

LAMPIRAN 4

VALIDITAS PRODUK (X₁)

Correlations

		Warna Kemasan Memudahkan Tulisan Dibaca	Warna Kemasan Menarik	Kemasan sekunder Tahan Lama	Kualitas yang Bagus	Merek Terkenal	Memiliki Berbagai Kandungan Manfaat	Tersedia Untuk Segala Umur	PRODUK
Warna Kemasan Memudahkan Tulisan Dibaca	Pearson Correlation Sig. (2-tailed) N	1 116	,277** ,003 116	,199* ,032 116	,343** ,000 116	,187* ,044 116	,215* ,020 116	,192* ,039 116	,569** ,000 116
Warna Kemasan Menarik	Pearson Correlation Sig. (2-tailed) N	,277** ,003 116	1 116	,173 ,063 116	,150 ,108 116	,103 ,273 116	,155 ,098 116	,113 ,227 116	,486** ,000 116
Kemasan sekunder Tahan Lama	Pearson Correlation Sig. (2-tailed) N	,199* ,032 116	,173 ,063 116	1 116	,193* ,038 116	,089 ,344 116	,078 ,403 116	,194* ,037 116	,490** ,000 116
Kualitas yang Bagus	Pearson Correlation Sig. (2-tailed) N	,343** ,000 116	,150 ,108 116	,193* ,038 116	1 116	,284** ,002 116	,503** ,000 116	,368** ,000 116	,697** ,000 116
Merek Terkenal	Pearson Correlation Sig. (2-tailed) N	,187* ,044 116	,103 ,273 116	,089 ,344 116	,284** ,002 116	1 116	,248** ,007 116	,249** ,007 116	,508** ,000 116
Memiliki Berbagai Kandungan Manfaat	Pearson Correlation Sig. (2-tailed) N	,215* ,020 116	,155 ,098 116	,078 ,403 116	,503** ,000 116	,248** ,007 116	1 116	,464** ,000 116	,651** ,000 116
Tersedia Untuk Segala Umur	Pearson Correlation Sig. (2-tailed) N	,192* ,039 116	,113 ,227 116	,194* ,037 116	,368** ,000 116	,249** ,007 116	,464** ,000 116	1 116	,661** ,000 116
PRODUK	Pearson Correlation Sig. (2-tailed) N	,569** ,000 116	,486** ,000 116	,490** ,000 116	,697** ,000 116	,508** ,000 116	,651** ,000 116	,661** ,000 116	1 116

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

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

VALIDITAS HARGA (X₂)

Correlations

		Harga Sesuai dengan Kandungan Manfaat	Harga Sesuai dengan Ukuran Kemasan	Harga Terjangkau	HARGA
Harga Sesuai dengan Kandungan Manfaat	Pearson Correlation Sig. (2-tailed) N	1 116	,632** ,000 116	,478** ,000 116	,852** ,000 116
Harga Sesuai dengan Ukuran Kemasan	Pearson Correlation Sig. (2-tailed) N	,632** ,000 116	1 116	,427** ,000 116	,817** ,000 116
Harga Terjangkau	Pearson Correlation Sig. (2-tailed) N	,478** ,000 116	,427** ,000 116	1 116	,794** ,000 116
HARGA	Pearson Correlation Sig. (2-tailed) N	,852** ,000 116	,817** ,000 116	,794** ,000 116	1 116

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

VALIDITAS DISTRIBUSI (X₃)

Correlations

		Mudah Diperoleh di Warung	Mudah Diperoleh di Toko	Mudah Diperoleh di Supermarket	Mudah Diperoleh di Hypermarket	Diproduksi oleh PT. Unilever	Citra Perusahaan yang Baik	DISTRIBUSI
Mudah Diperoleh di Warung	Pearson Correlation Sig. (2-tailed) N	1 116	,535** ,000 116	,494** ,000 116	,463** ,000 116	,518** ,000 116	,307** ,001 116	,736** ,000 116
Mudah Diperoleh di Toko	Pearson Correlation Sig. (2-tailed) N	,535** ,000 116	1 116	,674** ,000 116	,606** ,000 116	,468** ,000 116	,312** ,001 116	,781** ,000 116
Mudah Diperoleh di Supermarket	Pearson Correlation Sig. (2-tailed) N	,494** ,000 116	,674** ,000 116	1 116	,827** ,000 116	,486** ,000 116	,263** ,004 116	,795** ,000 116
Mudah Diperoleh di Hypermarket	Pearson Correlation Sig. (2-tailed) N	,463** ,000 116	,606** ,000 116	,827** ,000 116	1 116	,529** ,000 116	,302** ,001 116	,793** ,000 116
Diproduksi oleh PT. Unilever	Pearson Correlation Sig. (2-tailed) N	,518** ,000 116	,468** ,000 116	,486** ,000 116	,529** ,000 116	1 116	,603** ,000 116	,804** ,000 116
Citra Perusahaan yang Baik	Pearson Correlation Sig. (2-tailed) N	,307** ,001 116	,312** ,001 116	,263** ,004 116	,302** ,001 116	,603** ,000 116	1 116	,642** ,000 116
DISTRIBUSI	Pearson Correlation Sig. (2-tailed) N	,736** ,000 116	,781** ,000 116	,795** ,000 116	,793** ,000 116	,804** ,000 116	,642** ,000 116	1 116

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



VALIDITAS PROMOSI (X₄)

Correlations

		Iklan Majalah	Iklan Tabloid	Iklan Poster	Iklan Televisi	Iklan Radio	Isi Pesan Bermakna	Word of Mouth	Iklan Media Luar Ruang	Sumber Pesan Iklan	Program Sekolah	Periksa Gigi Gratis	Jalan Sehat	PROMOSI
Iklan Majalah	Pearson Correlation	1	,559**	,111	,151	,303**	,044	,278**	,013	,108	,174	,146	,143	,456**
	Sig. (2-tailed)		,000	,234	,105	,001	,638	,003	,890	,248	,062	,118	,126	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Iklan Tabloid	Pearson Correlation	,559**	1	,390**	,070	,192*	,163	,262**	,092	,103	,179	,115	,033	,456**
	Sig. (2-tailed)	,000		,000	,452	,039	,081	,004	,328	,271	,055	,218	,729	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Iklan Poster	Pearson Correlation	,111	,390**	1	,040	,307**	,107	,156	,092	,108	,208*	,092	,175	,390**
	Sig. (2-tailed)	,234	,000		,668	,001	,255	,094	,326	,249	,025	,325	,061	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Iklan Televisi	Pearson Correlation	,151	,070	,040	1	,321**	,365**	,343**	,313**	,345**	,206*	,229*	,256**	,548**
	Sig. (2-tailed)	,105	,452	,668		,000	,000	,000	,001	,000	,026	,013	,006	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Iklan Radio	Pearson Correlation	,303**	,192*	,307**	,321**	1	,238*	,318**	,289**	,326**	,348**	,230*	,424**	,654**
	Sig. (2-tailed)	,001	,039	,001	,000		,010	,001	,002	,000	,000	,013	,000	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Isi Pesan Bermakna	Pearson Correlation	,044	,163	,107	,365**	,238*	1	,301**	,219*	,333**	,210*	,231*	,186*	,497**
	Sig. (2-tailed)	,638	,081	,255	,000	,010		,001	,018	,000	,023	,013	,046	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Word of Mouth	Pearson Correlation	,278**	,262**	,156	,343**	,318**	,301**	1	,456**	,338**	,164	,007	,272**	,579**
	Sig. (2-tailed)	,003	,004	,094	,000	,001	,001		,000	,000	,079	,941	,003	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Iklan Media Luar Ruang	Pearson Correlation	,013	,092	,092	,313**	,289**	,219*	,456**	1	,420**	,214*	,322**	,238*	,548**
	Sig. (2-tailed)	,890	,328	,326	,001	,002	,018	,000		,000	,021	,000	,010	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Sumber Pesan Iklan	Pearson Correlation	,108	,103	,108	,345**	,326**	,333**	,338**	,420**	1	,404**	,392**	,464**	,664**
	Sig. (2-tailed)	,248	,271	,249	,000	,000	,000	,000	,000		,000	,000	,000	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Program Sekolah	Pearson Correlation	,174	,179	,208*	,206*	,348**	,210*	,164	,214*	,404**	1	,498**	,536**	,642**
	Sig. (2-tailed)	,062	,055	,025	,026	,000	,023	,079	,021	,000		,000	,000	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Periksa Gigi Gratis	Pearson Correlation	,146	,115	,092	,229*	,230*	,231*	,007	,322**	,392**	,498**	1	,345**	,558**
	Sig. (2-tailed)	,118	,218	,325	,013	,013	,013	,941	,000	,000	,000		,000	,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
Jalan Sehat	Pearson Correlation	,143	,033	,175	,256**	,424**	,186*	,272**	,238*	,464**	,536**	,345**	1	,638**
	Sig. (2-tailed)	,126	,729	,061	,006	,000	,046	,003	,010	,000	,000	,000		,000
	N	116	116	116	116	116	116	116	116	116	116	116	116	116
PROMOSI	Pearson Correlation	,456**	,456**	,390**	,548**	,654**	,497**	,579**	,546**	,664**	,642**	,558**	,638**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	116	116	116	116	116	116	116	116	116	116	116	116	116

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

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

VALIDITAS PERSEPSI KUALITAS PRODUK (Z)

Correlations

		Merek Terbaik	Keunggulan	Kualitas	Tidak Mudah Rusak	Aman Bagi Kesehatan	Ahli Perawatan Gigi, Gusi dan Mulut	Pelayanan	PERSEPSI KUALITAS PRODUK
Merek Terbaik	Pearson Correlation	1	,715**	,524**	,279**	,451**	,430**	,176	,766**
	Sig. (2-tailed)		,000	,000	,002	,000	,000	,059	,000
	N	116	116	116	116	116	116	116	116
Keunggulan	Pearson Correlation	,715**	1	,613**	,462**	,319**	,350**	,146	,767**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,119	,000
	N	116	116	116	116	116	116	116	116
Kualitas	Pearson Correlation	,524**	,613**	1	,445**	,417**	,377**	,286**	,765**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,002	,000
	N	116	116	116	116	116	116	116	116
Tidak Mudah Rusak	Pearson Correlation	,279**	,462**	,445**	1	,309**	,354**	,143	,624**
	Sig. (2-tailed)	,002	,000	,000		,001	,000	,126	,000
	N	116	116	116	116	116	116	116	116
Aman Bagi Kesehatan	Pearson Correlation	,451**	,319**	,417**	,309**	1	,616**	,281**	,708**
	Sig. (2-tailed)	,000	,000	,000	,001		,000	,002	,000
	N	116	116	116	116	116	116	116	116
Ahli Perawatan Gigi, Gusi dan Mulut	Pearson Correlation	,430**	,350**	,377**	,354**	,616**	1	,300**	,705**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,001	,000
	N	116	116	116	116	116	116	116	116
Pelayanan	Pearson Correlation	,176	,146	,286**	,143	,281**	,300**	1	,454**
	Sig. (2-tailed)	,059	,119	,002	,126	,002	,001		,000
	N	116	116	116	116	116	116	116	116
PERSEPSI KUALITAS PRODUK	Pearson Correlation	,766**	,767**	,765**	,624**	,708**	,705**	,454**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	116	116	116	116	116	116	116	116

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

VALIDITAS KEPUTUSAN PEMBELIAN PRODUK (Y)

Correlations

		Pilihan Pertama	Merasa Aman	Merasa Nyaman	Kebiasaan	Pengalaman Pribadi	Rekomendasi Orang Lain	KEPUTUSAN PEMBELIAN PRODUK
Pilihan Pertama	Pearson Correlation	1	,352**	,312**	,235*	,448**	,221*	,646**
	Sig. (2-tailed)		,000	,001	,011	,000	,017	,000
	N	116	116	116	116	116	116	116
Merasa Aman	Pearson Correlation	,352**	1	,308**	,386**	,372**	,264**	,672**
	Sig. (2-tailed)	,000		,001	,000	,000	,004	,000
	N	116	116	116	116	116	116	116
Merasa Nyaman	Pearson Correlation	,312**	,308**	1	,185*	,442**	,417**	,654**
	Sig. (2-tailed)	,001	,001		,047	,000	,000	,000
	N	116	116	116	116	116	116	116
Kebiasaan	Pearson Correlation	,235*	,386**	,185*	1	,477**	,278**	,656**
	Sig. (2-tailed)	,011	,000	,047		,000	,002	,000
	N	116	116	116	116	116	116	116
Pengalaman Pribadi	Pearson Correlation	,448**	,372**	,442**	,477**	1	,302**	,747**
	Sig. (2-tailed)	,000	,000	,000	,000		,001	,000
	N	116	116	116	116	116	116	116
Rekomendasi Orang Lain	Pearson Correlation	,221*	,264**	,417**	,278**	,302**	1	,623**
	Sig. (2-tailed)	,017	,004	,000	,002	,001		,000
	N	116	116	116	116	116	116	116
KEPUTUSAN PEMBELIAN PRODUK	Pearson Correlation	,646**	,672**	,654**	,656**	,747**	,623**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	116	116	116	116	116	116	116

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

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

