

LAMPIRAN III.1 Validitas dan Reliabilitas Factor Analysis Produk (X1)

Anti-image Matrices

		X11	X12
Anti-image Covariance	X11	.550	-.333
	X12	-.333	.478
Anti-image Correlation	X11	.735(a)	-.649
	X12	-.649	.772(a)

a . Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X11	1.000	.662
X12	1.000	.829

Extraction Method: Principal Component Analysis.

Reliability Produk X1

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure

Reliability Statistics

Cronbach's Alpha	N of Items
.794	2

LAMPIRAN III.2 Validitas dan Reliabilitas Factor Analysis Harga (X2)

Anti-image Matrices

		X21	X22
Anti-image Covariance	X21	.727	-.326
	X22	-.326	.730
Anti-image Correlation	X21	.681(a)	-.447
	X22	-.447	.638(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X21	1.000	.660
X22	1.000	.778

Extraction Method: Principal Component Analysis.

Reliability Harga (X2)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.763	2

LAMPIRAN III.3 Validitas dan Reliabilitas Factor Analysis Promosi (X3)

Anti-image Matrices

		X31	X32
Anti-image Covariance	X31	.574	-.341
	X32	-.341	.495
Anti-image Correlation	X31	.610(a)	-.640
	X32	-.640	.607(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X31	1.000	.662
X32	1.000	.825

Extraction Method: Principal Component Analysis.

Reliability PROMOSI (X3)

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.766	2

LAMPIRAN III.4 Validitas dan Reliabilitas Factor Analysis Lokasi (X4)

Anti-image Matrices

		X41	X42
Anti-image Covariance	X41	.460	-.263
	X42	-.263	.598
Anti-image Correlation	X41	.603(a)	-.501
	X42	-.501	.695(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X41	1.000	.808
X42	1.000	.674

Extraction Method: Principal Component Analysis.

Reliability Lokasi X4

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.744	2

LAMPIRAN III.5 Validitas dan Reliabilitas Factor Analysis People X5

Anti-image Matrices

		X51	X52
Anti-image Covariance	X51	.836	-.213
	X52	-.213	.653
Anti-image Correlation	X51	.716(a)	-.288
	X52	-.288	.786(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X51	1.000	.773
X52	1.000	.715

Extraction Method: Principal Component Analysis.

Reliability People X5

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.773	2

LAMPIRAN III.6 Validitas dan Reliabilitas Factor Analysis Proses (X6)

Anti-image Matrices

		X61	X62
Anti-image Covariance	X61	.880	-.100
	X62	-.100	.685
Anti-image Correlation	X61	.749(a)	-.128
	X62	-.128	.783(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X61	1.000	.709
X62	1.000	.670

Extraction Method: Principal Component Analysis.

Reliability Proses X6

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.747	2

LAMPIRAN III.7 Validitas dan Reliabilitas Factor Analysis Fisik (X7)

Anti-image Matrices

		X71	X72
Anti-image Covariance	X71	.368	-.291
	X72	-.291	.381
Anti-image Correlation	X71	.687(a)	-.778
	X72	-.778	.699(a)

a Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
X71	1.000	.896
X72	1.000	.857

Extraction Method: Principal Component Analysis.

Reliability Fisik X7

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.762	2