

Lampiran 4

Validitas dan Reliabilitas

Faktor Analysis Asosiasi Merek (X1)

Communalities

	Initial	Extraction
X11	1.000	.896
X12	1.000	.864
X13	1.000	.875
X14	1.000	.807

Extraction Method: Principal
Component Analysis.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.943	4

Faktor Analysis Asosiasi Keuntungan Merek (X2)

Communalities

	Initial	Extraction
X21	1.000	.812
X22	1.000	.938
X23	1.000	.835

Extraction Method: Principal
Component Analysis.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.920	3

Faktor Analysis Asosiasi Kekuatan Merek (X3)

Communalities

	Initial	Extraction
X31	1.000	.933
X32	1.000	.933

Extraction Method: Principal Component Analysis.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.928	2

Faktor Analysis Asosiasi Keunikan Merek (X4)

Communalities

	Initial	Extraction
X41	1.000	.878
X42	1.000	.863
X43	1.000	.883

Extraction Method: Principal Component Analysis.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.927	3

Faktor Analysis Keputusan Pembelian (Y)

Communalities

	Initial	Extraction
Y11	1.000	.904
Y12	1.000	.876
Y13	1.000	.898
Y14	1.000	.926

Extraction Method: Principal Component Analysis.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.962	4