CHAPTER V

DISCUSSIONS

In this section of the discussion will discuss the research process from the beginning to get results.

After conducting a literature review, a conceptual research model can be proposed. there are 4 variables in ecolabel including environmental knowledge, eco-label awareness, eco-label knowledge and belief in environmentally friendly buying that will be carried out in search of its relevance toward brand trust. There are 12 indicators that will be used as questions for Starbucks customer from those variables:

a. The customer knows about information on activities that are environmentally
b. The customer knows that Starbucks sells tumbler and uses paper bags for environmental conservation needs
c. Aware of Starbucks Coffee's contributions in environmental protection.
d. Be aware of the existence of eco-labels when shopping
e. Support the ecolabel movement in Starbucks
f. Familiar that Eco-labels are labels that identify environmental preferences for a product based on its life cycle
g. Familiar the rules regarding eco-labels in Indonesia
h. Believing that by buying products that have eco-labels is an environmental protection effort
i. Believing that products that have eco-labels are safe for the environment
j. Consider eco-labels in choosing a product
k. Consumer confidence that the brand of the product is environmentally friendly

l. Consumer confidence that the product is not harmful to nature

The method of this study is survey supported with the online questionnaire. The number of questions to be tested are 12 items. After getting the data from the respondent, validity and reliability tests were carried out. Based on the literature review, the data needed in the minimum item test amounted to 30 respondents. However, to avoid bias in the data, on this item test using the odd number of respondents is 43. Test items are processed with SPSS software. The results obtained are that R count> R table. From the results that have been tested, it can be concluded, all question items are declared valid and reliable. So, the questionnaire can be distributed for research data collection.

The results of distributing questionnaires to 116 respondents, then continue to process the data using AMOS software. There are three tests from AMOS including measurement model testing, structural model testing, and modification model testing. (1) measurement model testing is done to know the chi-square, probability and degrees of freedom of the model. Hypothesis testing model shows that this model is in accordance with the data with the data used in this study. Even though the Chi-Square value is quite large at 86,897, the Chi-Square value is influenced by the level of freedom. In this study the level of freedom is 44. If the level of freedom is smaller, the value of Chi-Square will decrease.

(2) Structural testing of this model includes Normality Testing, Outlier Evaluation, Goodness of fit model. In normality testing, the data said as normally distributed if the value of critical ratio of skewness is between the interval -2.58 to 2.58. There are some indicators in normality testing of structural test outside the interval of -2.58 to 2.58 including BT2 with value -2.659, BT1 with value -4.301, BE1 with value -3.189, BE2 with value -2.788 and BE3 with value -4.199 means that the data not normally distributed. For the outlier evaluation the highest *malahanobis* distance value is 49.172 with chi-square value 227.889. because of the highest *malahanobis* distance value is smaller than chi-square value means that there was no multivariate problem. The next is Goodness-of-fit model, there are 3 indices that categorized as marginal including GFI, TLI, NFI and the rest are categorized as poor including chi-square value, CMIN/DF, RMSEA, CFI, AGFI, and probability. According to the result that some data are not normally distributed and some indices categorized as poor then will be done the modification model testing that recommended by AMOS in modification indices table.

(3) In the model modification testing, AMOS is suggested to connect several variables to other variables, several variables to indicators, several variables to error in modification indices table. After conducting the modification model testing comes the results of goodness of fit a that are better from the structural models with a chi-square value of 16.032. CMIN/DF=0.594. RMSEA=0,000. CFI=1,000. GFI=0.978 AGFI=0.937 TLI=1.027 Probability=0.953 and NFI=0.985. All of the indices are categorized as good accept for the chi-square. Hypothesis testing found that 2 of the 4 variables used in this study had an influence toward brand trust Brand trust is the perception of reliability from a consumer's point of view based on experience, or more on the order of transactions or interactions characterized by fulfilling expectations of product performance and satisfaction. Here are the results of analysis regression weight from AMOS modification model testing:

1. Environmental Knowledge towards brand trust. Environmental knowledge is the amount of information individuals have concerning environmental issues and their ability to understand and evaluate its impact on society and the environment. Based on the results of the study the CR value between environmental knowledge and brand trust is 2.831 which is higher than 1.96 ($p= 0.005 \leq 0.05$). it means that Ho is rejected and Ha is accepted, it means that there is a positive effect between environmental knowledge and brand trust. H1 hypothesis, environmental knowledge effecting brand trust.
2. Eco-label awareness towards brand trust. Ecolabel awareness is a situation where the customer is aware of the existence of eco-labels when shopping. The results of the study the CR value between ec0-label awareness and brand trust is 0.838 smaller than 1.96 ($p= 0.402 \geq 0.05$). it means so Ho is accepted and Ha is rejected, meaning that there is no a positive effect between ecolabel awareness and brand trust. H2 hypothesis, ecolabel awareness does not affect brand trust.
3. Eco-label knowledge towards brand trust. Ecolabel knowledge is Knowing that eco-label is a label that identifies environmental preferences for a product based on its life cycle. The next results of the study the CR value between ec0-label knowledge and brand trust is 0.560 smaller that 1.96 ($p= 0.575 \geq 0.05$). it means so Ho is accepted and Ha is rejected, meaning that there is no a positive effect between ecolabel knowledge and brand trust. H3 hypothesis, ecolabel knowledge does not affect brand trust.

4. Belief in environmentally friendly buying towards brand trust. belief in environmentally friendly buying is believing that by buying products that have eco-label is an environmental protection effort and believes that products that have eco-labels are safe for the environment. The results of the study the CR value between environmental knowledge and brand trust is 6.779 higher than 1.96 ($p= 0.001 \leq 0.05$). it means so Ho is rejected and Ha is accepted, it means that there is a positive effect between belief in environmentally buying and brand trust. H4 hypothesis, belief in environmentally buying effecting brand trust.

The hypothesis that shows results does not significantly influence Brand Trust does not mean that the research that already done was failed. The hypothesis proposed failed is possible because the indicators used in the study are not in accordance with the current reality. With these results, it is necessary to have further research to improve the research.