

BAB V

PENUTUPAN

5.1 Kesimpulan

Penelitian ini bertujuan untuk menguji pengaruh dampak kelungkungan dan kesediaan membeli lebih mahal produk hijau yang di mediasi oleh niat membeli produk hijau dan keefektifan konsumen persepsian dan kesediaan membeli lebih mahal produk hijau yang dimediasi oleh niat membeli produk hijau. Berdasarkan hasil pengolahan data menjelaskan bahwa tidak semua hipotesis dalam studi ini terdukung. Berdasarkan hasil analisis yang telah dilakukan maka dapat ditarik kesimpulan sebagai berikut:

1. Niat membeli produk hijau berpengaruh positif pada kesediaan membeli lebih mahal produk hijau.
2. Dampak kelungkungan berpengaruh positif pada niat membeli produk hijau.
3. Keefektifan konsumen persepsian berpengaruh positif pada niat membeli produk hijau.
4. Niat membeli produk hijau memperkuat hubungan antara dampak kelungkungan dan kesediaan membeli lebih mahal produk hijau.
5. Niat membeli produk hijau berpengaruh positif pada keefektifan konsumen persepsian dan kesediaan membeli lebih mahal produk hijau.

5.2 Keterbatasan Penelitian

Penelitian ini dilakukan dengan mengikuti prosedur penelitian teknik penyempelan klaster dua tahap, dengan klaster berupa kecamatan (Banjarsari, Laweyan, Serengan, Pasar Kliwon, dan Jebres). Namun dalam pelaksanaannya terjadi perubahan akibat situasi pandemik covid 19 yaitu: penelitian harus beralih ke responden daring sehingga distribusi responden ke dalam tiap klaster menjadi sulit direalisasikan.

5.3 Saran

Berdasarkan keterbatasan penelitian, maka saran yang dapat diajukan untuk penelitian kedepan adalah mengikuti ketentuan dalam teknik penyempelan secara tepat agar didapatkan sampel yang representatif.

5.4 Implikasi Manajerial

1. Hasil penelitian ini dapat menjadi masukan bagi institusi bisnis dalam menumbuhkan pangsa pasar yang berorientasi untuk meningkatkan produksi produk ramah lingkungan sehingga dapat menurunkan harga jual produk hijau dipasar yang saat ini cukup tinggi.
2. Dalam hal minat beli, diketahui bahwa pada umumnya konsumen tertarik untuk melakukan pembelian produk Gelas Kertas. Hal ini menunjukkan minat yang tinggi dari konsumen untuk membeli produk Gelas kertas ramah lingkungan. Selanjutnya untuk makin meningkatkan minat beli, maka pemasar produk hijau diharapkan aktif promosi agar konsumen beralih ke produk hijau dan mengurangi penggunaan plastik.

3. Media juga dapat dimanfaatkan sebagai referensi mengenai produk ramah lingkungan dengan menggunakan komunikasi *word of mouth* yang dinilai lebih efektif dalam keputusan pembelian konsumen dengan menyertakan informasi mengenai dampak lingkungan masa mendatang.
4. Melakukan kerja sama yang lebih baik agar tercipta keterikatan antara institusi bisnis dengan konsumen, antara institusi bisnis yang saling bekerja sama dengan mengadakan pertemuan rutin untuk membahas dan mengevaluasi kegiatan promosi baik iklan dan promosi penjualan yang lebih dilakukan sebelumnya apakah sudah berjalan dengan efektif dan efisien.

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KUESIONER PENELITIAN

Yth. Bpk/Ibu/Sdr. Responden

Saya akan melakukan penelitian dengan judul: Pengaruh Dampak Kelungkungan Dan Keefektifan Konsumen Persepsian Pada Ketersediaan Membeli Lebih Mahal Yang Dimediasi Oleh Niat Membeli Pada Pembelian Produk Hijau. Untuk itu saya mohon ketersediaan Bpk/Ibu/Sdr mengisi kuesioner dengan apa adanya. Jawaban akan dirahasiakan oleh peneliti. Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Penelitian

Rika Resti Fausi

NIM. 14160370L

IDENTITAS RESPONDEN

Mohon memberikan tanda (✓) pada pilihan dibawah ini.

Nama/Inisial :

Bersedia membeli gelas kertas ramah lingkungan ? Ya Tidak

Alamat : Banjarsari Pasar Kliwon
 Laweyan Jebres
 Serengan

Jenis Kelamin : Perempuan Laki-Laki

Usia : 17 s/d 19 tahun
 20 s/d 30 tahun

- 31 s/d 40 tahun
 Pendidikan : SMA/SMK Sarjana S1
 Diploma Lain-Lain
 Magister S2
 Pekerjaan : Pegawai Negri Pedagang
 Karyawan Swasta Lain-Lain
 Pelajar/Mahasiswa
 Pendapatan Pribadi : <Rp. 1.500.000,00
 Rp.1.500.000,00 s/d Rp. 3.000.000,00
 Rp. 3.000.000,00 s/d Rp. 5.000.000,00
 Rp. 5.000.000,00 s/d Rp. 7.000.000,00
 >Rp. 7.000.000,00

Gelas Kertas



Gelas kertas (*Paper cup*) yaitu kemasan minuman dengan bentuk gelas dengan bahan kertas kualitas makanan (*food grade*) berlaminasi. Berbahan kertas yang ramah lingkungan. Gelas kertas sering ditemui di cafe-cafe, restoran, sekolah, dan took-toko. produk ini mulai digembar gemborkan para pecinta lingkungan yang sangat paham akan bahaya pemanasan global untuk lebih memilih penggunaan produk ini dibanding gelas plastik.

PETUNJUK PENGISIAN DAN PENILAIAN JAWABAN

Mohon memberikan tanda (✓) pada pilihan dibawah ini. Keterangan:

SS : Sangat Setuju CS : Cukup Setuju STS : Sangat Tidak Setuj
 S : Setuju TS : Tidak Setuju

KUESIONER PENELITIAN

No.	Pernyataan	SS	S	CS	TS	STS
KM1	Saya bersedia membayar lebih mahal untuk Gelas Kertas ramah lingkungan					
KM2	Saya bersedia membayar persentase tambahan pada Gelas Kertas untuk mendukung produk ramah lingkungan					
KM3	Harga Gelas Kertas ramah lingkungan sesuai manfaat yang diberikan					
NM1	Saya akan mempertimbangkan membeli Gelas Kertas karena mereka kurang mencemari					
NM2	Jika produk Gelas Kertas ramah lingkungan saya tidak akan beralih ke produk lain					
NM3	Saya bersedia merekomendasikan Gelas Kertas ramah lingkungan kepada kerabat saya					
DK1	Saya akan mengurangi konsumsi bahan berbahaya dengan membeli Gelas Kertas ramah lingkungan					
DK2	Produk Gelas Kertas ramah lingkungan akan mengurangi emisi air dan emisi udara					
DK3	Saya memilih Gelas Kertas ramah lingkungan karena peduli terhadap masalah lingkungan					
KKP1	Saya sepakat Gelas Kertas ramah lingkungan dipromosikan untuk mendukung gerakan konsumen produk ramah lingkungan					
KKP2	Saya merasa dapat menjaga lingkungan dengan menggunakan Gelas Kertas ramah lingkungan					
KKP3	Saya merasa mampu membantu memecahkan masalah lingkungan ketika membeli Gelas Kertas ramah lingkungan					

No	KM1	KM2	KM3	Rerata	NM1	NM2	NM3	Rerata	DK1	DK2	DK3	Rerata	KKP1	KKP2	KKP3	Rerata
1	4	4	4	4	4	4	4	4	4	5	3	4	4	5	4	4.33333
2	5	4	4	4.33333	3	4	5	4	5	5	5	5	5	5	4	4.66667
3	3	3	3	3	4	4	4	4	4	5	3	4	5	5	5	5
4	4	3	4	3.66667	3	3	5	3.66667	4	4	4	4	5	5	5	5
5	3	4	4	3.66667	4	4	4	4	5	5	3	4.33333	4	4	4	4
6	4	4	4	4	4	4	4	4	4	5	4	4.33333	5	5	5	5
7	4	4	4	4	3	4	3	3.33333	5	5	5	5	4	4	4	4
8	5	5	5	5	4	5	5	4.66667	4	5	4	4.33333	4	4	4	4
9	3	3	3	3	3	3	3	3	5	5	5	5	5	5	5	5
10	4	4	4	4	4	5	5	4.66667	4	5	4	4.33333	4	4	4	4
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5
13	4	4	4	4	3	4	3	3.33333	4	4	4	4	5	5	5	5
14	5	5	4	4.66667	4	4	4	4	3	3	3	3	4	4	4	4
15	5	5	5	5	4	5	4	4.33333	3	3	4	3.33333	4	5	5	4.66667
16	5	5	5	5	5	5	4	4.66667	5	5	5	5	5	5	5	5
17	4	4	4	4	5	5	5	5	4	4	4	4	5	5	5	5
18	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5
19	5	5	5	5	3	3	4	3.33333	5	5	5	5	4	3	4	3.66667
20	4	5	4	4.33333	4	5	4	4.33333	5	5	5	5	4	4	4	4
21	5	4	5	4.66667	5	5	5	5	4	4	4	4	5	5	4	4.66667
22	5	4	4	4.33333	4	4	4	4	5	5	5	5	5	5	5	5

23	5	4	5	4.66667	5	5	5	5	4	4	4	4	5	5	5	5
24	4	4	4	4	4	5	4	4.33333	5	5	5	5	4	4	4	4
25	4	4	4	4	5	5	5	5	4	4	4	4	4	5	5	4.66667
26	5	5	5	5	4	4	4	4	4	4	4	4	5	5	4	4.66667
27	5	4	4	4.33333	5	5	5	5	5	5	5	5	4	4	4	4
28	4	4	4	4	4	5	4	4.33333	5	5	5	5	4	4	4	4
29	5	5	4	4.66667	5	5	5	5	5	5	4	4.66667	5	5	5	5
30	4	4	4	4	4	5	4	4.33333	4	5	5	4.66667	3	4	5	4
31	4	3	4	3.66667	3	3	4	3.33333	4	4	4	4	4	4	4	4
32	3	4	5	4	3	5	5	4.33333	4	3	4	3.66667	4	5	4	4.33333
33	3	5	5	4.33333	4	5	5	4.66667	5	4	4	4.33333	3	5	3	3.66667
34	4	4	4	4	4	4	5	4.33333	4	4	4	4	5	5	4	4.66667
35	5	4	5	4.66667	3	3	3	3	3	4	3	3.33333	5	4	4	4.33333
36	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
37	5	4	3	4	5	5	5	5	4	4	4	4	1	1	2	1.33333
38	5	3	5	4.33333	4	4	5	4.33333	3	4	5	4	3	4	5	4
39	5	5	4	4.66667	4	3	4	3.66667	2	3	4	3	3	4	5	4
40	4	5	2	3.66667	5	4	4	4.33333	3	5	4	4	5	4	2	3.66667
41	5	5	5	5	5	4	5	4.66667	5	5	4	4.66667	5	4	3	4
42	3	4	5	4	5	5	4	4.66667	4	3	4	3.66667	4	4	5	4.33333
43	4	4	5	4.33333	4	4	4	4	4	5	4	4.33333	5	4	4	4.33333
44	5	3	5	4.33333	5	3	3	3.66667	3	5	3	3.66667	3	3	3	3
45	3	3	4	3.33333	4	4	4	4	4	3	4	3.66667	4	5	4	4.33333
46	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

47	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
48	4	4	4	4	3	4	3	3.3333	4	5	5	4.6667	5	4	5	4.6667
49	5	4	5	4.6667	5	5	4	4.6667	3	3	4	3.3333	4	5	3	4
50	4	4	4	4	4	5	5	4.6667	5	5	5	5	4	3	3	3.3333
51	2	3	5	3.3333	4	5	5	4.6667	5	5	5	5	5	5	4	4.6667
52	2	2	2	2	4	2	2	2.6667	2	2	2	2	2	2	3	2.3333
53	5	4	4	4.3333	3	3	3	3	3	3	5	3.6667	4	2	2	2.6667
54	4	4	4	4	3	3	5	3.6667	5	4	4	4.3333	4	4	3	3.6667
55	3	3	5	3.6667	3	4	4	3.6667	4	4	4	4	4	4	4	4
56	4	5	4	4.3333	4	4	5	4.3333	4	4	4	4	5	5	4	4.6667
57	2	2	4	2.6667	2	2	2	2	2	5	5	4	4	4	4	4
58	4	4	5	4.3333	4	4	4	4	4	3	4	3.6667	4	5	3	4
59	5	4	4	4.3333	4	4	3	3.6667	4	4	5	4.3333	5	4	4	4.3333
60	4	4	5	4.3333	4	4	5	4.3333	5	4	5	4.6667	4	4	5	4.3333
61	4	4	4	4	4	4	5	4.3333	4	4	5	4.3333	5	5	4	4.6667
62	5	4	4	4.3333	3	4	5	4	4	5	4	4.3333	5	4	5	4.6667
63	4	4	4	4	4	3	5	4	4	5	3	4	4	4	5	4.3333
64	4	5	4	4.3333	4	3	4	3.6667	5	5	4	4.6667	5	4	4	4.3333
65	4	3	4	3.6667	4	4	5	4.3333	4	4	4	4	4	4	4	4
66	4	4	4	4	4	4	5	4.3333	4	5	5	4.6667	5	5	4	4.6667
67	5	5	4	4.6667	4	3	4	3.6667	3	4	4	3.6667	5	4	5	4.6667
68	4	4	4	4	5	4	5	4.6667	3	4	4	3.6667	4	4	4	4
69	4	4	5	4.3333	4	4	5	4.3333	5	5	5	5	5	4	4	4.3333

70	4	3	4	3.6667	4	3	5	4	4	4	4	4	5	4	4	4.3333
71	3	4	4	3.6667	4	4	5	4.3333	5	5	4	4.6667	4	5	4	4.3333
72	4	4	4	4	3	4	5	4	4	4	4	4	4	3	5	4
73	4	5	4	4.3333	5	4	4	4.3333	4	4	4	4	5	5	4	4.6667
74	4	5	5	4.6667	4	4	5	4.3333	5	3	3	3.6667	5	4	4	4.3333
75	5	3	4	4	4	4	4	4	4	5	5	4.6667	5	5	5	5
76	4	3	5	4	5	4	4	4.3333	4	5	5	4.6667	4	4	4	4
77	4	4	5	4.3333	5	5	5	5	4	4	3	3.6667	5	4	4	4.3333
78	4	3	4	3.6667	5	4	5	4.6667	4	4	4	4	4	4	5	4.3333
79	4	3	5	4	3	4	5	4	4	5	4	4.3333	4	4	4	4
80	5	4	5	4.6667	4	4	5	4.3333	4	5	4	4.3333	4	4	4	4
81	4	4	5	4.3333	4	5	4	4.3333	5	4	4	4.3333	3	4	3	3.3333
82	3	4	3	3.3333	4	4	5	4.3333	5	4	4	4.3333	3	4	4	3.6667
83	4	4	3	3.6667	3	4	5	4	4	4	5	4.3333	5	4	3	4
84	4	4	4	4	2	4	5	3.6667	4	5	4	4.3333	5	5	5	5
85	4	4	4	4	3	4	4	3.6667	2	4	5	3.6667	4	5	4	4.3333
86	5	4	4	4.3333	5	4	4	4.3333	5	5	5	5	4	4	4	4
87	4	4	3	3.6667	4	4	5	4.3333	5	5	5	5	5	5	4	4.6667
88	4	5	4	4.3333	4	4	4	4	5	5	4	4.6667	5	5	4	4.6667
89	4	4	4	4	4	4	5	4.3333	5	4	4	4.3333	5	3	4	4
90	5	4	3	4	4	5	5	4.6667	5	4	4	4.3333	4	3	4	3.6667
91	5	4	3	4	4	3	4	3.6667	4	4	4	4	5	5	5	5
92	1	4	5	3.3333	5	4	5	4.6667	3	3	1	2.3333	1	1	5	2.3333

93	5	5	5	5	1	4	1	2	1	1	1	1	5	5	1	3.6667
94	5	5	5	5	5	5	5	5	5	4	5	4.6667	5	5	4	4.6667
95	3	4	4	3.6667	5	4	5	4.6667	5	5	3	4.3333	5	5	4	4.6667
96	5	5	5	5	5	4	4	4.3333	3	4	4	3.6667	4	4	5	4.3333
97	4	4	4	4	4	3	3	3.3333	4	4	5	4.3333	5	4	3	4
98	4	5	4	4.3333	4	4	4	4	4	4	4	4	5	5	4	4.6667
99	4	4	4	4	4	3	5	4	4	4	3	3.6667	5	4	5	4.6667
100	4	3	5	4	4	4	5	4.3333	4	5	4	4.3333	5	5	4	4.6667
101	5	5	4	4.6667	4	4	5	4.3333	4	3	4	3.6667	3	4	4	3.6667
102	5	4	4	4.3333	4	4	3	3.6667	3	5	4	4	4	4	4	4
103	4	4	4	4	5	5	4	4.6667	4	4	5	4.3333	4	4	4	4
104	4	4	4	4	5	5	4	4.6667	4	3	4	3.6667	4	5	5	4.6667
105	4	5	4	4.3333	4	4	4	4	3	4	5	4	4	4	4	4
106	4	5	4	4.3333	5	4	5	4.6667	4	4	3	3.6667	4	5	4	4.3333
107	4	5	4	4.3333	4	3	4	3.6667	4	4	4	4	4	4	4	4
108	4	5	4	4.3333	3	4	4	3.6667	4	5	5	4.6667	4	4	5	4.3333
109	4	4	4	4	5	4	5	4.6667	4	4	4	4	4	4	4	4
110	5	4	4	4.3333	4	4	5	4.3333	4	5	4	4.3333	4	4	4	4
111	3	4	4	3.6667	5	4	5	4.6667	4	4	4	4	5	4	5	4.6667
112	5	4	4	4.3333	5	4	4	4.3333	5	4	4	4.3333	4	3	4	3.6667
113	4	3	4	3.6667	4	4	3	3.6667	4	4	4	4	4	4	4	4
114	4	4	4	4	4	4	5	4.3333	5	5	5	5	4	4	4	4
115	4	4	4	4	4	5	4	4.3333	4	4	4	4	3	4	4	3.6667

116	4	5	4	4.3333	4	4	4	4	5	5	4	4.6667	5	4	4	4.3333
117	4	5	4	4.3333	5	4	5	4.6667	4	5	4	4.3333	5	4	4	4.3333
118	5	4	4	4.3333	4	5	3	4	4	5	5	4.6667	4	3	5	4
119	5	4	5	4.6667	4	4	3	3.6667	3	4	5	4	5	4	4	4.3333
120	5	5	4	4.6667	3	4	4	3.6667	4	4	4	4	5	4	5	4.6667
121	3	5	5	4.3333	4	4	4	4	4	3	4	3.6667	5	5	5	5
122	5	4	4	4.3333	4	4	5	4.3333	3	4	5	4	5	4	4	4.3333
123	5	5	4	4.6667	4	4	4	4	5	4	4	4.3333	4	4	5	4.3333
124	5	4	5	4.6667	4	4	5	4.3333	4	4	4	4	5	4	4	4.3333
125	5	4	4	4.3333	4	4	4	4	5	5	3	4.3333	4	5	4	4.3333
126	5	5	4	4.6667	4	4	5	4.3333	4	4	5	4.3333	5	4	4	4.3333
127	5	4	4	4.3333	5	4	4	4.3333	5	4	5	4.6667	4	4	5	4.3333
128	3	4	4	3.6667	4	4	4	4	4	4	5	4.3333	5	4	4	4.3333
129	4	4	5	4.3333	4	4	5	4.3333	4	4	4	4	4	4	4	4
130	4	4	4	4	5	5	5	5	4	5	4	4.3333	5	4	4	4.3333
131	5	4	4	4.3333	5	4	5	4.6667	5	4	4	4.3333	3	3	3	3
132	5	4	4	4.3333	3	3	4	3.3333	4	4	4	4	4	4	3	3.6667
133	4	4	4	4	4	3	5	4	4	4	4	4	5	5	5	5
134	4	4	3	3.6667	4	4	3	3.6667	4	5	5	4.6667	4	4	5	4.3333
135	4	4	3	3.6667	3	4	4	3.6667	4	4	5	4.3333	5	4	4	4.3333
136	4	4	4	4	4	4	5	4.3333	4	5	5	4.6667	5	4	4	4.3333
137	4	4	3	3.6667	4	4	5	4.3333	5	4	4	4.3333	4	4	5	4.3333
138	5	4	4	4.3333	5	4	4	4.3333	4	5	4	4.3333	5	4	5	4.6667
139	4	4	3	3.6667	4	4	4	4	5	4	5	4.6667	5	4	5	4.6667

140	4	4	4	4	4	3	4	3.6667	5	4	4	4.3333	3	4	4	3.6667
141	4	3	4	3.6667	4	4	5	4.3333	5	4	4	4.3333	5	4	5	4.6667
142	4	5	4	4.3333	5	5	4	4.6667	4	4	4	4	5	4	4	4.3333
143	5	4	4	4.3333	3	4	4	3.6667	4	5	5	4.6667	5	3	4	4
144	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
145	5	4	5	4.6667	4	4	5	4.3333	4	5	4	4.3333	4	4	4	4
146	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4
147	4	3	3	3.3333	3	4	4	3.6667	4	4	5	4.3333	5	4	3	4
148	5	4	3	4	3	4	4	3.6667	5	5	5	5	3	5	4	4
149	4	4	4	4	4	5	5	4.6667	5	4	5	4.6667	3	4	5	4
150	4	4	4	4	3	4	5	4	5	4	4	4.3333	4	4	4	4
151	3	3	4	3.3333	3	2	2	2.3333	3	2	3	2.6667	1	2	3	2
152	3	3	4	3.3333	4	2	2	2.6667	3	3	4	3.3333	3	3	3	3
153	5	4	4	4.3333	4	4	5	4.3333	4	5	4	4.3333	5	4	4	4.3333
154	5	3	5	4.3333	4	4	5	4.3333	4	4	4	4	5	4	5	4.6667
155	3	5	4	4	4	5	4	4.3333	5	4	3	4	5	4	4	4.3333
156	5	5	5	5	5	4	4	4.3333	4	4	4	4	5	4	5	4.6667
157	4	5	4	4.3333	4	4	5	4.3333	5	4	4	4.3333	3	4	4	3.6667
158	4	5	4	4.3333	3	4	5	4	4	4	4	4	4	4	4	4
159	3	3	3	3	3	4	3	3.3333	3	5	3	3.6667	5	4	3	4
160	5	4	5	4.6667	4	2	4	3.3333	5	3	3	3.6667	4	3	3	3.3333
161	5	5	3	4.3333	4	2	4	3.3333	4	4	4	4	4	4	3	3.6667
162	4	4	4	4	5	3	4	4	4	4	5	4.3333	4	4	3	3.6667

163	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
164	4	4	5	4.3333	3	4	4	3.6667	5	3	3	3.6667	4	5	3	4
165	4	3	5	4	3	5	4	4	4	3	4	3.6667	5	4	3	4
166	2	3	4	3	4	3	3	3.3333	3	3	3	3	3	3	3	3
167	4	5	4	4.3333	3	4	5	4	3	3	5	3.6667	5	4	3	4
168	4	5	4	4.3333	4	5	4	4.3333	5	4	5	4.6667	4	5	4	4.3333
169	4	4	4	4	4	4	5	4.3333	4	5	5	4.6667	5	5	5	5
170	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
171	4	4	4	4	5	5	4	4.6667	3	4	3	3.3333	3	5	4	4
172	4	4	5	4.3333	5	3	5	4.3333	4	3	4	3.6667	5	4	4	4.3333
173	3	3	4	3.3333	2	4	4	3.3333	4	4	4	4	4	5	5	4.6667
174	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
175	4	4	4	4	5	5	5	5	4	4	4	4	5	4	4	4.3333
176	3	3	3	3	4	2	3	3	4	4	4	4	4	3	3	3.3333
177	3	3	4	3.3333	2	4	4	3.3333	3	3	4	3.3333	4	4	3	3.6667
178	3	4	3	3.3333	3	4	3	3.3333	4	3	3	3.3333	3	3	3	3
179	4	4	4	4	4	3	4	3.6667	4	4	4	4	4	4	4	4
180	2	2	3	2.3333	3	2	3	2.6667	3	4	3	3.3333	2	3	3	2.6667
181	4	4	4	4	3	2	4	3	3	4	4	3.6667	4	4	4	4
182	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
183	4	4	4	4	4	4	5	4.3333	5	5	5	5	5	5	4	4.6667
184	5	5	5	5	2	5	5	4	5	5	5	5	5	5	5	5
185	3	4	5	4	4	4	4	4	3	5	5	4.3333	5	5	5	5
186	4	4	5	4.3333	4	2	3	3	3	4	3	3.3333	3	4	3	3.3333

187	4	5	4	4.3333	4	4	4	4	4	4	5	4.3333	5	4	4	4.3333
188	4	4	5	4.3333	4	4	4	4	4	4	5	4.3333	5	5	5	5
189	2	4	4	3.3333	2	4	4	3.3333	4	4	4	4	4	4	4	4
190	3	3	4	3.3333	4	4	4	4	4	4	4	4	4	4	4	4
191	2	5	5	4	5	3	3	3.6667	3	4	5	4	3	4	2	3
192	4	4	4	4	4	5	5	4.6667	4	4	4	4	5	5	4	4.6667
193	3	5	3	3.6667	4	4	4	4	4	5	5	4.6667	5	5	5	5
194	4	3	4	3.6667	4	4	5	4.3333	5	4	5	4.6667	4	4	4	4
195	3	4	4	3.6667	4	4	3	3.6667	4	4	5	4.3333	4	4	4	4
196	5	4	4	4.3333	4	5	5	4.6667	5	4	5	4.6667	5	4	4	4.3333
197	5	5	5	5	4	4	5	4.3333	5	4	4	4.3333	5	4	4	4.3333
198	4	5	4	4.3333	5	4	4	4.3333	4	5	4	4.3333	3	3	4	3.3333
199	4	3	4	3.6667	4	4	4	4	5	5	5	5	4	4	4	4
200	3	3	3	3	3	4	4	3.6667	3	4	4	3.6667	4	4	4	4

Lampiran 2

HASIL UJI VALIDITAS

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.517
Bartlett's Test of Sphericity	Approx. Chi-Square	200.423
	df	66
	Sig.	.000

Communalities

	Initial	Extraction
KM1	1.000	.874
KM2	1.000	.753
KM3	1.000	.817
NM1	1.000	.857
NM2	1.000	.807
NM3	1.000	.571
DK1	1.000	.899
DK2	1.000	.803
DK3	1.000	.728
KKP1	1.000	.822
KKP2	1.000	.875
KKP3	1.000	.632

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.357	27.976	27.976	3.357	27.976	27.976	2.520	20.998	20.998
2	2.772	23.096	51.072	2.772	23.096	51.072	2.388	19.897	40.895
3	1.858	15.480	66.552	1.858	15.480	66.552	2.299	19.162	60.058
4	1.453	12.111	78.663	1.453	12.111	78.663	2.233	18.606	78.663
5	.833	6.941	85.605						
6	.562	4.684	90.289						
7	.338	2.815	93.104						
8	.267	2.223	95.327						
9	.245	2.039	97.366						
10	.148	1.233	98.599						
11	.107	.894	99.494						
12	.061	.506	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
KM1	.783			.469
KM2	.722			
KM3	.790			.418
NM1	.644		.400	-.478
NM2	.661			-.513
NM3	.582			
DK1		-.572	.645	
DK2	-.429	-.557	.524	
DK3		-.545	.560	
KKP1		.637	.464	.421
KKP2		.848		
KKP3		.688		

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
KM1	.906			
KM2	.800			
KM3	.877			
NM1				.902
NM2				.863
NM3				.725
DK1			.940	
DK2			.820	
DK3			.815	
KKP1		.897		
KKP2		.901		
KKP3		.764		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3	4
1	.732	-.127	-.294	.602
2	-.189	.778	-.590	.105
3	.032	.512	.742	.432
4	.654	.342	.123	-.664

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 3

HASIL UJI REABILITAS

Reliability

Scale: ALL VARIABLES

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
.870	3

Item Statistics

	Mean	Std. Deviation	N
KM1	4.30	.651	30
KM2	4.17	.592	30
KM3	4.17	.531	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KM1	8.33	1.057	.772	.804
KM2	8.47	1.223	.720	.846
KM3	8.47	1.292	.781	.801

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.63	2.516	1.586	3

Reliability

Scale: ALL VARIABLES

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
.809	3

Item Statistics

	Mean	Std. Deviation	N
NM1	4.03	.669	30
NM2	4.37	.669	30
NM3	4.23	.626	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NM1	8.60	1.214	.768	.617
NM2	8.27	1.306	.680	.715
NM3	8.40	1.559	.538	.853

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.63	2.792	1.671	3

Reliability

Scale: ALL VARIABLES

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
.828	3

Item Statistics

	Mean	Std. Deviation	N
DK1	4.37	.615	30
DK2	4.57	.626	30
DK3	4.27	.691	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DK1	8.83	1.247	.845	.605
DK2	8.63	1.413	.660	.788
DK3	8.93	1.375	.576	.880

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.20	2.786	1.669	3

Reliability

Scale: ALL VARIABLES

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
.836	3

Item Statistics

	Mean	Std. Deviation	N
KKP1	4.47	.571	30
KKP2	4.57	.568	30
KKP3	4.50	.509	30

Item-Total Statistics

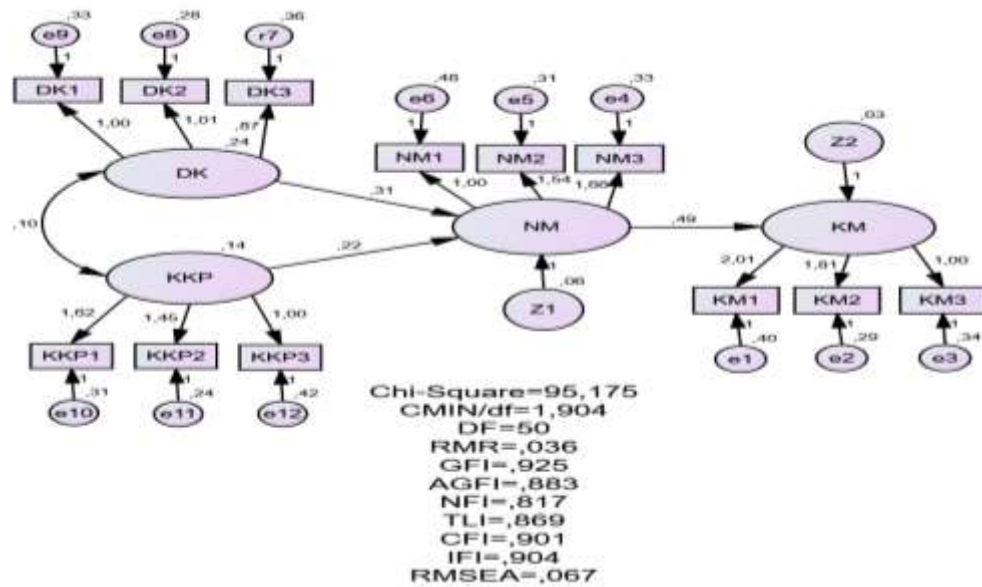
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KKP1	9.07	.961	.681	.789
KKP2	8.97	.861	.822	.641
KKP3	9.03	1.137	.604	.857

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.53	2.051	1.432	3

Lampiran 4

HASIL ANALISIS SEM



Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P	Label
NM	<--- DK	,313	,105	2,982	,003	
NM	<--- KKP	,215	,115	1,868	,062	
KM	<--- NM	,488	,159	3,079	,002	
DK1	<--- DK	1,000				
DK2	<--- DK	1,010	,160	6,315	***	
DK3	<--- DK	,869	,148	5,860	***	
KKP3	<--- KKP	1,000				
KKP2	<--- KKP	1,452	,255	5,695	***	
KKP1	<--- KKP	1,623	,285	5,694	***	

	Estimate	S.E.	C.R.	P	Label
NM1 <--- NM	1,000				
NM2 <--- NM	1,542	,337	4,575	***	
NM3 <--- NM	1,657	,360	4,598	***	
KM3 <--- KM	1,000				
KM2 <--- KM	1,811	,481	3,763	***	
KM1 <--- KM	2,014	,536	3,756	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
NM <--- DK	,483
NM <--- KKP	,252
KM <--- NM	,642
DK1 <--- DK	,646
DK2 <--- DK	,681
DK3 <--- DK	,576
KKP3 <--- KKP	,496
KKP2 <--- KKP	,741
KKP1 <--- KKP	,735
NM1 <--- NM	,415
NM2 <--- NM	,656
NM3 <--- NM	,671
KM3 <--- KM	,380
KM2 <--- KM	,629
KM1 <--- KM	,609

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
DK <--> KKP	,099	,026	3,853	***	

Correlations: (Group number 1 - Default model)

	Estimate
DK <--> KKP	,549

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
DK	,237	,057	4,178	***	
KKP	,136	,042	3,223	,001	
Z1	,057	,023	2,414	,016	
Z2	,034	,017	2,033	,042	
e9	,331	,047	7,097	***	
e8	,279	,043	6,502	***	
r7	,359	,045	8,006	***	
e12	,419	,047	8,888	***	
e11	,236	,043	5,525	***	
e10	,306	,054	5,656	***	
e6	,479	,052	9,165	***	
e5	,313	,045	6,920	***	
e4	,332	,050	6,655	***	
e3	,342	,038	9,027	***	
e2	,289	,047	6,080	***	
e1	,396	,061	6,440	***	

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
NM	,431
KM	,412
KM1	,371
KM2	,395
KM3	,144

	Estimate
NM3	,451
NM2	,430
NM1	,172
KKP1	,540
KKP2	,549
KKP3	,246
DK3	,332
DK2	,464
DK1	,417

ANALISIS REGRESI MEDIASI NIAT MEMBELI PRODUK HIJAU DALAM HUBUNGAN ANTARA VARIABEL DAMPAK KELINGKUNGANAN DAN KESEDIAAN MEMBELI LEBIH MAHAL PRODUK HIJAU

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	DK ^b	.	Enter

a. Dependent Variable: KM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.191 ^a	.036	.032	.50493

a. Predictors: (Constant), DK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.908	1	1.908	7.485	.007 ^b
	Residual	50.481	198	.255		
	Total	52.389	199			

a. Dependent Variable: KM

b. Predictors: (Constant), DK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.373	.262		12.875	.000
	DK	.057	.021	.191	2.736	.007

a. Dependent Variable: KM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	DK ^b	.	Enter

a. Dependent Variable: NM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 ^a	.152	.148	.52619

a. Predictors: (Constant), DK

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.863	1	9.863	35.621	.000 ^b
	Residual	54.821	198	.277		
	Total	64.684	199			

a. Dependent Variable: NM

a. Predictors: (Constant), DK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		

1	(Constant)	2.447	.273		8.963	.000
	DK	.130	.022	.390	5.968	.000

a. Dependent Variable: NM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	NM ^b	.	Enter

a. Dependent Variable: KM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398 ^a	.159	.155	.47179

a. Predictors: (Constant), NM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.317	1	8.317	37.366	.000 ^b
	Residual	44.072	198	.223		
	Total	52.389	199			

a. Dependent Variable: KM

b. Predictors: (Constant), NM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.627	.241		10.919	.000
	NM	.359	.059	.398	6.113	.000

a. Dependent Variable: KM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	DK, NM ^b	.	Enter

- a. Dependent Variable: KM
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.400 ^a	.160	.152	.47257

- a. Predictors: (Constant), DK, NM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.394	2	4.197	18.793	.000 ^b
	Residual	43.995	197	.223		
	Total	52.389	199			

- a. Dependent Variable: KM
 b. Predictors: (Constant), DK, NM

**ANALISIS REGRESI MEDIASI NIAT MEMBELI PRODUK HIJAU DALAM
 HUBUNGAN ANTARA VARIABEL KEEFEKTIFAN KONSUMEN
 PERSEPSIAN DAN KESEDIAAN MEMBELI LEBIH
 MAHAL PRODUK HIJAU**

Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.531	.291		8.707	.000
	NM	.344	.064	.382	5.389	.000
	DK	.012	.021	.042	.587	.558

- a. Dependent Variable: KM

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KKP ^b	.	Enter

a. Dependent Variable: KM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.292 ^a	.085	.081	.49193

a. Predictors: (Constant), KKP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.473	1	4.473	18.483	.000 ^b
	Residual	47.916	198	.242		
	Total	52.389	199			

a. Dependent Variable: KM

b. Predictors: (Constant), KKP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.037	.246		12.348	.000
	KKP	.252	.059	.292	4.299	.000

a. Dependent Variable: KM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KKP ^b	.	Enter

a. Dependent Variable: NM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.316 ^a	.100	.095	.54229

a. Predictors: (Constant), KKP

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.457	1	6.457	21.958	.000 ^b
	Residual	58.227	198	.294		
	Total	64.684	199			

a. Dependent Variable: NM

b. Predictors: (Constant), KKP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.804	.271		10.343	.000
	KKP	.302	.065	.316	4.686	.000

a. Dependent Variable: NM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	NM ^b	.	Enter

a. Dependent Variable: KM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398 ^a	.159	.155	.47179

a. Predictors: (Constant), NM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.317	1	8.317	37.366	.000 ^b
	Residual	44.072	198	.223		

Total	52.389	199			
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a. Dependent Variable: KM

b. Predictors: (Constant), NM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.627	.241		10.919	.000
	NM	.359	.059	.398	6.113	.000

a. Dependent Variable: KM

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KKP, NM ^b	.	Enter

a. Dependent Variable: KM

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435 ^a	.189	.181	.46427

a. Predictors: (Constant), KKP, NM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.927	2	4.963	23.027	.000 ^b
	Residual	42.462	197	.216		
	Total	52.389	199			

a. Dependent Variable: KM

b. Predictors: (Constant), KKP, NM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.178	.288		7.563	.000
	NM	.306	.061	.340	5.030	.000
	KKP	.159	.058	.185	2.733	.007

a. Dependent Variable: KM