

**LAMPIRAN 5**  
**HASIL UJI RELIABILITAS 30 RESPONDEN**

**Variabel Citra Merek**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.729	6

**Variabel Kualitas Produk**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.871	14

**Variabel Keputusan Pembelian**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.844	10