

**LAMPIRAN 1 1**

Cap waktu	Nama	Angka tan	BI 1	BI 2	BI 3	BI 4	PK 1	PK 2	PK 3	KP 1	KP 2	KP 3	KP 4
2024/06/29 1:06:07 PM GMT+7	Meilany Kaesmetan	2019	4	5	4	4	5	5	4	4	5	5	4
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2024/06/29 1:11:15 PM GMT+7	Della raka	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 1:13:11 PM GMT+7	Dewi Fortuna Putri	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 1:33:34 PM GMT+7	Cellin Anjellina	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 1:40:41 PM GMT+7	Sherly Isabella	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 2:05:39 PM GMT+7	Okkitassha Hidayat	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 2:16:27 PM GMT+7	fany	2019	3	4	4	4	4	4	4	5	5	5	5
2024/06/29 3:07:21 PM GMT+7	Nabila Ayu Fatimah Raya Belen	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 3:15:18 PM GMT+7	churotul mufida	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/29 3:46:37 PM GMT+7	Tasya	2022	4	3	4	4	3	4	4	4	3	4	4
2024/06/29 3:53:16 PM GMT+7	Neessa Ameera Ekaprilla	2020	3	4	4	4	4	4	5	5	5	5	5
2024/06/29 4:05:37 PM GMT+7	dea amanda	2020	5	4	4	4	3	3	4	4	3	3	4
2024/06/29 5:48:27 PM GMT+7	fitriyas	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/30 9:08:36 AM GMT+7	Amelia Ika Putri	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/30 9:15:22 AM GMT+7	Ester Laura Gloria	2020	5	5	5	5	5	5	5	5	5	5	5
2024/06/30 9:33:55 AM GMT+7	Dewi putri andriyani	2021	5	5	5	5	5	5	5	5	5	5	5
2024/06/30 2:03:00 PM GMT+7	Fitri suci	2020	5	5	5	5	5	5	5	5	5	5	5

2024/07/01 1:43:00 AM GMT+7	Ila Izza Sukma Yunita	2020	5	5	5	5	5	5	5	5	5	5	5
2024/07/01 11:17:13 AM GMT+7	Daniela Carmanita dja	2022	5	5	5	5	5	5	5	5	5	5	5
2024/07/01 11:19:02 AM GMT+7	Lelyosa peni	2022	4	4	4	5	5	4	4	5	5	5	4
2024/07/01 11:21:07 AM GMT+7	Ayu Azkia Wulandari	2023	5	5	5	5	5	5	5	5	5	5	5
2024/07/01 11:46:01 AM GMT+7	Enjelika	2023	5	5	5	5	5	5	4	5	4	5	5
2024/07/01 1:31:44 PM GMT+7	Kirana Kartika Sari	2020	5	5	5	5	5	5	5	5	5	5	5
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2024/07/01 4:47:38 PM GMT+7	Ermelinda	2022	5	5	5	5	5	5	5	5	5	5	5
2024/07/01 4:50:54 PM GMT+7	Putri Andini	2020	4	4	4	5	4	4	5	4	5	4	5
2024/07/01 4:51:24 PM GMT+7	Erlyn	2022	4	4	4	4	4	4	5	5	5	4	5
2024/07/01 4:53:37 PM GMT+7	Michael Nur Haliza Z.A	2020	3	3	3	3	3	3	3	3	3	3	3
2024/07/01 5:43:46 PM GMT+7	Maria Novita	2021	5	5	5	5	3	3	5	5	5	5	5
2024/07/01 5:48:23 PM GMT+7	Aura	2022	4	4	4	4	4	4	4	4	4	4	4
2024/07/01 5:49:21 PM GMT+7	Nabila devina	2021	4	4	4	4	5	5	5	5	5	4	3
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2024/07/01 5:59:40 PM GMT+7	Maria Revalina Sasta Bheny	2021	4	4	4	4	4	4	5	5	5	5	5
2024/07/01 6:01:12 PM GMT+7	Lili Nur Fauziyah	2021	5	5	5	4	5	4	5	5	5	5	5
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2024/07/01 6:51:02 PM GMT+7	Siti patimah	2021	5	5	5	4	3	4	4	3	5	4	4
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2024/07/01 7:09:50 PM GMT+7	Made	2020	4	4	4	4	4	5	4	4	4	4	4
2024/07/01 8:33:05 PM GMT+7	Meilia Nurhaliza	2021	4	4	4	4	4	4	4	5	5	5	5
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2024/07/02 4:27:13 PM GMT+7	Kristin Zega	2020	4	4	4	4	4	4	4	5	5	5	3
2024/07/02 4:38:03 PM GMT+7	vivi andrika	2020	5	5	5	5	5	5	5	5	5	5	5
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2024/07/02 5:18:11 PM GMT+7	Dea nanda	2020	4	5	4	4	3	3	4	4	4	4	4
2024/07/03 7:24:00 AM GMT+7	Trias Iga Cahyani	2022	4	4	4	4	4	4	4	4	4	4	4
2024/07/03 1:45:11 PM GMT+7	Carolina	2019	3	3	3	3	5	3	5	5	3	5	3
2024/07/04 9:21:59 AM GMT+7	Irene sheila	2023	4	4	4	4	4	4	4	4	4	4	4
2024/07/04 9:23:07 AM GMT+7	Shella Yolanda	2023	4	5	4	3	5	5	5	5	4	5	5
2024/07/04 5:56:43 PM GMT+7	paula emmanuela	2021	3	3	3	4	3	3	4	4	3	3	3
2024/07/04 6:11:28 PM GMT+7	Matilda anggraini	2021	5	5	5	5	5	3	4	5	5	5	5
2024/07/04 7:01:08 PM GMT+7	oktaviana putri	2020	4	5	3	5	3	4	4	5	3	4	4
2024/07/04 7:15:20 PM GMT+7	Pur	2020	4	5	5	5	4	4	5	5	4	3	4
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2024/07/05 1:06:25 AM GMT+7	Maria maghdalena	2020	4	4	5	5	5	4	4	5	5	5	5
2024/07/05 10:31:44 AM GMT+7	Anisa Shafira	2020	4	5	2	4	3	3	5	5	4	4	5
2024/07/05 10:33:20 AM GMT+7	Christina Fiera	2023	4	5	4	4	5	4	4	5	4	5	4
2024/07/05 10:34:10 AM GMT+7	Sarimah	2021	3	3	3	4	4	4	3	3	3	3	3

2024/07/05 10:34:56 AM GMT+7	Ayu baldiatus	2020	3	5	3	3	3	3	4	4	3	3	3
2024/07/05 10:35:48 AM GMT+7	Rahma nisa	2021	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 10:36:39 AM GMT+7	Merya arvina	2020	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 10:38:56 AM GMT+7	Selviana	2022	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 10:39:45 AM GMT+7	Anggun satya	2020	5	4	5	4	3	3	4	4	5	4	4
2024/07/05 10:41:17 AM GMT+7	Ayu safera	2022	4	4	4	4	5	5	5	5	5	5	4
2024/07/05 10:42:36 AM GMT+7	Shela rahajeng	2020	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 3:55:25 PM GMT+7	Anggi hotto	2021	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 3:55:26 PM GMT+7	dandi	2021	5	4	4	5	4	4	5	4	5	5	5
2024/07/05 3:55:31 PM GMT+7	alexandra gracia ruth	2021	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 3:57:01 PM GMT+7	lestari	2021	5	5	5	5	5	5	5	5	5	5	5
2024/07/05 6:06:35 PM GMT+7	Skolastika Panjaitan	2021	5	5	5	5	5	5	5	5	5	5	5

**LAMPIRAN 2 1**

Indikator	Brand Image	Produk Knowledge	Keputusan Pembelian
X1.1	0.915		
X1.2	0.832		
X1.3	0.907		
X1.4	0.874		
X2.1		0.851	
X2.2		0.878	
X2.3		0.832	
Y1.1			0.843
Y1.2			0.862
Y1.3			0.923
Y1.4			0.851

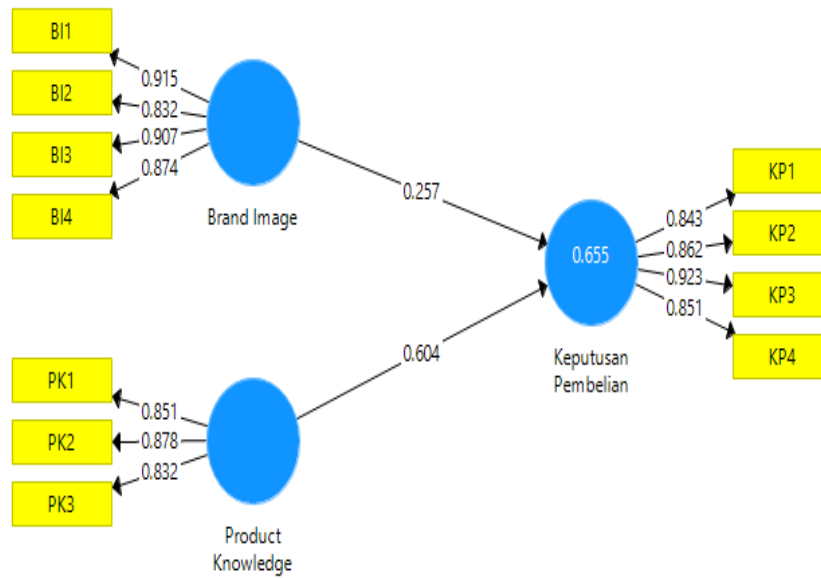
	Brand Image	Produk Knowledge	Keputusan Pembelian
BI1	<b>0.915</b>	0.630	0.603
BI2	<b>0.832</b>	0.588	0.549
BI3	<b>0.907</b>	0.681	0.642
BI4	<b>0.874</b>	0.640	0.643
PK1	0.614	<b>0.851</b>	0.625
PK2	0.674	<b>0.878</b>	0.613
PK3	0.566	<b>0.832</b>	0.760
KP1	0.503	0.700	<b>0.843</b>
KP2	0.646	0.688	<b>0.862</b>
KP3	0.561	0.727	<b>0.923</b>
KP4	0.700	0.633	<b>0.851</b>

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.905	0.934	0.779
X2	0.816	0.890	0.729
Y	0.893	0.926	0.758

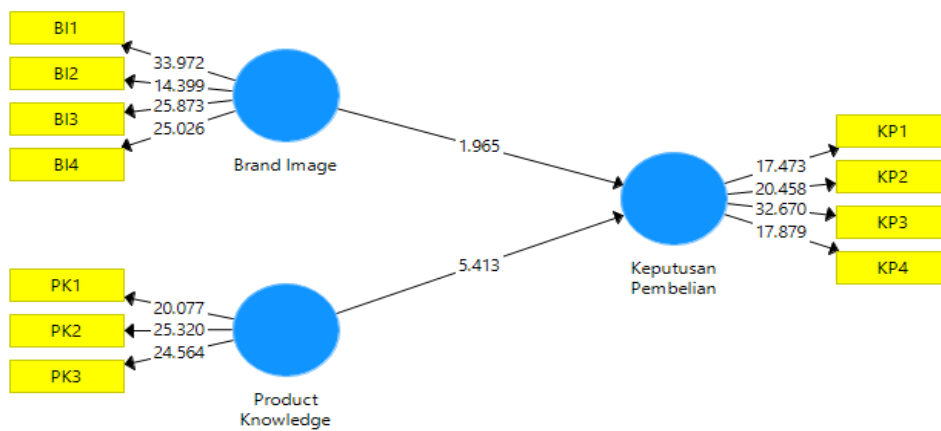
	R Square
Keputusan Pembelian	0.655

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X1 → Y	0.257	0.260	0.131	1.965	0.025
X2 → Y	0.604	0.604	0.112	5.413	0.000

**LAMPIRAN 3 1**



**OUTER MODEL**



**INNER MODEL**