

LAMPIRAN

LAMPIRAN 1**KUISIONER PENELITIAN**

Penelitian tentang : Manajemen Pemasaran

**ANALISIS PENGARUH *GREEN PRODUCT, GREEN PACKAGING,*
GREEN ADVERTISING TERHADAP KEPUTUSAN PEMBELIAN
PRODUK SUSU UHT (ULTRA HIGH TEMPERATURE) ULTRA MILK
MELALUI PERSEPSI KONSUMEN**

(Studi pada Mahasiswa Universitas Muhammadiyah Yogyakarta)

Kepada Yth,

Konsumen Susu UHT Ultra Milk

di Tempat

Dengan Hormat,

Bersama ini :

Nama : Puji Yuli Ratnasari

Pekerjaan : Mahasiswa S1 Manajemen konsentrasi Pemasaran Universitas
Muhammadiyah Yogyakarta (UMY)

NIM : 20140410088

Sedang melakukan penelitian skripsi dengan judul “Analisis Pengaruh *Green Product, Green Packaging, Green Marketing* Terhadap Keputusan Pembelian Produk Susu UHT Ultra Milk Melalui Persepsi Konsumen” Untuk itu, saya mohon bantuan Saudara/i untuk memberikan penilaian melalui kuisisioner ini

dengan sebenar - benarnya berdasarkan atas apa yang Saudara/i rasakan terhadap produk susu Ultra Milk.

Semoga partisipasi yang Saudara/i berikan dapat bermanfaat untuk kepentingan ilmu pengetahuan. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat saya,

Puji Yuli Ratnasari

NIM. 20140410088

I. Petunjuk pengisian:

1. Kuisisioner ini semata – mata untuk keperluan akademis penelitian.
2. Berilah tanya *checklist*(v) pada profil responden.
3. Baca dan jawablah semua pernyataan secara teliti.
4. Berilah tanda *checklist* (v) pada pilihan yang telah disediakan di dalam

peyataan daftar kuesioner.

II. Profil Responden

1. Jenis Kelamin : Laki – laki
Perempuan
2. Usia : 17 – 20 Tahun

> 20 – 25 Tahun
>25 Tahun

III. Kriteria Penelitian

1	:	Sangat Tidak Setuju
2	:	Tidak Setuju
3	:	Netral
4	:	Setuju
5	:	Sangat Setuju

IV. Daftar Kuesioner

Susu Ultra Milk yang dikonsumsi :

- | | | | |
|-------------------------------|----------------------------------|--------------------------------|--------------------------------|
| Ultra Milk Full Cream | : 200ml | 250ml | 1000ml |
| Ultra Milk Low Fat Hi Calcium | : 200ml | 250ml | 1000ml |
| Ultra Milk Varian Rasa | : 125ml <input type="checkbox"/> | 200ml <input type="checkbox"/> | 250ml <input type="checkbox"/> |
| | | <input type="checkbox"/> | <input type="checkbox"/> |
| 1000ml | | <input type="checkbox"/> | <input type="checkbox"/> |
| Ultra Mini | : 250ml <input type="checkbox"/> | | |
| | | <input type="checkbox"/> | |

No	Pernyataan	1	2	3	4	5
I	Green Product (X1)					
1	Saya merasa produk susu UHT ultra milk memiliki manfaat					

	bagi lingkungan daripada produk susu yang lain					
2	Produk susu UHT ultra milk memiliki kinerja yang sesuai dengan harapan saya					
3	Saya merasa produk susu UHT ultra milk terbuat dari bahan yang aman dikonsumsi					
II	Green Packaging (X2)					
1	Saya merasa kemasan susu UHT Ultra Milk dapat didaur ulang kembali.					
2	Saya merasa kemasan pada produk susu UHT Ultra Milk dapat dimanfaatkan kembali menjadi barang bernilai guna.					
3	Saya merasa kemasan pada produk susu UHT Ultra Milk terbuat dari bahan yang ramah bagi lingkungan.					
III	Green Advertising (X3)					
1	Konten yang disajikan dalam periklanan produk susu UHT ultra milk sesuai dengan kehidupan sehari - hari					
2	Informasi yang disajikan dalam periklanan produk susu UHT ultra milk mudah dipahami					
3	Tampilan pada produk susu UHT ultra milk sangat menarik					
IV	Persepsi Konsumen (Y1)					
1	Saya merasa dengan membeli produk susu UHT Ultra Milk dapat ikut berpartisipasi dalam pelestarian lingkungan.					
2	Saya merasa dengan mengonsumsi susu UHT Ultra Milk tubuh akan lebih sehat dan aman.					
3	Saya merasa produk susu UHT Ultra Milk memiliki jaminan kualitas yang baik.					
V	Keputusan Pembelian (Y2)					
1	Saya memutuskan membeli produk susu UHT Ultra Milk sesuai kebutuhan.					
No	Pernyataan	1	2	3	4	5
2	Saya melakukan pembelian ulang ketika saya merasa puas dengan produk susu UHT Ultra Milk.					

LAMPIRAN 2**FREKUENSI KARAKTERISTIK RESPONDEN****A. Karakteristik berdasarkan jenis kelamin****Statistics**

Jenis_Kelamin

N	Valid	120
	Missing	0
Mean		1.16
Median		1.00
Mode		1
Minimum		1
Maximum		2

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	101	84.2	84.2	84.2
Laki - laki	19	15.8	15.8	100.0
Total	120	100.0	100.0	

B. Karakteristik berdasarkan usia**Statistics**

Usia

N	Valid	120
	Missing	0
Mean		1.09
Median		1.00
Mode		1
Minimum		1
Maximum		2

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 20 tahun	109	90.8	90.8	90.8
> 20 - 25 tahun	11	9.2	9.2	100.0
Total	120	100.0	100.0	

LAMPIRAN 3**UJI KUALITAS INSTRUMEN****A. Validitas**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.853
Bartlett's Test of Sphericity	Approx. Chi-Square	691.976
	df	91
	Sig.	.000

Rotated Component Matrix^a

	Component			
	1	2	3	4
GP1	.110	.158	.807	.031
GP2	.144	-.047	.766	.139
GP3	.559	.498	.396	.036
GPC1	.126	.785	-.037	.225
GPC2	.478	.632	-.063	-.209
GPC3	-.075	.805	.179	.227
GA1	.752	.248	-.059	.108
GA2	.796	.197	.043	.225
GA3	.603	-.064	.302	.372
P1	.121	.179	-.027	.806
P2	.399	.115	.212	.655
P3	.460	.163	.333	.590
KP1	.705	-.095	.340	.227
KP3	.621	.041	.372	.298

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

B. Reliabilitas

1. Variabel *Green Product*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.653	.654	3

2. Variabel *Green Packaging***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.692	.693	3

3. Variabel *Green Advertising***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.769	.772	3

4. Variabel *Persepsi Konsumen***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.749	.746	3

5. Variabel *Keputusan Pembelian***Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.756	2

LAMPIRAN 4

STATISTIK DESKRIPTIF

1. Variabel *Green Product*

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
GP1	120	4	1	5	412	3.43	.065	.707	.500	.168	.221	.701	.438
GP2	120	4	1	5	413	3.44	.060	.658	.434	-.410	.221	.790	.438
GP3	120	4	1	5	471	3.92	.066	.724	.524	-1.374	.221	4.095	.438
Valid N (listwise)	120												

2. Variabel *Green Packaging*

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
GPC1	120	4	1	5	387	3.22	.082	.902	.814	-.602	.221	-.201	.438
GPC2	120	4	1	5	439	3.66	.082	.893	.798	-.993	.221	1.245	.438
GPC3	120	4	1	5	415	3.46	.072	.787	.620	-.175	.221	.119	.438
Valid N (listwise)	120												

3. Variabel *Green Advertising*

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
GA1	120	4	1	5	446	3.72	.073	.801	.642	-.837	.221	1.373	.438
GA2	120	4	1	5	459	3.83	.072	.785	.616	-1.164	.221	2.354	.438
GA3	120	4	1	5	436	3.63	.077	.840	.705	-.431	.221	.525	.438
Valid N (listwise)	120												

4. Variabel *Persepsi Konsumen*

LAMPIRAN 5

UJI NORMALITAS DATA (ASSESSMENT OF NORMALITY)

Assessment of normality (Group number 1)

Variable	m	m	s	c	k	c
	i	a	k	r	ur	·
	n	x	e	·	to	r
			w	.	si	·
					s	
Y2.1	2	5	-	2	.	1
	·	·	·	·	·	·
	0	0	5	4	6	3
	0	0	0	2	0	3
	0	0	0	9	2	0
Y2.2	2	5	-	3	.	·
	·	·	·	·	·	·
	0	0	7	2	4	9
	0	0	3	4	0	0
	0	0	6	8	9	4
Y1.3	2	5	-	1	.	·
	·	·	·	·	·	·
	0	0	4	7	0	0
	0	0	0	9	4	9
	0	0	6	3	2	3
Y1.2	2	5	.	.	·	-
	·	·	·	·	·	·
	0	0	0	0	3	8
	0	0	2	9	7	1
	0	0	2	9	1	9
Y1.1	2	5	.	.	·	-
	·	·	·	·	·	·
	0	0	1	7	0	2
	0	0	6	0	9	1
	0	0	0	8	8	5
X3.1	1	5	-	3	.	2
	·	·	·	·	·	·
	0	0	6	·	9	0
	0	0	8	0	1	2
	0	0	0	0	6	2
	0	0	0	2		2

Variable	m i n	m a x	s k e w	c r .	k u r t o s i s	c r .
X3. 2	1 0 0 0	5 0 0 0	- 1 0 1 2	- 4 4 7 0	1. 9 0 5	4 2 0 7
X3. 3	1 0 0 0	5 0 0 0	-. 2 7 8	- 1 2 2 6	. 2 1 3	. 4 7 1
X2. 1	1 0 0 0	5 0 0 0	-. 5 9 3	- 2 6 1 6	-. 2 0 2	- 4 4 5
X2. 2	1 0 0 0	5 0 0 0	-. 9 3 1	- 4 1 1 3	1. 1 2 4	2 4 8 1
X2. 3	1 0 0 0	5 0 0 0	-. 1 6 8	-. 7 4 1	. 8 8	. 1 9 5
X1. 1	1 0 0 0	5 0 0 0	. 1 3 9	. 6 1 3	. 6 9 9	1 5 4 3
X1. 2	1 0 0 0	5 0 0 0	-. 4 2 1	- 1 8 5 8	. 7 1 5	1 5 7 9

Variable	m i n	m a x	s k e w	c o e f f i c i e n t	k u r t o s i s	c o r r e l a t i o n
X1.	1	5	-	-	3.	7
3	0	0	1	9	6	4
	0	0	2	5	5	3
	0	0	2	3		0
Mul tivar iate					2	5
					0.	.
					6	2
					5	7
					0	6

Bollen-Stine Bootstrap (Default model)

The model fit better in 95 bootstrap samples.

It fit about equally well in 0 bootstrap samples.

It fit worse or failed to fit in 5 bootstrap samples.

Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap $p = .059$

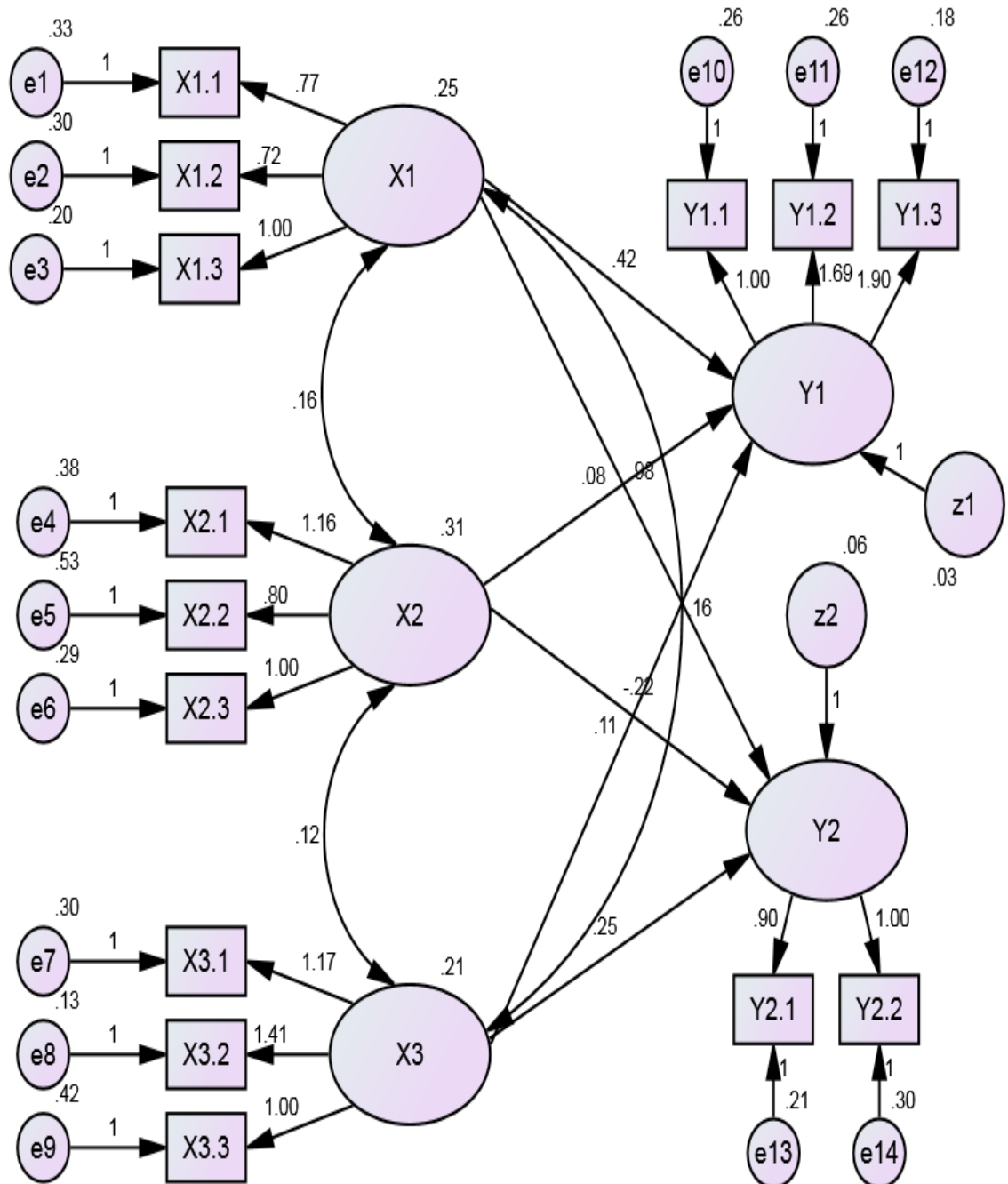
Observation number	Mahalanobis d-squared	p1	p2
19	27.407	.017	.015
102	26.519	.022	.016
79	26.053	.025	.010
60	25.954	.026	.004
33	25.329	.031	.004
17	25.092	.034	.002
81	24.249	.043	.004
77	22.636	.066	.047
88	21.695	.085	.123
115	21.237	.096	.150
1	21.027	.101	.130
74	20.942	.103	.093
101	20.831	.106	.068
40	20.734	.109	.049
52	20.716	.109	.028
36	20.071	.128	.068
66	19.987	.131	.049
45	19.875	.134	.037
5	19.701	.140	.033
87	18.785	.173	.151
104	18.336	.192	.234
14	18.261	.195	.194
72	18.178	.199	.163
50	17.638	.224	.298
83	17.536	.229	.269
82	17.457	.233	.233
89	17.285	.241	.237
78	17.244	.243	.192
107	16.916	.261	.261
10	16.630	.276	.324
56	16.560	.280	.286
22	16.139	.305	.429
29	16.108	.307	.370
108	16.090	.308	.307
49	15.964	.316	.301
37	15.815	.325	.308
80	15.454	.348	.434
38	15.447	.348	.364
106	15.221	.363	.420
57	15.152	.368	.387

Observation number	Mahalanobis d-squared	p1	p2
42	14.706	.399	.582
43	14.559	.409	.598
46	14.418	.419	.611
4	14.341	.425	.586
31	14.216	.434	.591
90	14.142	.439	.564
86	14.139	.439	.492
73	14.096	.443	.445
53	14.020	.448	.421
68	13.891	.458	.431
84	13.813	.464	.408
13	13.739	.469	.384
70	13.691	.473	.344
110	13.414	.494	.450
91	13.381	.497	.399
18	13.355	.499	.346
97	12.778	.544	.656
15	12.672	.552	.656
69	12.547	.562	.668
61	12.157	.594	.825
71	12.081	.600	.812
47	11.777	.624	.893
3	11.605	.638	.914
25	11.508	.646	.912
51	11.263	.665	.947
105	11.012	.685	.971
32	10.569	.719	.994
30	10.535	.722	.992
93	10.391	.733	.994
24	10.258	.743	.995
59	10.157	.751	.995
8	9.433	.802	1.000
85	9.392	.805	1.000
2	9.261	.814	1.000
11	9.261	.814	1.000
20	9.261	.814	.999
114	9.206	.818	.999
54	9.171	.820	.999
44	9.131	.823	.998
111	9.041	.828	.998

Observation number	Mahalanobis d-squared	p1	p2
62	8.993	.831	.997
6	8.700	.850	.999
34	8.539	.859	.999
35	8.510	.861	.999
94	8.398	.868	.999
76	8.094	.884	1.000
26	8.065	.886	.999
67	7.948	.892	.999
58	7.859	.897	.999
23	7.723	.903	.999
63	7.709	.904	.998
21	7.663	.906	.997
109	7.659	.906	.994
9	7.643	.907	.988
65	7.509	.913	.988

LAMPIRAN 7

ANALISIS MODEL GOODNESS OF FIT



LAMPIRAN 8

OUTPUT REGRESSION WEIGHT

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Y1	<---	X1	.417	.140	2.985	.003	par_9
Y1	<---	X2	.083	.075	1.109	.267	par_10
Y1	<---	X3	.110	.114	.966	.334	par_11
Y2	<---	X1	.980	.285	3.443	***	par_12
Y2	<---	X2	-.225	.158	-1.422	.155	par_13
Y2	<---	X3	.249	.231	1.081	.280	par_14
X1.3	<---	X1	1.000				
X1.2	<---	X1	.722	.133	5.416	***	par_1
X1.1	<---	X1	.768	.140	5.473	***	par_2
X2.3	<---	X2	1.000				
X2.2	<---	X2	.804	.178	4.525	***	par_3
X2.1	<---	X2	1.157	.216	5.367	***	par_4
X3.3	<---	X3	1.000				
X3.2	<---	X3	1.406	.233	6.042	***	par_5
X3.1	<---	X3	1.165	.208	5.612	***	par_6
Y1.1	<---	Y1	1.000				
Y1.2	<---	Y1	1.695	.322	5.266	***	par_7
Y1.3	<---	Y1	1.897	.345	5.503	***	par_8
Y2.2	<---	Y2	1.000				
Y2.1	<---	Y2	.903	.136	6.637	***	par_18

LAMPIRAN 9***STANDARDIZED DIRECT DAN INDIRECT EFFECT*****Standardized Total Effects (Group number 1 - Default model)**

	X3	X2	X1	Y2	Y1
Y2	.202	-.222	.863	.000	.000
Y1	.156	.142	.641	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	X3	X2	X1	Y2	Y1
Y2	.202	-.222	.863	.000	.000
Y1	.156	.142	.641	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	X3	X2	X1	Y2	Y1
Y2	.000	.000	.000	.000	.000
Y1	.000	.000	.000	.000	.000