



## Uji Validitas X2 (Citra Merek)

		Correlations													
		pert.8	pert.9	pert.10	pert.11	pert.12	pert.13	pert.14	pert.15	pert.16	pert.17	pert.18	pert.19	pert.20	X2
pert.8	Pearson Correlation	1	.418	.434	.698	.608	.162	.524	.599	.503	.482	.369	.625	.570	.721
	Sig. (2-tailed)		.022	.017	.000	.000	.392	.003	.000	.005	.007	.045	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.9	Pearson Correlation	.418	1	.706	.534	.467	.256	.598	.327	.374	.350	.421	.434	.549	.655
	Sig. (2-tailed)	.022		.000	.002	.009	.172	.000	.078	.042	.058	.021	.017	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.10	Pearson Correlation	.434	.706	1	.658	.533	.503	.651	.403	.472	.424	.420	.614	.424	.731
	Sig. (2-tailed)	.017	.000		.000	.002	.005	.000	.027	.008	.019	.021	.000	.019	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.11	Pearson Correlation	.698	.534	.658	1	.771	.612	.862	.612	.614	.581	.545	.577	.581	.883
	Sig. (2-tailed)	.000	.002	.000		.000	.000	.000	.000	.000	.001	.002	.001	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.12	Pearson Correlation	.608	.467	.533	.771	1	.580	.629	.580	.645	.603	.573	.608	.603	.826
	Sig. (2-tailed)	.000	.009	.002	.000		.001	.000	.001	.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.13	Pearson Correlation	.162	.256	.503	.612	.580	1	.663	.189	.400	.285	.355	.441	.190	.574
	Sig. (2-tailed)	.392	.172	.005	.000	.001		.000	.317	.029	.127	.054	.015	.315	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.14	Pearson Correlation	.524	.598	.651	.862	.629	.663	1	.509	.514	.487	.456	.571	.487	.815
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		.004	.004	.006	.011	.001	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.15	Pearson Correlation	.599	.327	.403	.612	.580	.189	.509	1	.685	.664	.608	.441	.569	.733
	Sig. (2-tailed)	.000	.078	.027	.000	.001	.317	.004		.000	.000	.000	.015	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.16	Pearson Correlation	.503	.374	.472	.614	.645	.400	.514	.685	1	.935	.888	.787	.668	.845
	Sig. (2-tailed)	.005	.042	.008	.000	.000	.029	.004	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.17	Pearson Correlation	.482	.350	.424	.581	.603	.285	.487	.664	.935	1	.831	.744	.733	.805
	Sig. (2-tailed)	.007	.058	.019	.001	.000	.127	.006	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.18	Pearson Correlation	.369	.421	.420	.545	.573	.355	.456	.608	.888	.831	1	.589	.475	.750
	Sig. (2-tailed)	.045	.021	.021	.002	.001	.054	.011	.000	.000	.000		.001	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.19	Pearson Correlation	.625	.434	.614	.577	.608	.441	.571	.441	.787	.744	.589	1	.620	.805
	Sig. (2-tailed)	.000	.017	.000	.001	.000	.015	.001	.015	.000	.000	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
pert.20	Pearson Correlation	.570	.549	.424	.581	.603	.190	.487	.569	.668	.733	.475	.620	1	.746
	Sig. (2-tailed)	.001	.002	.019	.001	.000	.315	.006	.001	.000	.000	.008	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.721	.655	.731	.883	.826	.574	.815	.733	.845	.805	.750	.805	.746	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).

## Uji Validitas Y (Loyalitas Merek)

		Correlations									
		pert.21	pert.22	pert.23	pert.24	pert.25	pert.26	pert.27	pert.28	pert.29	Y
pert.2 1	Pearson Correlation	1	.521	.340	.480	.484	.358	.414	.438	.367	.661
	Sig. (2-tailed)		.003	.066	.007	.007	.052	.023	.015	.046	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 2	Pearson correlation	.521	1	.445	.487	.307	.322	.520	.376	.502	.699
	Sig. (2-tailed)	.003		.014	.006	.098	.083	.003	.041	.005	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 3	Pearson Correlation	.340	.445	1	.477	.437	.323	.543	.404	.439	.662
	Sig. (2-tailed)	.066	.014		.008	.016	.082	.002	.027	.015	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 4	Pearson Correlation	.480	.487	.477	1	.829	.612	.716	.553	.431	.825
	Sig. (2-tailed)	.007	.006	.008		.000	.000	.000	.002	.017	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 5	Pearson Correlation	.484	.307	.437	.829	1	.585	.553	.528	.442	.752
	Sig. (2-tailed)	.007	.098	.016	.000		.001	.002	.003	.014	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 6	Pearson Correlation	.358	.322	.323	.612	.585	1	.769	.492	.578	.755
	Sig. (2-tailed)	.052	.083	.082	.000	.001		.000	.006	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 7	Pearson Correlation	.414	.520	.543	.716	.553	.769	1	.477	.505	.828
	Sig. (2-tailed)	.023	.003	.002	.000	.002	.000		.008	.004	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 8	Pearson Correlation	.438	.376	.404	.553	.528	.492	.477	1	.522	.730
	Sig. (2-tailed)	.015	.041	.027	.002	.003	.006	.008		.003	.000
	N	30	30	30	30	30	30	30	30	30	30
pert.2 9	Pearson Correlation	.367	.502	.439	.431	.442	.578	.505	.522	1	.726
	Sig. (2-tailed)	.046	.005	.015	.017	.014	.001	.004	.003		.000
	N	30	30	30	30	30	30	30	30	30	30
Y	Pearson Correlation	.661	.699	.662	.825	.752	.755	.828	.730	.726	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	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).

## Uji Reliabilitas Variabel Komunitas Merek

**Reliability Statistics**

Cronbach's Alpha	N of Items
,909	7

## Uji Reliabilitas Variabel Citra Merek

**Reliability Statistics**

Cronbach's Alpha	N of Items
,923	12

## Uji Reabilitas Variabel Loyalitas Merek

**Reliability Statistics**

Cronbach's Alpha	N of Items
,889	9

### Tests of Normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X1	.076	112	.117	.968	112	.008
X2	.069	112	.200	.978	112	.067
Y	.079	112	.084	.972	112	.018

a. Lilliefors Significance Correction

\*. This is a lower bound of the true significance.

### Uji Linearitas Komunitas Merek dengan Loyalitas Merek

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X1 Between Groups (Combined)	285.773	12	23.814	5.319	.000
Linearity	249.113	1	249.113	55.644	.000
Deviation from Linearity	36.660	11	3.333	.744	.694
Within Groups	443.218	99	4.477		
Total	728.991	111			

### Uji Linearitas Citra Merek dengan Loyalitas Merek

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	329.062	16	20.566	4.885	.000
		Linearity	220.890	1	220.890	52.471	.000
		Deviation from Linearity	108.173	15	7.212	1.713	.061
	Within Groups		399.929	95	4.210		
	Total		728.991	111			

### Uji Multikolinearitas

Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.933	1.071
	X2	.933	1.071

**Uji Heterokedasitas  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.579	10.787		-.425	.672
	LnX1	1.691	1.958	.085	.864	.390
	LnX2	-.327	2.588	-.012	-.127	.900

a. Dependent Variable: Lne2

**Uji F**

**ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	373.831	2	186.915	57.365	.000 <sup>a</sup>
Residual	355.160	109	3.258		
Total	728.991	111			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

**Koefisien Variabel Komunitas Merek dan Citra Merek terhadap Loyalitas Merek**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	12.178	2.482		4.906	.000
X1	.400	.058	.474	6.851	.000
X2	.258	.042	.428	6.187	.000

a. Dependent Variable: Y

**Analisis Determinasi Komunitas Merek dan Citra Merek terhadap Loyalitas Merek****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 <sup>a</sup>	.513	.504	1.805

a. Predictors: (Constant), X2, X1

b. Dependet Variable : Y