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APPENDIX

1. Questionnaire

Dear Respondent,

I'm Safira Sesha undergraduate student in President University majoring Management Faculty of Business. Currently I am conducting research entitled "Strategy to Reduce Plastic Waste: East Jakarta Case Study"

This research requires respondents with the following criteria:

1. Age 18- 45 years

2. Have bought or used green packaging (example: Paid shopping bags, tumblers, etc.)

3. Live in East Jakarta

If you are the criteria above, I kindly request your willingness to fill out this research questionnaire. In this research questionnaire there are no right or wrong answers, so I hope you can give answers according to the actual situation, without coercion, and without engineering. The data you provide will be kept confidential and will only be used for research purposes.

Thank you for your attention and availability to fill out this questionnaire.

Dengan Hormat,

Perkenalkan saya Safira Sesha, mahasiswa S1 Management Fakultas Bisnis Universitas President. Saat ini saya sedang melaksanakan penelitian dengan judul "Strategy to Reduce Plastic Waste: Case Study of East Jakarta"

Penelitian ini memerlukan responden dengan kriteria sebagai berikut:

1. Berusia 18- 45 tahun

2. Pernah membeli atau menggunakan green packaging (contoh: Kantong belanja berbayar, tumbler, dll)

3. Tinggal di Jakarta Timur

Apabila Saudara/i memenuhi kriteria di atas, Saya mohon kesediaannya i untuk mengisi kuesioner penelitian ini. Dalam kuesioner penelitian ini tidak ada jawaban benar atau salah sehingga saya berharap Saudara/i dapat memberikan jawaban sesuai dengan keadaan sebernarnya, tanpa ada paksaan, dan tanpa ada rekayasa. Data yang Anda berikan akan terjaga kerahasiaanya dan hanya digunakan untuk keperluan penelitian.

Atas perhatian dan ketersediaan saudara/i untuk mengisi kuesioner ini, saya ucapkan terima kasih.

Respondent Profile

Gender
- o Male
- o Female

Age
- o 23 – 28
- o 29 – 33
- o 34 – 38
- o 39 – 43

Occupation
- o Student
- o Employee
- o Government Employees
- o Freelance
- o Housewife

Education

- SMA/SMK (Senior/Vocational High School)
- D3
- S1
- S2
- S3

Income

- <Rp 500.000,00
- Rp 500.000,00 – Rp 1.000.000,00
- Rp 1.000.000,00 – Rp 2.500.000
- Rp 2.500.000,00 – Rp 5.000.000
- >Rp 5.000.000,00

Have you ever heard of green packaging

- Yes
- No

How long have you been using green packaging?

- <1 Month
- 2 – 6 Months
- 1 Year
- >1 Year

Questionnaire

Silakan diisi dengan jawaban yang mencerminkan diri anda, dengan skala 1 - 5 yaitu;

1= Sangat tidak setuju

2= Tidak setuju

3= Netral

4= Setuju

5= Sangat setuju

No	Variable	Alternative Answer				
	Green Campaign	**SD**	**D**	**N**	**A**	**SA**
1	I tend to pay attention to advertising messages that talk about environmental protection.					
2	I appreciate brands/companies that have environmental certifications and labels.					
3	I support product promotion methods through environmentally friendly instruments (for example, promotional or advertising actions that do not use plastic materials, do not use paper waste, etc.).					
4	I prefer products from companies that adopt a responsible attitude towards the environment, to the detriment of others.					
No	**Variable**	**Alternative Answer**				
	Green Packaging	**SD**	**D**	**N**	**A**	**SA**
6	I feel that every consumer who has concern for and knowledge of environmental issues is more likely to buy environmentally friendly goods.					
7	I always read the eco-label indicators on the packaging before buying an item.					
9	I think about the advantages and disadvantages of packaging a product in terms of environmental sustainability.					
8	I feel that eco-friendly packaging has many benefits for the environment, such as reducing environmental and air pollution from the production processes.					

No	Variable	Alternative Answer				
	Waste Management	**SD**	**D**	**N**	**A**	**SA**
9	I feel that sewage pollution is one of the most serious environmental problems facing society today.					
10	In my environment, the amount of waste produced is increasing, so the government, companies, and the general public are starting to realize the importance of using environmentally friendly and recyclable items.					
11	In my area, there are waste bins for organic, non-organic, hazardous/B3 materials, non-organic paper-based materials, and residual waste.					
12	The use of plastic bags is banned in my area.					
13	The amount of plastic waste in my environment has decreased since the use of plastic bags was banned.					
No	Variable	Alternative Answer				
	Reduce Waste	**SD**	**D**	**N**	**A**	**SA**
14	A large amount of waste in the environment is a factor influencing consumers to become more aware of the importance of environmental protection.					
15	Consumers tend to pay more attention to environmental factors when deciding to purchase or use green packaging.					
16	I will buy eco-friendly goods even though they are a bit expensive to protect the environment.					
17	I started separating recyclable and non-recyclable waste.					

2. Data from Respondent

GREEN CAMPAIGN (X1)					GREEN PACKAGING (X2)					WASTE MANAGEMENT (X3)					REDUCE WASTE (Y)				
1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	5	5	4	5	1	5	5	4	5	4	5	5	4	5	4	5	5	4	5
1	2	3	4	5	1	2	3	4	5	4	2	3	4	5	4	2	3	4	5
1	2	3	4	5	1	2	3	4	5	4	2	3	4	5	4	2	3	4	5
1	2	3	4	5	1	2	3	4	5	4	2	3	4	5	4	2	3	4	5
1	2	3	4	5	1	2	3	4	5	4	2	3	4	5	4	2	3	4	5
1	2	3	4	5	1	2	3	4	5	2	3	1	5	4	2	3	1	5	4
1	5	3	4	5	1	5	3	4	5	2	3	1	5	4	1	3	1	5	4
1	5	3	4	5	1	5	3	4	5	2	3	1	5	4	2	3	1	5	4
1	5	3	4	5	1	5	3	4	5	2	3	1	5	4	1	3	1	5	4
4	4	3	4	5	4	4	3	4	5	2	3	1	5	4	2	3	1	5	4
5	5	3	4	5	5	5	3	4	5	4	5	3	4	5	4	5	3	4	5
5	5	3	4	5	5	5	3	4	5	4	5	3	4	5	4	5	3	4	5
5	5	5	4	5	5	5	5	4	5	4	5	5	4	5	4	5	5	4	5
5	5	5	4	5	5	5	5	4	5	4	5	5	4	5	4	5	5	4	5
5	5	5	4	5	5	5	5	4	5	4	5	5	4	5	4	5	5	4	5
1	2	5	4	5	1	2	5	4	5	4	2	5	4	5	4	2	5	4	5
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5	5	5	4	5	5	5	5	4	5	4	5	5	4	5	4	5	5	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	4	5	5	5	5	4	5	2	2	5	2	2	2	2	5	2	2
5	4	4	4	5	5	4	4	4	5	2	2	5	2	2	2	2	5	2	2
4	4	4	4	5	4	4	4	4	5	1	2	5	2	2	1	2	5	2	2
5	5	5	4	5	5	5	5	4	5	2	3	5	2	2	2	3	5	2	2
3	4	5	4	5	3	4	5	4	5	2	2	5	2	2	2	2	5	2	2
3	4	5	4	5	3	4	5	4	5	2	2	1	2	3	2	2	1	2	3
3	4	5	5	4	3	1	5	5	4	2	2	5	2	2	2	2	5	2	2
3	4	5	4	5	3	5	4	4	5	1	2	5	2	2	1	2	5	2	2
3	4	5	4	4	3	5	5	4	4	4	4	5	4	4	4	4	5	4	4
4	4	5	4	5	4	5	5	4	5	4	4	5	4	5	4	4	5	4	5
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3	5	5	5	5	3	5	5	4	5	5	5	5	5	5	5	5	5	5	5
3	5	4	4	4	3	5	2	4	4	4	5	4	4	4	4	5	4	4	4

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1	2	3	4	5	1	2	3	4	5	3	2	3	4	5	3	2	3	4	5
1	2	3	4	5	1	2	3	4	5	4	2	3	4	5	4	2	3	4	5
1	2	3	4	5	1	2	3	4	5	2	2	3	4	5	2	2	3	4	5
1	2	3	4	5	1	2	3	4	5	4	2	3	4	5	4	2	3	4	5
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5	5	3	4	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5
5	5	3	4	5	5	5	2	4	5	1	2	2	4	5	1	2	2	4	5
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5	4	4	5	5	5	4	5	5	5	5	5	5	5	3	5	5	1	5	4
4	4	4	5	5	4	4	5	5	5	5	5	5	5	4	5	5	1	2	4
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2	2	2	2	2	2	2	2	2	2	2	5	1	2	3	2	5	1	2	3
4	4	4	4	4	4	4	4	4	4	4	5	4	2	3	4	1	4	2	1
3	3	3	3	3	3	3	3	3	3	3	5	4	5	3	3	5	4	5	3
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4	5	5	5	2	4	5	5	5	2	5	5	5	5	1	5	1	5	5	1
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2	2	2	2	2	2	2	2	2	2	2	5	5	2	3	2	5	5	2	3
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4	5	5	4	3	4	5	5	4	3	4	5	5	5	3	4	5	5	5	3
4	5	5	5	3	4	5	5	5	3	5	5	5	5	1	5	5	5	5	1

Validity Test

Green Campaign

Correlations

		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	.613**	.519**	.408**	-.116	.814**
	Sig. (2-tailed)		.000	.000	.000	.222	.000
	N	112	112	112	112	112	112
P2	Pearson Correlation	.613**	1	.523**	.410**	.018	.796**
	Sig. (2-tailed)	.000		.000	.000	.847	.000
	N	112	112	112	112	112	112
P3	Pearson Correlation	.519**	.523**	1	.518**	-.006	.748**
	Sig. (2-tailed)	.000	.000		.000	.954	.000
	N	112	112	112	112	112	112
P4	Pearson Correlation	.408**	.410**	.518**	1	.091	.655**
	Sig. (2-tailed)	.000	.000	.000		.338	.000
	N	112	112	112	112	112	112
P5	Pearson Correlation	-.116	.018	-.006	.091	1	.259**
	Sig. (2-tailed)	.222	.847	.954	.338		.006
	N	112	112	112	112	112	112
Total	Pearson Correlation	.814**	.796**	.748**	.655**	.259**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.006	
	N	112	112	112	112	112	112

**. Correlation is significant at the 0.01 level (2-tailed).

Green Packaging

Correlations

		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	.481**	.536**	.448**	-.116	.811**
	Sig. (2-tailed)		.000	.000	.000	.222	.000
	N	112	112	112	112	112	112
P2	Pearson Correlation	.481**	1	.325**	.315**	-.002	.702**
	Sig. (2-tailed)	.000		.000	.001	.980	.000
	N	112	112	112	112	112	112
P3	Pearson Correlation	.536**	.325**	1	.508**	.021	.727**
	Sig. (2-tailed)	.000	.000		.000	.826	.000
	N	112	112	112	112	112	112
P4	Pearson Correlation	.448**	.315**	.508**	1	.085	.658**
	Sig. (2-tailed)	.000	.001	.000		.373	.000
	N	112	112	112	112	112	112
P5	Pearson Correlation	-.116	-.002	.021	.085	1	.258**
	Sig. (2-tailed)	.222	.980	.826	.373		.006
	N	112	112	112	112	112	112
Total	Pearson Correlation	.811**	.702**	.727**	.658**	.258**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.006	
	N	112	112	112	112	112	112

**. Correlation is significant at the 0.01 level (2-tailed).

Waste Management

Correlations

		P1	P2	P3	P4	P5	Total
P1	Pearson Correlation	1	.499**	.282**	.460**	.316**	.780**
	Sig. (2-tailed)		.000	.003	.000	.001	.000
	N	112	112	112	112	112	112
P2	Pearson Correlation	.499**	1	.251**	.401**	.156	.719**
	Sig. (2-tailed)	.000		.008	.000	.100	.000
	N	112	112	112	112	112	112
P3	Pearson Correlation	.282**	.251**	1	.101	-.035	.539**
	Sig. (2-tailed)	.003	.008		.288	.711	.000
	N	112	112	112	112	112	112
P4	Pearson Correlation	.460**	.401**	.101	1	.328**	.668**
	Sig. (2-tailed)	.000	.000	.288		.000	.000
	N	112	112	112	112	112	112
P5	Pearson Correlation	.316**	.156	-.035	.328**	1	.531**
	Sig. (2-tailed)	.001	.100	.711	.000		.000
	N	112	112	112	112	112	112
Total	Pearson Correlation	.780**	.719**	.539**	.668**	.531**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112

**. Correlation is significant at the 0.01 level (2-tailed).

Reliability

Green Campaign

Reliability Statistics

Cronbach's Alpha	N of Items
.647	5

Green Packaging

Reliability Statistics

Cronbach's Alpha	N of Items
.610	5

Waste Management

Reliability Statistics

Cronbach's Alpha	N of Items
.639	5

Reduce Waste

Reliability Statistics

Cronbach's Alpha	N of Items
.624	5

Descriptive Statistic

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GM	112	10.00	25.00	21.1875	3.26745
GP	112	10.00	25.00	21.0000	3.27150
WM	112	10.00	25.00	20.0625	3.78304

	N				
RW	112	10.00	25.00	20.0625	3.78304
Valid N (listwise)	112				

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		112
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.76522489
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.042
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.665	.688		2.420	.017		
	X1	.343	.087	.364	3.932	.000	.138	7.222
	X2	.283	.095	.280	2.976	.004	.134	7.447
	X3	.301	.093	.319	3.245	.002	.123	8.122

a. Dependent Variable: Y

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.913[a]	.834	.829	1.78957	2.204

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.492	.761		3.275	.001
	X1	.355	.091	.390	3.919	.000
	X2	.282	.103	.286	2.739	.007
	X3	.247	.098	.269	2.523	.013

a. Dependent Variable: Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1735.684	3	578.561	180.655	.000[b]
	Residual	345.878	108	3.203		
	Total	2081.563	111			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2