

VALIDITAS VARIABEL Y (BRAND IMAGE)

Correlations

		BUTIR1	BUTIR2	BUTIR3	BUTIR4	BUTIR5	TOTAL
BUTIR1	Pearson Correlation	1	.637**	.441**	.156	.398**	.581**
	Sig. (2-tailed)		.000	.000	.121	.000	.000
	N	100	100	100	100	100	100
BUTIR2	Pearson Correlation	.637**	1	.472**	.232*	.388**	.534**
	Sig. (2-tailed)	.000		.000	.020	.000	.000
	N	100	100	100	100	100	100
BUTIR3	Pearson Correlation	.441**	.472**	1	.326**	.569**	.616**
	Sig. (2-tailed)	.000	.000		.001	.000	.000
	N	100	100	100	100	100	100
BUTIR4	Pearson Correlation	.156	.232*	.326**	1	.424**	.393**
	Sig. (2-tailed)	.121	.020	.001		.000	.000
	N	100	100	100	100	100	100
BUTIR5	Pearson Correlation	.398**	.388**	.569**	.424**	1	.597**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	.581**	.534**	.616**	.393**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

RELIABILITAS VARIABEL Y (BRAND IMAGE)

Reliability Statistics

Cronbach's Alpha	N of Items
.776	5