

Lampiran 5 Uji Reliabilitas

Celebrity Endorser

Reliability Statistics

Cronbach's Alpha	N of Items
,812	6

Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
,799	8

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,795	6

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,903	10

All variabel

Reliability Statistics

Cronbach's Alpha	N of Items
,938	30