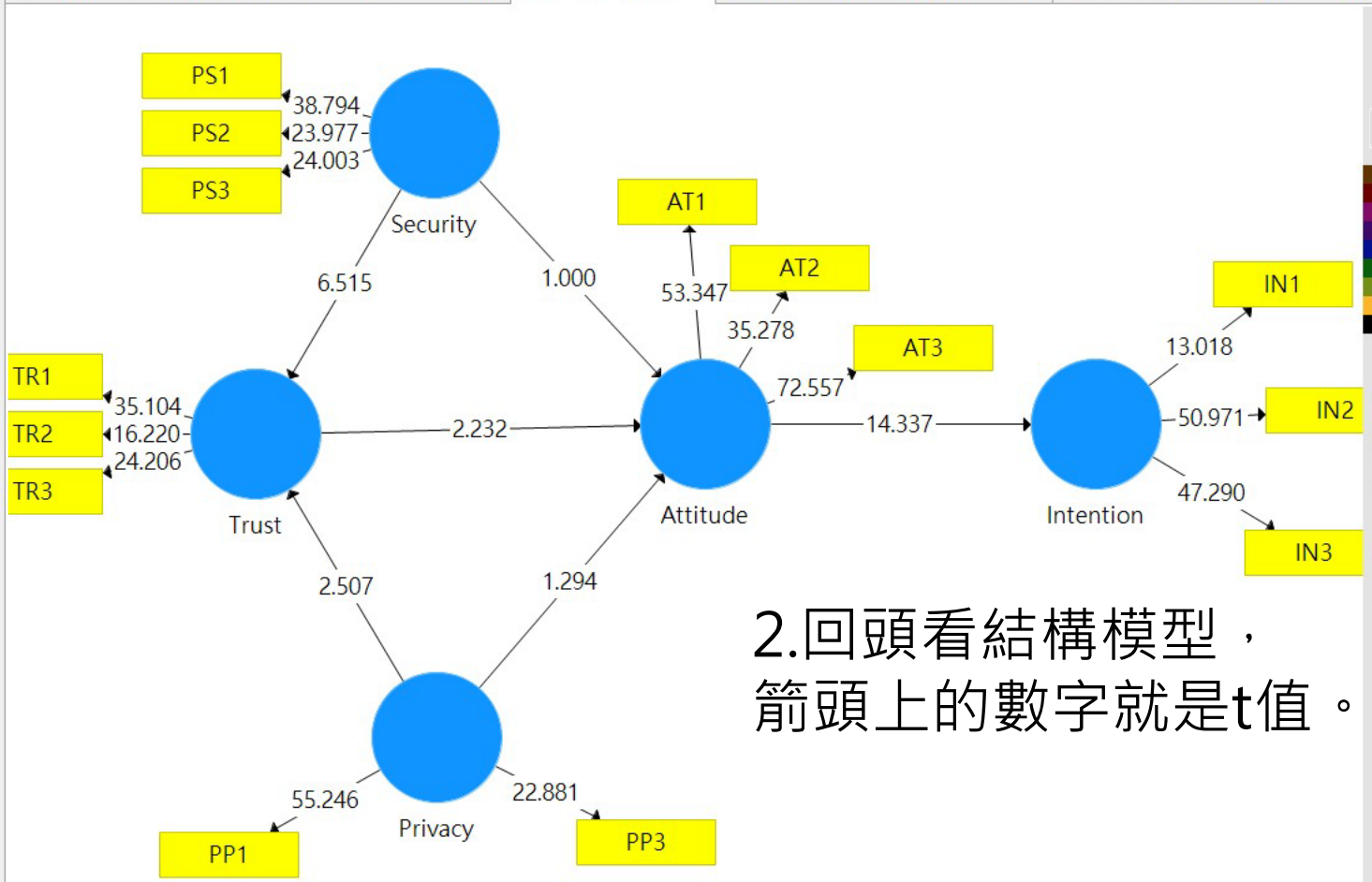
File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2) | Bootstrapping (Run No. 1)



2.回頭看結構模型，
箭頭上的數字就是t值。

Grid | Snap | More Themes

Font Size: -1 - +1 | Bold - Italic

Border Size: -1 - +1

Align

Indicators | Calculation Results

Bootstrapping (Run No. 1) | Remove

Report | Excel | HTML | R

Data Group	Complete
Inner model	T-Values
Outer model	T-Values
Constructs	R Square
Highlight Paths	off

Show defaults

24°C 多雲

下午 01:20 2022/5/22

3.取得p value

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

P值小於0.05就可以

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 2) | Bootstrapping (Run No. 1)

Path Coefficients

Mean, STDEV, T-Values... | Confidence Intervals | Confidence Intervals B... | Samples | Copy to Clipboard: Excel Format | R Format

	Original ...	Sample ...	Standar...	T Statisti...	P Values
Attitude ...	0.721	0.722	0.050	14.337	0.000
Privacy -...	0.180	0.172	0.139	1.294	0.196
Privacy -...	0.237	0.241	0.094	2.507	0.013
Security ...	0.171	0.172	0.171	1.000	0.318
Security ...	0.573	0.573	0.088	6.515	0.000
Trust -> ...	0.348	0.351	0.156	2.232	0.026

跑Bootstrapping就可以看到了

Final Results
Path Coefficients
Total Indirect Effects
Specific Indirect Effects
Total Effects
Outer Loadings
Outer Weights

Histograms
Path Coefficients Histogram
Indirect Effects Histogram
Total Effects Histogram

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

24°C 多雲

下午 01:21 2022/5/22

4.Outcome：若｜t｜大於1.96即成立！Supported！

	Path Coefficients	｜t｜	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

5.取得 R square

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

R square高表示解釋程度高，
大於0.5或是越接近1.0最好

SmartPLS: C:\Users\yolan\smartpls_workspace

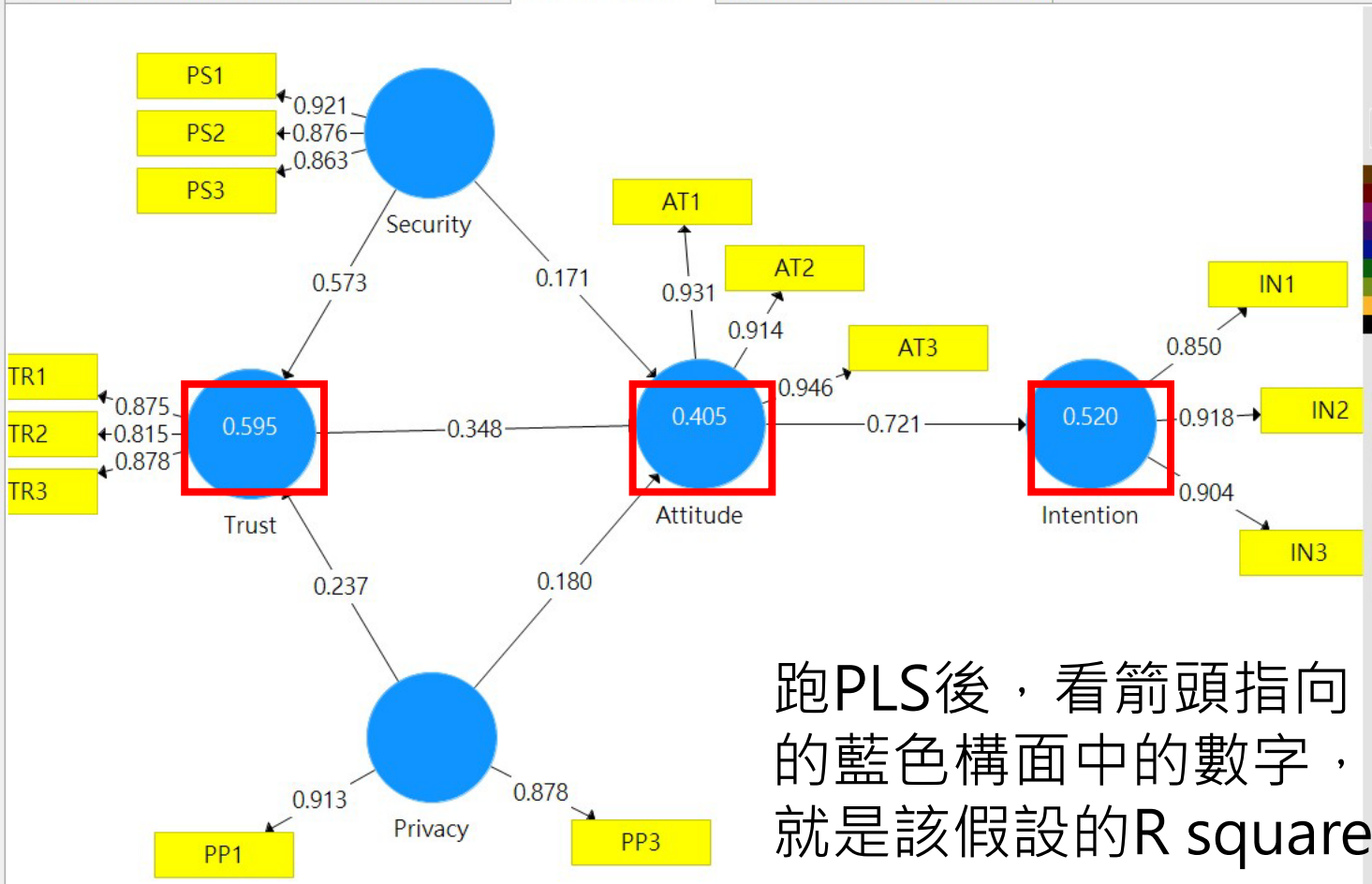
File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 3)



跑PLS後，看箭頭指向的藍色構面中的數字，就是該假設的R square

Grid | Snap

More Themes

Font Size: -1 - +1 | Bold - *Italic*

Border Size: -1 - +1

Align

Indicators | Calculation Results

PLS Algorithm (Run No. 3) | Remove

Report | Excel | HTML | R

Data Group	Complete
Inner model	Path Coefficients
Outer model	Outer Weights / Loadings
Constructs	R Square
Highlight Paths	off

Show defaults

24°C 多雲

下午 01:24 2022/5/22

6.取得 f square

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 3)

f Square

Matrix | f Square

Copy to Clipboard: Excel Format | R Format

	Attitude	Intention	Privacy	Security	Trust
Attitude		1.084			
Intention					
Privacy	0.021				0.055
Security	0.015				0.324
Trust	0.082				

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model Fit
Model Selection Criteria

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)
Indicator Data (Correlations)

跑PLS後，點f square

24°C 多雲

下午 01:25 2022/5/22

6.取得 q square

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

要先求出included和exclude後才能計算出q square
所以我們先來算included吧!

	included	excluded	q square
H1：Security→Trust	0.404	0.308	0.161073
H2：Security→Attitude	0.332	0.325	0.010479
H3：Trust→Attitude	0.332	0.296	0.053892
H4：Privacy→Trust	0.404	0.395	0.015101
H5：Privacy→Attitude	0.332	0.327	0.007485
H6：Attitude→Intentior	0.406	0.352	0.090909

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

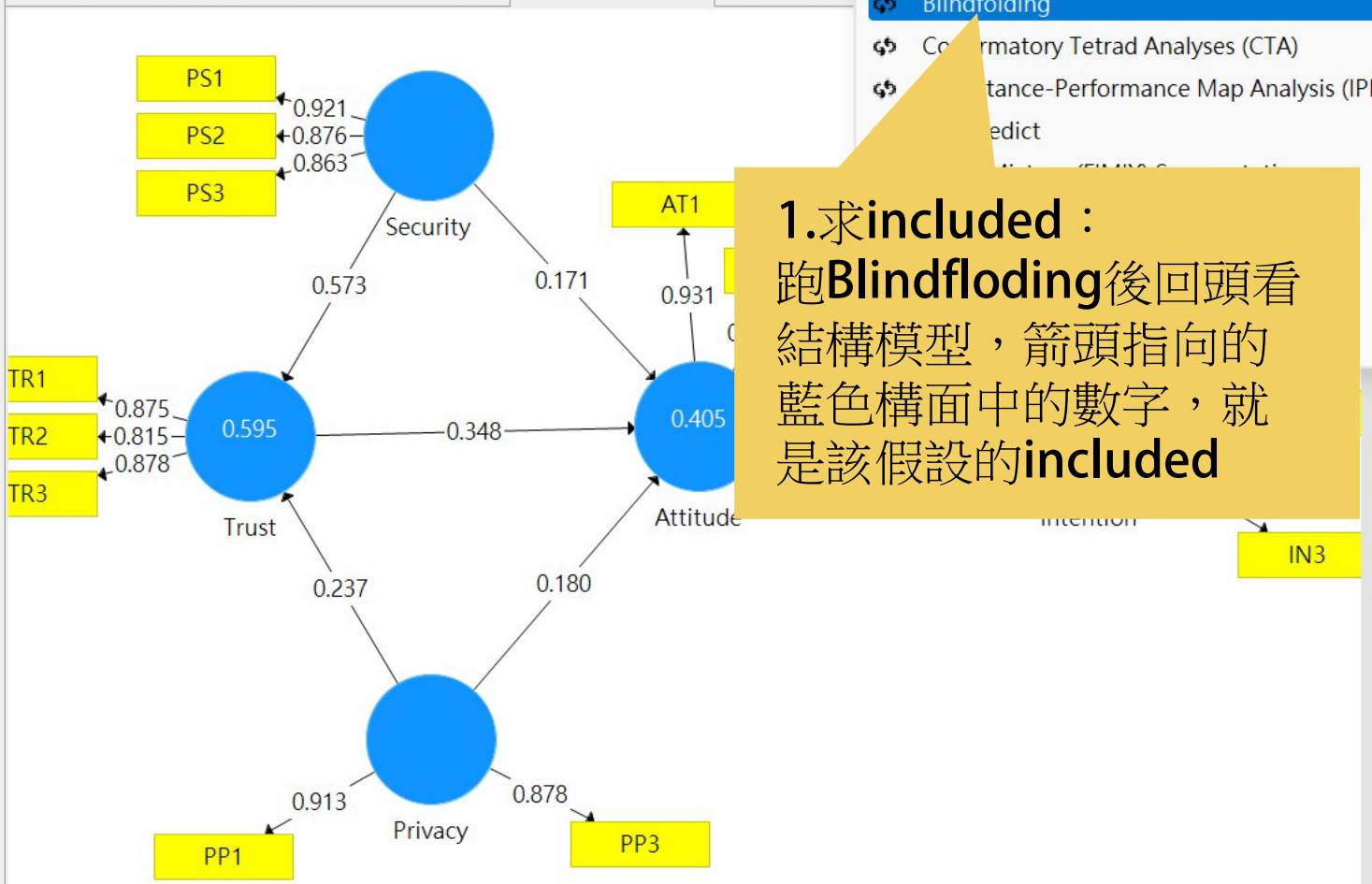
Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calcula

PLS Algorithm
Bootstrapping
Blindfolding
Co rmatory Tetrad Analyses (CTA)
tance-Performance Map Analysis (IPMA)
edict

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algo



1.求included：
跑Blindfloding後回頭看結構模型，箭頭指向的藍色構面中的數字，就是該假設的included

Snap
e Themes
ont Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align

Indicators | Calculation Results

PLS Algorithm (Run No. 3) | Remove

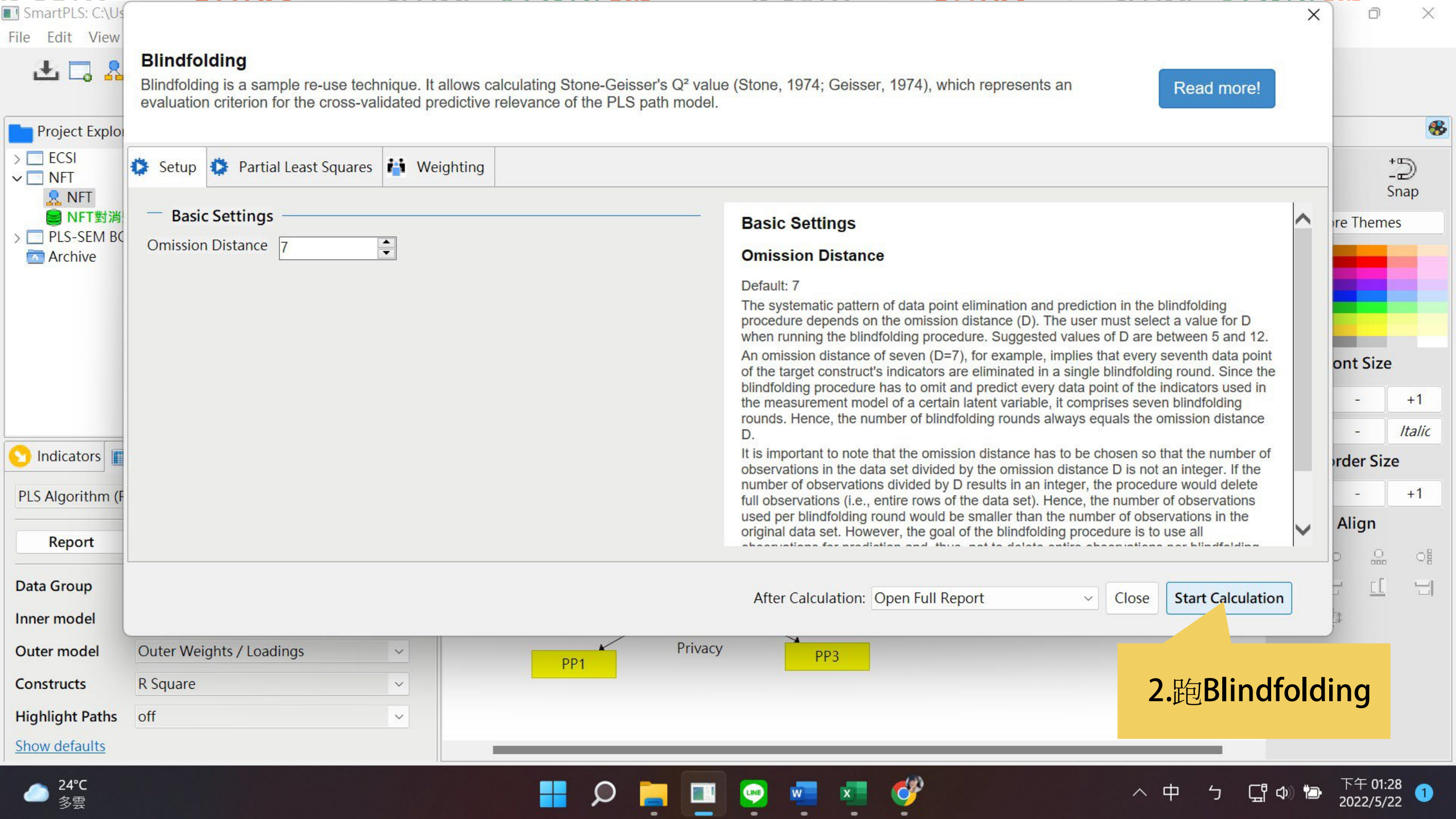
Report | Excel | HTML | R

Data Group	Complete
Inner model	Path Coefficients
Outer model	Outer Weights / Loadings
Constructs	R Square
Highlight Paths	off

Show defaults

24°C 多雲

下午 01:27 2022/5/22


Blindfolding
Blindfolding is a sample re-use technique. It allows calculating Stone-Geisser's Q² value (Stone, 1974; Geisser, 1974), which represents an evaluation criterion for the cross-validated predictive relevance of the PLS path model.
Read more!
Setup
Partial Least Squares
Weighting
Basic Settings
Omission Distance
7
Basic Settings
Omission Distance
Default: 7
The systematic pattern of data point elimination and prediction in the blindfolding procedure depends on the omission distance (D). The user must select a value for D when running the blindfolding procedure. Suggested values of D are between 5 and 12.
An omission distance of seven (D=7), for example, implies that every seventh data point of the target construct's indicators are eliminated in a single blindfolding round. Since the blindfolding procedure has to omit and predict every data point of the indicators used in the measurement model of a certain latent variable, it comprises seven blindfolding rounds. Hence, the number of blindfolding rounds always equals the omission distance D.
It is important to note that the omission distance has to be chosen so that the number of observations in the data set divided by the omission distance D is not an integer. If the number of observations divided by D results in an integer, the procedure would delete full observations (i.e., entire rows of the data set). Hence, the number of observations used per blindfolding round would be smaller than the number of observations in the original data set. However, the goal of the blindfolding procedure is to use all
After Calculation:
Open Full Report
Close
Start Calculation
Project Explor
ECSI
NFT
NFT
NFT對消
PLS-SEM BC
Archive
Indicators
PLS Algorithm (F
Report
Data Group
Inner model
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
Snap
re Themes
ont Size
-
+1
-
Italic
rder Size
-
+1
Align
Privacy
PP1
PP3
2.跑Blindfolding
24°C
多雲
下午 01:28
2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

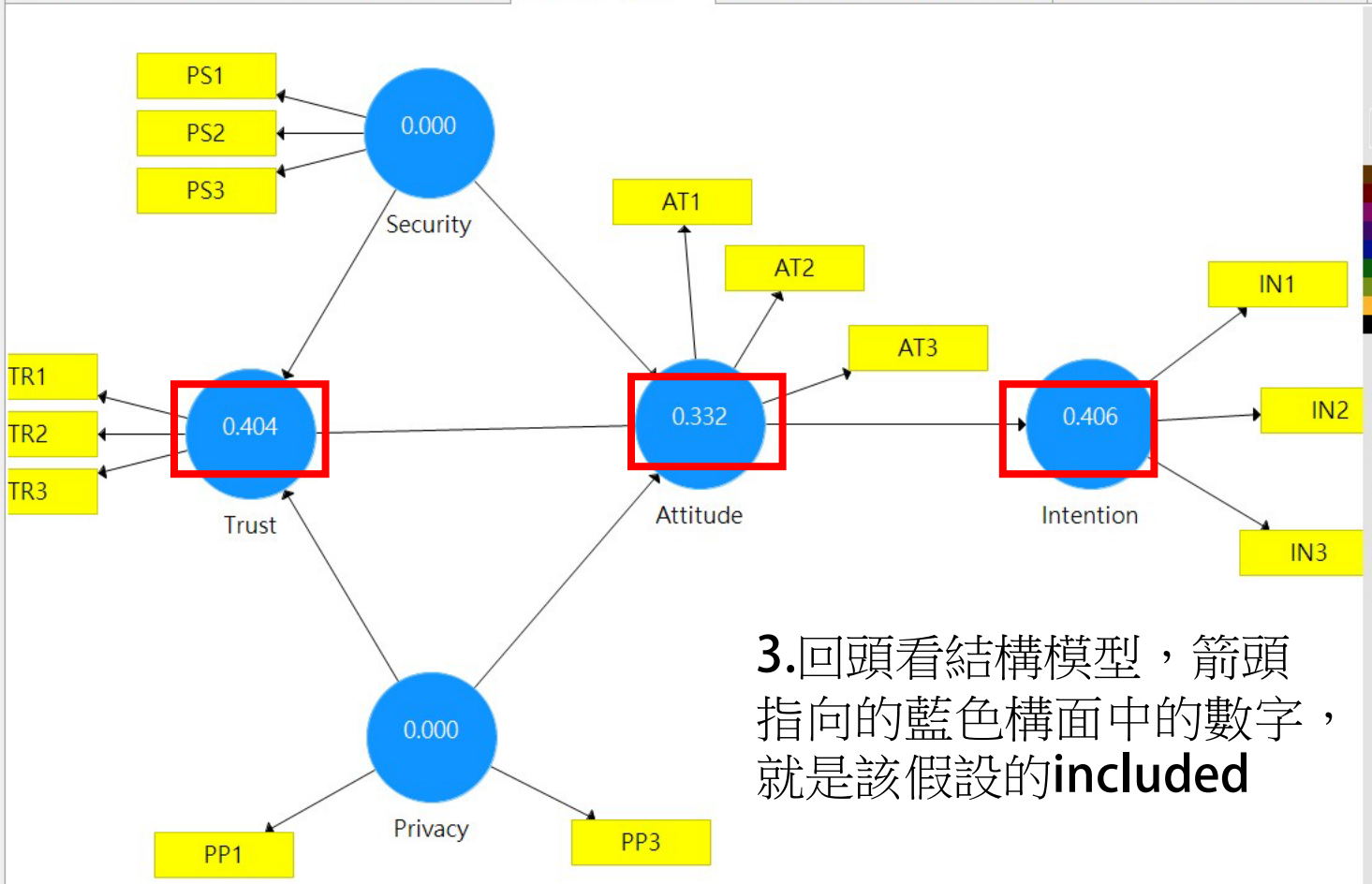
File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 3) | Blindfolding (Run No. 1)



3.回頭看結構模型，箭頭指向的藍色構面中的數字，就是該假設的**included**

Grid | Snap | More Themes

Font Size: -1 - +1 | Bold - *Italic*

Border Size: -1 - +1

Align

Indicators | Calculation Results

Blindfolding (Run No. 1) | Remove

Report | Excel | HTML | R

Data Group: Complete

Constructs: Cross Validated Redundancy

Show defaults

24°C 多雲

下午 01:28 2022/5/22

要先求出included和exclude後才能計算出q square
最後我們算出excluded吧!

	included	excluded	q square
H1：Security→Trust	0.404	0.308	0.161073
H2：Security→Attitude	0.332	0.325	0.010479
H3：Trust→Attitude	0.332	0.296	0.053892
H4：Privacy→Trust	0.404	0.395	0.015101
H5：Privacy→Attitude	0.332	0.327	0.007485
H6：Attitude→Intentior	0.406	0.352	0.090909

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

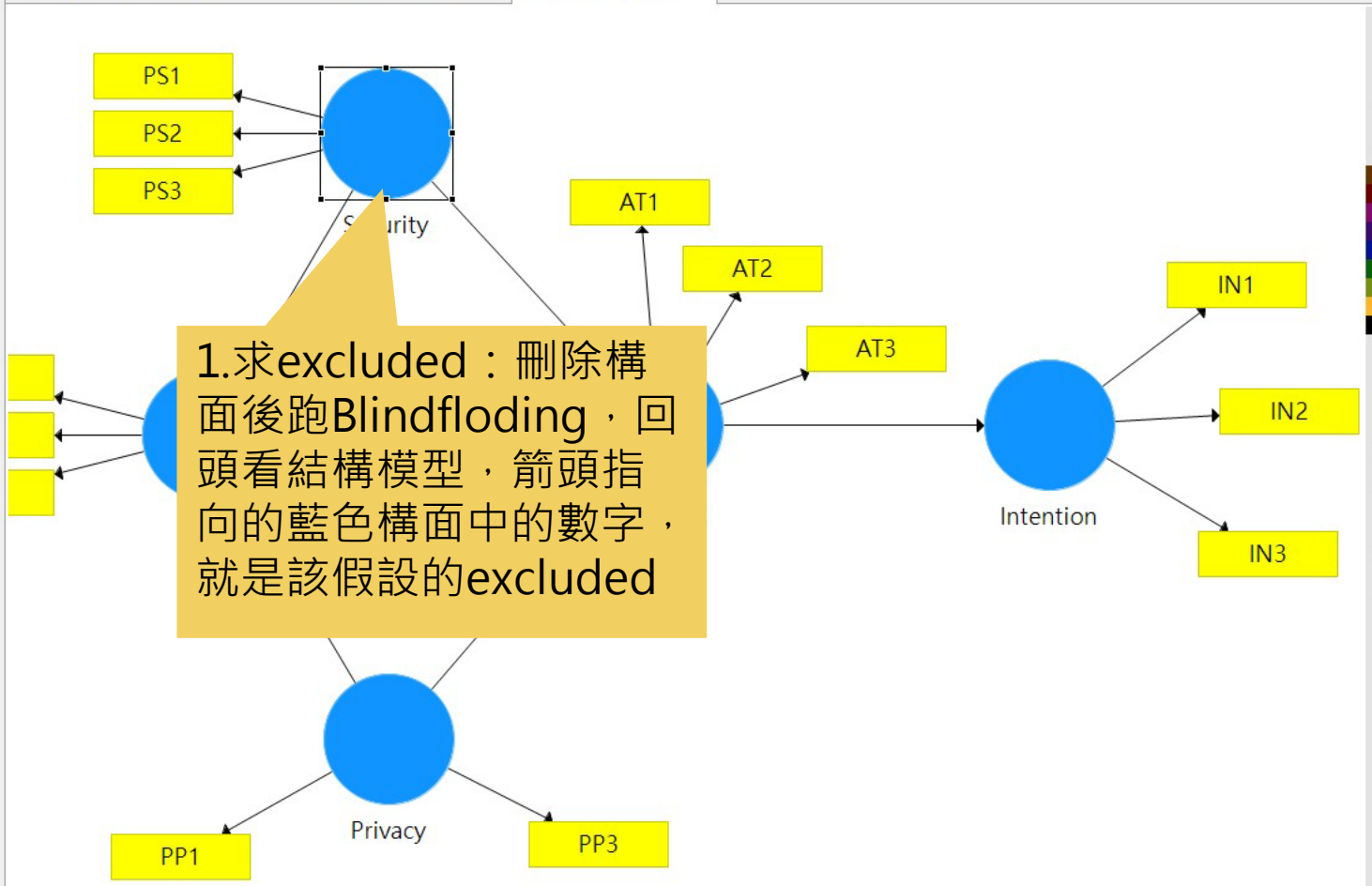
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	**AT1**
22	**AT2**
23	**AT3**
24	AT
25	**IN1**
26	**IN2**
27	**IN3**
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm



Grid | Snap

More Themes

Font Size: -1 - +1 | Bold - *Italic*

Border Size: -1 - +1

Align

24°C 多雲

下午 01:35 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

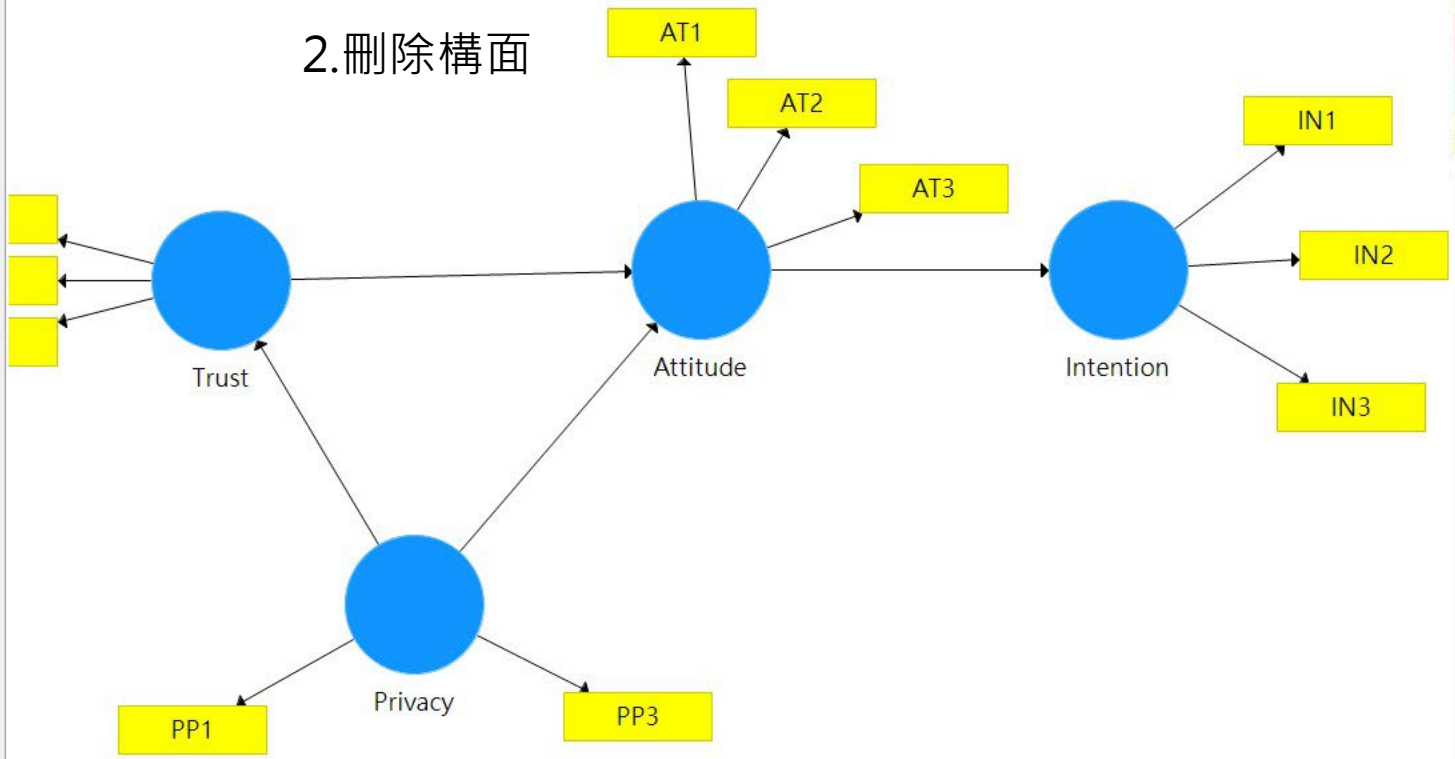
Indicators

No.	Indicator
20	TR
21	**AT1**
22	**AT2**
23	**AT3**
24	AT
25	**IN1**
26	**IN2**
27	**IN3**
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm

2.刪除構面



Grid | Snap

More Themes

Font Size: -1 - +1 | Bold - *Italic*

Border Size: -1 - +1

Align

24°C 多雲

下午 01:35 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calc

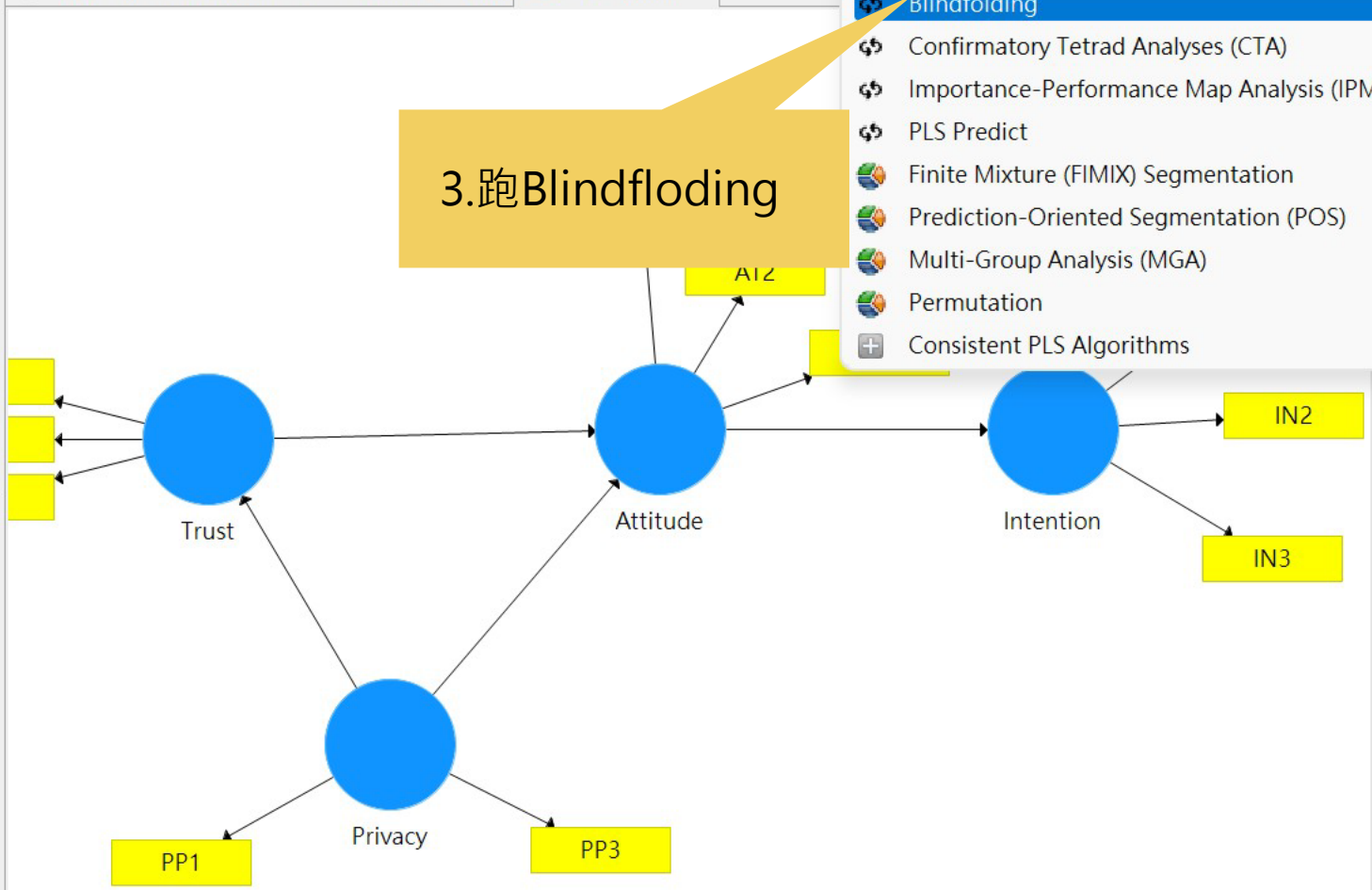
- PLS Algorithm
- Bootstrapping
- Blindfolding
- Confirmatory Tetrad Analyses (CTA)
- Importance-Performance Map Analysis (IPMA)
- PLS Predict
- Finite Mixture (FIMIX) Segmentation
- Prediction-Oriented Segmentation (POS)
- Multi-Group Analysis (MGA)
- Permutation
- Consistent PLS Algorithms

3.跑Blindfloding

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm



Snap

ore Themes

Font Size

-1 - +1

Bold - Italic

Border Size

-1 - +1

Align

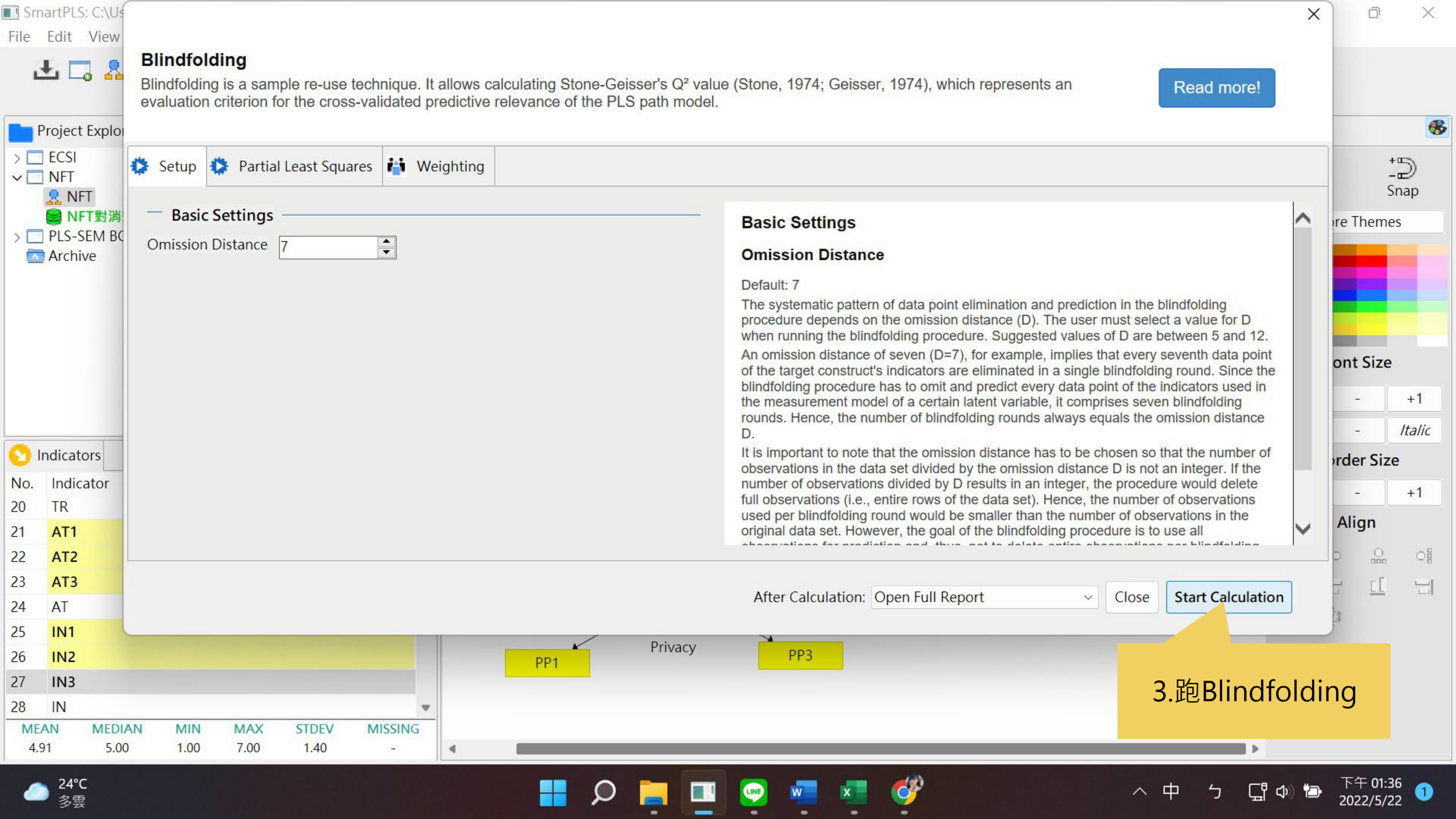
Indicators

No.	Indicator
20	TR
21	**AT1**
22	**AT2**
23	**AT3**
24	AT
25	**IN1**
26	**IN2**
27	**IN3**
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

24°C 多雲

下午 01:35 2022/5/22


Blindfolding
Blindfolding is a sample re-use technique. It allows calculating Stone-Geisser's Q² value (Stone, 1974; Geisser, 1974), which represents an evaluation criterion for the cross-validated predictive relevance of the PLS path model.
Read more!
Setup
Partial Least Squares
Weighting
Basic Settings
Omission Distance
7
Basic Settings
Omission Distance
Default: 7
The systematic pattern of data point elimination and prediction in the blindfolding procedure depends on the omission distance (D). The user must select a value for D when running the blindfolding procedure. Suggested values of D are between 5 and 12.
An omission distance of seven (D=7), for example, implies that every seventh data point of the target construct's indicators are eliminated in a single blindfolding round. Since the blindfolding procedure has to omit and predict every data point of the indicators used in the measurement model of a certain latent variable, it comprises seven blindfolding rounds. Hence, the number of blindfolding rounds always equals the omission distance D.
It is important to note that the omission distance has to be chosen so that the number of observations in the data set divided by the omission distance D is not an integer. If the number of observations divided by D results in an integer, the procedure would delete full observations (i.e., entire rows of the data set). Hence, the number of observations used per blindfolding round would be smaller than the number of observations in the original data set. However, the goal of the blindfolding procedure is to use all
After Calculation:
Open Full Report
Close
Start Calculation
3.跑Blindfolding
Indicators
No.
Indicator
20 TR
21 AT1
22 AT2
23 AT3
24 AT
25 IN1
26 IN2
27 IN3
28 IN
MEAN 4.91
MEDIAN 5.00
MIN 1.00
MAX 7.00
STDEV 1.40
MISSING -
PP1
Privacy
PP3
Snap
Align
24°C 多雲
下午 01:36 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calculate

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 reco
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators | Calculation Results

Blindfolding (Run No. 1) | Remove

Report | Excel | HTML | R

Data Group: Complete

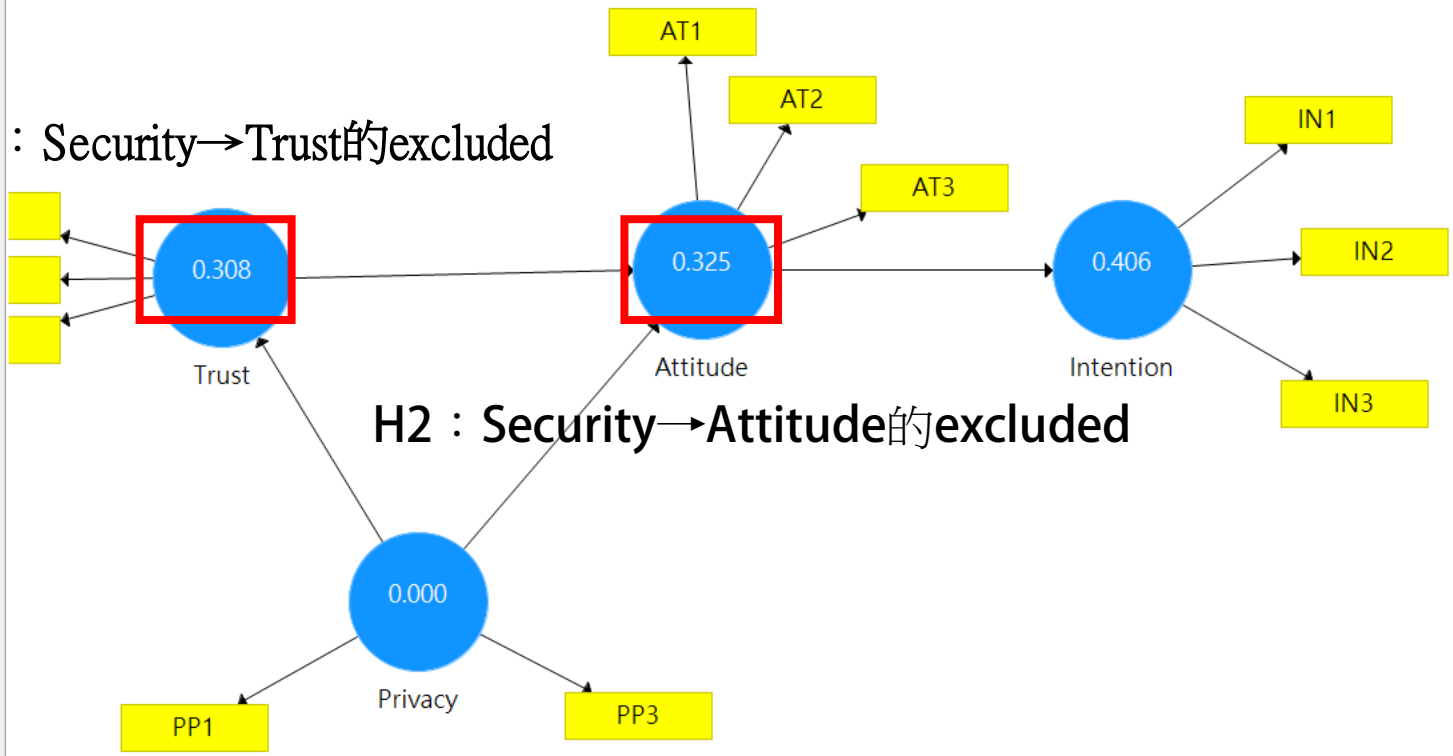
Constructs: Cross Validated Redundancy

Show defaults

*NFT.splsm | Blindfolding (Run No. 1)

回頭看結構模型，箭頭指向的藍色構面中的數字，就是該假設的**excluded**

H1：Security→Trust的excluded



H2：Security→Attitude的excluded

Grid | Snap

More Themes

Font Size: -1 - +1

Bold - *Italic*

Border Size: -1 - +1

Align

31°C 多雲時陰

下午 07:40 2022/8/17

要先求出included和exclude後才能計算出q square

	included	excluded	q square
H1：Security→Trust	0.404	0.308	0.161073
H2：Security→Attitude	0.332	0.325	0.010479
H3：Trust→Attitude	0.332	0.296	0.053892
H4：Privacy→Trust	0.404	0.395	0.015101
H5：Privacy→Attitude	0.332	0.327	0.007485
H6：Attitude→Intentior	0.406	0.352	0.090909

q square=(included-excluded)/(1-included)

6.取得95%CILL、95%CIUL

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported	0.60	0.06	1.33	0.05	0.42	
H5：Privacy→Attitude	0.18	1.29	0.196	No	0.41	0.02	0.65	(0.14)	0.42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported	0.52	1.08	(1.18)	0.61	0.81	

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calcula

PLS Algorithm
Bootstrapping
Blindf...g
...Tetrad Analyses (CTA)
Prediction-Oriented Segmentation (POS)
Multi-Group Analysis (MGA)
Permutation
Consistent PLS Algorithms

1.跑Bootstrapping

Project Explorer
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | Blindfold

PS1 PS2 PS3 Security
AT1 AT2
Trust
Attitude
Intention
IN2 IN3
PP1 PP3 Privacy

Snap
...e Themes
Font Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align

Indicators | Calculation Results

Blindfolding (Run No. 6) Remove

Report Excel HTML R

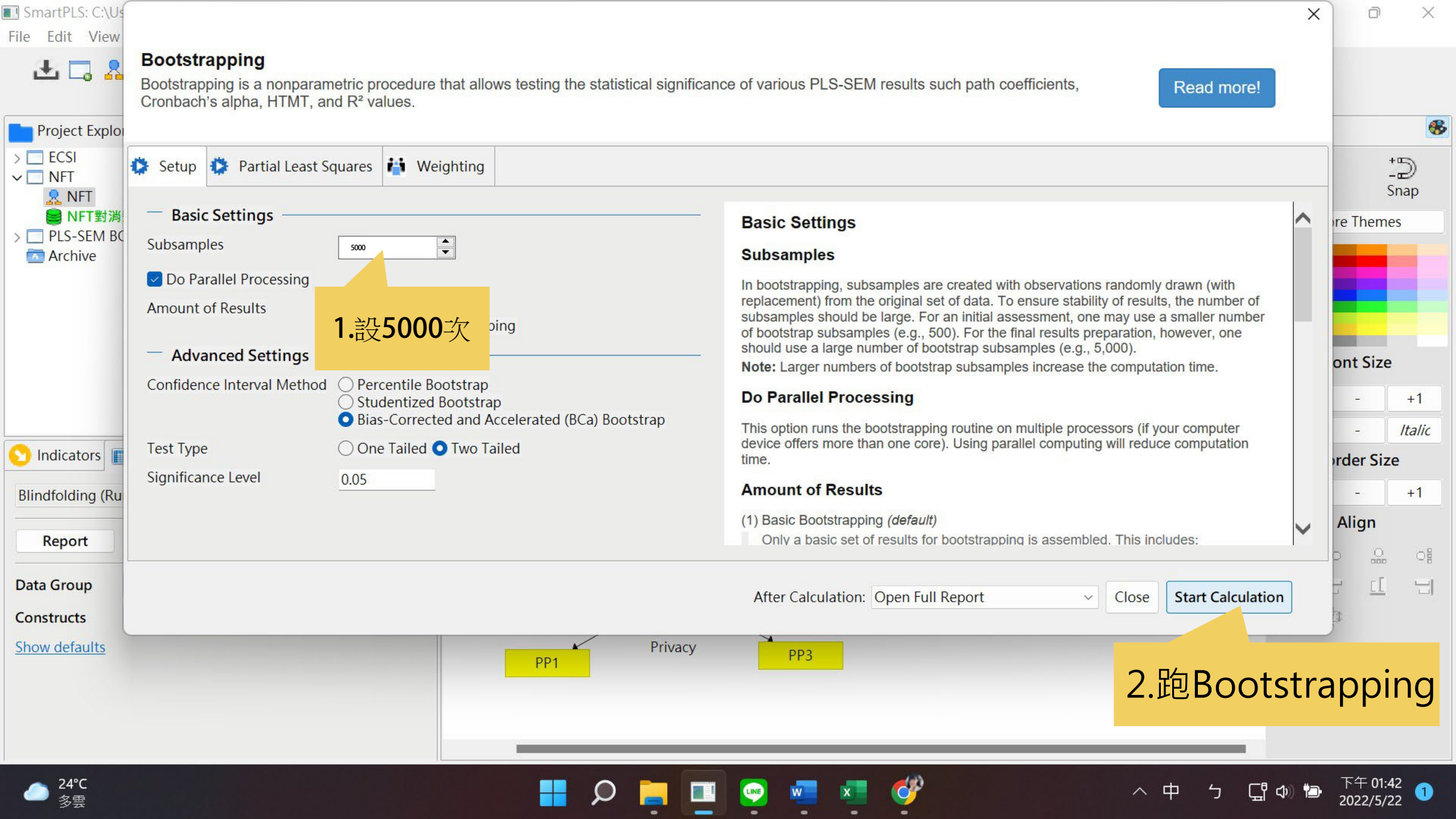
Data Group Complete

Constructs Cross Validated Redundancy

Show defaults

24°C 多雲

下午 01:42 2022/5/22


Bootstrapping
Bootstrapping is a nonparametric procedure that allows testing the statistical significance of various PLS-SEM results such path coefficients, Cronbach's alpha, HTMT, and R² values.
Read more!
Setup
Partial Least Squares
Weighting
Basic Settings
Subsamples
5000
Do Parallel Processing
Amount of Results
1.設5000次
Advanced Settings
Confidence Interval Method
Percentile Bootstrap
Studentized Bootstrap
Bias-Corrected and Accelerated (BCa) Bootstrap
Test Type
One Tailed
Two Tailed
Significance Level
0.05
Basic Settings
Subsamples
In bootstrapping, subsamples are created with observations randomly drawn (with replacement) from the original set of data. To ensure stability of results, the number of subsamples should be large. For an initial assessment, one may use a smaller number of bootstrap subsamples (e.g., 500). For the final results preparation, however, one should use a large number of bootstrap subsamples (e.g., 5,000).
Note: Larger numbers of bootstrap subsamples increase the computation time.
Do Parallel Processing
This option runs the bootstrapping routine on multiple processors (if your computer device offers more than one core). Using parallel computing will reduce computation time.
Amount of Results
(1) Basic Bootstrapping (default)
Only a basic set of results for bootstrapping is assembled. This includes:
After Calculation:
Open Full Report
Close
Start Calculation
2.跑Bootstrapping
Project Explor
ECSI
NFT
NFT
Archive
Indicators
Blindfolding (Ru
Report
Data Group
Constructs
Show defaults
Snap
Themes
Font Size
Italic
Order Size
Align
PP1
Privacy
PP3
24°C
多雲
下午 01:42
2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV
4.91	5.00	1.00	7.00	1.40

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | Blindfolding (Run No. 6) | Bootstrapping (Run No. 2)

Path Coefficients

Mean, STDEV, T-Values... | Confidence Intervals | Confidence Intervals B... | Samples | Copy to Clipboard: Excel Format | R Format

Confidence Intervals Bias Corrected

	Original ...	Sample ...	Bias	2.5%	97.5%
Attitude ...	0.721	0.719	-0.002	0.608	0.806
Privacy -...	0.180	0.191	0.011	-0.143	0.416
Privacy -...	0.237	0.238	0.001	0.046	0.416
Security ...	0.171	0.160	-0.011	-0.181	0.531
Security ...	0.573	0.573	-0.000	0.397	0.740
Trust -> ...	0.348	0.351	0.003	0.007	0.647

4.點上方的Confidence Intervals Bias Corrected

5.表格中的2.50%即是95%CILL，
表格中的97.50%即是95%CIUL

Final Results
Path Coefficients
Total Indirect Effects
Specific Indirect Effects

Histograms
Path Coefficients Histogram
Indirect Effects Histogram
Total Effects Histogram

Base Data
Setting
Inner Model
Outer Model
Data (Original)
Data (Standardized)

3.點下方的Path Coefficients

24°C 多雲 | 下午 01:43 2022/5/22

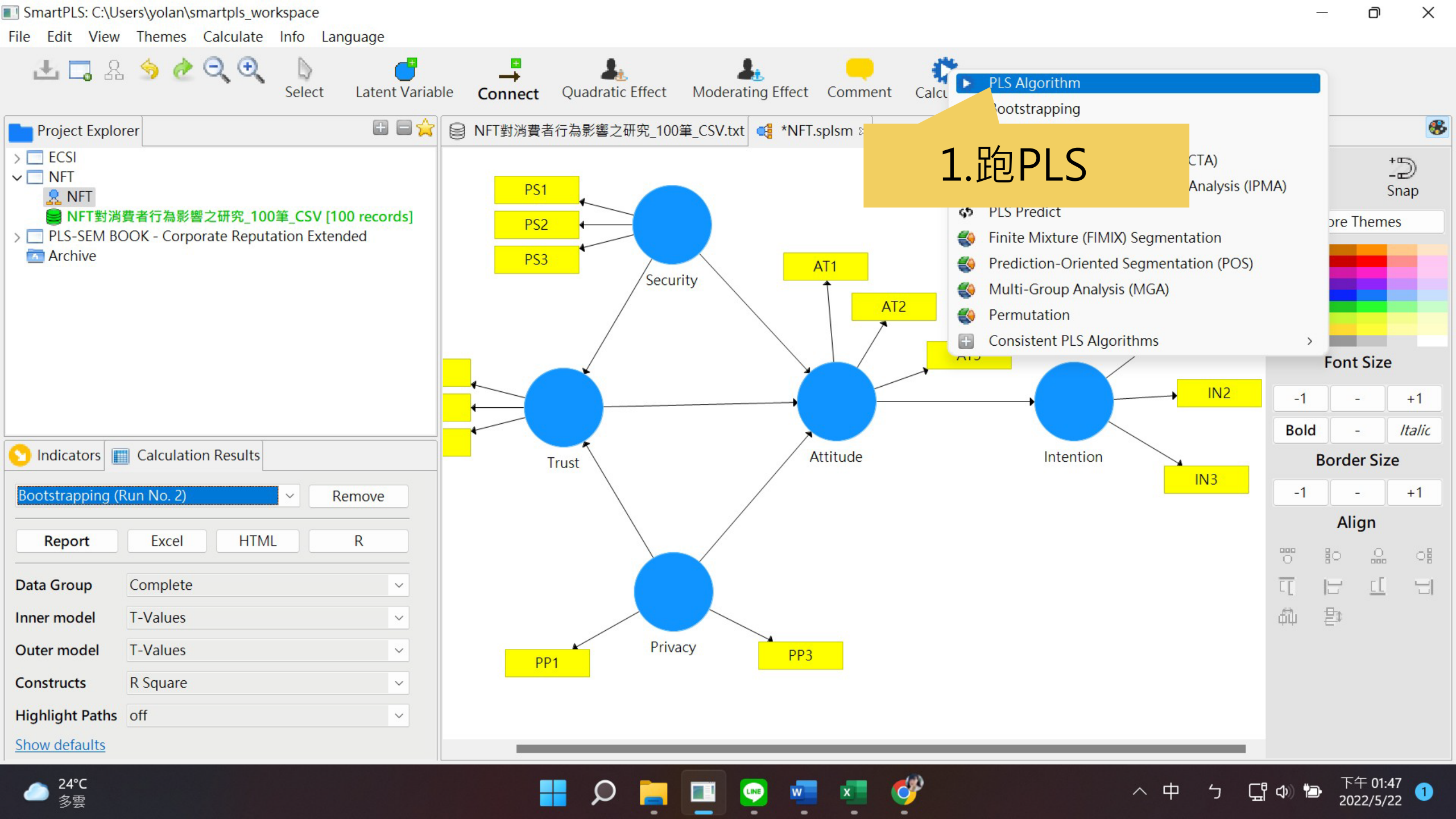
6.取得Model Fit

	Path Coefficients	| t |	p-value	Outcome	R square	f square	q square	95%CILL	95%CIUL	Model Fit
H1：Security→Trust	0.57	6.52	0.000	Supported	0.60	0.03	1.39	0.40	0.74	SRMR=0.077
H2：Security→Attitude	0.17	1.00	0.318	No	0.41	0.02	0.66	(0.18)	0.53	NFI=0.768
H3：Trust→Attitude	0.33	2.23	0.026	Supported	0.41	0.08	0.54	0.01	0.65	RMS theta=0.245
H4：Privacy→Trust	0.24	2.51	0.013	Supported					42	
H5：Privacy→Attitude	0.18	1.29	0.196	No					42	
H6：Attitude→Intentior	0.72	14.34	0.000	Supported					81	

SRMR < 0.1 or < 0.08 (Hu and Bentler, 1999)

NFI > 0.9 (Lohmöller, 1989)

RMS_theta < 0.12 (Henseler et al., 2014)


SmartPLS: C:\Users\yolan\smartpls_workspace
File Edit View Themes Calculate Info Language
Select
Latent Variable
Connect
Quadratic Effect
Moderating Effect
Comment
PLS Algorithm
Bootstrapping
1.跑PLS
PLS Predict
Finite Mixture (FIMIX) Segmentation
Prediction-Oriented Segmentation (POS)
Multi-Group Analysis (MGA)
Permutation
Consistent PLS Algorithms
Project Explorer
ECSI
NFT
NFT
NFT對消費者行為影響之研究_100筆_CSV [100 records]
PLS-SEM BOOK - Corporate Reputation Extended
Archive
NFT對消費者行為影響之研究_100筆_CSV.txt
*NFT.splsm
PS1
PS2
PS3
Security
AT1
AT2
Trust
Attitude
Intention
IN2
IN3
Privacy
PP1
PP3
Snap
Font Size
Bold
Italic
Border Size
Align
Indicators
Calculation Results
Bootstrapping (Run No. 2)
Remove
Report
Excel
HTML
R
Data Group
Complete
Inner model
T-Values
Outer model
T-Values
Constructs
R Square
Highlight Paths
off
Show defaults
24°C
多雲
下午 01:47
2022/5/22

Partial Least Squares Algorithm

The PLS path modeling method was developed by Wold (1982). In essence, the PLS algorithm is a sequence of regressions in terms of weight vectors. The weight vectors obtained at convergence satisfy fixed point equations (see Dijkstra, 2010, for a general analysis of these equations).

Read more!

Setup | Weighting

Basic Settings

Weighting Scheme: ○ Centroid ○ Factor ● Path

Maximum Iterations: 300

Stop Criterion (10^-X): 7

Advanced Settings

Configure individual initial weights

Basic Settings

Weighting Scheme

PLS-SEM allows the user to apply three structural model weighting schemes:

```
(1) centroid weighting scheme,
(2) factor weighting scheme, and
(3) path weighting scheme (default).
```

While the results differ little for the alternative weighting schemes, path weighting is the recommended approach. This weighting scheme provides the highest R^2 value for endogenous latent variables and is generally applicable for all kinds of PLS path model specifications and estimations. Moreover, when the path model includes higher-order constructs (often called second-order models), researchers should usually not use the centroid weighting scheme.

Maximum Iterations

This parameter represents the maximum number of iterations that will be used for calculating the PLS results. This number should be sufficiently large (e.g., 300

After Calculation: Open Full Report | Close | Start Calculation

1.跑PLS

Project Explor
ECSI
NFT
NFT
NFT對消
PLS-SEM BC
Archive

Indicators
Bootstrapping (F
Report
Data Group
Inner model
Outer model T-Values
Constructs R Square
Highlight Paths off
Show defaults

PP1 Privacy PP3

Snap
re Themes
ont Size
Italic
rder Size
Align

24°C 多雲
下午 01:47 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 4)

Model_Fit

Fit Summary | rms Theta

Copy to Clipboard: Excel Format | R Format

	Saturate...	Estimate...
SRMR	0.077	0.108
d_ULS	0.626	1.230
d_G	0.454	0.496
Chi-Squa...	267.369	281.808
NFI	0.768	0.756

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model Fit
Model Selection Criteria

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
...tandardized)
...orrelations)

2.點Model Fit

24°C 多雲

下午 01:48 2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | PLS Algorithm (Run No. 4)

Model_Fit

Fit Summary | rms Theta

Copy to Clipboard: Excel Format | R Format

rms Theta	0.245

3.點rms Theta

Final Results
Path Coefficients
Indirect Effects
Total Effects
Outer Loadings
Outer Weights
Latent Variable
Residuals

Quality Criteria
R Square
f Square
Construct Reliability and Validity
Discriminant Validity
Collinearity Statistics (VIF)
Model_Fit
Model Selection Criteria

Interim Results
Stop Criterion Changes

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)
Indicator Data (Correlations)

24°C 多雲

下午 01:49 2022/5/22

中介效果鑑定表

中介效果鑑定表

1.取得direct effect的值，與其t值

independent variable	Intervening Variable	dependent variable	direct effect	Indirect effect	total effect	VAF	hypothesis
Security	Trust	Attitude	0.073(0.438)	0.053(0.437)	0.32	0.73	Supported
Privacy	Trust	Attitude	0.195(1.448)	0.142(1.398)	0.27	0.73	

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

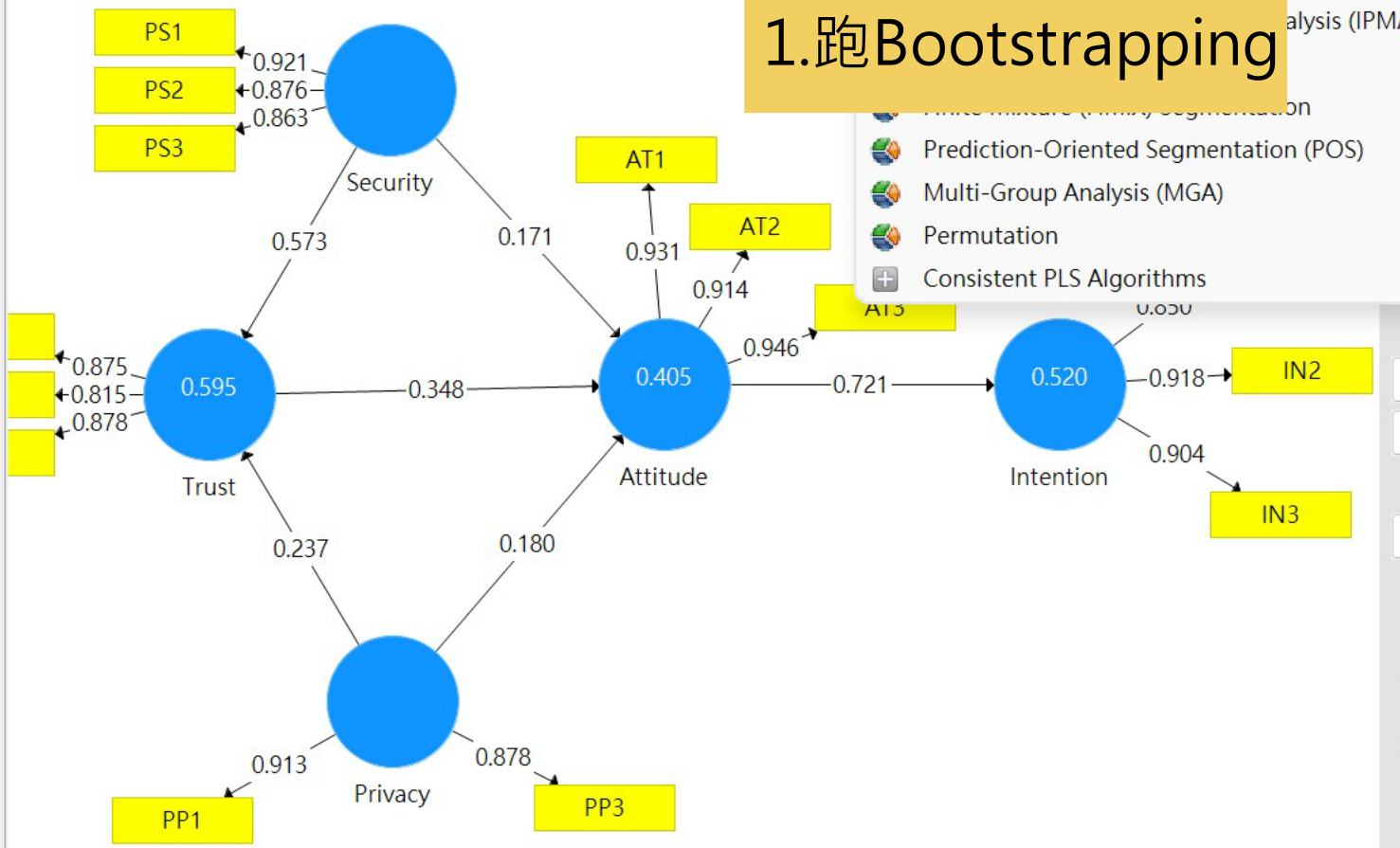
Select | Latent Variable | Connect | Quadratic Effect | Moderating Effect | Comment | Calcu

PLS Algorithm
Bootstrapping
dfolding
alysis (IPMA)
Prediction-Oriented Segmentation (POS)
Multi-Group Analysis (MGA)
Permutation
Consistent PLS Algorithms

1.跑Bootstrapping

Project Explorer
- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm



Indicators | Calculation Results

PLS Algorithm (Run No. 4) | Remove

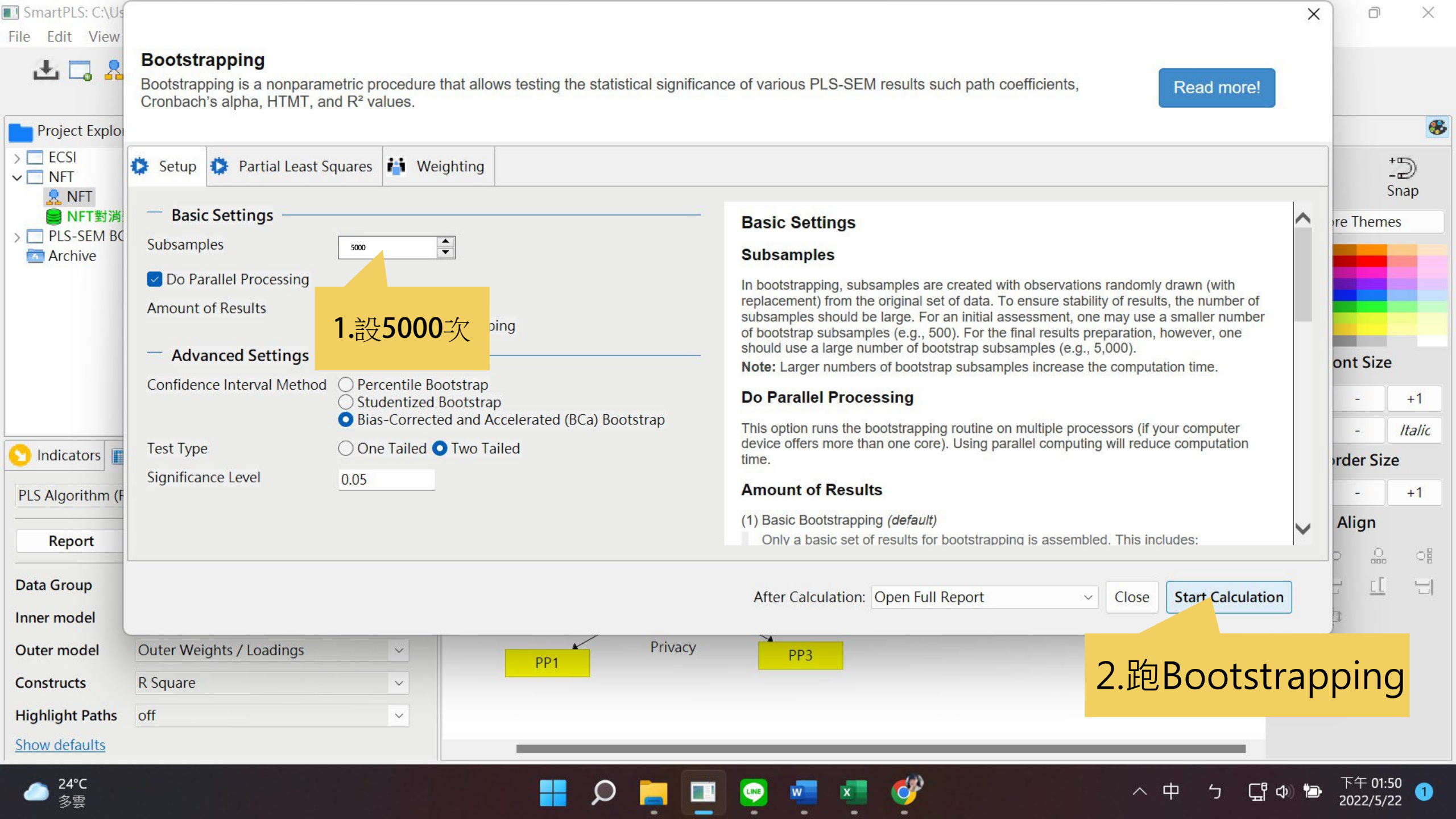
Report | Excel | HTML | R

Data Group	Complete
Inner model	Path Coefficients
Outer model	Outer Weights / Loadings
Constructs	R Square
Highlight Paths	off

Show defaults

Snap
re Themes
Font Size
-1 - +1
Bold - Italic
Border Size
-1 - +1
Align

24°C 多雲
下午 01:50 2022/5/22


Bootstrapping
Bootstrapping is a nonparametric procedure that allows testing the statistical significance of various PLS-SEM results such path coefficients, Cronbach's alpha, HTMT, and R² values.
Read more!
Setup
Partial Least Squares
Weighting
Basic Settings
Subsamples
5000
Do Parallel Processing
Amount of Results
Advanced Settings
Confidence Interval Method
Percentile Bootstrap
Studentized Bootstrap
Bias-Corrected and Accelerated (BCa) Bootstrap
Test Type
One Tailed
Two Tailed
Significance Level
0.05
1.設5000次
Basic Settings
Subsamples
In bootstrapping, subsamples are created with observations randomly drawn (with replacement) from the original set of data. To ensure stability of results, the number of subsamples should be large. For an initial assessment, one may use a smaller number of bootstrap subsamples (e.g., 500). For the final results preparation, however, one should use a large number of bootstrap subsamples (e.g., 5,000).
Note: Larger numbers of bootstrap subsamples increase the computation time.
Do Parallel Processing
This option runs the bootstrapping routine on multiple processors (if your computer device offers more than one core). Using parallel computing will reduce computation time.
Amount of Results
(1) Basic Bootstrapping (default)
Only a basic set of results for bootstrapping is assembled. This includes:
After Calculation:
Open Full Report
Close
Start Calculation
2.跑Bootstrapping
Project Explor
ECSI
NFT
NFT
NFT對消
PLS-SEM BC
Archive
Indicators
PLS Algorithm (F
Report
Data Group
Inner model
Outer model
Outer Weights / Loadings
Constructs
R Square
Highlight Paths
off
Show defaults
PP1
Privacy
PP3
Snap
re Themes
ont Size
Italic
rder Size
Align
24°C
多雲
下午 01:50
2022/5/22

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | Bootstrapping (Run No. 3)

Path Coefficients

Mean, STDEV, T-Values... | Confidence Intervals | Confidence Intervals B... | Samples | Copy to Clipboard: Excel Format | R Format

	Original ...	Sample ...	Standar...	T Statisti...	P Values
Attitude ...	0.721	0.725	0.052	13.951	0.000
Privacy -...	0.180	0.178	0.136	1.326	0.185
Privacy -...	0.237	0.237	0.099	2.391	0.017
Security ...	0.171	0.150	0.175	0.973	0.331
Security ...	0.573	0.573	0.090	6.335	0.000
Trust -> ...	0.348	0.374	0.168	2.072	0.039

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

3.點選下方的Path Coefficients

Final Results
Path Coefficients
Total Indirect Effects
Specific Indirect Effects
Total Effects
Outer Loadings
Outer Weights

Histograms
Path Coefficients Histogram
Indirect Effects Histogram
Total Effects Histogram

Base Data
Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

24°C 多雲

下午 01:50 2022/5/22

中介效果鑑定表

2.取得indirect effect的值，與其t值

independent variable	Intervening Variable	dependent variable	direct effect	Indirect effect	total effect	VAF	hypothesis
Security	Trust	Attitude	0.073(0.438)	0.053(0.437)	0.32	0.73	Supported
Privacy	Trust	Attitude	0.195(1.448)	0.142(1.398)	0.27	0.73	

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | Bootstrapping (Run No. 3)

Specific Indirect Effects

Mean, STDEV, T-Values... | Confidence Intervals | Confidence Intervals B... | Samples | Copy to Clipboard: Excel Format | R Format

	Original ...	Sample ...	Standar...	T Statisti...	P Values
Security ...	0.144	0.161	0.088	1.640	0.102
Privacy -...	0.059	0.061	0.037	1.587	0.113
Security ...	0.199	0.219	0.114	1.743	0.082
Privacy -...	0.082	0.083	0.050	1.654	0.099
Security ...	0.123	0.106	0.126	0.979	0.328
Privacy -...	0.130	0.131	0.101	1.283	0.200
Trust -> ...	0.251	0.274	0.129	1.947	0.052

跑Bootstrapping後，點選下方的Specific Indirect Effect

Final Results

Path Coefficients
Total Indirect Effects
Specific Indirect Effects
Total Effects
Outer Loadings
Outer Weights

Coefficients Histogram
Indirect Effects Histogram
Total Effects Histogram

Base Data

Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

24°C 多雲

下午 01:55 2022/5/22

中介效果鑑定表

3.取得total effect的值

independent variable	Intervening Variable	dependent variable	direct effect	Indirect effect	total effect	VAF	hypothesis
Security	Trust	Attitude	0.073(0.438)	0.053(0.437)	0.32	0.73	Supported
Privacy	Trust	Attitude	0.195(1.448)	0.142(1.398)	0.27	0.73	

SmartPLS: C:\Users\yolan\smartpls_workspace

File Edit View Themes Calculate Info Language

Save | New Project | New Path Model | Hide Zero Values | Increase Decimals | Decrease Decimals | Export to Excel | Export to Web | Export to R

Project Explorer

- ECSI
- NFT
  - NFT
  - NFT對消費者行為影響之研究_100筆_CSV [100 records]
- PLS-SEM BOOK - Corporate Reputation Extended
- Archive

Indicators

No.	Indicator
20	TR
21	AT1
22	AT2
23	AT3
24	AT
25	IN1
26	IN2
27	IN3
28	IN

MEAN	MEDIAN	MIN	MAX	STDEV	MISSING
4.91	5.00	1.00	7.00	1.40	-

NFT對消費者行為影響之研究_100筆_CSV.txt | *NFT.splsm | Bootstrapping (Run No. 3)

Total Effects

Mean, STDEV, T-Values... | Confidence Intervals | Confidence Intervals B... | Samples | Copy to Clipboard: Excel Format | R Format

	Original ...	Sample ...	Standar...	T Statisti...	P Values
Attitude ...	0.721	0.725	0.052	13.951	0.000
Privacy -...	0.262	0.261	0.135	1.946	0.052
Privacy -...	0.189	0.192	0.103	1.830	0.068
Privacy -...	0.237	0.237	0.099	2.391	0.017
Security ...	0.370	0.370	0.124	2.983	0.003
Security ...	0.267	0.268	0.091	2.935	0.003
Security ...	0.573	0.573	0.090	6.335	0.000
Trust -> ...	0.348	0.374	0.168	2.072	0.039
Trust -> ...	0.251	0.274	0.129	1.947	0.052

跑Bootstrapping後，點選下方的Total Effect

Final Results

Path Coefficie... | ...efficients Histogram
Total Indire... | Indirect Effects Histogram
Specific In... Effects | Total Effects Histogram
Total Effects
Outer Loadings
Outer Weights

Base Data

Setting
Inner Model
Outer Model
Indicator Data (Original)
Indicator Data (Standardized)

24°C 多雲

下午 01:56 2022/5/22

中介效果鑑定表

4.取得VAF的值：間接效果(indirect)/整體效果(total)=VAF

independent variable	Intervening Variable	dependent variable	direct effect	Indirect effect	total effect	VAF	hypothesis
Security	Trust	Attitude	0.073(0.438)	0.053(0.437)	0.32	0.73	Supported
Privacy	Trust	Attitude	0.195(1.448)	0.142(1.398)	0.27	0.73	

中介效果鑑定表

沒有中介效果：VAF<20%
部分中介效果：20<%VAF<80%
完全中介效果：VAF>80%

independent variable	Intervening Variable	dependent variable	direct effect	Indirect effect	total effect	VAF	hypothesis
Security	Trust	Attitude	0.073(0.438)	0.053(0.437)	0.32	0.73	Supported
Privacy	Trust	Attitude	0.195(1.448)	0.142(1.398)	0.27	0.73	

中介效果鑑定表

5. t值大於1.96即顯著

independent variable	Intervening Variable	dependent variable	direct effect	Indirect effect	total effect	VAF	hypothesis
Security	Trust	Attitude	0.073(0.438)	0.053(0.437)	0.32	0.73	Supported
Privacy	Trust	Attitude	0.195(1.448)	0.142(1.398)	0.27	0.73	