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**LAMPIRAN:**

**Hasil Uji Smart-PLS *Pre-test***

**Uji reliabilitas:**

	<b>Cronbach's Alpha</b>
Brand Awareness	0.782
Brand Performance	0.765
Brand Signature	0.979
Brand Attitude	0.910
Brand Reputation	0.767

**Uji Validitas:**

	<i>Brand Signature</i>	<i>Brand Attitude</i>	<i>Brand Awareness</i>	<i>Brand Reputation</i>	<i>Brand Performance</i>
BS1	0.770				
BS2	0.760				
BS3	0.788				
BS4	0.746				
BS5	0.768				
BS6	0.860				
BS7	0.740				
BS8	0.848				
BS9	0.701				
BS10	0.816				
BS11	0.849				
BS12	0.763				
BS13	0.853				
BS14	0.785				
BS15	0.717				
BS16	0.837				
BS17	0.821				
BS18	0.877				
BS19	0.874				
BS20	0.887				
BS21	0.872				

BS22	0.864				
BS23	0.791				
BS24	0.834				
BS25	0.792				
BS26	0.862				
BS27	0.798				
BS28	0.714				
BS29	0.740				
BS30	0.767				
BS31	0.724				
BS32	0.770				
BAT1		0.877			
BAT2		0.840			
BAT3		0.772			
BAT4		0.850			
BAT5		0.736			
BAT6		0.764			
BAT7		0.887			
BAT8		0.727			
BAW1			0.766		
BAW2			0.743		
BAW3			0.785		
BAW4			0.810		
BAW5			0.838		
BAW6			0.887		
BAW7			0.773		
BAW8			0.725		
BAW9			0.745		
BAW10			0.719		
BAW11			0.794		
BR1				0.765	
BR2				0.674	
BR3				0.798	
BR4				0.725	
BR5				0.749	
BR6				0.792	
BR7				0.784	
BR8				0.709	
BR9				0.719	
BR10				0.779	
BP1					0.751
BP2					0.754
BP3					0.779
BP4					0.739
BP5					0.722

BP6					0.716
BP7					0.729
BP8					0.732
BP9					0.721
BP10					0.728
BP11					0.759
BP12					0.762
BP13					0.725

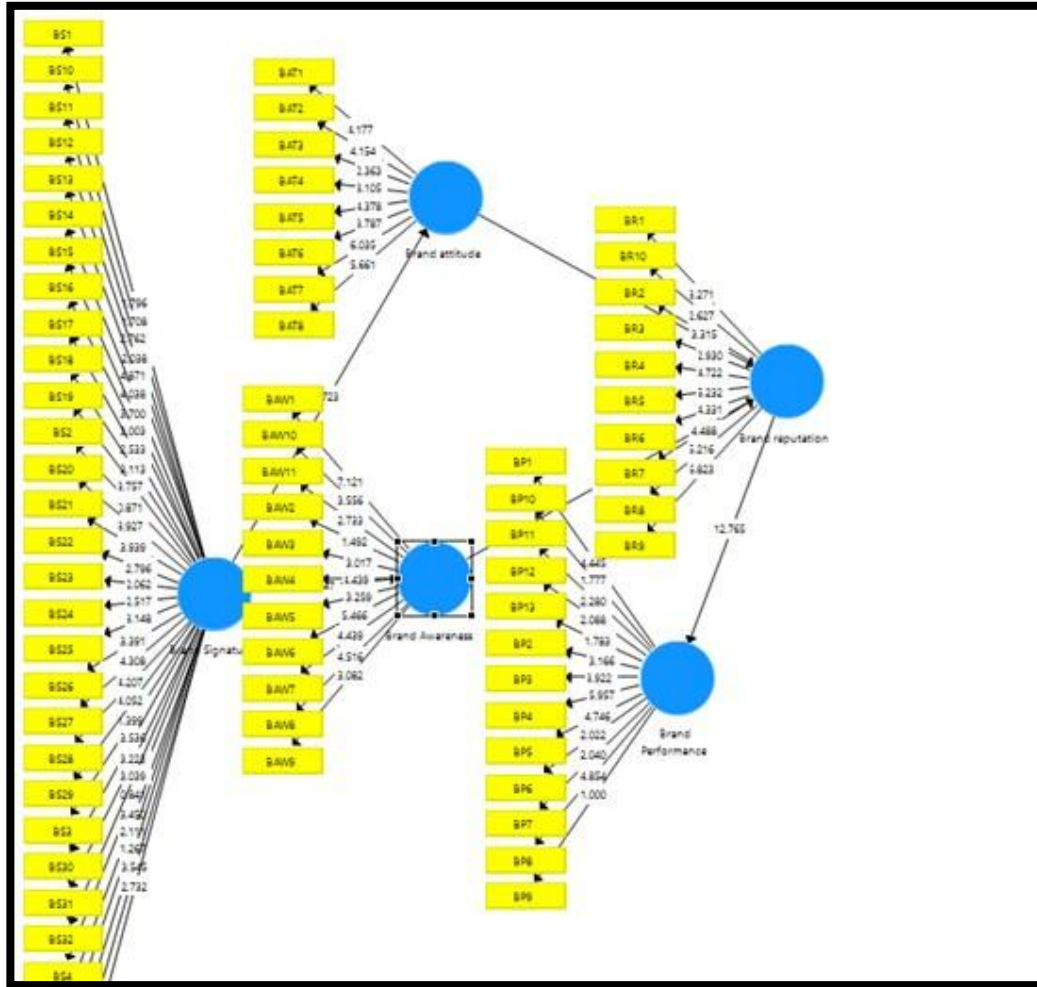
### Fornell-Larcker Criterion

	Brand Signature	Brand Attitude	Brand Awareness	Brand Reputation	Brand Performance
<b>Brand Signature</b>	0.799				
<b>Brand Attitude</b>	0.751	0.717			
<b>Brand Awareness</b>	0.571	0.575	0.820		
<b>Brand Reputation</b>	0.430	0.312	0.785	0.789	
<b>Brand Performance</b>	0.368	0.425	0.435	0.625	0.765

### HTMT

	Brand Signature	Brand Attitude	Brand Awareness	Brand Reputation	Brand Performance
<b>Brand Signature</b>	0.765				
<b>Brand Attitude</b>	0.651	0.620			
<b>Brand Awareness</b>	0.730	0.364	0.621		
<b>Brand Reputation</b>	0.727	0.311	0.725	0.505	
<b>Brand Performance</b>	0.718	0.680	0.409	0.441	0.608

## Hasil Uji Smart-PLS Penelitian Aktual



	Cronbach's Alpha	Average Variance Extracted (AVE)
<i>Brand Signature</i>	0.878	0.692
<i>Brand Attitude</i>	0.810	0.757
<i>Brand Awareness</i>	0.824	0.738
<i>Brand Reputation</i>	0.885	0.736
<i>Brand Performance</i>	0.838	0.677

	<i>Brand Signature</i>	<i>Brand Attitude</i>	<i>Brand Awareness</i>	<i>Brand Reputation</i>	<i>Brand Performance</i>
BS1	0.766				
BS2	0.866				
BS3	0.868				
BS4	0.854				
BS5	0.847				
BS6	0.934				
BS7	0.805				
BS8	0.917				
BS9	0.925				
BS10	0.727				
BS11	0.748				
BS12	0.828				
BS13	0.925				
BS14	0.923				
BS15	0.849				
BS16	0.804				
BS17	0.851				
BS18	0.886				
BS19	0.886				
BS20	0.892				
BS21	0.907				
BS22	0.880				
BS23	0.805				
BS24	0.834				
BS25	0.844				
BS26	0.872				
BS27	0.865				
BS28	0.776				
BS29	0.840				
BS30	0.877				
BS31	0.800				
BS32	0.811				
BAT1		0.773			
BAT2		0.751			
BAT3		0.748			
BAT4		0.751			
BAT5		0.762			
BAT6		0.798			
BAT7		0.790			
BAT8		0.729			
BAW1			0.753		

BAW2			0.728		
BAW3			0.734		
BAW4			0.834		
BAW5			0.733		
BAW6			0.895		
BAW7			0,842		
BAW8			0,808		
BAW9			0.748		
BAW10			0.742		
BAW11			0.797		
BR1				0.705	
BR2				0.723	
BR3				0.731	
BR4				0.779	
BR5				0.859	
BR6				0.787	
BR7				0.808	
BR8				0.827	
BR9				0,820	
BR10				0.794	
BP1					0.798
BP2					0.762
BP3					0.767
BP4					0.724
BP5					0.743
BP6					0.765
BP7					0,713
BP8					0.845
BP9					0.772
BP10					0.705
BP11					0.739
BP12					0,707
BP13					0.782



Fornell-Larcker Criterion

	<i>Brand Awareness</i>	<i>Brand Performance</i>	<i>Brand Signature</i>	<i>Brand Attitude</i>	<i>Brand Reputation</i>
<i>Brand Awareness</i>	0.918				
<i>Brand Performance</i>	0.742	0.820			
<i>Brand Signature</i>	0.761	0.791	0.808		
<i>Brand Attitude</i>	0.746	0.712	0.701	0.799	
<i>Brand Reputation</i>	0,725	0.708	0.766	0.706	0.885

VIF Tabel

	VIF
BS1	3.303
BS2	3.020
BS3	2.854
BS4	3.332
BS5	5.541
BS6	2.772
BS7	5.585
BS8	5.604
BS9	2.377
BS10	5.535
BS11	5.126
BS12	3.078
BS13	2347
BS14	2.863
BS15	3.491
BS16	3.668
BS17	3.622
BS18	4.694
BS19	3.493
BS20	3.303
BS21	3.020
BS22	2.854
BS23	3.332
BS24	5.541
BS25	2.772

BS26	5.585
BS27	5.604
BS28	2.377
BS29	5.535
BS30	5.126
BS31	3.078
BS32	2347
BAT1	2.863
BAT2	3.491
BAT3	3.668
BAT4	3.622
BAT5	4.694
BAT6	3.493
BAT7	3.632
BAT8	4.591
BAW1	3.633
BAW2	2.942
BAW3	4.948
BAW4	4.506
BAW5	3.311
BAW6	2.861
BAW7	4.499
BAW8	5.613
BAW9	3.523
BAW10	4.265
BAW11	2.547
BR1	2.767
BR2	2.938
BR3	3.279
BR4	2.808
BR5	2.256
BR6	2.864
BR7	2.984
BR8	3.752
BR9	3.162
BR10	2.098

BP1	2.651
BP2	2.892
BP3	2.603
BP4	2.998
BP5	3.764
BP6	3.176
BP7	3.972
BP8	3.128
BP9	3.762
BP10	3.194
BP11	3.172
BP12	2.989
BP13	3.709

<b>Hubungan variabel</b>	<b>Path Coefficient</b>	<b>T Statistik</b>	<b>P-Value</b>
<i>Brand Signature</i> berpengaruh terhadap <i>Brand Attitude</i>	0.489	5.723	0.000
<i>Brand Attitude</i> berpengaruh terhadap <i>Brand Reputation</i>	0.408	3.337	0.001
<i>Brand Signature</i> berpengaruh terhadap <i>Brand Awareness</i>	0.456	4.847	0.000
<i>Brand Awareness</i> berpengaruh terhadap <i>Brand Reputation</i>	0.339	2.488	0.013
<i>Brand awareness</i> berpengaruh secara positif terhadap <i>brand attitude</i>	0.468	2.793	0.043
<i>Brand Reputation</i> berpengaruh terhadap <i>Brand Performance</i>	0.626	5.756	0.000