

**THE EFFECT OF GREEN BRAND ON GREEN PURCHASE INTENTION OF
TUPPERWARE PRODUCTS IN YOGYAKARTA**

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



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YOGYAKARTA

2017

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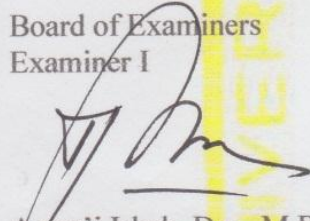
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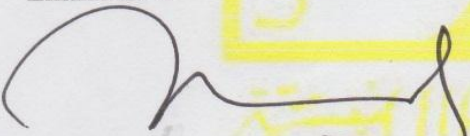
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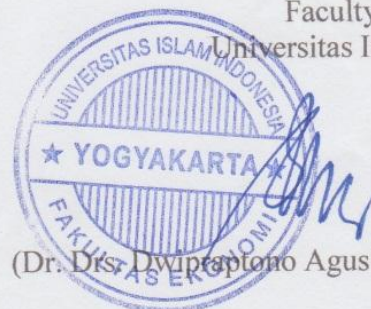

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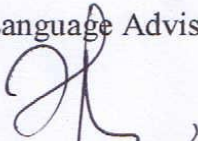
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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, June 2nd 2017

AHMAD MIFTAH DARQUN



ACKNOWLEDGMENTS



Assalamualaikum Wr. Wb.

Alhamdulillah rabbil'alam, the researcher feel gratitude to Allah SWT, because of His blessing and grace, the researcher can finish writing the thesis with the title “The Effect of Green Brand on Green Purchase Intention of Tupperware Products in Yogyakarta”. This thesis writing is one of the requirements to finish the study and to get an undergraduate degree in Marketing Study, Department of Management, Faculty of Economics, Universitas Islam Indonesia.

The preparation of this research is not separated from the encouragement and the support from several parties. In this occasion, the researcher wants to give thanks to:

1. Allah SWT, for all Your Kindness, Mercy, and Lessons that You always give to me.
2. Prophet Muhammad SAW, for being a great figure as the Last Prophet and making this life becomes better than before.
3. Mr. Anas Hidayat, Drs., M.B.A., Ph.D. as the Head of Business and Economics Department, International Program UII , Mr. Rokhedi Priyo Santoso, S.E., MIDEc., as the Deputy Head of Business and Economics Department, International Program UII, and Abah Kyai. Nasrul Hadi as my Great Teacher in Islamic Boarding School of Salafiyah Al-Muhsin Nglaren Yogyakarta.
4. Mr. Asma'i Ishak, Drs, M.Bus., Ph.D. as the Content Advisor that has provided

time, energy, and thought in giving a direction in the thesis preparation.

5. Mrs. Nina Fitriana, M.A. as the language advisor who has provided time, energy, and willingness in correcting my grammar.
6. Mr. Anas Hidayat, Drs., M.B.A., Ph.D. as the examiner for thesis exam who has provided suggestion and advice to my thesis.
7. My family who always support me whenever and wherever I need. My father, Supalal, my mother, Muhimmah, and my brother and sister, Ahmad Rifki Maulana, and Arina Nur laila as my motivation to do the best and become a better person. Thank you for your unconditional love.
8. Rizki Rahardian, M Hadi Huza, Henryawan Sigit, M Febriyan Putra, Chandra Dhito Parendratama, M.Mukti Arif, Alfthan Rizqi Pambudi, Alma Nurriski, Altriza Rusydina Zamhari, Khoirul Anam Dahlan, Muhammad Fauzi Ikhsan, Ismail, Vani Ardiansyah, Nauwaf Mu'arif, Ahmad Khadiq Soleh, Ahmad Yahya, Nur Afif Dwi Arianadra, and Azka Jahidul Ulya . Thank you for your love, support, and for being good listeners.
9. All students of Islamic Boarding School of Salafiyah Al-Muhsin Nglaren Yogyakarta and IP Management 2013: Thanks for your incredible support and togetherness. You are all like my second family during this time.
10. Rizki, Hadi, Ditho, Adhiya, Astrid, Robby, Ayik, Fadhil, Hendry, Febriyan, Shomad, Ismail, Azka, Hendrik, Afif, Burhan, Afif, Rizal, Muhlisin and So'in. Thank you for being good friends who always give supports, jokes, and laughter. Hopefully, our friendship will last long.
11. IP family, *Mbak* Alfi, *Pak* Ahmad, *Mas* Kandri, *Pak* Kus, *Pak* Erwan, *Mbak* Ria, *Mbak* Rindang and all of IP family that always give support and help.

12. Furthermore, great thanks dedicated for all of you who always give me support, help and pray for all this time, so that I can finish this thesis.

This research is far from perfect but, hopefully, this research may be useful for the management study, especially in marketing study.

Wassalamualaikum Wr. Wb.

Yogyakarta, June 9th, 2017

Ahmad Miftah Baiquni

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The Effect of Green Brand on Green Purchase Intention of Tupperware Products in Yogyakarta

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ABSTRACT

The aims of this Research is to examine the relationship among green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brand (AGB), and green purchase intention (GPI). The type of research used explanatory research with 315 total samples. The sample collection through purposive sampling techniques, with the main criteria is the user of tupperware products in Yogyakarta. Data were collected through a questionnaire survey. Structural Equation Modeling in Listrel 8.80 was used as a data technique. the result show that GBP has positively influence GBK and AGB, and GBK separately also has positive influence AGB. Meanwhile, AGB influence GPIs. Thus the firm should emphasize Green Brand Positioning by improving green marketing programs and increasing Green Attributes on their products to educate and increase consumer knowledge of the company's products and benefit of green products. Those ways will make the consumer interest to refer to the products, so that it can have an impact on green purchase intention as these has applied by Tupperware Company. The limitation of study namely this Research's Respondents predominantly are women at young age, and this research only used one brand as object. In addition, this study also conducted to respondents who ever used the products/brand without any concerns in terms belonging of the products.

Keywords: *Attitude toward Green Brand, Green Brand Knowledge, Green Brand Positioning, Green Purchase Intention.*

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ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji hubungan antara green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brand (AGB), dan green purchase intention (GPI). Jenis penelitian yang digunakan adalah explanatory research dengan total sampel 315. Pengambilan sampel melalui teknik purposive sampling, dengan kriteria utama adalah pengguna produk tupperware di Yogyakarta. Data dikumpulkan melalui survei kuesioner. Pemodelan Persamaan Struktural di aplikasi Listrel 8.80 digunakan sebagai teknik analisis data. Hasilnya menunjukkan bahwa GBP memiliki pengaruh positif terhadap GBK dan AGB, dan GBK secara terpisah juga memiliki pengaruh positif terhadap AGB. Sementara itu, AGB mempengaruhi GPI. Dengan demikian, perusahaan harus menekankan Green Brand Positioning dengan memperbaiki program pemasaran ramah lingkungan dan meningkatkan Atribut ramah lingkungan pada produk mereka untuk mendidik dan meningkatkan pengetahuan konsumen tentang produk dan manfaat produk ramah lingkungan. Cara-cara tersebut akan membuat konsumen tertarik untuk mengacu pada produk tersebut, sehingga dapat berdampak pada minat pembelian produk ramah lingkungan tersebut karena hal ini telah diterapkan oleh Perusahaan Tupperware. Keterbatasan penelitian ialah Responden Penelitian didominasi oleh wanita pada usia muda, dan penelitian ini hanya menggunakan satu merek sebagai objek. Selain itu, penelitian ini juga dilakukan kepada responden yang pernah menggunakan produk/merek tanpa ada perhatian dari segi kepemilikan produk.

Kata Kunci: *Attitude toward Green Brand, Green Brand Knowledge, Green Brand Positioning, Green Purchase Intention.*

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The issue of global warming began to be known by the world community since the 1970s, but the issue was again raised and started to become a concern since the 1990s (Chahaya, in Iwan 2013). The term global warming is now familiar to all of us. Global warming is a form of imbalance ecosystems on Earth due to the increase in the average temperature of the atmosphere, ocean, and land caused by rising emissions of greenhouse gases in the atmosphere (Utina, 2009). Noor et al (cited in Pradyan,2016) defines that the impact of environmental degradation has led to global warming, the problem of acid rain, air and water populations are already at a dangerous level, fires and deforestation that threatens the amount of oxygen in the atmosphere. In line with this, there are now more and more consumers who know the importance of protecting the environment in order to keep the preservation of nature. Situations like this ultimately resulted in the rise of green consumerism behaviors. Green consumerism behavior is a continuation of global consumerism movement that began with the awareness of consumers of their rights to obtain products that are decent, safe, and environmentally-friendly products (Shaputra, 2013). Not only the green consumer that aware of this global issues, but many executives also aware of this issues because of the publication of the subsequent Earth Summits in Rio de Janeiro (1992) and Johannesburg (2002) which was discussing about sustainable development of the world. Since that time, the sustainable development of the world has become one of the foremost issues facing the world, most of executives are really

aware of their response to the challenge of sustainability which may have for competitiveness, and perhaps even survival, of their organizations. In fact, Sustainability is today regarded as a vitally important business goal (Raska and Shaw, 2012; Lubin and Esty, 2010) and to drive business' green innovation (Nidumolu et al., 2009; Pfeffer, 2010). Many companies now purposefully communicate how they integrate sustainability into their business practices and the marketing function (Raska and Shaw, 2012; Royne et al., 2011) through positioning their products in green brand positioning.

Positioning is a strategy in marketing activities that aim to make a difference, advantage, benefit that consumers always remember with a product. Positioning is an action or measures from the producer to design the company's image and value of deals where consumers in a certain segment to understand and appreciate what a certain segment, understand and appreciate what a company offered, compared to its competitors. Positioning is a major factor in increasing the strength of the company's market position in a particular market than its competitors. In general, brand positioning can be done using several categories based on product attributes, use or application of the product, and product users (Rusnah Mohammed et al., 2012).

Green brand positioning (GBP) is one of the efforts made to differentiate the brand from competitors such green products that are environmentally friendly and contains natural ingredients and of course very safe (Rios et al., 2006). Green brand positioning is a part of the brand identity of the value of a product that is less harmful and environmentally friendly, is directly related to the target market. With creating green brand positioning through optimizing green marketing functions to increase popularity of their products in their target market. Moreover, some green marketing

studies emphasize the effect of cognitive persuasive strategy and assume that consumers' involvement with environmental issues becomes higher as their environmental awareness rises (Oliver and Lee, 2010; Swenson and Wells, 1997). Most green marketing studies that focus on cognition have shown that environmental knowledge and consciousness clearly influence consumers' environmental attitudes (Mostafa, 2007). Experience and current brand knowledge are part of consumers' cognition and are involved in their overall evaluation (Petty and Cacioppo, 1984) that expectedly will generate positive attitude toward green brand (AGB) and ultimately in the end, it expectedly will also create Green purchase intention (GPI).

Purchase Intention is basically an attitude that can make a person feel happy to objects or situations or certain ideas that are usually followed by someone's feelings and tendency to look for objects that favored them. According Simamora (2001: 106) in Rangkuti and Sulistiawati (2014) states that the emergence of purchase intention for a product is because it is based with the belief held by consumers towards the product which is accompanied with the ability to buy the product. Purchase intention of a product arises because of the trust to a product which is accompanied with the ability to purchase the product. Purchase intention also appears that consumers are interested to create motivation continues to be recorded and a strong desire. Purchase intention can be interpreted that the desire for someone to buy a product or service that are expected to benefit from the products or services purchased.

Green purchase intention (GPI) is simply defined as an intention to buy a service or product which is less or not harmful for the society and environment. It can also be defined as an internal wish, desire and willingness of the people to buy a less harmful and environmental friendly product. With the developing of technology, it has

some bad and negative effects on our environment like water pollution, air pollution and damage of ozone layer etc. to avoid these harmful effects, people are now more serious and aware about this issue and they are adopting a new trend. They have tendency to use such products, which have less harmful less dangerous effects for environment. The society and public are taking more seriously noticed about environmental issues creating the more pollution in our environment, arisen from industrial sector's manufacturing activities (Rizwan et al., 2013). And Peattie also stated that people are much conscious about the environmental problems, many customers have environmental beliefs and they are willing to purchase green products that have a less harmful impact on the environment (Rizwan et al., 2013).

Environmentally friendly products are well received by green consumers. One of companies that produces environmentally friendly product is Tupperware. Tupperware is a company that positioned their products as green brand products, their products has been gotten the label from European Food Safety Authority (EFSA) of Europa Union, Food and Drug Administration (FDA) of United States, Food Safety Commission (FS) of Japan as products that the material used was the best quality, safe for health and environmentally friendly which means their products that provides smart solutions for sustainability of the earth. In 2016, Tupperware bottle have gotten green awards 2016 by the Chicago athenaeum: museum of architecture and design known as the world's leading green sustainable design.

Tupperware products practically supports healthy lifestyles, consumes and promoting green living. Tupperware strive to be a company concerned about the environment (tupperwaregoodforlife.com). With a focus on environmentally friendly

product solutions capable of reducing the millions of plastic foods container and disposable bottle out of landfills.

Tupperware has many advantages such as their lifetime warranty, innovate constantly, attractive design, environmentally friendly, and safe for food that make Tupperware increasingly in demand and an increasing impact Tupperware brand remembered by consumers. Here is a Tupperware successful achievement awarded Top Brands Awards 2012-2016.

Table 1. Categories **HOUSEHOLD PRODUCTS OF DRINKING BOTTLE**
According to Top Brands Award 2016

DRINKING BOTTLE / TUMBLER		
BRAND	TBI	TOP
Tupperware	75.9%	TOP
Lion Star	17.9%	TOP
Lock & Lock	2.5%	

(Sources: www.TopBrand-Award.com)

Table 2. Categories **HOUSEHOLD PRODUCTS OF FOOD CONTAINER**
According to Top Brands Award 2016

PLASTIC FOOD CONTAINER		
BRAND	TBI	TOP
Tupperware	44.6%	TOP
Lion Star	36.9%	TOP
Lock & Lock	2.5%	

(Sources: www.TopBrand-Award.com)

The glorious achievements at the beginning of 2012 was achieved by Tupperware Indonesia through Top Brand Awards 2012. For four times (2016) Tupperware Indonesia winning in the category of plastic container and tumbler (TBI above 10%). This award is evidence of the ability of Tupperware Indonesia to maintain the achievements, prioritizing profitability and demonstrate a rapid growth in sales. Among several benefits, including Tupperware products are friendly to the environment because Tupperware products are reusable and can be passed on from one generation to the next. Tupperware has become one of the world's leading companies in the field of plastic containers and tumbler for the storage and presentation of high quality in the age of more than half a century. Currently Tupperware has been marketed in almost one hundred countries around the world and is the third company in the world's largest direct selling category. In Indonesia alone, Tupperware went on sale since 1991. Currently Tupperware Indonesia has had more than 74 authorized distributors spread across several cities in Indonesia. Prices were relatively expensive, making Tupperware's image in the public is less desirable, however, offered from Tupperware products is comparable with the quality. In general, product features

Tupperware Features are as follows:

1. Material plastic with quality of food grade
2. Standards FDA (Food and Drugs Administration) of USA, European Food Safety Authority (EFSA) of Europa Union, Food Safety Commission (FS) of japan as an environmentally friendly
3. Seal or tight lid. Keeping the food to be more hygienic.
4. Tupperware products are protected by Tupperware Lifetime Guarantee

In response, producer's ways to meet the needs and desires of green consumers at the same time to show social responsibility towards the environment is by offering green products. Green product or also known as ecological products or environmental friendly product is a product that contains components that are safe, non-toxic, recyclable, and using eco-friendly packaging to reduce the negative impact of the consumption of products on the environment (Shamdasami et.al, 1993)

Even though the issues of the green brand emerge to be important issues in the world, unfortunately there is little research in terms of green brand itself in Indonesia. Patrick et al. (2005) found that consumers' perceptive green brand positioning (GBP) had a positive effect on attitude toward brand. Besides that, Rios et al (2006) found the presence of a positive influence of environmental associations on brand attitude. Nevertheless, these studies have lack of comprehensive models to investigate the effects of green band on GPI. According to Aaker, (cited in Huang, 2014) the companies that want to increase customer's desires to consume what offered need to have successful brand is positioning because it is a key differentiation strategy. An effective green brand identity should provide benefits to environmentally conscious consumers. Thus, in this study will explore further how the green brand factors effect GPI, especially from consumer perspective.

In this study, it will integrate multiple research streams of Green brand and green consumer behavior to build the framework of this research. First, regarding to the brand research, it has resulted in several notions of the brands and how brand influence consumers' actions Earlier works such as Aaker's (1991) brand model and Keller's (1993) customer-based equity model have concentrated on how consumers perceive and assess brands by searching certain knowledge dimensions such as "brand

awareness”, “image”, and “personality” (Keller, 1993). More recently, researchers have stated that it is important to understand how consumers build brand relationship and create brand communities in their personal lives (Esch et al., 2006).

Therefore, this study proposes the two concepts: green brand knowledge (GBK) and attitude toward green brand (AGB) to explore the relationship among green brand factors and GPI. Second, reviewing the related literature of green consumers’ behavior, earlier works the dominating approach has been to apply an attitude-intention-behavior paradigm (Hines et al., 1987; Olander and Thøgersen, 1995). But later, empirical evidences have emerged the paradigm of knowledge-attitude-intention (Chan, 1999; Fryxell and Lo, 2003; Mostafa, 2007). Thus, this study will apply the paradigm of knowledge-attitude-intention to build a comprehensive model for examining which green brand factors influence GPI. So, the purpose of this study is to develop a comprehensive model and explore the relations among GBP, GBK, AGB, and GPI. Therefore, this study integrates brand theory and green issues (Patrick et al., 2005; Rios et al., 2006), and the paradigm of environmental knowledge-attitude-intention (Mostafa, 2007). And this study will be conducted with title of the research **“The Effect of Green Brand on Green Purchase Intention in The Tupperware Products in Yogyakarta”**.

1.2 Research Problem

Thus, based on background of study above that author of this research want to solve the problem as following below:

1. Does Green Brand Positioning leads to a positive effect on Green Brand Knowledge?
2. Does Green Brand Positioning lead to a positive effect on Attitude toward Green Brand?
3. Does Green Brand Knowledge leads to a positive effect on Attitude toward Green Brand?
4. Does Attitude toward Green Brand leads to a positive effect on Green Purchase Intention?

1.3 Research Objectives

In accordance with the problems that have been formulated, then the specific objectives of this research study are:

1. To explain whether Green Brand Positioning leads to a positive effect on Green Brand Knowledge.
2. To explain whether Green Brand Positioning leads to a positive effect on Attitude toward Green Brand.
3. To explain whether Green Brand Knowledge leads to a positive effect on Attitude toward Green Brand.
4. To explain whether Attitude toward Green Brand leads to a positive effect on Green Purchase Intention.

1.4 Research Benefits

In this study, there are some benefits to be achieved:

1. Theoretical Benefits

To provide an overview of the theoretical framework of the factors that affect green purchase intension. And providing a contribution to further research in the field of green marketing and provide additional literature in the study of marketing strategy.

2. Practical Benefits

This research can help marketing managers in decision making especially about build green brand positioning and stimulate green purchase intension.

1.5 Systematical Writing

Systematics thesis consists of five chapters, which each chapter consist of several sections. The formulation systematics and explanation of this thesis are as follows:

Chapter I: INTRODUCTION

This chapter discusses about the background of the research, Research problems, Research objectives, Research Benefits, and systematic research.

Chapter II: LITERATURE REVIEW

This chapter exhibits the theoretical foundation of Green Brand Positioning (GBP), Green Brand Knowledge (GBK), Attitude toward Green Brand (AGB), and Green Purchase Intention (GPI). In addition, there are researches hypotheses and the framework of the study provided.

Chapter III: RESEARCH METHOD

This chapter explains the models and methods used in this research, population and sample, sampling technique, the variables of the study and the testing methods used.

Chapter IV: DATA ANALYSIS AND DISCUSSION

This chapter shows data analysis and discussion of the results obtained from statistical calculations using theoretical concepts and interpretation of research on theories that already exist.

Chapter V: CONSLUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions on the results of the analysis and calculation of data obtained from the research. In addition, this chapter will also describe the weaknesses of the studies conducted and for future research.

CHAPTER II

LITERATURE REVIEW

2.1. Theoretical Review

In this globalization era, there were extremely diverse problems, one of the hottest discussed currently environmental issues. Environmental issues are increasingly spread in the earth, causing damage to the earth. People on Earth are increasingly concerned with the circumstances of the environment. For a company, this is important to be noticed mindset of today's society that is conscious of environmental sustainability and many consumers turn into green consumerism behavior where they are intentionally want to buy green products, they also thought that green products are less harm for themselves. Of course, marketers must be responsive to this issue of environment and mindset that developed in the community. Therefore, more companies are willing to accept environment protection as their social responsibility (Chen et al., 2006; Chen, 2011). Recently, environmental concern has emerged rapidly as a mainstream notion due to global warming, so foresighted companies are planning to seize the green opportunity (Chen and Chang 2013; Lee et al 2013).

The Company is expected able to take chances and have an important role in providing the prevention of environmental problems. The thing that can take advantage of the company should issue a product that is environmentally friendly and to build environmentally friendly brand or green brand positioning (GBP) for their products. Green brand positioning (GBP) expectedly will success in influencing green

purchase intention (GPI) but there are several factors of green brands that influence to green purchase intention.

Subsequently, the researcher hypothesizes that Green Purchase Intention is influenced by Green Brand Positioning, Green brand Knowledge, and Attitude toward green brand. Furthermore, the following literature reviews attempt to demonstrate and discuss previous studies to support the hypotheses. To make it clear, the literature review will be started by green brands factors which consisted of Green Brand Knowledge, and green brand Positioning Afterwards, this chapter will present the explanation about, Attitude toward green brand and green purchase intention.

2.1.1 Green Brand Knowledge (GBK).

According to Kotler, Brand is a name, term, symbol, design or combination, these four identifying the sellers and differentiate products from competitors' products (Keller, 1993) also suggests that the brand is a name or symbol that aims to differentiate and identify the goods or services of one seller or group of sellers who are their competitors. In addition, a brand can also be a signal to the customer on a product, and protect both customers and producers from competitors who will try to provide products that will appear identical. Green brand used by the company as one of the strategies of marketing of their products. Joachimsthaler and Aaker in Harvard (1999: 5) states "the identity of the branding, the brand concept from the brand owner's perspective is the foundation of any good brand building program". In this study stated that Green Brand as communicator for delivering information to the consumers about a product's benefits and product's unique brand attributes especially in reducing its environmental impacts and representing environmentally friendly product

attributes. This study, GBK is defined as a green brand node in memory to which a variety of associations are linked to environmental commitments and environmental concerns. There are two distinct types of brand knowledge: brand awareness and image (Keller, 1993). Green brand image is defined in this study as a set of perceptions and relations in the mind of the consumer that are connected to its environmental commitments and concerns (Cretu and Brodie, 2007; Padgett and Allen, 1997). Green awareness means to have the familiarity about the effects of a product on environment. When the people evaluate a product and its features and benefits in the context of environment, it is called Green Brand Awareness. Green brand awareness is most important part in green purchase intention (Maha and Ahmad, 2012). In 1993, Keller presented his conceptual model. In this conceptual model, he proved that the customer's reaction to marketing activities is interrelated with customer's brand knowledge and awareness.

2.1.2 Green Brand Positioning (GBP).

According to Fanggidae (cited in Pradyan,2016) Positioning is a strategy in marketing activities that aim to make a difference, advantage, benefit that consumers always remember with a product. Positioning is a major factor in increasing the strength of the company's market position in a particular market than its competitors. In general, brand positioning can be done using several categories based on product attributes, use or application of the product, and product users (Rusnah Mohammed et al., 2012). According to Aecker, Brand positioning is regarded a critical instrument for brand management in competitive markets (Huang, 2014). Green brand positioning (GBP) is one of the efforts made to differentiate the brand from competitors such green products that are environmentally friendly and contains natural ingredients and

of course, very safe (Rios et al., 2006). Green Brand Positioning is a part of the brand identity of the value of a product that is less harmful and environmentally friendly, is directly related to the target market with creating green brand positioning through optimizing green marketing functions to increase popularity of their products in their target market. According to Aaker and Joachimsthaler also defined that brand positioning as the part of the brand identity and value proposition that is to be actively communicated to the target customers (Huang,2014). Positioning a brand as a green brand contains an active communication and differentiation of the brand from its competitors through its environmentally friendly attributes (Rios et al., 2006). Positioning of green products was interpreted as an effort made by marketers that were being made to put the brand or product attributes in its position based on its ability to reduce negative impacts on the environment and human health (Hartmann *et al.*, 2005; Booi-Chen, 2011). This explains, that for the community, the product has the same meaning as green environmentally friendly products. This perception was built by marketers by actively communicating about the values of an attribute of the product on the target customer. Product attributes are used to position green products, among other attributes contained in the core benefits, as well as generic attributes that are packed and form the core benefits. So, a product or brand can be said to be green, if the product or the brand has a core benefit that is perceived as a healthy product and less harmful, and in addition, the product has additional attributes, such as packaging and wrapping, which is positioned as environmentally friendly attributes. Overall, this attribute is used by marketers to define the products that are marketed, by embedding the values that lead to a perception that the product is environmentally-friendly products or green products (Joshi & Mishra, 2011). But there are signals of a growing

mistrust of green initiatives which many consumers suspect whether a firm's activities and offerings are truly environmentally friendly (Raska and Shaw, 2012). Incorrect green claims to a firm products or brands, often referred to green washing, has become a growing public issue and this has become obstacle for many firms must try to conquer (Cronin et al., 2011). To eliminate the negative effects of green-washing, company need actively communicating to the target customers through clear GBP. Therefore, this study defines GBP as a part of brand identity and value proposition about a firm's environmentally sound attributes that is to be actively communicated to the target customers. The value in green product or service is based on the environmental attributes that have meaning to target customers (Patrick et al., 2005; Roozen and de Pelsmacker, 1998). Green Brand Positioning requires a strong communication and differentiation of the brand from its competitors through emphasizing its environmentally friendly attributes (Rios Et Al., 2006). A green brand positioning strategy mainly builds brand associations by delivering information on environmentally friendly product attributes (Rios et al., 2006; Roozen and De Pelsmacker, 1998) and emotional brand benefits (Wang, 2016). Brand knowledge is based on two components, brand awareness and image (Keller, 1993). While awareness is created through exposure, brand image can be enhanced through promotional efforts (Seitz et al., 2010). Thus, GBP strategy through active communication campaigns gives consumers more positive perceptions of the green brand (GBP) and enhances GBK that is green brand awareness and green brand image. This leads to the first hypothesis:

H₁: Green Brand Positioning (GBP) leads a positive effect to Grand Brand Knowledge (GBK)

2.1.3 Attitude toward Green Brand (AGB)

Attitude is defined as an individual's subjective evaluation of a brand or product (Bodur *et al.*, 2000). Therefore, it is the result of subjective evaluation judgment manifested in the form of feeling love / not love (like very much / dislike very much), happy / not happy (favorable / unfavorable), positive / negative to the brand or product (Sheppard *et al.*, 1988; Homer & Kahle, 1988; Homer, 1990; Wise *et al.*, 2008). In the process of consumer behavior, attitude toward the product or brand is a consequence arising from internal and external influences, so in practice, marketers create stimuli to internal and external influences on the behavior of individuals who expressed attitudes toward the product or brand and purchase intention for the product (Miniard *et al.*, 1992; Dabholkar, 1994, Chatterjee, 2008). Brand attitude reflects a consumer's preference for and overall evaluation of a brand (Teng, 2009). In the context of a green product, attitude is defined as a form of likes and dislikes, comfort or discomfort, and pleasure or displeasure as a form of positive or negative evaluations of the individual product-oriented environmental friendliness (McCarthy & Shrum, 1994; Ginsberg & Bloom, 2004). This attitude appears as a form of consumer concerns about the negative effects of a product or brand to be consumed. Perceived concern is related to personal interests or may be related to the interests of society (Bodur *et al.*, 2000). AGB as a reflection of a consumer's preference and overall evaluation of a green brand. In conclusion, attitude represents what consumers like and dislike (Wise *et al.*, 2008) and consumers' purchasing decisions are often based on their environmental attitudes (Gupta and Ogden, 2009; Mostafa, 2007). A further controversy refers to attitude effects of green branding strategies in a general way. Most studies show growing environmental awareness among consumers, leading to a

generally positive attitude effect on brand at that are considered environmentally friendly (Bech-Larsen, 1996; Eagly and Kulesa, 1997;). However, some studies have shown that under certain circumstances consumer attitudes can be less positive towards green brands because of a perceived trade-off between functional performance of the brand and its environmental impact (Schlegelmilch et al., 1996; Fuller, 1999). In this study, the concepts proposed were the positive attitude toward green product that was influenced by the green brand positioning (Hartmann *et al.*, 2005; Baker & Ozaki, 2008) and also Patrick et al. (2005) argued that GBP can have a positive effect on consumers' AGB. So, this leads to the second hypothesis:

H₂: Green Brand Positioning leads to a positive effect on Attitude towards Green Brand.

The persuasion process paradigms like elaboration likelihood (ELM) of Petty and Icioppo (1984) and the affect reason involvement model (ARI) mostly are used for the researches on attitude formation and change to study on green branding effects on attitude suggested by Buck et al. (2002). In this study, ELM applies central and peripheral modes of persuasion process, and ARI apply Rational and Emotional Process. Both of those shown that as brand involvement increases a consumer's competence to evaluate what the brand presents. In addition, ARI model emphasizes that the stronger involvement leads to a deeper emotional elaboration and according to ELM, Attitude formation through The Central Route takes place under a high amount of cognitive Elaboration. Cognitive orientation of most green marketing studies showed a significant effect of environmental knowledge and awareness on environmental attitudes of consumers (Hines et al, 1987; Stone et al, 1995). According to Ajzen and Fishbein, the formation of attitudes or change is the result of diligence

and rational consideration of a person of information is the center of the object (Patrick,2005). And also, the greenest marketing study underscores the impact of the strategy cognitive and assume that the higher consumer involvement on environmental issues and made their Awareness increasing (Oliver and Lee, 2010).

Some green marketing study the effects of cognitive and persuasive strategies assume that consumer involvement with environmental issues become higher because of their environmental awareness rises. As a result, many authors suggest affective persuasion strategies. As according to Coddington stated that the green brand positioning also implies satisfying emotional needs and establish affective relationships with customers (Patrick et al,2005). A further explanation also refers to the effects of green brand attitude studies in general. even though, several studies have shown that under certain circumstances could be less positive consumer attitudes towards green brand because of the perceived trade-off between functional performance of the brand and environmental impact (Schlegelmilch et al, 1996; Fuller, 1999). but Most studies such as the studies on Egyptian consumers, Mostafa (2007) found that perceived environmental knowledge was a good predictor of ecologically favorable attitudes and Aaker and Joachimsthaler (cited in Huang, 2014) showed that a high awareness and positive image of the brand improves consumers' brand attitudes. And also, the growing environmental awareness among consumers lead a general positive effect on brand attitudes that are considered environmentally friendly (Bech-Larsen, 1996; Swenson and Wells, 1997; Benito Gómez et al. 1999). Therefore, this study proposes the following's hypothesis:

H₃: Green Brand Knowledge (GBK) leads to a positive effect on Attitude towards Green Brand (AGB)

2.1.4. Green Purchase Intention

Purchase Intention categorized as one of cognitive behavior on how a consumer intends to buy a specific brand, or Zeithaml (1988) has defined as consumer degree of intention, like thinking about the purchasing, want to purchase, and possibly will purchase another meaning it could be attitude that can make a person feel happy to objects or situations or certain ideas that are usually followed by one's feelings and the tendency to seek their preferred object. the variables such as customer consideration in buying the brand and expectation to buy a brand can be used to measure the consumer purchasing intentions stated by Laroche, Kim and Zhou (1996). In current situation, it has been emerging green purchase intention (GPI) which simply defined as intention to purchase products or services that are less or not harmful to people and the environment. It can also be defined as an internal desire the desire and willingness of people to buy friendly products are less harmful and the environment because they are aware of the attributes of green (Oliver and Lee, 2010) or can be conceptualized as the probability and one's willingness to give preference to products that have features more environmentally friendly than other traditional products in their purchase consideration (Nik Abdul Rashid, 2009). even though in the 1970s, a significant amount of research has been conducted on consumer behavior for environmental friendly products but there have been very few studies conducted on green purchasing behavior (Tanner & Kast, 2003; Lee, 2008; Cheah, 2009). Even the fact that in Asia Countries, the green marketing studies are relatively less in comparing to Western countries stated by Lee (2008).

Follow and Jobber (2000) found that there are relationships did exist from value to attitude to purchase intention and to purchase behavior, another word It

shown that green brand value will give positive to attitude toward green brand that will be followed to purchase intention. however, there several studies show that the emotional element of attitude positively affects the decision to purchase environmental friendly products (Smith et al., 1994) followed by Mostafa (2007) found that consumers with positive attitude toward green products will have a stronger intention to purchase green products. Teng (2009) found that consumers' who have a positive attitude toward a brand will have increased purchase intentions related to a brand. Therefore, this study proposes the following hypothesis:

H₄. Attitude toward Green Brand (AGB) leads to a positive effect on Green Purchase Intention (GPI).

2.2. Research Framework

This research is conducted based on the research that has been done by Huang (2014). In the previous research, it is stated that GBP has direct impact on GBK, AGB, and indirect impact on GPI, Green Brand Positioning (GBP) strategy mainly builds brand associations by delivering information on environmentally friendly product attributes (Rios et al., 2006; Roozen and De Pelsmacker, 1998) to generate Green Brand Knowledge (GBK) and positive Attitude toward Green Brand (AGB). And also Patrick et al. (2005) has argued that GBP can have a positive effect on consumers' AGB. While for Mostafa (2007) also found that perceived environmental knowledge was a good predictor of favorable AGB. Meanwhile, Smith et al. (1994) and Mostafa (2007) has stated that consumers with positive AGB will have a stronger GPI. Based on those theories, the following is the framework of this research:

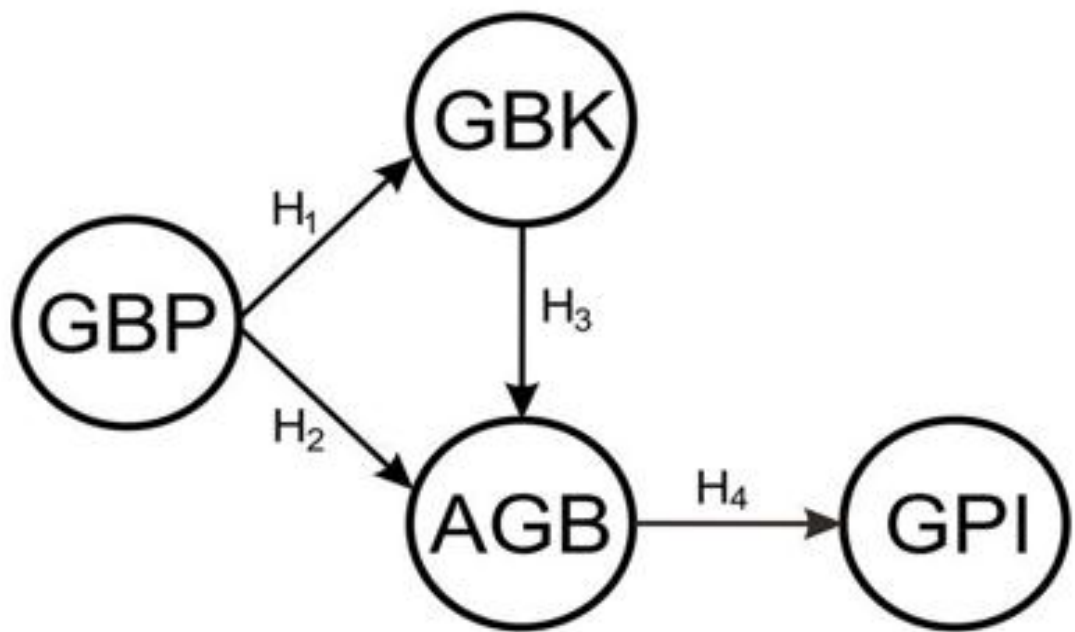


Figure 2.1. Full Framework Model

CHAPTER III

RESEARCH METHOD

3.1. Type of Study

This research study can be classified as causal study that aims to find the correlation between Green Brand Positioning (GBP), Green Brand Knowledge (GBK), Attitude toward Green Brand (AGB) and Green Purchase Intention (GPI). The test result is expected to examine those variables to verify their relationships, providing better understanding of the effect of Green Brand Positioning (GBP) on Green Purchase Intention (GPI). Quantitative approach will be used in this research method by using survey and questionnaire as the research instrument and using itemized rating scale to assess data from 315 respondents who have experienced in using Tupperware Products.

3.2. Population and Sample

3.2.1 Population

Population is the generalization of region which is consisting of an object or a subject that has a certain quantity and characteristics defined by researchers to learn and then drawn conclusions. The population in this study are all consumers who ever use Tupperware products.

3.2.2 Sample

Samples can be defined as a part drawn from the population. Sample in this study are all consumers who ever use Tupperware products in Yogyakarta. This research used a non-probability sampling due to population studied is infinite (population number and identity of the members of the population is unknown) with a convenience sampling technique. Convenience sampling is the information of members of the population that is easily obtained and can provide such information. Thus, anyone who can provide information accidentally or incidentally met with investigators can be used as a sample, when viewed person providing the information is suitable as a source of data (Sekaran,2010). The sample in this study was calculated based on the views expressed by Ghozali and Fuad (2005), which is 6-10 times the number of indicators to the minimum limit analysis tool structural equation modeling (SEM). So that the amount of sample that is in use is $35 \text{ (Indicator)} \times 9 = 315$ samples.

3.3. Data Collection Method

Data collection method used for this study is questionnaire. The questionnaire was translated in *Bahasa Indonesia* to simplify the language. The data (n=315) are collected from Indonesian Tupperware Products users. The secondary data were collected from previous literature reviews and relevant journals.

This questionnaire was measured with Likert scale. It is a measuring scale requiring the respondent to indicate the degree of agreement or disagreement with the given statements. The questionnaire used a 6-point Likert scale items, where (1) is for

strongly disagree and (6) is for strongly agree. Six options provided to avoid neutral answer, which means:

1. Strongly Disagree (DS)
2. Disagree (D)
3. Slightly Disagree (SD)
4. Slightly Agree (SA)
5. Agree (A)
6. Strongly Agree (SA)

Primary data was collected from distributing questionnaire. The questionnaire uses 4 variables and 35 questions items and was designed to measure correlation among Green Brand Positioning (GBP), Green Brand Knowledge (GBK), Attitude toward Green Brand (AGB), and Green Purchase Intention (GPI). All items were measured within a six-Likert scale ranging from strongly disagree (1) to strongly agree (6). In addition, demographic variables such as gender, lifestyle and age are included into the model as control variables.

3.4. Operational Definition and Measurement of Variable

There are four kinds of variables used in this research. They are independent variable, mediating variable, and dependent variable. Further, each variable will be explained as follows.

3.4.1. Independent Variable

3.4.1.1. Green Brand Positioning (GBP)

GBP is defined as a part of the brand identity and value proposition of a company's environmentally attributes are actively communicated to the target

customers (Huang, 2014). In addition, this study aims to expand on research Patrick et al. (2005) and enlarge the GBP to include three dimensions: functional, green, and emotional positioning. However, the researcher uses the measurement by Aaker (2007) and Patrick et al. (2005) to measure GBP as those indicators are reliable to be used for this research study and there are having 14 items below (Huang, 2014).

1. The brand represents comfort
2. The brand is of high quality
3. The brand is safe
4. The brand is professional
5. The brand is using safe raw material
6. The brand is high technology
7. The brand is advanced
8. The brand is creative
9. The brand is family oriented
10. The brand is well known
11. The brand is kind
12. The brand is respected
13. The brand is friendly
14. The brand is stable

3.4.2. Mediating Variable

3.4.2.1. Green Brand Knowledge (GBK)

GBK in this study defined as "consists of a green brand knot in consumer memory associated with environmental commitments and environmental problems". Following the advice of Keller (1993), this study separates GBK into two dimensions, Green Brand Awareness and Green Brand Image. This study is

called Esch et al. (2006) and defined Green Brand Awareness as the strength of green brand node in memory, i.e. how easy it is for consumers to remember the green brand. This study is called Chen (2010) and defined green brand image as a set of brand perception in the minds of consumers related to environmental commitments and environmental problems. To measure GBK, the researcher uses the measurement by Keller (1993) as those indicators are reliable to be used for this research study and There are having 10 items below.

1. I have heard of the brand
2. I know the brand's related environmental information
3. The brand is the first to come to mind when talking about environmentally friendly household appliances
4. The brand has a good reputation
5. The quality of the brand is good
6. The brand has fully quality guarantees
7. The design of the brand is impressive
8. The function of the brand fit my needs
9. The brand is associated with protecting the environment
10. The brand inspires environmental debate

3.4.2.2. Attitude toward Green Brand (AGB)

Ajzen (1991) argue that attitudes toward the behavior is the individual preferences for a single object. Following the definition of Ajzen (1991), this study defined "AGB" as "a reflection of consumer preferences and overall evaluation of green brands". AGB dimensions consisting of elements of cognitive and emotional elements with reference to some of the work (Mackenzie and Spreng, 1992; Teng, 2009). To measure AGB, the researcher uses the measurement that has modified by Patrick et al. (2005) and it has 8 items.

1. I think the function of the brand is more reliable than that of another household appliances
2. I think the brand can represent my socioeconomic status
3. I think the function of the brand can fit my needs
4. I think the price of the brand is satisfactory for me
5. I like the brand's outlook
6. My friends would have a positive opinion when they discovered I purchased this brand
7. The function of the brand is trustworthy
8. Using this brand makes me feel relax and Happy

3.4.3. Dependent Variable

3.4.3.1. Green Purchase Intention

GPI is defined as the desire of consumers to buy the products once they realize it is a green product or green brand, with reference to other studies (Chen and Chang, 2012; Oliver and Lee, 2010; Zeithaml, 1988). GPI also measured using a three-item scale adapted from Chan (2001) to study the Chinese consumer intentions to engage in green purchasing behavior and it has three Items below.

1. I would buy this (X) to reduce waste
2. I would buy this (X) out of concern for the environment
3. The possibility of my purchasing this brand is high

3.5. Validity and Reliability Test (Pilot Test)

In this study, the function of validity test is an indicator to measure and analyze whether each item of instrument could explain the variable observed or not. The effectiveness of the questionnaire as a measurement tool is the most important

factor in determining the quality of the research result. The indicator can be said as valid, if the corrected item total correlation is greater than critical value for validity coefficient (0.3) or equal to 0.3 (≥ 0.3). But if the validity coefficient of one item is less than the critical value for validity coefficient (0.3), the item is considered invalid or failed.

Moreover, reliability test is designed to find out the consistency of the measurement tools. It could give the result that is relatively consistent if there is re-measurement in the same subject. The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence, offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). A reliable measurement tool will provide a reliable result that is also relevant to the variable used, and if the data is relevant to the reality condition, the result of any measurement conducted in the next period will always be the same.

Reliability test is conducted with SPSS by putting all questions in SPSS to be analyzed. It uses alpha coefficient from Cronbach to find the value of alpha Cronbach (α) is ≥ 0.6 . Thus, the measurement tool of the research is claimed reliable to be used.

Researcher spread 35 respondents for checking each validity and reliability test. The number of the statements that were written in the questionnaire evaluated as follows:

1. Green Brand Positioning has fourteen indicators
2. Green Brand Knowledge has ten indicators
3. Attitude toward Green Brand has eight indicators
4. Green Purchase Intention has three indicators

The result of the validity test and reliability test using SPSS was showing in the Table 3.1. below:

Table 3.1. Validity and Reliability Test Result (Pilot Test)

Variable / Indicators	Reliability		Validity		Result
	Value	Cut Off	Value	Cut Off	
GBP	,906	.600	-	-	Reliable
GBP1			,302	.300	Valid
GBP2			,586	.300	Valid
GBP3			,683	.300	Valid
GBP4			,822	.300	Valid
GBP5			,497	.300	Valid
GBP6			,707	.300	Valid
GBP7			,588	.300	Valid
GBP8			,437	.300	Valid
GBP9			,488	.300	Valid
GBP10			,705	.300	Valid
GBP11			,591	.300	Valid
GBP12			,805	.300	Valid
GBP13			,604	.300	Valid
GBP14			,701	.300	Valid

Source: Primary data (computed), 2016 (appendix B)

Table 3.1. Validity and Reliability Test Result (Pilot Test) (continued)

Variable / Indicators	Reliability		Validity		Result
	Value	Cut Off	Value	Cut Off	
GBK	,851	.600	-	-	Reliable
GBK1			,560	.300	Valid
GBK2			,579	.300	Valid
GBK3			,605	.300	Valid
GBK4			,650	.300	Valid
GBK5			,788	.300	Valid
GBK6			,824	.300	Valid
GBK7			,443	.300	Valid
GBK8			,447	.300	Valid
GBK9			,369	.300	Valid
GBK10			,414	.300	Valid
AGB	,863	.600	-	-	Reliable
AGB1			,407	.300	Valid
AGB2			,518	.300	Valid
AGB3			,818	.300	Valid
AGB4			,741	.300	Valid
AGB5			,637	.300	Valid
AGB6			,572	.300	Valid
AGB7			,690	.300	Valid
AGB8			,584	.300	Valid
GPI	,769	.600	-	-	Reliable
GPI1			,677	.300	Valid
GPI2			,557	.300	Valid
GPI3			,597	.300	Valid

Source: Primary data (computed), 2016 (appendix B)

The data in Table 3.1. above shows that all items of variables are considered valid and reliable, because the score of corrected item in total correlation is above the minimum score (0.3) and the Cronbach Alpha is greater than minimum score (0.6).

3.6. Respondents' Characteristic

In this part, this research will describe the demographic characteristic of the respondents. The demographic characteristics explained are age, gender, and profession.

3.7. Data Technical Analysis

This study uses data analysis techniques *structural equation modeling* (SEM), because this research conceptual model has three dependent variables and one independent variable. Mentioned by Ghazali and Fuad (2008), *Structural Equation Modeling* (SEM) is the second generation of multivariate analytical techniques that allow researchers to examine the relationship between variables that complex either *recursive* or *non-recursive* to obtain a comprehensive picture of the overall model in other words it allows researchers to analyze the effect of some variable against another simultaneously, unlike the usual *multivariate analysis* (multiple regression, factor analysis). SEM analysis techniques so that the most suitable technique to test the conceptual model in this study. The application program used in this study is the application LISREL version 8.80.

3.7.1. SEM Model

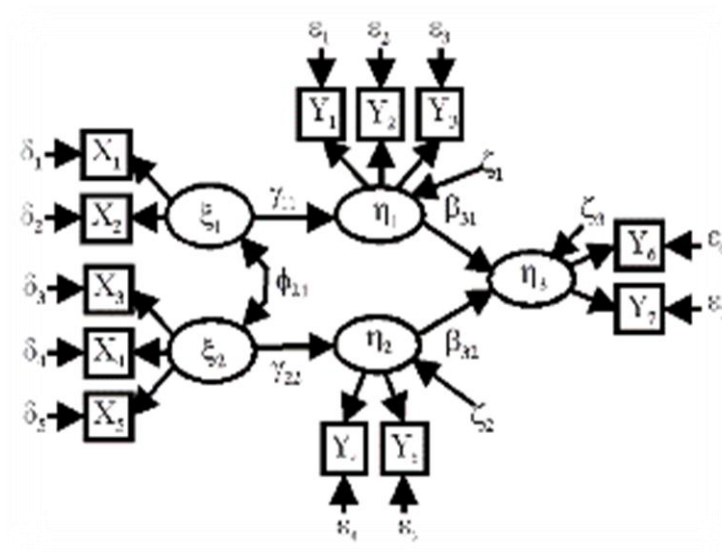


Figure 3.1. Modeling of SEM

Remarks:

Ellipse	: Latent Constructs (Latent variable)
box	: Manifest variables (Indicators)
ξ (ksi)	: Exogenous latent constructs
η (eta)	: Endogenous Latent Constructs
γ (gama)	: Parameters to describe the direct relationship endogenous variables on endogenous variables
β (beta)	: Parameters to describe the direct relationship the endogenous Variables with other endogenous variables
ζ (zeta)	: Structural error contained in a construct of endogenous
δ (delta)	: <i>Measurement error</i> associated with exogenous construct
ε (epsilon)	: <i>Measurement error</i> associated with the construct of endogenous

	: <i>Factor loadings</i> , Parameter that describes a direct
λ (alfa)	relationship constructs with variable its manifest
X	: Manifest variables associated with exogenous construct
Y	: Manifest variables related to the construct of endogenous

3.7.2. SEM Concept

In this study, Researcher was Investigating the relationship among green brand positioning (GBP), green brand knowledge (GBK), attitude toward green brand (AGB), and green purchase intention (GPI). To find out the variable position in SEM, it is necessary to note concern and terms in SEM, as mentioned by Mustika (2014) as follows:

1. Model path is a diagram that connects the independent variable, intermediaries and dependent. Patterns of relationship shown by using arrows. Single arrows indicate causal relationships between exogenous variables with one or more dependent variables. Arrows also connecting faults of error variable with all the endogenous variables respectively. Double arrow shows the correlation between the pair exogenous variables.
2. Exogenous variables in a model path is defined as all the variables are no causes its explicit in the diagram or no arrows heading towards it, Apart from on the measurement error. If the exogenous variables correlated the correlation is shown by the double-headed arrows connecting these variables.
3. Endogenous variable is variable that has arrows heading to that variable. Variable that includes covers all intermediate variables and the dependent.

4. Latent variable is variable that cannot be measured directly but is measured by one or more manifest variables, the latent variable is classified into two kinds:
 - a. The exogenous latent variables, namely the independent variable which influent the dependent variable. In this research, the role as the exogenous latent variable is Green Brand Knowledge (X).
 - b. Endogenous latent variables, namely dependent variable is influenced by the independent variable, namely green purchase intention (Y1), Attitude toward Green Brand (Y2), Green Brand Knowledge (Y3).
5. Manifest Variable (*Observed Variable*) Defined as the variables used to describe or measure latent variable. Manifest Variable also referred to as an indicator of research. In one latent variable composed of several variables manifest.
6. Path coefficient is standardized regression coefficients, or so-called "*beta*" that show the direct influence of an independent variable on the dependent variables in a specific path.
7. Confirmatory factor analysis, a continued technique of factor analysis in the which conducted the testing of hypotheses structure of factor loadings and its inter correlation.

3.7.3. The Stages in SEM

In the SEM model testing, there are seven steps that must be taken (Hair et al, 1998, in Ferdinand, 2002), namely:

1. Theoretical Model Development (Conceptualization Model).

Associated with the development of hypotheses as basic in linking latent variables to other latent variables and their indicators. In step development of theoretical models, the thing to do is do a literature review to obtain a justification of the theoretical model will be developed

2. Development of Path *Diagram*.

In this step, a theoretical model that has been built in the first phase will be described in a flow Diagram, making it easier for researcher to visualize hypotheses have been proposed in the conceptualization models. Visualizing models will reduce the error rate in the development of a model on Lisrel. In the flow diagram, the relationship between the constructs will be symbolized by arrows. Straight arrows indicate a direct causal relationship between the other constructs. While the curved arrows between the constructs with arrows at each end show a correlation between the constructs.

3. Flow Diagram Conversion into Structural Equation and Model Measurement.

- a. Structural equation formulated to state a causal relationship between the various constructs in a model. $\text{Endogenous variable} = \text{exogenous variable} + \text{endogenous variable} + \text{error}$.
- b. Equation specification measurement model, which should be determined variables that measure the construct and define a series of matrices that show the correlation between the constructs or variables.

4. Choosing Input Matrix Type and Estimated Proposed Model.

SEM using input data which only use matrix variance / covariance or correlation matrix for the overall estimation is done. Covariance matrix is used because the SEM has the advantage of presenting a valid comparison between

different populations or different samples, which cannot be served by the correlation. As mentioned by Hair et.al (1998) that variance / covariance matrix at the time of testing the theory better meet the assumptions methodology where *the standard errors* indicate the numbers more accurate than using the correlation matrix.

5. Possible The emergence of Problem Identification.

Identification problems can arise due to the inability of the developed model to produce estimates that are unique. Some identification problems that may arise:

- a. big *Standard error* for one or several coefficients.
- b. The program is not able to produce a matrix of information that should be presented
- c. The emergence of odd numbers such as the existence of negative error variance.
- d. The emergence of a very high correlation between the estimated coefficients obtained (e.g. ≥ 0.9).

6. *Evaluation Criteria Goodness of Fit*

At this stage testing of the suitability of models, whether models have been in accordance with the various criteria of *goodness of fit*. Some things in the evaluation in meeting the goodness of fit criteria, namely:

- a. Conformity Test and Statistics Test: *Likelihood ratio chi-square statistic (χ^2), Root Mean Square Error Approximation (RMSEA), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), The Minimum Sample Discrepancy*

Function or Degree of Freedom (CMIN/DF), Normed Fit Index (NFI) and Comparative Fit Index(CFI).

- b. Reliability Test: *Construct Reliability* and *Variance extracted*.
 - c. Validity Test
7. Interpreting the Test Results and Modification Model.

The last stage is to interpret models and modify the model for the models that do not meet the goodness of fit. The purpose of the modification is to see if modifications were made to improve the values of problematic goodness of fit, such as lowering the value of RMSEA, lowering the value of chi-square, etc. If the model has been specified properly then models can be used to test the research model and hypotheses.

CHAPTER IV

RESULTS ANALYSIS & DISCUSSION

This chapter presents the research data obtained from the answers of respondents, data processing and analysis of the results of the data processing. These results served through descriptive analysis of the characteristics of the respondent, descriptive analysis the respondent's answer and SEM analysis. Analysis of descriptive data is used to describe the condition of respondents for each variable. The results of these answers are then used to obtain the tendency of respondents regarding the conditions of each study variable. Analysis of the data used in this research is Structural Equation Modeling (SEM) using Lisrel 8.80 program. The analysis was conducted in accordance with the stages in the SEM analysis as described in the previous chapter. SEM evaluation of the models will also be analyzed to obtain and evaluate the suitability of the proposed model. Having in mind all the data processing, at the end of this analysis was obtained proof of the hypotheses that have been developed previously. The population in this study is that consumers Tupperware products. The samples used in this study were 315 respondents with convenience sampling techniques. The number of samples in accordance with the minimum requirements for SEM analysis. Data collected from respondents with distributing questionnaires.

4.1. Respondent Characteristic

In this section will explain the descriptive data obtained from respondents. Descriptive data are presented so that the research can be seen the profile of the research data and the relationships that exist between the variables used in the study.

4.1.1. Gender

The percentage of respondents by gender can be seen in table 4.1. Below:

Table 4.1. Respondents Classification Based in Gender

Gender	Frequency	Percentage (%)
Male	60	19.05
Female	255	80.95
Total	315	100

Source: Primary Data Processed, 2017 (*Appendix C*)

Based on gender, most respondents were female as much as 80.95 %. While the percentage of male respondents namely 19.05 %.

4.1.2. Age

The percentage of respondents by age can be seen in Table 4.2. below:

Table 4.2. Respondents Classification Based in Age

Age	Frequency	Percentage (%)
< 20	63	20
20-30	240	76.2
31-40	10	3.2
>40	2	0.6
Total	315	100

Source: Primary Data Processed, 2017 (*Appendix C*)

Based on the age, most respondents aged 20 to 30 years which is by 76.2%. While most small percentage of respondents in the age above 40 years which is 0.6 %.

4.1.3. Profession

The percentage of respondent's profession can be seen in table 4.3. Below

Table 4.3. Respondents Classification Based in Profession

Profession	Frequency	Percentage (%)
Students	258	82
Civil Servant	10	3.2
Employees	35	11
Mother Household	6	1.9
Other	6	1.9
Total	315	100

Source: Primary Data Processed, 2017 (*Appendix C*)

Based on Profession, the majority of respondents' profession which is students as much as 82%. While most small percentage of respondents to the mother household and other which is each of them add up 1.9%.

4.2. Measurement Model Analysis

This study uses a structural equation model (SEM) to analyze the research model that has been proposed and developed. SEM is a statistical methodology using confirmatory approach (e.g., hypothesis testing) in conducting a multivariate analysis of the structural theory is based on the phenomenon that occurs (Byrne, 1998). In addition, SEM is usually comprised of two models: the measurement model and the structural

equation model (Schumacher and Lomax, 1996). Measurement model specifies how the hypothesis variables measured in the form of observed variables and describe measurement tools such as reliability and validity. On the other hand, the structural equation model defines the pattern of the relationship between variables and describes many unexplained variances. In analyzing the structural equation, the researchers first used a complete structural model with an observed variables Lisrel output results presented below.

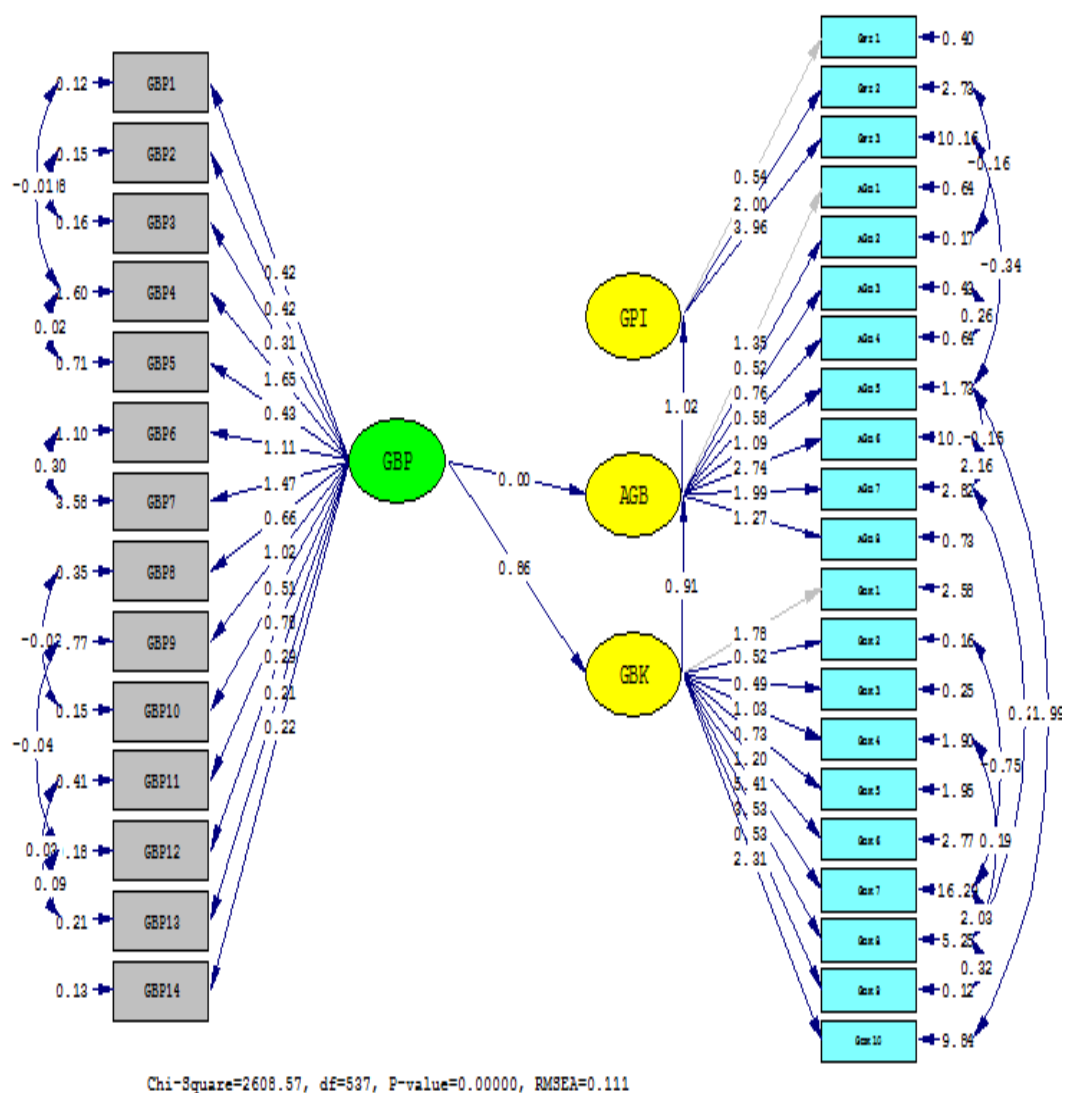


Figure 4.1. Full Structural Model (Appendix D)

Statistical fitness model results obtained from Lisrel output which is value χ^2 at 2608.57 and normed χ^2 at 4.86 While the value of RMSEA, GFI, AGFI and CFI for 0.111, 0.68, 0.62, and 0.94. The statistical results indicate the suitability of the model was not good and there is interaction between the indicators. Based on that statistical results, in analyzing the structural equation, the researchers did not use the full structural equation models with an observed variable. To overcome this problem, researchers used *a one-congeneric approach*. This approach is a means of reducing the amount of data to achieve a composite variable that can be managed. So, it can be used in the analysis of structural equation model next ones. Therefore, the researchers used measures recommended by Holmes-Smith and Row (1994) which are 3 steps to perform a one-congeneric measurement models, namely:

1. The confirmatory factor analysis for model or variable measurement and evaluation of the reliability and validity of each variable.
2. Reduce the number of observed variables of each variable into a composite variable.
3. Conducting an analysis of structural equation model to test the research model and hypothesis by using a composite variable.

4.2.1. Offending Estimate Analysis

The results showed that there were used 17 indicators and 18 indicators are not used (deleted) because its value for standardized loading factor > 1. At Green Brand Positioning (GBP) nine indicators removed are GBP2, GBP3, GBP4, GBP8, GBP9, GBP10, GBP11, and GBP 12 with the value of each standardized loading factor is 2.00, 3.94, 1.34, 1.08, 2.77, 1.98, 1.27, 1.66 and GBP6 forced to be abolished after some consideration of them after following

the advice in output LISREL 8.80 and RMSEA is still above the standard criteria. In the variable of Attitude Toward Green Brand (AGB), there are four variables observed deleted that were AGB1, AGB3, AGB4, and AGB6 with standardized loading factor value of each is 1.70, 1.14, 1.61, and 1.08. In the variable of Green Brand Knowledge (GBK), there are five observed variables have been removed namely GBK1, GBK3, GBK4, GBK5, and GBK7 with standardized loading factor value of each is 1.08, 1.28, 5.54, 3.70, and 2.48. The results of the analysis of offending estimate is shown in Table 4.4 After ensuring that there are no offending estimates in the model, the feasibility test can proceed with the next test.

Table 4.4. Result of Offending Estimate Analysis

Variable Name	Indicator		Explanation
	Name	Value standardized loading factor	
Green Brand Positioning (GBP)	GBP1	0.55	Used
	GBP5	0.51	Used
	GBP7	0.58	Used
	GBP13	0.59	Used
	GBP14	0.52	Used
Green Purchase Intention (GPI)	GPI1	0.49	Used
	GPI2	0.30	Used
	GPI3	0.23	Used

Table 4.4. Result of Offending Estimate Analysis (continued)

Attitude toward Green Brand (AGB)	AGB2	0.42	Used
	AGB5	0.61	Used
	AGB7	0.51	Used
	AGB8	0.82	Used
Green Brand Knowledge (GBK)	GBK2	0.97	Used
	GBK6	0.40	Used
	GBK8	0.36	Used
	GBK9	0.57	Used
	GBK10	0.39	Used

0

Source: SEM Data Results, 2017 (*Appendix E*)**4.2.2. Goodness of Fit Measurement**

In structural equation modeling (SEM) no single statistical test tools to measure or test the hypotheses proposed. Hair (1998) states that for measuring good or not good "suitability" model proposed, the researchers can test by referring to the index of the goodness of fit. The following will discuss some of the goodness of fit index and its cut-off value used in this study will be used to test whether a model can be accepted or rejected.

Chi Square (χ^2) and Normed χ^2 Tests. This test measures whether there is a difference between the covariance matrix of the population with the sample covariance matrix. Ho in this test states that the population covariance

matrix is equal to the sample covariance matrix. So that the model said to be good, if H_0 is accepted, which means that the model we tested is said to be good if the chi-square value is low and the probability cut-off value of $p > 0.05$. Normed χ^2 Tests is the ratio of χ^2 divided by its degree of freedom. A good model has Normed χ^2 between 1 and 2. However the ratio between 2 and 3 indicate already meet the criteria for a good model (Holmes-Smith, 2001).

The Root Mean Square Error of Approximation (RMSEA).

RMSEA is used to compensate the value of chi-square statistic in a large sample. RMSEA indicate the goodness of fit of the model were estimated in the population. The models can be accepted if RMSEA values between 0.05 and 0.08 (Ghozali and Fuad, 2008).

The Goodness of Fit Index (GFI). GFI describe the overall level of fitness model that is calculated from the squared residuals of the model predicted compared with actual data, GFI is analogous to the price of R^2 in multiple regression (Ghozali, 2013). GFI conformity index used to calculate the weighted proportion of the variance in the sample covariance matrix described by the estimated population covariance matrix. GFI value ranges between 0 and 1, the value of which exceeds 0.90 indicates a good model (Hu and Bentler, 1998).

Normed Fit Index (NFI). Ghozali and Fuad (2008) mentions the NFI is a measure of comparison between the proposed model and the null models. A model is said to be good and show an index goodness of fit if it has a value of $NFI > 0.90$.

The Comparative Fit Index (CFI). CFI is an incremental conformity index. Gini index is relatively insensitive to the size of the sample and is less

influenced by the complexity of the model (Ghozali and Fuad, 2008). Values recommended acceptance is $CFI > 0.90$ CFI value ranges from 0 to 1. Good Model has a value of $CFI \geq 0.95$. Nevertheless, a value above 0.90 is already acceptable (Holmes-Smith, 2001).

The purpose of this assessment is measuring the goodness adjustments so LISREL 8.80 provides an index number of conformity. However, as described by Byrne (1998), this study used the index goodness of fit for measuring the suitability of the model, namely test χ^2 , test χ^2 standardized tests, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit (GFI), and Comparative Fit Index (CFI). Assessing goodness of fit was done on previous variable that had analyzed the validity of the indicator. These results are presented in Table 4.5.

Table 4.5. The Index Value of Goodness of Fit

Constructs	χ^2	Norm χ^2	RMSEA	GFI	CFI	Expl
GBP	0.00	0.00	0.00	1.00	1.00	Good
GPI	0.00	0.00	0.00	1.00	1.00	Good
AGB	0.00	0.00	0.00	1.00	1.00	Good
GBK	0.00	0.00	0.00	1.00	1.00	Good

Source: Data processing results of SEM, 2017 (*Appendix F*)

The results of the above table show that all the variable has a good value of goodness of fit, so that the model has a suitability.

4.2.3. Validity Test

Holmes-Smith (2001) stated that based on the level of $\alpha = 0.05$ parameter, which has a value of $t \geq 1.96$ was considered significant. Parameter is non-significant, where the value $t < 1.96$, so it can be removed from the model. Holmes-Smith (2001) also stated that the observed variables are valid

when the value of $R^2 \geq 0.50$. Results shown from the 17 indicators have been analyzed previously, there are six invalid indicators which are GBP1 and GBP7 with factor loading value of 0.55, 0.58 and R^2 0.44, 0.35, GPI3 with factor loading value R^2 0.23 and 0.31, AGB with loading factor of 0.42 and a value of R^2 0.20 and last GBK2 and GBK6 with factor loading value 0.97, 0.40 and R^2 0.38, 0.40. Validity analysis results are shown in Table 4.6.

Table 4.6. Result of The Test of Validity Variable Indicators

Item	Factor Loading	t-values	R^2	Explanation
Green Brand Positioning (GBP)				
GBP5	0.50	14.64	0.59	Valid
GBP13	0.60	18.51	0.83	Valid
GBP14	0.51	14.06	0.54	Valid
Green Purchase Intension (GPI)				
GPI1	0.39	-----	0.58	Valid
GPI2	0.37	11.55	0.56	Valid
Attitude toward Green Brand (AGB)				
AGB5	0.62	-----	0.48	Valid
AGB7	0.52	11.25	0.67	Valid
AGB8	0.80	11.26	0.62	Valid
Green Brand Knowledge (GBK)				
GBK8	0.38	-----	0.47	Valid
GBK9	0.55	12.56	0.92	Valid
GBK10	0.40	12.78	0.60	Valid

Source: SEM Data Results, 2017 (*Appendix F*)

Based on the above table, the indicators used in this study amounted to 11 that the variable Green Brand Positioning (GBP) was GBP5, GBP13 and GBP14. At variables, Green Purchase Intention (GPI) was GPI1 and GPI2. At variables Attitude toward Green Brand (AGB) was AGB5, AGB7, and AGB8. At variables, Green Brand Knowledge (GBK) was GBK8, GBK9, and GBK10

4.2.4. Reliability Test

Reliability can be defined as a level where a set of one or more indicators have the same measurement of a variable, while validity related to the ability of an indicator to measure the variables of a research with proper (Hair et al., 2009). It should be noted that the reliability does not guarantee the validity and vice versa (Hair et al., 2009; Holmes-Smith, 2001). This indicates that an indicator could be consistent (reliable) but not accurate (valid), or otherwise, of the indicators to be accurate but not consistent.

In structural equation modeling, there are some statistical test that can be used to measure the reliability of variables. This includes multiple correlation squared (R^2) from each of the indicators, the construct reliability, and variance extracted. Output LISREL give R^2 of each indicator. Holmes-Smith (2001) shown that as a rule, the variable will be reliable when R^2 of the indicators exceeds 0.50, Construct Reliability is greater than 0.70, and the variance extracted is greater than 0.50. The construct reliability and variance extracted can be calculated using the formula from Fornell and Larker (1981) following below:

$$\text{Construct Reliability} = \frac{(\sum \lambda_i)^2}{(\sum \lambda_i)^2 + \sum \varepsilon_i}$$

$$\text{Extracted Variance} = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum \varepsilon_i}$$

Where λ_i = standardized payload of each indicator (observed variables).

ε_i = error variance associated with each indicator.

Based on the above formula, obtained a construct reliability and variance extracted of the variables used in this study are described in Table 4.7. Below.

Table 4.7. The Results of Reliability Test

Indicator	λ_i	ε_i	Explanation	Construct Reliability	Variance Extracted
Green Brand Positioning					
GBP5	0.50	0.19	Valid	0.8410	0.6397
GBP13	0.60	0.07	Valid		
GBP14	0.51	0.23	Valid		
Green Purchase Intention					
GPI1	0.39	0.11	Valid	0.7344	0.5677
GPI2	0.37	0.11	Valid		
Attitude Toward Green Brand					
AGB5	0.62	0.41	Valid	0.8015	0.5819
AGB7	0.52	0.14	Valid		
AGB8	0.80	0.38	Valid		
Green Brand Knowledge					
GBK8	0.38	0.16	Valid	0.8549	0.6692
GBK9	0.55	0.03	Valid		
GBK10	0.40	0.11	Valid		

Source: Results of Data Structural Equation Modeling (SEM), 2017(Appendix F)

The above table shows that the construct reliability of four variables used in this study ranged from 0.7344 (variable "Green Purchase Intention") to 0.8549 (variable "Green Brand Knowledge"). As for the variance extracted of four variables used in this study ranged from 0.5677 (variable "Green Purchase Intention") to 0.6692 (variable "Green Brand Knowledge"). Those values

indicate that the value of construct reliability and variance extracted of seven variables can be accepted because the value of construct reliability is above 0.70 and variance extracted is above 0.50. Thus, it can be observed that the eleven observed variables and the four variables used in this study are reliable.

4.3. Structural Model Analysis

Considering approach used is one congeneric, then there are three steps prior to test structural equation based on Holmes-Smith and Row (1994), The first is making the new data, the second is Development of Composite Scale and the third is structural model development.

4.3.1. Making New Data

Making the new data is done by reducing the number of variables observed by counting using the formula below.

$$\xi = \sum \omega_i x_i$$

where, ξ_j = the combined value which is estimated

ω_i = regression factor values; x_i = variable observed

Based on the regression output Lisrel known factor value of "Green Brand Positioning" namely 0.31, 1.00 and 0.26. Based on these factors, researchers can calculate the composite value by using the equation $0.31 * \text{GBP 5} + 1.00 * \text{GBP13} + 0.26 * \text{GBP14}$. From the series of the procedures so the obtained data is a combination of variables "Green Brand Positioning (GBP)". To obtain the composite value of other variables, then performed a similar procedure on the observed variables and other variables. The calculation of the composite value of four variables in this study are as follows.

Composite Value GBP	0.09*GBP5+ 0.63*GBP13 + 0.33*GBP14
Composite Value GPI	0.97*GPI1 + 0.92*GBP2
Composite Value AGB	0.27*AGB5 + 0.69*AGB7 + 0.37*AGB8
Composite Value GBK	0.17*GBK8 + 1.39*GBK9 + 0.26*GBK10

4.3.2. Development of Composite Scale

The development of *Composite Variables* can be maximized if the weight vector is vector regression values (Werts, Rock, Linn, and Joreskoq, 1978). To calculate the composite scale can use the following formula.

$$r_m = \frac{(\sum \omega_i \lambda_i)^2}{(\sum \omega_i \lambda_i)^2 + \sum \theta_i \omega_i^2}$$

r_m = Reliability composite maximization scale;

λ_i = load factor

ω_i = regression factor values

θ_i = variant error

Based on the factor loadings coefficients, error variance, and regression of existing factors, researchers calculated Reliability composite maximization scale, load factor (λ), and the error variance (θ). The coefficient of loading factors and error variance value is used as the parameter estimation is bound in the measurement section of structural equation modeling. After Development of Composite Scale, then the next step to test the relationship between these variables. Holmes-Smith and Row (1994) stated that if the matrix to be

analyzed is the correlation matrix between the composite variables, then the composite variable variance would be equivalent to one and a parameter λ and θ will be simplified to:

$$\lambda = \sqrt{r_m} \text{ and } \theta = 1 - r_m$$

Both parameters (λ and θ) can be used as a parameter is bound in the measurement part of the structural model. Details of the above calculation results are presented in Table 4.8. as following below.

Table 4.8. Development of Composite Variables

Variable name	Observed Variable			Composite Variables		
	Factor Loadings (λ_i)	Error Variances (θ_i)	Factor Score Regressions	Maximized Reliability (r_m)	Factor Loadings ($\sqrt{r_m}$)	Error Variances ($\theta=1-r_m$)
GBP				0,883578	0,939988	0,116422
GBP5	0,50	0,19	0,31			
GBP13	0,60	0,07	1,00			
GBP14	0,51	0,23	0,26			
GPI				0,724311	0,851064	0,275689
GP11	0,39	0,11	0,97			
GPI2	0,37	0,11	0,92			
AGB				0,819829	0,905444	0,180171
AGB5	0,62	0,41	0,27			
AGB7	0,52	0,14	0,69			
AGB8	0,8	0,38	0,37			
GBK				0,925563	0,962062	0,074437
GBK8	0,38	0,16	0,17			
GBK9	0,55	0,03	1,39			
GBK10	0,40	0,11	0,26			

Source: Results of Data Structural Equation Modeling (SEM), 2017

4.4. Goodness of Structural Model Measurement

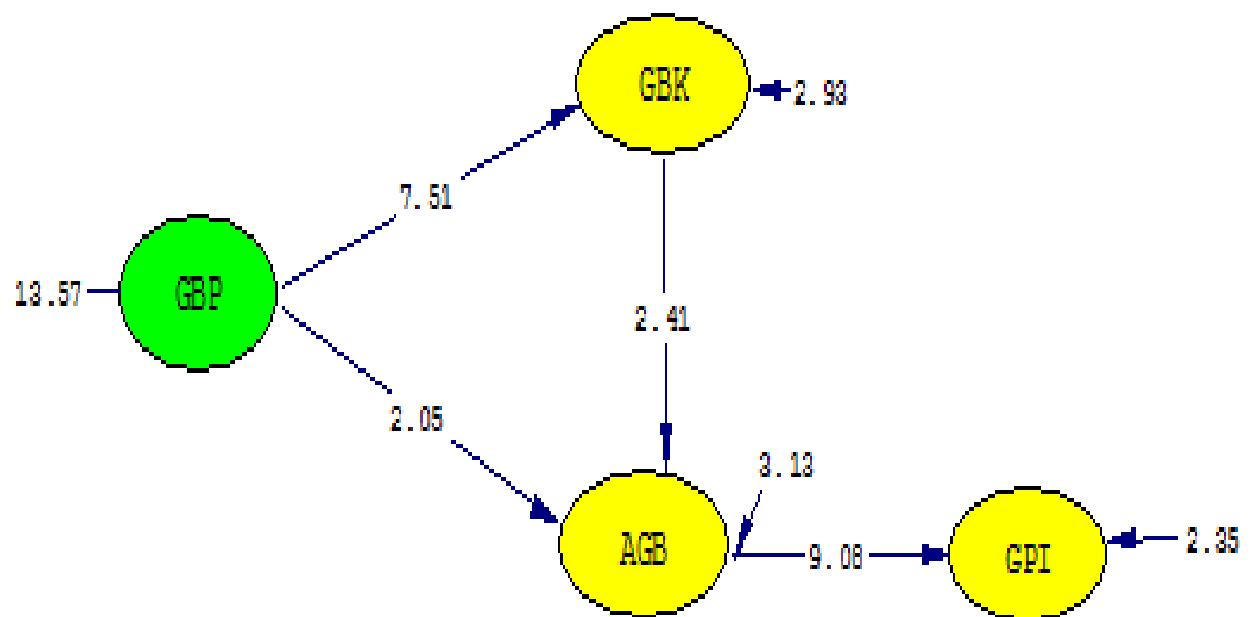
In this step, the initial structural equation model used is a research model developed in criteria Above. As additional criteria for suitability, use Expected Cross Validation Index (ECVI) because this study used a single sample. Lisrel output results for structural equation model shown in the attachment. The values of the statistics show a perfect/good, this shows that the hypothesized model does not have the potential modification. The Statistics suitability of the model can be seen in Table 4.9.

Table 4.9. Goodness of Fit Index

Parameter	Value	Minimum Value	Explanation
χ^2	0.36	expected to be small	Good
Norm χ^2	2	1 – 3	Good
RMSEA	0.000	0.00 - 0.08	Good
ECVI	0.057	0.21	Good
GFI	1.00	>0.90	Good
NFI	1.00	>0.90	Good
CFI	1.00	>0.95	Good

Source: SEM Data Results, 2017 (*Appendix G*)

Based on the model of conformity assessment, the value of the parameter statistical goodness of fit all been good. Based on *Modification Indices* data on LISREL output there is no suggestion for adding the path.



Chi-Square=0.36, df=2, P-value=0.83647, RMSEA=0.000

Figure 4.2. Structural Relationship and T-Values only

Table 4.10. Summary of Hypotheses Testing

Regression Path	Regression Coefficient	Standard Error	t-values	Prob.
GBP→GBK	0.61	0.08	7.51	0.0086
GBP→AGB	0.38	0.19	2.05	0.0463
GBK→AGB	0.54	0.22	2.41	0.0381
AGB→GPI	0.52	0.06	9.08	0.0059

Source: SEM Data Results, 2017 (Appendix G)

The value of the probability value between the effect of one variable to another variable must be less than *level of Significant* = 0.05. Based on the results of statistics above, the structural model showed that from four directions that hypothesized in this study, all of them was accepted. Table 4.11. Below shows a summary of tests of hypotheses and significance level of each landing hypothesized. Table 4.11. below showed a summary of hypotheses testing and significance level of each path that hypothesized.

Table 4.11. The Result of Hypotheses Testing

Hypothesis	Direct Influence	β or γ (t-value / α level)	Description
H₁: Green Brand Positioning (GBP) leads a positive effect to Grand Brand Knowledge (GBK)	+	0.61 (7.51 / < .008)	Accepted
H₂: Green Brand Positioning (GBP) leads to a positive effect on Attitude towards Green Brand (AGB)	+	0.38 (2.05 / < .046)	Accepted
H₃: Green Brand Knowledge (GBK) leads to a positive effect on Attitude towards Green Brand (AGB)	+	0.54 (2.41/< .038)	Accepted
H₄. Attitude toward Green Brand (AGB) leads to a positive effect on Green Purchase Intention (GPI)	+	0.52 (9.08 / < .005)	Accepted

Source: SEM Data Results, 2017 (*Appendix G*)

4.5. Hypothesis Testing and Discussion

Hypothesis test results can be seen in figure 4.1 and table 4.11. models of hypothesis later be explained in this study.

H₁: Green Brand Positioning has positive influence on Green Brand Knowledge

Based on the analysis result of the effect of Green Brand Positioning variable toward Green Brand Knowledge shown in the table above, then the influence of Green Brand Positioning on green Brand Knowledge variables are statistically significant, this is indicated by the value of t at 7.51 with γ coefficient of 0.61 and a significance level of 0.008. These results suggest that t count (7.51) which is higher than the value t table (1.97). Thus, the hypothesis H1, which states that the Green Brand Positioning toward Green Brand Knowledge, is acceptable.

The results of these analyzes, states that Green Brand Positioning has a positive influence on Green Brand Knowledge in Tupperware product in Yogyakarta. In other words, the higher the Green Brand positioning so the Green Brand Knowledge will increase. These results are consistent with the results of research conducted by the research Huang (2014) who found the influence of the Green Brand Positioning to Green Brand Knowledge. another researcher (Rios et al., 2006) also found that Green Brand positioning has positive influenced to Green Brand Knowledge, so if Company tried to increase Green Brand Positioning of its products mainly builds brand associations by delivering more information on environmentally friendly product attributes, then Green brand knowledge will be increasing on consumer's mind toward those products.

H₂: Green Brand Positioning has a positive influence on Attitude toward Green Brand

Based on analysis result of the effect of variable Green Brand Positioning to the Attitude toward Green Brand is shown in the table above, the influence of Green Brand Positioning to the variables Attitude toward Green Brand statistically significant, this is indicated by the value of t at 2.05 with γ coefficient of 0.38 and a significance level of 0.046. These results indicate that the value of t count (2.08) which is higher than the value of t table (1.97). Thus, the hypothesis H₂, which states that the Green Brand Positioning has a positive influence on Attitude toward Green Brand acceptable.

The results of these analyzes, states that Green Brand Positioning has a positive influence on Attitude toward Green Brand in Tupperware product in Yogyakarta. So, when Green Brand Positioning is higher, then the consumer attitude towards the Tupperware product also increasingly positive. The results are consistent with research conducted by Patrick et al. (2005) and Huang (2014) also found that GBP can have a positive effect on consumers' AGB. Some studies have shown that high levels of consumer environmental consciousness are associated with a positive environmental brand attitude (Swenson and Wells, 1997). So, this study explains that Green Brand Positioning will lead to a positive attitude towards Product Tupperware.

H₃: Green Brand Knowledge has positive influence on the Attitude toward Green Brand.

Based on analysis results of the effect of variable Green Brand Knowledge positively influence on Attitude toward Green Brand is shown in the table above, then the influence of Green Brand Knowledge on the variable of Attitude toward Green

Brand statistically significant, this is indicated by the value of t at 2.41 with β coefficient of 0.54 and a significance level of 0.038. These results suggest that t_{count} (2.41) which is higher than the value of t_{table} (1.97). Thus, the hypothesis H3, which states that the Green Brand Knowledge positively influence on Attitude toward Green Brand is acceptable.

The results of these analyzes, states that Green Brand Knowledge has positive influence on Attitude toward Green Brand in Tupperware Product in Yogyakarta. So, Green Brand Knowledge as a positive factor to influence attitude toward green brand of Tupperware products. This result is similar to the research of Mostafa (2007), who also found that perceived environmental knowledge was a good predictor of ecologically favorable attitudes. Another study conducted by Aaker and Joachimsthaler in Huang, 2014 showed that a high awareness and positive image of the brand improve consumers' brand attitudes. So, based on this study the higher the level of consumer knowledge of a product / brand then their attitude was also higher toward the brand.

H₄: Attitude toward Green Brand has a positive influence on Green Purchase Intention.

Based on the analysis results of the effect of Attitude toward Green Brand variable on Green Purchase Intention shown in the table above, then the influence Attitude toward the Green Brand on Purchase Intention Green variables statistically significant, this is indicated by the value of t at 9.08 with β coefficient of 0.52 and a significance level of 0.005. These results suggest that t_{count} (9.08) is higher than the value of t_{table} (1.97). Thus, the hypothesis H4, which states that the Green Brand Attitude toward positive influence on Green Purchase Intention is acceptable.

The results of these analyzes, states that Attitude toward Green Brand has a positive influence on Green Purchase Intention of Tupperware product in Yogyakarta. So, Attitude toward Green Brand as positive factor trigger the Green Purchase Intention in Tupperware Products. This result is consistent with the research of Teng (2009) who suggests that consumers have a positive attitude toward a certain brand will have increased purchase intentions to this brand. Another study conducted by Huang (2014) also showed a strong positive relationship between Attitude toward Green Brand and Green Purchase Intention. This study is in line with a study done by Mostafa (2007) found that consumers with a positive attitude toward green products will have a stronger intention to purchase green products. When Attitude toward Green Brand is positively high, so as result it will make Green Purchase Intention also high.

CHAPTER V

CONCLUSIONS AND RECOMENDATIONS

This conclusions and suggestions are the result of a study entitled "The Effects of Green Brand on Green Purchase Intention of Tupperware in Yogyakarta". From the research conducted, Green Brand Positioning has positive influence on Green Brand Knowledge (H_1) and Attitude toward Green Brand (H_2) of Tupperware Product in Yogyakarta. And other Hypothesis, Green Brand Knowledge (GBK) has positive impact on Attitude toward Green Brand (H_3) and Attitude toward Green Brand (AGB) finally leads to positive influence on Green Purchase Intention (H_4). Furthermore, to further clarify the statements and conclusions derived from the results of research conducted, as well as suggestions for future research will be outlined as follows:

5.1. Conclusions

Based on the results of the discussion in this study, from 4 hypotheses formulated namely H_1 , H_2 , H_3 , and H_4 all show positive and significant results.

There is a positive and significant influence between Green Brand Positioning (GBP) variable on Green Brand Knowledge (GBK) variable. This means the Green Positioning strategy on Tupperware Products through green marketing by enforcing the benefits of green products has proved successful in providing knowledge about Green Products to Consumers. This can be seen with the positive influence on GBP and GBK. Second, Green brand positioning (GBP) has a positive and significant influence on Attitude toward Green Brand (AGB). This indicates that Strategy Green Positioning on Tupperware Products by suppressing green attributes to the product by the company has been able to make a positive response by consumers. It shows that there is a relationship between GBP and AGB. Third, Variable Green Brand Knowledge (GBK) also gives a significant influence on Attitude toward Green Brand

(AGB). It can be interpreted that the higher knowledge of green attributes toward Tupperware product give positive response to Tupperware product by consumer. And this is evidenced by positive influence of Green Brand Knowledge and Attitude toward Green Brand (AGB). The latest Attitude Green Brand (AGB) proved to have a positive and significant influence on Green Purchase Intention (GPI). This means that the higher Attitude toward Green Brand (AGB) on Tupperware products, the higher the Green Purchase Intention (GPI) level. Research results prove that Variable Green Brand Knowledge (GBK) and Attitude toward Green Brand (AGB) become Variable Intervening on Green Brand Positioning (GBP) and Green Purchase Intention (GPI). This means that if the Green Brand Positioning strategy with Green Attributes suppressors through green marketing on Tupperware products works well, Green Knowledge and Attitude on Green Brand will also improve, which will affect the Green Purchase Intention (GPI).

5.2. Suggestion

Based on the above conclusions, suggestions that can be given by researchers; First, the researcher suggests to companies today to switch their product position to environmentally friendly products, based on the results of research to see the positive perception of consumer to environmentally friendly products and the positive perception relationship to Consumer Green Purchase Intention Environmentally friendly products. Second, based on the hypothesis tested by the researchers, researchers found and suggested to companies to emphasize Green Brand Positioning by improving green marketing programs and increasing Green Attributes on their products to educate and increase consumer knowledge of the company's products and benefit of green products. As applied by Tupperware company in that way, Green Brand Knowledge (GBK) of consumer is increasing and giving a positive attitude

toward Tupperware products. This is evidenced by a significant correlation between GBP, GBK and AGB. Third, to increase Green Purchase Intention (GPI) of consumers, the company must implement well and consistent strategy of GBP and so Consumer awareness and knowledge of the company's products increase and increase consumer's trust to the company's environmentally friendly Products hence this will change consumer's attitude toward the Company products and ultimately increased Green Purchase Intention (GPI), this has been proven in Tupperware company.

5.3. Research Limitations

This study has limitations in responding to problems related to causal relationships between variables in this study. The limitation of this study is expected to be answered by further studies. Limitations of this study include:

1. First, Majority respondent in this study was female and most of them are at younger ages in which they mostly gave similar answers and it should be balance for future research in terms of gender, age and profession due to increase external validity.
2. Second, this survey was conducted in Yogyakarta and used only used in One Brand. Thus, it not representing the whole consumers of products in this country and relationship among variable little bias because it need to test in another Brand.
3. Third, this study also conducted to respondents who ever used the products/brand without any concerns in terms belonging of the products. Thus, there is big possibility that there are consumers who only have once experience in using the products, it makes them evaluated based on last experience in using Tupperware products not based on their frequent experience.

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APPENDIX A

RESEARCH QUESTIONNAIRE

The effect of green brand on green purchase intention of Tupperware in Yogyakarta

BAGIAN 7: KARAKTERISTIK RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri Bapak/Ibu/Saudara. Jawablah pertanyaan tersebut dengan memberi tanda **silang (X)** pada nomer jawaban yang dianggap paling sesuai.

1. Apakah Bapak/Ibu/Saudara selalu berusaha membeli produk – produk yang ramah lingkungan?

1.	Iya
2.	Tidak

2. Seberapa seringkah Bapak/Ibu/Saudara memilih produk yang ramah lingkungan?

1.	Jarang
2.	Kadang – kadang
3.	Sering

3. Pernahkah Bapak/Ibu/Saudara menggunakan Produk Tupperware?

1	Iya
2	Tidak

Catatan: Jika pertanyaan nomor 3, Anda menjawab "IYA" dengan kemurahan hati Bapak/Ibu/Saudara saya mohon untuk meneruskan kuesioner ini.

4. Terkait dengan pertanyaan nomor 3, jika Bapak/Ibu/Saudara menjawab "IYA" produk merek Tupperware jenis apakah yang Bapak/Ibu/Saudara pernah gunakan? (Boleh memilih lebih dari satu)

1	Tupperware Eco – Bottle	6	Tupperware Xtreme Bottle
2	Tupperware Lolly Tup	7	Tupperware Blossom collection
3	Tupperware Giant Tumbler	8	Tupperware Summer fun
4	Tupperware Plum collection	9	Tupperware Tiwi N friend
5	Tupperware Medium Mosaic Canister	10	Merek Lainnya (Sebutkan).....

Petunjuk: Berilah penilaian Saudara terhadap pernyataan-pernyataan dibawah ini dengan MENYILANG atau MELINGKARI angka yang dianggap paling sesuai.

1 = Sangat Tidak Setuju	(STS)	3 = Agak Tidak Setuju	(ATS)	5 = Setuju	(S)
2 = Tidak Setuju	(TS)	4 = Agak Setuju	(AS)	6 = Setuju Sekali	(SS)

1. <i>Pernyataan dibawah ini berkenaan dengan Pandangan Bapak/Ibu/Saudara terhadap Tupperware sebagai merek yang ramah lingkungan</i>	Sangat Tidak Setuju			Sangat Setuju		
	STS	TS	ATS	AS	S	SS
1) Merek ini memberikan kenyamanan	1	2	3	4	5	6
2) Merek ini berkualitas tinggi	1	2	3	4	5	6
3) Merek ini tidak berbahaya	1	2	3	4	5	6
4) Merek ini professional	1	2	3	4	5	6
5) Merek ini menggunakan bahan dasar ramah lingkungan	1	2	3	4	5	6
6) Merek ini berteknologi tinggi	1	2	3	4	5	6
7) Merek ini canggih	1	2	3	4	5	6
8) Merek ini kreatif	1	2	3	4	5	6
9) Merek ini berorientasi pada keluarga	1	2	3	4	5	6
10) Merek ini terkenal baik	1	2	3	4	5	6
11) Merek ini aman digunakan	1	2	3	4	5	6
12) Merek ini dikagumi konsumen	1	2	3	4	5	6
13) Merek ini ramah lingkungan	1	2	3	4	5	6
14) Merek ini stabil	1	2	3	4	5	6

1 = Sangat Tidak Setuju (STS)	3 = Agak Tidak Setuju (ATS)	5 = Setuju (S)
2 = Tidak Setuju (TS)	4 = Agak Setuju (AS)	6 = Setuju Sekali (SS)

2. Pernyataan dibawah ini berkenaan dengan Pengetahuan Bapak/Ibu/Saudara tentang Tupperware sebagai merek yang ramah lingkungan	Sangat Tidak Setuju			Sangat Setuju		
	STS	TS	ATS	AS	S	SS
1. Saya sudah mengetahui merek ini sebelumnya	1	2	3	4	5	6
2. Saya tahu informasi terkait dengan lingkungan atas merek ini	1	2	3	4	5	6
3. Merek ini yang pertama kali muncul di benak saya ketika membicarakan tentang peralatan rumah tangga ramah lingkungan.	1	2	3	4	5	6
4. Merek ini mempunyai reputasi yang baik	1	2	3	4	5	6
5. Merek ini mempunyai kualitas yang baik	1	2	3	4	5	6
6. Merek ini sepenuhnya terjamin secara kualitas	1	2	3	4	5	6
7. Merek ini mempunyai desain yang mengesankan	1	2	3	4	5	6
8. Merek ini mempunyai fungsi yang sesuai dengan kebutuhan saya	1	2	3	4	5	6
9. Merek ini terkait dengan kegiatan menjaga kelestarian lingkungan	1	2	3	4	5	6
10. Merek ini menginspirasi perdebatan tentang lingkungan	1	2	3	4	5	6

1 = Sangat Tidak Setuju (STS)	3 = Agak Tidak Setuju (ATS)	5 = Setuju (S)
2 = Tidak Setuju (TS)	4 = Agak Setuju (AS)	6 = Setuju Sekali (SS)

3. <i>Pernyataan dibawah ini berkenaan dengan Sikap Bapak/Ibu/Saudara terhadap produk Tupperware sebagai merek yang ramah lingkungan.</i>	Sangat tidak setuju			Sangat setuju		
	STS	TS	ATS	AS	S	SS
1) Saya pikir bahwa merek ini lebih bisa diandalkan dari pada merek yang lainnya	1	2	3	4	5	6
2) Saya pikir bahwa merek ini mewakili status sosial ekonomi saya	1	2	3	4	5	6
3) Saya pikir fungsi produk merek ini dapat memenuhi kebutuhan saya	1	2	3	4	5	6
4) Saya pikir harga produk merek ini sesuai dengan harapan saya	1	2	3	4	5	6
5) Saya menyukai tampilan dari merek ini	1	2	3	4	5	6
6) Teman- teman saya akan berpendapat positif ketika mereka mengetahui saya membeli produk merek ini	1	2	3	4	5	6
7) Fungsi dari produk merek ini bisa dipercaya	1	2	3	4	5	6
8) Menggunakan produk ini membuat saya merasa nyaman dan bahagia	1	2	3	4	5	6

4. <i>Pernyataan dibawah ini berkenaan dengan Niat pembelian Bapak/Ibu/Saudara terhadap produk Tupperware sebagai merek yang ramah lingkungan.</i>	Sangat tidak setuju			Sangat setuju		
	STS	TS	ATS	AS	S	SS
1) Saya akan membeli produk Tupperware ini untuk mengurangi limbah	1	2	3	4	5	6
2) Saya membeli produk merek ini dikarenakan kepedulian terhadap lingkungan	1	2	3	4	5	6
3) Kemungkinan saya untuk membeli produk merek ini sangat tinggi	1	2	3	4	5	6

BAGIAN 7: KARAKTERISTIK RESPONDEN

Pertanyaan berikut berkenaan dengan jati diri bapak/ibi/saudara. Jawablah pertanyaan tersebut dengan memberi tanda **silang (X)** pada nomer jawaban yang dianggap paling sesuai.

Apa jenis kelamin Saudara ?

1.	Pria
2.	Wanita

Berapakah usia Saudara pada ulang tahun terakhir ?

1.	< 20 tahun	4.	41 - 50 tahun
2.	20 – 30 tahun	5.	51- 60 tahun
3.	31 – 40 tahun	6.	> 60 tahun

Apa pekerjaan Saudara ?

1.	Pelajar/Mahasiswa
2.	Pegawai Swasta
3.	PNS/TNI/Polri
4.	Tidak bekerja (Ibu Rumah Tangga)
5.	Lainnya,(sebutkan)

APPENDIX B

PRE-TEST RELIABILITY AND VALIDITY

GREEN BRAND POSITIONING

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded(a)	0	,0
	Total	35	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,906	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GBP1	61,1143	66,104	,302	,909
GBP2	61,5714	59,664	,586	,901
GBP3	61,8000	59,106	,683	,897
GBP4	61,8571	58,597	,822	,892
GBP5	61,8571	63,891	,497	,904
GBP6	61,9143	58,728	,707	,896
GBP8	62,3143	62,104	,588	,901
GBP9	61,8000	61,635	,437	,908
GBP10	61,1429	62,891	,488	,904
GBP11	61,3143	56,104	,705	,896
GBP12	61,3429	61,467	,591	,901
GBP13	61,5143	54,139	,805	,891
GBP15	61,6857	61,457	,604	,900
GBP16	61,9714	59,617	,701	,896

Item Statistics

	Mean	Std. Deviation	N
GBP1	5,2857	,62174	35
GBP2	4,8286	,98476	35
GBP3	4,8000	,91394	35
GBP4	4,5429	,81684	35
GBP5	4,5429	,85722	35
GBP6	4,4857	,91944	35
GBP8	4,0857	,74247	35
GBP9	4,8000	1,00587	35
GBP10	5,2571	,78000	35
GBP11	5,0857	1,14716	35
GBP12	5,0571	,80231	35
GBP13	4,8857	1,18251	35
GBP15	4,7143	,78857	35
GBP16	4,4286	,85011	35

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
66,4000	69,541	8,33914	14

GREEN BRAND KNOWLEDGE

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded(a)	0	,0
	Total	35	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,851	10

a. Listwise deletion based on all variables in the procedure

Item Statistics

	Mean	Std. Deviation	N
GBK1	4,94286	1,109925	35
GBK2	3,80000	1,183216	35
GBK3	4,37143	1,262251	35
GBK4	4,97143	1,200140	35
GBK5	5,08571	,742469	35
GBK6	4,91429	,781079	35
GBK7	4,71429	,893487	35
GBK8	4,88571	,758149	35
GBK10	4,28571	,859939	35
GBK11	3,94286	,905631	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GBK1	40,97143	33,323	,560	,837
GBK2	42,11429	32,516	,579	,836
GBK3	41,54286	31,550	,605	,834
GBK4	40,94286	31,526	,650	,828
GBK5	40,82857	34,323	,788	,823
GBK6	41,00000	33,647	,824	,819
GBK7	41,20000	36,165	,443	,846
GBK8	41,02857	37,029	,447	,846
GBK10	41,62857	37,123	,369	,852
GBK11	41,97143	36,382	,414	,849

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
45,91429	41,728	6,459701	10

ATTITUDE TOWARD GREEN BRAND

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded(a)	0	,0
	Total	35	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,863	8

Item Statistics

	Mean	Std. Deviation	N
AGB1	4,7714	,91026	35
AGB2	4,2571	,88593	35
AGB3	4,6857	,90005	35
AGB4	4,2000	1,13241	35
AGB5	5,0000	,84017	35
AGB6	4,6286	,80753	35
AGB7	4,9143	,65849	35
AGB8	4,4571	,98048	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AGB1	32,1429	22,067	,407	,869
AGB2	32,6571	21,350	,518	,857
AGB3	32,2286	19,123	,818	,822
AGB4	32,7143	17,975	,741	,831
AGB5	31,9143	20,787	,637	,844
AGB6	32,2857	21,445	,572	,851
AGB7	32,0000	21,706	,690	,843
AGB8	32,4571	20,255	,584	,850

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36,9143	26,375	5,13564	8

GREEN PURCHASE INTENTION

Case Processing Summary

		N	%
Cases	Valid	35	100,0
	Excluded(a)	0	,0
	Total	35	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,769	3

Item Statistics

	Mean	Std. Deviation	N
GPI1	4,3429	,87255	35
GPI2	4,4571	1,01003	35
GPI3	4,3429	1,10992	35

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GPI1	8,8000	3,282	,677	,628
GPI2	8,6857	3,163	,557	,740
GPI3	8,8000	2,753	,597	,706

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13,1429	6,185	2,48694	3

APPENDIX C

TABLE RESPONDENT CHARACTERISTICS FREQUENCY

Respondents by Gender

Gender	Frequency	Percentage (%)
Male	60	19.05
Female	255	80.95
Total	315	100

Respondent by their ages

Age	Frequency	Percentage (%)
< 20	63	20
20-30	240	76.2
31-40	10	3.2
>40	2	0.6
Total	315	100

Respondents based their professions

Profession	Frequency	Percentage (%)
Students	258	82
Civil Servant	10	3.2
Employees	35	11
Mother Household	6	1.9
Other	6	1.9
Total	315	100

APPENDIX D **STRUCTURAL EQUATION MODEL** **PRELIMINARY FULL**

DATE: 5/10/2017

TIME: 16:02

L I S R E L 8.80

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\7

semester\DATA SKRIPSI

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Analisa Structural Model

DA NI=35 NO=315 NG=1 MA=CM

LA

GPI1 GPI2 GPI3 AGB1 AGB2 AGB3 AGB4 AGB5
AGB6 AGB7 AGB8 GBK1 GBK2 GBK3 GBK4
GBK5 GBK6 GBK7 GBK8 GBK9 GBK10 GBP1
GBP2 GBP3 GBP4 GBP5 GBP6 GBP7 GBP8 GBP9
GBP10 GBP11 GBP12 GBP13 GBP14

CM FI='D:\7 semester\DATA SKRIPSI
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SE

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28 29 30 31 32 33 34 35/

MO NX=14 NY=21 NK=1 NE=3 LY=FU,FI
LX=FU,FI BE=FU,FI GA=FU,FI PS=DI,FR
PH=SY,FR TE=SY,FI TD=SY,FI

LE

GPI AGB GBK

LK

GBP

FR LY 1 1 LY 2 1 LY 3 1 LY 4 2 LY 5 2 LY 6 2 LY
7 2 LY 8 2 LY 9 2 LY 10 2 LY 11 2 LY 12 3 LY 13 3
LY 14 3 LY 15 3 LY 16 3 LY 17 3 LY 18 3 LY 19 3
LY 20 3 LY 21 3

FR TE 1 1 TE 2 2 TE 3 3 TE 4 4 TE 5 5 TE 6 6 TE 7 7
TE 8 8 TE 9 9 TE 10 10 TE 11 11 TE 12 12 TE 13 13
TE 14 14 TE 15 15 TE 16 16 TE 17 17 TE 18 18 TE
19 19 TE 20 20 TE 21 21 TE 8 10 TE 6 7 TE 18 19 TE
21 8 TE 10 9 TE 19 15 TE 3 8 TE 20 19 TE 18 13 TE
10 19 TE 19 10 TE 2 5

FR LX 1 1 LX 2 1 LX 3 1 LX 4 1 LX 5 1 LX 6 1 LX
7 1 LX 8 1 LX 9 1 LX 10 1 LX 11 1 LX 12 1 LX 13 1
LX 14 1

FR TD 1 1 TD 2 2 TD 3 3 TD 4 4 TD 5 5 TD 6 6 TD
7 7 TD 8 8 TD 9 9 TD 10 10 TD 11 11 TD 12 12 TD
13 13 TD 14 14 TD 3 2 TD 7 6 TD 13 11 TD 12 9 TD
10 8 TD 4 5 TD 1 4 TD 13 12

FR GA 2 1 GA 3 1

FR BE 1 2 BE 2 3

PD

OU MI SS

Analisa Structural Model

Number of Input Variables 35

Number of Y - Variables 21

Number of X - Variables 14

Number of ETA - Variables 3

Number of KSI - Variables 1

Number of Observations 315

Analisa Structural Model

Covariance Matrix

	GPI1	GPI2	GPI3	AGB1	AGB2	AGB3
AGB2	0.69	1.30	1.96	0.63	0.29	0.49
AGB3	6.78	7.25	25.85	3.05	0.89	1.62
AGB1	2.48	5.78	2.40	0.68	0.95	0.44
AGB2	0.43	0.44	0.44	0.44	0.44	0.44
AGB3	0.44	0.44	0.44	0.44	0.44	0.44

AGB4	0.28	1.18	2.23	0.78	0.31	0.70
AGB5	0.56	2.11	3.97	1.37	0.54	0.82
AGB6	1.50	5.57	9.37	3.63	1.21	2.05
AGB7	1.10	4.25	7.17	2.84	0.84	1.42
AGB8	0.66	2.25	5.66	1.69	0.68	0.96
GBK1	0.88	3.58	5.16	2.22	0.68	1.13
GBK2	0.33	1.00	2.00	0.70	0.30	0.39
GBK3	0.28	0.95	1.83	0.61	0.26	0.41
GBK4	0.46	1.81	3.69	1.09	0.47	0.66
GBK5	0.27	1.50	2.44	0.96	0.46	0.44
GBK6	0.54	1.57	4.84	1.19	0.59	0.80
GBK7	3.11	9.63	16.58	6.57	1.99	3.39
GBK8	1.86	7.84	11.48	4.69	1.33	2.41
GBK9	0.24	1.12	1.79	0.68	0.23	0.39
GBK10	0.91	4.50	7.27	2.86	0.98	1.26
GBP1	0.19	0.85	1.43	0.49	0.17	0.29
GBP2	0.24	0.77	1.60	0.53	0.24	0.30
GBP3	0.17	0.57	1.11	0.38	0.18	0.22
GBP4	0.83	2.81	4.14	1.63	0.56	0.80
GBP5	0.26	0.41	0.98	0.25	0.16	0.20
GBP6	0.65	1.90	3.30	0.96	0.45	0.68
GBP7	0.48	2.04	3.35	1.33	0.46	0.74
GBP8	0.32	1.08	1.76	0.59	0.26	0.37
GBP9	0.36	1.79	2.38	0.92	0.37	0.55
GBP10	0.27	0.97	1.70	0.62	0.19	0.26
GBP11	0.40	1.51	2.56	0.91	0.31	0.47
GBP12	0.12	0.37	0.90	0.33	0.12	0.13
GBP13	0.09	0.28	0.85	0.24	0.11	0.12
GBP14	0.08	0.20	0.56	0.14	0.06	0.08
Covariance Matrix						
	AGB4	AGB5	AGB6	AGB7		
AGB8	GBK1					
	-----	-----	-----	-----	-----	-----
--						
	AGB4	0.97				
	AGB5	0.88	2.88			
	AGB6	1.77	4.29	17.84		
	AGB7	1.04	2.33	7.60	6.78	
	AGB8	0.68	1.26	3.65	2.76	2.34
	GBK1	0.94	1.80	5.18	3.82	2.11
5.73						
	GBK2	0.33	0.54	1.20	0.83	0.65
1.02						
	GBK3	0.35	0.51	1.07	0.89	0.64
0.96						
	GBK4	0.46	1.19	3.42	2.33	1.16
1.84						
	GBK5	0.44	0.82	1.24	1.00	0.64
1.17						
	GBK6	0.53	1.21	3.09	2.36	1.37
1.81						
	GBK7	2.05	5.09	17.08	11.89	5.99
9.51						
	GBK8	1.68	3.47	11.43	7.40	4.32
6.40						
	GBK9	0.28	0.49	1.40	0.97	0.69
0.90						
	GBK10	1.64	4.23	8.01	4.85	2.12
3.71						
	GBP1	0.26	0.50	1.30	0.91	0.45
0.67						

0.61	GBP2	0.24	0.49	0.95	0.62	0.46
0.41	GBP3	0.21	0.40	0.68	0.40	0.27
2.91	GBP4	0.72	1.62	4.38	2.54	1.29
0.41	GBP5	0.35	0.41	0.75	0.37	0.19
1.53	GBP6	0.58	0.93	2.27	1.85	1.00
2.16	GBP7	0.87	1.61	3.91	2.15	0.98
0.98	GBP8	0.34	0.86	1.70	1.25	0.63
1.59	GBP9	0.56	1.10	3.15	1.67	0.88
0.71	GBP10	0.21	0.61	1.51	0.80	0.46
1.20	GBP11	0.33	0.72	1.66	1.47	0.71
0.47	GBP12	0.12	0.22	0.40	0.29	0.24
0.31	GBP13	0.16	0.21	0.40	0.25	0.19
0.34	GBP14	0.07	0.16	0.48	0.26	0.11

Covariance Matrix

	GBK2		GBK3		GBK4		GBK5
GBK6	GBK7						
--							
	GBK2	0.43					
	GBK3	0.31	0.49				
	GBK4	0.42	0.44	2.97			
	GBK5	0.41	0.31	1.08	2.48		
	GBK6	0.53	0.47	1.32	1.53	4.20	
	GBK7	2.02	2.13	7.13	3.03	7.97	
46.09							
	GBK8	1.66	1.53	3.99	2.58	4.24	
22.42							
	GBK9	0.26	0.24	0.54	0.39	0.66	
3.06							
	GBK10	1.00	1.02	2.66	1.83	2.55	
14.10							

2.07	GBP1	0.16	0.17	0.40	0.27	0.47
1.94	GBP2	0.25	0.22	0.47	0.55	0.62
1.56	GBP3	0.18	0.17	0.30	0.40	0.50
7.74	GBP4	0.68	0.71	1.22	0.76	1.39
1.15	GBP5	0.18	0.19	-0.01	0.23	0.46
5.38	GBP6	0.46	0.55	0.72	0.66	1.11
6.75	GBP7	0.62	0.67	1.23	1.00	1.68
3.24	GBP8	0.23	0.27	0.69	0.33	0.74
4.60	GBP9	0.42	0.46	0.44	0.47	0.90
2.16	GBP10	0.22	0.22	0.38	0.33	0.51
3.56	GBP11	0.34	0.33	0.69	0.61	0.91
0.99	GBP12	0.17	0.17	0.20	0.25	0.28
0.63	GBP13	0.14	0.12	0.22	0.21	0.25
1.16	GBP14	0.08	0.11	0.29	0.05	0.29

Covariance Matrix

	GBK8		GBK9		GBK10		GBP1
GBP2	GBP3						
	-----	-----	-----	-----	-----	-----	-----
--							
	GBK8	17.84					
	GBK9	2.21	0.41				
	GBK10	9.08	1.23	15.21			
	GBP1	1.43	0.22	1.22	0.30		
	GBP2	1.43	0.23	1.13	0.21	0.33	
	GBP3	1.00	0.15	0.90	0.15	0.22	
0.26							
	GBP4	4.97	0.72	3.74	0.69	0.61	
0.51							
	GBP5	0.55	0.14	0.70	0.15	0.14	
0.16							

GBP6	3.23	0.53	2.41	0.48	0.39
0.34					
GBP7	3.71	0.61	3.80	0.52	0.53
0.45					
GBP8	2.06	0.30	2.13	0.32	0.26
0.20					
GBP9	2.62	0.46	2.47	0.39	0.38
0.25					
GBP10	1.74	0.23	1.20	0.21	0.21
0.14					
GBP11	2.27	0.37	1.56	0.32	0.35
0.22					
GBP12	0.69	0.13	0.61	0.09	0.14
0.11					
GBP13	0.43	0.09	0.32	0.07	0.12
0.11					
GBP14	0.56	0.09	0.55	0.07	0.08
0.05					

Covariance Matrix

	GBP4		GBP5		GBP6		GBP7
GBP8	GBP9						
	-----	-----	-----	-----	-----	-----	-----
--							
GBP4	4.31						
GBP5	0.72	0.89					
GBP6	1.95	0.70	2.34				
GBP7	2.81	1.10	1.93	5.73			
GBP8	1.01	0.24	0.83	1.03	0.79		
GBP9	1.73	0.61	1.14	1.90	0.58		
2.81							
GBP10	0.94	0.19	0.54	0.71	0.32		
0.57							
GBP11	1.24	0.39	0.77	1.12	0.49		
0.93							
GBP12	0.46	0.15	0.34	0.34	0.19		
0.23							
GBP13	0.28	0.12	0.16	0.35	0.14		
0.15							
GBP14	0.38	0.10	0.27	0.40	0.19		
0.19							

Covariance Matrix

	GBP10	GBP11	GBP12	GBP13
GBP14				

GBP10	0.41				
GBP11	0.42	1.02			
GBP12	0.15	0.22	0.27		
GBP13	0.12	0.19	0.15	0.25	
GBP14	0.10	0.17	0.12	0.07	0.18

Analisa Structural Model

Parameter Specifications

LAMBDA-Y

	GPI	AGB	GBK
-----	-----	-----	-----
GPI1	0	0	0
GPI2	1	0	0
GPI3	2	0	0
AGB1	0	0	0
AGB2	0	3	0
AGB3	0	4	0
AGB4	0	5	0
AGB5	0	6	0
AGB6	0	7	0
AGB7	0	8	0
AGB8	0	9	0
GBK1	0	0	0
GBK2	0	0	10
GBK3	0	0	11
GBK4	0	0	12
GBK5	0	0	13
GBK6	0	0	14
GBK7	0	0	15
GBK8	0	0	16
GBK9	0	0	17
GBK10	0	0	18

LAMBDA-X

	GBP

GBP1	19
GBP2	20
GBP3	21
GBP4	22
GBP5	23

GBP6	24
GBP7	25
GBP8	26
GBP9	27
GBP10	28
GBP11	29
GBP12	30
GBP13	31
GBP14	32

BETA

	GPI	AGB	GBK
	-----	-----	-----
GPI	0	33	0
AGB	0	0	34
GBK	0	0	0

GAMMA

	GBP

GPI	0
AGB	35
GBK	36

PSI

	GPI	AGB	GBK
	-----	-----	-----
	37	38	39

THETA-EPS

	GPI1	GPI2	GPI3	AGB1		
AGB2	AGB3					
	-----	-----	-----	-----		
--						
GPI1	40					
GPI2	0	41				
GPI3	0	0	42			
AGB1	0	0	0	43		
AGB2	0	44	0	0	45	
AGB3	0	0	0	0	0	46
AGB4	0	0	0	0	0	47
AGB5	0	0	49	0	0	0
AGB6	0	0	0	0	0	0

AGB7	0	0	0	0	0	0
AGB8	0	0	0	0	0	0
GBK1	0	0	0	0	0	0
GBK2	0	0	0	0	0	0
GBK3	0	0	0	0	0	0
GBK4	0	0	0	0	0	0
GBK5	0	0	0	0	0	0
GBK6	0	0	0	0	0	0
GBK7	0	0	0	0	0	0
GBK8	0	0	0	0	0	0
GBK9	0	0	0	0	0	0
GBK10	0	0	0	0	0	0

THETA-EPS

	AGB4	AGB5	AGB6	AGB7		
AGB8	GBK1					
	-----	-----	-----	-----		
--						
AGB4	48					
AGB5	0	50				
AGB6	0	0	51			
AGB7	0	52	53	54		
AGB8	0	0	0	0	55	
GBK1	0	0	0	0	0	56
GBK2	0	0	0	0	0	0
GBK3	0	0	0	0	0	0
GBK4	0	0	0	0	0	0
GBK5	0	0	0	0	0	0
GBK6	0	0	0	0	0	0
GBK7	0	0	0	0	0	0
GBK8	0	0	0	64	0	0
GBK9	0	0	0	0	0	0
GBK10	0	70	0	0	0	0

THETA-EPS

	GBK2	GBK3	GBK4	GBK5	
GBK6	GBK7				
	-----	-----	-----	-----	
--					
GBK2	57				
GBK3	0	58			
GBK4	0	0	59		
GBK5	0	0	0	60	
GBK6	0	0	0	0	61

63	GBK7	62	0	0	0	0
66	GBK8	0	0	65	0	0
	GBK9	0	0	0	0	0
	GBK10	0	0	0	0	0

THETA-EPS

	GBK8	GBK9	GBK10
GBK8	67		
GBK9	68	69	
GBK10	0	0	71

THETA-DELTA

	GBP1		GBP2		GBP3		GBP4
GBP5	GBP6						
	-----	-----	-----	-----	-----	-----	-----
--							
GBP1	72						
GBP2	0	73					
GBP3	0	74	75				
GBP4	76	0	0	77			
GBP5	0	0	0	78	79		
GBP6	0	0	0	0	0	80	
GBP7	0	0	0	0	0	81	
GBP8	0	0	0	0	0	0	
GBP9	0	0	0	0	0	0	
GBP10	0	0	0	0	0	0	
GBP11	0	0	0	0	0	0	
GBP12	0	0	0	0	0	0	
GBP13	0	0	0	0	0	0	
GBP14	0	0	0	0	0	0	

THETA-DELTA

GBP11	GBP7	GBP8	GBP9	GBP10
GBP12				
GBP7	82			
GBP8	0	83		
GBP9	0	0	84	
GBP10	0	85	0	86
GBP11	0	0	0	87

89	GBP12	0	0	88	0	0
91	GBP13	0	0	0	0	90
	GBP14	0	0	0	0	0

THETA-DELTA

	GBP13	GBP14
GBP13	92	
GBP14	0	93

Analisa Structural Model

Number of Iterations = 20

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	GPI	AGB	GBK
GPI1	0.54	--	--
GPI2	2.00	--	--
	(0.16)		
	12.30		
GPI3	3.96	--	--
	(0.32)		
	12.40		
AGB1	--	1.35	--
AGB2	--	0.52	--
	(0.03)		
	17.34		
AGB3	--	0.76	--
	(0.05)		
	16.46		
AGB4	--	0.58	--
	(0.05)		
	11.40		
AGB5	--	1.09	--
	(0.08)		
	12.94		
AGB6	--	2.74	--
	(0.21)		

		13.14	
AGB7	--	1.99	--
		(0.12)	
		16.66	
AGB8	--	1.27	--
		(0.07)	
		19.13	
GBK1	--	--	1.78
GBK2	--	--	0.52
		(0.04)	
		14.42	
GBK3	--	--	0.49
		(0.04)	
		12.63	
GBK4	--	--	1.03
		(0.10)	
		10.66	
GBK5	--	--	0.73
		(0.09)	
		8.14	
GBK6	--	--	1.20
		(0.12)	
		10.38	
GBK7	--	--	5.41
		(0.37)	
		14.58	
GBK8	--	--	3.53
		(0.23)	
		15.38	
GBK9	--	--	0.53
		(0.03)	
		15.36	
GBK10	--	--	2.31
		(0.22)	
		10.66	

LAMBDA-X

	GBP

GBP1	0.42
	(0.03)
	15.94
GBP2	0.42
	(0.03)
	15.02
GBP3	0.31

	(0.03)
	11.74
GBP4	1.65
	(0.10)
	16.54
GBP5	0.43
	(0.05)
	8.15
GBP6	1.11
	(0.08)
	14.65
GBP7	1.47
	(0.13)
	11.71
GBP8	0.66
	(0.04)
	15.10
GBP9	1.02
	(0.09)
	11.59
GBP10	0.51
	(0.03)
	16.79
GBP11	0.78
	(0.05)
	16.00
GBP12	0.29
	(0.03)
	10.62
GBP13	0.21
	(0.03)
	7.48
GBP14	0.22
	(0.02)
	9.82

BETA

	GPI	AGB	GBK
	-----	-----	-----
GPI	--	1.02	--
		(0.08)	
		13.53	
AGB	--	--	0.91
		(0.09)	
		9.92	
GBK	--	--	--

GAMMA

GBP

```

-----
GPI    --
AGB    0.00
      (0.07)
      0.05
GBK    0.86
      (0.06)
      13.26
  
```

Covariance Matrix of ETA and KSI

```

      GPI    AGB    GBK    GBP
-----
GPI    1.00
AGB    1.02    1.00
GBK    0.94    0.92    1.00
GBP    0.81    0.79    0.86    1.00
  
```

PHI

GBP

```

-----
1.00
  
```

PSI

Note: This matrix is diagonal.

```

      GPI    AGB    GBK
-----
-0.05    0.16    0.26
(0.03) (0.02) (0.04)
-1.64    6.44    6.34
  
```

Squared Multiple Correlations for Structural Equations

```

      GPI    AGB    GBK
-----
1.05    0.84    0.74
  
```

Squared Multiple Correlations for Reduced Form

```

      GPI    AGB    GBK
  
```

```

-----
0.65    0.62    0.74
  
```

Reduced Form

GBP

```

-----
GPI    0.81
      (0.07)
      11.13
AGB    0.79
      (0.06)
      14.11
GBK    0.86
      (0.06)
      13.26
  
```

W_A_R_N_I_N_G: PSI is not positive definite

THETA-EPS

```

      GPI1    GPI2    GPI3    AGB1
AGB2    AGB3
-----
--
GPI1    0.40
      (0.03)
      12.08
GPI2    --    2.73
      (0.25)
      11.02
GPI3    --    --    10.16
      (0.92)
      11.01
AGB1    --    --    --    0.64
      (0.06)
      10.74
AGB2    --    -0.16    --    --    0.17
      (0.04)
      -3.84
      11.34
AGB3    --    --    --    --    --    0.43
      (0.04)
      11.70
AGB4    --    --    --    --    --    0.26
      (0.04)
      7.36
AGB5    --    --    -0.34    --    --    --
  
```

			(0.22)			
			-1.54			
AGB6	--	--	--	--	--	--
AGB7	--	--	--	--	--	--
AGB8	--	--	--	--	--	--
GBK1	--	--	--	--	--	--
GBK2	--	--	--	--	--	--
GBK3	--	--	--	--	--	--
GBK4	--	--	--	--	--	--
GBK5	--	--	--	--	--	--
GBK6	--	--	--	--	--	--
GBK7	--	--	--	--	--	--
GBK8	--	--	--	--	--	--
GBK9	--	--	--	--	--	--
GBK10	--	--	--	--	--	--
THETA-EPS						
	AGB4	AGB5	AGB6	AGB7		
AGB8	GBK1					
--	-----	-----	-----	-----	-----	-----
AGB4	0.64					
	(0.05)					
	12.20					
AGB5	--	1.73				
	(0.14)					
	12.01					
AGB6	--	--	10.31			
		(0.85)				
		12.06				
AGB7	--	-0.15	2.16	2.82		
	(0.11)	(0.35)	(0.24)			
	-1.42	6.15	11.61			
AGB8	--	--	--	--	0.73	
				(0.07)		
				11.16		
GBK1	--	--	--	--	--	2.58
				(0.22)		
				11.71		
GBK2	--	--	--	--	--	--
GBK3	--	--	--	--	--	--
GBK4	--	--	--	--	--	--
GBK5	--	--	--	--	--	--
GBK6	--	--	--	--	--	--
GBK7	--	--	--	--	--	--
GBK8	--	--	--	0.20	--	--

			(0.18)			
			1.09			
GBK9	--	--	--	--	--	--
GBK10	--	1.99	--	--	--	--
	(0.27)					
	7.46					
THETA-EPS						
	GBK2	GBK3	GBK4	GBK5		
GBK6	GBK7					
--	-----	-----	-----	-----	-----	-----
GBK2	0.16					
	(0.01)					
	11.07					
GBK3	--	0.25				
	(0.02)					
	11.89					
GBK4	--	--	1.90			
		(0.16)				
		12.16				
GBK5	--	--	--	1.95		
		(0.16)				
		12.35				
GBK6	--	--	--	--	2.77	
			(0.23)			
			12.19			
GBK7	-0.75	--	--	--	--	--
16.29						
	(0.10)				(1.49)	
	-7.13				10.95	
GBK8	--	--	0.19	--	--	--
2.03						
		(0.16)			(0.56)	
		1.19			3.66	
GBK9	--	--	--	--	--	--
GBK10	--	--	--	--	--	--
THETA-EPS						
	GBK8	GBK9	GBK10			
--	-----	-----	-----			
GBK8	5.25					
	(0.49)					
	10.80					
GBK9	0.32	0.12				

(0.05) (0.01)
 5.93 10.95
 GBK10 -- -- 9.84
 (0.81)
 12.17

Squared Multiple Correlations for Y - Variables

	GPI1	GPI2	GPI3	AGB1
AGB2	AGB3			
--				
	0.42	0.60	0.61	0.74
0.57				0.62

Squared Multiple Correlations for Y - Variables

	AGB4	AGB5	AGB6	AGB7
AGB8	GBK1			
--				
	0.34	0.41	0.42	0.58
0.55				0.69

Squared Multiple Correlations for Y - Variables

	GBK2	GBK3	GBK4	GBK5
GBK6	GBK7			
--				
	0.63	0.49	0.36	0.21
0.64				0.34

Squared Multiple Correlations for Y - Variables

	GBK8	GBK9	GBK10
	0.70	0.70	0.35

THETA-DELTA

	GBP1	GBP2	GBP3	GBP4
GBP5	GBP6			
--				
	0.12			
	(0.01)			

11.09					
GBP2	--	0.15			
	(0.01)				
11.49					
GBP3	--	0.08	0.16		
	(0.01)	(0.01)			
7.82		11.99			
GBP4	-0.01	--	--	1.60	
	(0.03)		(0.15)		
-0.25			10.88		
GBP5	--	--	--	0.02	0.71
			(0.07)	(0.06)	
			0.29	12.28	
GBP6	--	--	--	--	1.10
					(0.10)
					11.55
GBP7	--	--	--	--	0.30
					(0.12)
					2.43
GBP8	--	--	--	--	--
GBP9	--	--	--	--	--
GBP10	--	--	--	--	--
GBP11	--	--	--	--	--
GBP12	--	--	--	--	--
GBP13	--	--	--	--	--
GBP14	--	--	--	--	--

THETA-DELTA

	GBP7	GBP8	GBP9	GBP10
GBP11	GBP12			
--				
	3.58			
	(0.30)			
11.98				
GBP8	--	0.35		
	(0.03)			
11.30				
GBP9	--	--	1.77	
		(0.15)		
		12.02		
GBP10	--	-0.02	--	0.15
	(0.01)		(0.01)	
	-1.08		10.83	
GBP11	--	--	--	0.41
				(0.04)

				11.26		
GBP12	--	--	-0.04	--	--	
0.18						
		(0.03)		(0.01)		
		-1.36		12.11		
GBP13	--	--	--	--	0.03	
0.09						
			(0.02)	(0.01)		
			1.66	7.00		
GBP14	--	--	--	--	--	

THETA-DELTA

	GBP13	GBP14
	-----	-----
GBP13	0.21	
	(0.02)	
	12.37	
GBP14	--	0.13
	(0.01)	
	12.20	

Squared Multiple Correlations for X - Variables

	GBP1	GBP2	GBP3	GBP4
GBP5	GBP6			
	-----	-----	-----	-----
--				
	0.60	0.55	0.38	0.63
0.53				0.20

Squared Multiple Correlations for X - Variables

	GBP7	GBP8	GBP9	GBP10
GBP11	GBP12			
	-----	-----	-----	-----
--				
	0.38	0.55	0.37	0.64
0.32				0.60

Squared Multiple Correlations for X - Variables

	GBP13	GBP14
	-----	-----
	0.17	0.28

Goodness of Fit Statistics

Degrees of Freedom = 537
Minimum Fit Function Chi-Square = 3016.38
(P = 0.0)
Normal Theory Weighted Least Squares Chi-Square = 2608.57 (P = 0.0)
Estimated Non-centrality Parameter (NCP) = 2071.57
90 Percent Confidence Interval for NCP = (1916.11 ; 2234.49)

Minimum Fit Function Value = 9.61
Population Discrepancy Function Value (F0) = 6.60
90 Percent Confidence Interval for F0 = (6.10 ; 7.12)
Root Mean Square Error of Approximation (RMSEA) = 0.11
90 Percent Confidence Interval for RMSEA = (0.11 ; 0.12)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 8.90
90 Percent Confidence Interval for ECVI = (8.40 ; 9.42)
ECVI for Saturated Model = 4.01
ECVI for Independence Model = 123.63

Chi-Square for Independence Model with 595 Degrees of Freedom = 38748.57
Independence AIC = 38818.57
Model AIC = 2794.57
Saturated AIC = 1260.00
Independence CAIC = 38984.91
Model CAIC = 3236.56
Saturated CAIC = 4254.12

Normed Fit Index (NFI) = 0.92
Non-Normed Fit Index (NNFI) = 0.93
Parsimony Normed Fit Index (PNFI) = 0.83
Comparative Fit Index (CFI) = 0.94
Incremental Fit Index (IFI) = 0.94
Relative Fit Index (RFI) = 0.91

Critical N (CN) = 65.14

Root Mean Square Residual (RMR) = 0.38

Standardized RMR = 0.072

Goodness of Fit Index (GFI) = 0.68

Adjusted Goodness of Fit Index (AGFI) = 0.62

Parsimony Goodness of Fit Index (PGFI) = 0.58

Analisa Structural Model

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

	GPI	AGB	GBK
	-----	-----	-----
GPI1	--	5.36	5.55
GPI2	--	3.33	0.77
GPI3	--	20.39	21.64
AGB1	5.88	--	0.45
AGB2	21.44	--	2.92
AGB3	9.92	--	1.89
AGB4	5.22	--	0.76
AGB5	2.67	--	0.05
AGB6	5.24	--	5.29
AGB7	3.13	--	1.95
AGB8	3.12	--	0.07
GBK1	0.21	1.40	--
GBK2	8.02	9.63	--
GBK3	6.25	5.97	--
GBK4	0.50	0.96	--
GBK5	0.31	0.24	--
GBK6	1.99	2.95	--
GBK7	3.66	6.04	--
GBK8	0.75	1.74	--
GBK9	0.26	0.01	--
GBK10	2.76	3.00	--

Expected Change for LAMBDA-Y

GPI	AGB	GBK
-----	-----	-----

GPI1	--	1.42	0.29
GPI2	--	4.67	0.30
GPI3	--	-23.28	-3.09
AGB1	-1.52	--	0.11
AGB2	-1.60	--	-0.14
AGB3	-1.22	--	-0.15
AGB4	1.03	--	0.11
AGB5	1.59	--	0.06
AGB6	4.38	--	1.26
AGB7	1.85	--	0.42
AGB8	1.12	--	0.04
GBK1	-0.15	-0.37	--
GBK2	0.25	0.27	--
GBK3	0.25	0.24	--
GBK4	-0.19	-0.26	--
GBK5	-0.15	-0.13	--
GBK6	-0.46	-0.54	--
GBK7	-1.64	-2.07	--
GBK8	0.37	0.54	--
GBK9	0.03	-0.01	--
GBK10	-0.95	-0.95	--

Standardized Expected Change for LAMBDA-Y

	GPI	AGB	GBK
	-----	-----	-----
GPI1	--	1.42	0.29
GPI2	--	4.67	0.30
GPI3	--	-23.28	-3.09
AGB1	-1.52	--	0.11
AGB2	-1.60	--	-0.14
AGB3	-1.22	--	-0.15
AGB4	1.03	--	0.11
AGB5	1.59	--	0.06
AGB6	4.38	--	1.26
AGB7	1.85	--	0.42
AGB8	1.12	--	0.04
GBK1	-0.15	-0.37	--
GBK2	0.25	0.27	--
GBK3	0.25	0.24	--
GBK4	-0.19	-0.26	--
GBK5	-0.15	-0.13	--
GBK6	-0.46	-0.54	--
GBK7	-1.64	-2.07	--
GBK8	0.37	0.54	--
GBK9	0.03	-0.01	--
GBK10	-0.95	-0.95	--

No Non-Zero Modification Indices for LAMBDA-X

Modification Indices for BETA

	GPI	AGB	GBK
-----	-----	-----	-----
GPI	--	--	2.25
AGB	2.20	--	--
GBK	9.29	--	--

Expected Change for BETA

	GPI	AGB	GBK
-----	-----	-----	-----
GPI	--	--	-0.18
AGB	-0.64	--	--
GBK	1.48	--	--

Standardized Expected Change for BETA

	GPI	AGB	GBK
-----	-----	-----	-----
GPI	--	--	-0.18
AGB	-0.64	--	--
GBK	1.48	--	--

Modification Indices for GAMMA

	GBP
-----	-----
GPI	2.40
AGB	--
GBK	--

Expected Change for GAMMA

	GBP
-----	-----
GPI	0.10
AGB	--
GBK	--

Standardized Expected Change for GAMMA

	GBP
-----	-----

GPI	0.10
AGB	--
GBK	--

No Non-Zero Modification Indices for PHI

Modification Indices for PSI

	GPI	AGB	GBK
-----	-----	-----	-----
GPI	--	--	--
AGB	2.20	--	--
GBK	9.29	--	--

Expected Change for PSI

	GPI	AGB	GBK
-----	-----	-----	-----
GPI	--	--	--
AGB	0.03	--	--
GBK	-0.07	--	--

Standardized Expected Change for PSI

	GPI	AGB	GBK
-----	-----	-----	-----
GPI	--	--	--
AGB	0.03	--	--
GBK	-0.07	--	--

Modification Indices for THETA-EPS

	GPI1	GPI2	GPI3	AGB1
AGB2	AGB3	-----	-----	-----
-----	-----	-----	-----	-----
--	GPI1	--	--	--
	GPI2	20.39	--	--
	GPI3	3.33	5.36	--
	AGB1	22.71	18.86	6.98
	AGB2	1.45	--	22.17
	AGB3	17.02	3.75	0.05
--	AGB4	9.99	0.78	0.08
--	AGB5	0.03	4.37	--
0.32				4.00
				0.50

AGB6	0.13	1.34	3.90	2.16	2.17
0.75					
AGB7	0.07	0.14	4.02	5.43	17.15
0.47					
AGB8	3.03	28.32	15.12	0.50	0.03
0.36					
GBK1	1.10	0.34	12.84	0.39	11.69
2.67					
GBK2	23.11	4.19	0.11	1.25	18.71
0.01					
GBK3	0.06	0.09	0.26	1.55	2.70
2.12					
GBK4	2.67	1.83	0.73	9.77	0.04
0.00					
GBK5	5.54	4.14	0.03	1.32	21.08
3.26					
GBK6	1.73	16.54	8.50	11.30	0.70
0.69					
GBK7	18.28	15.89	3.54	0.26	4.03
1.02					
GBK8	0.04	14.76	2.38	5.17	17.44
0.36					
GBK9	12.74	0.43	0.91	0.01	0.02
6.32					
GBK10	5.22	2.66	0.82	2.71	0.00
13.72					
Modification Indices for THETA-EPS					
	AGB4	AGB5	AGB6	AGB7	
AGB8	GBK1				
	-----	-----	-----	-----	-----
--					
AGB4	--				
AGB5	8.77	--			
AGB6	4.44	19.07	--		
AGB7	1.57	--	--	--	
AGB8	2.34	0.10	0.00	8.65	--
GBK1	0.95	1.27	0.13	10.16	1.29
--					
GBK2	0.13	0.01	1.97	9.60	0.30
11.16					
GBK3	5.22	0.20	8.97	0.07	4.34
4.90					
GBK4	1.00	2.82	2.00	6.05	0.07
0.00					

GBK5	2.92	0.38	3.15	3.25	9.08
1.11					
GBK6	1.71	1.73	0.34	2.46	0.33
4.73					
GBK7	10.81	2.13	0.55	6.50	0.01
0.88					
GBK8	0.51	1.43	19.97	--	0.09
0.94					
GBK9	0.93	4.00	2.98	2.18	18.23
3.73					
GBK10	9.21	--	0.77	0.58	8.57
3.48					

Modification Indices for THETA-EPS

	GBK2	GBK3	GBK4	GBK5	
GBK6	GBK7				
	-----	-----	-----	-----	-----
--					
GBK2	--				
GBK3	14.12	--			
GBK4	3.55	2.34	--		
GBK5	0.31	1.31	9.44	--	
GBK6	0.75	7.16	0.67	26.18	--
GBK7	--	6.93	18.81	10.34	14.95
--					
GBK8	7.91	2.54	--	0.49	1.78
--					
GBK9	0.01	3.21	0.11	0.05	1.95
4.78					
GBK10	6.49	1.98	0.00	0.06	1.73
1.04					

Modification Indices for THETA-EPS

	GBK8	GBK9	GBK10	
	-----	-----	-----	
GBK8	--			
GBK9	--	--		
GBK10	6.30	0.01	--	

Expected Change for THETA-EPS

	GPI1	GPI2	GPI3	AGB1	
AGB2	AGB3				
	-----	-----	-----	-----	-----
--					

GPI1	--				
GPI2	0.31	--			
GPI3	-0.24	-1.00	--		
AGB1	-0.15	0.39	0.45	--	
AGB2	0.02	--	0.38	-0.01	--
AGB3	0.09	0.11	-0.02	-0.11	0.05
--					
AGB4	-0.08	-0.06	-0.04	0.06	-0.01
--					
AGB5	0.01	-0.24	--	-0.12	-0.02
-0.02					
AGB6	-0.04	-0.33	-1.08	-0.21	-0.11
-0.09					
AGB7	-0.02	-0.06	-0.59	0.18	-0.16
-0.04					
AGB8	-0.06	-0.49	0.68	-0.03	0.00
0.02					
GBK1	-0.06	0.09	-1.09	0.05	-0.14
-0.09					
GBK2	0.07	-0.08	0.03	0.02	0.04
0.00					
GBK3	0.00	-0.01	0.05	-0.03	0.02
0.02					
GBK4	-0.08	-0.18	0.22	-0.21	0.01
0.00					
GBK5	-0.12	0.27	-0.05	0.08	0.15
-0.08					
GBK6	-0.08	-0.65	0.90	-0.28	0.03
0.05					
GBK7	0.59	-1.48	-1.34	0.10	-0.19
0.13					
GBK8	0.02	0.74	-0.57	0.23	-0.20
-0.04					
GBK9	-0.04	0.02	-0.06	0.00	0.00
0.03					
GBK10	-0.23	0.44	-0.53	0.23	0.00
-0.34					
Expected Change for THETA-EPS					
	AGB4	AGB5	AGB6	AGB7	
AGB8	GBK1				
	-----	-----	-----	-----	-----
--					
AGB4	--				
AGB5	0.14	--			
AGB6	0.25	0.96	--		

AGB7	-0.08	--	--	--	
AGB8	-0.05	0.02	0.00	0.24	--
GBK1	0.06	0.12	0.10	0.47	0.10
--					
GBK2	0.01	0.00	-0.09	-0.11	0.01
0.13					
GBK3	0.05	0.02	-0.26	-0.01	0.05
0.11					
GBK4	-0.05	0.16	0.33	0.31	-0.02
0.00					
GBK5	0.09	0.06	-0.42	-0.22	-0.22
-0.14					
GBK6	-0.09	0.15	-0.16	0.23	0.05
-0.35					
GBK7	-0.50	-0.38	0.48	0.93	0.02
0.36					
GBK8	-0.06	-0.16	1.67	--	-0.03
0.19					
GBK9	-0.01	-0.04	-0.10	-0.05	0.07
-0.06					
GBK10	0.34	--	0.42	0.22	-0.42
-0.49					
Expected Change for THETA-EPS					
	GBK2	GBK3	GBK4	GBK5	
GBK6	GBK7				
	-----	-----	-----	-----	-----
--					
GBK2	--				
GBK3	0.05	--			
GBK4	-0.06	-0.06	--		
GBK5	-0.02	-0.05	0.34	--	
GBK6	-0.03	-0.13	0.11	0.69	--
GBK7	--	-0.31	1.46	-1.00	1.46
--					
GBK8	-0.15	-0.10	--	0.11	-0.26
--					
GBK9	0.00	-0.02	-0.01	-0.01	0.04
0.22					
GBK10	-0.17	-0.11	0.01	0.05	-0.35
0.64					
Expected Change for THETA-EPS					
	GBK8	GBK9	GBK10		
	-----	-----	-----		

GBK8 --
 GBK9 -- --
 GBK10 0.81 0.01 --

Modification Indices for THETA-DELTA-EPS

	GPI1	GPI2	GPI3	AGB1
AGB2	AGB3			
	-----	-----	-----	-----
--				
GBP1	6.37	1.45	0.04	0.00
1.08				
GBP2	0.08	1.09	1.65	0.17
1.17				
GBP3	0.03	0.66	0.00	0.00
0.37				
GBP4	3.38	1.51	4.69	0.05
3.07				
GBP5	12.95	2.03	0.38	5.90
4.13				
GBP6	15.06	1.19	0.24	18.46
2.23				
GBP7	8.30	2.66	2.39	0.39
2.16				
GBP8	0.04	0.43	2.81	12.98
0.23				
GBP9	6.21	1.12	4.54	1.79
0.54				
GBP10	1.10	3.49	4.82	16.22
4.70				
GBP11	0.53	4.82	0.64	3.61
3.27				
GBP12	0.07	1.42	0.02	7.08
0.04				
GBP13	0.89	1.46	5.14	0.85
2.83				
GBP14	0.01	8.34	1.18	3.62
0.76				

Modification Indices for THETA-DELTA-EPS

	AGB4	AGB5	AGB6	AGB7
AGB8	GBK1			
	-----	-----	-----	-----
--				
GBP1	2.34	0.04	0.91	14.74
0.13				

GBP2	1.90	1.72	1.97	6.74	3.97
5.26					
GBP3	5.29	2.61	0.01	3.45	13.35
2.89					
GBP4	0.08	0.11	7.68	1.05	3.96
22.22					
GBP5	30.19	2.99	0.05	2.86	5.45
1.53					
GBP6	0.03	5.39	9.64	2.94	0.24
2.41					
GBP7	9.63	3.10	6.19	0.30	4.05
0.24					
GBP8	0.67	6.01	0.07	11.43	2.03
0.06					
GBP9	2.52	0.41	9.21	0.27	0.10
1.32					
GBP10	2.20	11.18	20.47	13.66	2.67
2.55					
GBP11	10.72	1.20	20.30	15.99	1.80
0.01					
GBP12	2.85	6.17	3.65	4.21	0.00
1.82					
GBP13	13.31	4.75	0.13	0.87	0.30
1.13					
GBP14	0.09	1.36	1.08	0.37	3.60
0.44					

Modification Indices for THETA-DELTA-EPS

	GBK2	GBK3	GBK4	GBK5
GBK6	GBK7			
	-----	-----	-----	-----
--				
GBP1	29.61	7.08	0.76	0.42
4.16				
GBP2	6.72	0.13	6.35	37.03
5.17				
GBP3	1.06	1.41	1.54	1.32
3.68				
GBP4	0.00	0.03	1.88	9.58
1.42				
GBP5	3.44	3.15	16.55	0.08
0.03				
GBP6	0.02	4.27	7.10	0.73
2.40				
GBP7	1.58	0.46	0.78	0.45
2.62				

GBP8	19.21	1.86	9.88	4.73	0.70
0.21					
GBP9	0.92	1.46	14.13	2.49	1.60
1.73					
GBP10	3.76	0.00	3.64	0.11	0.50
16.64					
GBP11	0.80	0.89	0.20	3.21	1.12
0.04					
GBP12	7.62	10.96	5.05	1.20	1.09
0.20					
GBP13	7.88	0.09	4.30	0.92	0.65
0.12					
GBP14	0.34	3.94	18.67	11.34	4.23
10.21					

Modification Indices for THETA-DELTA-EPS

	GBK8	GBK9	GBK10
	-----	-----	-----
GBP1	3.25	1.80	9.64
GBP2	0.06	2.40	0.02
GBP3	0.30	2.01	0.14
GBP4	1.62	1.70	0.09
GBP5	13.48	0.89	2.22
GBP6	1.80	3.65	0.00
GBP7	4.30	0.05	0.37
GBP8	1.92	0.40	17.28
GBP9	5.46	1.96	0.11
GBP10	45.05	13.85	1.11
GBP11	3.07	1.51	3.12
GBP12	2.40	0.01	1.51
GBP13	5.75	0.34	7.63
GBP14	6.68	0.47	1.46

Expected Change for THETA-DELTA-EPS

	GPI1	GPI2	GPI3	AGB1
AGB2	AGB3			
	-----	-----	-----	-----
--				
GBP1	-0.03	0.04	0.01	0.00
0.01				
GBP2	0.00	-0.03	0.08	0.01
0.01				
GBP3	0.00	0.03	0.00	0.00
-0.01				

GBP4	0.09	0.16	-0.53	0.01	-0.05
-0.08					
GBP5	0.11	-0.11	0.10	-0.10	0.03
-0.06					
GBP6	0.15	0.11	0.10	-0.22	0.03
0.05					
GBP7	-0.20	-0.29	-0.54	0.06	-0.06
-0.09					
GBP8	0.00	-0.04	-0.19	-0.11	0.00
-0.01					
GBP9	-0.12	0.14	-0.53	-0.09	0.01
-0.03					
GBP10	0.02	0.07	0.16	0.08	-0.02
-0.03					
GBP11	0.02	0.14	0.10	0.06	-0.01
0.04					
GBP12	0.00	-0.04	-0.01	0.05	0.00
0.00					
GBP13	-0.01	-0.05	0.17	-0.02	0.01
-0.02					
GBP14	0.00	-0.10	0.07	-0.03	-0.01
-0.01					

Expected Change for THETA-DELTA-EPS

	AGB4	AGB5	AGB6	AGB7
AGB8	AGB1			
	-----	-----	-----	-----
--				
GBP1	0.02	0.00	0.06	0.12
0.01				
GBP2	-0.02	-0.03	-0.08	-0.08
-0.07				
GBP3	0.03	0.04	0.00	-0.06
-0.05				
GBP4	0.01	0.03	0.62	-0.12
0.59				
GBP5	0.18	0.10	0.03	-0.13
-0.10				
GBP6	-0.01	-0.17	-0.55	0.16
-0.16				
GBP7	0.23	0.22	0.78	-0.09
0.09				
GBP8	0.02	0.10	-0.03	0.19
-0.01				
GBP9	0.08	0.06	0.68	-0.06
0.15				

GBP10	-0.02	0.09	0.31	-0.13	-0.03
-0.06					
GBP11	-0.09	-0.05	-0.50	0.24	-0.05
0.01					
GBP12	-0.03	-0.06	-0.12	-0.07	0.00
0.05					
GBP13	0.06	0.06	0.02	-0.03	-0.01
-0.04					
GBP14	0.00	-0.03	0.06	-0.02	-0.04
0.02					

Expected Change for THETA-DELTA-EPS

	GBK2	GBK3	GBK4	GBK5
GBK6	GBK7			
-----	-----	-----	-----	-----
--				
GBP1	-0.05	-0.03	0.03	-0.02
-0.16				
GBP2	0.02	0.00	0.07	0.16
-0.16				
GBP3	0.01	0.01	-0.03	0.03
0.14				
GBP4	0.00	-0.01	-0.14	-0.33
0.35				
GBP5	0.04	0.04	-0.27	0.02
-0.03				
GBP6	0.00	0.06	-0.22	-0.07
0.36				
GBP7	0.05	0.04	0.13	0.10
0.67				
GBP8	-0.06	-0.02	0.15	-0.11
-0.06				
GBP9	0.03	0.05	-0.40	-0.17
0.39				
GBP10	-0.02	0.00	-0.06	-0.01
-0.37				
GBP11	-0.01	-0.02	0.02	0.10
-0.03				
GBP12	0.02	0.04	-0.07	0.03
-0.04				
GBP13	0.03	0.00	0.07	0.03
-0.03				
GBP14	0.00	0.02	0.12	-0.10
0.25				

Expected Change for THETA-DELTA-EPS

	GBK8	GBK9	GBK10
-----	-----	-----	-----
GBP1	0.08	0.01	0.18
GBP2	-0.01	0.01	0.01
GBP3	-0.02	-0.01	0.02
GBP4	0.19	-0.03	-0.06
GBP5	-0.36	0.01	-0.20
GBP6	-0.16	0.04	0.00
GBP7	-0.45	-0.01	0.18
GBP8	0.10	-0.01	0.41
GBP9	-0.36	0.04	0.07
GBP10	0.31	-0.03	-0.07
GBP11	-0.13	0.02	-0.19
GBP12	-0.07	0.00	0.07
GBP13	-0.11	0.00	-0.18
GBP14	-0.11	0.00	0.07

Modification Indices for THETA-DELTA

	GBP1	GBP2	GBP3	GBP4
GBP5	GBP6			
-----	-----	-----	-----	-----
--				
GBP1	--			
GBP2	9.95	--		
GBP3	0.03	--	--	
GBP4	--	15.44	3.47	--
GBP5	2.92	12.18	9.44	--
GBP6	0.77	17.30	4.09	1.67
--				
GBP7	9.49	3.92	0.63	7.85
--				
GBP8	12.76	2.12	0.06	4.05
7.16				
GBP9	2.88	0.20	3.49	0.31
0.01				
GBP10	0.74	0.03	3.02	17.70
1.43				
GBP11	0.57	8.58	10.79	0.78
5.81				
GBP12	8.35	1.27	0.89	0.04
7.55				
GBP13	1.28	0.05	11.59	3.98
14.48				
GBP14	11.12	0.12	3.01	0.12
0.84				

Modification Indices for THETA-DELTA						
GBP11	GBP7	GBP8	GBP9	GBP10	GBP12	
	-----	-----	-----	-----	-----	-----
--						
GBP7	--					
GBP8	0.29	--				
GBP9	7.45	5.33	--			
GBP10	0.86	--	3.17	--		
GBP11	0.05	1.54	10.97	1.33	--	
GBP12	7.53	0.16	--	0.29	0.01	
--						
GBP13	5.99	0.26	4.74	1.54	--	
--						
GBP14	2.84	11.67	0.87	1.44	0.19	
27.97						

Modification Indices for THETA-DELTA

GBP13	GBP14
-----	-----
GBP13	--
GBP14	0.00 --

Expected Change for THETA-DELTA

GBP5	GBP1	GBP2	GBP3	GBP4	GBP6	
	-----	-----	-----	-----	-----	-----
--						
GBP1	--					
GBP2	0.02	--				
GBP3	0.00	--	--			
GBP4	--	-0.10	0.05	--		
GBP5	-0.03	-0.06	0.05	--	--	
GBP6	0.02	-0.08	0.04	0.11	0.20	
--						
GBP7	-0.12	-0.07	0.03	0.41	0.43	
--						
GBP8	0.05	-0.02	0.00	-0.10	-0.05	
0.10						
GBP9	-0.05	-0.01	-0.05	0.06	0.19	
-0.01						
GBP10	-0.01	0.00	-0.01	0.14	-0.04	
-0.03						

GBP11	-0.01	0.04	-0.04	-0.05	0.06
-0.10					
GBP12	-0.02	0.01	-0.01	0.01	0.02
0.06					
GBP13	-0.01	0.00	0.03	-0.06	0.02
-0.09					
GBP14	-0.03	0.00	-0.01	0.01	0.01
0.02					

Expected Change for THETA-DELTA

GBP11	GBP7	GBP8	GBP9	GBP10	GBP12	
	-----	-----	-----	-----	-----	-----
--						
GBP7	--					
GBP8	0.04	--				
GBP9	0.40	-0.11	--			
GBP10	-0.04	--	0.06	--		
GBP11	-0.02	-0.03	0.17	0.02	--	
GBP12	-0.11	-0.01	--	0.00	0.00	
--						
GBP13	0.11	0.01	-0.08	0.01	--	
--						
GBP14	0.07	0.04	-0.03	-0.01	-0.01	
0.04						

Expected Change for THETA-DELTA

GBP13	GBP14
-----	-----
GBP13	--
GBP14	0.00 --

Maximum Modification Index is 45.05 for Element (10,19) of THETA DELTA-EPSILON

Analisa Structural Model

Standardized Solution

LAMBDA-Y

	GPI	AGB	GBK
	-----	-----	-----
GPI1	0.54	--	--
GPI2	2.00	--	--

GPI3	3.96	--	--
AGB1	--	1.35	--
AGB2	--	0.52	--
AGB3	--	0.76	--
AGB4	--	0.58	--
AGB5	--	1.09	--
AGB6	--	2.74	--
AGB7	--	1.99	--
AGB8	--	1.27	--
GBK1	--	--	1.78
GBK2	--	--	0.52
GBK3	--	--	0.49
GBK4	--	--	1.03
GBK5	--	--	0.73
GBK6	--	--	1.20
GBK7	--	--	5.41
GBK8	--	--	3.53
GBK9	--	--	0.53
GBK10	--	--	2.31

LAMBDA-X

GBP	

GBP1	0.42
GBP2	0.42
GBP3	0.31
GBP4	1.65
GBP5	0.43
GBP6	1.11
GBP7	1.47
GBP8	0.66
GBP9	1.02
GBP10	0.51
GBP11	0.78
GBP12	0.29
GBP13	0.21
GBP14	0.22

BETA

	GPI	AGB	GBK

GPI	--	1.02	--
AGB	--	--	0.91
GBK	--	--	--

GAMMA

GBP	

GPI	--
AGB	0.00
GBK	0.86

Correlation Matrix of ETA and KSI

	GPI	AGB	GBK	GBP

GPI	1.00			
AGB	1.02	1.00		
GBK	0.94	0.92	1.00	
GBP	0.81	0.79	0.86	1.00

PSI

Note: This matrix is diagonal.

	GPI	AGB	GBK

	-0.05	0.16	0.26

Regression Matrix ETA on KSI (Standardized)

GBP	

GPI	0.81
AGB	0.79
GBK	0.86

Time used: 0.828 Seconds

APPENDIX E **MEASUREMENT MODEL RESULTS** **BEFORE MODIFICATION**

1. Green Brand Positioning

DA NI=14 NO=315 MA=CM

LA

GBP1 GBP2 GBP3 GBP4 GBP5 GBP6 GBP7 GBP8

GBP9 GBP10 GBP11 GBP12 GBP13 GBP14

CM FI='D:\7 semester\DATA SKRIPSI

FIXED\GBP\DATA.COV'

SE

1 2 3 4 5 6 7 8 9 10 11 12 13 14 /

MO NX=14 NK=1 LX=FU,FI TD=SY,FI PH=SY,FR

LK

GBP

FR LX 1 1 LX 2 1 LX 3 1 LX 4 1 LX 5 1 LX 6 1 LX 7

1 LX 8 1 LX 9 1 LX 10 1 LX 11 1 LX 12 1 LX 13 1

LX 14 1

FR TD 1 1 TD 2 2 TD 3 3 TD 4 4 TD 5 5 TD 6 6 TD 7

7 TD 8 8 TD 9 9 TD 10 10 TD 11 11 TD 12 12 TD 13

13 TD 14 14

PD

OU MI FS SS

Number of Input Variables 14

Number of Y - Variables 0

Number of X - Variables 14

Number of ETA - Variables 0

Number of KSI - Variables 1

Number of Observations 315

Covariance Matrix

	GBP1	GBP2	GBP3	GBP4
GBP5				
GBP6				

GBP1	0.69					
GBP2	1.30	6.78				
GBP3	1.96	7.25	25.85			
GBP4	0.63	3.05	5.78	2.48		
GBP5	0.29	0.89	2.40	0.68	0.43	
GBP6	0.49	1.62	3.00	0.95	0.44	1.02

GBP7	0.28	1.18	2.23	0.78	0.31
GBP8	0.56	2.11	3.97	1.37	0.54
GBP9	1.50	5.57	9.37	3.63	1.21
GBP10	1.10	4.25	7.17	2.84	0.84
GBP11	0.66	2.25	5.66	1.69	0.68
GBP12	0.88	3.58	5.16	2.22	0.68
GBP13	0.33	1.00	2.00	0.70	0.30
GBP14	0.28	0.95	1.83	0.61	0.26

Covariance Matrix

	GBP7	GBP8	GBP9	GBP10	
GBP11					
GBP12					
GBP7	0.97				
GBP8	0.88	2.88			
GBP9	1.77	4.29	17.84		
GBP10	1.04	2.33	7.60	6.78	
GBP11	0.68	1.26	3.65	2.76	2.34
GBP12	0.94	1.80	5.18	3.82	2.11
GBP13	0.33	0.54	1.20	0.83	0.65
GBP14	0.35	0.51	1.07	0.89	0.64

Covariance Matrix

	GBP13	GBP14
GBP13	0.43	
GBP14	0.31	0.49

Parameter Specifications

LAMBDA-X

GBP

GBP1	1
GBP2	2
GBP3	3
GBP4	4
GBP5	5
GBP6	6
GBP7	7
GBP8	8
GBP9	9
GBP10	10
GBP11	11
GBP12	12
GBP13	13
GBP14	14

THETA-DELTA

	GBP1	GBP2	GBP3	GBP4		
GBP5	GBP6					
	-----	-----	-----	-----		
--						
	15	16	17	18	19	20

THETA-DELTA

	GBP7	GBP8	GBP9	GBP10		
GBP11	GBP12					
	-----	-----	-----	-----		
--						
	21	22	23	24	25	26

THETA-DELTA

GBP13	GBP14
-----	-----
27	28

Number of Iterations = 11

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

GBP

GBP1	0.55
	(0.04)
	12.99
GBP2	2.00
	(0.13)
	15.93
GBP3	3.94
	(0.24)
	16.11
GBP4	1.34
	(0.07)
	18.60
GBP5	0.51
	(0.03)
	16.20
GBP6	0.78
	(0.05)
	15.97
GBP7	0.62
	(0.05)
	12.10
GBP8	1.08
	(0.09)
	12.32
GBP9	2.77
	(0.22)
	12.83
GBP10	1.98
	(0.13)
	15.71
GBP11	1.27
	(0.07)
	17.95
GBP12	1.66
	(0.12)
	13.86
GBP13	0.52
	(0.03)
	16.74
GBP14	0.50
	(0.03)
	14.27

PHI

GBP

	1.00				
	THETA-DELTA				
	GBP1	GBP2	GBP3	GBP4	
GBP5	GBP6				
	-----	-----	-----	-----	-----
--					
	0.39	2.78	10.37	0.68	0.17
0.42	(0.03)	(0.24)	(0.90)	(0.06)	(0.01)
(0.04)					
	12.01	11.56	11.52	10.76	11.50
11.55					

	THETA-DELTA				
	GBP7	GBP8	GBP9	GBP10	
GBP11	GBP12				
	-----	-----	-----	-----	-----
--					
	0.59	1.72	10.19	2.86	0.72
2.97	(0.05)	(0.14)	(0.85)	(0.25)	(0.07)
(0.25)					
	12.10	12.08	12.02	11.60	11.01
11.90					

	THETA-DELTA	
	GBP13	GBP14
	-----	-----
	0.16	0.24
	(0.01)	(0.02)
	11.37	11.85

Squared Multiple Correlations for X - Variables

	GBP1	GBP2	GBP3	GBP4	
GBP5	GBP6				
	-----	-----	-----	-----	-----
--					
	0.44	0.59	0.60	0.72	0.60
0.59					

Squared Multiple Correlations for X - Variables

	GBP7	GBP8	GBP9	GBP10
GBP11	GBP12			

	-----	-----	-----	-----	-----
--					
	0.39	0.40	0.43	0.58	0.69
0.48					

Squared Multiple Correlations for X - Variables

	GBP13	GBP14
	-----	-----
	0.63	0.50

Goodness of Fit Statistics

Degrees of Freedom = 77

Minimum Fit Function Chi-Square = 630.99

(P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 614.11 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 537.11

90 Percent Confidence Interval for NCP = (461.88 ; 619.82)

Minimum Fit Function Value = 2.01

Population Discrepancy Function Value (F0) = 1.71

90 Percent Confidence Interval for F0 = (1.47 ; 1.97)

Root Mean Square Error of Approximation (RMSEA) = 0.15

90 Percent Confidence Interval for RMSEA = (0.14 ; 0.16)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 2.13

90 Percent Confidence Interval for ECVI = (1.89 ; 2.40)

ECVI for Saturated Model = 0.67

ECVI for Independence Model = 27.70

Chi-Square for Independence Model with 91 Degrees of Freedom = 8670.22

Independence AIC = 8698.22
 Model AIC = 670.11
 Saturated AIC = 210.00
 Independence CAIC = 8764.76
 Model CAIC = 803.19
 Saturated CAIC = 709.02

 Normed Fit Index (NFI) = 0.93
 Non-Normed Fit Index (NNFI) = 0.92
 Parsimony Normed Fit Index (PNFI) =
 0.78
 Comparative Fit Index (CFI) = 0.94
 Incremental Fit Index (IFI) = 0.94
 Relative Fit Index (RFI) = 0.91

 Critical N (CN) = 55.13

 Root Mean Square Residual (RMR) =
 0.37
 Standardized RMR = 0.062
 Goodness of Fit Index (GFI) = 0.78
 Adjusted Goodness of Fit Index (AGFI) =
 0.70
 Parsimony Goodness of Fit Index (PGFI) =
 0.57

 GBP LENGKAP

 Modification Indices and Expected Change

 No Non-Zero Modification Indices for LAMBDA-X

 No Non-Zero Modification Indices for PHI

 Modification Indices for THETA-DELTA

	GBP1	GBP2	GBP3	GBP4
GBP5	GBP6			
--	-----	-----	-----	-----
GBP1	--			
GBP2	13.89	--		
GBP3	3.52	5.15	--	
GBP4	16.01	30.25	14.90	--
GBP5	0.28	13.87	31.75	0.19
				--

GBP6	8.73	1.28	0.30	12.40	7.37
--					
GBP7	4.32	0.62	2.21	2.46	0.04
69.29					
GBP8	0.37	0.16	1.48	1.91	0.12
0.13					
GBP9	0.02	0.02	7.87	0.28	8.87
0.80					
GBP10	0.04	3.97	4.96	7.63	22.27
4.28					
GBP11	1.64	17.16	23.13	0.09	2.77
0.77					
GBP12	0.28	2.83	22.79	0.02	20.40
8.10					
GBP13	10.10	2.26	0.92	0.00	15.57
1.83					
GBP14	0.04	1.04	2.14	6.44	0.01
1.44					

Modification Indices for THETA-DELTA

	GBP7	GBP8	GBP9	GBP10
GBP11	GBP12			
--	-----	-----	-----	-----
GBP7	--			
GBP8	15.26	--		
GBP9	0.25	33.48	--	
GBP10	6.89	2.85	55.32	--
GBP11	10.08	3.70	0.98	11.01
GBP12	1.43	0.01	3.85	11.94
--				0.00
GBP13	0.11	1.03	13.62	35.15
18.37				0.94
GBP14	3.92	0.58	12.79	4.75
9.33				0.26

Modification Indices for THETA-DELTA

	GBP13	GBP14
GBP13	GBP14	
--	-----	-----
GBP13	--	
GBP14	23.04	--

Expected Change for THETA-DELTA

GBP5	GBP1 GBP6	GBP2	GBP3	GBP4	
----	-----	-----	-----	-----	-----
--					
GBP1	--				
GBP2	0.23	--			
GBP3	-0.23	-0.76	--		
GBP4	-0.13	0.49	0.67	--	
GBP5	0.01	-0.16	0.47	-0.01	--
GBP6	0.07	0.08	-0.07	-0.12	0.05

--					
GBP7	-0.06	-0.06	-0.22	-0.06	0.00
0.25					
GBP8	-0.03	-0.05	-0.31	-0.09	-0.01
-0.02					
GBP9	-0.02	0.04	-1.74	-0.09	-0.24
-0.11					
GBP10	0.01	0.35	-0.75	0.25	-0.20
-0.14					
GBP11	-0.04	-0.37	0.84	-0.01	0.04
-0.03					
GBP12	-0.03	0.29	-1.61	-0.01	-0.20
-0.19					
GBP13	0.05	-0.06	-0.08	0.00	0.04
-0.02					
GBP14	0.00	-0.05	-0.14	-0.07	0.00
0.02					

Expected Change for THETA-DELTA

GBP11	GBP7 GBP12	GBP8	GBP9	GBP10	
----	-----	-----	-----	-----	-----
--					
GBP7	--				
GBP8	0.23	--			
GBP9	0.07	1.43	--		
GBP10	-0.20	0.22	2.41	--	
GBP11	-0.13	-0.13	0.17	0.30	--
GBP12	-0.09	0.01	0.64	0.61	0.00

--					
GBP13	0.01	-0.03	-0.29	-0.25	-0.02
0.18					
GBP14	0.04	-0.03	-0.33	-0.11	0.01
0.16					

Expected Change for THETA-DELTA

GBP13	GBP14	
-----	-----	-----
GBP13	--	
GBP14	0.06	--

Maximum Modification Index is 69.29 for Element (7, 6) of THETA-DELTA

GBP LENGKAP

Factor Scores Regressions

GBP5	GBP1 GBP6	GBP2	GBP3	GBP4	
-----	-----	-----	-----	-----	-----
--					
GBP	0.07	0.04	0.02	0.10	0.15
0.10					

GBP11	GBP7 GBP12	GBP8	GBP9	GBP10	
-----	-----	-----	-----	-----	-----
--					
GBP	0.05	0.03	0.01	0.04	0.09
0.03					

GBP13	GBP14	
-----	-----	-----
GBP	0.17	0.10

Standardized Solution

LAMBDA-X

GBP	
-----	-----
GBP1	0.55
GBP2	2.00
GBP3	3.94
GBP4	1.34

GBP5 0.51
 GBP6 0.78
 GBP7 0.62
 GBP8 1.08
 GBP9 2.77
 GBP10 1.98
 GBP11 1.27
 GBP12 1.66
 GBP13 0.52
 GBP14 0.50

PHI

GBP

1.00

Time used: 0.031 Seconds

2. Green Brand Knowledge

DA NI=10 NO=315 MA=CM

LA

GBK1 GBK2 GBK3 GBK4 GBK5 GBK6 GBK7 GBK8
GBK9 GBK10

CM FI='D:7 semester\DATA SKRIPSI
FIXED\GBK\DATA.COV'

SE

1 2 3 4 5 6 7 8 9 10/

MO NY=10 NE=1 LY=FU,FI TE=SY,FI PS=DI,FR

LE

GBK

FR LY 1 1 LY 2 1 LY 3 1 LY 4 1 LY 5 1 LY 6 1 LY 7 1 LY
8 1 LY 9 1 LY 10 1

FR TE 1 1 TE 2 2 TE 3 3 TE 4 4 TE 5 5 TE 6 6 TE 7 7 TE 8
8 TE 9 9 TE 10 10

PD

OU MI FS SS

Number of Input Variables 10

Number of Y - Variables 10

Number of X - Variables 0

Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 315

GBK LENGKAP

Covariance Matrix

	GBK1	GBK2	GBK3	GBK4
GBK5	2.97	1.08	1.32	7.13
GBK6	0.54	0.39	0.66	3.06
GBK7	2.66	1.83	2.55	14.10
GBK8	0.40	0.27	0.47	2.07
GBK9	0.47	0.55	0.62	1.94
GBK10	0.30	0.40	0.50	1.56

Covariance Matrix

	GBK7	GBK8	GBK9	GBK10
GBK7	15.21			
GBK8	1.22	0.30		
GBK9	1.13	0.21	0.33	
GBK10	0.90	0.15	0.22	0.26

GBK LENGKAP

Parameter Specifications

LAMBDA-Y

GBK	
GBK1	0
GBK2	1
GBK3	2
GBK4	3
GBK5	4
GBK6	5
GBK7	6

GBK8	7
GBK9	8
GBK10	9

PSI

GBK

10

THETA-EPS

GBK1	GBK2	GBK3	GBK4
GBK5	GBK6		
-----	-----	-----	-----
11	12	13	14
15			

16

THETA-EPS

GBK7	GBK8	GBK9	GBK10
-----	-----	-----	
17	18	19	20

GBK LENGKAP

Number of Iterations = 12

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

GBK	

GBK1	1.08
GBK2	0.80
	(0.10)
	8.14
GBK3	1.28
	(0.13)
	9.65
GBK4	5.54
	(0.47)

	11.91
GBK5	3.70
	(0.30)
	12.52
GBK6	0.55
	(0.04)
	12.31
GBK7	2.48
	(0.25)
	9.83
GBK8	0.40
	(0.04)
	11.04
GBK9	0.44
	(0.04)
	11.30
GBK10	0.33
	(0.03)
	9.80

Covariance Matrix of ETA

GBK

1.00

PSI

GBK

1.00
(0.17)
6.03

THETA-EPS

GBK1	GBK2	GBK3	GBK4
GBK5	GBK6		
-----	-----	-----	-----
1.80	1.83	2.57	15.36
4.12			

0.11

(0.15)	(0.15)	(0.22)	(1.44)
(0.44)	(0.01)		
11.93	12.21	11.95	10.66
9.41	9.96		

THETA-EPS

GBK7	GBK8	GBK9	GBK10
9.04	0.14	0.14	0.16
(0.76)	(0.01)	(0.01)	(0.01)
11.90	11.42	11.26	11.91

Squared Multiple Correlations for Y - Variables

GBK5	GBK1 GBK6	GBK2	GBK3	GBK4
------	--------------	------	------	------

0.73	0.39	0.26	0.39	0.67	0.77
------	------	------	------	------	------

Squared Multiple Correlations for Y - Variables

GBK7	GBK8	GBK9	GBK10
0.41	0.54	0.58	0.40

Goodness of Fit Statistics

Degrees of Freedom = 35
 Minimum Fit Function Chi-Square = 416.53 (P = 0.0)
 Normal Theory Weighted Least Squares Chi-Square = 449.15 (P = 0.0)
 Estimated Non-centrality Parameter (NCP) = 414.15
 90 Percent Confidence Interval for NCP = (349.48 ; 486.26)
 Minimum Fit Function Value = 1.33
 Population Discrepancy Function Value (F0) = 1.32
 90 Percent Confidence Interval for F0 = (1.11 ; 1.55)

Root Mean Square Error of Approximation (RMSEA) = 0.19
 90 Percent Confidence Interval for RMSEA = (0.18 ; 0.21)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 1.56

90 Percent Confidence Interval for ECVI = (1.35 ; 1.79)

ECVI for Saturated Model = 0.35
 ECVI for Independence Model = 12.37

Chi-Square for Independence Model with 45 Degrees of Freedom = 3863.84
 Independence AIC = 3883.84
 Model AIC = 489.15
 Saturated AIC = 110.00
 Independence CAIC = 3931.37
 Model CAIC = 584.20
 Saturated CAIC = 371.39

Normed Fit Index (NFI) = 0.89
 Non-Normed Fit Index (NNFI) = 0.87

Parsimony Normed Fit Index (PNFI) = 0.69

Comparative Fit Index (CFI) = 0.90
 Incremental Fit Index (IFI) = 0.90
 Relative Fit Index (RFI) = 0.86

Critical N (CN) = 44.23

Root Mean Square Residual (RMR) = 0.42

Standardized RMR = 0.077
 Goodness of Fit Index (GFI) = 0.78
 Adjusted Goodness of Fit Index (AGFI) = 0.65

Parsimony Goodness of Fit Index (PGFI) = 0.49

GBK LENGKAP

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	GBK1	GBK2	GBK3	GBK4	GBK5	GBK6
	-----	-----	-----	-----	-----	-----
GBK1	--					
GBK2	4.80	--				
GBK3	0.23	18.26	--			
GBK4	18.84	27.23	8.08	--		
GBK5	0.01	8.87	10.22	33.40	--	
GBK6	5.50	4.76	1.54	0.37	57.08	--
GBK7	0.02	0.52	5.79	0.32	0.20	6.79
GBK8	2.26	3.72	1.68	5.14	3.83	0.22
GBK9	0.02	58.87	4.22	47.06	31.66	2.54
GBK10	3.18	21.27	6.11	9.67	29.54	14.25

Modification Indices for THETA-EPS

	GBK7	GBK8	GBK9	GBK10
	-----	-----	-----	-----
GBK7	--			
GBK8	14.94	--		
GBK9	0.76	19.47	--	
GBK10	2.15	5.62	100.16	--

Expected Change for THETA-EPS

	GBK1	GBK2	GBK3	GBK4	GBK5	GBK6
	-----	-----	-----	-----	-----	-----
GBK1	--					
GBK2	4.80	--				
GBK3	0.23	18.26	--			
GBK4	18.84	27.23	8.08	--		
GBK5	0.01	8.87	10.22	33.40	--	
GBK6	5.50	4.76	1.54	0.37	57.08	--
GBK7	0.02	0.52	5.79	0.32	0.20	6.79
GBK8	2.26	3.72	1.68	5.14	3.83	0.22
GBK9	0.02	58.87	4.22	47.06	31.66	2.54
GBK10	3.18	21.27	6.11	9.67	29.54	14.25

GBK1	--				
GBK2	0.23	--			
GBK3	-0.06	0.54	--		
GBK4	1.45	-1.73	1.14	--	
GBK5	-0.02	-0.55	-0.71	3.56	--
GBK6	-0.07	-0.06	-0.04	0.06	0.42
GBK7	-0.03	-0.17	-0.69	0.42	-0.19
GBK8	-0.05	-0.06	-0.05	-0.22	-0.11
GBK9	0.00	0.23	0.08	-0.67	-0.31
GBK10	-0.06	0.15	0.09	-0.31	-0.30

Expected Change for THETA-EPS

	GBK7	GBK8	GBK9	GBK10
	-----	-----	-----	-----
GBK7	--			
GBK8	0.26	--		
GBK9	0.06	0.04	--	
GBK10	0.10	0.02	0.09	--

Maximum Modification Index is 100.16 for Element (10, 9) of THETA-EPS

GBK LENGKAP

Factor Scores Regressions

ETA

	GBK1	GBK2	GBK3	GBK4	GBK5	GBK6
	-----	-----	-----	-----	-----	-----
GBK1	--					
GBK2	0.23	--				
GBK3	-0.06	0.54	--			
GBK4	1.45	-1.73	1.14	--		
GBK5	-0.02	-0.55	-0.71	3.56	--	
GBK6	-0.07	-0.06	-0.04	0.06	0.42	--
GBK7	-0.03	-0.17	-0.69	0.42	-0.19	-0.17
GBK8	-0.05	-0.06	-0.05	-0.22	-0.11	0.00
GBK9	0.00	0.23	0.08	-0.67	-0.31	-0.01
GBK10	-0.06	0.15	0.09	-0.31	-0.30	-0.03

ETA

	GBK7	GBK8	GBK9	GBK10
	-----	-----	-----	-----
GBK7	--			
GBK8	0.26	--		
GBK9	0.06	0.04	--	
GBK10	0.10	0.02	0.09	--

GBK 0.02 0.20 0.22 0.14

GBK LENGKAP

Standardized Solution

LAMBDA-Y

GBK

GBK1 1.08
GBK2 0.80
GBK3 1.28
GBK4 5.54
GBK5 3.70
GBK6 0.55
GBK7 2.48
GBK8 0.40
GBK9 0.44
GBK10 0.33

Correlation Matrix of ETA

GBK

1.00

PSI

GBK

1.00

Time used: 0.016 Seconds

OU MI FS SS

3. Attitude toward Green Brand

AGB LENGKAP

DA NI=8 NO=315 MA=CM

LA

AGB1 AGB2 AGB3 AGB4 AGB5 AGB6 AGB7
AGB8

CM FI='D:\7 semester\DATA SKRIPSI
FIXED\AGB\DATA.COV'

SE

1 2 3 4 5 6 7 8/

MO NY=8 NE=1 LY=FU,FI TE=SY,FI PS=DI,FR

LE

AGB

FR LY 1 1 LY 2 1 LY 3 1 LY 4 1 LY 5 1 LY 6 1 LY
7 1 LY 8 1

FR TE 1 1 TE 2 2 TE 3 3 TE 4 4 TE 5 5 TE 6 6 TE 7 7
TE 8 8

PD

OU MI FS SS

AGB LENGKAP

Number of Input Variables 8

Number of Y - Variables 8

Number of X - Variables 0

Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 315

AGB LENGKAP

Covariance Matrix

AGB1 AGB2 AGB3 AGB4
AGB5 AGB6

--
AGB1 4.31
AGB2 0.72 0.89
AGB3 1.95 0.70 2.34
AGB4 2.81 1.10 1.93 5.73
AGB5 1.01 0.24 0.83 1.03 0.79
AGB6 1.73 0.61 1.14 1.90 0.58
2.81
AGB7 0.94 0.19 0.54 0.71 0.32
0.57
AGB8 1.24 0.39 0.77 1.12 0.49
0.93

Covariance Matrix

	AGB7	AGB8				
	-----	-----				
AGB7	0.41					
AGB8	0.42	1.02				

AGB LENGKAP

Parameter Specifications

LAMBDA-Y

	AGB

AGB1	0
AGB2	1
AGB3	2
AGB4	3
AGB5	4
AGB6	5
AGB7	6
AGB8	7

PSI

	AGB

	8

THETA-EPS

	AGB1	AGB2	AGB3	AGB4
AGB5	AGB6			
	-----	-----	-----	-----
--				
	9	10	11	12
				13
				14

THETA-EPS

	AGB7	AGB8
	-----	-----
	15	16

AGB LENGKAP

Number of Iterations = 6

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

	AGB

AGB1	1.70
AGB2	0.48
	(0.05)
	9.22
AGB3	1.14
	(0.08)
	14.45
AGB4	1.61
	(0.13)
	12.72
AGB5	0.63
	(0.05)
	13.46
AGB6	1.08
	(0.09)
	12.14
AGB7	0.51
	(0.03)
	15.92
AGB8	0.76
	(0.05)
	14.69

Covariance Matrix of ETA

	AGB

	1.00

PSI

	AGB

	1.00
	(0.12)
	8.59

THETA-EPS

AGB5	AGB1 AGB6	AGB2	AGB3	AGB4
--	-----	-----	-----	-----
1.63	1.43	0.66	1.05	3.14
(0.14)	(0.15)	(0.05)	(0.10)	(0.27)
11.62	9.81	12.12	10.90	11.47
				11.26

THETA-EPS

AGB7	AGB8
-----	-----
0.15	0.44
(0.01)	(0.04)
10.13	10.80

Squared Multiple Correlations for Y - Variables

AGB5	AGB1 AGB6	AGB2	AGB3	AGB4
--	-----	-----	-----	-----
0.42	0.67	0.26	0.55	0.45
				0.49

Squared Multiple Correlations for Y - Variables

AGB7	AGB8
-----	-----
0.64	0.57

Goodness of Fit Statistics

Degrees of Freedom = 20
Minimum Fit Function Chi-Square = 115.59
(P = 0.00)
Normal Theory Weighted Least Squares Chi-Square = 112.45 (P = 0.00)
Estimated Non-centrality Parameter (NCP) = 92.45
90 Percent Confidence Interval for NCP = (62.84 ; 129.59)

Minimum Fit Function Value = 0.36
Population Discrepancy Function Value (F0) = 0.29

90 Percent Confidence Interval for F0 = (0.20 ; 0.41)

Root Mean Square Error of Approximation (RMSEA) = 0.12

90 Percent Confidence Interval for RMSEA = (0.099 ; 0.14)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.00

Expected Cross-Validation Index (ECVI) = 0.45

90 Percent Confidence Interval for ECVI = (0.36 ; 0.57)

ECVI for Saturated Model = 0.23

ECVI for Independence Model = 7.31

Chi-Square for Independence Model with 28 Degrees of Freedom = 2307.28

Independence AIC = 2323.28

Model AIC = 144.45

Saturated AIC = 72.00

Independence CAIC = 2361.40

Model CAIC = 220.70

Saturated CAIC = 243.55

Normed Fit Index (NFI) = 0.95

Non-Normed Fit Index (NNFI) = 0.94

Parsimony Normed Fit Index (PNFI) = 0.68

Comparative Fit Index (CFI) = 0.96

Incremental Fit Index (IFI) = 0.96

Relative Fit Index (RFI) = 0.93

Critical N (CN) = 104.35

Root Mean Square Residual (RMR) = 0.090

Standardized RMR = 0.051

Goodness of Fit Index (GFI) = 0.92

Adjusted Goodness of Fit Index (AGFI) = 0.85

Parsimony Goodness of Fit Index (PGFI) = 0.51

AGB LENGKAP

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

Modification Indices for THETA-EPS

	AGB1	AGB2	AGB3	AGB4	
AGB5	AGB6				
--					
AGB1	--				
AGB2	4.56	--			
AGB3	0.19	12.95	--		
AGB4	0.65	18.42	1.27	--	
AGB5	2.99	5.46	14.34	0.21	--
AGB6	2.55	2.54	2.02	1.74	6.41
--					
AGB7	15.91	15.32	6.30	13.56	0.09
0.60					
AGB8	1.90	0.51	8.91	3.17	0.78
7.02					

Modification Indices for THETA-EPS

	AGB7	AGB8
	-----	-----
AGB7	--	
AGB8	5.95	--

Expected Change for THETA-EPS

	AGB1	AGB2	AGB3	AGB4	
AGB5	AGB6				
--					
AGB1	--				
AGB2	-0.14	--			
AGB3	0.04	0.19	--		
AGB4	0.12	0.37	0.13	--	
AGB5	-0.09	-0.07	0.16	0.03	--

AGB6	-0.17	0.10	-0.12	0.19	-0.13
--					
AGB7	0.15	-0.08	-0.07	-0.17	0.01
0.03					
AGB8	-0.08	0.02	-0.14	-0.14	0.02
0.15					

Expected Change for THETA-EPS

	AGB7	AGB8
	-----	-----
AGB7	--	
AGB8	0.04	--

Maximum Modification Index is 18.42 for Element (4, 2) of THETA-EPS

AGB LENGKAP

Factor Scores Regressions

ETA

	AGB1	AGB2	AGB3	AGB4
AGB5	AGB6			
--				
AGB	0.12	0.07	0.11	0.05
0.07				0.15

ETA

	AGB7	AGB8
	-----	-----
AGB	0.34	0.17

AGB LENGKAP

Standardized Solution

LAMBDA-Y

	AGB

AGB1	1.70
AGB2	0.48
AGB3	1.14

AGB4 1.61
 AGB5 0.63
 AGB6 1.08
 AGB7 0.51
 AGB8 0.76

Correlation Matrix of ETA

AGB

1.00

PSI

AGB

1.00

Time used: 0.016 Seconds

4. Green Purchase Intention

DA NI=3 NO=315 MA=CM

LA

GPI1 GPI2 GPI3

CM FI='D:\7 semester\DATA SKRIPSI
 FIXED\GPI\DATA.COV'

SE

1 2 3/

MO NY=3 NE=1 LY=FU,FI TE=SY,FI
 PS=DI,FR

LE

GPI

FR LY 1 1 LY 2 1 LY 3 1

FR TE 1 1 TE 2 2 TE 3 3

PD

OU MI FS SS

DA NI=3 NO=315 MA=CM

Number of Input Variables 3

Number of Y - Variables 3

Number of X - Variables 0

Number of ETA - Variables 1

Number of KSI - Variables 0

Number of Observations 315

DA NI=3 NO=315 MA=CM

Covariance Matrix

GPI1 GPI2 GPI3

GPI1 0.27

GPI2 0.15 0.25

GPI3 0.12 0.07 0.18

DA NI=3 NO=315 MA=CM

Parameter Specifications

LAMBDA-Y

GPI

GPI1 0

GPI2 1

GPI3 2

PSI

GPI

3

THETA-EPS

GPI1 GPI2 GPI3

4

5

6

DA NI=3 NO=315 MA=CM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

GPI

 GPI1 0.49
 GPI2 0.30
 (0.04)
 7.15

GPI3 0.23
 (0.03)
 6.91

Covariance Matrix of ETA
 GPI

 1.00
 PSI
 GPI

 1.00
 (0.15)
 6.77

THETA-EPS

GPI1	GPI2	GPI3
0.02	0.16	0.12
(0.03)	(0.02)	(0.01)
0.85	9.62	10.46

Squared Multiple Correlations for Y -
 Variables

GPI1	GPI2	GPI3
0.91	0.36	0.31

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square =
 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-
 Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is
 Perfect !

DA NI=3 NO=315 MA=CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for
 LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-
 EPS

DA NI=3 NO=315 MA=CM

Factor Scores Regressions

ETA

	GPI1	GPI2	GPI3
GPI	1.69	0.16	0.16

DA NI=3 NO=315 MA=CM

Standardized Solution

LAMBDA-Y

GPI

 GPI1 0.49
 GPI2 0.30
 GPI3 0.23

Correlation Matrix of ETA

GPI

 1.00

PSI

GPI

 1.00

Time used: 0.016 Seconds

APPENDIX F MODEL OF MEASUREMENT AFTER MODIFICATION

1. GREEN BRAND POSITIONING

DA NI=14 NO=315 MA=CM

LA

GBP1 GBP2 GBP3 GBP4 GBP5 GBP6 GBP7
GBP8 GBP9 GBP10 GBP11 GBP12 GBP13
GBP14

CM FI='D:\7 semester\DATA SKRIPSI
FIXED\GBP\DATA.COV'

SE

5 13 14/

MO NX=3 NK=1 LX=FU,FI TD=SY,FI
PH=SY,FR

LK

GBP

FR LX 1 1 LX 2 1 LX 3 1

FR TD 1 1 TD 2 2 TD 3 3

PD

OU MI FS SS

DA NI=14 NO=315 MA=CM

Number of Input Variables 14
Number of Y - Variables 0
Number of X - Variables 3
Number of ETA - Variables 0
Number of KSI - Variables 1
Number of Observations 315

DA NI=14 NO=315 MA=CM

Covariance Matrix

	GBP5	GBP13	GBP14
GBP5	0.43		
GBP13	0.30	0.43	
GBP14	0.26	0.31	0.49

DA NI=14 NO=315 MA=CM

Parameter Specifications

LAMBDA-X

GBP

GBP5	1
GBP13	2
GBP14	3

THETA-DELTA

	GBP5	GBP13	GBP14
4	5	6	

DA NI=14 NO=315 MA=CM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-X

GBP

GBP5	0.50 (0.03) 14.64
GBP13	0.60 (0.03)

18.51
 GBP14 0.51
 (0.04)
 14.06

PHI

GBP

 1.00

THETA-DELTA

GBP5	GBP13	GBP14
0.19	0.07	0.23
(0.02)	(0.02)	(0.02)
9.24	3.34	9.88

Squared Multiple Correlations for X - Variables

GBP5	GBP13	GBP14
0.57	0.84	0.53

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

DA NI=14 NO=315 MA=CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-X

No Non-Zero Modification Indices for PHI

No Non-Zero Modification Indices for THETA-DELTA

DA NI=14 NO=315 MA=CM

Factor Scores Regressions

KSI

	GBP5	GBP13	GBP14
GBP	0.31	1.00	0.26

DA NI=14 NO=315 MA=CM

Standardized Solution

LAMBDA-X

GBP	
GBP5	0.50
GBP13	0.60
GBP14	0.51

PHI

GBP	
GBP	1.00

Time used: 0.031 Seconds

2. GREEN BRAND KNOWLEDGE

DA NI=10 NO=315 MA=CM

LA

GBK1 GBK2 GBK3 GBK4 GBK5 GBK6 GBK7
 GBK8 GBK9 GBK10

```

CM   FI='D:\7 semester\DATA SKRIPSI
FIXED\GBK\DATA.COV'
SE
8 9 10/
MO   NY=3   NE=1   LY=FU,FI   TE=SY,FI
PS=DI,FR
LE
GBK
FR LY 1 1 LY 2 1 LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS

```

DA NI=10 NO=315 MA=CM

```

Number of Input Variables 10
Number of Y - Variables   3
Number of X - Variables   0
Number of ETA - Variables 1
Number of KSI - Variables 0
Number of Observations   315

```

DA NI=10 NO=319 MA=CM

Covariance Matrix

	GBK8	GBK9	GBK10
GBK8	0.30		
GBK9	0.21	0.33	
GBK10	0.15	0.22	0.26

DA NI=10 NO=315 MA=CM

Parameter Specifications

LAMBDA-Y

	GBK
GBK8	0
GBK9	1

GBK10 2

PSI

GBK

3

THETA-EPS

GBK8	GBK9	GBK10
4	5	6

DA NI=10 NO=315 MA=CM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

GBK

GBK8	0.38
GBK9	0.55
	(0.04)
	12.56
GBK10	0.40
	(0.03)
	12.78

Covariance Matrix of ETA

GBK

1.00

PSI

GBK

1.00
(0.15)
6.56

THETA-EPS

GBK8	GBK9	GBK10
-----	-----	-----
0.16	0.03	0.11
(0.01)	(0.02)	(0.01)
10.80	1.68	8.87

Squared Multiple Correlations for Y - Variables

GBK8	GBK9	GBK10
-----	-----	-----
0.47	0.92	0.60

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.0 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

DA NI=10 NO=319 MA=CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

DA NI=10 NO=319 MA=CM

Factor Scores Regressions

ETA

	GBK8	GBK9	GBK10
	-----	-----	-----
GBK	0.17	1.39	0.26

DA NI=10 NO=315 MA=CM

Standardized Solution

LAMBDA-Y

GBK	

GBK8	0.38
GBK9	0.55
GBK10	0.40

Correlation Matrix of ETA

GBK	

1.00	

PSI

GBK	

1.00	

Time used: 0.031 Seconds

3. ATTITUDE TOWARD GREEN BRAND

DA NI=8 NO=315 MA=CM

LA

```

AGB1 AGB2 AGB3 AGB4 AGB5 AGB6 AGB7
AGB8
CM FI='D:\7 semester\DATA SKRIPSI
FIXED\AGB\DATA.COV'
SE
5 7 8/
MO NY=3 NE=1 LY=FU,FI TE=SY,FI
PS=DI,FR
LE
AGB
FR LY 1 1 LY 2 1 LY 3 1
FR TE 1 1 TE 2 2 TE 3 3
PD
OU MI FS SS

```

DA NI=8 NO=315 MA=CM

```

Number of Input Variables 8
Number of Y - Variables 3
Number of X - Variables 0
Number of ETA - Variables 1
Number of KSI - Variables 0
Number of Observations 315

```

DA NI=8 NO=315 MA=CM

Covariance Matrix

	AGB5	AGB7	AGB8
AGB5	0.79		
AGB7	0.32	0.41	
AGB8	0.49	0.42	1.02

DA NI=8 NO=315 MA=CM

Parameter Specifications

LAMBDA-Y

AGB

```

AGB5 0
AGB7 1
AGB8 2

```

PSI

AGB

3

THETA-EPS

AGB5	AGB7	AGB8
-----	-----	-----
4	5	6

DA NI=8 NO=315 MA=CM

Number of Iterations = 0

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

AGB

AGB5	0.62
AGB7	0.52
	(0.05)
	11.18
AGB8	0.80
	(0.07)
	11.19

Covariance Matrix of ETA

AGB

1.00

PSI

AGB

1.00
(0.16)
6.37

THETA-EPS

AGB5	AGB7	AGB8
-----	-----	-----
0.41	0.14	0.38
(0.04)	(0.02)	(0.05)
9.74	6.28	7.23

Squared Multiple Correlations for Y - Variables

AGB5	AGB7	AGB8
-----	-----	-----
0.48	0.67	0.62

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square = 0.00 (P = 1.00)

Normal Theory Weighted Least Squares Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is Perfect !

DA NI=8 NO=315 MA=CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for LAMBDA-Y

No Non-Zero Modification Indices for PSI

No Non-Zero Modification Indices for THETA-EPS

DA NI=8 NO=315 MA=CM

Factor Scores Regressions

ETA

	AGB5	AGB7	AGB8
	-----	-----	-----
AGB	0.27	0.69	0.37

DA NI=8 NO=315 MA=CM

Standardized Solution

LAMBDA-Y

	AGB

AGB5	0.62
AGB7	0.52
AGB8	0.80

Correlation Matrix of ETA

	AGB

	1.00

PSI

	AGB

	1.00

Time used: 0.016 Seconds

4. GREEN PURCHASE INTENTION

DA NI=3 NO=315 MA=CM

LA

GPI1 GPI2 GPI3
 CM FI='D:\7 semester\DATA SKRIPSI
 FIXED\GPI\DATA.COV'
 SE
 1 2 /
 MO NY=2 NE=1 LY=FU,FR TE=SY,FI
 PS=DI,FR
 LE
 GPI
 FR TE 1 1
 EQ TE 1 1 TE 2 2
 PD
 OU MI FS

DA NI=3 NO=315 MA=CM

Number of Input Variables 3
 Number of Y - Variables 2
 Number of X - Variables 0
 Number of ETA - Variables

1

Number of KSI - Variables 0
 Number of Observations

315

DA NI=3 NO=315 MA=CM

Covariance Matrix

	GPI1	GPI2
GPI1	0.27	
GPI2	0.15	0.25

DA NI=3 NO=315 MA=CM

Parameter Specifications

LAMBDA-Y

GPI

 GPI1 0
 GPI2 1

PSI

GPI

 2

THETA-EPS

GPI1	GPI2
3	3

DA NI=3 NO=315 MA=CM

Number of Iterations = 4

LISREL Estimates (Maximum Likelihood)

LAMBDA-Y

GPI

 GPI1 0.39
 GPI2 0.37
 (0.03)
 12.32

Covariance Matrix of ETA

GPI

 1.00

PSI

GPI

1.00
(0.14)
7.29

THETA-EPS

GPI1 GPI2

----- -----
0.11 0.11
(0.01) (0.01)
12.53 12.53

Squared Multiple Correlations for Y -
Variables

GPI1 GPI2

----- -----
0.58 0.56

Goodness of Fit Statistics

Degrees of Freedom = 0

Minimum Fit Function Chi-Square
= 0.0 (P = 1.00)

Normal Theory Weighted Least Squares
Chi-Square = 0.00 (P = 1.00)

The Model is Saturated, the Fit is
Perfect !

DA NI=3 NO=315 MA=CM

Modification Indices and Expected Change

No Non-Zero Modification Indices for
LAMBDA-Y

No Non-Zero Modification Indices for PSI

APPENDIX G

STRUCTURAL EQUATION MODEL

DA NI=4 NO=315 MA=CM
 LA
 GPI AGB GBK GBP
 PM='DATABARUFULL6.PMM'
 AC='DATABARUFULL6.ACM'
 SE
 1 2 3 4 /
 MO NX=1 NY=3 NK=1 NE=3 LX=FU,Fi
 LY=FU,Fi GA=FU,Fi BE=FU,Fi
 PH=SY,FR TD=SY,Fi PS=DI,FR TE=SY,Fi
 LK
 GBP
 LE
 GPI AGB GBK
 FR GA 2 1 GA 3 1
 FR BE 1 2 BE 2 3
 VA .939 LX 1 1
 VA .116 TD 1 1
 VA .851 LY 1 1
 VA .275 TE 1 1
 VA .905 LY 2 2
 VA .180 TE 2 2
 VA .962 LY 3 3
 VA .074 TE 3 3
 PD
 OU MI EF

DA NI=4 NO=315 MA=CM

Number of Input Variables 4
 Number of Y - Variables 3
 Number of X - Variables 1
 Number of ETA - Variables 3
 Number of KSI - Variables 1
 Number of Observations 315

DA NI=4 NO=315 MA=CM

Covariance Matrix

GPI	AGB	GBK	GBP
-----	-----	-----	-----
GPI	0.22		

AGB	0.18	0.49		
GBK	0.11	0.22	0.33	
GBP	0.13	0.26	0.23	0.49

DA NI=4 NO=315 MA=CM

Parameter Specifications

BETA

GPI	AGB	GBK
-----	-----	-----
GPI	0	1
AGB	0	0
GBK	0	0

GAMMA

GBP

GPI
AGB
GBK

PHI

GBP

5

PSI

GPI	AGB	GBK
-----	-----	-----
6	7	8

DA NI=4 NO=315 MA=CM

Number of Iterations = 5

LISREL Estimates (Robust Maximum Likelihood)

LAMBDA-Y

GPI	AGB	GBK
-----	-----	-----
GPI	0.96	-- --
AGB	--	0.91 --
GBK	--	-- 0.96

LAMBDA-X

GBP	

GBP	0.94

BETA

GPI	AGB	GBK
-----	-----	-----
GPI	--	0.52 --
(0.06)		
9.08		
AGB	--	-- 0.54
(0.22)		
2.41		
GBK	--	-- --

GAMMA

GBP	

GPI	--
AGB	0.38
(0.19)	
2.05	
GBK	0.61
(0.08)	
7.51	

Covariance Matrix of ETA and KSI

GPI	AGB	GBK	GBP
-----	-----	-----	-----
GPI	0.16		
AGB	0.20	0.38	
GBK	0.13	0.24	0.27
GBP	0.15	0.30	0.25 0.42

PHI

GBP

0.42
(0.03)
13.57

PSI

Note: This matrix is diagonal.

GPI	AGB	GBK
-----	-----	-----
0.06	0.14	0.12
(0.02)	(0.04)	(0.04)
2.35	3.13	2.93

Squared Multiple Correlations for Structural Equations

GPI	AGB	GBK
-----	-----	-----
0.64	0.64	0.56

Squared Multiple Correlations for Reduced Form

GPI	AGB	GBK
-----	-----	-----
0.35	0.55	0.56

Reduced Form

GBP	

GPI	0.37
(0.06)	
6.36	
AGB	0.71
(0.09)	
7.88	
GBK	0.61
(0.08)	
7.51	

THETA-EPS

GPI	AGB	GBK
-----	-----	-----
0.07	0.18	0.07

Squared Multiple Correlations for Y - Variables

GPI	AGB	GBK
-----	-----	-----
0.67	0.64	0.77

THETA-DELTA
GBP

0.12

Squared Multiple Correlations for X - Variables

GBP

0.76

Goodness of Fit Statistics

Degrees of Freedom = 2
Minimum Fit Function Chi-Square = 1.28 (P = 0.53)
Normal Theory Weighted Least Squares Chi-Square = 1.23 (P = 0.54)
Satorra-Bentler Scaled Chi-Square = 0.36 (P = 0.84)
Chi-Square Corrected for Non-Normality = 0.36 (P = 0.84)
Estimated Non-centrality Parameter (NCP) = 0.0
90 Percent Confidence Interval for NCP = (0.0 ; 2.59)

Minimum Fit Function Value = 0.0040
Population Discrepancy Function Value (F0) = 0.0
90 Percent Confidence Interval for F0 = (0.0 ; 0.0081)

Root Mean Square Error of Approximation (RMSEA) = 0.0
90 Percent Confidence Interval for RMSEA = (0.0 ; 0.064)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.92

Expected Cross-Validation Index (ECVI) = 0.057
90 Percent Confidence Interval for ECVI = (0.057 ; 0.065)
ECVI for Saturated Model = 0.063
ECVI for Independence Model = 1.57

Chi-Square for Independence Model with 6 Degrees of Freedom = 490.17
Independence AIC = 498.17
Model AIC = 16.36
Saturated AIC = 20.00
Independence CAIC = 517.23
Model CAIC = 54.48
Saturated CAIC = 67.65

Normed Fit Index (NFI) = 1.00
Non-Normed Fit Index (NNFI) = 1.01
Parsimony Normed Fit Index (PNFI) = 0.33
Comparative Fit Index (CFI) = 1.00
Incremental Fit Index (IFI) = 1.00
Relative Fit Index (RFI) = 1.00

Critical N (CN) = 8202.96

Root Mean Square Residual (RMR) = 0.0039
Standardized RMR = 0.011
Goodness of Fit Index (GFI) = 1.00
Adjusted Goodness of Fit Index (AGFI) = 0.99
Parsimony Goodness of Fit Index (PGFI) = 0.20

DA NI=4 NO=315 MA=CM

Modification Indices and Expected Change

Modification Indices for LAMBDA-Y

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	0.33	--
GBK	5.38	--

Expected Change for LAMBDA-Y

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	0.09	--
GBK	-1.65	--

No Non-Zero Modification Indices for LAMBDA-X

Modification Indices for BETA

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	0.14	--
GBK	0.06	--

Expected Change for BETA

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	0.04	--
GBK	-0.04	--

No Non-Zero Modification Indices for GAMMA

No Non-Zero Modification Indices for PHI

Modification Indices for PSI

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	2.76	--

GBK	0.20	--	--
-----	------	----	----

Expected Change for PSI

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	0.05	--
GBK	-0.01	--

Modification Indices for THETA-EPS

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	--	7.93
GBK	2.26	--

Expected Change for THETA-EPS

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
AGB	--	-0.22
GBK	-0.04	--

Modification Indices for THETA-DELTA-EPS

GPI	AGB	GBK
-----	-----	-----
GBP	0.82	--

Expected Change for THETA-DELTA-EPS

GPI	AGB	GBK
-----	-----	-----
GBP	-0.03	--

Maximum Modification Index is 7.93 for Element (2, 2) of THETA-EPS

DA NI=4 NO=315 MA=CM

Total and Indirect Effects

Total Effects of KSI on ETA

GBP

GPI 0.37
(0.06)
6.36
AGB 0.71
(0.09)
7.88
GBK 0.61
(0.08)
7.51

Indirect Effects of KSI on ETA

GBP

GPI 0.37
(0.06)
6.36
AGB 0.33
(0.14)
2.30
GBK --

Total Effects of ETA on ETA

GPI	AGB	GBK
-----	-----	-----
GPI	--	0.52
(0.06)	(0.12)	0.28
9.08	2.34	
AGB	--	0.54
(0.22)		
2.41		
GBK	--	--

Largest Eigenvalue of B*B' (Stability Index)
is 0.288

Indirect Effects of ETA on ETA

GPI	AGB	GBK
-----	-----	-----
GPI	--	--
(0.12)		0.28
2.34		

AGB	--	--	--
GBK	--	--	--

Total Effects of ETA on Y

GPI	AGB	GBK
-----	-----	-----
GPI	0.96	0.50
(0.05)	(0.11)	0.27
9.08	2.34	
AGB	--	0.91
(0.20)		0.49
2.41		
GBK	--	--
		0.96

Indirect Effects of ETA on Y

GPI	AGB	GBK
-----	-----	-----
GPI	--	0.50
(0.05)	(0.11)	0.27
9.08	2.34	
AGB	--	--
(0.20)		0.49
2.41		
GBK	--	--

Total Effects of KSI on Y

GBP

GPI 0.35
(0.06)
6.36
AGB 0.64
(0.08)
7.88
GBK 0.58
(0.08)
7.51

Time used: 0.031 Seconds