

Lampiran 6

Uji Validitas Citra Merek

		P14	P15	P16	P17	P18	P19	P20	P21	TOTAL
P14	Pearson Correlation	1	,490**	,113	,224	,300	,376*	,230	,176	,562**
	Sig. (2-tailed)		,006	,552	,235	,107	,041	,221	,352	,001
	N	30	30	30	30	30	30	30	30	30
P15	Pearson Correlation	,490**	1	,231	,228	,167	,192	,201	,216	,509**
	Sig. (2-tailed)	,006		,220	,225	,378	,310	,286	,252	,004
	N	30	30	30	30	30	30	30	30	30
P16	Pearson Correlation	,113	,231	1	,505**	,139	,425*	,650**	,458*	,693**
	Sig. (2-tailed)	,552	,220		,004	,465	,019	,000	,011	,000
	N	30	30	30	30	30	30	30	30	30
P17	Pearson Correlation	,224	,228	,505**	1	,122	,490**	,551**	,906**	,791**
	Sig. (2-tailed)	,235	,225	,004		,521	,006	,002	,000	,000
	N	30	30	30	30	30	30	30	30	30
P18	Pearson Correlation	,300	,167	,139	,122	1	,487**	-,022	-,034	,479**
	Sig. (2-tailed)	,107	,378	,465	,521		,006	,906	,860	,007
	N	30	30	30	30	30	30	30	30	30
P19	Pearson Correlation	,376*	,192	,425*	,490**	,487**	1	,154	,265	,697**
	Sig. (2-tailed)	,041	,310	,019	,006	,006		,415	,157	,000
	N	30	30	30	30	30	30	30	30	30
P20	Pearson Correlation	,230	,201	,650**	,551**	-,022	,154	1	,493**	,633**
	Sig. (2-tailed)	,221	,286	,000	,002	,906	,415		,006	,000
	N	30	30	30	30	30	30	30	30	30
P21	Pearson Correlation	,176	,216	,458*	,906**	-,034	,265	,493**	1	,671**
	Sig. (2-tailed)	,352	,252	,011	,000	,860	,157	,006		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,562**	,509**	,693**	,791**	,479**	,697**	,633**	,671**	1
	Sig. (2-tailed)	,001	,004	,000	,000	,007	,000	,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).