

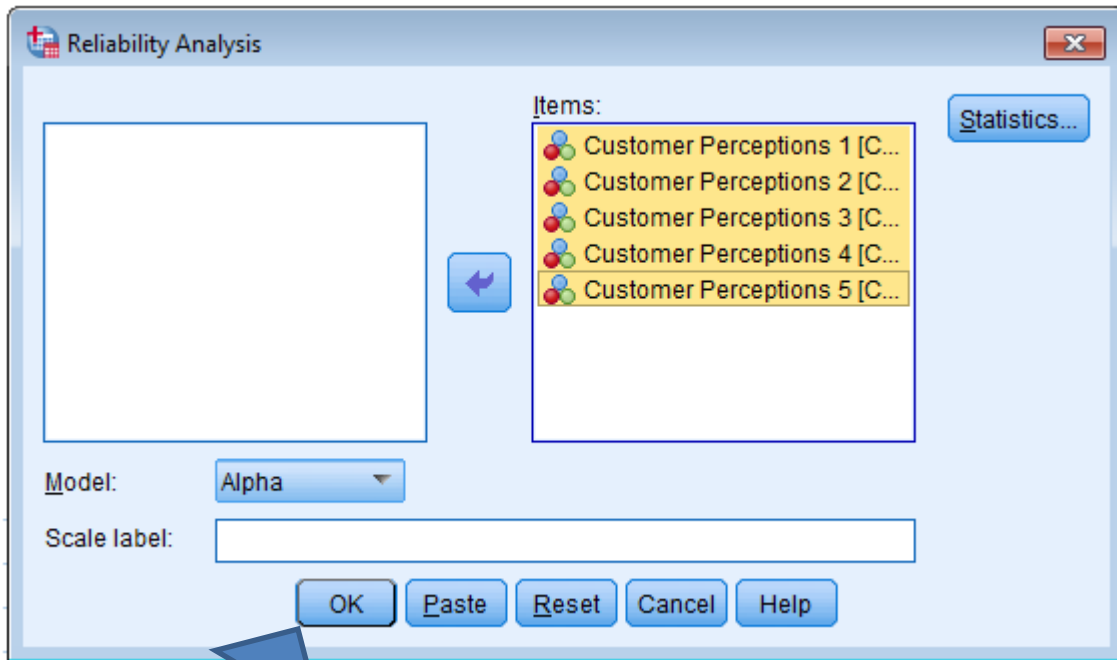
# Cronbach's Alpha Calculation

1. Analyze.
2. Scale.
3. Reliability Analysis.

The screenshot shows the IBM SPSS Statistics Data Editor interface. The 'Analyze' menu is open, and the 'Scale' option is selected. The 'Reliability Analysis...' option is highlighted in the sub-menu. The background data table is partially visible, showing columns for 'CustomerPerceptions1' through 'CustomerPerceptions5' and rows 1 through 24.

	CustomerPerceptions1	CustomerPerceptions2	CustomerPerceptions3	CustomerPerceptions4	CustomerPerceptions5	var	var
1	5.0						
2	4.0						
3	4.0						
4	3.0						
5	4.0						
6	3.0						
7	4.0						
8	5.0						
9	4.0						
10	3.0						
11	3.0						
12	2.0						
13	3.0						
14	4.0						
15	3.0						
16	5.0						
17	3.0						
18	5.0						
19	4.0						
20	5.0						
21	5.0						
22	4.0						
23	5.0						
24	4.0						

The screenshot shows the 'Reliability Analysis' dialog box. The 'Items' list on the left contains five items: 'Customer Perceptions 1 [C...', 'Customer Perceptions 2 [C...', 'Customer Perceptions 3 [C...', 'Customer Perceptions 4 [C...', and 'Customer Perceptions 5 [C...'. A green arrow points from the text 'Select all and move to the right' to the right-pointing arrow button between the lists. The 'Model' dropdown is set to 'Alpha'. The 'Scale label' field is empty. The 'Statistics...' button is visible in the top right corner. At the bottom, there are buttons for 'OK', 'Paste', 'Reset', 'Cancel', and 'Help'.



6. Click on “OK”.

7. The Cronbach’s alpha of **0.883** is above 0.600 which is acceptable.

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	380	100.0
	Excluded <sup>a</sup>	0	.0
	Total	380	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.883	5

A red arrow points to the first row of the 'Reliability Statistics' table.