Can Customer Loyalty Mediate Customer Trust in Business Sustainability at Village Credit Institution?

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The main point of this research was to examine and analyze the impact of customer trust on customer loyalty and business sustainability at the Village Credit Institution in Klungkung Regency. The determination of the VCI as the research sample was carried out by unproportionate random sampling. The research respondents were customers in each VCI who were taken by accident (which was met at the time of the research) with a total number of respondents as many as 170 customers. Analysis this research and hypothesis using the SmartPLS 3.3.2 program with three level, the first is testing validity and reliability, the second is testing the accuracy of the research model, and the third is testing hypotheses. This results in this study indicate that customer trust has a positive relationship and significant impactt on customer loyalty and business sustainability. The customer loyalty has a significant positive effect relationship on business sustainability. Customer loyalty acts as a mediator of customer trust on the business sustainability of VCI in Klungkung Regency.

Keywords *: Trust, Loyalty, Business, Sustainability*

INTRODUCTION

Every company always hopes that it will always grow and develop well. Therefore, the company manager tries to maintain the sustainability of the company he leads. In addition, we hope always to provide better benefits and benefits from period to period. For this reason, the company's leadership implements various strategies to achieve these expectations. Some strategy that can be done is maintaining customer trust in the company. The company also tries to maintain customer loyalty to avoid turning to other companies. This strategy is mostly carried out by companies, including financial institutions such as the Village Credit Institution.

The Village Credit Institution (hereinafter abbreviated as VCI) is a financial institution that exists and is managed by the Traditional Village, and it has the function of absorbing funds from the community and parties who have excessive funds by providing interest rates according to the provisions. VCI also carries out the function of channeling funding to the public and parties who need additional capital. Therefore, VCI in its activities is closely related to public trust. The higher public trust in the VCI will encourage the community to save their funds in the VCI.

According to studies, a business, organization, or institution may continue to exist by maintaining its customers' trust and loyalty. Based on the condition of many small and medium-sized enterprises in Malaysia, Ong & Zien (2015) discovered that consumer trust significantly affects how long they can survive. Nguyen et al. (2013) and Upamannyu et al. (2015) both came to similar conclusions in their studies. According to Kang and Hustvedt (2014), establishing a market requires trust. According to Zieni et al. (2017), trust can support social sustainability, which supports this perspective.

The more frequently someone uses a firm's product, the stronger the loyalty, which shows customers' trust in that company or organization. More trust in a company's products might contribute to greater client loyalty to that product (Brilliant & Achyar, 2013). According to Taoketa (2018), customer trust is the most important factor in sustainable product marketing. Trust is the key element in building customer loyalty, according to Hossain (2019). This viewpoint is focused on the findings of the study by Leninkumar (2017), according to which customer loyalty to commercial banks in Sri Lanka is significantly positively impacted by customer trust. The findings of further research, including Nur (2012), Sarwar et al. (2012), Utami (2015), Leninkumar (2017), Mandira (2018), Trini & Salim (2018), and Widodo & Murwatiningsih (2019), indicated a substantial positive relationship between consumer loyalty and degree of trust. However, Setiawan and Sayuti (2017) discovered that customer trust did not significantly impact consumer loyalty.

Customer loyalty in the not short term strongly supports the sustainability of a company. A firm's success, profitability, and long-term sustainability depend on customer loyalty (Strenitzerová & Gaňa, 2018). This argument can be proven through several research results. According to Aslam et al. (2020), profitability and long-term organizational success depend heavily on employee loyalty. Ong & Zien (2015) noted that trust and customer loyalty are crucial to maintaining sustained revenue and profitability and the long-term sustainability of a firm.

Based on the background that has been described, the key point of the problem of this study is to explain the influence of customer trust on customer loyalty and business sustainability and how the influence of customer loyalty on business sustainability with the role of customer loyalty in mediating the influence of customer trust on business sustainability. This research aims to confirm the effect of customer trust on customer loyalty and business sustainability at VCIs in the Klungkung Regency. The main point this study is expected to contribute in the form of a framework for maintaining and improving the long-term sustainability of VCIs in Bali, considering that so far, there have been several VCIs that have been unable to operate.

LITERATURE REVIEW, FRAMEWORK, AND HYPOTHESIS

Business Sustainability

Business sustainability is a huge obligation for company executives (Gonzalez et al., 2013). The capacity of a business to use its resources to exist in any circumstance is referred to as business sustainability (Szekely & Knirsch, 2005). Business sustainability, according to Schaltegger & Burritt (2005), is a wide concept that encompasses a variety of traits, particularly those connected to the point of the relation of economic, environmental, and social elements. Esterhuyse (2008) defines business sustainability as a variance-purpose concept reflected through indicators such as strategy (integrating long-term economic, environmental, and social aspects), finance (a healthy company's financial condition in the long term), customers and products (innovation), products to grow customer loyalty), human factors (management of human resources as company assets), governance and stakeholders (setting sound corporate governance standards).

Factors, both internal and external, of the organization affect a company's sustainability. Human resources and leadership styles, corporate governance, and corporate environment/climate management are internal factors that might impact business sustainability, such as support for firm resources (Sarmawa et al., 2020). Customer loyalty and trust, local socioeconomic conditions, and government involvement are outside factors that might impact a company's capacity to be sustainable.

Customer Trust

Trust is crucial in every facet of social life (Gucel et al., 2012). Regarding a firm's sustainability, customer trust in a product made by the company or in the company itself is equally crucial. This is under the claim made by Wu et al. (2010) that building trust is essential for relationship marketing success.

This claim is accepted by Upamannyu et al. (2015), who claim that boosting consumer trust affects a firm's greater profitability so that the company may expand sustainably. According to Singh & Sirdeshmukh (2000), consumer trust is crucial to establish and sustaining long-term partnerships. This assertion is consistent with the study by Lee & Hu

(2018), which concluded that customer trust has a largely favorable impact on firm sustainability.

Customer Loyalty

Customer loyalty is often defined as the intent to buy a brand's goods or services (Khan, 2013). According to Markovic et al. (2018), consumer loyalty is the customer's intention to repurchase goods and services and provide recommendations to others. Customer loyalty is broken down by Gremler and Brown (1999) into three categories: emotional, intentional, and behavioral loyalty. According to Krumay & Brandtweiner (2010), customer loyalty is the most important aspect of a company's success. Khadka & Maharjan (2017) cited client loyalty as one of the cornerstones of a business's long-term success and profitability.

The same thing was also expressed by Utami (2015), that in the long run, customer loyalty may provide competitive advantages, boost market share, and boost profitability. Additionally, maintaining a competitive advantage and keeping current customers rather than obtaining new ones depend heavily on customer loyalty (Roy, 2011). Customer loyalty may boost a company's competitive edge; according to Ayodele & Esiti (2016), it has a great chance to continue developing sustainably.

The degree of consumer trust in the service or business can also influence customer loyalty. Customer trust is considered an antecedent of customer loyalty (Chaudhuri & Holbrook, 2001; Liang & Wang, 2007; Bibb & Kourdi, 2007; Hsu, 2008; Marakanon & Panjakajornsak, 2017). According to Ndubisi (2007) and Taylor et al. (2004), trust is crucial for establishing business-customer connections and creating customer loyalty.

Improved attitudes and loyalty result from increased consumer trust (Moreira & Silva, 2015). Ayodele & Esiti (2016) demonstrate that trust has a strong beneficial impact on customer loyalty, which is consistent with the study findings of Sarwar et al. (2012). The found of before research by Chiu et al. (2008), Qureshi et al. (2009), and Upamannyu et al. (2015) discovered that customer who has trust has a significant effect on consumers' decisions to re-buy a brand's goods. Utami's research (2015) finds that customer trust significantly impacts customer loyalty.

[Figure 1. About here]

H1: Customer trust has a significant positive effect on customer loyalty.
H2: Customer trust has a significant positive effect on business sustainability.
H3: Customer loyalty has a significant positive effect on business sustainability.
H4: Customer loyalty is important in mediating between customer trust and corporate sustainability.

METHOD

This research is designed as quantitative research. The total number of VCIs in Klungkung Regency based on 2018 data is 117 units, but nine units are no longer operating, so the total that counts as a population is 108 units. Data on the number of VCIs in Klungkung Regency are seen in Table 1.

[Table 1. About here]

The calculation of the research sample is based on the VCIs that are still active, as many as 108 units. Based on the Slovin formula with 5% precision, the calculation results are as follows.
n = N/(1 + N.e2)
n = 108/{1 + (108 x 0,0025)}
n = 85,04 (rounded to 85)

The determination of the VCI as the research sample was carried out by unproportionate random sampling. Research respondents are customers in each VCI that were taken by accident (met at the research time). The number of respondents in each VCI is determined to be 2 (two) customers, so the total is 170. Information gathering is done by giving questionnaires to customers using a scale from 1 (strongly disagree) to 5 (strongly agree).

Data Analysis Technique

Data analysis in this study was used from the SmartPLS 3.3.2 program; it has three levels, the first is validity and reliability, the second model accuracy, and the last hypothesis.

a. Validity and reliability testing phase

Testing validity on the data is done by way of convergent and discriminant validity. The determination of convergent validity is based on the outer loading coefficient, with the data that can be explained as valid if the value of the coefficient is 0.50 or more (> 0.50) and is significant at a p-value of 0.05 (Chin, 1998). Testing based on the value of discriminant validity can be seen by comparing from a root value of average variance extracted or (VAVE) with the value of correlation between many variables. It can be said to be discriminantly valid if the root of AVE (VAVE) is greater than the value of correlation between many variables. The AVE coefficient must be greater than 0.50 (Bagozzi & Yi, 1988), which means reliability testing is based on Cronbach's Alpha and Composite Reliability coefficients. It is declared reliable if the value of coefficients of Cronbach's Alpha and the value of Composite Reliability is a value of greater than 0.70 (Hair et al., 2010).

b. Stage of model accuracy testing

The R-Square coefficient (R2), Q-Square Predictive Relevance (Q2), and Goodness of Fit (GoF) are used to evaluate the correctness of the research model.

c. Stage of Hypothesis Testing

Testing the research hypothesis is followed on the path coefficient of each relationship between many variables at the score p-value level of 0.05. The hypothesis is accepted if the score of the p-value of the path coefficient is less than 0.05. On the other hand, this hypothesis case is nonacceptance if the path coefficient score has a p-value of more than 0.05.

Research Variables and Indicators

This study correlates customer trust (independent variable) with customer loyalty (mediation variable) and business sustainability (dependent variable). The customer trust variable consists of indicators of customer perception in terms of (1) the quality of the relationship between employees, (2) understanding of each other's work, (3) open communication, and (4) work competence. The customer loyalty variable is the customer's perception of their loyalty to the VCI where they become customers, consisting of three indicators, namely (1) repurchasing behavior, (2) staying with the company/product produced by the company, and (3) conveying positive things to customers. The business sustainability variable is the customer's arguments of sustainability in the VCI, which is measured by indicators (1) implemented strategy, (2) financial, (3) customer, (4) product, (5) governance, and (6) resources.

RESULT AND DISCUSSION

Analysis Results

A. Evaluation of the Measurement Model (Outer Model)

1) Convergent Validity
The outer loading value of each indicator in this study shows the outer loading coefficient of all indicators ranging from 0.841 to 0.985 (> 0.50), in accordance with a p-value < 0.05. Thus it can be stated that all indicators in this research model are valid.

[Table 2. About here]

2) Discriminant Validity
The finds of the score validity analysis followed score on the discriminant validity can see that AVE a root score is more than the correlation between other variables, so it is explained valid of score following the discriminant validity criteria.

[Table 3. About here]

3) Composite Reliability dan Cronbach's Alpha
The data processing results show that the score of composite reliability from a construct model has seen a score range from 0.939 – 0.980 (> 0.70); the reliability requirements follow the composite reliability criteria. In terms of the score of Cronbach's Alpha, the construct has a value of 0.913 – 0.970 (> 0.70), so it can be declared reliable. So it can be said that the finds of testing

the score validity and reliability with several criteria, this can be stated that the study of data is the valid and reliable score so that further processing can be carried out.

[Table 4. About here]

B. Evaluation of the Structural Model (Inner Model)

1) Score of R-Square or R^2
Based to Chin (Lathan and Ghozali, 2012:85), the score of R-Square (R^2) of 0.67 is a calculation as a solid model, the score of R-Square (R^2) of 0.33 is a down and up as a reaction model, and R-Square (R^2) score of 0.19 isn't a good model. The results of the R-Square calculation show that the R^2 value for customer loyalty is 0.708 while the R^2 value for business sustainability is 0.806. Following Chin's criteria (Lathan and Ghozali, 2012:85), where the value of R^2 is greater than 0.67; it is classified as strong, meaning that customer trust has a strong impact on customer loyalty, as well as customer trust and customer loyalty together, have a strong influence towards business sustainability.

2) Q-Square Predictive Relevance (Q^2)
The assumption for the strength of the model can be measured follow on the score of Q-Square estimate of the relevance (Q^2) based on Lathan and Ghozali (2012:85) as based: 0.35 (no weak model), 0.15 (as a moderate of a model), and 0.02 (no good model). Following on the founds of calculation founds are: $Q^2 = 1 - (1 - R^2{1})(1-R^2{2})$, $Q^2 = 1 - (1 – 0.708)(1-0.806) = 0.9434$. Following these funds, the predicted model founds are contained in the no weak criteria, the mean that variations of exogenous variables can estimate 94.34% of the model of endogenous variables.

3) Goodness of Fit (GoF)
The criteria for the strength of the concept is followed by a score from the measurement of Goodness of Fit (GoF) based on Lathan and Ghozali (2012:88), with a score: 0.36 (score of GoF large), 0.25 (GoF medium), and 0.10 (GoF small) (Tenenhaus et al., 2008). Calculation with the formula GoF = $(A.AVE \times A.R^2)$ shows a value of 0.8015. Based on the criteria for the magnitude of the GoF value, which is > 0.36, all models are relatively good estimates (large).

C. Hypothesis Testing

[Table 5. About here]

According on Table 5, it can be explained as follows:
1) Customer trust has a positive impact relationship on customer loyalty with a score of the path of 0.841, and the correlation is criteria in accordance at the 0.05 point with a

t-statistic score of 31.820 > 1.96 or score of p 0.000 < 0.05, so this is these founds, hypothesis 1 is not rejected.

2) Business Sustainability is positive significantly affected by Customer Trust with a path value of 0.150, and the correlation is criteria in accordance at the 0.05 point because the t-statistic score is 2.028 > 1.96 or score p is 0.043 < 0.05, so these founds, hypothesis 2 is not rejected.

3) Customer Loyalty has a positive effect on Business Sustainability with a path value of 0.768, and the correlation is criteria in accordance at the 0.05 point with a t-statistic score of 10.239 > 1.96 or p 0.000 < 0.05, so these founds, hypothesis 3 is not rejected.

4) Customer loyalty is a mediator in the correlation between customer trust and business sustainability. This is indicated by the path value of the indirect relationship 0.646 with t-statistics 9.446 > 1.96 or score p 0.000 < 0.050, so these founds, hypothesis 4 is not rejected.

The Impact of Customer Trust on Customer Loyalty

These data analysis found that customer trust as a proxy for the quality of relationships between employees, understanding of each other's work, open communication, and work competence has no negative effect on customer loyalty. This can say that the stronger the customer trust, the higher the customer loyalty. The most powerful indicator in this regard is the openness of communication. The openness of employee communication to customers is a key indicator in the trust variable that can create a higher loyalty attitude. In their research, ball et al. (2004) stated that good employee communication can increase loyalty. In addition, the best correlation quality between employees and customers can also create loyalty. This is in line with the research results of Auruskeviciene et al. (2010) found that good relationship quality can significantly affect customer loyalty.

The results of this research are related to much of earlier research by Nur (2012), who found that customer trust at Indonesia's PT. Indosat has a favorable and substantial impact on customer loyalty. Leninkumar (2017) also found a significant influence between customer trust and customer loyalty in non-private banks in Sri Lanka. The results of Putra's research (2020) at PT. Samator Gas Industri Samarinda also found that customer trust has a significant effect on customer loyalty. Several other research results also found that customer trust had a positive and correlated effect on customer loyalty, namely Leninkumar (2017); Sarwar et al. (2012); Marakanon & Panjakajornsak (2017); and Ahmad (2020).

Customer Trust's Effect on Business Sustainability

These data analyses found that customer trust positively and significantly influences business sustainability. The bigger the point of customer trust, the higher the level of business sustainability. Customer trust is measured based on the quality of employee relationships, understanding of each other's work, open communication, and work competence. The most influential role is communication openness, followed by the quality of employee relationships with customers. These two indicators have the strongest role among other indicators concerning business sustainability. Padararu et al. (2010) stated that a good relationship could maintain business sustainability. The relationship in question is the relationship between

employees and employees or the relationship between employees and customers.

Open communication is the strongest indicator of customer trust concerning business sustainability. These findings of a study related by Genç (2017) conclude that better communication in the sense of being more open can encourage better business sustainability. The same thing is also found in Evangelista & Ruão (2011) on European government companies, where good organizational communication can improve business sustainability. Thus, customer trust, as proxied by open communication, good relationships, understanding of each other's work, and work competence, significantly influence business sustainability.

The Influence of Customer Loyalty on Business Sustainability

Customer loyalty significantly improves business sustainability, according to data analysis findings: the more customer loyalty increases, the more business sustainability increases. Loyalty is proxied through indicators of repurchase behavior, staying with the company/products produced by the company, and conveying positive things to others. Of the three indicators, the defensive behavior of the company/products produced by the company has the strongest contribution, the second strongest position is repurchase behavior, and the last is conveying positive things to others. In general, the three indicators show a very strong role in shaping customer loyalty and its relationship with business sustainability. Customer loyalty was also proven to have a substantial impact on firm sustainability in several studies, including Strenitzerová & Gaňa (2018), Soh et al. (2015); Ong & Zein (2015); and Wong et al. (2019).

The Point of Customer Loyalty in Mediating the Impact of Customer Trust on Business Sustainability

As explained in this study, customer trust shows a positive correlation impact on customer loyalty; meanwhile, customer loyalty also shows a correlation effect on business sustainability. Based on the assumption of Baron and Kenny (1986), a variable can be said to be mediating if the variation in the independent variable (in this study: customer trust) can significantly explain the variation in the mediator variable (in this case: customer loyalty). The variation in the mediator variable (in this case: customer loyalty) could significantly explain the variation in the dependent variable (in this study: business sustainability). Consumer loyalty may be defined as a mediator in the connection between customer trust and industry sustainability, according to the concept put forward by Baron and Kenny (1986).

These findings of this research are also strengthened by the findings of statistical analysis, which show that the indirect relationship between customer trust and business loyalty through customer loyalty is connection positive. The indirect effect (customer trust → customer loyalty → business sustainability) is higher than the direct effect (customer trust → business sustainability). This indicates that, statistically, customer loyalty mediates the link

between customer trust and company sustainability, increasing customer trust's contribution to business sustainability.

CONCLUSION

According to the founds and arguments, so can say be stated several conclusions in this study that customer trust has a positive and correlation impact on customer loyalty; it can be said that the biggest the customer trust in the management of the VCI, the higher the customer loyalty to the VCI. Customer trust has a not negative and correlation impact on business sustainability. The biggest the customer trust in the management of the VCI, the higher the sustainability of the VCI. Customer loyalty correlates not have a negative effect on business sustainability. The biggest the customer loyalty, the higher the business sustainability of the VCI. Customer loyalty acts as a mediator of customer trust in business sustainability. This means that customer loyalty can increase the contribution/effect of customer trust on the business sustainability of VCI in the Klungkung Regency.

Managerial Implication

The manager implication for VCI management can be put forward. The analysis results show that communication openness and excellent employee-customer relationships are the most dominant contribution to the relationship with business sustainability at VCI. Therefore, this already good condition needs to be maintained and continuously strived to improve. However, the understanding and competence of employees regarding work still need to be improved so that all employees have adequate understanding and competence, especially in dealing with various customer characteristics, as well as maintaining the sustainability of the VCI.

The analysis results also show that the attitude of customers who stay with the company/product and always use the services provided has the greatest contribution to VCI sustainability. This excellent condition must be maintained and continuously strived to be better. However, efforts need to be made so that customers are willing to inform the public or potential customers to take advantage of the services offered by VCI. The more people use the services provided by the VCI, the greater the ability of the VCI to develop sustainably.

Limitation and Future Research

This study is still relatively restricted to the VCI in Klungkung Regency, making it unable to generalize from it to the VCI in Bali, Indonesia. The research object still has to be developed outside of Bali. Similar to this, the variables in the study model are restricted to customer loyalty and trust in terms of company sustainability. Both internal and external variables have a significant impact on how sustainable businesses are, particularly financial institutions. Therefore, future studies should consider broadening the research field and integrating more pertinent factors in a research model. It is anticipated that broadening the study's focus and including more pertinent factors would increase the accuracy of the data.

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LIST OF FIGURES

Figure 1| Conceptual framework of customer trust, customer loyalty, and business sustainability

LIST OF TABLES

Table 1 | Number of VCIs and Research Respondents

No	Classification	Total
1	Healthy	85
2	Healthy enough	13
3	Unwell	9
4	Not healthy	1
5	Not operating	9
	Total	117

Source: OJK, 2018

Table 2 | Validity Result

Indicator	Coef. Loading	P Value	Information
X1	0.900	0.000	valid
X2	0.880	0.000	valid
X3	0.910	0.000	valid
X4	0.872	0.000	valid
Y1.1	0.977	0.000	valid
Y1.2	0.985	0.000	valid
Y1.3	0.951	0.000	valid
Y2.1	0.841	0.000	valid
Y2.2	0.880	0.000	valid
Y2.3	0.895	0.000	valid
Y2.4	0.927	0.000	valid
Y2.5	0.932	0.000	valid
Y2.6	0.923	0.000	valid

Source: Data processed 2021

Table 3 | Discriminant Validity Result

Variable	AVE	√AVE	X	Y1	Y2
X	0.793	0.891	0.891		
Y1	0.943	0.971	0.841	0.971	
Y2	0.810	0.900	0.796	0.894	0.900

Source: Data processed 2021

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Table 4 | Reliability Result

Variable	Cronbach's Alpha	Composite Reliability	Remark
X	0.913	0.939	Reliable
Y1	0.970	0.980	Reliable
Y2	0.953	0.962	Reliable

Source: Data processed 2021

Table 5 | Direct and Indirect Affect of Customer Trust, Customer Loyalty, and Business Sustainability

Variable			Coefficient			Info
Independent	**Mediation**	**Dependent**	**Path**	**p-value**	**t-statistic**	
Customer Trust	Customer Loyalty		0.841	0.000	31.820	H1 accepted
Customer Trust		Business Sustainability	0.150	0.043	2.028	H2 accepted
	Customer Loyalty	Business Sustainability	0.768	0.000	10.239	H3 accepted
Customer Trust	Customer Loyalty	Business Sustainability	0.646	0.000	9.446	H4 accepted

Source: Data processed 2021

Appendix
A. Outer Loading

Outer Loadings

Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | Copy to Clipboard:

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
X1 <- CUSTOMER TRUST (X)	0.900	0.902	0.017	51.701	0.000
X2 <- CUSTOMER TRUST (X)	0.880	0.882	0.023	37.717	0.000
X3 <- CUSTOMER TRUST (X)	0.910	0.910	0.015	61.409	0.000
X4 <- CUSTOMER TRUST (X)	0.872	0.873	0.023	37.576	0.000
Y1.1 <- CUSTOMER LOYALTY (Y1)	0.977	0.978	0.006	176.585	0.000
Y1.2 <- CUSTOMER LOYALTY (Y1)	0.985	0.986	0.003	313.836	0.000
Y1.3 <- CUSTOMER LOYALTY (Y1)	0.951	0.951	0.012	79.543	0.000
Y2.1 <- BUSINESS SUSTAINABILITY (Y2)	0.841	0.845	0.029	28.698	0.000
Y2.2 <- BUSINESS SUSTAINABILITY (Y2)	0.880	0.882	0.025	35.173	0.000
Y2.3 <- BUSINESS SUSTAINABILITY (Y2)	0.895	0.896	0.021	42.513	0.000
Y2.4 <- BUSINESS SUSTAINABILITY (Y2)	0.927	0.927	0.016	58.845	0.000
Y2.5 <- BUSINESS SUSTAINABILITY (Y2)	0.932	0.933	0.013	73.882	0.000
Y2.6 <- BUSINESS SUSTAINABILITY (Y2)	0.923	0.925	0.015	62.596	0.000

B. Discriminant Validity

Discriminant Validity

Fornell-Larcker Criteri... | Cross Loadings | Heterotrait-Monotrait R... | Heterotrait-Monotrait R... | Copy to C

	BUSINESS SUSTAINABILITY (Y2)	CUSTOMER LOYALTY (Y1)	CUSTOMER TRUST (X)
BUSINESS SUSTAINABILITY (Y2)	0.900		
CUSTOMER LOYALTY (Y1)	0.894	0.971	
CUSTOMER TRUST (X)	0.796	0.841	0.891

C. Construct Reliability And Validity

Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted ... | Copy to Clipboard

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BUSINESS SUSTAINABILITY (Y2)	0.953	0.954	0.962	0.810
CUSTOMER LOYALTY (Y1)	0.970	0.971	0.980	0.943
CUSTOMER TRUST (X)	0.913	0.916	0.939	0.793

D. R-Square

R Square

	R Square	R Square Adjus...
BUSINESS SUSTAINABILITY (Y2)	0.806	0.802
CUSTOMER LOYALTY (Y1)	0.708	0.705

E. Path-Coefficients

Path Coefficients

Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | Copy to Clipboard: | Excel Format | R F

	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O/...	P Values
CUSTOMER LOYALTY (Y1) -> BUSINESS SUSTAINABILITY (Y2)	0.768	0.768	0.075	10.239	0.000
CUSTOMER TRUST (X) -> BUSINESS SUSTAINABILITY (Y2)	0.150	0.151	0.074	2.028	0.043
CUSTOMER TRUST (X) -> CUSTOMER LOYALTY (Y1)	0.841	0.843	0.026	31.820	0.000

F. Specific Indirect Effects

Specific Indirect Effects

Mean, STDEV, T-Values, P-Val... | Confidence Intervals | Confidence Intervals Bias Co... | Samples | Copy to Clipboard: | Excel Format | R Forma

	Original S...	Sample ...	Standard ...	T Statistics...	P Values
CUSTOMER TRUST (X) -> CUSTOMER LOYALTY (Y1) -> BUSINESS SUSTAINABILITY (Y2)	0.646	0.647	0.068	9.446	0.000

G. Figure