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Lampiran 1. Kuesioner**KUESIONER PENELITIAN****KUESIONER PENELITIAN**

Kepada Yth.

Bpk/Ibu/Sdr. Responden

di Surakarta

Saya akan melakukan penelitian dengan judul: Pengaruh Sikap, Kepedulian Lingkungan, Keefektifan Lingkungan, Pengetahuan Lingkungan, dan Niat Beli Pada Perilaku Beli Produk Herbal. 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.

Hormat Saya,

ttd

Evanda Septa Mirela

NIM. 16180453L

1. Identitas Responden

Mohon untuk memberi tanda (√) pada pilihan dibawah ini.

Nama/Inisial :

No.Hp :

Jenis Kelamin : Perempuan Laki-Laki

Usia : 17-25 44-52
 26-34 > 53
 35-43

Pendidikan : SMP S1
 SMA/SMK S2
 D3/D4 Lainnya

Pendapatan : Belum berpendapatan 3.000.000-5.000.000
 <1.000.0000 >5.000.000
 1.000.000-3.000.000

Pekerjaan : Pelajar/Mahasiswa Wirausaha
 PNS Dosen
 Karyawan Swasta Lainnya

PETUNJUK MENJAWAB

Mohon memberikan tanda (√) pada pilihan di bawah ini. Keterangan :

SS = Sangat Setuju CS = Cukup Setuju STS = Sangat Tidak Setuju

S = Setuju TS = Tidak Setuju

Kuesioner

	PERNYATAAN	STS	TS	CS	S	SS
S1	Produk herbal adalah baik bagi kesehatan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S2	Saya suka produk herbal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
S3	Mengonsumsi produk herbal berhubungan erat dengan kelestarian lingkungan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K1	Mengonsumsi produk herbal menyebabkan lingkungan lestari	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K2	Saya merasa bertanggung jawab untuk menjaga kelestarian lingkungan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K3	Konsumsi produk herbal berdampak pada kelestarian lingkungan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KE1	Saya yakin produk herbal baik bagi kesehatan badan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KE2	Produk herbal menjaga kesehatan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KE3	Produk herbal bermanfaat bagi kesehatan badan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P 1	Saya tahu tentang lingkungan berdasarkan informasi yang nyata	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P2	Pengetahuan saya tentang lingkungan berdasarkan konsep pelestarian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
P3	Pengetahuan saya tentang lingkungan berdasarkan informasi terpercaya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N1	Saya berharap membeli produk herbal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N2	Saya berencana membeli produk herbal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
N3	Saya ingin membeli produk herbal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Diisi oleh peneliti

No	Pernyataan	Ya	Tidak
PB	Saya sudah membeli produk herbal		

Lampiran 2. Tabulasi Data

Respon nden	S 1	S 2	S 3	K 1	K 2	K 3	K E 1	K E 2	K E 3	P 1	P 2	P 3	N 1	N 2	N 3	Rata- Rata	P M
1	4	4	4	4	5	4	5	4	3	4	4	4	5	4	4	4,3333 33333	1
2	5	4	5	4	5	4	5	5	5	4	4	4	5	4	5	4,6666 66667	1
3	4	4	4	5	5	5	4	3	4	3	3	3	5	5	5	5	1
4	5	4	5	4	4	4	3	3	3	4	5	4	5	4	4	4,3333 33333	1
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6	5	5	5	4	5	5	5	5	5	4	5	4	5	4	5	4,6666 66667	1
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Lampiran 3. Uji Validitas

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.672
Approx. Chi-Square	465.708
Bartlett's Test of Sphericity df	105
Sig.	.000

Communalities

	Initial	Extraction
S1	1.000	.830
S2	1.000	.617
S3	1.000	.870
K1	1.000	.715
K2	1.000	.678
K3	1.000	.751
KE1	1.000	.834
KE2	1.000	.827
KE3	1.000	.774
P1	1.000	.947
P2	1.000	.798
P3	1.000	.927
N1	1.000	.881
N2	1.000	.841
N3	1.000	.921

Component Matrix^a

	Component				
	1	2	3	4	5
S1	.523	-.578			.412
S2		-.583			.407
S3	.613	-.490			.463
K1		.510		.584	
K2				.700	
K3		.403		.539	
KE1	.660		-.435		-.443
KE2	.680		-.469		
KE3	.656		-.511		
P1	.473	.737		-.402	
P2		.744			
P3	.418	.725		-.442	
N1	.524		.723		
N2			.805		
N3	.556		.717		

Extraction Method: Principal Component Analysis.^a

a. 5 components extracted.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
S1				.877	
S2				.743	
S3				.899	
K1					.771
K2					.797
K3					.811
KE1			.900		
KE2			.889		
KE3			.842		
P1	.957				
P2	.872				
P3	.954				
N1		.921			
N2		.905			
N3		.942			

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	5
1	.389	.424	.629	.461	.245
2	.718	-.220	-.053	-.535	.383
3	.112	.829	-.531	-.135	.005
4	-.529	.083	.065	-.157	.828
5	.202	-.279	-.561	.677	.329

Lampiran 4. Uji Reliabilitas

Variabel Sikap

Case Processing Summary

		N	%
Cases	Valid	46	100.0
	Excluded ^a	0	.0
	Total	46	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	3

Item Statistics

	Mean	Std. Deviation	N
S1	4.46	.504	46
S2	4.39	.493	46
S3	4.50	.506	46

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.35	1.699	1.303	3

Variabel Kepedulian Lingkungan

Case Processing Summary

		N	%
Cases	Valid	46	100.0
	Excluded ^a	0	.0
	Total	46	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.729	3

Item Statistics

	Mean	Std. Deviation	N
K1	4.28	.455	46
K2	4.70	.465	46
K3	4.46	.504	46

Scale Statistics

ean	Variance	Std. Deviation	N of Items
13.43	1.318	1.148	3

Variabel Keefektifan Persepsian**Case Processing Summary**

		N	%
Cases	Valid	46	100.0
	Excluded ^a	0	.0
	Total	46	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.879	3

Item Statistics

	Mean	Std. Deviation	N
KE1	4.41	.686	46
KE2	4.07	.742	46
KE3	4.33	.732	46

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.80	3.761	1.939	3

Variabel Pengetahuan Lingkungan**Case Processing Summary**

		N	%
Cases	Valid	46	100.0
	Excluded ^a	0	.0
	Total	46	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.927	3

Item Statistics

	Mean	Std. Deviation	N
P1	4.02	.577	46
P2	4.22	.728	46
P3	4.04	.595	46

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.28	3.185	1.785	3

Variabel Niat Beli Produk Herbal

Case Processing Summary

		N	%
Cases	Valid	46	100.0
	Excluded ^a	0	.0
	Total	46	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.923	3

Item Statistics

	Mean	Std. Deviation	N
N1	4.52	.623	46
N2	4.33	.634	46
N3	4.46	.622	46

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.30	3.061	1.750	3

Lampiran 5. Uji Analisis SEM

1. Uji Signifikansi Model

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
N	<---	S	,414	,091	4,530	***	
N	<---	K	,193	,106	1,815	,070	
N	<---	KE	,262	,098	2,682	,007	
N	<---	P	-,050	,075	-,671	,502	
S3	<---	S	1,000				
S2	<---	S	,435	,092	4,741	***	
S1	<---	S	,893	,127	7,055	***	
K3	<---	K	1,000				
K2	<---	K	,701	,137	5,129	***	
K1	<---	K	1,118	,219	5,110	***	
KE3	<---	KE	1,000				
KE2	<---	KE	,909	,137	6,626	***	
KE1	<---	KE	1,192	,182	6,563	***	
P3	<---	P	1,000				
P2	<---	P	,822	,107	7,650	***	
P1	<---	P	,794	,102	7,773	***	
N1	<---	N	1,000				
N2	<---	N	,679	,094	7,203	***	
N3	<---	N	,978	,109	8,999	***	

Lampiran 6. Goodness Of Fit

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	34	217,916	86	,000	2,534
Saturated model	120	,000	0		
Independence model	15	988,257	105	,000	9,412

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,036	,877	,828	,628
Saturated model	,000	1,000		
Independence model	,062	,515	,445	,450

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,779	,731	,854	,818	,851
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,819	,638	,697
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	131,916	92,196	179,322
Saturated model	,000	,000	,000
Independence model	883,257	786,308	987,651

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1,095	,663	,463	,901
Saturated model	,000	,000	,000	,000
Independence model	4,966	4,438	3,951	4,963

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,088	,073	,102	,000
Independence model	,206	,194	,217	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	285,916	291,862	398,059	432,059
Saturated model	240,000	260,984	635,798	755,798
Independence model	1018,257	1020,880	1067,732	1082,732

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1,437	1,237	1,675	1,467
Saturated model	1,206	1,206	1,206	1,311
Independence model	5,117	4,630	5,641	5,130

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	100	110
Independence model	27	29

Lampiran 7. Uji Analisis Regresi Logistik

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
"tidak membeli"	0
"membeli"	1

Block 0: Beginning Block

Classification Table^{a,b}

Observed		Predicted		
		Perilaku_Beli		Percentage Correct
		"tidak membeli"	"membeli"	
Step 0	Perilaku_Beli "tidak membeli"	0	14	.0
	"membeli"	0	186	100.0
Overall Percentage				93.0

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	2.587	.277	87.116	1	.000	13.286

Variables not in the Equation

			Score	df	Sig.
Step 0	Variables	Niat_Beli	3.026	1	.082
	Overall Statistics		3.026	1	.082

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	3.464	1	.063
	Block	3.464	1	.063
	Model	3.464	1	.063

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	97.991 ^a	.017	.043

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	3.376	4	.497

Contingency Table for Hosmer and Lemeshow Test

	Perilaku_Beli = "tidak membeli"		Perilaku_Beli = "membeli"		Total
	Observed	Expected	Observed	Expected	
1	1	.281	2	2.719	3
2	6	8.044	80	77.956	86
3	5	3.648	34	35.352	39
4	0	.035	1	.965	1
5	1	1.278	43	42.722	44
6	1	.715	26	26.285	27

Classification Table^a

Observed		Predicted		
		Perilaku_Beli		Percentage Correct
		"tidak membeli"	"membeli"	
Step 1	Perilaku_Beli "tidak membeli"	0	14	.0
	Perilaku_Beli "membeli"	0	186	100.0
Overall Percentage				93.0

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
									Lower
Step	Niat_Beli	.000	.000	2.690	1	.101	1.000	1.000	
1 ^a	Constant	2.271	.303	56.001	1	.000	9.691		

Variables in the Equation

		95% C.I. for EXP(B)	
		Upper	
Step 1 ^a	Niat_Beli	1.000	
	Constant		

a. Variable(s) entered on step 1: Niat_Beli.