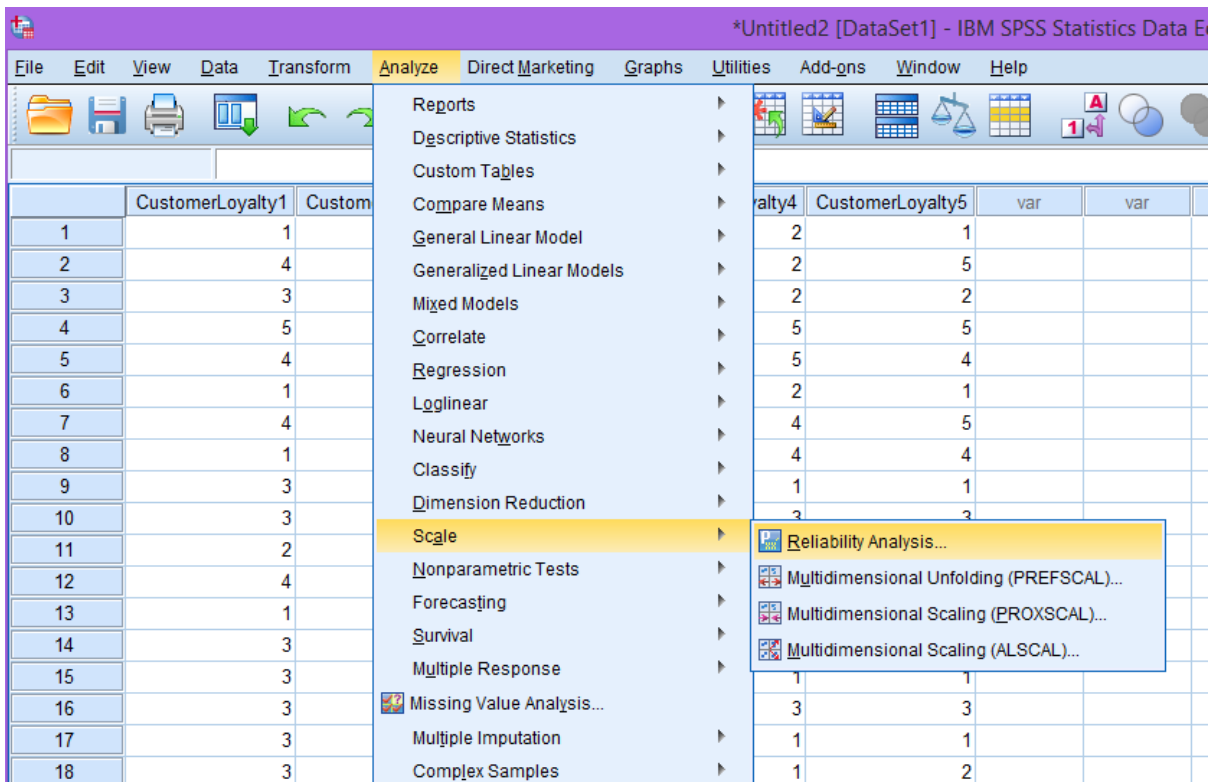


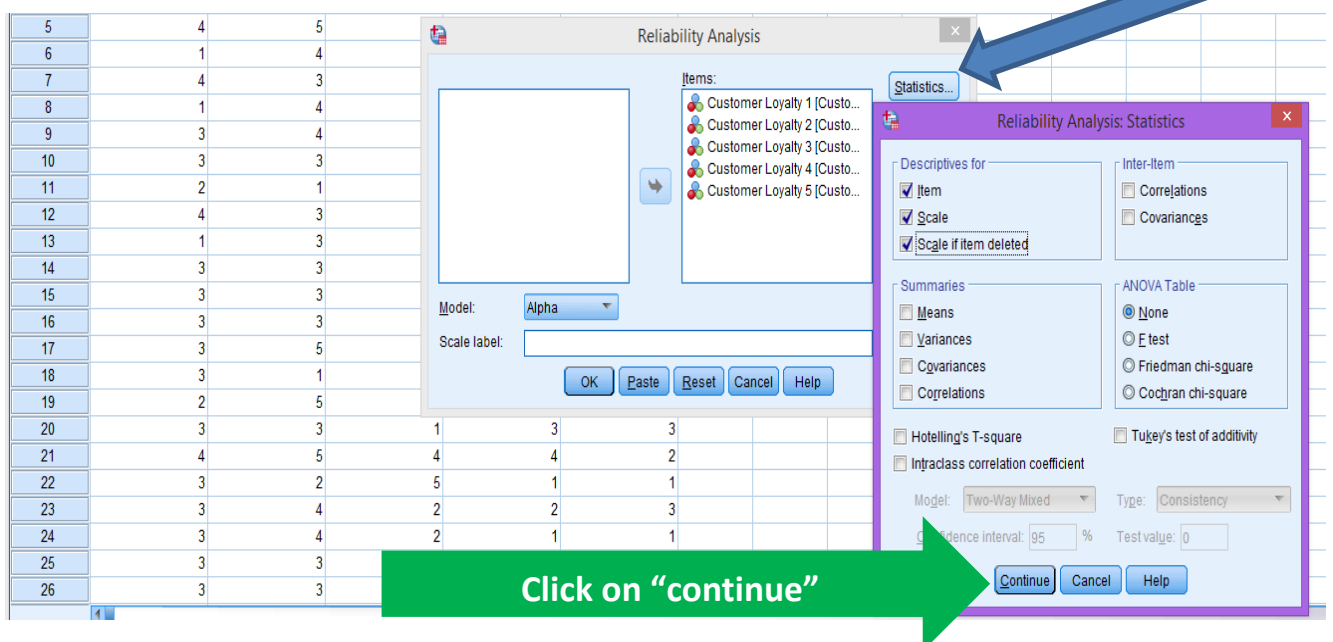
How to fix a low Cronbach's Alpha

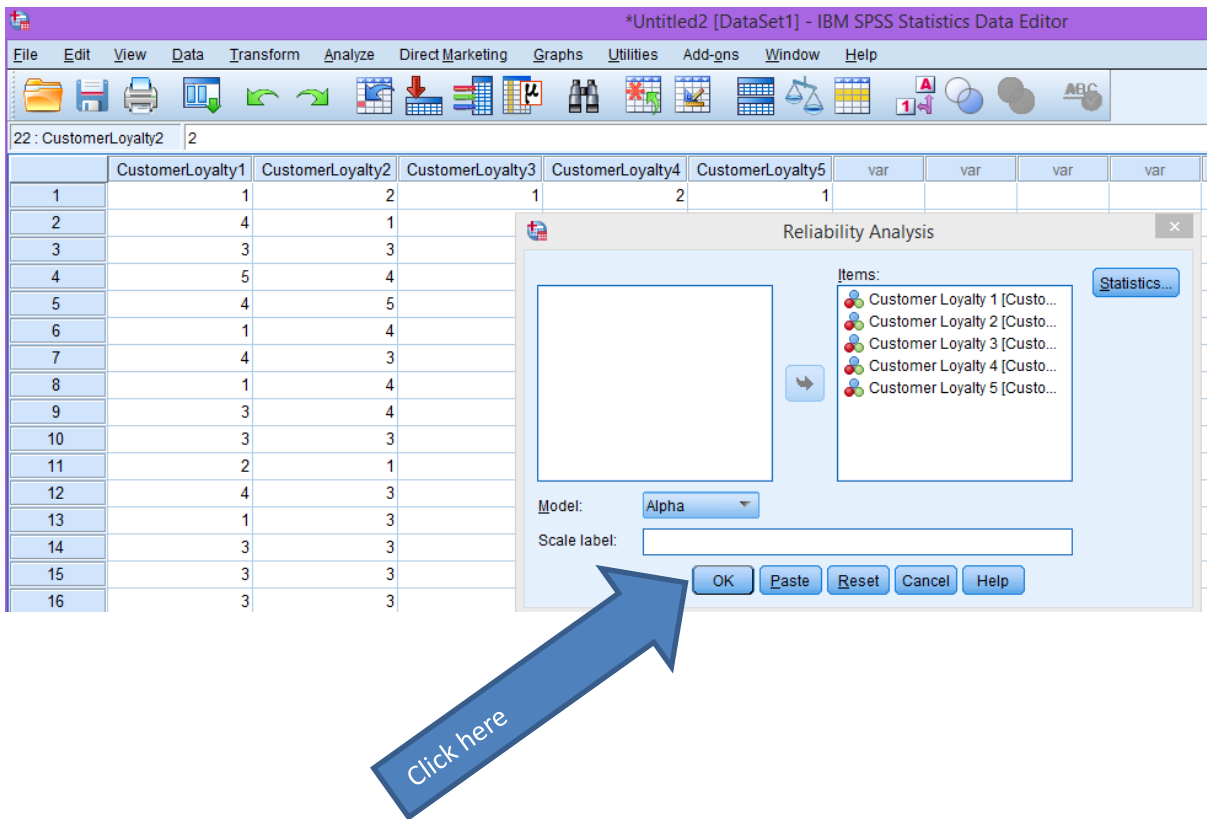
1. Analyze.
2. Scale.
3. Reliability Analysis.



4. A window will pop-up labelled “Reliability Analysis” Indicated by the red arrow then click on statistics indicated by the blue arrow.

5. Select all “Descriptives for” then click continue.





6. Click on “OK”.

7. The Cronbach’s alpha of **0.577** is lower than the acceptable 0.600.

Reliability Statistics	
Cronbach's Alpha	N of Items
.577	5

8. Look at the **Item to Total Statistics** table below and remove the lowest **Corrected Item-Total Correlation** values for example the one highlighted in **red**.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Loyalty 1	11.32	11.635	.464	.462
Customer Loyalty 2	11.25	10.748	.459	.450
Customer Loyalty 3	10.97	15.924	-.117	.747
Customer Loyalty 4	11.87	10.632	.443	.457
Customer Loyalty 5	11.88	9.558	.563	.374

9. Repeat the process again.

10. As you can see Customer Loyalty 3 has been removed.

Reliability Statistics

Cronbach's Alpha	N of Items
.577	5

Item Statistics

	Mean	Std. Deviation	N
Customer Loyalty 1	3.00	1.138	320
Customer Loyalty 2	3.07	1.333	320
Customer Loyalty 3	3.35	1.377	320
Customer Loyalty 4	2.45	1.382	320
Customer Loyalty 5	2.45	1.422	320

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation
Customer Loyalty 1	11.32	11.635	.464
Customer Loyalty 2	11.25	10.748	.459
Customer Loyalty 3	10.97	15.924	-.117
Customer Loyalty 4	11.87	10.632	.443
Customer Loyalty 5	11.88	9.558	.563

11. Click on “OK”.

Reliability Statistics

Cronbach's Alpha	N of Items
.577	5


Item Statistics

	Mean	Std. Deviation	N
Customer Loyalty 1	3.00	1.138	320
Customer Loyalty 2	3.07	1.333	320
Customer Loyalty 3	3.35	1.377	320
Customer Loyalty 4	2.45	1.382	320
Customer Loyalty 5	2.45	1.422	320

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation
Customer Loyalty 1	11.32	11.635	.464
Customer Loyalty 2	11.25	10.748	.459
Customer Loyalty 3	10.97	15.924	-.117
Customer Loyalty 4	11.87	10.632	.443
Customer Loyalty 5	11.88	9.558	.563


11. See the Cronbach's Alpha is now **0.747** which is above the acceptable 0.600



Reliability Statistics	
Cronbach's Alpha	N of Items
.747	4

12. The **Corrected Item-Total Correlation** values have also gone up from the previous values indicated by ● on the previous page.

See highlighted in purple



Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Loyalty 1	7.97	10.748	.520	.703
Customer Loyalty 2	7.90	10.071	.482	.722
Customer Loyalty 4	8.52	9.555	.522	.700
Customer Loyalty 5	8.52	8.476	.655	.619