

Lampiran 8 Uji Reliabilitas

1. Kualitas Produk

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N Of Items |
| ,847 | 9 |

2. Citra Merek

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N Of Items |
| ,778 | 7 |

3. Promosi

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N Of Items |
| ,882 | 6 |

4. Keputusan Pembelian

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N Of Items |
| ,908 | 8 |

5. Reliabilitas Keseluruhan

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| 0,954 | 30 |