

Lampiran 5
 Hasil Uji Validitas *pretest*
 Variabel Citra Merek

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CM1	15,60	6,524	,718	,666
CM2	15,93	7,582	,536	,721
CM3	15,13	7,844	,647	,708
CM4	15,17	8,351	,548	,732
CM5	15,93	7,237	,535	,720
CM6	15,90	6,990	,313	,821

Hasil Uji Validitas *pretest*

Variabel Kualitas Layanan

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	36,40	36,593	,388	,872
KP2	36,60	34,869	,588	,864
KP3	37,43	33,426	,475	,870
KP4	36,63	36,240	,380	,872
KP5	37,07	32,133	,693	,856
KP6	37,43	33,495	,529	,866
KP7	36,57	35,151	,482	,868
KP8	36,93	32,064	,756	,853
KP9	37,07	31,789	,784	,851
KP10	37,07	30,409	,733	,852
KP11	37,43	30,668	,671	,857
KP12	36,87	35,361	,362	,874
KP13	36,90	35,886	,311	,877

Hasil Uji Validitas *pretest*

Variabel Harga

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Harga 1	16,77	3,909	,587	,611
Harga 2	16,13	5,154	,315	,697
Harga 3	16,87	3,844	,566	,617
Harga 4	16,67	4,713	,313	,701
Harga 5	16,70	4,493	,421	,668
Harga 6	16,37	4,171	,419	,672

Hasil Uji Validitas *pretest*
Variabel Kepuasan Pelanggan

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Kep1	27,13	24,257	,414	,897
Kep2	27,20	22,855	,747	,874
Kep3	27,20	21,821	,796	,869
Kep4	27,03	24,516	,490	,890
Kep5	27,47	22,326	,746	,873
Kep6	27,50	22,328	,642	,881
Kep7	27,27	22,133	,865	,866
Kep8	27,27	22,409	,755	,872
Kep9	27,10	25,128	,420	,894
Kep10	27,23	23,978	,495	,891

Hasil Uji Validitas *pretest*
Variabel Loyalitas Pelanggan

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Loy1	20,63	13,551	,457	,792
Loy2	20,00	14,483	,467	,789
Loy3	20,07	15,306	,322	,806
Loy4	20,27	13,651	,733	,758
Loy5	20,23	12,668	,677	,755
Loy6	20,47	12,947	,595	,769
Loy7	20,27	12,823	,670	,757
Loy8	20,70	13,872	,329	,819

Hasil Uji Realibilitas

Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
,763	6

Kualitas Layanan

Reliability Statistics

Cronbach's Alpha	N of Items
,874	13

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,704	6

Kepuasan Prelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
,892	10

Loyalitas Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
,803	8