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APPENDIXES

Appendix I: Research Questionnaire

Identitas Responden

1. Nama (boleh inisial atau dikosongkan)
2. Jenis Kelamin
 - Laki-laki
 - Perempuan
3. Usia (*Klasifikasi berdasarkan Journal Age Standardization of Rates: A New WHO Standard*)
 - 10-14
 - 15-19
 - 20-24
 - 25-29
 - 30-34
 - 35-39
 - 40-44
 - 45-49
 - > 50
4. Pendidikan Terakhir
 - SD
 - SMP
 - SMA
 - Sarjana/Diploma
 - Magister
5. Pekerjaan
 - Pegawai Negeri (PNS)/TNI POLRI
 - Pegawai Swasta/BUMN
 - Wiraswasta
 - Pelajar/Mahasiswa
 - Ibu Rumah Tangga
 - Lainnya
6. Kategori produk The Body Shop yang sudah pernah saya pakai dan/atau beli (bisa dipilih lebih dari satu)
 - Skincare
 - Body care/Lotion

- Fragrance/Body Mist
 - Hair
 - Make up
 - Men
7. Setelah produk The Body Shop yang saya beli dan/atau gunakan habis, saya memanfaatkan Kebijakan Bring Back Our Bottles (BBOB) The Body Shop yaitu dengan mengembalikan botol atau kemasan kosong produk The Body Shop ke tokonya untuk didaur ulang, yang kemudian ditukar dengan poin membership
- Ya
 - Tidak
8. Seberapa sering anda memanfaatkan kebijakan Bring Back Our Bottles (BBOB) The Body Shop?
- Tidak pernah
 - Jarang
 - Kadang – kadang
 - Selalu

Petunjuk Pengisian

Beberapa pertanyaan mungkin terlihat mirip dan repetitif, maka dari itu silakan baca pertanyaan dengan seksama dan pilihlah satu kolom yang dianggap paling sesuai dengan kondisi atau keadaan saudara(i).

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Variabel Green Product (X1)

No	Pertanyaan	Skor Penelitian				
		1	2	3	4	5
		STS	TS	N	S	SS
<i>Product Perception</i>						
1	Apabila saya mendengar atau melihat merek The Body Shop, saya langsung terpikirkan akan produk ramah lingkungan					
<i>Product Packaging</i>						
1	Kemasan produk The Body Shop dapat didaur ulang					
2	Kemasan produk The Body Shop dapat mendukung upaya gaya hidup berkelanjutan					
<i>Product Composition</i>						
1	Produk The Body Shop dibuat dari bahan-bahan yang diperoleh secara etis dan tidak diuji pada hewan					
2	Produk The Body Shop tidak terkontaminasi bahan kimia yang berbahaya bagi pengguna dan lingkungan					
<i>Product Reusability</i>						
1	The Body Shop menyediakan fitur isi ulang produk-produknya					
2	Kebijakan reuse, recycle, dan upcycle The Body Shop dapat mengurangi tumpukan limbah					
<i>Certificate Ecolabel</i>						
1	Produk The Body Shop lebih murah bagi masyarakat jika dilihat dalam jangka panjang					
2	Saya lebih suka produk yang berlabel ramah lingkungan					

Variabel Green Advertising (X2)

No	Pertanyaan	Skor Penelitian				
		1	2	3	4	5
		STS	TS	N	S	SS
<i>Understanding of The Body Shop ad</i>						
1	The Body Shop mencerminkan produk ramah lingkungan					
<i>Understanding of the green message from The Body Shop ad</i>						
1	Saya mengetahui pesan-pesan lingkungan yang disampaikan pada iklan The Body Shop					
2	Saya memahami pesan-pesan lingkungan yang disampaikan The Body Shop pada gerai toko dan setiap produknya					
<i>Awareness of the information provided</i>						
1	Iklan yang dipajang pada gerai toko offline dan online mengenai lingkungan menarik perhatian saya					
2	Kampanye ramah lingkungan yang disampaikan The Body Shop membuat saya mempelajari informasi kesadaran lingkungan yang belum pernah saya tahu sebelumnya					
<i>Cognitive and affective responses to green advertising</i>						
1	Iklan ramah lingkungan The Body Shop membuat orang menjadi lebih bertanggung jawab secara sosial					
2	Iklan ramah lingkungan The Body Shop memperkuat citra perusahaannya					
<i>Moral/ethical impact of green advertising</i>						
1	Iklan ramah lingkungan The Body Shop mengeksploitasi masalah lingkungan alih-alih mengatasinya					
2	Iklan ramah lingkungan The Body Shop memanfaatkan kekhawatiran pelanggan terhadap lingkungan untuk membeli produknya					

Variabel Green Brand (X3)

No	Pertanyaan	Skor Penelitian				
		1	2	3	4	5
		STS	TS	N	S	SS
<i>Green brand image</i>						
1	Saya yakin dengan upaya peduli lingkungan dari merek The Body Shop					
2	Saya mengenali arti dari slogan dan simbol tentang lingkungan yang digunakan merek The Body Shop dalam kampanye pemasaran					
3	Jika saya melihat sebuah label lingkungan pada suatu merek, maka saya akan membeli/menggunakannya					
<i>Green satisfaction</i>						
1	Saya merasa bahwa merek The Body Shop adalah tolok ukur terbaik dalam komitmen terhadap lingkungan					
2	Merek The Body Shop mapan dalam perhatian terhadap lingkungan					
<i>Green trust</i>						
1	Merek The Body Shop terpercaya dalam janji dan komitmen perhatiannya mengenai lingkungan					
2	Saya percaya bahwa benar menggunakan merek The Body Shop dalam upaya saya peduli terhadap lingkungan					
<i>Green awareness</i>						
1	Saya merasa bahwa pendapat dan kasus mengenai lingkungan dari The Body Shop sangat terpercaya					
2	Upaya terhadap lingkungan dari merek The Body Shop sesuai dengan harapan saya					
<i>Green Perceived Value</i>						
1	Saya bersedia membayar lebih untuk produk yang diiklankan sebagai produk ramah lingkungan seperti produk The Body Shop					
2	Fokus pada masalah lingkungan dapat membujuk orang untuk membeli produk yang sebenarnya tidak mereka butuhkan					

Variabel Purchase Decision (Y)

No	Pertanyaan	Skor Penelitian				
		1	2	3	4	5
		STS	TS	N	S	SS
<i>Problem recognition</i>						
1	Saya merasa bahwa produk The Body Shop sudah sesuai dengan keinginan dan kebutuhan saya					
2	Saya merasa bahwa merek The Body Shop menawarkan harga jual yang sepadan dengan kualitas produk dan manfaat lingkungan yang diberikan					
<i>Information research</i>						
1	Saya mudah mendapatkan informasi tentang produk The Body Shop dari iklan pada media sosial The Body Shop dan pada gerai tokonya di berbagai pusat belanja					
2	Menurut saya iklan serta media cetak sangat gencar memberikan informasi tentang kegunaan produk The Body Shop					
<i>Evaluation of alternatives</i>						
1	Menurut saya produk The Body Shop merupakan pilihan pembelian pertama					
2	Saya merasa bahwa kualitas produk The Body Shop lebih baik dibanding merek-merek produk ramah lingkungan sejenis lainnya					
<i>Purchase decision</i>						
1	Saya membeli produk The Body Shop karena produknya mudah ditemukan dan tokonya mudah dijangkau baik online maupun offline					
2	Saya membeli The Body Shop karena mencerminkan penggunaannya menyukai produk ramah lingkungan					
<i>Post-purchase behavior</i>						
1	Menurut saya setelah membeli produk The Body Shop, saya merasa ekspektasi saya terpenuhi sehingga saya mempertimbangkan untuk membeli produknya kembali					
2	Menurut saya setelah membeli produk The Body Shop, saya menjadi lebih sering sadar dalam menerapkan gaya hidup yang ramah lingkungan dibandingkan sebelumnya					

No	Variabel	Indicator	Nomor Item
1	Green Product (D'Souza et al., 2006; Hasanah N. & Handayani W., 2020)	Product perception Product packaging Product composition Product reusability Certificate eco-label	1,2 3,4 5,6 7,8 9,10
2	Green Advertising (Alniacik & Yilmaz, 2012; Diana L & Matulich, 2008)	Understanding of The Body Shop ad Understanding of the green message from The Body Shop ad Awareness of the information provided in The Body Shop ad Cognitive and affective responses to green advertising Moral/ethical impact of green advertising	11 12,13 14,15 16,17 18,19
3	Green Brand (Mourad & Ahmed, 2012; Chen & Chang, 2012)	Green brand image Green satisfaction Green trust Green awareness Green perceived value	20,21,22 23,24 25,26 27,28 29,30
4	Purchase Decision (Kotler & Keller, 2016)	Problem recognition Information research Evaluation of alternatives Purchase decision Post-purchase behavior	31,32 33,34 35,36 37,38 39,40

Appendix II: Respondents' Identity

Gender

Gender	Frequency	Percentage (%)
Male	12	17.55%
Female	85	82.45%
Total	97	100,0

Age

Age	Frequency	Percentage
< 15	-	-
15 – 19	-	-
20 – 24	63	64.94%
25 – 29	16	16,49%
30 – 34	9	9,27%
35 – 39	5	5,15%
> 40	4	4,12%
Total	97	100,0

Education

Education	Frequency	Percentage
Elementary School	-	-
Junior High School	-	-
Senior High School	46	47.42%
Associate's Degree	5	5.15%
Bachelor's Degree	42	43.2%
Magister Degree	4	4,12%
Postgraduate Degree	-	-
Total	97	100,0

Occupation

Education	Frequency	Percentage
Student	50	51.5%
Housewife	8	8.2%
Entrepreneur	7	7.2%
Civil servant	3	3.09%
Private employee	22	22.68%
Others	7	7.21%
Total	97	100,0

Product Categories

Product Category	Frequency	Percentage
Skincare	43	44,32%
Body Care/Lotion	70	72,1%
Fragrance/Body Mist	75	77,3%
Hair	19	19,5%
Make up	32	32,9%
Men	10	10,3%
Gift	11	11,3%

BBOB Utilization

Utilization	Frequency	Percentage (%)
Yes	47	48,4%
No	50	51,54%
Total	97	100,0

BBOB Utilization Frequency

Utilization Frequency	Respondents Frequency	Percentage (%)
Never	43	44,3%
Seldom	14	14,4%
Sometimes	20	20,6%
Always	20	20,6%
Total	97	100,0

5	4	4	5	2	2	2	2	2	4	3	1	4	4	3	3	2	4	2	4	3	4	2	5	3	2	8	3	3	4	2	3	3	3	4	2	2	9	
5	5	4	5	5	5	5	5	5	2	2	8	3	5	5	3	4	5	5	4	5	4	8	5	4	8	5	5	5	3	3	5	5	4	5	5	4		
3	3	3	4	4	4	3	4	4	2	3	3	3	3	3	3	4	4	3	3	3	3	3	6	3	3	3	3	3	3	3	3	3	3	4	4	3	3	
1	3	3	3	3	3	3	3	3	5	4	3	3	3	3	3	4	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	0	
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3	4	4	4	3	5	4	3	4	3	4	4	4	4	3	2	3	4	2	3	9	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	
3	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	4	5	5	3	4	4	4	4	9	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	
3	3	3	3	4	4	4	3	4	1	4	3	3	3	3	3	4	4	3	0	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	1	
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5	5	5	5	5	3	5	5	3	5	4	4	4	5	5	5	2	2	5	3	5	5	5	5	4	4	5	5	5	5	3	5	5	5	5	5	5	5	6	
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4	5	4	5	4	5	5	3	4	9	5	2	3	4	2	3	5	2	9	5	4	4	4	4	3	5	4	3	4	5	3	4	3	4	5	3	1	3	4	
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3	5	5	5	5	3	5	4	9	4	4	5	4	4	5	5	3	5	9	5	4	3	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
5	4	5	4	4	4	5	4	5	0	4	4	4	5	5	5	3	4	9	4	3	4	4	4	5	3	4	4	4	4	4	4	4	4	4	4	4	4	8	
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3	2	4	4	5	2	5	2	2	9	3	2	4	4	5	2	2	9	4	2	5	4	4	2	1	1	2	5	1	1	2	4	3	3	2	3	4	0		
3	3	3	3	3	4	3	4	4	0	4	4	4	4	4	4	4	6	3	3	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	0	
3	4	3	3	3	3	4	3	5	1	3	3	3	4	3	3	2	4	3	3	3	3	3	3	4	3	5	3	4	4	4	3	3	4	3	4	3	3	5	

Appendix IV.a: Validity and Reliability Test Variabel X1

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
X1.1	Pearson Correlation	1	.685**	.672**	.501**	.789**	.795**	.350
	Sig. (2-tailed)		.000	.000	.005	.000	.000	.058
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.685**	1	.685**	.770**	.552**	.579**	.311
	Sig. (2-tailed)	.000		.000	.000	.002	.001	.095
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.672**	.685**	1	.716**	.628**	.631**	.309
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.096
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.501**	.770**	.716**	1	.656**	.670**	.252
	Sig. (2-tailed)	.005	.000	.000		.000	.000	.179
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.789**	.552**	.628**	.656**	1	.871**	.479**
	Sig. (2-tailed)	.000	.002	.000	.000		.000	.007
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.795**	.579**	.631**	.670**	.871**	1	.324
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.081
	N	30	30	30	30	30	30	30
X1.7	Pearson Correlation	.350	.311	.309	.252	.479**	.324	1
	Sig. (2-tailed)	.058	.095	.096	.179	.007	.081	
	N	30	30	30	30	30	30	30
X1.8	Pearson Correlation	.558**	.347	.381*	.425*	.525**	.519**	.078
	Sig. (2-tailed)	.001	.060	.038	.019	.003	.003	.682
	N	30	30	30	30	30	30	30
X1.9	Pearson Correlation	.241	.327	.287	.445*	.431*	.356	.571**
	Sig. (2-tailed)	.200	.078	.124	.014	.017	.053	.001
	N	30	30	30	30	30	30	30
X1.10	Pearson Correlation	.321	.577**	.251	.549**	.371*	.351	.053
	Sig. (2-tailed)	.083	.001	.180	.002	.044	.058	.782
	N	30	30	30	30	30	30	30
Total_X 1	Pearson Correlation	.818**	.790**	.769**	.809**	.886**	.846**	.591**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001
	N	30	30	30	30	30	30	30

Correlations

		X1.8	X1.9	X1.10	Total_X1
X1.1	Pearson Correlation	.558**	.241	.321	.818**
	Sig. (2-tailed)	.001	.200	.083	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.347	.327	.577**	.790**
	Sig. (2-tailed)	.060	.078	.001	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.381*	.287	.251	.769**
	Sig. (2-tailed)	.038	.124	.180	.000
	N	30	30	30	30
X1.4	Pearson Correlation	.425*	.445*	.549**	.809**
	Sig. (2-tailed)	.019	.014	.002	.000
	N	30	30	30	30
X1.5	Pearson Correlation	.525**	.431*	.371*	.886**
	Sig. (2-tailed)	.003	.017	.044	.000
	N	30	30	30	30
X1.6	Pearson Correlation	.519**	.356	.351	.846**
	Sig. (2-tailed)	.003	.053	.058	.000
	N	30	30	30	30
X1.7	Pearson Correlation	.078	.571**	.053	.591**
	Sig. (2-tailed)	.682	.001	.782	.001
	N	30	30	30	30
X1.8	Pearson Correlation	1	-.110	.408*	.517**
	Sig. (2-tailed)		.562	.025	.003
	N	30	30	30	30
X1.9	Pearson Correlation	-.110	1	.201	.583**
	Sig. (2-tailed)	.562		.286	.001
	N	30	30	30	30
X1.10	Pearson Correlation	.408*	.201	1	.519**
	Sig. (2-tailed)	.025	.286		.003
	N	30	30	30	30
Total_X1	Pearson Correlation	.517**	.583**	.519**	1
	Sig. (2-tailed)	.003	.001	.003	
	N	30	30	30	30

Appendix IV.b: Validity and Reliability Test Variabel X2

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7
X2.1	Pearson Correlation	1	.286	.272	.304	.214	.335	.138
	Sig. (2-tailed)		.126	.145	.102	.256	.070	.468
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.286	1	.715**	.701**	.599**	.636**	.393*
	Sig. (2-tailed)	.126		.000	.000	.000	.000	.032
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.272	.715**	1	.785**	.859**	.746**	.470**
	Sig. (2-tailed)	.145	.000		.000	.000	.000	.009
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.304	.701**	.785**	1	.854**	.886**	.589**
	Sig. (2-tailed)	.102	.000	.000		.000	.000	.001
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.214	.599**	.859**	.854**	1	.802**	.448*
	Sig. (2-tailed)	.256	.000	.000	.000		.000	.013
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.335	.636**	.746**	.886**	.802**	1	.623**
	Sig. (2-tailed)	.070	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.138	.393*	.470**	.589**	.448*	.623**	1
	Sig. (2-tailed)	.468	.032	.009	.001	.013	.000	
	N	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.380*	.206	.282	.233	.304	.412*	.327
	Sig. (2-tailed)	.038	.276	.131	.216	.102	.024	.078
	N	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.181	.435*	.566**	.521**	.540**	.630**	.622**
	Sig. (2-tailed)	.339	.016	.001	.003	.002	.000	.000
	N	30	30	30	30	30	30	30
Total_X 2	Pearson Correlation	.475**	.739**	.842**	.860**	.831**	.898**	.669**
	Sig. (2-tailed)	.008	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30

Correlations

		X2.8	X2.9	Total_X2
X2.1	Pearson Correlation	.380*	.181	.475**
	Sig. (2-tailed)	.038	.339	.008
	N	30	30	30
X2.2	Pearson Correlation	.206	.435*	.739**
	Sig. (2-tailed)	.276	.016	.000
	N	30	30	30
X2.3	Pearson Correlation	.282	.566**	.842**
	Sig. (2-tailed)	.131	.001	.000
	N	30	30	30
X2.4	Pearson Correlation	.233	.521**	.860**
	Sig. (2-tailed)	.216	.003	.000
	N	30	30	30
X2.5	Pearson Correlation	.304	.540**	.831**
	Sig. (2-tailed)	.102	.002	.000
	N	30	30	30
X2.6	Pearson Correlation	.412*	.630**	.898**
	Sig. (2-tailed)	.024	.000	.000
	N	30	30	30
X2.7	Pearson Correlation	.327	.622**	.669**
	Sig. (2-tailed)	.078	.000	.000
	N	30	30	30
X2.8	Pearson Correlation	1	.679**	.603**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
X2.9	Pearson Correlation	.679**	1	.779**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
Total_X2	Pearson Correlation	.603**	.779**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

Correlations

		X3.9	X3.10	X3.11	Total_X3
X3.1	Pearson Correlation	.651**	.551**	.449*	.816**
	Sig. (2-tailed)	.000	.002	.013	.000
	N	30	30	30	30
X3.2	Pearson Correlation	.737**	.649**	.599**	.808**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	30	30	30	30
X3.3	Pearson Correlation	.517**	.559**	.504**	.776**
	Sig. (2-tailed)	.003	.001	.005	.000
	N	30	30	30	30
X3.4	Pearson Correlation	.599**	.683**	.586**	.866**
	Sig. (2-tailed)	.000	.000	.001	.000
	N	30	30	30	30
X3.5	Pearson Correlation	.783**	.645**	.578**	.882**
	Sig. (2-tailed)	.000	.000	.001	.000
	N	30	30	30	30
X3.6	Pearson Correlation	.739**	.737**	.525**	.842**
	Sig. (2-tailed)	.000	.000	.003	.000
	N	30	30	30	30
X3.7	Pearson Correlation	.728**	.634**	.384	.829**
	Sig. (2-tailed)	.000	.000	.036	.000
	N	30	30	30	30
X3.8	Pearson Correlation	.896**	.726**	.557**	.928**
	Sig. (2-tailed)	.000	.000	.001	.000
	N	30	30	30	30
X3.9	Pearson Correlation	1	.738**	.513**	.867**
	Sig. (2-tailed)		.000	.004	.000
	N	30	30	30	30
X3.10	Pearson Correlation	.738**	1	.538**	.824**
	Sig. (2-tailed)	.000		.002	.000
	N	30	30	30	30
X3.11	Pearson Correlation	.513**	.538**	1	.690**
	Sig. (2-tailed)	.004	.002		.000
	N	30	30	30	30
Total_X3	Pearson Correlation	.867**	.824**	.690**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

Correlations

		Y9	Y10	Total_Y
Y1	Pearson Correlation	.729**	.275	.760**
	Sig. (2-tailed)	.000	.142	.000
	N	30	30	30
Y2	Pearson Correlation	.612**	.064	.505**
	Sig. (2-tailed)	.000	.737	.004
	N	30	30	30
Y3	Pearson Correlation	.561**	.234	.687**
	Sig. (2-tailed)	.001	.213	.000
	N	30	30	30
Y4	Pearson Correlation	.648**	.433*	.786**
	Sig. (2-tailed)	.000	.017	.000
	N	30	30	30
Y5	Pearson Correlation	.674**	.681**	.849**
	Sig. (2-tailed)	.000	.000	.000
	N	30	30	30
Y6	Pearson Correlation	.659**	.550**	.769**
	Sig. (2-tailed)	.000	.002	.000
	N	30	30	30
Y7	Pearson Correlation	.763**	.286	.651**
	Sig. (2-tailed)	.000	.126	.000
	N	30	30	30
Y8	Pearson Correlation	.537**	.800**	.734**
	Sig. (2-tailed)	.002	.000	.000
	N	30	30	30
Y9	Pearson Correlation	1	.483**	.891**
	Sig. (2-tailed)		.007	.000
	N	30	30	30
Y10	Pearson Correlation	.483**	1	.691**
	Sig. (2-tailed)	.007		.000
	N	30	30	30
Total_Y	Pearson Correlation	.891**	.691**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

Appendix V: Multiple Regression Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Green Brand (X3), Green Product (X1), Green Advertising (X2) ^b	.	Enter

a. Dependent Variable: Purchase Decision (Y)

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.987	2.918		1.024	.309
	Green Product (X1)	.273	.122	.214	2.235	.028
	Green Advertising (X2)	.043	.118	.038	.364	.717
	Green Brand (X3)	.588	.098	.617	6.015	.000

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819 ^a	.670	.659	3.74903

a. Predictors: (Constant), Green Brand (X3), Green Product (X1), Green Advertising (X2)

Appendix VI.a: Hypotheses Test (F-Test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2654.305	3	884.768	62.949	.000 ^b
	Residual	1307.139	93	14.055		
	Total	3961.443	96			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Green Brand (X3), Green Product (X1), Green Advertising (X2)

Appendix VI.b: Hypotheses Test (T-test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.987	2.918		1.024	.309
	Green Product (X1)	.273	.122	.214	2.235	.028
	Green Advertising (X2)	.043	.118	.038	.364	.717
	Green Brand (X3)	.588	.098	.617	6.015	.000

Appendix VII: Biography




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EDUCATION

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INTEREST

 Brainstorming is my hobby. I like to discuss on things that intrigued me with other people that I can learn from or whom I can share with. My analytical nature also makes me love to watch documentaries and other informative contents.

FADHILAH RAIHANAH

MANAGEMENT UNDERGRADUATE STUDENT

PROFILE

An enthusiastic student as well as curious thinker who loves to take new opportunities and likes to excel in everything I do & delegated for by utilizing organizational and communication skills that I have developed. I am often entrusted to be a speaker in numerous events as I have good delivery, motivational, and I also have my own way in convincing the listeners. I believe this one is due to my experience in debating activities, I learned how to deliver arguments and facts effectively.

EXPERIENCE

ORGANIZATION

Vice Chairman of the Student Council | 2016 – 2017
ATHIRAH ISLAMIC HIGH SCHOOL

President of the English Debate Club | 2016 – 2017
ATHIRAH ISLAMIC HIGH SCHOOL

ACHIEVEMENT

1st Winner of Indonesian Debating Championship Provincial Level |
April 30, 2017

EDUCATION REGIONAL OFFICE OF SOUTH SULAWESI

2nd Runner Up in Indonesian National Schools Debating Championship |
May 20, 2017

MINISTRY OF EDUCATION AND CULTURE

AWARDS & RECOGNITION

1st Winner for Non-Academic Term in Athirah Students Award |
May 5, 2018

ATHIRAH ISLAMIC HIGH SCHOOL

MC in The Seminar with a Renowned Indonesian Best-Selling Writer, Tere
Liye | October 14, 2016

SEMINAR UND FESTIVAL ATHIRAH ISLAMIC HIGH SCHOOL

Moderator in Talk Show with The Ministry of Education and Culture of
Indonesia | November 16, 2016

MINISTRY OF EDUCATION AND CULTURE & ATHIRAH ISLAMIC HIGH SCHOOL

EDUCATION

Athirah Islamic Elementary School
Graduated on 2012

Athirah Islamic Junior High School
Graduated on 2015

Athirah Islamic High School
Graduated on 2018

Appendix VIII: Questionnaire Online Poster

CALLING OUT RESPONDENTS



Perkenalkan saya Fadhilah Raihanah, mahasiswi Program Studi SI Manajemen Fakultas Ekonomi & Bisnis Universitas Hasanuddin

Saat ini saya sedang melakukan pengumpulan data dalam rangka penelitian skripsi sebagai tugas akhir saya dengan judul **“Pengaruh Green Marketing terhadap Keputusan Pembelian Pelanggan di The Body Shop Makassar”**

Adapun kriteria responden kuesioner ini adalah:

1. Responden yang pernah memakai dan/atau membeli produk The Body Shop
2. Responden yang sudah pernah melihat iklan The Body Shop
3. Responden yang berdomisili di Makassar

Jika saudara(i) memenuhi kriteria di atas, saya sebagai peneliti mohon kesediaannya untuk menjawab kuesioner ini dengan sebenar-benarnya pada link di bawah ini

bit.ly/penelitiandhila

Penelitian ini diharapkan memberikan hasil yang bermanfaat, terutama dalam upaya menyebarkan gaya hidup yang sadar akan lingkungan kedepannya. Segala data dan jawaban yang saudara(i) berikan pada kuesioner ini akan dijamin kerahasiannya dan hanya digunakan untuk kepentingan ilmiah

Terima kasih atas waktunya, semoga kebaikan anda berbalas :D

