

**Lampiran 4 : Hasil Uji Reliabilitas *Pre-Test* 30 Responden
Kualitas Produk, Citra Merek, Harga dan Keputusan Pembelian**

Reliability Statistics

Cronbach's Alpha	N of Items
.921	30

Item-Total Statistics	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	71.6333	299.826	.578	.917
p2	71.5333	300.809	.618	.917
p3	71.6333	311.826	.325	.921
p4	71.6000	293.283	.727	.915
p5	71.7333	299.651	.598	.917
p6	71.5333	300.809	.618	.917
p7	71.8667	305.637	.408	.920
p8	71.4000	304.800	.414	.920
p9	71.4667	301.223	.602	.917
p10	71.6667	294.299	.691	.915
p11	71.9000	300.921	.549	.918
p12	71.4000	304.317	.464	.919
p13	71.7333	299.651	.598	.917
p14	71.8667	305.637	.408	.920
p15	71.7000	294.286	.716	.915
p16	71.0000	302.276	.540	.918
p17	71.4000	305.214	.428	.919
p18	70.8000	312.855	.370	.920
p19	70.7333	311.857	.389	.920
p20	71.0667	302.340	.562	.917
p21	70.7333	311.857	.389	.920
p22	72.1667	308.764	.347	.921
p23	71.4333	305.151	.376	.921
p24	71.5333	300.809	.618	.917
p25	71.4000	304.800	.414	.920
p26	70.7667	312.323	.381	.920
p27	71.0000	302.276	.540	.918
p28	71.6667	294.299	.691	.915
p29	72.0333	305.895	.423	.919
p30	70.7000	310.631	.425	.919