

ภาคผนวก ข

ค่าอำนาจจำแนกรายข้อ และค่าความเชื่อมั่นของแบบสอบถาม

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB1_1	54.3000	70.2667	.3388	.9140
BB1_2	54.4250	67.1224	.6463	.9049
BB1_3	54.2500	66.9615	.6156	.9056
BB1_4	54.7500	66.4487	.5548	.9076
BB2_1	54.4500	67.4846	.5404	.9079
BB2_2	54.8000	65.7538	.7020	.9028
BB2_3	54.7000	64.7282	.6468	.9043
BB3_1	54.2500	65.9359	.6154	.9054
BB3_2	54.6250	66.0865	.5937	.9062
BB3_3	54.6000	64.9128	.6919	.9028
BB3_4	54.6250	65.5224	.6615	.9039
BB4_1	54.5500	67.0231	.5298	.9084
BB4_2	54.8750	65.4455	.6542	.9041
BB4_3	54.8500	62.6436	.7406	.9006
BB4_4	54.9500	64.9205	.5975	.9063

#### Reliability Coefficients

N of Cases = 40.0

N of Items = 15

Alpha = .9114

## Reliability (Product)

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean If Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB1_1	12.0750	4.4301	.4374	.8421
BB1_2	12.2000	3.9077	.7180	.7185
BB1_3	12.0250	3.7173	.7324	.7067
BB1_4	12.5250	3.5378	.6409	.7534

#### Reliability Coefficients

N of Cases = 40.0

N of Items = 4

Alpha = .8074

## Reliability (Price)

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB2_1	7.5000	2.4615	.6016	.7750
BB2_2	7.8500	2.3359	.7042	.6762
BB2_3	7.7500	2.0385	.6502	.7346

#### Reliability Coefficients

N of Cases = 40.0

N of Items = 3

Alpha = .8015

## Reliability (Place)

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB3_1	11.6500	4.7974	.6797	.7917
BB3_2	12.0250	4.6917	.6992	.7829
BB3_3	12.0000	4.7692	.6873	.7883
BB3_4	12.0250	5.0506	.6170	.8186

#### Reliability Coefficients

N of Cases = 40.0

N of Items = 4

Alpha = .8386

## Reliability (Promotion)

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
BB4_1	10.8250	6.2506	.6518	.8455
BB4_2	11.1500	6.1308	.6951	.8294
BB4_3	11.1250	5.1378	.8219	.7726
BB4_4	11.2250	5.7173	.6750	.8382

#### Reliability Coefficients

N of Cases = 40.0

N of Items = 4

Alpha = .8614