

KP9	Pearson Correlation	.546**	.426*	0,306	.379*	.786**	.479**	.425*	.688**	1	.479**	.425*
	Sig. (2-tailed)	0,002	0,019	0,100	0,039	0,000	0,007	0,019	0,000		0,007	0,019
	N	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.435*	.449*	.373*	.387*	.652**	1.000**	.510**	.728**	.479**	1	.510**
	Sig. (2-tailed)	0,016	0,013	0,042	0,034	0,000	0,000	0,004	0,000	0,007		0,004
	N	30	30	30	30	30	30	30	30	30	30	30
KP11	Pearson Correlation	.512**	.721**	.707**	.576**	.583**	.510**	1.000**	.652**	.425*	.510**	1
	Sig. (2-tailed)	0,004	0,000	0,000	0,001	0,001	0,004	0,000	0,000	0,019	0,004	
	N	30	30	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).

Reliability Statistics

Case Processing Summary

		N	%
Cases	Valid	30	45,5
	Excluded ^a	36	54,5
	Total	66	100,0

Cronbach's Alpha	N of Items
0,936	11

a. Listwise deletion based on all variables in the procedure.

LAMPIRAN RELATIONHSIP MARKETING
Correlations

		RM1	RM2	RM3
RM1	Pearson Correlation	1	.652**	.425*
	Sig. (2-tailed)		0,000	0,019
	N	30	30	30
RM2	Pearson Correlation	.652**	1	.688**
	Sig. (2-tailed)	0,000		0,000
	N	30	30	30
RM3	Pearson Correlation	.425*	.688**	1
	Sig. (2-tailed)	0,019	0,000	
	N	30	30	30

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

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

Case Processing Summary

		N	%
Cases	Valid	30	45,5
	Excluded ^a	36	54,5
	Total	66	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,798	3

LAMPIRAN CITRA MEREK

Correlations

		CM1	CM2	CM3	CM4	CM5	CM6
CM1	Pearson Correlation	1	.540**	.570**	.617**	.617**	.610**
	Sig. (2-tailed)		0,002	0,001	0,000	0,000	0,000
	N	30	30	30	30	30	30
CM2	Pearson Correlation	.540**	1	.810**	.430*	.477**	.416*
	Sig. (2-tailed)	0,002		0,000	0,018	0,008	0,022
	N	30	30	30	30	30	30
CM3	Pearson Correlation	.570**	.810**	1	.532**	.497**	.427*
	Sig. (2-tailed)	0,001	0,000		0,002	0,005	0,019
	N	30	30	30	30	30	30
CM4	Pearson Correlation	.617**	.430*	.532**	1	.383*	0,325
	Sig. (2-tailed)	0,000	0,018	0,002		0,037	0,080
	N	30	30	30	30	30	30
CM5	Pearson Correlation	.617**	.477**	.497**	.383*	1	.401*
	Sig. (2-tailed)	0,000	0,008	0,005	0,037		0,028
	N	30	30	30	30	30	30
CM6	Pearson Correlation	.610**	.416*	.427*	0,325	.401*	1
	Sig. (2-tailed)	0,000	0,022	0,019	0,080	0,028	
	N	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).

Case Processing Summary

		N	%
Cases	Valid	30	45,5
	Excluded ^a	36	54,5
	Total	66	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,862	6

K9	Pearson Correlation	.363*	0,081	-0,038	0,038	-0,222	0,253	0,217	0,105	1
	Sig. (2-tailed)	0,049	0,669	0,842	0,842	0,238	0,178	0,250	0,580	
	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).

Case Processing Summary

		N	%
Cases	Valid	30	45,5
	Excluded ^a	36	54,5
Total		66	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
0,805	9