

### LAMPIRAN 3

#### OUTER LOADING

	Citra Merek	E-Wom	Kualitas Produk	Minat Beli
cm1	0,978			
cm2	0,978			
cm3	0,978			
cm4	0,798			
cm5	0,978			
ew1		0,755		
ew2		0,930		
ew3		0,930		
ew4		0,778		
ew5		0,930		
ew6		0,930		
ew7		0,930		
kp1			0,964	
kp2			0,972	
kp3			0,972	
kp4			0,964	
kp5			0,972	
mb1				0,737
mb2				0,972
mb3				0,807
mb4				0,972
mb5				0,807

#### CROSS LOADING

	Citra Merek	E-Wom	Kualitas Produk	Minat Beli
Citra Merek	0,892			
E-Wom	0,706	0,838		
Kualitas Produk	0,600	0,990	0,969	
Minat Beli	0,913	0,934	0,875	0,864

#### Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Citra Merek	0,913	0,920	0,948	0,796
E-Wom	0,918	0,914	0,940	0,701
Kualitas Produk	0,984	0,998	0,987	0,939
Minat Beli	0,911	0,927	0,936	0,747

### R SQUARE

	R Square	R Square
Minat Beli	0,700	0,690

### PATCH COEFISIEN

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Citra Merek -> Minat Beli	0,579	0,467	0,169	3,420	0,001
E-Wom -> Minat Beli	0,156	0,150	0,145	1,070	0,285
Kualitas Produk -> Minat Beli	0,373	0,440	0,175	2,128	0,034