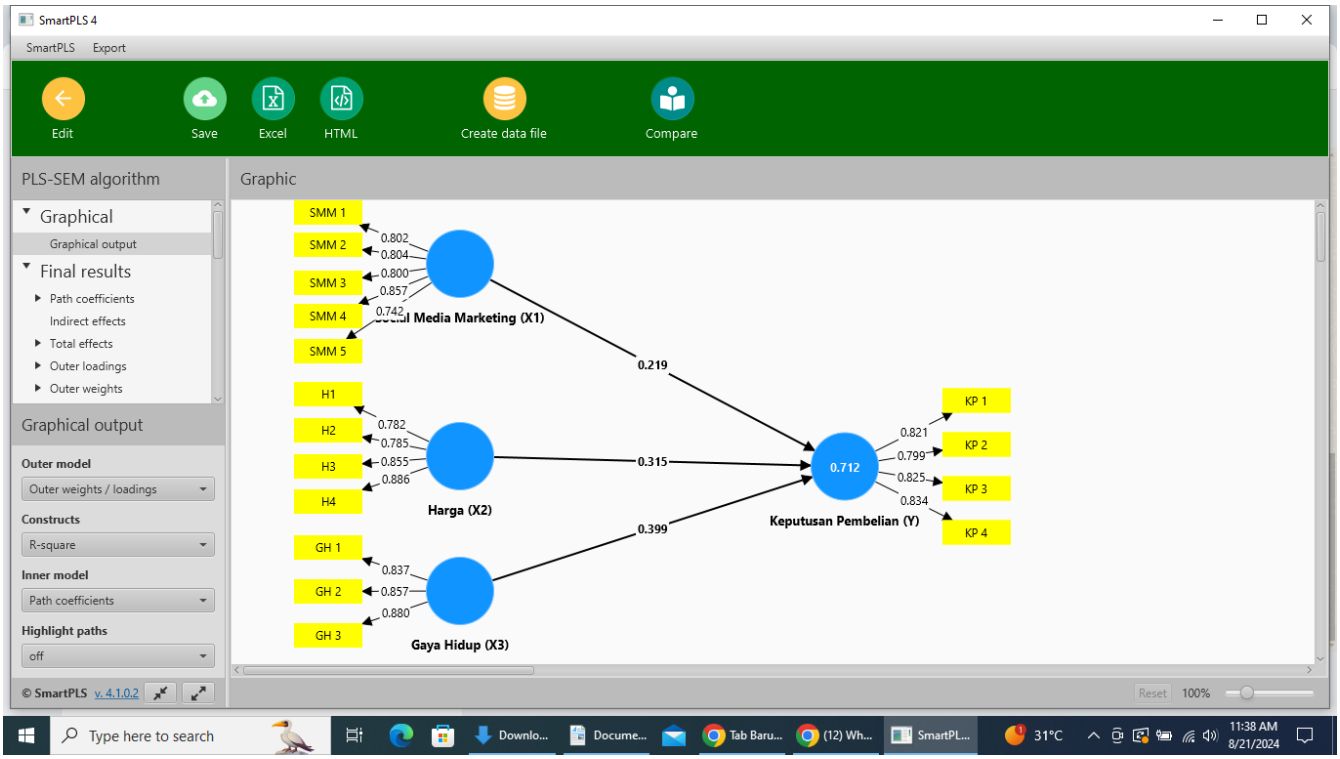
SmartPLS 4
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PLS-SEM algorithm
Graphical
Graphical output
Final results
Path coefficients
Indirect effects
Total effects
Outer loadings
Outer weights
Graphical output
Outer model
Outer weights / loadings
Constructs
R-square
Inner model
Path coefficients
Highlight paths
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Graphic
SMM 1
SMM 2
SMM 3
SMM 4
SMM 5
0.802
0.804
0.800
0.857
0.742
Social Media Marketing (X1)
0.219
H1
H2
H3
H4
0.782
0.785
0.855
0.886
Harga (X2)
0.315
0.712
Keputusan Pembelian (Y)
0.399
GH 1
GH 2
GH 3
0.837
0.857
0.880
Gaya Hidup (X3)
KP 1
KP 2
KP 3
KP 4
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0.799
0.825
0.834
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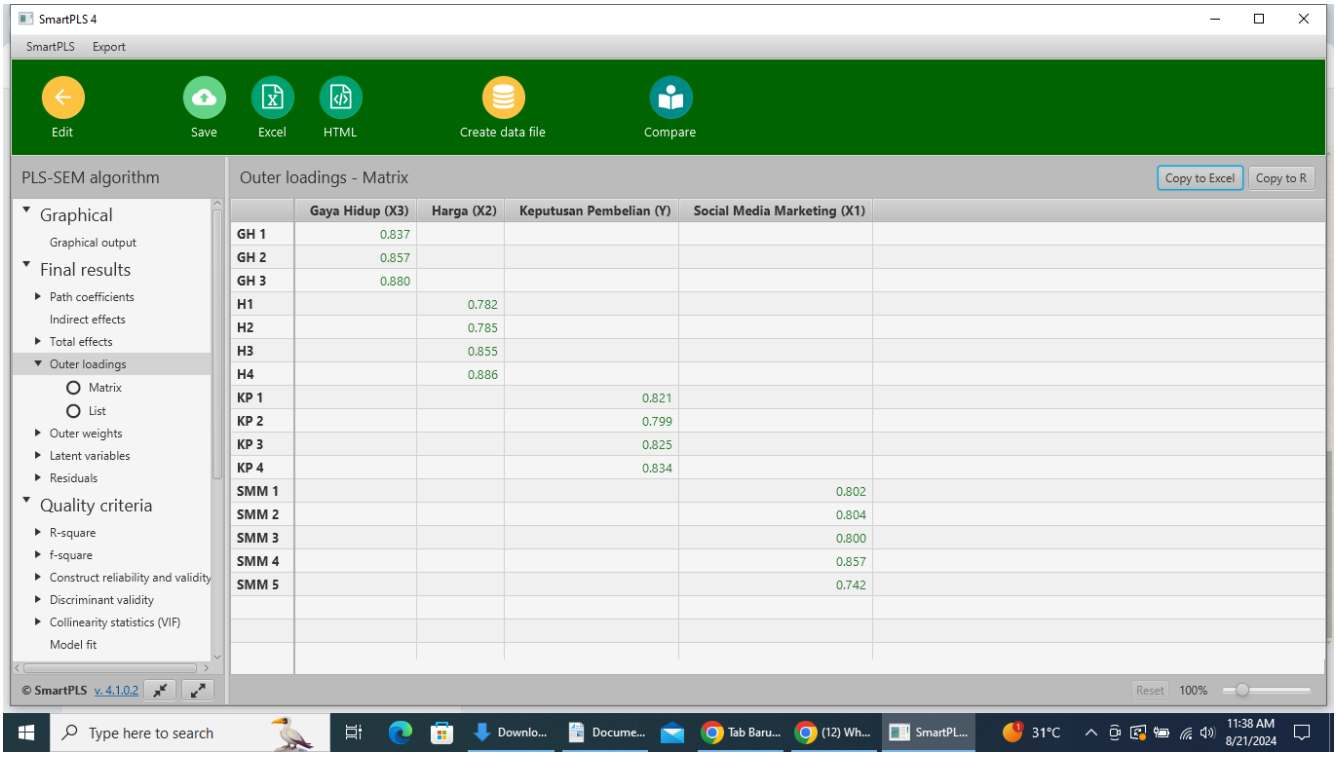
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Graphical
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Final results
Path coefficients
Indirect effects
Total effects
Outer loadings
Matrix
List
Outer weights
Latent variables
Residuals
Quality criteria
R-square
f-square
Construct reliability and validity
Discriminant validity
Collinearity statistics (VIF)
Model fit
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Outer loadings - Matrix
Copy to Excel
Copy to R
Gaya Hidup (X3)
Harga (X2)
Keputusan Pembelian (Y)
Social Media Marketing (X1)
GH 1 0.837
GH 2 0.857
GH 3 0.880
H1 0.782
H2 0.785
H3 0.855
H4 0.886
KP 1 0.821
KP 2 0.799
KP 3 0.825
KP 4 0.834
SMM 1 0.802
SMM 2 0.804
SMM 3 0.800
SMM 4 0.857
SMM 5 0.742
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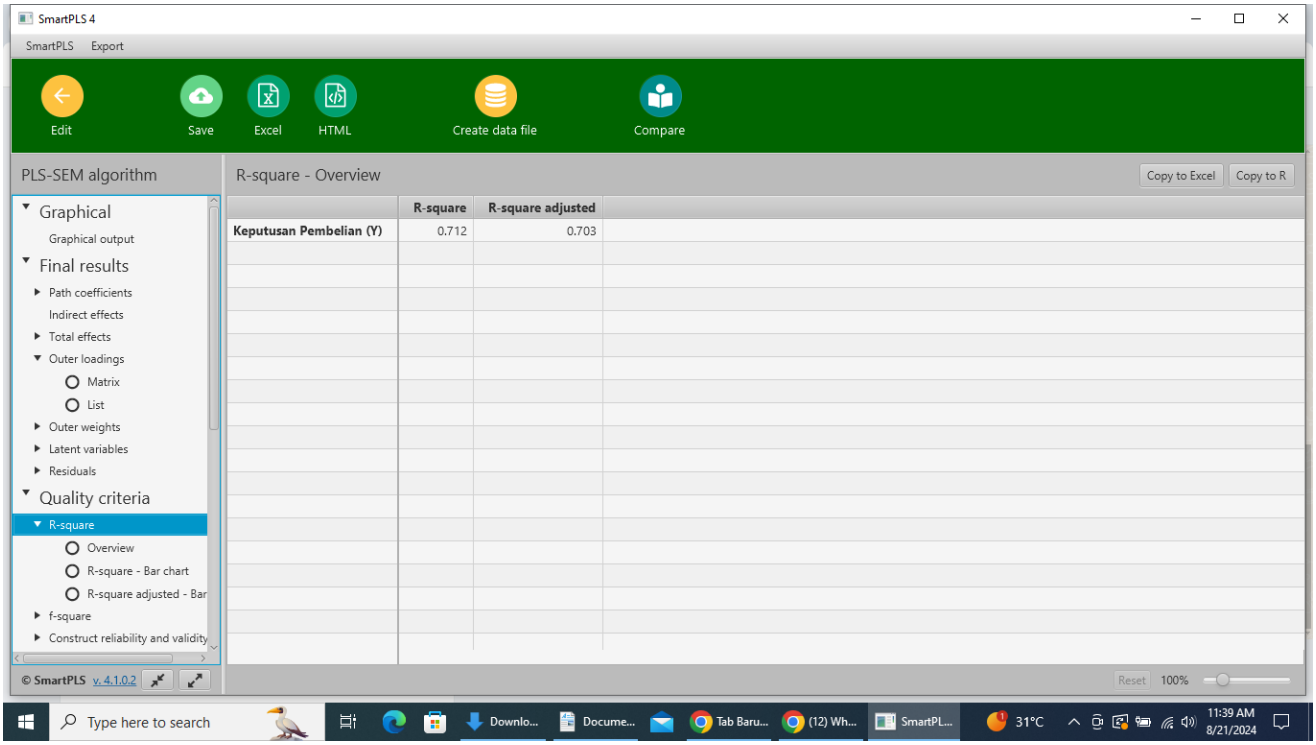
SmartPLS 4
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PLS-SEM algorithm
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Graphical output
Final results
Path coefficients
Indirect effects
Total effects
Outer loadings
Matrix
List
Outer weights
Latent variables
Residuals
Quality criteria
R-square
Overview
R-square - Bar chart
R-square adjusted - Bar
f-square
Construct reliability and validity
R-square - Overview
Copy to Excel
Copy to R
R-square
R-square adjusted
Keputusan Pembelian (Y)
0.712
0.703
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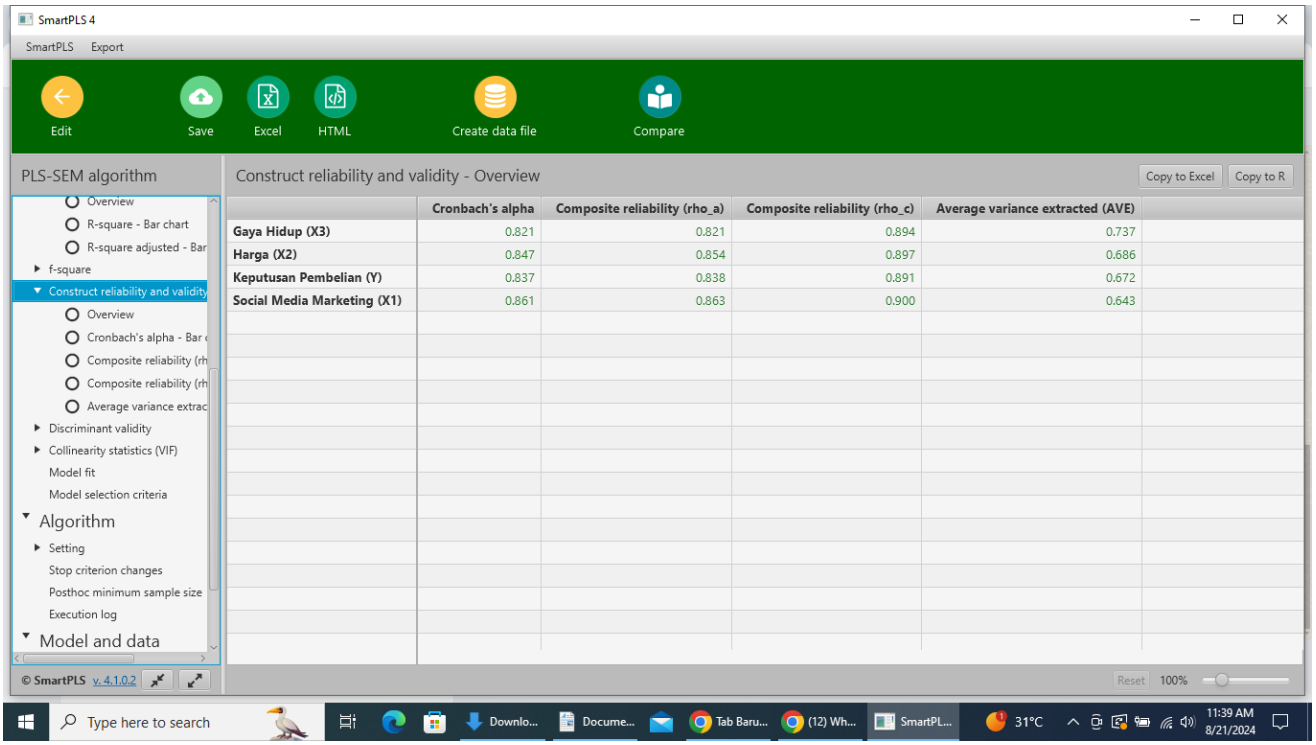
SmartPLS 4
SmartPLS
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Excel
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Create data file
Compare
PLS-SEM algorithm
Construct reliability and validity - Overview
Copy to Excel
Copy to R
Cronbach's alpha
Composite reliability (rho_a)
Composite reliability (rho_c)
Average variance extracted (AVE)
Gaya Hidup (X3)
0.821
0.821
0.894
0.737
Harga (X2)
0.847
0.854
0.897
0.686
Keputusan Pembelian (Y)
0.837
0.838
0.891
0.672
Social Media Marketing (X1)
0.861
0.863
0.900
0.643
Discriminant validity
Collinearity statistics (VIF)
Model fit
Model selection criteria
Algorithm
Setting
Stop criterion changes
Posthoc minimum sample size
Execution log
Model and data
Reset
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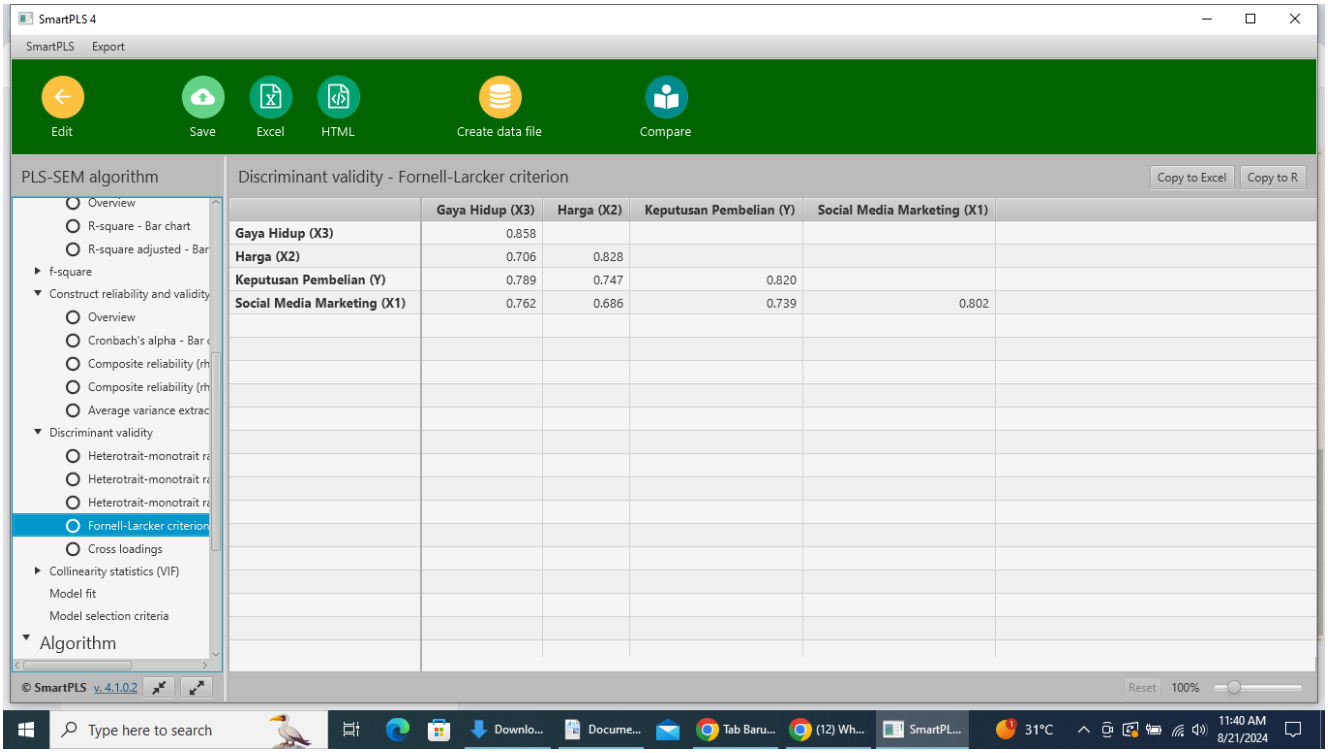
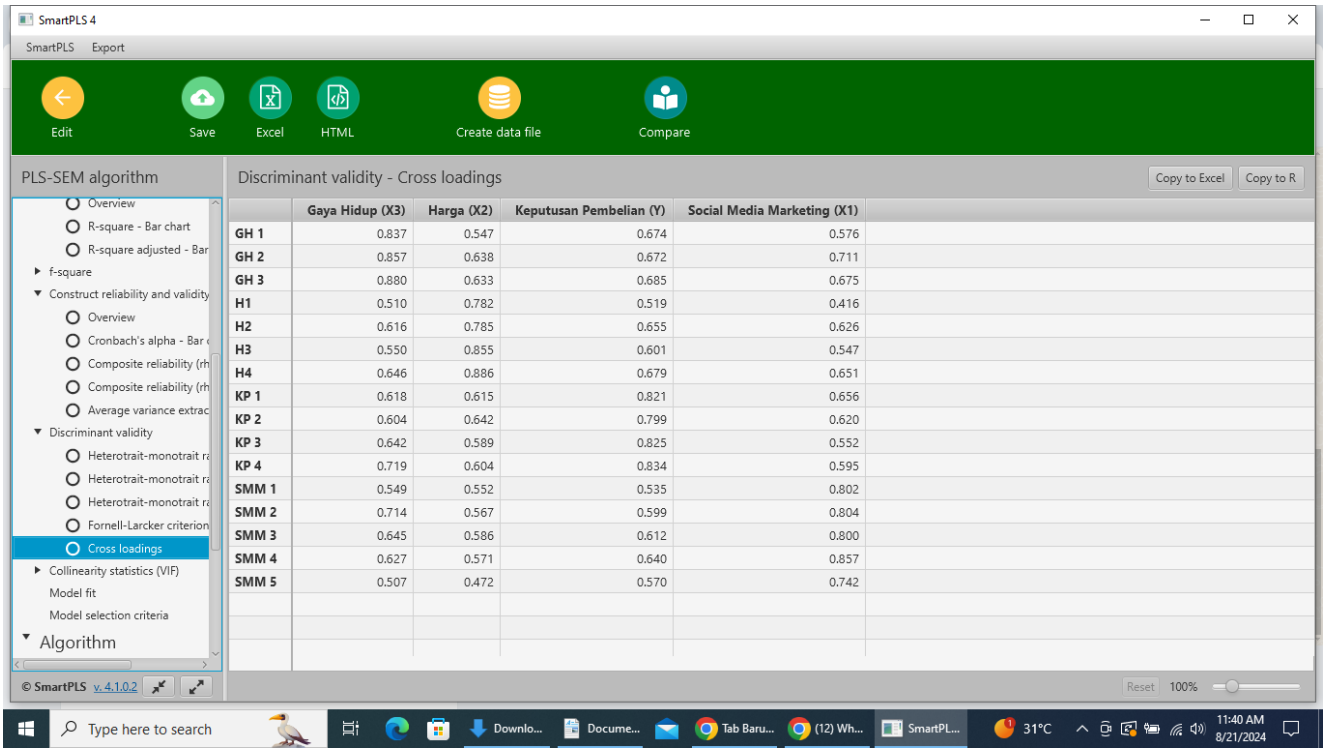
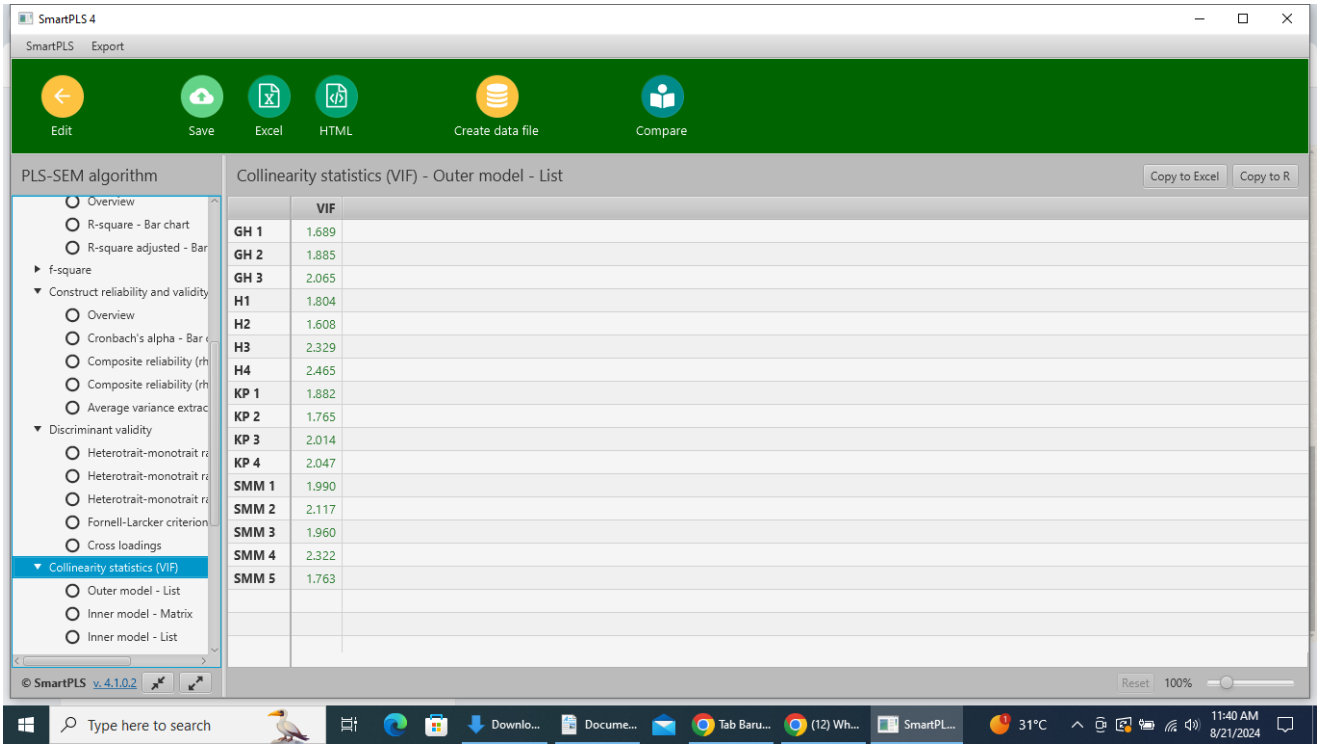


	Gaya Hidup (X3)	Harga (X2)	Keputusan Pembelian (Y)	Social Media Marketing (X1)
Gaya Hidup (X3)	0.858			
Harga (X2)	0.706	0.828		
Keputusan Pembelian (Y)	0.789	0.747	0.820	
Social Media Marketing (X1)	0.762	0.686	0.739	0.802



	Gaya Hidup (X3)	Harga (X2)	Keputusan Pembelian (Y)	Social Media Marketing (X1)
GH 1	0.837	0.547	0.674	0.576
GH 2	0.857	0.638	0.672	0.711
GH 3	0.880	0.633	0.685	0.675
H1	0.510	0.782	0.519	0.416
H2	0.616	0.785	0.655	0.626
H3	0.550	0.855	0.601	0.547
H4	0.646	0.886	0.679	0.651
KP 1	0.618	0.615	0.821	0.656
KP 2	0.604	0.642	0.799	0.620
KP 3	0.642	0.589	0.825	0.552
KP 4	0.719	0.604	0.834	0.595
SMM 1	0.549	0.552	0.535	0.802
SMM 2	0.714	0.567	0.599	0.804
SMM 3	0.645	0.586	0.612	0.800
SMM 4	0.627	0.571	0.640	0.857
SMM 5	0.507	0.472	0.570	0.742


SmartPLS 4
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Compare
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Collinearity statistics (VIF) - Outer model - List
Copy to Excel
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Overview
R-square - Bar chart
R-square adjusted - Bar
f-square
Construct reliability and validity
Overview
Cronbach's alpha - Bar
Composite reliability (rh
Composite reliability (rh
Average variance extrac
Discriminant validity
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Heterotrait-monotrait ra
Fornell-Larcker criterion
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Collinearity statistics (VIF)
Outer model - List
Inner model - Matrix
Inner model - List
VIF
GH 1 1.689
GH 2 1.885
GH 3 2.065
H1 1.804
H2 1.608
H3 2.329
H4 2.465
KP 1 1.882
KP 2 1.765
KP 3 2.014
KP 4 2.047
SMM 1 1.990
SMM 2 2.117
SMM 3 1.960
SMM 4 2.322
SMM 5 1.763
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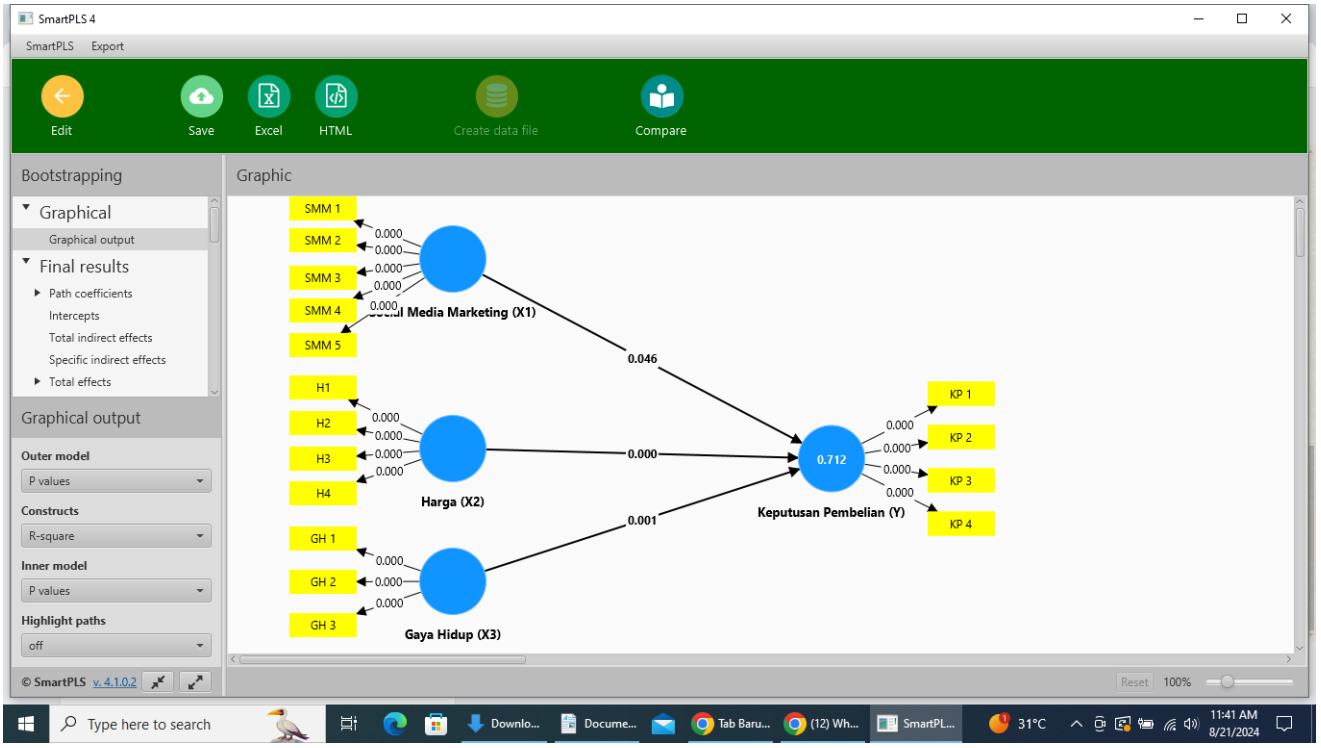
SmartPLS 4
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Bootstrapping
Graphical
Graphical output
Final results
Path coefficients
Intercepts
Total indirect effects
Specific indirect effects
Total effects
Graphical output
Outer model
P values
Constructs
R-square
Inner model
P values
Highlight paths
off
Graphic
SMM 1
SMM 2
SMM 3
SMM 4
SMM 5
H1
H2
H3
H4
GH 1
GH 2
GH 3
KP 1
KP 2
KP 3
KP 4
0.712
Harga (X2)
Keputusan Pembelian (Y)
Gaya Hidup (X3)
0.046
0.000
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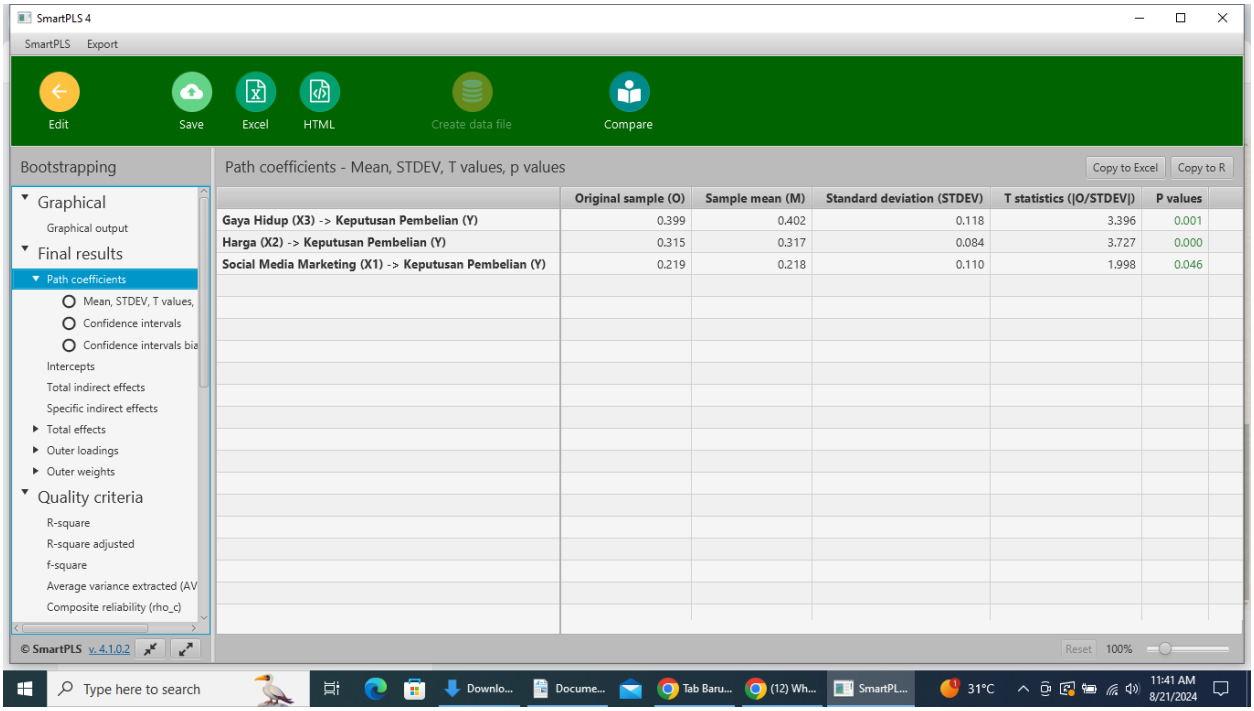
SmartPLS 4
SmartPLS
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Excel
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Create data file
Compare
Bootstrapping
Graphical
Graphical output
Final results
Path coefficients
Mean, STDEV, T values,
Confidence intervals
Confidence intervals bia
Intercepts
Total indirect effects
Specific indirect effects
Total effects
Outer loadings
Outer weights
Quality criteria
R-square
R-square adjusted
f-square
Average variance extracted (AV
Composite reliability (rho_c)
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Path coefficients - Mean, STDEV, T values, p values
Copy to Excel
Copy to R
Original sample (O)
Sample mean (M)
Standard deviation (STDEV)
T statistics (|O/STDEV|)
P values
Gaya Hidup (X3) -> Keputusan Pembelian (Y) 0.399 0.402 0.118 3.396 0.001
Harga (X2) -> Keputusan Pembelian (Y) 0.315 0.317 0.084 3.727 0.000
Social Media Marketing (X1) -> Keputusan Pembelian (Y) 0.219 0.218 0.110 1.998 0.046
Reset
100%
Type here to search
31°C
11:41 AM
8/21/2024