

3) Hasil Uji Validitas

- Kualitas Produk

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	TOTAL_KP
KP1	Pearson Correlation	1	.519**	.312*	.223	.323*	.022	-.097	.249	.922**	.128	.561**
	Sig. (1-tailed)		.002	.046	.118	.041	.454	.306	.092	.000	.250	.001
	N	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.519**	1	.452**	.206	.212	-.008	.033	.302	.519**	-.004	.511**
	Sig. (1-tailed)	.002		.006	.138	.130	.484	.430	.053	.002	.492	.002
	N	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.312*	.452**	1	.486**	.214	.266	.285	.545**	.370*	.378*	.762**
	Sig. (1-tailed)	.046	.006		.003	.128	.078	.063	.001	.022	.020	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	.223	.206	.486**	1	.243	.035	.048	.601**	.223	.268	.566**
	Sig. (1-tailed)	.118	.138	.003		.098	.428	.401	.000	.118	.076	.001
	N	30	30	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	.323*	.212	.214	.243	1	.203	.290	.271	.323*	.076	.509**
	Sig. (1-tailed)	.041	.130	.128	.098		.140	.060	.074	.041	.345	.002
	N	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.022	-.008	.266	.035	.203	1	.576**	.161	-.033	.325*	.502**
	Sig. (1-tailed)	.454	.484	.078	.428	.140		.000	.198	.431	.040	.002
	N	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	-.097	.033	.285	.048	.290	.576**	1	.329*	-.157	.396*	.526**
	Sig. (1-tailed)	.306	.430	.063	.401	.060	.000		.038	.203	.015	.001
	N	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.249	.302	.545**	.601**	.271	.161	.329*	1	.373*	.178	.697**
	Sig. (1-tailed)	.092	.053	.001	.000	.074	.198	.038		.021	.173	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.922**	.519**	.370*	.223	.323*	-.033	-.157	.373*	1	.128	.573**
	Sig. (1-tailed)	.000	.002	.022	.118	.041	.431	.203	.021		.250	.000
	N	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.128	-.004	.378*	.268	.076	.325*	.396*	.178	.128	1	.544**
	Sig. (1-tailed)	.250	.492	.020	.076	.345	.040	.015	.173	.250		.001
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL_KP	Pearson Correlation	.561**	.511**	.762**	.566**	.509**	.502**	.526**	.697**	.573**	.544**	1
	Sig. (1-tailed)	.001	.002	.000	.001	.002	.002	.001	.000	.000	.001	
	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

- Harga

Correlations

		H1	H2	H3	H4	H5	H6	H7	H8	TOTAL_H
H1	Pearson Correlation	1	.615**	.513**	.518**	.681**	.783**	.634**	.665**	.755**
	Sig. (1-tailed)		.000	.002	.002	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
H2	Pearson Correlation	.615**	1	.716**	.715**	.688**	.562**	.630**	.678**	.805**
	Sig. (1-tailed)	.000		.000	.000	.000	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
H3	Pearson Correlation	.513**	.716**	1	.727**	.737**	.470**	.650**	.817**	.860**
	Sig. (1-tailed)	.002	.000		.000	.000	.004	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
H4	Pearson Correlation	.518**	.715**	.727**	1	.685**	.515**	.722**	.682**	.856**
	Sig. (1-tailed)	.002	.000	.000		.000	.002	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
H5	Pearson Correlation	.681**	.688**	.737**	.685**	1	.588**	.729**	.772**	.885**
	Sig. (1-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30
H6	Pearson Correlation	.783**	.562**	.470**	.515**	.588**	1	.536**	.592**	.690**
	Sig. (1-tailed)	.000	.001	.004	.002	.000		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
H7	Pearson Correlation	.634**	.630**	.650**	.722**	.729**	.536**	1	.706**	.810**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.001		.000	.000
	N	30	30	30	30	30	30	30	30	30
H8	Pearson Correlation	.665**	.678**	.817**	.682**	.772**	.592**	.706**	1	.877**
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL_H	Pearson Correlation	.755**	.805**	.860**	.856**	.885**	.690**	.810**	.877**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

- Minat Beli Ulang

Correlations

		MBU1	MBU2	MBU3	MBU4	MBU5	MBU6	MBU7	MBU8	TOTAL_MBU
MBU1	Pearson Correlation	1	.345*	.663**	.384*	.384*	.303	.359*	.956**	.657**
	Sig. (1-tailed)		.031	.000	.018	.018	.052	.026	.000	.000
	N	30	30	30	30	30	30	30	30	30
MBU2	Pearson Correlation	.345*	1	.284	.944**	.944**	.801**	.929**	.330*	.912**
	Sig. (1-tailed)	.031		.064	.000	.000	.000	.000	.037	.000
	N	30	30	30	30	30	30	30	30	30
MBU3	Pearson Correlation	.663**	.284	1	.300	.300	.246	.287	.634**	.556**
	Sig. (1-tailed)	.000	.064		.054	.054	.095	.062	.000	.001
	N	30	30	30	30	30	30	30	30	30
MBU4	Pearson Correlation	.384*	.944**	.300	1	1.000**	.739**	.870**	.367*	.912**
	Sig. (1-tailed)	.018	.000	.054		.000	.000	.000	.023	.000
	N	30	30	30	30	30	30	30	30	30
MBU5	Pearson Correlation	.384*	.944**	.300	1.000**	1	.739**	.870**	.367*	.912**
	Sig. (1-tailed)	.018	.000	.054	.000		.000	.000	.023	.000
	N	30	30	30	30	30	30	30	30	30
MBU6	Pearson Correlation	.303	.801**	.246	.739**	.739**	1	.706**	.290	.794**
	Sig. (1-tailed)	.052	.000	.095	.000	.000		.000	.060	.000
	N	30	30	30	30	30	30	30	30	30
MBU7	Pearson Correlation	.359*	.929**	.287	.870**	.870**	.706**	1	.378*	.879**
	Sig. (1-tailed)	.026	.000	.062	.000	.000	.000		.020	.000
	N	30	30	30	30	30	30	30	30	30
MBU8	Pearson Correlation	.956**	.330*	.634**	.367*	.367*	.290	.378*	1	.645**
	Sig. (1-tailed)	.000	.037	.000	.023	.023	.060	.020		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL_MBU	Pearson Correlation	.657**	.912**	.556**	.912**	.912**	.794**	.879**	.645**	1
	Sig. (1-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).