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# LAMPIRAN 1

## KUESIONER PENELITIAN



**PROGRAM DOKTOR ILMU EKONOMI  
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2022**

## KUESIONER PENELITIAN

### LAMPIRAN 1

Kepada YTH

**Bapak/Ibu/Saudara/i Responden**

di –

Tempat

Assalamualaikum wr, wb

Bersama ini saya memohon kesediaan waktu Anda untuk mengisi kuesioner penelitian dengan judul “ **Pengaruh *Eco-packaging, Life style, Green trust* terhadap Sikap pada produk ramah lingkungan, Niat beli yang baik dan Perilaku Pembelian ramah lingkungan**”. Studi pada masyarakat kota Makassar. Mengingat pentingnya implikasi pada hasil pengisian kuesioner ini, kami memohon Anda untuk memberikan data secara jujur. Segala informasi yang diberikan akan peneliti gunakan hanya untuk kepentingan akademis, sehingga peneliti menjamin sepenuhnya kerahasiaan identitas seluruh jawaban bapak/ibu/saudara/i. Informasi yang Anda berikan merupakan sumbangsih besar dalam penyelesaian disertasi penelitian ini yang merupakan salah satu syarat untuk menyelesaikan studi pada Program Doktor Ilmu Ekonomi Universitas Hasanuddin. Atas partisipasinya penulis mengucapkan terimakasih.

**Hormat Saya**

**Laela**

## I. Petunjuk Pengisian

1. Untuk mengisi identitas kolom responden Anda diminta cukup mengisi titik-titik dan memberikan tanda cross (x) pada kolom yang tersedia sesuai dengan pernyataan yang diberikan.
2. Mohon agar Anda memberikan jawaban yang sebenarnya sesuai dengan kondisi dan keadaan sesungguhnya (pemahana Anda).
3. Setiap pernyataan hanya membutuhkan satu jawaban.
4. Kuesioner ini dibagi menjadi tujuh bagian, yang meliputi ; identitas responden, kuesioner *eco-packaging*, *life style*, *green trust*, Niat beli yang baik, Sikap terhadap produk ramah lingkungan, dan Perilaku pembelian hijau.

## II. Identitas Responden

- a) Nama :
- b) Usia :
- ≤ 20 thn
  - 21 – 30 thn
  - 31 – 40 thn
  - 41 – 50 thn
  - > 51 thn
- c) Jenis Kelamin :
- Laki-laki
  - Perempuan
- d) Produk ramah lingkungan atau produk hijau (*Green Products*) merupakan produk yang diproses dari bahan yang aman bagi alam, sedikit menghasilkan sampah (*less packaging*) limbah dapat didaur ulang, serta tidak menimbulkan kerusakan lingkungan dalam proses produksi-distribusi-maupun pemakaiannya
- Setuju
  - Tidak Setuju
- e) Saya mengetahui produk ramah lingkungan serta kemasan ramah lingkungan
- Iya
  - Tidak

**f)** Jika Anda mengetahui mengenai produk serta kemasan ramah lingkungan, tolong sebutkan (produk atau kemasan) ramah lingkungan yang dimaksud.

- .....
- .....
- .....

**g)** Penghasilan dalam sebulan :

- Rp 2.500.000 – 3.500.000
- Rp 4.000.000 – 5.000.000
- Rp 5.500.000 – 6.500.000
- Rp 7.500.000 – 8.500.000
- Rp > 9.000.000

**h)** Pendidikan Terakhir :

- SMA ( sederajat)
- Diploma/S1
- S2
- S3

**i)** Status Pernikahan :

- Menikah
- Belum Menikah
- Duda
- Janda

**j)** Jumlah anggota keluarga : ..... Orang

**k)** Pekerjaan :

- PNS
- Wiraswasta
- Karyawan swasta
- Ibu rumah tangga
- Lain-lain .....

### III. KUESIONER PENELITIAN

#### Petunjuk pengisian kuesioner

Berilah respon terhadap setiap pernyataan dengan memberikan tanda (√) pada kolom yang tersedia (yang menurut Anda sesuai dengan kenyataan). Point dalam angket menggunakan skala Likert 1-5

#### Keterangan :

**STS** = Sangat Tidak Setuju (1)

**TS** = Tidak Setuju (2)

**N** = Netral (3)

**S** = Setuju (4)

**SS** = Sangat Setuju (5)

<b>X1 Eco-packaging</b>						
<b>NO</b>	<b>PERNYATAAN</b>	<b>RESPON</b>				
		<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
1	Kemasan ramah lingkungan dapat didaur ulang ( <i>recycle</i> )					
2	Kemasan ramah lingkungan dapat digunakan kembali ( <i>reuse</i> )					
3	Kemasan ramah lingkungan terbuat dari bahan yang dapat didaur ulang					
4	Kemasan ramah lingkungan terbuat dari bahan yang aman					
5	Kemasan ramah lingkungan mudah terurai (limbah aman bagi lingkungan)					
6	Karena dapat didaur ulang, kemasan ramah lingkungan mengurangi limbah (sampah)					
<b>X2 Life Style (activities, interest, opinion)</b>						
<b>NO</b>	<b>PERNYATAAN</b>	<b>RESPON</b>				
		<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
1	Aktifitas yang berhubungan dengan kesehatan tubuh sangat penting bagi saya					
2	Bergabung dalam komunitas peduli lingkungan adalah hal yang baik					

3	Saya tertarik menggunakan botol sendiri ( <i>tumbler</i> ) guna mengurangi sampah botol plastik					
4	Saya tertarik dengan produk yang peduli terhadap lingkungan					
5	Kegiatan yang berhubungan dengan kelestarian lingkungan (alam) sangat penting					
6	Menurut saya permasalahan sampah di kota Makassar butuh penanganan yang lebih baik.					
7	Menurut saya produk ramah lingkungan tidak harus mahal					
8	Menurut saya perusahaan yang baik tidak hanya berorientasi kepada keuntungan semata					
<b>X3 Green Trust</b>						
NO	PERNYATAAN	RESPON				
		STS 1	TS 2	N 3	S 4	SS 5
1	Menurut saya reputasi (nama baik) produk ramah lingkungan dapat diandalkan (dipercaya)					
2	Menurut saya kinerja produk ramah lingkungan dapat diandalkan (dipercaya)					
3	Menurut saya , klaim produk ramah lingkungan dapat dipercaya.					
4	Saya yakin dengan komitmen produk ramah lingkungan					
5	Dengan menggunakan produk ramah lingkungan, harapan saya terpenuhi.					
<b>Y1 Sikap Terhadap Produk Ramah Lingkungan</b>						
NO	PERNYATAAN	RESPON				
		STS 1	TS 2	N 3	S 4	SS 5
1	Menurut saya, ide mengenai produk ramah lingkungan adalah hal yang baik					



2	Produk ramah lingkungan menimbulkan pengaruh positif terhadap konsumen					
3	Menurut saya, produk ramah lingkungan baik untuk kelestarian lingkungan					
4	Menurut saya, menggunakan produk ramah lingkungan merupakan hal yang bijaksana					
5	Menurut saya, penggunaan energy terbarukan perlu ditingkatkan					
6	Menurut saya, perlu adanya upaya untuk melindungi lingkungan					
7	Saya bersedia terlibat dalam program pelestarian lingkungan					
8	Menurut saya, membeli produk ramah lingkungan sangat menguntungkan					
<b>Y2 Niat Beli yang Baik/good purchase intention (GOPI)</b>						
NO	PERNYATAAN	RESPON				
		STS 1	TS 2	N 3	S 4	SS 5
1	Membeli produk sesuai dengan kebutuhan (tidak berlebihan)					
2	Tindakan konsumerisme (gaya hidup tidak hemat) tidak baik					
3	Menurut saya, membeli produk yang aman digunakan (alami) berarti kita memberikan peran positif bagi lingkungan.					
4	Menurut saya, produk lokal lebih baik dari produk import					
5	Menurut saya, penting bagi kita untuk mengetahui kandungan dari produk yang kita beli					
6	Menurut saya, zat kimia sintetis pada produk tidak baik bagi kesehatan					
7	Ketahanan sebuah produk ( <i>durability</i> ) menurut saya sangat penting					
8	Menurut saya produk yang tahan lama berarti hemat akan sumber daya					

9	Produk dengan <i>ecolabel</i> memberikan informasi penting bahwa produk tersebut dijamin aman bagi lingkungan					
10	Menurut saya, <i>Ecolabel</i> memberikan kontribusi positif bagi pembeli/konsumen					
11	Menurut saya, penting bagi kita untuk mengetahui bagaimana cara mengelola limbah dari lingkungan rumah tangga					
12	Menurut saya, pola konsumsi kita mempengaruhi jumlah limbah rumah tangga					
<b>Z Green Purchase Behaviour</b>						
NO	PERNYATAAN	RESPON				
		STS 1	TS 2	N 3	S 4	SS 5
1	Jika kualitasnya sama, saya lebih memilih produk ramah lingkungan dibanding produk tidak ramah lingkungan					
2	Untuk pemenuhan kebutuhan sehari-hari saya memilih produk ramah lingkungan (jika tersedia)					
3	Dalam 6 bulan terakhir saya membeli produk ramah lingkungan					
4	Saya membeli produk dengan label ramah lingkungan					
5	Saya lebih memilih produk yang di kemas dalam wadah yang dapat digunakan kembali					
6	Saya membeli produk yang tidak menjadikan hewan sebagai bahan percobaan					

**TERIMAKASIH SUDAH MELUANGKAN WAKTU UNTUK MENGGISI KUESIONER INI**

# LAMPIRAN 2

## FREKUENSI JAWABAN RESPONDEN



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**LAMPIRAN 2 : FREKUENSI JAWABAN RESPONDEN**

Deskripsi	N		Mean
	Valid	Missing	
Jenis Kelamin	225	0	1.48
Usia	225	0	2.46
Pendidikan	225	0	2.26
Pendapatan	225	0	2.64
Status	225	0	1.86
Pekerjaan	225	0	2.74
X1.1	225	0	4.62
X1.2	225	0	4.41
X1.3	225	0	4.61
X1.4	225	0	4.63
X1.5	225	0	4.68
X1.6	225	0	4.72
X2.1	225	0	4.74
X2.2	225	0	4.54
X2.3	225	0	4.71
X2.4	225	0	4.73
X2.5	225	0	4.76
X2.6	225	0	4.80
X2.7	225	0	4.72
X2.8	225	0	4.72
X3.1	225	0	4.50
X3.2	225	0	4.48
X3.3	225	0	4.29
X3.4	225	0	4.30
X3.5	225	0	4.38
Y1.1	225	0	4.68
Y1.2	225	0	4.57
Y1.3	225	0	4.70
Y1.4	225	0	4.69
Y1.5	225	0	4.54
Y1.6	225	0	4.78
Y1.7	225	0	4.49
Y1.8	225	0	4.43
Y2.1	225	0	4.71
Y2.2	225	0	4.59
Y2.3	225	0	4.29
Y2.4	225	0	4.06
Y2.5	225	0	4.72
Y2.6	225	0	4.57
Y2.7	225	0	4.63
Y2.8	225	0	4.40
Y2.9	225	0	4.49
Y2.10	225	0	4.45
Y2.11	225	0	4.68
Y2.12	225	0	4.61
Z1	225	0	4.72
Z2	225	0	4.56
Z3	225	0	4.20
Z4	225	0	4.27
Z5	225	0	4.44
Z6	225	0	4.440

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	118	52.4	52.4	52.4
	Perempuan	107	47.6	47.6	100.0
	Total	225	100.0	100.0	

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	44	19.6	19.6	19.6
	31-40	48	21.3	21.3	40.9
	41-50	118	52.4	52.4	93.3
	>50	15	6.7	6.7	100.0
	Total	225	100.0	100.0	

Pendidikan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	27	12.0	12.0	12.0
	Diploma / S1	122	54.2	54.2	66.2
	S2	67	29.8	29.8	96.0
	S3	9	4.0	4.0	100.0
	Total	225	100.0	100.0	

Pendapatan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp.2.500.000 - Rp.3.500.000	75	33.3	33.3	33.3
	Rp.4.000.000 - Rp.5.000.000	43	19.1	19.1	52.4
	Rp.5.500.000 - Rp.6.500.000	33	14.7	14.7	67.1
	Rp.7.500.000 - Rp.8.500.000	35	15.6	15.6	82.7
	> Rp.9.000.000	39	17.3	17.3	100.0
	Total	225	100.0	100.0	

<b>Status</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Belum Menikah	50	22.2	22.2	22.2
	Menikah	162	72.0	72.0	94.2
	Janda	7	3.1	3.1	97.3
	Duda	6	2.7	2.7	100.0
	Total	225	100.0	100.0	

<b>Pekerjaan</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS/TNI/POLRI	85	37.8	37.8	37.8
	Wiraswasta	30	13.3	13.3	51.1
	Karyawan Swasta	34	15.1	15.1	66.2
	Ibu Rumah Tangga	11	4.9	4.9	71.1
	lain-lain	65	28.9	28.9	100.0
	Total	225	100.0	100.0	

<b>X1.1</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	3	1.3	1.3	1.8
	3	12	5.3	5.3	7.1
	4	49	21.8	21.8	28.9
	5	160	71.1	71.1	100.0
	Total	225	100.0	100.0	

<b>X1.2</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	2.7	2.7	2.7
	2	5	2.2	2.2	4.9
	3	18	8.0	8.0	12.9
	4	58	25.8	25.8	38.7
	5	138	61.3	61.3	100.0
	Total	225	100.0	100.0	

<b>X1.3</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	2	4	1.8	1.8	1.8
	3	9	4.0	4.0	5.8
	4	57	25.3	25.3	31.1
	5	155	68.9	68.9	100.0
	Total	225	100.0	100.0	

<b>X1.4</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	2	.9	.9	.9
	3	14	6.2	6.2	7.1
	4	48	21.3	21.3	28.4
	5	161	71.6	71.6	100.0
	Total	225	100.0	100.0	

<b>X1.5</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	1	.4	.4	.4
	3	10	4.4	4.4	4.9
	4	48	21.3	21.3	26.2
	5	166	73.8	73.8	100.0
	Total	225	100.0	100.0	

<b>X1.6</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	3	1.3	1.3	1.3
	3	8	3.6	3.6	4.9
	4	35	15.6	15.6	20.4
	5	179	79.6	79.6	100.0
	Total	225	100.0	100.0	

<b>X2.1</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	2	.9	.9	.9
	3	3	1.3	1.3	2.2
	4	45	20.0	20.0	22.2
	5	175	77.8	77.8	100.0
	Total	225	100.0	100.0	

<b>X2.2</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	14	6.2	6.2	7.1
	4	68	30.2	30.2	37.3
	5	141	62.7	62.7	100.0
	Total	225	100.0	100.0	

<b>X2.3</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	1	.4	.4	.4
	3	11	4.9	4.9	5.3
	4	40	17.8	17.8	23.1
	5	173	76.9	76.9	100.0
	Total	225	100.0	100.0	

<b>X2.4</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	1	1	.4	.4	.4
	3	6	2.7	2.7	3.1
	4	44	19.6	19.6	22.7
	5	174	77.3	77.3	100.0
	Total	225	100.0	100.0	



<b>X2.5</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	2	.9	.9	1.3
	4	47	20.9	20.9	22.2
	5	175	77.8	77.8	100.0
	Total	225	100.0	100.0	

<b>X2.6</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	5	2.2	2.2	2.7
	4	31	13.8	13.8	16.4
	5	188	83.6	83.6	100.0
	Total	225	100.0	100.0	

<b>X2.7</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	2	.9	.9	1.3
	3	9	4.0	4.0	5.3
	4	36	16.0	16.0	21.3
	5	177	78.7	78.7	100.0
	Total	225	100.0	100.0	

<b>X2.8</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	2	1	.4	.4	1.3
	3	9	4.0	4.0	5.3
	4	33	14.7	14.7	20.0
	5	180	80.0	80.0	100.0
	Total	225	100.0	100.0	

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.9	.9	.9
	3	16	7.1	7.1	8.0
	4	75	33.3	33.3	41.3
	5	132	58.7	58.7	100.0
	Total	225	100.0	100.0	

X3.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	.4	.4	.4
	3	14	6.2	6.2	6.7
	4	86	38.2	38.2	44.9
	5	124	55.1	55.1	100.0
	Total	225	100.0	100.0	

X3.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	4	1.8	1.8	2.2
	3	34	15.1	15.1	17.3
	4	75	33.3	33.3	50.7
	5	111	49.3	49.3	100.0
	Total	225	100.0	100.0	

X3.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	2	1	.4	.4	1.3
	3	31	13.8	13.8	15.1
	4	84	37.3	37.3	52.4
	5	107	47.6	47.6	100.0
	Total	225	100.0	100.0	

X3.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	3	28	12.4	12.4	13.3
	4	75	33.3	33.3	46.7
	5	120	53.3	53.3	100.0
	Total	225	100.0	100.0	

Y1.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	7	3.1	3.1	3.6
	4	54	24.0	24.0	27.6
	5	163	72.4	72.4	100.0
	Total	225	100.0	100.0	

Y1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	8	3.6	3.6	4.4
	4	74	32.9	32.9	37.3
	5	141	62.7	62.7	100.0
	Total	225	100.0	100.0	

Y1.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	6	2.7	2.7	3.1
	4	51	22.7	22.7	25.8
	5	167	74.2	74.2	100.0
	Total	225	100.0	100.0	

Y1.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	6	2.7	2.7	3.1
	4	53	23.6	23.6	26.7
	5	165	73.3	73.3	100.0
	Total	225	100.0	100.0	

Y1.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	2	1	.4	.4	1.3
	3	14	6.2	6.2	7.6
	4	64	28.4	28.4	36.0
	5	144	64.0	64.0	100.0
	Total	225	100.0	100.0	

Y1.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	6	2.7	2.7	3.6
	4	30	13.3	13.3	16.9
	5	187	83.1	83.1	100.0
	Total	225	100.0	100.0	

Y1.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	21	9.3	9.3	10.2
	4	66	29.3	29.3	39.6
	5	136	60.4	60.4	100.0
	Total	225	100.0	100.0	

Y1.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	30	13.3	13.3	14.2
	4	61	27.1	27.1	41.3
	5	132	58.7	58.7	100.0
	Total	225	100.0	100.0	

Y2.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	6	2.7	2.7	3.1
	4	50	22.2	22.2	25.3
	5	168	74.7	74.7	100.0
	Total	225	100.0	100.0	

Y2.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.2	2.2	2.2
	2	3	1.3	1.3	3.6
	3	9	4.0	4.0	7.6
	4	45	20.0	20.0	27.6
	5	163	72.4	72.4	100.0
	Total	225	100.0	100.0	

Y2.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	2	4	1.8	1.8	2.7
	3	35	15.6	15.6	18.2
	4	69	30.7	30.7	48.9
	5	115	51.1	51.1	100.0
	Total	225	100.0	100.0	

Y2.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	2.7	2.7	2.7
	3	62	27.6	27.6	30.2
	4	69	30.7	30.7	60.9
	5	88	39.1	39.1	100.0
	Total	225	100.0	100.0	

Y2.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	2	.9	.9	1.3
	3	7	3.1	3.1	4.4
	4	40	17.8	17.8	22.2
	5	175	77.8	77.8	100.0
	Total	225	100.0	100.0	

Y2.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	.9	.9	.9
	3	20	8.9	8.9	9.8
	4	51	22.7	22.7	32.4
	5	152	67.6	67.6	100.0
	Total	225	100.0	100.0	

Y2.7					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	8	3.6	3.6	4.0
	4	63	28.0	28.0	32.0
	5	153	68.0	68.0	100.0
	Total	225	100.0	100.0	

Y2.8					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	4	1.8	1.8	2.2
	3	26	11.6	11.6	13.8
	4	68	30.2	30.2	44.0
	5	126	56.0	56.0	100.0
	Total	225	100.0	100.0	

Y2.9					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	1	.4	.4	.9
	3	19	8.4	8.4	9.3
	4	69	30.7	30.7	40.0
	5	135	60.0	60.0	100.0
	Total	225	100.0	100.0	

Y2.10					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	2	1	.4	.4	1.3
	3	21	9.3	9.3	10.7
	4	71	31.6	31.6	42.2
	5	130	57.8	57.8	100.0
	Total	225	100.0	100.0	

Y2.11					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	3	7	3.1	3.1	3.6
	4	54	24.0	24.0	27.6
	5	163	72.4	72.4	100.0
	Total	225	100.0	100.0	

Y2.12					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	3	12	5.3	5.3	6.2
	4	56	24.9	24.9	31.1
	5	155	68.9	68.9	100.0
	Total	225	100.0	100.0	

Z.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	3	6	2.7	2.7	3.6
	4	44	19.6	19.6	23.1
	5	173	76.9	76.9	100.0
	Total	225	100.0	100.0	

Z.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	3	14	6.2	6.2	7.1
	4	62	27.6	27.6	34.7
	5	147	65.3	65.3	100.0
	Total	225	100.0	100.0	



Z.3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	.9	.9	.9
	2	3	1.3	1.3	2.2
	3	49	21.8	21.8	24.0
	4	65	28.9	28.9	52.9
	5	106	47.1	47.1	100.0
	Total	225	100.0	100.0	

Z.4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	.4	.4	.4
	2	2	.9	.9	1.3
	3	41	18.2	18.2	19.6
	4	75	33.3	33.3	52.9
	5	106	47.1	47.1	100.0
	Total	225	100.0	100.0	

Z.5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.3	1.3	1.3
	2	6	2.7	2.7	4.0
	3	14	6.2	6.2	10.2
	4	67	29.8	29.8	40.0
	5	135	60.0	60.0	100.0
	Total	225	100.0	100.0	

Z.6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	2.2	2.2	2.2
	2	1	.4	.4	2.7
	3	28	12.4	12.4	15.1
	4	55	24.4	24.4	39.6
	5	136	60.4	60.4	100.0
	Total	225	100.0	100.0	

# **LAMPIRAN 3**

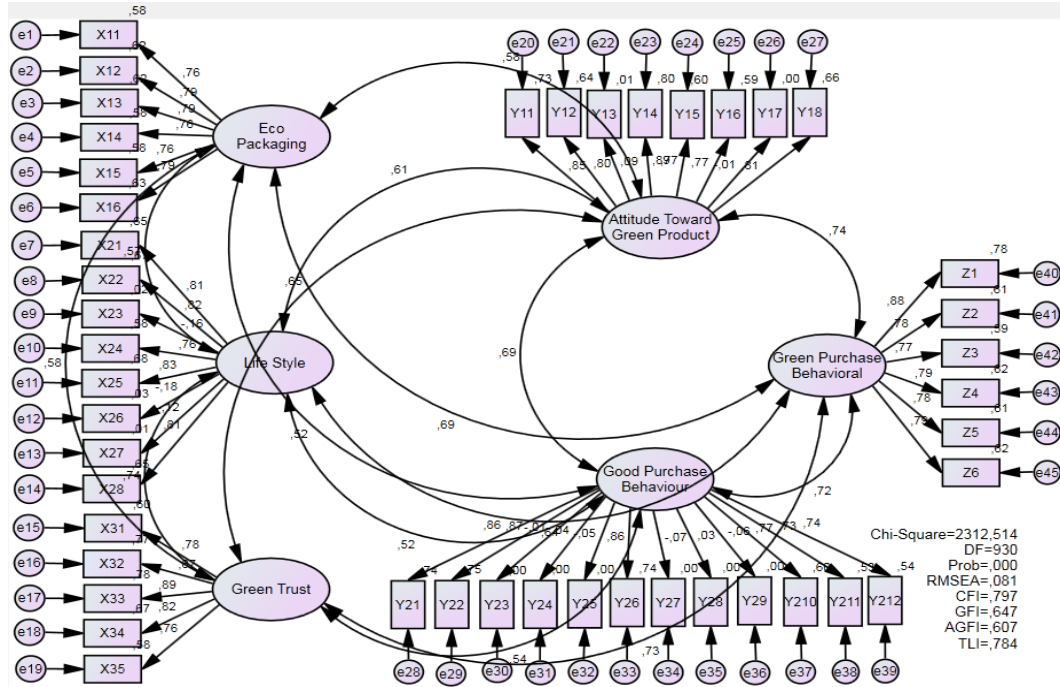
## **HASIL OLAH DATA SPSS & SEM AMOS**



**PROGRAM DOKTOR ILMU EKONOMI  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS HASANUDDIN  
MAKASSAR  
2022**

### LAMPIRAN 3 : HASIL OLAH DATA dan ANALISIS DATA SPSS-AMOS 25

Standardized Estimates Model CFA 1



#### Model Fit Summary

##### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	105	2312,514	930	,000	2,487
Saturated model	1035	,000	0		
Independence model	45	7811,940	990	,000	7,891

##### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,060	,647	,607	,581
Saturated model	,000	1,000		
Independence model	,361	,152	,113	,145

##### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,704	,685	,799	,784	,797
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

##### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,939	,661	,749
Saturated model	,000	,000	,000

Model	PRATIO	PNFI	PCFI
Independence model	1,000	,000	,000

#### NCP

Model	NCP	LO 90	HI 90
Default model	1382,514	1244,892	1527,776
Saturated model	,000	,000	,000
Independence model	6821,940	6543,833	7106,610

#### FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	10,324	6,172	5,558	6,820
Saturated model	,000	,000	,000	,000
Independence model	34,875	30,455	29,214	31,726

#### RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,081	,077	,086	,000
Independence model	,175	,172	,179	,000

#### AIC

Model	AIC	BCC	BIC	CAIC
Default model	2522,514	2576,784	2881,205	2986,205
Saturated model	2070,000	2604,944	5605,664	6640,664
Independence model	7901,940	7925,199	8055,665	8100,665

#### ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	11,261	10,647	11,910	11,504
Saturated model	9,241	9,241	9,241	11,629
Independence model	35,277	34,035	36,547	35,380

#### HOELTER

Model	HOELTER .05	HOELTER .01
Default model	98	101
Independence model	31	32

#### Scalar Estimates (Group number 1 - Default model)

##### Maximum Likelihood Estimates

##### Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
X11 <--- Eco_Packaging	1,000				
X12 <--- Eco_Packaging	1,001	,083	12,083	***	par_1
X13 <--- Eco_Packaging	1,083	,091	11,951	***	par_2
X14 <--- Eco_Packaging	,851	,073	11,652	***	par_3
X15 <--- Eco_Packaging	1,038	,090	11,596	***	par_4
X25 <--- Life_Style	1,207	,088	13,768	***	par_5
X26 <--- Life_Style	-,165	,065	-2,521	,012	par_6

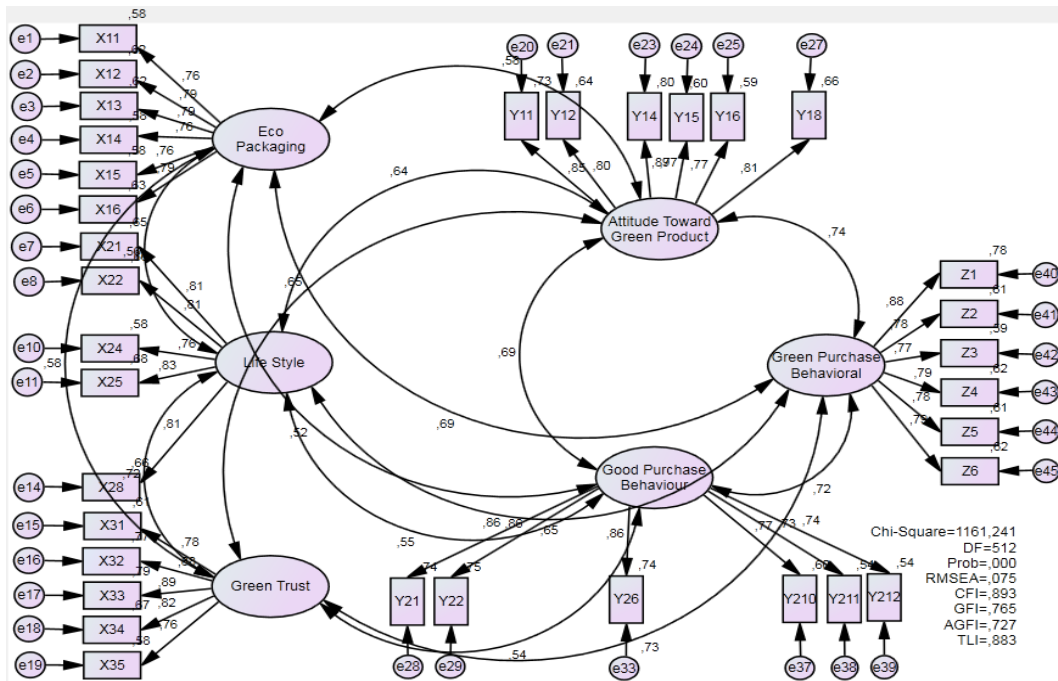
	Estimate	S.E.	C.R.	P	Label
X35 <--- Green_Trust	,843	,070	12,008	***	par_7
X34 <--- Green_Trust	1,088	,083	13,151	***	par_8
X33 <--- Green_Trust	1,272	,086	14,812	***	par_9
X32 <--- Green_Trust	1,214	,085	14,347	***	par_10
X31 <--- Green_Trust	1,000				
X16 <--- Eco_Packaging	1,060	,087	12,122	***	par_11
X22 <--- Life_Style	1,087	,079	13,803	***	par_12
X23 <--- Life_Style	-,116	,052	-2,257	,024	par_13
X24 <--- Life_Style	1,116	,091	12,221	***	par_14
Y17 <--- Attitude_Toward_Green_Product	-,007	,048	-,141	,888	par_15
Y18 <--- Attitude_Toward_Green_Product	,977	,065	15,062	***	par_16
Y16 <--- Attitude_Toward_Green_Product	,909	,065	13,910	***	par_17
Y210 <--- Good_Purchase_Behaviour	,835	,061	13,713	***	par_18
Y29 <--- Good_Purchase_Behaviour	-,037	,043	-,871	,384	par_19
Y13 <--- Attitude_Toward_Green_Product	,138	,100	1,371	,170	par_20
Y14 <--- Attitude_Toward_Green_Product	1,082	,061	17,850	***	par_21
Y15 <--- Attitude_Toward_Green_Product	,950	,068	13,875	***	par_22
X27 <--- Life_Style	-,088	,052	-1,698	,090	par_23
X21 <--- Life_Style	1,000				
X28 <--- Life_Style	1,311	,096	13,625	***	par_24
Y12 <--- Attitude_Toward_Green_Product	,773	,052	14,766	***	par_25
Y11 <--- Attitude_Toward_Green_Product	1,000				
Z2 <--- Green_Purchase_Behavioral	,854	,059	14,374	***	par_26
Z3 <--- Green_Purchase_Behavioral	,914	,064	14,274	***	par_27
Z4 <--- Green_Purchase_Behavioral	1,019	,068	14,957	***	par_28
Z5 <--- Green_Purchase_Behavioral	1,042	,071	14,602	***	par_29
Z6 <--- Green_Purchase_Behavioral	1,015	,067	15,149	***	par_30
Z1 <--- Green_Purchase_Behavioral	1,000				
Y25 <--- Good_Purchase_Behaviour	-,057	,075	-,752	,452	par_31
Y26 <--- Good_Purchase_Behaviour	,968	,057	17,069	***	par_32
Y27 <--- Good_Purchase_Behaviour	-,078	,083	-,945	,345	par_33
Y28 <--- Good_Purchase_Behaviour	,040	,085	,467	,641	par_34
Y212 <--- Good_Purchase_Behaviour	,817	,065	12,581	***	par_50
Y211 <--- Good_Purchase_Behaviour	,882	,071	12,387	***	par_51
Y21 <--- Good_Purchase_Behaviour	1,000				
Y22 <--- Good_Purchase_Behaviour	,985	,057	17,380	***	par_52
Y23 <--- Good_Purchase_Behaviour	-,016	,081	-,200	,841	par_53
Y24 <--- Good_Purchase_Behaviour	,027	,042	,630	,529	par_54

**Standardized Regression Weights: (Group number 1 - Default model)**

	Estimate
X11 <--- Eco_Packaging	,760
X12 <--- Eco_Packaging	,788
X13 <--- Eco_Packaging	,785
X14 <--- Eco_Packaging	,762
X15 <--- Eco_Packaging	,762
X25 <--- Life_Style	,826
X26 <--- Life_Style	-,176
X35 <--- Green_Trust	,761
X34 <--- Green_Trust	,818

	Estimate
X33 <--- Green_Trust	,886
X32 <--- Green_Trust	,875
X31 <--- Green_Trust	,777
X16 <--- Eco_Packaging	,792
X22 <--- Life_Style	,816
X23 <--- Life_Style	-,158
X24 <--- Life_Style	,761
Y17 <--- Attitude_Toward_Green_Product	-,010
Y18 <--- Attitude_Toward_Green_Product	,814
Y16 <--- Attitude_Toward_Green_Product	,769
Y210 <--- Good_Purchase_Behaviour	,772
Y29 <--- Good_Purchase_Behaviour	-,060
Y13 <--- Attitude_Toward_Green_Product	,094
Y14 <--- Attitude_Toward_Green_Product	,893
Y15 <--- Attitude_Toward_Green_Product	,772
X27 <--- Life_Style	-,119
X21 <--- Life_Style	,806
X28 <--- Life_Style	,808
Y12 <--- Attitude_Toward_Green_Product	,802
Y11 <--- Attitude_Toward_Green_Product	,852
Z2 <--- Green_Purchase_Behavioral	,779
Z3 <--- Green_Purchase_Behavioral	,769
Z4 <--- Green_Purchase_Behavioral	,787
Z5 <--- Green_Purchase_Behavioral	,779
Z6 <--- Green_Purchase_Behavioral	,788
Z1 <--- Green_Purchase_Behavioral	,881
Y25 <--- Good_Purchase_Behaviour	-,052
Y26 <--- Good_Purchase_Behaviour	,861
Y27 <--- Good_Purchase_Behaviour	-,065
Y28 <--- Good_Purchase_Behaviour	,032
Y212 <--- Good_Purchase_Behaviour	,737
Y211 <--- Good_Purchase_Behaviour	,731
Y21 <--- Good_Purchase_Behaviour	,861
Y22 <--- Good_Purchase_Behaviour	,865
Y23 <--- Good_Purchase_Behaviour	-,014
Y24 <--- Good_Purchase_Behaviour	,044

**Standardized Estimates Model CFA 2**



**Model Fit Summary**

**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	83	1161,241	512	,000	2,268
Saturated model	595	,000	0		
Independence model	34	6641,916	561	,000	11,839

**RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	,054	,765	,727	,658
Saturated model	,000	1,000		
Independence model	,472	,125	,072	,118

**Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,825	,808	,894	,883	,893
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

**Parsimony-Adjusted Measures**

Model	PRATIO	PNFI	PCFI
Default model	,913	,753	,815
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

**NCP**

Model	NCP	LO 90	HI 90
Default model	649,241	554,083	752,106
Saturated model	,000	,000	,000
Independence model	6080,916	5821,778	6346,520

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	5,184	2,898	2,474	3,358
Saturated model	,000	,000	,000	,000
Independence model	29,651	27,147	25,990	28,333

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,075	,070	,081	,000
Independence model	,220	,215	,225	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	1327,241	1357,982	1610,778	1693,778
Saturated model	1190,000	1410,370	3222,580	3817,580
Independence model	6709,916	6722,509	6826,064	6860,064

**ECVI**

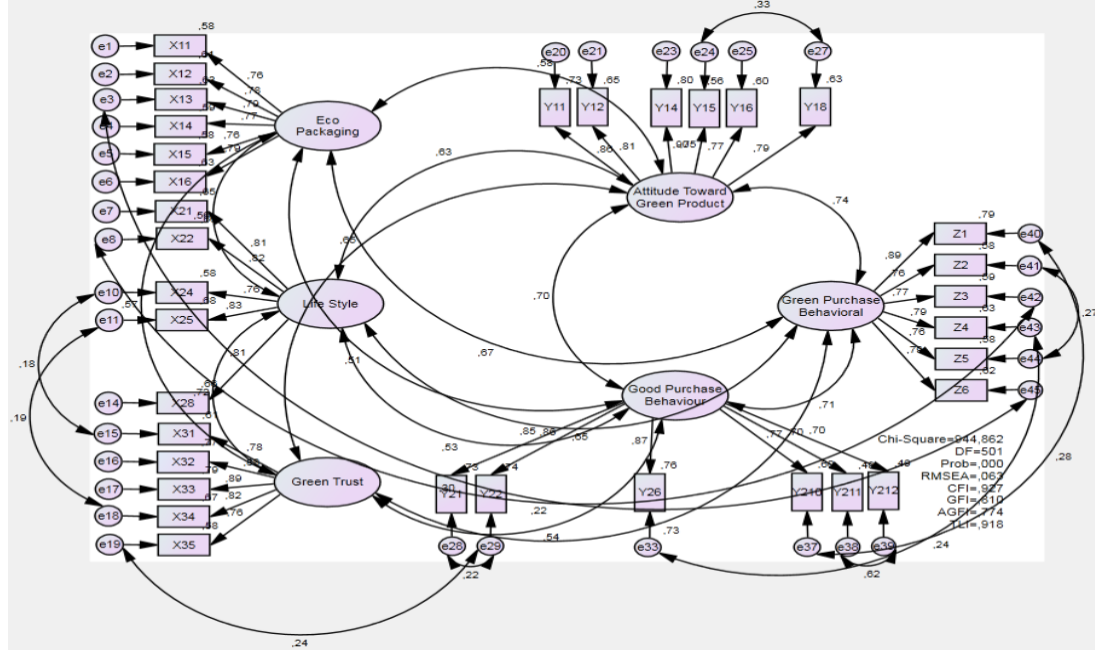
Model	ECVI	LO 90	HI 90	MECVI
Default model	5,925	5,500	6,384	6,062
Saturated model	5,313	5,313	5,313	6,296
Independence model	29,955	28,798	31,141	30,011

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	110	114
Independence model	21	22



### Standardized Estimates Uji Konfirmatori 3 (CFA 3)



### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	94	944,862	501	,000	1,886
Saturated model	595	,000	0		
Independence model	34	6641,916	561	,000	11,839

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,052	,810	,774	,682
Saturated model	,000	1,000		
Independence model	,472	,125	,072	,118

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,858	,841	,928	,918	,927
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,893	,766	,828
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

**NCP**

Model	NCP	LO 90	HI 90
Default model	443,862	361,048	534,482
Saturated model	,000	,000	,000
Independence model	6080,916	5821,778	6346,520

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	4,218	1,982	1,612	2,386
Saturated model	,000	,000	,000	,000
Independence model	29,651	27,147	25,990	28,333

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,063	,057	,069	,000
Independence model	,220	,215	,225	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	1132,862	1167,677	1453,975	1547,975
Saturated model	1190,000	1410,370	3222,580	3817,580
Independence model	6709,916	6722,509	6826,064	6860,064

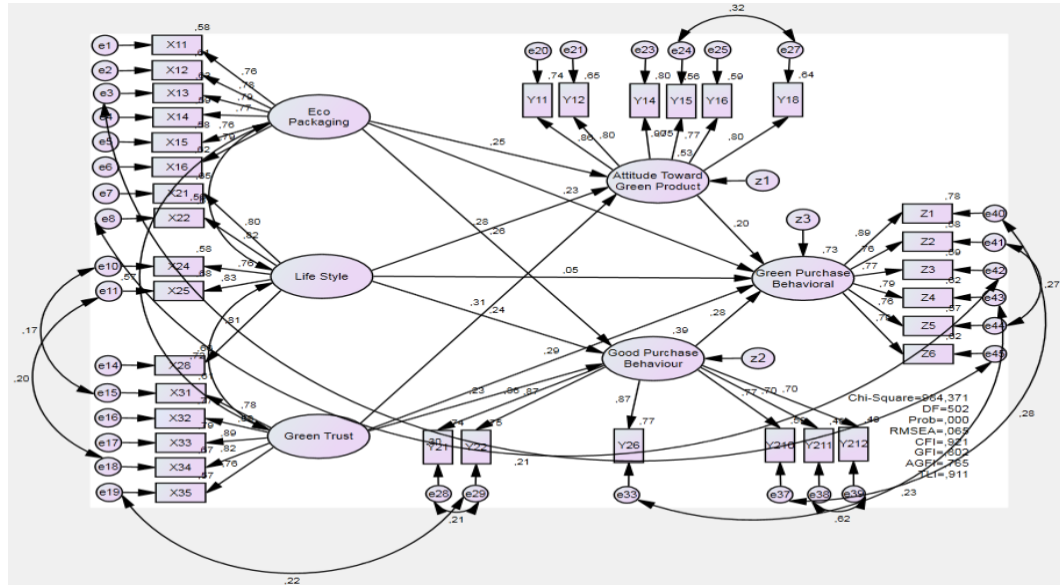
**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	5,057	4,688	5,462	5,213
Saturated model	5,313	5,313	5,313	6,296
Independence model	29,955	28,798	31,141	30,011

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	132	137
Independence model	21	22

### Standardized Estimates Model Struktural



### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	93	984,371	502	,000	1,961
Saturated model	595	,000	0		
Independence model	34	6641,916	561	,000	11,839

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,070	,802	,765	,677
Saturated model	,000	1,000		
Independence model	,472	,125	,072	,118

#### Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,852	,834	,921	,911	,921
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

#### Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,895	,762	,824
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

**NCP**

Model	NCP	LO 90	HI 90
Default model	482,371	397,142	575,381
Saturated model	,000	,000	,000
Independence model	6080,916	5821,778	6346,520

**FMIN**

Model	FMIN	F0	LO 90	HI 90
Default model	4,395	2,153	1,773	2,569
Saturated model	,000	,000	,000	,000
Independence model	29,651	27,147	25,990	28,333

**RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,065	,059	,072	,000
Independence model	,220	,215	,225	,000

**AIC**

Model	AIC	BCC	BIC	CAIC
Default model	1170,371	1204,815	1488,068	1581,068
Saturated model	1190,000	1410,370	3222,580	3817,580
Independence model	6709,916	6722,509	6826,064	6860,064

**ECVI**

Model	ECVI	LO 90	HI 90	MECVI
Default model	5,225	4,844	5,640	5,379
Saturated model	5,313	5,313	5,313	6,296
Independence model	29,955	28,798	31,141	30,011

**HOELTER**

Model	HOELTER .05	HOELTER .01
Default model	127	132
Independence model	21	22

**Assessment of normality (Group number 1)**

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y21	1,000	5,000	-,007	-,042	-,184	-,564
Y22	1,000	5,000	-,106	-,650	,074	,228
Z6	1,000	5,000	,011	,069	-,311	-,952
Z5	1,000	5,000	-,082	-,501	-,737	-2,256
Z4	1,000	5,000	,034	,207	-,401	-1,229
Z3	1,000	5,000	,287	1,758	-,175	-,536
Z1	1,000	5,000	,328	2,010	-,783	-2,396
Y212	1,000	5,000	-,250	-1,532	-,335	-1,026
Y211	1,000	5,000	-,277	-1,695	-,616	-1,888
Y210	1,000	5,000	,033	,203	-,046	-,142
Y26	1,000	5,000	-,236	-1,446	-,049	-,151
Y11	1,000	5,000	,077	,469	-,509	-1,558

Y12	1,000	5,000	-,067	-,409	-,709	-2,169
Y14	1,000	5,000	,047	,288	-,764	-2,341
Y15	1,000	5,000	-,299	-1,828	-,443	-1,355
Y16	1,000	5,000	-,227	-1,389	-,211	-,646
X32	1,000	5,000	-,015	-,091	-,712	-2,181
X33	1,000	5,000	,173	1,060	-,586	-1,793
X34	1,000	5,000	-,100	-,610	-,762	-2,332
X35	1,000	5,000	,223	1,365	-,536	-1,641
Y18	1,000	5,000	-,239	-1,464	-,486	-1,490
Z2	1,000	5,000	,393	2,409	-,429	-1,313
X11	1,000	5,000	,079	,485	-,197	-,603
X12	1,000	5,000	,290	1,774	-,470	-1,440
X13	1,000	5,000	,079	,481	-,423	-1,295
X14	1,000	5,000	,133	,817	-,855	-2,619
X15	1,000	5,000	,200	1,226	-,513	-1,570
X16	1,000	5,000	-,227	-1,393	,011	,035
X21	1,000	5,000	,128	,782	,123	,377
X22	1,000	5,000	-,102	-,627	-,275	-,842
X24	1,000	5,000	,369	2,262	-,310	-,949
X25	1,000	5,000	,210	1,285	-,584	-1,788
X28	1,000	5,000	-,171	-1,044	-,343	-1,051
X31	1,000	5,000	-,029	-,180	-,373	-1,141
Multivariate					-4,298	<b>-,652</b>

### Scalar Estimates (Group number 1 - Default model)

#### Maximum Likelihood Estimates

#### Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Attitude_Toward_Green_Product	<---	Eco_Packaging	,299	,087	3,439	***	par_43
Attitude_Toward_Green_Product	<---	Life_Style	,357	,116	3,086	,002	par_44
Attitude_Toward_Green_Product	<---	Green_Trust	,333	,095	3,501	***	par_45
Good_Purchase_Behaviour	<---	Eco_Packaging	,313	,100	3,138	,002	par_46
Good_Purchase_Behaviour	<---	Life_Style	,321	,132	2,430	,015	par_47
Good_Purchase_Behaviour	<---	Green_Trust	,248	,108	2,286	,022	par_48
Green_Purchase_Behaviour	<---	Life_Style	,055	,090	,616	,538	par_49
Green_Purchase_Behaviour	<---	Attitude_Toward_Green_Product	,184	,068	2,697	,007	par_50
Green_Purchase_Behaviour	<---	Good_Purchase_Behaviour	,259	,058	4,432	***	par_51

Green_Purchase_Behavioral	<---	Green_Trust	,289	,076	3,816	***	par_52
Green_Purchase_Behavioral	<---	Eco_Packaging	,254	,070	3,649	***	par_53
X11	<---	Eco_Packaging	1,000				
X12	<---	Eco_Packaging	,995	,083	12,055	***	par_1
X13	<---	Eco_Packaging	1,102	,091	12,173	***	par_2
X14	<---	Eco_Packaging	,859	,073	11,803	***	par_3
X15	<---	Eco_Packaging	1,035	,089	11,605	***	par_4
X25	<---	Life_Style	1,211	,088	13,771	***	par_5
X35	<---	Green_Trust	,837	,069	12,122	***	par_6
X34	<---	Green_Trust	1,083	,082	13,274	***	par_7
X33	<---	Green_Trust	1,269	,085	14,968	***	par_8
X32	<---	Green_Trust	1,210	,084	14,477	***	par_9
X31	<---	Green_Trust	1,000				
X16	<---	Eco_Packaging	1,056	,087	12,125	***	par_10
X22	<---	Life_Style	1,096	,080	13,785	***	par_11
X24	<---	Life_Style	1,108	,091	12,145	***	par_12
Y18	<---	Attitude_Toward_Green_Product	,950	,065	14,682	***	par_13
Y16	<---	Attitude_Toward_Green_Product	,898	,065	13,923	***	par_14
Y210	<---	Good_Purchase_Behaviour	,840	,063	13,297	***	par_15
Y14	<---	Attitude_Toward_Green_Product	1,077	,060	18,041	***	par_16
Y15	<---	Attitude_Toward_Green_Product	,916	,069	13,371	***	par_17
X21	<---	Life_Style	1,000				
X28	<---	Life_Style	1,320	,097	13,668	***	par_18
Y12	<---	Attitude_Toward_Green_Product	,768	,052	14,879	***	par_19
Y11	<---	Attitude_Toward_Green_Product	1,000				
Z2	<---	Green_Purchase_Behavioral	,830	,059	13,966	***	par_20
Z3	<---	Green_Purchase_Behavioral	,904	,063	14,445	***	par_21
Z4	<---	Green_Purchase_Behavioral	1,023	,067	15,369	***	par_22
Z5	<---	Green_Purchase_Behavioral	1,011	,071	14,151	***	par_23
Z6	<---	Green_Purchase_Behavioral	1,006	,065	15,500	***	par_24

Z1	<---	Green_Purchase_Behavioral	1,000				
Y26	<---	Good_Purchase_Behaviour	,983	,058	16,863	***	par_25
Y212	<---	Good_Purchase_Behaviour	,775	,068	11,475	***	par_29
Y211	<---	Good_Purchase_Behaviour	,846	,074	11,393	***	par_30
Y21	<---	Good_Purchase_Behaviour	1,000				
Y22	<---	Good_Purchase_Behaviour	,987	,052	18,958	***	par_31

**Standardized Regression Weights: (Group number 1 - Default model)**

			Estimate
Attitude_Toward_Green_Product	<---	Eco_Packaging	,255
Attitude_Toward_Green_Product	<---	Life_Style	,275
Attitude_Toward_Green_Product	<---	Green_Trust	,313
Good_Purchase_Behaviour	<---	Eco_Packaging	,259
Good_Purchase_Behaviour	<---	Life_Style	,240
Good_Purchase_Behaviour	<---	Green_Trust	,226
Green_Purchase_Behavioral	<---	Life_Style	,045
Green_Purchase_Behavioral	<---	Attitude_Toward_Green_Product	,196
Green_Purchase_Behavioral	<---	Good_Purchase_Behaviour	,284
Green_Purchase_Behavioral	<---	Green_Trust	,289
Green_Purchase_Behavioral	<---	Eco_Packaging	,231
X11	<---	Eco_Packaging	,761
X12	<---	Eco_Packaging	,784
X13	<---	Eco_Packaging	,791
X14	<---	Eco_Packaging	,771
X15	<---	Eco_Packaging	,760
X25	<---	Life_Style	,827
X35	<---	Green_Trust	,757
X34	<---	Green_Trust	,816
X33	<---	Green_Trust	,887
X32	<---	Green_Trust	,875
X31	<---	Green_Trust	,780
X16	<---	Eco_Packaging	,789
X22	<---	Life_Style	,816
X24	<---	Life_Style	,759
Y18	<---	Attitude_Toward_Green_Product	,798
Y16	<---	Attitude_Toward_Green_Product	,767
Y210	<---	Good_Purchase_Behaviour	,765
Y14	<---	Attitude_Toward_Green_Product	,896
Y15	<---	Attitude_Toward_Green_Product	,751
X21	<---	Life_Style	,804
X28	<---	Life_Style	,812
Y12	<---	Attitude_Toward_Green_Product	,805

Y11	<---	Attitude_Toward_Green_Product	,859
Z2	<---	Green_Purchase_Behavioral	,759
Z3	<---	Green_Purchase_Behavioral	,766
Z4	<---	Green_Purchase_Behavioral	,789
Z5	<---	Green_Purchase_Behavioral	,758
Z6	<---	Green_Purchase_Behavioral	,787
Z1	<---	Green_Purchase_Behavioral	,886
Y26	<---	Good_Purchase_Behaviour	,875
Y212	<---	Good_Purchase_Behaviour	,697
Y211	<---	Good_Purchase_Behaviour	,699
Y21	<---	Good_Purchase_Behaviour	,858
Y22	<---	Good_Purchase_Behaviour	,865

**Direct Effects (Group number 1 - Default model)**

	Green Trust	Life Style	Eco Packaging	Good_Purchase_Behaviour	Attitude_Toward_Green_Product	Green_Purchase_Behavioral
Good_Purchase_Behaviour	,248	,321	,313	,000	,000	,000
Attitude_Toward_Green_Product	,333	,357	,299	,000	,000	,000
Green_Purchase_Behavioral	,289	,055	,254	,259	,184	,000
Y21	,000	,000	,000	1,000	,000	,000
Y22	,000	,000	,000	,987	,000	,000
Z6	,000	,000	,000	,000	,000	1,006
Z5	,000	,000	,000	,000	,000	1,011
Z4	,000	,000	,000	,000	,000	1,023
Z3	,000	,000	,000	,000	,000	,904
Z1	,000	,000	,000	,000	,000	1,000
Y212	,000	,000	,000	,775	,000	,000
Y211	,000	,000	,000	,846	,000	,000
Y210	,000	,000	,000	,840	,000	,000
Y26	,000	,000	,000	,983	,000	,000
Y11	,000	,000	,000	,000	1,000	,000
Y12	,000	,000	,000	,000	,768	,000
Y14	,000	,000	,000	,000	1,077	,000
Y15	,000	,000	,000	,000	,916	,000
Y16	,000	,000	,000	,000	,898	,000
X32	1,210	,000	,000	,000	,000	,000
X33	1,269	,000	,000	,000	,000	,000
X34	1,083	,000	,000	,000	,000	,000
X35	,837	,000	,000	,000	,000	,000
Y18	,000	,000	,000	,000	,950	,000
Z2	,000	,000	,000	,000	,000	,830
X11	,000	,000	1,000	,000	,000	,000
X12	,000	,000	,995	,000	,000	,000
X13	,000	,000	1,102	,000	,000	,000
X14	,000	,000	,859	,000	,000	,000



X15	,000	,000	1,035	,000	,000	,000
X16	,000	,000	1,056	,000	,000	,000
X21	,000	1,000	,000	,000	,000	,000
X22	,000	1,096	,000	,000	,000	,000
X24	,000	1,108	,000	,000	,000	,000
X25	,000	1,211	,000	,000	,000	,000
X28	,000	1,320	,000	,000	,000	,000
X31	1,000	,000	,000	,000	,000	,000

**Standardized Direct Effects (Group number 1 - Default model)**

	green Trust	Life Style	Eco Packaging	Good_Purchase_Behaviour	Attitude_Toward_Green_Product	Green_Purchase_Behavioral
Good_Purchase_Behaviour	,226	,240	,259	,000	,000	,000
Attitude_Toward_Green_Product	,313	,275	,255	,000	,000	,000
Green_Purchase_Behavioral	,289	,045	,231	,284	,196	,000
Y21	,000	,000	,000	,858	,000	,000
Y22	,000	,000	,000	,865	,000	,000
Z6	,000	,000	,000	,000	,000	,787
Z5	,000	,000	,000	,000	,000	,758
Z4	,000	,000	,000	,000	,000	,789
Z3	,000	,000	,000	,000	,000	,766
Z1	,000	,000	,000	,000	,000	,886
Y212	,000	,000	,000	,697	,000	,000
Y211	,000	,000	,000	,699	,000	,000
Y210	,000	,000	,000	,765	,000	,000
Y26	,000	,000	,000	,875	,000	,000
Y11	,000	,000	,000	,000	,859	,000
Y12	,000	,000	,000	,000	,805	,000
Y14	,000	,000	,000	,000	,896	,000
Y15	,000	,000	,000	,000	,751	,000
Y16	,000	,000	,000	,000	,767	,000
X32	,875	,000	,000	,000	,000	,000
X33	,887	,000	,000	,000	,000	,000
X34	,816	,000	,000	,000	,000	,000
X35	,757	,000	,000	,000	,000	,000
Y18	,000	,000	,000	,000	,798	,000
Z2	,000	,000	,000	,000	,000	,759
X11	,000	,000	,761	,000	,000	,000
X12	,000	,000	,784	,000	,000	,000
X13	,000	,000	,791	,000	,000	,000
X14	,000	,000	,771	,000	,000	,000
X15	,000	,000	,760	,000	,000	,000
X16	,000	,000	,789	,000	,000	,000
X21	,000	,804	,000	,000	,000	,000
X22	,000	,816	,000	,000	,000	,000
X24	,000	,759	,000	,000	,000	,000

X25	,000	,827	,000	,000	,000	,000
X28	,000	,812	,000	,000	,000	,000
X31	,780	,000	,000	,000	,000	,000

**Indirect Effects (Group number 1 - Default model)**

	green Trust	Life _St yle	Eco Packag ing	Good_Purc hase_Beha viour	Attitude_Toward_ Green_Product	Green_Purcha se_Behavioral
Good_Purchase_ Behaviour	,000	,000	,000	,000	,000	,000
Attitude_Toward_ Green_Product	,000	,000	,000	,000	,000	,000
Green_Purchase Behavioral	,125	,149	,136	,000	,000	,000
Y21	,248	,321	,313	,000	,000	,000
Y22	,244	,317	,309	,000	,000	,000
Z6	,416	,205	,393	,260	,185	,000
Z5	,418	,206	,395	,261	,186	,000
Z4	,423	,209	,399	,265	,188	,000
Z3	,374	,184	,353	,234	,166	,000
Z1	,414	,204	,390	,259	,184	,000
Y212	,192	,249	,243	,000	,000	,000
Y211	,210	,272	,265	,000	,000	,000
Y210	,208	,270	,263	,000	,000	,000
Y26	,243	,316	,308	,000	,000	,000
Y11	,333	,357	,299	,000	,000	,000
Y12	,256	,275	,230	,000	,000	,000
Y14	,358	,385	,322	,000	,000	,000
Y15	,305	,327	,274	,000	,000	,000
Y16	,299	,321	,269	,000	,000	,000
X32	,000	,000	,000	,000	,000	,000
X33	,000	,000	,000	,000	,000	,000
X34	,000	,000	,000	,000	,000	,000
X35	,000	,000	,000	,000	,000	,000
Y18	,316	,339	,284	,000	,000	,000
Z2	,344	,169	,324	,215	,153	,000
X11	,000	,000	,000	,000	,000	,000
X12	,000	,000	,000	,000	,000	,000
X13	,000	,000	,000	,000	,000	,000
X14	,000	,000	,000	,000	,000	,000
X15	,000	,000	,000	,000	,000	,000
X16	,000	,000	,000	,000	,000	,000
X21	,000	,000	,000	,000	,000	,000
X22	,000	,000	,000	,000	,000	,000
X24	,000	,000	,000	,000	,000	,000
X25	,000	,000	,000	,000	,000	,000
X28	,000	,000	,000	,000	,000	,000
X31	,000	,000	,000	,000	,000	,000

**Standardized Indirect Effects (Group number 1 - Default model)**

	gr ee n Tr ust	Life_ Style	Eco Pack aging	Good_Purcha se_Behaviour	Attitude_Toward_ Green_Product	Green_Purcha se_Behavioral
Good_Purchase_ Behaviour	,0 00	,000	,000	,000	,000	,000
Attitude_Toward_ Green_Product	,0 00	,000	,000	,000	,000	,000
Green_Purchase Behavioral	,1 25	,122	,123	,000	,000	,000
Y21	,1 94	,206	,222	,000	,000	,000
Y22	,1 96	,208	,224	,000	,000	,000
Z6	,3 26	,132	,279	,223	,154	,000
Z5	,3 14	,127	,268	,215	,148	,000
Z4	,3 27	,132	,279	,224	,155	,000
Z3	,3 17	,128	,271	,217	,150	,000
Z1	,3 67	,148	,314	,251	,173	,000
Y212	,1 58	,167	,180	,000	,000	,000
Y211	,1 58	,168	,181	,000	,000	,000
Y210	,1 73	,184	,198	,000	,000	,000
Y26	,1 98	,210	,227	,000	,000	,000
Y11	,2 69	,236	,219	,000	,000	,000
Y12	,2 52	,221	,205	,000	,000	,000
Y14	,2 80	,247	,228	,000	,000	,000
Y15	,2 35	,207	,191	,000	,000	,000
Y16	,2 40	,211	,195	,000	,000	,000
X32	,0 00	,000	,000	,000	,000	,000
X33	,0 00	,000	,000	,000	,000	,000
X34	,0 00	,000	,000	,000	,000	,000
X35	,0 00	,000	,000	,000	,000	,000
Y18	,2 49	,220	,203	,000	,000	,000
Z2	,3 15	,127	,269	,216	,149	,000

X11	,0 00	,000	,000	,000	,000	,000
X12	,0 00	,000	,000	,000	,000	,000
X13	,0 00	,000	,000	,000	,000	,000
X14	,0 00	,000	,000	,000	,000	,000
X15	,0 00	,000	,000	,000	,000	,000
X16	,0 00	,000	,000	,000	,000	,000
X21	,0 00	,000	,000	,000	,000	,000
X22	,0 00	,000	,000	,000	,000	,000
X24	,0 00	,000	,000	,000	,000	,000
X25	,0 00	,000	,000	,000	,000	,000
X28	,0 00	,000	,000	,000	,000	,000
X31	,0 00	,000	,000	,000	,000	,000

# **LAMPIRAN 4**

## **PRODUK & KEMASAN HIJAU**

### **SIMBOL PADA KEMASAN**



**PROGRAM DOKTOR ILMU EKONOMI**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS HASANUDDIN**

**MAKASSAR**

**2022**


**LIST PRODUK RAMAH LINGKUNGAN  
(KEMASAN DAN ISI)**

NO	BRAND	KATEGORI	PRODUSEN
1	Green wash	Detergen	HNI-PT HPAI (Herba Penawar Alwahida Indonesia)
2	Gentle Gen	Detergen cair	PT.Mayora
3	Body Shop	Produk perawatan diri	L'Oréal
4	Osem, Rupahaus, Menjalin, Shukkah Citta, Lannivatti, Semilir Semilir,	Fashion, mengusung kegiatan <i>slow fashion</i>	Produsen lokal di Bandung
5	Robries	Furniture, home decor	Tita Sabrina Maulinda
6	Arane	Pakaian <i>eco print</i>	Antoni dan Elsen
7	Pelepah	<i>Food container</i>	Rengkuh Banyu Mandaharu
8	Studio Dapur	Peralatan dapur dari bamboo	Mega Puspita
9	Nestle Pure Life	Air mineral	Nestle
10	Ades	Air mineral	Coca-Cola Company
11	Cleo	Air mineral	Cleo
12	Somethinc	Perawatan wajah	Somethinc
13	Molto, Rinso bubuk, Rinso cair Whipol, Sunlight	Home care	Unilever
14	Sahaja	Home care	Unilver
15	Wardah dan Kafh	Kosmetik (perawatan) bagi wanita dan pria	PT.Paragon Technology
16	Starbucks	Selang kertas, makanan dan minuman berbahan dasar nabati ( <i>plant-based goodness</i> )bahan dasar kemasan minuman dari pelastik PET→ rPET	Lisensi dibawah PT Sari Coffee Indonesia
17	Adidas, Nike	Membuat sepatu dari benang polyester dari bahan daur ulang untuk bagian atas sepatu flygnit (Adidas) Sepatu dan pakaian altlit terbuat dari bahan/material daur ulang , meminimalisir emisi karbon dan limbah dari pabrik	PT Adidas Indonesia PT Nike Indonesia

18	ECORASA	Sedotan ramah lingkungan	
19	Uniqlo	<i>Fashion recycle</i>	PT.FAST RETAILING INDONESIA
20	Love, Beauty and Planet	Body care	PT. UNILEVER
21	SOMETHINC	Skin care & Cosmetic	PT. Nose Herbalindo
22	N'PURE	Skin care	PT. Penta Natural Kosmetindo
23	KEINA BEAUTY	Skin care	Klen
25	KLEN N KIND	Skin care	Klen and Kind
26	SCARLET WHITENIING	Skin care	PT. Motto Beringin Abadi
27	REI Skin	Skin care	CV. Rei Skin
28	Wardah	Skin care & Cosmetic	
29	Emina	Cosmetics	PT. Paragon Technology and Innovation
30	Y.O.U Cosmetik	Cosmetic	HEBE Beauty
31	Azarine Cosmetik	Skin Care	By Cella Vanesa

NO	SIMBOL	KETERANGAN
1		<p><b>PET atau PETE (<i>polyethylene etilen terephalate</i>)</b>  Wadah plastik dengan symbol angka 1 dalam segitiga, biasa ditemukan dalam kemasan minuman dan makanan seperti botol air mineral, botol minuman bersoda, toples selai serta masih banyak lagi lainnya. Wadah plastik dengan symbol angka 1 dianjurkan hanya 1 kali pemakaian saja, Sangat berisiko apabila dipakai berulang kali, terutama untuk mengisi minuman panas, maka lapisan polimer pada wadah tersebut dapat mengeluarkan zat karsinogenik pemicu kanker.  <b>Note</b> : Kemasan symbol angka 1 berarti dapat didaur ulang menjadi karpet, tali rafia, tas jinjing, sampai dengan serat.</p>
2		<p><b>HDPE (<i>high density polyethylene</i>)</b>  Kemasan dengan symbol angka simbol angka 2 dapat dipakai untuk menyimpan makanan dan minuman. Oleh karena bahan plastik ini lebih tahan terhadap suhu panas dan kuat. Simbol ini (HDPE) biasa ditemukan dalam <i>Tupperware</i>, botol susu, galon air mineral, sampai botol shampoo. Meskipun terkesan aman, bahan plastik ini sebaiknya digunakan hanya sekali. Setelah pemakaian sebaiknya segera daur ulang plastik ini menjadi kemasan HDPE baru, bahan lantai ubin, atau pipa.</p>
3		<p><b>PVC (<i>polyvinyl chloride</i>)</b>  Pelastik bahan PVC tidak dianjurkan untuk mengemas makanan dan minuman karena sifatnya yang cukup berbahaya, oleh karena jenis ini lebih sering dipakai untuk kemasan shampoo atau pipa. Apabila wadah plastik dipakai untuk mengemas makanan, bahan kimia di dalamnya dapat meningkatkan risiko penyakit hati dan ginjal.</p>
4		<p><b>LDPE (<i>low density polyethylene</i>)</b>  LDPE adalah bahan plastik yang terbuat dari minyak bumi. Alhasil, plastik ini dirasa cukup aman untuk menyimpan makanan dan minuman. Untuk menempatkan makanan dan minuman panas, plastic jenis ini ini dirasa cocok karena lapisan plastiknya tidak akan meleleh meskipun terpapar suhu tinggi. Daur ulang plastik LDPE cukup sulit. Namun, apabila tetap ingin mendaur ulang plastik ini, Anda dapat mengubahnya menjadi bahan pembuatan ubin dan tas kresek.</p>
5		<p><b>PP (<i>polypropylene</i>)</b>  Dari sekian banyak jenis plastik, wadah plastik yang terdapat simbol angka 5 dalam segitiga panah adalah pilihan yang terbaik. Anda akan menjumpai simbol ini pada tempat makan atau botol minum yang memang bisa dipakai berkali-kali. Karakteristik plastik jenis ini adalah kuat, ringan, tahan terhadap lemak, dan stabil pada suhu tinggi. Ketika Anda ingin menggunakan wadah plastik yang aman dan tidak berbahaya, carilah yang ada angka 5 pada bagian luarnya. Jenis plastik ini juga bisa didaur ulang menjadi sendok-garpu, sapu, dan nampan.</p>
6		<p><b>PS (<i>polystyrene</i>)</b>  simbol angka 6 dalam segitiga panah menunjukkan bahwa plastik tersebut menggunakan bahan kimia yang berbahaya. Pada umumnya, simbol ini sering ditemukan pada styrofoam atau bahan</p>



		<p>plastik yang sulit didaur ulang. Mengingat sifatnya yang sulit didaur ulang, plastik jenis ini sangat berpotensi mencemari lingkungan. Simbol PS dapat ditemukan pada <i>Compact Disc</i>, karton telur, atau piring sekali pakai. Walaupun plastik jenis ini bisa didaur ulang, maka benda yang dihasilkan dari daur ulang plastik PS adalah pengepakan busa, karton telur, dan isolasi bangunan.</p>
7		<p><b>Other (<i>polycarbonate</i>)</b></p> <p>Wadah plastik yang masuk dalam kategori ini, terdiri dari 4 jenis, yakni SAN (<i>styrene acrylonitrile</i>), ABS (<i>acrylonitrile butadiene styrene</i>), PC (<i>polycarbonate</i>), dan Nylon. Bahan plastik ini digunakan untuk membuat alat elektronik, suku cadang mobil, dan peralatan lain. Plastik ini mengandung bisphenol-A beracun (BPA) yang dapat meningkatkan risiko infertilitas dan gangguan hormon. Sayangnya, walaupun berbahaya masih banyak wadah makanan atau minuman yang menggunakan plastik jenis ini.</p> <p>Sebelum menggunakan kemasan plastik, sebaiknya teliti dulu simbol angka yang terdapat di bagian luarnya. Hindari penggunaan plastik berbahaya untuk wadah makanan dan minuman untuk meminimalisir gangguan kesehatan. Selain itu, usahakan untuk melakukan daur ulang plastik dari kemasan atau wadah yang Anda pakai sehari-hari untuk mengurangi risiko pencemaran lingkungan.</p>