**LAMPIRAN**

**UJI VALIDITAS DAN RELIABILITAS**

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| **Correlations** |
|  | Brand Identity |
| X1 | Pearson Correlation | .565\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| X2 | Pearson Correlation | .745\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| X3 | Pearson Correlation | .744\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| X4 | Pearson Correlation | .546\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| X5 | Pearson Correlation | .729\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| X6 | Pearson Correlation | .648\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Brand Identity | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

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| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 250 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 250 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

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| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .743 | 6 |

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| **Correlations** |
|  | Brand Awareness |
| Z1 | Pearson Correlation | .494\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z2 | Pearson Correlation | .649\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z3 | Pearson Correlation | .450\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z4 | Pearson Correlation | .372\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z5 | Pearson Correlation | .513\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z6 | Pearson Correlation | .584\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z7 | Pearson Correlation | .648\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Z8 | Pearson Correlation | .658\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Brand Awareness | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

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| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 250 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 250 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

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| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .672 | 8 |

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| **Correlations** |
|  | Brand Image |
| Y1 | Pearson Correlation | .417\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y2 | Pearson Correlation | .624\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y3 | Pearson Correlation | .763\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y4 | Pearson Correlation | .703\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y5 | Pearson Correlation | .686\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y6 | Pearson Correlation | .627\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y7 | Pearson Correlation | .693\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y8 | Pearson Correlation | .779\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Y9 | Pearson Correlation | .797\*\* |
| Sig. (2-tailed) | .000 |
| N | 250 |
| Brand Image | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 250 |
| \*. Correlation is significant at the 0.05 level (2-tailed). |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

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| **Case Processing Summary** |
|  | N | % |
| Cases | Valid | 250 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 250 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. |

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| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| .850 | 9 |