

BERITA ACARA BIMBINGAN SKRIPSI

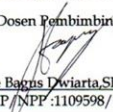
1. Nama Mahasiswa : Bintang Bagus Firmansyah
2. NIM : 151500139
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi : 18 Juli 2019
5. Judul Skripsi : Pengaruh Green Marketing Terhadap Keputusan Pembelian Produk Tumbler Melalui Brand Image Coffee Toffee Sun City di Sidoarjo
6. Dosen Pembimbing : I Made Bagus Dwiarta, SE., M.M
7. Konsultasi : 15 Oktober 2018 - 29 Juli 2019

No	Tanggal	Paraf Pembimbing	Uraian/ Kegiatan	Keterangan
1.	11 November 2018		Pengajuan Judul	ACC
2.	24 Januari 2019		BAB I-III	Revisi
3.	9 April 2019		BAB I-III	Revisi
4.	15 April 2019		BAB I-III	Revisi
5.	7 Mei 2019		BAB I-II	ACC
6.	8 Mei 2019		BAB III	Revisi
7.	9 Mei 2019		BAB III	ACC
8.	20 Mei 2019		Sidang Seminar Proposal	
9.	26 Mei 2019		BAB IV	Revisi
10.	4 Juli 2019		BAB IV	Revisi
11.	8 Juli 2019		BAB IV	ACC
12.	9 Juli 2019		BAB V	ACC
13.	11 Juli 2019		Artikel	ACC

8. Tanggal selesai menulis skripsi : 18 Juli 2019
9. Telah diuji dengan nilai :

Surabaya, 15 Juli 2019

Dosen Pembimbing


I Made Bagus Dwiarta, SE., M.M
NIP/NPP : 1109598 / DY



FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax 031-8281183 Surabaya 60234

Website : <http://www.unipasby.ac.id>

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Bintang Bagus F.
NIM / Program Studi : _____
Judul Skripsi : _____
Tanggal Ujian Skripsi : _____
Penguji : 1. _____
2. Untung Lasiyono

No	Tanggal	Materi Konsultasi	Paraf Penguji
1	<u>2/8/19</u>	<u>tip - vor Masalah</u>	<u>R</u>
2			
3	<u>9/8/19</u>	<u>u</u>	<u>Ae</u>
4			
5			
6			
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Penguji I,
[Signature]

Surabaya _____
Penguji II,



UNIVERSITAS PGRI ADI BUANA SURABAYA
FAKULTAS EKONOMI

Kampus : Jl. Dukuh Menanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234
Website : <http://www.unipasby.ac.id>

BERITA ACARA
BIMBINGAN REVISI SKRIPSI

Nama : Bintang Bagus
NIM / Program Studi : _____ / _____
Judul Skripsi : _____
Tanggal Ujian Skripsi : _____
Penguji : 1. Tony susilo w
2. _____

No	Tanggal	Materi Konsultasi	Paraf Penguji
1		<u>populasi penelitian</u>	<u>[Signature]</u>
2		<u>kerangka konseptual</u>	<u>[Signature]</u>
3			
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7			
8			

Penguji I,

[Signature]
Romy SW

Surabaya, _____
Penguji II,



Jl. Pahlawan B06-B07, Sidoarjo, Jawa Timur 61212.
Cabang Sidoarjo.
Telp. 081331559252

Sidoarjo, 9 Mei 2019

Perihal : Izin Peneletian Skripsi

Kepada Yth.

Dekan Universitas PGRI Adi Buana Surabaya

Jl. Dukuh Menanggal XII/4- Surabaya

Dengan Hormat,

Dengan ini diberitahukan bahwa pada prinsipnya kami mengizinkan kepada mahasiswa yang mencantumkan dibawah ini untuk melakukan Penelitian Skripsi dan Tugas Akhir mulai Mei sampai dengan Juni 2019. Berikut mahasiswa yang bersangkutan :

Nama : Bintang Bagus Firmansyah

NIM : 151500139

Demikian disampaikan untuk diketahui, atas perhatian dan kerja samanya kami ucapkan terimakasih.

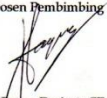
Hormat Kami,

Edwin Salvatore Haryanto

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Surabaya, 20 Mei 2019

Dosen Pembimbing



I Made Bagus Dwiarta, SE, M.M
NIP.1109598/DY

KUISIONER PENELITIAN

Responden yang terhormat,

Terimakasih atas kesediaan Saudara/I untuk berpartisipasi dalam mengisi dan menjawab seluruh pertanyaan yang ada dalam kuisisionerini. Penelitian ini digunakan untuk menyusun laporan penelitian dengan judul : “Pengaruh *Green Marketing* terhadap Keputusan Pembelian Produk Tumbler melalui *Brand Image* sebagai variabel Intervening Coffee Toffee Suncity Mall di Sidoarjo.”

Penelitian ini merupakan salah satu syarat kelulusan dijenjang S1. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara/I meluangkan waktu untuk mengisi kuisisioner ini.

Penelitian ini hanya ditunjukan untuk responden yang menjadi pelanggan atau konsumen dari Tumbler Coffee Toffee Suncity Mall Sidoarjo. Atas kesediaan waktu Saudara/i, saya ucapkan terimakasih.

Hormat saya,

a) Bagian I : Identitas Responden

1. Nama :
2. Usia :
3. Pekerjaan :
4. Jenis kelamin : Laki-laki / Perempuan

b) Bagian II : Petunjuk Pengisian

1. Baca setiap pernyataan dengan teliti
2. Jawab semua pernyataan yang tersedia dengan jujur
3. Berilah tanda check list (√) terhadap jawaban yang sesuai dengan pilihan anda.
4. Setelah selesai mohon periksa kembali jawaban anda.

Penilaian dapat dilakukan berdasarkan skala sebagai berikut:

NO	Jawaban	Skor
1.	Sangat Setuju (SS)	5
2.	Setuju (S)	4
3.	Ragu-Ragu (RR)	3
4.	Tidak Setuju (TS)	2
5.	Sangat Tidak Setuju (STS)	1

No	Pertanyaan	Jawaban				
		SS	S	RR	TS	STS
<i>Green Marketing (X)</i>						
<i>X1 Product</i>						
1.	Tumbler Coffe Toffe memiliki kemasan yang menarik dan dapat digunakan berulang					
2.	Produk Tumbler Coffe Toffe merupakan yang ramah lingkungan					
<i>X2 Price</i>						
3.	Harga Tumbler Coffe Toffe sesuai dengan manfaatnya sebagai produk yang berkualitas					
4.	Harga Tumbler Coffe Toffe terjangkau untuk semua kalangan					
<i>X3 Place</i>						
5.	Tumbler Coffe Toffe tempatnya mudah dijangkau					
6.	Tumbler Coffe Toffe ada ditempat yang terbuka oleh konsumen					
<i>X4 Promotion</i>						
7.	Produk Tumbler Coffe Toffe di pasarkan lewat media sosial					

8.	Coffe Toffe melakukan Promosi Produk Tumblernya di website					
Brand Image (Y1)						
Y1.1 Product Attributes						
9.	Produk Tumbler Coffe Toffe sangat mudah untuk dicari					
10.	Produk Tumbler Coffe Toffe merupakan model tempat minum yang memiliki desain produk yang efektif					
Y1.2 Consumer Benefits						
11.	Tumbler Coffe Toffe merupakan yang ramah terhadap lingkungan					
12.	Tumbler Coffe Toffe bisa menjaga agar minuman tetap steril					
Y1.3 Brand Personality						
13.	Kualitas Tumbler Coffe Toffe baik dan sangat ramah lingkungan					
14.	Tumbler Coffe Toffe memiliki kualitas bahan yang kuat					
Y1.4 Brand Attitude						
15.	Merupakan produk Tumbler dengan citra merek yang baik dan banyak peminatnya					
16.	Produk Tumbler Coffe Toffe mampu memberikan daya tarik dengan kualitas yang di tunjukkannya					

Keputusan Pembelian (Y2)

Y2.1 Faktor Pribadi

17.	Tumbler Coffe Toffecocokdigunakansebagaitempat untuk berbagai minuman					
18.	Tumbler Coffe Toffemerupakan tempat minum yang sesuaikeinginan					

Y2.2 Faktor Psikologis

19.	Tumbler Coffe Toffemampumenciptakandayatarikdalambe rbagaiklebihannya					
20.	Memilikikesanbaiktersendirisebagaitempat minum ramah lingkungan					

Y2.3 Faktor Sosial

21.	Sayamendapatkaninformasi produkTumbler Coffe Toffedarimasyarakatdan orang orangsekitar					
22.	Orang-orang disekitarmerekomendasikanayauntukmem beliprodukTumbler Coffe Toffe					

Tabulasi Data Penelitian

Responden	GREEN MARKETING								X_T OTAL
	X_1_1	X_1_2	X_2_1	X_2_2	X_3_1	X_3_2	X_4_1	X_4_2	
Resp_1	4	5	4	4	4	4	4	5	34
Resp_2	4	4	4	5	4	5	4	4	34
Resp_3	4	4	5	4	4	4	4	4	33
Resp_4	5	4	4	5	4	4	5	5	36
Resp_5	5	5	5	5	5	5	5	5	40
Resp_6	2	2	2	3	2	2	3	2	18
Resp_7	5	5	5	5	5	5	5	5	40
Resp_8	4	3	4	3	4	3	4	3	28
Resp_9	5	5	5	5	5	5	5	5	40
Resp_10	5	4	5	4	4	4	4	4	34
Resp_11	5	4	5	5	4	4	5	4	36
Resp_12	5	4	4	4	5	4	5	4	35
Resp_13	4	5	4	5	4	5	4	4	35

Resp _14	5	5	5	5	5	5	5	5	40
Resp _15	4	5	4	5	4	5	4	4	35
Resp _16	5	5	5	5	5	5	5	5	40
Resp _17	5	4	5	4	5	4	4	4	35
Resp _18	3	3	4	4	4	4	4	4	30
Resp _19	3	3	4	3	4	4	4	3	28
Resp _20	2	2	2	2	2	2	2	2	16
Resp _21	4	4	3	3	3	3	4	4	28
Resp _22	3	3	3	3	3	3	3	3	24
Resp _23	3	3	3	3	3	3	3	3	24
Resp _24	3	3	3	4	4	4	4	4	29
Resp _25	3	3	3	3	4	4	4	3	27
Resp _26	4	5	4	5	4	5	4	5	36
Resp _27	4	4	4	3	4	3	3	4	29
Resp _28	3	3	3	3	3	3	3	3	24
Resp _29	3	3	3	4	4	4	3	3	27

Resp _30	4	4	5	5	5	4	5	5	37
Resp _31	4	4	5	5	4	5	5	4	36
Resp _32	5	5	5	5	5	5	5	5	40
Resp _33	4	4	4	4	4	4	4	4	32
Resp _34	3	3	3	3	3	3	3	3	24
Resp _35	4	4	5	4	4	5	5	4	35
Resp _36	3	3	3	3	3	3	3	3	24
Resp _37	5	5	4	5	4	4	5	5	37
Resp _38	4	4	3	4	4	3	4	4	30
Resp _39	4	4	4	5	4	4	4	5	34
Resp _40	4	4	4	4	4	4	4	4	32
Resp _41	3	2	3	3	3	2	3	3	22
Resp _42	4	4	4	4	4	4	4	4	32
Resp _43	3	3	3	3	3	3	3	3	24
Resp _44	3	4	4	3	4	3	4	4	29
Resp _45	4	3	4	3	3	4	4	4	29

Resp _46	5	5	4	5	5	4	4	5	37
Resp _47	4	5	5	4	4	5	5	4	36
Resp _48	4	3	4	4	3	4	4	4	30
Resp _49	3	3	3	3	3	3	3	3	24
Resp _50	4	4	4	4	4	4	4	4	32
Resp _51	4	4	4	4	4	4	4	4	32
Resp _52	3	4	3	4	4	3	3	3	27
Resp _53	3	3	3	3	3	4	4	3	26
Resp _54	4	4	4	4	4	4	4	4	32
Resp _55	3	4	3	3	4	4	3	3	27
Resp _56	4	3	4	4	3	4	3	4	29
Resp _57	4	3	4	3	3	4	4	4	29
Resp _58	4	5	4	4	5	4	4	4	34
Resp _59	4	5	5	4	5	4	4	4	35
Resp _60	5	5	5	5	5	5	5	5	40
Resp _61	4	4	4	3	4	4	4	4	31

Resp _62	4	4	4	4	4	4	4	4	32
Resp _63	4	5	4	4	5	5	4	4	35
Resp _64	4	5	5	4	4	5	4	5	36
Resp _65	4	5	4	5	4	4	5	5	36
Resp _66	4	4	4	4	4	4	4	4	32
Resp _67	4	4	4	4	4	4	4	4	32
Resp _68	3	4	3	4	3	4	3	3	27
Resp _69	2	3	2	2	2	2	2	3	18
Resp _70	4	4	4	3	4	4	4	4	31
Resp _71	4	3	4	3	3	4	4	3	28
Resp _72	4	3	4	4	3	3	4	4	29
Resp _73	4	3	3	4	3	4	3	4	28
Resp _74	5	5	5	5	5	5	5	5	40
Resp _75	5	5	5	5	5	5	5	5	40
Resp _76	5	4	5	5	4	4	4	5	36
Resp _77	4	5	5	4	5	5	5	4	37

Resp _78	5	4	4	5	4	4	4	5	35
Resp _79	5	4	5	5	4	4	4	5	36
Resp _80	5	5	5	5	4	4	5	5	38
Resp _81	4	5	5	4	5	5	5	4	37
Resp _82	4	5	5	4	5	4	4	4	35
Resp _83	4	5	4	4	5	5	5	4	36
Resp _84	4	4	4	4	4	4	4	4	32
Resp _85	4	4	4	4	4	4	4	4	32
Resp _86	2	2	2	2	2	2	2	2	16
Resp _87	3	4	4	3	4	3	3	3	27
Resp _88	4	4	4	5	4	5	5	4	35
Resp _89	5	5	5	5	5	5	5	5	40
Resp _90	4	3	3	4	3	4	4	4	29
Resp _91	4	3	4	4	3	4	4	4	30
Resp _92	4	5	4	4	5	4	5	4	35
Resp _93	4	4	4	4	5	5	5	5	36

Resp _94	4	5	4	5	5	4	4	5	36
Resp _95	5	4	4	5	4	5	5	5	37
Resp _96	4	5	4	5	5	4	4	5	36
Resp _97	4	5	4	4	5	4	5	4	35
Resp _98	4	5	5	5	5	5	4	4	37
Resp _99	5	5	5	5	5	5	4	5	39
Resp _100	5	5	4	4	4	5	4	5	36
Resp _101	4	4	4	5	5	4	5	4	35
Resp _102	4	5	5	4	5	4	5	4	36
Resp _103	5	4	5	5	4	4	5	5	37
Resp _104	5	5	5	5	5	5	5	5	40
Resp _105	4	5	5	5	4	5	5	4	37
Resp _106	3	4	5	5	4	4	4	5	34
Resp _107	5	5	4	5	5	4	5	5	38
Resp _108	5	5	5	5	5	5	5	5	40
Resp _109	3	4	4	4	4	4	5	4	32

Resp _110	5	5	5	5	5	5	5	5	40
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Responde n	BRAND IMAGE								Y1_T OTA L
	Y1 _1_ 1	Y1 _1_ 2	Y1 _2_ 1	Y1 _2_ 2	Y1 _3_ 1	Y1 _3_ 2	Y1 _4_ 1	Y1 _4_ 2	
Resp _1	4	4	4	5	5	4	4	5	35
Resp _2	4	4	4	4	4	5	4	5	34
Resp _3	4	4	4	4	5	4	4	4	33
Resp _4	5	5	5	4	4	4	4	4	35

Resp _5	4	5	4	5	4	4	5	5	36
Resp _6	4	5	4	5	4	4	5	4	35
Resp _7	5	4	5	4	4	5	5	4	36
Resp _8	3	2	3	2	3	3	3	3	22
Resp _9	5	5	5	5	5	5	5	5	40
Resp _10	5	5	5	5	5	5	5	5	40
Resp _11	4	5	4	5	4	4	4	5	35
Resp _12	5	5	5	4	5	5	4	5	38
Resp _13	5	5	5	5	5	5	5	5	40
Resp _14	2	2	2	2	2	3	3	2	18
Resp _15	5	4	5	4	5	5	5	4	37
Resp _16	4	4	4	4	4	4	5	4	33
Resp _17	5	5	5	5	5	5	5	5	40
Resp _18	4	4	4	4	4	4	4	4	32
Resp _19	5	5	5	5	5	5	5	5	40
Resp _20	4	4	4	3	3	3	3	3	27

Resp _21	4	3	3	3	3	3	4	4	27
Resp _22	4	4	4	4	4	4	4	4	32
Resp _23	3	3	3	3	3	3	4	3	25
Resp _24	4	4	4	4	5	5	5	4	35
Resp _25	4	4	4	4	4	4	5	5	34
Resp _26	4	4	4	5	4	4	5	4	34
Resp _27	4	5	5	4	4	5	5	4	36
Resp _28	4	4	4	4	5	5	4	4	34
Resp _29	4	4	4	4	4	4	4	4	32
Resp _30	4	4	5	4	5	5	4	5	36
Resp _31	4	5	4	5	5	4	4	5	36
Resp _32	4	5	4	5	5	5	4	5	37
Resp _33	4	4	4	4	5	4	4	4	33
Resp _34	5	5	5	4	4	5	4	4	36
Resp _35	4	5	4	5	4	4	5	5	36
Resp _36	4	3	4	3	4	4	3	4	29

Resp _37	5	4	5	4	4	5	5	4	36
Resp _38	4	5	4	4	4	5	5	4	35
Resp _39	5	5	5	5	4	4	4	4	36
Resp _40	4	5	5	5	4	4	4	5	36
Resp _41	4	5	4	5	4	4	4	5	35
Resp _42	5	5	5	4	5	5	4	5	38
Resp _43	4	5	4	5	5	4	4	5	36
Resp _44	4	5	4	5	5	5	4	5	37
Resp _45	4	4	4	4	5	4	4	4	33
Resp _46	5	5	5	4	4	5	4	4	36
Resp _47	4	5	4	5	4	4	5	5	36
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Resp _50	4	5	4	4	4	5	5	4	35
Resp _51	5	5	5	5	4	4	4	4	36
Resp _52	4	5	5	5	4	4	4	5	36

Resp _53	4	5	4	5	4	4	4	5	35
Resp _54	5	5	5	4	5	5	4	5	38
Resp _55	3	3	3	3	3	4	3	3	25
Resp _56	4	4	4	4	4	4	4	4	32
Resp _57	5	4	5	4	5	5	5	4	37
Resp _58	4	4	4	4	4	4	5	4	33
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Resp _60	4	4	4	5	5	4	5	4	35
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Resp _62	4	4	4	4	4	4	4	4	32
Resp _63	4	4	4	4	4	4	4	4	32
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Resp _67	5	4	5	5	4	5	4	4	36
Resp _68	5	5	5	4	4	4	5	5	37

Resp _69	3	3	4	3	3	3	3	3	25
Resp _70	4	4	5	4	4	4	4	4	33
Resp _71	4	4	3	4	3	4	3	3	28
Resp _72	5	4	4	5	4	5	4	5	36
Resp _73	4	4	4	5	5	4	4	5	35
Resp _74	5	5	5	5	5	5	5	5	40
Resp _75	5	4	4	4	4	5	5	4	35
Resp _76	4	4	4	4	4	4	4	4	32
Resp _77	4	4	4	4	5	5	5	4	35
Resp _78	5	5	5	5	5	5	5	5	40
Resp _79	5	4	5	4	5	4	4	5	36
Resp _80	4	4	4	4	4	4	4	4	32
Resp _81	3	3	3	3	3	4	4	4	27
Resp _82	3	3	4	4	4	4	4	3	29
Resp _83	5	4	5	5	5	5	5	5	39
Resp _84	4	5	4	4	4	5	5	5	36

Resp _85	5	5	5	5	5	5	5	5	40
Resp _86	2	2	2	2	2	2	2	2	16
Resp _87	4	4	4	4	4	4	4	4	32
Resp _88	5	4	5	5	4	5	4	4	36
Resp _89	5	4	5	4	4	5	5	4	36
Resp _90	5	5	5	5	5	5	5	5	40
Resp _91	5	5	5	4	5	4	5	5	38
Resp _92	4	4	4	4	4	5	4	4	33
Resp _93	4	5	5	5	4	4	5	4	36
Resp _94	5	4	5	4	5	5	5	4	37
Resp _95	4	4	4	4	4	4	5	4	33
Resp _96	4	4	4	4	4	4	4	4	32
Resp _97	3	3	5	3	3	3	3	3	26
Resp _98	4	5	4	4	5	4	5	5	36
Resp _99	5	5	5	4	4	4	4	4	35
Resp _100	5	4	4	5	5	5	4	4	36

Resp _101	4	4	4	4	4	4	4	4	32
Resp _102	5	5	5	5	5	5	5	5	40
Resp _103	4	4	4	4	4	4	4	4	32
Resp _104	5	5	5	5	5	5	5	5	40
Resp _105	5	5	5	4	4	4	5	5	37
Resp _106	4	3	4	4	4	3	4	4	30
Resp _107	4	4	5	4	4	4	4	4	33
Resp _108	5	4	5	4	5	5	4	5	37
Resp _109	5	4	4	5	4	5	4	5	36
Resp _110	5	5	4	5	5	5	4	5	38

Respon den	KEPUTUSAN PEMBELIAN						Y_TO TAL
	Y_1 _1	Y_1 _2	Y_2 _1	Y_2 _2	Y_3 _1	Y_3 _2	
Resp_ 1	4	5	5	4	4	4	26
Resp_ 2	4	5	4	4	5	4	26
Resp_ 3	4	4	4	4	4	4	24
Resp_ 4	4	4	5	4	4	4	25
Resp_ 5	5	5	5	4	5	4	28
Resp_ 6	2	2	2	2	2	2	12
Resp_ 7	5	5	5	5	5	5	30
Resp_ 8	2	2	2	2	2	2	12
Resp_ 9	5	5	5	5	5	5	30
Resp_ 10	5	5	5	5	5	5	30
Resp_ 11	4	5	5	4	4	5	27

Resp_12	4	5	5	4	5	4	27
Resp_13	4	4	4	4	4	4	24
Resp_14	2	2	2	2	2	2	12
Resp_15	4	3	4	4	3	3	21
Resp_16	5	5	5	5	5	5	30
Resp_17	4	5	4	4	5	5	27
Resp_18	4	4	5	5	5	5	28
Resp_19	5	4	5	5	4	4	27
Resp_20	5	5	5	4	4	4	27
Resp_21	3	4	4	3	4	4	22
Resp_22	2	3	3	3	3	2	16
Resp_23	4	5	5	4	4	5	27
Resp_24	4	5	5	4	5	4	27
Resp_25	4	4	4	4	4	4	24
Resp_26	4	5	5	4	5	4	27
Resp_27	4	3	4	4	3	3	21

Resp_28	4	4	5	5	4	5	27
Resp_29	4	5	4	4	5	5	27
Resp_30	4	4	5	5	5	5	28
Resp_31	5	4	5	5	4	4	27
Resp_32	5	5	5	4	4	4	27
Resp_33	3	4	4	3	4	4	22
Resp_34	3	4	4	3	4	3	21
Resp_35	5	4	5	5	4	5	28
Resp_36	5	5	5	5	5	5	30
Resp_37	5	5	5	5	5	5	30
Resp_38	4	4	4	4	4	4	24
Resp_39	4	4	4	4	4	5	25
Resp_40	5	4	5	5	4	5	28
Resp_41	3	4	3	3	4	3	20
Resp_42	5	5	5	5	5	5	30
Resp_43	5	5	5	5	5	5	30

Resp_44	5	5	5	4	4	5	28
Resp_45	4	5	4	4	5	5	27
Resp_46	5	5	5	5	4	4	28
Resp_47	4	5	5	4	5	5	28
Resp_48	4	4	4	4	5	5	26
Resp_49	4	5	4	4	5	4	26
Resp_50	4	5	4	4	5	4	26
Resp_51	4	4	4	4	5	5	26
Resp_52	4	3	4	4	3	3	21
Resp_53	3	3	3	3	3	3	18
Resp_54	4	4	4	4	4	4	24
Resp_55	4	4	3	4	3	3	21
Resp_56	5	5	4	5	4	3	26
Resp_57	4	5	4	5	5	5	28
Resp_58	4	5	4	4	5	5	27
Resp_59	4	3	4	3	4	3	21

Resp_60	5	5	5	5	5	5	30
Resp_61	5	4	5	5	4	4	27
Resp_62	4	4	4	4	4	4	24
Resp_63	4	4	4	4	4	4	24
Resp_64	4	5	4	5	5	4	27
Resp_65	5	5	5	5	5	5	30
Resp_66	4	4	5	4	5	4	26
Resp_67	4	4	4	4	4	4	24
Resp_68	4	4	5	4	5	5	27
Resp_69	3	3	3	3	3	3	18
Resp_70	4	4	3	4	4	3	22
Resp_71	3	4	4	3	4	4	22
Resp_72	4	4	5	5	4	5	27
Resp_73	4	5	4	5	5	4	27
Resp_74	5	5	5	5	5	5	30
Resp_75	5	5	4	5	5	5	29

Resp_76	4	4	4	4	4	4	24
Resp_77	5	5	5	4	5	4	28
Resp_78	5	5	5	5	5	5	30
Resp_79	5	5	4	5	4	4	27
Resp_80	4	4	5	4	5	5	27
Resp_81	4	4	4	3	3	3	21
Resp_82	4	3	4	4	3	3	21
Resp_83	4	5	4	5	5	5	28
Resp_84	4	4	4	4	4	4	24
Resp_85	5	5	5	5	5	5	30
Resp_86	2	2	2	2	2	2	12
Resp_87	4	4	4	4	4	4	24
Resp_88	5	4	5	4	5	4	27
Resp_89	4	4	5	5	4	5	27
Resp_90	4	4	5	5	4	4	26
Resp_91	5	4	4	4	4	5	26

Resp_92	5	5	4	5	4	4	27
Resp_93	4	4	5	4	5	5	27
Resp_94	5	5	4	4	4	5	27
Resp_95	5	5	5	5	4	4	28
Resp_96	4	5	5	4	5	5	28
Resp_97	4	4	4	4	5	5	26
Resp_98	4	4	4	5	5	5	27
Resp_99	4	5	4	4	5	4	26
Resp_100	4	4	4	4	4	3	23
Resp_101	4	4	3	3	4	4	22
Resp_102	5	5	5	4	4	4	27
Resp_103	4	4	4	4	4	4	24
Resp_104	4	4	4	4	5	5	26
Resp_105	5	5	4	5	5	5	29
Resp_106	4	3	4	4	3	3	21
Resp_107	4	3	4	4	3	3	21

Resp_ 108	4	4	4	4	4	4	24
Resp_ 109	5	4	5	5	5	4	28
Resp_ 110	4	5	4	5	4	5	27

HASIL PENGUJIAN DATA PENELITIAN

1. Karakteristik Responden

a. Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah	Persentase
Laki-laki	62	56.4
Perempuan	48	43.6
Total	110	100

b. Berdasarkan Usia

Usia	Jumlah	Persentase
< 25 tahun	14	15.4
25 s/d 35 Tahun	38	35.1
36 s/d 45 Tahun	33	36.3
> 45 Tahun	25	27.5
Total	110	100

2. Frekuensi jawaban responden

a. Variabel Gren Marketing

X_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	1.8	1.8	1.8
3.00	25	22.7	22.7	24.5
4.00	61	55.5	55.5	80.0
5.00	22	20.0	20.0	100.0
Total	110	100.0	100.0	

X_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	1.8	1.8	1.8
3.00	28	25.5	25.5	27.3
4.00	47	42.7	42.7	70.0
5.00	33	30.0	30.0	100.0
Total	110	100.0	100.0	

X_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	1.8	1.8	1.8
3.00	24	21.8	21.8	23.6
4.00	57	51.8	51.8	75.5
5.00	27	24.5	24.5	100.0
Total	110	100.0	100.0	

X_2_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	1.8	1.8	1.8
3.00	24	21.8	21.8	23.6
4.00	48	43.6	43.6	67.3
5.00	36	32.7	32.7	100.0
Total	110	100.0	100.0	

X_3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8
	3.00	25	22.7	24.5
	4.00	56	50.9	75.5
	5.00	27	24.5	100.0
	Total	110	100.0	100.0

X_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.7	2.7
	3.00	18	16.4	19.1
	4.00	64	58.2	77.3
	5.00	25	22.7	100.0
	Total	110	100.0	100.0

X_4_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8
	3.00	21	19.1	20.9
	4.00	57	51.8	72.7
	5.00	30	27.3	100.0
	Total	110	100.0	100.0

X_4_2

	Frequency	Percent	Valid Percent	Cumulative Percent
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	2.00	1	.9	.9	.9
	3.00	22	20.0	20.0	20.9
Valid	4.00	57	51.8	51.8	72.7
	5.00	30	27.3	27.3	100.0
	Total	110	100.0	100.0	

b. Variabel Brand Image

Y1_1_1

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	1.8	1.8
	3.00	7	6.4	8.2
Valid	4.00	60	54.5	62.7
	5.00	41	37.3	100.0
	Total	110	100.0	100.0

Y1_1_2

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	3	2.7	2.7
	3.00	10	9.1	11.8
Valid	4.00	53	48.2	60.0
	5.00	44	40.0	100.0
	Total	110	100.0	100.0

Y1_2_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	1.8	1.8

	3.00	6	5.5	5.5	7.3
	4.00	58	52.7	52.7	60.0
	5.00	44	40.0	40.0	100.0
	Total	110	100.0	100.0	

Y1_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	3	2.7	2.7	2.7
	3.00	9	8.2	8.2	10.9
Valid	4.00	59	53.6	53.6	64.5
	5.00	39	35.5	35.5	100.0
	Total	110	100.0	100.0	

Y1_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	1.8	1.8	1.8
	3.00	9	8.2	8.2	10.0
Valid	4.00	60	54.5	54.5	64.5
	5.00	39	35.5	35.5	100.0
	Total	110	100.0	100.0	

Y1_3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	1	.9	.9	.9
	3.00	8	7.3	7.3	8.2
Valid	4.00	56	50.9	50.9	59.1
	5.00	45	40.9	40.9	100.0
	Total	110	100.0	100.0	

Y1_4_1

		Frequency	Percent	Valid Percent	Cumulative Percent
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	2.00	1	.9	.9	.9
	3.00	9	8.2	8.2	9.1
Valid	4.00	58	52.7	52.7	61.8
	5.00	42	38.2	38.2	100.0
	Total	110	100.0	100.0	

Y1_4_2

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	2	1.8	1.8	1.8
	3.00	8	7.3	7.3	9.1
Valid	4.00	57	51.8	51.8	60.9
	5.00	43	39.1	39.1	100.0
	Total	110	100.0	100.0	

c. Variabel Keputusan Pembelian

Y2_1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	5	4.5	4.5	4.5
	3.00	7	6.4	6.4	10.9
Valid	4.00	63	57.3	57.3	68.2
	5.00	35	31.8	31.8	100.0
	Total	110	100.0	100.0	

Y2_1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6

	3.00	10	9.1	9.1	12.7
	4.00	48	43.6	43.6	56.4
	5.00	48	43.6	43.6	100.0
	Total	110	100.0	100.0	

Y2_2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	7	6.4	6.4	10.0
	4.00	52	47.3	47.3	57.3
	5.00	47	42.7	42.7	100.0
	Total	110	100.0	100.0	

Y2_2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	11	10.0	10.0	13.6
	4.00	57	51.8	51.8	65.5
	5.00	38	34.5	34.5	100.0
	Total	110	100.0	100.0	

Y2_3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	3.6	3.6	3.6
	3.00	11	10.0	10.0	13.6
	4.00	48	43.6	43.6	57.3
	5.00	47	42.7	42.7	100.0
	Total	110	100.0	100.0	

Y2_3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	5	4.5	4.5	4.5
3.00	16	14.5	14.5	19.1
Valid 4.00	44	40.0	40.0	59.1
5.00	45	40.9	40.9	100.0
Total	110	100.0	100.0	

X_3_1	Pearson Correlation	.540**	.778**	.639**	.584**	1	.575**	.625**	.573**	.656**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
X_3_2	Pearson Correlation	.585**	.633**	.667**	.639**	.575**	1	.668**	.559**	.583**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
X_4_1	Pearson Correlation	.624**	.612**	.680**	.630**	.625**	.668**	1	.642**	.563**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110	110	110	110
X_4_2	Pearson Correlation	.769**	.628**	.647**	.793**	.573**	.559**	.642**	1	.584**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110	110	110	110
Greeking (X)	Pearson Correlation	.605**	.675**	.581**	.636**	.656**	.583**	.563**	.584**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110

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

b. Variabel Brand Image

Correlations

		Y1_1_1	Y1_1_2	Y1_2_1	Y1_2_2	Y1_3_1	Y1_3_2	Y1_4_1	Y1_4_2	Brand Image (Y1)
Y1_1_1	Pearson Correlation	1	.629**	.792**	.576**	.633**	.714**	.543**	.603**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_1_2	Pearson Correlation	.629**	1	.612**	.755**	.579**	.541**	.577**	.737**	.845**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_2_1	Pearson Correlation	.792**	.612**	1	.502**	.575**	.582**	.500**	.520**	.782**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_2_2	Pearson Correlation	.576**	.755**	.502**	1	.638**	.526**	.541**	.729**	.819**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_3_1	Pearson Correlation	.633**	.579**	.575**	.638**	1	.664**	.535**	.713**	.823**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_3_2	Pearson									
	Correlation	.714**	.541**	.582**	.526**	.664**	1	.567**	.544**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_4_1	Pearson									
	Correlation	.543**	.577**	.500**	.541**	.535**	.567**	1	.524**	.736**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	110	110	110	110	110	110	110	110	110
Y1_4_2	Pearson									
	Correlation	.603**	.737**	.520**	.729**	.713**	.544**	.524**	1	.833**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110	110	110	110
Brand Image (Y1)	Pearson									
	Correlation	.845**	.845**	.782**	.819**	.823**	.789**	.736**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110

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

Y2_3_2	Pearson Correlation	.589**	.683**	.662**	.660**	.779**	1	.863**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	110	110	110	110	110	110	110
Keputusan Pembe- lian (Y2)	Pearson Correlation	.842**	.858**	.845**	.851**	.850**	.863**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110

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

4. Uji Reliabilitas

a. Variabel Green Marketing

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.934	8

b. Variabel Brand Image

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.925	8

c. Variabel Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded ^a	0	.0
	Total	110	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.924	6

5. Uji Asumsi Klasik

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	Unstandardized Residual
N		110	110
Normal Parameters ^{a,b}	Mean	0E-7	0E-7
	Std. Deviation	3.09560812	4.11031346
	Absolute	.082	.086
Most Extreme Differences	Positive	.073	.069
	Negative	-.082	-.086
Kolmogorov-Smirnov Z		.857	.901
Asymp. Sig. (2-tailed)		.455	.391

a. Test distribution is Normal.

b. Calculated from data.

b. Uji Linieritas

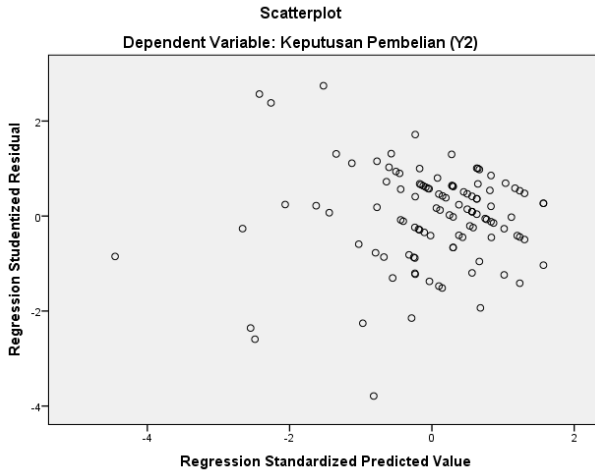
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	544.133	18	30.230	2.375	.004
Keputusan Pembelian (Y2) * Green Marketing (X)	Between Groups	Linearity	280.194	1	280.194	22.017	.000
		Deviation from Linearity	263.939	17	15.526	1.220	.266
	Within Groups		1158.085	91	12.726		
	Total		1702.218	109			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	770.488	17	45.323	4.475	.000
Keputusan Pembelian (Y2) * Brand Image (Y1)	Between Groups	Linearity	579.685	1	579.685	57.239	.000
		Deviation from Linearity	190.803	16	11.925	1.178	.301
	Within Groups		931.731	92	10.128		
	Total		1702.218	109			

c. Uji Heterokedastisitas



6. Analisis Path Analysis

a. Struktural 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352 ^a	.124	.116	4.12930

a. Predictors: (Constant), Green Marketing (X)

b. Dependent Variable: Brand Image (Y1)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	25.066	2.364		10.602	.000
1 Green Marketing (X)	.279	.072	.352	3.906	.000

a. Dependent Variable: Brand Image (Y1)

b. Struktural 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.386	.375	3.12441

a. Predictors: (Constant), Brand Image (Y1), Green Marketing (X)

b. Dependent Variable: Keputusan Pembelian (Y2)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.528	2.556		1.772	.079
1 Green Marketing (X)	.163	.058	.229	2.827	.006
Brand Image (Y1)	.453	.073	.503	6.219	.000

a. Dependent Variable: Keputusan Pembelian (Y2)