

Lampiran 7
Hasil Uji Kualitas Data

1) Validitas Brand Image

		Correlations								
		X11	X12	X13	X14	X15	X16	X17	X18	SCORE
	Pearson Correlation	1	.812**	.637**	.184	.328	.457*	.212	.737**	.755**
X11	Sig. (2-tailed)		.000	.000	.330	.077	.011	.261	.000	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.812**	1	.809**	.452*	.204	.497**	.348	.612**	.803**
X12	Sig. (2-tailed)	.000		.000	.012	.280	.005	.059	.000	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.637**	.809**	1	.331	.459*	.417*	.354	.472**	.754**
X13	Sig. (2-tailed)	.000	.000		.074	.011	.022	.055	.008	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.184	.452*	.331	1	.227	.789**	.535**	.384*	.649**
X14	Sig. (2-tailed)	.330	.012	.074		.228	.000	.002	.036	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.328	.204	.459*	.227	1	.556**	.674**	.507**	.667**
X15	Sig. (2-tailed)	.077	.280	.011	.228		.001	.000	.004	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.457*	.497**	.417*	.789**	.556**	1	.454*	.698**	.836**
X16	Sig. (2-tailed)	.011	.005	.022	.000	.001		.012	.000	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.212	.348	.354	.535**	.674**	.454*	1	.301	.626**
X17	Sig. (2-tailed)	.261	.059	.055	.002	.000	.012		.106	.000
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.737**	.612**	.472**	.384*	.507**	.698**	.301	1	.810**
X18	Sig. (2-tailed)	.000	.000	.008	.036	.004	.000	.106		.000
	N	30	30	30	30	30	30	30	30	30
SC	Pearson Correlation	.755**	.803**	.754**	.649**	.667**	.836**	.626**	.810**	1
OR	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
E	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).