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| Variabel | AVE |
| Technology Acceptance Model (X1) | 0,831 |
| Digital Marketing (X2) | 0,751 |
| Qris Payment (X3) | 0,776 |
| Theory Planned Behavior (Z1) | 0,725 |
| Sales Growth (Y) | 0,847 |

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| Variabel | *Cronbach’s Alpha* | *rho\_A* | *Composite Reliability* |
| Technology Acceptance Model (X1) | 0,797 | 0,805 | 0,908 |
| Digital Marketing (X2) | 0,889 | 0,894 | 0,923 |
| Qris Payment (X3) | 0,904 | 0,904 | 0,933 |
| Theory Planned Behavior (Z1) | 0,809 | 0,812 | 0,888 |
| Sales Growth | 0,939 | 0,942 | 0,957 |

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| Variabel | R Square | R Square Adjusted |
| Sales Growth (Y) | 0,852 | 0,847 |
| Theory Planned Behavior (Z1) | 0,747 | 0,742 |

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| Pengaruh | *Original Sample (O)* | *Sample Mean (M)* | *Standart Deviation*  *(STDEV)* | *T Statistic (O/STDEV)* | *P Values* | Hasil |
| Technology Acceptance Model -> Sales  Growth **H1** | 0,249 | 0,247 | 0,067 | 3,710 | 0,000 | Berpengaruh Positif dan Signifikan |
| TAM ->  TPB ->  Sales Growth **H2** | 0,423 | 0,256 | 0,217 | 2,891 | 0,002 | Berpengaruh Positif dan Signifikan |
| Digital Marketing  -> Sales  Growth **H3** | 0,423 | 0,430 | 0,094 | 4,517 | 0,000 | Berpengaruh Positif dan Signifikan |
| DM -> TPB  -> Sales Growth **H4** | 0,458 | 0,287 | 0,654 | 4,105 | 0,000 | Berpengaruh  Positif dan Signifikan |
| Qris Payment -> Sales  Growth **H5** | 0,307 | 0,302 | 0,111 | 2,756 | 0,006 | Berpengaruh Positif dan Signifikan |
| Qris -> TPB  -> Sales Growth **H6** | 0,541 | 0,134 | 0,564 | 3,189 | 0,000 | Berpengaruh Positif dan  Signifikan |
| TPB ->  Sales Growth **H7** | 0,438 | 0,271 | 0,382 | 3,784 | 0,001 | Berpengaruh  Positif dan Signifikan |