

**Lampiran 3 : Hasil Uji Validitas *Pre-Test* 30 Responden
Kualitas Produk, Citra Merek, Harga dan Keputusan Pembelian**

Correlations

	p1	p2	p3	p4	p5	p6	p7	p8	p9	p10	p11	p12	p13	p14	p15	p16	p17	p18	p19	p20	p21	p22	p23	p24	p25	p26	p27	p28	p29	p30	TOTAL	
p1	Pears Sig. N	1 .498 30	.119 .531 30	.655 .000 30	.369 .045 30	.498 .005 30	.171 .366 30	.074 .698 30	.509 .004 30	.938 .000 30	.475 .008 30	.398 .029 30	.369 .045 30	.171 .366 30	.924 .000 30	.105 .581 30	.078 .684 30	-.256 .173 30	-.193 .307 30	.153 .420 30	-.193 .307 30	.373 .042 30	.630 .000 30	.498 .005 30	.074 .698 30	-.223 .235 30	.105 .581 30	.938 .000 30	.400 .029 30	-.164 .387 30	.620 .000 30	
p2	Pears Sig. N	.498 .005 30	1 .274 30	.207 .000 30	.643 .415 30	.154 1.000 30	-.038 .840 30	.123 .519 30	.970 .000 30	.543 .002 30	.292 .118 30	.220 .243 30	.154 .415 30	-.038 .840 30	.542 .002 30	.430 .018 30	.071 .707 30	.121 .526 30	.167 .379 30	.407 .026 30	.167 .379 30	.261 .164 30	.278 .137 30	1.000 0.000 30	.123 .519 30	.144 .448 30	.430 .018 30	.543 .002 30	.278 .430 30	.150 .430 30	.653 .000 30	
p3	Pears Sig. N	.119 .531 30	.207 .274 30	1 .041 30	.376 .912 30	.021 .274 30	.022 .909 30	.115 .545 30	.187 .322 30	.210 .265 30	.461 .010 30	.155 .414 30	.021 .912 30	.022 .909 30	.225 .232 30	.347 .060 30	0.000 1.000 30	.053 .783 30	-.014 .941 30	.312 .094 30	-.014 .941 30	.466 .009 30	.142 .455 30	.207 .274 30	.115 .545 30	.083 .663 30	.347 .060 30	.210 .265 30	.435 .016 30	.100 .600 30	.373 .042 30	
p4	Pears Sig. N	.655 .000 30	.643 .000 30	.376 .041 30	1 .077 30	.327 .000 30	.643 .256 30	.214 .950 30	-.012 .000 30	.650 .000 30	.732 .001 30	.588 .060 30	.347 .077 30	.327 .256 30	.214 .000 30	.713 .043 30	.372 .064 30	.088 .238 30	.222 .160 30	.263 .018 30	.431 .160 30	.263 .031 30	.394 .055 30	.354 .000 30	.643 .950 30	-.012 .196 30	.243 .043 30	.372 .000 30	.732 .022 30	.417 .129 30	.283 .000 30	.757 .000 30
p5	Pears Sig. N	.369 .045 30	.154 .415 30	.021 .912 30	.327 .077 30	1 .415 30	.154 .002 30	.541 .001 30	.592 .360 30	.173 .010 30	.461 .027 30	.405 .001 30	.557 0.000 30	1.000 .002 30	.541 .007 30	.481 .603 30	.099 .001 30	.569 .262 30	.211 .416 30	.154 .663 30	.083 .416 30	.154 .636 30	.090 .277 30	.205 .415 30	.154 .415 30	.592 .001 30	.163 .389 30	.099 .603 30	.461 .010 30	.208 .269 30	.146 .442 30	.637 .000 30
p6	Pears Sig. N	.498 .005 30	1.000 0.000 30	.207 .274 30	.643 .000 30	.154 .415 30	1 .840 30	-.038 .519 30	.123 .000 30	.970 .002 30	.543 .118 30	.292 .243 30	.220 .415 30	-.038 .840 30	.542 .002 30	.430 .018 30	.071 .707 30	.121 .526 30	.167 .379 30	.407 .026 30	.167 .379 30	.261 .164 30	.278 .137 30	1.000 0.000 30	.123 .519 30	.144 .448 30	.430 .018 30	.543 .002 30	.278 .430 30	.150 .430 30	.653 .000 30	
p7	Pears Sig. N	.171 .366 30	-.038 .840 30	.022 .909 30	.214 .256 30	.541 .002 30	1 .840 30	.367 .046 30	-.012 .949 30	.237 .207 30	.076 .690 30	.395 .031 30	.541 .002 30	1.000 0.000 30	.271 .148 30	.268 .152 30	.385 .035 30	.285 .126 30	.238 .206 30	.335 .070 30	.238 .206 30	-.222 .239 30	-.010 .957 30	-.038 .840 30	.367 .046 30	.279 .136 30	.268 .152 30	.237 .207 30	-.124 .513 30	.301 .105 30	.463 .010 30	
p8	Pears Sig. N	.074 .698 30	.123 .519 30	.115 .545 30	-.012 .950 30	.592 .001 30	.123 .519 30	1 .046 30	.122 .521 30	.130 .495 30	.049 .796 30	.309 .096 30	.592 .001 30	.367 .046 30	.170 .368 30	.142 .456 30	.905 .000 30	.298 .110 30	.186 .326 30	.067 .726 30	.186 .326 30	-.074 .698 30	-.043 .821 30	.123 .519 30	1.000 0.000 30	.241 .200 30	.142 .456 30	.130 .495 30	.000 1.000 30	.199 .291 30	.470 .009 30	
p9	Pears Sig. N	.509 .004 30	.970 .000 30	.187 .322 30	.650 .000 30	.173 .360 30	.970 .000 30	-.012 .949 30	1 .521 30	.499 .005 30	.319 .086 30	.248 .187 30	.173 .360 30	-.012 .949 30	.499 .005 30	.403 .027 30	.071 .709 30	.111 .558 30	.152 .421 30	.383 .037 30	.152 .421 30	.246 .191 30	.252 .179 30	.970 .000 30	.122 .521 30	.132 .486 30	.403 .027 30	.499 .005 30	.255 .174 30	.133 .483 30	.638 .000 30	
p10	Pears Sig. N	.938 .000 30	.543 .002 30	.210 .265 30	.732 .000 30	.461 .010 30	.543 .002 30	.237 .495 30	.130 .005 30	.499 .005 30	1 .004 30	.504 .014 30	.444 .010 30	.461 .207 30	.237 .000 30	.988 .350 30	.177 .473 30	.136 .483 30	-.133 .694 30	-.075 .234 30	.224 .694 30	-.075 .401 30	.401 .028 30	.613 .000 30	.543 .002 30	.130 .495 30	-.103 .587 30	.177 .350 30	1.000 0.000 30	.430 .018 30	-.048 .802 30	.724 .000 30
p11	Pears Sig. N	.475 .008 30	.292 .118 30	.461 .010 30	.588 .001 30	.405 .027 30	.292 .118 30	.076 .690 30	.049 .796 30	.319 .086 30	.504 .004 30	1 .157 30	.265 .027 30	.405 .690 30	.076 .002 30	.547 .383 30	.165 .786 30	.052 1.000 30	0.000 .850 30	.036 .289 30	.200 .850 30	.036 .850 30	.844 .000 30	.369 .045 30	.292 .118 30	.049 .796 30	.037 .847 30	.165 .383 30	.504 .004 30	.901 .000 30	.071 .709 30	.592 .001 30
p12	Pears Sig. N	.398 .029 30	.220 .243 30	.155 .414 30	.347 .060 30	.557 .001 30	.220 .243 30	.395 .031 30	.309 .096 30	.248 .187 30	.444 .014 30	.265 .157 30	1 .001 30	.557 .001 30	.395 .031 30	.472 .008 30	.152 .421 30	.273 .145 30	-.094 .620 30	-.018 .924 30	.158 .403 30	-.018 .924 30	.053 .781 30	.418 .022 30	.220 .243 30	.309 .096 30	-.148 .435 30	.152 .421 30	.444 .014 30	.107 .575 30	-.036 .851 30	.513 .004 30
p13	Pears Sig. N	.369 .045 30	.154 .415 30	.021 .912 30	.327 .077 30	1.000 0.000 30	.154 .415 30	.541 .002 30	.592 .001 30	.173 .360 30	.461 .010 30	.405 .027 30	.557 .001 30	1 .002 30	.541 .007 30	.481 .603 30	.099 .001 30	.569 .262 30	.211 .416 30	.154 .663 30	.083 .416 30	.154 .636 30	.090 .277 30	.205 .415 30	.154 .415 30	.592 .001 30	.163 .389 30	.099 .603 30	.461 .010 30	.208 .269 30	.146 .442 30	.637 .000 30

p29	Pears	.400 [*]	.278	.435 [*]	.417 [*]	.208	.278	-.124	.000	.255	.430 [*]	.901 ^{**}	.107	.208	-.124	.467 ^{**}	.155	.000	-.060	-.012	.182	-.012	.927 ^{**}	.369 [*]	.278	.000	-.017	.155	.430 [*]	1	.029	.475 ^{**}
	Sig.	.029	.137	.016	.022	.269	.137	.513	1.000	.174	.018	.000	.575	.269	.513	.009	.412	1.000	.751	.949	.335	.949	.000	.045	.137	1.000	.928	.412	.018	.881	.008	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	
p30	Pears	-.164	.150	.100	.283	.146	.150	.301	.199	.133	-.048	.071	-.036	.146	.301	-.042	.506 ^{**}	.349	.933 ^{**}	.928 ^{**}	.541 ^{**}	.928 ^{**}	.057	-.025	.150	.199	.954 ^{**}	.506 ^{**}	-.048	.029	1	.463 ^{**}
	Sig.	.387	.430	.600	.129	.442	.430	.105	.291	.483	.802	.709	.851	.442	.105	.825	.004	.059	.000	.000	.002	.000	.765	.896	.430	.291	.000	.004	.802	.881	.010	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pears	.620 ^{**}	.653 ^{**}	.373 [*]	.757 ^{**}	.637 ^{**}	.653 ^{**}	.463 [*]	.470 ^{**}	.638 ^{**}	.724 ^{**}	.592 ^{**}	.513 ^{**}	.637 ^{**}	.463 [*]	.746 ^{**}	.583 ^{**}	.480 ^{**}	.409 ^{**}	.428 [*]	.601 ^{**}	.428 [*]	.403 [*]	.438 [*]	.653 ^{**}	.470 ^{**}	.419 ^{**}	.583 ^{**}	.724 ^{**}	.475 ^{**}	.463 ^{**}	1
L	Sig.	.000	.000	.042	.000	.000	.000	.010	.009	.000	.000	.001	.004	.000	.010	.000	.001	.007	.025	.018	.000	.018	.027	.016	.000	.009	.021	.001	.000	.008	.010	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	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).