CHAPTER V

DISCUSSION

In this chapter, it will discuss the research process from the beginning until the final results.

The steps are taken after reviewing the literature, designated to propose a conceptual research model. This study uses survey methods with questionnaire tools. Questionnaire test is conducted before being distributed to the respondent. Questionnaire item test is aimed to determine the suitability of indicators with questions that will be used in data collection. The number of questions to be tested is 15 items. Based on the literature review, the data required in the test item is a minimum of 30 respondents. But to avoid the bias of the data, in this item test using respondents amounted to an odd number of 115. Test the question items were processed with SPSS software. The result obtained is that R counts > R table. From the results that have been tested, it can be concluded, all question items are declared valid. So, the questionnaire can be distributed for research data collection.

The results of distributing questionnaires to 115 respondents were then tested by measuring the model and structural model and modifying the model. (1) Testing the model measurements, which consist of four criteria, namely, Chi Square, Degrees of freedom, CMIN / DF and Probability. If the degree of freedom is smaller, the Chi-Square value will decrease.

(2) Structural testing of the model includes Goodness of Fit, Normality Testing, Outlier Assumption Testing, and Validity and Reliability Testing. The calculation results of GOF indicate that the model is declared fit because there is one value that includes the criteria. Even though the normality assumption test there are several values that have not been normally distributed, but there are no outliers which means the model is fit.

(3) Measurement of modification models includes Goodness of Fit, Validity and Reliability Testing and Hypothesis Testing. In the modification model, almost all the goodness of fit values are included in the categories that have been set. Likewise, the validity and reliability test found that the data used is valid because it meets the requirements (> 0.70) and all variables are declared reliable (> 0.50). Hypothesis testing found that 2 of the 3 variables used in this study had an influence on brand trust (CR > 1.96 and p < 0.05). These variables are attention and customer satisfaction. Thus, H1 and H3 have a significant influence on green trust brand promotion. While the interaction variable has CR < 1.96 and p < 0.05. Thus H2 does not have an influence on green trust brand promotion.

The hypothesis that shows insignificant effect on brand trust does not mean that the research was failed. The proposed hypothesis experiences failure due to the indicators used in the study were not in accordance with the current reality. With these results, further research is needed to improve recent research.