LAMPIRAN

Lampiran 1

KUISIONER

Bagian A: Identitas Responden

1. **Usia**
    - < 20 tahun
    - 21 – 25 tahun
    - 26 – 30 tahun
    - 31 – 40 tahun
    - > 41 tahun
2. **Jenis Kelamin**
    - Laki-laki
    - Perempuan
3. **Pendidikan Terakhir**
    - SMA/Setara
    - Diploma
    - S1/Setara
    - S2
    - S3
    - Lainnya

4. Pendapatan Perbulan

- < Rp. 1.000.000
- Rp. 1.000.000 – Rp. 2.500.000
- Rp. 2.600.000 – Rp. 3.500.000
- Rp. 3.600.000 – Rp. 4.500.000
- > Rp. 4.600.000

5. Jenis Pekerjaan

- Pelajar/Mahasiswa
- Karyawan
- Wiraswasta
- PNS
- Lainnya

Bagian 1: Citra Merek Hijau

No.	Items	STS	TS	ATS	AS	S	SS
1.	Mc Donald's memiliki komitmen terhadap lingkungan	1	2	3	4	5	6
2.	Mc Donald's memiliki reputasi yang baik terhadap lingkungan	1	2	3	4	5	6
3.	Mc Donald's memiliki performa yang sukses dalam mengatasi masalah lingkungan	1	2	3	4	5	6
4.	Mc Donald's merupakan tolak ukur bagi perusahaan lain dalam	1	2	3	4	5	6

	perlindungan lingkungan						
5.	Mc Donald's berhasil mengatasi masalah lingkungan	1	2	3	4	5	6

Bagian 2: Kepuasan Merek Hijau

No.	Items	STS	TS	ATS	AS	S	SS
1.	Membeli Mc Donald's memberikan kesenangan karena turut mendukung keberlanjutan lingkungan	1	2	3	4	5	6
2.	Membeli Mc Donald's memberikan kebahagiaan karena konsumen tidak perlu khawatir akan merusak lingkungan	1	2	3	4	5	6
3.	Mc Donald's berfokus pada masalah lingkungan sehingga memberikan kepuasan	1	2	3	4	5	6
4.	Merupakan keputusan yang tepat ketika mengonsumsi Mc Donald's	1	2	3	4	5	6
5.	Mc Donald's cukup berkontribusi terhadap keberlanjutan lingkungan	1	2	3	4	5	6

Bagian 3: Kepercayaan Merek Hijau

No.	Items	STS	TS	ATS	AS	S	SS
1.	Mc Donald's memiliki kredibilitas yang tinggi terhadap masalah lingkungan	1	2	3	4	5	6
2.	Mc Donald's memiliki tanggung jawab yang besar terhadap masalah lingkungan	1	2	3	4	5	6
3.	Mc Donald's dapat diandalkan dalam mengatasi masalah lingkungan	1	2	3	4	5	6
4.	Kepedulian Mc Donald's dengan lingkungan sesuai dengan ekspetasi saya	1	2	3	4	5	6

Bagian 4: Sikap terhadap Merek Hijau

No.	Items	STS	TS	ATS	AS	S	SS
1.	Mc Donald's memiliki manfaat yang baik untuk keberlanjutan lingkungan dibandingkan produk lain	1	2	3	4	5	6
2.	Saya tetap memilih Mc Donald's meskipun produk lain memiliki manfaat yang sama terhadap keberlanjutan lingkungan	1	2	3	4	5	6

3.	Membeli Mc Donald's merupakan investasi jangka panjang untuk mengatasi masalah lingkungan	1	2	3	4	5	6

Bagian 5: Minat Pembelian Ulang

No.	Items	STS	TS	ATS	AS	S	SS
1.	Saya akan kembali membeli Mc Donald's dalam waktu dekat	1	2	3	4	5	6
2.	Saya selalu mencari informasi terbaru yang berkaitan dengan Mc Donald's	1	2	3	4	5	6
3	Saya menyarankan kepada orang terdekat untuk membeli Mc Donald's	1	2	3	4	5	6
4.	Saya merekomendasikan Mc Donald's kepada orang lain	1	2	3	4	5	6

Lampiran 2

Uji Validitas 30 Responden

Variabel Citra Merek Hijau

Correlations

		CM1	CM2	CM3	CM4	CM5	TOTAL_CM
CM1	Pearson Correlation	1	.612**	.700**	.702**	.609**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
CM2	Pearson Correlation	.612**	1	.541**	.484**	.680**	.767**
	Sig. (2-tailed)	.000		.002	.007	.000	.000
	N	30	30	30	30	30	30
CM3	Pearson Correlation	.700**	.541**	1	.836**	.679**	.902**
	Sig. (2-tailed)	.000	.002		.000	.000	.000

	N	30	30	30	30	30	30
CM4	Pearson Correlation	.702**	.484**	.836**	1	.538**	.863**
	Sig. (2-tailed)	.000	.007	.000		.002	.000
	N	30	30	30	30	30	30
CM5	Pearson Correlation	.609**	.680**	.679**	.538**	1	.819**
	Sig. (2-tailed)	.000	.000	.000	.002		.000
	N	30	30	30	30	30	30
TOTAL_CM	Pearson Correlation	.860**	.767**	.902**	.863**	.819**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Variabel Kepuasan Merek Hijau

Correlations

		KEP1	KEP2	KEP3	KEP4	KEP5	TOTAL_KEP
KEP1	Pearson Correlation	1	.729**	.543**	.657**	.760**	.856**
	Sig. (2-tailed)		.000	.002	.000	.000	.000
	N	30	30	30	30	30	30
KEP2	Pearson Correlation	.729**	1	.738**	.614**	.857**	.904**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
KEP3	Pearson Correlation	.543**	.738**	1	.612**	.785**	.834**
	Sig. (2-tailed)	.002	.000		.000	.000	.000
	N	30	30	30	30	30	30
KEP4	Pearson Correlation	.657**	.614**	.612**	1	.700**	.822**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
KEP5	Pearson Correlation	.760**	.857**	.785**	.700**	1	.941**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL_KEP	Pearson Correlation	.856**	.904**	.834**	.822**	.941**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Variabel Kepercayaan Merek Hijau

Correlations

		KM1	KM2	KM3	KM4	TOTAL_KM
KM1	Pearson Correlation	1	.472**	.482**	.456*	.765**
	Sig. (2-tailed)		.008	.007	.011	.000
	N	30	30	30	30	30
KM2	Pearson Correlation	.472**	1	.579**	.396*	.788**
	Sig. (2-tailed)	.008		.001	.030	.000
	N	30	30	30	30	30
KM3	Pearson Correlation	.482**	.579**	1	.511**	.818**
	Sig. (2-tailed)	.007	.001		.004	.000
	N	30	30	30	30	30
KM4	Pearson Correlation	.456*	.396*	.511**	1	.758**
	Sig. (2-tailed)	.011	.030	.004		.000
	N	30	30	30	30	30
TOTAL_KM	Pearson Correlation	.765**	.788**	.818**	.758**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Variabel Sikap Merek Hijau

Correlations

		SI1	SI2	SI3	TOTAL_SI
SI1	Pearson Correlation	1	.787**	.700**	.931**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
SI2	Pearson Correlation	.787**	1	.606**	.902**
	Sig. (2-tailed)	.000		.000	.000

	N	30	30	30	30
SI3	Pearson Correlation	.700**	.606**	1	.846**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
TOTAL_SI	Pearson Correlation	.931**	.902**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Variabel Minat Pembelian Ulang

Correlations

		MPU1	MPU2	MPU3	MPU4	TOTAL_MPU
MPU1	Pearson Correlation	1	.739**	.625**	.695**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
MPU2	Pearson Correlation	.739**	1	.744**	.806**	.923**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
MPU3	Pearson Correlation	.625**	.744**	1	.731**	.868**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
MPU4	Pearson Correlation	.695**	.806**	.731**	1	.908**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TOTAL_MPU	Pearson Correlation	.862**	.923**	.868**	.908**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

**. Correlation is significant at the 0.01 level (2-tailed).

Lampiran 3

Uji Reliabilitas 30 Responden

Variabel Citra Merek Hijau

Reliability Statistics

Cronbach's Alpha	N of Items
.897	5

Variabel Kepuasan Merek Hijau

Reliability Statistics

Cronbach's Alpha	N of Items
.920	5

Variabel Kepercayaan Merek Hijau

Reliability Statistics

Cronbach's Alpha	N of Items
.788	4

Variabel Sikap Merek Hijau

Reliability Statistics

Cronbach's Alpha	N of Items
.873	3

Variabel Minat Pembelian Ulang

Reliability Statistics

Cronbach's Alpha	N of Items
.912	4

Lampiran 4

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
KEP	<---	CM	.557
KM	<---	CM	.463
MPU	<---	KEP	.382
MPU	<---	KM	.423
MPU	<---	SI	.332
CM1	<---	CM	.814
CM2	<---	CM	.673
CM3	<---	CM	.767
CM4	<---	CM	.824
CM5	<---	CM	.752
KEP1	<---	KEP	.777
KEP2	<---	KEP	.795
KEP3	<---	KEP	.777
KEP4	<---	KEP	.763
KEP5	<---	KEP	.861
KM1	<---	KM	.671
KM2	<---	KM	.591
KM3	<---	KM	.739
KM4	<---	KM	.834
SI1	<---	SI	.853
SI2	<---	SI	.773
SI3	<---	SI	.747
MPU1	<---	MPU	.772
MPU2	<---	MPU	.693
MPU3	<---	MPU	.695

	Estimate
MPU4 <--- MPU	.752

Lampiran 5

Uji Validitas dan Reliabilitas 105 Responden

Variabel			Estimate	Estimate Squared	Sum of Estimate Squared	AVE	Measurment Error	Sum of Std Loadings	Sum of Std Loadings Squared	Sum of Measurement Error	CR Denominat	CR
KEP	<---	CM	0.557	0.31								
KM	<---	CM	0.463	0.21								
MPU	<---	KEP	0.382	0.15								
MPU	<---	KM	0.423	0.18								
MPU	<---	SI	0.332	0.11								
CM1	<---	CM	0.814	0.66			0.34					
CM2	<---	CM	0.673	0.45			0.55					
CM3	<---	CM	0.767	0.59			0.41					
CM4	<---	CM	0.824	0.68			0.32					
CM5	<---	CM	0.752	0.57	2.95	0.59	0.43	3.83	14.67	2.05	16.72	0.88
KEP1	<---	KEP	0.777	0.60			0.40					
KEP2	<---	KEP	0.795	0.63			0.37					
KEP3	<---	KEP	0.777	0.60			0.40					
KEP4	<---	KEP	0.763	0.58			0.42					
KEP5	<---	KEP	0.861	0.74	3.16	0.63	0.26	3.97	15.78	1.84	17.62	0.90
KM1	<---	KM	0.671	0.45			0.55					
KM2	<---	KM	0.591	0.35			0.65					
KM3	<---	KM	0.739	0.55			0.45					
KM4	<---	KM	0.834	0.70	2.04	0.51	0.30	2.84	8.04	1.96	10.00	0.80
SI1	<---	SI	0.853	0.73			0.27					
SI2	<---	SI	0.773	0.60			0.40					
SI3	<---	SI	0.747	0.56	1.88	0.63	0.44	2.37	5.63	1.12	6.75	0.83
MPU1	<---	MPU	0.772	0.60			0.40					
MPU2	<---	MPU	0.693	0.48			0.52					
MPU3	<---	MPU	0.695	0.48			0.52					
MPU4	<---	MPU	0.752	0.57	2.12	0.53	0.43	2.91	8.48	1.88	10.35	0.82

Lampiran 6

Degree of Freedom

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	231
Number of distinct parameters to be estimated:	60
Degrees of freedom (231 - 60):	171

Lampiran 7

Rata-rata Persepsi Responden Variabel Citra Merek Hijau

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mc Donald's memiliki komitmen terhadap lingkungan	105	1	6	4.25	1.072
Mc Donald's memiliki reputasi yang baik terhadap lingkungan	105	2	6	4.22	1.028
Mc Donald's memiliki performa yang sukses dalam mengatasi masalah lingkungan	105	2	6	4.00	1.010
Mc Donald's merupakan tolak ukur bagi perusahaan lain dalam perlindungan lingkungan	105	1	6	3.74	1.233
Mc Donald's berhasil mengatasi masalah lingkungan	105	1	6	3.70	1.119
Valid N (listwise)	105				

Lampiran 8

Rata-rata Persepsi Responden Variabel Kepuasan Merek Hijau

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mc Donald's memiliki kredibilitas yang tinggi terhadap masalah lingkungan	105	1	6	4.10	1.181
Mc Donald's memiliki tanggung jawab yang besar terhadap masalah lingkungan	105	1	6	4.38	1.172
Mc Donald's dapat diandalkan dalam mengatasi masalah lingkungan	105	1	6	3.90	1.140
Kepedulian Mc Donald's dengan lingkungan sesuai dengan ekspetasi saya	105	1	6	4.01	1.181
Valid N (listwise)	105				

Lampiran 9

Rata-rata Persepsi Responden Variabel Kepercayaan Merek Hijau

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Membeli Mc Donald's memberikan kesenangan karena turut mendukung keberlanjutan lingkungan	105	1	6	4.01	1.282
Membeli Mc Donald's memberikan kebahagiaan karena konsumen tidak khawatir akan merusak lingkungan	105	1	6	3.81	1.218
Mc Donald's berfokus pada masalah lingkungan sehingga memberikan kepuasan	105	1	6	3.90	1.270
Merupakan keputusan yang tepat ketika membeli Mc Donald's	105	1	6	4.05	1.204
Mc Donald's cukup berkontribusi terhadap keberlanjutan lingkungan	105	1	6	4.10	1.247
Valid N (listwise)	105				

Lampiran 10

Rata-rata Persepsi Responden Variabel Sikap Merek Hijau

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Saya akan membeli Mc Donald's dalam waktu dekat	105	1	6	4.30	1.249
Saya selalu mencari informasi yang berkaitan dengan Mc Donald's	105	1	6	3.62	1.389
Mc Donald's merupakan referensi utama saya	105	1	6	3.64	1.532
Saya akan merekomendasikan Mc Donald's kepada orang lain	105	1	6	4.05	1.389
Valid N (listwise)	105				

Lampiran 11

Rata-rata Persepsi Responden Minat Pembelian Ulang

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mc Donald's memiliki manfaat yang baik untuk keberlanjutan lingkungan dibandingkan produk lain	105	1	6	4.05	1.204
Saya tetap memilih Mc Donald's meskipun produk lain memiliki manfaat yang sama terhadap keberlanjutan lingkungan	105	1	6	3.74	1.279
Membeli Mc Donald's merupakan investasi jangka panjang untuk mengatasi masalah lingkungan	105	1	6	3.67	1.276
Valid N (listwise)	105				

Lampiran 12

Uji Model Fit

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	60	168.334	171	.543	.984
Saturated model	231	.000	0		
Independence model	21	1330.017	210	.000	6.333

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.057	.879	.837	.651
Saturated model	.000	1.000		
Independence model	.208	.292	.221	.266

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.873	.845	1.002	1.003	1.000
Saturated model	1.000		1.000		1.000

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.814	.711	.814
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	.000	.000	31.596
Saturated model	.000	.000	.000
Independence model	1120.017	1008.571	1238.932

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.573	.000	.000	.295
Saturated model	.000	.000	.000	.000
Independence model	12.430	10.467	9.426	11.579

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.000	.000	.042	.988
Independence model	.223	.212	.235	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	288.334	319.393	449.262	509.262
Saturated model	462.000	581.576	1081.572	1312.572
Independence model	1372.017	1382.888	1428.342	1449.342

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.695	2.720	3.015	2.985
Saturated model	4.318	4.318	4.318	5.435
Independence model	12.823	11.781	13.934	12.924

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	129	138
Independence model	20	21

Lampiran 13

Uji Outlier

Observation number	Mahalanobis d-squared	p1	p2
91	31,162	,071	1,000
22	29,411	,104	1,000
51	29,396	,105	,999
29	29,174	,110	,998
53	28,674	,122	,998
107	28,461	,128	,996
46	28,417	,129	,989
28	28,379	,130	,976
32	28,324	,131	,954
36	27,941	,142	,953
56	27,666	,150	,944
50	27,579	,152	,913
40	27,455	,156	,880
85	26,731	,180	,936
104	26,337	,194	,946
43	26,276	,196	,920
39	26,201	,199	,888
23	26,151	,201	,843
68	25,898	,210	,841
3	25,831	,213	,793

Observation number	Mahalanobis d-squared	p1	p2
59	25,293	,235	,866
72	25,038	,246	,870
88	24,616	,264	,908
2	24,533	,268	,883
31	24,355	,276	,876
10	24,293	,279	,840
4	24,224	,282	,802
61	24,159	,285	,758
54	24,074	,289	,718
11	24,068	,290	,644
60	24,068	,290	,561
105	24,004	,293	,505
7	23,989	,294	,428
45	23,794	,303	,432
35	23,136	,337	,645
41	23,015	,343	,621
101	22,827	,353	,627
80	22,800	,355	,561
30	22,683	,361	,536
20	22,666	,362	,464
103	22,563	,368	,434
55	22,467	,373	,402
97	22,260	,385	,422
71	22,175	,389	,386
17	22,174	,390	,314
73	22,153	,391	,257
52	22,038	,397	,239
100	21,920	,404	,224
79	21,765	,413	,224
92	21,717	,416	,186
13	21,694	,417	,145
26	21,602	,423	,128
99	21,598	,423	,093
1	21,327	,439	,120
94	21,327	,439	,086
86	21,308	,440	,062
44	21,040	,457	,082

Observation number	Mahalanobis d-squared	p1	p2
78	20,998	,459	,063
37	20,911	,464	,054
34	20,899	,465	,037
9	20,850	,468	,028
77	20,465	,492	,054
76	20,264	,505	,062
33	20,076	,516	,068
75	19,834	,532	,086
38	19,793	,534	,066
21	19,731	,538	,053
87	19,581	,548	,053
58	19,416	,558	,056
18	19,276	,567	,054
25	19,260	,568	,037
12	19,234	,570	,026
8	19,098	,579	,025
47	18,483	,618	,090
6	18,290	,631	,100
16	18,072	,644	,117
64	18,044	,646	,087
66	17,981	,650	,069
69	17,944	,653	,050
106	17,763	,664	,054
90	17,675	,669	,044
63	17,659	,670	,029
5	17,600	,674	,021
84	17,470	,682	,019
27	17,254	,696	,022
49	17,239	,697	,013
62	17,201	,699	,008
95	16,788	,724	,019
70	16,557	,738	,023
81	16,142	,762	,047
93	15,936	,773	,050
14	15,667	,788	,062
83	15,647	,789	,038
48	15,271	,809	,062

Observation number	Mahalanobis d-squared	p1	p2
15	15,039	,821	,067
42	14,706	,837	,089
74	14,600	,842	,067
98	14,351	,854	,070
102	14,173	,862	,059
19	14,039	,868	,043

Lampiran 14

Uji Hipotesis

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
KEP	<---	CM	.534	.111	4.825	***	par_17
KM	<---	CM	.368	.098	3.753	***	par_18
MPU	<---	KEP	.354	.098	3.611	***	par_19
MPU	<---	KM	.474	.135	3.513	***	par_20
MPU	<---	SI	.280	.101	2.770	.002	par_21
CM1	<---	CM	1.000				
CM2	<---	CM	.747	.115	6.489	***	par_1
CM3	<---	CM	.975	.121	8.035	***	par_2
CM4	<---	CM	1.093	.127	8.611	***	par_3
CM5	<---	CM	1.014	.127	7.991	***	par_4
KEP1	<---	KEP	1.000				
KEP2	<---	KEP	1.050	.140	7.473	***	par_5
KEP3	<---	KEP	1.019	.126	8.055	***	par_6
KEP4	<---	KEP	1.001	.123	8.148	***	par_7
KEP5	<---	KEP	1.083	.120	9.002	***	par_8
KM1	<---	KM	1.000				
KM2	<---	KM	.954	.213	4.474	***	par_9
KM3	<---	KM	1.236	.196	6.318	***	par_10
KM4	<---	KM	1.379	.224	6.166	***	par_11
SI1	<---	SI	1.000				
SI2	<---	SI	.956	.257	3.728	***	par_12
SI3	<---	SI	.871	.127	6.862	***	par_13
MPU1	<---	MPU	1.000				

		Estimate	S.E.	C.R.	P	Label
MPU2	<--- MPU	.922	.138	6.677	***	par_14
MPU3	<--- MPU	.883	.127	6.970	***	par_15
MPU4	<--- MPU	1.004	.136	7.368	***	par_16

Lampiran 15

Standardized Total Effects (Group number 1 - Default model)

	SI	CM	KM	KEP	MPU
KM	.000	.463	.000	.000	.000
KEP	.000	.557	.000	.000	.000
MPU	.332	.408	.423	.382	.000
MPU4	.250	.307	.318	.287	.752
MPU3	.231	.284	.294	.265	.695
MPU2	.230	.283	.293	.265	.693
MPU1	.257	.315	.326	.295	.772
SI3	.747	.000	.000	.000	.000
SI2	.773	.000	.000	.000	.000
SI1	.853	.000	.000	.000	.000
KM4	.000	.386	.834	.000	.000
KM3	.000	.343	.739	.000	.000
KM2	.000	.274	.591	.000	.000
KM1	.000	.311	.671	.000	.000
KEP5	.000	.479	.000	.861	.000
KEP4	.000	.425	.000	.763	.000
KEP3	.000	.432	.000	.777	.000
KEP2	.000	.442	.000	.795	.000
KEP1	.000	.433	.000	.777	.000
CM5	.000	.752	.000	.000	.000
CM4	.000	.824	.000	.000	.000
CM3	.000	.767	.000	.000	.000
CM2	.000	.673	.000	.000	.000
CM1	.000	.814	.000	.000	.000

Lampiran 16

Standardized Direct Effects (Group number 1 - Default model)

	SI	CM	KM	KEP	MPU
KM	.000	.463	.000	.000	.000
KEP	.000	.557	.000	.000	.000
MPU	.332	.000	.423	.382	.000
MPU4	.000	.000	.000	.000	.752
MPU3	.000	.000	.000	.000	.695
MPU2	.000	.000	.000	.000	.693
MPU1	.000	.000	.000	.000	.772
SI3	.747	.000	.000	.000	.000
SI2	.773	.000	.000	.000	.000
SI1	.853	.000	.000	.000	.000
KM4	.000	.000	.834	.000	.000
KM3	.000	.000	.739	.000	.000
KM2	.000	.000	.591	.000	.000
KM1	.000	.000	.671	.000	.000
KEP5	.000	.000	.000	.861	.000
KEP4	.000	.000	.000	.763	.000
KEP3	.000	.000	.000	.777	.000
KEP2	.000	.000	.000	.795	.000
KEP1	.000	.000	.000	.777	.000
CM5	.000	.752	.000	.000	.000
CM4	.000	.824	.000	.000	.000
CM3	.000	.767	.000	.000	.000
CM2	.000	.673	.000	.000	.000
CM1	.000	.814	.000	.000	.000

Lampiran 17

Standardized Indirect Effects (Group number 1 - Default model)

	SI	CM	KM	KEP	MPU
KM	.000	.000	.000	.000	.000
KEP	.000	.000	.000	.000	.000
MPU	.000	.408	.000	.000	.000

	SI	CM	KM	KEP	MPU
MPU4	.250	.307	.318	.287	.000
MPU3	.231	.284	.294	.265	.000
MPU2	.230	.283	.293	.265	.000
MPU1	.257	.315	.326	.295	.000
SI3	.000	.000	.000	.000	.000
SI2	.000	.000	.000	.000	.000
SI1	.000	.000	.000	.000	.000
KM4	.000	.386	.000	.000	.000
KM3	.000	.343	.000	.000	.000
KM2	.000	.274	.000	.000	.000
KM1	.000	.311	.000	.000	.000
KEP5	.000	.479	.000	.000	.000
KEP4	.000	.425	.000	.000	.000
KEP3	.000	.432	.000	.000	.000
KEP2	.000	.442	.000	.000	.000
KEP1	.000	.433	.000	.000	.000
CM5	.000	.000	.000	.000	.000
CM4	.000	.000	.000	.000	.000
CM3	.000	.000	.000	.000	.000
CM2	.000	.000	.000	.000	.000
CM1	.000	.000	.000	.000	.000

Lampiran 18

Uji Chi Square Preferensi Merek Hijau dengan Jenis Kelamin

Jenis_kelamin * Preferensi Crosstabulation

Count

		Preferensi		
		Tidak Minat	Minat	Total
Jenis_kelamin	Laki-laki	12	25	37
	Perempuan	24	44	68
Total		36	69	105

Lampiran 19

Uji Chi Square Preferensi Merek Hijau dengan Tingkat Pendidikan

Pendidikan * Preferensi Crosstabulation

Count

		Preferensi		
		Tidak Minat	Minat	Total
Pendidikan	Rendah	24	45	69
	Tinggi	12	24	36
Total		36	69	105