

This is Online Appendix 1 of Pham, T.Q. & Nguyen, H.T., 2026, 'From service quality experience to advocacy in informal paratransit: A higher-order partial least squares structural equation modelling study in Vietnam', *Journal of Transport and Supply Chain Management* 20(0), a1247. <https://doi.org/10.4102/jtscm.v20i0.1247>, for more information.

ONLINE APPENDIX 1:

TABLE 1-A1: Measurement items, sources, and indicator reliability (outer loadings and VIF)

Code	Construct name	Vietnamese questions	Source/scale	VIF (LOCs)	Outer loadings (LOCs)	Service Quality Experience (SQE)	
						VIF (LOCs)	Outer loadings (LOCs)
PS1	Physical Servicescape	The carpooling service that I used has clean and cool, fresh space	Servicescape/physical environment: Dou et al. (2024); Ittamalla and Srinivas Kumar (2021)	2.006	0.818	2.604	0.780
PS2		Seats in a carpool are comfortable and convenient.	Dou et al. (2024); Ittamalla and Srinivas Kumar (2021)	2.047	0.806	2.368	0.716
PS3		The furniture and the design in carpool are arranged reasonably.	Dou et al. (2024); O'Connor and Caulfield (2018)	2.040	0.812	2.315	0.738
PS4		Carpools always ensure cleanness and are well maintained.	Dou et al. (2024); Ittamalla and Srinivas Kumar (2021)	2.011	0.814	2.323	0.753
PS5		The space of carpools creates a sense of safety and comfort.	Dou et al. (2024); O'Connor and Caulfield (2018)	2.316	0.848	2.783	0.773
AM1	In-Vehicle Amenities Quality	Carpools have enough necessary amenities (air-conditioning, water, wifi...).	Ittamalla and Srinivas Kumar (2021)	1.791	0.802	2.134	0.703
AM2		The amenities in carpools are steady and efficient.	Ittamalla and Srinivas Kumar (2021); Oubahman and Duleba (2024)	2.131	0.849	2.363	0.736
AM3		The quality of amenities in carpools meet my requirements.	Ittamalla and Srinivas Kumar (2021)	2.448	0.876	3.014	0.777
AM4		I am satisfied with the diversity of amenities in carpools.	Ittamalla and Srinivas Kumar (2021); Oubahman and Duleba (2024)	2.115	0.844	2.849	0.761
SAe1	Staff Assurance & Empathy	The carpool drivers drive carefully and reliably.	SERVQUAL (assurance & empathy): Luke and Heyns (2020); Ojekunle et al. (2021)	2.716	0.872	3.209	0.807
SAe2		The carpool drivers have good manners and respect passengers.	Luke and Heyns (2020); Ojekunle et al. (2021)	2.552	0.857	2.756	0.771
SAe3		The carpool drivers are always ready to support whenever I need.	Luke and Heyns (2020)	2.627	0.867	3.011	0.814

SAe4		The carpool drivers understand and care about passengers' demand.	Luke and Heyns (2020)	2.781	0.875	3.35	0.810
SAe5		I feel safe when using carpooling services.	Luke and Heyns (2020); Ojekunle et al. (2021)	2.489	0.856	2.959	0.792
PV1	Price-Value Fairness	The carpool tickets rightfully reflect its service quality.	PERVAL/perceived value: Jen and Hu (2003); Vu et al. (2024)	2.076	0.849	2.651	0.767
PV2		I feel the carpool rate is reasonable.	Jen and Hu (2003)	1.835	0.816	2.22	0.739
PV3		I receive worthy value compared to what I pay.	Jen and Hu (2003); Vu et al. (2024)	1.833	0.818	2.162	0.739
PV4		Compared to other choices, carpool service has a fair price.	Jen and Hu (2003);	1.960	0.837	2.494	0.770
SST1	Service System Trust	I believe in the online booking system.	Trust in transport platforms: Mas-Machuca et al. (2021); Hartl et al. (2025)	1.860	0.822	2.603	0.772
SST2		I believe in transparency and the information privacy when using carpooling services.	Mas-Machuca et al. (2021); Wang et al. (2021)	2.308	0.863	2.681	0.761
SST3		I believe drivers and carpooling services that I chose.	Hartl et al. (2025)	1.886	0.826	2.389	0.757
SST4		I believe that carpool always works as promised.	Mas-Machuca et al. (2021); Wang et al. (2021)	2.132	0.841	2.572	0.737
SA1	Satisfaction	I am satisfied with experiences when using carpooling services.	Satisfaction in transport: Chan et al. (2021)	2.366	0.852		
SA2		The carpool service meets my expectation.	Chan et al. (2021)	2.359	0.847		
SA3		I feel my decision to use carpool is absolutely right.	Chan et al. (2021)	2.251	0.836		
SA4		I am delighted with the overall carpooling service quality.	Chan et al. (2021)	2.417	0.851		
SA5		Carpool brings good experiences for me.	Chan et al. (2021)	2.817	0.877		
LI1	Loyalty Intention	I intend to continuously use carpooling services in the future.	Loyalty: van Lierop and El-Geneidy (2016)	2.264	0.862		
LI2		I will choose carpool instead of other transportation means.	van Lierop and El-Geneidy (2016)	2.613	0.880		
LI3		Carpool will always be my first choice when I need to travel around.	van Lierop and El-Geneidy (2016)	2.394	0.865		
LI4		I intend to stick to this carpooling service for a long time.	van Lierop and El-Geneidy (2016)	2.316	0.867		
WOM1	Advocacy (WOM)	I will recommend carpooling services to my friends/family.	WOM in transport: Quy Nguyen-Phuoc et al. (2022); Hamzah et al. (2023)	2.091	0.848		
WOM2		I am ready to share positive experiences about carpooling services.	Quy Nguyen-Phuoc et al. (2022); Hamzah et al. (2023)	2.353	0.871		

WOM3		I will advise others to use carpooling services.	Quy Nguyen-Phuoc et al. (2022)	2.201	0.858		
WOM4		I will give positive feedbacks about carpooling services on social media/app.	Quy Nguyen-Phuoc et al. (2022); Hamzah et al. (2023)	1.995	0.826		

Note: Please see the full reference list of the article, Pham, T.Q. & Nguyen, H.T., 2026, 'From service quality experience to advocacy in informal paratransit: A higher-order partial least squares structural equation modelling study in Vietnam', *Journal of Transport and Supply Chain Management* 20(0), a1247. <https://doi.org/10.4102/jtscm.v20i0.1247>, for more information.