

Lampiran 5. Validitas Variabel Merek

Correlations

[illegible]

Tabel lanjutan

item17	Pearson Correlation	.096	.250	.517**	.530**	.420*	.323	.407*	1	.318	.579**
	Sig. (2-tailed)	.615	.183	.003	.003	.021	.082	.026		.087	.001
	N	30	30	30	30	30	30	30	30	30	30
item18	Pearson Correlation	.255	.640**	.184	.842**	.304	.735**	.635**	.318	1	.738**
	Sig. (2-tailed)	.173	.000	.331	.000	.103	.000	.000	.087		.000
	N	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.494**	.558**	.536**	.881**	.536**	.555**	.616**	.579**	.738**	1
	Sig. (2-tailed)	.006	.001	.002	.000	.002	.001	.000	.001	.000	
	N	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).