

LAMPIRAN 6
Uji Realibilitas

Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.696	6

Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.844	12

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.732	6

Keputusan pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.630	6

All variabel

Reliability Statistics

Cronbach's Alpha	N of Items
.898	30