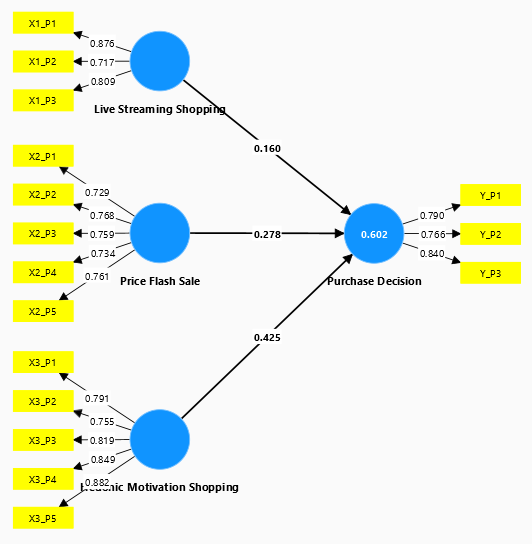
* ***Loading Factor***

Gambar 1. Model evaluasi pengaruh *Live* *Streaming* *Shopping, Price* *Flash* *Sale,* dan *Hedonic Motivation Shopping* terhadap *Purchase Decision*



* ***Convergent Validity***

Tabel 1. Nilai *Convergent Validity*

|  |  |  |
| --- | --- | --- |
|  | **Outer loadings** | **Keterangan** |
| **X1\_P1 <- Live Streaming Shopping** | 0.876 | Valid |
| **X1\_P2 <- Live Streaming Shopping** | 0.717 | Valid |
| **X1\_P3 <- Live Streaming Shopping** | 0.809 | Valid |
| **X2\_P1 <- Price Flash Sale** | 0.729 | Valid |
| **X2\_P2 <- Price Flash Sale** | 0.768 | Valid |
| **X2\_P3 <- Price Flash Sale** | 0.759 | Valid |
| **X2\_P4 <- Price Flash Sale** | 0.734 | Valid |
| **X2\_P5 <- Price Flash Sale** | 0.761 | Valid |
| **X3\_P1 <- Hedonic Motivation Shopping** | 0.791 | Valid |
| **X3\_P2 <- Hedonic Motivation Shopping** | 0.755 | Valid |
| **X3\_P3 <- Hedonic Motivation Shopping** | 0.819 | Valid |
| **X3\_P4 <- Hedonic Motivation Shopping** | 0.849 | Valid |
| **X3\_P5 <- Hedonic Motivation Shopping** | 0.882 | Valid |
| **Y\_P1 <- Purchase Decision** | 0.790 | Valid |
| **Y\_P2 <- Purchase Decision** | 0.766 | Valid |
| **Y\_P3 <- Purchase Decision** | 0.840 | Valid |

* ***Average Variance Extracted* (AVE)**

Tabel 2. Nilai *Average Variance Extracted* (AVE)

|  |  |
| --- | --- |
|  | **AVE** |
|  | **ALL SAMPELS** |
| **Hedonic Motivation Shopping** | 0.673 |
| **Live Streaming Shopping** | 0.646 |
| **Price Flash Sale** | 0.563 |
| **Purchase Decision** | 0.639 |

* ***Discriminant Validity***

Tabel 3. Nilai Kriteria Fornell-Locker

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Hedonic Motivation Shopping** | **Live Streaming Shopping** | **Price Flash Sale** | **Purchase Decision** |
| **Hedonic Motivation Shopping** | 0.820 |  |  |  |
| **Live Streaming Shopping** | 0.657 | 0.804 |  |  |
| **Price Flash Sale** | 0.720 | 0.653 | 0.750 |  |
| **Purchase Decision** | 0.731 | 0.621 | 0.689 | 0.799 |

* **Uji *Reliabilitas***

Tabel 4. Nilai *Cronbach Alpha* dan *Composite Reliability*

|  |  |  |
| --- | --- | --- |
| **Variabel** | **ALL SAMPLES** | |
| **Cronbach's alpha** | **Composite reliability** |
| **Hedonic Motivation Shopping** | 0.878 | 0.911 |
| **Live Streaming Shopping** | 0.722 | 0.844 |
| **Price Flash Sale** | 0.806 | 0.865 |
| **Purchase Decision** | 0.717 | 0.841 |

* **Uji Inner Model**

Tabel 5. Nilai Hasil R-square

|  |  |  |
| --- | --- | --- |
|  | **R-square** | **R-square adjusted** |
| **Purchase Decision** | 0.602 | 0.594 |

* **Uji *Goodness of FIT***

Tabel 5. Nilai Hasil SRMR

|  |  |  |
| --- | --- | --- |
|  | **Saturated model** | **Estimated model** |
| **SRMR** | 0.076 | 0.076 |
| **d\_ULS** | 0.793 | 0.793 |
| **d\_G** | 0.352 | 0.352 |
| **Chi-square** | 336.823 | 336.823 |
| **NFI** | 0.763 | 0.763 |

* **Uji Hipotesis**

Tabel 6. Path Coefficients

|  |  |  |
| --- | --- | --- |
|  | **T statistics (|O/STDEV|)** | **P values** |
| **Hedonic Motivation Shopping -> Purchase Decision** | 4.361 | 0.000 |
| **Live Streaming Shopping -> Purchase Decision** | 2.038 | 0.042 |
| **Price Flash Sale -> Purchase Decision** | 2.715 | 0.007 |

**# Semua Perhitungan Di lakukan SmartPlus versi 4.1.0.9 dan Dengan Manipulasi Kuisoner Bukan Olah Data**