LAMPIRAN 5
UJI VALIDITAS DAN RELIABILITAS VARIABEL X
(*SOCIAL MEDIA MARKETING*)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	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
.961	.962	14

Item Statistics

	Mean	Std. Deviation	N
VAR00001	3.7333	1.91065	30
VAR00002	4.2667	1.79911	30
VAR00003	3.6000	2.04434	30
VAR00004	4.1667	1.76329	30
VAR00005	4.3667	1.73172	30
VAR00006	4.1333	1.63440	30
VAR00007	4.4667	1.69651	30
VAR00008	4.2000	1.51771	30
VAR00009	3.9333	1.68018	30
VAR00010	3.9333	1.77984	30
VAR00011	3.2000	2.05779	30
VAR00012	3.4000	2.04434	30
VAR00013	3.5000	2.12943	30
VAR00014	3.4667	2.02967	30

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
VAR00001	50.6333	394.792	.637	.603	.961
VAR00002	50.1000	383.128	.858	.924	.957
VAR00003	50.7667	379.633	.791	.827	.958
VAR00004	50.2000	381.752	.899	.933	.956
VAR00005	50.0000	386.069	.848	.963	.957
VAR00006	50.2333	391.013	.822	.968	.958
VAR00007	49.9000	395.472	.718	.969	.959
VAR00008	50.1667	400.695	.721	.941	.960
VAR00009	50.4333	389.082	.828	.899	.957
VAR00010	50.4333	396.737	.661	.864	.961
VAR00011	51.1667	381.937	.754	.949	.959
VAR00012	50.9667	382.378	.753	.916	.959
VAR00013	50.8667	372.051	.855	.958	.957
VAR00014	50.9000	374.852	.863	.943	.956

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
54.3667	446.792	21.13745	14