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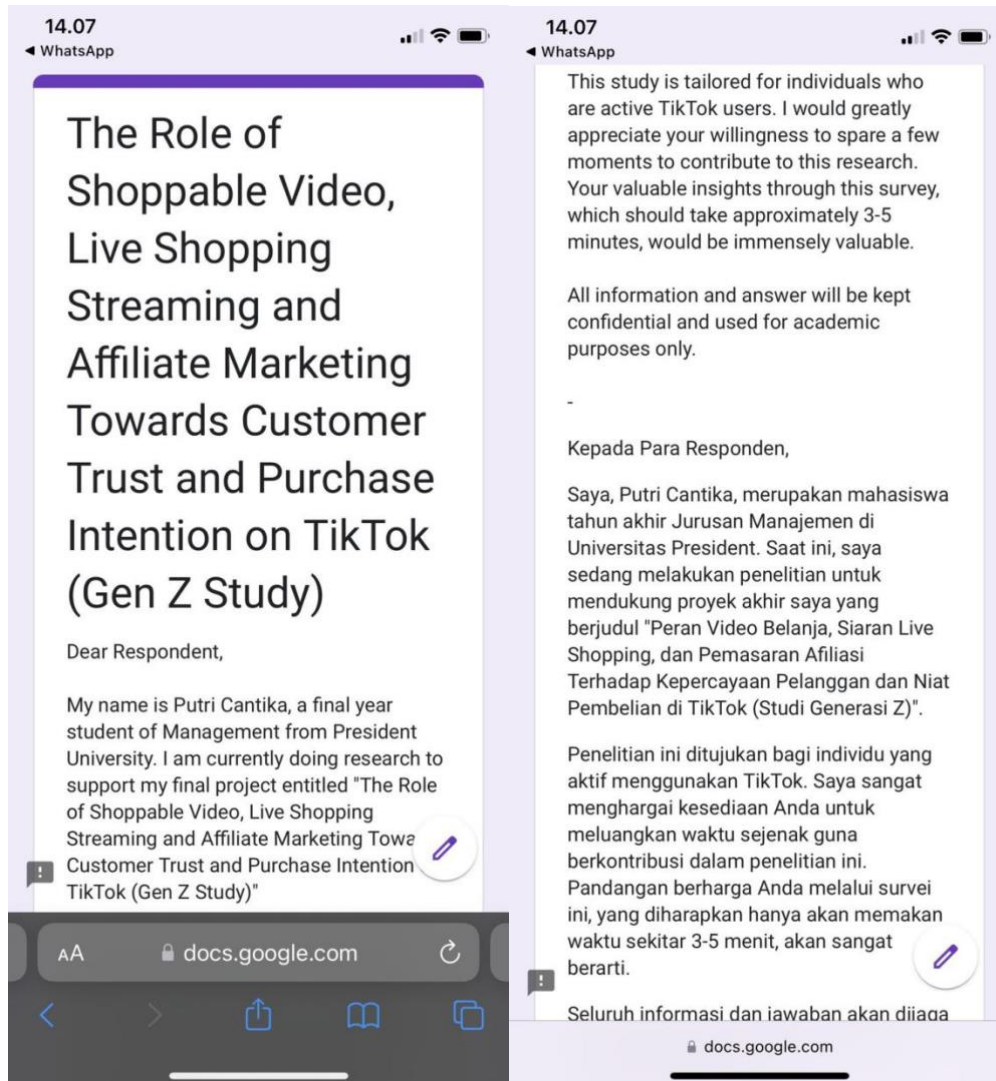
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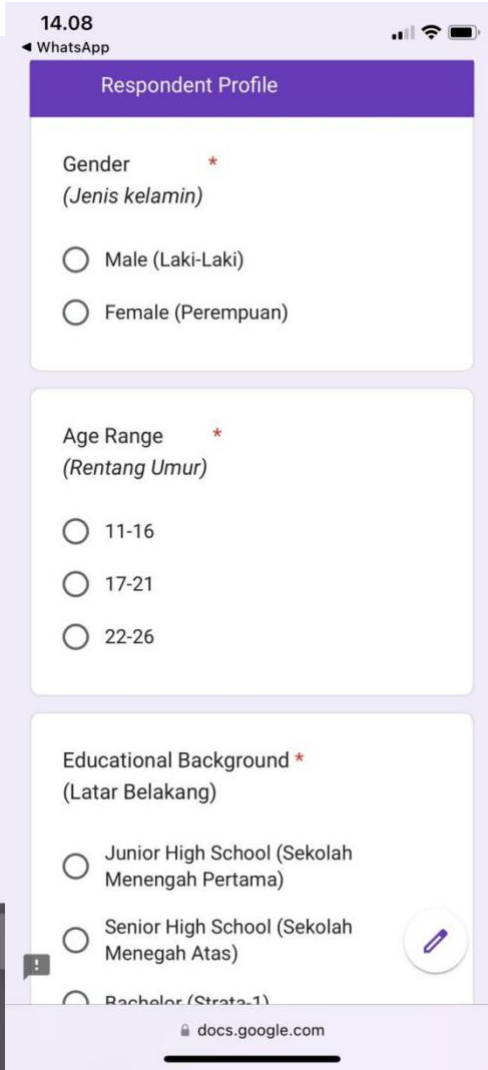
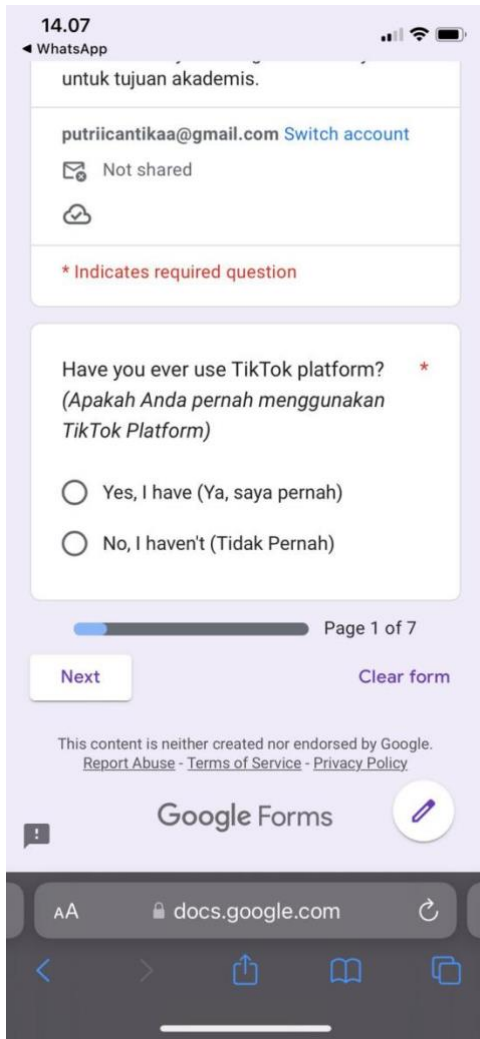


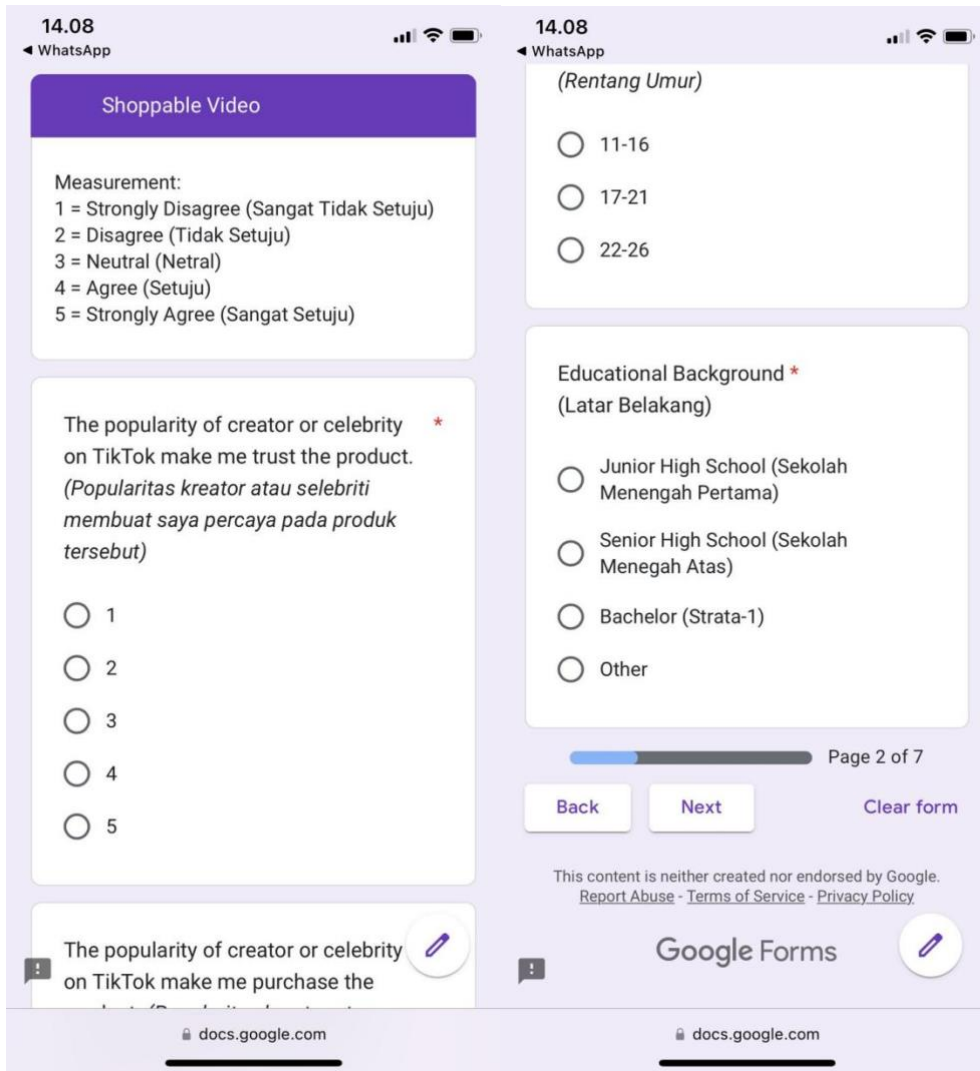
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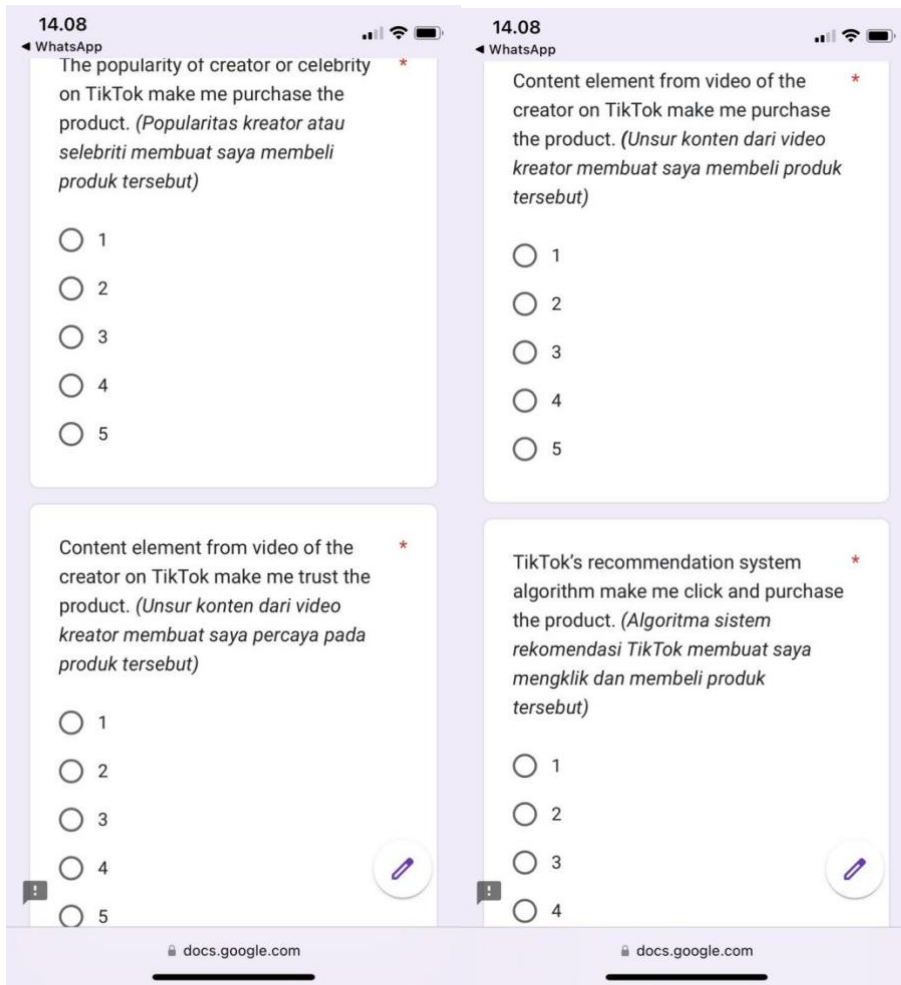
## APPENDICES

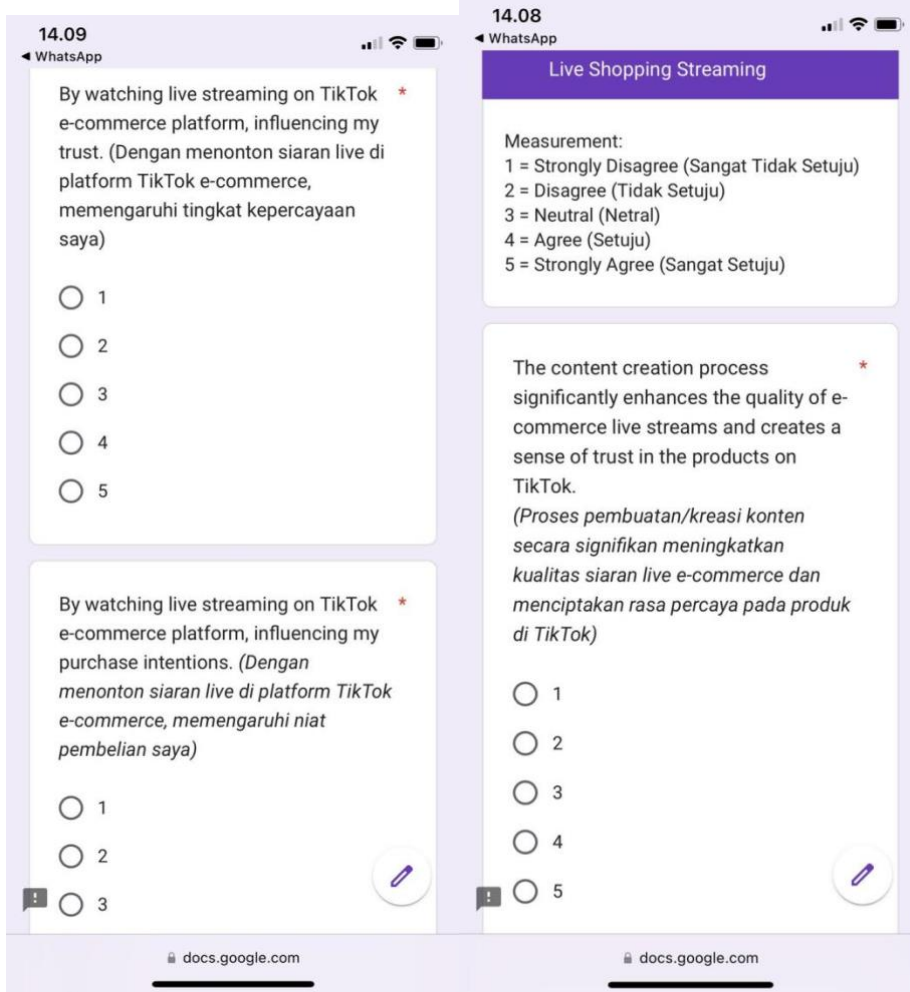
### 1) Questionnaire

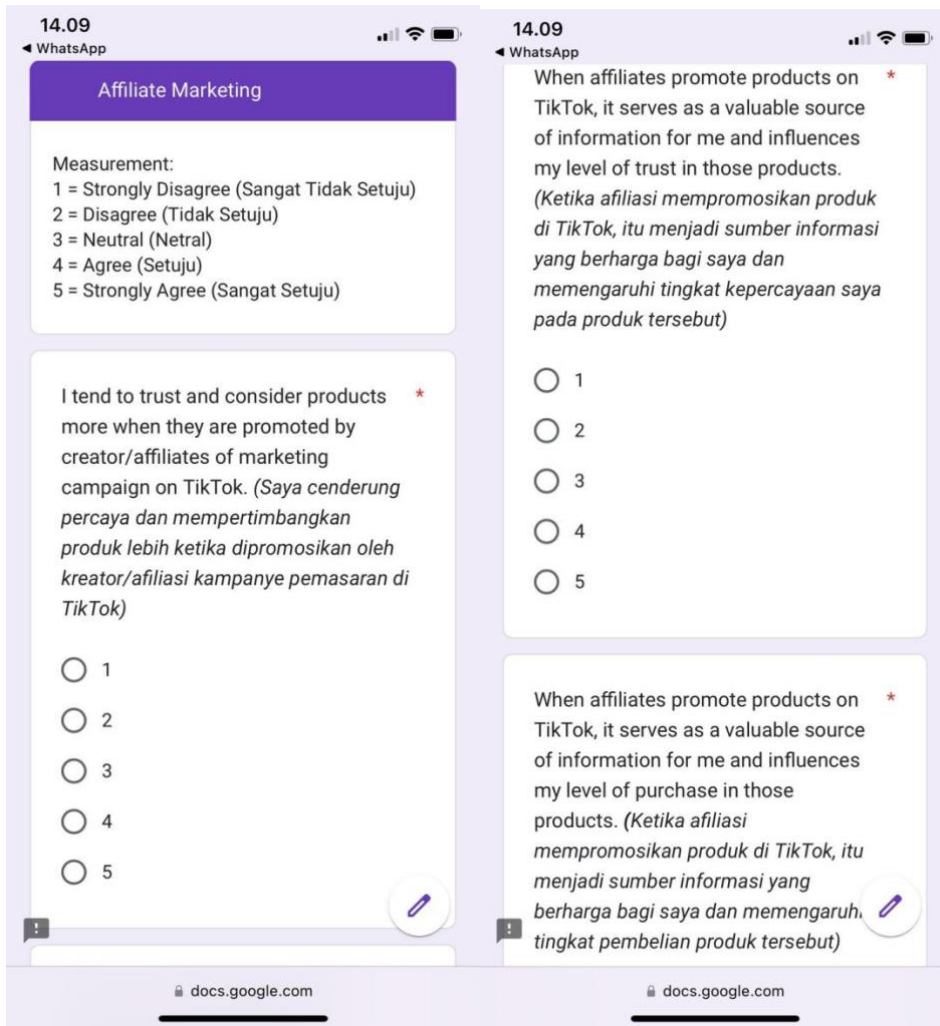


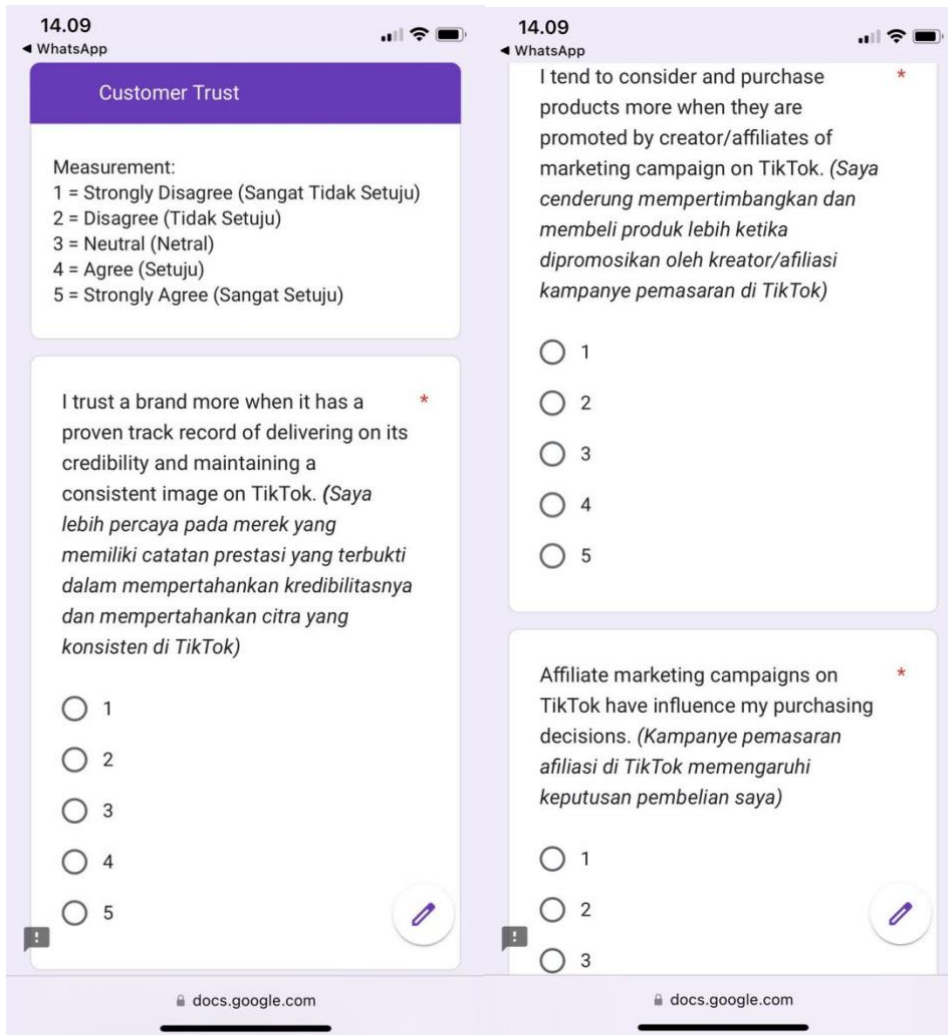




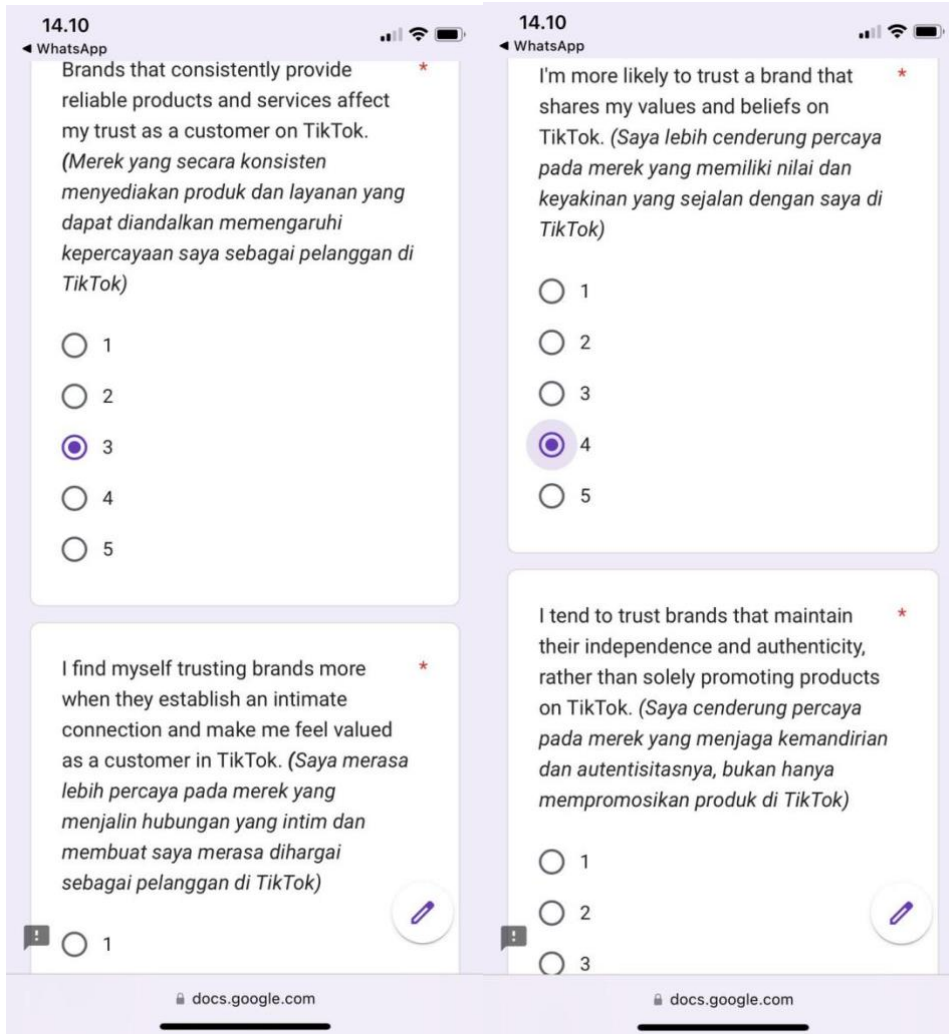












14.10  
WhatsApp

5

Brands that consistently communicate \*  
clearly and provide accurate  
information build my trust through  
their quality communication on TikTok.  
(Merek yang secara konsisten  
berkomunikasi dengan jelas dan  
memberikan informasi yang akurat  
membangun kepercayaan saya melalui  
komunikasi berkualitas di TikTok)

1  
 2  
 3  
 4  
 5

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14.10  
WhatsApp

**Purchase Intention**

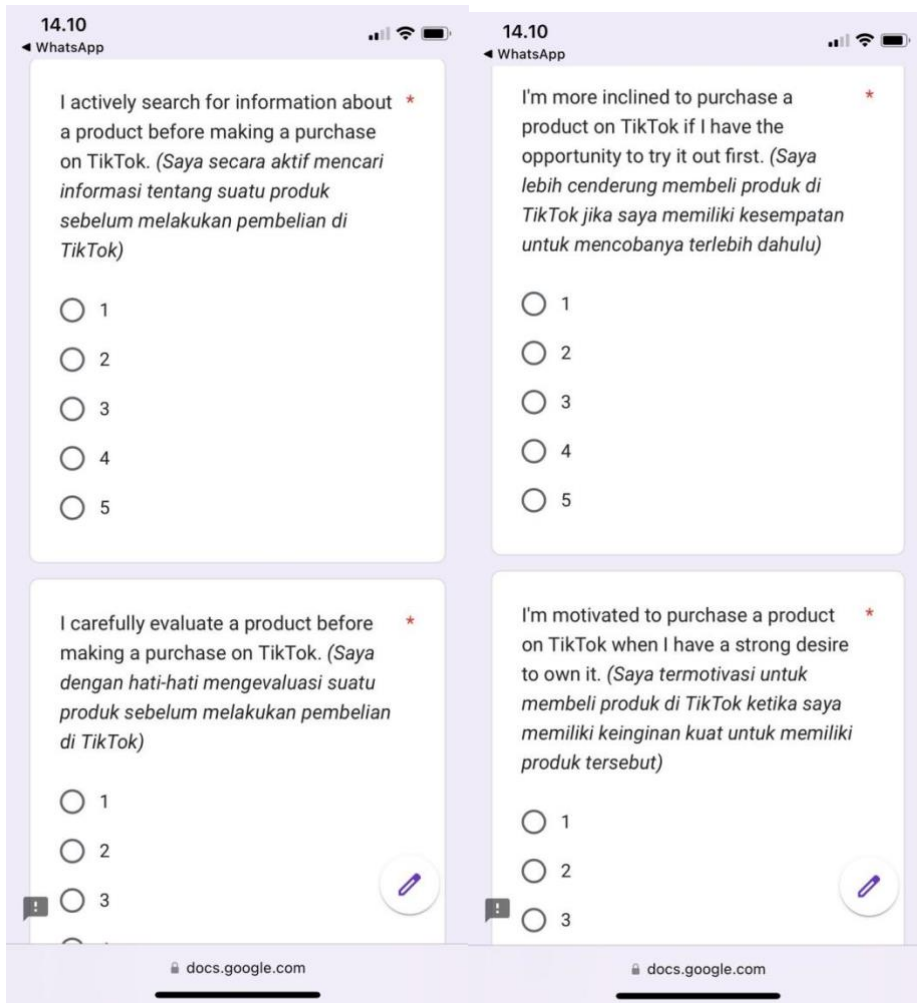
Measurement:  
1 = Strongly Disagree (Sangat Tidak Setuju)  
2 = Disagree (Tidak Setuju)  
3 = Neutral (Netral)  
4 = Agree (Setuju)  
5 = Strongly Agree (Sangat Setuju)

My curiosity about a product often \*  
leads me to consider purchasing it on  
TikTok. (Rasa ingin tahu saya tentang  
suatu produk sering kali membuat saya  
mempertimbangkan untuk membelinya  
di TikTok)

1  
 2  
 3  
 4  
 5

I actively search for information about  
a product before making a purchase

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## 2) Respondent Data

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3	3	3	2	2	2	3	3	3	1	3
3	2	3	2	3	2	3	3	2	3	3
2	3	2	3	2	2	2	3	3	2	2

### 3) SmartPLS result

#### a) Factor Loading

Outer loadings - Matrix

	AM	Alpha	CT	LSS	PI
AM1	0.723				
AM2	0.803				
AM3	0.758				
AM4	0.746				
AM5	0.713				
CT1			0.782		
CT2			0.769		
CT3			0.745		
CT4			0.743		
CT5			0.778		
CT6			0.808		
LSS1				0.790	
LSS2				0.748	
LSS3				0.734	
LSS4				0.761	
LSS5				0.787	
PI1					0.725
PI2					0.691
PI3					0.723
PI4					0.753
PI5					0.774
SV2		0.731			
SV3		0.816			
SV4		0.689			
SV5		0.712			
SV1		0.706			

## b) Construct Reliability and Validity

Construct reliability and validity - Overview Zoom (90%)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AM	0.804	0.806	0.865	0.561
CT	0.864	0.866	0.898	0.595
LSS	0.823	0.828	0.875	0.584
PI	0.762	0.762	0.849	0.584
SV	0.765	0.774	0.849	0.585

## c) Cross loading

Discriminant validity - Cross loadings

	AM	CT	LSS	PI	SV
AM1	0.722	0.508	0.534	0.533	0.644
AM2	0.802	0.557	0.594	0.649	0.566
AM3	0.758	0.536	0.527	0.541	0.559
AM4	0.745	0.600	0.630	0.585	0.548
AM5	0.717	0.605	0.578	0.673	0.523
CT1	0.578	0.782	0.703	0.650	0.567
CT2	0.507	0.768	0.575	0.600	0.557
CT3	0.631	0.747	0.620	0.657	0.603
CT4	0.531	0.744	0.512	0.549	0.502
CT5	0.642	0.776	0.615	0.631	0.551
CT6	0.585	0.808	0.663	0.710	0.602
LSS1	0.578	0.680	0.790	0.616	0.571
LSS2	0.609	0.554	0.748	0.533	0.545
LSS3	0.567	0.515	0.735	0.537	0.548
LSS4	0.564	0.587	0.760	0.593	0.584
LSS5	0.618	0.700	0.788	0.649	0.609
PI1	0.602	0.578	0.627	0.780	0.579
PI3	0.562	0.691	0.554	0.719	0.495
PI4	0.671	0.579	0.553	0.776	0.573
PI5	0.615	0.666	0.619	0.779	0.511
SV2	0.540	0.502	0.586	0.523	0.760
SV3	0.611	0.624	0.604	0.567	0.824
SV5	0.583	0.643	0.565	0.600	0.755
SV1	0.578	0.438	0.535	0.447	0.717

d) **HTMT 1**

Discriminant validity - Heterotrait-mono

	AM	CT	LSS	PI	SV
AM					
CT	0.896				
LSS	0.940	0.936			
PI	1.017	1.010	0.967		
SV	0.966	0.883	0.941	0.915	

e) **HTMT 2**

Discriminant validity - Heterotrait-mono

	AM	CT	LSS	PI	SV
AM					
CT	0.857				
LSS	0.910	0.963			
PI	0.939	0.949	0.941		
SV	0.957	0.899	0.941	0.898	

f) **R square**

R-square - Overview

	R-square	R-square adjusted
CT	0.702	0.696
PI	0.661	0.651

g) **Mean, STDEV, T value and P values**

Path coefficients - Mean, STDEV, T values, p values Zoom (90%)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
AM -> CT	0.140	0.134	0.130	1.075	0.283
AM -> PI	0.281	0.262	0.116	2.419	0.016
CT -> PI	0.350	0.334	0.121	2.889	0.004
LSS -> CT	0.539	0.535	0.121	4.449	0.000
LSS -> PI	0.195	0.211	0.140	1.395	0.163
SV -> CT	0.226	0.236	0.078	2.896	0.004
SV -> PI	0.072	0.090	0.080	0.899	0.369