

LAMPIRAN II
Reliability bauran pemasaran

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.877	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
produk1	43.3667	20.171	.616	.864
produk2	43.3667	20.309	.667	.862
produk3	43.3667	19.826	.685	.860
produk4	43.5000	19.224	.775	.855
harga1	43.5667	18.668	.809	.852
harga2	43.5333	20.809	.609	.865
harga3	43.4667	21.085	.477	.872
distribusi1	43.2000	21.959	.399	.875
distribusi2	43.4333	21.564	.369	.877
distribusi3	43.4000	21.834	.367	.879
promosi1	43.5333	18.602	.820	.851
promosi2	43.3333	22.023	.362	.879
promosi3	43.3333	21.333	.461	.872

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
47.0333	23.895	4.88829	13

Reliability Keputusan membeli

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.917	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
produk1	42.5667	23.633	.583	.913
produk2	42.5333	23.430	.626	.911
produk3	42.5667	24.806	.363	.921
produk4	42.6667	22.920	.727	.907
harga1	42.7333	22.202	.797	.904
harga2	42.5667	22.461	.814	.904
harga3	42.3333	23.540	.696	.909
distribusi1	42.7333	22.202	.797	.904
distribusi2	42.5667	22.461	.814	.904
distribusi3	42.3333	23.540	.696	.909
promosi1	42.5667	23.633	.583	.913
promosi2	42.5333	23.430	.626	.911
promosi3	42.5000	25.086	.368	.913

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46.1000	27.197	5.21503	13