

Lampiran 3
Hasil Uji Validitas 30 Responden

Citra Merek

		Correlations					
		p1	p2	p3	p4	p5	total
p1	Pearson Correlation	1	,538**	,735**	,613**	,576**	,805**
	Sig. (2-tailed)		,002	,000	,000	,001	,000
	N	30	30	30	30	30	30
p2	Pearson Correlation	,538**	1	,676**	,633**	,410*	,769**
	Sig. (2-tailed)	,002		,000	,000	,025	,000
	N	30	30	30	30	30	30
p3	Pearson Correlation	,735**	,676**	1	,870**	,775**	,955**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
p4	Pearson Correlation	,613**	,633**	,870**	1	,725**	,910**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
p5	Pearson Correlation	,576**	,410*	,775**	,725**	1	,815**
	Sig. (2-tailed)	,001	,025	,000	,000		,000
	N	30	30	30	30	30	30
Total	Pearson Correlation	,805**	,769**	,955**	,910**	,815**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	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).

Harga

		Correlations				
		p1	p2	p3	p4	total
p1	Pearson Correlation	1	,350	,355	,448*	,747**
	Sig. (2-tailed)		,058	,054	,013	,000
	N	30	30	30	30	30
p2	Pearson Correlation	,350	1	,225	,397*	,657**
	Sig. (2-tailed)	,058		,232	,030	,000
	N	30	30	30	30	30
p3	Pearson Correlation	,355	,225	1	,255	,676**
	Sig. (2-tailed)	,054	,232		,174	,000
	N	30	30	30	30	30
p4	Pearson Correlation	,448*	,397*	,255	1	,753**
	Sig. (2-tailed)	,013	,030	,174		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,747**	,657**	,676**	,753**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	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).

Kualitas Produk

		Correlations								
		p1	p2	p3	p4	p5	p6	p7	p8	total
p1	Pearson Correlation	1	,596*	,436*	,321	,743*	,524	,477*	,259	,700**
	Sig. (2-tailed)		,001	,016	,084	,000	,003	,008	,167	,000
	N	30	30	30	30	30	30	30	30	30
p2	Pearson Correlation	,596*	1	,751*	,530*	,643*	,714	,557*	,388*	,835**
	Sig. (2-tailed)	,001		,000	,003	,000	,000	,001	,034	,000
	N	30	30	30	30	30	30	30	30	30
p3	Pearson Correlation	,436*	,751*	1	,730*	,572*	,640	,610*	,317	,812**
	Sig. (2-tailed)	,016	,000		,000	,001	,000	,000	,088	,000
	N	30	30	30	30	30	30	30	30	30
p4	Pearson Correlation	,321	,530*	,730*	1	,501*	,633	,462*	,215	,709**
	Sig. (2-tailed)	,084	,003	,000		,005	,000	,010	,255	,000
	N	30	30	30	30	30	30	30	30	30
p5	Pearson Correlation	,743*	,643*	,572*	,501*	1	,714	,574*	,381*	,837**
	Sig. (2-tailed)	,000	,000	,001	,005		,000	,001	,038	,000
	N	30	30	30	30	30	30	30	30	30
p6	Pearson Correlation	,524*	,714*	,640*	,633*	,714*	1	,713*	,494*	,890**
	Sig. (2-tailed)	,003	,000	,000	,000	,000		,000	,005	,000
	N	30	30	30	30	30	30	30	30	30
p7	Pearson Correlation	,477*	,557*	,610*	,462*	,574*	,713	1	,421*	,780**
	Sig. (2-tailed)	,008	,001	,000	,010	,001	,000		,020	,000
	N	30	30	30	30	30	30	30	30	30
p8	Pearson Correlation	,259	,388*	,317	,215	,381*	,494	,421*	1	,585**
	Sig. (2-tailed)	,167	,034	,088	,255	,038	,005	,020		,001
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,700*	,835*	,812*	,709*	,837*	,890	,780*	,585*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,001	
	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).

Keputusan pembelian

		Correlations				
		p1	p2	p3	p4	Total
p1	Pearson Correlation	1	,241	,310	,272	,649**
	Sig. (2-tailed)		,199	,095	,146	,000
	N	30	30	30	30	30
p2	Pearson Correlation	,241	1	,565**	,195	,764**
	Sig. (2-tailed)	,199		,001	,303	,000
	N	30	30	30	30	30
p3	Pearson Correlation	,310	,565**	1	,214	,778**
	Sig. (2-tailed)	,095	,001		,255	,000
	N	30	30	30	30	30
p4	Pearson Correlation	,272	,195	,214	1	,558**
	Sig. (2-tailed)	,146	,303	,255		,001
	N	30	30	30	30	30
Total	Pearson Correlation	,649**	,764**	,778**	,558**	1
	Sig. (2-tailed)	,000	,000	,000	,001	
	N	30	30	30	30	30

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