

LAMPIRAN

OUTPUT PLS

Outer loadings (measurement model)

	FQ	SQ	E-WOM	RI
Assurance		0.968		
Empati		0.963		
Gizi	0.999			
Rasa	0.998			
Recommend				0.981
Reliability		0.946		
Responsiveness		0.932		
revisit				0.981
tangibles		0.967		
Tekstur	0.999			
Warna	0.999			
WOM1			0.744	
WOM2			0.761	
WOM3			0.879	
WOM4			0.923	
WOM5			0.914	
WOM6			0.842	

Cross loadings

	FQ	SQ	E-WOM	RI
Assurance	0.836	0.968	0.814	0.864
Empati	0.741	0.963	0.694	0.754
Gizi	0.999	0.897	0.858	0.853
Rasa	0.998	0.906	0.862	0.857
Recommend	0.753	0.785	0.727	0.981
Reliability	0.747	0.946	0.689	0.756
Responsiveness	0.712	0.932	0.679	0.711
revisit	0.814	0.903	0.786	0.981
tangibles	0.833	0.967	0.818	0.864
Tekstur	0.999	0.904	0.865	0.860
Warna	0.999	0.900	0.860	0.856
WOM1	0.651	0.566	0.744	0.627
WOM2	0.598	0.516	0.761	0.602
WOM3	0.791	0.845	0.879	0.731
WOM4	0.903	0.941	0.923	0.869
WOM5	0.869	0.904	0.914	0.838
WOM6	0.710	0.738	0.842	0.679

Composite Reliability

	Composite Reliability
FQ	0.999
SQ	0.981
E-WOM	0.938
RI	0.981

Average variance extracted (AVE)

	Average variance extracted (AVE)
FQ	0.998
SQ	0.913
E-WOM	0.717
RI	0.962

R-square

	R-square
FQ	
SQ	
E-WOM	0.788
RI	0.868

results for inner weights

	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
FQ -> E-WOM	0.528	0.510	0.130	4.075
SQ -> E-WOM	0.401	0.427	0.118	3.397
FQ -> RI	0.201	0.222	0.093	2.159
SQ -> RI	0.466	0.457	0.108	4.320
E-WOM -> RI	0.317	0.303	0.123	2.579

results for outer loadings

	original sample estimate	mean of subsamples	Standard deviation	T-Statistic
FQ				
Gizi	0.999	0.999	0.001	1854.481
Rasa	0.998	0.997	0.002	481.912
Tekstur	0.999	0.998	0.001	898.949
Warna	0.999	0.999	0.000	2444.824
SQ				
Assurance	0.968	0.974	0.014	71.381
Empati	0.963	0.967	0.011	83.845
Reliability	0.946	0.949	0.022	42.616
Responsiveness	0.932	0.939	0.027	33.912
tangibles	0.967	0.974	0.013	72.290
E-WOM				
WOM1	0.744	0.730	0.086	8.603
WOM2	0.761	0.731	0.068	11.117
WOM3	0.879	0.892	0.035	24.853
WOM4	0.923	0.918	0.018	51.807
WOM5	0.914	0.902	0.030	30.758
WOM6	0.842	0.835	0.043	19.737
RI				
Recommend	0.981	0.978	0.006	158.740
revisit	0.981	0.979	0.005	196.645

Inner weights (structural model)

	FQ	SQ	E-WOM	RI
FQ			0.528	0.201
SQ			0.401	0.466
E-WOM				0.317
RI				

