

# **LAMPIRAN**

**Lampiran I**

**Kuesuiner Penelitian**

## KUESIONER

### PETUNJUK PENGISIAN

1. Daftar pertanyaan ini merupakan sumber data bagi penulis dalam penyusunan skripsi dan tidak akan berpengaruh secara langsung terhadap anda selaku responden.
2. Bacalah dengan teliti dan pahami terlebih dahulu pertanyaan yang diajukan serta pilhan jawabannya.
3. Daftar pertanyaan ini berguna dalam upaya meneliti :  
**PENGARUH *GREEN MARKETING* TERHADAP CITRA MEREK SERTA DAMPAKNYA KEPADA KEPUTUSAN PEMBELIAN (Survei pada konsumen pengguna produk The body shop di Universitas Muhammadiyah Yogyakarta)**

### IDENTITAS RESPONDEN

1. Nama : .....
2. Umur : .....
3. Jenis Kelamin : .....
4. Fakultas : .....

### Daftar Pertanyaan :

Jawablah pertanyaan dibawah ini dengan memberikan tanda (  $\surd$  ) pada jawaban yang telah disediakan.

**SS = Sangat setuju**

**S = Setuju**

**N = Netral**

**TS = Tidak setuju**

**STS = Sangat tidak setuju**

No.	Pernyataan	Pilihan Jawaban				
		SS	S	N	TS	STS
<b>Green marketing</b>						
<b>Green product</b>						
1	Kemasan produk The Body Shop dapat didaur ulang					
2	Saya menyukai produk The Body Shop karena menggunakan bahan alami dan ramah lingkungan					
3	Bahan- bahan yang di gunakan The Body Shop terbukti aman bagi tubuh dan lingkungan sekitar					
<b>Green price</b>						
4	Harga produk The Body Shop relatif mahal di dibandingkan produk lain karna merupakan produk ramah lingkungan					
5	Harga produk The Body Shop sesuai dengan kualitas dan manfaatnya					
6	Saya bersedia membayar lebih untuk membeli produk The Body Shop					
<b>Green promotion</b>						
7	The Body Shop melakukan promosi produk menggunakan brosur dan katalog					
8	Menurut saya promosi yang di gunakan The Body Shop menarik					
9	Menurut saya pesan lingkungan dalam promosi The Body Shop Jelas dan mudah di pahami					
<b>Citra merek</b>						
10	Terdapat ciri-ciri khusus sehingga produk The Body Shop mudah di kenali					

No	Pertanyaam	Jawaban				
		Pilih		Jawaban		
		S	SS	N	TS	STS
11	Produk The Body Shop memiliki reputasi yang baik					
12	The Body Shop di produksi perusahaan terpercaya					
<b>Keputusan pembelian</b>						
13	Saya tetap memilih produk The Body Shop karna saya menyadari akan kebutuhan saya untuk menggunakan produk yang ramah lingkungan					
14	Informasi produk The Body Shop mudah di peroleh					
15	Saya memutuskan untuk membeli produk The Body Shop karena The Body Shop adalah produk yang ramah lingkungan					

No	NAMA	USIA	JENIS KELAMIN	GREEN MARKETING (X)									TOTAL	CITRA MEREK (Z)			TOTAL	KEPUTUSAN PEMBELIAN (Y)			TOTAL	
				1	2	3	4	5	6	7	8	9		1	2	3		1	2	3		
1	Fira norvalita	20	P	3	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
2	Widya	20	P	3	3	3	4	4	4	3	3	3	30	3	3	3	9	3	3	3	9	
3	Stevany	20	P	3	3	4	4	4	3	3	3	3	30	3	3	4	10	4	4	3	11	
4	Citra dwi	20	P	2	2	2	3	2	2	2	2	2	19	3	3	2	8	3	3	3	9	
5	Ade agung	19	L	1	3	2	2	3	4	2	2	3	22	3	4	4	11	4	2	3	9	
6	Intan afrianta	21	P	2	3	2	1	2	3	2	3	2	20	2	3	4	9	4	3	4	11	
7	Alsi riza setiawan	19	L	3	3	2	2	4	3	4	3	4	28	2	3	3	8	3	2	3	8	
8	Danang	20	L	1	3	3	3	1	1	3	4	4	23	3	3	3	9	3	3	3	9	
9	Tri ambarwati	20	P	2	3	3	3	3	2	3	3	3	25	3	3	3	9	2	3	2	7	
10	Nafisa muchlis	20	P	2	3	3	3	3	2	3	3	3	25	3	2	3	8	2	3	2	7	
11	Rum irbah T	18	P	3	4	3	4	3	2	2	2	2	25	3	2	2	7	2	2	2	6	
12	Fialatul karima	23	p	4	3	3	2	4	2	3	2	4	27	4	4	4	12	3	4	2	9	

13	Muhammad anjas F	18	L	3	3	2	3	4	3	3	3	4	28	3	3	4	10	3	3	4	10
14	Yunita abigel	21	P	2	3	3	2	4	3	1	3	3	24	2	4	4	10	2	3	3	8
15	Arwin	22	L	2	3	2	2	4	4	3	2	4	26	3	2	3	8	2	4	4	10
16	Anisa nurmita	19	P	3	3	4	4	4	4	3	2	3	30	2	3	2	7	2	3	4	9
17	Citra astuti	21	P	3	3	4	1	2	3	2	3	4	25	3	3	4	10	3	4	4	11
18	Regita guritno	19	P	2	2	1	2	1	3	3	3	3	20	4	3	3	10	3	2	3	8
19	Mariam	23	P	2	3	3	2	4	3	2	2	4	25	2	3	2	7	3	4	4	11
20	Retno gumilang	20	P	3	4	3	2	2	3	2	2	1	22	2	2	2	6	3	4	3	10
NO	NAMA	USIA	JENIS KELAMIN	GREEN MARKETIG (X)									TOTAL	CITRA MEREK (Z)			TOTAL	KEPUTUSAN PEMBELIAN (Y)			TOTAL
				1	2	3	4	5	6	7	8	9		1	2	3		1	2	3	
21	Herianto	21	L	4	3	4	4	1	1	2	3	3	25	2	2	3	7	3	3	3	9
22	Endrianty	23	P	2	2	3	3	2	3	4	2	2	23	4	3	3	10	2	3	3	8

23	Ferawati	25	P	3	4	3	4	3	3	2	3	3	28	3	4	4	11	3	2	3	8
24	Manda	21	L	3	3	3	3	4	3	3	2	3	27	3	3	3	9	3	3	3	9
25	Yudha dio	23	L	2	2	2	3	3	2	2	2	2	20	2	2	2	6	2	2	2	6
26	Rina kadim	22	P	2	2	2	3	3	2	2	2	2	20	3	3	3	9	2	2	3	7
27	Laras	20	P	2	3	3	4	2	1	3	2	2	22	4	3	3	10	2	4	2	8
28	M. Anwar	19	L	3	3	2	2	3	3	3	4	4	27	3	4	3	10	3	3	4	10
29	M. Sayam	18	L	3	2	3	3	3	3	3	3	3	26	3	3	3	9	3	3	3	9
30	Jonikko prama	19	L	2	3	3	2	3	2	2	3	3	23	3	3	2	8	3	3	3	9
31	Aris setiawan	20	L	1	3	4	3	3	2	3	3	4	26	4	4	4	12	3	3	3	9
32	Jeje	21	P	3	2	2	3	2	2	1	1	1	17	1	2	2	5	2	1	2	5
33	Dani	23	L	2	2	2	4	2	2	2	1	1	18	3	2	2	7	2	1	1	4
34	Sari	20	P	3	4	4	4	4	4	2	2	2	29	3	3	3	9	4	2	3	9

35	Varuna	22	L	4	3	2	3	3	3	2	2	2	24	3	3	3	9	2	2	2	6
36	Melia	19	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
37	Verra	23	P	4	4	3	4	3	4	3	2	2	29	3	3	3	9	3	3	3	9
38	Mario	24	L	3	3	3	4	3	3	3	3	3	28	3	3	3	9	4	3	4	11
39	Dede diman	23	L	1	2	2	3	3	2	2	2	2	19	3	2	2	7	2	2	1	5
40	Vandre	24	L	3	3	3	3	3	1	2	1	1	20	3	3	3	9	3	3	3	9
41	Agung	22	L	2	2	2	2	2	2	2	2	2	18	2	2	2	6	2	2	2	6
42	Nurida	21	P	3	3	3	4	4	3	3	3	3	29	3	3	3	9	3	3	3	9
43	Sarah	21	P	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
44	Yunitha ila latifa	22	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
NO	NAMA	USIA	JENIS KELAMIN	GREN MARKETING									TOTAL	CITRA MEREK			TOTAL	KEPUTUSAN PEMBELIAN			TOTAL
				1	2	3	4	5	6	7	8	9		1	2	3		1	2	3	



45	Akbar	22	L	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
46	Nur mia	21	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
47	Kiki	22	L	3	3	3	3	3	3	2	2	2	2	24	3	3	3	9	2	2	2	6
48	Muh. Soleh	22	L	3	3	3	4	3	3	3	2	3	3	27	2	3	3	8	3	3	3	9
49	Merry	22	P	4	3	3	2	3	2	2	2	2	2	23	3	2	2	7	2	2	2	6
50	Akib	20	L	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
51	Siti salma	20	P	3	3	3	4	3	3	3	2	3	3	27	3	3	3	9	2	3	3	8
52	Marsely	20	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
53	Dinda	19	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
54	Rifka anisa M	20	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
55	Nini wijayanti	19	P	3	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
56	Sri fitriani puri	19	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12

57	Icha	21	P	3	3	3	4	4	3	2	2	2	26	3	3	3	9	4	3	4	11
58	Dara kinta dewi	22	P	4	4	4	3	3	3	3	3	3	30	3	3	3	9	3	3	3	9
59	Robi	20	L	2	3	4	4	4	3	3	2	2	27	3	3	3	9	3	2	3	8
60	Salsa	20	P	3	3	3	4	4	4	3	3	3	30	3	3	3	9	4	3	4	11
61	Sekar	21	P	4	4	4	3	4	4	3	3	3	32	3	3	3	9	4	3	4	11
62	Puspita erawati	19	P	4	4	3	3	3	2	1	1	3	24	3	3	3	9	3	1	3	7
63	Santo	22	L	4	2	2	1	1	2	3	3	3	21	3	2	3	8	2	3	2	7
64	Tikha paramita	22	P	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
65	Timami	19	P	4	3	2	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
66	Yulianti	19	P	3	3	2	3	3	2	3	2	3	24	3	3	2	8	3	2	3	8
67	Rika rizki a	21	P	3	4	3	2	2	2	3	2	3	24	3	2	3	8	3	3	2	8
68	Enggar prayogo	19	L	4	3	3	2	4	2	3	2	4	27	4	4	4	12	3	4	2	9

69	Rijal mahdi pradana	24	L	3	2	2	3	3	2	4	4	4	27	3	3	3	9	2	3	3	8
NO	NAMA	USIA	JENIS KELAMIN	GREEN MARKETING									TOTAL	CITRA MEREK			TOTAL	KEPUTUSAN PEMBELIAN			TOTAL
				1	2	3	4	5	6	7	8	9		1	2	3		1	2	3	
70	Lestari hidayati	22	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	3	4	11
71	Nurul	23	L	3	3	4	4	4	4	3	3	3	31	3	3	3	9	3	2	3	8
72	Mira	23	P	3	3	3	4	4	3	3	3	3	29	3	3	3	9	3	3	3	9
73	Audy	19	P	3	3	4	4	4	4	4	4	4	34	4	4	4	12	4	4	4	12
74	Suci	20	P	3	4	4	4	4	3	4	3	3	32	3	3	3	9	3	3	3	9
75	Ria riska lestari	20	P	3	3	4	4	3	3	4	4	4	32	3	4	3	10	3	2	3	8
76	Richat alvindo	21	L	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
77	Vigra teardian	23	L	4	3	3	4	3	3	2	3	2	27	3	3	3	9	3	2	3	8
78	Fadilah reyhani	21	P	1	3	2	3	4	4	3	2	3	25	2	4	3	9	2	4	4	10

79	Aura alamsyah	23	P	2	2	3	4	3	4	2	3	2	25	2	4	4	10	4	3	4	11
80	Gisa rusida	22	P	4	4	4	3	4	4	4	4	4	35	3	4	4	11	4	4	4	12
81	Kiat istiqumah	23	L	3	3	4	4	4	3	3	4	4	32	3	3	3	9	3	3	3	9
82	Indah dwi pratiwi	20	P	4	4	4	4	4	4	3	3	3	33	3	3	3	9	4	3	4	11
83	Ningsih	20	P	4	4	4	3	3	3	3	3	3	30	3	3	3	9	3	3	3	9
84	Aditia M	22	L	4	4	4	2	2	2	2	2	2	24	3	3	3	9	2	3	2	7
85	Bila	20	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
86	Risa	20	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
87	Selvia karnita	19	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
88	Ulfa timur	21	P	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
89	Ika yunita p	20	P	4	4	4	4	4	4	4	4	4	36	3	3	3	9	3	3	3	9
90	Ila safila	21	P	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12

91	Ovrian	20	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
92	Dhita s	21	P	3	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
93	Irin	19	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
NO	NAMA	USIA	JENIS KELAMIN	GREEN MARKETING (X)									TOTAL	CITRA MEREK (Z)			TOTAL	KEPUTUSAN PEMBELIAN (Y)			TOTAL	
				1	2	3	4	5	6	7	8	9		1	2	3		1	2	3		
94	Enggar	19	P	3	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
95	Raka prabowo	19	L	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
96	Cecep	20	L	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
97	Fharah safitri	19	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
98	Putri lakuana	19	P	3	3	3	4	3	3	3	3	3	3	28	3	3	3	9	3	3	3	9
99	Anes	19	P	3	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
100	Era yunita	19	P	4	4	4	4	4	4	4	4	4	4	36	3	3	3	9	3	3	3	9

101	Bella	20	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
102	Akbri fibrianto	22	L	3	2	2	4	4	2	2	2	2	2	23	3	3	2	8	3	3	2	8
103	Gita S	23	P	3	3	2	4	3	1	3	2	2	2	23	3	2	2	7	2	3	3	8
104	M aryo lasibisono	19	L	3	3	3	2	3	2	3	3	3	3	25	4	4	3	11	3	3	3	9
105	Lisa kawispa ananda	20	P	2	3	3	2	4	2	3	3	3	3	25	4	4	4	12	2	3	3	8
106	Ririn	23	P	3	3	3	4	3	3	2	2	2	2	25	3	3	3	9	3	2	3	8
107	Sidik	20	L	3	4	4	4	4	4	3	3	3	3	32	3	3	3	9	3	3	3	9
108	Ruli fitriana	21	P	2	2	2	2	3	2	2	3	2	2	20	3	3	2	8	2	2	2	6
109	Siti syariah	23	P	2	3	3	3	2	2	3	2	3	2	23	3	3	3	9	2	2	2	6
110	Muh damar sasungko	20	P	2	2	2	2	2	2	2	2	2	2	18	2	2	2	6	2	2	2	6
111	Chindy	20	P	4	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
112	Asistha nurhita	24	P	4	4	4	3	4	2	2	4	4	4	31	4	4	3	11	4	4	4	12

113	Agus rivaldi	21	L	3	3	3	3	3	4	3	3	3	28	3	3	3	9	4	3	4	11
114	Adira putri	22	P	4	4	4	4	3	4	3	3	3	32	3	3	3	9	4	2	4	10
115	Yudhak adi putra	23	L	3	3	3	4	4	4	2	2	3	28	3	3	3	9	2	2	2	6
116	Rudi purnomo	22	L	3	3	3	3	3	3	3	3	3	27	3	3	3	9	3	3	3	9
117	Hery rivaldi	19	L	4	4	4	4	4	4	4	4	4	36	4	4	4	12	4	4	4	12
NO	NAMA	USIA	JENIS KELAMIN	GREN MARKETING (X)									TOTAL	CITRA MEREK (Z)			TOTAL	KEPUTUSAN PEMBELIAN (Y)			TOTAL
				1	2	3	4	5	6	7	8	9		1	2	3		1	2	3	
118	Wandy	22	L	4	4	4	4	4	4	3	3	3	33	4	4	4	12	4	3	4	11
119	Wiwin dwi pratiwi	24	P	4	4	4	4	4	4	4	4	4	36	4	3	3	10	4	3	4	11
120	Vivit mufida	20	P	4	4	4	4	3	4	3	3	3	32	4	4	4	12	4	4	4	12

### Lampiran III

### Uji Coba Sampel Besar

### Uji Validitas Angket Green Marketing

### Correlations

Correlations

		GM_1	GM_2	GM_3	GM_4	GM_5	GM
GM_1	Pearson Correlation	1	.671**	.569**	.380**	.430**	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	120	120	120	120	120	120
GM_2	Pearson Correlation	.671**	1	.766**	.412**	.496**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	120	120	120	120	120	120
GM_3	Pearson Correlation	.569**	.766**	1	.528**	.530**	.811**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	120	120	120	120	120	120
GM_4	Pearson Correlation	.380**	.412**	.528**	1	.525**	.631**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	120	120	120	120	120	120
GM_5	Pearson Correlation	.430**	.496**	.530**	.525**	1	.730**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	120	120	120	120	120	120
GM	Pearson Correlation	.711**	.780**	.811**	.631**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120



**Correlations**

		GM_1	GM_2	GM_3	GM_4	GM_5	GM
GM_1	Pearson Correlation	1	.671**	.569**	.380**	.430**	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	120	120	120	120	120	120
GM_2	Pearson Correlation	.671**	1	.766**	.412**	.496**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	120	120	120	120	120	120
GM_3	Pearson Correlation	.569**	.766**	1	.528**	.530**	.811**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	120	120	120	120	120	120
GM_4	Pearson Correlation	.380**	.412**	.528**	1	.525**	.631**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	120	120	120	120	120	120
GM_5	Pearson Correlation	.430**	.496**	.530**	.525**	1	.730**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	120	120	120	120	120	120
GM	Pearson Correlation	.711**	.780**	.811**	.631**	.730**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120

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

**Correlations**

**Correlations**

		GM_6	GM_7	GM_8	GM_9	GM
GM_6	Pearson Correlation	1	.522**	.539**	.477**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
GM_7	Pearson Correlation	.522**	1	.738**	.722**	.785**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
GM_8	Pearson Correlation	.539**	.738**	1	.777**	.788**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
GM_9	Pearson Correlation	.477**	.722**	.777**	1	.745**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
GM	Pearson Correlation	.776**	.785**	.788**	.745**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

## Reliability

**Scale: ALL VARIABLES**

### Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded <sup>a</sup>	0	.0
	Total	120	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.902	9

# Uji Validitas Angket Citra Merek

## Correlations

Correlations

		CM_1	CM_2	CM_3	CM
CM_1	Pearson Correlation	1	.634**	.629**	.843**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
CM_2	Pearson Correlation	.634**	1	.804**	.912**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
CM_3	Pearson Correlation	.629**	.804**	1	.915**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
CM	Pearson Correlation	.843**	.912**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

## Reliability

**Scale: ALL VARIABLES**

**Case Processing Summary**

		N	%
Cases	Valid	120	100.0
	Excluded <sup>a</sup>	0	.0
	Total	120	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.869	3

# Uji Validitas Angket Keputusan Pembelian

## Correlations

Correlations

		KP_1	KP_2	KP_3	KP
KP_1	Pearson Correlation	1	.521**	.763**	.875**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
KP_2	Pearson Correlation	.521**	1	.608**	.819**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
KP_3	Pearson Correlation	.763**	.608**	1	.910**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
KP	Pearson Correlation	.875**	.819**	.910**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

## Reliability

**Scale: ALL VARIABLES**

### Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded <sup>a</sup>	0	.0
	Total	120	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.836	3

## Frequencies

### Statistics

		umur	jenis kelamin
N	Valid	120	120
	Missing	0	0

## Frequency Table

### umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	3	2.5	2.5	2.5
	19	26	21.7	21.7	24.2
	20	32	26.7	26.7	50.8
	21	18	15.0	15.0	65.8
	22	19	15.8	15.8	81.7
	23	16	13.3	13.3	95.0
	24	5	4.2	4.2	99.2
	25	1	.8	.8	100.0
Total		120	100.0	100.0	



**jenis kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	41	34.2	34.2	34.2
Perempuan	79	65.8	65.8	100.0
Total	120	100.0	100.0	

## Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	green marketing <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: citra merk

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 <sup>a</sup>	.524	.519	1.21557

a. Predictors: (Constant), green marketing

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.566	1	191.566	129.645	.000 <sup>a</sup>
	Residual	174.359	118	1.478		
	Total	365.925	119			

a. Predictors: (Constant), green marketing

b. Dependent Variable: citra merk

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.913	.591		4.928	.000
	green marketing	.235	.021	.724	11.386	.000

a. Dependent Variable: citra merk

## Regression

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	citra merk, green marketing <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: keputusan pembelian

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 <sup>a</sup>	.632	.625	1.21066

a. Predictors: (Constant), citra merk, green marketing

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	294.104	2	147.052	100.328	.000 <sup>a</sup>
	Residual	171.488	117	1.466		
	Total	465.592	119			

a. Predictors: (Constant), citra merk, green marketing

b. Dependent Variable: keputusan pembelian

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.439	.647		.679	.498
	green marketing	.208	.030	.567	6.971	.000
	citra merk	.318	.092	.282	3.468	.001

a. Dependent Variable: keputusan pembelian