

Lampiran 4

Hasil Uji Outer Model

1. Nilai Loading factor Konstruk Eksogen Daya Tarik Perusahaan

Konstruk Eksogen	Kode Item	Loading Factor
Nilai Minat	NM_1	0,749
	NM_2	0,751
	NM_3	0,773
	NM_4	0,754
	NM_5	0,730
Nilai Sosial	NS_1	0,794
	NS_2	0,846
	NS_3	0,826
	NS_4	0,846
	NS_5	0,807
Nilai Ekonomi	NE_1	0,794
	NE_2	0,843
	NE_3	0,752
	NE_4	0,809
	NE_5	0,712
Nilai Pengembangan	NP_1	0,842
	NP_2	0,807
	NP3	0,834
	NP_4	0,369
	NP_5	0,753
Nilai Aplikasi	NA_1	0,691
	NA_2	0,615
	NA_3	0,653
	NA_4	0,823

	NA_5	0,803
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2. Nilai Loading Factor Konstruk Eksogen E-recruitment

Konstruk Eksogen	Kode Item	Loading Factor
Perceived of Usefull	PU_1	0,933
	PU_2	0,953
	PU_3	0,766
	PU_4	0,914
Perceived of Ease	PE_1	0,901
	PE_2	0,873
	PE_3	0,866
	PE_4	0,855

3. Nilai Loading Factor Konstruk Endogen Keinginan Melamar Pekerjaan

Konstruk Endogen	Kode tem	Loading Factor
Keinginan Melamar Kerja	KMK_1	0,859
	KMK_2	0,866
	KMK_3	0,924
	KMK_4	0,904
	KMK_5	0,736

4. Nilai Loading Factor Konstruk Mediasi Reputasi Perusahaan

Konstruk Mediasi	Kode Item	Loading Factor
Emotional Appeal	EA_1	0,890
	EA_2	0,936
	EA_3	0,883
Product and Service	PS_1	0,846
	PS_2	0,828
	PS_3	0,843
	PS4	0,877
Vision and Leadership	VS_1	0,847
	VS_2	0,914
	VS_3	0,883

Workplace Environment	WE_1	0,891
	WE_2	0,868
	WE_3	0,861
Social Environment Responsibility	SER_1	0,855
	SER_2	0,894
	SER_3	0,828
Financial Report	FP_1	0,793
	FP_2	0,722
	FP_3	0,833
	FP_4	0,787

5. Nilai Loading Factor Seluruh Konstruk setelah di estimasi ulang

Variabel Laten	Konstruk Eksogen	Kode Item	Loading Factor
Daya Tarik Perusahaan	Nilai Minat	NM_1	0,749
		NM_2	0,751
		NM_3	0,773
		NM_4	0,754
		NM_5	0,730
	Nilai Sosial	NS_1	0,793
		NS_2	0,846
		NS_3	0,826
		NS_4	0,846
		NS_5	0,807
	Nilai Ekonomi	NE_1	0,794
		NE_2	0,843
		NE_3	0,753
		NE_4	0,809
		NE_5	0,71 2
	Nilai Pengembangan	NP_1	0,852
		NP_2	0,818

		NP3	0,845
		NP_5	0,744
	Nilai Aplikasi	NA_1	0,691
		NA_2	0,612
		NA_3	0,655
		NA_4	0,823
		NA_5	0,803
<i>E-recruitment</i>	Perceived of Usefull	PU_1	0,933
		PU_2	0,953
		PU_3	0,766
		PU_4	0,914
	Perceived of Ease	PE_1	0,901
		PE_2	0,873
		PE_3	0,866
		PE_4	0,855
Reputasi Perusahaan	Emotional Appeal	EA_1	0,890
		EA_2	0,936
		EA_3	0,883
	Product and Service	PS_1	0,846
		PS_2	0,828
		PS_3	0,843
		PS4	0,877
	Vision and Leadership	VS_1	0,847
		VS_2	0,914
		VS_3	0,883
	Workplace Environment	WE_1	0,891
		WE_2	0,868

		WE_3	0,861
	Social Environment Responsibility	SER_1	0,855
		SER_2	0,894
		SER_3	0,828
	Financial Report	FP_1	0,793
		FP_2	0,722
		FP_3	0,833
		FP_4	0,787
Keinginan Melamar Kerja		KMK_1	0,859
		KMK_2	0,866
		KMK_3	0,924
		KMK_4	0,904
		KMK_5	0,736

6. Tabel nilai cross loading

	DTP	E	EA	FP	KMK	NA	NE	NP	NP	NS	PE	PS	PU	RP	SER	VS	WE
DTP	0,675																
E	0,560	0,835															
EA	0,668	0,493	0,903														
FP	0,626	0,458	0,626	0,785													
KMK	0,662	0,445	0,587	0,589	0,860												
NA	0,853	0,458	0,576	0,515	0,545	0,722											
NE	0,879	0,521	0,649	0,605	0,574	0,674	0,783										
NM	0,830	0,450	0,597	0,536	0,602	0,677	0,640	0,752									
NP	0,920	0,495	0,624	0,576	0,608	0,763	0,829	0,644	0,816								
NS	0,860	0,495	0,458	0,484	0,537	0,634	0,655	0,657	0,758	0,824							
PE	0,526	0,945	0,483	0,462	0,428	0,427	0,490	0,424	0,465	0,468	0,874						
PS	0,706	0,401	0,729	0,609	0,634	0,669	0,623	0,609	0,643	0,530	0,406	0,849					
PU	0,531	0,949	0,450	0,406	0,408	0,436	0,494	0,424	0,470	0,467	0,792	0,351	0,895				
RP	0,786	0,533	0,845	0,806	0,685	0,704	0,697	0,685	0,731	0,603	0,526	0,893	0,481	0,740			
SER	0,727	0,496	0,635	0,584	0,490	0,715	0,604	0,633	0,644	0,579	0,505	0,706	0,434	0,842	0,859		
VS	0,695	0,451	0,707	0,662	0,560	0,660	0,551	0,608	0,673	0,539	0,449	0,775	0,404	0,907	0,796	0,882	
WE	0,661	0,488	0,677	0,719	0,664	0,520	0,586	0,574	0,640	0,545	0,450	0,752	0,471	0,893	0,701	0,783	0,874

7. Tabel Nilai Composite Reliability

Konstruk	Cronbachs Alpha	rho_A	Composite Reliability
Daya Tarik Perusahaan (DTP)	0.947	0.950	0.952
<i>E-recruitment</i> (E)	0.938	0.939	0.949
EA	0.887	0.888	0.930
FP	0.791	0.795	0.865
Keinginan Melamar Kerja (KMK)	0.910	0.911	0.934
NA	0.765	0.782	0.843
NE	0.842	0.848	0.888
NP	0.808	0.81	0.867
NP	0.831	0.833	0.888
NS	0.882	0.887	0.914
PE	0.897	0.9	0.928
PS	0.871	0.87	0.912
PU	0.914	0.915	0.941
Reputasi Perusahaan (RP)	0.956	0.958	0.960
SER	0.822	0.822	0.894
VS	0.857	0.859	0.913
WE	0.845	0.846	0.906

8. Path Coefficient pengukuran T-Statistik Second Order

Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics > 1,94	P Values <0,05	Uji Signifikansi
EA -> RP	0.190	0.189	0.012	16.119	0.000	Signifikan
FP -> RP	0.186	0.187	0.016	11.507	0.000	Signifikan
NA -> DTP	0.203	0.202	0.014	14.175	0.000	Signifikan

NE -> DTP	0.245	0.245	0.019	13.071	0.000	Signifikan
NM -> DTP	0.224	0.224	0.018	12.528	0.000	Signifikan
NP -> DTP	0.228	0.227	0.018	12.528	0.000	Signifikan
NS -> DTP	0.250	0.246	0.023	10.844	0.000	Signifikan
PE -> E	0.519	0.521	0.022	23.652	0.000	Signifikan
PS -> RP	0.237	0.236	0.014	17.111	0.000	Signifikan
PU -> E	0.538	0.536	0.018	29.732	0.000	Signifikan
SER -> RP	0.162	0.159	0.012	13.886	0.000	Signifikan
VS -> RP	0.184	0.183	0.013	13.949	0.000	Signifikan
WE -> RP	0.194	0.193	0.013	16.550	0.000	Signifikan

Hasil Uji Inner Model

1. R-Square (R^2)

Item	R-Square	R-Square Adjustment
Keinginan Melamar Pekerjaan (KMK)	0.510	0.494

2. Predictive Relevance (Q^2).

Item	$Q^2(=1-SSE/SSO)$	R^2
Keinginan Melamar Pekerjaan (KMK)	0,334	0,510
Daya Tarik Perusahaan	0,410	1
<i>E-recruitment</i>	0,643	1
Reputasi Perusahaan	0,495	0,614

3. GoF

Item	R^2	Communality
Keinginan Melamar Pekerjaan (KMK)	0,510	0,730
Daya Tarik Perusahaan	1	1
<i>E-recruitment</i>	1	1
Reputasi Perusahaan	0,614	1
Mean	0,781	0,932

GoF	0,85
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4. Hasil t-statistik

	Item	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
H1	DTP -> KMK	0.303	0.313	0.130	2.311	0.021
H2	RP -> KMK	0.419	0.418	0.139	3.108	0.001
H3	DTP -> RP -> KMK	0.329	0.327	0.110	3.001	0.003
H4	E -> KMK	0.052	0.057	0.094	0.549	0.583

5. Hasil Uji Signifikansi Parial

Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
DTP -> KMK	0.303	0.313	0.131	2.311	0.021
RP -> KMK	0.419	0.418	0.135	3.108	0.002

6. Hasil Uji Mediasi Simultan

Konstruk	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
DTP -> KMK	0.303	0.313	0.131	2.311	0.021
DTP -> RP -> KMK	0.329	0.327	0.101	3.001	0.003