

LAMPIRAN

Uji Validitas

X1 Buying Behavior

		Correlations				
		B1	B2	B3	B4	BuyingBehavior
B1	Pearson Correlation	1	.459**	.602**	.567**	.807**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	84	84	84	84	84
B2	Pearson Correlation	.459**	1	.630**	.605**	.807**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	84	84	84	84	84
B3	Pearson Correlation	.602**	.630**	1	.656**	.852**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	84	84	84	84	84
B4	Pearson Correlation	.567**	.605**	.656**	1	.853**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	84	84	84	84	84
BuyingBehavior	Pearson Correlation	.807**	.807**	.852**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	84	84	84	84	84

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

X2 Layout Design Websit

Correlations

		LD1	LD2	LD3	LD4	LayoutDesign
LD1	Pearson Correlation	1	.582**	.602**	.556**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	84	84	84	84	84
LD2	Pearson Correlation	.582**	1	.622**	.495**	.837**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	84	84	84	84	84
LD3	Pearson Correlation	.602**	.622**	1	.710**	.873**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	84	84	84	84	84
LD4	Pearson Correlation	.556**	.495**	.710**	1	.811**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	84	84	84	84	84
LayoutDesign	Pearson Correlation	.810**	.837**	.873**	.811**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	84	84	84	84	84

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

**Y Keputusan Pembelian**

**Correlations**

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	Keputusan Pembelian
KP1	Pearson Correlation	1	.672**	.659**	.421**	.047	.375**	.133	.348**	.464**	.313**	.660**
	Sig. (2-tailed)		.000	.000	.000	.674	.000	.229	.001	.000	.004	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP2	Pearson Correlation	.672**	1	.411**	.493**	.029	.476**	.165	.429**	.556**	.412**	.673**
	Sig. (2-tailed)	.000		.000	.000	.792	.000	.134	.000	.000	.000	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP3	Pearson Correlation	.659**	.411**	1	.428**	.065	.414**	.248*	.464**	.420**	.265*	.670**
	Sig. (2-tailed)	.000	.000		.000	.560	.000	.023	.000	.000	.015	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP4	Pearson Correlation	.421**	.493**	.428**	1	.081	.522**	.171	.482**	.557**	.590**	.704**
	Sig. (2-tailed)	.000	.000	.000		.461	.000	.121	.000	.000	.000	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP5	Pearson Correlation	.047	.029	.065	.081	1	.139	.139	.167	.211	.205	.390**
	Sig. (2-tailed)	.674	.792	.560	.461		.208	.206	.129	.054	.061	.000
	N	84	84	84	84	84	84	84	84	84	84	84

KP6	Pearson Correlation	.375**	.476**	.414**	.522**	.139	1	.450**	.561**	.508**	.334**	.729**
	Sig. (2-tailed)	.000	.000	.000	.000	.208		.000	.000	.000	.002	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP7	Pearson Correlation	.133	.165	.248*	.171	.139	.450**	1	.482**	.208	.147	.527**
	Sig. (2-tailed)	.229	.134	.023	.121	.206	.000		.000	.057	.182	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP8	Pearson Correlation	.348**	.429**	.464**	.482**	.167	.561**	.482**	1	.472**	.468**	.740**
	Sig. (2-tailed)	.001	.000	.000	.000	.129	.000	.000		.000	.000	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP9	Pearson Correlation	.464**	.556**	.420**	.557**	.211	.508**	.208	.472**	1	.702**	.751**
	Sig. (2-tailed)	.000	.000	.000	.000	.054	.000	.057	.000		.000	.000
	N	84	84	84	84	84	84	84	84	84	84	84
KP10	Pearson Correlation	.313**	.412**	.265*	.590**	.205	.334**	.147	.468**	.702**	1	.650**
	Sig. (2-tailed)	.004	.000	.015	.000	.061	.002	.182	.000	.000		.000
	N	84	84	84	84	84	84	84	84	84	84	84
Keputusan Pembelian	Pearson Correlation	.660**	.673**	.670**	.704**	.390**	.729**	.527**	.740**	.751**	.650**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	84	84	84	84	84	84	84	84	84	84	84

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

Reliabilitas X1

**Reliability Statistics**

Cronbach's Alpha	N of Items
.843	4

Reliabilitas X2

**Reliability Statistics**

Cronbach's Alpha	N of Items
.847	4

Reliabilitas Y

**Reliability Statistics**

Cronbach's Alpha	N of Items
.819	10