

LAMPIRAN VII

Hasil Uji Validitas 30 Responden

Experiential Marketing

Correlations												
	EM1	EM2	EM3	EM4	EM5	EM6	EM7	EM8	EM9	EM10	ttl	
EM1	Pearson Correlation	1	.155	.304	.304	.418*	.229	.329	.476**	.502**	.172	.635**
	Sig. (2-tailed)		.412	.103	.103	.021	.223	.076	.008	.005	.364	.000
	N	30	30	30	30	30	30	30	30	30	30	30
EM2	Pearson Correlation	.155	1	.249	.116	.662**	.414*	.157	.426*	.653**	.240	.638**
	Sig. (2-tailed)	.412		.185	.543	.000	.023	.408	.019	.000	.202	.000
	N	30	30	30	30	30	30	30	30	30	30	30
EM3	Pearson Correlation	.304	.249	1	.051	.040	.156	.195	.358	.459*	.414*	.519**
	Sig. (2-tailed)	.103	.185		.789	.833	.411	.302	.052	.011	.023	.003
	N	30	30	30	30	30	30	30	30	30	30	30
EM4	Pearson Correlation	.304	.116	.051	1	.242	.309	.407*	.358	.172	.136	.509**
	Sig. (2-tailed)	.103	.543	.789		.198	.096	.025	.052	.363	.472	.004
	N	30	30	30	30	30	30	30	30	30	30	30
EM5	Pearson Correlation	.418*	.662**	.040	.242	1	.454*	.304	.576**	.439*	.185	.691**
	Sig. (2-tailed)	.021	.000	.833	.198		.012	.102	.001	.015	.327	.000
	N	30	30	30	30	30	30	30	30	30	30	30

EM6	Pearson Correlation	.229	.414*	.156	.309	.454*	1	.412*	.296	.501**	.003	.589**
	Sig. (2-tailed)	.223	.023	.411	.096	.012		.024	.112	.005	.986	.001
	N	30	30	30	30	30	30	30	30	30	30	30
EM7	Pearson Correlation	.329	.157	.195	.407*	.304	.412*	1	.495**	.174	.326	.614**
	Sig. (2-tailed)	.076	.408	.302	.025	.102	.024		.005	.359	.079	.000
	N	30	30	30	30	30	30	30	30	30	30	30
EM8	Pearson Correlation	.476**	.426*	.358	.358	.576**	.296	.495**	1	.611**	.471**	.805**
	Sig. (2-tailed)	.008	.019	.052	.052	.001	.112	.005		.000	.009	.000
	N	30	30	30	30	30	30	30	30	30	30	30
EM9	Pearson Correlation	.502**	.653**	.459*	.172	.439*	.501**	.174	.611**	1	.302	.757**
	Sig. (2-tailed)	.005	.000	.011	.363	.015	.005	.359	.000		.105	.000
	N	30	30	30	30	30	30	30	30	30	30	30
EM10	Pearson Correlation	.172	.240	.414*	.136	.185	.003	.326	.471**	.302	1	.507**
	Sig. (2-tailed)	.364	.202	.023	.472	.327	.986	.079	.009	.105		.004
	N	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.635**	.638**	.519**	.509**	.691**	.589**	.614**	.805**	.757**	.507**	1
	Sig. (2-tailed)	.000	.000	.003	.004	.000	.001	.000	.000	.000	.004	
	N	30	30	30	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).												
**. Correlation is significant at the 0.01 level (2-tailed).												

Citra Merek

Correlations								
	CM1	CM2	CM3	CM4	CM5	CM6	Total	
CM1	Pearson Correlation	1	.742**	.402*	.609**	.429*	.621**	.791**
	Sig. (2-tailed)		.000	.028	.000	.018	.000	.000
	N	30	30	30	30	30	30	30
CM2	Pearson Correlation	.742**	1	.525**	.621**	.309	.557**	.785**
	Sig. (2-tailed)	.000		.003	.000	.096	.001	.000
	N	30	30	30	30	30	30	30
CM3	Pearson Correlation	.402*	.525**	1	.663**	.219	.371*	.695**
	Sig. (2-tailed)	.028	.003		.000	.245	.044	.000
	N	30	30	30	30	30	30	30
CM4	Pearson Correlation	.609**	.621**	.663**	1	.598**	.687**	.909**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
CM5	Pearson Correlation	.429*	.309	.219	.598**	1	.571**	.676**
	Sig. (2-tailed)	.018	.096	.245	.000		.001	.000
	N	30	30	30	30	30	30	30
CM6	Pearson Correlation	.621**	.557**	.371*	.687**	.571**	1	.814**
	Sig. (2-tailed)	.000	.001	.044	.000	.001		.000
	N	30	30	30	30	30	30	30

Total	Pearson Correlation	.791**	.785**	.695**	.909**	.676**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

Kepercayaan

Correlations								
	K1	K2	K3	K4	K5	K6	hsl	
K1	Pearson Correlation	1	.409*	.364*	.240	.587**	.305	.717**
	Sig. (2-tailed)		.025	.048	.201	.001	.101	.000
	N	30	30	30	30	30	30	30
K2	Pearson Correlation	.409*	1	.586**	.298	.366*	.384*	.719**
	Sig. (2-tailed)	.025		.001	.110	.047	.036	.000
	N	30	30	30	30	30	30	30
K3	Pearson Correlation	.364*	.586**	1	.525**	.405*	.354	.729**
	Sig. (2-tailed)	.048	.001		.003	.026	.055	.000
	N	30	30	30	30	30	30	30

K4	Pearson Correlation	.240	.298	.525**	1	.317	.391*	.607**
	Sig. (2-tailed)	.201	.110	.003		.088	.033	.000
	N	30	30	30	30	30	30	30
K5	Pearson Correlation	.587**	.366*	.405*	.317	1	.627**	.777**
	Sig. (2-tailed)	.001	.047	.026	.088		.000	.000
	N	30	30	30	30	30	30	30
K6	Pearson Correlation	.305	.384*	.354	.391*	.627**	1	.721**
	Sig. (2-tailed)	.101	.036	.055	.033	.000		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.717**	.719**	.729**	.607**	.777**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).								
**. Correlation is significant at the 0.01 level (2-tailed).								

Loyalitas Pelanggan

Correlations								
	K1	K2	K3	K4	K5	K6	hsl	
K1	Pearson Correlation	1	.409*	.364*	.240	.587**	.305	.717**
	Sig. (2-tailed)		.025	.048	.201	.001	.101	.000
	N	30	30	30	30	30	30	30
K2	Pearson Correlation	.409*	1	.586**	.298	.366*	.384*	.719**
	Sig. (2-tailed)	.025		.001	.110	.047	.036	.000
	N	30	30	30	30	30	30	30
K3	Pearson Correlation	.364*	.586**	1	.525**	.405*	.354	.729**
	Sig. (2-tailed)	.048	.001		.003	.026	.055	.000
	N	30	30	30	30	30	30	30
K4	Pearson Correlation	.240	.298	.525**	1	.317	.391*	.607**
	Sig. (2-tailed)	.201	.110	.003		.088	.033	.000
	N	30	30	30	30	30	30	30
K5	Pearson Correlation	.587**	.366*	.405*	.317	1	.627**	.777**
	Sig. (2-tailed)	.001	.047	.026	.088		.000	.000
	N	30	30	30	30	30	30	30
K6	Pearson Correlation	.305	.384*	.354	.391*	.627**	1	.721**
	Sig. (2-tailed)	.101	.036	.055	.033	.000		.000
	N	30	30	30	30	30	30	30

Total	Pearson Correlation	.717**	.719**	.729**	.607**	.777**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).								
**. Correlation is significant at the 0.01 level (2-tailed).								

LAMPIRAN VIII

Hasil Uji Reliabilitas 30 Responden

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.941	28

