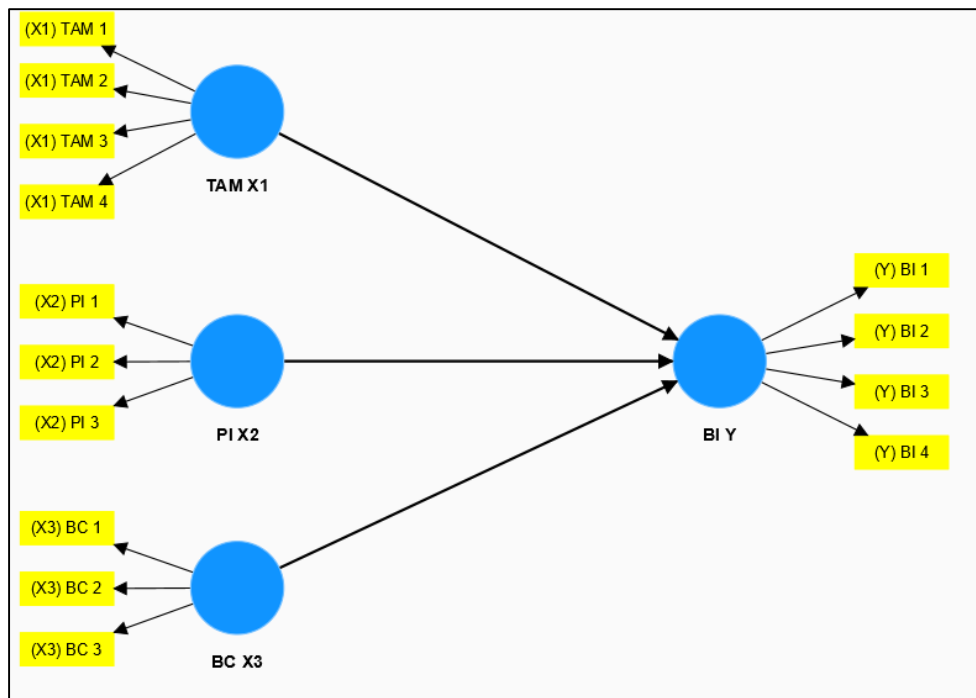


## Model Penelitian



**Gambar 2** Diagram Jalur

Outer loadings - Matrix					
	BC X3	BI Y	PI X2	TAM X1	
(X1) TAM 1				0.731	
(X1) TAM 2				0.836	
(X1) TAM 3				0.851	
(X1) TAM 4				0.749	
(X2) PI 1			0.874		
(X2) PI 2			0.887		
(X2) PI 3			0.842		
(X3) BC 1	0.822				
(X3) BC 2	0.761				
(X3) BC 3	0.757				
(Y) BI 1		0.735			
(Y) BI 2		0.868			
(Y) BI 3		0.732			
(Y) BI 4		0.847			

**Gambar 3** Hasil Outer Loading Diagram Jalur

Berdasarkan hasil diatas didapatkan nilai outer loading diatas 0,7.

## **UJI VALIDITAS DAN RELIABILITAS**

***Tabel 3. 1 Hasil Uji Validitas Konvergen***

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BC X3	0.681	0.686	0.824	0.610
BI Y	0.807	0.815	0.874	0.636
PI X2	0.836	0.840	0.901	0.753
TAM X1	0.804	0.822	0.871	0.630

Sumber : Pengolahan data dengan PLS, 2024

***Tabel 3. 2 Hasil Uji Validitas Diskriminan***

	BC X3	BI Y	PI X2	TAM X1
BC X3	0.781			
BI Y	0.528	0.798		
PI X2	0.364	0.579	0.868	
TAM X1	0.478	0.641	0.650	0.793

Sumber : Pengolahan data dengan PLS, 2024

***Tabel 3. 3 Cross Loading***

	BC X3	BI Y	PI X2	TAM X1
(X1) TAM 1	0.350	0.428	0.497	0.731
(X1) TAM 2	0.346	0.527	0.562	0.836
(X1) TAM 3	0.436	0.603	0.599	0.851

(X1) TAM 4	0.381	0.453	0.385	0.749
(X2) PI 1	0.246	0.472	0.874	0.573
(X2) PI 2	0.382	0.538	0.887	0.586
(X2) PI 3	0.312	0.495	0.842	0.533
(X3) BC 1	0.822	0.443	0.410	0.389
(X3) BC 2	0.761	0.357	0.186	0.374
(X3) BC 3	0.757	0.429	0.239	0.358
(Y) BI 1	0.522	0.735	0.318	0.478
(Y) BI 2	0.436	0.868	0.471	0.592
(Y) BI 3	0.317	0.732	0.537	0.421
(Y) BI 4	0.409	0.847	0.522	0.541

Sumber : Pengolahan data dengan PLS, 2024

***Tabel 3. 4 Composite Reliability dan AVE***

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BC X3	0.681	0.686	0.824	0.610
BI Y	0.807	0.815	0.874	0.636
PI X2	0.836	0.840	0.901	0.753
TAM X1	0.804	0.822	0.871	0.630

Sumber : Pengolahan data dengan PLS, 2024

## **STRUKTUAL MODEL**

### **UJI R SQUARE**

*Tabel 3. 5 Nilai R – Square*

	R-square	R-square adjusted
BI Y	0.512	0.496

Sumber : Pengolahan data dengan PLS, 2024

### **UJI HIPOTESIS**

*Tabel 3. 6 Bootsraping*

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
BC X3 -> BI Y	0.269	0.277	0.100	2.686	0.007
PI X2 -> BI Y	0.256	0.253	0.124	2.060	0.039
TAM X1 - > BI Y	0.346	0.358	0.118	2.939	0.003

Sumber : Pengolahan data dengan PLS, 2024