

**LAMPIRAN 5**  
**Hasil Uji Validitas 30 (tiga puluh) Responden (Kualitas Produk)**

Correlations														
		p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	total
p1	Pearson Correlation	1	,722**	,440*	,532**	,178	,405*	,290	,224	,537**	,507**	,522**	,523**	,744**
	Sig. (2-tailed)		,000	,015	,002	,347	,026	,121	,234	,002	,004	,003	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	,722**	1	,618**	,585**	,246	,464**	,391*	,428*	,525**	,567**	,546**	,493**	,836**
	Sig. (2-tailed)	,000		,000	,001	,189	,010	,033	,018	,003	,001	,002	,006	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	,440*	,618**	1	,855**	,152	,419*	,273	,366*	,479**	,467**	,359	,298	,736**
	Sig. (2-tailed)	,015	,000		,000	,422	,021	,144	,047	,007	,009	,051	,109	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	,532**	,585**	,855**	1	,275	,442*	,140	,202	,546**	,352	,425*	,551**	,764**
	Sig. (2-tailed)	,002	,001	,000		,141	,015	,460	,284	,002	,057	,019	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	,178	,246	,152	,275	1	,047	,441*	,227	,139	,326	,067	,324	,426*
	Sig. (2-tailed)	,347	,189	,422	,141		,805	,015	,228	,465	,079	,727	,081	,019
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

p6	Pearson Correlation	,405*	,464**	,419*	,442*	,047	1	,282	,396*	,477**	,325	,436*	,323	,636**
	Sig. (2-tailed)	,026	,010	,021	,015	,805		,131	,030	,008	,080	,016	,082	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	,290	,391*	,273	,140	,441*	,282	1	,760**	,430*	,421*	,231	,086	,586**
	Sig. (2-tailed)	,121	,033	,144	,460	,015	,131		,000	,018	,020	,219	,653	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	,224	,428*	,366*	,202	,227	,396*	,760**	1	,408*	,522**	,274	,000	,588**
	Sig. (2-tailed)	,234	,018	,047	,284	,228	,030	,000		,025	,003	,142	1,000	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p9	Pearson Correlation	,537**	,525**	,479**	,546**	,139	,477**	,430*	,408*	1	,319	,319	,324	,718**
	Sig. (2-tailed)	,002	,003	,007	,002	,465	,008	,018	,025		,086	,085	,081	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p10	Pearson Correlation	,507**	,567**	,467**	,352	,326	,325	,421*	,522**	,319	1	,394*	,224	,658**
	Sig. (2-tailed)	,004	,001	,009	,057	,079	,080	,020	,003	,086		,031	,235	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	,522**	,546**	,359	,425*	,067	,436*	,231	,274	,319	,394*	1	,489**	,625**
	Sig. (2-tailed)	,003	,002	,051	,019	,727	,016	,219	,142	,085	,031		,006	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	,523**	,493**	,298	,551**	,324	,323	,086	,000	,324	,224	,489**	1	,591**
	Sig. (2-tailed)	,003	,006	,109	,002	,081	,082	,653	1,000	,081	,235	,006		,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

total	Pearson Correlation	,744**	,836**	,736**	,764**	,426*	,636**	,586**	,588**	,718**	,658**	,625**	,591**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,019	,000	,001	,001	,000	,000	,000	,001	
	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).														

Sumber: Hasil *Output Software Statistik*, 2018

### Hasil Uji Validitas 30 (tiga puluh) Responden (Promosi)

		Correlations										
		p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	Total
p13	Pearson Correlation	1	,769**	,828**	,771**	,310	,481**	,407*	,591**	,603**	,521**	,884**
	Sig. (2-tailed)		,000	,000	,000	,096	,007	,026	,001	,000	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p14	Pearson Correlation	,769**	1	,747**	,726**	,192	,251	,248	,330	,236	,097	,627**
	Sig. (2-tailed)	,000		,000	,000	,309	,180	,187	,075	,209	,610	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p15	Pearson Correlation	,828**	,747**	1	,767**	,276	,251	,204	,379*	,376*	,311	,711**
	Sig. (2-tailed)	,000	,000		,000	,140	,181	,280	,039	,040	,094	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p16	Pearson Correlation	,771**	,726**	,767**	1	,317	,159	,197	,378*	,392*	,288	,688**
	Sig. (2-tailed)	,000	,000	,000		,088	,402	,296	,040	,032	,123	,000
	N	30	30	30	30	30	30	30	30	30	30	30

Correlations												
		p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	Total
p17	Pearson Correlation	,310	,192	,276	,317	1	,558**	,544**	,280	,215	,057	,514**
	Sig. (2-tailed)	,096	,309	,140	,088		,001	,002	,134	,254	,767	,004
	N	30	30	30	30	30	30	30	30	30	30	30
p18	Pearson Correlation	,481**	,251	,251	,159	,558**	1	,837**	,388*	,385*	,336	,663**
	Sig. (2-tailed)	,007	,180	,181	,402	,001		,000	,034	,036	,069	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p19	Pearson Correlation	,407*	,248	,204	,197	,544**	,837**	1	,408*	,503**	,479**	,698**
	Sig. (2-tailed)	,026	,187	,280	,296	,002	,000		,025	,005	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p20	Pearson Correlation	,591**	,330	,379*	,378*	,280	,388*	,408*	1	,781**	,604**	,753**
	Sig. (2-tailed)	,001	,075	,039	,040	,134	,034	,025		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p21	Pearson Correlation	,603**	,236	,376*	,392*	,215	,385*	,503**	,781**	1	,825**	,786**
	Sig. (2-tailed)	,000	,209	,040	,032	,254	,036	,005	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30
p22	Pearson Correlation	,521**	,097	,311	,288	,057	,336	,479**	,604**	,825**	1	,680**
	Sig. (2-tailed)	,003	,610	,094	,123	,767	,069	,007	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30

Correlations												
		p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	Total
total	Pearson Correlation	,884**	,627**	,711**	,688**	,514**	,663**	,698**	,753**	,786**	,680**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,004	,000	,000	,000	,000	,000	
	N	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).												

Sumber: Hasil *Output Software Statistik*, 2018

### Hasil Uji Validitas 30 (tiga puluh) Responden (Kepuasan Pelanggan)

Correlations									
		p23	p24	p25	p26	p27	p28	p29	total
p23	Pearson Correlation	1	,691**	,278	,173	,166	,436*	,275	,612**
	Sig. (2-tailed)		,000	,137	,360	,381	,016	,141	,000
	N	30	30	30	30	30	30	30	30
p24	Pearson Correlation	,691**	1	,532**	,525**	,586**	,471**	,588**	,861**
	Sig. (2-tailed)	,000		,002	,003	,001	,009	,001	,000
	N	30	30	30	30	30	30	30	30
p25	Pearson Correlation	,278	,532**	1	,617**	,458*	,477**	,492**	,707**
	Sig. (2-tailed)	,137	,002		,000	,011	,008	,006	,000
	N	30	30	30	30	30	30	30	30
p26	Pearson Correlation	,173	,525**	,617**	1	,652**	,449*	,474**	,718**
	Sig. (2-tailed)	,360	,003	,000		,000	,013	,008	,000
	N	30	30	30	30	30	30	30	30

		Correlations							
		p23	p24	p25	p26	p27	p28	p29	total
p27	Pearson Correlation	,166	,586**	,458*	,652**	1	,618**	,647**	,786**
	Sig. (2-tailed)	,381	,001	,011	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30
p28	Pearson Correlation	,436*	,471**	,477**	,449*	,618**	1	,632**	,768**
	Sig. (2-tailed)	,016	,009	,008	,013	,000		,000	,000
	N	30	30	30	30	30	30	30	30
p29	Pearson Correlation	,275	,588**	,492**	,474**	,647**	,632**	1	,778**
	Sig. (2-tailed)	,141	,001	,006	,008	,000	,000		,000
	N	30	30	30	30	30	30	30	30
total	Pearson Correlation	,612**	,861**	,707**	,718**	,786**	,768**	,778**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	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).									

Sumber: Hasil *Output Software Statistik*, 2018

**Hasil Uji Validitas 30 (tiga puluh) Responden ( Loyalitas Pelanggan)**

		Correlations			
		p30	p31	p32	Total
p30	Pearson Correlation	1	,607**	,435*	,815**
	Sig. (2-tailed)		,000	,016	,000
	N	30	30	30	30
p31	Pearson Correlation	,607**	1	,446*	,854**
	Sig. (2-tailed)	,000		,013	,000
	N	30	30	30	30
p32	Pearson Correlation	,435*	,446*	1	,774**
	Sig. (2-tailed)	,016	,013		,000
	N	30	30	30	30
total	Pearson Correlation	,815**	,854**	,774**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

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

Sumber: Hasil *Output Software* Statistik, 2018