

LAMPIRAN 5
Uji Validitas

Citra Merek

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total_x1
X1.1	Pearson Correlation	1	.043	.171*	.086	1.000**	.043	.675**
	Sig. (2-tailed)		.603	.036	.294	.000	.603	.000
	N	150	150	150	150	150	150	150
X1.2	Pearson Correlation	.043	1	.201*	.212**	.043	1.000**	.661**
	Sig. (2-tailed)	.603		.014	.009	.603	.000	.000
	N	150	150	150	150	150	150	150
X1.3	Pearson Correlation	.171*	.201*	1	.461**	.171*	.201*	.558**
	Sig. (2-tailed)	.036	.014		.000	.036	.014	.000
	N	150	150	150	150	150	150	150
X1.4	Pearson Correlation	.086	.212**	.461**	1	.086	.212**	.493**
	Sig. (2-tailed)	.294	.009	.000		.294	.009	.000
	N	150	150	150	150	150	150	150
X1.5	Pearson Correlation	1.000**	.043	.171*	.086	1	.043	.675**
	Sig. (2-tailed)	.000	.603	.036	.294		.603	.000
	N	150	150	150	150	150	150	150
X1.6	Pearson Correlation	.043	1.000**	.201*	.212**	.043	1	.661**
	Sig. (2-tailed)	.603	.000	.014	.009	.603		.000
	N	150	150	150	150	150	150	150
Total_X1	Pearson Correlation	.675**	.661**	.558**	.493**	.675**	.661**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

*. 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	P9	P10	P11	P12	Total
P1	Pearson Correlation	1	.657**	.615**	.546**	.653**	.529**	.542**	.569**	.600**	.499**	.430**	.569**	.815**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P2	Pearson Correlation	.657**	1	.549**	.421**	.567**	.567**	.453**	.489**	.619**	.466**	.385**	.511**	.759**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P3	Pearson Correlation	.615**	.549**	1	.581**	.554**	.631**	.476**	.495**	.617**	.400**	.488**	.481**	.775**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P4	Pearson Correlation	.546**	.421**	.581**	1	.491**	.596**	.386**	.431**	.475**	.431**	.343**	.507**	.700**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P5	Pearson Correlation	.653**	.567**	.554**	.491**	1	.498**	.739**	.356**	.517**	.482**	.590**	.767**	.818**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P6	Pearson Correlation	.529**	.567**	.631**	.596**	.498**	1	.393**	.460**	.550**	.523**	.395**	.432**	.743**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P7	Pearson Correlation	.542**	.453**	.476**	.386**	.739**	.393**	1	.379**	.443**	.428**	.444**	.551**	.708**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P8	Pearson Correlation	.569**	.489**	.495**	.431**	.356**	.460**	.379**	1	.483**	.412**	.348**	.367**	.656**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P9	Pearson Correlation	.600**	.619**	.617**	.475**	.517**	.550**	.443**	.483**	1	.502**	.476**	.491**	.765**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150

P10	Pearson Correlation	.499**	.466**	.400**	.431**	.482**	.523**	.428**	.412**	.502**	1	.444**	.459**	.685**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P11	Pearson Correlation	.430**	.385**	.488**	.343**	.590**	.395**	.444**	.348**	.476**	.444**	1	.474**	.659**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
P12	Pearson Correlation	.569**	.511**	.481**	.507**	.767**	.432**	.551**	.367**	.491**	.459**	.474**	1	.752**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150
Total	Pearson Correlation	.815**	.759**	.775**	.700**	.818**	.743**	.708**	.656**	.765**	.685**	.659**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150	150	150	150	150	150	150

Harga

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	Total
X3.1	Pearson Correlation	1	.215**	-.053	.085	.382**	-.108	.483**
	Sig. (2-tailed)		.008	.523	.303	.000	.189	.000
	N	150	150	150	150	150	150	150
X3.2	Pearson Correlation	.215**	1	.198*	.044	.167*	.264**	.565**
	Sig. (2-tailed)	.008		.015	.590	.042	.001	.000
	N	150	150	150	150	150	150	150
X3.3	Pearson Correlation	-.053	.198*	1	-.117	-.112	.743**	.517**
	Sig. (2-tailed)	.523	.015		.156	.173	.000	.000
	N	150	150	150	150	150	150	150
X3.4	Pearson Correlation	.085	.044	-.117	1	.169*	.004	.433**
	Sig. (2-tailed)	.303	.590	.156		.039	.960	.000
	N	150	150	150	150	150	150	150
X3.5	Pearson Correlation	.382**	.167*	-.112	.169*	1	-.114	.525**
	Sig. (2-tailed)	.000	.042	.173	.039		.166	.000
	N	150	150	150	150	150	150	150
X3.6	Pearson Correlation	-.108	.264**	.743**	.004	-.114	1	.554**
	Sig. (2-tailed)	.189	.001	.000	.960	.166		.000
	N	150	150	150	150	150	150	150
Total	Pearson Correlation	.483**	.565**	.517**	.433**	.525**	.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

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

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

Keputusan Pembelian

Correlations

	Y1	Y2	Y3	Y4	Y5	Y6	Total	
Y1	Pearson Correlation	1	.021	.941**	-.002	.016	-.008	.491**
	Sig. (2-tailed)		.799	.000	.979	.850	.925	.000
	N	150	150	150	150	150	150	150
Y2	Pearson Correlation	.021	1	.030	.925**	.946**	.938**	.856**
	Sig. (2-tailed)	.799		.712	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Y3	Pearson Correlation	.941**	.030	1	.008	.013	-.010	.495**
	Sig. (2-tailed)	.000	.712		.925	.878	.901	.000
	N	150	150	150	150	150	150	150
Y4	Pearson Correlation	-.002	.925**	.008	1	.953**	.931**	.844**
	Sig. (2-tailed)	.979	.000	.925		.000	.000	.000
	N	150	150	150	150	150	150	150
Y5	Pearson Correlation	.016	.946**	.013	.953**	1	.965**	.862**
	Sig. (2-tailed)	.850	.000	.878	.000		.000	.000
	N	150	150	150	150	150	150	150
Y6	Pearson Correlation	-.008	.938**	-.010	.931**	.965**	1	.844**
	Sig. (2-tailed)	.925	.000	.901	.000	.000		.000
	N	150	150	150	150	150	150	150
Total	Pearson Correlation	.491**	.856**	.495**	.844**	.862**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

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