

Lampiran 7 : Hasil Uji Validitas 100 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	1	.208	.210	.737**	.097	.230	.156	.179	.032	.308**	.116	.386**	.036	.212	.174	.219	.246	.919**	.242	.228	.070	.173	.243	.402**	.114	.162	.111	.228	.244	.860**	.509**
	Sig. (2		.038	.036	.000	.337	.021	.121	.074	.752	.002	.252	.000	.720	.035	.084	.028	.014	.000	.015	.022	.487	.085	.015	.000	.257	.108	.271	.022	.015	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p2	Pears	.208	1	.130	.118	.251	.123	.294**	.421**	.503**	.336**	.006	.386**	.274**	.393**	-.015	.076	.941**	.180	.230	.120	.527**	.238	.107	.424**	.260**	.342**	.313**	.107	.957**	.163	.611**
	Sig. (2	.038		.197	.243	.012	.224	.003	.000	.001	.953	.000	.006	.000	.885	.453	.000	.072	.021	.233	.000	.017	.289	.000	.009	.000	.002	.289	.000	.104	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p3	Pears	.210	.130	1	.198	.070	.897**	.147	.001	.177	.214	.781**	.357**	.075	.132	.828**	.918**	.171	.283**	.254	.921**	.181	.221	.903**	.402**	.080	.133	.069	.921**	.156	.202	.586**
	Sig. (2	.036	.197		.048	.489	.000	.144	.992	.078	.033	.000	.000	.457	.190	.000	.000	.089	.004	.011	.000	.071	.027	.000	.000	.430	.188	.495	.000	.122	.044	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p4	Pears	.737**	.118	.198	1	.177	.255	.267**	.133	.091	.279**	.117	.313**	.069	.273**	.149	.140	.096	.748**	.238	.187	.100	.220	.170	.332**	.184	.236	.198	.170	.106	.711**	.479**
	Sig. (2	.000	.243	.048		.078	.010	.007	.188	.366	.005	.246	.002	.494	.006	.138	.164	.344	.000	.017	.062	.323	.028	.091	.001	.066	.018	.048	.091	.292	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p5	Pears	.097	.251	.070	.177	1	.029	.225	.647**	.646**	.206	.088	.193	.934**	.287**	.058	.004	.187	.197	.184	.098	.603**	.152	.031	.223	.991**	.294**	.264**	.031	.205	.223	.559**
	Sig. (2	.337	.012	.489	.078		.777	.024	.000	.040	.385	.054	.000	.004	.564	.972	.062	.049	.067	.334	.000	.132	.761	.026	.000	.003	.008	.761	.041	.026	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p6	Pears	.230	.123	.897**	.255	.029	1	.142	-.003	.161	.191	.784**	.320**	.031	.125	.812**	.874**	.167	.276**	.236	.916**	.171	.213	.898**	.359**	.040	.105	.066	.898**	.139	.267**	.566**
	Sig. (2	.021	.224	.000	.010	.777		.159	.980	.109	.057	.000	.001	.759	.216	.000	.000	.098	.005	.018	.000	.088	.033	.000	.000	.692	.297	.512	.000	.168	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p7	Pears	.156	.294**	.147	.267**	.225	.142	1	.245	.064	.282**	.122	.204	.187	.925**	.113	.052	.276**	.119	.155	.185	.090	.194	.120	.246	.224	.917**	.898**	.120	.285**	.142	.541**
	Sig. (2	.121	.003	.144	.007	.024	.159		.014	.524	.004	.225	.042	.063	.000	.263	.608	.006	.240	.124	.066	.372	.053	.235	.014	.025	.000	.000	.235	.004	.160	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p8	Pears	.179	.421**	.001	.133	.647**	-.003	.245	1	.453**	.179	-.087	.160	.639**	.334**	-.109	-.078	.445**	.220	-.007	.005	.377**	.131	-.058	.188	.667**	.320**	.256	-.058	.431**	.205	.489**
	Sig. (2	.074	.000	.992	.188	.000	.980	.014		.000	.075	.390	.112	.000	.001	.279	.442	.000	.028	.941	.961	.000	.195	.569	.061	.000	.001	.010	.569	.000	.041	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p9	Pears	.032	.503**	.177	.091	.646**	.161	.064	.453**	1	.390**	.130	.362**	.697**	.139	.088	.133	.431**	.070	.221	.205	.858**	.289**	.138	.397**	.648**	.119	.089	.151	.445**	.082	.582**
	Sig. (2	.752	.000	.078	.366	.000	.109	.524	.000		.000	.197	.000	.000	.168	.383	.187	.000	.491	.027	.040	.000	.004	.171	.000	.000	.237	.379	.132	.000	.419	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p10	Pears	.308**	.336**	.214	.279**	.206	.191	.282**	.179	.390**	1	.072	.086	.244	.345**	.136	.170	.284**	.278**	.322**	.225	.343**	.641**	.154	.138	.243	.369**	.283**	.154	.309**	.243	.514**
	Sig. (2	.002	.001	.033	.005	.040	.057	.004	.075	.000		.476	.394	.015	.000	.178	.091	.004	.005	.001	.024	.000	.000	.127	.170	.015	.000	.004	.127	.002	.015	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p11	Pears	.116	.006	.781**	.117	.088	.784**	.122	-.087	.130	.072	1	.371**	.108	.097	.880**	.805**	.037	.191	.250	.836**	.173	.022	.816**	.319**	.087	.091	.050	.836**	.037	.164	.481**
	Sig. (2	.252	.953	.000	.246	.385	.000	.225	.390	.197	.476		.000	.284	.336	.000	.000	.713	.056	.012	.000	.085	.829	.000	.001	.390	.369	.621	.000	.711	.103	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p12	Pears	.386**	.386**	.357**	.313**	.193	.320**	.204	.160	.362**	.086	.371**	1	.168	.240	.360**	.371**	.366**	.418**	.378**	.372**	.322**	.170	.372**	.897**	.215	.213	.193	.387**	.387**	.310**	.613**
	Sig. (2	.000	.000	.000	.002	.054	.001	.042	.112	.000	.394	.000		.095	.016	.000	.000	.000	.000	.000	.000	.001	.091	.000	.000	.031	.033	.055	.000	.000	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
p13	Pears	.036	.274**	.075	.069	.934**	.031	.187	.639**	.697**	.244	.108	.168	1	.249	.062	.034	.207	.135	.155	.120	.642**	.184	.049	.203	.927**	.263**	.232	.063	.226	.160	.543**
	Sig. (2	.720	.006	.457	.494	.000	.759	.063	.000	.000	.015	.284	.095		.012	.541	.735	.039	.182	.124	.235	.000	.066	.629	.043	.000	.008	.020	.533	.024	.112	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

p14	Pears	.212	.393**	.132	.273**	.287**	.125	.925**	.334**	.139	.345**	.097	.240	.249	1	.090	.034	.373**	.173	.121	.190	.139	.275**	.108	.278**	.295**	.947**	.927**	.121	.383**	.166	.607**
	Sig. (2	.035	.000	.190	.006	.004	.216	.000	.001	.168	.000	.336	.016	.012	.375	.735	.000	.086	.231	.059	.167	.006	.287	.005	.003	.000	.000	.230	.000	.099	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p15	Pears	.174	-.015	.828**	.149	.058	.812**	.113	-.109	.088	.136	.880**	.360**	.062	.090	1	.848**	.014	.244	.209	.857**	.127	.174	.857**	.303**	.057	.067	.026	.877**	0.000	.187	.485**
	Sig. (2	.084	.885	.000	.138	.564	.000	.263	.279	.383	.178	.000	.000	.541	.375	.000	.000	.889	.014	.037	.000	.209	.083	.000	.002	.571	.510	.795	.000	1.000	.062	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p16	Pears	.219	.076	.918**	.140	.004	.874**	.052	-.078	.133	.170	.805**	.371**	.034	.034	.848**	1	.153	.260**	.296**	.926**	.169	.213	.963**	.393**	.013	.039	-.024	.963**	.125	.222	.535**
	Sig. (2	.028	.453	.000	.164	.972	.000	.608	.442	.187	.091	.000	.000	.735	.735	.000	.128	.009	.003	.000	.093	.034	.000	.000	.895	.698	.813	.000	.217	.027	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p17	Pears	.246	.941**	.171	.096	.187	.167	.276**	.445**	.431**	.284**	.037	.366**	.207	.373**	.014	.153	1	.205	.160	.167	.448**	.242	.180	.404**	.204	.336**	.290**	.167	.986**	.159	.600**
	Sig. (2	.014	.000	.089	.344	.062	.098	.006	.000	.000	.004	.713	.000	.039	.000	.889	.128	.041	.111	.096	.000	.015	.073	.000	.041	.001	.003	.096	.000	.115	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p18	Pears	.919**	.180	.283**	.748**	.197	.276**	.119	.220	.070	.278**	.191	.418**	.135	.173	.244	.260**	.205	1	.328**	.281**	.078	.172	.267**	.446**	.211	.123	.074	.281**	.212	.902**	.550**
	Sig. (2	.000	.072	.004	.000	.049	.005	.240	.028	.491	.005	.056	.000	.182	.086	.014	.009	.041	.001	.005	.438	.087	.007	.000	.035	.221	.462	.005	.034	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p19	Pears	.242	.230	.254	.238	.184	.236	.155	-.007	.221	.322**	.250	.378**	.155	.121	.209	.296**	.160	.328**	1	.246	.262**	.202	.273**	.441**	.167	.163	.141	.218	.186	.389**	.456**
	Sig. (2	.015	.021	.011	.017	.067	.018	.124	.941	.027	.001	.012	.000	.124	.231	.037	.003	.111	.001	.014	.008	.044	.006	.000	.097	.106	.162	.029	.063	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p20	Pears	.228	.120	.921**	.187	.098	.916**	.185	.005	.205	.225	.836**	.372**	.120	.190	.857**	.926**	.167	.281**	.246	1	.195	.221	.963**	.404**	.105	.151	.111	.963**	.152	.244	.619**
	Sig. (2	.022	.233	.000	.062	.334	.000	.066	.961	.040	.024	.000	.000	.235	.059	.000	.000	.096	.005	.014	.051	.027	.000	.000	.298	.134	.271	.000	.132	.014	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p21	Pears	.070	.527**	.181	.100	.603**	.171	.090	.377**	.858**	.343**	.173	.322**	.642**	.139	.127	.169	.448**	.078	.262**	.195	1	.249	.170	.361**	.603**	.186	.154	.183	.460**	.151	.592**
	Sig. (2	.487	.000	.071	.323	.000	.088	.372	.000	.000	.000	.085	.001	.000	.167	.209	.093	.000	.438	.008	.051	.012	.092	.000	.000	.064	.125	.069	.000	.134	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p22	Pears	.173	.238	.221	.220	.152	.213	.194	.131	.289**	.641**	.022	.170	.184	.275**	.174	.213	.242	.172	.202	.221	.249	1	.192	.164	.188	.283**	.297**	.206	.229	.130	.440**
	Sig. (2	.085	.017	.027	.028	.132	.033	.053	.195	.004	.000	.829	.091	.066	.006	.083	.034	.015	.087	.044	.027	.012	.056	.103	.061	.004	.003	.039	.022	.197	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p23	Pears	.243	.107	.903**	.170	.031	.898**	.120	-.058	.138	.154	.816**	.372**	.049	.108	.857**	.963**	.180	.267**	.273**	.963**	.170	.192	1	.404**	.026	.078	.039	.963**	.152	.244	.568**
	Sig. (2	.015	.289	.000	.091	.761	.000	.235	.569	.171	.127	.000	.000	.629	.287	.000	.000	.073	.007	.006	.000	.092	.056	.000	.000	.795	.443	.703	.000	.132	.014	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p24	Pears	.402**	.424**	.402**	.332**	.223	.359**	.246	.188	.397**	.138	.319**	.897**	.203	.278**	.303**	.393**	.404**	.446**	.441**	.404**	.361**	.164	.404**	1	.230	.236	.215	.390**	.422**	.358**	.658**
	Sig. (2	.000	.000	.000	.001	.026	.000	.014	.061	.000	.170	.001	.000	.043	.005	.002	.000	.000	.000	.000	.000	.000	.103	.000	.021	.018	.031	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p25	Pears	.114	.260**	.080	.184	.991**	.040	.224	.667**	.648**	.243	.087	.215	.927**	.295**	.057	.013	.204	.211	.167	.105	.603**	.188	.026	.230	1	.316**	.269**	.039	.222	.226	.575**
	Sig. (2	.257	.009	.430	.066	.000	.692	.025	.000	.000	.015	.390	.031	.000	.003	.571	.895	.041	.035	.097	.298	.000	.061	.795	.021	.001	.007	.697	.027	.024	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p26	Pears	.162	.342**	.133	.236	.294**	.105	.917**	.320**	.119	.369**	.091	.213	.263**	.947**	.067	.039	.336**	.123	.163	.151	.186	.283**	.078	.236	.316**	1	.948**	.090	.343**	.116	.585**
	Sig. (2	.108	.000	.188	.018	.003	.297	.000	.001	.237	.000	.369	.033	.008	.000	.510	.698	.001	.221	.106	.134	.064	.004	.443	.018	.001	.000	.374	.000	.248	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p27	Pears	.111	.313**	.069	.198	.264**	.066	.898**	.256	.089	.283**	.050	.193	.232	.927**	.026	-.024	.290**	.074	.141	.111	.154	.297**	.039	.215	.269**	.948**	1	.051	.298**	.085	.524**
	Sig. (2	.271	.002	.495	.048	.008	.512	.000	.010	.379	.004	.621	.055	.020	.000	.795	.813	.003	.462	.162	.271	.125	.003	.703	.031	.007	.000	.616	.003	.398	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
p28	Pears	.228	.107	.921**	.170	.031	.898**	.120	-.058	.151	.154	.836**	.387**	.063	.121	.877**	.963**	.167	.281**	.218	.963**	.183	.206	.963**	.390**	.039	.090	.051	1	.152	.230	.572**
	Sig. (2	.022	.289	.000	.091	.761	.000	.235	.569	.132	.127	.000	.000	.533	.230	.000	.000	.096	.005	.029	.000	.069	.039	.000	.000	.697	.374	.616	.132	.022	.000	

