

LAMPIRAN 5

VALIDITAS

Correlations

		Kualitas Produk	Harga	Citra Merek	Keputusan Pembelian	Total
KualitasProduk	Pearson Correlation	1	.706**	.789**	.677**	.943**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Harga	Pearson Correlation	.706**	1	.789**	.778**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
CitraMerek	Pearson Correlation	.789**	.789**	1	.917**	.928**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
KeputusanPem belian	Pearson Correlation	.677**	.778**	.917**	1	.858**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.943**	.862**	.928**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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