

Lampiran 5

Uji Validitas dan Reabilitas

Validitas variabel citra merek

Correlations

		p1	p2	p3	p4	p5	p6	total
p1	Pearson Correlation	1	,085	,733**	1,000**	,085	,125	,769**
	Sig. (2-tailed)		,654	,000	,000	,654	,511	,000
	N	30	30	30	30	30	30	30
p2	Pearson Correlation	,085	1	,103	,085	1,000**	,163	,639**
	Sig. (2-tailed)	,654		,587	,654	,000	,389	,000
	N	30	30	30	30	30	30	30
p3	Pearson Correlation	,733**	,103	1	,733**	,103	,046	,691**
	Sig. (2-tailed)	,000	,587		,000	,587	,810	,000
	N	30	30	30	30	30	30	30
p4	Pearson Correlation	1,000**	,085	,733**	1	,085	,125	,769**
	Sig. (2-tailed)	,000	,654	,000		,654	,511	,000
	N	30	30	30	30	30	30	30
p5	Pearson Correlation	,085	1,000**	,103	,085	1	,163	,639**
	Sig. (2-tailed)	,654	,000	,587	,654		,389	,000
	N	30	30	30	30	30	30	30
p6	Pearson Correlation	,125	,163	,046	,125	,163	1	,401*
	Sig. (2-tailed)	,511	,389	,810	,511	,389		,028
	N	30	30	30	30	30	30	30
total	Pearson Correlation	,769**	,639**	,691**	,769**	,639**	,401*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,028	
	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).

	Sig. (2-tailed)	,005	,039	,000	,029	,042	,127	,025	,029	,078	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
p11	Pearson Correlation	,581**	,557**	,602**	,051	,439*	,049	,366*	,051	,319	,637**	1	,637**
	Sig. (2-tailed)	,001	,001	,000	,788	,015	,796	,047	,788	,085	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
p12	Pearson Correlation	,499**	,379*	,638**	,400*	,374*	,285	,410*	,400*	,326	1,000*	,637**	1
	Sig. (2-tailed)	,005	,039	,000	,029	,042	,127	,025	,029	,078	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Tota	Pearson Correlation	,636**	,602**	,821**	,605**	,648**	,558**	,565**	,605**	,437*	,822**	,679**	,822**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,001	,001	,000	,016	,000	,000	,000
	N	30	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).

Validitas Harga

Correlations

	p1	p2	p3	p4	p5	p6	p7	p8	total
p1 Pearson Correlation	1	,385*	,452*	,081	,385*	,275	,336	,066	,600**
p1 Sig. (2-tailed)		,036	,012	,672	,036	,142	,070	,728	,000
p1 N	30	30	30	30	30	30	30	30	30
p2 Pearson Correlation	,385*	1	,377*	,352	1,000**	,112	,389*	-,094	,721**
p2 Sig. (2-tailed)	,036		,040	,056	,000	,555	,034	,622	,000
p2 N	30	30	30	30	30	30	30	30	30
p3 Pearson Correlation	,452*	,377*	1	,390*	,377*	,140	,366*	,000	,632**
p3 Sig. (2-tailed)	,012	,040		,033	,040	,461	,046	1,000	,000
p3 N	30	30	30	30	30	30	30	30	30
p4 Pearson Correlation	,081	,352	,390*	1	,352	,305	,425*	,368*	,652**
p4 Sig. (2-tailed)	,672	,056	,033		,056	,101	,019	,045	,000
p4 N	30	30	30	30	30	30	30	30	30
p5 Pearson Correlation	,385*	1,000**	,377*	,352	1	,112	,389*	-,094	,721**
p5 Sig. (2-tailed)	,036	,000	,040	,056		,555	,034	,622	,000
p5 N	30	30	30	30	30	30	30	30	30
p6 Pearson Correlation	,275	,112	,140	,305	,112	1	,129	,512**	,486**
p6 Sig. (2-tailed)	,142	,555	,461	,101	,555		,498	,004	,006
p6 N	30	30	30	30	30	30	30	30	30
p7 Pearson Correlation	,336	,389*	,366*	,425*	,389*	,129	1	,482**	,727**
p7 Sig. (2-tailed)	,070	,034	,046	,019	,034	,498		,007	,000
p7 N	30	30	30	30	30	30	30	30	30
p8 Pearson Correlation	,066	-,094	,000	,368*	-,094	,512**	,482**	1	,427*
p8 Sig. (2-tailed)	,728	,622	1,000	,045	,622	,004	,007		,019
p8 N	30	30	30	30	30	30	30	30	30
Total Pearson Correlation	,600**	,721**	,632**	,652**	,721**	,486**	,727**	,427*	1
Total Sig. (2-tailed)	,000	,000	,000	,000	,000	,006	,000	,019	
Total 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).

Validitas Keputusan Pembelian

Correlations

		p1	p2	p3	p4	p5	total
p1	Pearson Correlation	1	,254	,333	-,114	,502**	,661**
	Sig. (2-tailed)		,175	,073	,549	,005	,000
	N	30	30	30	30	30	30
p2	Pearson Correlation	,254	1	,269	,411*	,195	,608**
	Sig. (2-tailed)	,175		,151	,024	,301	,000
	N	30	30	30	30	30	30
p3	Pearson Correlation	,333	,269	1	,133	,472**	,719**
	Sig. (2-tailed)	,073	,151		,484	,008	,000
	N	30	30	30	30	30	30
p4	Pearson Correlation	-,114	,411*	,133	1	,037	,425*
	Sig. (2-tailed)	,549	,024	,484		,844	,019
	N	30	30	30	30	30	30
p5	Pearson Correlation	,502**	,195	,472**	,037	1	,734**
	Sig. (2-tailed)	,005	,301	,008	,844		,000
	N	30	30	30	30	30	30
Total	Pearson Correlation	,661**	,608**	,719**	,425*	,734**	1
	Sig. (2-tailed)	,000	,000	,000	,019	,000	
	N	30	30	30	30	30	30

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

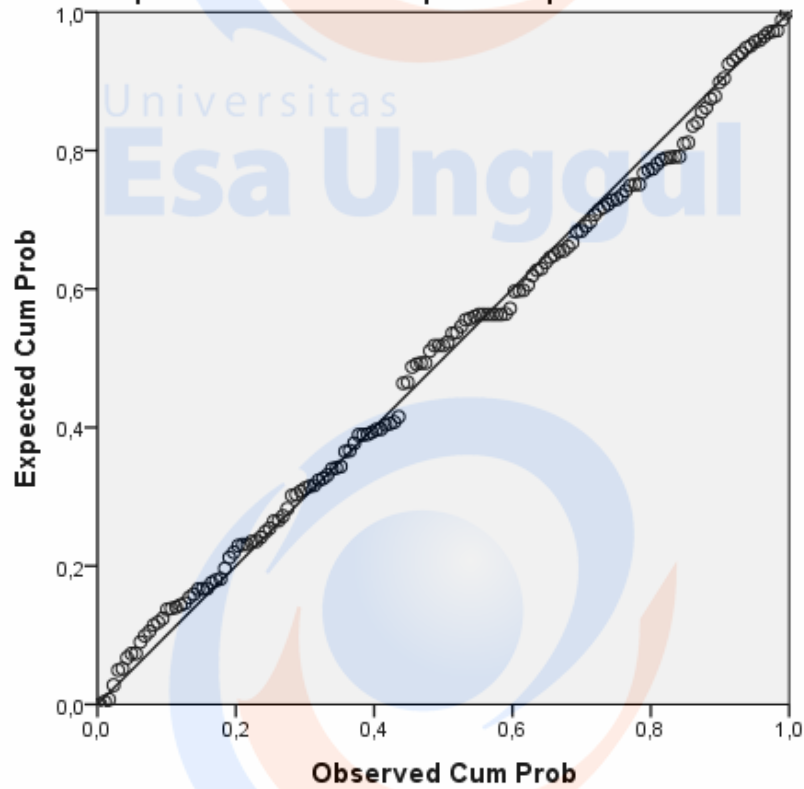
* . Correlation is significant at the 0.05 level (2-tailed).

UJI ASUMSI KLASIK

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: keputusan pembelian



UJI MULTIKOLINEARITAS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	,417	1,297	,321	,748						
	citra merek	,096	,080	,077	1,195	,234	,418	,097	,066	,748	1,336
	kualitas produk	,134	,040	,270	3,333	,001	,641	,262	,185	,470	2,129
	harga	,322	,054	,473	5,921	,000	,698	,434	,329	,483	2,070

a. Dependent Variable: keputusan pembelian

Uji Heteroskedastisitas

Scatterplot

Dependent Variable: keputusan pembelian

