

Lampiran 1 Kuisoner Penelitian

A. Kata Pengantar

Dengan hormat saya,

Nama : Heri

Nim : 20130410287

Mahasiswa : Universitas Muhammadiyah Yogyakarta

Fakultas : Ekonomi dan Bisnis

Prodi : Manajemen

Sedang melakukan penelitian berjudul **“Pengaruh Merek Hijau Terhadap Keputusan Pembelian pada Industri Kosmetik Hijau di Kota Yogyakarta”** untuk keperluan tersebut saya mohon bantuan responden untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atau apa yang responden lakukan berkaitan dengan citra merek hijau, kepuasan merek hijau, kepercayaan merek hijau dan kesadaran merek hijau terhadap keputusan pembelian. Semoga partisipasi yang responden berikan dapat bermanfaat untuk ilmu dan pengetahuan. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terimakasih.

Hormat saya,

Heri

20130410287

KUISONER

B. Petunjuk pengisian kuisoner :

1. Tulislah identitas anda pada kolom yang telah disediakan
2. Isilah dengan jawaban yang paling sesuai dengan keadaan yang anda alami dengan member tanda centang atau dari pertanyaan-pertanyaan dibawah ini :

Keterangan :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

KS : Kurang Setuju

S : Setuju

SS : Sangat Setuju

3. Dalam satu nomor tidak boleh ada jawaban atau tanda centang lebih dari satu.

C. Identitas Responden

- a. Nama :
- b. Umur :
- c. Jenis Kelamin :
- d. Pekerjaan :
- e. Pendidikan Terakhir :
- f. Penghasilan Perbulan :

D. Daftar Pertanyaan

Variabel Citra Merek Hijau

No.	Daftar pertanyaan	STS	TS	KS	S	SS
1.	Saya menggemari merek produk kosmetik hijau					
2.	Produk kosmetik hijau menggambarkan produk ramah lingkungan					
3.	Produk kosmetik hijau aman dan tidak memiliki efek samping					

4.	Mayoritas konsumen lebih memilih merek produk kosmetik hijau					
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Variabel Kepuasan Merek Hijau

No.	Daftar pertanyaan	STS	TS	KS	S	SS
1.	Saya merasa puas menggunakan merek produk kosmetik hijau					
2.	Saya merasa puas karena merek produk kosmetik hijau memenuhi harapan					
3.	Pengalaman saya memuaskan menggunakan produk kosmetik hijau					
4.	Saya merasa puas produk kosmetik hijau menyenangkan hati					

Variabel Kepercayaan Merek Hijau

No.	Daftar pertanyaan	STS	TS	KS	S	SS
1.	Saya percaya produk kosmetik hijau sesuai dengan harapan					
2.	Saya percaya produk kosmetik hijau konsisten dengan pelayanannya					
3.	Saya percaya produk kosmetik hijau peduli pada lingkungan					
4.	Saya percaya konsumen					

	bertahan lama pada produk kosmetik hijau					
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Variabel Kesadaran Merek Hijau

No.	Daftar pertanyaan	STS	TS	KS	S	SS
1.	Saya mengenal logo merek produk kosmetik hijau					
2.	Saya mudah mengingat model varian produk kosmetik hijau					
3.	Iklan produk kosmetik hijau mudah diingat					
4.	Saya sadar memilih produk yang melestarikan lingkungan					

Variabel Keputusan Pembelian

No.	Daftar pertanyaan	STS	TS	KS	S	SS
1.	Saya terbiasa membeli produk kosmetik hijau					
2.	Saya ingin membeli produk kosmetik hijau					
3.	Saya yakin dalam membeli suatu produk					
4.	Saya meluangkan waktu dalam membeli produk					
5.	Saya merasa produk kosmetik hijau sesuai dengan harapan					
6.	Saya membeli produk kosmetik hijau karena bermanfaat					
7.	Ketika saya membutuhkan produk					

	kosmetik, maka saya prioritaskan membeli produk kosmetik hijau					
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LAMPIRAN 2 Hasil Uji Validitas Citra Merek Hijau

Correlations

		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	,696**	,561**	,409*	,843**
	Sig. (2-tailed)		,000	,001	,025	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,696**	1	,725**	,432*	,874**
	Sig. (2-tailed)	,000		,000	,017	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,561**	,725**	1	,409*	,825**
	Sig. (2-tailed)	,001	,000		,025	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,409*	,432*	,409*	1	,691**
	Sig. (2-tailed)	,025	,017	,025		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,843**	,874**	,825**	,691**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

LAMPIRAN 3 Uji Validitas Kepuasan Merek Hijau

Correlations						
	X2.1	X2.2	X2.3	X2.4	Total	
X2.1	Pearson Correlation	1	,840**	,688**	,726**	,884**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,840**	1	,788**	,773**	,929**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,688**	,788**	1	,846**	,915**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,726**	,773**	,846**	1	,922**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,884**	,929**	,915**	,922**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

LAMPIRAN 4 Uji Validitas Kepercayaan Merek Hijau

Correlations

		X3.1	X3.2	X3.3	X3.4	Total
X3.1	Pearson Correlation	1	,812**	,530**	,683**	,876**
	Sig. (2-tailed)		,000	,003	,000	,000
	N	30	30	30	30	30
X3.2	Pearson Correlation	,812**	1	,672**	,735**	,934**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X3.3	Pearson Correlation	,530**	,672**	1	,510**	,789**
	Sig. (2-tailed)	,003	,000		,004	,000
	N	30	30	30	30	30
X3.4	Pearson Correlation	,683**	,735**	,510**	1	,848**
	Sig. (2-tailed)	,000	,000	,004		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,876**	,934**	,789**	,848**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

LAMPIRAN 5 Uji Validitas Kesadaran Merek Hijau

Correlations

		X4.1	X4.2	X4.3	X4.4	Total
X4.1	Pearson Correlation	1	,697**	,628**	,576**	,841**
	Sig. (2-tailed)		,000	,000	,001	,000
	N	30	30	30	30	30
X4.2	Pearson Correlation	,697**	1	,726**	,730**	,900**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X4.3	Pearson Correlation	,628**	,726**	1	,821**	,894**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
X4.4	Pearson Correlation	,576**	,730**	,821**	1	,878**
	Sig. (2-tailed)	,001	,000	,000		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,841**	,900**	,894**	,878**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

LAMPIRAN 6 Uji Validitas Keputusan Pembelian

		Correlations							
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Total
Y1	Pearson Correlation	1	,662**	,614**	,356	,385*	,478**	,684**	,879**
	Sig. (2-tailed)		,000	,000	,053	,036	,008	,000	,000
	N	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	,662**	1	,658**	,245	,399*	,455*	,317	,768**
	Sig. (2-tailed)	,000		,000	,192	,029	,012	,088	,000
	N	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	,614**	,658**	1	,596**	,157	,221	,322	,735**
	Sig. (2-tailed)	,000	,000		,001	,408	,240	,083	,000
	N	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	,356	,245	,596**	1	,000	-,082	,300	,523**
	Sig. (2-tailed)	,053	,192	,001		1,000	,665	,108	,003
	N	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,385*	,399*	,157	,000	1	,650**	,265	,581**
	Sig. (2-tailed)	,036	,029	,408	1,000		,000	,158	,001
	N	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	,478**	,455*	,221	-,082	,650**	1	,475**	,631**
	Sig. (2-tailed)	,008	,012	,240	,665	,000		,008	,000
	N	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,684**	,317	,322	,300	,265	,475**	1	,705**
	Sig. (2-tailed)	,000	,088	,083	,108	,158	,008		,000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	,879**	,768**	,735**	,523**	,581**	,631**	,705**	1
	Sig. (2-tailed)	,000	,000	,000	,003	,001	,000	,000	
	N	30	30	30	30	30	30	30	30

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

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

LAMPIRAN 7 Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,817	5

Reliability Statistics

Cronbach's Alpha	N of Items
,843	5

Reliability Statistics

Cronbach's Alpha	N of Items
,832	5

Reliability Statistics

Cronbach's Alpha	N of Items
,835	5

Reliability Statistics

Cronbach's Alpha	N of Items
,770	8

LAMPIRAN 8 Uji Normalitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TOTAL_KS, TOTAL_KMH, TOTAL_CM, TOTAL_KPH ^a		Enter

a. All requested variables entered.

b. Dependent Variable: TOTAL_KP

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	TOTAL_CM	,300	3,328
	TOTAL_KMH	,257	3,884
	TOTAL_KPH	,242	4,132
	TOTAL_KS	,550	1,818

a. Dependent Variable: TOTAL_KP

Coefficient Correlations^a

Model			TOTAL_ KS	TOTAL_ KMH	TOTAL_ CM	TOTAL_ KPH
1	Correlations	TOTAL_KS	1,000	-,122	-,296	-,091
		TOTAL_KMH	-,122	1,000	-,280	-,567
		TOTAL_CM	-,296	-,280	1,000	-,365
		TOTAL_KPH	-,091	-,567	-,365	1,000
	Covariances	TOTAL_KS	,011	-,002	-,005	-,002
		TOTAL_KMH	-,002	,018	-,006	-,012
		TOTAL_CM	-,005	-,006	,024	-,009
		TOTAL_KPH	-,002	-,012	-,009	,026

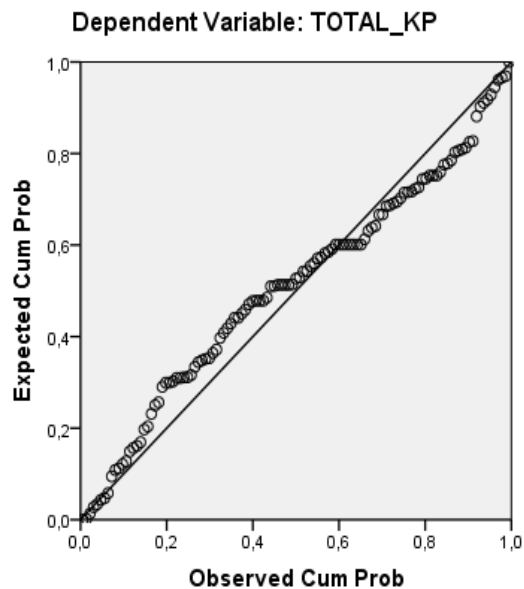
a. Dependent Variable: TOTAL_KP

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8,6684	33,5986	24,2185	4,29370	119
Std. Predicted Value	-3,622	2,185	,000	1,000	119
Standard Error of Predicted Value	,238	1,088	,465	,201	119
Adjusted Predicted Value	8,2554	33,5162	24,2019	4,32602	119
Residual	-10,34885	9,43160	,00000	2,43020	119
Std. Residual	-4,186	3,815	,000	,983	119
Stud. Residual	-4,270	4,249	,003	1,020	119
Deleted Residual	-10,77099	11,69892	,01654	2,62189	119
Stud. Deleted Residual	-4,639	4,611	,002	1,052	119
Mahal. Distance	,100	21,877	3,966	4,845	119
Cook's Distance	,000	,868	,017	,082	119
Centered Leverage Value	,001	,185	,034	,041	119

a. Dependent Variable: TOTAL_KP

Normal P-P Plot of Regression Standardized Residual



LAMPIRAN 9 Uji Multikolonieritas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TOTAL_KS, TOTAL_KMH, TOTAL_CM, TOTAL_KPH ^a		Enter

a. All requested variables entered.

b. Dependent Variable: TOTAL_KP

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	TOTAL_CM	,300	3,328
	TOTAL_KMH	,257	3,884
	TOTAL_KPH	,242	4,132
	TOTAL_KS	,550	1,818

a. Dependent Variable: TOTAL_KP

Coefficient Correlations^a

Model		TOTAL_KS	TOTAL_KMH	TOTAL_CM	TOTAL_KPH
Correlations	TOTAL_KS	1,000	-,122	-,296	-,091
	TOTAL_KMH	-,122	1,000	-,280	-,567
	TOTAL_CM	-,296	-,280	1,000	-,365
	TOTAL_KPH	-,091	-,567	-,365	1,000
Covariances	TOTAL_KS	,011	-,002	-,005	-,002
	TOTAL_KMH	-,002	,018	-,006	-,012
	TOTAL_CM	-,005	-,006	,024	-,009
	TOTAL_KPH	-,002	-,012	-,009	,026

a. Dependent Variable: TOTAL_KP

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	TOTAL_ CM	TOTAL_ KMH	TOTAL_ KPH	TOTAL_ KS
1	1	4,934	1,000	,00	,00	,00	,00	,00
	2	,032	12,501	,55	,00	,15	,02	,02
	3	,019	16,185	,24	,00	,03	,03	,92
	4	,009	23,566	,17	,76	,47	,01	,05
	5	,007	26,812	,03	,24	,35	,94	,01

a. Dependent Variable: TOTAL_KP

LAMPIRAN 10 Uji Heteroskedastisitas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TOTAL_KS, TOTAL_KMH, TOTAL_CM, TOTAL_KPH ^a		Enter

a. All requested variables entered.

b. Dependent Variable: TOTAL_KP

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	TOTAL_CM	,300	3,328
	TOTAL_KMH	,257	3,884
	TOTAL_KPH	,242	4,132
	TOTAL_KS	,550	1,818

a. Dependent Variable: TOTAL_KP

Coefficient Correlations^a

Model		TOTAL_KS	TOTAL_KMH	TOTAL_CM	TOTAL_KPH
Correlations	TOTAL_KS	1,000	-,122	-,296	-,091
	TOTAL_KMH	-,122	1,000	-,280	-,567
	TOTAL_CM	-,296	-,280	1,000	-,365
	TOTAL_KPH	-,091	-,567	-,365	1,000
Covariances	TOTAL_KS	,011	-,002	-,005	-,002
	TOTAL_KMH	-,002	,018	-,006	-,012
	TOTAL_CM	-,005	-,006	,024	-,009
	TOTAL_KPH	-,002	-,012	-,009	,026

a. Dependent Variable: TOTAL_KP

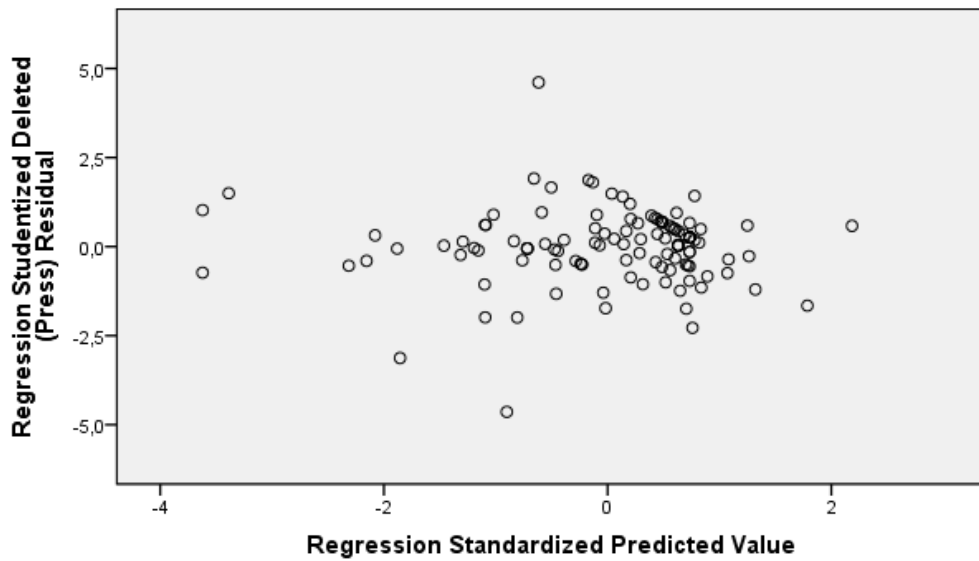
Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	TOTAL_CM	TOTAL_KMH	TOTAL_KPH	TOTAL_KS
1	1	4,934	1,000	,00	,00	,00	,00	,00
	2	,032	12,501	,55	,00	,15	,02	,02
	3	,019	16,185	,24	,00	,03	,03	,92
	4	,009	23,566	,17	,76	,47	,01	,05
	5	,007	26,812	,03	,24	,35	,94	,01

a. Dependent Variable: TOTAL_KP

Scatterplot

Dependent Variable: TOTAL_KP



LAMPIRAN 11 Uji Hipotesis

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TOTAL_KS, TOTAL_KMH, TOTAL_CM, TOTAL_KPH ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: TOTAL_KP

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,870 ^a	,757	,749	2,47246

a. Predictors: (Constant), TOTAL_KS, TOTAL_KMH, TOTAL_CM, TOTAL_KPH

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2175,429	4	543,857	88,966	,000 ^a
Residual	696,890	114	6,113		
Total	2872,319	118			

a. Predictors: (Constant), TOTAL_KS, TOTAL_KMH, TOTAL_CM, TOTAL_KPH

b. Dependent Variable: TOTAL_KP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,436	1,317		1,850	,067
	TOTAL_CM	,428	,154	,235	2,786	,006
	TOTAL_KMH	,447	,133	,306	3,363	,001
	TOTAL_KPH	,619	,160	,363	3,873	,000
	TOTAL_KS	,064	,104	,038	,612	,542

a. Dependent Variable: TOTAL_KP