

Lampiran 4

Uji Validitas Citra Merek

Descriptive Statistics

	Mean	Std. Deviation	N
CM01	3.4333	.50401	30
CM02	3.4667	.50742	30
CM03	3.3333	.54667	30
TOTALCM	10.2333	1.10433	30

Correlations

		CM01	CM02	CM03	TOTALCM
CM01	Pearson Correlation	1	.800**	.083	.865**
	Sig. (2-tailed)		.000	.661	.000
	Sum of Squares and Cross-products	7.367	5.933	.667	13.967
	Covariance	.254	.205	.023	.482
	N	30	30	30	30
CM02	Pearson Correlation	.800**	1	-.083	.784**
	Sig. (2-tailed)	.000		.663	.000
	Sum of Squares and Cross-products	5.933	7.467	-.667	12.733
	Covariance	.205	.257	-.023	.439
	N	30	30	30	30
CM03	Pearson Correlation	.083	-.083	1	.495**
	Sig. (2-tailed)	.661	.663		.005
	Sum of Squares and Cross-products	.667	-.667	8.667	8.667
	Covariance	.023	-.023	.299	.299
	N	30	30	30	30
TOTALCM	Pearson Correlation	.865**	.784**	.495**	1
	Sig. (2-tailed)	.000	.000	.005	
	Sum of Squares and Cross-products	13.967	12.733	8.667	35.367
	Covariance	.482	.439	.299	1.220
	N	30	30	30	30

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