

UJI VALIDITAS KESADARAN MEREK

Correlations

		KM1	KM2	KM3	KM4	KM5	KM6	TOTALKM
KM1	Pearson Correlation	1	.316(**)	.352(**)	.170	.319(**)	.240(*)	.570(**)
	Sig. (2-tailed)		.001	.000	.090	.001	.016	.000
	N	100	100	100	100	100	100	100
KM2	Pearson Correlation	.316(**)	1	.124	.364(**)	.436(**)	.501(**)	.695(**)
	Sig. (2-tailed)	.001		.219	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
KM3	Pearson Correlation	.352(**)	.124	1	.459(**)	.405(**)	.240(*)	.609(**)
	Sig. (2-tailed)	.000	.219		.000	.000	.016	.000
	N	100	100	100	100	100	100	100
KM4	Pearson Correlation	.170	.364(**)	.459(**)	1	.358(**)	.277(**)	.646(**)
	Sig. (2-tailed)	.090	.000	.000		.000	.005	.000
	N	100	100	100	100	100	100	100
KM5	Pearson Correlation	.319(**)	.436(**)	.405(**)	.358(**)	1	.467(**)	.756(**)
	Sig. (2-tailed)	.001	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
KM6	Pearson Correlation	.240(*)	.501(**)	.240(*)	.277(**)	.467(**)	1	.722(**)
	Sig. (2-tailed)	.016	.000	.016	.005	.000		.000
	N	100	100	100	100	100	100	100
TOTALKM	Pearson Correlation	.570(**)	.695(**)	.609(**)	.646(**)	.756(**)	.722(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

UJI VALIDITAS PERSEPSI KUALITAS

Correlations

		PK1	PK2	PK3	PK4	PK5	PK6	PK7	PK8	PK9	TOTALPK
PK1	Pearson Correlation	1	.770(**)	.511(**)	.527(**)	.374(**)	.655(**)	.441(**)	.398(**)	.468(**)	.783(**)
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK2	Pearson Correlation	.770(**)	1	.591(**)	.500(**)	.537(**)	.627(**)	.542(**)	.548(**)	.562(**)	.868(**)
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK3	Pearson Correlation	.511(**)	.591(**)	1	.438(**)	.335(**)	.410(**)	.500(**)	.519(**)	.497(**)	.721(**)
	Sig. (2-tailed)	.000	.000		.000	.001	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK4	Pearson Correlation	.527(**)	.500(**)	.438(**)	1	.599(**)	.469(**)	.347(**)	.348(**)	.409(**)	.697(**)
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK5	Pearson Correlation	.374(**)	.537(**)	.335(**)	.599(**)	1	.466(**)	.363(**)	.256(*)	.382(**)	.655(**)
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000	.010	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK6	Pearson Correlation	.655(**)	.627(**)	.410(**)	.469(**)	.466(**)	1	.409(**)	.416(**)	.410(**)	.745(**)
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK7	Pearson Correlation	.441(**)	.542(**)	.500(**)	.347(**)	.363(**)	.409(**)	1	.385(**)	.443(**)	.666(**)
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK8	Pearson Correlation	.398(**)	.548(**)	.519(**)	.348(**)	.256(*)	.416(**)	.385(**)	1	.711(**)	.700(**)
	Sig. (2-tailed)	.000	.000	.000	.000	.010	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
PK9	Pearson Correlation	.468(**)	.562(**)	.497(**)	.409(**)	.382(**)	.410(**)	.443(**)	.711(**)	1	.746(**)
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
TOTALPK K	Pearson Correlation	.783(**)	.868(**)	.721(**)	.697(**)	.655(**)	.745(**)	.666(**)	.700(**)	.746(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

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

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

UJI VALIDITAS LOYALITAS MEREK

Correlations

		LM1	LM2	LM3	LM4	LM5	TOTALLM
LM1	Pearson Correlation	1	.730(**)	.792(**)	.755(**)	.632(**)	.898(**)
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
LM2	Pearson Correlation	.730(**)	1	.754(**)	.630(**)	.545(**)	.839(**)
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
LM3	Pearson Correlation	.792(**)	.754(**)	1	.738(**)	.627(**)	.898(**)
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
LM4	Pearson Correlation	.755(**)	.630(**)	.738(**)	1	.764(**)	.896(**)
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
LM5	Pearson Correlation	.632(**)	.545(**)	.627(**)	.764(**)	1	.821(**)
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOTALLM	Pearson Correlation	.898(**)	.839(**)	.898(**)	.896(**)	.821(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

UJI VALIDITAS NIAT PEMBELIAN ULANG KONSUMEN

Correlations

		N1	N2	N3	N4	N5	TOTALN
N1	Pearson Correlation	1	.811(**)	.731(**)	.713(**)	.661(**)	.900(**)
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
N2	Pearson Correlation	.811(**)	1	.784(**)	.650(**)	.616(**)	.885(**)
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
N3	Pearson Correlation	.731(**)	.784(**)	1	.693(**)	.640(**)	.880(**)
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
N4	Pearson Correlation	.713(**)	.650(**)	.693(**)	1	.802(**)	.875(**)
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
N5	Pearson Correlation	.661(**)	.616(**)	.640(**)	.802(**)	1	.842(**)
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOTALN	Pearson Correlation	.900(**)	.885(**)	.880(**)	.875(**)	.842(**)	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

**UJI RELIABILITAS KESADARAN MEREK, PERSEPSI KUALITAS, LOYALITAS MEREK
DAN NIAT PEMBELIAN ULANG KONSUMEN**

1. Kesadaran Merek

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure

Reliability Statistics

Cronbach's Alpha	N of Items
.751	6

2. Persepsi Kualitas

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.892	9

3. Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.920	5

4. Niat Pembelian Ulang

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded(a)	0	.0
	Total	100	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	5