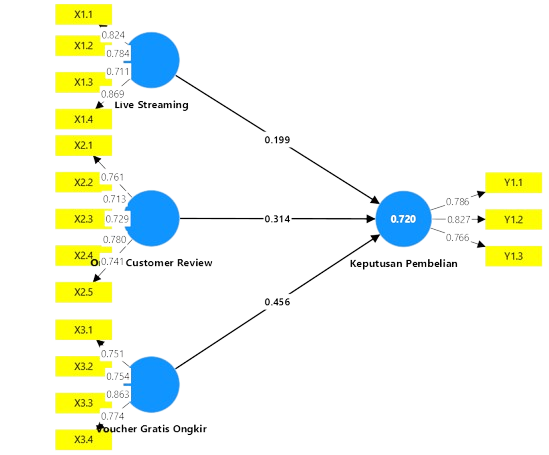
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Keputusan Pembelian** | **Live Streaming** | **Online Customer Review** | **Voucher Gratis Ongkir** |
| **X1.1** |  | 0.824 |  |  |
| **X1.2** |  | 0.784 |  |  |
| **X1.3** |  | 0.711 |  |  |
| **X1.4** |  | 0.869 |  |  |
| **X2.1** |  |  | 0.761 |  |
| **X2.2** |  |  | 0.713 |  |
| **X2.3** |  |  | 0.729 |  |
| **X2.4** |  |  | 0.780 |  |
| **X2.5** |  |  | 0.741 |  |
| **X3.1** |  |  |  | 0.751 |
| **X3.2** |  |  |  | 0.754 |
| **X3.3** |  |  |  | 0.863 |
| **X3.4** |  |  |  | 0.774 |
| **Y1.1** | 0.786 |  |  |  |
| **Y1.2** | 0.827 |  |  |  |
| **Y1.3** | 0.766 |  |  |  |



|  |  |
| --- | --- |
|  | **Average variance extracted (AVE)** |
| **Keputusan Pembelian** | 0.630 |
| **Live Streaming** | 0.639 |
| **Online Customer Review** | 0.555 |
| **Voucher Gratis Ongkir** | 0.619 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Keputusan Pembelian** | **Live Streaming** | **Online Customer Review** | **Voucher Gratis Ongkir** |
| **Keputusan Pembelian** | 0.793 |  |  |  |
| **Live Streaming** | 0.643 | 0.799 |  |  |
| **Online Customer Review** | 0.763 | 0.675 | 0.745 |  |
| **Voucher Gratis Ongkir** | 0.774 | 0.509 | 0.690 | 0.787 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Cronbach's alpha** | **Composite reliability (rho\_a)** | **Composite reliability (rho\_c)** |  |
| **Keputusan Pembelian** | 0.705 | 0.708 | 0.836 |  |
| **Live Streaming** | 0.812 | 0.827 | 0.875 |  |
| **Online Customer Review** | 0.802 | 0.809 | 0.862 |  |
| **Voucher Gratis Ongkir** | 0.798 | 0.810 | 0.866 |  |

|  |  |  |
| --- | --- | --- |
|  | **R-square** | **R-square adjusted** |
| **Keputusan Pembelian** | 0.720 | 0.712 |

|  |  |
| --- | --- |
|  | **f-square** |
| **Live Streaming -> Keputusan Pembelian** | 0.077 |
| **Online Customer Review -> Keputusan Pembelian** | 0.135 |
| **Voucher Gratis Ongkir -> Keputusan Pembelian** | 0.386 |

|  |  |  |
| --- | --- | --- |
|  | **Saturated model** | **Estimated model** |
| **SRMR** | 0.077 | 0.077 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Original sample (O)** | **Sample mean (M)** | **Standard deviation (STDEV)** | **T statistics (|O/STDEV|)** | **P values** |
| **Live Streaming -> Keputusan Pembelian** | 0.199 | 0.202 | 0.080 | 2.502 | 0.012 |
| **Online Customer Review -> Keputusan Pembelian** | 0.314 | 0.318 | 0.086 | 3.633 | 0.000 |
| **Voucher Gratis Ongkir -> Keputusan Pembelian** | 0.456 | 0.453 | 0.082 | 5.542 | 0.000 |