

p11	Pearson Correlation	.515**	.515**	.515**	.129	.129	.129	.129	.042	.315	.515**	1	.315	.515**	.315	.255	.441*	.519**
	Sig. (2-tailed)	.004	.004	.004	.498	.498	.498	.498	.825	.090	.004		.090	.004	.090	.174	.015	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	.272	.272	.272	.238	.238	.238	.238	-.033	.792*	.272	.315	1	.272	1.000*	.906**	.906*	.619**
	Sig. (2-tailed)	.146	.146	.146	.205	.205	.205	.205	.861	.000	.146	.090		.146	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p13	Pearson Correlation	1.000**	1.000**	1.000**	.389*	.389*	.389*	.389*	.355	.272	1.000**	.515**	.272	1	.272	.193	.354	.822**
	Sig. (2-tailed)	.000	.000	.000	.034	.034	.034	.034	.055	.146	.000	.004	.146		.146	.307	.055	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p14	Pearson Correlation	.272	.272	.272	.238	.238	.238	.238	-.033	.792*	.272	.315	1.000*	.272	1	.906**	.906*	.619**
	Sig. (2-tailed)	.146	.146	.146	.205	.205	.205	.205	.861	.000	.146	.090	.000	.146		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p15	Pearson Correlation	.193	.193	.193	.129	.129	.129	.129	.042	.709*	.193	.255	.906**	.193	.906**	1	.814*	.519**
	Sig. (2-tailed)	.307	.307	.307	.498	.498	.498	.498	.825	.000	.307	.174	.000	.307	.000		.000	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
p16	Pearson Correlation	.354	.354	.354	.290	.290	.290	.290	.042	.906*	.354	.441*	.906**	.354	.906**	.814**	1	.690**
	Sig. (2-tailed)	.055	.055	.055	.121	.121	.121	.121	.825	.000	.055	.015	.000	.055	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.822**	.822**	.822**	.709*	.709*	.709*	.709*	.399*	.586*	.822**	.519**	.619**	.822**	.619**	.519**	.690*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.029	.001	.000	.003	.000	.000	.000	.003	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
** . Correlation is significant at the 0.01 level (2-tailed).																		
* . Correlation is significant at the 0.05 level (2-tailed).																		

Uji Validitas harga (X2)

		Correlations								
		p17	p18	p19	p20	p21	p22	p23	p24	total
p17	Pearson Correlation	1	.629**	.196	.591**	.039	.499**	.111	.471**	.532**
	Sig. (2-tailed)		.000	.299	.001	.839	.005	.560	.009	.002
	N	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	.629**	1	.571**	.487**	.440*	.524**	.486**	.367*	.774**
	Sig. (2-tailed)	.000		.001	.006	.015	.003	.007	.046	.000
	N	30	30	30	30	30	30	30	30	30
p19	Pearson Correlation	.196	.571**	1	.331	.563**	.169	.947**	.256	.789**
	Sig. (2-tailed)	.299	.001		.074	.001	.373	.000	.173	.000
	N	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	.591**	.487**	.331	1	.395*	.474**	.256	.894**	.738**
	Sig. (2-tailed)	.001	.006	.074		.031	.008	.173	.000	.000
	N	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	.039	.440*	.563**	.395*	1	.471**	.520**	.334	.747**
	Sig. (2-tailed)	.839	.015	.001	.031		.009	.003	.071	.000
	N	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	.499**	.524**	.169	.474**	.471**	1	.088	.361	.592**
	Sig. (2-tailed)	.005	.003	.373	.008	.009		.643	.050	.001
	N	30	30	30	30	30	30	30	30	30
p23	Pearson Correlation	.111	.486**	.947**	.256	.520**	.088	1	.180	.720**
	Sig. (2-tailed)	.560	.007	.000	.173	.003	.643		.340	.000
	N	30	30	30	30	30	30	30	30	30
p24	Pearson Correlation	.471**	.367*	.256	.894**	.334	.361	.180	1	.640**
	Sig. (2-tailed)	.009	.046	.173	.000	.071	.050	.340		.000
	N	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.532**	.774**	.789**	.738**	.747**	.592**	.720**	.640**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.001	.000	.000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Validitas citra merek (Z)

Correlations								
		p25	p26	p27	p28	p29	p30	total
p25	Pearson Correlation	1	.769**	.285	.491**	.330	.452*	.745**
	Sig. (2-tailed)		.000	.127	.006	.075	.012	.000
	N	30	30	30	30	30	30	30
p26	Pearson Correlation	.769**	1	.294	.465**	.466**	.372*	.743**
	Sig. (2-tailed)	.000		.114	.010	.009	.043	.000
	N	30	30	30	30	30	30	30
p27	Pearson Correlation	.285	.294	1	.556**	.567**	.518**	.724**
	Sig. (2-tailed)	.127	.114		.001	.001	.003	.000
	N	30	30	30	30	30	30	30
p28	Pearson Correlation	.491**	.465**	.556**	1	.564**	.657**	.816**
	Sig. (2-tailed)	.006	.010	.001		.001	.000	.000
	N	30	30	30	30	30	30	30
p29	Pearson Correlation	.330	.466**	.567**	.564**	1	.548**	.737**
	Sig. (2-tailed)	.075	.009	.001	.001		.002	.000
	N	30	30	30	30	30	30	30
p30	Pearson Correlation	.452*	.372*	.518**	.657**	.548**	1	.775**
	Sig. (2-tailed)	.012	.043	.003	.000	.002		.000
	N	30	30	30	30	30	30	30
total	Pearson Correlation	.745**	.743**	.724**	.816**	.737**	.775**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

p42	Pearson Correlation	.447*	.557**	.142	.722*	.201	.867**	.319	.433*	.142	.602**	.201	1	.591**
	Sig. (2-tailed)	.013	.001	.455	.000	.288	.000	.085	.017	.455	.000	.288		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.880**	.857**	.800**	.620*	.792**	.553**	.759**	.705**	.800**	.506**	.746**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.000	.000	.004	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
** . Correlation is significant at the 0.01 level (2-tailed).														
* . Correlation is significant at the 0.05 level (2-tailed).														