Uji validitas

Validitas menunjukkan sejauh mana alat pengukur yang dipergunakan untuk mengukur apa yang diukur. Adapun caranya adalah dengan mengkorelasikan antara skor yang diperoleh pada masing-masing item pertanyaan dengan skor total individu.

Pengujian validitas dilakukan dengan bantuan komputer menggunakan program IBM SPSS for Windows Versi 27. Dalam penelitian ini pengujian validitas hanya dilakukan terhadap 100 responden. Pengambilan keputusan berdasarkan pada nilai rhitung (Corrected Item-Total Correlation) > rtabel sebesar 0,1966 untuk df = 100–2 = 98; dengan alpha = 0,05 maka item/ pertanyaan tersebut valid dan sebaliknya.

|  |  |  |  |
| --- | --- | --- | --- |
| (X1) | | | |
| Item | R tabel | R hitung | Keterangan |
| X1.1 | 0,1966 | 0,931 | Valid |
| X1.2 | 0,1966 | 0,946 | Valid |
| X1.3 | 0,1966 | 0,927 | Valid |
| (X2) | | | |
| Item | R tabel | R hitung | Keterangan |
| X2.1 | 0,1966 | 0,924 | Valid |
| X2.2 | 0,1966 | 0,897 | Valid |
| X2.3 | 0,1966 | 0,891 | Valid |
| X3 | | | |
| Item | R tabel | R hitung | Keterangan |
| X3.1 | 0,1966 | 0,906 | Valid |
| X3.2 | 0,1966 | 0,885 | Valid |
| X3.3 | 0,1966 | 0,875 | Valid |
| Y | | | |
| Item | R tabel | R hitung | Keterangan |
| Y1.1 | 0,1966 | 0,886 | Valid |
| Y1.2 | 0,1966 | 0,856 | Valid |
| Y1.3 | 0,1966 | 0,857 | Valid |
| Y1.4 | 0,1966 | 0,893 | Valid |

Berdasarkan uji validitas pada variable pengetahuan maka dapat dilihat bahwa semua item pertanyaan memiliki nilai r hitung yang lebih besar dari r tabel 0,1966. Sehingga dapat diismpulkan bahwa instrument pada variable pengetahuan telah valid dan dapat digunakan dalam penelitian.

Uji Reabilitas

Uji reliabilitas dilakukan terhadap item pertanyaan yang dinyatakan valid. Suatu variabel dikatakan reliabel atau handal jika jawaban terhadap pertanyaan selalu konsisten. Koefisien reliabilitas instrumen dimaksudkan untuk melihat konsistensi jawaban butir-butir pernyataan yang diberikan oleh responden Adapun alat analisisnya menggunakan metode belah dua (split half) dengan mengkorelasikan total skor ganjil lawan genap, selanjutnya dihitung reliabilitasnya menggunakan rumus “Alpha Cronbach’. Penghitungan dilakukan dengan dibantu komputer program SPSS. Adapun reliabilitas untuk masing-masing variabel hasilnya disajikan pada tabel berikut ini

|  |  |  |  |
| --- | --- | --- | --- |
| Variabel | Nilai Cronbach's Alpha | Standar | Ketaerangan |
| X1 | 0,926 | 0.6 | Reliabel |
| X2 | 0,888 | 0.6 | Reliabel |
| X3 | 0,867 | 0.6 | Reliabel |
| Y | 0,896 | 0.6 | Reliabel |

X1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | X1.1 | X1.2 | X1.3 | Kualitas Produk (X1) |
| X1.1 | Pearson Correlation | 1 | .848\*\* | .774\*\* | .931\*\* |
| Sig. (2-tailed) |  | <.001 | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .848\*\* | 1 | .810\*\* | .946\*\* |
| Sig. (2-tailed) | <.001 |  | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .774\*\* | .810\*\* | 1 | .927\*\* |
| Sig. (2-tailed) | <.001 | <.001 |  | <.001 |
| N | 100 | 100 | 100 | 100 |
| Kualitas Produk (X1) | Pearson Correlation | .931\*\* | .946\*\* | .927\*\* | 1 |
| Sig. (2-tailed) | <.001 | <.001 | <.001 |  |
| N | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .926 | .928 | 3 |

X2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | X2.1 | X2.2 | X3.3 | Brand Ambassador (X2) |
| X2.1 | Pearson Correlation | 1 | .747\*\* | .751\*\* | .924\*\* |
| Sig. (2-tailed) |  | <.001 | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .747\*\* | 1 | .679\*\* | .897\*\* |
| Sig. (2-tailed) | <.001 |  | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .751\*\* | .679\*\* | 1 | .891\*\* |
| Sig. (2-tailed) | <.001 | <.001 |  | <.001 |
| N | 100 | 100 | 100 | 100 |
| Brand Ambassador (X2) | Pearson Correlation | .924\*\* | .897\*\* | .891\*\* | 1 |
| Sig. (2-tailed) | <.001 | <.001 | <.001 |  |
| N | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .888 | .888 | 3 |

X3

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | X3.1 | X3.2 | X3.3 | E-WOM (X3) |
| X3.1 | Pearson Correlation | 1 | .722\*\* | .691\*\* | .906\*\* |
| Sig. (2-tailed) |  | <.001 | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .722\*\* | 1 | .640\*\* | .885\*\* |
| Sig. (2-tailed) | <.001 |  | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .691\*\* | .640\*\* | 1 | .875\*\* |
| Sig. (2-tailed) | <.001 | <.001 |  | <.001 |
| N | 100 | 100 | 100 | 100 |
| E-WOM (X3) | Pearson Correlation | .906\*\* | .885\*\* | .875\*\* | 1 |
| Sig. (2-tailed) | <.001 | <.001 | <.001 |  |
| N | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .867 | .867 | 3 |

Y

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Keputusan Pembelian (Y) |
| Y.1 | Pearson Correlation | 1 | .636\*\* | .662\*\* | .780\*\* | .886\*\* |
| Sig. (2-tailed) |  | <.001 | <.001 | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.2 | Pearson Correlation | .636\*\* | 1 | .685\*\* | .690\*\* | .856\*\* |
| Sig. (2-tailed) | <.001 |  | <.001 | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.3 | Pearson Correlation | .662\*\* | .685\*\* | 1 | .646\*\* | .857\*\* |
| Sig. (2-tailed) | <.001 | <.001 |  | <.001 | <.001 |
| N | 100 | 100 | 100 | 100 | 100 |
| Y.4 | Pearson Correlation | .780\*\* | .690\*\* | .646\*\* | 1 | .893\*\* |
| Sig. (2-tailed) | <.001 | <.001 | <.001 |  | <.001 |
| N | 100 | 100 | 100 | 100 | 100 |
| Keputusan Pembelian (Y) | Pearson Correlation | .886\*\* | .856\*\* | .857\*\* | .893\*\* | 1 |
| Sig. (2-tailed) | <.001 | <.001 | <.001 | <.001 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .896 | .896 | 4 |