

**LAMPIRAN 5**  
**Uji Validitas**

**Citra Merek**

**Correlations**

		p1	p2	p3	p4	p5	p6	Total
p1	Pearson	1	,263	-,042	,263	,241	,220	,430*
	Correlation							
	Sig. (2-tailed)		,160	,826	,160	,199	,244	,018
p2	N	30	30	30	30	30	30	30
	Pearson	,263	1	,364*	,349	,279	,322	,698**
	Correlation							
p3	Sig. (2-tailed)	,160		,048	,059	,136	,083	,000
	N	30	30	30	30	30	30	30
	Pearson	-,042	,364*	1	,351	,436*	,077	,630**
p4	Correlation							
	Sig. (2-tailed)	,826	,048		,058	,016	,687	,000
	N	30	30	30	30	30	30	30
p5	Pearson	,263	,349	,351	1	,486**	,256	,738**
	Correlation							
	Sig. (2-tailed)	,160	,059	,058		,006	,172	,000
p6	N	30	30	30	30	30	30	30
	Pearson	,241	,279	,436*	,486**	1	,232	,704**
	Correlation							
Total	Sig. (2-tailed)	,199	,136	,016	,006		,216	,000
	N	30	30	30	30	30	30	30
	Pearson	,220	,322	,077	,256	,232	1	,546**
Total	Correlation							
	Sig. (2-tailed)	,244	,083	,687	,172	,216		,002
	N	30	30	30	30	30	30	30
Total	Pearson	,430*	,698**	,630**	,738**	,704**	,546**	1
	Correlation							
	Sig. (2-tailed)	,018	,000	,000	,000	,000	,002	
Total	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).



p9	Pearson Correlation	,388*	,421*	,444*	,553**	,553**	,549**	,439*	,279	1	,366*	,221	,329	,764*
	Sig. (2-tailed)	,034	,020	,014	,002	,002	,002	,015	,136		,047	,241	,076	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	,015	,300	,109	,360	,441*	,543**	,000	,162	,366*	1	,252	,382*	,522*
	Sig. (2-tailed)	,939	,108	,568	,051	,015	,002	1,000	,393	,047		,180	,037	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	-,009	,183	,206	,085	-,074	,088	,316	,445*	,221	,252	1	,062	,368*
	Sig. (2-tailed)	,961	,333	,275	,657	,697	,645	,089	,014	,241	,180		,746	,046
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	,200	,186	,387*	,225	,309	,738**	,000	,014	,329	,382*	,062	1	,516*
	Sig. (2-tailed)	,289	,325	,035	,233	,097	,000	1,000	,942	,076	,037	,746		,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,605**	,678**	,618**	,608**	,687**	,771**	,576**	,536**	,764**	,522**	,368*	,516*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	,002	,000	,003	,046	,003	
	N	30	30	30	30	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	,729**	,427*	,565**	,321	-,062	,795**
	Sig. (2-tailed)		,000	,019	,001	,084	,746	,000
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	,729**	1	,274	,327	,473**	,136	,755**
	Sig. (2-tailed)	,000		,142	,077	,008	,473	,000
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	,427*	,274	1	,399*	,234	,439*	,711**
	Sig. (2-tailed)	,019	,142		,029	,213	,015	,000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	,565**	,327	,399*	1	,191	-,089	,652**
	Sig. (2-tailed)	,001	,077	,029		,313	,639	,000
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	,321	,473**	,234	,191	1	,246	,595**
	Sig. (2-tailed)	,084	,008	,213	,313		,190	,001
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	-,062	,136	,439*	-,089	,246	1	,384*
	Sig. (2-tailed)	,746	,473	,015	,639	,190		,036
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,795**	,755**	,711**	,652**	,595**	,384*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,001	,036	
	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	Total
p1	Pearson Correlation	1	,160	,059	,426 <sup>*</sup>	,520 <sup>**</sup>	,097	,645 <sup>**</sup>
	Sig. (2-tailed)		,397	,756	,019	,003	,611	,000
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	,160	1	,168	-,144	,262	,226	,448 <sup>*</sup>
	Sig. (2-tailed)	,397		,376	,449	,161	,230	,013
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	,059	,168	1	-,048	,189	,278	,439 <sup>*</sup>
	Sig. (2-tailed)	,756	,376		,801	,317	,137	,015
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	,426 <sup>*</sup>	-,144	-,048	1	,386 <sup>*</sup>	,152	,530 <sup>**</sup>
	Sig. (2-tailed)	,019	,449	,801		,035	,424	,003
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	,520 <sup>**</sup>	,262	,189	,386 <sup>*</sup>	1	,455 <sup>*</sup>	,822 <sup>**</sup>
	Sig. (2-tailed)	,003	,161	,317	,035		,012	,000
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	,097	,226	,278	,152	,455 <sup>*</sup>	1	,630 <sup>**</sup>
	Sig. (2-tailed)	,611	,230	,137	,424	,012		,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,645 <sup>**</sup>	,448 <sup>*</sup>	,439 <sup>*</sup>	,530 <sup>**</sup>	,822 <sup>**</sup>	,630 <sup>**</sup>	1
	Sig. (2-tailed)	,000	,013	,015	,003	,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).