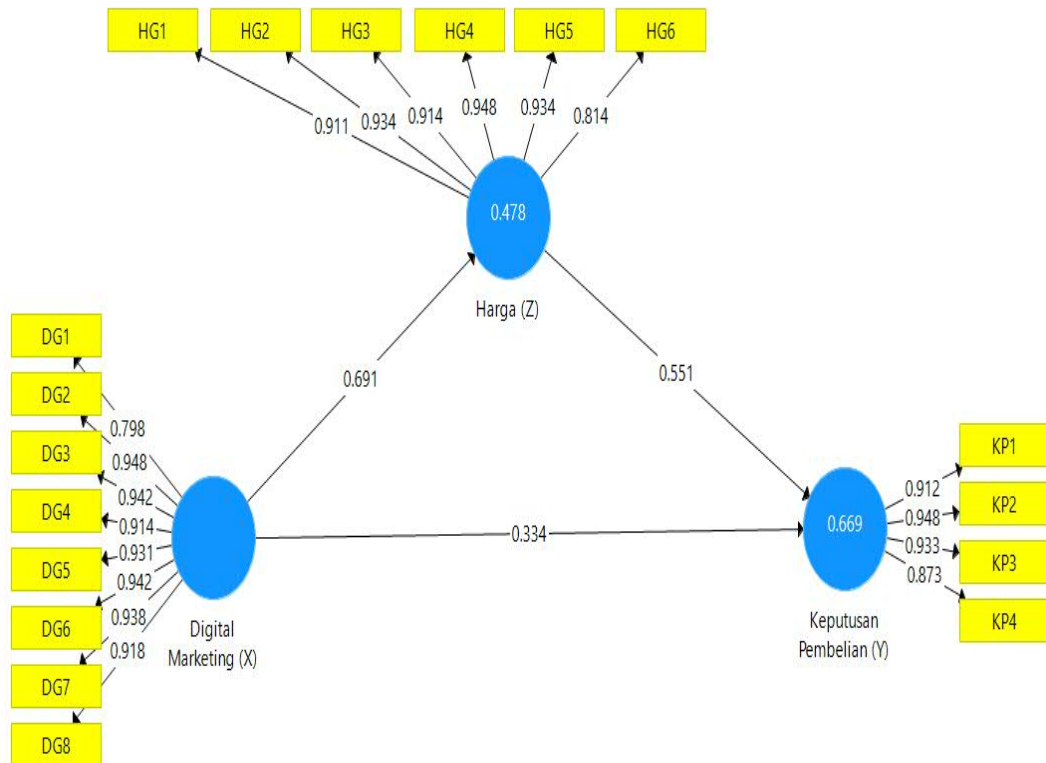


Lampiran 2 Rekalkulasi Alghoritm



Lampiran 3 Koefisien Jalur

Koefisien Jalur

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
Digital Marketing (X)		0,691	0,334
Harga (Z)			0,551
Keputusan Pembelian (Y)			

Lampiran 4 Outer Loading

Outer Loading

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
DG1	0,798		
DG2	0,948		
DG3	0,942		
DG4	0,914		
DG5	0,931		
DG6	0,942		
DG7	0,938		
DG8	0,918		
HG1		0,911	
HG2		0,934	
HG3		0,914	
HG4		0,948	
HG5		0,934	
HG6		0,814	
KP1			0,912
KP2			0,948
KP3			0,933
KP4			0,873

Lampiran 5 Outer Weight

Outer Weight

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
DG1	0,125		
DG2	0,128		
DG3	0,138		
DG4	0,140		
DG5	0,141		
DG6	0,143		
DG7	0,140		
DG8	0,135		
HG1		0,191	
HG2		0,182	
HG3		0,196	
HG4		0,179	
HG5		0,178	
HG6		0,173	
KP1			0,274
KP2			0,288
KP3			0,266
KP4			0,262

Lampiran 6 Uji R Square

R Square

	R Square	Adjusted R Square
Harga (Z)	0,478	0,473
Keputusan Pembelian (Y)	0,669	0,662

Lampiran 7 Uji F Square

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
Digital Marketing (X)		0,916	0,176
Harga (Z)			0,479
Keputusan Pembelian (Y)			

Lampiran 8 Uji Validitas Reabilitas Konstruk

	Cronbach's Alpha	rho_A	Reliabilitas Komposit	Rata-rata Varians Diekstrak (AVE)
Digital Marketing (X)	0,973	0,974	0,977	0,842
Harga (Z)	0,958	0,959	0,967	0,829
Keputusan Pembelian (Y)	0,937	0,938	0,955	0,841

Lampiran 9 Discriminant Validity

Kriteria Fornell-Larcker

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
Digital Marketing (X)	0,918		
Harga (Z)	0,691	0,910	
Keputusan Pembelian (Y)	0,715	0,782	0,917

Cross Loadings

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
DG1	0,798	0,581	0,598
DG2	0,948	0,590	0,623
DG3	0,942	0,642	0,664
DG4	0,914	0,685	0,636
DG5	0,931	0,670	0,660
DG6	0,942	0,651	0,702
DG7	0,938	0,627	0,698
DG8	0,918	0,620	0,656
HG1	0,661	0,911	0,737
HG2	0,634	0,934	0,696
HG3	0,681	0,914	0,748
HG4	0,604	0,948	0,699
HG5	0,628	0,934	0,676
HG6	0,557	0,814	0,704
KP1	0,641	0,732	0,912
KP2	0,638	0,788	0,948
KP3	0,674	0,678	0,933
KP4	0,671	0,663	0,873

Nilai Inner VIF

	Digital Marketing (X)	Harga (Z)	Keputusan Pembelian (Y)
Digital Marketing (X)		1,000	1,916
Harga (Z)			1,916
Keputusan Pembelian (Y)			