

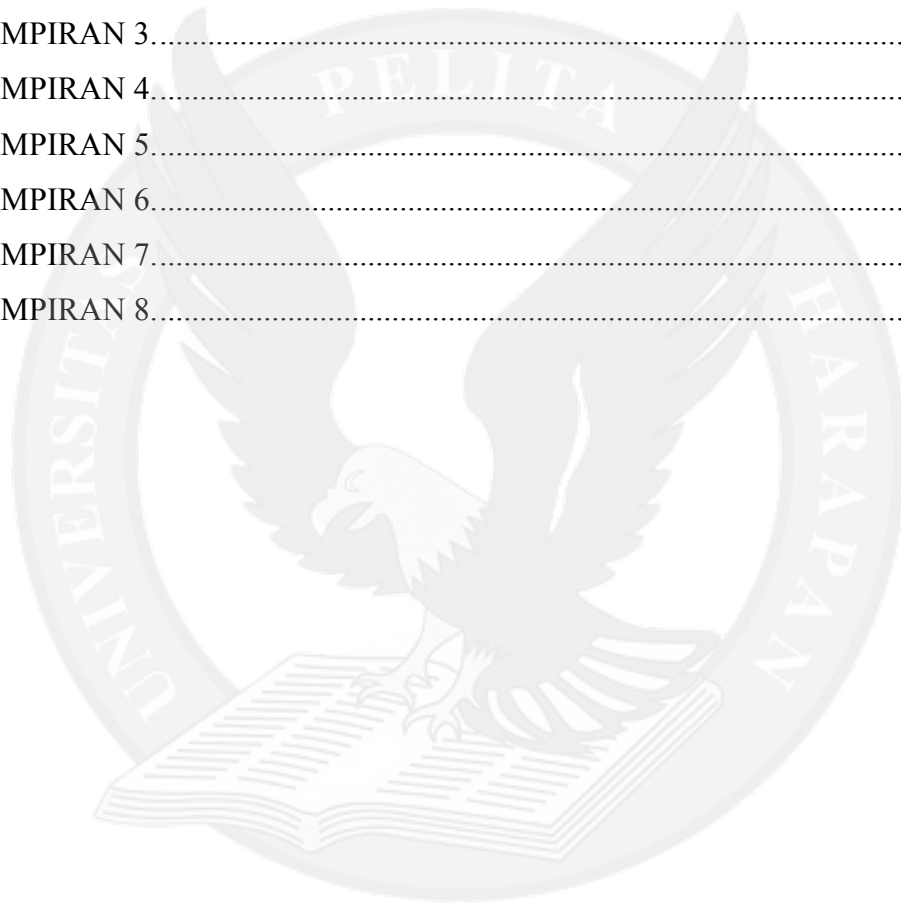
DAFTAR ISI

	Halaman.
COVER	
PERNYATAAN KEASLIAN KARYA TUGAS AKHIR	II
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	III
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	IV
PERNYATAAN TENTANG TUGAS AKHIR DAN PENYERAHAN HAK NONEKSKLUSIF TANPA ROYALTI.....	V
ABSTRAK	VI
<i>ABSTRACT</i>	VII
KATA PENGANTAR	I
DAFTAR ISI.....	IX
COVER	IX
DAFTAR TABEL.....	XIII
DAFTAR GRAFIK.....	XIV
DAFTAR GAMBAR	XVI
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Pertanyaan Penelitian	23
1.3 Tujuan Penelitian.....	25
1.4 Manfaat Penelitian.....	26
1.5 Sistematika Penulisan.....	27
BAB II TINJAUAN PUSTAKA.....	29
2.1 Dasar Teori	29
2.1.1 Variabel Pemasaran Hijau (<i>Green marketing</i>).....	37
2.1.2 Variabel <i>Environmental Responsibility</i> (Tanggung Jawab Lingkungan)	39
2.1.3 Variabel <i>Green Product Quality</i>	40
2.1.4 Variabel <i>Innovativeness</i>	41
2.1.5 Variabel <i>Social Appeal</i>	42

2.1.6 Variabel <i>Desired Self Identity</i>	44
2.1.7 Variabel <i>Spirituality Guidance</i>	44
2.1.8 Variabel <i>Green product experience</i>	46
2.1.9 Variabel Positive E-WOM.....	47
2.1.10 Variabel <i>Repurchase Intention</i>	48
2.2 Pengembangan Hipotesis	49
2.2.1 Kaitan antara <i>Tactical Green marketing</i> dan <i>Environmental Responsibility</i>	49
2.2.2 Kaitan Antara <i>Tactical Green marketing</i> dan <i>Green Product Quality</i> .	50
2.2.3 Kaitan Variabel <i>Tactical Green marketing</i> dan <i>Innovativeness</i>	51
2.2.4 Kaitan Variabel <i>Tactical Green marketing</i> dan <i>Social Appeal</i>	52
2.2.5 Kaitan Variabel <i>Tactical Green marketing</i> dan <i>Desired Self Identity</i> ..	54
2.2.6 Kaitan Variabel <i>Tactical Green marketing</i> dan <i>Spirituality Guidance</i>	55
2.2.7 Kaitan Variabel <i>Environmental Responsibility</i> dan <i>Green product experience</i>	57
2.2.8 Kaitan Variabel <i>Green Product Quality</i> dan <i>Green product experience</i>	58
2.2.9 Kaitan Variabel <i>Innovativeness</i> dan <i>Green product experience</i>	59
2.2.10 Kaitan Variabel <i>Social Appeal</i> dan <i>Green product experience</i>	60
2.2.11 Kaitan Variabel <i>Desired Self Identity</i> berdampak positif terhadap <i>Green product experience</i>	62
2.2.12 Kaitan Variabel <i>Spirituality Guidance</i> berdampak positif terhadap <i>Green product experience</i>	63
2.2.13 Kaitan Variabel <i>Tactical Green marketing</i> berdampak positif terhadap <i>Positive e- WOM</i>	64
2.2.14 Kaitan Variabel <i>Tactical Green marketing</i> berdampak positif terhadap <i>Repurchase Intention</i>	65
2.3 Kerangka Konseptual Penelitian	66
BAB III METODE PENELITIAN	68
3.1 Objek Penelitian	68
3.2 Unit Analisis.....	68

3.3 Tipe Penelitian.....	69
3.4 Pengukuran Variabel Penelitian	69
3.4.1 Skala Pengukuran Variabel.....	70
3.4.2 Definisi Konseptual dan Operasionalisasi Variabel	71
3.5 Populasi dan Sampel	75
3.5.1 Besar Sampel	75
3.5.2 Metode Pengambilan Sampel	77
3.6 Metode Pengumpulan Data.....	77
3.6.1 Data Primer	77
3.6.2 Data Sekunder.....	78
3.7 Metode Analisis Data	78
3.7.1 Analisis Model pada PLS-SEM.....	79
BAB IV HASIL DAN PEMBAHASAN	84
4.1 Profil Responden	84
4.2 Profil Perilaku Responden.....	87
4.3 Analisis Deskriptif.....	92
4.3.1 Variabel <i>Tactical Green marketing</i>	93
4.3.2 Variabel <i>Environmental Responsibility</i>	95
4.3.3 Variabel <i>Green product experience</i>	97
4.3.4 Variabel <i>Green Product Quality</i>	99
4.3.5 Variabel <i>Innovativeness</i>	100
4.3.6 Variabel <i>Social Appeal</i>	102
4.3.7 Variabel <i>Desired Self Identity</i>	103
4.3.8 Variabel <i>Spirituality Guidance</i>	105
4.3.9 Variabel <i>Positive e-WOM</i>	107
4.3.10 Variabel <i>Repurchase Intention</i>	108
4.4 Analisis Inferensial.....	110
4.4.1 Measurement Model (<i>Outer Model</i>).....	110
4.4.2 Structural Model (<i>Inner Model</i>).....	118
4.5 Diskusi.....	150
BAB V KESIMPULAN DAN SARAN.....	157

5.1 Kesimpulan.....	157
5.2 Implikasi Manajerial.....	159
5.3 Keterbatasan dan Saran	161
DAFTAR PUSTAKA	162
LAMPIRAN.....	184
LAMPIRAN 1.....	184
LAMPIRAN 2.....	192
LAMPIRAN 3.....	192
LAMPIRAN 4.....	193
LAMPIRAN 5.....	194
LAMPIRAN 6.....	195
LAMPIRAN 7.....	195
LAMPIRAN 8.....	196

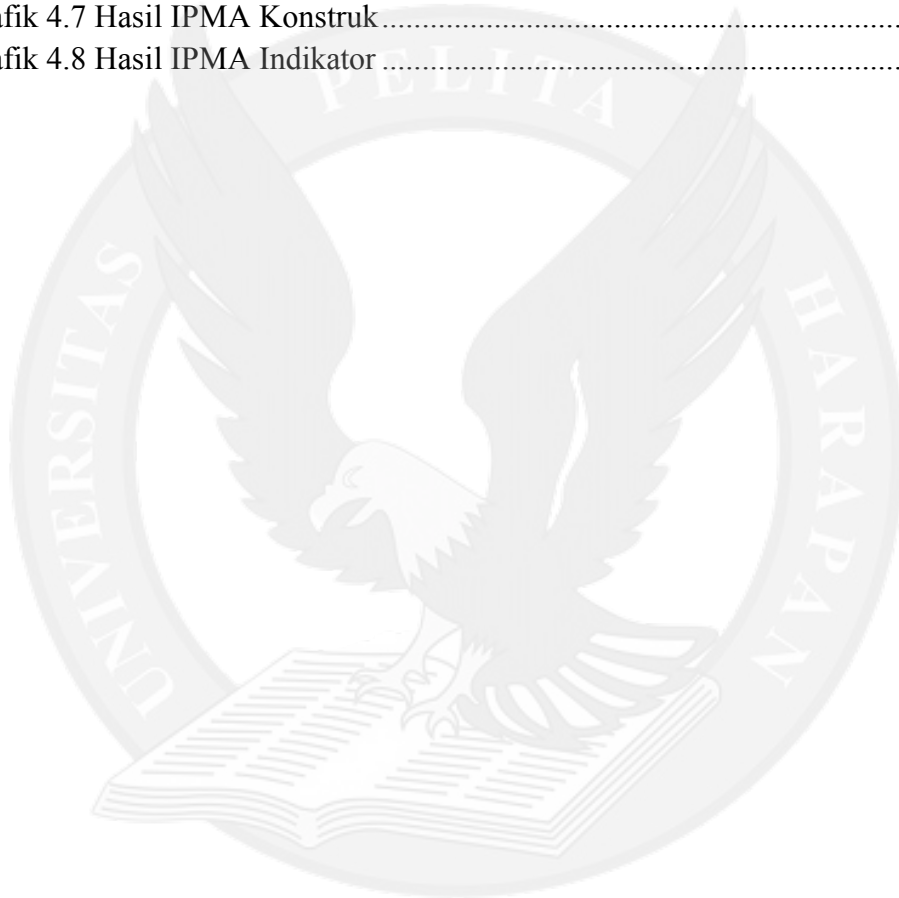


DAFTAR TABEL

Tabel 1.1 Perbandingan ER by follower green skincare brand.....	12
Tabel 1.2 Perbandingan green skincare brand website traffic	14
Tabel 1.3 Prasurvei terhadap konsumen XYZ	14
Tabel 3.1 Definisi konseptual dan Operasionalisasi Variabel	71
Tabel 4.1 Profil Demografik Responden	84
Tabel 4.2 Kategori Jawaban Responden	93
Tabel 4.3 Deskripsi Variabel Tactical Green marketing.....	93
Tabel 4.4 Deskripsi Variabel Environmental Responsibility.....	96
Tabel 4.5 Deskripsi Variabel Green product experience	97
Tabel 4.6 Deskripsi Variabel Tactical Green marketing.....	99
Tabel 4.7 Deskripsi Variabel Innovativeness.....	100
Tabel 4.8 Deskripsi Variabel Social Appeal	102
Tabel 4.9 Deskripsi Variabel Desired Self Identity	104
Tabel 4.10 Deskripsi Variabel Spirituality Guidance	105
Tabel 4.11 Deskripsi Variabel Positive e-WOM	107
Tabel 4.12 Deskripsi Variabel Repurchase Intention	109
Tabel 4.13 Nilai Outer Loading	112
Tabel 4.14 Nilai Cronbach Alpha dan Composite Reliability	114
Tabel 4.15 Nilai Average Variance Extracted (AVE)	115
Tabel 4.16 Discriminant Validity.....	116
Tabel 4.17 Nilai Inner VIF Value	121
Tabel 4.18 Nilai R ²	122
Tabel 4.19 Nilai f-squared.....	124
Tabel 4.20 Nilai Q-Squared	128
Tabel 4.21 Nilai Q-Squared Predict Indikator	128
Tabel 4.22 Pengujian Hipotesis	130
Tabel 4.23 Nilai Importance dan Performance Konstruk	147
Tabel 4.24 Nilai Importance dan Performance Indikator.....	149

DAFTAR GRAFIK

Grafik 4.1 Frekuensi Responden asal mengetahui XYZ.....	88
Grafik 4.2 Frekuensi Responden mengetahui Masalah Kulit mereka.....	89
Grafik 4.3 Frekuensi Responden Terakhir membeli produk XYZ	90
Grafik 4.4 Frekuensi Responden Mengikuti sosial media XYZ.....	90
Grafik 4.5 Frekuensi Kategori produk XYZ yang disukai.....	91
Grafik 4.6 Frekuensi Media Sosial yang paling sering digunakan Responden.....	91
Grafik 4.7 Hasil IPMA Konstruk	148
Grafik 4.8 Hasil IPMA Indikator	150



DAFTAR GAMBAR

Gambar 1.1 Bagan Teori SOR	22
Gambar 2.1 Bagan Paradigma Teori SOR	35
Gambar 2.2 Kerangka Konseptual Penelitian	66
Gambar 4.1 Outer Model	111
Gambar 4.2 Hasil Inner Model	119
Gambar 4.3 Hasil Uji Q-Squared	127
Gambar 4.4 Model Hasil (Empirical Model)	151

