

Lampiran 6 Uji Validitas

1. Citra Merek

Correlations

		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	,285	,125	1,000**	1,000**	,285	,880**
	Sig. (2-tailed)		,127	,509	,000	,000	,127	,000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,285	1	,108	,285	,285	1,000**	,646**
	Sig. (2-tailed)	,127		,570	,127	,127	,000	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,125	,108	1	,125	,125	,108	,374*
	Sig. (2-tailed)	,509	,570		,509	,509	,570	,042
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	1,000**	,285	,125	1	1,000**	,285	,880**
	Sig. (2-tailed)	,000	,127	,509		,000	,127	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	1,000**	,285	,125	1,000**	1	,285	,880**
	Sig. (2-tailed)	,000	,127	,509	,000		,127	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,285	1,000**	,108	,285	,285	1	,646**
	Sig. (2-tailed)	,127	,000	,570	,127	,127		,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,880**	,646**	,374*	,880**	,880**	,646**	1
	Sig. (2-tailed)	,000	,000	,042	,000	,000	,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).

Correlations												
		P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	Total
P 10	Pearson Correlation	,393*	,221	,142	,446*	,295	,000	,226	,327	,336	1	,602**
	Sig. (2-tailed)	,032	,240	,453	,013	,114	1,000	,231	,078	,069		,000
	N	30	30	30	30	30	30	30	30	30	30	30
Tot al	Pearson Correlation	,615**	,631**	,545**	,516**	,672**	,542**	,508**	,579**	,437*	,602**	1
	Sig. (2-tailed)	,000	,000	,002	,004	,000	,002	,004	,001	,016	,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).												

3. Harga

		Correlations						
		P1	P2	P3	P4	P5	P6	Total
P1	Pearson Correlation	1	,224	,129	,000	,000	-,193	,493**
	Sig. (2-tailed)		,234	,496	1,000	1,000	,306	,006
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,224	1	,046	-,160	,019	-,092	,390*
	Sig. (2-tailed)	,234		,808	,399	,921	,627	,033
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,129	,046	1	,262	,159	,110	,634**
	Sig. (2-tailed)	,496	,808		,162	,401	,563	,000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,000	-,160	,262	1	,007	,116	,394*
	Sig. (2-tailed)	1,000	,399	,162		,970	,541	,031
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,000	,019	,159	,007	1	,517**	,537**
	Sig. (2-tailed)	1,000	,921	,401	,970		,003	,002
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	-,193	-,092	,110	,116	,517**	1	,405*
	Sig. (2-tailed)	,306	,627	,563	,541	,003		,027
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,493**	,390*	,634**	,394*	,537**	,405*	1
	Sig. (2-tailed)	,006	,033	,000	,031	,002	,027	
	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).

4. Keputusan Pembelian

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	Total
P1	Pearson Correlation	1	,253	,416*	,201	,347	,123	-,058	,318	,549**
	Sig. (2-tailed)		,177	,022	,286	,060	,516	,762	,087	,002
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,253	1	,275	-,159	,172	,202	-,048	,104	,414*
	Sig. (2-tailed)	,177		,141	,400	,363	,284	,803	,586	,023
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,416*	,275	1	,005	,151	,398*	,082	,346	,562**
	Sig. (2-tailed)	,022	,141		,980	,426	,029	,667	,061	,001
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,201	-,159	,005	1	,532**	,048	,155	,197	,450*
	Sig. (2-tailed)	,286	,400	,980		,002	,800	,414	,297	,013
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,347	,172	,151	,532**	1	,491**	,479**	,087	,761**
	Sig. (2-tailed)	,060	,363	,426	,002		,006	,007	,648	,000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,123	,202	,398*	,048	,491**	1	,463**	,129	,672**
	Sig. (2-tailed)	,516	,284	,029	,800	,006		,010	,497	,000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	-,058	-,048	,082	,155	,479**	,463**	1	,316	,553**
	Sig. (2-tailed)	,762	,803	,667	,414	,007	,010		,089	,002
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,318	,104	,346	,197	,087	,129	,316	1	,500**
	Sig. (2-tailed)	,087	,586	,061	,297	,648	,497	,089		,005
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,549**	,414*	,562**	,450*	,761**	,672**	,553**	,500**	1
	Sig. (2-tailed)	,002	,023	,001	,013	,000	,000	,002	,005	
	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).