

LAMPIRAN 2
HASIL UJI VALIDITAS

Correlations

		Kesadaran M erek_1	Kesadaran M erek_2	Kesadaran M erek_3	Kesadaran M erek_4	Kesadaran M erek_5	Kesadaran M erek_6	Kesadaran M erek_7	Kesadaran M erek_8	Total Kesda ran_Merek
Kesadaran_Merek_1	Pearson Correlation	1	.333**	.053	.135	.264**	.071	.139	.060	.422**
	Sig. (2-tailed)		.001	.604	.180	.008	.483	.231	.554	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_2	Pearson Correlation	.333**	1	.444**	.346**	.313**	.395**	.215*	.184	.677**
	Sig. (2-tailed)	.001		.000	.000	.001	.000	.031	.067	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_3	Pearson Correlation	.053	.444**	1	.522**	.323**	.294**	.372**	.201*	.676**
	Sig. (2-tailed)	.604	.000		.000	.001	.003	.030	.045	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_4	Pearson Correlation	.135	.346**	.522**	1	.253*	.349**	.294**	.336**	.631**
	Sig. (2-tailed)	.103	.000	.000		.011	.000	.033	.001	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_5	Pearson Correlation	.264**	.313**	.323**	.253*	1	.204**	.126	.211*	.530**
	Sig. (2-tailed)	.003	.001	.001	.011		.004	.213	.035	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_6	Pearson Correlation	.071	.395**	.294**	.346**	.284**	1	.243*	.406**	.633**
	Sig. (2-tailed)	.403	.000	.003	.000	.004		.015	.000	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_7	Pearson Correlation	.109	.215*	.372**	.294**	.126	.243*	1	.350**	.556**
	Sig. (2-tailed)	.281	.031	.000	.003	.213	.015		.000	.000
	N	103	100	100	100	100	100	100	100	100
Kesadaran_Merek_8	Pearson Correlation	.063	.184	.201*	.336**	.211*	.406**	.350**	1	.559**
	Sig. (2-tailed)	.554	.067	.045	.001	.035	.000	.030		.000
	N	103	100	100	100	100	100	100	100	100
Total_Kesadaran_Merek	Pearson Correlation	.422**	.677**	.676**	.501**	.503**	.633**	.556**	.559**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000	.030	.000	
	N	103	100	100	100	100	100	100	100	100

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

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

Correlations

		Keputusan_Pembelian_1	Keputusan_Pembelian_2	Keputusan_Pembelian_3	Keputusan_Pembelian_4	Keputusan_Pembelian_5	Keputusan_Pembelian_6	Keputusan_Pembelian_7	Keputusan_Pembelian_8	Keputusan_Pembelian_9	Keputusan_Pembelian_10	Total_Keputusan_Pembelian
Keputusan_Pembelian_1	Pearson Correlation	1	.108	.148	.121	.336**	.343**	.084	.155	-.082	-.040	.479**
	Sig. (2-tailed)		.286	.141	.229	.001	.000	.406	.123	.416	.691	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_2	Pearson Correlation	.108	1	.068	.086	.108	.057	-.068	.065	-.016	.101	.333**
	Sig. (2-tailed)	.286		.503	.395	.283	.573	.499	.522	.874	.316	.001
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_3	Pearson Correlation	.148	.068	1	.293**	.170	.026	.313**	.085	-.031	-.004	.476**
	Sig. (2-tailed)	.141	.503		.003	.090	.799	.002	.398	.761	.970	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_4	Pearson Correlation	.121	.086	.293**	1	.403**	.055	.139	-.026	-.258**	.011	.402**
	Sig. (2-tailed)	.229	.395	.003		.000	.588	.167	.794	.010	.911	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_5	Pearson Correlation	.336**	.108	.170	.403**	1	.349**	.200	-.123	-.171	-.004	.492**
	Sig. (2-tailed)	.001	.283	.090	.000		.000	.046	.221	.089	.970	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_6	Pearson Correlation	.343**	.057	.026	.055	.349**	1	.012	-.020	.001	.058	.420**
	Sig. (2-tailed)	.000	.573	.799	.588	.000		.909	.845	.995	.566	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_7	Pearson Correlation	.084	-.068	.313**	.139	.200	.012	1	.311**	.099	.159	.536**
	Sig. (2-tailed)	.406	.499	.002	.167	.046	.909		.002	.329	.113	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_8	Pearson Correlation	.155	.065	.085	-.026	-.123	-.020	.311**	1	.425**	.389**	.509**
	Sig. (2-tailed)	.123	.522	.398	.794	.221	.845	.002		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_9	Pearson Correlation	-.082	-.016	-.031	-.258**	-.171	.001	.099	.425**	1	.352**	.302**
	Sig. (2-tailed)	.416	.874	.761	.010	.089	.995	.329	.000		.000	.002
	N	100	100	100	100	100	100	100	100	100	100	100
Keputusan_Pembelian_10	Pearson Correlation	-.040	.101	-.004	.011	-.004	.058	.159	.389**	.352**	1	.470**
	Sig. (2-tailed)	.691	.316	.970	.911	.970	.566	.113	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Total_Keputusan_Pembelian	Pearson Correlation	.479**	.333**	.476**	.402**	.492**	.420**	.536**	.509**	.302**	.470**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	.002	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

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

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