

## LIST OF TABLES

		Page
Table 5.1	Respondents' profile	85
Table 5.2	Goodness-of-Fit Criteria	100
Table 6.1	Respondents' profile	104
Table 6.2	Model Fit Statistics: Single Factor-Functional Performance	106
Table 6.3	Model Fit Statistics: Single Factor-Technical Performance	107
Table 6.4	Model Fit Statistics: Single Factor-Brand Trust	109
Table 6.5	Model Fit Statistics: Single Factor-Attitudinal Loyalty	111
Table 6.6	Model Fit Statistics: Single Factor-Behavioral Loyalty	112
Table 6.7	Model Fit Statistics: Single Factor-Perceived Value	113
Table 6.8	Model Fit Statistics: Single Factor-Perceived Brand Image	115
Table 6.9	Model Fit Statistics: Single Factor-Collectivism/Individualism	117
Table 6.10	Descriptive Statistics, Cronbach's Alpha and Correlations on each variable	126
Table 7.1	Summary of Hypotheses Testing Results without Moderating effects	130
Table 7.2	Indirect, Direct and Total Effects of Predictor Variables on Three Three Mediating Variables and Three Dependent Variables	138
Table 7.3	Model Fit Indices of Holdout Samples	140
Table 7.4	Standardized Parameter Estimates and Model Fit Statistics of the Hypothesized Model and the Equivalent Model	142
Table 7.5	Standardized Parameter Estimates and Model Fit Statistics of the Hypothesized Model and the Competing Model	145
Table 7.6	Moderating Tests of Business/Leisure Group and Individualism/Collectivism Group	151
Table 7.7	The Hypotheses testing on the Moderating Effects of Individualism/Collectivism	152