

LAMPIRAN 4

Uji Validitas Kepercayaan Merek (X₂)

Correlations

	item 11	item 12	item 13	item 14	item 15	item 16	item 17	item 18	item 19	item 20	item 21	item 22	item 23	item 24	item 25	item 26	item 27	item 28	skortot
item_11 Pearson Correlation	1	.495**	.179	.175	-.009	-.023	.160	.165	.096	-.044	-.044	.152	-.041	.368*	.245	.317	.087	.060	.349
Sig. (2-tailed)		.005	.343	.354	.961	.904	.398	.382	.615	.819	.818	.423	.829	.045	.191	.088	.649	.754	.059
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_12 Pearson Correlation	.495**	1	.575**	.609**	.528**	.362*	.373*	.243	-.191	-.192	-.314	.103	.181	.324	.216	.096	-.035	.088	.431*
Sig. (2-tailed)	.005		.001	.000	.003	.050	.043	.197	.312	.309	.091	.589	.339	.081	.252	.615	.856	.645	.017
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_13 Pearson Correlation	.179	.575**	1	.729**	.175	.273	.254	.055	-.035	.102	-.044	.064	.041	.131	-.014	.252	.087	.159	.402*
Sig. (2-tailed)	.343	.001		.000	.354	.144	.176	.772	.855	.592	.818	.736	.829	.489	.940	.179	.649	.400	.028
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_14 Pearson Correlation	.175	.609**	.729**	1	.346	.330	.295	.167	-.040	.088	.033	.018	.125	.160	-.044	.238	.104	.181	.451*
Sig. (2-tailed)	.354	.000	.000		.061	.075	.113	.376	.835	.642	.861	.926	.511	.399	.818	.206	.586	.337	.012
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_15 Pearson Correlation	-.009	.528**	.175	.346	1	.629**	.486**	.391*	.026	.088	-.050	.373*	.458*	.239	.307	-.092	.104	.282	.514**
Sig. (2-tailed)	.961	.003	.354	.061		.000	.006	.033	.890	.642	.793	.043	.011	.202	.099	.627	.586	.131	.004
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_16 Pearson Correlation	-.023	.362*	.273	.330	.629**	1	.601**	.179	.089	.142	-.065	.202	.400*	.228	.172	.216	.230	.129	.511**
Sig. (2-tailed)	.904	.050	.144	.075	.000		.000	.344	.639	.455	.732	.284	.028	.227	.364	.251	.221	.496	.004
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_17 Pearson Correlation	.160	.373*	.254	.295	.486**	.601**	1	.512**	.350	.270	.272	.235	.212	.325	.134	.188	.073	.247	.606**

	Sig. (2-tailed)	.398	.043	.176	.113	.006	.000		.004	.058	.148	.146	.211	.261	.079	.480	.319	.701	.189	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_18	Pearson Correlation	.165	.243	.055	.167	.391*	.179	.512**	1	.394*	.352	.398*	.212	.248	.095	.052	.315	.238	.241	.539**
	Sig. (2-tailed)	.382	.197	.772	.376	.033	.344	.004		.031	.056	.029	.261	.186	.616	.784	.090	.205	.200	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_19	Pearson Correlation	.096	-.191	-.035	-.040	.026	.089	.350	.394*	1	.853**	.851**	.422*	.235	.038	.206	.087	.203	.256	.536**
	Sig. (2-tailed)	.615	.312	.855	.835	.890	.639	.058	.031		.000	.000	.020	.211	.844	.274	.648	.283	.172	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_20	Pearson Correlation	-.044	-.192	.102	.088	.088	.142	.270	.352	.853**	1	.880**	.364*	.262	.000	.138	.083	.365*	.223	.550**
	Sig. (2-tailed)	.819	.309	.592	.642	.642	.455	.148	.056	.000		.000	.048	.161	1.000	.466	.662	.047	.237	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_21	Pearson Correlation	-.044	-.314	-.044	.033	-.050	-.065	.272	.398*	.851**	.880**	1	.295	.222	-.024	.104	-.067	.185	.144	.422*
	Sig. (2-tailed)	.818	.091	.818	.861	.793	.732	.146	.029	.000	.000		.113	.237	.901	.584	.726	.328	.449	.020
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_22	Pearson Correlation	.152	.103	.064	.018	.373*	.202	.235	.212	.422*	.364*	.295	1	.790**	.707**	.805**	.246	.439*	.555**	.739**
	Sig. (2-tailed)	.423	.589	.736	.926	.043	.284	.211	.261	.020	.048	.113		.000	.000	.000	.189	.015	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_23	Pearson Correlation	-.041	.181	.041	.125	.458*	.400*	.212	.248	.235	.262	.222	.790**	1	.640**	.663**	.235	.390*	.359	.672**
	Sig. (2-tailed)	.829	.339	.829	.511	.011	.028	.261	.186	.211	.161	.237	.000		.000	.000	.211	.033	.051	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_24	Pearson Correlation	.368*	.324	.131	.160	.239	.228	.325	.095	.038	.000	-.024	.707**	.640**	1	.624**	.376*	.272	.344	.611**
	Sig. (2-tailed)	.045	.081	.489	.399	.202	.227	.079	.616	.844	1.000	.901	.000	.000		.000	.041	.145	.062	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_25	Pearson Correlation	.245	.216	-.014	-.044	.307	.172	.134	.052	.206	.138	.104	.805**	.663**	.624**	1	.083	.336	.378*	.566**

	Sig. (2-tailed)	.191	.252	.940	.818	.099	.364	.480	.784	.274	.466	.584	.000	.000	.000		.665	.069	.039	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_26	Pearson Correlation	.317	.096	.252	.238	-.092	.216	.188	.315	.087	.083	-.067	.246	.235	.376*	.083	1	.642**	.455*	.505**
	Sig. (2-tailed)	.088	.615	.179	.206	.627	.251	.319	.090	.648	.662	.726	.189	.211	.041	.665		.000	.011	.004
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_27	Pearson Correlation	.087	-.035	.087	.104	.104	.230	.073	.238	.203	.365*	.185	.439*	.390*	.272	.336	.642**	1	.533**	.568**
	Sig. (2-tailed)	.649	.856	.649	.586	.586	.221	.701	.205	.283	.047	.328	.015	.033	.145	.069	.000		.002	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
item_28	Pearson Correlation	.060	.088	.159	.181	.282	.129	.247	.241	.256	.223	.144	.555**	.359	.344	.378*	.455*	.533**	1	.588**
	Sig. (2-tailed)	.754	.645	.400	.337	.131	.496	.189	.200	.172	.237	.449	.001	.051	.062	.039	.011	.002		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
skortot	Pearson Correlation	.349	.431*	.402*	.451*	.514**	.511**	.606**	.539**	.536**	.550**	.422*	.739**	.672**	.611**	.566**	.505**	.568**	.588**	1
	Sig. (2-tailed)	.059	.017	.028	.012	.004	.004	.000	.002	.002	.002	.020	.000	.000	.000	.001	.004	.001	.001	
	N	30	30	30	30	30	30	30	30	30	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).