

LAMPIRAN B

HASIL UJI VALIDITAS & RELIABILITAS INSTRUMEN PENELITIAN

a) Pengalaman Merek

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded ^a	0	.0
	Total	53	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.856	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PNGLMN_1	34.40	50.090	.547	.510	.849
PNGLMN_2	34.47	50.369	.557	.571	.849
PNGLMN_3	36.60	58.552	-.204	.336	.890
PNGLMN_4	35.34	46.882	.682	.590	.839
PNGLMN_5	35.66	44.075	.698	.858	.836
PNGLMN_6	35.62	45.086	.671	.845	.839
PNGLMN_7	35.45	44.906	.620	.476	.843
PNGLMN_8	34.94	47.247	.572	.514	.846
PNGLMN_9	35.89	51.064	.353	.277	.860
PNGLMN_10	35.13	44.501	.771	.747	.831
PNGLMN_11	35.15	45.938	.723	.719	.836
PNGLMN_12	35.15	48.900	.486	.521	.852

Validitas dan Reliabilitas Pengalaman Merek setelah PNGLMN_3 dihilangkan :

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.891	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PNGLMN_1	32.47	51.831	.561	.510	.884
PNGLMN_2	32.55	51.906	.592	.515	.883
PNGLMN_4	33.42	48.709	.681	.569	.876
PNGLMN_5	33.74	45.544	.719	.858	.873
PNGLMN_6	33.70	46.446	.702	.839	.874
PNGLMN_7	33.53	46.908	.606	.465	.881
PNGLMN_8	33.02	49.134	.568	.511	.883
PNGLMN_9	33.96	53.422	.318	.199	.896
PNGLMN_10	33.21	46.091	.786	.735	.869
PNGLMN_11	33.23	47.563	.737	.717	.872
PNGLMN_12	33.23	50.602	.498	.521	.887

b) Kepuasan

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded ^a	0	.0
	Total	53	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.893	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PUAS_1	32.17	24.413	.758	.817	.867
PUAS_2	32.17	24.028	.612	.770	.877
PUAS_3	32.08	23.379	.797	.769	.861
PUAS_4	32.21	24.475	.633	.540	.875
PUAS_5	32.28	25.438	.568	.446	.880
PUAS_6	32.26	24.737	.631	.515	.875
PUAS_7	32.36	24.196	.630	.688	.875
PUAS_8	32.08	23.956	.690	.649	.870
PUAS_9	32.51	23.716	.518	.622	.889

c) Kepercayaan Merek

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded ^a	0	.0
	Total	53	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.903	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
YAKIN_1	29.28	21.976	.674	.649	.890
YAKIN_2	29.19	21.887	.677	.787	.890
YAKIN_3	29.23	21.102	.740	.762	.885
YAKIN_4	29.81	21.002	.612	.684	.896
YAKIN_5	29.53	21.216	.659	.491	.891
YAKIN_6	29.83	20.721	.700	.690	.888
YAKIN_7	29.96	21.922	.590	.556	.896
YAKIN_8	29.45	20.714	.739	.731	.885
YAKIN_9	29.83	21.105	.667	.570	.890

d) Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	53	100.0
	Excluded ^a	0	.0
	Total	53	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.893	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LOYAL_1	47.28	64.207	.413	.500	.883
LOYAL_2	47.55	66.906	.209	.343	.895
LOYAL_3	46.98	57.327	.723	.681	.866
LOYAL_4	46.92	58.494	.761	.816	.864
LOYAL_5	47.11	58.910	.757	.792	.865
LOYAL_6	47.70	59.753	.667	.577	.870
LOYAL_7	47.02	75.134	-.230	.348	.910
LOYAL_8	47.25	61.496	.675	.670	.870
LOYAL_9	46.74	63.890	.666	.696	.872
LOYAL_10	46.70	64.407	.673	.807	.873
LOYAL_11	46.85	64.477	.562	.761	.876
LOYAL_12	46.94	59.708	.811	.852	.863
LOYAL_13	46.75	61.304	.776	.692	.866
LOYAL_14	46.79	63.245	.667	.651	.872

Validitas dan Reliabilitas Loyalitas Merek setelah LOYAL_7 dihilangkan :

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.918	13

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LOYAL_1	43.64	66.657	.434	.452	.912
LOYAL_2	43.91	70.472	.172	.237	.926
LOYAL_3	43.34	59.729	.737	.681	.899
LOYAL_4	43.28	60.822	.783	.799	.896
LOYAL_5	43.47	61.292	.776	.791	.897
LOYAL_6	44.06	62.170	.684	.569	.901
LOYAL_8	43.60	64.013	.690	.667	.901
LOYAL_9	43.09	66.549	.676	.681	.903
LOYAL_10	43.06	67.285	.664	.795	.904
LOYAL_11	43.21	67.206	.567	.757	.906
LOYAL_12	43.30	62.253	.821	.844	.895
LOYAL_13	43.11	64.102	.770	.689	.898
LOYAL_14	43.15	65.938	.673	.650	.902

