LAMPIRAN 2

UJI VALIDITAS DAN RELIABILITAS

1. UJI VALIDITAS DAN RELIABILITAS VARIABEL CITRA MEREK TAHAP 1

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .702 | 8 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Citra Merek 1 | 23.04 | 12.988 | .531 | .640 |
| Citra Merek 2 | 23.16 | 13.792 | .418 | .668 |
| Citra Merek 3 | 22.83 | 12.688 | .571 | .630 |
| Citra Merek 4 | 23.42 | 14.953 | .270 | .699 |
| Citra Merek 5 | 22.40 | 13.960 | .416 | .668 |
| Citra Merek 6 | 22.93 | 14.470 | .362 | .680 |
| Citra Merek 7 | 22.76 | 14.608 | .414 | .671 |
| Citra Merek 8 | 22.79 | 15.117 | .192 | .720 |

* UJI VALIDITAS DAN RELIABILITAS VARIABEL CITRA MEREK TAHAP 2

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .708 | 6 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Citra Merek 1 | 16.87 | 8.094 | .565 | .626 |
| Citra Merek 2 | 16.99 | 8.717 | .451 | .665 |
| Citra Merek 3 | 16.66 | 7.823 | .613 | .608 |
| Citra Merek 5 | 16.23 | 9.330 | .354 | .695 |
| Citra Merek 6 | 16.76 | 9.639 | .322 | .703 |
| Citra Merek 7 | 16.59 | 9.941 | .332 | .698 |

1. UJI VALIDITAS DAN RELIABILITAS VARIABEL KEPERCAYAAN TAHAP 1

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .855 | 12 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kepercayaan 1 | 38.94 | 28.340 | .810 | .821 |
| Kepercayaan 2 | 38.95 | 30.694 | .714 | .831 |
| Kepercayaan 3 | 38.93 | 30.732 | .707 | .832 |
| Kepercayaan 4 | 38.90 | 31.566 | .641 | .837 |
| Kepercayaan 5 | 39.03 | 30.979 | .644 | .836 |
| Kepercayaan 6 | 39.09 | 31.517 | .631 | .838 |
| Kepercayaan 7 | 38.99 | 30.717 | .555 | .843 |
| Kepercayaan 8 | 38.95 | 28.290 | .806 | .821 |
| Kepercayaan 9 | 38.40 | 36.606 | .132 | .864 |
| Kepercayaan 10 | 38.56 | 34.309 | .239 | .866 |
| Kepercayaan 11 | 38.47 | 36.292 | .114 | .868 |
| Kepercayaan 12 | 38.64 | 35.142 | .257 | .860 |

* UJI VALIDITAS DAN RELIABILITAS VARIABEL KEPERCAYAAN TAHAP 2

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .912 | 8 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Kepercayaan 1 | 23.61 | 21.634 | .839 | .889 |
| Kepercayaan 2 | 23.62 | 23.773 | .737 | .899 |
| Kepercayaan 3 | 23.60 | 23.838 | .726 | .900 |
| Kepercayaan 4 | 23.57 | 24.409 | .683 | .904 |
| Kepercayaan 5 | 23.70 | 23.869 | .686 | .903 |
| Kepercayaan 6 | 23.76 | 24.528 | .649 | .906 |
| Kepercayaan 7 | 23.66 | 23.701 | .581 | .914 |
| Kepercayaan 8 | 23.62 | 21.551 | .840 | .889 |

1. UJI VALIDITAS DAN RELIABILITAS VARIABEL LOYALITAS KONSUMEN

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .761 | 6 |

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Loyalitas 1 | 18.83 | 9.011 | .444 | .742 |
| Loyalitas 2 | 18.83 | 8.345 | .674 | .681 |
| Loyalitas 3 | 18.92 | 9.125 | .446 | .741 |
| Loyalitas 4 | 18.57 | 9.924 | .384 | .754 |
| Loyalitas 5 | 19.07 | 8.510 | .520 | .722 |
| Loyalitas 6 | 18.88 | 8.693 | .561 | .710 |