

Lampiran 5
Hasil Uji Reabilitas

1. Variabel Keputusan Pembelian (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.699	6

2. Variabel Citra Merek (Z)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.750	6

3. Variabel Kualitas Produk (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.786	8

4. Variabel Harga (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0.712	8