

TABLE OF CONTENTS

STATEMENT OF AUTHENTICITY	ii
THESIS APPROVAL OF SUPERVISOR	iii
THESIS APPROVAL OF EXAMINATION COMMITTEE.....	iv
MOTTO	vi
DEDICATION PAGE	v
PREFACE.....	vii
ABSTRACT.....	ix
TABLE OF CONTENTS	x
CHAPTER I	1
1.1 Background	1
1.2 Research Questions	7
1.3 Research Objectives	7
1.4 Problem Limitations.....	7
1.5 Benefits of research.....	8
CHAPTER II.....	10
2.1 Inductive Study	10
2.2 Deductive Study.....	14
2.2.1 Marketing.....	14
2.2.2 Green Marketing	14
2.2.3 Green Marketing Mix.....	16
2.2.4 Green Promotion	19
2.2.5 Information Credibility	21
2.2.6 Survey	21
2.2.7 Questionnaire Testing	24
2.2.8 Structural Equation Model (SEM)	26
2.2.9 Survey	30
2.2.10 Questionnaire Testing	31
2.2.8 Reliability Test Questionnaire.....	32
2.3 Conceptual Model (Framework)	32
CHAPTER III	36

3.3	Concept of Research Model	36
3.3.1	Variable and Research Indicators and Instruments	39
3.3.2	Formula	39
3.4	Data Source	41
3.5	Data Requirement.....	41
3.5.1	Questionnaire	42
3.5.2	Stage of Analysis.....	42
3.6	Tools Used	47
CHAPTER IV		48
4.1	Test Questionnaire Items.....	48
4.1.1	Questionnaire Validity Test	52
4.1.2	Questionnaire Reliability Test.....	53
4.2	Data Collection	53
4.3	Data Processing.....	54
4.3.1	Measurement Model Testing.....	54
4.3.2	Structural Model Evaluation Testing	55
4.3.3	Modification Model	58
CHAPTER V		67
CHAPTER VI		69
5.1	Conclusion	69
5.2	Recommendation	69

LIST OF TABLE

Table 3.1 Variables and Dimension.....	39
Table 3.2 Tables of Indicators.....	39
Table 3.3 Likert Scale.....	42
Table 4.1 Respondents' data.....	48
Table 4.2 Index Information.....	51
Table 4.3 Item Validity Test Result.....	52
Table 4.4 Reliability Test Result.....	53
Table 4.5 Respondents' Characteristics.....	54
Table 4.6 Assessment of normality.....	57
Table 4.7 Goodness of Fit Model Test.....	58
Table 4.8 Residual Covariance.....	59
Table 4.9 Covariance.....	59
Table 4.10 Goodness of Fit Modification Model.....	62
Table 4.11 Validity and Reliability Test.....	64
Table 4.12 Regression Weights after modified.....	65

LIST OF FIGURE

Figure 1.1 Broadcast Message "Bye-bye Starbucks"	3
Figure 1.2 Top brand index of Starbucks as coffee café retail in Indonesia 2014-2017	4
Figure 1.3 Scam Coupon.....	5
Figure 1.4 Scam Website	5
Figure 1.5 Fake Coupon.....	6
Figure 1.6 CK-Chart	11
Figure 1.7 Conceptual Model.....	34
Figure 3.1 Conceptual Model.....	38
Figure 4.3 Measurement Model	55
Figure 4.4 Structural Model	56
Figure 4.5 Modified Model.....	61