

Lampiran 3

Hasil Uji Validitas 30 Responden

Celebrity Endorser

		Correlations								
		p1	p2	p3	p4	p5	p6	p7	p8	Total
p1	Pearson Correlation	1	,389*	,183	,035	,196	,195	,194	,063	,377*
	Sig. (2-tailed)		,033	,333	,855	,300	,302	,304	,739	,040
	N	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	,389*	1	,469*	,131	,484**	,564**	,607**	,549**	,735**
	Sig. (2-tailed)	,033		,009	,490	,007	,001	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	,183	,469**	1	,506**	,665**	,648**	,620**	,722**	,820**
	Sig. (2-tailed)	,333	,009		,004	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	,035	,131	,506*	1	,419*	,250	,328	,427*	,514**

	Sig. (2-tailed)	,855	,490	,004		,021	,182	,076	,019	,004
	N	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	,196	,484**	,665*	,419*	1	,611**	,749**	,812**	,849**
	Sig. (2-tailed)	,300	,007	,000	,021		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	,195	,564**	,648*	,250	,611**	1	,834**	,513**	,814**
	Sig. (2-tailed)	,302	,001	,000	,182	,000		,000	,004	,000
	N	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	,194	,607**	,620*	,328	,749**	,834**	1	,650**	,877**
	Sig. (2-tailed)	,304	,000	,000	,076	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	,063	,549**	,722*	,427*	,812**	,513**	,650**	1	,807**
	Sig. (2-tailed)	,739	,002	,000	,019	,000	,004	,000		,000
	N	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	,377*	,735**	,820*	,514**	,849**	,814**	,877**	,807**	1
	Sig. (2-tailed)	,040	,000	,000	,004	,000	,000	,000	,000	

N	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).									

Citra Merek

		Correlations						
		p9	p10	p11	p12	p13	p14	total
p9	Pearson Correlation	1	,216	,081	,163	,149	,027	,302
	Sig. (2-tailed)		,252	,670	,390	,431	,888	,105
	N	30	30	30	30	30	30	30
p10	Pearson Correlation	,216	1	,544**	,369*	,681**	,479**	,749**
	Sig. (2-tailed)	,252		,002	,045	,000	,007	,000
	N	30	30	30	30	30	30	30
p11	Pearson Correlation	,081	,544**	1	,492**	,772**	,724**	,847**
	Sig. (2-tailed)	,670	,002		,006	,000	,000	,000
	N	30	30	30	30	30	30	30
p12	Pearson Correlation	,163	,369*	,492**	1	,554**	,726**	,755**
	Sig. (2-tailed)	,390	,045	,006		,001	,000	,000
	N	30	30	30	30	30	30	30
p13	Pearson Correlation	,149	,681**	,772**	,554**	1	,695**	,886**
	Sig. (2-tailed)	,431	,000	,000	,001		,000	,000
	N	30	30	30	30	30	30	30
p14	Pearson Correlation	,027	,479**	,724**	,726**	,695**	1	,845**

	Sig. (2-tailed)	,888	,007	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30
total	Pearson Correlation	,302	,749**	,847**	,755**	,886**	,845**	1
	Sig. (2-tailed)	,105	,000	,000	,000	,000	,000	
	N	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).								

Harga

		Correlations								
		p15	p16	p17	p18	p19	p20	p21	p22	Total
p15	Pearson Correlation	1	,727**	,330	,324	,421*	,295	,103	,219	,650**
	Sig. (2-tailed)		,000	,075	,081	,021	,113	,587	,244	,000
	N	30	30	30	30	30	30	30	30	30
p16	Pearson Correlation	,727**	1	,453*	,472*	,446*	,433*	,107	,131	,714**
	Sig. (2-tailed)	,000		,012	,008	,014	,017	,575	,489	,000
	N	30	30	30	30	30	30	30	30	30
p17	Pearson Correlation	,330	,453*	1	,481*	,280	,414*	,580**	,457*	,787**
	Sig. (2-tailed)	,075	,012		,007	,134	,023	,001	,011	,000
	N	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	,324	,472**	,481*	1	,653**	,582**	,111	,265	,718**
	Sig. (2-tailed)	,081	,008	,007		,000	,001	,560	,156	,000
	N	30	30	30	30	30	30	30	30	30
p19	Pearson	,421*	,446*	,280	,653*	1	,701**	-,161	,121	,605**

	Correlation				*					
	Sig. (2-tailed)	,021	,014	,134	,000		,000	,396	,523	,000
	N	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	,295	,433*	,414*	,582*	,701**	1	,113	,201	,682**
	Sig. (2-tailed)	,113	,017	,023	,001	,000		,553	,287	,000
	N	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	,103	,107	,580*	,111	-,161	,113	1	,514*	,499**
	Sig. (2-tailed)	,587	,575	,001	,560	,396	,553		,004	,005
	N	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	,219	,131	,457*	,265	,121	,201	,514**	1	,580**
	Sig. (2-tailed)	,244	,489	,011	,156	,523	,287	,004		,001
	N	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	,650**	,714**	,787*	,718*	,605**	,682**	,499**	,580*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,005	,001	
	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).										

Keputusan Pembelian

Correlations												
		p23	p24	p25	p26	p27	p28	p29	p30	p31	p32	total
p23	Pearson Correlation	1	,377*	,526*	,117	,011	,082	,384*	,225	-,050	-,072	,511*
	Sig. (2-tailed)		,040	,003	,537	,953	,667	,036	,232	,791	,705	,004
	N	30	30	30	30	30	30	30	30	30	30	30
p24	Pearson Correlation	,377*	1	,261	,560*	,384*	,301	,319	,272	,473*	,093	,694*
	Sig. (2-tailed)	,040		,164	,001	,036	,105	,086	,146	,008	,624	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p25	Pearson Correlation	,526*	,261	1	,313	,189	,186	,617**	,122	-,053	,087	,623*
	Sig. (2-tailed)	,003	,164		,092	,317	,325	,000	,520	,780	,648	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p26	Pearson Correlation	,117	,560*	,313	1	,223	,257	,413*	,086	,217	,144	,592*
	Sig. (2-tailed)	,537	,001	,092		,237	,170	,023	,652	,250	,448	,001
	N	30	30	30	30	30	30	30	30	30	30	30
p27	Pearson Correlation	,011	,384*	,189	,223	1	,896*	,159	,237	,611*	,363*	,642*
	Sig. (2-	,953	,036	,317	,237		,000	,402	,207	,000	,049	,000

	tailed)											
	N	30	30	30	30	30	30	30	30	30	30	30
p28	Pearson Correlation	,082	,301	,186	,257	,896*	1	,146	,246	,518*	,321	,628*
	Sig. (2-tailed)	,667	,105	,325	,170	,000		,441	,189	,003	,084	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p29	Pearson Correlation	,384*	,319	,617*	,413*	,159	,146	1	-,006	,016	,062	,612*
	Sig. (2-tailed)	,036	,086	,000	,023	,402	,441		,974	,932	,745	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p30	Pearson Correlation	,225	,272	,122	,086	,237	,246	-,006	1	,472*	,235	,481*
	Sig. (2-tailed)	,232	,146	,520	,652	,207	,189	,974		,008	,212	,007
	N	30	30	30	30	30	30	30	30	30	30	30
p31	Pearson Correlation	-,050	,473*	-,053	,217	,611*	,518*	,016	,472*	1	,554*	,571*
	Sig. (2-tailed)	,791	,008	,780	,250	,000	,003	,932	,008		,001	,001
	N	30	30	30	30	30	30	30	30	30	30	30
p32	Pearson Correlation	-,072	,093	,087	,144	,363*	,321	,062	,235	,554*	1	,414*
	Sig. (2-tailed)	,705	,624	,648	,448	,049	,084	,745	,212	,001		,023
	N	30	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	,511*	,694*	,623*	,592*	,642*	,628*	,612**	,481*	,571*	,414*	1
	Sig. (2-tailed)	,004	,000	,000	,001	,000	,000	,000	,007	,001	,023	

N	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).												