

Lampiran VI: Hasil Uji Validitas Citra Merek (X1)

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	SUMX1
X1.1	Pearson Correlation	1	,167	,543**	-,347	,299	,000	,408*
	Sig. (2-tailed)		,378	,002	,060	,109	1,000	,025
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,167	1	,523**	,308	,259	,375*	,766**
	Sig. (2-tailed)	,378		,003	,097	,167	,041	,000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,543**	,523**	1	-,058	,353	,133	,740**
	Sig. (2-tailed)	,002	,003		,761	,056	,484	,000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	-,347	,308	-,058	1	-,032	,327	,398*
	Sig. (2-tailed)	,060	,097	,761		,867	,077	,029
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,299	,259	,353	-,032	1	,229	,601**
	Sig. (2-tailed)	,109	,167	,056	,867		,224	,000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,000	,375*	,133	,327	,229	1	,546**
	Sig. (2-tailed)	1,000	,041	,484	,077	,224		,002
	N	30	30	30	30	30	30	30
SUMX1	Pearson Correlation	,408*	,766**	,740**	,398*	,601**	,546**	1
	Sig. (2-tailed)	,025	,000	,000	,029	,000	,002	
	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).

Lampiran VI: Hasil Uji Validitas Harga (X2)

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	SUMX2
X2.1	Pearson Correlation	1	,144	,029	,437*	,377*	,088	,493**	,307	,626**
	Sig. (2-tailed)		,447	,878	,016	,040	,646	,006	,099	,000
	N	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,144	1	-,053	,249	-,014	,043	,217	,416*	,445*
	Sig. (2-tailed)	,447		,780	,185	,939	,820	,250	,022	,014
	N	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,029	-,053	1	,376*	,023	,325	,167	-,051	,478**
	Sig. (2-tailed)	,878	,780		,041	,905	,080	,378	,788	,008
	N	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,437*	,249	,376*	1	,176	,371*	,424*	,420*	,797**
	Sig. (2-tailed)	,016	,185	,041		,353	,044	,020	,021	,000
	N	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,377*	-,014	,023	,176	1	,024	,332	,147	,391*
	Sig. (2-tailed)	,040	,939	,905	,353		,901	,073	,439	,033
	N	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,088	,043	,325	,371*	,024	1	,079	,087	,514**
	Sig. (2-tailed)	,646	,820	,080	,044	,901		,677	,649	,004
	N	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	,493**	,217	,167	,424*	,332	,079	1	,023	,608**
	Sig. (2-tailed)	,006	,250	,378	,020	,073	,677		,902	,000
	N	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,307	,416*	-,051	,420*	,147	,087	,023	1	,509**
	Sig. (2-tailed)	,099	,022	,788	,021	,439	,649	,902		,004
	N	30	30	30	30	30	30	30	30	30
SUMX2	Pearson Correlation	,626**	,445*	,478**	,797**	,391*	,514**	,608**	,509**	1
	Sig. (2-tailed)	,000	,014	,008	,000	,033	,004	,000	,004	
	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).

Lampiran VI: Hasil Uji Validitas Keputusan Pembelian (Y)

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	SUMY
Y.1	Pearson Correlation	1	,353	,666**	,353	,415*	,465**	,623**
	Sig. (2-tailed)		,056	,000	,056	,023	,010	,000
	N	30	30	30	30	30	30	30
Y.2	Pearson Correlation	,353	1	,420*	,378*	,304	,439*	,610**
	Sig. (2-tailed)	,056		,021	,039	,103	,015	,000
	N	30	30	30	30	30	30	30
Y.3	Pearson Correlation	,666**	,420*	1	,360	,424*	,399*	,628**
	Sig. (2-tailed)	,000	,021		,051	,020	,029	,000
	N	30	30	30	30	30	30	30
Y.4	Pearson Correlation	,353	,378*	,360	1	,340	,558**	,549**
	Sig. (2-tailed)	,056	,039	,051		,066	,001	,002
	N	30	30	30	30	30	30	30
Y.5	Pearson Correlation	,415*	,304	,424*	,340	1	,341	,408*
	Sig. (2-tailed)	,023	,103	,020	,066		,066	,025
	N	30	30	30	30	30	30	30
Y.6	Pearson Correlation	,465**	,439*	,399*	,558**	,341	1	,765**
	Sig. (2-tailed)	,010	,015	,029	,001	,066		,000
	N	30	30	30	30	30	30	30
SUMY	Pearson Correlation	,623**	,610**	,628**	,549**	,408*	,765**	1
	Sig. (2-tailed)	,000	,000	,000	,002	,025	,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).

Lampiran VI: Hasil Uji Validitas Minat Beli (Z)

		Z.1	Z.2	Z.3	Z.4	Z.5	Z.6	Z.7	Z.8	SUMZ
Z.1	Pearson Correlation	1	,397*	,135	,329	,491**	-,041	,110	,100	,513**
	Sig. (2-tailed)		,030	,475	,076	,006	,829	,563	,600	,004
	N	30	30	30	30	30	30	30	30	30
Z.2	Pearson Correlation	,397*	1	,365*	,645**	,325	,413*	,257	,642**	,795**
	Sig. (2-tailed)	,030		,047	,000	,079	,023	,171	,000	,000
	N	30	30	30	30	30	30	30	30	30
Z.3	Pearson Correlation	,135	,365*	1	,426*	,323	,215	,508**	,307	,685**
	Sig. (2-tailed)	,475	,047		,019	,081	,253	,004	,099	,000
	N	30	30	30	30	30	30	30	30	30
Z.4	Pearson Correlation	,329	,645**	,426*	1	,331	,543**	,247	,627**	,721**
	Sig. (2-tailed)	,076	,000	,019		,074	,002	,189	,000	,000
	N	30	30	30	30	30	30	30	30	30
Z.5	Pearson Correlation	,491**	,325	,323	,331	1	,024	,192	,144	,538**
	Sig. (2-tailed)	,006	,079	,081	,074		,899	,309	,449	,002
	N	30	30	30	30	30	30	30	30	30
Z.6	Pearson Correlation	-,041	,413*	,215	,543**	,024	1	,010	,389*	,521**
	Sig. (2-tailed)	,829	,023	,253	,002	,899		,960	,034	,003
	N	30	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	,110	,257	,508**	,247	,192	,010	1	,097	,537**
	Sig. (2-tailed)	,563	,171	,004	,189	,309	,960		,612	,002
	N	30	30	30	30	30	30	30	30	30
Z.7	Pearson Correlation	,100	,642**	,307	,627**	,144	,389*	,097	1	,587**
	Sig. (2-tailed)	,600	,000	,099	,000	,449	,034	,612		,001
	N	30	30	30	30	30	30	30	30	30
SUMZ	Pearson Correlation	,513**	,795**	,685**	,721**	,538**	,521**	,537**	,587**	1
	Sig. (2-tailed)	,004	,000	,000	,000	,002	,003	,002	,001	
	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).

