

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

Kuesioner Penelitian Pengaruh Kesadaran Lingkungan terhadap Pembelian Produk Hijau

Yth. Saudara/i Responden

Saya Dita Kameilinda Junaedi mahasiswi Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Yogyakarta sedang mengumpulkan data untuk penyusunan skripsi mengenai Pengaruh Tingkat Kesadaran Lingkungan terhadap Pembelian Produk Hijau. Bersama ini saya sangat mengharapkan kesediaan waktu Anda untuk mengisi kuesioner penelitian ini. Data yang terkumpul dijamin kerahasiaannya dan hanya dipergunakan untuk keperluan akademis. Setiap jawaban yang diberikan merupakan bantuan yang sangat berarti bagi penelitian ini.

Saya ucapkan terima kasih atas kesediaan dan kerja sama yang telah saudara/i responden berikan. Semoga Allah membalas kebaikan Anda dengan kebaikan yang banyak.

Hormat saya,

Dita Kameilinda Junaedi

Kuesioner Pengaruh Kesadaran Lingkungan terhadap Pembelian Produk Hijau

I. Identitas Responden:

1. Nama :
 2. Usia :
 3. Jenis Kelamin :
 4. Nomor Telepon/ Alamat Email :
5. Silahkan memilih dengan memberi tanda silang (x) pada kolom

Pendidikan Terakhir	
SMA/SMK	
S1	
S2	

Pekerjaan	
Mahasiswa	
PNS/Swasta	
Ibu Rumah Tangga	
Wiraswasta	
Profesional	

Pengeluaran Perbulan	
< Rp 2.000.000	
Rp 2.000.000 – Rp 4.000.000	
Rp 4.000.000 – Rp 6.000.000	
Rp 6.000.000 – Rp 8.000.000	
> Rp 8.000.000	

Perilaku Hijau yang dilakukan	
Melakukan diet plastik	
Menggunakan sepeda	
Mengikuti organisasi/gerakan peduli lingkungan	
Menghemat energi (air, listrik, dan bahan bakar)	
Memisahkan sampah organik dan anorganik	
Mengikuti kampanye peduli lingkungan	
Lainya (sebutkan)	

II. Petunjuk Pengisian:

Bacalah dengan teliti pertanyaan dibawah ini:

Anda dapat memberikan tanda silang (x) pada kolom yang sesuai dengan jawaban anda.

Keterangan:

- a. SS : Sangat Setuju
- b. S : Setuju
- c. N : Netral
- d. TS : Tidak Setuju
- e. STS : Sangat Tidak Setuju

Catatan:

- Tidak ada jawaban yang benar atau salah
- Jawablah yang paling mewakili pendapat Anda

A. Pengetahuan Lingkungan

No	Pernyataan	STS	TS	N	S	SS
1	Saya mengetahui isu pemanasan global.					
2	Saya mengetahui bahwa penguraian sampah plastik membutuhkan waktu yang lama.					
3	Saya mengetahui bahwa detergen dengan busa yang tinggi menyebabkan polusi air.					
4	Saya mengetahui bahwa pembuatan kertas membutuhkan banyak pohon.					
5	Saya mengetahui bahwa hutan dapat mencegah pemanasan global.					
6	Saya mengetahui efek rumah kaca.					
7	Saya mengetahui bahaya penggunaan styrofoam.					

B. Sikap terhadap Lingkungan

No	Pernyataan	STS	TS	N	S	SS
1	Saya percaya bahaya penggunaan pestisida.					
2	Saya percaya bahwa setiap orang dapat					

No	Pernyataan	STS	TS	N	S	SS
	memperbaiki lingkungan meski dengan gerakan yang kecil					
3	Saya harus memisahkan sampah anorganik dengan sampah organik					
4	Saya percaya bahwa pemisahan sampah dapat melestarikan lingkungan					
5	Saya setuju dengan program diet plastik					
6	Kita harus menggunakan sumber daya alam secara efisien untuk kepentingan generasi selanjutnya					
7	Saya percaya bahwa lingkungan harus dijaga kelestariannya					
8	Saya percaya bahwa hewan dan tumbuhan memiliki hak yang sama dengan manusia					

C. Perilaku Daur ulang

No	Pernyataan	STS	TS	N	S	SS
1	Saya memanfaatkan halaman kosong dari kertas yang sudah digunakan					
2	Saya memanfaatkan kertas bekas untuk keperluan yang lain					
3	Saya memisahkan sampah organik dengan anorganik					
4	Saya memanfaatkan barang bekas untuk keperluan lain guna meminimalkan sampah					
5	Saya menimbun daun untuk dijadikan pupuk kompos					
6	Saya memanfaatkan botol bekas sebagai wadah					
7	Saya menggunakan koran bekas untuk keperluan yang lain					
8	Saya memanfaatkan kantong plastik lebih dari satu kali					
9	Saya membuat buku coretan dari kertas bekas					
10	Saya memanfaatkan bekas kotak sepatu sebagai wadah					

D. Keputusan Beli Hijau

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya membeli produk ramah lingkungan.					
2	Ketika saya akan membeli suatu produk, saya akan memilih produk ramah lingkungan terlebih dahulu.					

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
3	Saya lebih memilih produk ramah lingkungan tanpa memperhatikan harga.					
4	Jika terdapat produk hijau pada produk sejenis yang sudah saya pakai maka saya akan beralih pada produk hijau.					
5	Saya menghindari produk yang membahayakan lingkungan.					
6	Ketika saya membeli suatu produk saya mempertimbangkannya dengan isu lingkungan.					
7	Saya membeli sayur dan buah organik.					
8	Saya membeli sayur dan buah organik meski harus mengeluarkan usaha lebih untuk mendapatkannya.					
9	Saya membeli sayuran dan buah organik tanpa memperhatikan harga.					
10	Saya membeli produk hemat listrik					

Terima Kasih atas partisipasi Anda :)

Lampiran 4 Data tambahan hasil residual

NO	RES_1
1	0.46295
2	-0.01377
3	0.28159
4	-1.00594
5	-0.26685
6	2.48164
7	2.65819
8	2.50774
9	2.40208
10	-1.25651
11	2.71739
12	0.98111
13	-0.22248
14	-5.02985
15	2.88965
16	-2.27687
17	1.00628
18	3.91096
19	2.30383
20	2.17854
21	-1.54446
22	-0.35257
23	0.05493
24	-2.86719
25	-1.51095
26	-5.63144
27	-5.17863
28	2.85969
29	-2.37606
30	0.67092
31	0.604
32	4.42557
33	-3.07203
34	3.60525
35	-1.42398
36	1.37859
37	-3.99278
38	0.97924

NO	RES_1
39	3.56432
40	1.92964
41	0.67228
42	3.1419
43	0.07842
44	1.88224
45	-0.4932
46	3.07195
47	-1.62496
48	3.76792
49	-0.81853
50	3.09805
51	-2.04425
52	0.3599
53	1.19891
54	-0.16954
55	-1.87366
56	-2.21601
57	-1.20859
58	-2.80757
59	4.07027
60	2.77607
61	-2.90028
62	1.93226
63	2.96149
64	-2.20431
65	0.604
66	-1.32772
67	0.05587
68	-4.85977
69	0.30196
70	0.1112
71	0.95407
72	-8.36791
73	-0.52964
74	4.40688
75	-2.12904
76	-1.01335
77	2.1371
78	1.86398

NO	RES_1
79	2.79476
80	3.10285
81	-7.20212
82	-2.77186
83	0.41691
84	4.80842
85	1.7557
86	1.77439
87	1.62823
88	0.80885
89	2.88173
90	-6.63362
91	1.15026
92	-0.31425
93	-1.98798
94	-3.25077
95	2.1419
96	-1.42951
97	-0.72801
98	0.36376
99	-4.17048
100	-2.12475
101	0.61988
102	2.75048
103	-4.26205
104	2.47204
105	-0.1425
106	1.03051
107	-3.26299
108	1.29068
109	-6.02724
110	4.59951
111	1.46607
112	-2.37606
113	-2.8629

Lampiran 5 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		113
Normal Parameters(a,b)	Mean	.0000000
	Std. Deviation	2.75161751
Most Extreme Differences	Absolute	.068
	Positive	.047
	Negative	-.068
Kolmogorov-Smirnov Z		.728
Asymp. Sig. (2-tailed)		.664

a Test distribution is Normal.

b Calculated from data.

Lampiran 6 Hasil Uji Validitas Iterasi Pertama

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	1941.186
	Df	595
	Sig.	.000

	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	S1	S2	S3	S4	S5	S6	S7	S8	
Anti-image Covariance	B1	.533	-.111	-.008	.141	-.027	-.005	.056	-.142	-.001	.031	-.051	-.035	.017	-.021	.016	-.066	.003	.109
	B2	-.111	.481	-.113	-.100	-.081	-.014	-.006	-.061	-.011	.029	.041	.009	.015	-.060	-.043	.023	.037	-.020
	B3	-.008	-.113	.591	-.032	-.024	-.063	-.079	.007	-.013	-.018	-.036	.035	-.019	.004	.022	.083	-.013	-.086
	B4	.141	-.100	-.032	.507	-.087	-.066	.125	-.112	-.116	.058	-.060	-.110	-.005	.054	.064	-.024	-.017	.033
	B5	-.027	-.081	-.024	-.087	.400	-.024	-.057	-.012	.052	-.058	.013	-.015	.047	.062	.023	-.043	-.103	.002
	B6	-.005	-.014	-.063	-.066	-.024	.343	.029	.079	.011	-.186	-.041	.047	.045	-.005	-.007	-.047	-.037	.010
	B7	.056	-.006	-.079	.125	-.057	.029	.519	-.112	-.159	-.050	.045	-.011	.049	-.056	.032	-.075	-.077	.029
	B8	-.142	-.061	.007	-.112	-.012	.079	-.112	.398	.047	-.090	-.083	.045	.039	-.012	.028	-.011	-.045	-.017
	B9	-.001	-.011	-.013	-.116	.052	.011	-.159	.047	.554	-.055	-.136	-.023	-.010	-.019	.040	.005	.026	.052
	B10	.031	.029	-.018	.058	-.058	-.186	-.050	-.090	-.055	.285	-.027	-.038	-.050	-.042	-.068	.051	.050	-.001
	S1	-.051	.041	-.036	-.060	.013	-.041	.045	-.083	-.136	-.027	.468	.023	-.056	-.040	-.057	-.040	.070	-.054
	S2	-.035	.009	.035	-.110	-.015	.047	-.011	.045	-.023	-.038	.023	.353	-.096	.000	-.054	-.094	.013	-.072

	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	S1	S2	S3	S4	S5	S6	S7	S8
S3	.017	.015	-.019	-.005	.047	.045	.049	.039	-.010	-.050	-.056	-.096	.468	-.140	.030	-.039	-.129	.102
S4	-.021	-.060	.004	.054	.062	-.005	-.056	-.012	-.019	-.042	-.040	.000	-.140	.392	-.030	-.056	.056	-.060
S5	.016	-.043	.022	.064	.023	-.007	.032	.028	.040	-.068	-.057	-.054	.030	-.030	.506	-.001	-.110	-.075
S6	-.066	.023	.083	-.024	-.043	-.047	-.075	-.011	.005	.051	-.040	-.094	-.039	-.056	-.001	.346	-.059	-.094
S7	.003	.037	-.013	-.017	-.103	-.037	-.077	-.045	.026	.050	.070	.013	-.129	.056	-.110	-.059	.382	-.103
S8	.109	-.020	-.086	.033	.002	.010	.029	-.017	.052	-.001	-.054	-.072	.102	-.060	-.075	-.094	-.103	.422
P1	.043	-.121	-.016	.004	.056	-.037	-.054	.035	.017	-.003	-.033	.025	-.035	.069	.016	-.013	-.040	-.013
P2	.023	.037	-.035	.022	.015	-.009	.023	-.016	.003	.024	-.008	-.103	.046	-.101	.083	.014	-.017	.005
P3	.069	.083	-.134	.037	.005	-.068	.054	-.124	.015	.062	.088	-.104	-.042	-.041	-.073	-.034	.051	.105
P4	-.048	-.009	.018	.012	-.052	.041	.018	.048	.020	-.003	-.048	-.020	-.003	-.055	.051	.065	-.074	.001
P5	-.046	-.038	.120	.052	-.038	-.036	.037	-.047	.015	.003	-.060	-.038	.053	-.035	.037	.077	-.035	-.020
P6	.003	.041	.022	-.038	.005	.054	-.004	-.036	-.033	-.021	.062	.089	-.029	.038	-.144	-.083	.106	-.017
P7	-.153	-.001	-.015	-.080	-.048	-.015	-.016	.050	-.079	-.017	.030	.028	-.046	.054	.006	.072	-.009	-.101
D1	-.087	.012	-.049	-.058	.040	-.004	-.064	.065	-.009	-.002	.076	-.004	-.048	.074	.022	.017	.045	-.071
D2	.083	.003	-.006	.040	.036	-.026	.030	-.062	-.056	.063	-.057	-.014	.030	-.035	-.041	-.035	-.041	.077
D3	-.085	-.026	.024	-.020	-.038	.040	-.003	.065	.021	-.066	.017	-.011	.029	.026	.037	.007	.016	-.084
D4	-.001	-.072	.001	.111	-.092	-.027	.028	.028	-.051	.019	-.006	.032	-.070	.038	-.036	-.050	.030	.028
D5	-.088	-.022	.052	-.067	.031	.016	-.008	.035	.081	-.027	-.059	.050	.029	-.052	.054	.022	-.065	.038
D6	-.003	.055	-.016	-.022	.043	-.005	-.062	-.032	.071	-.040	.058	.023	.011	.001	.012	-.037	.049	.013
D7	-.010	.008	.006	.064	-.064	.023	.041	-.046	-.065	-.017	-.030	.034	-.019	.018	.005	.016	-.003	-.014
D8	.057	-.018	.051	-.029	.022	-.011	.003	-.027	.014	.012	.015	.019	.029	-.031	-.031	.005	.026	-.030
D9	-.026	.001	.001	-.030	.044	-.005	-.037	.075	-.001	-.009	-.006	-.017	-.002	.025	.015	-.001	-.042	.029
D10	-.005	.027	-.080	-.091	.028	.009	-.008	.010	.038	-.007	.059	-.007	-.039	.037	-.008	.044	.026	-.028
Anti-image Correlation	.585(a)	-.220	-.015	.271	-.059	-.011	.107	-.309	-.002	.080	-.101	-.080	.035	-.045	.032	-.154	.007	.230

	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	S1	S2	S3	S4	S5	S6	S7	S8
B2	-.220	.822(a)	-.212	-.202	-.184	-.035	-.013	-.139	-.021	.078	.086	.021	.032	-.138	-.086	.056	.087	-.044
B3	-.015	-.212	.770(a)	-.059	-.049	-.140	-.143	.014	-.022	-.044	-.068	.076	-.036	.008	.040	.183	-.027	-.171
B4	.271	-.202	-.059	.558(a)	-.194	-.157	.244	-.249	-.218	.153	-.124	-.260	-.011	.121	.126	-.057	-.038	.072
B5	-.059	-.184	-.049	-.194	.805(a)	-.065	-.125	-.030	.110	-.172	.031	-.041	.110	.157	.050	-.115	-.263	.006
B6	-.011	-.035	-.140	-.157	-.065	.792(a)	.068	.213	.026	-.596	-.102	.134	.112	-.014	-.016	-.135	-.102	.027
B7	.107	-.013	-.143	.244	-.125	.068	.774(a)	-.246	-.296	-.131	.092	-.026	.098	-.123	.063	-.176	-.172	.063
B8	-.309	-.139	.014	-.249	-.030	.213	-.246	.721(a)	.100	-.267	-.193	.120	.091	-.030	.062	-.030	-.115	-.042
B9	-.002	-.021	-.022	-.218	.110	.026	-.296	.100	.734(a)	-.137	-.267	-.052	-.020	-.041	.075	.010	.057	.108
B10	.080	.078	-.044	.153	-.172	-.596	-.131	-.267	-.137	.753(a)	-.074	-.120	-.136	-.124	-.178	.162	.152	-.002
S1	-.101	.086	-.068	-.124	.031	-.102	.092	-.193	-.267	-.074	.819(a)	.057	-.120	-.094	-.116	-.100	.165	-.121
S2	-.080	.021	.076	-.260	-.041	.134	-.026	.120	-.052	-.120	.057	.803(a)	-.237	.001	-.127	-.270	.036	-.186
S3	.035	.032	-.036	-.011	.110	.112	.098	.091	-.020	-.136	-.120	-.237	.765(a)	-.328	.062	-.098	-.304	.231
S4	-.045	-.138	.008	.121	.157	-.014	-.123	-.030	-.041	-.124	-.094	.001	-.328	.816(a)	-.068	-.151	.145	-.147
S5	.032	-.086	.040	.126	.050	-.016	.063	.062	.075	-.178	-.116	-.127	.062	-.068	.781(a)	-.001	-.249	-.163
S6	-.154	.056	.183	-.057	-.115	-.135	-.176	-.030	.010	.162	-.100	-.270	-.098	-.151	-.001	.828(a)	-.162	-.247
S7	.007	.087	-.027	-.038	-.263	-.102	-.172	-.115	.057	.152	.165	.036	-.304	.145	-.249	-.162	.757(a)	-.258

	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10	S1	S2	S3	S4	S5	S6	S7	S8
S8	.230	-.044	-.171	.072	.006	.027	.063	-.042	.108	-.002	-.121	-.186	.231	-.147	-.163	-.247	-.258	.739(a)
P1	.102	-.300	-.037	.009	.153	-.109	-.129	.095	.040	-.010	-.082	.073	-.089	.189	.040	-.038	-.112	-.034
P2	.056	.093	-.080	.054	.043	-.028	.055	-.045	.006	.080	-.020	-.303	.118	-.282	.205	.041	-.047	.013
P3	.148	.187	-.272	.081	.012	-.182	.116	-.307	.032	.183	.202	-.275	-.097	-.103	-.161	-.091	.129	.253
P4	-.108	-.022	.038	.027	-.135	.115	.041	.125	.044	-.010	-.116	-.056	-.008	-.144	.117	.180	-.196	.002
P5	-.091	-.078	.227	.105	-.087	-.089	.074	-.107	.030	.009	-.127	-.092	.111	-.080	.075	.190	-.081	-.044
P6	.008	.102	.049	-.092	.013	.159	-.009	-.098	-.076	-.066	.156	.255	-.072	.103	-.346	-.243	.294	-.044
P7	-.305	-.002	-.028	-.164	-.110	-.038	-.032	.117	-.155	-.045	.063	.069	-.099	.125	.011	.178	-.022	-.226
D1	-.169	.024	-.090	-.114	.090	-.010	-.126	.145	-.017	-.004	.157	-.009	-.098	.168	.044	.041	.103	-.154
D2	.242	.009	-.015	.119	.122	-.094	.088	-.210	-.158	.250	-.177	-.051	.093	-.119	-.122	-.127	-.141	.252
D3	-.232	-.074	.062	-.057	-.120	.136	-.010	.204	.057	-.243	.050	-.037	.083	.082	.102	.023	.050	-.255
D4	-.003	-.169	.001	.254	-.238	-.076	.062	.072	-.113	.059	-.014	.087	-.167	.100	-.083	-.139	.078	.069
D5	-.167	-.045	.094	-.130	.067	.037	-.015	.078	.152	-.070	-.119	.118	.059	-.116	.106	.051	-.145	.081
D6	-.007	.138	-.036	-.053	.116	-.016	-.149	-.089	.165	-.129	.146	.068	.028	.004	.030	-.110	.137	.033
D7	-.026	.022	.014	.168	-.190	.074	.105	-.136	-.163	-.059	-.080	.107	-.052	.054	.013	.050	-.009	-.039
D8	.159	-.053	.135	-.084	.070	-.037	.009	-.089	.039	.047	.045	.064	.086	-.100	-.090	.016	.085	-.095
D9	-.064	.002	.002	-.078	.127	-.015	-.094	.219	-.002	-.032	-.017	-.053	-.006	.074	.039	-.004	-.126	.081
D10	-.010	.057	-.150	-.184	.063	.022	-.016	.022	.073	-.018	.124	-.018	-.083	.084	-.016	.109	.060	-.063

a Measures of Sampling Adequacy(MSA)

lamjutan

	P1	P2	P3	P4	P5	P6	P7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
Anti-image B1	.043	.023	.069	-.048	-.046	.003	-.153	-.087	.083	-.085	-.001	-.088	-.003	-.010	.057	-.026	-.005

	P1	P2	P3	P4	P5	P6	P7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
Covariance																	
B2	-.121	.037	.083	-.009	-.038	.041	-.001	.012	.003	-.026	-.072	-.022	.055	.008	-.018	.001	.027
B3	-.016	-.035	-.134	.018	.120	.022	-.015	-.049	-.006	.024	.001	.052	-.016	.006	.051	.001	-.080
B4	.004	.022	.037	.012	.052	-.038	-.080	-.058	.040	-.020	.111	-.067	-.022	.064	-.029	-.030	-.091
B5	.056	.015	.005	-.052	-.038	.005	-.048	.040	.036	-.038	-.092	.031	.043	-.064	.022	.044	.028
B6	-.037	-.009	-.068	.041	-.036	.054	-.015	-.004	-.026	.040	-.027	.016	-.005	.023	-.011	-.005	.009
B7	-.054	.023	.054	.018	.037	-.004	-.016	-.064	.030	-.003	.028	-.008	-.062	.041	.003	-.037	-.008
B8	.035	-.016	-.124	.048	-.047	-.036	.050	.065	-.062	.065	.028	.035	-.032	-.046	-.027	.075	.010
B9	.017	.003	.015	.020	.015	-.033	-.079	-.009	-.056	.021	-.051	.081	.071	-.065	.014	-.001	.038
B10	-.003	.024	.062	-.003	.003	-.021	-.017	-.002	.063	-.066	.019	-.027	-.040	-.017	.012	-.009	-.007
S1	-.033	-.008	.088	-.048	-.060	.062	.030	.076	-.057	.017	-.006	-.059	.058	-.030	.015	-.006	.059
S2	.025	-.103	-.104	-.020	-.038	.089	.028	-.004	-.014	-.011	.032	.050	.023	.034	.019	-.017	-.007
S3	-.035	.046	-.042	-.003	.053	-.029	-.046	-.048	.030	.029	-.070	.029	.011	-.019	.029	-.002	-.039
S4	.069	-.101	-.041	-.055	-.035	.038	.054	.074	-.035	.026	.038	-.052	.001	.018	-.031	.025	.037
S5	.016	.083	-.073	.051	.037	-.144	.006	.022	-.041	.037	-.036	.054	.012	.005	-.031	.015	-.008
S6	-.013	.014	-.034	.065	.077	-.083	.072	.017	-.035	.007	-.050	.022	-.037	.016	.005	-.001	.044
S7	-.040	-.017	.051	-.074	-.035	.106	-.009	.045	-.041	.016	.030	-.065	.049	-.003	.026	-.042	.026
S8	-.013	.005	.105	.001	-.020	-.017	-.101	-.071	.077	-.084	.028	.038	.013	-.014	-.030	.029	-.028
P1	.336	-.140	-.063	-.025	-.061	-.060	.042	.050	.003	-.013	.020	-.057	-.021	.031	-.011	.003	.000
P2	-.140	.329	.056	-.035	-.065	-.052	-.017	.011	-.010	.001	-.038	.009	-.027	-.001	.007	.004	-.023
P3	-.063	.056	.410	-.102	-.018	.004	-.079	.025	.034	-.050	-.039	-.063	.032	-.049	-.023	.003	.038
P4	-.025	-.035	-.102	.375	-.050	-.138	-.008	-.035	-.033	.012	.025	.022	-.031	.051	-.044	.011	.054
P5	-.061	-.065	-.018	-.050	.477	-.032	-.013	-.081	.058	-.021	-.019	.085	-.002	.009	-.003	-.033	-.082
P6	-.060	-.052	.004	-.138	-.032	.342	-.126	.022	-.016	.047	-.042	.001	.077	-.050	.059	-.045	-.031
P7	.042	-.017	-.079	-.008	-.013	-.126	.469	.048	-.041	.036	.039	.004	-.092	.081	-.080	.033	.081
D1	.050	.011	.025	-.035	-.081	.022	.048	.502	-.125	.012	-.023	-.081	-.006	-.070	-.007	.032	.073

	P1	P2	P3	P4	P5	P6	P7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
D2	.003	-.010	.034	-.033	.058	-.016	-.041	-.125	.223	-.118	-.032	-.028	-.071	.012	.024	-.011	-.066
D3	-.013	.001	-.050	.012	-.021	.047	.036	.012	-.118	.255	-.030	.011	-.003	-.002	.006	-.105	.021
D4	.020	-.038	-.039	.025	-.019	-.042	.039	-.023	-.032	-.030	.375	-.030	-.046	.030	-.059	.021	-.118
D5	-.057	.009	-.063	.022	.085	.001	.004	-.081	-.028	.011	-.030	.519	-.071	.034	-.027	-.052	-.014
D6	-.021	-.027	.032	-.031	-.002	.077	-.092	-.006	-.071	-.003	-.046	-.071	.335	-.074	-.024	.062	-.075
D7	.031	-.001	-.049	.051	.009	-.050	.081	-.070	.012	-.002	.030	.034	-.074	.289	-.131	-.044	-.020
D8	-.011	.007	-.023	-.044	-.003	.059	-.080	-.007	.024	.006	-.059	-.027	-.024	-.131	.239	-.107	-.004
D9	.003	.004	.003	.011	-.033	-.045	.033	.032	-.011	-.105	.021	-.052	.062	-.044	-.107	.297	-.030
D10	.000	-.023	.038	.054	-.082	-.031	.081	.073	-.066	.021	-.118	-.014	-.075	-.020	-.004	-.030	.479
Anti-image Correlation																	
B1	.102	.056	.148	-.108	-.091	.008	-.305	-.169	.242	-.232	-.003	-.167	-.007	-.026	.159	-.064	-.010
B2	-.300	.093	.187	-.022	-.078	.102	-.002	.024	.009	-.074	-.169	-.045	.138	.022	-.053	.002	.057
B3	-.037	-.080	-.272	.038	.227	.049	-.028	-.090	-.015	.062	.001	.094	-.036	.014	.135	.002	-.150
B4	.009	.054	.081	.027	.105	-.092	-.164	-.114	.119	-.057	.254	-.130	-.053	.168	-.084	-.078	-.184
B5	.153	.043	.012	-.135	-.087	.013	-.110	.090	.122	-.120	-.238	.067	.116	-.190	.070	.127	.063
B6	-.109	-.028	-.182	.115	-.089	.159	-.038	-.010	-.094	.136	-.076	.037	-.016	.074	-.037	-.015	.022
B7	-.129	.055	.116	.041	.074	-.009	-.032	-.126	.088	-.010	.062	-.015	-.149	.105	.009	-.094	-.016
B8	.095	-.045	-.307	.125	-.107	-.098	.117	.145	-.210	.204	.072	.078	-.089	-.136	-.089	.219	.022
B9	.040	.006	.032	.044	.030	-.076	-.155	-.017	-.158	.057	-.113	.152	.165	-.163	.039	-.002	.073
B10	-.010	.080	.183	-.010	.009	-.066	-.045	-.004	.250	-.243	.059	-.070	-.129	-.059	.047	-.032	-.018
S1	-.082	-.020	.202	-.116	-.127	.156	.063	.157	-.177	.050	-.014	-.119	.146	-.080	.045	-.017	.124
S2	.073	-.303	-.275	-.056	-.092	.255	.069	-.009	-.051	-.037	.087	.118	.068	.107	.064	-.053	-.018
S3	-.089	.118	-.097	-.008	.111	-.072	-.099	-.098	.093	.083	-.167	.059	.028	-.052	.086	-.006	-.083
S4	.189	-.282	-.103	-.144	-.080	.103	.125	.168	-.119	.082	.100	-.116	.004	.054	-.100	.074	.084
S5	.040	.205	-.161	.117	.075	-.346	.011	.044	-.122	.102	-.083	.106	.030	.013	-.090	.039	-.016

	P1	P2	P3	P4	P5	P6	P7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
S6	-.038	.041	-.091	.180	.190	-.243	.178	.041	-.127	.023	-.139	.051	-.110	.050	.016	-.004	.109
S7	-.112	-.047	.129	-.196	-.081	.294	-.022	.103	-.141	.050	.078	-.145	.137	-.009	.085	-.126	.060
S8	-.034	.013	.253	.002	-.044	-.044	-.226	-.154	.252	-.255	.069	.081	.033	-.039	-.095	.081	-.063
P1	.837(a)	-.423	-.171	-.070	-.153	-.176	.107	.122	.010	-.044	.057	-.138	-.064	.099	-.037	.010	-.001
P2	-.423	.830(a)	.153	-.099	-.165	-.156	-.042	.027	-.036	.002	-.108	.021	-.081	-.003	.024	.011	-.057
P3	-.171	.153	.706(a)	-.260	-.040	.012	-.180	.056	.111	-.155	-.101	-.137	.085	-.142	-.075	.010	.085
P4	-.070	-.099	-.260	.825(a)	-.119	-.386	-.020	-.080	-.113	.038	.068	.050	-.088	.154	-.148	.034	.128
P5	-.153	-.165	-.040	-.119	.827(a)	-.079	-.027	-.165	.178	-.060	-.044	.171	-.005	.024	-.008	-.088	-.172
P6	-.176	-.156	.012	-.386	-.079	.638(a)	-.315	.053	-.059	.160	-.119	.002	.228	-.158	.207	-.141	-.077
P7	.107	-.042	-.180	-.020	-.027	-.315	.695(a)	.098	-.127	.103	.093	.007	-.232	.221	-.240	.088	.171
D1	.122	.027	.056	-.080	-.165	.053	.098	.750(a)	-.372	.033	-.053	-.158	-.015	-.184	-.021	.082	.150
D2	.010	-.036	.111	-.113	.178	-.059	-.127	-.372	.746(a)	-.496	-.111	-.083	-.260	.048	.102	-.041	-.201
D3	-.044	.002	-.155	.038	-.060	.160	.103	.033	-.496	.791(a)	-.097	.030	-.010	-.008	.023	-.382	.059
D4	.057	-.108	-.101	.068	-.044	-.119	.093	-.053	-.111	-.097	.852(a)	-.067	-.130	.091	-.195	.062	-.278
D5	-.138	.021	-.137	.050	.171	.002	.007	-.158	-.083	.030	-.067	.834(a)	-.169	.088	-.077	-.132	-.028
D6	-.064	-.081	.085	-.088	-.005	.228	-.232	-.015	-.260	-.010	-.130	-.169	.814(a)	-.239	-.084	.197	-.186
D7	.099	-.003	-.142	.154	.024	-.158	.221	-.184	.048	-.008	.091	.088	-.239	.766(a)	-.498	-.151	-.053
D8	-.037	.024	-.075	-.148	-.008	.207	-.240	-.021	.102	.023	-.195	-.077	-.084	-.498	.793(a)	-.401	-.011

	P1	P2	P3	P4	P5	P6	P7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
D9	.010	.011	.010	.034	-.088	-.141	.088	.082	-.041	-.382	.062	-.132	.197	-.151	a)	.815(a)	-.081
D10	-.001	-.057	.085	.128	-.172	-.077	.171	.150	-.201	.059	-.278	-.028	-.186	-.053	-.011	-.081	.810(a)

a Measures of Sampling Adequacy(MSA)

Rotated Matrix

Rotated Component Matrix(a)

	Component			
	1	2	3	4
B1				
B2		.577		
B3		.523		
B4				
B5		.710		
B6		.681		
B7		.538		
B8		.610		
B9				
B10		.749		
S1				
S2			.750	
S3			.650	
S4			.606	

S5				
S6			.708	
S7			.563	
S8				
P1				.515
P2			.543	.520
P3				.516
P4				.759
P5				.603
P6				.757
P7				.590
D1	.633			
D2	.778			
D3	.764			
D4	.689			
D5	.643			
D6	.738			
D7	.677			
D8	.737			
D9	.734			
D10	.661			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Lampiran 7 Uji validitas iterasi kedua

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.790
Bartlett's Test of Sphericity	Approx. Chi-Square	1490.202
	df	378
	Sig.	.000

	P1	P2	P3	P4	P5	P6	P7	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10
Anti-image Covariance																	
B1	.043	.023	.069	-.048	-.046	.003	-.153	-.087	.083	-.085	-.001	-.088	-.003	-.010	.057	-.026	-.005
B2	-.121	.037	.083	-.009	-.038	.041	-.001	.012	.003	-.026	-.072	-.022	.055	.008	-.018	.001	.027
B3	-.016	-.035	-.134	.018	.120	.022	-.015	-.049	-.006	.024	.001	.052	-.016	.006	.051	.001	-.080
B4	.004	.022	.037	.012	.052	-.038	-.080	-.058	.040	-.020	.111	-.067	-.022	.064	-.029	-.030	-.091
B5	.056	.015	.005	-.052	-.038	.005	-.048	.040	.036	-.038	-.092	.031	.043	-.064	.022	.044	.028
B6	-.037	-.009	-.068	.041	-.036	.054	-.015	-.004	-.026	.040	-.027	.016	-.005	.023	-.011	-.005	.009
B7	-.054	.023	.054	.018	.037	-.004	-.016	-.064	.030	-.003	.028	-.008	-.062	.041	.003	-.037	-.008
B8	.035	-.016	-.124	.048	-.047	-.036	.050	.065	-.062	.065	.028	.035	-.032	-.046	-.027	.075	.010

B9	.017	.003	.015	.020	.015	-.033	-.079	-.009	-.056	.021	-.051	.081	.071	-.065	.014	-.001	.038
B10	-.003	.024	.062	-.003	.003	-.021	-.017	-.002	.063	-.066	.019	-.027	-.040	-.017	.012	-.009	-.007
S1	-.033	-.008	.088	-.048	-.060	.062	.030	.076	-.057	.017	-.006	-.059	.058	-.030	.015	-.006	.059
S2	.025	-.103	-.104	-.020	-.038	.089	.028	-.004	-.014	-.011	.032	.050	.023	.034	.019	-.017	-.007
S3	-.035	.046	-.042	-.003	.053	-.029	-.046	-.048	.030	.029	-.070	.029	.011	-.019	.029	-.002	-.039
S4	.069	-.101	-.041	-.055	-.035	.038	.054	.074	-.035	.026	.038	-.052	.001	.018	-.031	.025	.037
S5	.016	.083	-.073	.051	.037	-.144	.006	.022	-.041	.037	-.036	.054	.012	.005	-.031	.015	-.008
S6	-.013	.014	-.034	.065	.077	-.083	.072	.017	-.035	.007	-.050	.022	-.037	.016	.005	-.001	.044
S7	-.040	-.017	.051	-.074	-.035	.106	-.009	.045	-.041	.016	.030	-.065	.049	-.003	.026	-.042	.026
S8	-.013	.005	.105	.001	-.020	-.017	-.101	-.071	.077	-.084	.028	.038	.013	-.014	-.030	.029	-.028
P1	.336	-.140	-.063	-.025	-.061	-.060	.042	.050	.003	-.013	.020	-.057	-.021	.031	-.011	.003	.000
P2	-.140	.329	.056	-.035	-.065	-.052	-.017	.011	-.010	.001	-.038	.009	-.027	-.001	.007	.004	-.023
P3	-.063	.056	.410	-.102	-.018	.004	-.079	.025	.034	-.050	-.039	-.063	.032	-.049	-.023	.003	.038
P4	-.025	-.035	-.102	.375	-.050	-.138	-.008	-.035	-.033	.012	.025	.022	-.031	.051	-.044	.011	.054
P5	-.061	-.065	-.018	-.050	.477	-.032	-.013	-.081	.058	-.021	-.019	.085	-.002	.009	-.003	-.033	-.082
P6	-.060	-.052	.004	-.138	-.032	.342	-.126	.022	-.016	.047	-.042	.001	.077	-.050	.059	-.045	-.031
P7	.042	-.017	-.079	-.008	-.013	-.126	.469	.048	-.041	.036	.039	.004	-.092	.081	-.080	.033	.081
D1	.050	.011	.025	-.035	-.081	.022	.048	.502	-.125	.012	-.023	-.081	-.006	-.070	-.007	.032	.073
D2	.003	-.010	.034	-.033	.058	-.016	-.041	-.125	.223	-.118	-.032	-.028	-.071	.012	.024	-.011	-.066
D3	-.013	.001	-.050	.012	-.021	.047	.036	.012	-.118	.255	-.030	.011	-.003	-.002	.006	-.105	.021
D4	.020	-.038	-.039	.025	-.019	-.042	.039	-.023	-.032	-.030	.375	-.030	-.046	.030	-.059	.021	-.118
D5	-.057	.009	-.063	.022	.085	.001	.004	-.081	-.028	.011	-.030	.519	-.071	.034	-.027	-.052	-.014
D6	-.021	-.027	.032	-.031	-.002	.077	-.092	-.006	-.071	-.003	-.046	-.071	.335	-.074	-.024	.062	-.075
D7	.031	-.001	-.049	.051	.009	-.050	.081	-.070	.012	-.002	.030	.034	-.074	.289	-.131	-.044	-.020
D8	-.011	.007	-.023	-.044	-.003	.059	-.080	-.007	.024	.006	-.059	-.027	-.024	-.131	.239	-.107	-.004
D9	.003	.004	.003	.011	-.033	-.045	.033	.032	-.011	-.105	.021	-.052	.062	-.044	-.107	.297	-.030
D10	.000	-.023	.038	.054	-.082	-.031	.081	.073	-.066	.021	-.118	-.014	-.075	-.020	-.004	-.030	.479
Anti-B1	.102	.056	.148	-.108	-.091	.008	-.305	-.169	.242	-.232	-.003	-.167	-.007	-.026	.159	-.064	-.010

image Correlation																		
B2	-.300	.093	.187	-.022	-.078	.102	-.002	.024	.009	-.074	-.169	-.045	.138	.022	-.053	.002	.057	
B3	-.037	-.080	-.272	.038	.227	.049	-.028	-.090	-.015	.062	.001	.094	-.036	.014	.135	.002	-.150	
B4	.009	.054	.081	.027	.105	-.092	-.164	-.114	.119	-.057	.254	-.130	-.053	.168	-.084	-.078	-.184	
B5	.153	.043	.012	-.135	-.087	.013	-.110	.090	.122	-.120	-.238	.067	.116	-.190	.070	.127	.063	
B6	-.109	-.028	-.182	.115	-.089	.159	-.038	-.010	-.094	.136	-.076	.037	-.016	.074	-.037	-.015	.022	
B7	-.129	.055	.116	.041	.074	-.009	-.032	-.126	.088	-.010	.062	-.015	-.149	.105	.009	-.094	-.016	
B8	.095	-.045	-.307	.125	-.107	-.098	.117	.145	-.210	.204	.072	.078	-.089	-.136	-.089	.219	.022	
B9	.040	.006	.032	.044	.030	-.076	-.155	-.017	-.158	.057	-.113	.152	.165	-.163	.039	-.002	.073	
B10	-.010	.080	.183	-.010	.009	-.066	-.045	-.004	.250	-.243	.059	-.070	-.129	-.059	.047	-.032	-.018	
S1	-.082	-.020	.202	-.116	-.127	.156	.063	.157	-.177	.050	-.014	-.119	.146	-.080	.045	-.017	.124	
S2	.073	-.303	-.275	-.056	-.092	.255	.069	-.009	-.051	-.037	.087	.118	.068	.107	.064	-.053	-.018	
S3	-.089	.118	-.097	-.008	.111	-.072	-.099	-.098	.093	.083	-.167	.059	.028	-.052	.086	-.006	-.083	
S4	.189	-.282	-.103	-.144	-.080	.103	.125	.168	-.119	.082	.100	-.116	.004	.054	-.100	.074	.084	
S5	.040	.205	-.161	.117	.075	-.346	.011	.044	-.122	.102	-.083	.106	.030	.013	-.090	.039	-.016	
S6	-.038	.041	-.091	.180	.190	-.243	.178	.041	-.127	.023	-.139	.051	-.110	.050	.016	-.004	.109	
S7	-.112	-.047	.129	-.196	-.081	.294	-.022	.103	-.141	.050	.078	-.145	.137	-.009	.085	-.126	.060	
S8	-.034	.013	.253	.002	-.044	-.044	-.226	-.154	.252	-.255	.069	.081	.033	-.039	-.095	.081	-.063	
P1	.837(a)	-.423	-.171	-.070	-.153	-.176	.107	.122	.010	-.044	.057	-.138	-.064	.099	-.037	.010	-.001	
P2	-.423	.830(a)	.153	-.099	-.165	-.156	-.042	.027	-.036	.002	-.108	.021	-.081	-.003	.024	.011	-.057	
P3	-.171	.153	.706(a)	-.260	-.040	.012	-.180	.056	.111	-.155	-.101	-.137	.085	-.142	-.075	.010	.085	
P4	-.070	-.099	-.260	.825(a)	-.119	-.386	-.020	-.080	-.113	.038	.068	.050	-.088	.154	-.148	.034	.128	
P5	-.153	-.165	-.040	-.119	.827(a)	-.079	-.027	-.165	.178	-.060	-.044	.171	-.005	.024	-.008	-.088	-.172	
P6	-.176	-.156	.012	-.386	-.079	.638(a)	-.315	.053	-.059	.160	-.119	.002	.228	-.158	.207	-.141	-.077	

P7	.107	-.042	-.180	-.020	-.027	-.315	.695(a)	.098	-.127	.103	.093	.007	-.232	.221	-.240	.088	.171
D1	.122	.027	.056	-.080	-.165	.053	.098	.750(a)	-.372	.033	-.053	-.158	-.015	-.184	-.021	.082	.150
D2	.010	-.036	.111	-.113	.178	-.059	-.127	-.372	.746(a)	-.496	-.111	-.083	-.260	.048	.102	-.041	-.201
D3	-.044	.002	-.155	.038	-.060	.160	.103	.033	-.496	.791(a)	-.097	.030	-.010	-.008	.023	-.382	.059
D4	.057	-.108	-.101	.068	-.044	-.119	.093	-.053	-.111	-.097	.852(a)	-.067	-.130	.091	-.195	.062	-.278
D5	-.138	.021	-.137	.050	.171	.002	.007	-.158	-.083	.030	-.067	.834(a)	-.169	.088	-.077	-.132	-.028
D6	-.064	-.081	.085	-.088	-.005	.228	-.232	-.015	-.260	-.010	-.130	-.169	.814(a)	-.239	-.084	.197	-.186
D7	.099	-.003	-.142	.154	.024	-.158	.221	-.184	.048	-.008	.091	.088	-.239	.766(a)	-.498	-.151	-.053
D8	-.037	.024	-.075	-.148	-.008	.207	-.240	-.021	.102	.023	-.195	-.077	-.084	-.498	.793(a)	-.401	-.011
D9	.010	.011	.010	.034	-.088	-.141	.088	.082	-.041	-.382	.062	-.132	.197	-.151	-.401	.815(a)	-.081
D10	-.001	-.057	.085	.128	-.172	-.077	.171	.150	-.201	.059	-.278	-.028	-.186	-.053	-.011	-.081	.810(a)

a Measures of Sampling Adequacy(MSA)

Rotated Component Matrix(a)

	Component			
	1	2	3	4
D1	.641			
D2	.787			
D3	.768			
D4	.688			
D5	.648			
D6	.732			
D7	.671			
D8	.732			
D9	.735			
D10	.655			
B2		.576		
B3		.574		
B5		.709		
B6		.724		
B7		.567		
B8		.589		
B10		.775		
S2			.758	
S3			.696	
S4			.610	
S6			.744	
S7			.585	
P1				.511
P3				.553
P4				.766
P5				.588
P6				.789
P7				.609

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Lampiran 8 hasil Reliabilitas

A. Variabel Pengetahuan Lingkungan

Reliability Statistics

Cronbach's Alpha	N of Items
.784	6

B. Variabel Sikap

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

C. Variabel Daur Ulang

Reliability Statistics

Cronbach's Alpha	N of Items
.892	10

D. Variabel Pembelian Produk Hijau

Reliability Statistics

Cronbach's Alpha	N of Items
.797	7

Lampiran 9 Hasil Regresi Linear Berganda

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	D, S, P(a)	.	Enter

a All requested variables entered.

b Dependent Variable: B

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.504(a)	.254	.233	2.789

a Predictors: (Constant), D, S, P

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	288.163	3	96.054	12.347	.000(a)
	Residual	847.997	109	7.780		
	Total	1136.159	112			

a Predictors: (Constant), D, S, P

b Dependent Variable: B

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	14.638	2.937		4.983	.000
	P	.167	.076	.211	2.194	.030
	S	.453	.127	.332	3.552	.001
	D	.068	.043	.137	1.605	.111

a Dependent Variable: B