Lampiran 5 Uji Reliabilit<mark>as</mark>

Celebrity Endorser

Reliability Statistics

Cronbach's	
Alpha	N of Items
,812	6

Kualitas Produk

Reliability Statistics

rtonability otationio			
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

Univers	Reliability Statistics		
OTITVETS	Cronbach's		
F Ga	Alpha	N of Items	
	,938	30	





89

