

Lampiran 4 Hasil Uji Validitas Variabel Harga

Correlations

		P1	P2	P3	P4	P5	P6	P7	P8	Total
P1	Pearson Correlation	1	.834**	0,265	.445*	0,084	.391*	.429*	.537**	.815**
	Sig. (2-tailed)		0,000	0,156	0,014	0,659	0,033	0,018	0,002	0,000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.834**	1	0,265	0,249	0,045	.365*	0,304	.449*	.710**
	Sig. (2-tailed)	0,000		0,157	0,184	0,813	0,047	0,103	0,013	0,000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	0,265	0,265	1	.549**	0,316	0,236	0,182	0,249	.616**
	Sig. (2-tailed)	0,156	0,157		0,002	0,089	0,209	0,335	0,184	0,000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.445*	0,249	.549**	1	.773**	0,011	0,129	0,350	.721**
	Sig. (2-tailed)	0,014	0,184	0,002		0,000	0,956	0,498	0,058	0,000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	0,084	0,045	0,316	.773**	1	-0,190	-0,134	0,110	.406*
	Sig. (2-tailed)	0,659	0,813	0,089	0,000		0,314	0,479	0,561	0,026
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.391*	.365*	0,236	0,011	-0,190	1	0,141	0,116	.401*
	Sig. (2-tailed)	0,033	0,047	0,209	0,956	0,314		0,458	0,543	0,028
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.429*	0,304	0,182	0,129	-0,134	0,141	1	.525**	.529**
	Sig. (2-tailed)	0,018	0,103	0,335	0,498	0,479	0,458		0,003	0,003
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.537**	.449*	0,249	0,350	0,110	0,116	.525**	1	.702**
	Sig. (2-tailed)	0,002	0,013	0,184	0,058	0,561	0,543	0,003		0,000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.815**	.710**	.616**	.721**	.406*	.401*	.529**	.702**	1
	Sig. (2-tailed)	0,000	0,000	0,000	0,000	0,026	0,028	0,003	0,000	
	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).

Lampiran 4
Hasil Uji Validitas Variabel Celebrity Endorser

Correlations

		P9	P10	P11	P12	P13	P14	Total
P9	Pearson Correlation	1	.674**	-0.033	0.295	0.327	.550**	.708**
	Sig. (2-tailed)		0.000	0.861	0.113	0.078	0.002	0.000
	N	30	30	30	30	30	30	30
P10	Pearson Correlation	.674**	1	-0.144	.498**	0.182	.406*	.659**
	Sig. (2-tailed)	0.000		0.448	0.005	0.335	0.026	0.000
	N	30	30	30	30	30	30	30
P11	Pearson Correlation	-0.033	-0.144	1	0.295	0.356	0.125	.418*
	Sig. (2-tailed)	0.861	0.448		0.113	0.053	0.512	0.021
	N	30	30	30	30	30	30	30
P12	Pearson Correlation	0.295	.498**	0.295	1	0.276	0.343	.710**
	Sig. (2-tailed)	0.113	0.005	0.113		0.139	0.063	0.000
	N	30	30	30	30	30	30	30
P13	Pearson Correlation	0.327	0.182	0.356	0.276	1	.462*	.671**
	Sig. (2-tailed)	0.078	0.335	0.053	0.139		0.010	0.000
	N	30	30	30	30	30	30	30
P14	Pearson Correlation	.550**	.406*	0.125	0.343	.462*	1	.734**
	Sig. (2-tailed)	0.002	0.026	0.512	0.063	0.010		0.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.708**	.659**	.418*	.710**	.671**	.734**	1
	Sig. (2-tailed)	0.000	0.000	0.021	0.000	0.000	0.000	
	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 4
Hasil Uji Validitas Variabel Brand Image

Correlations

		P15	P16	P17	P18	P19	P20	Total
P15	Pearson Correlation	1	.520**	0,359	0,250	0,271	0,342	.595**
	Sig. (2-tailed)		0,003	0,051	0,183	0,148	0,065	0,001
	N	30	30	30	30	30	30	30
P16	Pearson Correlation	.520**	1	.511**	.631**	.744**	.683**	.864**
	Sig. (2-tailed)	0,003		0,004	0,000	0,000	0,000	0,000
	N	30	30	30	30	30	30	30
P17	Pearson Correlation	0,359	.511**	1	.667**	.455*	.538**	.769**
	Sig. (2-tailed)	0,051	0,004		0,000	0,012	0,002	0,000
	N	30	30	30	30	30	30	30
P18	Pearson Correlation	0,250	.631**	.667**	1	.590**	.551**	.793**
	Sig. (2-tailed)	0,183	0,000	0,000		0,001	0,002	0,000
	N	30	30	30	30	30	30	30
P19	Pearson Correlation	0,271	.744**	.455*	.590**	1	.933**	.829**
	Sig. (2-tailed)	0,148	0,000	0,012	0,001		0,000	0,000
	N	30	30	30	30	30	30	30
P20	Pearson Correlation	0,342	.683**	.538**	.551**	.933**	1	.845**
	Sig. (2-tailed)	0,065	0,000	0,002	0,002	0,000		0,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.595**	.864**	.769**	.793**	.829**	.845**	1
	Sig. (2-tailed)	0,001	0,000	0,000	0,000	0,000	0,000	
	N	30	30	30	30	30	30	30

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

Lampiran 4 Hasil Uji Validitas Variabel Keputusan Pembelian

Correlations

		P21	P22	P23	P24	P25	P26	P27	P28	Total
P21	Pearson Correlation	1	.528**	0,140	-0,057	0,139	0,199	0,294	.517**	.582**
	Sig. (2-tailed)		0,003	0,462	0,765	0,464	0,292	0,115	0,003	0,001
	N	30	30	30	30	30	30	30	30	30
P22	Pearson Correlation	.528**	1	-0,156	0,222	0,133	0,064	0,095	0,275	.434*
	Sig. (2-tailed)	0,003		0,409	0,238	0,482	0,736	0,618	0,141	0,017
	N	30	30	30	30	30	30	30	30	30
P23	Pearson Correlation	0,140	-0,156	1	0,227	.545**	.553**	0,346	0,084	.547**
	Sig. (2-tailed)	0,462	0,409		0,228	0,002	0,002	0,061	0,660	0,002
	N	30	30	30	30	30	30	30	30	30
P24	Pearson Correlation	-0,057	0,222	0,227	1	.416*	0,308	.403*	0,197	.543**
	Sig. (2-tailed)	0,765	0,238	0,228		0,022	0,098	0,027	0,298	0,002
	N	30	30	30	30	30	30	30	30	30
P25	Pearson Correlation	0,139	0,133	.545**	.416*	1	.601**	.482**	0,219	.715**
	Sig. (2-tailed)	0,464	0,482	0,002	0,022		0,000	0,007	0,244	0,000
	N	30	30	30	30	30	30	30	30	30
P26	Pearson Correlation	0,199	0,064	.553**	0,308	.601**	1	0,244	.362*	.678**
	Sig. (2-tailed)	0,292	0,736	0,002	0,098	0,000		0,193	0,050	0,000
	N	30	30	30	30	30	30	30	30	30
P27	Pearson Correlation	0,294	0,095	0,346	.403*	.482**	0,244	1	.423*	.697**
	Sig. (2-tailed)	0,115	0,618	0,061	0,027	0,007	0,193		0,020	0,000
	N	30	30	30	30	30	30	30	30	30
P28	Pearson Correlation	.517**	0,275	0,084	0,197	0,219	.362*	.423*	1	.656**
	Sig. (2-tailed)	0,003	0,141	0,660	0,298	0,244	0,050	0,020		0,000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.582**	.434*	.547**	.543**	.715**	.678**	.697**	.656**	1
	Sig. (2-tailed)	0,001	0,017	0,002	0,002	0,000	0,000	0,000	0,000	
	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).