Hasil Test Daya Tarik Label Halal (n): 10

No	No Item Pernyataan					∑
Responden	1	2	3	4	5	K
1	4	4	4	4	4	20
2	5	4	4	4	4	21
3	4	3	3	3	4	17
4	3	3	4	3	4	17
5	3	3	4	4	4	18
6	3	4	4	4	5	20
7	4	3	3	4	5	19
8	4	3	3	4	5	19
9	4	4	2	4	4	18
10	4	3	3	4	3	17
TOTAL						186

Hasil Retest Daya Tarik Label Halal(n): 10

No	No Item Pernyataan					∑
Responden	1	2	3	4	5	K
1	4	4	4	4	4	20
2	4	4	4	4	4	20
3	4	3	3	3	4	17
4	3	3	4	3	4	17
5	3	3	4	4	4	18
6	3	4	4	4	4	19
7	4	3	3	4	4	18
8	4	3	3	4	5	19
9	4	4	2	3	3	16
10	4	3	3	4	4	18
TOTAL						182

Hasil Daya Tarik Label Halal

R	X	X_1	X^2	X_1^2	XX_1
1	20	20	400	400	400
2	21	20	441	400	420
3	17	17	289	289	289
4	17	17	289	289	289
5	18	18	324	324	324
6	20	19	400	361	380
7	19	18	361	324	342
8	19	19	361	361	361
9	18	16	324	256	288
10	17	18	289	324	306
	$\sum X = 186$	**$\sum X_1 = 182$**	**$\sum X^2 = 3478$**	**$\sum X_1^2 = 3328$**	**$\sum XX_1 = 3399$**

$$r = \frac{N \sum XX1 - (\sum X)(\sum X1)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum XI^2 - (\sum X1)^2]}}$$

$$r = \frac{(10)(3399) - (186)(182)}{\sqrt{[(10)(3478) - (34596)][(10)(3328) - (33124)}}$$

$$r = \frac{33990 - 33852}{\sqrt{[34780-34596][33280-33124]}}$$

$$r = \frac{138}{\sqrt{(184)(156)}}$$

$$r = \frac{138}{\sqrt{28704}} = \frac{138}{169,422} = 0,81$$

Hasil Test Keputusan Pembelian

No	No Item Pernyataan							∑
Responden	1	2	3	4	5	6	7	K
1	5	5	4	5	3	4	4	30
2	3	4	3	4	4	4	4	26
3	4	3	4	3	4	4	4	26
4	3	3	3	3	3	3	3	21
5	3	3	3	4	4	4	3	24
6	4	4	4	5	4	4	4	29
7	5	4	4	4	4	4	4	29
8	5	4	4	4	5	4	4	30
9	5	4	4	5	4	4	5	31
10	4	4	3	5	4	4	4	28
TOTAL								274

Hasil Retest Keputusan Pembelian

No	No Item Pernyataan							∑
Responden	1	2	3	4	5	6	7	K
1	5	5	4	5	3	4	4	30
2	3	4	3	4	4	4	4	26
3	4	3	4	3	4	3	4	25
4	3	3	3	3	3	3	3	21
5	3	3	3	4	4	4	3	24
6	4	4	4	5	4	4	4	29
7	5	3	4	3	4	4	4	27
8	5	4	4	4	5	4	4	30
9	5	3	4	5	4	3	5	29
10	4	4	3	5	4	4	4	28
TOTAL								269

R	X	X_1	X^2	X_1^2	XX_1
1	30	30	900	900	900
2	26	26	676	676	676
3	26	25	676	625	650
4	21	21	441	441	441
5	24	24	576	576	576
6	29	29	841	841	841
7	29	27	841	729	783
8	30	30	900	900	900
9	31	29	961	841	899
10	28	28	784	784	784
	$\sum X = 274$	**$\sum X_1 = 269$**	**$\sum X^2 = 7596$**	**$\sum X_1^2 = 7313$**	**$\sum XX_1 = 7450$**

Hasil Keputusan Pembelian

$$r = \frac{N \sum XX1 - (\sum X)(\sum X1)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum XI^2 - (\sum X1)^2]}}$$

$$r = \frac{(10)(7450) - (274)(269)}{\sqrt{[(10)(7596) - (75076)][(10)(7313) - (72361)}}$$

$$r = \frac{74500 - 73706}{\sqrt{[75960\text{-}75076][73130\text{-}72361]}}$$

$$r = \frac{794}{\sqrt{(884)(769)}}$$

$$r = \frac{794}{\sqrt{679796}} = \frac{794}{824{,}497} = 0.96$$