

LAMPIRAN

Lampiran 1.1 1

HASIL DATA

Variabel Rating

X1.1	X1.2	X1.3	X1.4	TX1
4	5	4	4	17
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
3	4	4	4	15
5	5	5	5	20
5	5	5	5	20
4	3	4	4	15
3	4	4	4	15
5	4	4	4	17
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	4	4	5	17
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20

4	4	4	4	16
5	5	5	5	20
4	4	4	5	17
4	4	4	4	16
3	3	3	3	12
5	5	5	5	20
4	4	4	4	16
4	4	4	4	16
5	5	5	5	20
4	4	4	4	16
5	5	5	4	19
3	3	3	3	12
4	5	5	4	18
4	3	4	3	14
3	4	3	3	13
5	5	5	4	19
4	5	5	5	19
4	4	4	4	16
4	4	4	4	16
3	4	4	5	16
4	4	4	4	16
5	5	5	5	20
4	5	4	5	18
4	5	4	4	17
4	4	4	4	16
3	3	3	3	12
4	4	4	4	16
4	5	4	3	16
3	3	3	4	13
5	5	5	5	20
4	5	3	5	17
4	5	5	5	19
5	5	5	5	20
4	4	5	5	18
4	5	2	4	15
4	5	4	4	17

3	3	3	4	13
3	5	3	3	14
5	5	5	4	19
4	5	5	5	19
5	5	5	5	20
5	4	5	4	18
4	4	4	4	16
5	3	5	5	18
5	5	5	5	20
5	4	4	5	18

Variabel Online customer review

X2.1	X2.2	X2.3	X2.4	TX2
5	5	4	4	18
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
4	4	4	5	17
5	5	5	5	20
5	5	5	5	20
3	4	4	4	15
4	4	5	5	18
3	3	4	4	14
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20

5	4	4	5	18
5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
5	5	5	5	20
3	5	5	5	18
5	5	5	5	20
4	4	5	4	17
4	4	5	5	18
3	3	3	3	12
3	3	5	5	16
4	4	4	4	16
5	5	5	5	20
5	5	5	5	20
4	4	5	5	18
5	4	5	5	19
4	3	5	5	17
5	4	4	4	17
4	4	4	4	16
3	3	3	3	12
3	4	4	3	14
5	5	5	4	19
4	5	4	4	17
4	4	4	5	17
3	4	5	5	17
4	4	4	5	17
5	5	5	5	20
4	5	5	5	19
3	3	4	4	14
4	4	4	4	16
5	3	5	5	18
4	4	4	4	16
5	5	5	5	20
3	3	4	4	14
5	3	4	5	17

3	4	4	5	16
4	4	5	5	18
5	5	5	5	20
5	4	4	5	18
3	3	5	5	16
5	4	4	5	18
4	4	3	3	14
3	3	4	4	14
4	5	5	5	19
5	5	5	5	20
5	5	5	5	20
3	3	4	3	13
5	5	5	4	19
5	5	5	5	20
5	5	5	5	20
4	4	5	4	17

Variabel Keputusan Pembelian

Y1.1	Y1.2	Y1.3	Y.4	TY1
5	5	4	5	19
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
3	4	4	3	14
5	5	5	4	19
3	3	4	3	13
5	5	5	5	20

5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	4	5	19
5	5	5	5	20
4	5	5	5	19
5	5	5	5	20
5	5	5	5	20
5	5	5	4	19
5	5	5	5	20
5	4	5	4	18
5	4	5	5	19
3	3	3	3	12
5	5	5	3	18
4	4	4	4	16
5	4	3	4	16
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	5	4	4	18
4	4	4	5	17
4	4	4	3	15
3	3	4	3	13
5	4	4	4	17
5	4	4	5	18
4	4	4	4	16
5	5	5	5	20
5	5	5	5	20
5	5	3	3	16
5	5	5	5	20
4	5	5	4	18
4	4	4	4	16

4	4	4	4	16
3	5	3	3	14
4	4	4	4	16
4	5	5	4	18
3	3	3	3	12
5	5	5	5	20
3	4	4	3	14
4	3	4	4	15
5	5	5	5	20
5	5	5	5	20
4	4	5	4	17
4	5	4	4	17
3	3	3	3	12
3	3	3	3	12
5	5	5	5	20
5	5	5	5	20
5	5	5	5	20
5	4	4	3	16
5	5	4	4	18
4	5	5	5	19
5	5	5	5	20
5	5	5	4	19

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Outer Loading

Variabel	Indikator	X1	X2	Y
RATING	X1.1	0.912		
	X1.2	0.826		
	X1.3	0.907		
	X1.4	0.869		
	X2.1		0.824	
	X2.2		0.816	

ONLINE CUSTOMER REVIEW	X2.3		0.841	
	X2.4		0.832	
KEPUTUSAN PEMBELIAN	Y1.1			0.890
	Y1.2			0.879
	Y1.3			0.870
	Y1.4			0.899

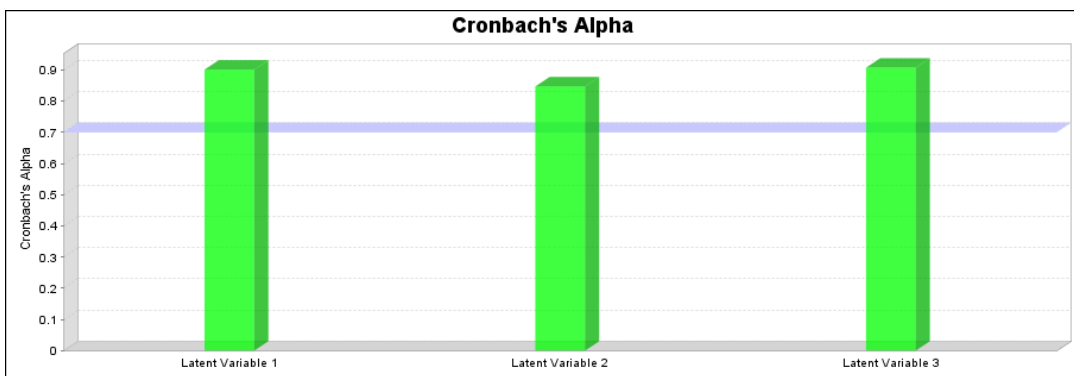
Cross Loading

	X1	X2	Y
X1.1	0.912	0.591	0.629
X1.2	0.826	0.576	0.572
X1.3	0.907	0.639	0.697
X1.4	0.869	0.635	0.668
X2.1	0.603	0.824	0.660
X2.2	0.664	0.816	0.652
X2.3	0.554	0.841	0.690
X2.4	0.492	0.832	0.699
Y1.1	0.640	0.692	0.890
Y1.2	0.552	0.785	0.879
Y1.3	0.692	0.655	0.870
Y1.4	0.709	0.749	0.899

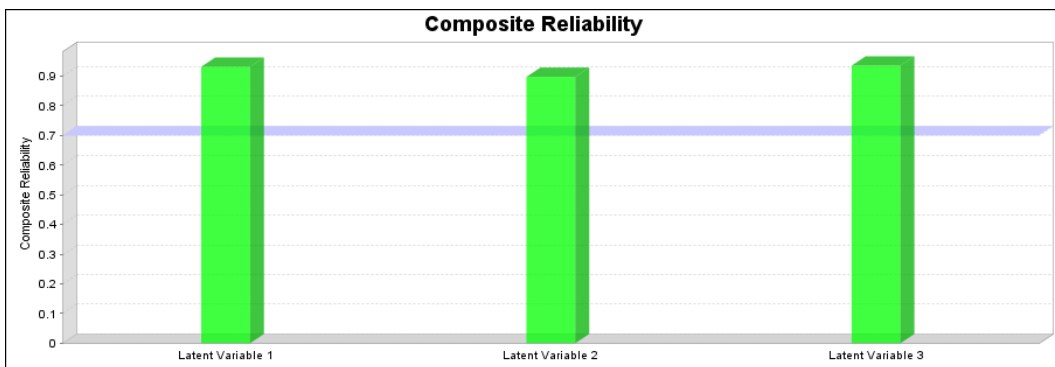
Uji Reliability

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.901	0.931	0.773
X2	0.848	0.897	0.686
Y	0.907	0.935	0.783

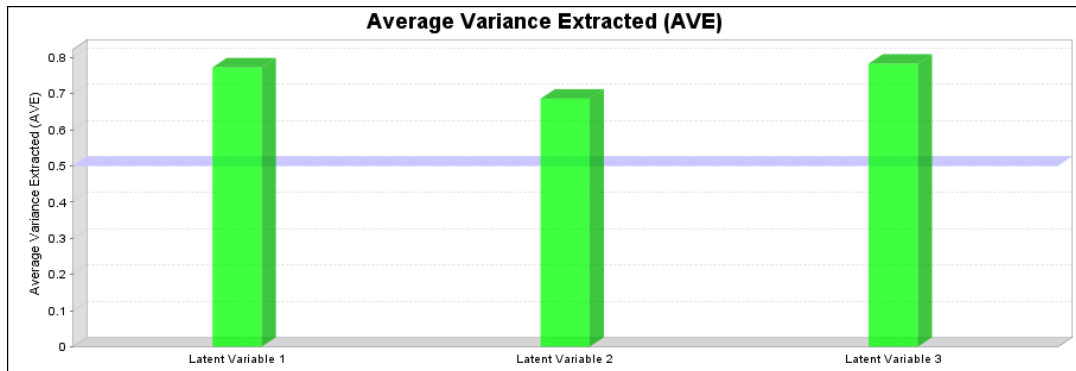
Cronbach's Alpha



Composite Reliability



Average Variance Extracted (AVE)



R-Square (R^2)

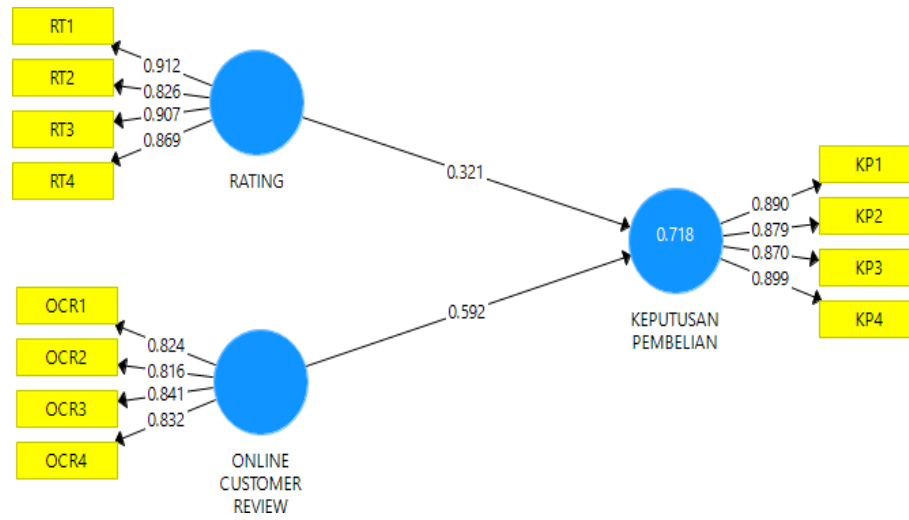
	R Square
KEPUTUSAN PEMBELIAN	0.718

Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values
X1 → Y	0.321	2,611	0.009
X2 → Y	0.592	5,694	0.000

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Outer Model



Inner Model

