1. **Uji Validitas persepsi kualitas**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | k1 | k2 | k3 | k4 | k5 | k6 | k7 | k8 | k9 | k10 | k11 | k12 | kualitas |
| k1 | Pearson Correlation | 1 | .027 | .306 | .175 | .354\* | .347\* | 1.000\*\* | .027 | .306 | .175 | 1.000\*\* | .027 | .597\*\* |
| Sig. (1-tailed) |  | .443 | .050 | .177 | .027 | .030 | .000 | .443 | .050 | .177 | .000 | .443 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k2 | Pearson Correlation | .027 | 1 | .083 | .083 | .378\* | .472\*\* | .027 | 1.000\*\* | .083 | .083 | .027 | 1.000\*\* | .654\*\* |
| Sig. (1-tailed) | .443 |  | .331 | .332 | .020 | .004 | .443 | .000 | .331 | .332 | .443 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k3 | Pearson Correlation | .306 | .083 | 1 | .374\* | .255 | .244 | .306 | .083 | 1.000\*\* | .374\* | .306 | .083 | .591\*\* |
| Sig. (1-tailed) | .050 | .331 |  | .021 | .087 | .097 | .050 | .331 | .000 | .021 | .050 | .331 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k4 | Pearson Correlation | .175 | .083 | .374\* | 1 | .067 | -.126 | .175 | .083 | .374\* | 1.000\*\* | .175 | .083 | .473\*\* |
| Sig. (1-tailed) | .177 | .332 | .021 |  | .362 | .253 | .177 | .332 | .021 | .000 | .177 | .332 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k5 | Pearson Correlation | .354\* | .378\* | .255 | .067 | 1 | .581\*\* | .354\* | .378\* | .255 | .067 | .354\* | .378\* | .643\*\* |
| Sig. (1-tailed) | .027 | .020 | .087 | .362 |  | .000 | .027 | .020 | .087 | .362 | .027 | .020 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k6 | Pearson Correlation | .347\* | .472\*\* | .244 | -.126 | .581\*\* | 1 | .347\* | .472\*\* | .244 | -.126 | .347\* | .472\*\* | .619\*\* |
| Sig. (1-tailed) | .030 | .004 | .097 | .253 | .000 |  | .030 | .004 | .097 | .253 | .030 | .004 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k7 | Pearson Correlation | 1.000\*\* | .027 | .306 | .175 | .354\* | .347\* | 1 | .027 | .306 | .175 | 1.000\*\* | .027 | .597\*\* |
| Sig. (1-tailed) | .000 | .443 | .050 | .177 | .027 | .030 |  | .443 | .050 | .177 | .000 | .443 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k8 | Pearson Correlation | .027 | 1.000\*\* | .083 | .083 | .378\* | .472\*\* | .027 | 1 | .083 | .083 | .027 | 1.000\*\* | .654\*\* |
| Sig. (1-tailed) | .443 | .000 | .331 | .332 | .020 | .004 | .443 |  | .331 | .332 | .443 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k9 | Pearson Correlation | .306 | .083 | 1.000\*\* | .374\* | .255 | .244 | .306 | .083 | 1 | .374\* | .306 | .083 | .591\*\* |
| Sig. (1-tailed) | .050 | .331 | .000 | .021 | .087 | .097 | .050 | .331 |  | .021 | .050 | .331 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k10 | Pearson Correlation | .175 | .083 | .374\* | 1.000\*\* | .067 | -.126 | .175 | .083 | .374\* | 1 | .175 | .083 | .473\*\* |
| Sig. (1-tailed) | .177 | .332 | .021 | .000 | .362 | .253 | .177 | .332 | .021 |  | .177 | .332 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k11 | Pearson Correlation | 1.000\*\* | .027 | .306 | .175 | .354\* | .347\* | 1.000\*\* | .027 | .306 | .175 | 1 | .027 | .597\*\* |
| Sig. (1-tailed) | .000 | .443 | .050 | .177 | .027 | .030 | .000 | .443 | .050 | .177 |  | .443 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| k12 | Pearson Correlation | .027 | 1.000\*\* | .083 | .083 | .378\* | .472\*\* | .027 | 1.000\*\* | .083 | .083 | .027 | 1 | .654\*\* |
| Sig. (1-tailed) | .443 | .000 | .331 | .332 | .020 | .004 | .443 | .000 | .331 | .332 | .443 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| kualitas | Pearson Correlation | .597\*\* | .654\*\* | .591\*\* | .473\*\* | .643\*\* | .619\*\* | .597\*\* | .654\*\* | .591\*\* | .473\*\* | .597\*\* | .654\*\* | 1 |
| Sig. (1-tailed) | .000 | .000 | .000 | .004 | .000 | .000 | .000 | .000 | .000 | .004 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (1-tailed). | | | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (1-tailed). | | | | | | | | | | | | | | |

1. **PERSEPSI KESESUAIAN**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | pk1 | pk2 | pk3 | pk4 | pk5 | pk6 | pk7 | pk8 | pk9 | pk10 | kesesuaian |
| pk1 | Pearson Correlation | 1 | .183 | .512\*\* | .401\* | .304 | .857\*\* | .370\* | .313\* | .650\*\* | .512\*\* | .780\*\* |
| Sig. (1-tailed) |  | .166 | .002 | .014 | .051 | .000 | .022 | .046 | .000 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk2 | Pearson Correlation | .183 | 1 | .452\*\* | .104 | .248 | .131 | .134 | .329\* | .281 | .452\*\* | .499\*\* |
| Sig. (1-tailed) | .166 |  | .006 | .291 | .094 | .245 | .240 | .038 | .067 | .006 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk3 | Pearson Correlation | .512\*\* | .452\*\* | 1 | .257 | .404\* | .386\* | .292 | .317\* | .333\* | 1.000\*\* | .813\*\* |
| Sig. (1-tailed) | .002 | .006 |  | .085 | .013 | .018 | .059 | .044 | .036 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk4 | Pearson Correlation | .401\* | .104 | .257 | 1 | .178 | .187 | .187 | .163 | .363\* | .257 | .428\*\* |
| Sig. (1-tailed) | .014 | .291 | .085 |  | .173 | .161 | .162 | .194 | .024 | .085 | .009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk5 | Pearson Correlation | .304 | .248 | .404\* | .178 | 1 | .483\*\* | .235 | .883\*\* | .369\* | .404\* | .658\*\* |
| Sig. (1-tailed) | .051 | .094 | .013 | .173 |  | .003 | .106 | .000 | .022 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk6 | Pearson Correlation | .857\*\* | .131 | .386\* | .187 | .483\*\* | 1 | .283 | .469\*\* | .682\*\* | .386\* | .732\*\* |
| Sig. (1-tailed) | .000 | .245 | .018 | .161 | .003 |  | .065 | .004 | .000 | .018 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk7 | Pearson Correlation | .370\* | .134 | .292 | .187 | .235 | .283 | 1 | .183 | .380\* | .292 | .507\*\* |
| Sig. (1-tailed) | .022 | .240 | .059 | .162 | .106 | .065 |  | .166 | .019 | .059 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk8 | Pearson Correlation | .313\* | .329\* | .317\* | .163 | .883\*\* | .469\*\* | .183 | 1 | .334\* | .317\* | .615\*\* |
| Sig. (1-tailed) | .046 | .038 | .044 | .194 | .000 | .004 | .166 |  | .036 | .044 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk9 | Pearson Correlation | .650\*\* | .281 | .333\* | .363\* | .369\* | .682\*\* | .380\* | .334\* | 1 | .333\* | .685\*\* |
| Sig. (1-tailed) | .000 | .067 | .036 | .024 | .022 | .000 | .019 | .036 |  | .036 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pk10 | Pearson Correlation | .512\*\* | .452\*\* | 1.000\*\* | .257 | .404\* | .386\* | .292 | .317\* | .333\* | 1 | .813\*\* |
| Sig. (1-tailed) | .002 | .006 | .000 | .085 | .013 | .018 | .059 | .044 | .036 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| kesesuaian | Pearson Correlation | .780\*\* | .499\*\* | .813\*\* | .428\*\* | .658\*\* | .732\*\* | .507\*\* | .615\*\* | .685\*\* | .813\*\* | 1 |
| Sig. (1-tailed) | .000 | .003 | .000 | .009 | .000 | .000 | .002 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (1-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (1-tailed). | | | | | | | | | | | | |

1. **Perluasan Merek**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | pm1 | pm2 | pm3 | pm4 | pm5 | pm6 | pm7 | pm8 | perluasan\_merek |
| pm1 | Pearson Correlation | 1 | .285 | .272 | .133 | .133 | .375\* | -.109 | -.097 | .472\*\* |
| Sig. (1-tailed) |  | .064 | .073 | .241 | .241 | .020 | .283 | .304 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm2 | Pearson Correlation | .285 | 1 | .505\*\* | .121 | .121 | .143 | .417\* | .121 | .620\*\* |
| Sig. (1-tailed) | .064 |  | .002 | .262 | .262 | .226 | .011 | .262 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm3 | Pearson Correlation | .272 | .505\*\* | 1 | .034 | .034 | .334\* | .241 | .034 | .542\*\* |
| Sig. (1-tailed) | .073 | .002 |  | .429 | .429 | .036 | .099 | .429 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm4 | Pearson Correlation | .133 | .121 | .034 | 1 | 1.000\*\* | -.006 | .367\* | .894\*\* | .712\*\* |
| Sig. (1-tailed) | .241 | .262 | .429 |  | .000 | .487 | .023 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm5 | Pearson Correlation | .133 | .121 | .034 | 1.000\*\* | 1 | -.006 | .367\* | .894\*\* | .712\*\* |
| Sig. (1-tailed) | .241 | .262 | .429 | .000 |  | .487 | .023 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm6 | Pearson Correlation | .375\* | .143 | .334\* | -.006 | -.006 | 1 | -.015 | -.006 | .406\* |
| Sig. (1-tailed) | .020 | .226 | .036 | .487 | .487 |  | .469 | .487 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm7 | Pearson Correlation | -.109 | .417\* | .241 | .367\* | .367\* | -.015 | 1 | .367\* | .570\*\* |
| Sig. (1-tailed) | .283 | .011 | .099 | .023 | .023 | .469 |  | .023 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| pm8 | Pearson Correlation | -.097 | .121 | .034 | .894\*\* | .894\*\* | -.006 | .367\* | 1 | .631\*\* |
| Sig. (1-tailed) | .304 | .262 | .429 | .000 | .000 | .487 | .023 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| perluasan\_merek | Pearson Correlation | .472\*\* | .620\*\* | .542\*\* | .712\*\* | .712\*\* | .406\* | .570\*\* | .631\*\* | 1 |
| Sig. (1-tailed) | .004 | .000 | .001 | .000 | .000 | .013 | .001 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (1-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (1-tailed). | | | | | | | | | | |

1. **Uji Reliabilitas**

* Persepsi Kualitas

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .831 | 12 |

* Persepsi Kesesuaian

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .855 | 10 |

* Perluasan Merek

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .707 | 8 |

1. **Hasil Uji Reliabiltas**

**Scale: Iklan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .818 | 12 |