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APPENDICES
APPENDIX 1
QUESTIONNAIRE INDONESIAN & ENGLISH VERSION

Yang Terhormat Saudara/Saudari,

Perkenalkan nama saya Michelle Natasha Audina, saya seorang mahasiswi Management President University jurusan Bisnis International. Saat ini, saya sedang melakukan penelitian untuk memenuhi tugas akhir (*final thesis*) yang berjudul

"THE EFFECT OF GREEN MARKETING ON PURCHASE DECISIONS OF SKINCARE THE BODY SHOP INDONESIA"

Saya memohon waktu dan kesediaan Saudara/Saudari selama 3-5 menit untuk mengisi kuesioner ini supaya tercapai tujuan dari penelitian ini. Jawaban dan informasi yang Saudara/Saudari berikan bersifat rahasia dan hanya akan digunakan untuk hal-hal terkait penelitian ini. Jika ada pertanyaan, kritik, atau saran terkait kuesioner ini, silahkan hubungi saya melalui: 081286209272 (Michelle Natasha).

Berikut Merupakan Beberapa Pertanyaan Penyaringan Untuk Mengetahui Lebih Banyak Tentang Apa yang Anda Pikirkan Mengenai Pembelian Produk The Body Shop.

Setiap pengisian kuesioner sangat berarti untuk penelitian ini, saya, dan diharapkan penelitian ini juga dapat bermanfaat bagi seluruh pihak yang terlibat untuk kedepannya. Atas ketersediaan Saudara/Saudari, saya mengucapkan terima kasih.

Salam,
Michelle Natasha Audina.

Pertanyaan Penyaringan

Pernahkah Anda memakai atau membeli produk The Body Shop?

- Ya

- Tidak

SECTION 1 – Identitas Responden

1. Jenis kelamin:

- Perempuan
- Laki-laki

2. Usia:

- Gen Z: 12 tahun – 21 tahun
- Millennial: 22 tahun – 38 tahun
- Gen X: 39 tahun – 56 tahun

3. Gaji:

- < dibawah Rp. 5.000.000
- Rp. 5.000.000 – Rp. 10.000.000
- > diatas Rp. 10.000.000

SECTION 2 – Green Customer Behavior

Petunjuk Pengisian

Berikan tanda pada pendapat yang anda anggap sesuai. Dengan keterangan dan bobot nilai sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

NO	Green Consumer Behavior	1	2	3	4	5
1	Penting bagi saya bahwa produk yang saya gunakan tidak merusak lingkungan					

2	Saya akan menggambarkan diri saya sebagai orang yang bertanggung jawab terhadap lingkungan					
3	Saya telah meyakinkan anggota keluarga atau teman saya untuk tidak membeli beberapa produk yang berbahaya bagi lingkungan					
4	Saya senang membeli produk ramah lingkungan					
5	Saya mengikuti kampanye komunitas dan lingkungan yang dilakukan oleh The Body Shop					

SECTION 3 – Green Brand Awareness

NO	Green Brand Awareness	1	2	3	4	5
1	Saya memilih produk merek The Body Shop sebagai alternatif pilihan saat membeli produk perawatan kulit					
2	Saya ingat brand The Body Shop ketika ditanya tentang produk perawatan kulit					
3	Saya masih ingat brand The Body Shop meskipun menggunakan produk kompetitor					
4	Saya mengenali merek The Body Shop di antara merek perawatan kulit lainnya					
5	Saya mengenali produk The Body Shop hanya dengan melihat karakteristik kemasannya					

SECTION 4 – Green Lifestyle

NO	Green Lifestyle	1	2	3	4	5
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1	Menggunakan produk The Body Shop menunjukkan konsep diri yang peduli terhadap kelestarian lingkungan					
2	Saya bersedia membayar lebih untuk produk ramah lingkungan					
3	Saya telah mengganti produk/merek karena alasan ekologis					
4	Saya mencoba membeli produk yang dapat didaur ulang					
5	Jika memungkinkan, saya membeli produk yang dikemas dalam wadah yang dapat digunakan kembali					

SECTION 3 – Purchase Decision

NO	Purchase Decision	1	2	3	4	5
1	Menggunakan produk The Body Shop menunjukkan konsep diri yang peduli terhadap kelestarian lingkungan					
2	Saya bersedia membayar lebih untuk produk ramah lingkungan					
3	Saya telah mengganti produk/merek karena alasan ekologis					
4	Saya mencoba membeli produk yang dapat didaur ulang					
5	Jika memungkinkan, saya membeli produk yang dikemas dalam wadah yang dapat digunakan kembali					

Dear Brothers/Sisters,

Introducing my name is Michelle Natasha Audina, I am a Management President University student majoring in International Business. Currently, I am doing research to fulfill my final thesis entitled

"THE EFFECT OF GREEN MARKETING ON PURCHASE DECISIONS OF SKINCARE THE BODY SHOP INDONESIA"

I ask for your time and willingness for 3-5 minutes to fill out this questionnaire so that the objectives of this research can be achieved. The answers and information you provide are confidential and will only be used for matters related to this research. If you have any questions, criticisms or suggestions regarding this questionnaire, please contact me via: 081286209272 (Michelle Natasha).

Below are some screening questions to find out more about what you think about purchasing The Body Shop products

Each filling in the questionnaire is very meaningful for this research, I, and it is hoped that this research can also be useful for all parties involved in the future. For your availability, I thank you.

Regards,

Michelle Natasha Audina.

Screening Questions

Have you ever used or purchased The Body Shop products?

- Yes
- No

SECTION 1 – Respondent Profile

1. Gender

- Perempuan (Female)

- Laki-laki (Male)

2. Age

- Gen Z: 12 years old – 21 years old
- Millennial: 22 years old – 38 years old
- Gen X: 39 years old – 56 years old

3. Income per monthly

- < under Rp. 5.000.000
- Rp. 5.000.000 – Rp. 10.000.000
- > below Rp. 10.000.000

SECTION 2 – Green Consumer Behavior

Charging instructions

Mark the opinion that you think is appropriate. With description and value weight as follows:

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

NO	Green Consumer Behavior	1	2	3	4	5
1	It is important to me that the products I use do not harm the environment					
2	I would describe myself as an environmentally responsible person					
3	I have convinced members of my family or friends not to buy some products which are harmful to the environment					
4	I am pleased to purchase green products					

5	I follow the community and environmental campaigns conducted by The Body Shop					
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SECTION 3 – Green Brand Awareness

NO	Green Brand Awareness	1	2	3	4	5
1	I choose The Body Shop brand products as an alternative choice when buying skincare products					
2	I remember the brand The Body Shop when asked about skincare products					
3	I still remember The Body Shop brand even though I'm using a competitor's product					
4	I recognize The Body Shop brand among other skincare brands					
5	I recognize The Body Shop products just by looking at the characteristics of the packaging					

SECTION 4 – Green Lifestyle

NO	Green Lifestyle	1	2	3	4	5
1	Using The Body Shop products shows a self-concept that cares about environmental sustainability					
2	I'm willing to pay more for environmentally friendly products					
3	I have switched products/brands for ecological reasons					
4	I try to buy products that can be recycled					

5	Whenever possible, I buy products packaged in reusable containers					
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SECTION 5 – Purchase Decision

NO	Purchase Decision	1	2	3	4	5
1	Using The Body Shop products shows a self-concept that cares about environmental sustainability					
2	I'm willing to pay more for environmentally friendly products					
3	I have switched products/brands for ecological reasons					
4	I try to buy products that can be recycled					
5	Whenever possible, I buy products packaged in reusable containers					

APPENDIX 2

IBM SPSS VERSION 25.0 RESULT OUTPUT

Validity Test

1. Validity of Green Consumer Behavior

		Correlations					
		GC1	GC2	GC3	GC4	GC5	GCT
GC1	Pearson Correlation	1	.675**	.479**	.873**	.133	.453*
	Sig. (2-tailed)		.000	.007	.000	.483	.012
	N	30	30	30	30	30	30
GC2	Pearson Correlation	.675**	1	.275	.642**	.041	.457*
	Sig. (2-tailed)	.000		.141	.000	.830	.011
	N	30	30	30	30	30	30
GC3	Pearson Correlation	.479**	.275	1	.534**	.473**	.317
	Sig. (2-tailed)	.007	.141		.002	.008	.088
	N	30	30	30	30	30	30
GC4	Pearson Correlation	.873**	.642**	.534**	1	.167	.471**
	Sig. (2-tailed)	.000	.000	.002		.377	.009
	N	30	30	30	30	30	30
GC5	Pearson Correlation	.133	.041	.473**	.167	1	.414*
	Sig. (2-tailed)	.483	.830	.008	.377		.023
	N	30	30	30	30	30	30
GCT	Pearson Correlation	.453*	.457*	.317	.471**	.414*	1
	Sig. (2-tailed)	.012	.011	.088	.009	.023	
	N	30	30	30	30	30	30

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

* . Correlation is significant at the 0.05 level (2-tailed).

2. Validity of Green Brand Awareness

		Correlations					
		GB1	GB2	GB3	GB4	GB5	GBT
GB1	Pearson Correlation	1	.432*	.382*	.296	.597**	.662**
	Sig. (2-tailed)		.017	.037	.112	.000	.000
	N	30	30	30	30	30	30
GB2	Pearson Correlation	.432*	1	.622**	.342	.550**	.329
	Sig. (2-tailed)	.017		.000	.064	.002	.076
	N	30	30	30	30	30	30

GB3	Pearson Correlation	.382*	.622**	1	.501**	.754**	.502**
	Sig. (2-tailed)	.037	.000		.005	.000	.005
	N	30	30	30	30	30	30
GB4	Pearson Correlation	.296	.342	.501**	1	.610**	.343
	Sig. (2-tailed)	.112	.064	.005		.000	.063
	N	30	30	30	30	30	30
GB5	Pearson Correlation	.597**	.550**	.754**	.610**	1	.701**
	Sig. (2-tailed)	.000	.002	.000	.000		.000
	N	30	30	30	30	30	30
GBT	Pearson Correlation	.662**	.329	.502**	.343	.701**	1
	Sig. (2-tailed)	.000	.076	.005	.063	.000	
	N	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (2-tailed).

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

3. Validity of Green Lifestyle

		Correlations					
		GL1	GL2	GL3	GL4	GL5	GLT
GL1	Pearson Correlation	1	.619**	.436*	.403*	.589**	.608**
	Sig. (2-tailed)		.000	.016	.027	.001	.000
	N	30	30	30	30	30	30
GL2	Pearson Correlation	.619**	1	.633**	.453*	.638**	.381*
	Sig. (2-tailed)	.000		.000	.012	.000	.038
	N	30	30	30	30	30	30
GL3	Pearson Correlation	.436*	.633**	1	.664**	.520**	.341
	Sig. (2-tailed)	.016	.000		.000	.003	.065
	N	30	30	30	30	30	30
GL4	Pearson Correlation	.403*	.453*	.664**	1	.485**	.342
	Sig. (2-tailed)	.027	.012	.000		.007	.064
	N	30	30	30	30	30	30
GL5	Pearson Correlation	.589**	.638**	.520**	.485**	1	.705**
	Sig. (2-tailed)	.001	.000	.003	.007		.000
	N	30	30	30	30	30	30
GLT	Pearson Correlation	.608**	.381*	.341	.342	.705**	1
	Sig. (2-tailed)	.000	.038	.065	.064	.000	
	N	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

4. Validity of Purchase Decision

		Correlations					
		PD1	PD2	PD3	PD4	PD5	PDT
PD1	Pearson Correlation	1	.535**	.687**	.779**	1.000**	.535**
	Sig. (2-tailed)		.002	.000	.000	.000	.002
	N	30	30	30	30	30	30
PD2	Pearson Correlation	.535**	1	.482**	.637**	.535**	1.000**
	Sig. (2-tailed)	.002		.007	.000	.002	.000
	N	30	30	30	30	30	30
PD3	Pearson Correlation	.687**	.482**	1	.706**	.693**	.460**
	Sig. (2-tailed)	.000	.007		.000	.000	.005
	N	30	30	36	36	36	36
PD4	Pearson Correlation	.779**	.637**	.706**	1	.780**	.563**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	36	36	36	36
PD5	Pearson Correlation	1.000**	.535**	.693**	.780**	1	.478**
	Sig. (2-tailed)	.000	.002	.000	.000		.003
	N	30	30	36	36	36	36
PDT	Pearson Correlation	.535**	1.000**	.460**	.563**	.478**	1
	Sig. (2-tailed)	.002	.000	.005	.000	.003	
	N	30	30	36	36	36	36

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

Reliability Test

1. Reliability of Green Consumer Behavior

Reliability Statistics	
Cronbach's Alpha	N of Items
.699	4

2. Reliability of Green Brand Awareness

Reliability Statistics	
Cronbach's Alpha	N of Items

.712	3
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3. Reliability of Green Lifestyle

Reliability Statistics	
Cronbach's Alpha	N of Items
.782	3

4. Reliability of Purchase Decision

Reliability Statistics	
Cronbach's Alpha	N of Items
.917	5

Descriptive Analysis

1. Green Consumer Behavior & Green Brand Awareness

		Statistics								
		GC1	GC2	GC4	GC5	GCT	GB1	GB3	GB5	GBT
N	Valid	113	113	113	113	112	113	113	113	113
	Missing	0	0	0	0	1	0	0	0	0
Mean		4.3717	4.2212	4.4336	3.2655	3.8304	3.8407	3.8850	3.7965	3.7788
Std. Error of Mean		.07563	.07082	.07737	.10594	.07807	.08670	.08595	.08903	.08594
Median		5.0000	4.0000	5.0000	3.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		5.00	4.00	5.00	3.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.80395	.75279	.82241	1.12613	.82624	.92163	.91371	.94642	.91353
Variance		.646	.567	.676	1.268	.683	.849	.835	.896	.835
Range		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Minimum		1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Sum		494.00	477.00	501.00	369.00	429.00	434.00	439.00	429.00	427.00

2. Green Lifestyle & Purchase Decision

Statistics

		GL1	GL2	GL5	GLT	PD1	PD2	PD3	PD4	PD5	PDT
N	Valid	112	113	113	113	113	113	113	113	113	113
	Missing	1	0	0	0	0	0	0	0	0	0
Mean		3.5714	3.7788	3.9823	3.8319	3.9558	3.7257	3.9823	3.8319	3.9558	3.7257
Std. Error of Mean		.09121	.09042	.08337	.08137	.07989	.08641	.08337	.08137	.07989	.08641
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		3.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.96529	.96116	.88623	.86502	.84926	.91854	.88623	.86502	.84926	.91854
Variance		.932	.924	.785	.748	.721	.844	.785	.748	.721	.844
Range		4.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	3.00	4.00
Minimum		1.00	1.00	1.00	1.00	2.00	1.00	1.00	1.00	2.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Sum		400.00	427.00	450.00	433.00	447.00	421.00	450.00	433.00	447.00	421.00

APPENDIX 3

QUESTIONNAIRE RESPONSES

1. Green Consumer Behavior

Form Responses	GC1	GC2	GC3	GC4	GC5	Mean
1	5	4	5	5	3	4.4
2	5	4	3	5	2	3.8
3	4	4	3	5	3	3.8
4	5	4	4	5	3	4.2
5	3	4	1	3	1	2.4
6	5	5	5	5	5	5
7	4	5	4	5	4	4.4
8	5	5	2	4	3	3.8
9	5	4	4	5	5	4.6
10	5	4	5	5	5	4.8
11	5	5	4	5	3	4.4
12	3	3	3	4	3	3.2
13	5	5	5	5	3	4.6
14	5	5	3	5	2	4
15	5	5	5	5	3	4.6
16	4	5	4	4	4	4.2
17	5	5	4	4	3	4.2
18	4	4	3	4	3	3.6
19	1	3	3	2	3	2.4

20	4	4	4	5	3	4
21	5	3	5	5	3	4.2
22	1	1	3	1	3	1.8
23	4	5	4	4	4	4.2
24	4	4	4	4	3	3.8
25	4	5	4	4	2	3.8
26	4	3	3	3	3	3.2
27	5	5	5	5	2	4.4
28	4	4	4	4	4	4
29	4	4	4	4	4	4
30	4	4	4	4	4	4
31	4	4	2	1	3	2.8
32	3	3	4	4	1	3
33	5	5	4	5	4	4.6
34	3	3	2	4	1	2.6
35	5	5	5	5	3	4.6
36	3	3	1	4	1	2.4
37	4	4	4	5	3	4
38	4	4	4	4	4	4
39	4	3	3	4	2	3.2
40	5	4	4	4	3	4
41	4	4	4	5	5	4.4
42	3	4	4	5	5	4.2

43	5	5	5	5	3	4.6
44	4	4	4	4	3	3.8
45	5	5	5	5	5	5
46	5	4	4	4	4	4.2
47	4	4	4	5	3	4
48	5	3	3	5	1	3.4
49	5	5	3	5	1	3.8
50	5	3	3	5	2	3.6
51	5	5	5	4	4	4.6
52	5	4	4	4	3	4
53	4	4	4	4	4	4
54	5	5	5	5	5	5
55	5	4	3	5	3	4
56	5	5	5	5	4	4.8
57	4	4	5	5	3	4.2
58	5	5	5	5	3	4.6
59	5	5	4	5	4	4.6
60	4	4	1	3	3	3
61	4	4	4	5	3	4
62	4	4	4	4	4	4
63	5	4	4	5	4	4.4
64	4	5	5	4	3	4.2
65	5	5	4	5	3	4.4

66	4	4	4	4	4	4
67	5	5	5	5	3	4.6
68	5	4	5	5	5	4.8
69	5	5	5	5	5	5
70	5	4	4	4	3	4
71	5	5	5	5	4	4.8
72	5	4	4	5	3	4.2
73	4	4	4	4	3	3.8
74	5	4	4	4	3	4
75	5	4	5	5	4	4.6
76	5	5	5	5	3	4.6
77	5	4	5	5	5	4.8
78	5	5	5	5	5	5
79	4	4	4	4	3	3.8
80	4	3	4	4	3	3.6
81	5	4	5	5	5	4.8
82	5	5	5	5	1	4.2
83	5	5	5	5	1	4.2
84	5	5	4	5	4	4.6
85	4	4	4	4	4	4
86	4	5	5	5	5	4.8
87	5	4	3	3	3	3.6
88	5	5	4	5	4	4.6

89	4	4	5	5	2	4
90	4	4	4	4	4	4
91	4	4	4	4	4	4
92	5	5	5	5	5	5
93	4	4	3	4	3	3.6
94	5	4	5	5	5	4.8
95	4	4	4	4	3	3.8
96	4	4	5	5	4	4.4
97	3	3	3	2	3	2.8
98	4	4	4	5	4	4.2
99	5	5	5	5	5	5
100	5	5	3	4	5	4.4
101	5	5	4	5	3	4.4
102	3	4	3	3	2	3
103	3	4	4	3	3	3.4
104	3	3	2	4	2	2.8
105	5	5	5	5	2	4.4
106	5	5	3	5	1	3.8
107	5	5	4	5	5	4.8
108	5	5	4	5	3	4.4
109	3	2	2	4	2	2.6
110	4	4	3	5	3	3.8
111	5	5	4	5	4	4.6

112	4	4	5	5	2	4
113	4	4	5	5	1	3.8

2. Green Brand Awareness

Form Responses	GB1	GB2	GB3	GB4	GB5	Mean
1	4	4	3	5	5	4.2
2	2	3	5	5	5	4
3	4	3	3	2	3	3
4	3	4	4	4	1	3.2
5	3	1	4	4	4	3.2
6	5	5	5	5	5	5
7	4	5	4	3	4	4
8	4	3	2	4	3	3.2
9	4	5	4	4	5	4.4
10	4	4	5	4	4	4.2
11	4	4	4	5	3	4
12	4	3	3	3	2	3
13	4	3	4	5	4	4
14	5	4	3	5	5	4.4
15	4	4	4	4	4	4
16	4	5	5	4	4	4.4
17	4	4	3	3	3	3.4
18	3	4	3	3	2	3

19	3	3	3	3	3	3
20	4	3	3	3	5	3.6
21	4	4	4	4	4	4
22	2	1	2	1	1	1.4
23	4	3	4	5	4	4
24	4	4	4	4	4	4
25	3	2	2	2	5	2.8
26	4	4	4	4	4	4
27	3	1	4	4	3	3
28	4	3	4	4	4	3.8
29	4	4	4	5	5	4.4
30	3	3	3	3	3	3
31	5	1	3	4	4	3.4
32	3	3	4	3	4	3.4
33	4	4	4	5	4	4.2
34	3	4	2	4	4	3.4
35	5	5	5	5	5	5
36	1	3	5	3	5	3.4
37	4	3	4	4	4	3.8
38	4	4	4	4	4	4
39	4	4	3	2	3	3.2
40	4	3	3	5	5	4
41	5	4	4	5	5	4.6

42	3	4	3	4	4	3.6
43	3	3	3	3	3	3
44	3	4	3	4	4	3.6
45	5	4	5	5	5	4.8
46	4	4	4	4	5	4.2
47	3	3	3	3	3	3
48	5	5	3	3	5	4.2
49	4	5	5	5	5	4.8
50	3	3	2	3	1	2.4
51	4	4	4	3	3	3.6
52	4	4	4	4	4	4
53	4	4	4	4	4	4
54	5	5	5	5	5	5
55	5	5	4	3	2	3.8
56	4	4	4	4	3	3.8
57	4	3	3	3	3	3.2
58	5	5	3	3	3	3.8
59	5	5	5	5	3	4.6
60	4	4	3	3	3	3.4
61	3	3	3	4	4	3.4
62	4	3	3	4	4	3.6
63	4	3	3	3	3	3.2
64	3	3	4	4	3	3.4

65	4	5	4	5	5	4.6
66	3	4	4	4	3	3.6
67	5	4	3	3	3	3.6
68	4	4	3	4	3	3.6
69	5	5	5	5	5	5
70	4	4	5	4	5	4.4
71	3	3	3	3	3	3
72	3	4	4	4	2	3.4
73	4	4	4	4	4	4
74	4	4	4	4	4	4
75	3	4	5	4	4	4
76	4	4	4	4	4	4
77	5	4	2	4	3	3.6
78	4	4	4	4	4	4
79	3	4	4	4	4	3.8
80	3	4	4	4	4	3.8
81	5	5	5	5	5	5
82	3	5	5	5	5	4.6
83	3	5	5	5	5	4.6
84	4	4	4	4	4	4
85	4	4	4	4	4	4
86	4	4	4	4	4	4
87	4	3	3	4	3	3.4

88		4	5	5	4	4.5
89	3	3	3	2	2	2.6
90	4	4	4	4	4	4
91	4	4	4	4	4	4
92	5	5	5	5	5	5
93	3	3	3	3	3	3
94	5	5	5	5	5	5
95	3	4	4	4	4	3.8
96	3	4	5	4	4	4
97	3	3	2	3	2	2.6
98	5	5	5	5	5	5
99	5	5	5	5	5	5
100	2	5	4	1	4	3.2
101	5	5	5	5	5	5
102	3	4	4	2	3	3.2
103	3	3	3	3	3	3
104	3	4	4	4	1	3.2
105	4	5	5	5	5	4.8
106	5	5	5	5	5	5
107	5	5	5	5	5	5
108	3	3	4	3	5	3.6
109	3	3	4	4	4	3.6
110	4	3	3	3	3	3.2

111	5	4	4	4	4	4.2
112	5	5	4	4	5	4.6
113	4	5	5	3	4	4.2

3. Green Lifestyle

Form Responses	GL1	GL2	GL3	GL4	GL5	Mean
1	5	5	5	4	5	4.8
2	4	3	2	4	3	3.2
3	2	3	3	4	4	3.2
4	3	4	4	4	5	4
5	3	2	1	2	5	2.6
6	5	5	5	5	5	5
7	4	5	4	5	4	4.4
8	3	4	4	3	2	3.2
9	4	5	5	5	4	4.6
10	4	4	5	5	5	4.6
11	4	4	4	3	5	4
12	3	2	3	3	3	2.8
13	4	4	4	4	4	4
14	5	5	5	5	5	5
15	3	5	3	3	4	3.6
16	5	5	4	4	5	4.6
17	2	3	3	4	4	3.2
18	4	5	3	4	4	4

19	2	2	3	2	2	2.2
20	3	3	2	2	3	2.6
21	4	3	4	3	3	3.4
22	1	2	2	2	1	1.6
23	4	4	4	4	4	4
24	4	3	4	3	3	3.4
25	3	3	3	2	2	2.6
26	4	4	4	4	4	4
27	3	4	4	5	5	4.2
28	4	3	4	3	4	3.6
29	5	5	5	3	4	4.4
30	4	4	3	4	4	3.8
31	5	4	4	5	4	4.4
32	3	3	2	3	4	3
33	4	4	4	4	4	4
34	4	3	2	4	4	3.4
35	5	5	5	5	1	4.2
36	4	2	1	2	2	2.2
37	4	4	4	4	4	4
38	4	3	3	4	4	3.6
39	4	4	4	4	4	4
40	4	4	4	4	4	4
41	5	5	4	4	4	4.4

42	4	4	3	4	4	3.8
43	5	5	5	5	5	5
44	3	4	3	4	4	3.6
45	5	4	3	5	5	4.4
46	4	4	4	4	5	4.2
47	3	3	3	4	4	3.4
48	4	4	3	5	5	4.2
49	5	3	5	5	5	4.6
50	1	2	4	3	5	3
51	4	4	5	4	4	4.2
52	4	4	4	4	4	4
53	4	3	3	4	4	3.6
54	5	5	5	5	5	5
55	3	3	3	5	5	3.8
56	4	4	3	4	4	3.8
57	3	3	3	3	5	3.4
58	3	3	3	3	3	3
59	5	4	4	4	5	4.4
60	3	3	3	3	3	3
61	3	3	3	4	4	3.4
62	4	4	3	4	4	3.8
63	4	3	3	3	2	3
64	4	4	3	4	4	3.8

65	5	3	4	3	3	3.6
66	3	4	3	4	3	3.4
67	5	5	5	2	4	4.2
68	4	5	3	4	4	4
69	5	5	5	4	5	4.8
70	4	4	3	3	3	3.4
71	3	3	3	3	5	3.4
72	3	4	2	2	3	2.8
73	3	3	3	3	4	3.2
74	4	4	4	4	3	3.8
75	3	4	3	3	4	3.4
76	4	4	4	4	4	4
77	5	5	4	3	3	4
78	4	4	4	4	4	4
79	4	3	3	4	4	3.6
80	3	3	3	4	4	3.4
81	5	5		3	4	4.25
82	3	4	3	5	4	3.8
83	1	5	3	5	5	3.8
84	5	5	4	5	5	4.8
85	4	4	4	4	4	4
86	4	4	4	4	4	4
87	4	4	3	3	3	3.4

88	5	5	5	5	5	5
89	3	2	3	3	2	2.6
90	4	4	4	4	4	4
91	4	4	4	4	4	4
92	5	5	5	5	5	5
93	3	3	3	3	4	3.2
94	5	5	5	5	5	5
95	2	3	4	5	5	3.8
96	4	4	4	4	4	4
97	3	3	3	2	2	2.6
98	4	4	5	4	4	4.2
99	5	5	5	5	5	5
100	3	4	5	5	5	4.4
101	5	5	5	5	5	5
102	3	2	2	2	5	2.8
103	3	3	3	3	3	3
104	3	3	2	2	4	2.8
105	5	4	3	5	5	4.4
106	5	3	2	3	4	3.4
107	5	4	4	5	5	4.6
108	4	5	4	5	5	4.6
109	2	3	2	3	3	2.6
110	4	4	3	3	4	3.6

111	4	4	4	4	4	4
112	4	1	2	1	5	2.6
113	3	4	5	5	4	4.2

4. Purchase Decision

Form Responses	PD1	PD2	PD3	PD4	PD5	Mean
1	5	4	4	5	5	4.6
2	4	5	3	4	2	3.6
3	5	3	3	3	2	3.2
4	4	5	4	4	4	4.2
5	5	3	2	2	2	2.8
6	5	5	5	5	5	5
7	4	5	4	5	3	4.2
8	4	3	3	4	4	3.6
9	4	5	4	4	4	4.2
10	5	5	4	5	4	4.6
11	4	4	3	3	4	3.6
12	4	3	3	3	3	3.2
13	5	4	3	5	4	4.2
14	5	5	3	3	4	4
15	3	3	3	3	3	3
16	5	4	4	4	5	4.4
17	4	4	3	4	4	3.8

18	4	4	4	4	4	4
19	2	3	3	3	3	2.8
20	4	3	4	4	4	3.8
21	4	4	4	4	4	4
22	2	1	1	2	1	1.4
23	4	5	4	5	3	4.2
24	4	4	4	4	4	4
25	2	4	4	4	2	3.2
26	4	4	4	4	4	4
27	3	3	3	3	3	3
28	4	4	4	4	3	3.8
29	5	4	4	5	3	4.2
30	3	3	3	3	3	3
31	5	5	5	4	2	4.2
32	3	4	4	4	3	3.6
33	4	5	5	4	4	4.4
34	5	4	4	4	3	4
35	5	5	5	5	5	5
36	4	1	3	2	1	2.2
37	4	4	4	4	2	3.6
38	4	4	4	4	4	4
39	4	4	3	4	3	3.6
40	4	4	4	4	4	4

41	5	5	5	5	5	5
42	5	2	3	3	4	3.4
43	3	3	3	3	3	3
44	4	3	2	3	3	3
45	5	5	5	5	5	5
46	4	4	4	4	4	4
47	3	3	3	3	3	3
48	4	4	5	4	4	4.2
49	5	5	3	5	4	4.4
50	4	4	3	3	5	3.8
51	3	3	4	4	3	3.4
52	4	4	4	4	4	4
53	4	4	4	4	4	4
54	5	5	5	5	5	5
55	5	3	4	3	3	3.6
56	4	4	4	4	4	4
57	4	4	5	5	4	4.4
58	5	5	5	5	5	5
59	5	5	5	5	4	4.8
60	3	3	3	3	3	3
61	4	4	3	3	4	3.6
62	3	3	3	3	3	3
63	4	4	4	4	3	3.8

64	4	3	3	4	4	3.6
65	5	5	5	5	5	5
66	4	4	4	4	4	4
67	5	4	5	5	4	4.6
68	4	4	4	4	4	4
69	5	5	5	5	5	5
70	5	4	3	4	4	4
71	3	3	3	3	3	3
72	4	4	3	3	4	3.6
73	4	4	4	4	4	4
74	5	4	3	4	4	4
75	3	4	5	4	3	3.8
76	4	4	4	4	4	4
77	4	4	4	3	4	3.8
78	5	5	5	5	5	5
79	4	4	4	4	3	3.8
80	4	4	3	4	4	3.8
81	5	5	5	5	5	5
82	5	5	5	5	3	4.6
83	5	5	5	3	3	4.2
84	5	5	5	5	4	4.8
85	4	4	4	4	4	4
86	5	5	5	5	4	4.8

87	3	3	3	3	3	3
88	5	5	5	5	5	5
89	4	4	4	4	3	3.8
90	4	4	4	4	4	4
91	4	4	4	4	4	4
92	5	5	5	5	5	5
93	3	3	3	3	3	3
94	5	5	5	5	5	5
95	4	4	4	4	3	3.8
96	5	4	3	2	4	3.6
97	3	3	3	3	3	3
98	4	4	4	4	5	4.2
99	5	5	5	5	5	5
100	5	4	3	4	5	4.2
101	5	5	5	5	5	5
102	4	2	3	3	3	3
103	3	3	3	3	3	3
104	4	3	4	4	3	3.6
105	5	5	4	5	5	4.8
106	5	5	5	5	5	5
107	5	5	5	5	5	5
108	4	3	3	3	4	3.4
109	3	2	2	2	4	2.6

110	4	4	3	3	3	3.4
111	4	4	4	4	4	4
112	5	4	3	5	2	3.8
113	3	5	4	5	4	4.2

APPENDIX 4

Table of Distribution

T table

Titik Persentase Distribusi t (df = 81 -120)

df	Pr	0.25	0.10	0.05	0.025	0.01	0.005	0.001
		0.50	0.20	0.10	0.050	0.02	0.010	0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392	
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262	
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135	
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011	
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890	
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772	
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657	
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544	
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434	
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327	
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222	
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119	
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019	
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921	
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825	
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731	
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639	
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549	
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460	
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374	
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289	
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206	
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125	
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045	
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967	
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890	
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815	
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741	
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669	
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598	
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528	
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460	
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392	
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326	
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262	
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198	
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135	
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074	
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013	
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954	

R table

Tabel r untuk df = 1 - 50

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742

F table

F $\alpha = 0.05$

df2	df1	1	2	3	4	5	6
80	3.960352	3.110766	2.718785	2.485885	2.328721	2.214193	
81	3.958852	3.109311	2.717343	2.484441	2.327269	2.212730	
82	3.957388	3.107891	2.715937	2.483034	2.325854	2.211303	
83	3.955961	3.106507	2.714565	2.481661	2.324473	2.209911	
84	3.954568	3.105157	2.713227	2.480322	2.323126	2.208554	
85	3.953209	3.103839	2.711921	2.479015	2.321812	2.207229	
86	3.951882	3.102552	2.710647	2.477740	2.320529	2.205936	
87	3.950587	3.101296	2.709402	2.476494	2.319277	2.204673	
88	3.949321	3.100069	2.708186	2.475277	2.318053	2.203439	
89	3.948084	3.098870	2.706999	2.474089	2.316858	2.202234	
90	3.946876	3.097698	2.705838	2.472927	2.315689	2.201056	
91	3.945694	3.096553	2.704703	2.471791	2.314547	2.199905	
92	3.944539	3.095433	2.703594	2.470681	2.313431	2.198779	
93	3.943409	3.094337	2.702509	2.469595	2.312339	2.197679	
94	3.942303	3.093266	2.701448	2.468533	2.311270	2.196602	
95	3.941222	3.092217	2.700409	2.467494	2.310225	2.195548	
96	3.940163	3.091191	2.699393	2.466476	2.309202	2.194516	
97	3.939126	3.090187	2.698398	2.465480	2.308200	2.193506	
98	3.938111	3.089203	2.697423	2.464505	2.307220	2.192518	
99	3.937117	3.088240	2.696469	2.463550	2.306259	2.191549	
100	3.936143	3.087296	2.695534	2.462615	2.305318	2.190601	
101	3.935189	3.086371	2.694618	2.461698	2.304396	2.189672	
102	3.934253	3.085465	2.693721	2.460800	2.303493	2.188761	
103	3.933337	3.084577	2.692841	2.459920	2.302608	2.187868	
104	3.932438	3.083706	2.691979	2.459057	2.301739	2.186993	
105	3.931556	3.082852	2.691133	2.458210	2.300888	2.186134	
106	3.930692	3.082015	2.690303	2.457380	2.300053	2.185293	
107	3.929844	3.081193	2.689490	2.456566	2.299234	2.184467	
108	3.929012	3.080387	2.688691	2.455767	2.298431	2.183657	
109	3.928195	3.079596	2.687908	2.454983	2.297642	2.182862	
110	3.927394	3.078819	2.687139	2.454213	2.296868	2.182082	
111	3.926607	3.078057	2.686384	2.453458	2.296109	2.181316	
112	3.925834	3.077309	2.685643	2.452716	2.295363	2.180564	
113	3.925076	3.076574	2.684916	2.451988	2.294630	2.179825	
114	3.924330	3.075853	2.684201	2.451273	2.293911	2.179100	
115	3.923599	3.075144	2.683499	2.450571	2.293205	2.178387	
116	3.922879	3.074447	2.682809	2.449880	2.292510	2.177687	
117	3.922173	3.073763	2.682132	2.449202	2.291828	2.177000	
118	3.921478	3.073090	2.681466	2.448536	2.291158	2.176324	
119	3.920796	3.072429	2.680811	2.447881	2.290499	2.175659	