

Uji Validitas

1. Uji Validitas Kualitas Produk

		q1	q2	q3	q4	q5	q6	q7	q8	q9	Kualitas produk
q1	Pearson Correlation	1	,142	,076	,009	,124	,224*	-,112	-,087	,008	,389**
	Sig. (2-tailed)		,162	,455	,931	,223	,027	,274	,395	,940	,000
	N	98	98	98	98	98	98	98	98	98	98
q2	Pearson Correlation	,142	1	,017	,311**	,177	,067	-,048	,252*	,134	,505**
	Sig. (2-tailed)	,162		,870	,002	,082	,510	,638	,012	,187	,000
	N	98	98	98	98	98	98	98	98	98	98
q3	Pearson Correlation	,076	,017	1	,147	,275**	,105	,351**	-,127	,049	,458**
	Sig. (2-tailed)	,455	,870		,149	,006	,302	,000	,214	,631	,000
	N	98	98	98	98	98	98	98	98	98	98
q4	Pearson Correlation	,009	,311**	,147	1	,359**	-,029	,039	,017	-,034	,436**
	Sig. (2-tailed)	,931	,002	,149		,000	,777	,704	,868	,740	,000
	N	98	98	98	98	98	98	98	98	98	98
q5	Pearson Correlation	,124	,177	,275**	,359**	1	,489**	,159	-,012	,017	,642**
	Sig. (2-tailed)	,223	,082	,006	,000		,000	,119	,908	,869	,000
	N	98	98	98	98	98	98	98	98	98	98
q6	Pearson Correlation	,224*	,067	,105	-,029	,489**	1	,229*	,075	,083	,552**
	Sig. (2-tailed)	,027	,510	,302	,777	,000		,023	,461	,415	,000
	N	98	98	98	98	98	98	98	98	98	98
q7	Pearson Correlation	-,112	-,048	,351**	,039	,159	,229*	1	,242*	,108	,432**
	Sig. (2-tailed)	,274	,638	,000	,704	,119	,023		,016	,291	,000
	N	98	98	98	98	98	98	98	98	98	98
q8	Pearson Correlation	-,087	,252*	-,127	,017	-,012	,075	,242*	1	,290**	,344**
	Sig. (2-tailed)	,395	,012	,214	,868	,908	,461	,016		,004	,001
	N	98	98	98	98	98	98	98	98	98	98
q9	Pearson Correlation	,008	,134	,049	-,034	,017	,083	,108	,290**	1	,383**
	Sig. (2-tailed)	,940	,187	,631	,740	,869	,415	,291	,004		,000
	N	98	98	98	98	98	98	98	98	98	98
Kualitas Produk	Pearson Correlation	,389**	,505**	,458**	,436**	,642**	,552**	,432**	,344**	,383**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,001	,000	
	N	98	98	98	98	98	98	98	98	98	98

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

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

2. Uji Validitas Promosi

Correlations

		q1	q2	q3	q4	q5	q6	q7	q8	Promosi
q1	Pearson Correlation	1	,299**	,175	-,020	-,025	,223*	,013	-,002	,405**
	Sig. (2-tailed)		,003	,085	,843	,804	,027	,895	,984	,000
	N	98	98	98	98	98	98	98	98	98
q2	Pearson Correlation	,299**	1	,330**	-,010	-,049	,191	,085	,142	,482**
	Sig. (2-tailed)	,003		,001	,919	,631	,060	,404	,162	,000
	N	98	98	98	98	98	98	98	98	98
q3	Pearson Correlation	,175	,330**	1	,225*	,195	,105	,088	,397**	,566**
	Sig. (2-tailed)	,085	,001		,026	,055	,305	,386	,000	,000
	N	98	98	98	98	98	98	98	98	98
q4	Pearson Correlation	-,020	-,010	,225*	1	,348**	,197	,768**	,005	,570**
	Sig. (2-tailed)	,843	,919	,026		,000	,052	,000	,964	,000
	N	98	98	98	98	98	98	98	98	98
q5	Pearson Correlation	-,025	-,049	,195	,348**	1	,429**	,119	,261**	,557**
	Sig. (2-tailed)	,804	,631	,055	,000		,000	,243	,010	,000
	N	98	98	98	98	98	98	98	98	98
q6	Pearson Correlation	,223*	,191	,105	,197	,429**	1	,190	,168	,632**
	Sig. (2-tailed)	,027	,060	,305	,052	,000		,061	,099	,000
	N	98	98	98	98	98	98	98	98	98
q7	Pearson Correlation	,013	,085	,088	,768**	,119	,190	1	-,017	,513**
	Sig. (2-tailed)	,895	,404	,386	,000	,243	,061		,868	,000
	N	98	98	98	98	98	98	98	98	98
q8	Pearson Correlation	-,002	,142	,397**	,005	,261**	,168	-,017	1	,469**
	Sig. (2-tailed)	,984	,162	,000	,964	,010	,099	,868		,000
	N	98	98	98	98	98	98	98	98	98
promosi	Pearson Correlation	,405**	,482**	,566**	,570**	,557**	,632**	,513**	,469**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	98	98	98	98	98	98	98	98	98

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

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

3. Uji Validitas Keputusan Pembelian

Correlations

		q1	q2	q3	q4	q5	q6	q7	q8	Keputusan pembelian
q1	Pearson Correlation	1	,369**	,140	-,026	,100	,059	-,133	-,145	,390**
	Sig. (2-tailed)		,000	,168	,797	,326	,562	,192	,154	,000
	N	98	98	98	98	98	98	98	98	98
q2	Pearson Correlation	,369**	1	,144	,096	-,149	-,041	,066	,018	,402**
	Sig. (2-tailed)	,000		,157	,349	,142	,685	,521	,859	,000
	N	98	98	98	98	98	98	98	98	98
q3	Pearson Correlation	,140	,144	1	,275**	,015	,069	,023	-,001	,425**
	Sig. (2-tailed)	,168	,157		,006	,883	,500	,818	,988	,000
	N	98	98	98	98	98	98	98	98	98
q4	Pearson Correlation	-,026	,096	,275**	1	,372**	,171	,022	,139	,556**
	Sig. (2-tailed)	,797	,349	,006		,000	,092	,830	,173	,000
	N	98	98	98	98	98	98	98	98	98
q5	Pearson Correlation	,100	-,149	,015	,372**	1	,259*	-,140	-,049	,410**
	Sig. (2-tailed)	,326	,142	,883	,000		,010	,170	,631	,000
	N	98	98	98	98	98	98	98	98	98
q6	Pearson Correlation	,059	-,041	,069	,171	,259*	1	,287**	-,019	,546**
	Sig. (2-tailed)	,562	,685	,500	,092	,010		,004	,852	,000
	N	98	98	98	98	98	98	98	98	98
q7	Pearson Correlation	-,133	,066	,023	,022	-,140	,287**	1	,386**	,438**
	Sig. (2-tailed)	,192	,521	,818	,830	,170	,004		,000	,000
	N	98	98	98	98	98	98	98	98	98
q8	Pearson Correlation	-,145	,018	-,001	,139	-,049	-,019	,386**	1	,376**
	Sig. (2-tailed)	,154	,859	,988	,173	,631	,852	,000		,000
	N	98	98	98	98	98	98	98	98	98
Keputusan Pembelian	Pearson Correlation	,390**	,402**	,425**	,556**	,410**	,546**	,438**	,376**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	98	98	98	98	98	98	98	98	98

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

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