

Table 3

Loading Factors, Composite Reliability, and Average Variance Extracted of Constructs and Cronbach's Alpha

Constructs	Indicators	Loading Factors	Composite Reliability	Average Variance Extracted	Cronbach's Alpha
Performance expectancy (PE)	PE1	0.818	0.926	0.715	0.901
	PE2	0.881			
	PE3	0.891			
	PE4	0.845			
	PE5	0.791			
Effort expectancy (EE)	EE1	0.859	0.853	0.660	0.742
	EE2	0.846			
	EE3	0.726			
Social influence (SI)	SI1	-0.523 ^a	0.868	0.770	0.768
	SI1	0.750 –			
	SI2	0.758 – 0.937 – 0.983			
Facilitating conditions (FC)	FC1	0.928	0.972	0.921	0.957
	FC2	0.984			
	FC3	0.967			
Adoption intention (AI)	AI1	0.871	0.928	0.812	0.884
	AI2	0.927			
	AI3	0.904			

^a Examination of the social influence construct revealed a loading of -0.523 for the first item. After this item was removed, the loading of the remaining social influence scores SI2 and SI3 increased to 0.758 and 0.983.