

	Pearson Correlation	.175	.167	.374*	1.000**	.139	-.126	.238	.152	.512**	1	.116	-.082	.175	.076	.374*	.460*
sk10	Sig. (2-tailed)	.354	.378	.042	.000	.462	.506	.205	.423	.004		.542	.667	.354	.688	.042	.011
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.339	.145	.324	.116	.941**	.537**	.361	.977*	.407*	.116	1	.489**	.339	.354	.324	.769**
sk11	Sig. (2-tailed)	.067	.444	.081	.542	.000	.002	.050	.000	.026	.542		.006	.067	.055	.081	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.312	.244	.271	-.082	.522**	.952**	.230	.516*	.162	-.082	.489**	1	.312	.382*	.271	.619**
sk12	Sig. (2-tailed)	.093	.194	.148	.667	.003	.000	.222	.004	.393	.667	.006		.093	.037	.148	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	1.000**	.093	.306	.175	.374*	.347	.954**	.342	.264	.175	.339	.312	1	.045	.306	.613**
sk13	Sig. (2-tailed)	.000	.627	.100	.354	.042	.060	.000	.065	.159	.354	.067	.093		.815	.100	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.045	.415*	.071	.076	.407*	.451*	.038	.338	-.044	.076	.354	.382*	.045	1	.071	.435*
sk14	Sig. (2-tailed)	.815	.023	.709	.688	.025	.012	.840	.068	.819	.688	.055	.037	.815		.709	.016
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.306	.253	1.000**	.374*	.220	.244	.290	.354	.870**	.374*	.324	.271	.306	.071	1	.667**
sk15	Sig. (2-tailed)	.100	.178	.000	.042	.243	.195	.120	.055	.000	.042	.081	.148	.100	.709		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.613*	.387*	.667**	.460*	.763**	.645**	.605**	.785*	.646**	.460*	.769**	.619**	.613**	.435*	.667*	1
sum																	
sk	Sig. (2-tailed)	.000	.034	.000	.011	.000	.000	.000	.000	.000	.011	.000	.000	.000	.016	.000	
	N	30	30	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).

Variabel Kepercayaan Merek (X2)

Correlations

		km1	km2	km3	km4	km5	km6	km7	km8	sumkm
km1	Pearson Correlation	1	.231	.324	.191	.273	.231	.322	.191	.518**
	Sig. (2-tailed)		.220	.081	.311	.145	.220	.083	.311	.003
	N	30	30	30	30	30	30	30	30	30
km2	Pearson Correlation	.231	1	.573**	.152	.231	1.000**	.677**	.152	.751**
	Sig. (2-tailed)	.220		.001	.422	.220	.000	.000	.422	.000
	N	30	30	30	30	30	30	30	30	30
km3	Pearson Correlation	.324	.573**	1	.331	.139	.573**	.796**	.331	.759**
	Sig. (2-tailed)	.081	.001		.074	.464	.001	.000	.074	.000
	N	30	30	30	30	30	30	30	30	30
km4	Pearson Correlation	.191	.152	.331	1	.383*	.152	.290	1.000**	.644**
	Sig. (2-tailed)	.311	.422	.074		.037	.422	.120	.000	.000
	N	30	30	30	30	30	30	30	30	30
km5	Pearson Correlation	.273	.231	.139	.383*	1	.231	.138	.383*	.518**
	Sig. (2-tailed)	.145	.220	.464	.037		.220	.467	.037	.003
	N	30	30	30	30	30	30	30	30	30
km6	Pearson Correlation	.231	1.000**	.573**	.152	.231	1	.677**	.152	.751**
	Sig. (2-tailed)	.220	.000	.001	.422	.220		.000	.422	.000
	N	30	30	30	30	30	30	30	30	30
km7	Pearson Correlation	.322	.677**	.796**	.290	.138	.677**	1	.290	.782**
	Sig. (2-tailed)	.083	.000	.000	.120	.467	.000		.120	.000
	N	30	30	30	30	30	30	30	30	30
km8	Pearson Correlation	.191	.152	.331	1.000**	.383*	.152	.290	1	.644**
	Sig. (2-tailed)	.311	.422	.074	.000	.037	.422	.120		.000
	N	30	30	30	30	30	30	30	30	30
sumkm	Pearson Correlation	.518**	.751**	.759**	.644**	.518**	.751**	.782**	.644**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.003	.000	.000	.000	
	N	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).

Variabel Minat Beli (Y)

Correlations

		mb1	mb2	mb3	mb4	mb5	mb6	mb7	mb8	mb9	Summb
mb1	Pearson Correlation	1	.027	.306	.175	.354	.347	.382*	.027	.306	.517**
	Sig. (2-tailed)		.886	.100	.354	.055	.060	.037	.886	.100	.003
	N	30	30	30	30	30	30	30	30	30	30
mb2	Pearson Correlation	.027	1	.083	.083	.378*	.472**	.174	1.000**	.083	.658**
	Sig. (2-tailed)	.886		.663	.665	.039	.008	.356	.000	.663	.000
	N	30	30	30	30	30	30	30	30	30	30
mb3	Pearson Correlation	.306	.083	1	.374*	.255	.244	.154	.083	1.000**	.620**
	Sig. (2-tailed)	.100	.663		.042	.174	.195	.416	.663	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
mb4	Pearson Correlation	.175	.083	.374*	1	.067	-.126	.115	.083	.374*	.382*
	Sig. (2-tailed)	.354	.665	.042		.723	.506	.546	.665	.042	.037
	N	30	30	30	30	30	30	30	30	30	30
mb5	Pearson Correlation	.354	.378*	.255	.067	1	.581**	.162	.378*	.255	.672**
	Sig. (2-tailed)	.055	.039	.174	.723		.001	.392	.039	.174	.000
	N	30	30	30	30	30	30	30	30	30	30
mb6	Pearson Correlation	.347	.472**	.244	-.126	.581**	1	.266	.472**	.244	.681**
	Sig. (2-tailed)	.060	.008	.195	.506	.001		.156	.008	.195	.000
	N	30	30	30	30	30	30	30	30	30	30
mb7	Pearson Correlation	.382*	.174	.154	.115	.162	.266	1	.174	.154	.487**
	Sig. (2-tailed)	.037	.356	.416	.546	.392	.156		.356	.416	.006
	N	30	30	30	30	30	30	30	30	30	30
mb8	Pearson Correlation	.027	1.000**	.083	.083	.378*	.472**	.174	1	.083	.658**
	Sig. (2-tailed)	.886	.000	.663	.665	.039	.008	.356		.663	.000
	N	30	30	30	30	30	30	30	30	30	30
mb9	Pearson Correlation	.306	.083	1.000**	.374*	.255	.244	.154	.083	1	.620**
	Sig. (2-tailed)	.100	.663	.000	.042	.174	.195	.416	.663		.000
	N	30	30	30	30	30	30	30	30	30	30
summb	Pearson Correlation	.517**	.658**	.620**	.382*	.672**	.681**	.487**	.658**	.620**	1
	Sig. (2-tailed)	.003	.000	.000	.037	.000	.000	.006	.000	.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).

