

Convergent validity

聚斂效度

All items measuring a construct actually load onto a single construct.

1. factor loadings should be greater than 0.7 (SPSS 因素分析)
2. composite reliability (CR) should be above 0.7 (結構方程式)
3. average variance extracted (AVE) should be greater than 0.5 (結構方程式)