



ภาคผนวก ง  
ค่าความเชื่อมั่นของแบบสอบ

ลิขสิทธิ์มหาวิทยาลัยราชภัฏสุราษฎร์ธานี  
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### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.958	33

### ภาพลักษณ์ตราสินค้า

#### RELIABILITY ANALYSIS – SCALE (ALPHA)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a1.1	126.0000	224.828	.618	.957
a1.2	125.9333	226.685	.485	.958
a1.3	126.0000	223.862	.617	.957
a1.4	125.7333	222.409	.723	.957
a1.5	125.9000	224.852	.561	.958
a2.1	126.1333	224.464	.638	.957
a2.2	126.3667	224.999	.598	.957
a2.3	126.1000	221.266	.670	.957
a2.4	125.8667	226.326	.517	.958
a2.5	126.1333	220.120	.749	.956
a3.1	125.9667	223.275	.677	.957
a3.2	126.1333	215.361	.867	.955
a3.3	126.1333	217.99	.775	.956
a3.4	126.1333	218.533	.731	.957
a3.5	126.2333	222.599	.587	.958

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
a4.1	126.3667	223.482	.547	.958
a4.2	126.2333	224.185	.489	.958
a4.3	126.3000	226.079	.564	.956
a4.4	126.3333	219.471	.731	.956
a5.1	126.2000	222.303	.705	.957
a5.2	126.0000	228.069	.557	.958
a5.3	125.9667	226.654	.551	.958
a5.4	126.0667	223.237	.644	.957
a5.5	126.2000	224.717	.583	.957
a6.1	126.3667	230.585	.308	.959
a6.2	126.5000	228.534	.340	.959
a6.3	126.3333	219.402	.694	.957
a6.4	126.3000	219.459	.701	.957
a6.5	126.2667	219.168	.770	.956
a7.1	125.9667	223.482	.729	.957
a7.2	125.9000	226.714	.563	.958
a7.3	126.0000	222.621	.678	.957
a7.4	126.0667	221.582	.789	.956

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### Reliability Statistics

Cronbach's	
Alpha	N of Items
.918	15

### คุณค่าตราสินค้า

#### RELIABILITY ANALYSIS – SCALE (ALPHA)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
b1.1	52.8000	45.890	.665	.911
b1.2	52.7333	45.582	.675	.911
b1.3	52.8000	44.786	.734	.909
b1.4	52.6333	46.171	.612	.913
b1.5	52.7333	43.099	.712	.910
b2.1	52.7667	45.495	.550	.916
b2.2	52.6333	47.620	.498	.917
b2.3	52.7000	49.183	.496	.917
b2.4	52.8000	47.890	.616	.914
b2.5	52.6000	47.697	.567	.915
b3.1	53.1333	45.706	.651	.912
b3.2	53.0667	45.582	.612	.913
b3.3	52.7333	46.340	.644	.912
b3.4	52.7000	44.562	.751	.908
b3.5	52.6333	45.757	.658	.912

### Reliability Statistics

Cronbach's	
Alpha	N of Items
.949	22

### ความจรงรักภักดีในตราสินค้า

#### RELIABILITY ANALYSIS – SCALE (ALPHA)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
c1.1	78.7333	135.720	.634	.947
c1.2	78.7000	136.838	.479	.949
c1.3	78.6667	134.644	.631	.947
c1.4	78.6667	138.575	.462	.949
c2.1	78.6333	129.620	.697	.946
c2.2	78.8667	132.740	.683	.947
c2.3	78.6667	129.609	.793	.945
c2.4	79.0333	130.723	.706	.946
c2.5	78.9000	133.128	.528	.949
c3.1	78.6000	132.731	.739	.946
c3.2	78.8333	132.489	.626	.947
c3.3	78.8000	123.614	.911	.943
c3.4	78.8333	130.351	.742	.946
c4.1	78.7000	135.666	.598	.948
c4.2	78.6667	136.713	.499	.949
c4.3	78.5000	138.190	.447	.949
c4.4	78.6333	132.861	.711	.946
c4.5	78.5667	133.357	.671	.947
c5.1	78.9333	135.513	.550	.948
c5.2	78.9333	130.616	.714	.946
c5.3	78.8333	130.833	.805	.945
c5.4	78.8000	126.372	.845	.944



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