

23	Saya merasa mudah untuk menemukan informasi tentang layanan Hotel Hyatt melalui situs web mereka.					
24	Saya sering mengunjungi situs web Hotel Hyatt untuk mencari penawaran atau promo terbaru.					
25	Tampilan dan desain situs web Hotel Hyatt menarik dan memudahkan saya dalam membuat keputusan pemesanan.					
Pencarian Informasi (Y1)						
26	Saya mencari informasi tentang Hotel Hyatt melalui internet.					
27	Saya tertarik mencari tahu lebih lanjut setelah melihat iklan Hyatt.					
28	Saya mempertimbangkan Hyatt setelah rekomendasi dari media sosial/teman.					
Evaluasi Alternatif (Y2)						
29	Saya menilai fasilitas Hyatt lebih unggul dari hotel lain.					
30	Saya menilai harga Hyatt sesuai dengan kualitasnya.					
Keputusan Pembelian (Y3)						
31	Saya memutuskan untuk memesan kamar di Hotel Hyatt setelah mempertimbangkan informasi yang saya peroleh.					
32	Saya melakukan transaksi pemesanan kamar Hotel Hyatt melalui situs web/aplikasi.					
33	Saya memilih Hotel Hyatt untuk menginap saat bepergian.					
34	Saya bersedia melakukan pemesanan ulang jika mendapatkan pengalaman menginap yang memuaskan.					

—Selamat Mengisi—

Lampiran 2: Hasil Olah Data SmartPLS V 3.2.9

Hasil Uji Validitas

Model 1: Outer Loadings

	Affiliate Marke...	Email Marketing	Evaluasi Altern...	Keputusan Pe...	Mobile Market...	Pencarian Info...	Search Engine ...	Social Media ...	Website Marke...
AF1	0.892								
AF2	0.889								
AF3	0.936								
E1		0.731							
E2		0.701							
E3		0.858							
E4		0.793							
EA1			0.925						
EA2			0.899						
KP1				0.839					
KP2				0.833					
KP3				0.697					
KP4				0.653					
M1					0.572				
M2					0.851				
M3					0.882				
M4					0.858				
M5					0.844				
PI1						0.862			
PI2						0.823			

Model 2: Outer Loadings

	Affiliate Marke...	Email Marketing	Evaluasi Altern...	Keputusan Pe...	Mobile Market...	Pencarian Info...	Search Engine ...	Social Media ...	Website Marke...
M2					0.851				
M3					0.882				
M4					0.858				
M5					0.844				
PI1						0.862			
PI2						0.823			
PI3						0.684			
SE1							0.718		
SE2							0.877		
SE3							0.877		
SE4							0.858		
SE5							0.850		
SO1								0.896	
SO2								0.890	
SO3								0.596	
SO4								0.521	
SO5								0.597	
W1									0.881
W2									0.818
W3									0.806

Outer Loading setelah dihapus yang tidak valid

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1 Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." *Bonningstedt: SmartPLS GmbH*. <http://www.smartpls.com>.

2 [back to navigation](#)

35 Website Marketing

57

58 Outer Loadings

	Affiliate Marketing	Email Marketing	Evaluasi Alternatif	Keputusan Pembelian	Mobile Marketing	Pencarian Informasi	Search Engine Marketing	Social Media Marketing	Website Marketing
60									
61 AP1		0.886							
62 AP2		0.885							
63 AP3		0.922							
64 E1			0.726						
65 E2			0.851						
66 E3			0.885						
67 E4			0.826						
68 EA1				0.924					
69 EA2				0.897					
70 SP1					0.882				
71 SP2					0.805				
72 SP3					0.722				
73 SP4					0.875				
74 IM1						0.881			
75 IM2						0.887			
76 IM3						0.881			
77 IM4						0.883			
78 IM5							0.856		
79 IM6							0.789		
80 IM7							0.725		
81 SM1								0.744	
82 SM2								0.882	
83 SM3								0.870	
84 SM4								0.885	
85 SM5								0.880	
86 SM6									0.921
87 SM7									0.921
88 W1									0.881
89 W2									0.912
90 W3									0.850

92

Hasil Uji Validitas Diskriminan (*Fornell-Larcker Criterion*)

Krisna (Item Fix).splm PLS Algorithm (Run No. 1) 33

Discriminant Validity

☒ Fornell-Larcker Criterion ☐ Cross Loadings ☐ Heterotrait-Monotrait Ratio (HTMT) ☒ Heterotrait-Monotrait Ratio (HTMT)

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	Affiliate Marke...	Email Marketing	Evaluasi Altern...	Keputusan Pe...	Mobile Market...	Pencarian Info...	Search Engine ...	Social Media ...	Website Marke...
Affiliate Marke...	0.906								
Email Marketing	0.292	0.773							
Evaluasi Altern...	0.390	0.043	0.912						
Keputusan Pe...	0.467	0.212	0.753	0.760					
Mobile Market...	-0.163	0.439	-0.335	-0.213	0.810				
Pencarian Info...	0.155	-0.326	0.497	0.401	-0.003	0.794			
Search Engine ...	0.109	0.128	0.170	0.020	0.123	0.259	0.838		
Social Media M...	-0.176	0.205	-0.193	-0.186	0.684	0.238	0.476	0.704	
Website Marke...	-0.177	-0.091	-0.111	-0.159	-0.044	-0.039	0.209	0.030	0.836

Final Results **Quality Criteria** **Interim Results** **Base Data**

Path Coefficients R-Square Setting
 Indirect Effects f-Square Inner Model
 Total Effects Construct Reliability and Validity Outer Model
 Outer Loadings Discriminant Validity Indicator Data (Original)
 Outer Weights Collinearity Statistics (VIF) Indicator Data (Standardized)
 Latent Variable Model Fit Indicator Data (Correlations)
 Residuals Model Selection Criteria

Hasil Uji Reliabilitas

795					
796	Construct Reliability and Validity				
797					
798		Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
799	Affiliate Marketing	0.890	0.904	0.931	0.819
800	Email Marketing	0.804	0.850	0.867	0.622
801	Evaluasi Alternatif	0.794	0.805	0.906	0.829
802	Keputusan Pembelian	0.776	0.794	0.856	0.600
803	Mobile Marketing	0.896	0.899	0.928	0.762
804	Pencarian Informasi	0.701	0.719	0.834	0.627
805	Search Engine Marketing	0.900	0.932	0.925	0.712
806	Social Media Marketing	0.823	0.823	0.919	0.850
807	Website Marketing	0.812	0.871	0.882	0.713
808					
809					

R Square

772	Quality Criteria			
773				
774	R Square			
775				
776		R Square	R Square Adjusted	
777	Evaluasi Alternatif	0.276	0.253	
778	Keputusan Pembelian	0.265	0.252	
779	Pencarian Informasi	0.351	0.327	
780				
781				

Q Square

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[back to navigation](#)

Total	SSO	SSE	Q² (~1-SSE/SSO)
Affiliate Marketing	495.000	495.000	
Email Marketing	660.000	660.000	
Evaluasi Alternatif	330.000	260.748	0.210
Keputusan Pembelian	660.000	561.608	0.149
Mobile Marketing	660.000	660.000	
Pencarian Informasi	495.000	396.604	0.199
Search Engine Marketing	825.000	825.000	
Social Media Marketing	330.000	330.000	
Website Marketing	495.000	495.000	

Boostrapping

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[back to navigation](#)

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/(STDEV))	P-Values
Affiliate Marketing → Evaluasi Alternatif	0.304	0.298	0.082	3.684	0.000
Affiliate Marketing → Keputusan Pembelian	0.472	0.475	0.076	6.247	0.000
Affiliate Marketing → Pencarian Informasi	0.343	0.329	0.077	4.440	0.000
Email Marketing → Pencarian Informasi	-0.533	-0.529	0.098	5.439	0.000
Mobile Marketing → Evaluasi Alternatif	-0.254	-0.262	0.110	2.199	0.031
Mobile Marketing → Keputusan Pembelian	-0.115	-0.116	0.077	1.482	0.139
Mobile Marketing → Pencarian Informasi	0.100	0.098	0.115	0.874	0.382
Search Engine Marketing → Evaluasi Alternatif	0.223	0.231	0.071	3.156	0.002
Search Engine Marketing → Pencarian Informasi	0.211	0.223	0.069	3.057	0.002
Social Media Marketing → Evaluasi Alternatif	-0.089	-0.076	0.115	0.697	0.486
Social Media Marketing → Pencarian Informasi	0.259	0.258	0.112	2.308	0.021
Website Marketing → Evaluasi Alternatif	-0.098	-0.119	0.088	1.121	0.265
Website Marketing → Keputusan Pembelian	-0.075	-0.084	0.084	0.891	0.370
Website Marketing → Pencarian Informasi	-0.086	-0.091	0.090	0.971	0.391

