

DAFTAR ISI

ABSTRAK	v
KATA PENGANTAR.....	vii
BAB I.....	1
1.1. Latar Belakang Penelitian	1
1.2. Pertanyaan Penelitian	11
1.3. Tujuan Penelitian	12
1.4. Manfaat Penelitian	13
1.5. Sistematika Penulisan Penelitian	14
BAB II	16
2.1. <i>Green Purchase Behavior</i>	16
2.1.1. <i>Green Purchase Decision</i>	17
2.2. <i>Environmental Concern</i>	18
2.3. <i>Green Perceived Benefit</i>	19
2.4. <i>Green Perceived Quality</i>	20
2.5. <i>Green Awareness of Price</i>	22
2.6. <i>Green Willingness to Purchase</i>	23
2.7. <i>Green Future Estimation</i>	24
2.8. <i>Hubungan Antar Variabel.....</i>	25
2.8.1. <i>Pengaruh Environmental Concern Terhadap Green Purchase Decision</i>	25
2.8.2. <i>Pengaruh Green Perceived Benefit Terhadap Green Purchase Decision</i>	27
2.8.3. <i>Pengaruh Green Perceived Quality Terhadap Green Purchase Decision</i>	28
2.8.4. <i>Pengaruh Green Awareness of Price Terhadap Green Purchase Decision</i>	29
2.8.5. <i>Pengaruh Green Willingness to Purchase Terhadap Green Purchase Decision</i>	30

2.8.6. Pengaruh <i>Green Future Estimation</i> Terhadap <i>Green Purchase Decision</i>	31
2.9. Penelitian Sebelumnya	32
2.10. Model Penelitian	34
BAB III.....	36
3.1. Jenis Penelitian	36
3.2. Subjek Penelitian	38
3.3. Objek Penelitian	38
3.4. Unit Analisis	39
3.5. Desain Penelitian	39
3.6. Definisi Konseptual dan Definisi Operasional	41
3.7. Populasi dan Sampel Penelitian	44
3.8. Metode Pengumpulan Data	47
3.9. Metode Analisis Data	47
3.9.1. Analisis Deskriptif Variabel Penelitian	48
3.9.2. Pengujian Outer Model	49
3.9.3. Penetapan Hipotesis Statistik	50
3.9.4. Pengujian Inner Model	51
3.10. Preliminary Test	53
3.10.1. Hasil Pengujian Outer Model	53
3.10.2. Kesimpulan Hasil Pretest	57
3.10.3. Model Outer	57
BAB IV	59
4.1. Analisis Terhadap Responden	59
4.2. Analisis Variabel Penelitian	60
4.2.1. Analisis Terhadap Variabel <i>Environmental Concern</i>	60
4.2.2. Analisis Terhadap Variabel <i>Green Perceived Benefit</i>	61
4.2.3. Analisis Terhadap Variabel <i>Green Perceived Quality</i>	62
4.2.4. Analisis Terhadap Variabel <i>Green Awareness of Price</i>	63

4.2.5. Analisis Terhadap Variabel <i>Green Wilingness to Purchase</i>	63
4.2.6. Analisis Terhadap Variabel <i>Green Future Estimation</i>	64
4.2.7. Analisis Terhadap Variabel <i>Green Purchase Decision</i>	65
4.3. Analisis Data <i>Outer Model</i>	66
4.3.1. Analisis Validitas	66
4.3.2. Analisis Reliabilitas	69
4.4. Analisis Data <i>Inner Model</i>	71
4.4.1. Analisis Koefisien Determinasi	71
4.4.2. Analisis <i>Predictive Relevance</i>	72
4.4.3. Analisis Kolinearitas	72
4.4.4. Analisis <i>Path Coefficient</i>	73
4.5. Pembahasan	76
4.5.1. Pengaruh <i>Environmental Concern</i> Terhadap <i>Green Purchase Decision</i>	76
4.5.2. Pengaruh <i>Green Perceived Benefit</i> Terhadap <i>Green Purchase Decision</i>	78
4.5.3. Pengaruh <i>Green Perceived Quality</i> Terhadap <i>Green Purchase Decision</i>	80
4.5.4. Pengaruh <i>Green Awareness of Price</i> Terhadap <i>Green Purchase Decision</i>	81
4.5.5. Pengaruh <i>Green Wilingness to Purchase</i> Terhadap <i>Green Purchase Decision</i>	83
4.5.6. Pengaruh <i>Green Future Estimation</i> Terhadap <i>Green Purchase Decision</i>	84
BAB V	86
5.1. Kesimpulan	86
5.2. Implikasi Manajerial.....	86
5.3. Keterbatasan Penelitian	90
5.4. Saran Untuk Penelitian Selanjutnya	91
DAFTAR PUSTAKA	93

DAFTAR TABEL

1.1.	Research Gap	7
2.1.	Penelitian Terdahulu.....	32
3.1.	Definisi Konseptual dan Definisi Operasional	42
3.2.	Hasil Pengujian Loading Factor/Outer Loading 1st Test	53
3.3.	Hasil Pengujian Loading Factor/Outer Loading 2nd Test	54
3.4.	Hasil Pengujian AVE	55
3.5.	Hasil Pengujian Fornell Larcker	55
3.6.	Hasil Pengujian Cronbach's Alpha	56
3.7.	Hasil Pengujian Composite Reliability	56
4.1.	Profil Responden	59
4.2.	Analisis Deskriptif Variabel Environmental Concern	60
4.3.	Analisis Deskriptif Variabel Green Perceived Benefit	61
4.4.	Analisis Deskriptif Variabel Green Perceived Quality	62
4.5.	Analisis Deskriptif Variabel Green Awareness of Price	63
4.6.	Analisis Deskriptif Variabel Green Wilingness to Purchase	64
4.7.	Analisis Deskriptif Variabel Green Future Estimation	65
4.8.	Analisis Deskriptif Variabel Green Purchase Decision	66
4.9.	Hasil Pengujian Loading Factor/Outer Loading 1st Test	67
4.10.	Hasil Pengujian Loading Factor/Outer Loading 2nd Test	68
4.11.	Hasil Pengujian AVE	69
4.12.	Hasil Pengujian Fornell Larcker	69
4.13.	Hasil Pengujian Cronbach's Alpha	70
4.14.	Hasil Pengujian Composite Reliability	70
4.15.	Hasil Pengujian Koefisien Determinasi	72
4.16.	Hasil Pengujian Predictive Relevance	72
4.17.	Hasil Pengujian Kolinearitas	73
4.18.	Pengujian Path Coefficient	73

DAFTAR GAMBAR

1.1.	Kekhawatiran Konsumen Indonesia Terhadap Global Warming	2
1.2.	Meningkatnya Green Consumerism.....	3
1.3.	Pendapat IKEA (Global)	5
2.1.	Model Penelitian	34
3.1.	Outer Model	58
4.1.	Outer Model	71
4.2.	Inner Model.....	76