

LAMPIRAN 5 Uji Validitas

Uji Validitas Kualitas Produk

		Correlations								
		KPR 1	KPR 2	KPR 3	KPR 4	KPR 5	KPR 6	KPR 7	KPR 8	TOTAL KPR
KPR 1	Pearson Correlation	1	.506*	.359	.644*	.502*	.699*	.502*	.549*	.726**
	Sig. (2-tailed)		.004	.051	.000	.005	.000	.005	.002	.000
	Sum of Squares and Cross-products	8.96 7	4.60 0	2.70 0	5.23 3	3.96 7	5.06 7	3.96 7	4.50 0	39.000
	Covariance	.309	.159	.093	.180	.137	.175	.137	.155	1.345
	N	30	30	30	30	30	30	30	30	30
KPR 2	Pearson Correlation	.506*	1	.709*	.705*	.575*	.653*	.824*	.602*	.845**
	Sig. (2-tailed)	.004		.000	.000	.001	.000	.000	.000	.000
	Sum of Squares and Cross-products	4.60 0	9.20 0	5.40 0	5.80 0	4.60 0	4.80 0	6.60 0	5.00 0	46.000
	Covariance	.159	.317	.186	.200	.159	.166	.228	.172	1.586
	N	30	30	30	30	30	30	30	30	30
KPR 3	Pearson Correlation	.359	.709*	1	.749*	.558*	.592*	.860*	.655*	.821**
	Sig. (2-tailed)	.051	.000		.000	.001	.001	.000	.000	.000
	Sum of Squares and Cross-products	2.70 0	5.40 0	6.30 0	5.10 0	3.70 0	3.60 0	5.70 0	4.50 0	37.000
	Covariance	.093	.186	.217	.176	.128	.124	.197	.155	1.276
	N	30	30	30	30	30	30	30	30	30
KPR 4	Pearson Correlation	.644*	.705*	.749*	1	.731*	.537*	.731*	.740*	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.002	.000	.000	.000
	Sum of Squares and Cross-products	5.23 3	5.80 0	5.10 0	7.36 7	5.23 3	3.53 3	5.23 3	5.50 0	43.000
	Covariance	.180	.200	.176	.254	.180	.122	.180	.190	1.483
	N	30	30	30	30	30	30	30	30	30
KPR 5	Pearson Correlation	.502*	.575*	.558*	.731*	1	.480*	.713*	.761*	.802**
	Sig. (2-tailed)	.005	.001	.001	.000		.007	.000	.000	.000
	Sum of Squares and Cross-products	3.96 7	4.60 0	3.70 0	5.23 3	6.96 7	3.06 7	4.96 7	5.50 0	38.000
	Covariance	.137	.159	.128	.180	.240	.106	.171	.190	1.310
	N	30	30	30	30	30	30	30	30	30
KPR 6	Pearson Correlation	.699*	.653*	.592*	.537*	.480*	1	.636*	.603*	.782**
	Sig. (2-tailed)	.000	.000	.001	.002	.007		.000	.000	.000

	Sum of Squares and Cross-products	5.067	4.800	3.600	3.533	3.067	5.867	4.067	4.000	34.000
	Covariance	.175	.166	.124	.122	.106	.202	.140	.138	1.172
	N	30	30	30	30	30	30	30	30	30
KPR 7	Pearson Correlation	.502*	.824*	.860*	.731*	.713*	.636*	1	.761*	.908**
	Sig. (2-tailed)	.005	.000	.000	.000	.000	.000		.000	.000
	Sum of Squares and Cross-products	3.967	6.600	5.700	5.233	4.967	4.067	6.967	5.500	43.000
	Covariance	.137	.228	.197	.180	.171	.140	.240	.190	1.483
	N	30	30	30	30	30	30	30	30	30
KPR 8	Pearson Correlation	.549*	.602*	.655*	.740*	.761*	.603*	.761*	1	.855**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.000		.000
	Sum of Squares and Cross-products	4.500	5.000	4.500	5.500	5.500	4.000	5.500	7.500	42.000
	Covariance	.155	.172	.155	.190	.190	.138	.190	.259	1.448
	N	30	30	30	30	30	30	30	30	30
TOTAL KPR 9	Pearson Correlation	.726*	.845*	.821*	.883*	.802*	.782*	.908*	.855*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	39.000	46.000	37.000	43.000	38.000	34.000	43.000	42.000	322.000
	Covariance	1.345	1.586	1.276	1.483	1.310	1.172	1.483	1.448	11.103
	N	30	30	30	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).										

Uji Validitas Harga

		HRG1	HRG2	HRG3	HRG4	HRG5	HRG6	HRG7	TOTAL Hrg
HRG 1	Pearson Correlation	1	.834**	.219	.378*	.354	.406*	.406*	.795**
	Sig. (2-tailed)		.000	.244	.039	.055	.026	.026	.000
	Sum of Squares and Cross-products	8.667	6.667	1.667	3.333	3.000	3.000	3.000	29.333
	Covariance	.299	.230	.057	.115	.103	.103	.103	1.011
	N	30	30	30	30	30	30	30	30
HRG 2	Pearson Correlation	.834**	1	.095	.398*	.141	.308	.308	.683**
	Sig. (2-tailed)	.000		.617	.029	.458	.097	.097	.000
	Sum of Squares and Cross-products	6.667	7.367	.667	3.233	1.100	2.100	2.100	23.233
	Covariance	.230	.254	.023	.111	.038	.072	.072	.801
	N	30	30	30	30	30	30	30	30
HRG 3	Pearson Correlation	.219	.095	1	-.086	.941**	.309	.309	.598**
	Sig. (2-tailed)	.244	.617		.651	.000	.097	.097	.000
	Sum of Squares and Cross-products	1.667	.667	6.667	-.667	7.000	2.000	2.000	19.333
	Covariance	.057	.023	.230	-.023	.241	.069	.069	.667
	N	30	30	30	30	30	30	30	30
HRG 4	Pearson Correlation	.378*	.398*	-.086	1	-.035	.093	.093	.426*
	Sig. (2-tailed)	.039	.029	.651		.855	.624	.624	.019
	Sum of Squares and Cross-products	3.333	3.233	-.667	8.967	-.300	.700	.700	15.967
	Covariance	.115	.111	-.023	.309	-.010	.024	.024	.551
	N	30	30	30	30	30	30	30	30
HRG 5	Pearson Correlation	.354	.141	.941**	-.035	1	.318	.318	.657**
	Sig. (2-tailed)	.055	.458	.000	.855		.087	.087	.000
	Sum of Squares and Cross-products	3.000	1.100	7.000	-.300	8.300	2.300	2.300	23.700
	Covariance	.103	.038	.241	-.010	.286	.079	.079	.817
	N	30	30	30	30	30	30	30	30
HRG 6	Pearson Correlation	.406*	.308	.309	.093	.318	1	1.000**	.722**

	Sig. (2-tailed)	.026	.097	.097	.624	.087	0.000	.000
	Sum of Squares and Cross-products	3.000	2.100	2.000	.700	2.300	6.300	22.700
	Covariance	.103	.072	.069	.024	.079	.217	.783
	N	30	30	30	30	30	30	30
HRG 7	Pearson Correlation	.406*	.308	.309	.093	.318	1.000**	.722**
	Sig. (2-tailed)	.026	.097	.097	.624	.087	0.000	.000
	Sum of Squares and Cross-products	3.000	2.100	2.000	.700	2.300	6.300	22.700
	Covariance	.103	.072	.069	.024	.079	.217	.783
	N	30	30	30	30	30	30	30
TOT ALH RG	Pearson Correlation	.795**	.683**	.598**	.426*	.657**	.722**	.722**
	Sig. (2-tailed)	.000	.000	.000	.019	.000	.000	.000
	Sum of Squares and Cross-products	29.333	23.233	19.333	15.967	23.700	22.700	156.967
	Covariance	1.011	.801	.667	.551	.817	.783	.783
	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).

Uji Validitas Citra Merek

Correlations

		CITRA MERE K1	CITRA MERE K2	CITRA MERE K3	CITRA MEREK 4	CITRA MEREK 5	TOTALCITR AMEREK
CITRAM EREK1	Pearson Correlation	1	.722**	.167	.226	.167	.621**
	Sig. (2-tailed)		.000	.379	.230	.379	.000
	Sum of Squares and Cross-products	7.200	5.200	1.200	1.600	1.200	16.400
	Covariance	.248	.179	.041	.055	.041	.566
	N	30	30	30	30	30	30
CITRAM EREK2	Pearson Correlation	.722**	1	.167	.226	.167	.621**
	Sig. (2-tailed)	.000		.379	.230	.379	.000
	Sum of Squares and Cross-products	5.200	7.200	1.200	1.600	1.200	16.400
	Covariance	.179	.248	.041	.055	.041	.566
	N	30	30	30	30	30	30
CITRAM EREK3	Pearson Correlation	.167	.167	1	.791**	.722**	.772**
	Sig. (2-tailed)	.379	.379		.000	.000	.000
	Sum of Squares and Cross-products	1.200	1.200	7.200	5.600	5.200	20.400
	Covariance	.041	.041	.248	.193	.179	.703
	N	30	30	30	30	30	30
CITRAM EREK4	Pearson Correlation	.226	.226	.791**	1	.932**	.861**
	Sig. (2-tailed)	.230	.230	.000		.000	.000
	Sum of Squares and Cross-products	1.600	1.600	5.600	6.967	6.600	22.367
	Covariance	.055	.055	.193	.240	.228	.771
	N	30	30	30	30	30	30
CITRAM EREK5	Pearson Correlation	.167	.167	.722**	.932**	1	.810**
	Sig. (2-tailed)	.379	.379	.000	.000		.000
	Sum of Squares and Cross-products	1.200	1.200	5.200	6.600	7.200	21.400
	Covariance	.041	.041	.179	.228	.248	.738
	N	30	30	30	30	30	30
TOTALC ITRAME REK	Pearson Correlation	.621**	.621**	.772**	.861**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	Sum of Squares and Cross-products	16.400	16.400	20.400	22.367	21.400	96.967
	Covariance	.566	.566	.703	.771	.738	3.344
	N	30	30	30	30	30	30

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

Uji Validitas Keputusan Pembelian

Correlations

		KPP1	KPP2	KPP3	KPP4	KPP5	TOTALKPP
KPP1	Pearson Correlation	1	.167	.085	-.111	.167	.371 [*]
	Sig. (2-tailed)		.379	.656	.559	.379	.043
	Sum of Squares and Cross-products	7.200	1.200	.600	-800	1.200	9.400
	Covariance	.248	.041	.021	-.028	.041	.324
	N	30	30	30	30	30	30
KPP2	Pearson Correlation	.167	1	.508 ^{**}	.583 ^{**}	1.000 ^{**}	.925 ^{**}
	Sig. (2-tailed)	.379		.004	.001	0.000	.000
	Sum of Squares and Cross-products	1.200	7.200	3.600	4.200	7.200	23.400
	Covariance	.041	.248	.124	.145	.248	.807
	N	30	30	30	30	30	30
KPP3	Pearson Correlation	.085	.508 ^{**}	1	.226	.508 ^{**}	.657 ^{**}
	Sig. (2-tailed)	.656	.004		.230	.004	.000
	Sum of Squares and Cross-products	.600	3.600	6.967	1.600	3.600	16.367
	Covariance	.021	.124	.240	.055	.124	.564
	N	30	30	30	30	30	30
KPP4	Pearson Correlation	-.111	.583 ^{**}	.226	1	.583 ^{**}	.648 ^{**}
	Sig. (2-tailed)	.559	.001	.230		.001	.000
	Sum of Squares and Cross-products	-800	4.200	1.600	7.200	4.200	16.400
	Covariance	-.028	.145	.055	.248	.145	.566
	N	30	30	30	30	30	30
KPP5	Pearson Correlation	.167	1.000 ^{**}	.508 ^{**}	.583 ^{**}	1	.925 ^{**}
	Sig. (2-tailed)	.379	0.000	.004	.001		.000
	Sum of Squares and Cross-products	1.200	7.200	3.600	4.200	7.200	23.400
	Covariance	.041	.248	.124	.145	.248	.807
	N	30	30	30	30	30	30
TOTAL KPP	Pearson Correlation	.371 [*]	.925 ^{**}	.657 ^{**}	.648 ^{**}	.925 ^{**}	1
	Sig. (2-tailed)	.043	.000	.000	.000	.000	
	Sum of Squares and Cross-products	9.400	23.400	16.367	16.400	23.400	88.967

	Covariance	.324	.807	.564	.566	.807	3.068
	N	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).