

Lampiran 8

Uji Reliabilitas

1. Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
,782	6

2. Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
,738	10

3. Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,663	6

4. Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,729	8

5. Reliabilitas Keseluruhan

Reliability Statistics

Cronbach's Alpha	N of Items
,715	30