

Lampiran 4 Uji Validitas

CELEBRITY ENDORSER
Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	,256	,406*	,199	,613**	,337	,639**
	Sig. (2-tailed)		,172	,026	,292	,000	,069	,000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,256	1	,356	,470**	,252	,340	,637**
	Sig. (2-tailed)	,172		,054	,009	,178	,066	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,406*	,356	1	,620**	,443*	,785**	,844**
	Sig. (2-tailed)	,026	,054		,000	,014	,000	,000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,199	,470**	,620**	1	,250	,566**	,725**
	Sig. (2-tailed)	,292	,009	,000		,182	,001	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,613**	,252	,443*	,250	1	,428*	,667**
	Sig. (2-tailed)	,000	,178	,014	,182		,018	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,337	,340	,785**	,566**	,428*	1	,803**
	Sig. (2-tailed)	,069	,066	,000	,001	,018		,000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,639**	,637**	,844**	,725**	,667**	,803**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	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).

KUALITAS PRODUK

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	,640**	,267	,378*	,640**	-,007	,161	,464**	,674**
	Sig. (2-tailed)		,000	,154	,039	,000	,970	,394	,010	,000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,640**	1	,330	,497**	,304	,178	,209	,594**	,723**
	Sig. (2-tailed)	,000		,075	,005	,102	,347	,269	,001	,000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,267	,330	1	,485**	,410*	,220	-,055	,149	,556**
	Sig. (2-tailed)	,154	,075		,007	,025	,244	,774	,432	,001
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,378*	,497**	,485**	1	,530**	,480**	,357	,205	,773**
	Sig. (2-tailed)	,039	,005	,007		,003	,007	,053	,277	,000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,640**	,304	,410*	,530**	1	,288	,160	,147	,665**
	Sig. (2-tailed)	,000	,102	,025	,003		,123	,399	,440	,000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	-,007	,178	,220	,480**	,288	1	,534**	,383*	,603**
	Sig. (2-tailed)	,970	,347	,244	,007	,123		,002	,037	,000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	,161	,209	-,055	,357	,160	,534**	1	,376*	,518**
	Sig. (2-tailed)	,394	,269	,774	,053	,399	,002		,041	,003
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,464**	,594**	,149	,205	,147	,383*	,376*	1	,646**
	Sig. (2-tailed)	,010	,001	,432	,277	,440	,037	,041		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,674**	,723**	,556**	,773**	,665**	,603**	,518**	,646**	1
	Sig. (2-tailed)	,000	,000	,001	,000	,000	,000	,003	,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).

HARGA
Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	,654**	,028	,125	,198	,210	,560**
	Sig. (2-tailed)		,000	,881	,511	,294	,265	,001
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,654**	1	,216	,334	,460*	,400*	,747**
	Sig. (2-tailed)	,000		,251	,072	,011	,028	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,028	,216	1	,640**	,644**	,418*	,663**
	Sig. (2-tailed)	,881	,251		,000	,000	,022	,000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,125	,334	,640**	1	,683**	,447*	,744**
	Sig. (2-tailed)	,511	,072	,000		,000	,013	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,198	,460*	,644**	,683**	1	,602**	,823**
	Sig. (2-tailed)	,294	,011	,000	,000		,000	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,210	,400*	,418*	,447*	,602**	1	,713**
	Sig. (2-tailed)	,265	,028	,022	,013	,000		,000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,560**	,747**	,663**	,744**	,823**	,713**	1
	Sig. (2-tailed)	,001	,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).

KEPUTUSAN PEMBELIAN

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	TOTAL
P1	Pearson Correlation	1	,340	,406*	,213	,282	,282	,456*	,520**	,360	,204	,545**
	Sig. (2-tailed)		,066	,026	,259	,132	,132	,011	,003	,051	,279	,002
	N	30	30	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,340	1	,504**	,214	,380*	,573**	,573**	,478**	,500**	,439*	,697**
	Sig. (2-tailed)	,066		,005	,255	,038	,001	,001	,008	,005	,015	,000
	N	30	30	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,406*	,504**	1	,392*	,620**	,620**	,614**	,527**	,473**	,523**	,778**
	Sig. (2-tailed)	,026	,005		,032	,000	,000	,000	,003	,008	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,213	,214	,392*	1	,250	,429*	,229	,479**	,304	,331	,504**
	Sig. (2-tailed)	,259	,255	,032		,182	,018	,223	,007	,102	,074	,005
	N	30	30	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,282	,380*	,620**	,250	1	,685**	,761**	,559**	,470**	,528**	,755**
	Sig. (2-tailed)	,132	,038	,000	,182		,000	,000	,001	,009	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,282	,573**	,620**	,429*	,685**	1	,620**	,783**	,606**	,708**	,863**
	Sig. (2-tailed)	,132	,001	,000	,018	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30

P7	Pearson Correlation Sig. (2-tailed) N	,456* ,011 30	,573** ,001 30	,614** ,000 30	,229 ,223 30	,761** ,000 30	,620** ,000 30	1 30	,445* ,014 30	,301 ,106 30	,369* ,045 30	,732** ,000 30
P8	Pearson Correlation Sig. (2-tailed) N	,520** ,003 30	,478** ,008 30	,527** ,003 30	,479** ,007 30	,559** ,001 30	,783** ,000 30	,445* ,014 30	1 30	,763** ,000 30	,776** ,000 30	,865** ,000 30
P9	Pearson Correlation Sig. (2-tailed) N	,360 ,051 30	,500** ,005 30	,473** ,008 30	,304 ,102 30	,470** ,009 30	,606** ,000 30	,301 ,106 30	,763** ,000 30	1 30	,775** ,000 30	,771** ,000 30
P10	Pearson Correlation Sig. (2-tailed) N	,204 ,279 30	,439* ,015 30	,523** ,003 30	,331 ,074 30	,528** ,003 30	,708** ,000 30	,369* ,045 30	,776** ,000 30	,775** ,000 30	1 30	,788** ,000 30
TOTAL	Pearson Correlation Sig. (2-tailed) N	,545** ,002 30	,697** ,000 30	,778** ,000 30	,504** ,005 30	,755** ,000 30	,863** ,000 30	,732** ,000 30	,865** ,000 30	,771** ,000 30	,788** ,000 30	1 30

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).