

Lampiran 6

Hasil Uji Reliabilitas

1. Reliabilitas Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
0.816	10

2. Reliabilitas Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
0.826	6

3. Reliabilitas Kepuasan

Reliability Statistics	
Cronbach's Alpha	N of Items
0.826	10

4. Reliabilitas Loyalitas

Reliability Statistics	
Cronbach's Alpha	N of Items
0.586	4

5. Reliabilitas Semua Variabel

Reliability Statistics	
Cronbach's Alpha	N of Items
0.933	30