

## LAMPIRAN 5

## HASIL UJI VALIDITAS PRE – TEST 30 RESPONDEN

## CITRA MEREK (X1)

	CM1	CM2	CM3	CM4	CM5	CM6	Citra Merek
CM1	1	.316	.669**	.543**	.482**	.756**	.825**
		Pearson Correlation Sig. (2-tailed) N	.089 30	.002 30	.007 30	.000 30	.000 30
CM2	.316	1	.710**	.456**	.298**	.301**	.659**
		Pearson Correlation Sig. (2-tailed) N	.089 30	.011 30	.110 30	.106 30	.000 30
CM3	.669**	.710**	1	.531**	.476**	.489**	.853**
		Pearson Correlation Sig. (2-tailed) N	.000 30	.003 30	.008 30	.006 30	.000 30
CM4	.543**	.456**	.531**	1	.184**	.668**	.705**
		Pearson Correlation Sig. (2-tailed) N	.011 30	.003 30	.330 30	.000 30	.000 30
CM5	.482**	.298**	.476**	.184**	1	.314**	.638**
		Pearson Correlation Sig. (2-tailed) N	.007 30	.008 30	.091 30	.091 30	.000 30
CM6	.756**	.301**	.489**	.668**	.314**	1	.746**
		Pearson Correlation Sig. (2-tailed) N	.006 30	.000 30	.091 30	.091 30	.000 30
Citra Merek	.825**	.659**	.853**	.705**	.638**	.746**	1
		Pearson Correlation Sig. (2-tailed) N	.000 30	.000 30	.000 30	.000 30	.000 30

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

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

LAMPIRAN 5

HASIL UJI VALIDITAS PRE – TEST 30 RESPONDEN

KUALITAS PRODUK (X2)

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15	KP16	KP17	KP18	Kualitas Produk
KP1	Pearson Correlation	1	.526*	.457	.588*	.457	.588*	.412*	.409*	.510*	.299	.243	.243	.274	.285	.133	.467*	.356	.662*	.610*
	Sig. (2-tailed)		.003	.011	.001	.011	.001	.024	.025	.004	.109	.198	.198	.142	.127	.485	.009	.054	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.526*	1	.766*	.714*	.766*	.504*	.482*	.538*	.668*	.712*	.215	.329	.600*	.359	.193	.331	.316	.587*	.755*
	Sig. (2-tailed)			.000	.000	.000	.004	.007	.002	.000	.000	.253	.076	.000	.051	.308	.074	.089	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.457	.766*	1	.698*	.729*	.588*	.280	.607*	.632*	.702*	.243	.499*	.576*	.646*	.471*	.373*	.471*	.662*	.822*
	Sig. (2-tailed)				.000	.000	.001	.134	.000	.000	.000	.198	.005	.001	.000	.009	.042	.009	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.588*	.714*	.698*	1	.686*	.816*	.226	.488*	.606*	.565*	.299	.504*	.625*	.520*	.379*	.603*	.379*	.635*	.841*
	Sig. (2-tailed)					.000	.000	.231	.006	.000	.001	.109	.004	.000	.003	.039	.000	.039	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.457	.766*	.729*	.698*	1	.588*	.543*	.409*	.632*	.601*	.243	.627*	.576*	.526*	.388*	.373*	.241	.662*	.793*
	Sig. (2-tailed)						.001	.002	.025	.000	.000	.198	.000	.001	.003	.035	.042	.189	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.588*	.504*	.569*	.816*	.588*	1	.383*	.505*	.531*	.312	.349	.629*	.402*	.504*	.354	.599*	.565*	.751*	.737*
	Sig. (2-tailed)							.037	.004	.003	.093	.058	.000	.028	.004	.055	.000	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.412*	.482*	.280	.226	.543*	.383*	1	.370	.447*	.345	.322	.322	.317	.249	.076	.230	.044	.266	.442*
	Sig. (2-tailed)					.002	.037		.044	.013	.062	.083	.083	.087	.185	.688	.221	.816	.155	.014
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.409*	.538*	.607*	.488*	.409*	.505*	.370*	1	.602*	.333	.708*	.522*	.312	.363*	.304	.448*	.368*	.473*	.671*
	Sig. (2-tailed)					.025	.004	.044		.000	.072	.000	.003	.093	.049	.102	.013	.045	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.510*	.668*	.632*	.608*	.632*	.531*	.447*	.602*	1	.613	.618*	.504*	.755*	.668*	.182	.404*	.267	.537*	.795*
	Sig. (2-tailed)						.003	.013	.000		.000	.000	.005	.000	.000	.337	.027	.154	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.299	.712*	.702*	.565*	.601*	.312	.345	.333	.613*	1	.294	.389*	.740*	.533*	.237	.235	.247	.436*	.689*
	Sig. (2-tailed)		.109	.000	.001	.000	.093	.062	.072	.000		.114	.033	.000	.002	.208	.211	.188	.016	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP11	Pearson Correlation	.243	.215	.243	.299	.243	.349	.322	.708*	.618*	.294	1	.518*	.454*	.329	.183	.452*	.184	.247	.532*
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP12	Pearson Correlation	.198	.253	.198	.109	.198	.058	.083	.000	.114	.003	.012	.076	.332	.012	.331	.188	.188	.002	.000
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP13	Pearson Correlation	.243	.329	.499*	.504*	.627*	.629*	.322	.522*	.504*	.389*	.518*	1	.359	.556*	.343	.363*	.506*	.600*	.650*
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP14	Pearson Correlation	.198	.076	.005	.004	.000	.000	.083	.003	.005	.033	.003		.051	.001	.064	.049	.004	.000	.000
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP15	Pearson Correlation	.274	.600*	.576*	.625*	.576*	.402*	.317	.312	.755*	.740*	.454*	.359	1	.689*	.196	.343	.187	.425*	.709*
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP16	Pearson Correlation	.142	.000	.001	.000	.001	.028	.087	.093	.000	.000	.012	.051		.000	.299	.064	.323	.019	.000
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP17	Pearson Correlation	.285	.359	.646*	.520*	.526*	.504*	.249	.363*	.668*	.533*	.329	.556*	.689*	1	.343	.331	.316	.587*	.704*
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP18	Pearson Correlation	.127	.051	.000	.003	.003	.004	.185	.049	.000	.002	.076	.001	.000		.064	.074	.089	.001	.000
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kualitas Produk	Pearson Correlation	.133	.193	.471*	.379*	.386*	.354	.076	.304	.182	.237	.183	.343	.198	.343	1	.631*	.122	.553*	.506*
	Sig. (2-tailed)																			
	N	30	30	30	30	30	30	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).

## LAMPIRAN 5

## HASIL UJI VALIDITAS PRE – TEST 30 RESPONDEN

		HARGA (X3)							
		Hrg1	Hrg2	Hrg3	Hrg4	Hrg5	Hrg6	Hrg7	Harga
Hrg1	Pearson Correlation	1	.751"	.775"	.590"	.467"	.308	.365"	.776"
	Sig. (2-tailed)		.000	.000	.001	.009	.098	.047	.000
	N	30	30	30	30	30	30	30	30
Hrg2	Pearson Correlation	.751"	1	.644"	.527"	.430"	.493"	.389"	.767"
	Sig. (2-tailed)	.000		.000	.003	.018	.006	.034	.000
	N	30	30	30	30	30	30	30	30
Hrg3	Pearson Correlation	.775"	.644"	1	.717"	.235	.280	.293	.710"
	Sig. (2-tailed)	.000	.000		.000	.211	.134	.117	.000
	N	30	30	30	30	30	30	30	30
Hrg4	Pearson Correlation	.590"	.527"	.717"	1	.533"	.582"	.553"	.828"
	Sig. (2-tailed)	.001	.003	.000		.002	.001	.002	.000
	N	30	30	30	30	30	30	30	30
Hrg5	Pearson Correlation	.467"	.430"	.235	.533"	1	.694"	.579"	.740"
	Sig. (2-tailed)	.009	.018	.211	.002		.000	.001	.000
	N	30	30	30	30	30	30	30	30
Hrg6	Pearson Correlation	.308	.493"	.280	.582"	.694"	1	.852"	.782"
	Sig. (2-tailed)	.098	.006	.134	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30
Hrg7	Pearson Correlation	.365"	.389"	.293	.553"	.579"	.852"	1	.749"
	Sig. (2-tailed)	.047	.034	.117	.002	.001	.000		.000
	N	30	30	30	30	30	30	30	30
Harga	Pearson Correlation	.776"	.767"	.710"	.828"	.740"	.782"	.749"	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).

## LAMPIRAN 5

HASIL UJI VALIDITAS *PRE - TEST* 30 RESPONDEN*WORD of MOUTH (X4)*

		WM1	WM2	WM3	WM4	WM5	WM6	Word of Mouth
WM1	Pearson Correlation	1	.360	.153	.080	-.048	.366*	.467**
	Sig. (2-tailed)		.051	.419	.674	.800	.047	.009
	N	30	30	30	30	30	30	30
WM2	Pearson Correlation	.360	1	.623**	.489**	.274	.337	.758**
	Sig. (2-tailed)	.051		.000	.006	.143	.068	.000
	N	30	30	30	30	30	30	30
WM3	Pearson Correlation	.153	.623**	1	.589**	.115	.241	.584**
	Sig. (2-tailed)	.419	.000		.001	.544	.200	.001
	N	30	30	30	30	30	30	30
WM4	Pearson Correlation	.080	.489**	.589**	1	.185	.468**	.711**
	Sig. (2-tailed)	.674	.006	.001		.327	.009	.000
	N	30	30	30	30	30	30	30
WM5	Pearson Correlation	-.048	.274	.115	.185	1	.261	.540**
	Sig. (2-tailed)	.800	.143	.544	.327		.164	.002
	N	30	30	30	30	30	30	30
WM6	Pearson Correlation	.366*	.337	.241	.468**	.261	1	.712**
	Sig. (2-tailed)	.047	.068	.200	.009	.164		.000
	N	30	30	30	30	30	30	30
Word of Mouth	Pearson Correlation	.467**	.758**	.584**	.711**	.540**	.712**	1
	Sig. (2-tailed)	.009	.000	.001	.000	.002	.000	
	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 5

## HASIL UJI VALIDITAS PRE – TEST 30 RESPONDEN

## KEPUTUSAN PEMBELIAN (Y)

		KPb1	KPb2	KPb3	KPb4	KPb5	KPb6	KPb7	KPb8	KPb9	KPb10	Keputusan Pembelian
KPb1	Pearson Correlation	1	.373*	.452*	.569**	.452*	.467**	.063	.202	.302	.180	.734**
	Sig. (2-tailed)		.043	.012	.001	.012	.009	.740	.284	.105	.341	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KPb2	Pearson Correlation	.373*	1	.507**	.446*	.349	.236	.426*	.135	.655**	-.180	.486**
	Sig. (2-tailed)	.043		.004	.014	.059	.210	.019	.477	.000	.340	.007
	N	30	30	30	30	30	30	30	30	30	30	30
KPb3	Pearson Correlation	.452*	.507**	1	.716**	.792**	.000	.140	.512**	.389*	.105	.564**
	Sig. (2-tailed)	.012	.004		.000	.000	1.000	.461	.004	.034	.579	.001
	N	30	30	30	30	30	30	30	30	30	30	30
KPb4	Pearson Correlation	.569**	.446*	.716**	1	.553**	.283	.055	.174	.477**	.018	.634**
	Sig. (2-tailed)	.001	.014	.000		.002	.130	.774	.357	.008	.923	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KPb5	Pearson Correlation	.452*	.349	.792**	.553**	1	.000	-.035	.512**	.389*	.281	.653**
	Sig. (2-tailed)	.012	.059	.000	.002		1.000	.854	.004	.034	.132	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KPb6	Pearson Correlation	.467**	.236	.000	.283	.000	1	.130	-.342	.413*	-.044	.413*
	Sig. (2-tailed)	.009	.210	1.000	.130	1.000		.493	.064	.023	.819	.023
	N	30	30	30	30	30	30	30	30	30	30	30
KPb7	Pearson Correlation	.063	.426*	.140	.055	-.035	.130	1	.099	.560**	.089	.349
	Sig. (2-tailed)	.740	.019	.461	.774	.854	.493		.602	.001	.641	.058
	N	30	30	30	30	30	30	30	30	30	30	30
KPb8	Pearson Correlation	.202	.135	.512**	.174	.512**	-.342	.099	1	.079	.435*	.454*
	Sig. (2-tailed)	.284	.477	.004	.357	.004	.064	.602		.679	.016	.012
	N	30	30	30	30	30	30	30	30	30	30	30
KPb9	Pearson Correlation	.302	.655**	.389*	.477**	.389*	.413*	.560**	.079	1	-.105	.653**
	Sig. (2-tailed)	.105	.000	.034	.008	.034	.023	.001	.679		.579	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KPb10	Pearson Correlation	.180	-.180	.105	.018	.281	-.044	.089	.435*	-.105	1	.499**
	Sig. (2-tailed)	.341	.340	.579	.923	.132	.819	.641	.016	.579		.005
	N	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.734**	.486**	.564**	.634**	.653**	.413*	.399	.454*	.653**	.499**	1
	Sig. (2-tailed)	.000	.007	.001	.000	.000	.023	.038	.012	.000	.005	
	N	30	30	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).

## LAMPIRAN 6

HASIL UJI RELIBILITAS *PRE – TEST* 30 RESPONDEN

## 1. CITRA MEREK (X1)

## Reliability Statistics

Cronbach's Alpha	N of Items
.830	6

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CM1	18.57	5.357	.766	.788
CM2	18.60	5.628	.549	.816
CM3	18.70	4.355	.752	.767
CM4	18.83	4.902	.612	.800
CM5	18.80	5.062	.431	.846
CM6	18.83	4.626	.651	.792

## 2. KUALITAS PRODUK (X2)

## Reliability Statistics

Cronbach's Alpha	N of Items
.931	18

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	62.50	45.914	.570	.928
KP2	62.50	44.259	.725	.925
KP3	62.50	44.397	.806	.924
KP4	62.50	42.948	.819	.922
KP5	62.50	44.603	.773	.924
KP6	62.43	45.151	.759	.925
KP7	62.53	46.740	.429	.931
KP8	62.40	46.869	.650	.928
KP9	62.67	43.954	.776	.924
KP10	62.70	43.803	.645	.927
KP11	62.57	46.254	.484	.930
KP12	62.57	45.082	.654	.926
KP13	62.73	43.582	.669	.926
KP14	62.50	44.672	.667	.926
KP15	62.90	44.783	.428	.934
KP16	62.70	43.803	.595	.928
KP17	62.97	46.378	.410	.932
KP18	62.37	43.895	.809	.923

## LAMPIRAN 6

### HASIL UJI RELIABILITAS *PRE – TEST* 30 RESPONDEN

#### 3. HARGA (X3)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.884	7

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Hrg1	19.13	16.464	.677	.866
Hrg2	19.23	16.944	.680	.867
Hrg3	19.20	17.338	.610	.875
Hrg4	19.63	14.930	.756	.856
Hrg5	19.70	15.666	.636	.873
Hrg6	19.83	15.868	.714	.861
Hrg7	19.87	15.844	.663	.868

#### 4. WORD of MOUTH (X4)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.687	6

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
WM1	17.57	5.702	.257	.702
WM2	17.10	4.714	.644	.564
WM3	17.03	5.620	.496	.629
WM4	16.90	5.610	.533	.622
WM5	17.30	5.528	.220	.731
WM6	16.93	5.099	.516	.612

## LAMPIRAN 6

HASIL UJI RELIABILITAS *PRE – TEST* 30 RESPONDEN

## 5. KEPUTUSAN PEMBELIAN (Y)

## Reliability Statistics

Cronbach's Alpha	N of Items
.718	10

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KPb1	33.20	6.441	.592	.666
KPb2	33.23	6.461	.459	.682
KPb3	33.13	6.464	.660	.661
KPb4	33.20	6.234	.573	.663
KPb5	33.13	6.533	.623	.666
KPb6	33.27	7.168	.181	.727
KPb7	33.13	7.085	.262	.713
KPb8	33.17	6.971	.369	.698
KPb9	33.03	6.999	.560	.685
KPb10	33.90	6.438	.128	.793