

LIST OF CONTENT

AUTHENTICITY STATEMENT	i
THESIS APPROVAL OF SUPERVISOR	ii
THESIS APPROVAL OF EXAMINATION COMMITTEE	iii
DEDICATION PAGE	iv
MOTTO	v
PREFACE	vi
ABSTRACT.....	viii
LIST OF CONTENT	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background	1
1.2 Research Question.....	3
1.3 Research Objectives	3
1.4 Scope of Problem	3
1.5 Benefit of Research	4
1.6 Systematical Writing.....	4
CHAPTER II.....	6
LITERATURE REVIEW	6
2.1 Previous Research	6
2.2 Basic Theory	10
2.2.1 Marketing.....	10
2.2.2 Green Marketing	11
2.2.3 Green Marketing Mix	13
2.2.4 Promotion.....	16
2.2.5 Ecolabel	17

2.2.5 Brand Trust	18
2.2.6 Survey	20
2.2.7 Questionnaire Testing	20
2.2.8 SEM (<i>Structural Equation Modelling</i>)	23
2.3 Conceptual Model (Framework of Research)	23
CHAPTER III	26
RESEARCH METHODOLOGY	26
3.1 Research Focus.....	26
3.2 Research Place	26
3.3 Concept of Research Model	26
3.3.1 Dimension and Variables of Research.....	28
3.3.2 Research Instrument	29
3.3.3 Formula.....	31
3.4 Data Source	33
3.5 Data Collection method.....	34
3.5.1 Questionnaire	34
3.5.2 Data Analysis Stage	34
3.6 Tools Used	39
CHAPTER IV	40
DATA COLLECTION AND DATA PROCESSING	40
4.1. Questionnaire Test	40
4.1.1 Validity Testing	42
4.1.2 Reliability Testing	46
4.2 Data Retrieval.....	47
4.3 Data Processing.....	53
4.3.1 Measurement Model Testing.....	53
4.3.2 Structural Model Evaluation Testing	54
4.3.3 Modification Model.....	63
CHAPTER V	73
DISCUSSIONS.....	73
CHAPTER VI.....	77
CONCLUSION AND RECOMMENDATION.....	77

6.1	Conclusions	77
6.2	Recommendation.....	77
BIBLIOGRAPHY		79
APPENDICES		84

LIST OF TABLES

Table 3. 1 Variable and variable dimension definitions	28
Table 3. 2 Research Instruments	29
Table 3. 3 Likert Scale	34
Table 4. 1 Respondent Data	40
Table 4. 2 Validity Test	43
Table 4. 3 Respondent Characteristic	47
Table 4. 4 Respondent Answer	48
Table 4. 5 Assessment of Normality	55
Table 4. 6 Mahalanobis distance	57
Table 4. 7 Test results for the Goodness-of-fit model	62
Table 4. 8 Standardized Residual Covariances	65
Table 4. 9 Covariances	66
Table 4. 10 Test results for the Goodness-of-fit model	68
Table 4. 11 Validity and Reliability Testing	70

LIST OF FIGURES

Figure 2. 1 ck-chart	7
Figure 2. 2 Conceptual Variable	25
Figure 3. 1 Conceptual Model Research	28
Figure 4. 1 Reliability Testing	46
Figure 4. 2 Model Measurement Testing	54
Figure 4. 3 Structural Model Testing	55
Figure 4. 4 Modification Model	68
Figure 4. 5 Regression Weight	71