SURAT PERNYATAAN KEABSAHAN DATA

Saya yang bertanda tangan di bawah ini:

Nama : Fildzah Marini

Nim : 24220090

Program Studi : Manajemen

Judul Skripsi : **"Pengaruh *Live streaming* dan Promosi Terhadap Minat Beli *Brand* Iswhite di *Platform* TikTok"**

Dengan ini menyatakan bahwa seluruh data yang saya gunakan dalam penyusunan skripsi ini adalah **data yang sah**, yang saya peroleh dari **sumber terpercaya**, baik data primer, serta tidak direkayasa atau dimanipulasi dalam bentuk apa pun.

Apabila di kemudian hari ditemukan adanya ketidaksesuaian atau ketidakabsahan data dalam skripsi ini, maka saya **bersedia bertanggung jawab penuh**, baik secara akademik maupun secara hukum sesuai dengan ketentuan yang berlaku di Universitas Nusa Mandiri.

Demikian surat pernyataan ini saya buat dengan sebenar-benarnya dan penuh tanggung jawab untuk dapat dipergunakan sebagaimana mestinya

Jakarta, 03 Agustus 2026

Yang Membuat Pernyataan,

Fildzah Marini

LAMPIRAN

A. Bukti Hasil Pengecekan Plagiarisme

Lampiran A. 1 Bukti Hasil Pengecekan Plagiarisme BAB I

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ORIGINALITY REPORT

16%
SIMILARITY INDEX

PRIMARY SOURCES

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6	Muhammad Alfaridzi Hasanudin, Arif Igo. "PENGARUH ELECTRONIC WORD OF MOUTH (E-WOM) DAN FEAR OF MISSING OUT (FOMO) TERHADAP KEPUTUSAN PEMBELIAN PADA PENGGUNA TIKTOK SHOP", Jurnal Ekonomi dan Manajemen, 2026 Crossref	16 words — 1%
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10	Ikmal Syabanul Haq, Nurherawati Nurherawati. "PENGARUH BRAND IMAGE DAN PROMOSI TERHADAP LOYALITAS PELANGGAN PADA PENGGUNA PRODUK SKINCARE WARDAH DI KABUPATEN TASIKMALAYA", Journal Economic Management and Business, 2026	14 words — 1%

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Lampiran A. 2 Bukti Hasil Pengecekan Plagiarisme BAB II

25%
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4	Komang Cesie Agnestia Roziana, Nyoman Sri Manik Parasari, Ida Nyoman Basmantra, I Gusti Ayu Tirtayani. "Takut Ketinggalan Jadi Alasan Beli: Pengaruh FoMO, Content Marketing, dan Perceived Quality terhadap Keputusan Pembelian JennSkin di Bali", RIGGS: Journal of Artificial Intelligence and Digital Business, 2025 Crossref	32 words — 1%
5	Putri Elviana, Siti Komariah Hildayanti, Shafiera Lazuarni. "Pengaruh Fear Of Missing Out, Live Streaming dan Flash Sale Terhadap Minat Beli Konsumen Pada Produk Kecantikan Impor di E-Commerce", JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi), 2024 Crossref	28 words — 1%
6	jurnal.feb-umi.id Internet	28 words — 1%
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Lampiran A. 3 Bukti Hasil Pengecekan Plagiarisme BAB III

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PRIMARY SOURCES

1	jab.hangtuah.ac.id Internet	36 words — 2%
2	journal.eng.unila.ac.id Internet	30 words — 2%
3	Deny Ariyanto, Paulus Wardoyo, Endang Rusdianti. "PENGARUH TEAMWORK DAN DISIPLIN KERJA TERHADAP KINERJA SDM DENGAN PERCEIVED ORGANIZATIONAL SUPPORT SEBAGAI VARIABEL MODERATING", Jurnal Riset Ekonomi dan Bisnis, 2019 Crossref	22 words — 1%
4	etheses.uin-malang.ac.id Internet	22 words — 1%
5	repository.stiedewantara.ac.id Internet	18 words — 1%
6	urj.uin-malang.ac.id Internet	14 words — 1%
7	repository.iainpalopo.ac.id Internet	13 words — 1%
8	repository.unissula.ac.id Internet	13 words — 1%

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Lampiran A. 4 Bukti Hasil Pengecekan Plagiarisme BAB IV

12%
SIMILARITY INDEX

PRIMARY SOURCES

1	docplayer.info Internet	42 words — 1%
2	indojurnal.com Internet	39 words — 1%
3	Dodhy Hyronimus Ama Longgy, Okto Irianto, Henie Poerwandar Asmaningrum, Tini Adiatma, Tarsisius Kana. "Peran Ekuitas Merek dalam Memediasi Pengaruh Aktivitas Pemasaran Media Sosial terhadap Keputusan Memilih Sekolah", JIBEMA: Jurnal Ilmu Bisnis, Ekonomi, Manajemen, dan Akuntansi, 2026 Crossref	31 words — 1%
4	eprints2.undip.ac.id Internet	28 words — 1%
5	ejurnal.unmuhjember.ac.id Internet	23 words — < 1%
6	Ramdany Ramdany, Yusuf Setiawan. "ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KUALITAS LAPORAN KEUANGAN PEMERINTAH", JURNAL AKUNTANSI, 2021 Crossref	21 words — < 1%
7	eprints.umk.ac.id Internet	19 words — < 1%
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Lampiran A. 5 Bukti Hasil Pengecekan Plagiarisme BAB V

8%
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PRIMARY SOURCES

1	jurnal.umb.ac.id Internet	15 words — 2%
2	Fatya Maulidina, Raras Sutatminingsih, Rahma Fauzia. "Jembatan Jarak Jauh: Pengaruh Komunikasi Interpersonal terhadap Intimacy Pasangan LDM melalui Love Language", Jurnal Pengabdian Masyarakat dan Riset Pendidikan, 2025 Crossref	14 words — 2%
3	repository.unissula.ac.id Internet	10 words — 1%
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6	vdocuments.site Internet	8 words — 1%
7	Rita Vita Arsita, Wahyu Santoso, Gyska Indah Harya. "Pengaruh Dinamika Kelompok dan Kebijakan Pertanian Terhadap Kapasitas Petani Agribisnis Jagung di Kecamatan Solokuro, Lamongan", Agroland: Jurnal Ilmu-ilmu Pertanian, 2025 Crossref	6 words — 1%

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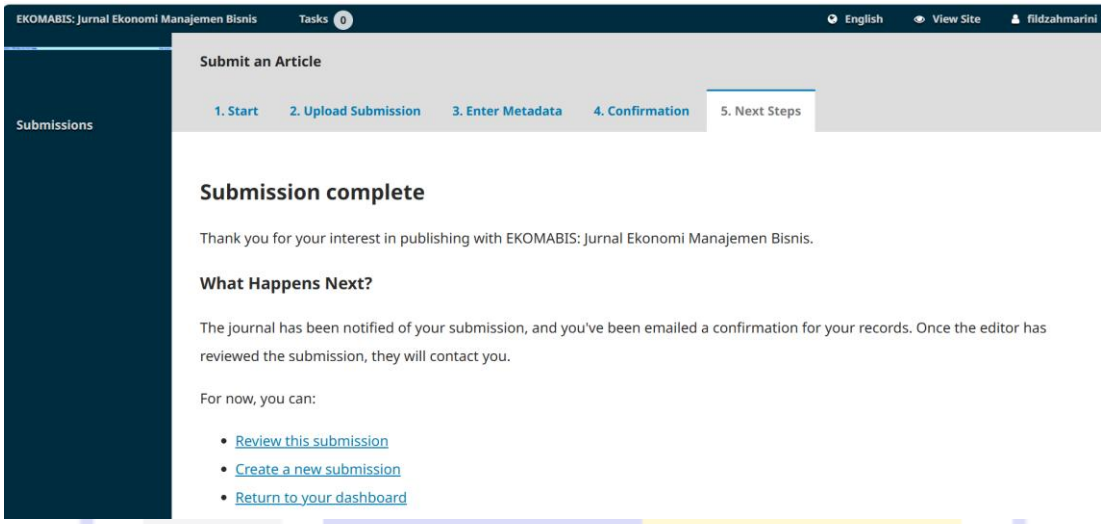
B. Bukti Submit/Publish Artikel Ilmiah

Lampiran B. 1 Bukti Submit Artikel Ilmiah



C. Form Kuesioner/Dataset

Lampiran C. 1 Daftar Pernyataan Kuesioner Live streaming

NO.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Host *Live streaming* Iswhite memiliki cara penyampaian yang menarik untuk diikuti.					
2.	Host *Live streaming* Iswhite menyampaikan informasi produk secara jujur.					
3.	Host *Live streaming* Iswhite sigap dalam merespons pertanyaan penonton.					

NO.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
4.	Video langsung dalam *Live streaming* Iswhite membantu saya memperoleh informasi produk dengan lebih jelas.					
5.	Fitur chat atau pesan instan dalam *Live streaming* Iswhite memudahkan penyampaian informasi produk.					
6.	Kolom komentar dalam *Live streaming* Iswhite menyediakan tambahan informasi mengenai produk.					
7.	Dalam *Live streaming* Iswhite, saya dapat mengajukan pertanyaan mengenai produk secara langsung.					
8.	Dalam *Live streaming* Iswhite, saya dapat memperoleh jawaban atas pertanyaan yang diajukan secara langsung.					
9.	Dalam *Live streaming* Iswhite, saya dapat berinteraksi dengan penonton lain melalui kolom komentar.					

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Lampiran C. 2 Daftar Pernyataan Kuesioner Promosi

NO.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Saya sering melihat promosi Iswhite saat mengakses *social commerce*.					
2.	Promosi Iswhite ditampilkan secara rutin pada *social commerce* yang saya gunakan.					
3.	Promosi Iswhite menjelaskan manfaat produk secara jelas.					
4.	Promosi Iswhite menyajikan informasi produk yang mudah dipahami.					
5.	Saya menemukan promosi Iswhite di berbagai *social commerce*.					
6.	Saya menemukan promosi Iswhite dalam berbagai bentuk promosi pada *social commerce*.					
7.	Promosi Iswhite sering saya temui ketika sedang mencari informasi mengenai produk kecantikan.					

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NO.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
8.	Promosi Iswhite muncul pada saat saya sedang mempertimbangkan pembelian produk kecantikan.					
9.	Promosi Iswhite sesuai dengan minat saya terhadap produk kecantikan.					
10.	Promosi Iswhite ditujukan kepada konsumen yang memiliki kebutuhan seperti saya.					

Lampiran C. 3 Daftar Pernyataan Kuesioner Minat Beli

NO.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1.	Setelah melihat produk Iswhite di *social commerce*, saya berminat untuk membelinya.					
2.	Setelah melihat produk Iswhite di *social commerce*, saya mempertimbangkan untuk membeli produk tersebut.					

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NO.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
3.	Saya bersedia menyarankan produk Iswhite kepada teman atau keluarga.					
4.	Saya bersedia membagikan konten produk Iswhite yang saya lihat di *social commerce* kepada teman atau keluarga.					
5.	Produk Iswhite yang saya lihat di *social commerce* menjadi pilihan utama saya dalam membeli produk kecantikan.					
6.	Dibandingkan produk sejenis yang saya temui di *social commerce*, saya lebih memilih produk Iswhite.					
7.	Setelah melihat produk Iswhite di *social commerce*, saya tertarik untuk mencari informasi lebih lanjut mengenai produk tersebut.					
8.	Saya terdorong untuk mencari ulasan atau informasi tambahan mengenai produk Iswhite yang ditampilkan di *social commerce*.					

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Lampiran C. 4 Tabulasi Live streaming

XI.1	XI.2	XI.3	XI.4	XI.5	XI.6	XI.7	XI.8	XI.9	TOTAL
5	5	5	5	5	5	5	5	5	45
5	5	4	4	4	4	4	4	4	38
5	5	5	5	5	5	5	5	5	45
5	5	5	5	5	5	5	5	5	45
4	4	3	4	3	4	3	4	4	33
5	4	5	5	5	5	5	5	3	42
5	4	5	5	5	4	5	5	5	43
4	5	3	5	2	2	3	3	1	28
5	4	4	4	3	3	3	4	5	35
4	5	5	5	4	4	5	4	5	41
4	5	3	4	5	4	4	3	4	36
2	4	3	4	2	1	5	3	1	25
4	4	5	4	4	4	4	4	4	37
4	1	3	3	2	3	1	5	2	24
5	3	4	2	5	3	5	2	3	32
1	2	3	4	5	4	3	2	1	25
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3	4	4	5	3	4	3	5	4	35
5	5	5	5	5	5	5	5	5	45
4	4	4	4	4	4	4	4	4	36
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5	5	5	5	5	5	5	5	5	45
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4	4	4	4	4	4	4	4	4	36
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4	5	4	2	5	5	3	3	4	35

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4	5	4	5	5	4	4	5	4	40
5	5	4	4	5	4	5	4	5	41
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4	5	5	5	4	4	4	4	4	39
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3	4	5	5	4	5	5	5	5	41
4	3	5	3	4	4	3	4	5	35
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5	5	5	5	5	4	4	4	4	41
4	4	5	4	4	5	5	4	3	38
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3	4	3	5	5	4	4	5	3	36
5	3	4	5	3	4	5	4	4	37

Lampiran C. 5 Tabulasi Promosi

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	TOTAL
4	5	5	5	5	5	5	5	5	5	49
4	4	5	5	4	4	4	4	5	5	44
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5	5	5	5	5	5	5	5	5	5	50
3	2	4	4	4	3	4	4	5	5	38
5	5	5	5	5	5	4	4	4	4	46
5	5	5	5	5	5	5	5	5	5	50
3	3	3	5	4	3	5	5	5	4	40

3	3	4	4	3	4	5	5	4	4	39
5	4	4	5	4	4	5	4	4	5	44
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4	4	3	4	3	3	4	3	3	3	34
4	5	5	4	4	4	4	4	5	5	44
4	1	3	1	1	3	5	4	4	5	31
3	1	2	4	4	4	4	4	4	4	34
3	3	3	3	3	3	3	3	3	3	30
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4	4	4	4	4	4	4	4	4	4	40
3	4	5	4	5	5	5	5	5	5	46
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3	4	4	4	3	4	3	4	5	4	38
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5	4	4	4	5	5	3	3	3	4	40
4	4	3	2	3	4	3	4	4	3	34
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2	2	4	4	3	3	2	2	4	4	30
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3	3	4	5	3	4	2	3	5	3	35
3	5	4	4	5	4	3	3	4	5	40

Lampiran C. 6 Tabulasi Minat Beli

Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Total
5	5	5	5	5	5	5	5	40
5	3	4	4	4	4	3	4	31
4	5	4	4	4	3	5	5	34
5	1	5	5	5	5	5	5	36
5	4	5	4	2	4	4	4	32
5	2	4	4	4	4	4	4	31
5	5	5	5	5	5	5	5	40
4	3	4	5	4	3	3	4	30
3	3	4	4	4	5	5	5	33
4	4	4	5	4	4	4	4	33
3	3	4	5	4	3	4	4	30
4	3	4	3	3	3	4	2	26
4	4	4	4	4	4	4	4	32
1	3	2	4	5	4	3	2	24
5	5	5	5	5	5	5	5	40
2	3	3	4	3	2	3	3	23
5	5	5	5	5	5	5	5	40
3	4	3	4	5	4	2	4	29

5	5	5	5	5	5	5	5	40
4	4	4	4	4	4	4	4	32
3	4	5	4	5	5	5	5	36
5	5	4	5	5	5	5	5	39
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	3	4	4	4	4	2	5	30
4	4	4	5	4	4	4	4	33
3	3	3	3	3	3	3	3	24
4	4	5	5	5	5	4	4	36
4	4	4	4	4	4	4	4	32
3	3	3	3	3	3	3	3	24
4	4	4	4	4	4	4	4	32
4	4	4	4	4	4	4	4	32
1	1	1	1	1	1	1	1	8
4	4	5	5	3	3	4	4	32
4	3	4	5	4	4	4	5	33
5	4	3	3	5	4	5	5	34
4	3	3	4	3	3	3	4	27
3	3	4	1	5	5	3	3	27
5	5	5	5	5	5	5	5	40
5	5	5	4	4	5	3	5	36
5	5	5	5	5	5	5	5	40
4	4	4	5	5	5	5	5	37
3	3	3	2	3	3	5	5	27
5	5	5	5	5	5	5	5	40
4	4	3	4	2	3	3	4	27
4	4	4	4	4	4	4	4	32
4	4	5	4	5	5	4	4	35
5	5	5	5	5	5	5	5	40
5	3	4	5	4	5	5	4	35
4	4	3	3	3	2	4	4	27
4	3	4	3	4	3	4	4	29
2	4	4	3	2	3	3	3	24
2	3	1	5	5	4	4	3	27
5	5	5	5	5	5	5	5	40
5	4	5	5	5	3	4	5	36
4	4	4	4	4	5	5	4	34
5	4	5	4	5	5	4	4	36
5	5	5	4	5	4	4	4	36
4	4	4	4	5	4	4	4	33
5	4	4	4	4	4	4	5	34
5	5	5	5	5	5	5	5	40
3	3	3	4	3	3	4	3	26
5	5	5	5	5	5	5	4	39
3	3	4	3	4	4	3	3	27
5	5	5	5	5	5	5	5	40
5	4	3	4	4	3	5	4	32
3	4	5	4	5	4	4	4	33

UNIVERSITAS NUSA MANDIRI

3	4	4	4	4	4	4	3	30
5	3	5	5	5	5	4	4	36
5	3	2	4	1	4	2	3	24
3	4	5	5	4	5	2	3	31
4	5	5	5	2	1	2	3	27
5	5	2	3	3	4	3	4	29
4	5	3	4	4	1	1	3	25
1	3	2	2	2	2	2	2	16
4	5	3	3	4	3	5	4	31
5	4	3	3	2	3	4	4	28
4	3	5	4	4	5	4	4	33
4	4	4	4	4	5	4	4	33
4	5	3	5	4	3	4	5	33
5	5	4	3	3	2	4	5	31
3	3	2	2	3	3	2	2	20
5	5	5	5	5	5	5	5	40
5	5	5	5	5	5	5	5	40
4	5	5	4	3	4	4	5	34
5	5	5	5	5	5	4	5	39
1	1	2	3	2	2	1	2	14
5	3	3	4	2	4	3	3	27
3	5	2	2	1	3	1	1	18
4	2	3	1	3	3	3	1	20
3	4	2	3	4	2	2	3	23
4	3	4	3	3	3	2	2	24
4	1	2	3	2	3	5	5	25
4	5	4	3	5	3	4	5	33
4	4	3	5	3	4	3	5	31

Lampiran C. 7 Tabulasi MSI Live streaming

XI.1	XI.2	XI.3	XI.4	XI.5	XI.6	XI.7	XI.8	XI.9	total
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	2,769	2,895	3,007	3,087	3,047	3,071	2,799	29,227
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	2,950	2,116	2,895	2,270	3,087	2,195	3,071	2,799	24,494
4,398	2,950	3,936	4,084	4,171	4,303	4,254	4,324	2,044	34,463
4,398	2,950	3,936	4,084	4,171	3,087	4,254	4,324	3,982	35,185
3,110	4,153	2,116	4,084	1,700	1,700	2,195	2,323	1,000	22,382
4,398	2,950	2,769	2,895	2,270	2,250	2,195	3,071	3,982	26,781
3,110	4,153	3,936	4,084	3,007	3,087	4,254	3,071	3,982	32,684
3,110	4,153	2,116	2,895	4,171	3,087	3,047	2,323	2,799	27,702
1,536	2,950	2,116	2,895	1,700	1,000	4,254	2,323	1,000	19,775
3,110	2,950	3,936	2,895	3,007	3,087	3,047	3,071	2,799	27,902
3,110	1,000	2,116	2,129	1,700	2,250	1,000	4,324	1,586	19,215
4,398	2,280	2,769	1,569	4,171	2,250	4,254	1,838	2,044	25,573
1,000	1,807	2,116	2,895	4,171	3,087	2,195	1,838	1,000	20,109
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
2,120	2,950	2,769	4,084	2,270	3,087	2,195	4,324	2,799	26,598
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604

3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	4,153	3,936	4,084	4,171	2,250	3,047	4,324	3,982	33,057
3,110	2,950	2,769	4,084	4,171	4,303	4,254	3,071	2,799	31,510
3,110	1,807	2,769	2,129	1,700	3,087	2,195	1,838	2,799	21,434
3,110	2,950	3,936	2,895	4,171	3,087	4,254	3,071	3,982	31,455
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
3,110	4,153	3,936	2,129	3,007	3,087	2,195	3,071	2,799	27,487
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	9,000
3,110	4,153	3,936	2,895	4,171	3,087	4,254	3,071	2,799	31,476
3,110	4,153	3,936	2,895	3,007	2,250	3,047	2,323	2,044	26,766
3,110	2,950	1,634	4,084	3,007	1,000	3,047	1,838	1,586	22,256
3,110	2,950	2,116	4,084	2,270	3,087	4,254	3,071	2,799	27,741
4,398	1,000	1,634	2,129	1,700	3,087	1,536	3,071	1,586	20,141
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
2,120	2,950	1,634	4,084	2,270	2,250	2,195	2,323	3,982	23,809
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	4,153	2,769	2,895	3,007	3,087	4,254	4,324	3,982	31,582
4,398	2,950	2,769	4,084	2,270	2,250	3,047	3,071	2,044	26,883
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	4,153	1,634	1,000	2,270	1,700	3,047	1,000	2,799	20,715
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
4,398	4,153	3,936	4,084	3,007	3,087	3,047	3,071	3,982	32,765
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
2,120	1,807	2,116	1,000	1,000	4,303	2,195	1,838	2,799	19,178
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
2,120	1,807	3,936	2,129	1,000	2,250	1,536	3,071	1,586	19,434
3,110	4,153	2,769	1,569	4,171	4,303	2,195	2,323	2,799	27,392
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
4,398	4,153	3,936	4,084	4,171	3,087	2,195	4,324	2,799	33,147
3,110	4,153	3,936	2,895	3,007	4,303	3,047	3,071	3,982	31,504
3,110	4,153	2,769	4,084	4,171	3,087	3,047	4,324	2,799	31,544
4,398	4,153	2,769	2,895	4,171	3,087	4,254	3,071	3,982	32,780
3,110	4,153	2,769	2,895	3,007	3,087	4,254	3,071	2,799	29,146
3,110	2,950	3,936	2,895	3,007	3,087	4,254	3,071	2,799	29,109
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	2,950	2,769	2,895	3,007	3,087	3,047	3,071	2,799	26,735
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	4,153	3,936	4,084	3,007	3,087	3,047	3,071	2,799	30,294
3,110	2,950	2,769	4,084	4,171	4,303	4,254	4,324	3,982	33,946
4,398	2,950	1,634	2,895	3,007	4,303	3,047	4,324	3,982	30,541
4,398	2,950	2,116	4,084	4,171	4,303	3,047	4,324	2,799	32,191
3,110	2,950	3,936	2,129	4,171	3,087	3,047	3,071	2,044	27,543
2,120	2,950	3,936	4,084	3,007	4,303	4,254	4,324	3,982	32,959
3,110	2,280	3,936	2,129	3,007	3,087	2,195	3,071	3,982	26,797
2,120	1,807	1,000	2,895	2,270	3,087	4,254	2,323	3,982	23,739
3,110	2,280	2,769	2,129	4,171	4,303	4,254	4,324	2,044	29,383
3,110	2,280	3,936	2,129	3,007	2,250	3,047	4,324	2,799	26,883
4,398	2,280	2,769	2,129	3,007	4,303	2,195	3,071	2,799	26,951
3,110	1,807	1,000	2,895	2,270	4,303	4,254	3,071	2,799	25,510

2,120	4,153	2,769	4,084	3,007	1,700	4,254	3,071	3,982	29,140
4,398	2,950	2,116	2,129	3,007	2,250	4,254	4,324	2,799	28,228
4,398	4,153	3,936	4,084	4,171	3,087	3,047	3,071	2,799	32,745
3,110	2,950	3,936	2,895	3,007	4,303	4,254	3,071	2,044	29,569
2,120	2,950	2,769	4,084	2,270	4,303	3,047	3,071	2,044	26,657
3,110	2,950	3,936	4,084	2,270	1,700	4,254	3,071	3,982	29,357
3,110	2,950	3,936	2,895	3,007	2,250	3,047	3,071	2,044	26,310
4,398	4,153	2,769	4,084	4,171	4,303	4,254	4,324	3,982	36,437
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	4,153	3,936	4,084	4,171	3,087	4,254	4,324	3,982	35,100
4,398	4,153	3,936	4,084	4,171	4,303	4,254	4,324	3,982	37,604
3,110	1,807	2,116	2,129	3,007	2,250	3,047	4,324	3,982	25,773
2,120	2,950	3,936	4,084	4,171	3,087	3,047	4,324	3,982	31,700
3,110	2,280	3,936	2,129	1,700	3,087	2,195	1,838	1,000	21,275
4,398	1,807	1,000	2,129	3,007	1,700	2,195	1,838	2,044	20,118
2,120	2,280	3,936	2,895	3,007	3,087	4,254	4,324	2,044	27,947
2,120	1,807	3,936	1,569	2,270	1,700	3,047	1,838	2,044	20,331
1,536	4,153	3,936	2,895	2,270	2,250	3,047	4,324	2,799	27,212
2,120	2,950	2,116	4,084	4,171	3,087	3,047	4,324	2,044	27,942
4,398	2,280	2,769	4,084	2,270	3,087	4,254	3,071	2,799	29,012

Lampiran C. 8 Tabulasi MSI Promosi

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.Total
3,114	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	40,733
3,114	3,035	4,019	3,946	3,192	3,143	3,145	2,990	4,226	4,244	35,055
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
2,268	1,670	2,841	2,728	3,192	2,253	3,145	2,990	4,226	4,244	29,558
4,245	4,122	4,019	3,946	4,315	4,303	3,145	2,990	3,090	3,002	37,177
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
2,268	2,262	2,064	3,946	3,192	2,253	4,244	4,200	4,226	3,002	31,658
2,268	2,262	2,841	2,728	2,319	3,143	4,244	4,200	3,090	3,002	30,098
4,245	3,035	2,841	3,946	3,192	3,143	4,244	2,990	3,090	4,244	34,972
3,114	4,122	2,841	3,946	3,192	2,253	3,145	2,990	2,279	3,002	30,884
3,114	3,035	2,064	2,728	2,319	2,253	3,145	2,078	2,279	2,075	25,089
3,114	4,122	4,019	2,728	3,192	3,143	3,145	2,990	4,226	4,244	34,923
3,114	1,000	2,064	1,000	1,000	2,253	4,244	2,990	3,090	4,244	24,999
2,268	1,000	1,586	2,728	3,192	3,143	3,145	2,990	3,090	3,002	26,145
2,268	2,262	2,064	1,982	2,319	2,253	2,381	2,078	2,279	2,075	21,961
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
3,114	2,262	2,841	2,728	2,319	4,303	2,381	1,549	2,279	2,075	25,850
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
2,268	3,035	4,019	2,728	4,315	4,303	4,244	4,200	4,226	4,244	37,582
2,268	3,035	4,019	2,728	4,315	4,303	4,244	4,200	4,226	4,244	37,582
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
3,114	4,122	2,064	3,946	4,315	2,253	2,381	1,549	3,090	3,002	29,836
3,114	3,035	4,019	3,946	4,315	4,303	3,145	2,990	3,090	3,002	34,958
2,268	2,262	2,064	1,982	2,319	2,253	2,381	2,078	2,279	2,075	21,961
3,114	3,035	2,841	3,946	3,192	3,143	4,244	4,200	4,226	4,244	36,186

3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
2,268	2,262	2,064	1,982	2,319	2,253	2,381	2,078	2,279	2,075	21,961
3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	10,000
3,114	4,122	4,019	2,728	2,319	3,143	4,244	2,078	3,090	4,244	33,102
2,268	2,262	2,064	1,982	3,192	2,253	4,244	4,200	2,279	3,002	27,747
3,114	3,035	4,019	2,728	2,319	3,143	4,244	4,200	3,090	3,002	32,894
2,268	3,035	2,841	2,728	3,192	3,143	4,244	2,990	3,090	3,002	30,535
1,000	4,122	2,841	1,982	4,315	4,303	2,381	4,200	4,226	3,002	32,371
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
4,245	4,122	4,019	3,946	4,315	3,143	4,244	2,990	4,226	3,002	38,253
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
3,114	3,035	2,841	3,946	4,315	4,303	4,244	4,200	4,226	3,002	37,225
2,268	2,262	2,841	2,728	2,319	2,253	2,381	2,990	2,279	2,075	24,397
3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
1,653	2,262	2,841	1,982	3,192	4,303	2,381	2,078	2,279	1,517	24,487
3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
3,114	3,035	4,019	3,946	3,192	3,143	3,145	2,990	3,090	3,002	32,677
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
2,268	3,035	2,841	2,728	2,319	3,143	2,381	2,990	4,226	3,002	28,934
2,268	1,670	2,841	2,728	2,319	3,143	2,381	2,078	2,279	2,075	23,783
3,114	3,035	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	30,280
2,268	3,035	1,586	3,946	2,319	3,143	3,145	2,078	3,090	3,002	27,613
4,245	3,035	2,841	3,946	2,319	2,253	1,700	2,078	3,090	3,002	28,510
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
3,114	1,670	2,064	3,946	3,192	4,303	3,145	4,200	3,090	4,244	32,968
3,114	3,035	4,019	2,728	2,319	3,143	4,244	2,990	3,090	3,002	31,685
3,114	4,122	2,841	3,946	3,192	4,303	3,145	2,990	4,226	4,244	36,123
3,114	4,122	4,019	3,946	3,192	4,303	4,244	2,990	4,226	3,002	37,158
3,114	2,262	2,841	3,946	3,192	3,143	3,145	2,990	4,226	3,002	31,861
3,114	3,035	4,019	2,728	3,192	3,143	4,244	2,990	3,090	3,002	32,558
4,245	4,122	4,019	3,946	3,192	4,303	3,145	2,990	4,226	4,244	38,432
2,268	2,262	2,841	2,728	3,192	3,143	3,145	2,990	3,090	3,002	28,662
4,245	3,035	4,019	2,728	3,192	4,303	4,244	2,990	4,226	4,244	37,226
3,114	3,035	2,841	2,728	3,192	3,143	4,244	2,990	3,090	4,244	32,622
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
4,245	3,035	2,841	3,946	3,192	4,303	4,244	4,200	4,226	4,244	38,476
1,653	2,262	2,064	1,982	3,192	3,143	3,145	2,990	1,616	3,002	25,049
3,114	2,262	4,019	2,728	3,192	3,143	3,145	2,990	2,279	4,244	31,116
4,245	3,035	2,064	1,586	4,315	3,143	3,145	2,990	1,000	1,000	26,523
3,114	2,262	4,019	2,728	1,000	1,000	2,381	2,990	4,226	4,244	27,964
4,245	3,035	2,841	2,728	4,315	4,303	2,381	2,078	2,279	3,002	31,207
3,114	3,035	2,064	1,586	2,319	3,143	2,381	2,990	3,090	2,075	25,797
2,268	4,122	2,064	2,728	1,634	2,253	3,145	2,990	1,616	2,075	24,896
4,245	1,000	1,586	1,586	1,634	2,253	3,145	2,990	2,279	1,000	21,718
1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	2,279	2,075	12,354
1,653	2,262	2,841	3,946	2,319	2,253	3,145	2,990	2,279	3,002	26,690
1,653	2,262	4,019	2,728	2,319	3,143	1,700	2,078	2,279	4,244	26,425
3,114	3,035	2,841	3,946	3,192	3,143	3,145	2,990	3,090	3,002	31,499
3,114	3,035	4,019	3,946	2,319	3,143	2,381	2,990	3,090	3,002	31,040
3,114	3,035	4,019	1,982	2,319	2,253	3,145	2,078	3,090	3,002	28,036

1,653	1,670	2,841	2,728	2,319	2,253	1,700	1,549	3,090	3,002	22,805
2,268	2,262	2,841	2,728	3,192	2,253	2,381	2,078	2,279	2,075	24,358
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
3,114	3,035	2,064	3,946	3,192	4,303	4,244	4,200	4,226	4,244	36,568
4,245	4,122	4,019	3,946	4,315	4,303	4,244	4,200	4,226	4,244	41,864
1,000	1,000	1,000	1,000	1,634	3,143	1,700	1,000	1,000	2,075	14,553
1,000	1,670	1,586	1,982	1,634	1,569	2,381	2,078	2,279	1,517	17,696
4,245	2,262	2,841	2,728	2,319	4,303	2,381	2,990	4,226	3,002	31,296
3,114	1,670	4,019	3,946	3,192	1,569	2,381	1,000	1,616	3,002	25,510
1,653	2,262	1,000	1,586	1,634	2,253	1,000	2,078	3,090	3,002	19,558
2,268	1,670	1,000	1,000	2,319	1,569	1,700	1,000	1,616	2,075	16,218
3,114	2,262	2,841	1,982	3,192	2,253	2,381	2,990	2,279	3,002	26,296
2,268	2,262	2,841	3,946	2,319	3,143	1,700	2,078	4,226	2,075	26,859
2,268	4,122	2,841	2,728	4,315	3,143	2,381	2,078	3,090	4,244	31,211

Lampiran C. 9 Tabulasi MSI Minat Beli

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.Total
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	2,249	3,325	3,075	3,131	3,225	2,351	3,075	24,543
2,933	4,229	3,325	3,075	3,131	2,450	4,249	4,244	27,636
4,111	1,000	4,436	4,244	4,244	4,283	4,249	4,244	30,813
4,111	3,138	4,436	3,075	1,807	3,225	3,111	3,075	25,979
4,111	1,510	3,325	3,075	3,131	3,225	3,111	3,075	24,564
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,933	2,249	3,325	4,244	3,131	2,450	2,351	3,075	23,758
2,106	2,249	3,325	3,075	3,131	4,283	4,249	4,244	26,663
2,933	3,138	3,325	4,244	3,131	3,225	3,111	3,075	26,182
2,106	2,249	3,325	4,244	3,131	2,450	3,111	3,075	23,691
2,933	2,249	3,325	2,240	2,428	2,450	3,111	1,700	20,436
2,933	3,138	3,325	3,075	3,131	3,225	3,111	3,075	25,013
1,000	2,249	1,875	3,075	4,244	3,225	2,351	1,700	19,721
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
1,555	2,249	2,578	3,075	2,428	1,700	2,351	2,290	18,226
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,106	3,138	2,578	3,075	4,244	3,225	1,767	3,075	23,209
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,933	3,138	3,325	3,075	3,131	3,225	3,111	3,075	25,013
2,106	3,138	4,436	3,075	4,244	4,283	4,249	4,244	29,776
4,111	4,229	3,325	4,244	4,244	4,283	4,249	4,244	32,930
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,933	2,249	3,325	3,075	3,131	3,225	1,767	4,244	23,950
2,933	3,138	3,325	4,244	3,131	3,225	3,111	3,075	26,182
2,106	2,249	2,578	2,240	2,428	2,450	2,351	2,290	18,692
2,933	3,138	4,436	4,244	4,244	4,283	3,111	3,075	29,464
2,933	3,138	3,325	3,075	3,131	3,225	3,111	3,075	25,013
2,106	2,249	2,578	2,240	2,428	2,450	2,351	2,290	18,692
2,933	3,138	3,325	3,075	3,131	3,225	3,111	3,075	25,013
2,933	3,138	3,325	3,075	3,131	3,225	3,111	3,075	25,013

1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	8,000
2,933	3,138	4,436	4,244	2,428	2,450	3,111	3,075	25,815
2,933	2,249	3,325	4,244	3,131	3,225	3,111	4,244	26,463
4,111	3,138	2,578	2,240	4,244	3,225	4,249	4,244	28,031
2,933	2,249	2,578	3,075	2,428	2,450	2,351	3,075	21,139
2,106	2,249	3,325	1,000	4,244	4,283	2,351	2,290	21,847
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	4,229	4,436	3,075	3,131	4,283	2,351	4,244	29,860
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,933	3,138	3,325	4,244	4,244	4,283	4,249	4,244	30,661
2,106	2,249	2,578	1,616	2,428	2,450	4,249	4,244	21,921
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,933	3,138	2,578	3,075	1,807	2,450	2,351	3,075	21,407
2,933	3,138	3,325	3,075	3,131	3,225	3,111	3,075	25,013
2,933	3,138	4,436	3,075	4,244	4,283	3,111	3,075	28,295
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	2,249	3,325	4,244	3,131	4,283	4,249	3,075	28,668
2,933	3,138	2,578	2,240	2,428	1,700	3,111	3,075	21,203
2,933	2,249	3,325	2,240	3,131	2,450	3,111	3,075	22,514
1,555	3,138	3,325	2,240	1,807	2,450	2,351	2,290	19,155
1,555	2,249	1,000	4,244	4,244	3,225	3,111	2,290	21,919
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	3,138	4,436	4,244	4,244	2,450	3,111	4,244	29,979
2,933	3,138	3,325	3,075	3,131	4,283	4,249	3,075	27,209
4,111	3,138	4,436	3,075	4,244	4,283	3,111	3,075	29,473
4,111	4,229	4,436	3,075	4,244	3,225	3,111	3,075	29,507
2,933	3,138	3,325	3,075	4,244	3,225	3,111	3,075	26,126
4,111	3,138	3,325	3,075	3,131	3,225	3,111	4,244	27,360
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
2,106	2,249	2,578	3,075	2,428	2,450	3,111	2,290	20,287
4,111	4,229	4,436	4,244	4,244	4,283	4,249	3,075	32,872
2,106	2,249	3,325	2,240	3,131	3,225	2,351	2,290	20,917
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	3,138	2,578	3,075	3,131	2,450	4,249	3,075	25,808
2,106	3,138	4,436	3,075	4,244	3,225	3,111	3,075	26,410
2,106	3,138	3,325	3,075	3,131	3,225	3,111	2,290	23,400
4,111	2,249	4,436	4,244	4,244	4,283	3,111	3,075	29,754
4,111	2,249	1,875	3,075	1,000	3,225	1,767	2,290	19,593
2,106	3,138	4,436	4,244	3,131	4,283	1,767	2,290	25,395
2,933	4,229	4,436	4,244	1,807	1,000	1,767	2,290	22,706
4,111	4,229	1,875	2,240	2,428	3,225	2,351	3,075	23,534
2,933	4,229	2,578	3,075	3,131	1,000	1,000	2,290	20,236
1,000	2,249	1,875	1,616	1,807	1,700	1,767	1,700	13,716
2,933	4,229	2,578	2,240	3,131	2,450	4,249	3,075	24,885
4,111	3,138	2,578	2,240	1,807	2,450	3,111	3,075	22,510
2,933	2,249	4,436	3,075	3,131	4,283	3,111	3,075	26,293
2,933	3,138	3,325	3,075	3,131	4,283	3,111	3,075	26,070
2,933	4,229	2,578	4,244	3,131	2,450	3,111	4,244	26,920
4,111	4,229	3,325	2,240	2,428	1,700	3,111	4,244	25,388
2,106	2,249	1,875	1,616	2,428	2,450	1,767	1,700	16,192
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041
4,111	4,229	4,436	4,244	4,244	4,283	4,249	4,244	34,041

2,933	4,229	4,436	3,075	2,428	3,225	3,111	4,244	27,682
4,111	4,229	4,436	4,244	4,244	4,283	3,111	4,244	32,903
1,000	1,000	1,875	2,240	1,807	1,700	1,000	1,700	12,323
4,111	2,249	2,578	3,075	1,807	3,225	2,351	2,290	21,687
2,106	4,229	1,875	1,616	1,000	2,450	1,000	1,000	15,276
2,933	1,510	2,578	1,000	2,428	2,450	2,351	1,000	16,250
2,106	3,138	1,875	2,240	3,131	1,700	1,767	2,290	18,247
2,933	2,249	3,325	2,240	2,428	2,450	1,767	1,700	19,093
2,933	1,000	1,875	2,240	1,807	2,450	4,249	4,244	20,799
2,933	4,229	3,325	2,240	4,244	2,450	3,111	4,244	26,776
2,933	3,138	2,578	4,244	2,428	3,225	2,351	4,244	25,142

Lampiran C. 10 Outer loading Live streaming

data jb.txt *marini.splsm PLS Algorithm

Outer Loading

Matriks

	Live Strea...	Minat Beli	Promosi
X2.1			0.737
X2.10			0.755
X2.2			0.808
X2.3			0.809
X2.4			0.803
X2.5			0.803
X2.6			0.799
X2.7			0.809
X2.8			0.817
X2.9			0.790

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Lampiran C. 11 Outer loading Promosi

Outer Loading

Matriks

	Live Strea...	Minat Beli	Promosi
X2.9			0.790
XI.1	0.642		
XI.2	0.777		
XI.3	0.635		
XI.4	0.733		
XI.5	0.809		
XI.6	0.670		
XI.7	0.745		
XI.8	0.766		
XI.9	0.757		

Lampiran C. 12 Outer loading Minat Beli

data jb.txt *marini.splsm PLS Algorithm (Me

Outer Loading

Matriks

	Live Strea...	Minat Beli	Promosi
XI.7	0.745		
XI.8	0.766		
XI.9	0.757		
Y.1		0.750	
Y.2		0.630	
Y.3		0.820	
Y.4		0.766	
Y.5		0.778	
Y.6		0.784	
Y.7		0.805	
Y.8		0.846	

SITAS ANDIRI

Lampiran C. 13 Uji Reliabilitas dan Validitas Konvergen (AVE)

Menyembunyikan Nilai Nol | Meningkatkan Desimal | Kurangi Angka Desimal | Ekspor ke Excel | Ekspor ke Web

data jb.txt | *marini.splsm | PLS Algorithm (Menjalankan No. 1) | Bootstrapping (Menjalankan No. 1) | PLS Algorithm (Menjalank

Validitas dan Reliabilitas Konstruk

Matriks | Cronbach's Alpha | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekst... | Salin ke Clipboard: | Format Excel

	Cronbach's Alpha	rho_A	Reliabilitas Kom...	Rata-rata Varians Diek...
Live Strea...	0.888	0.894	0.910	0.531
Minat Beli	0.904	0.908	0.923	0.600
Promosi	0.934	0.936	0.944	0.629

Rata-rata Varians Diekstrak (AVE)

Lampiran C. 14 Validitas Diskriminan

*skripsi.splsm | PLS Algorithm (Menjalankan No. 1)

Validitas Diskriminan

Kriteria Fornell-Larck... | Cross Loadings | Rasio

	Live Strea...	Minat Beli	Promosi
X2.1	0.516	0.592	0.737
X2.10	0.568	0.592	0.755
X2.2	0.607	0.655	0.808
X2.3	0.549	0.637	0.809
X2.4	0.554	0.650	0.803
X2.5	0.603	0.718	0.803
X2.6	0.592	0.695	0.799
X2.7	0.557	0.722	0.809
X2.8	0.587	0.737	0.817
X2.9	0.539	0.644	0.790
XI.1	0.642	0.547	0.576

*skripsi.splsm | PLS Algorithm (Menjalankan No. 1) | Boo

Validitas Diskriminan

Kriteria Fornell-Larck... | Cross Loadings | Rasio Heter

	Live Strea...	Minat Beli	Promosi
X2.9	0.539	0.644	0.790
XI.1	0.642	0.547	0.576
XI.2	0.777	0.678	0.657
XI.3	0.635	0.449	0.408
XI.4	0.733	0.621	0.590
XI.5	0.809	0.616	0.517
XI.6	0.670	0.500	0.505
XI.7	0.745	0.597	0.478
XI.8	0.766	0.496	0.448
XI.9	0.757	0.590	0.465

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Validitas Diskriminan

Kriteria Fornell-Larck... | Cross Loadings | Rasio Heterotrait-Mon... | Rasio Heterotr

	Live Strea...	Minat Beli	Promosi
XI.7	0.745	0.597	0.478
XI.8	0.766	0.496	0.448
XI.9	0.757	0.590	0.465
Y.1	0.604	0.750	0.623
Y.2	0.478	0.630	0.520
Y.3	0.629	0.820	0.692
Y.4	0.656	0.766	0.619
Y.5	0.591	0.778	0.647
Y.6	0.590	0.784	0.715
Y.7	0.617	0.805	0.695
Y.8	0.690	0.846	0.680

Lampiran C. 15 Nilai T statistik

Menyembunyikan Nilai Nol | Meningkatkan Desimal | Kurangi Angka Desimal | Ekspor k

data jb.txt | *marini.splsm | PLS Algorithm (Menjala... | Bootstrapping (Menjala... | PLS Alg

Koefisien Jalur

Mean, STDEV, T-Values, P-Val... | Keyakinan Interval | Keyakinan Interval Bias-Dik... | Sampel

	Sampel A...	Rata-rata...	Standar ...	T Statistik...	P Values
Live Strea...	0.378	0.385	0.091	4.148	0.000
Promosi -...	0.570	0.565	0.095	6.013	0.000

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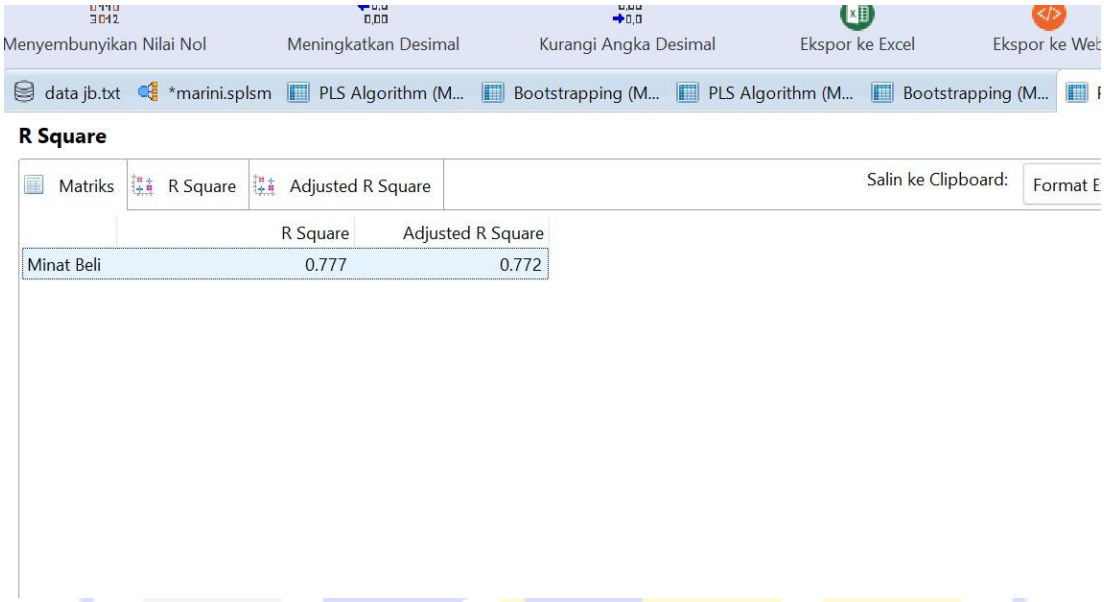
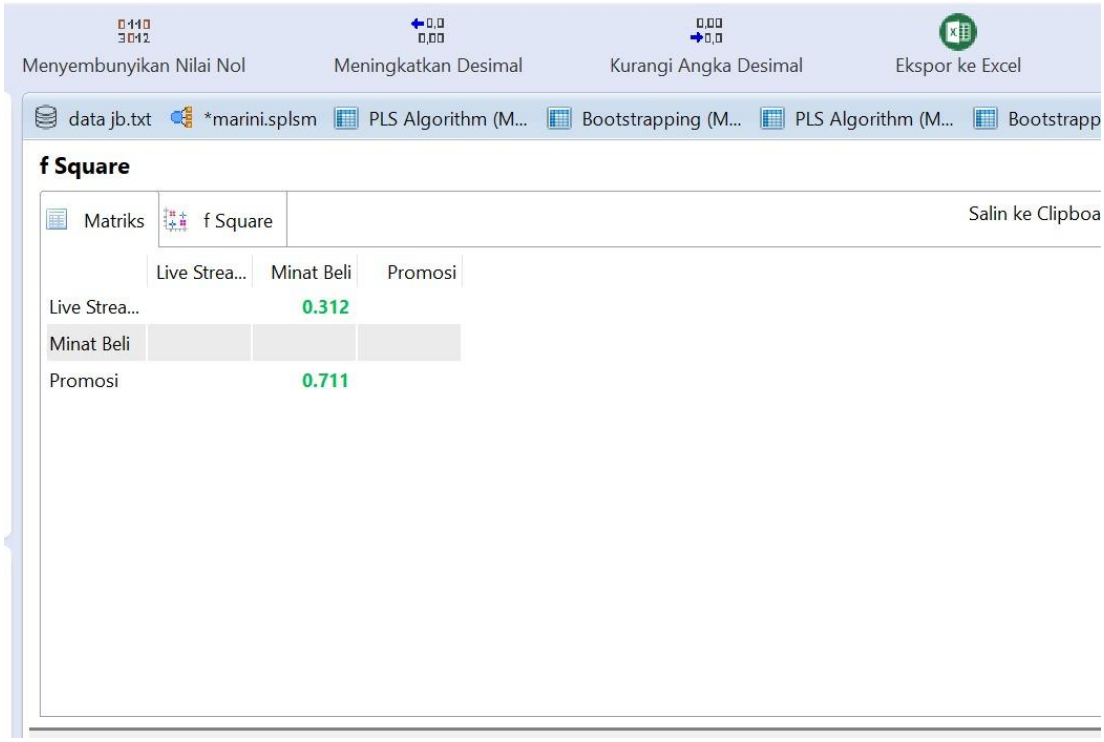
Lampiran C. 16 Nilai F Square



Lampiran C. 17 Nilai R Square