

Lampiran 6 Uji Validitas

1. Kualitas Produk

Correlations

	p1	p2	p3	p4	p5	p6	p7	p8	p9	total
p1 Pearson Correlation	1	,477**	,557**	,610**	,462*	,574**	,713**	1,000**	,421*	,830**
Sig. (2-tailed)		,008	,001	,000	,010	,001	,000	,000	,020	,000
N	30	30	30	30	30	30	30	30	30	30
p2 Pearson Correlation	,477**	1	,596**	,436*	,321	,743**	,524**	,477**	,259	,688**
Sig. (2-tailed)	,008		,001	,016	,084	,000	,003	,008	,167	,000
N	30	30	30	30	30	30	30	30	30	30
p3 Pearson Correlation	,557**	,596**	1	,751**	,530**	,643**	,714**	,557**	,388*	,819**
Sig. (2-tailed)	,001	,001		,000	,003	,000	,000	,001	,034	,000
N	30	30	30	30	30	30	30	30	30	30
p4 Pearson Correlation	,610**	,436*	,751**	1	,730**	,572**	,640**	,610**	,317	,806**
Sig. (2-tailed)	,000	,016	,000		,000	,001	,000	,000	,088	,000
N	30	30	30	30	30	30	30	30	30	30
p5 Pearson Correlation	,462*	,321	,530**	,730**	1	,501**	,633**	,462*	,215	,695**
Sig. (2-tailed)	,010	,084	,003	,000		,005	,000	,010	,255	,000
N	30	30	30	30	30	30	30	30	30	30
p6 Pearson Correlation	,574**	,743**	,643**	,572**	,501**	1	,714**	,574**	,381*	,824**
Sig. (2-tailed)	,001	,000	,000	,001	,005		,000	,001	,038	,000
N	30	30	30	30	30	30	30	30	30	30
p7 Pearson Correlation	,713**	,524**	,714**	,640**	,633**	,714**	1	,713**	,494**	,889**
Sig. (2-tailed)	,000	,003	,000	,000	,000	,000		,000	,005	,000
N	30	30	30	30	30	30	30	30	30	30
p8 Pearson Correlation	1,000**	,477**	,557**	,610**	,462*	,574**	,713**	1	,421*	,830**
Sig. (2-tailed)	,000	,008	,001	,000	,010	,001	,000		,020	,000
N	30	30	30	30	30	30	30	30	30	30
p9 Pearson Correlation	,421*	,259	,388*	,317	,215	,381*	,494**	,421*	1	,578**
Sig. (2-tailed)	,020	,167	,034	,088	,255	,038	,005	,020		,001
N	30	30	30	30	30	30	30	30	30	30
total Pearson Correlation	,830**	,688**	,819**	,806**	,695**	,824**	,889**	,830**	,578**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,001	
N	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).

2. Citra Merek

Correlations

		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	,441*	,477**	,281	,265	,517**	,146	,668**
	Sig. (2-tailed)		,015	,008	,132	,157	,003	,442	,000
	N	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,441*	1	,386*	,337	,300	,645**	,613**	,818**
	Sig. (2-tailed)	,015		,035	,069	,107	,000	,000	,000
	N	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,477**	,386*	1	,583**	,053	,321	,053	,613**
	Sig. (2-tailed)	,008	,035		,001	,782	,084	,781	,000
	N	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,281	,337	,583**	1	,159	,452*	,068	,612**
	Sig. (2-tailed)	,132	,069	,001		,401	,012	,723	,000
	N	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,265	,300	,053	,159	1	,321	,371*	,526**
	Sig. (2-tailed)	,157	,107	,782	,401		,084	,044	,003
	N	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,517**	,645**	,321	,452*	,321	1	,517**	,810**
	Sig. (2-tailed)	,003	,000	,084	,012	,084		,003	,000
	N	30	30	30	30	30	30	30	30
P7	Pearson Correlation	,146	,613**	,053	,068	,371*	,517**	1	,601**
	Sig. (2-tailed)	,442	,000	,781	,723	,044	,003		,000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,668**	,818**	,613**	,612**	,526*	,810**	,601**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,003	,000	,000	
	N	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).

3. Promosi

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	,617**	,458*	,544**	,500**	,412*	,741**
	Sig. (2-tailed)		,000	,011	,002	,005	,024	,000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	,617**	1	,350	,514**	,463**	,464**	,716**
	Sig. (2-tailed)	,000		,058	,004	,010	,010	,000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	,458*	,350	1	,333	,398*	,775**	,745**
	Sig. (2-tailed)	,011	,058		,072	,029	,000	,000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	,544**	,514**	,333	1	,704**	,496**	,780**
	Sig. (2-tailed)	,002	,004	,072		,000	,005	,000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	,500**	,463**	,398*	,704**	1	,489**	,773**
	Sig. (2-tailed)	,005	,010	,029	,000		,006	,000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	,412*	,464**	,775**	,496**	,489**	1	,823**
	Sig. (2-tailed)	,024	,010	,000	,005	,006		,000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,741**	,716**	,745**	,780**	,773**	,823**	1
	Sig. (2-tailed)	,000	,000	,000	,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).

4. Keputusan Pembelian

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	TOTAL
P1	Pearson Correlation	1	,501**	,633**	,752**	,154	,566**	,317	,419*	,734**
	Sig. (2-tailed)		,005	,000	,000	,416	,001	,088	,021	,000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	,501**	1	,714**	,544**	,381*	,412*	,575**	,430*	,791**
	Sig. (2-tailed)	,005		,000	,002	,038	,024	,001	,018	,000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	,633**	,714**	1	,617**	,253	,490**	,221	,367*	,746**
	Sig. (2-tailed)	,000	,000		,000	,178	,006	,240	,046	,000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	,752**	,544**	,617**	1	,411*	,516**	,523**	,535**	,826**
	Sig. (2-tailed)	,000	,002	,000		,024	,003	,003	,002	,000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	,154	,381*	,253	,411*	1	,398*	,576**	,611**	,639**
	Sig. (2-tailed)	,416	,038	,178	,024		,029	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	,566**	,412*	,490**	,516**	,398*	1	,380*	,441*	,697**
	Sig. (2-tailed)	,001	,024	,006	,003	,029		,039	,015	,000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	,317	,575**	,221	,523**	,576**	,380*	1	,609**	,706**
	Sig. (2-tailed)	,088	,001	,240	,003	,001	,039		,000	,000
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,419*	,430*	,367*	,535**	,611**	,441*	,609**	1	,747**
	Sig. (2-tailed)	,021	,018	,046	,002	,000	,015	,000		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,734**	,791**	,746**	,826**	,639**	,697**	,706**	,747**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,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).