

Lampiran 4 Uji Reliabilitas

1. Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
,905	5

2. Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
,663	4

3. Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
,898	8

4. Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
,717	4

5. Realibilitas Keseluruhan

Reliability Statistics	
Cronbach's Alpha	N of Items
,942	21