**HASIL ANALISIS DATA SMARTPLS**

1. **Outer Model**
2. Uji Validitas (*Convergent Validity)*

Nilai Outer Loading



1. Uji Validitas (*Discriminant Validity)*
2. Nilai *AVE*



1. Nilai *Cross Loading*



1. Uji Reliabilitas
	* + - 1. *Composite Reliability*



* + - * 1. Cronbachs Alpha

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1. **Innear Model**

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1. **Uji Hipotesis**
2. **Pengaruh secara langsung**

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1. **Pengaruh secara tidak langsung**

