

Path Coefficients

	BRAND AWARENESS	DIGITAL MARKETING	KEPUTUSAN KUNJUNGAN
BRAND AWARENESS			0.376
DIGITAL MARKETING	0.508		0.484
KEPUTUSAN KUNJUNGAN			

Total Indirect Effects

	BRAND AWARENESS	DIGITAL MARKETING	KEPUTUSAN KUNJUNGAN
BRAND AWARENESS			
DIGITAL MARKETING			0.191
KEPUTUSAN KUNJUNGAN			

Outer Loadings

	BRAND AWARENESS	DIGITAL MARKETING	KEPUTUSAN KUNJUNGAN
X2		0.889	
X3		0.900	
X4		0.919	
X5		0.888	
X6		0.901	
X7		0.883	
X8		0.894	
Y.1			0.894
Y.2			0.913
Y.3			0.904
Y.4			0.917
Y.5			0.883
Y.6			0.883
Z.1	0.938		
Z.2	0.933		
Z.3	0.944		
Z.4	0.936		
Z.5	0.928		
X1		0.880	

R Square

	R Square	R Square Adjusted
BRAND AWARENESS	0.258	0.250
KEPUTUSAN KUNJUNGAN	0.561	0.552

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BRAND AWARENESS	0.965	0.968	0.972	0.876
DIGITAL MARKETING	0.964	0.966	0.970	0.800
KEPUTUSAN KUNJUNGAN	0.953	0.955	0.962	0.808

Cross Loadings

	BRAND AWARENESS	DIGITAL MARKETING	KEPUTUSAN KUNJUNGAN
X2	0.470	0.889	0.654
X3	0.477	0.900	0.645
X4	0.424	0.919	0.584
X5	0.521	0.888	0.630
X6	0.420	0.901	0.579
X7	0.385	0.883	0.594
X8	0.397	0.894	0.557
Y.1	0.491	0.597	0.894
Y.2	0.655	0.662	0.913
Y.3	0.563	0.623	0.904
Y.4	0.534	0.604	0.917
Y.5	0.623	0.569	0.883
Y.6	0.462	0.579	0.883
Z.1	0.938	0.433	0.537
Z.2	0.933	0.476	0.556
Z.3	0.944	0.527	0.644
Z.4	0.936	0.468	0.539
Z.5	0.928	0.463	0.618
X1	0.515	0.880	0.572

Heterotrait-Monotrait Ratio (HTMT)

	BRAND AWARENESS	DIGITAL MARKETING	KEPUTUSAN KUNJUNGAN
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BRAND AWARENESS			
DIGITAL MARKETING	0.521		
KEPUTUSAN KUNJUNGAN	0.641	0.700	

Fit Summary

	Saturated Model	Estimated Model
SRMR	0.051	0.051
d_ULS	0.501	0.501
d_G	0.510	0.510
Chi-Square	277.660	277.660
NFI	0.883	0.883

rms Theta

rms Theta	0.163
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Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BRAND AWARENESS -> KEPUTUSAN KUNJUNGAN	0.376	0.366	0.095	3.935	0.000
DIGITAL MARKETING -> BRAND AWARENESS	0.508	0.510	0.110	4.607	0.000
DIGITAL MARKETING -> KEPUTUSAN KUNJUNGAN	0.484	0.496	0.092	5.252	0.000

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
DIGITAL MARKETING -> BRAND AWARENESS -> KEPUTUSAN KUNJUNGAN	0.191	0.185	0.059	3.251	0.001