

KORELASI PENGARUH KREDIBILITAS DENGAN BRAND IMAGE

Correlations

| | | KREDIBILITAS _PESAN | BRAND IMAGE |
|------------------------|------------------------|------------------------|----------------|
| KREDIBILITAS_P ESAN | Pearson Correlation | 1 | .167 |
| | Sig. (2-tailed) | | .097 |
| | N | 100 | 100 |
| BRAND_IMAGE | Pearson Correlation | .167 | 1 |
| | Sig. (2-tailed) | .097 | |
| | N | 100 | 100 |