

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	x1.6	x1.7	x1.8	x1.9	x1.10	Total_x1
x1.1	Pearson Correlation	1	.167	.003	-.025	.190	.132	.329**	.206	.052	.178	.393**
	Sig. (2-tailed)		.115	.975	.816	.072	.214	.002	.051	.629	.093	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.2	Pearson Correlation	.167	1	.320**	.230*	.318**	.294**	.207	.421**	.336**	.298**	.664**
	Sig. (2-tailed)	.115		.002	.029	.002	.005	.050	.000	.001	.004	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.3	Pearson Correlation	.003	.320**	1	.254*	-.036	.309**	.048	.285**	.287**	.238*	.511**
	Sig. (2-tailed)	.975	.002		.016	.736	.003	.656	.006	.006	.024	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.4	Pearson Correlation	-.025	.230*	.254*	1	.314**	.010	.293**	.290**	.393**	.258*	.571**
	Sig. (2-tailed)	.816	.029	.016		.003	.926	.005	.006	.000	.014	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.5	Pearson Correlation	.190	.318**	-.036	.314**	1	.008	.265*	.371**	.338**	.307**	.578**
	Sig. (2-tailed)	.072	.002	.736	.003		.937	.012	.000	.001	.003	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.6	Pearson Correlation	.132	.294**	.309**	.010	.008	1	.108	.142	.137	.162	.413**
	Sig. (2-tailed)	.214	.005	.003	.926	.937		.311	.183	.196	.128	.000
	N	90	90	90	90	90	90	90	90	90	90	90

x1.7	Pearson Correlation	.329**	.207	.048	.293**	.265*	.108	1	.270*	.128	.183	.517**
	Sig. (2-tailed)	.002	.050	.656	.005	.012	.311		.010	.229	.084	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.8	Pearson Correlation	.206	.421**	.285**	.290**	.371**	.142	.270*	1	.225*	.218*	.636**
	Sig. (2-tailed)	.051	.000	.006	.006	.000	.183	.010		.033	.039	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.9	Pearson Correlation	.052	.336**	.287**	.393**	.338**	.137	.128	.225*	1	.061	.564**
	Sig. (2-tailed)	.629	.001	.006	.000	.001	.196	.229	.033		.567	.000
	N	90	90	90	90	90	90	90	90	90	90	90
x1.10	Pearson Correlation	.178	.298**	.238*	.258*	.307**	.162	.183	.218*	.061	1	.541**
	Sig. (2-tailed)	.093	.004	.024	.014	.003	.128	.084	.039	.567		.000
	N	90	90	90	90	90	90	90	90	90	90	90
Total_x1	Pearson Correlation	.393**	.664**	.511**	.571**	.578**	.413**	.517**	.636**	.564**	.541**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90	90	90	90	90

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

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

Citra Merek

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	total_x2
x2.1	Pearson Correlation	1	.371**	.106	.242*	.293**	.304**	.164	.293**	.579**
	Sig. (2-tailed)		.000	.320	.021	.005	.004	.122	.005	.000
	N	90	90	90	90	90	90	90	90	90
x2.2	Pearson Correlation	.371**	1	.340**	.419**	.384**	.172	.221*	.511**	.700**
	Sig. (2-tailed)	.000		.001	.000	.000	.106	.036	.000	.000
	N	90	90	90	90	90	90	90	90	90
x2.3	Pearson Correlation	.106	.340**	1	.240*	.326**	-.048	.359**	.546**	.603**
	Sig. (2-tailed)	.320	.001		.023	.002	.655	.001	.000	.000
	N	90	90	90	90	90	90	90	90	90
x2.4	Pearson Correlation	.242*	.419**	.240*	1	.388**	.110	.235*	.401**	.640**
	Sig. (2-tailed)	.021	.000	.023		.000	.300	.026	.000	.000
	N	90	90	90	90	90	90	90	90	90
x2.5	Pearson Correlation	.293**	.384**	.326**	.388**	1	.198	.252*	.430**	.696**
	Sig. (2-tailed)	.005	.000	.002	.000		.061	.016	.000	.000
	N	90	90	90	90	90	90	90	90	90
x2.6	Pearson Correlation	.304**	.172	-.048	.110	.198	1	.011	.081	.379**
	Sig. (2-tailed)	.004	.106	.655	.300	.061		.915	.450	.000
	N	90	90	90	90	90	90	90	90	90
x2.7	Pearson Correlation	.164	.221*	.359**	.235*	.252*	.011	1	.092	.480**
	Sig. (2-tailed)	.122	.036	.001	.026	.016	.915		.388	.000
	N	90	90	90	90	90	90	90	90	90

x2.8	Pearson Correlation	.293**	.511**	.546**	.401**	.430**	.081	.092	1	.704**
	Sig. (2-tailed)	.005	.000	.000	.000	.000	.450	.388		.000
	N	90	90	90	90	90	90	90	90	90
total_x2	Pearson Correlation	.579**	.700**	.603**	.640**	.696**	.379**	.480**	.704**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90	90	90	90

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

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

Kepercayaan

Correlations

		z1	z2	z3	z4	total_z
z1	Pearson Correlation	1	.193	-.123	.259*	.554**
	Sig. (2-tailed)		.069	.246	.014	.000
	N	90	90	90	90	90
z2	Pearson Correlation	.193	1	.367**	.042	.656**
	Sig. (2-tailed)	.069		.000	.692	.000
	N	90	90	90	90	90
z3	Pearson Correlation	-.123	.367**	1	.208*	.611**
	Sig. (2-tailed)	.246	.000		.049	.000
	N	90	90	90	90	90
z4	Pearson Correlation	.259*	.042	.208*	1	.605**
	Sig. (2-tailed)					
	N	90	90	90	90	90

	Sig. (2-tailed)	.014	.692	.049	.000
	N	90	90	90	90
total_z	Pearson Correlation	.554**	.656**	.611**	.605**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	90	90	90	90

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

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

Loyalitas Pelanggan

Correlations

		y1.1	y1.2	y1.3	y1.4	y1.5	y1.6	total_y
y1.1	Pearson Correlation	1	.377**	-.025	.296**	.178	.202	.580**
	Sig. (2-tailed)		.000	.815	.005	.093	.056	.000
	N	90	90	90	90	90	90	90
y1.2	Pearson Correlation	.377**	1	.306**	.121	.232*	.478**	.711**
	Sig. (2-tailed)	.000		.003	.258	.028	.000	.000
	N	90	90	90	90	90	90	90
y1.3	Pearson Correlation	-.025	.306**	1	.037	.217*	.326**	.551**
	Sig. (2-tailed)	.815	.003		.728	.040	.002	.000
	N	90	90	90	90	90	90	90
y1.4	Pearson Correlation	.296**	.121	.037	1	.200	.040	.470**

	Sig. (2-tailed)	.005	.258	.728		.058	.708	.000
	N	90	90	90	90	90	90	90
y1.5	Pearson Correlation	.178	.232*	.217*	.200	1	.188	.576**
	Sig. (2-tailed)	.093	.028	.040	.058		.076	.000
	N	90	90	90	90	90	90	90
y1.6	Pearson Correlation	.202	.478**	.326**	.040	.188	1	.624**
	Sig. (2-tailed)	.056	.000	.002	.708	.076		.000
	N	90	90	90	90	90	90	90
total_y	Pearson Correlation	.580**	.711**	.551**	.470**	.576**	.624**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
	N	90	90	90	90	90	90	90

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

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

Hasil Uji Reliabilitas 90 Responden

Case Processing Summary

		N	%
Cases	Valid	90	100.0
	Excluded ^a	0	.0
	Total	90	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.899	28