**UJI VALIDITAS**

HARGA (X1)

TAHAP 1

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| harga 1 | 25.42 | 7.969 | .564 | .479 |
| harga 2 | 25.31 | 8.420 | .478 | .510 |
| harga 3 | 25.42 | 7.969 | .564 | .479 |
| harga 4 | 24.65 | 10.787 | -.035 | .644 |
| harga 5 | 24.95 | 8.403 | .488 | .507 |
| harga 6 | 24.94 | 8.490 | .457 | .516 |
| harga 7 | 25.55 | 9.744 | -.070 | .650 |
| harga 8 | 25.70 | 10.238 | -.002 | .662 |

TAHAP 2

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| harga 1 | 14.77 | 5.974 | .756 | .805 |
| harga 2 | 14.66 | 6.682 | .575 | .852 |
| harga 3 | 14.77 | 5.974 | .756 | .805 |
| harga 5 | 14.30 | 6.491 | .640 | .836 |
| harga 6 | 14.29 | 6.461 | .637 | .836 |

IKLAN (X2)

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| iklan 1 | 18.89 | 7.721 | .621 | .697 |
| iklan 2 | 19.03 | 7.392 | .446 | .752 |
| iklan 3 | 18.51 | 8.405 | .436 | .743 |
| iklan 4 | 18.64 | 8.310 | .521 | .724 |
| iklan 5 | 18.49 | 8.025 | .657 | .696 |
| iklan 6 | 18.58 | 7.868 | .433 | .748 |

PENCARIAN VARIASI (X3)

TAHAP 1

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| variasi 1 | 17.56 | 4.907 | .619 | .331 |
| variasi 2 | 18.22 | 6.278 | .305 | .509 |
| variasi 3 | 17.50 | 5.620 | .412 | .452 |
| variasi 4 | 17.62 | 5.301 | .629 | .351 |
| variasi5 | 17.24 | 7.550 | -.067 | .231 |
| variasi 6 | 17.16 | 8.619 | -.169 | .678 |

TAHAP 2

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| variasi 1 | 9.84 | 4.315 | .648 | .654 |
| variasi 2 | 10.50 | 5.570 | .340 | .813 |
| variasi 3 | 9.78 | 4.455 | .591 | .688 |
| variasi 4 | 9.90 | 4.597 | .693 | .639 |

PERPINDAHAN MEREK (Y)

| **Item-Total Statistics** | | | | |
| --- | --- | --- | --- | --- |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| PM 1 | 16.49 | 12.101 | .708 | .813 |
| PM 2 | 16.64 | 12.386 | .688 | .817 |
| PM 3 | 16.29 | 12.131 | .721 | .810 |
| PM 4 | 16.95 | 14.453 | .382 | .871 |
| PM 5 | 16.22 | 12.303 | .680 | .818 |
| PM 6 | 16.35 | 13.167 | .651 | .825 |

**UJI RELIABILITAS**

HARGA (X1)

TAHAP 1

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .596 | 8 |

TAHAP 2

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .857 | 5 |

IKLAN (X2)

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .761 | 6 |

PENCARIAN VARIASI (X3)

TAHAP 1

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .557 | 6 |

TAHAP 2

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .761 | 4 |

PERPINDAHAN MEREK (Y)

| **Reliability Statistics** | |
| --- | --- |
| Cronbach's Alpha | N of Items |
| .852 | 6 |