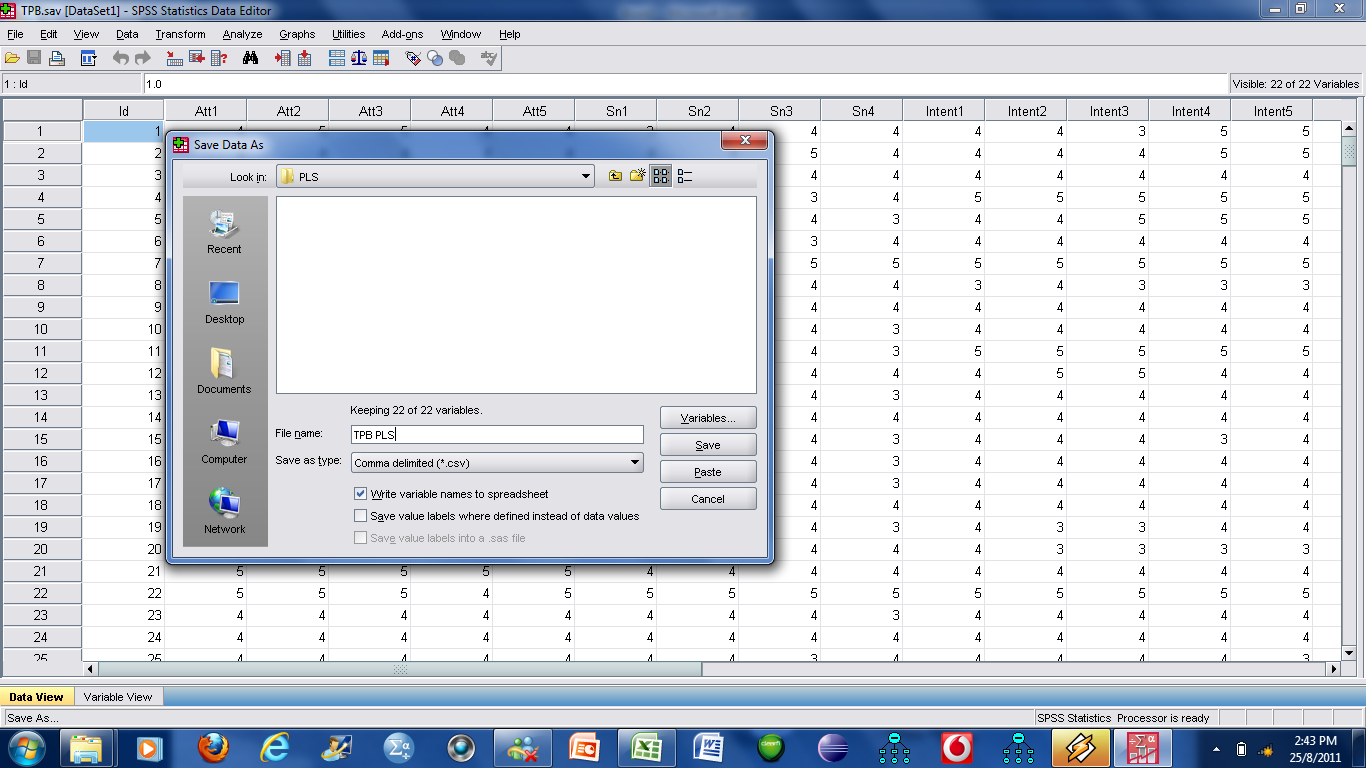
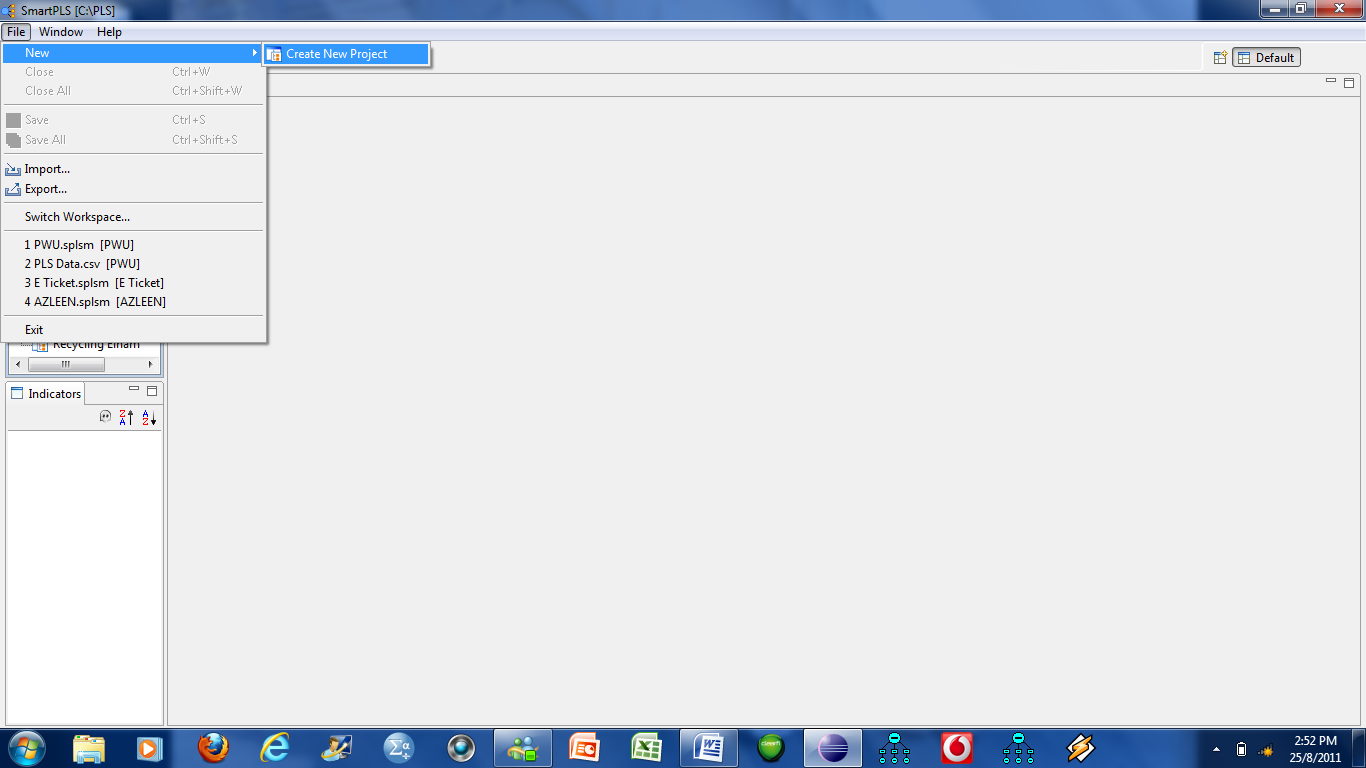
**A GUIDE TO SMART PLS**

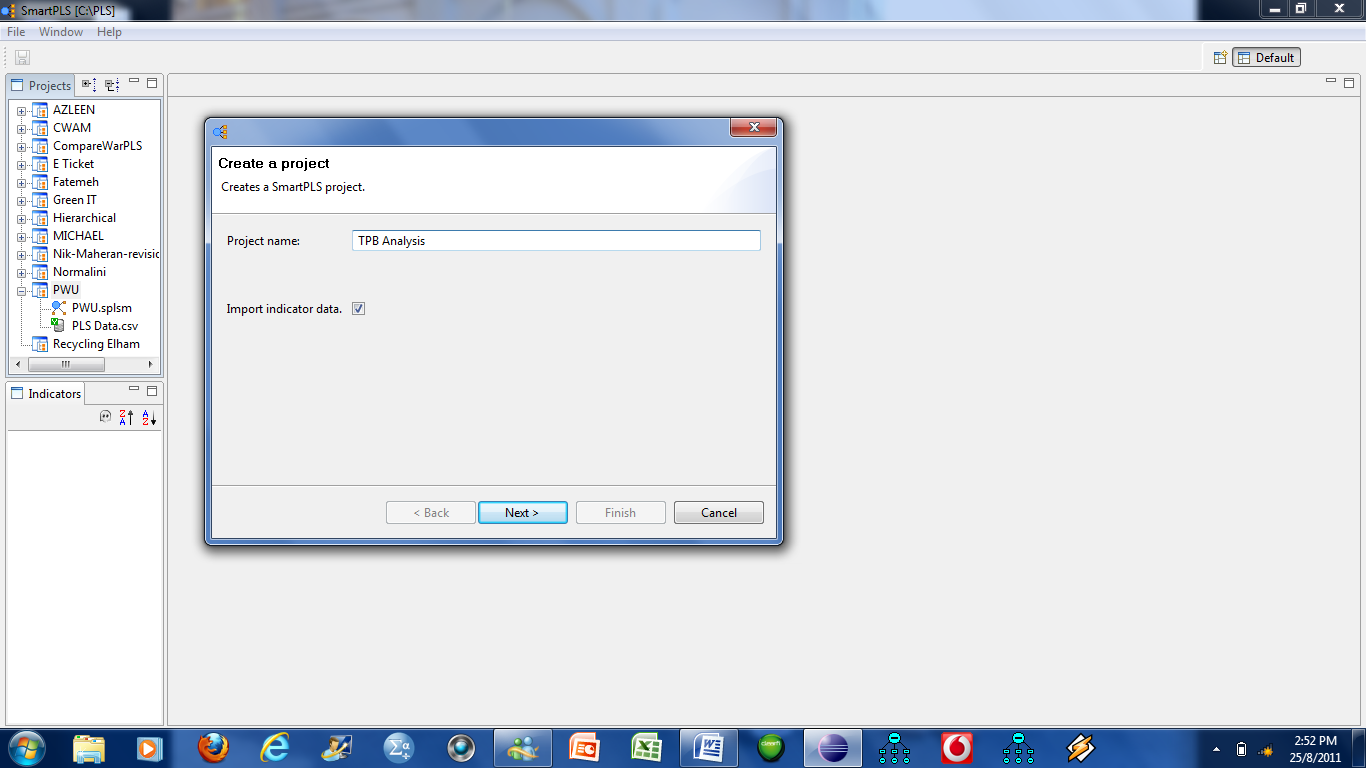
First we need to convert the SPSS data into a **.csv** file before SmartPLS can read the input data. Click File Save As then choose “comma delimited (.csv)”. Give a new file name **“TPB PLS”** and save.



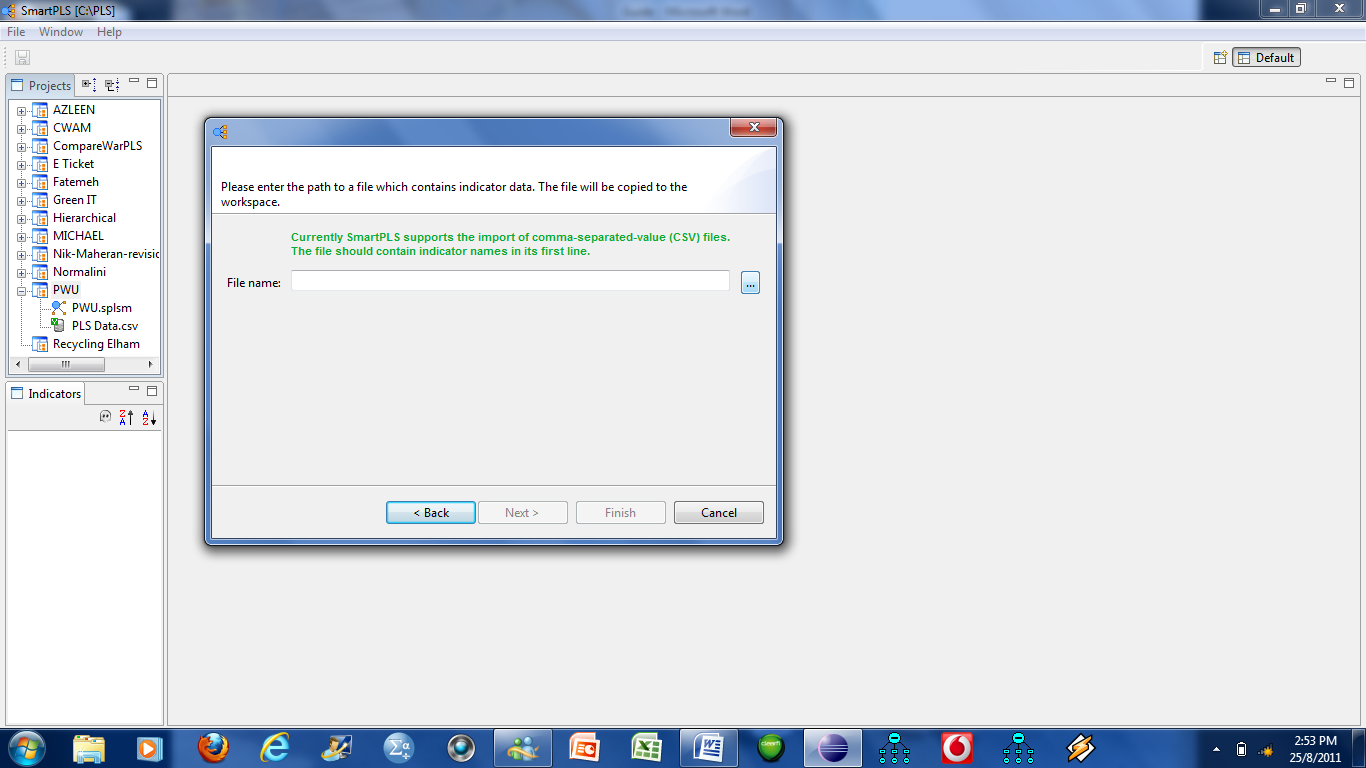
When you start the SmartPLS program, go to **New**, **Create New Project.**



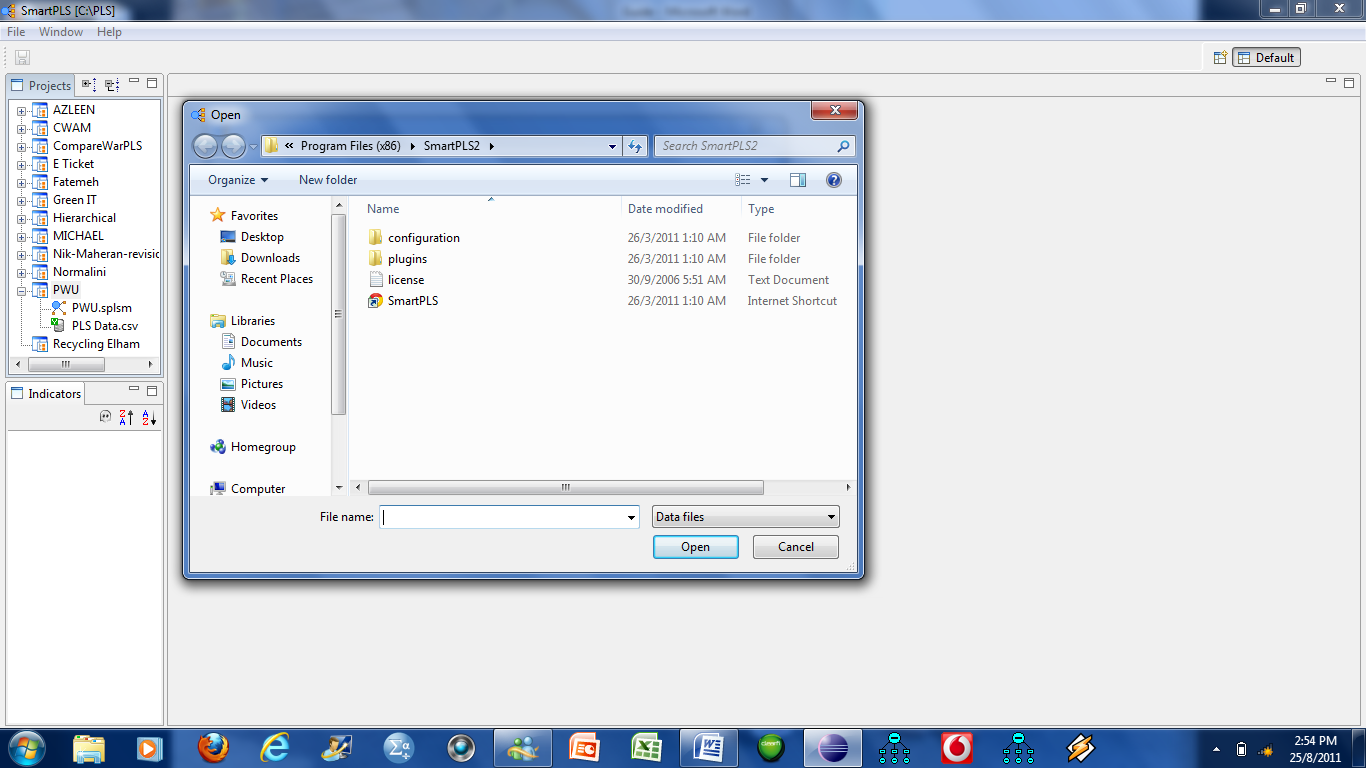
Type in a name example: **TPB Analysis**

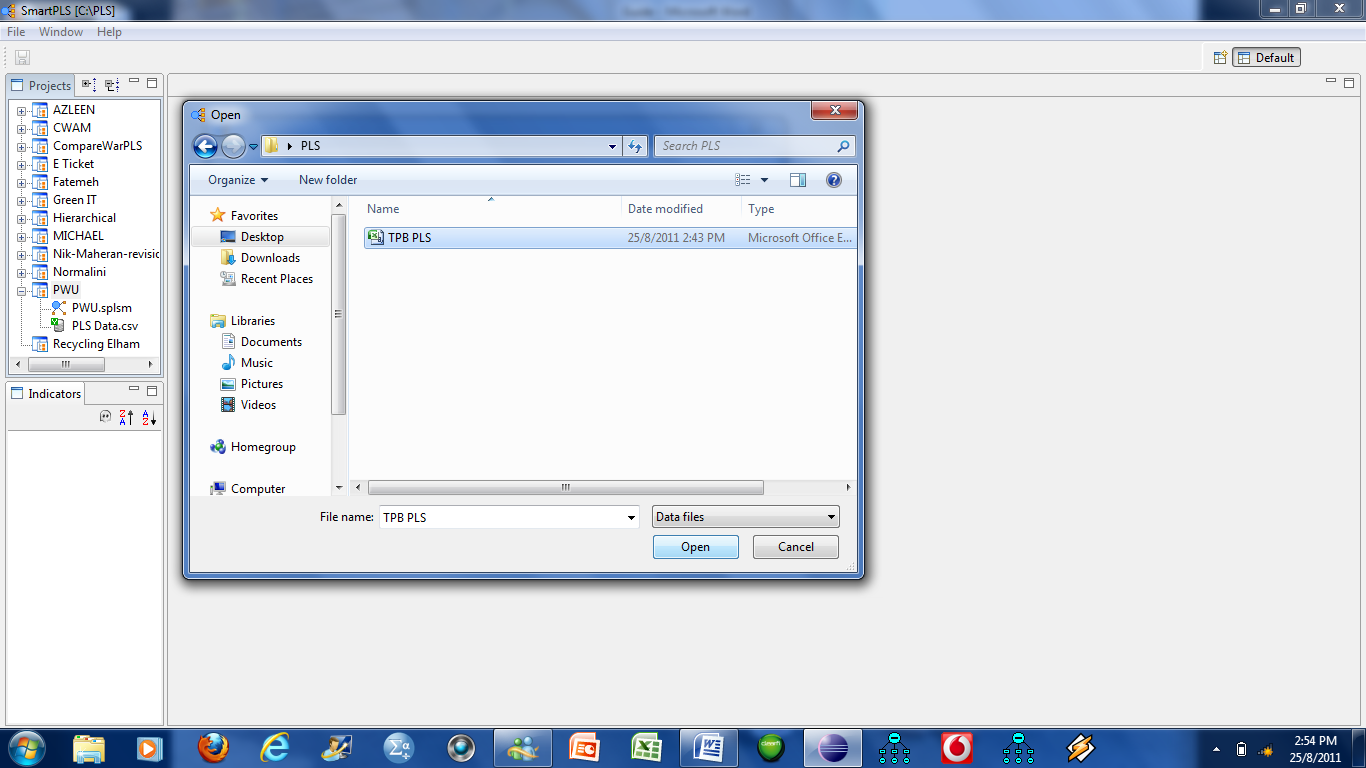


Then Click Next

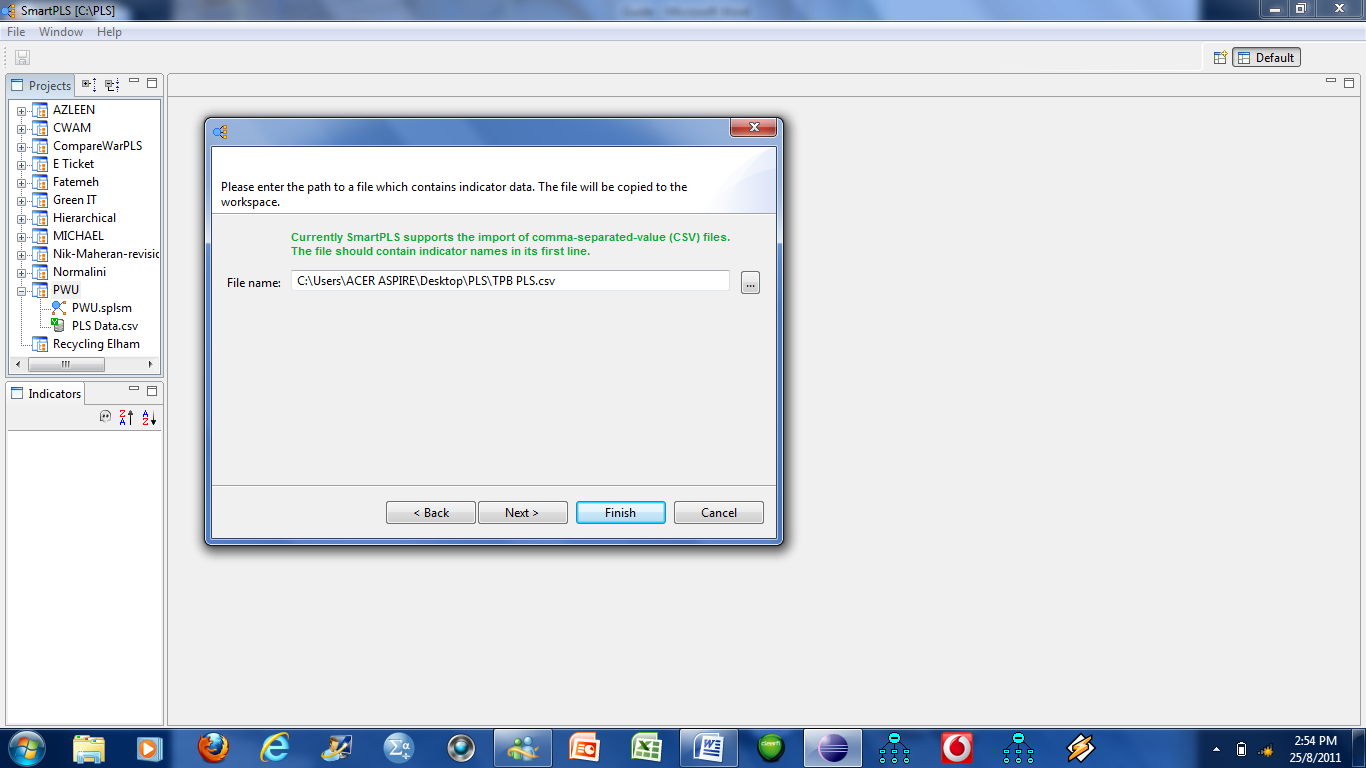


Click this button and look for the file you saved as **.csv** earlier from SPSS; **“TPB PLS”.**

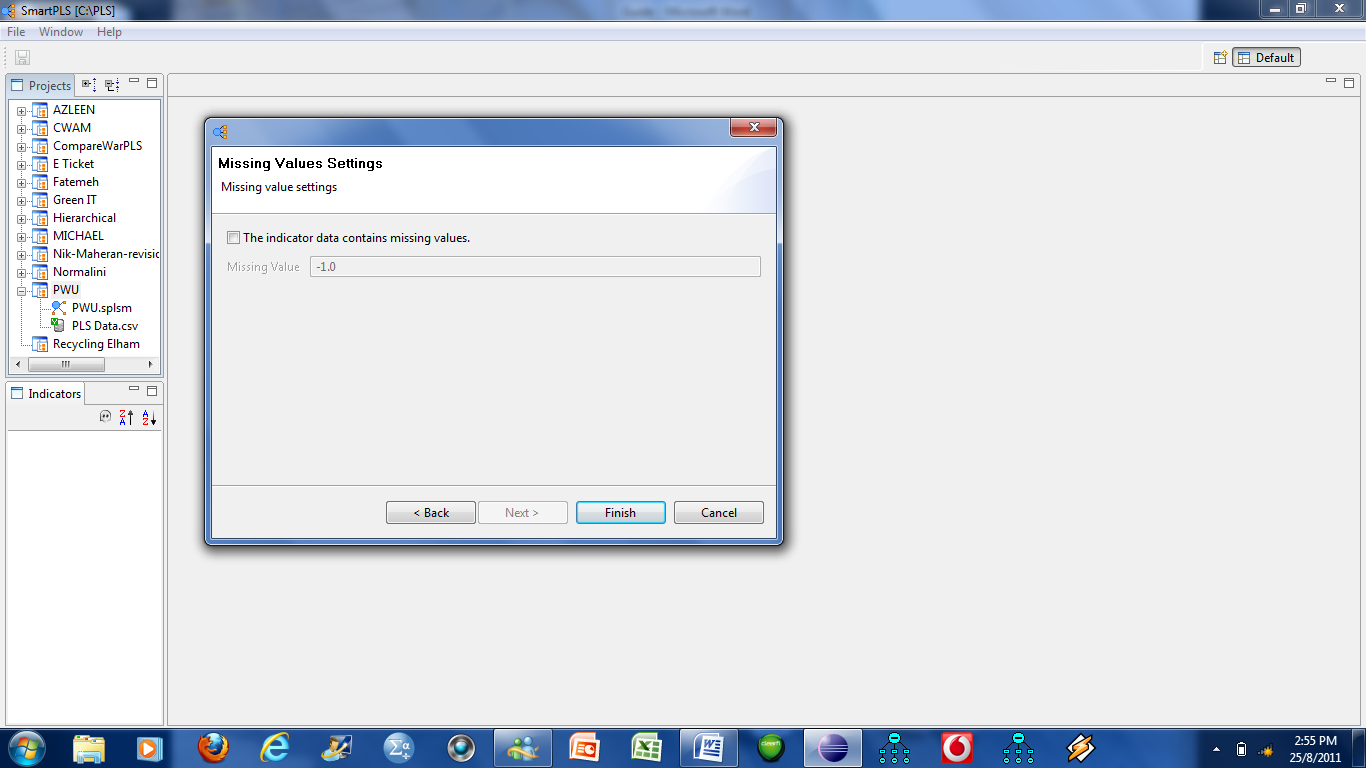




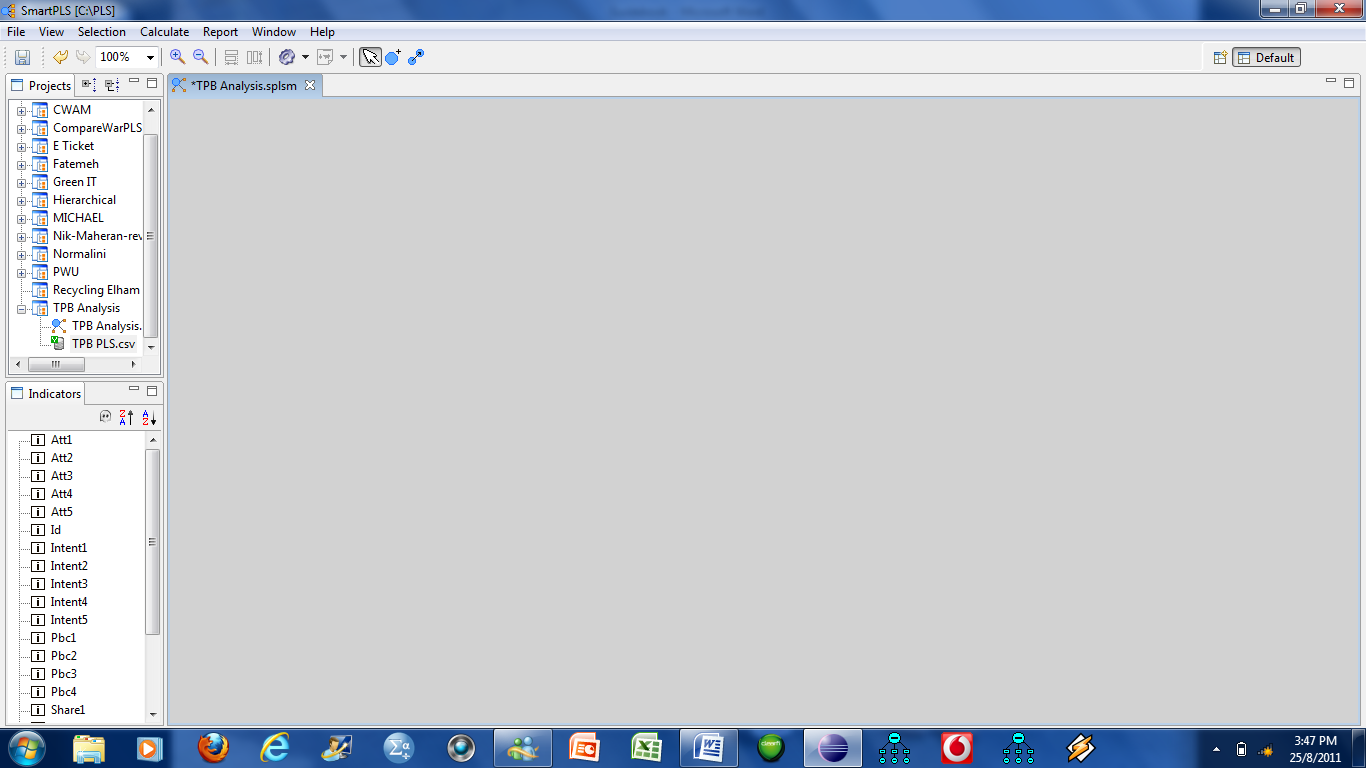
Click **Open**



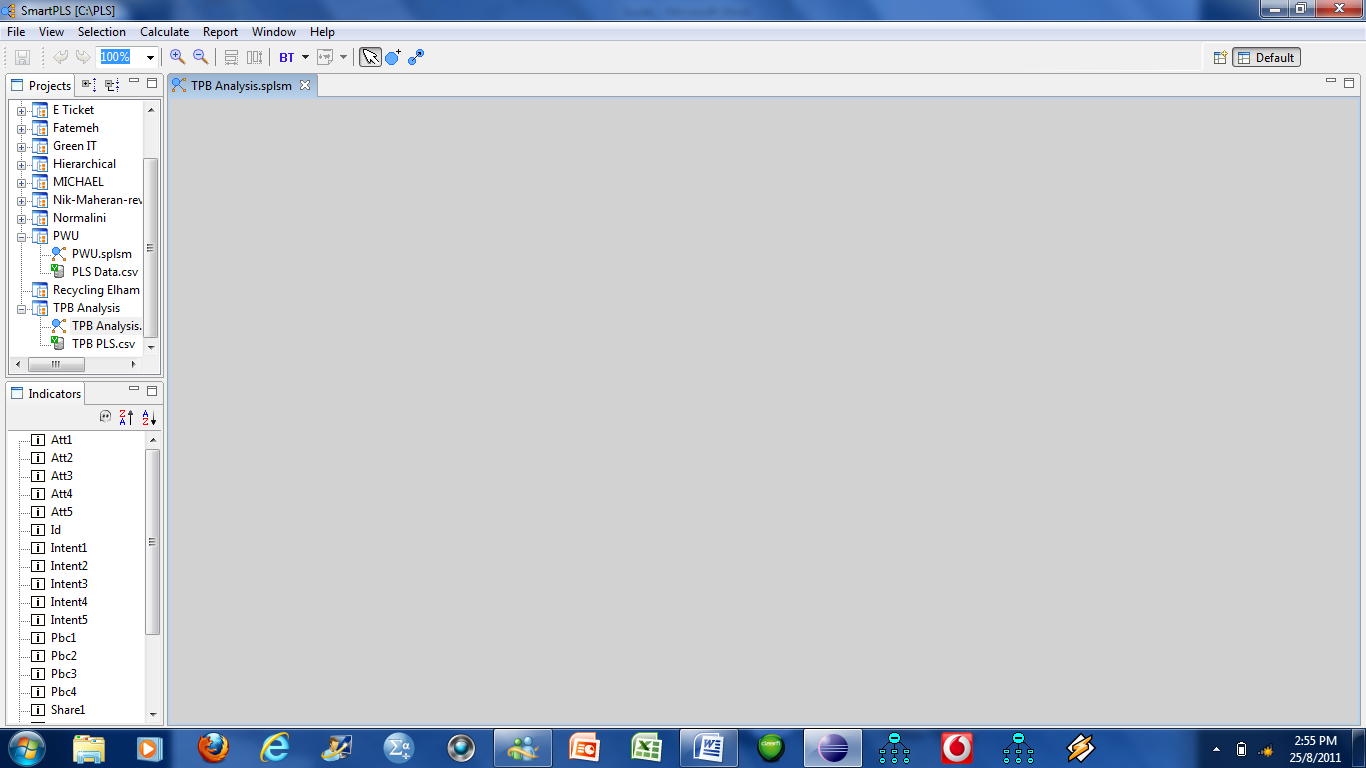
Click **Next**



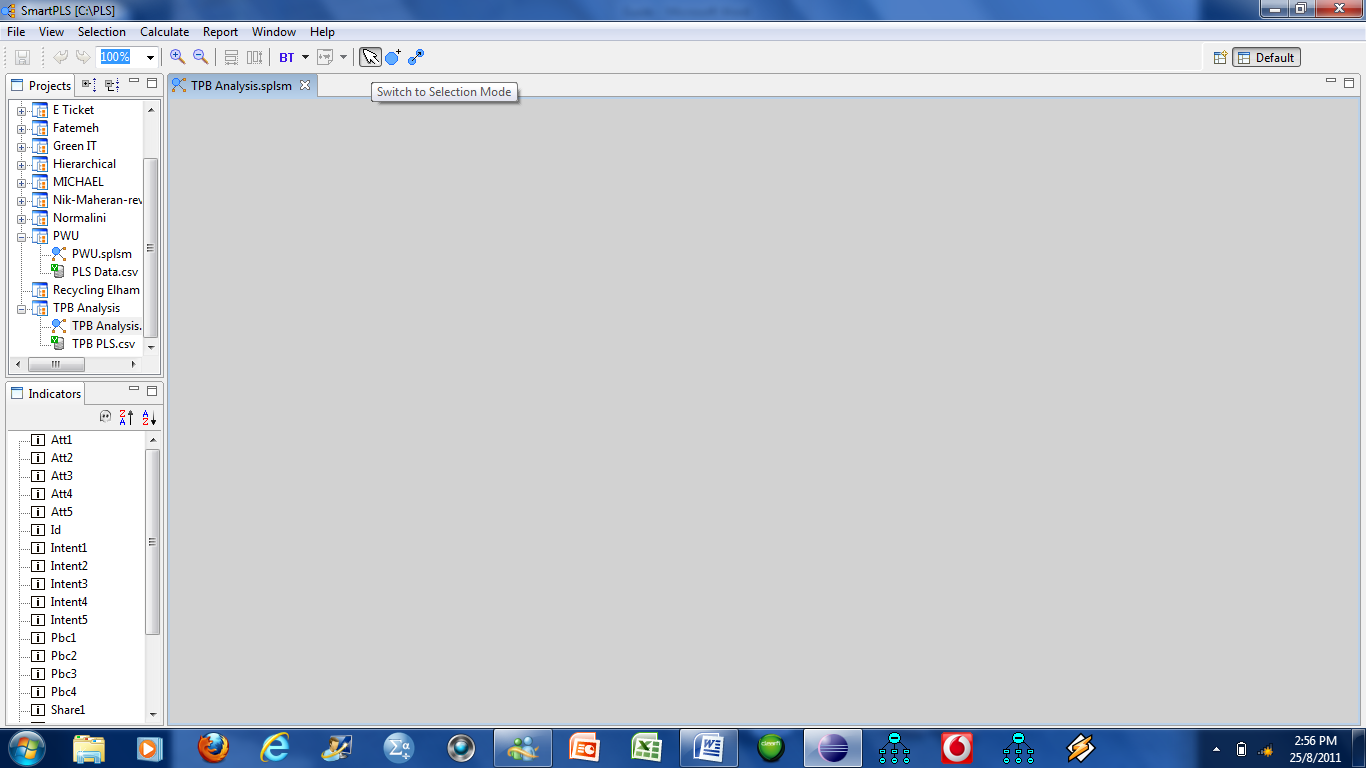
If you have missing values you need to specify them here, ie; what values you have used.



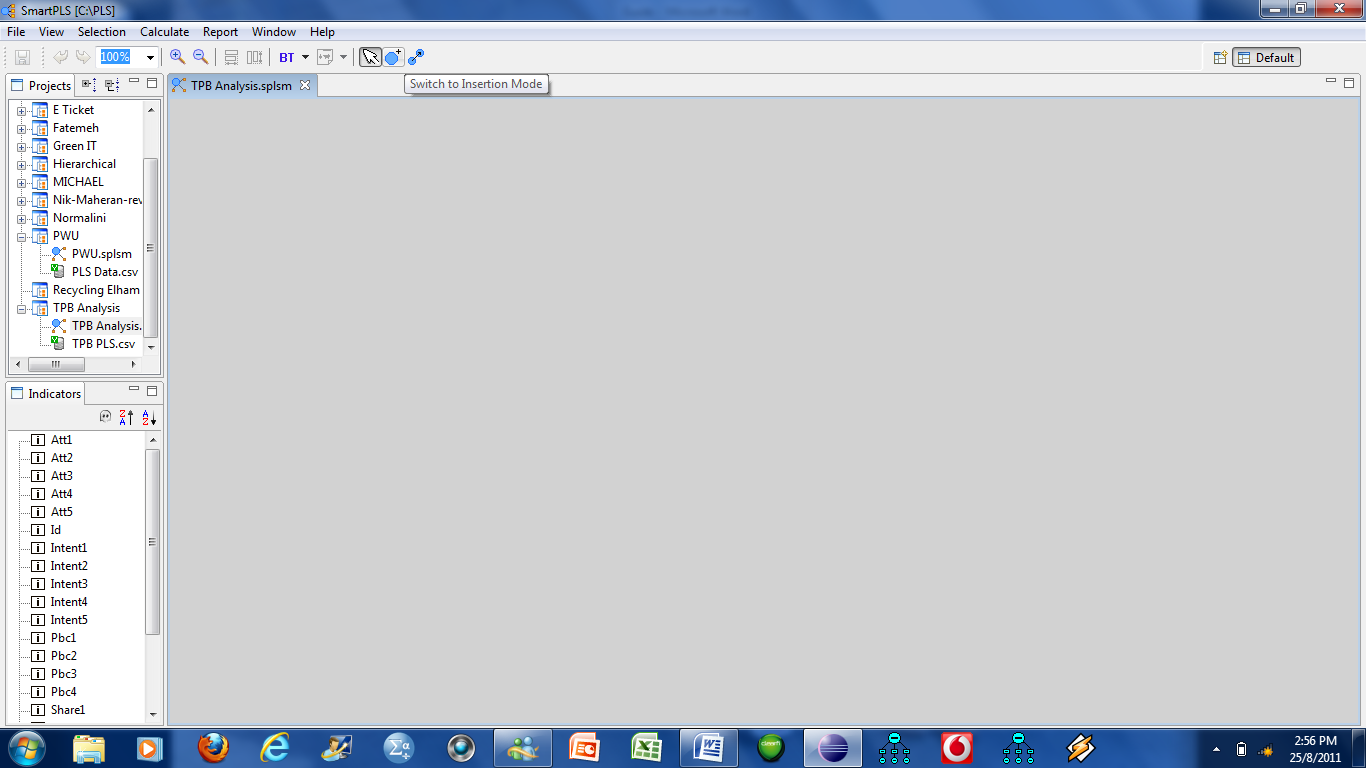
Make sure the file has a **Y**, if it shows **?,** then no indicators will be displayed in the Indicators window



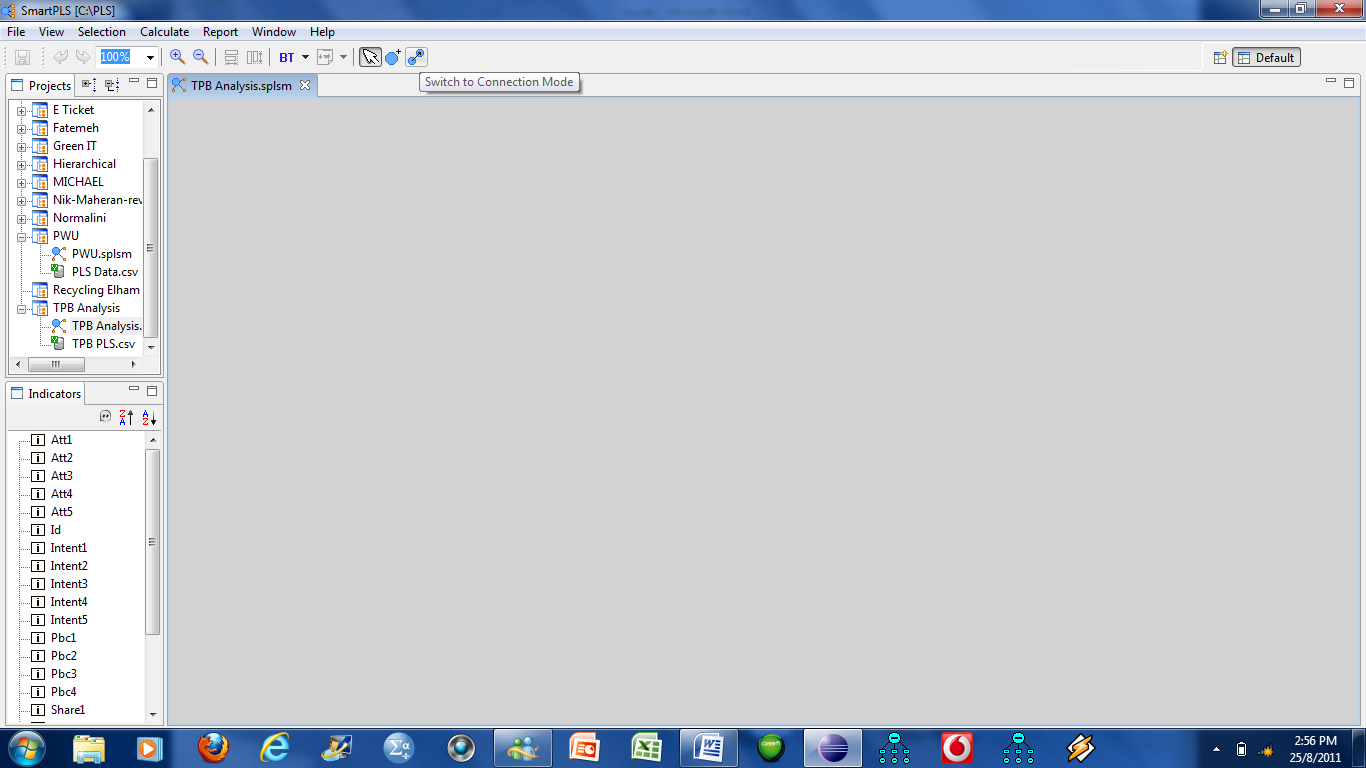
This is the canvas where you start drawing.



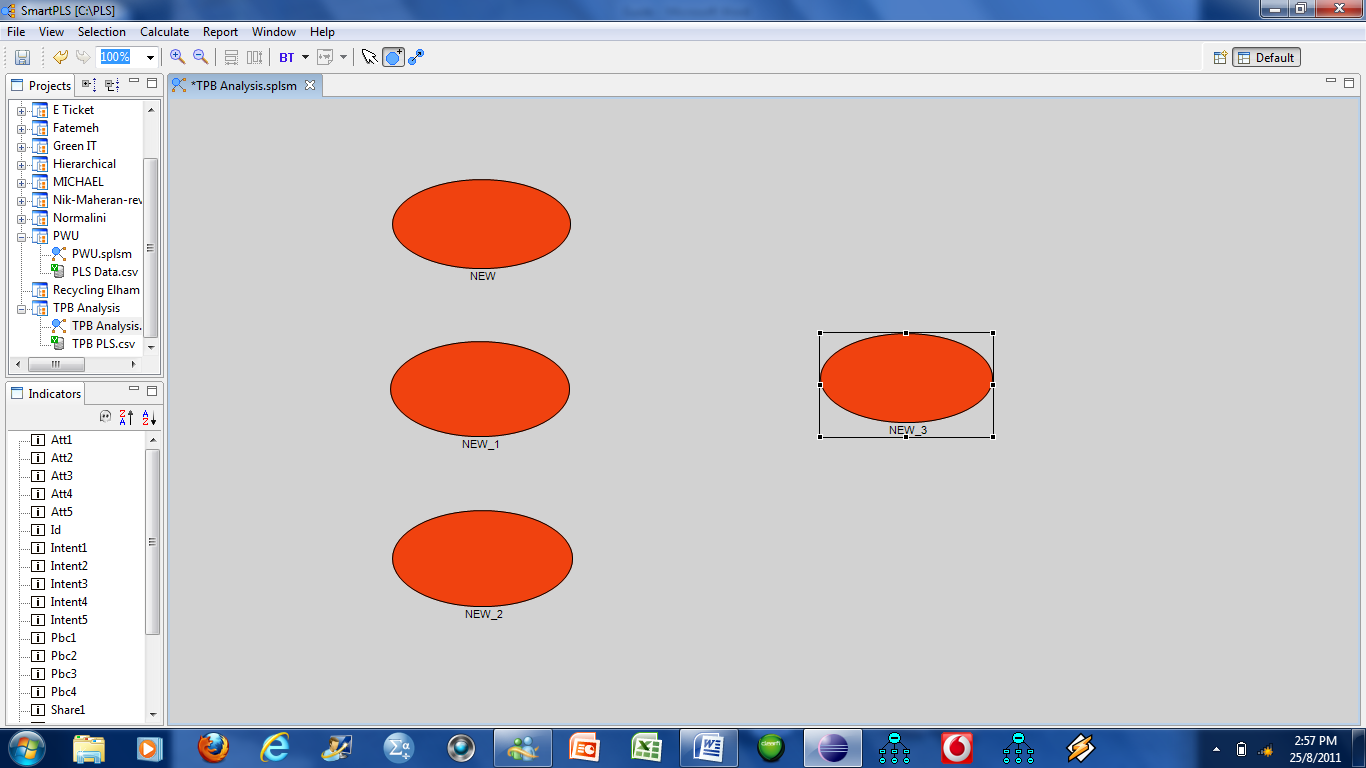
You click this button to switch mode from insertion of latent variable or drawing lines.



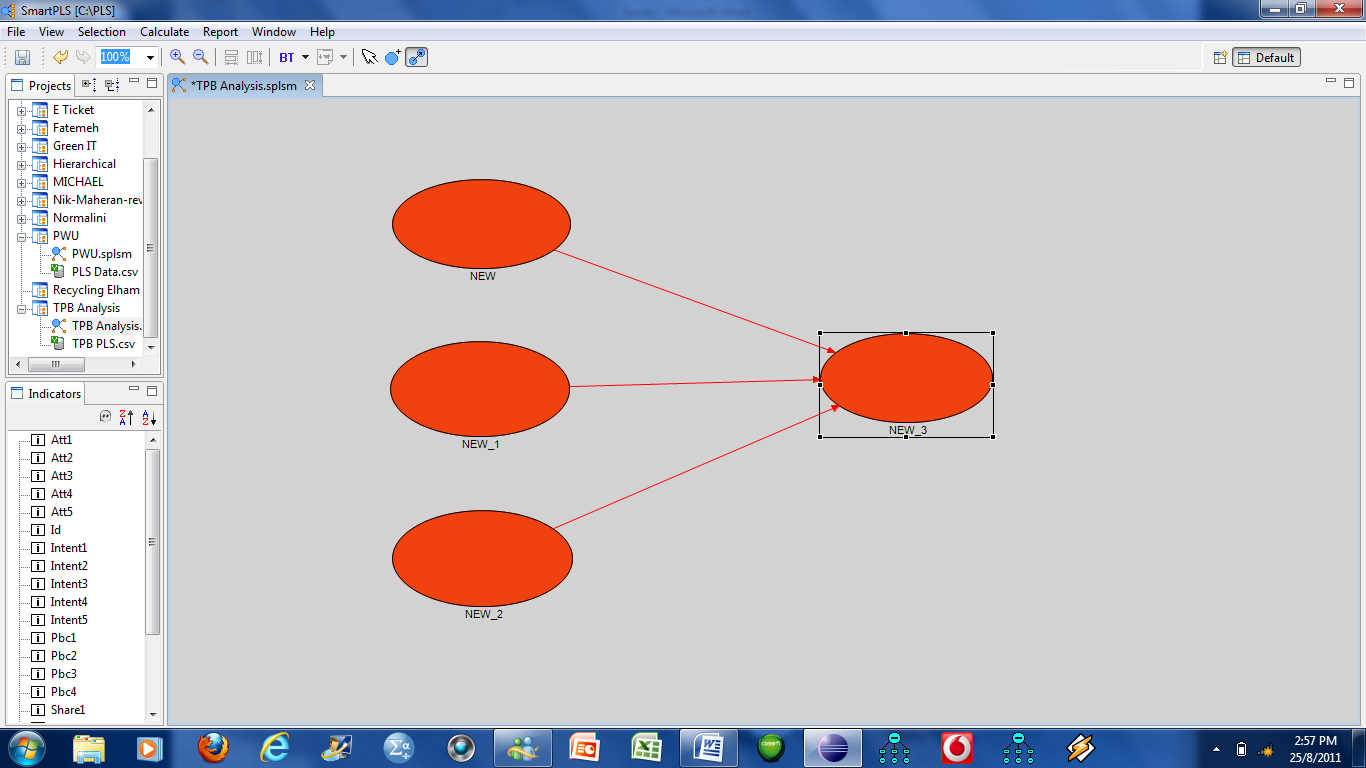
You click this button to draw latent variables.



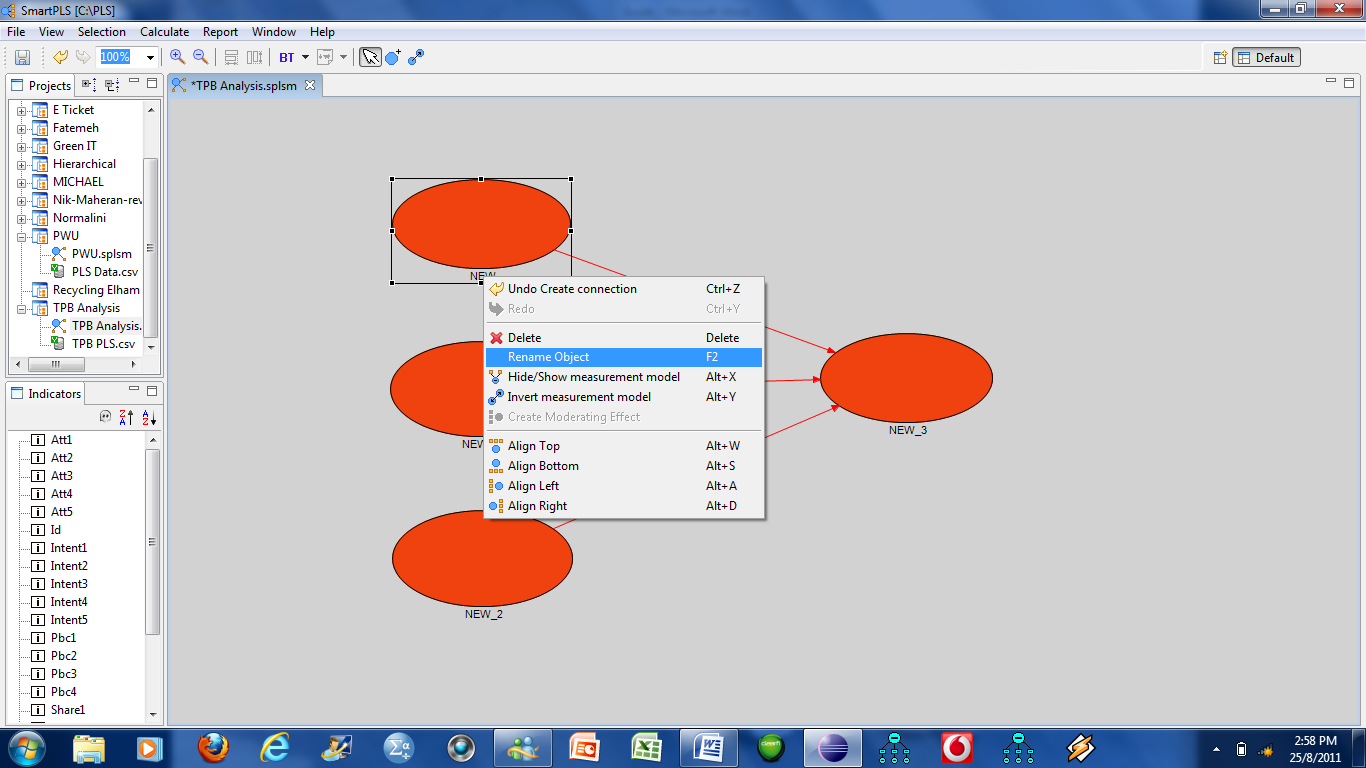
You click this button to draw lines.



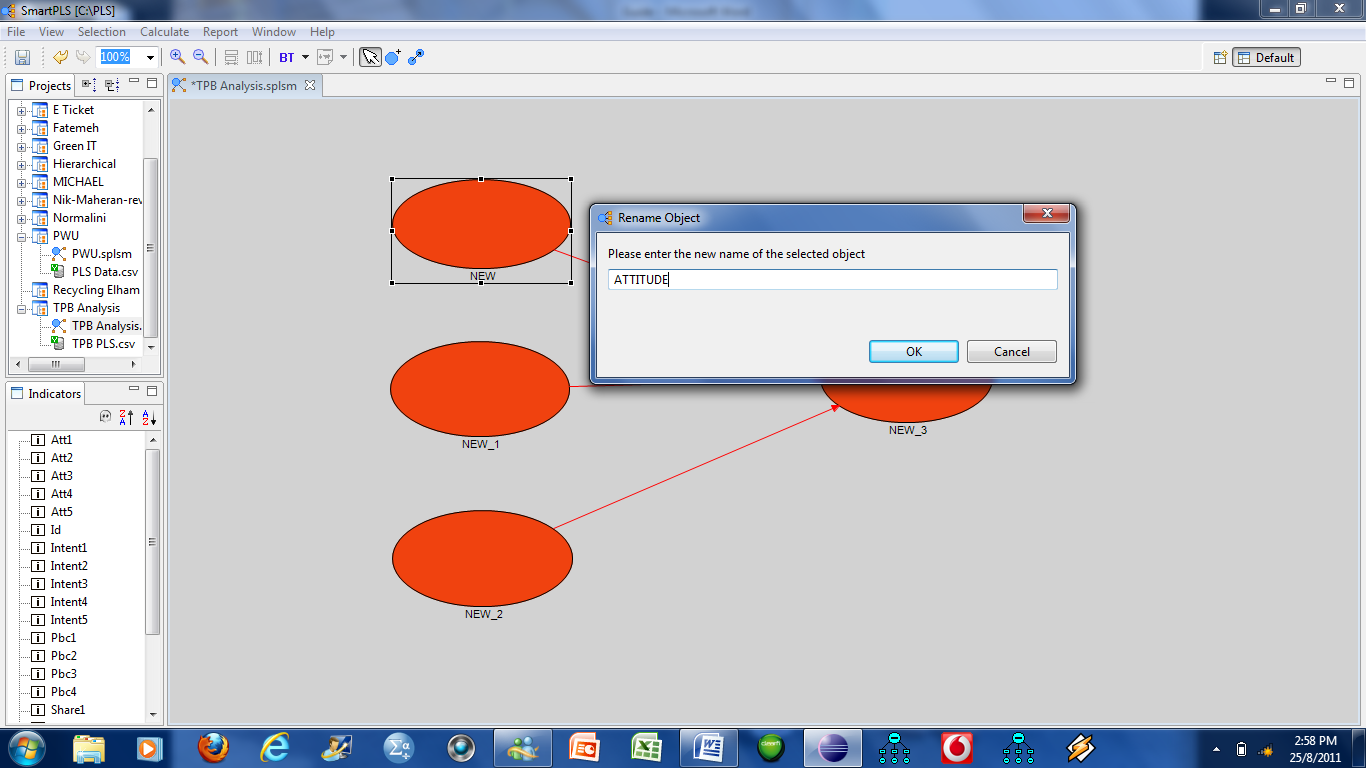
First draw the latent variables.



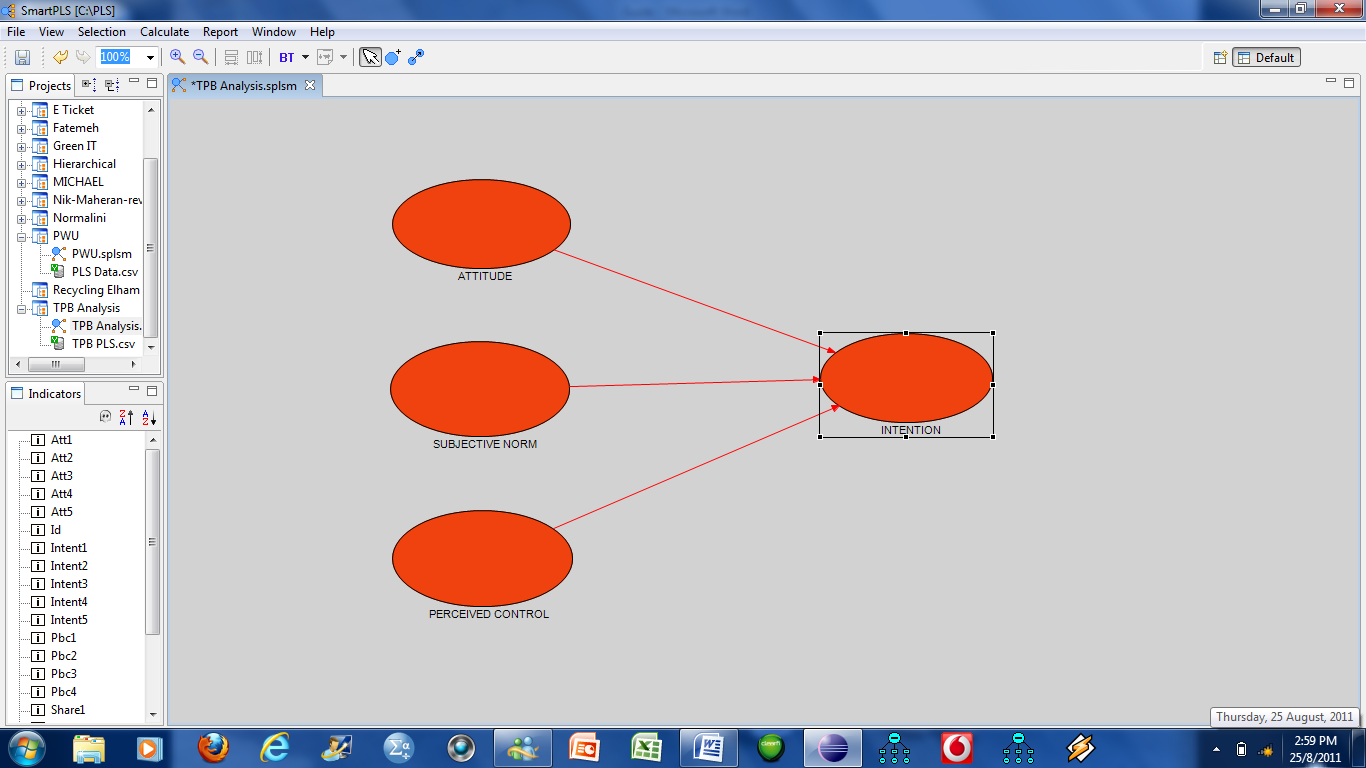
Then link the latent variables.



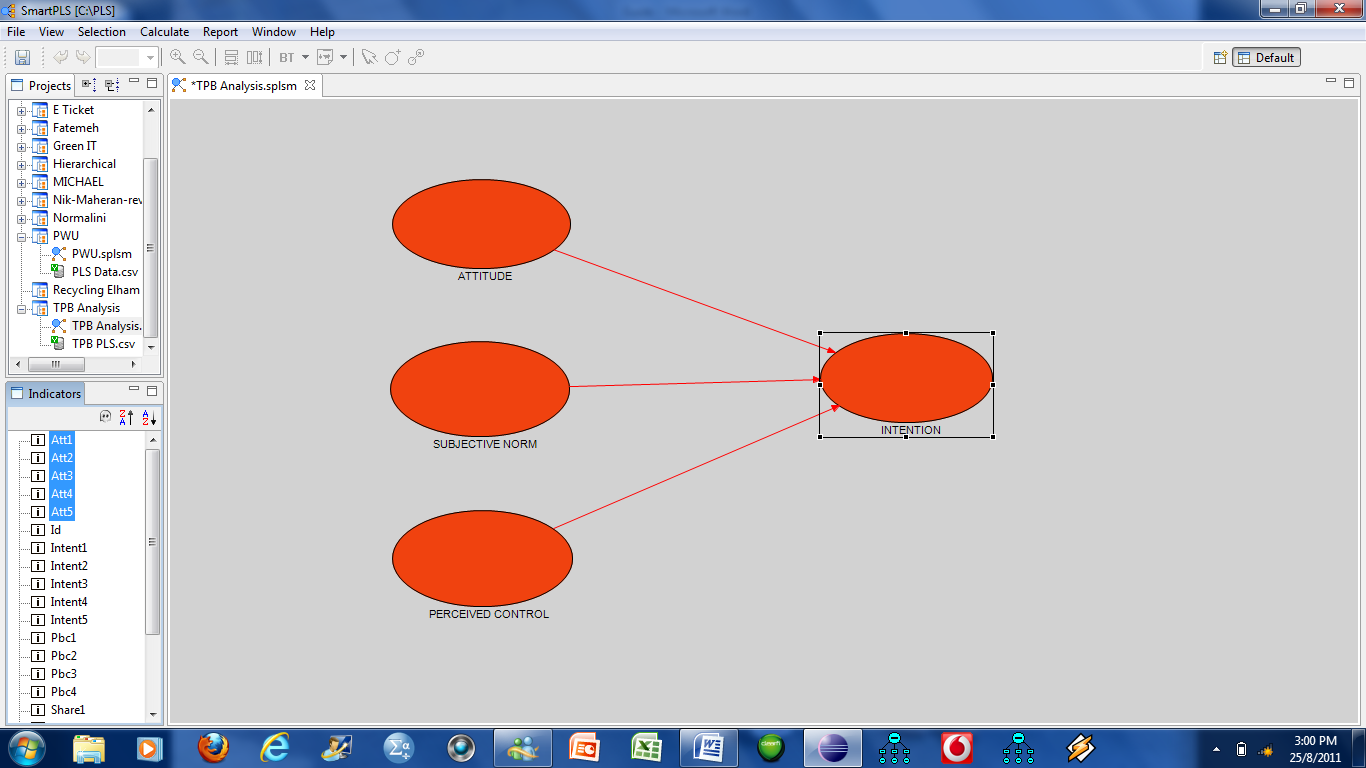
Right hand click at the latent variable, then change the variable name one at a time.



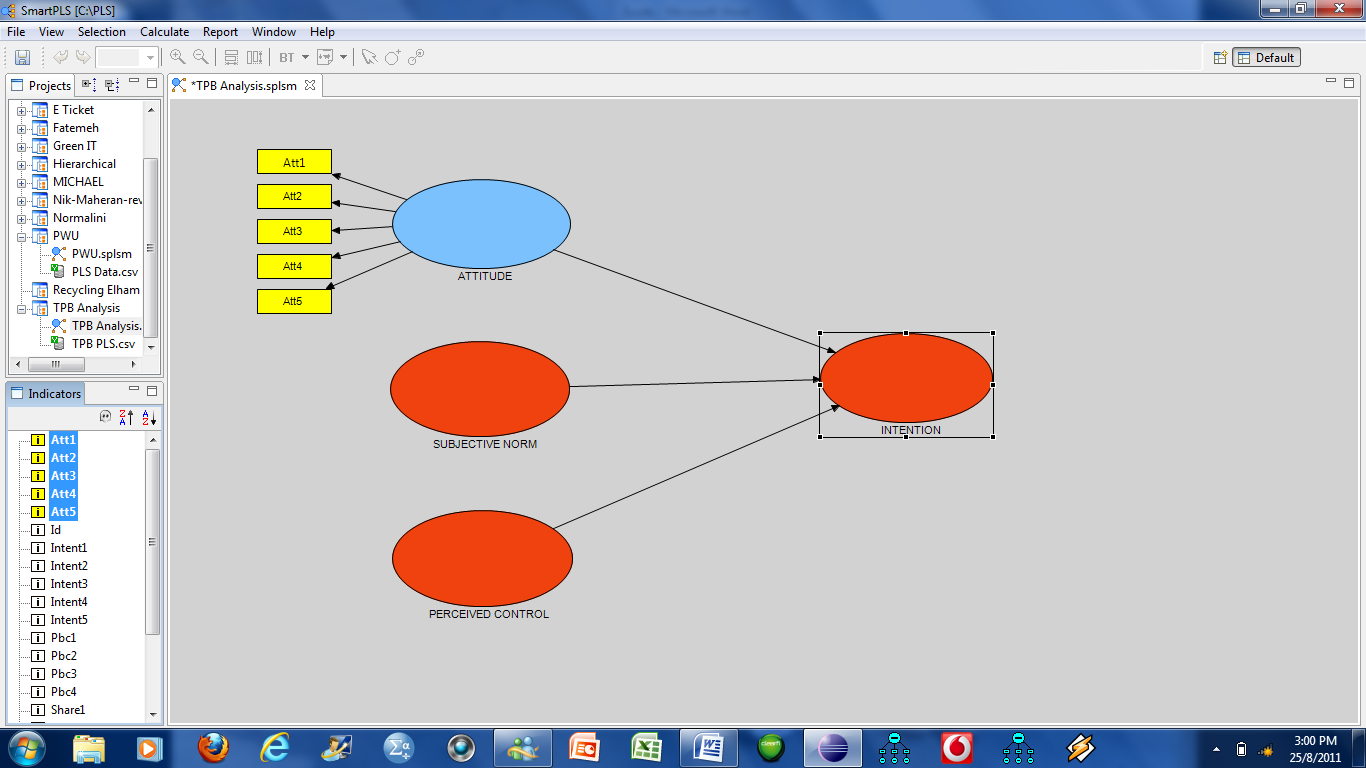
After labelling, click **Ok** and repeat for the rest.



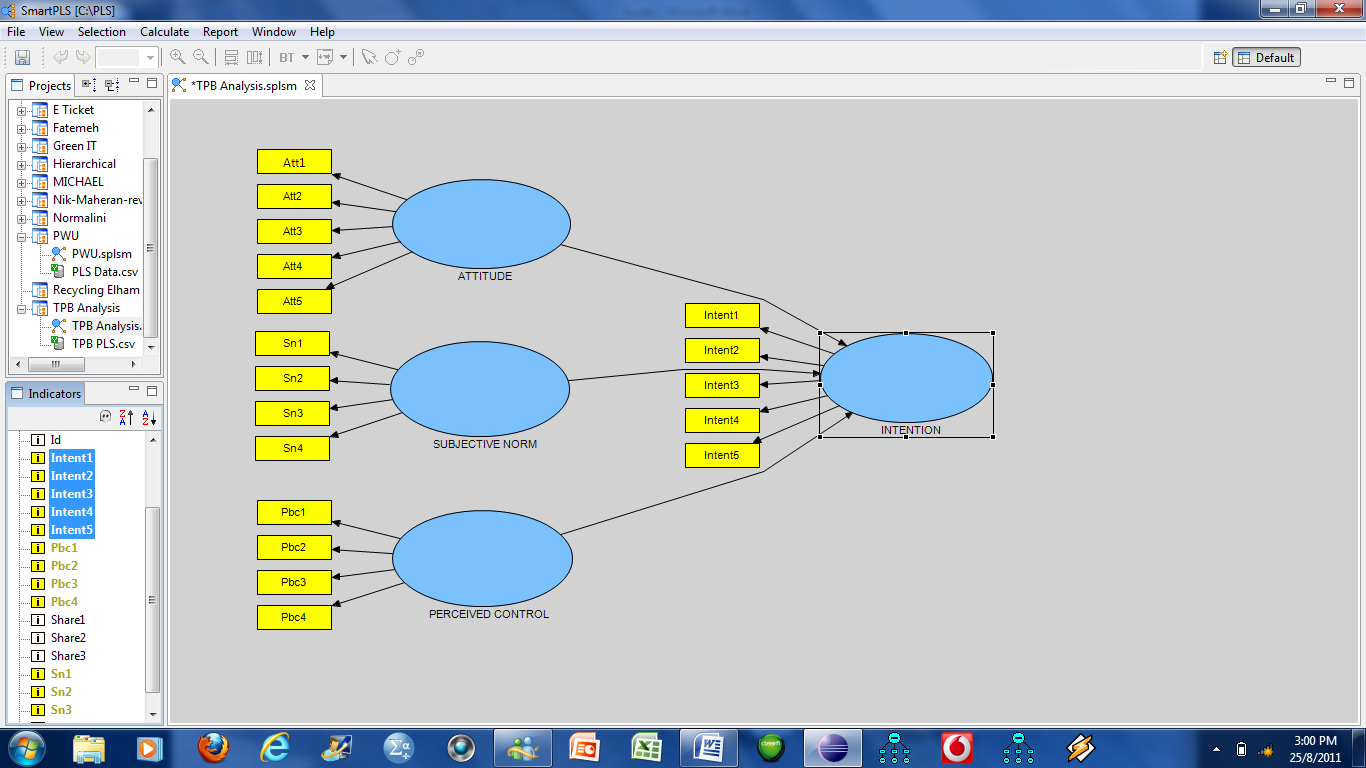
Once labelled, you need to **drag in the items**.



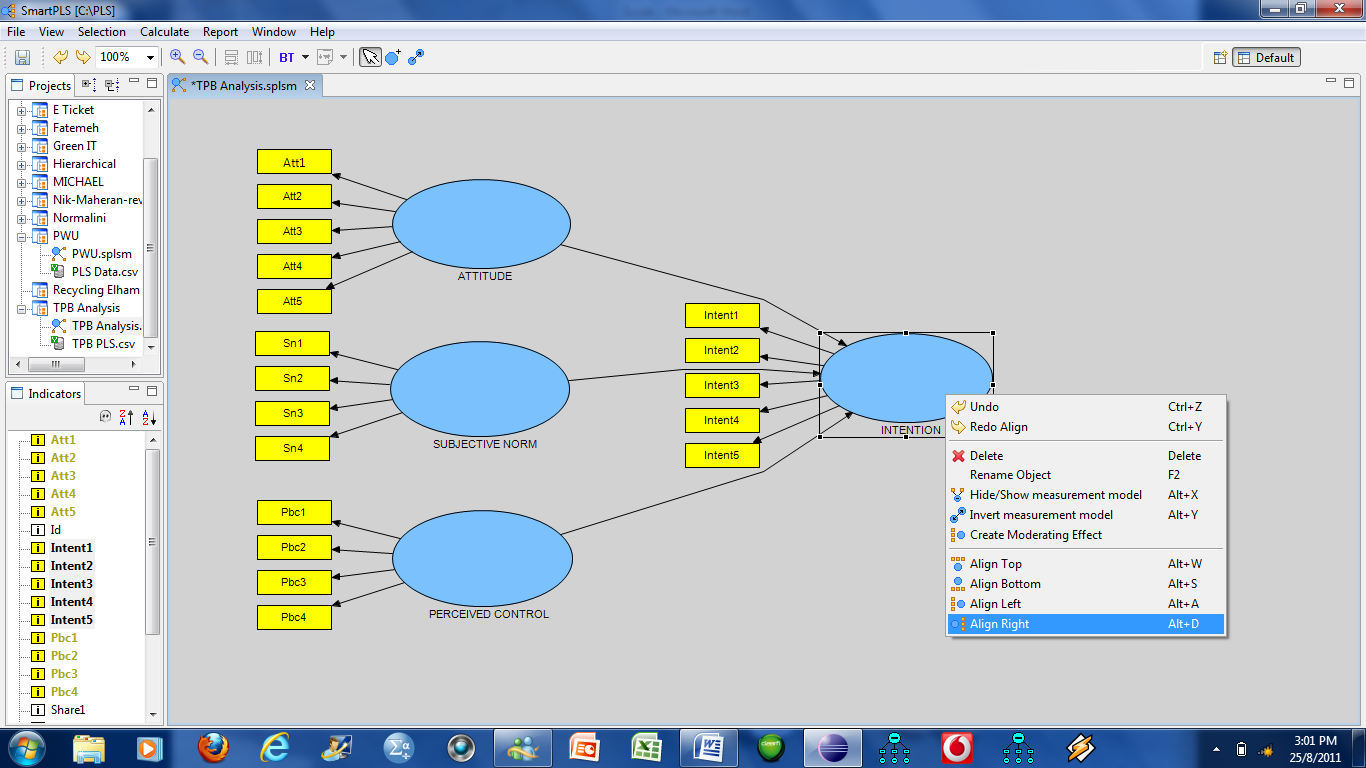
Under the window indicators, **highlight Att1 to Att5**, drag and drop inside the circle.



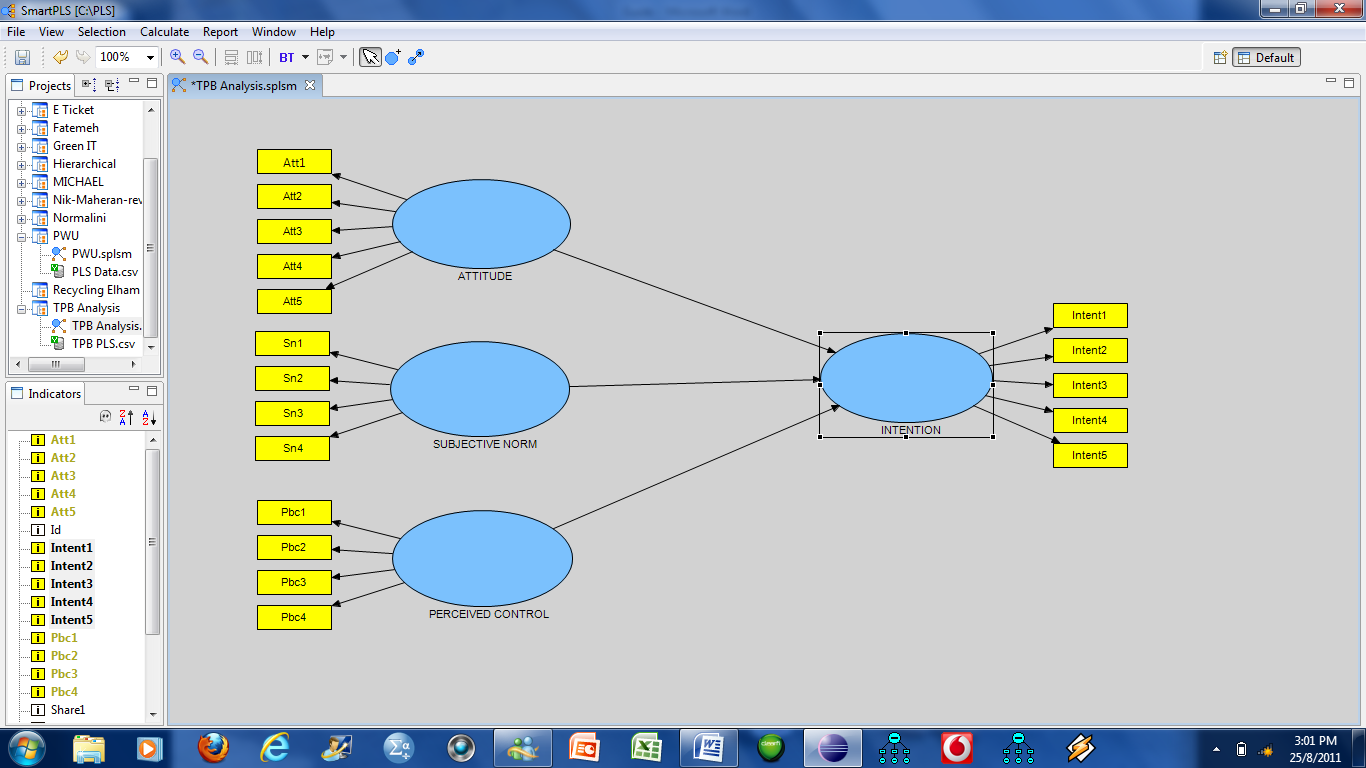
Then select the other indicators for the respective latent variables.



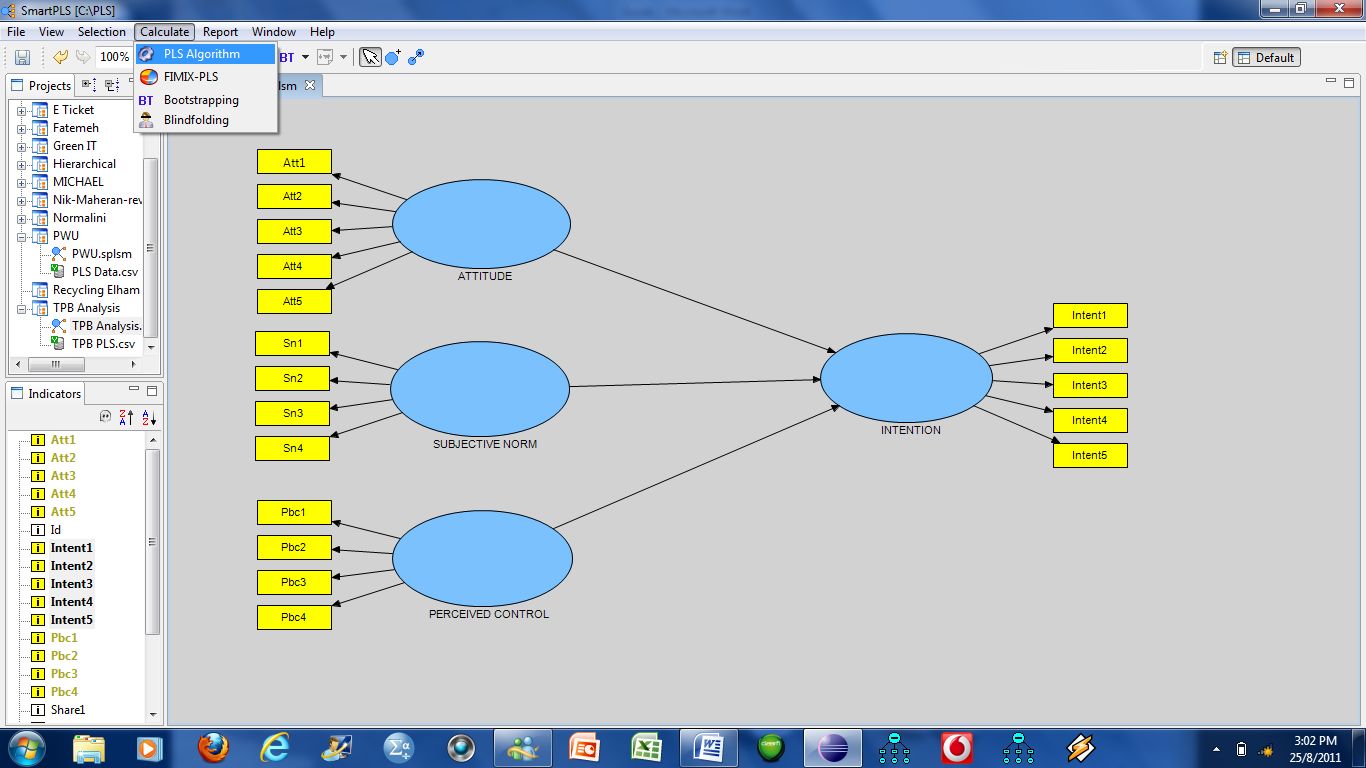
For Intention the items are aligned left so we need to change them to be aligned right.



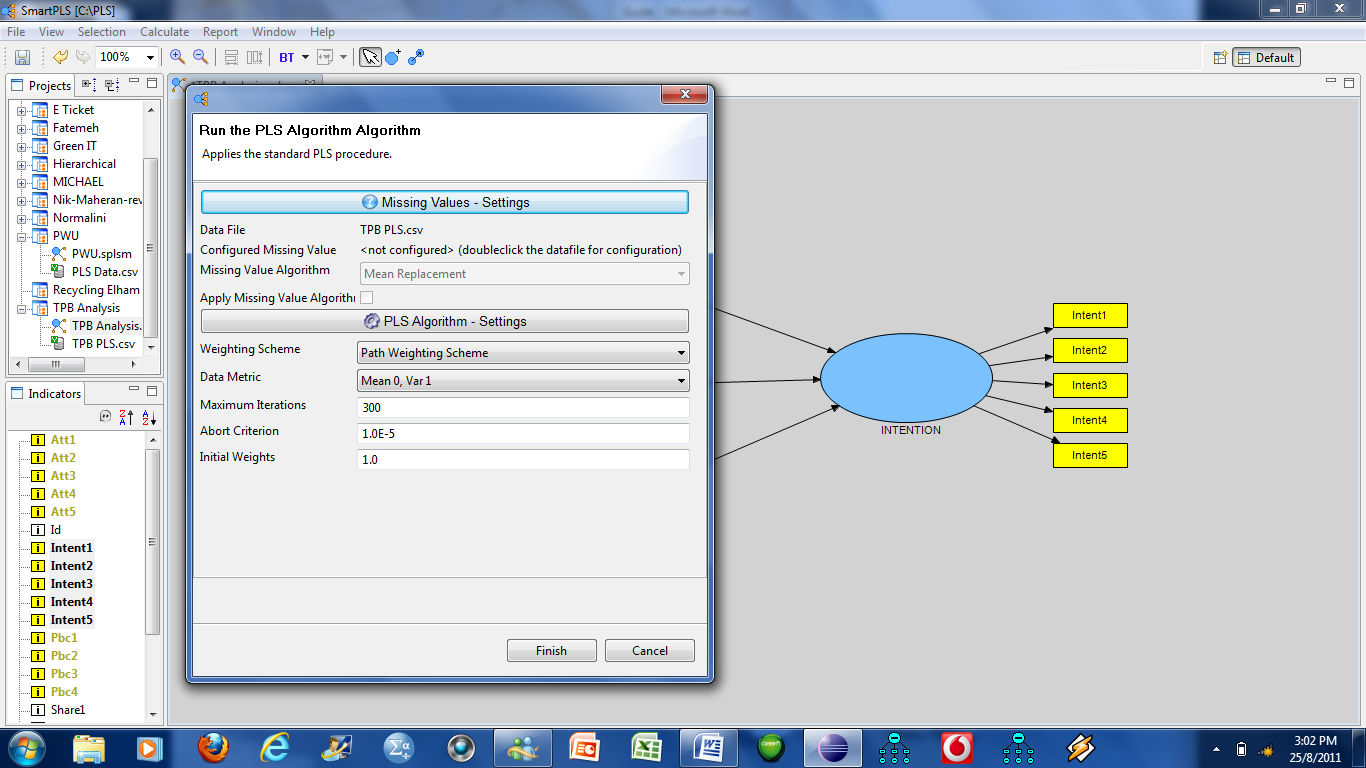
Right click the mouse at the **Intention** latent variable, a box will appear, choose **Align Right**.



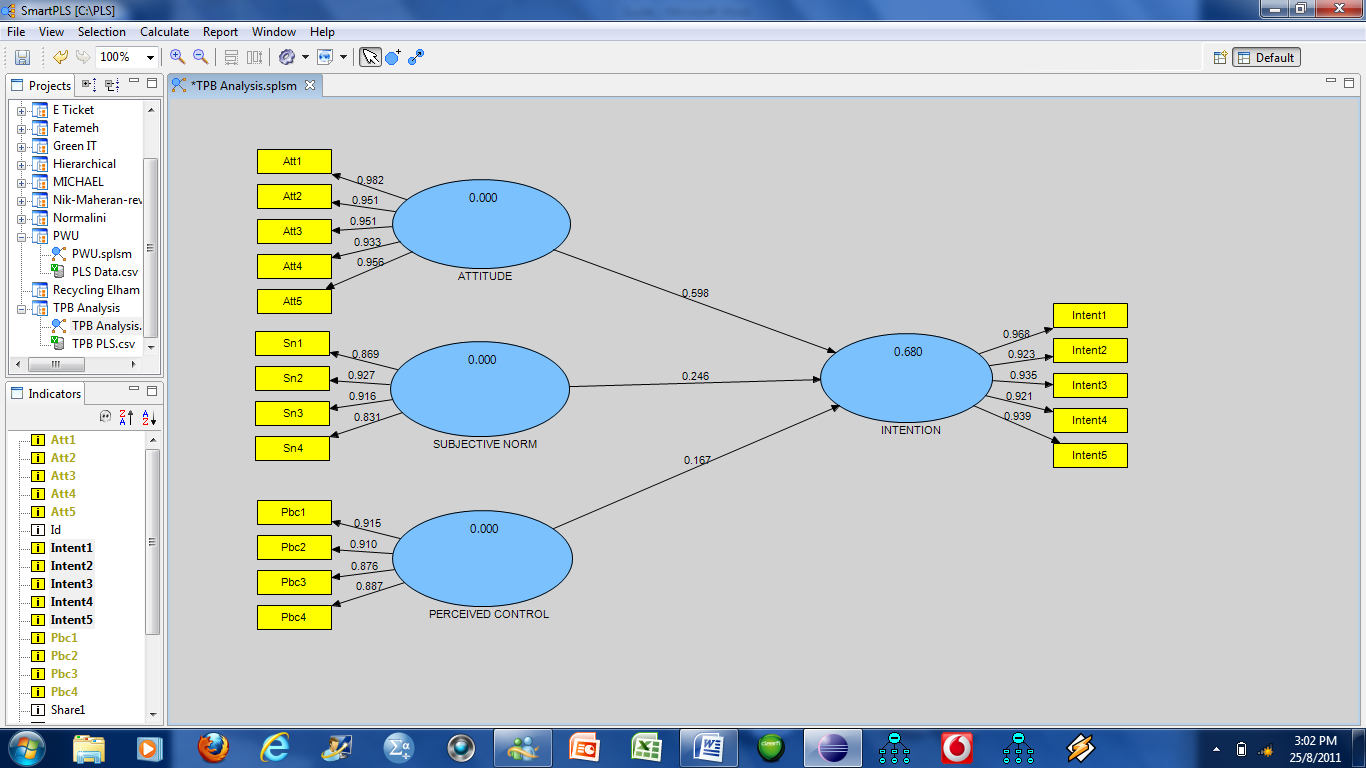
Now we are ready to run the analysis. Before that click **File, Save All**. This will save the drawing and also attach the data file together.



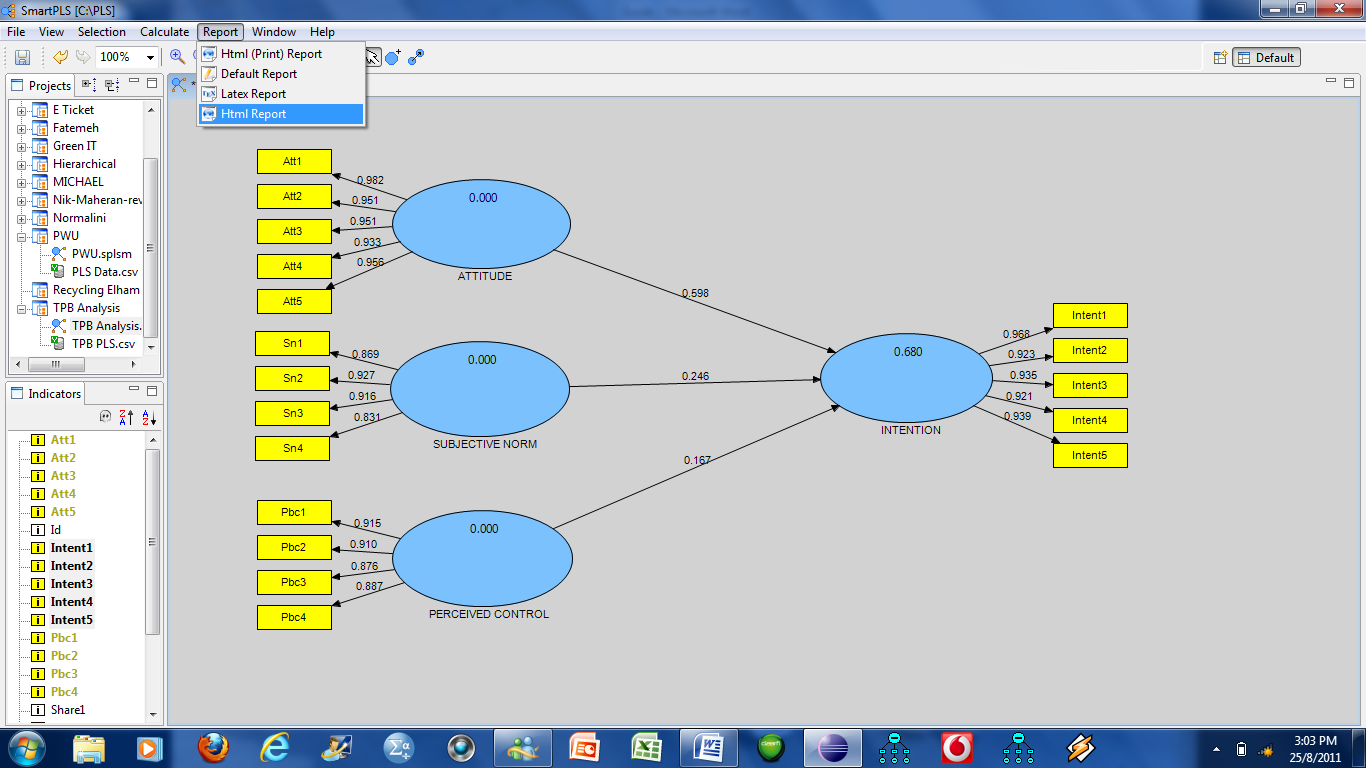
To run the analysis go to **Calculate,** and then choose **PLS Algorithm**.



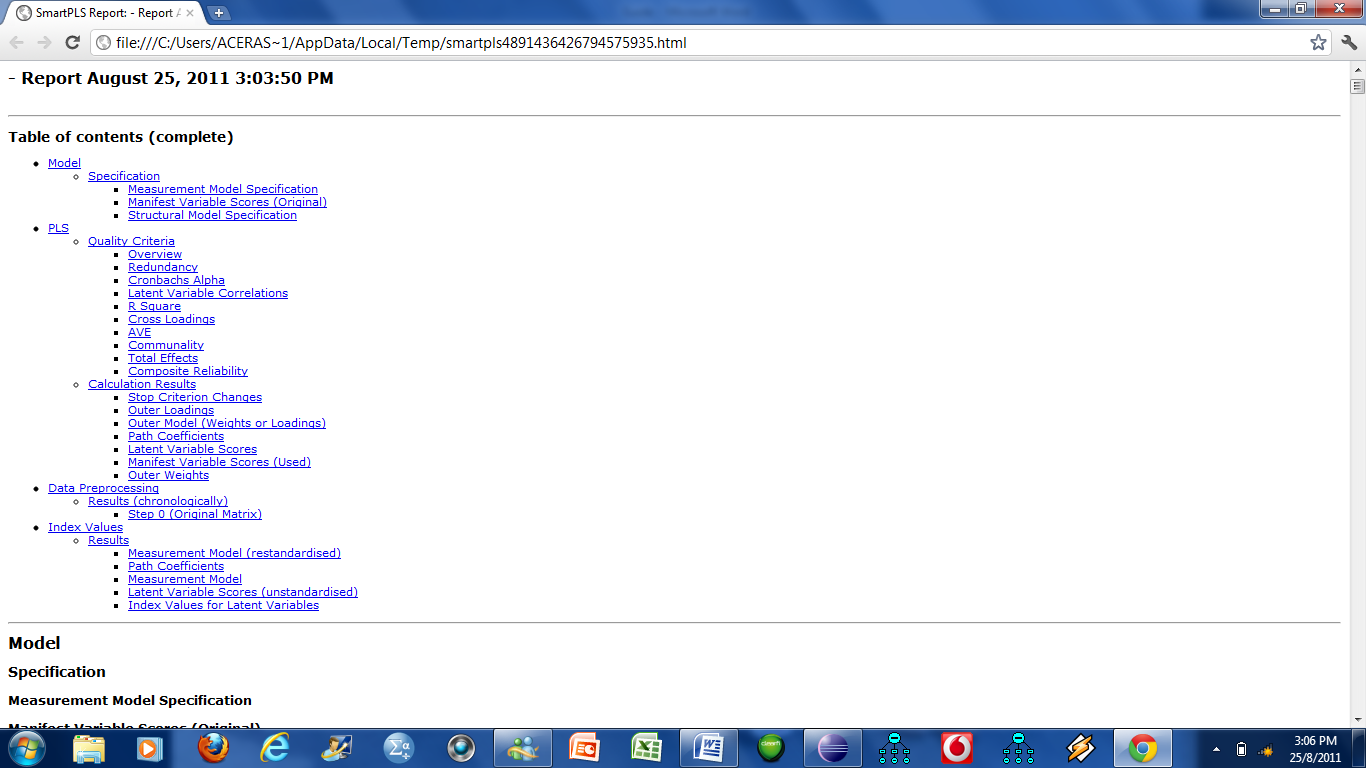
Just click **Finish**.



You have all the **loadings** and the **R2** which is 0.68.



To generate the report, click **Report**, and then **HTML Report**.



The output will open in a browser. The next few pages will show some of the outputs, **not all are useful**.

**Model**

**PLS**

**Quality Criteria**

**Overview**

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|  | **AVE** | **Composite Reliability** | **R Square** | **Cronbachs Alpha** | **Communality** | **Redundancy** |
| **ATTITUDE** | 0.911068 | 0.980846 |  | 0.975526 | 0.911068 |  |
| **INTENTION** | 0.878506 | 0.973077 | 0.680251 | 0.965348 | 0.878506 | 0.524118 |
| **PERCEIVED CONTROL** | 0.805075 | 0.942908 |  | 0.920143 | 0.805075 |  |
| **SUBJECTIVE NORM** | 0.786227 | 0.936239 |  | 0.909000 | 0.786227 |  |

**Redundancy**

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|  | **redundancy** |
| **ATTITUDE** |  |
| **INTENTION** | 0.524118 |
| **PERCEIVED CONTROL** |  |
| **SUBJECTIVE NORM** |  |

**Cronbachs Alpha**

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|  | **Cronbachs Alpha** |
| **ATTITUDE** | 0.975526 |
| **INTENTION** | 0.965348 |
| **PERCEIVED CONTROL** | 0.920143 |
| **SUBJECTIVE NORM** | 0.909000 |

**Latent Variable Correlations**

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|  | **ATTITUDE** | **INTENTION** | **PERCEIVED CONTROL** | **SUBJECTIVE NORM** |
| **ATTITUDE** | 1.000000 |  |  |  |
| **INTENTION** | 0.798712 | 1.000000 |  |  |
| **PERCEIVED CONTROL** | 0.195017 | 0.265564 | 1.000000 |  |
| **SUBJECTIVE NORM** | 0.681782 | 0.642046 | -0.072508 | 1.000000 |

**R Square**

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|  | **R Square** |
| **ATTITUDE** |  |
| **INTENTION** | 0.680251 |
| **PERCEIVED CONTROL** |  |
| **SUBJECTIVE NORM** |  |

**Cross Loadings**

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|  | **ATTITUDE** | **INTENTION** | **PERCEIVED CONTROL** | **SUBJECTIVE NORM** |
| **Att1** | 0.982058 | 0.802715 | 0.207770 | 0.683359 |
| **Att2** | 0.950548 | 0.785944 | 0.255108 | 0.657718 |
| **Att3** | 0.950990 | 0.731074 | 0.185310 | 0.660745 |
| **Att4** | 0.932559 | 0.741412 | 0.159137 | 0.609627 |
| **Att5** | 0.955673 | 0.746772 | 0.118222 | 0.640426 |
| **Intent1** | 0.800135 | 0.968406 | 0.209761 | 0.639149 |
| **Intent2** | 0.679831 | 0.922651 | 0.263355 | 0.546138 |
| **Intent3** | 0.745078 | 0.935071 | 0.270986 | 0.618954 |
| **Intent4** | 0.755138 | 0.920665 | 0.243018 | 0.580843 |
| **Intent5** | 0.756187 | 0.938857 | 0.260817 | 0.618142 |
| **Pbc1** | 0.223552 | 0.286670 | 0.915204 | -0.006074 |
| **Pbc2** | 0.173805 | 0.235236 | 0.909837 | -0.085683 |
| **Pbc3** | 0.135911 | 0.191623 | 0.876409 | -0.106393 |
| **Pbc4** | 0.148786 | 0.221453 | 0.887022 | -0.084339 |
| **Sn1** | 0.607790 | 0.577627 | -0.051632 | 0.868599 |
| **Sn2** | 0.654338 | 0.642245 | -0.026573 | 0.927470 |
| **Sn3** | 0.620459 | 0.555899 | -0.087130 | 0.916352 |
| **Sn4** | 0.523762 | 0.485033 | -0.103919 | 0.830989 |
| **AVE** |

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|  | **AVE** |
| **ATTITUDE** | 0.911068 |
| **INTENTION** | 0.878506 |
| **PERCEIVED CONTROL** | 0.805075 |
| **SUBJECTIVE NORM** | 0.786227 |

**Communality**

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|  | **communality** |
| **ATTITUDE** | 0.911068 |
| **INTENTION** | 0.878506 |
| **PERCEIVED CONTROL** | 0.805075 |
| **SUBJECTIVE NORM** | 0.786227 |

**Total Effects**

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|  | **ATTITUDE** | **INTENTION** | **PERCEIVED CONTROL** | **SUBJECTIVE NORM** |
| **ATTITUDE** |  | 0.598349 |  |  |
| **INTENTION** |  |  |  |  |
| **PERCEIVED CONTROL** |  | 0.166726 |  |  |
| **SUBJECTIVE NORM** |  | 0.246191 |  |  |

**Composite Reliability**

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|  | **Composite Reliability** |
| **ATTITUDE** | 0.980846 |
| **INTENTION** | 0.973077 |
| **PERCEIVED CONTROL** | 0.942908 |
| **SUBJECTIVE NORM** | 0.936239 |

**Outer Loadings**

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|  | **ATTITUDE** | **INTENTION** | **PERCEIVED CONTROL** | **SUBJECTIVE NORM** |
| **Att1** | 0.982058 |  |  |  |
| **Att2** | 0.950548 |  |  |  |
| **Att3** | 0.950990 |  |  |  |
| **Att4** | 0.932559 |  |  |  |
| **Att5** | 0.955673 |  |  |  |
| **Intent1** |  | 0.968406 |  |  |
| **Intent2** |  | 0.922651 |  |  |
| **Intent3** |  | 0.935071 |  |  |
| **Intent4** |  | 0.920665 |  |  |
| **Intent5** |  | 0.938857 |  |  |
| **Pbc1** |  |  | 0.915204 |  |
| **Pbc2** |  |  | 0.909837 |  |
| **Pbc3** |  |  | 0.876409 |  |
| **Pbc4** |  |  | 0.887022 |  |
| **Sn1** |  |  |  | 0.868599 |
| **Sn2** |  |  |  | 0.927470 |
| **Sn3** |  |  |  | 0.916352 |
| **Sn4** |  |  |  | 0.830989 |

**Path Coefficients**

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|  | **ATTITUDE** | **INTENTION** | **PERCEIVED CONTROL** | **SUBJECTIVE NORM** |
| **ATTITUDE** |  | 0.598349 |  |  |
| **INTENTION** |  |  |  |  |
| **PERCEIVED CONTROL** |  | 0.166726 |  |  |
| **SUBJECTIVE NORM** |  | 0.246191 |  |  |

**Outer Weights**

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|  | **ATTITUDE** | **INTENTION** | **PERCEIVED CONTROL** | **SUBJECTIVE NORM** |
| **Att1** | 0.220786 |  |  |  |
| **Att2** | 0.216173 |  |  |  |
| **Att3** | 0.201081 |  |  |  |
| **Att4** | 0.203925 |  |  |  |
| **Att5** | 0.205399 |  |  |  |
| **Intent1** |  | 0.224833 |  |  |
| **Intent2** |  | 0.196039 |  |  |
| **Intent3** |  | 0.215551 |  |  |
| **Intent4** |  | 0.212861 |  |  |
| **Intent5** |  | 0.217142 |  |  |
| **Pbc1** |  |  | 0.340964 |  |
| **Pbc2** |  |  | 0.279789 |  |
| **Pbc3** |  |  | 0.227916 |  |
| **Pbc4** |  |  | 0.263396 |  |
| **Sn1** |  |  |  | 0.287399 |
| **Sn2** |  |  |  | 0.319550 |
| **Sn3** |  |  |  | 0.276588 |
| **Sn4** |  |  |  | 0.241328 |

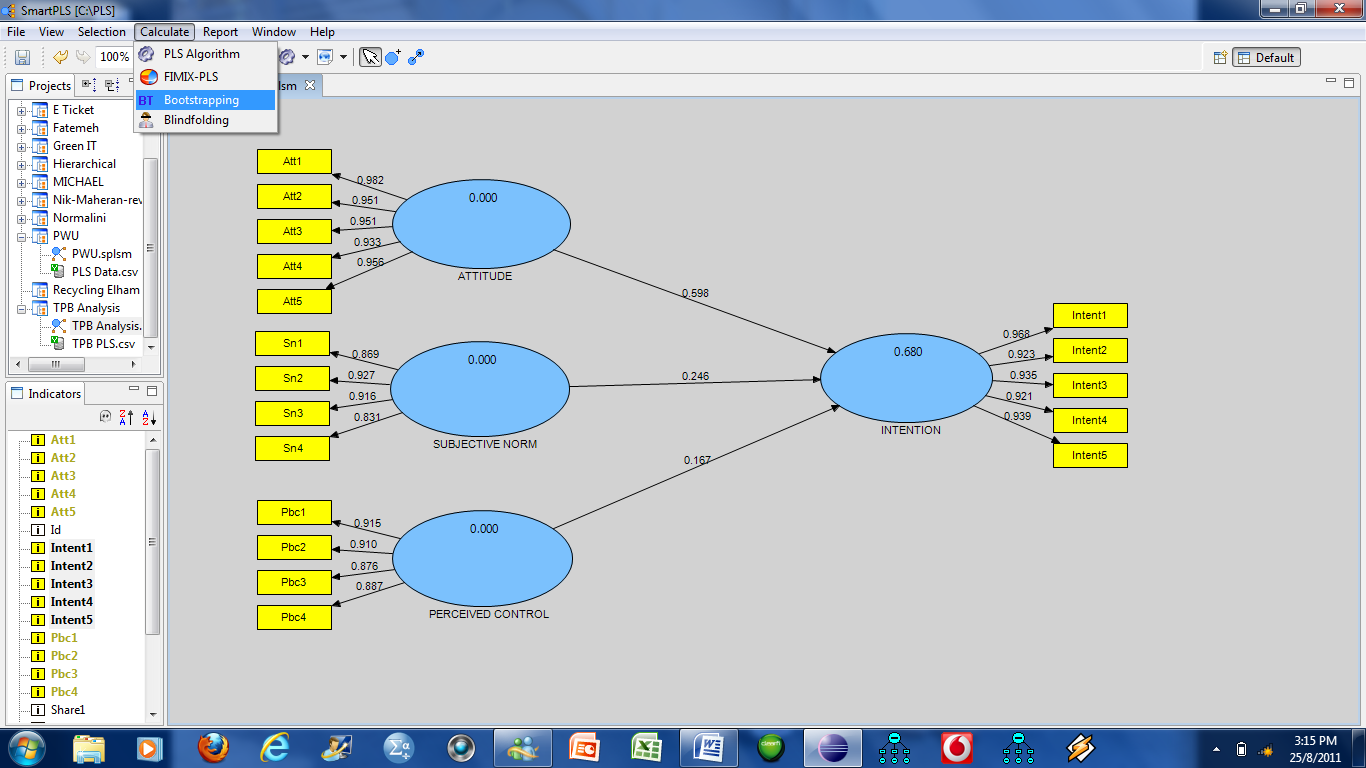
**Index Values for Latent Variables**

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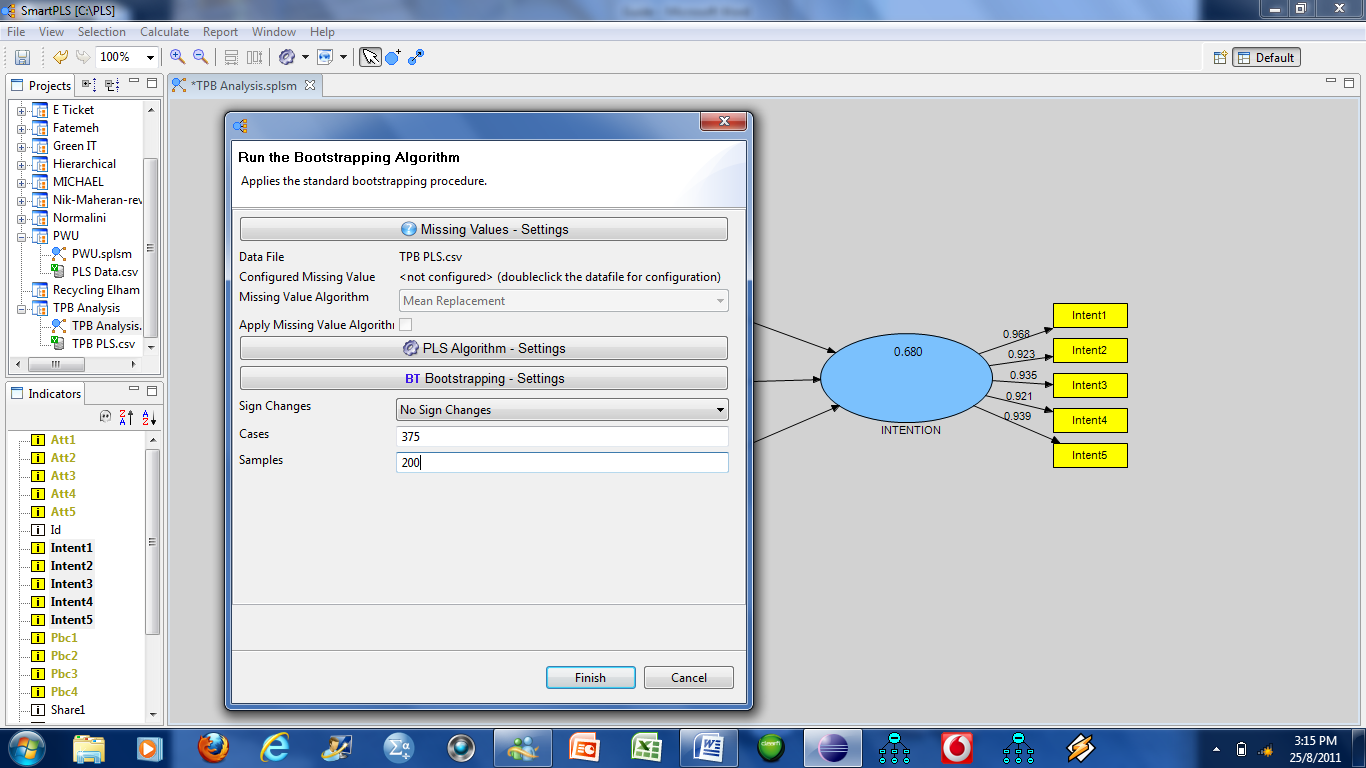
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|  | **LV Index Values** |
| **ATTITUDE** | 3.821453 |
| **INTENTION** | 3.832807 |
| **PERCEIVED CONTROL** | 3.486542 |
| **SUBJECTIVE NORM** | 3.716736 |

**TO GENERATE t-VALUES**

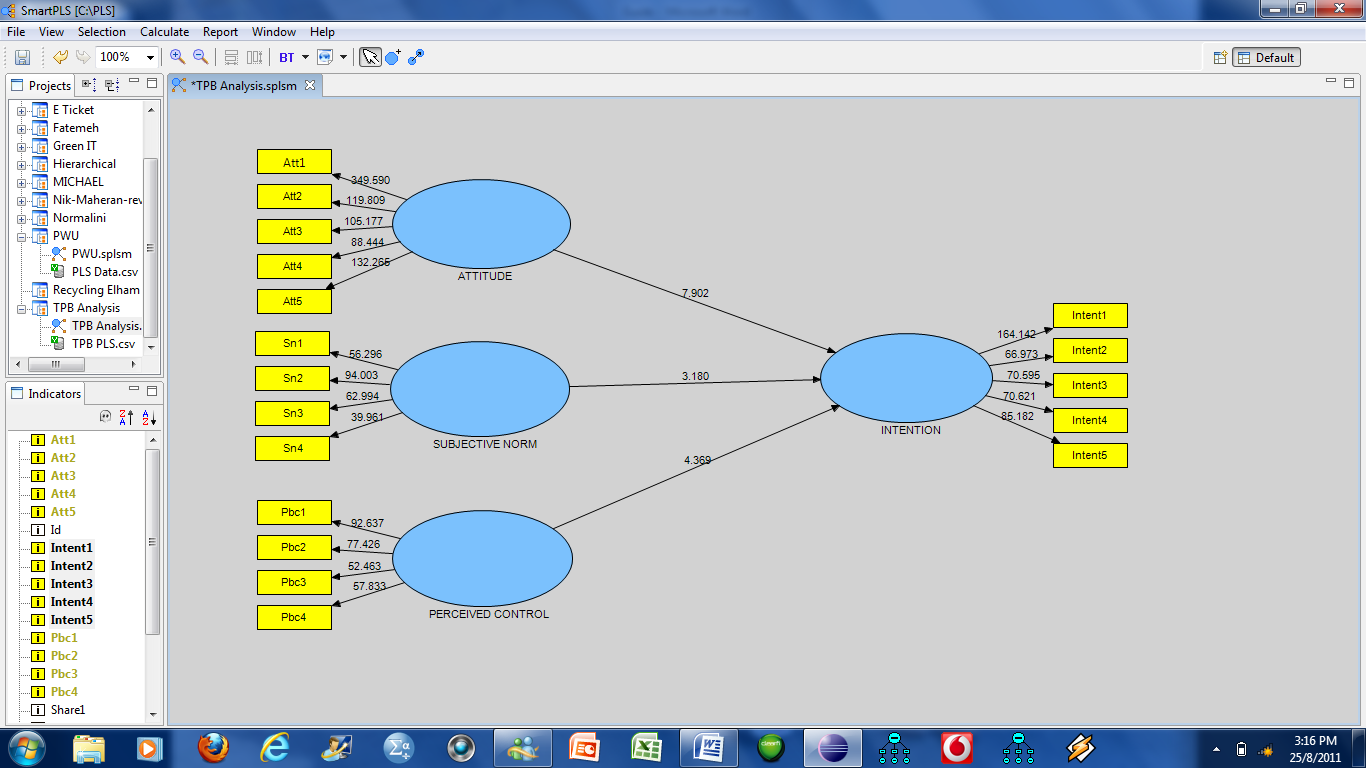
To get the t-values for the item loadings and the path coefficients you need to run the bootstrapping procedure. Click **Estimate**, and then **Bootstrapping**.



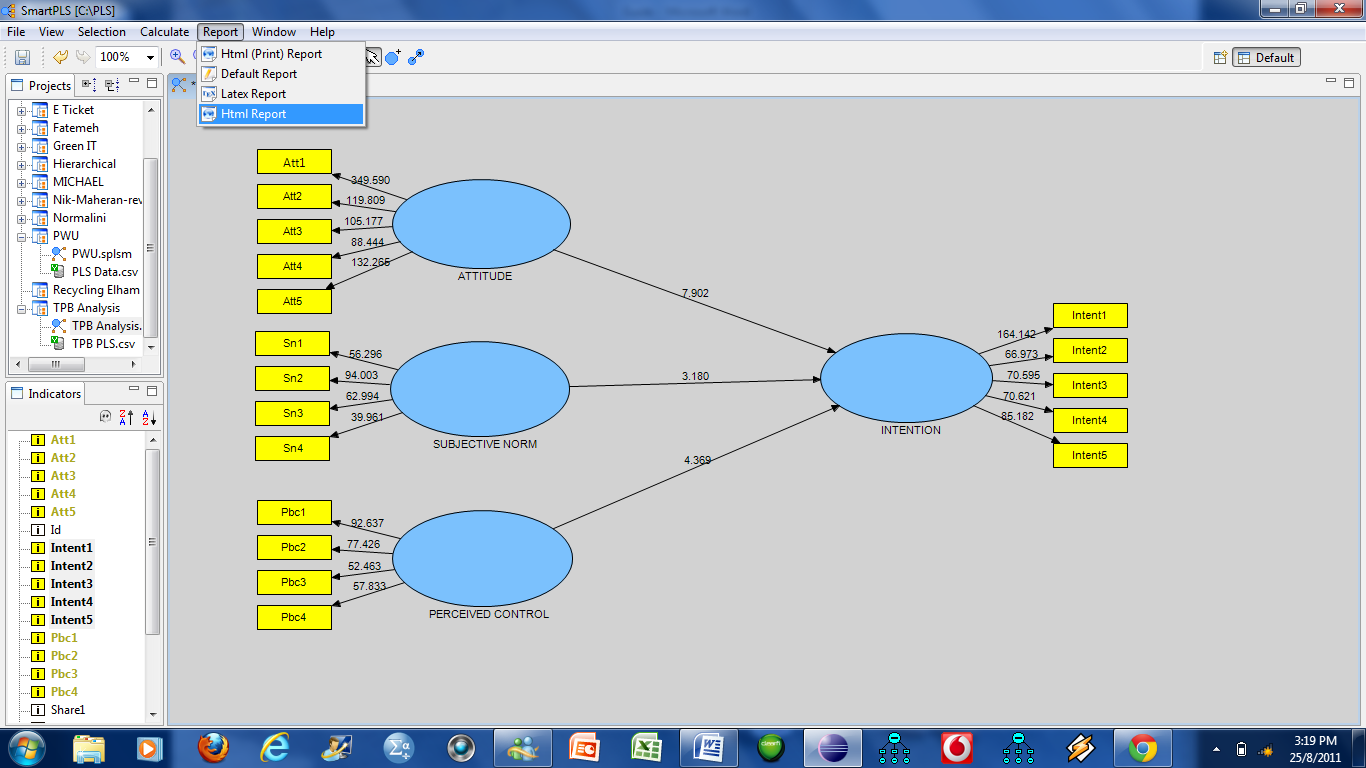
Another window will open up; here you need to input your sample size (the number of cases you have, in this data **n=375**) under the **Cases**, then you need to specify the number of re-samples for the bootstrapping under **Samples**. The number of re-samples suggested vary from 200 – 500.



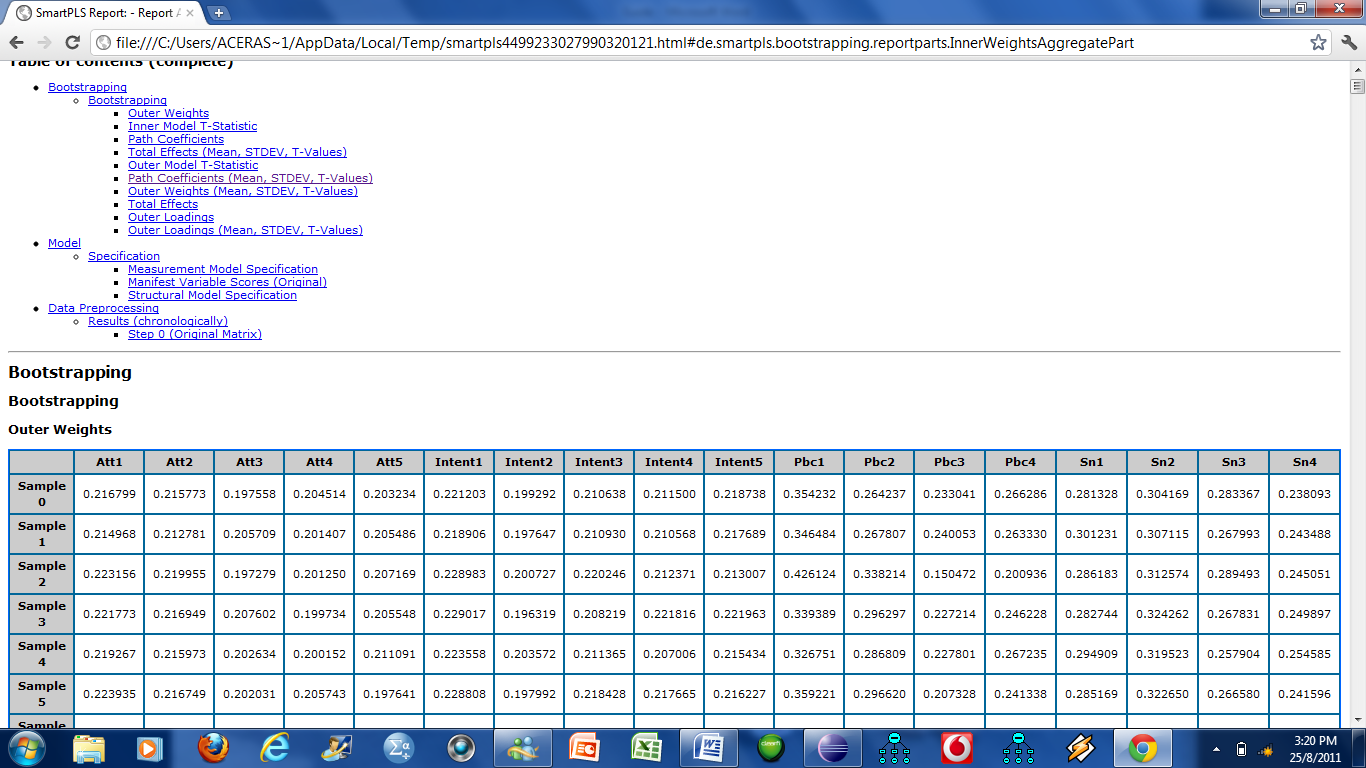
Once you click **Finish**, the following output will appear. The values shown now are the t-values, so if the t-value greater than **1.96 (p< 0.05)** and if the t-value greater than **2.58 (p< 0.01)**



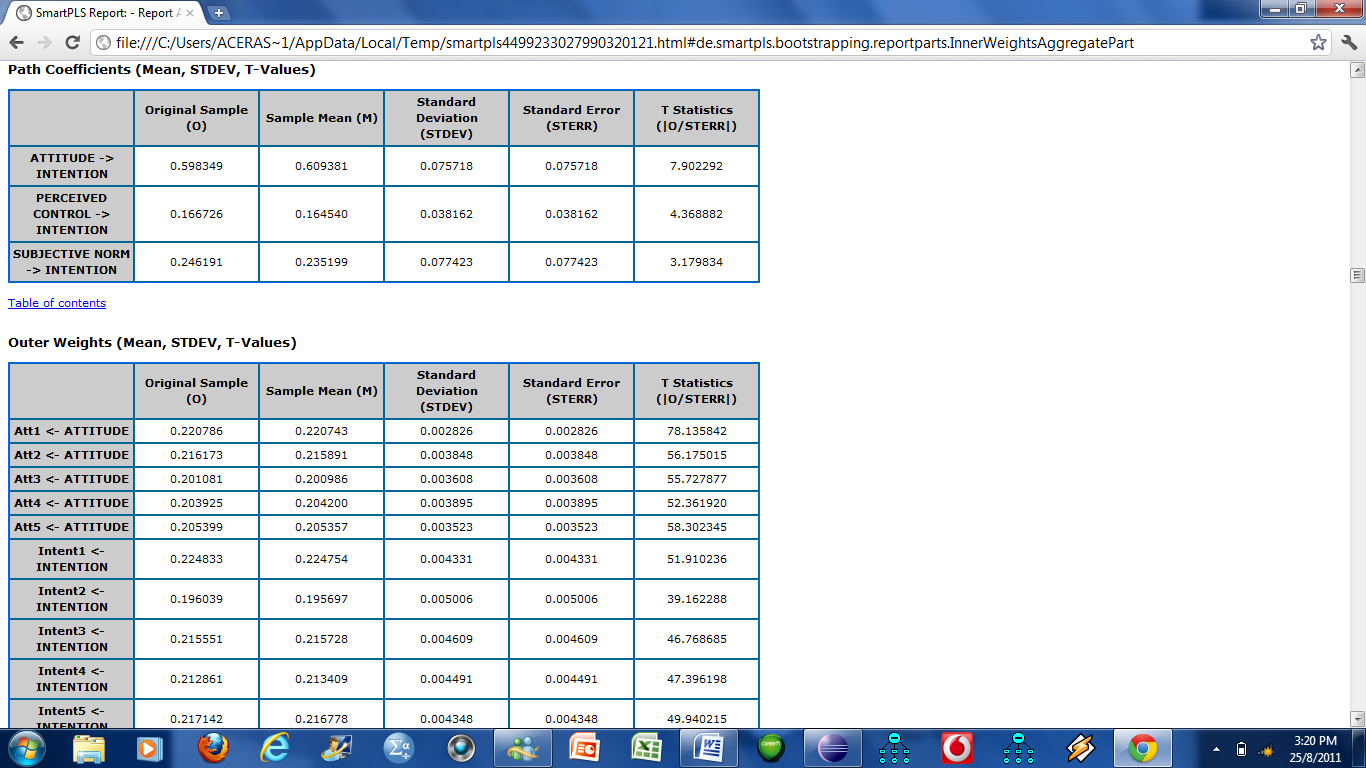
To get the output you can click on the **Report, HTML Report.**



This is the start of the output which will open up in a browser.



The only important table is the following, as the **t-values** are already given in the path diagram.



If you want to save the diagram, then click **File, Export to Image.** The diagram will be saved as a picture file.

