GOODNESS OF FIT INDICES AND INTERACTION TERMS IN AN EHEALTH BEHAVIORAL INTENTION MODEL FOR ASSESSING PLS-SEM AND CB-SEM

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ABSTRACT

The two main Structural Equation Modeling methods are Covariance-based Structural Equation Modeling (CB-SEM) and partial least squares SEM (PLS-SEM). Many studies compared the pros and cons of both methods, but none investigates the difference of goodness of fit indices of both methods on similar research context. In addition, this study compares the results of both methods for a model within interaction terms.

KEYWORD: Structural equation modeling (SEM), Partial Least squares (PLS), CB-SEM, Model fit indices, eHealth behavioral intention