

DAFTAR ISI

LEMBAR PENGESAHAN SKRIPSI.....	iii
PERNYATAAN ORISINALITAS	iv
PERNYATAAN BEBAS PLAGIAT	v
LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI	vi
LEMBAR PERSEMBAHAN	vii
ABSTRAK.....	viii
<i>ABSTRACT</i>	ix
KATA PENGANTAR	x
DAFTAR ISI	xii
DAFTAR GAMBAR.....	xvi
DAFTAR TABEL.....	xvii
DAFTAR LAMPIRAN.....	xix
BAB 1 PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah	14
1.3 Tujuan Penelitian.....	15
1.4 Manfaat Penelitian.....	16
1.5 Kebaruan Penelitian.....	17
BAB II KAJIAN PUSTAKA.....	18
2.1 Teori Pendukung.....	18
2.1.1 Landasan Teori.....	18
2.1.2 <i>Green purchase intention</i>	21
2.1.3 <i>Environmental knowledge</i>	24

2.1.4 <i>Green advertising</i>	27
2.1.5 <i>Environmental concern</i>	29
2.1.6 <i>Attitude toward green product</i>	31
2.1.7 <i>Sustainability awareness</i>	34
2.2 Penelitian Terdahulu	36
2.3 Kerangka Teori dan Pengembangan Hipotesis	43
BAB III METODE PENELITIAN	58
3.1 Waktu dan Tempat Penelitian	58
3.1.1 Waktu Penelitian	58
3.1.2 Tempat Penelitian	58
3.2 Desain Penelitian	59
3.3 Populasi dan Sampel	60
3.3.1 Populasi	60
3.3.2 Sampel	60
3.4 Pengembangan Instrumen	62
3.4.1 <i>Environmental knowledge</i> (EK)	62
3.4.2 <i>Green advertising</i> (GA)	64
3.4.3 <i>Environmental concern</i> (EC)	66
3.4.4 <i>Attitude toward green product</i> (ATGP)	68
3.4.5 <i>Sustainability awareness</i> (SA)	69
3.4.6 <i>Green purchase intention</i> (GPI)	71
3.5 Teknik Pengumpulan Data	73
3.6 Teknik Analisis Data	74
3.6.1 Evaluasi <i>Outer Model</i>	74
3.6.2 Evaluasi <i>Inner Model</i>	76

3.6.3 Uji Hipotesis	78
3.6.4 Uji Mediasi	79
3.6.5 Uji Moderasi	80
BAB IV HASIL DAN PEMBAHASAN	81
4.1 Deskripsi Data	81
4.1.1 Profil Responden	81
4.1.2 Uji Instrumen	85
4.1.3 Analisis Deskriptif	90
4.2 Analisis <i>Outer Model</i>	104
4.2.1 <i>Convergent Validity</i>	104
4.2.2 <i>Discriminant Validity</i>	106
4.2.3 <i>Average Variance Extracted (AVE)</i>	107
4.2.4 <i>Composite Reliability</i>	108
4.2.5 <i>Cronbach's Alpha</i>	108
4.3 Analisis <i>Inner Model</i>	109
4.3.1 <i>Coefficient Determination (R-square)</i>	109
4.3.2 <i>Effect Size (f-square)</i>	110
4.3.3 <i>Predictive Relevance (Q-square)</i>	111
4.3.4 <i>Variance Inflation Factor (VIF)</i>	112
4.3.5 <i>Goodness of Fit Index/Quality Indexes</i>	113
4.4 Pengujian Hipotesis	114
4.4.1 Analisis <i>Direct Effect Path Coefficient</i>	114
4.4.2 Analisis <i>Indirect Effect Path Coefficient</i>	117
4.4.3 Analisis Moderasi	118
4.5 Pembahasan	119

4.5.1 <i>Environmental Knowledge</i> terhadap <i>Attitude Toward Green Product</i>	119
4.5.2 <i>Green Advertising</i> terhadap <i>Attitude Toward Green Product</i>	121
4.5.3 <i>Environmental Concern</i> terhadap <i>Attitude Toward Green Product</i>	123
4.5.4 <i>Attitude Toward Green Product</i> terhadap <i>Green Purchase Intention</i>	125
4.5.5 <i>Environmental Knowledge</i> terhadap <i>Green Purchase Intention</i>	126
4.5.6 <i>Green Advertising</i> terhadap <i>Green Purchase Intention</i>	128
4.5.7 <i>Environmental Concern</i> terhadap <i>Green Purchase Intention</i>	130
4.5.8 <i>Environmental Knowledge</i> terhadap <i>Green Purchase Intention</i> melalui <i>Attitude Toward Green Product</i>	132
4.5.9 <i>Green Advertising</i> terhadap <i>Green Purchase Intention</i> melalui <i>Attitude Toward Green Product</i>	134
4.5.10 <i>Environmental Concern</i> terhadap <i>Green Purchase Intention</i> melalui <i>Attitude Toward Green Product</i>	135
4.5.11 <i>Sustainability Awareness</i> memoderasi <i>Green Purchase Intention</i> melalui <i>Attitude Toward Green Product</i>	137
BAB V PENUTUP	139
5.1 Kesimpulan.....	139
5.2 Implikasi	140
5.2.1 Implikasi Teoritis	140
5.2.2 Implikasi Praktis	141
5.3 Keterbatasan Penelitian	143
5.4 Rekomendasi Bagi Penelitian Selanjutnya	144
DAFTAR PUSTAKA	146
LAMPIRAN	172
DAFTAR RIWAYAT HIDUP	209

DAFTAR GAMBAR

Gambar 1. 1 Tingkat Kepedulian Konsumen terhadap Produk Ramah Lingkungan di Indonesia.....	2
Gambar 1. 2 Proporsi Responden yang Menjalani Gaya Hidup Berkelanjutan.....	3
Gambar 1. 3 Jenis Pembalut yang Digunakan	6
Gambar 2. 1 <i>Theory of Planned Behavior</i> (TPB)	18
Gambar 2. 2 <i>Push, Pull, Mooring</i> (PPM)	19
Gambar 2. 3 <i>Value, Belief, Norm</i> (VBN)	20
Gambar 2. 4 Kerangka Teori Penelitian.....	57
Gambar 4. 1 <i>Outer Model</i> Penelitian.....	104



DAFTAR TABEL

Tabel 1. 1 Jumlah Perempuan Gen Z Usia 17-27 Tahun di Lima Kota	7
Tabel 1. 2 Prediksi Sampah Pembalut Sekali Pakai	8
Tabel 2. 1 Penelitian Terdahulu	36
Tabel 2. 2 Sebaran Variabel Pada Penelitian Terdahulu	42
Tabel 3. 1 Populasi Penelitian	60
Tabel 3. 2 Distribusi Sampel Tiap Kota	62
Tabel 3. 3 Instrumen Variabel <i>Environmental Knowledge</i>	63
Tabel 3. 4 Instrumen Variabel <i>Green Advertising</i>	64
Tabel 3. 5 Instrumen Variabel <i>Environmental Concern</i>	66
Tabel 3. 6 Instrumen Variabel <i>Attitude Toward Green Product</i>	68
Tabel 3. 7 Instrumen Variabel <i>Sustainability Awareness</i>	70
Tabel 3. 8 Instrumen Variabel <i>Green purchase intention</i>	71
Tabel 3. 9 Pengukuran Skala <i>Likert</i>	73
Tabel 4. 1 Karakteristik Responden Berdasarkan Usia	81
Tabel 4. 2 Karakteristik Responden Berdasarkan Domisili	82
Tabel 4. 3 Karakteristik Responden Berdasarkan Sumber Media Tautan Kuesioner	82
Tabel 4. 4 Karakteristik Responden Berdasarkan Pendidikan Terakhir	83
Tabel 4. 5 Karakteristik Responden Berdasarkan Pekerjaan	83
Tabel 4. 6 Karakteristik Responden Berdasarkan Status Pernikahan	84
Tabel 4. 7 Karakteristik Responden Berdasarkan Pengeluaran Bulanan Pembelian Pembalut Menstruasi	84
Tabel 4. 8 Nilai <i>Outer Loading</i> 46 Indikator	85
Tabel 4. 9 Nilai <i>Outer Loading</i> 38 Indikator	86
Tabel 4. 10 Nilai HTMT Pengujian Instrumen	87
Tabel 4. 11 Nilai Fornell-Larcker Pengujian Instrumen	88
Tabel 4. 12 Nilai AVE Pengujian Instrumen	89
Tabel 4. 13 Nilai <i>Composite Reliability</i> Pengujian Instrumen	89

Tabel 4. 14 Nilai <i>Cronbach's Alpha</i> Pengujian Instrumen.....	90
Tabel 4. 15 Analisis Deskriptif <i>Environmental Knowledge</i>	91
Tabel 4. 16 Analisis Deskriptif <i>Green Advertising</i>	93
Tabel 4. 17 Analisis Deskriptif <i>Environmental Concern</i>	95
Tabel 4. 18 Analisis Deskriptif <i>Attitude Toward Green Product</i>	97
Tabel 4. 19 Analisis Deskriptif <i>Sustainability Awareness</i>	99
Tabel 4. 20 Analisis Deskriptif <i>Green Purchase Intention</i>	101
Tabel 4. 21 Nilai <i>Outer Loading</i>	105
Tabel 4. 22 Nilai Fornell-Larcker.....	106
.Tabel 4. 23 Nilai Heterotrait-monotrait ratio (HTMT)	106
Tabel 4. 24 Nilai <i>Average Variance Extracted</i> (AVE).....	107
Tabel 4. 25 Nilai <i>Composite Reliability</i>	108
Tabel 4. 26 Nilai <i>Cronbach's Alpha</i>	109
Tabel 4. 27 Nilai <i>R-square</i>	110
Tabel 4. 28 Nilai <i>f-square</i>	111
Tabel 4. 29 Nilai <i>Q-square</i>	112
Tabel 4. 30 Nilai <i>Variance Inflation Factor</i> (VIF).....	112
Tabel 4. 31 Nilai <i>Goodness of Fit Index/Quality Indexes</i>	113
Tabel 4. 32 Pengaruh Langsung (<i>Direct Effect</i>)	114
Tabel 4. 33 Pengaruh Tidak Langsung (<i>Indirect Effect</i>)	117
Tabel 4. 34 Pengaruh Moderasi.....	119

DAFTAR LAMPIRAN

Lampiran 1. Surat Persetujuan Seminar Proposal.....	172
Lampiran 2. Format Saran dan Perbaikan Seminar Proposal	173
Lampiran 3. Surat Persetujuan Sidang Skripsi.....	174
Lampiran 4. Format Saran dan Perbaikan Sidang Skripsi	175
Lampiran 5. Kartu Konsultasi Pembimbing	177
Lampiran 6. Kuesioner Penelitian.....	178
Lampiran 7. Hasil Pra Riset	186
Lampiran 8. Tabulasi Data	193
Lampiran 9. Hasil Cek Plagiasi Turnitin.....	208

