

LAMPIRAN-LAMPIRAN

Lampiran 1. Kuisoner Penelitian

KUESIONER PENELITIAN

Pengaruh *Green product* Dan *Green advertising* Terhadap Citra Merek Dan Keputusan Pembelian Konsumen Air Minum Dalam Kemasan Merek AQUA

Pengantar :

1. Baca dan pahami tiap pernyataan dan pertanyaan dalam lembar kuesioner berikut serta diisi dengan teliti, lengkap dan jujur.
2. Jawaban harus merupakan jawaban pribadi. Dalam hal ini tidak ada jawaban yang benar atau salah, yang penting jawaban bapak/ibu/sdr (i) benar-benar tepat dengan situasi yang dirasakan.
3. Tiap-tiap jawaban yang bapak/ibu/sdr (i) berikan pada saya merupakan bantuan yang tidak ternilai bagi penelitian saya dalam menyelesaikan penulisan skripsi yang saya sedang lakukan. Untuk itu, saya menyampaikan banyak terima kasih yang sebesar-besarnya.

Identitas Responden

Nama :

Jurusan Perkuliahan :

Usia :

Jenis Kelamin :

Alamat :

Jawablah pertanyaan-pertanyaan berikut dengan memberi tanda silang (X) pada kolom yang disediakan sesuai dengan pendapat anda!

Keterangan:

1 = Sangat Tidak Setuju 3 = Netral 5 = Sangat Setuju

2 = Tidak Setuju 4 = Setuju

No	Pertanyaan / Pernyataan	1	2	3	4	5
<i>Green product</i>						
Label						
1	Label kemasan AQUA bertemakan peduli terhadap lingkungan.					
2	Label kemasan AQUA menunjukkan ciri khas produk yang ramah lingkungan					
Kemasan						
3	Kemasan AQUA terbuat dari bahan yang ramah lingkungan (plastik yang mudah terurai dengan tanah) dan higienis.					
4	Kemasan AQUA dapat didaur ulang.					
<i>Green advertising</i>						
Tujuan Iklan						
7	Iklan AQUA mempromosikan citra perusahaan yang ramah lingkungan					
8	Iklan AQUA mempromosikan gaya hidup ramah dan peduli terhadap lingkungan					
Kerangka Pesan						
9	Pesan dalam iklan AQUA mengajak konsumen untuk lebih ramah dan peduli terhadap lingkungan.					
10	Menerapkan informasi yang disampaikan dalam iklan AQUA dikehidupan sehari-hari seperti meremukkan kemasan botol AQUA setelah meminumnya dan membuangnya ketempat sampah.					
Citra Merek						
Keunggulan Merek						
11	Merek AQUA selalu berkualitas baik, tidak berbahaya bagi konsumen dan lingkungan disekitarnya.					

12	Merek AQUA memiliki design kemasan yang menarik.					
13	Merek AQUA diproduksi dari air sumber pegunungan yang bersih dan jernih.					
Kekuatan Merek						
14	Kegiatan promosi AQUA mampu menjaga popularitas merek AQUA.					
15	Merek AQUA merupakan merek AMDK yang terpercaya.					
Keunikan Merek						
16	Merek AQUA memiliki varian kemasan yang banyak dan tidak dimiliki oleh merek lain.					
Keputusan Pembelian						
17	Saya membeli AQUA karena merek yang terpercaya, higienis, dan peduli terhadap lingkungan.					
18	Saya membeli AQUA karena mudah di jangkau dan tersedia di toko manapun.					
19	Saya membeli AQUA karena jumlah stok produk di setiap toko yang menjual AQUA banyak.					
20	Saya membeli AQUA karena dapat dibeli setiap hari.					
21	Saya membeli AQUA karena cara pembayarannya yang mudah.					

Lampiran 2. Uji validitas

1. *Green product*

Correlations

		GP1	GP2	GP3	GP4	GP
GP1	Pearson Correlation	1	,367**	,509**	,321**	,761**
	Sig. (2-tailed)		,000	,000	,001	,000
	N	96	96	96	96	96
GP2	Pearson Correlation	,367**	1	,303**	,233*	,645**
	Sig. (2-tailed)	,000		,003	,022	,000
	N	96	96	96	96	96
GP3	Pearson Correlation	,509**	,303**	1	,518**	,804**
	Sig. (2-tailed)	,000	,003		,000	,000
	N	96	96	96	96	96
GP4	Pearson Correlation	,321**	,233*	,518**	1	,706**
	Sig. (2-tailed)	,001	,022	,000		,000
	N	96	96	96	96	96
JMLGP	Pearson Correlation	,761**	,645**	,804**	,706**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

2. Green advertising

Correlations

		GA1	GA2	GA3	GA4	JMLGA
GA1	Pearson Correlation	1	,647**	,252*	,296**	,721**
	Sig. (2-tailed)		,000	,013	,003	,000
	N	96	96	96	96	96
GA2	Pearson Correlation	,647**	1	,370**	,280**	,762**
	Sig. (2-tailed)	,000		,000	,006	,000
	N	96	96	96	96	96
GA3	Pearson Correlation	,252*	,370**	1	,516**	,737**
	Sig. (2-tailed)	,013	,000		,000	,000
	N	96	96	96	96	96
GA4	Pearson Correlation	,296**	,280**	,516**	1	,732**
	Sig. (2-tailed)	,003	,006	,000		,000
	N	96	96	96	96	96
JMLGA	Pearson Correlation	,721**	,762**	,737**	,732**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	96	96	96	96	96

3. Citra Merek

Correlations

		CM1	CM2	CM3	CM4	CM5	CM6	CM
CM1	Pearson Correlation	1	,473**	,500**	,514**	,596**	,481**	,834**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	96	96	96	96	96	96	96
CM2	Pearson Correlation	,473**	1	,261*	,227*	,369**	,251*	,580**
	Sig. (2-tailed)	,000		,010	,026	,000	,014	,000
	N	96	96	96	96	96	96	96
CM3	Pearson Correlation	,500**	,261*	1	,454**	,588**	,415**	,740**
	Sig. (2-tailed)	,000	,010		,000	,000	,000	,000
	N	96	96	96	96	96	96	96
CM4	Pearson Correlation	,514**	,227*	,454**	1	,395**	,371**	,685**
	Sig. (2-tailed)	,000	,026	,000		,000	,000	,000
	N	96	96	96	96	96	96	96
CM5	Pearson Correlation	,596**	,369**	,588**	,395**	1	,520**	,799**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	96	96	96	96	96	96	96
CM6	Pearson Correlation	,481**	,251*	,415**	,371**	,520**	1	,701**
	Sig. (2-tailed)	,000	,014	,000	,000	,000		,000
	N	96	96	96	96	96	96	96
JMLCM	Pearson Correlation	,834**	,580**	,740**	,685**	,799**	,701**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	96	96	96	96	96	96	96

4. Keputusan Pembelian

Correlations

		KP1	KP2	KP3	KP4	KP5	JMLKP
KP1	Pearson Correlation	1	,518**	,209*	,320**	,318**	,653**
	Sig. (2-tailed)		,000	,041	,001	,002	,000
	N	96	96	96	96	96	96
KP2	Pearson Correlation	,518**	1	,364**	,275**	,359**	,684**
	Sig. (2-tailed)	,000		,000	,007	,000	,000
	N	96	96	96	96	96	96
KP3	Pearson Correlation	,209*	,364**	1	,582**	,448**	,718**
	Sig. (2-tailed)	,041	,000		,000	,000	,000
	N	96	96	96	96	96	96
KP4	Pearson Correlation	,320**	,275**	,582**	1	,653**	,787**
	Sig. (2-tailed)	,001	,007	,000		,000	,000
	N	96	96	96	96	96	96
KP5	Pearson Correlation	,318**	,359**	,448**	,653**	1	,775**
	Sig. (2-tailed)	,002	,000	,000	,000		,000
	N	96	96	96	96	96	96
JMLKP	Pearson Correlation	,653**	,684**	,718**	,787**	,775**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	96	96	96	96	96	96

Lampiran 3. Uji Realibilitas

1. *Green product*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,708	,706	4

2. *Green advertising*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,719	,722	4

3. *Citra Merek*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,821	,818	6

4. *Keputusan Pembelian*

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,773	,773	5

Lampiran 4. Uji Normalitas

1. Persamaan Pertama

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,71647495
Most Extreme Differences	Absolute	,125
	Positive	,060
	Negative	-,125
Test Statistic		,125
Asymp. Sig. (2-tailed)		,001 ^c

2. Persamaan Kedua

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,74397976
Most Extreme Differences	Absolute	,080
	Positive	,059
	Negative	-,080
Test Statistic		,080
Asymp. Sig. (2-tailed)		,151 ^c

Lampiran 5. Uji Linieritas

1. *Green product* (X_1) Terhadap Citra Merek (Y_1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
CM * GP	Between Groups	(Combined)	447,381	11	40,671	2,664	,006
		Linearity	317,157	1	317,157	20,771	,000
		Deviation from Linearity	130,224	10	13,022	,853	,580
Within Groups			1282,619	84	15,269		
Total			1730,000	95			

2. *Green advertising* (X_2) Terhadap Citra Merek (Y_1)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KP * GP	Between Groups	(Combined)	245,934	11	22,358	2,615	,006
		Linearity	190,398	1	190,398	22,266	,000
		Deviation from Linearity	55,536	10	5,554	,649	,767
Within Groups			718,305	84	8,551		
Total			964,240	95			

3. *Green product* (X_1) Terhadap Keputusan Pembelian (Y_2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
CM * GA	Between Groups	(Combined)	518,565	12	43,214	2,961	,002
		Linearity	347,124	1	347,124	23,783	,000
		Deviation from Linearity	171,441	11	15,586	1,068	,397
Within Groups			1211,435	83	14,596		
Total			1730,000	95			

4. *Green advertising* (X_2) Terhadap Keputusan Pembelian (Y_2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KP * GA	Between Groups	(Combined)	277,906	12	23,159	2,801	,003
		Linearity	205,535	1	205,535	24,856	,000
		Deviation from Linearity	72,371	11	6,579	,796	,644
Within Groups			686,333	83	8,269		
Total			964,240	95			

5. Citra Merek (Y_1) Terhadap Keputusan Pembelian (Y_2)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KP * CM	Between Groups	(Combined)	303,711	18	16,873	1,967	,022
		Linearity	60,306	1	60,306	7,030	,010
		Deviation from Linearity	243,405	17	14,318	1,669	,067
Within Groups			660,529	77	8,578		
Total			964,240	95			

Lampiran 6. Uji Koefisien Path

1. Persamaan Pertama

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,498	2,519		3,373	,001
	JMLGP	,408	,182	,251	2,239	,028
	JMLGA	,476	,178	,299	2,671	,009

2. Persamaan Kedua

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,205	1,981		4,141	,000
	JMLGP	,319	,139	,263	2,301	,024
	JMLGA	,363	,137	,306	2,643	,010
	JMLCM	,305	,104	,350	2,939	,004

Lampiran 7. Mean

1. Green product (X_1)

Statistics

		GP1	GP2	GP3	GP4
N	Valid	96	96	96	96
	Missing	0	0	0	0
Mean		3,927	3,885	3,635	3,990
Median		4,000	4,000	4,000	4,000

GP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	1	1,0	1,0	1,0
	2,0	8	8,3	8,3	9,4
	3,0	15	15,6	15,6	25,0
	4,0	45	46,9	46,9	71,9
	5,0	27	28,1	28,1	100,0
	Total	96	100,0	100,0	

GP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,0	6	6,3	6,3	6,3
	3,0	24	25,0	25,0	31,3
	4,0	41	42,7	42,7	74,0
	5,0	25	26,0	26,0	100,0
	Total	96	100,0	100,0	

GP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	1	1,0	1,0	1,0
	2,0	12	12,5	12,5	13,5
	3,0	22	22,9	22,9	36,5
	4,0	47	49,0	49,0	85,4
	5,0	14	14,6	14,6	100,0
	Total	96	100,0	100,0	

GP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	2	2,1	2,1	2,1
	2,0	5	5,2	5,2	7,3
	3,0	10	10,4	10,4	17,7
	4,0	54	56,3	56,3	74,0
	5,0	25	26,0	26,0	100,0
	Total	96	100,0	100,0	

2. *Green advertising*

Statistics

		GA1	GA2	GA3	GA4
N	Valid	96	96	96	96
	Missing	0	0	0	0
Mean		3,875	3,938	3,635	3,688
Median		4,000	4,000	4,000	4,000

GA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	1	1,0	1,0	1,0
	2,0	4	4,2	4,2	5,2
	3,0	22	22,9	22,9	28,1
	4,0	48	50,0	50,0	78,1
	5,0	21	21,9	21,9	100,0
	Total	96	100,0	100,0	

GA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	1	1,0	1,0	1,0
	2,0	4	4,2	4,2	5,2
	3,0	22	22,9	22,9	28,1
	4,0	42	43,8	43,8	71,9
	5,0	27	28,1	28,1	100,0
	Total	96	100,0	100,0	

GA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	1	1,0	1,0	1,0
	2,0	10	10,4	10,4	11,5
	3,0	29	30,2	30,2	41,7
	4,0	39	40,6	40,6	82,3
	5,0	17	17,7	17,7	100,0
	Total	96	100,0	100,0	

GA4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	2	2,1	2,1	2,1
	2,0	8	8,3	8,3	10,4
	3,0	30	31,3	31,3	41,7
	4,0	34	35,4	35,4	77,1
	5,0	22	22,9	22,9	100,0
	Total	96	100,0	100,0	

3. Citra Merek

Statistics

		CM1	CM2	CM3	CM4	CM5	CM6
N	Valid	96	96	96	96	96	96
	Missing	0	0	0	0	0	0
Mean		3,385	3,698	3,781	3,802	3,635	3,698
Median		4,000	4,000	4,000	4,000	4,000	4,000

CM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	9	9,4	9,4	9,4
	2,0	10	10,4	10,4	19,8
	3,0	24	25,0	25,0	44,8
	4,0	41	42,7	42,7	87,5
	5,0	12	12,5	12,5	100,0
	Total	96	100,0	100,0	

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	2	2,1	2,1	2,1
	2,0	5	5,2	5,2	7,3
	3,0	28	29,2	29,2	36,5
	4,0	46	47,9	47,9	84,4
	5,0	15	15,6	15,6	100,0
	Total	96	100,0	100,0	

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	2	2,1	2,1	2,1
	2,0	4	4,2	4,2	6,3
	3,0	32	33,3	33,3	39,6
	4,0	33	34,4	34,4	74,0
	5,0	25	26,0	26,0	100,0
	Total	96	100,0	100,0	

CM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	3	3,1	3,1	3,1
	2,0	4	4,2	4,2	7,3
	3,0	26	27,1	27,1	34,4
	4,0	39	40,6	40,6	75,0
	5,0	24	25,0	25,0	100,0
	Total	96	100,0	100,0	

CM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	4	4,2	4,2	4,2
	2,0	7	7,3	7,3	11,5
	3,0	23	24,0	24,0	35,4
	4,0	48	50,0	50,0	85,4
	5,0	14	14,6	14,6	100,0
	Total	96	100,0	100,0	

CM6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	3	3,1	3,1	3,1
	2,0	7	7,3	7,3	10,4
	3,0	25	26,0	26,0	36,5
	4,0	42	43,8	43,8	80,2
	5,0	19	19,8	19,8	100,0
	Total	96	100,0	100,0	

4. Keputusan Pembelian

Statistics

		KP1	KP2	KP3	KP4	KP5
N	Valid	96	96	96	96	96
	Missing	0	0	0	0	0
Mean		3,781	3,875	3,740	3,677	3,563
Median		4,000	4,000	4,000	4,000	3,000

KP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	2	2,1	2,1	2,1
	2,0	4	4,2	4,2	6,3
	3,0	27	28,1	28,1	34,4
	4,0	43	44,8	44,8	79,2
	5,0	20	20,8	20,8	100,0
	Total	96	100,0	100,0	

KP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,0	6	6,3	6,3	6,3
	3,0	21	21,9	21,9	28,1
	4,0	48	50,0	50,0	78,1
	5,0	21	21,9	21,9	100,0
	Total	96	100,0	100,0	

KP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,0	8	8,3	8,3	8,3
	3,0	28	29,2	29,2	37,5
	4,0	41	42,7	42,7	80,2
	5,0	19	19,8	19,8	100,0
	Total	96	100,0	100,0	

KP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	1	1,0	1,0	1,0
	2,0	6	6,3	6,3	7,3
	3,0	34	35,4	35,4	42,7
	4,0	37	38,5	38,5	81,3
	5,0	18	18,8	18,8	100,0
	Total	96	100,0	100,0	

KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,0	2	2,1	2,1	2,1
	2,0	4	4,2	4,2	6,3
	3,0	46	47,9	47,9	54,2
	4,0	26	27,1	27,1	81,3
	5,0	18	18,8	18,8	100,0
	Total	96	100,0	100,0	