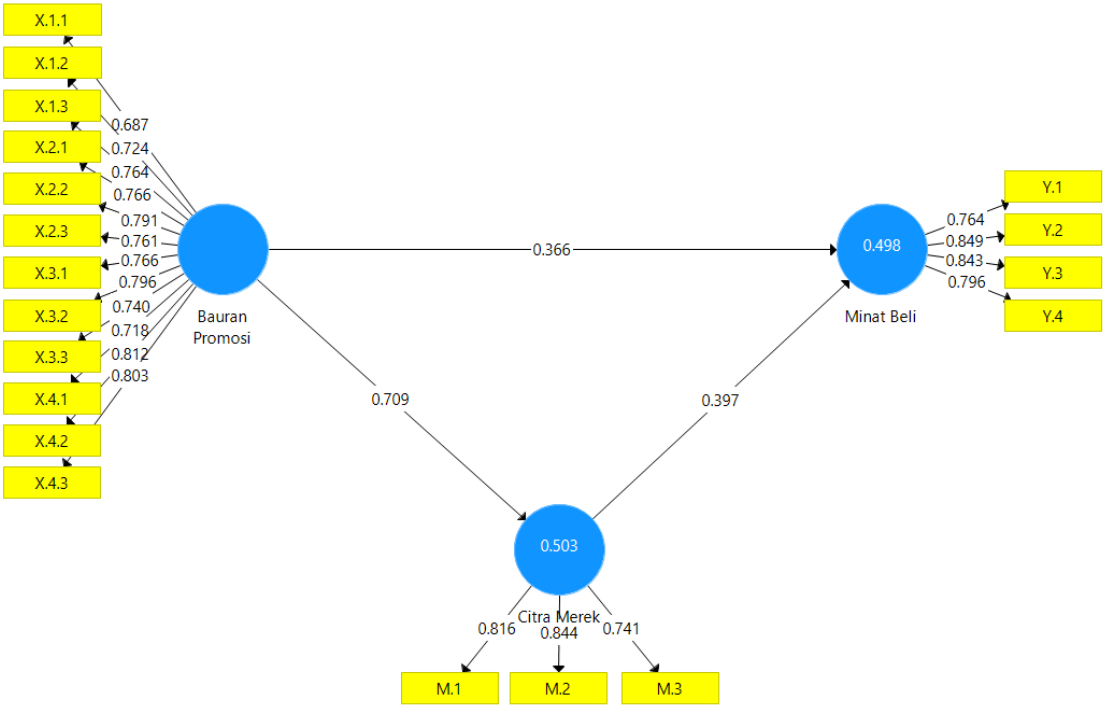
Hasil Output Pengolahan Data



- **Uji Validitas**

  a. **Validitas Konvergen**

Outer Loadings

Matrix

	Bauran Pro...	Citra Merek	Minat Beli
M.1		0.816	
M.2		0.844	
M.3		0.741	
X.1.1	0.687		
X.1.2	0.724		
X.1.3	0.764		
X.2.1	0.766		
X.2.2	0.791		
X.2.3	0.761		
X.3.1	0.766		
X.3.2	0.796		
X.3.3	0.740		
X.4.1	0.718		
X.4.2	0.812		
X.4.3	0.803		
Y.1			0.764
Y.2			0.849
Y.3			0.843
Y.4			0.796

Construct Reliak

Matrix | C | Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Bauran Promosi	0.580
Citra Merek	0.642
Minat Beli	0.662

b. Validitas Diskriminan

Fornell-Larcker Criterion | Cross Loadings | Hete

	Bauran Pro...	Citra Merek	Minat Beli
M.1	0.663	0.816	0.640
M.2	0.590	0.844	0.495
M.3	0.399	0.741	0.398
X.1.1	0.687	0.443	0.455
X.1.2	0.724	0.456	0.488
X.1.3	0.764	0.539	0.445
X.2.1	0.766	0.545	0.456
X.2.2	0.791	0.551	0.449
X.2.3	0.761	0.526	0.552
X.3.1	0.766	0.569	0.559
X.3.2	0.796	0.546	0.520
X.3.3	0.740	0.592	0.478
X.4.1	0.718	0.596	0.469
X.4.2	0.812	0.546	0.508
X.4.3	0.803	0.550	0.527
Y.1	0.459	0.468	0.764
Y.2	0.559	0.567	0.849
Y.3	0.602	0.570	0.843
Y.4	0.474	0.526	0.796

- **Uji Reliabilitas**

  Cronbach's alpha & Composite reliability

Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
Bauran Promosi	0.934	0.935	0.943
Citra Merek	0.729	0.754	0.843
Minat Beli	0.830	0.838	0.887

- **R Square**

R Square

Matrix | R Square | R Square Adjusted

	R Square	R Square Adjusted
Citra Merek	0.503	0.501
Minat Beli	0.498	0.493

- **Path Cofficients**

Path Coefficients

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Bauran Promosi -> Citra Merek	0.709	0.716	0.039	18.333	0.000
Bauran Promosi -> Minat Beli	0.366	0.383	0.090	4.073	0.000
Citra Merek -> Minat Beli	0.397	0.381	0.095	4.173	0.000

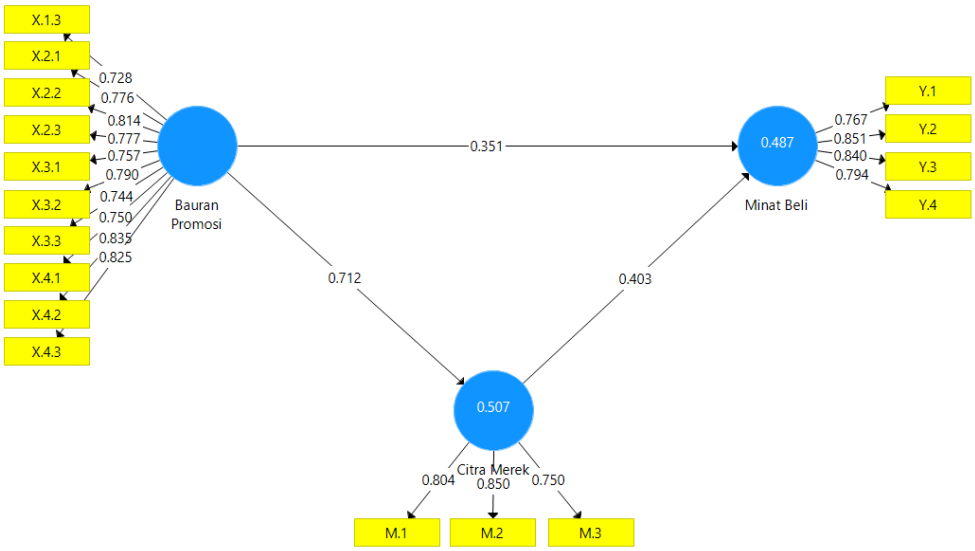
- **Indirect Effect**

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples

	Original Sa...	Sample Me...	Standard D...	T Statistics (...	P Values
Bauran Promosi -> Citra Merek -> Minat Beli	0.282	0.272	0.067	4.224	0.000

Karena pada indikator X.1.1 memiliki nilai di bawah 0,7 , maka indikator X.1.1 tidak valid dan dihapus. Setelah dihapus dan di uji ulang, menghasilkan indikator X.1.2 juga memiliki nilai dibawah 0,7 (tidak valid juga) dan dihapus. Sehingga berikut ini adalah hasil olah data setelah indikator X.1.1 dan X.1.2 dihapus.



- **Uji Validitas**

  a. **Validitas Konvergen**

Outer Loadings

Matrix

	Bauran Pro...	Citra Merek	Minat Beli
M.1		0.804	
M.2		0.850	
M.3		0.750	
X.1.3	0.728		
X.2.1	0.776		
X.2.2	0.814		
X.2.3	0.777		
X.3.1	0.757		
X.3.2	0.790		
X.3.3	0.744		
X.4.1	0.750		
X.4.2	0.835		
X.4.3	0.825		
Y.1			0.767
Y.2			0.851
Y.3			0.840
Y.4			0.794

Construct R

Matrix | ity | Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Bauran Pro...	0.609
Citra Merek	0.644
Minat Beli	0.662

b. Validitas Diskriminan

Discriminant Validity

Fornell-Larcker Criterion | Cross Loadings | Heterc

	Bauran Pro...	Citra Merek	Minat Beli
M.1	0.625	0.804	0.638
M.2	0.620	0.850	0.496
M.3	0.433	0.750	0.398
X.1.3	0.728	0.534	0.445
X.2.1	0.776	0.544	0.456
X.2.2	0.814	0.552	0.448
X.2.3	0.777	0.525	0.552
X.3.1	0.757	0.566	0.558
X.3.2	0.790	0.544	0.520
X.3.3	0.744	0.592	0.479
X.4.1	0.750	0.596	0.469
X.4.2	0.835	0.545	0.508
X.4.3	0.825	0.549	0.527
Y.1	0.465	0.468	0.767
Y.2	0.564	0.565	0.851
Y.3	0.576	0.564	0.840
Y.4	0.460	0.521	0.794

- **Uji Reliabilitas**

  Cronbach's alpha & Composite reliability

Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliabi

	Cronbach's Alpha	rho_A	Composite Reliabili...
Bauran Pro...	0.928	0.929	0.940
Citra Merek	0.729	0.746	0.844
Minat Beli	0.830	0.837	0.887

- **R Square**

R Square

Matrix | R Square | R Square Adjusted

	R Square	R Square A...
Citra Merek	0.507	0.504
Minat Beli	0.487	0.482

- **Path Cofficients**

Path Coefficients

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Bauran Promosi -> Citra Merek	0.712	0.712	0.039	18.217	0.000
Bauran Promosi -> Minat Beli	0.351	0.369	0.086	4.077	0.000
Citra Merek -> Minat Beli	0.403	0.393	0.088	4.583	0.000

- **Indirect Effect**

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples | Copy to Cli

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Bauran Promosi -> Citra Merek -> Minat Beli	0.287	0.280	0.063	4.575	0.000