

ภาคผนวก ข

ค่าอำนาจจำแนกรายข้อและค่าความเชื่อมั่นของแบบสอบถาม

## ค่าอำนาจจำแนกรายข้อ (r) และความเชื่อมั่นของแบบสอบถาม

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

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### 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
PRO1	71.2225	53.1208	.5535	.7963
PRO2	70.5225	62.0697	.0870	.8199
PRO3	71.6225	56.0902	.4292	.8049
PRO4	71.3225	50.3694	.8197	.7779
PRO5	71.0225	56.3479	.5734	.7985
PRO6	70.6225	58.7268	.2893	.8127
PRICE7	70.7225	60.7875	.1450	.8198
PRICE8	70.8225	48.6576	.8822	.7713
PRICE9	70.7225	60.6371	.2044	.8157
PRICE10	70.3125	57.9347	.5721	.8016
PRICE11	70.3025	58.6877	.3709	.8083
PLACE12	71.0175	51.5862	.8769	.7786
PLACE13	71.1375	55.2718	.5085	.8000
PLACE14	70.7375	56.4146	.5484	.7994
PLACE15	70.3125	67.9196	-.5831	.8380
PROM16	71.1225	54.8647	.5019	.8002
PROM17	71.4225	58.4050	.1912	.8237
PROM18	71.6225	62.2506	.0252	.8266
PROM19	70.2150	61.3822	.1493	.8177

#### Reliability Coefficients

N of Cases = 400.0

N of Items = 19

Alpha = .8154