

## Daftar Isi

### Abstrak

|   |           |
|---|-----------|
| <b>Bab 1 Pendahuluan.....</b>   | <b>01</b> |
| 1.1 Latar belakang penelitian.....  | 01        |
| 1.2 Rumusan masalah.....  | 09        |
| 1.3 Tujuan penelitian.....  | 11        |
| 1.4 Manfaat penelitian.....   | 12        |
| 1.4.1 Manfaat teoritis.....   | 12        |
| 1.4.2 Manfaat praktis.....  | 12        |
| 1.5 Sistematika penulisan.....  | 12        |
| <b>Bab 2 Tinjauan Pustaka.....</b>  | <b>14</b> |
| 2.1 Konsep Kontruk Variable.....  | 14        |
| 2.1.1 <i>Plant-Based Foods</i> .....  | 14        |
| 2.1.2 <i>Theory of Planned Behavior</i> .....   | 15        |
| 2.1.3 Sikap ( <i>Attitude</i> ).....  | 18        |
| 2.1.4 Norma Subjektif ( <i>Subjective Norm</i> ).....   | 19        |
| 2.1.5 Kontrol Perilaku yang Dirasa ( <i>Perceived Behaviour Control</i> ).....  | 20        |
| 2.1.6 <i>Green Marketing</i> .....  | 21        |
| 2.1.7 Niat ( <i>Intention</i> ).....  | 23        |
| 2.1.8 Perilaku ( <i>Behaviour</i> ).....  | 23        |
| 2.2 Pengembangan Hipotesis.....   | 24        |
| 2.2.1 Hubungan antara Sikap ( <i>Attitude</i> ) dan Niat ( <i>Intention</i> ).....  | 24        |
| 2.2.2 Hubungan antara Norma Subyektif ( <i>Subjective Norm</i> )<br>dan Niat ( <i>Intention</i> ).....                            | 25        |
| 2.2.3 Hubungan antara Kontrol Perilaku yang Dirasa<br>( <i>Perceived Behavioural Control</i> ) dan Niat ( <i>Intention</i> )..... | 26        |
| 2.2.4 Hubungan antara <i>Green Marketing</i> dan Niat ( <i>Intention</i> ).....   | 27        |
| 2.2.5 Hubungan antara <i>Green Marketing</i> dan Perilaku ( <i>Behaviour</i> ).....   | 29        |
| 2.2.6 Hubungan antara Niat ( <i>Intention</i> ) dan Perilaku ( <i>Behaviour</i> ).....  | 30        |
| 2.3 Model penelitian.....   | 31        |
| <b>Bab 3 Metode Penelitian.....</b>   | <b>32</b> |
| 3.1 Objek penelitian.....   | 32        |
| 3.2 Unit analisis.....  | 32        |
| 3.3 Tipe penelitian.....  | 33        |
| 3.4 Operasionalisasi variable penelitian.....   | 34        |
| 3.4.1 Sikap ( <i>Attitude</i> ).....  | 34        |
| 3.4.2 Norma Subyektif ( <i>Subjective Norm</i> ).....   | 35        |
| 3.4.3 Kontrol Perilaku yang Dirasa ( <i>Perceived Behaviour Control</i> ).....  | 36        |
| 3.4.4 <i>Green Marketing</i> .....  | 36        |

|  |           |
|--|-----------|
| 3.4.5 Niat ( <i>Intention</i> ).....   | 37        |
| 3.4.6 Perilaku ( <i>Behaviour</i> ).....   | 37        |
| 3.5 Populasi dan sampel.....   | 37        |
| 3.5.1 Penentuan jumlah sample.....   | 38        |
| 3.5.2 Metode penarikan sample.....   | 39        |
| 3.6 Metode pengumpulan data.....   | 39        |
| 3.6.1 Skala Pengukuran Sikap ( <i>Attitude</i> ).....  | 40        |
| 3.6.2 Skala Pengukuran Norma Subyektif ( <i>Subjective Norm</i> ).....                             | 41        |
| 3.6.3 Skala Pengukuran Kontrol Perilaku yang Dirasa<br>( <i>Perceived Behaviour Control</i> )..... | 42        |
| 3.6.4 Skala Pengukuran <i>Green Marketing</i> .....  | 43        |
| 3.6.5 Skala Pengukuran Niat ( <i>Intention</i> ).....  | 44        |
| 3.6.6 Skala Pengukuran Perilaku ( <i>Behaviour</i> ).....  | 44        |
| 3.7 Metode analisis data.....  | 45        |
| 3.7.1 Model Pengukuran ( <i>Measurement Model</i> ).....   | 46        |
| 3.7.1.1 Uji Reliabilitas.....  | 46        |
| 3.7.1.2 Uji Validitas.....   | 47        |
| 3.7.2 Model Struktural ( <i>Structural Model</i> ).....  | 49        |
| 3.7.2.1 Multikolinearitas (VIF).....   | 49        |
| 3.7.2.2 <i>Size and Significance of Path Coefficient</i> .....                                     | 49        |
| 3.7.2.3 <i>Coefficient of Determination (R<sup>2</sup>)</i> .....                                  | 50        |
| <b>Bab 4 Hasil penelitian dan pembahasan.....</b>  | <b>52</b> |
| 4.1 Hasil penelitian.....  | 52        |
| 4.1.1 Profil responden.....  | 52        |
| 4.1.1.1 Jenis Kelamin.....   | 53        |
| 4.1.1.2 Umur.....  | 53        |
| 4.1.1.3 Pendidikan.....  | 54        |
| 4.1.1.4 Pekerjaan.....   | 55        |
| 4.1.1.5 Pendapatan Bulanan.....  | 56        |
| 4.1.1.6 Frekuensi Pembelian Produk <i>Plant-Based Foods</i> .....                                  | 57        |
| 4.1.1.7 Pengeluaran Bulanan untuk produk <i>Plant-Based Foods</i> .....                            | 58        |
| 4.1.2 Dekripsi konstruk penelitian.....  | 59        |
| 4.1.2.1 Sikap ( <i>Attitude</i> ).....   | 59        |
| 4.1.2.2 Norma Subyektif ( <i>Subjective Norm</i> ).....  | 60        |
| 4.1.2.3 Kontrol Perilaku yang Dirasa<br>( <i>Perceived Behaviour Control</i> ).....                | 61        |
| 4.1.2.4 <i>Green Marketing</i> .....   | 63        |
| 4.1.2.5 Niat ( <i>Intention</i> ).....   | 64        |
| 4.1.2.6 Perilaku ( <i>Behaviour</i> ).....   | 65        |
| 4.1.3 Analisis data penelitian.....  | 66        |
| 4.1.3.1 <i>Outer model</i> .....   | 66        |
| 4.1.3.1.1 Uji Reliabilitas.....  | 67        |

|  |    |
|--|----|
| 4.1.3.1.2 Uji Validitas.....   | 68 |
| 4.1.3.2 <i>Inner model</i> .....   | 73 |
| 4.2 Pembahasan.....  | 82 |
| 4.2.1 Sikap ( <i>Attitude</i> ).....   | 83 |
| 4.2.2 Norma Subyektif ( <i>Subjective Norm</i> ).....                          | 84 |
| 4.2.3 Kontrol Perilaku yang Dirasa ( <i>Perceived Behaviour Control</i> )..... | 84 |
| 4.2.4 <i>Green Marketing</i> .....   | 85 |
| 4.2.5 Niat ( <i>Intention</i> ) dan Perilaku ( <i>Behaviour</i> ).....         | 86 |

## **Bab 5 Kesimpulan**

|   |    |
|---|----|
| 5.1 Kesimpulan.....                                   | 87 |
| 5.2 Implikasi manajerial.....                         | 91 |
| 5.3 Keterbatasan dan saran penelitian berikutnya..... | 95 |

## Daftar Pustaka

