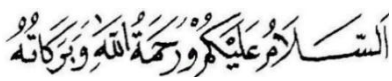
LAMPIRAN 1. KUESIONER PENELITIAN

KUESIONER PENELITIAN
PENGARUH *GREEN MARKETING*PADA KEPUTUSAN PEMBELIAN DAN IMPLIKASINYA TERHADAP LOYALITAS KONSUMEN
(Studi pada Konsumen Air Mineral Ades Di Yogyakarta)

Kepada Yth
Bapak/ Ibu/ Sdr/i Responden
di-
Tempat

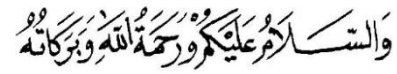


Dengan Hormat,

Bersama ini saya memohon kesediaan Anda untuk mengisi kuesioner penelitian dengan judul "Pengaruh *Green marketing* pada Keputusan Pembelian dan Implikasinya terhadap Loyalitas Konsumen Air Mineral Ades di Yogyakarta".

Informasi yang Bapak/Ibu/ Sdr/i berikan adalah bantuan yang bernilai dalam menyelesaikan skripsi ini sebagai salah satu syarat untuk menyelesaikan program S-1 di Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, UMY.

Atas kerjasama Anda, saya ucapkan terimakasih.



IDENTITAS RESPONDEN

1. Nama _____:
2. Usia ___ : Tahun
3. Jenis Kelamin : Laki-laki/ Perempuan
4. Pendidikan : a. SMA b. Diploma c. S1 d.S2
5. Pekerjaan : a. Pelajar/ Mahasiswa b. PNS c. TNI/ POLRI d. Karyawan Swasta e. Wirausaha e. Lainnya:_____
6. Telah menggunakan produk sebanyak : a. 1 kali b. 2 kali c. >3 kali

PETUNJUK PENGISIAN KUESIONER

Mohon memberikan tanda silang (X) pada jawaban yang Bapak/ Ibu/ Sdr/i anggap paling sesuai.
Keterangan Alternatif Jawaban dan Skor:

STS	Sangat Tidak Setuju	1
TSS	Tidak Setuju	2
C	Cukup	3
S	Setuju	4
SS	Sangat Setuju	5

A. Variabel *Green marketing*

No.	Daftar Pertanyaan	Alternatif Jawaban				
		STS	TS	C	S	SS
		1	2	3	4	5
	a. Melibatkan proses pengembangan produk					
1	Ades mengembangkan produk yang lebih mudah untuk diremukan sehingga menghemat tempat sampah					
2	Ades mengembangkan kemasan sekali pakai, sehingga tidak dapat digunakan lagi					
	b. Memberikan dampak positif terhadap lingkungan					
3	Ades memiliki kemasan yang tipis dan mudah di hancurkan sehingga mengurangi dampak terhadap lingkungan					
	c. Melakukan promosi dengan organisasi/ even peduli lingkungan					
4	Ades berkolaborasi dengan komunitas-komunitas yang peduli terhadap kelestarian lingkungan didalam melakukan promosinya					

5	Ades memiliki *tagline* "pilih, minum, dan remukkan" yang mengajak konsumen untuk peduli terhadap kelestarian lingkungan					

B. Variabel Keputusan Pembelian

No.	Daftar Pertanyaan	Alternatif Jawaban				
		STS	TS	C	S	SS
		1	2	3	4	5
1	Saya memutuskan membeli air mineral Ades berdasarkan rekomendasi teman					
2	Saya memutuskan untuk membeli Ades karena ramai dibicarakan					
3	Saya memutuskan untuk membeli Ades karena produk ramah lingkungan					
4	Saya memutuskan membeli produk Ades karena menggunakan kemasan yang ramah lingkungan					
5	Saya memutuskan membeli Ades karena termotivasi dengan iklannya yang menunjukkan perilaku ramah lingkungan					

C. Variabel Loyalitas Konsumen

No.	Daftar Pertanyaan	Alternatif Jawaban				
		STS	TS	C	S	SS
		1	2	3	4	5
1	Saya merasa Air mineral Ades memiliki kualitas produk yang baik					
2	Saya akan merekomendasikan kepada teman untuk membeli produk air mineral Ades					
3	Saya jarang beralih ke produk Air mineral lain selain Ades					
4	Air mineral Ades merupakan pilihan utama saya dalam membeli produk Air Mineral					
5	Saya percaya bahwa Ades merupakan produk Air Mineral terbaik					

-Terimakasih-

LAMPIRAN 2. FREKUENSI KARAKTERISTIK RESPONDEN

Statistics

		Usia	Jenis Kelamin	Pendidikan	Pekerjaan	Frekuensi
N	Valid	200	200	200	200	200
	Missing	0	0	0	0	0

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 Tahun	80	40.0	40.0	40.0
	21-30 Tahun	51	25.5	25.5	65.5
	31-40 Tahun	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	81	40.5	40.5	40.5
	Perempuan	119	59.5	59.5	100.0
	Total	200	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	124	62.0	62.0	62.0
	Diploma	39	19.5	19.5	81.5
	S1	34	17.0	17.0	98.5
	S2	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	91	45.5	45.5	45.5
	PNS	9	4.5	4.5	50.0
	TNI/POLRI	5	2.5	2.5	52.5
	Karyawan Swasta	32	16.0	16.0	68.5
	Wirausaha	30	15.0	15.0	83.5
	Lain-lain	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Frekuensi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Kali	8	4.0	4.0	4.0
	2 Kali	9	4.5	4.5	8.5
	> 3 Kali	183	91.5	91.5	100.0
	Total	200	100.0	100.0	

LAMPIRAN 3.UJI KUALITAS INSTRUMEN

VARIABEL GREEN MAREKTING

- **Uji Validitas**

Correlations

		G1	G2	G3	G4	G5	Green Marketing
G1	Pearson Correlation	1	.398*	.137	.308	.313	.533**
	Sig. (2-tailed)		.029	.470	.098	.092	.002
	N	30	30	30	30	30	30
G2	Pearson Correlation	.398*	1	.387*	.785**	.704**	.856**
	Sig. (2-tailed)	.029		.035	.000	.000	.000
	N	30	30	30	30	30	30
G3	Pearson Correlation	.137	.387*	1	.588**	.592**	.718**
	Sig. (2-tailed)	.470	.035		.001	.001	.000
	N	30	30	30	30	30	30
G4	Pearson Correlation	.308	.785**	.588**	1	.656**	.879**
	Sig. (2-tailed)	.098	.000	.001		.000	.000
	N	30	30	30	30	30	30
G5	Pearson Correlation	.313	.704**	.592**	.656**	1	.850**
	Sig. (2-tailed)	.092	.000	.001	.000		.000
	N	30	30	30	30	30	30
Green Marketing	Pearson Correlation	.533**	.856**	.718**	.879**	.850**	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

- **Uji Reliabilitas**

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

VARIABEL KEPUTUSAN PEMBELIAN

- **Uji Validitas**

Correlations

		KP1	KP2	KP3	KP4	KP5	Keputusan Pembelian
KP1	Pearson Correlation	1	.580**	.402*	.347	.509**	.749**
	Sig. (2-tailed)		.001	.028	.060	.004	.000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	.580**	1	.398*	.393*	.563**	.769**
	Sig. (2-tailed)	.001		.029	.032	.001	.000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	.402*	.398*	1	.804**	.703**	.813**
	Sig. (2-tailed)	.028	.029		.000	.000	.000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	.347	.393*	.804**	1	.590**	.768**
	Sig. (2-tailed)	.060	.032	.000		.001	.000
	N	30	30	30	30	30	30
KP5	Pearson Correlation	.509**	.563**	.703**	.590**	1	.842**
	Sig. (2-tailed)	.004	.001	.000	.001		.000
	N	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.749**	.769**	.813**	.768**	.842**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	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).

- **Uji Reliabilitas**

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.840	5

VARIABEL LOYALITAS KONSUMEN

- **Uji Validitas**

Correlations

		LP1	LP2	LP3	LP4	LP5	Loyalitas Konsumen
LP1	Pearson Correlation	1	.527**	.605**	.555**	.669**	.781**
	Sig. (2-tailed)		.003	.000	.001	.000	.000
	N	30	30	30	30	30	30
LP2	Pearson Correlation	.527**	1	.724**	.724**	.677**	.859**
	Sig. (2-tailed)	.003		.000	.000	.000	.000
	N	30	30	30	30	30	30
LP3	Pearson Correlation	.605**	.724**	1	.725**	.630**	.865**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
LP4	Pearson Correlation	.555**	.724**	.725**	1	.772**	.886**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	30	30	30	30	30	30
LP5	Pearson Correlation	.669**	.677**	.630**	.772**	1	.877**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
Loyalitas Konsumen	Pearson Correlation	.781**	.859**	.865**	.886**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

- **Uji Reliabilitas**

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

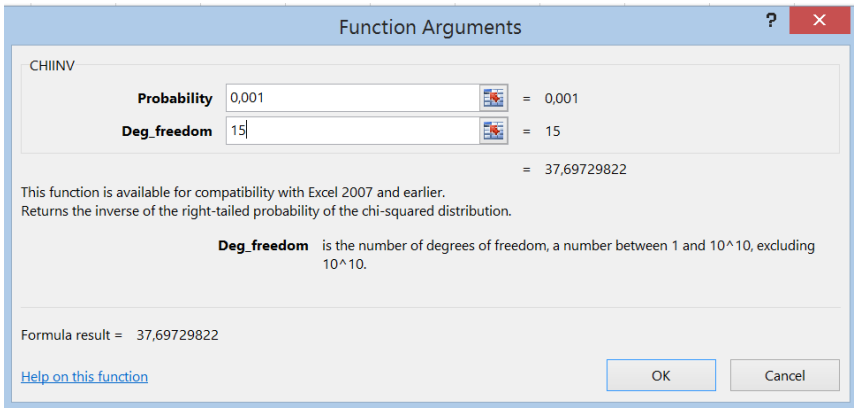
Cronbach's Alpha	N of Items
.907	5

LAMPIRAN 4. UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LK5	2,000	5,000	,477	1,752	-,274	-,791
LK4	2,000	5,000	,704	2,067	,118	,342
LK3	2,000	5,000	,755	2,357	,425	1,226
LK2	2,000	5,000	,268	1,550	-,567	-1,636
LK1	2,000	5,000	,193	1,115	-1,244	-3,592
KP5	2,000	5,000	,546	2,155	-,845	-2,439
KP4	2,000	5,000	-,114	-,656	-,984	-2,841
KP3	2,000	5,000	,102	,586	-1,087	-3,139
KP2	2,000	5,000	,617	2,560	,090	,260
KP1	2,000	5,000	,569	3,283	-,435	-1,256
GM5	2,000	5,000	-,380	-2,192	-,636	-1,836
GM4	2,000	5,000	-,026	-,149	-1,183	-3,416
GM3	2,000	5,000	-,314	-1,815	-1,284	-3,706
GM2	2,000	5,000	-,450	-2,598	-1,100	-3,175
GM1	2,000	5,000	,033	,189	-1,327	-3,832
Multivariate					10,706	3,352

LAMPIRAN 5. UJI OUTLIERS



Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
42	30,549	,010	,868
96	30,549	,010	,600
150	30,549	,010	,328
10	30,034	,012	,212
64	30,034	,012	,090
118	30,034	,012	,032
172	30,034	,012	,010
40	28,015	,021	,069
94	27,479	,025	,067
148	27,479	,025	,030
50	27,408	,026	,015
104	27,408	,026	,006
158	27,408	,026	,002
5	26,482	,033	,007
59	26,482	,033	,003
113	26,482	,033	,001
167	26,482	,033	,000
103	26,310	,035	,000
157	25,267	,046	,003
142	24,327	,060	,017
51	23,245	,079	,112
105	23,245	,079	,073
159	23,245	,079	,045

Observation number	Mahalanobis d-squared	p1	p2
9	22,891	,086	,064
63	22,891	,086	,040
117	22,891	,086	,024
171	22,891	,086	,014
20	20,820	,143	,574
74	20,820	,143	,493
128	20,820	,143	,414
182	20,820	,143	,338
88	20,746	,145	,304
15	20,154	,166	,546
69	20,154	,166	,470
123	20,154	,166	,396
177	20,154	,166	,326
49	19,921	,175	,383
12	19,777	,181	,394
66	19,777	,181	,326
120	19,777	,181	,264
174	19,777	,181	,209
28	19,630	,187	,222
82	19,630	,187	,173
136	19,630	,187	,132
190	19,630	,187	,098
18	18,825	,222	,417
72	18,825	,222	,353
126	18,825	,222	,292
180	18,825	,222	,238
19	18,497	,237	,365
73	18,497	,237	,305
127	18,497	,237	,250
181	18,497	,237	,201
16	17,764	,275	,593
70	17,764	,275	,530
124	17,764	,275	,467
178	17,764	,275	,405
45	17,678	,280	,402
99	17,678	,280	,343
26	17,494	,290	,406
80	17,494	,290	,347
134	17,494	,290	,292
188	17,494	,290	,242

Observation number	Mahalanobis d-squared	p1	p2
14	17,197	,307	,373
68	17,197	,307	,317
122	17,197	,307	,265
176	17,197	,307	,218
153	16,873	,326	,367
24	16,606	,343	,502
78	16,606	,343	,443
132	16,606	,343	,385
186	16,606	,343	,330
4	15,540	,413	,928
58	15,540	,413	,906
112	15,540	,413	,880
166	15,540	,413	,848
1	15,418	,422	,870
55	15,418	,422	,837
109	15,418	,422	,799
163	15,418	,422	,756
39	15,367	,425	,742
93	15,367	,425	,694
147	15,367	,425	,642
11	15,246	,434	,678
65	15,246	,434	,625
119	15,246	,434	,570
173	15,246	,434	,514
21	14,693	,474	,848
75	14,693	,474	,812
129	14,693	,474	,771
183	14,693	,474	,726
35	14,684	,474	,683
89	14,684	,474	,631
143	14,684	,474	,577
197	14,684	,474	,521
22	14,561	,483	,567
76	14,561	,483	,511
130	14,561	,483	,454
184	14,561	,483	,399
30	14,269	,505	,587

LAMPIRAN 6. UJI MULTIKOLINIARITY DAN SINGULARITY

Sample Covariances (Group number 1)

	LK5	LK4	LK3	LK2	LK1	KP5	KP4	KP3	KP2	KP1	GM5	GM4	GM3	GM2	GM1
LK5	,51 0														
LK4	,27 2	,69 7													
LK3	,29 7	,43 4	,65 2												
LK2	,23 5	,35 3	,37 1	,72 7											
LK1	,20 6	,27 5	,19 5	,41 0	,69 8										
KP5	,21 5	,34 7	,28 9	,44 8	,41 5	,76 7									
KP4	,26 1	,22 6	,28 4	,47 1	,45 3	,55 4	,88 2								
KP3	,24 2	,29 3	,28 6	,42 9	,42 6	,59 6	,73 2	,86 0							
KP2	,13 9	,29 9	,21 3	,14 7	,13 8	,17 3	,16 5	,13 3	,65 6						
KP1	,22 4	,26 5	,31 7	,30 3	,21 6	,25 7	,35 5	,28 4	,42 2	,84 7					
GM5	,11 2	,24 4	,18 0	,30 8	,46 1	,31 7	,25 1	,25 2	,09 9	,08 9	,685				
GM4	,18 1	,21 7	,26 0	,34 0	,49 1	,46 5	,54 1	,57 3	,07 5	,23 9	,261	,864			
G	,1	,2	,1	,2	,3	,5	,3	,5	,0	,1	,3	,4	,8		

	LK5	LK4	LK3	LK2	LK1	KP5	KP4	KP3	KP2	KP1	GM5	GM4	GM3	GM2	GM1
M3	1 0	0 4	5 3	5 7	8 0	6 3	4 3	0 4	4 9	3 3	75	56	79		
GM2	,1 4 0	,2 4 0	,1 4 5	,3 4 0	,5 7 0	,4 2 0	,4 6 5	,5 2 5	,0 9 0	,1 0 0	,4 95	,5 70	,3 50	1, 00 0	
GM1	,1 4 3	,1 8 9	,1 8 2	,3 8 1	,3 9 7	,3 4 4	,2 5 7	,3 3 3	,1 3 1	,0 8 9	,3 66	,3 31	,2 69	,5 70	,7 89

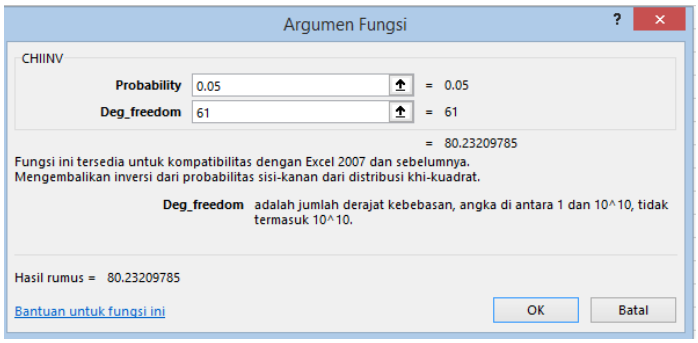
Condition number = 73,905

Eigenvalues

5,304 1,436 ,940 ,690 ,626 ,451 ,411 ,381 ,320 ,248 ,224 ,158 ,135 ,117 ,072

Determinant of sample covariance matrix = ,000

LAMPIRAN 7. UJI GOODNESS OF FIT



CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	59	120,137	61	,000	1,969
Saturated model	120	,000	0		
Independence model	15	1993,221	105	,000	18,983

RMR, GFI

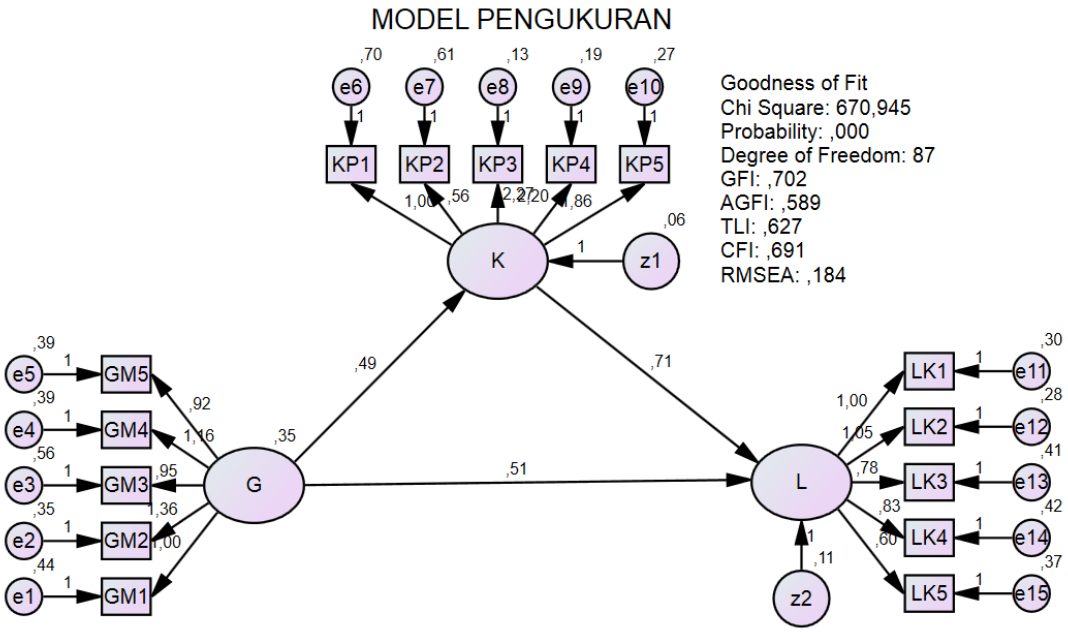
Model	RMR	GFI	AGFI	PGFI
Default model	,034	,926	,854	,471
Saturated model	,000	1,000		
Independence model	,314	,280	,178	,245

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,940	,896	,969	,946	,969
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,070	,051	,088	,041
Independence model	,301	,289	,312	,000


MODEL PENGUKURAN
Goodness of Fit
Chi Square: 670,945
Probability: ,000
Degree of Freedom: 87
GFI: ,702
AGFI: ,589
TLI: ,627
CFI: ,691
RMSEA: ,184
e6
e7
e8
e9
e10
KP1
KP2
KP3
KP4
KP5
K
z1
e5
e4
e3
e2
e1
GM5
GM4
GM3
GM2
GM1
G
,49
,71
,51
L
z2
LK1
LK2
LK3
LK4
LK5
e11
e12
e13
e14
e15

LAMPIRAN 8. UJI REGRESSION WEIGHT

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
K	<---	G	,494	,100	4,925	***	par_14
L	<---	G	,510	,170	3,011	,003	par_13
L	<---	K	,710	,218	3,262	,001	par_15
GM1	<---	G	1,000				
GM2	<---	G	1,357	,138	9,810	***	par_1
GM3	<---	G	,954	,135	7,054	***	par_2
GM4	<---	G	1,164	,140	8,321	***	par_3
GM5	<---	G	,919	,112	8,173	***	par_4
KP1	<---	K	1,000				
KP2	<---	K	,559	,175	3,195	,001	par_5
KP3	<---	K	2,266	,385	5,889	***	par_6
KP4	<---	K	2,202	,373	5,903	***	par_7
KP5	<---	K	1,863	,324	5,757	***	par_8
LK1	<---	L	1,000				
LK2	<---	L	1,050	,117	9,007	***	par_9
LK3	<---	L	,779	,124	6,294	***	par_10
LK4	<---	L	,826	,121	6,850	***	par_11
LK5	<---	L	,601	,097	6,162	***	par_12

LAMPIRAN 9. UJI LANGSUNG DAN TIDAK LANGSUNG

Standardized Direct Effects (Group number 1 - Default model)

	G	K	L
K	,776	,000	,000
L	,478	,423	,000

Standardized Indirect Effects (Group number 1 - Default model)

	G	K	L
K	,000	,000	,000
L	,329	,000	,000