

## **ABSTRACT**

### **COMPARATION UNBIASED RATE OF SOME BOOTSTRAP SAMPLES IN SEMPLS USING R PROGRAM**

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The purpose of this research is to compare the unbiased rate of some bootstrap samples and estimate the model in SEMPLS. The SEMPLS package was used to specify the model with mobile phone dataset from marketing research. Model parameters were estimated by the SEMPLS function for sample sizes 250, 300, 350, 400, 450, and 500. Result shows that bootstrap sample size 500 has the smallest residual compare to other sizes.

Keywords :Structural Equation Modeling, Partial Least Square, Bootstrap.