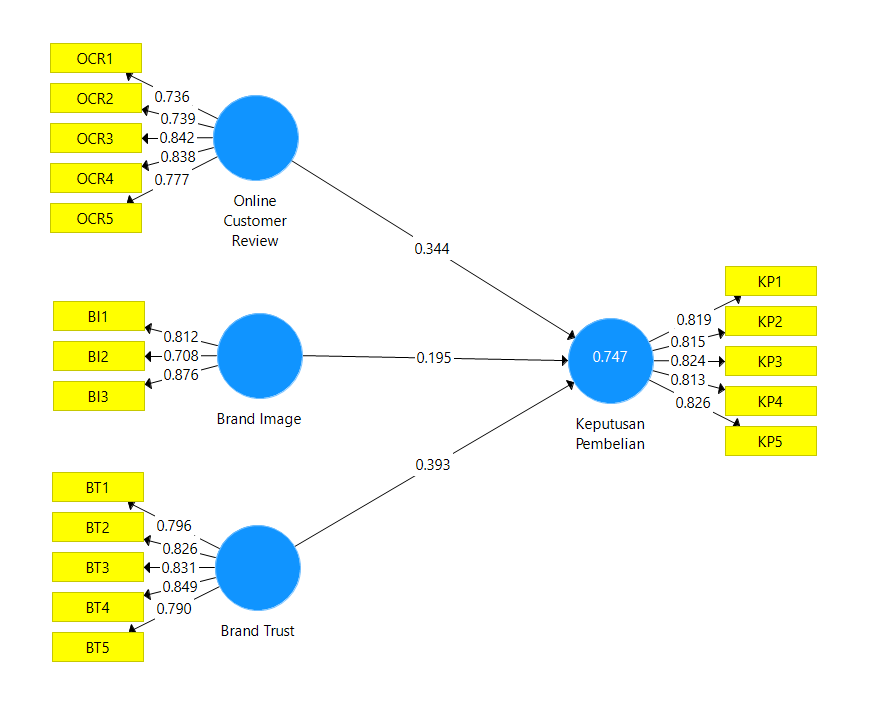
**Demografi Responden**

|  |  |  |  |
| --- | --- | --- | --- |
| **Kategori** | **Deskripsi** | **Jumlah** | **Presentase** |
| Jenis Kelamin | Laki-laki | 27 | 26% |
| Perempuan | 77 | 74% |
| Usia | 18 – 23 tahun | 78 | 75% |
| 24 – 29 tahun | 20 | 19% |
| 30 – 35 tahun | 6 | 6% |
| Pengguna Azarine, | Ya | 103 | 99% |
| Tidak | 1 | 1% |
| Pembelian Azarine di Tiktokshop | Ya | 102 | 98% |
| Tidak | 2 | 2% |

1. **Uji Pengujian Model / *Outer model***

**Outer Loading SmartPLS**



**Validitas Konvergen (AVE)**

|  |  |
| --- | --- |
| **Variabel** | **Average VarianceExtracted (AVE)** |
| *Online Customer Review* | 0,621 |
| *Brand Image* | 0,643 |
| *Brand Trust* | 0,670 |
| Keputusan Pembelian | 0,671 |

**Discriminant Validity**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Brand Image** | **Brand Trust** | **Keputusan Pembelian** | **Online Customer Review** |
| *Brand Image* | **0,802** |  |  |  |
| *Brand Trust* | 0,767 | **0,819** |  |  |
| Keputusan Pembelian | 0,743 | 0,825 | **0,819** |  |
| *Online Customer Review* | 0,717 | 0,822 | 0,807 | **0,788** |

**Uji Reliabilitas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variabel** | **Cronbach's Alpha** | **rho\_A** | **Composite Reliability** |
| *Online Customer Review* | 0,846 | 0,851 | 0,891 |
| *Brand Image* | 0,720 | 0,748 | 0,843 |
| *Brand Trust* | 0,877 | 0,879 | 0,910 |
| Keputusan Pembelian | 0,877 | 0,878 | 0,911 |

1. **Uji Pengujian Model / *Inner model***

**Uji *R-Square***

|  |  |  |
| --- | --- | --- |
| **Variabel** | **R Square** | **R Square Adjusted** |
| Keputusan Pembelian | 0,747 | 0,739 |

**Uji *F-Square***

|  |  |
| --- | --- |
| **Variabel** | **Keputusan Pembelian** |
| *Online Customer Review* | 0,143 |
| *Brand Image* | 0,058 |
| *Brand Trust* | 0,158 |

1. **Uji Hipotesis**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Variabel** | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** | **Hasil** | **Hipotesis** |
| ***Online Customer Review* -> Keputusan Pembelian** | 0,344 | 0,342 | 0,085 | 4,060 | 0,000 | Berpengaruh signifikan | Diterima |
| ***Brand Image* -> Keputusan Pembelian** | 0,195 | 0,189 | 0,095 | 2,042 | 0,042 | Berpengaruh signifikan | Diterima |
| ***Brand Trust* -> Keputusan Pembelian** | 0,393 | 0,401 | 0,110 | 3,586 | 0,000 | Berpengaruh signifikan | Diterima |

**Bootstrapping SmartPLS**

