

### LAMPIRAN 6 Uji Reliabilitas

RELIABILITAS KUALITAS PRODUK		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.934	8

RELIABILITAS HARGA		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.776	.782	7

RELIABILITAS CITRA MEREK		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.789	.789	5

RELIABILITAS KEPUTUSAN PEMBELIAN		
Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.747	5