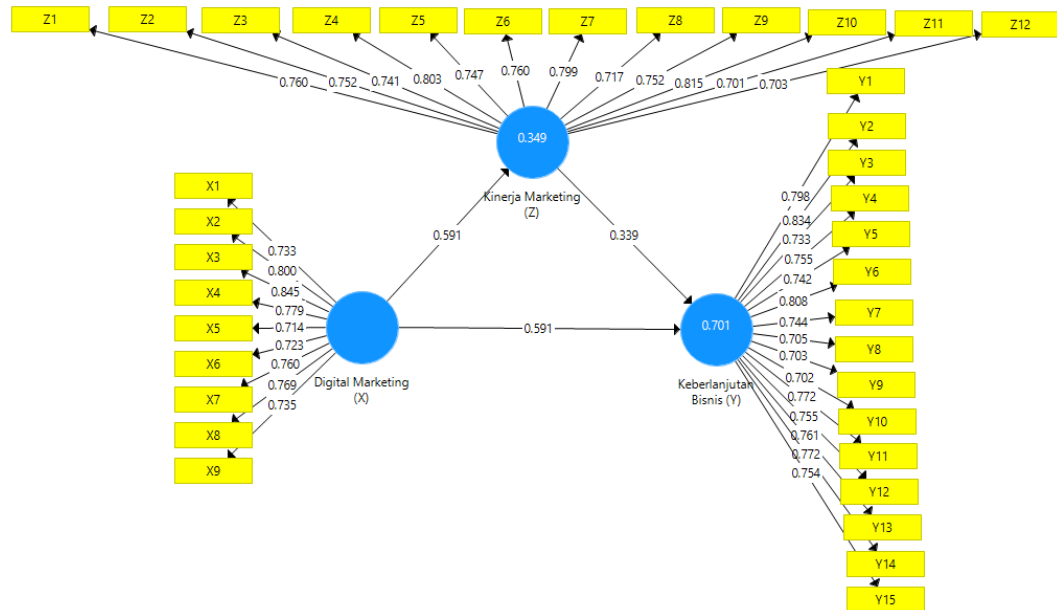
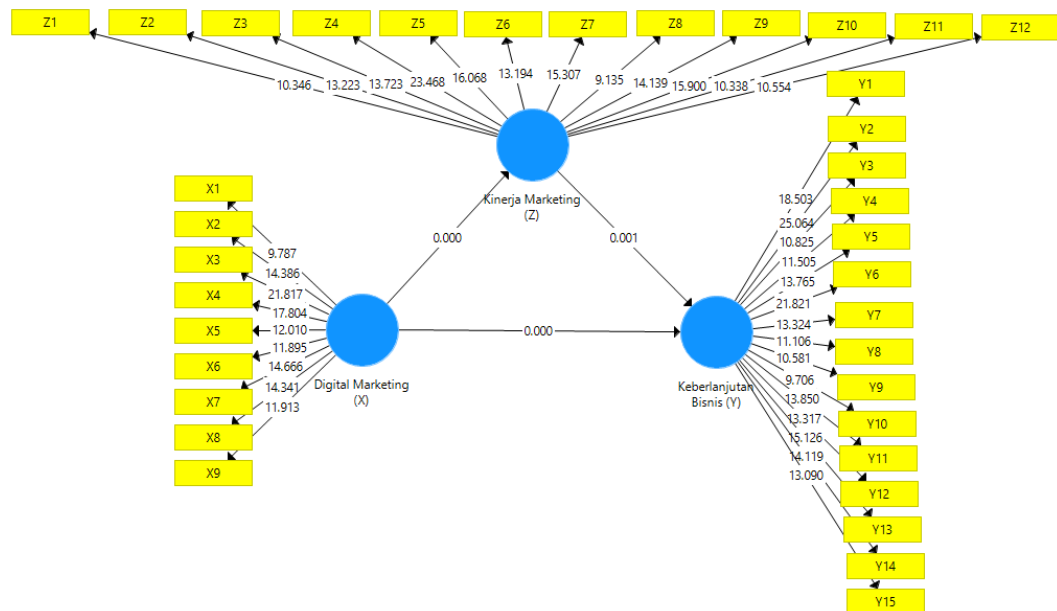


## LAMPIRAN

### Model Awal



### Model Bostraping

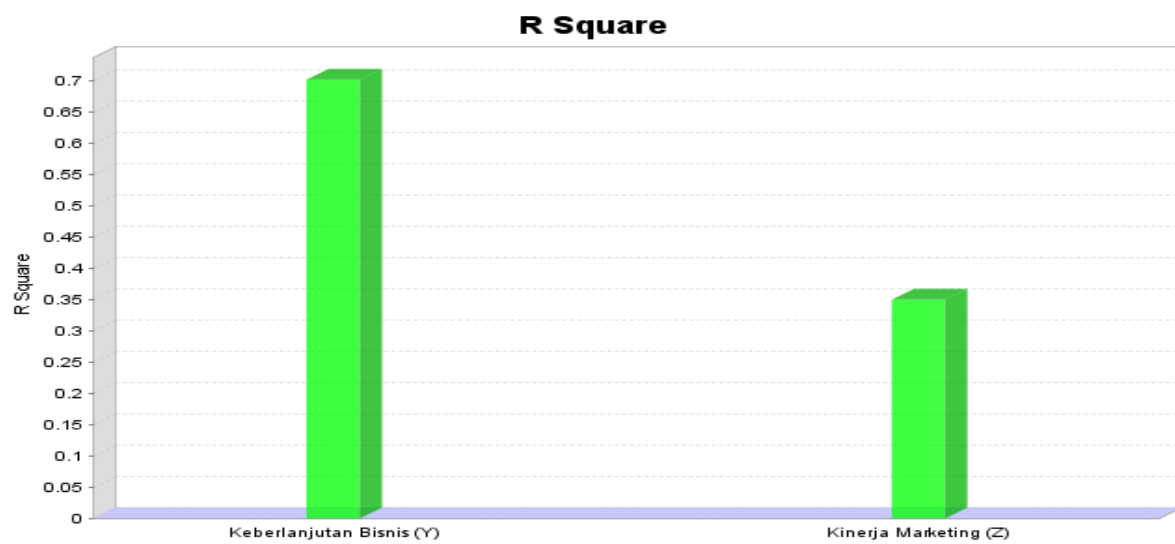
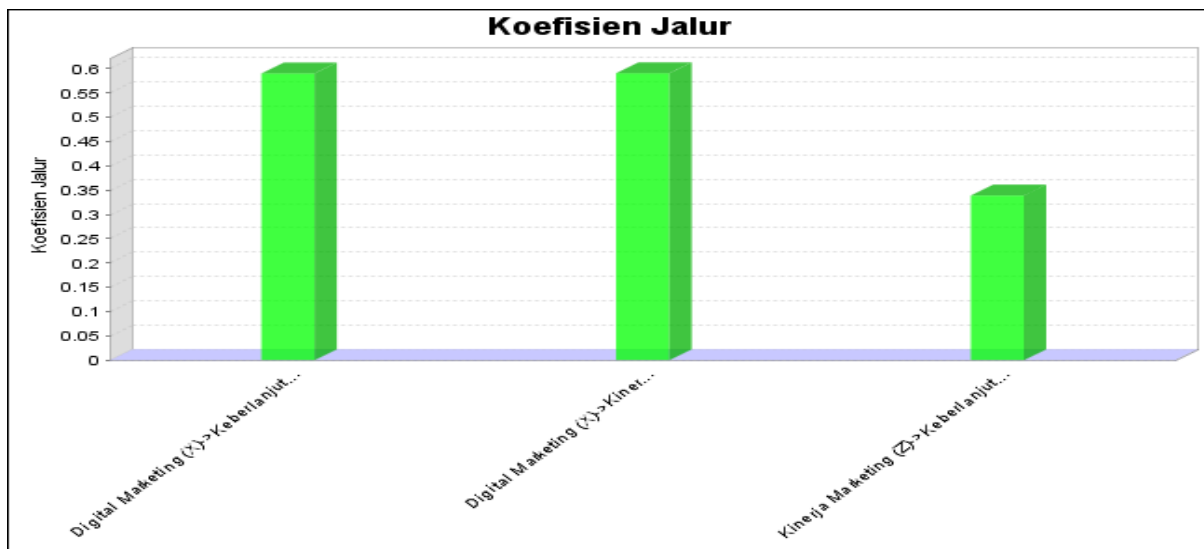


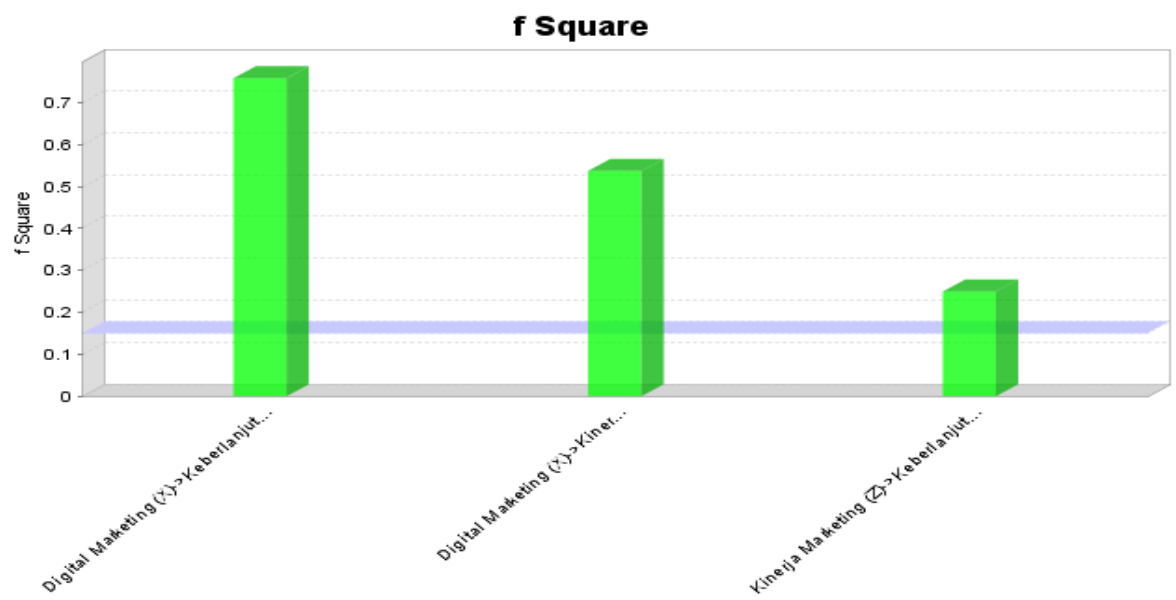
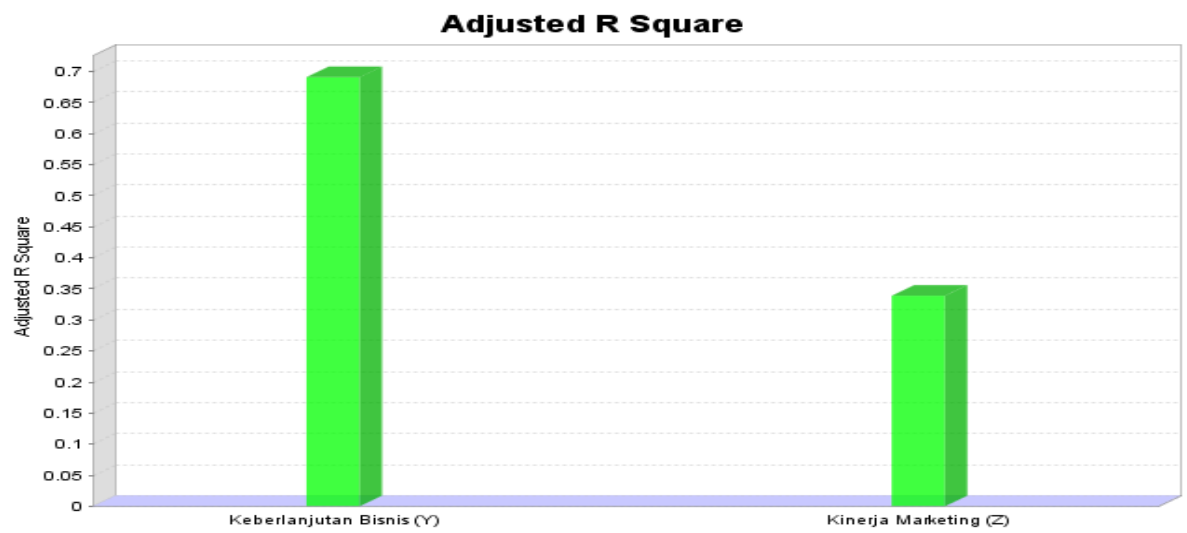
# Outer Model

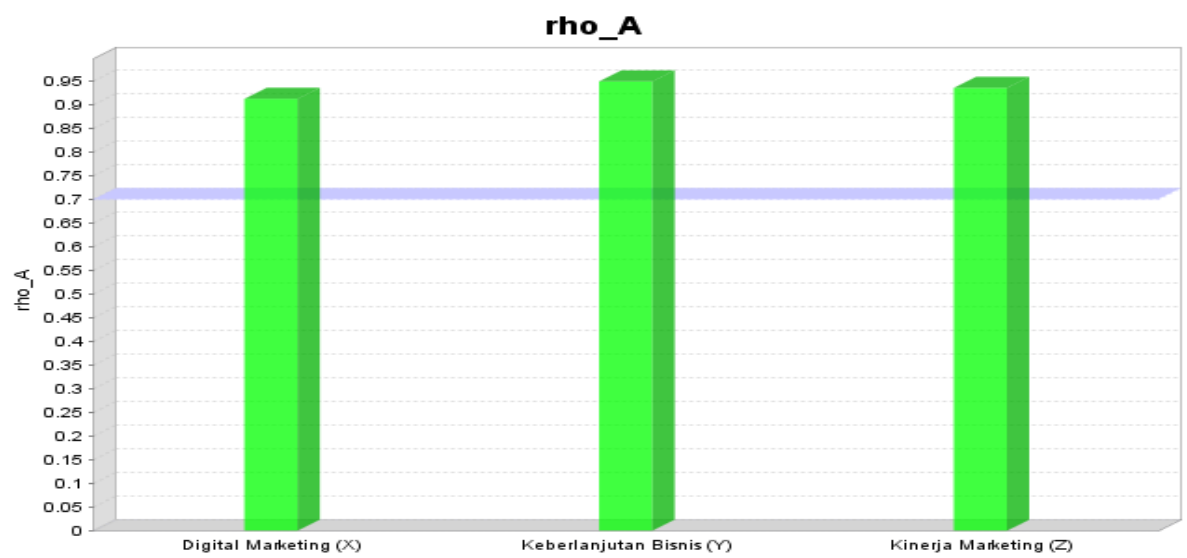
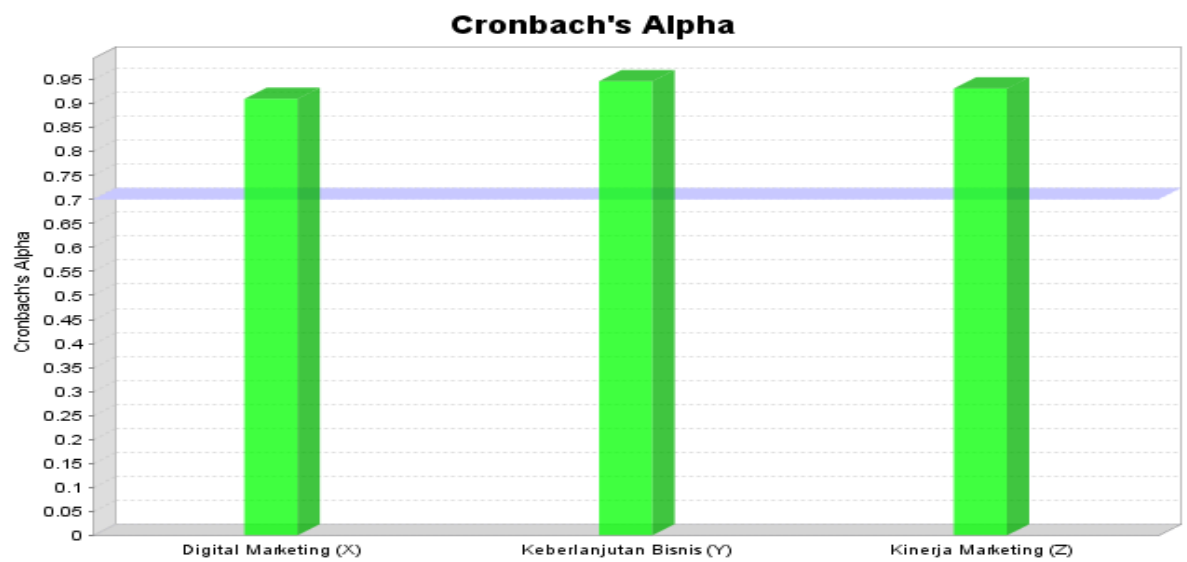
|     | Digital Marketing (X) | Keberlanjutan Bisnis (Y) | Kinerja Marketing (Z) |
|-----|-----------------------|--------------------------|-----------------------|
| X1  | 0,733                 |                          |                       |
| X2  | 0,800                 |                          |                       |
| X3  | 0,845                 |                          |                       |
| X4  | 0,779                 |                          |                       |
| X5  | 0,714                 |                          |                       |
| X6  | 0,723                 |                          |                       |
| X7  | 0,760                 |                          |                       |
| X8  | 0,769                 |                          |                       |
| X9  | 0,735                 |                          |                       |
| Y1  |                       | 0,798                    |                       |
| Y10 |                       | 0,702                    |                       |
| Y11 |                       | 0,772                    |                       |
| Y12 |                       | 0,755                    |                       |
| Y13 |                       | 0,761                    |                       |
| Y14 |                       | 0,772                    |                       |
| Y15 |                       | 0,754                    |                       |
| Y2  |                       | 0,834                    |                       |
| Y3  |                       | 0,733                    |                       |
| Y4  |                       | 0,755                    |                       |
| Y5  |                       | 0,742                    |                       |
| Y6  |                       | 0,808                    |                       |
| Y7  |                       | 0,744                    |                       |
| Y8  |                       | 0,705                    |                       |
| Y9  |                       | 0,703                    |                       |
| Z1  |                       |                          | 0,760                 |
| Z10 |                       |                          | 0,815                 |
| Z11 |                       |                          | 0,701                 |
| Z12 |                       |                          | 0,703                 |
| Z2  |                       |                          | 0,752                 |
| Z3  |                       |                          | 0,741                 |
| Z4  |                       |                          | 0,803                 |
| Z5  |                       |                          | 0,747                 |
| Z6  |                       |                          | 0,760                 |
| Z7  |                       |                          | 0,799                 |
| Z8  |                       |                          | 0,717                 |
| Z9  |                       |                          | 0,752                 |

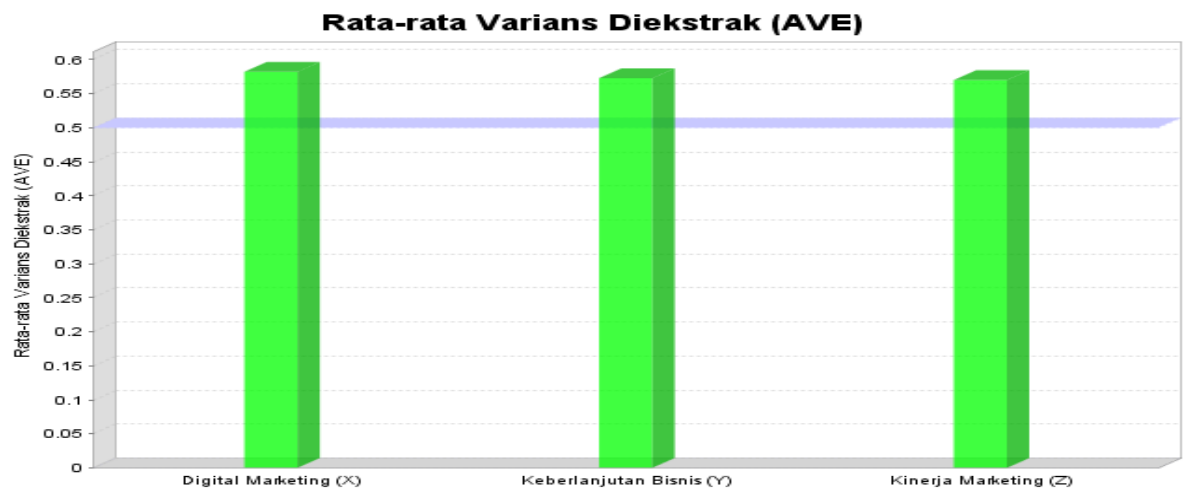
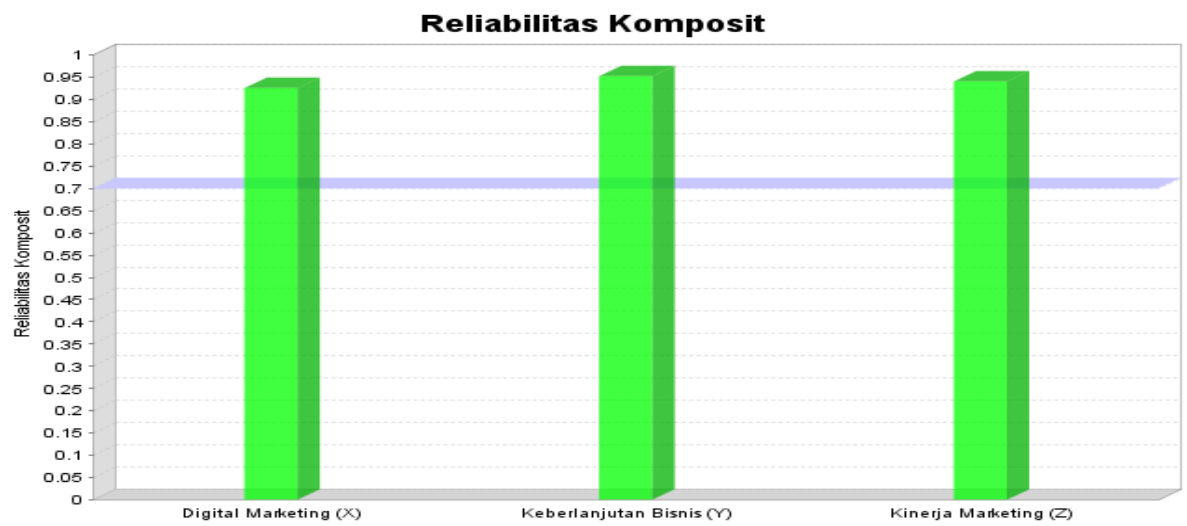
### Cross Loading

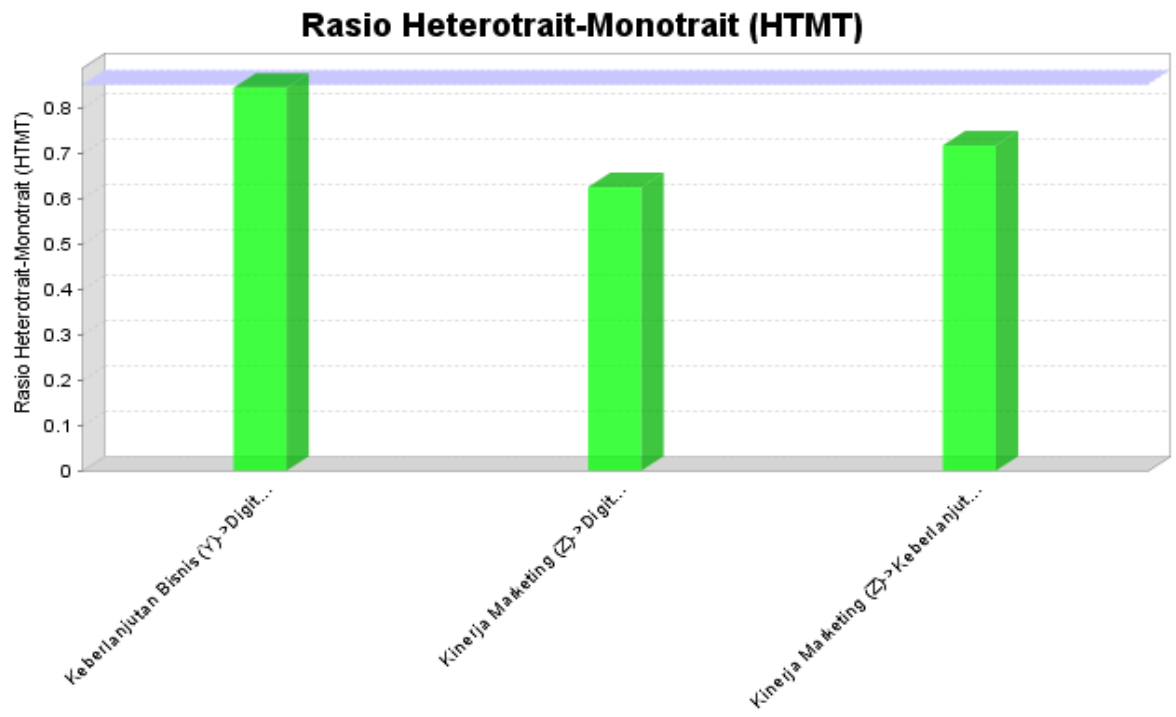
|     | Digital Marketing (X) | Keberlanjutan Bisnis (Y) | Kinerja Marketing (Z) |
|-----|-----------------------|--------------------------|-----------------------|
| X1  | 0,733                 | 0,513                    | 0,393                 |
| X2  | 0,800                 | 0,572                    | 0,420                 |
| X3  | 0,845                 | 0,604                    | 0,541                 |
| X4  | 0,779                 | 0,622                    | 0,514                 |
| X5  | 0,714                 | 0,635                    | 0,385                 |
| X6  | 0,723                 | 0,665                    | 0,514                 |
| X7  | 0,760                 | 0,643                    | 0,490                 |
| X8  | 0,769                 | 0,607                    | 0,388                 |
| X9  | 0,735                 | 0,539                    | 0,366                 |
| Y1  | 0,645                 | 0,798                    | 0,631                 |
| Y10 | 0,533                 | 0,702                    | 0,571                 |
| Y11 | 0,649                 | 0,772                    | 0,519                 |
| Y12 | 0,625                 | 0,755                    | 0,423                 |
| Y13 | 0,549                 | 0,761                    | 0,542                 |
| Y14 | 0,664                 | 0,772                    | 0,568                 |
| Y15 | 0,617                 | 0,754                    | 0,594                 |
| Y2  | 0,687                 | 0,834                    | 0,635                 |
| Y3  | 0,577                 | 0,733                    | 0,426                 |
| Y4  | 0,584                 | 0,755                    | 0,624                 |
| Y5  | 0,512                 | 0,742                    | 0,465                 |
| Y6  | 0,627                 | 0,808                    | 0,441                 |
| Y7  | 0,666                 | 0,744                    | 0,359                 |
| Y8  | 0,496                 | 0,705                    | 0,413                 |
| Y9  | 0,495                 | 0,703                    | 0,532                 |
| Z1  | 0,362                 | 0,454                    | 0,760                 |
| Z10 | 0,472                 | 0,530                    | 0,815                 |
| Z11 | 0,357                 | 0,517                    | 0,701                 |
| Z12 | 0,403                 | 0,518                    | 0,703                 |
| Z2  | 0,449                 | 0,472                    | 0,752                 |
| Z3  | 0,493                 | 0,523                    | 0,741                 |
| Z4  | 0,566                 | 0,634                    | 0,803                 |
| Z5  | 0,531                 | 0,619                    | 0,747                 |
| Z6  | 0,424                 | 0,536                    | 0,760                 |
| Z7  | 0,396                 | 0,442                    | 0,799                 |
| Z8  | 0,351                 | 0,391                    | 0,717                 |
| Z9  | 0,457                 | 0,505                    | 0,752                 |













### Koefisien Jalur

|                          | Digital Marketing (X) | Keberlanjutan Bisnis (Y) | Kinerja Marketing (Z) |
|--------------------------|-----------------------|--------------------------|-----------------------|
| Digital Marketing (X)    |                       | 0,591                    | 0,591                 |
| Keberlanjutan Bisnis (Y) |                       |                          |                       |
| Kinerja Marketing (Z)    |                       | 0,339                    |                       |

### Pengaruh Total

|                          | Digital Marketing (X) | Keberlanjutan Bisnis (Y) | Kinerja Marketing (Z) |
|--------------------------|-----------------------|--------------------------|-----------------------|
| Digital Marketing (X)    |                       | 0,791                    | 0,591                 |
| Keberlanjutan Bisnis (Y) |                       |                          |                       |
| Kinerja Marketing (Z)    |                       | 0,339                    |                       |

### R Square

|                          | R Square | Adjusted R Square |
|--------------------------|----------|-------------------|
| Keberlanjutan Bisnis (Y) | 0,701    | 0,691             |
| Kinerja Marketing (Z)    | 0,349    | 0,339             |

### F Square

|                          | Digital Marketing (X) | Keberlanjutan Bisnis (Y) | Kinerja Marketing (Z) |
|--------------------------|-----------------------|--------------------------|-----------------------|
| Digital Marketing (X)    |                       | 0,758                    | 0,537                 |
| Keberlanjutan Bisnis (Y) |                       |                          |                       |
| Kinerja Marketing (Z)    |                       | 0,250                    |                       |

### Validitas dan Realibilitas Konstruk

|                          | Cronbach's Alpha | rho_A | Reliabilitas Komposit | Rata-rata Varians Diekstrak (AVE) |
|--------------------------|------------------|-------|-----------------------|-----------------------------------|
| Digital Marketing (X)    | 0,910            | 0,912 | 0,926                 | 0,582                             |
| Keberlanjutan Bisnis (Y) | 0,947            | 0,949 | 0,953                 | 0,573                             |
| Kinerja Marketing (Z)    | 0,931            | 0,935 | 0,941                 | 0,570                             |

### Blindfolding

|                          | SSO     | SSE     | Q <sup>2</sup> (=1-SSE/SSO) |
|--------------------------|---------|---------|-----------------------------|
| Digital Marketing (X)    | 585,000 | 585,000 |                             |
| Keberlanjutan Bisnis (Y) | 975,000 | 596,812 | 0,388                       |
| Kinerja Marketing (Z)    | 780,000 | 638,868 | 0,181                       |

#### Koefisien Jalur

|                                                   | Sampel Asli (O) | Rata-rata Sampel (M) | Standar Deviasi (STDEV) | T Statistik (  O/STDEV  ) | P Values     |
|---------------------------------------------------|-----------------|----------------------|-------------------------|---------------------------|--------------|
| Digital Marketing (X) -> Keberlanjutan Bisnis (Y) | 0,591           | 0,588                | 0,113                   | 5,208                     | <b>0,000</b> |
| Digital Marketing (X) -> Kinerja Marketing (Z)    | 0,591           | 0,605                | 0,073                   | 8,054                     | <b>0,000</b> |
| Kinerja Marketing (Z) -> Keberlanjutan Bisnis (Y) | 0,339           | 0,343                | 0,106                   | 3,198                     | <b>0,001</b> |

#### Total Pengaruh Tidak Langsung

|                                                    | Sampel Asli (O) | Rata-rata Sampel (M) | Standar Deviasi (STDEV) | T Statistik (  O/STDEV  ) | P Values     |
|----------------------------------------------------|-----------------|----------------------|-------------------------|---------------------------|--------------|
| Digital Marketing (X) - > Keberlanjutan Bisnis (Y) | 0,200           | 0,209                | 0,074                   | 2,699                     | <b>0,007</b> |
| Digital Marketing (X) - > Kinerja Marketing (Z)    |                 |                      |                         |                           |              |
| Kinerja Marketing (Z) - > Keberlanjutan Bisnis (Y) |                 |                      |                         |                           |              |

#### Pengaruh Total

|                                                   | Sampel Asli (O) | Rata-rata Sampel (M) | Standar Deviasi (STDEV) | T Statistik (  O/STDEV  ) | P Values     |
|---------------------------------------------------|-----------------|----------------------|-------------------------|---------------------------|--------------|
| Digital Marketing (X) -> Keberlanjutan Bisnis (Y) | 0,791           | 0,797                | 0,059                   | 13,401                    | <b>0,000</b> |
| Digital Marketing (X) -> Kinerja Marketing (Z)    | 0,591           | 0,605                | 0,073                   | 8,054                     | <b>0,000</b> |
| Kinerja Marketing (Z) -> Keberlanjutan Bisnis (Y) | 0,339           | 0,343                | 0,106                   | 3,198                     | <b>0,001</b> |