

**Lampiran VII**  
**Uji Reliabilitas**

1. Kualitas Produk

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,758	10

2. Citra Merek

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,816	6

3. Kepuasan Pelanggan

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,338	4

4. Loyalitas

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
,402	4

## 5. Reliabilitas Keseluruhan

Reliability Statistics	
Cronbach's Alpha	N of Items
,818	24