### Table S1: Combined loadings and cross loadings

|       | COMUNIC | TRUST | ATTIT DR | ATTIT NURSES | ATTIT HH | TIME | QUAL SPEC | ATTENTION | TRUST INFORM |
|-------|---------|-------|----------|--------------|----------|------|-----------|------------|--------------|
| PII 1 | 0.975   | -0.015| -0.007   | 0.012        | -0.003   | -0.003| 0.012     | 0.005      | 0.004        |
| PII 2 | 0.975   | 0.015 | 0.007    | -0.012       | 0.003    | 0.003 | -0.012    | -0.005     | -0.004       |
| TRUST_DOCTORS | 0.078 | 0.866 | 0.217    | -0.165       | -0.082   | -0.008| -0.023    | -0.008     | 0.044        |
| TRUST_NURSES   | -0.007 | 0.932 | -0.097   | 0.188        | -0.111   | 0.008 | 0.006     | 0.003      | -0.006       |
| TRUST_HH       | -0.071 | 0.855 | -0.114   | -0.038       | 0.204    | -0.001| 0.017     | 0.004      | -0.038       |
| PAD1          | -0.003 | 0.066 | 0.914    | -0.129       | 0.026    | -0.004| -0.008    | 0.072      | 0.012        |
| PAD 2         | -0.005 | -0.054| 0.906    | 0.008        | -0.014   | 0.001 | 0.025     | -0.109     | -0.019       |
| PAN1          | 0.008  | -0.013| 0.908    | 0.121        | -0.012   | 0.002 | -0.017    | 0.037      | 0.007        |
| PAN2          | -0.008 | 0.053 | 0.021    | 0.928        | -0.017   | 0.002 | 0.023     | 0.036      | 0.006        |
| PAN3          | -0.007 | -0.036| 0.105    | 0.916        | -0.087   | 0.005 | 0.002     | -0.045     | -0.002       |
| HHS1         | 0.016  | -0.018| -0.132   | 0.874        | 0.109    | -0.007| -0.026    | 0.010      | -0.004       |
| HHS2         | -0.014 | 0.008 | 0.010    | 0.028        | 0.969    | 0.005 | 0.016     | -0.000     | -0.011       |
| WTP1         | 0.047  | 0.090 | -0.194   | 0.089        | -0.023   | 0.604 | -0.018    | -0.072     | -0.049       |
| WTP2         | -0.024 | -0.045| 0.103    | -0.046       | 0.099    | 0.768 | 0.004     | -0.005     | 0.000        |
| WTP3         | 0.029  | -0.009| -0.019   | 0.086        | -0.157   | 0.703 | -0.039    | 0.018      | 0.095        |
| WTP4         | -0.052 | -0.023| 0.088    | -0.137       | 0.083    | 0.578 | 0.061     | 0.060      | -0.064       |
| SCs1         | 0.092  | -0.084| 0.125    | -0.039       | -0.036   | 0.055 | 0.711     | -0.133     | 0.211        |
| SCs2         | -0.064 | 0.047 | 0.102    | -0.121       | 0.013    | 0.012 | 0.848     | 0.015      | -0.026       |
| SCs3         | -0.018 | 0.030 | -0.088   | 0.018        | 0.123    | -0.038| 0.781     | 0.014      | -0.154       |
| SCs4         | 0.003  | -0.004| -0.134   | 0.147        | -0.104   | -0.025| 0.793     | 0.089      | -0.010       |
| ATT1         | 0.016  | -0.057| 0.327    | -0.128       | -0.040   | 0.019 | -0.009    | 0.765      | 0.190        |
| ATT2         | 0.019  | 0.058 | -0.042   | 0.017        | -0.036   | 0.036 | -0.030    | 0.871      | -0.007       |
| ATT3         | -0.037 | 0.020 | -0.190   | 0.076        | 0.092    | -0.007| 0.024     | 0.794      | -0.115       |
| ATT4         | 0.001  | -0.029| -0.079   | 0.028        | -0.014   | -0.051| 0.018     | 0.789      | -0.061       |
| PIR1         | 0.012  | 0.030 | 0.102    | -0.062       | -0.029   | -0.003| -0.029    | 0.022      | 0.874        |
| PIR2         | -0.012 | -0.030| -0.102   | 0.062        | 0.029    | 0.003 | 0.029     | -0.022     | 0.874        |

### Table S2. Discriminant validity: Correlations among latent variables with sq. rts. of AVEs