

Lampiran 5

Hasil Uji Reliabilitas

Hasil Pengolahan Data Dengan *Software* Statistik

Uji Reliabilitas

Scale: Citra Merek (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	0,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,644	4

Scale: Iklan (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	0,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,684	5

Scale: Kualitas Produk (X3)**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	0,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,843	9

Scale: Keputusan Pembelian (Y)**Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	0,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,620	4