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APPENDICES

APPENDIX 1

QUESTIONNAIRE - BAHASA & ENGLISH VERSION

THE IMPACT OF GREEN PRODUCT, GREEN PACKAGING, AND GREEN CAMPAIGN IN GARNIER TO PURCHASE DECISION OF GARNIER CONSUMERS IN BEKASI.

Pengaruh green product, green packaging dan green campaign pada merek garnier terhadap keputusan pembelian konsumen garnier di bekasi.

Yours Faithfully,

My name is Astrid junieta. I am a management student at President University majoring in International Business. Please allow me to ask your willingness to participate in filling out and answering all of the questions in this questionnaire. It might take 5-10 minutes of your time. This research is used to compose a thesis with the title "The Impact of Green Product, Green Packaging & Green Campaign To Purchase Decision of Garnier Consumers in Bekasi".

I ask you to provide responses to the questions and/or statements contained in this questionnaire in accordance with your honest circumstances, opinions, and feelings, not from public opinion or other people. The answers that have been given by you are academic needs. I guarantee the confidentiality of the personal data that you fill in this questionnaire. Thank you for your participation and cooperation. If there are questions, criticisms, or suggestions related to this questionnaire, please contact me via 081387444795 (Astrid Junieta).

Thank you for your time and willingness, I hope this research is useful for all of us.

Best regards,

Astrid Junieta.

Salam Sejahtera,

Nama saya Astrid Junieta. Saya seorang mahasiswa manajemen President University jurusan Bisnis Internasional. Perkenalkan saya untuk meminta kesediaan Anda untuk berpartisipasi dalam mengisi dan menjawab semua pertanyaan dalam kuesioner ini. Mungkin butuh 5-10 menit dari waktu Anda. Penelitian ini digunakan untuk menyusun skripsi dengan judul “Pengaruh Green Product, Green Packaging & Green Campaign Terhadap Keputusan Pembelian Konsumen Garnier di Bekasi”.

Saya memohon anda untuk memberikan tanggapan atas pertanyaan dan/atau pernyataan yang terdapat dalam kuesioner ini sesuai dengan keadaan, pendapat, dan perasaan Anda yang jujur, bukan dari opini publik atau orang lain. Jawaban yang Anda berikan adalah kebutuhan akademis. Saya menjamin kerahasiaan data pribadi yang Anda isi dalam kuesioner ini. Terima kasih atas partisipasi dan kerjasamanya. Jika ada pertanyaan, kritik, atau saran terkait kuesioner ini, silahkan hubungi saya melalui: 081387444795 (Astrid Junieta).

Terima kasih atas waktu dan kesediaannya, semoga penelitian ini bermanfaat bagi kita semua.

Salam,

Astrid Junieta.

SECTION I

Demographic Section

Pertanyaan-pertanyaan Berikut Ini Untuk Mengetahui Identitas Responden.
(The Following Questions Are To Find Out The Identity of The Respondent).

1. Nama (Name) :
2. Jenis Kelamin (Gender) :
 - b. Laki-Laki
 - c. Perempuan
3. Usia (Age) :
 - a. 17-22 Tahun
 - b. 23-28 Tahun
 - c. 29-34 Tahun
 - d. 35 Tahun Keatas
4. Pekerjaan (Occupation) :
 - a. Karyawan
 - b. Wiraswasta
 - c. Mahasiswa/i
 - d. Others
5. Pendapatan Per Bulan (Income/Month) :
 - a. < Rp 2.000.000
 - b. Rp 2.000.000 – Rp 4.000.000
 - c. Rp 4.000.000 – Rp 6.000.000
 - d. > Rp 6.000.000
6. Pengeluaran Perbulan Untuk Skincare (Outcome/Month for skincare) :
 - a. \leq Rp.100.000
 - b. Rp. 100.000 - Rp.200.000
 - c. Rp. 300.000 - Rp. 400.000
 - d. \geq Rp.500.000

7. Apakah Anda Bersedia Dihubungi Oleh Peneliti Untuk Menggali Informasi Lebih Dalam? (Are you willing to be contacted by the researcher to dig deeper into the information?)

- a. Ya
- b. Tidak

8. Nomer Telfon (Telephone Number) :

9. Apakah Anda Pernah Membeli Produk Garnier & Berdomisli Bekasi? (Have You Ever Purchased Garnier Products and Domiciled in Bekasi?)

- a. Ya
- b. Tidak

SECTION II

Screening Questions

Berikut merupakan beberapa pertanyaan penyaringan untuk mengetahui lebih banyak tentang apa yang anda pikirkan mengenai garnier. Berikan tanda pada pendapat yang anda anggap sesuai:

(There are several screening questions to find out more about what you think of garnier. Mark the opinion that you think is suitable):

No.	Screening Questions	Ya (Yes)	Tidak (No)
1.	Apakah anda konsumen tetap Garnier? (Are you a regular consumer of Garnier?)		
2.	Apa alasan anda untuk tidak membeli produk Garnier kembali? (Kosongkan jika membeli kembali) [what is your reason for not repurchase garnier products? (empty if repurchase)]		
3.	Jika tidak ada Garnier merek apa yang akan anda pilih untuk beralih dan mengapa?		

	(If there is no Garnier, which brand would you choose to switch and why?)	
--	---	--

Petunjuk Pengisian (Instructions)

Berikan tanda pada pendapat yang anda anggap sesuai. Dengan keterangan dan bobot nilai sebagai berikut: (Mark the opinion that you think is appropriate. With description and value weight as follows:

- 1 = Sangat Tidak Setuju (STS) / Strongly Disagree (SD)
- 2 = Tidak Setuju (TS) / Disagree (D)
- 3 = Netral (N) / Neutral (N)
- 4 = Setuju (S) / Agree (A)
- 5 = Sangat Setuju (SS) / Strongly Agree (SA)

No.	Screening Questions	STS	TS	N	S	SS
		(SD)	(D)		(A)	(SA)
		1	2	3	4	5
1.	Seberapa Suka Anda Terhadap Produk Garnier? (How Likely Do You Like Garnier Products?)					
2.	Seberapa Tertarik Anda Untuk Membeli Kembali Produk Garnier? (How Interested Are You In Repurchasing Garnier Products?)					
3.	Dengan Konsep <i>Go-Green</i> Yang Ditawarkan Garnier, Seberapa Tertarik Anda Membeli Produk Garnier? (With Garnier's Go-Green Concept, How Interested Are You In Buying Garnier Products?)					
4.	Seberapa Penting <i>Green Product</i> Menurut Anda? (How Important Are Green Product In Your Opinion?)					
5.	Seberapa Penting <i>Green Packaging</i> Menurut Anda?					

	(How Important Are Green Packaging In Your Opinion?)					
6.	Seberapa Penting <i>Green Campaign</i> Menurut Anda? (How Important Are Green Campaign In Your Opinion?)					

SECTION III

Questions of each variables

Pernyataan pada bagian III berkaitan dengan variabel penelitian, maka anda diharapkan untuk mengisi sesuai dengan pilihan anda.

(The questions in section III relate to research variables, so you are expected to fill in according to your choice).

Petunjuk Pengisian (Instructions)

Berikan tanda pada pendapat yang anda anggap sesuai. Dengan keterangan dan bobot nilai sebagai berikut: (Mark the opinion that you think is appropriate. With description and value weight as follows):

1 = Sangat Tidak Setuju (STS) / Strongly Disagree (SD)

2 = Tidak Setuju (TS) / Disagree (D)

3 = Netral (N) / Neutral (N)

4 = Setuju (S) / Agree (A)

5 = Sangat Setuju (SS) / Strongly Agree (SA)

No.	Questions (Each Variable)	STS	TS	N	S	SS
		(SD)	(D)		(A)	(SA)
		1	2	3	4	5
<i>Green Product (X₁)</i>						
1	Saya pernah membeli atau mempertimbangkan untuk membeli produk yang didesain dengan isu lingkungan. (I have purchased or considered buying a product designed with environmental issues in mind).					

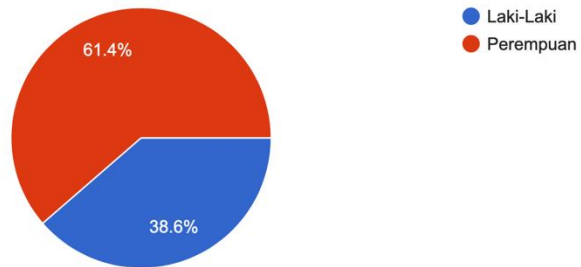
2.	Saya percaya bahwa produk Garnier menggunakan komponen dan kemasan yang ramah lingkungan. (I believe that Garnier products use ecologically friendly components and packaging).					
3.	Menurut saya, produk Garnier dapat didaur ulang atau dimanfaatkan untuk berbagai keperluan. (In my opinion, Garnier products may be recycled or utilized for various purposes).					
4.	Saya pikir membeli produk garnier jauh lebih hemat biaya daripada membeli barang dari merek lain yang dijual terpisah. (I think purchasing Garnier products is far more cost-effective than purchasing things from other brands that are sold separately).					
5.	Saya merasa telah berkontribusi pada pelestarian lingkungan dengan membeli barang-barang Go-Green Garnier. (I feel as though I have contributed to environmental preservation by purchasing Go-Green Garnier items).					
6.	Saya tahu bahan-bahan yang digunakan oleh Garnier adalah bahan-bahan organik. (I know the ingredients used by Garnier are organic ingredients).					
<i>Green Packaging (x2)</i>						
1.	Saya pernah daur ulang kemasan produk secara teratur. (I used to recycle product packaging regularly).					
2.	Kemasan produk Garnier bisa dikatakan aman bagi pengguna karena tidak menggunakan bahan beracun. (Garnier product packaging can be said to be safe for users because it does not use toxic materials).					
3.	Saya dapat menggunakan kembali kemasan produk Garnier untuk membuat hal-hal bermanfaat lainnya. (I can reuse Garnier product packaging to create other useful things).					
4.	Barang Garnier menarik bagi saya karena kemasannya yang khas dan komitmennya terhadap kelestarian lingkungan. (Garnier goods appeal to me because of their distinctive packaging and commitment to					

	environmental sustainability).					
5.	<p>Saya menyadari bahwa kemasan produk Garnier ramah lingkungan karena terbuat dari bahan yang tidak merusak lingkungan.</p> <p>(I am aware that the packaging for Garnier products is eco-friendly since it is made of materials that do not harm the environment).</p>					
<i>Green Campaign (X₃)</i>						
1.	<p>Melalui kampanye hijau saya pikir produk Garnier ini adalah produk hijau.</p> <p>(Through the green campaign I think this Garnier product is a green product).</p>					
2.	<p>Saya merasa memiliki kendali atas pembelian produk Garnier sesuai dengan yang saya butuhkan.</p> <p>(I feel I have control over the purchase of Garnier products according to what I need).</p>					
3.	<p>Saya merasa harus membeli barang Garnier jika orang lain di sekitar saya menggunakannya.</p> <p>(I feel like I have to purchase Garnier things if everyone else around me is using them).</p>					
4.	<p>Mengetahui pentingnya menjaga lingkungan, saya tertarik untuk membeli produk ramah lingkungan Garnier.</p> <p>(Knowing the importance of protecting the environment, I'm interested in purchasing Garnier's green products).</p>					
<i>Purchase Decision (Y₁)</i>						
1.	<p>Saat membeli suatu produk, saya memperhatikan merek yang menjadi pertimbangan.</p> <p>(When purchasing a product, I pay attention to the brand into consideration).</p>					

2.	<p>Saya pikir yang terbaik adalah mendapatkan item Garnier langsung dari toko resmi saat membuat keputusan pembelian.</p> <p>(I think it is best to get Garnier items straight from the official store when making a purchase decision).</p>					
3.	<p>Saya hanya membeli produk Garnier pada waktu-waktu tertentu.</p> <p>(I only purchase Garnier products at certain times).</p>					
4.	<p>Saya memiliki anggaran sendiri dalam membeli produk Garnier.</p> <p>(I have my own budget in purchase Garnier's product).</p>					
5.	<p>Garnier menawarkan saya berbagai metode pembayaran, yang membuat saya senang ketika saya memutuskan untuk melakukan pembelian.</p> <p>(Garnier offers me a variety of payment methods, which makes me delighted when I decide to make a purchase).</p>					

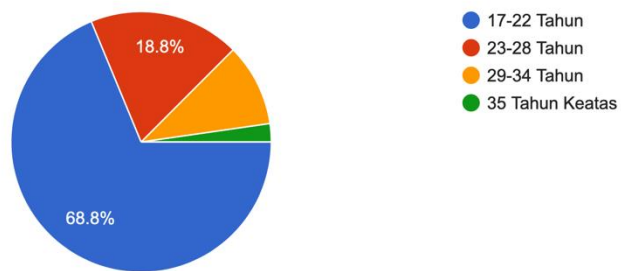
Jenis Kelamin (Gender)

176 responses



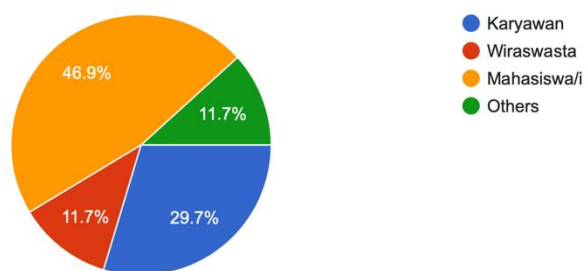
Usia (Age)

176 responses



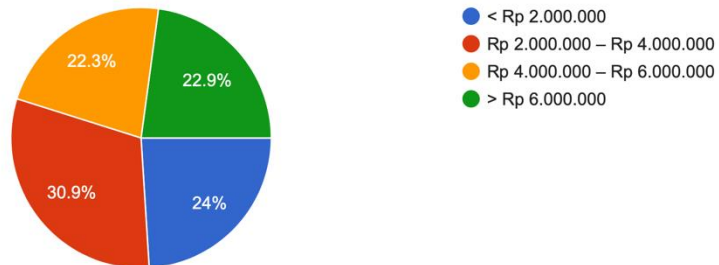
Pekerjaan (Occupation)

145 responses



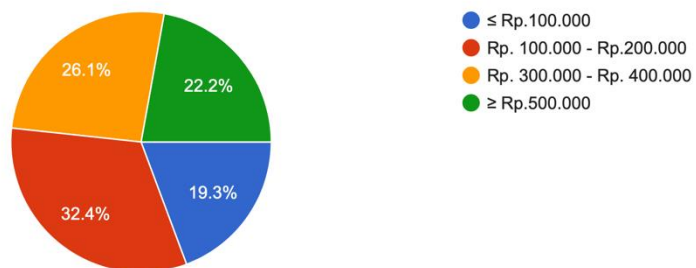
Pendapatan Per Bulan (Income/Month)

175 responses



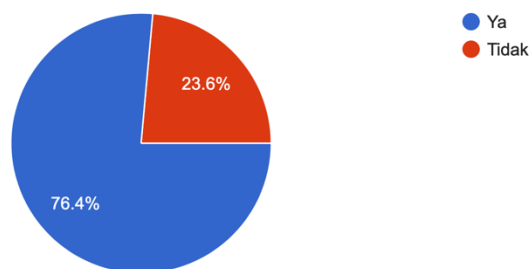
Pengeluaran Perbulan Untuk Skincare (Outcome/Month for skincare)

176 responses



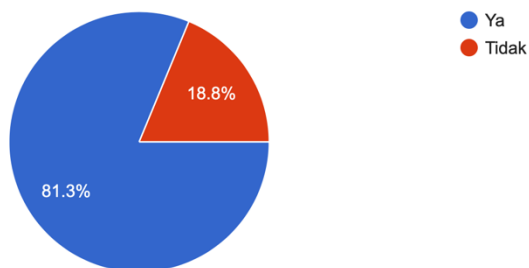
Apakah Anda Bersedia Dihubungi Oleh Peneliti Untuk Menggali Informasi Lebih Dalam? (Are you willing to be contacted by the researcher to dig deeper into the information?)

174 responses



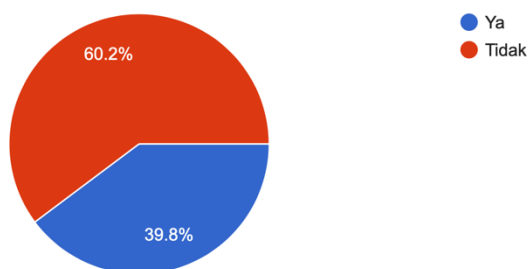
Apakah Anda Pernah Membeli Produk Garnier & Berdomisli Bekasi? (Have You Ever Purchased Garnier Products and Domiciled in Bekasi?)

176 responses



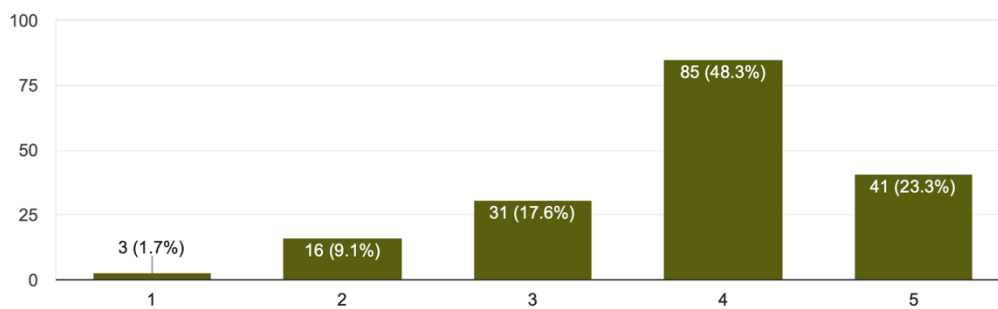
Apakah Anda Konsumen Tetap Garnier? (Are You a Regular Consumer of Garnier?)

176 responses



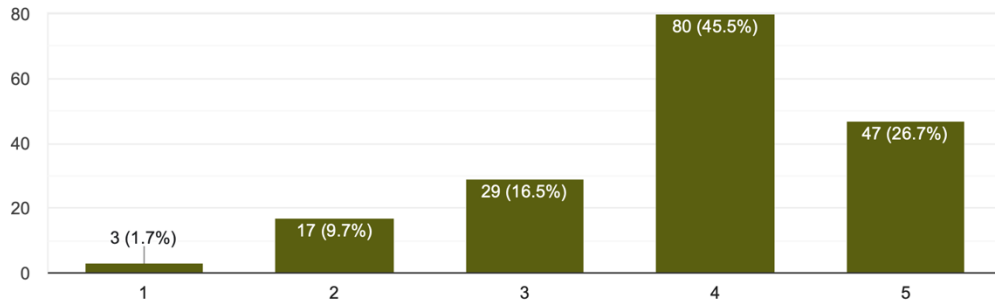
Seberapa Suka Anda Terhadap Produk Garnier? (How Likely Do You Like Garnier Products?)

176 responses



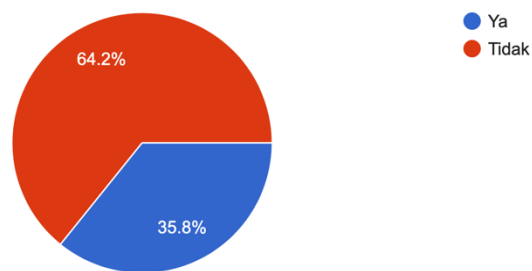
Seberapa Tertarik Anda Untuk Membeli Kembali Produk Garnier? (How Interested Are You In Repurchasing Garnier Products?)

176 responses



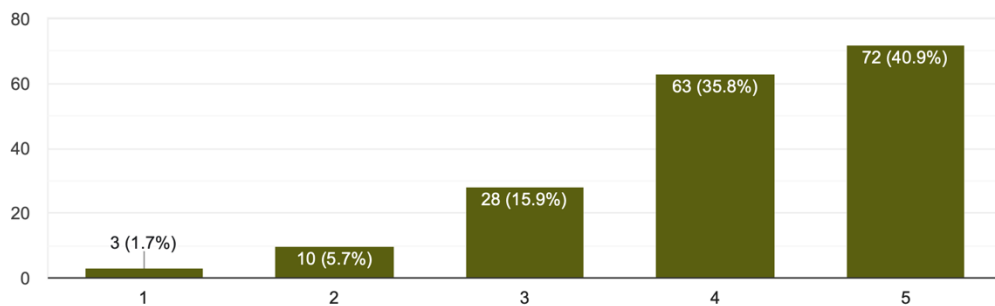
Apakah Anda Mengetahui Jika Garnier Membuat Komitmen Go-Green? (Did You Know If Garnier Made a Go-Green Commitment?)

176 responses



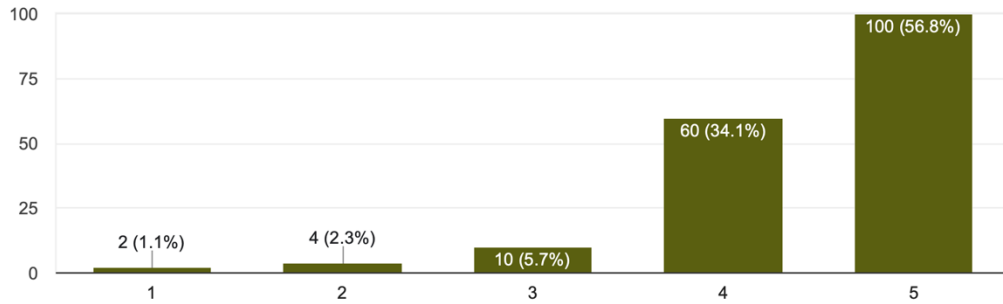
Dengan Konsep Go-Green Yang Ditawarkan Garnier, Seberapa Tertarik Anda Membeli Produk Garnier? (With Garnier's Go-Green Concept, How Interested Are You in Buying Garnier Products?)

176 responses



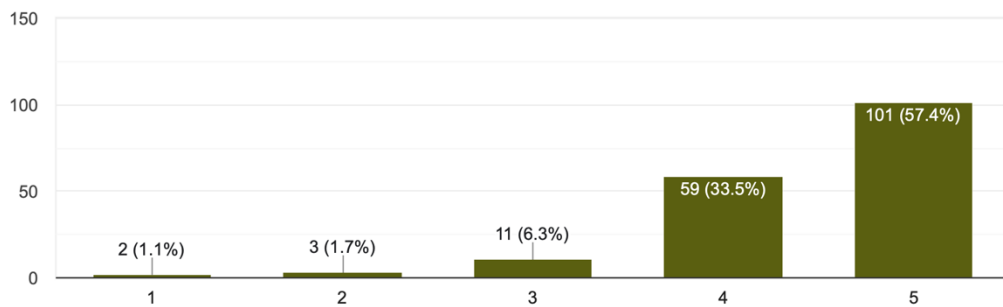
Seberapa Penting Green Product Menurut Anda? (How Important Are Green Products In Your opinion?)

176 responses



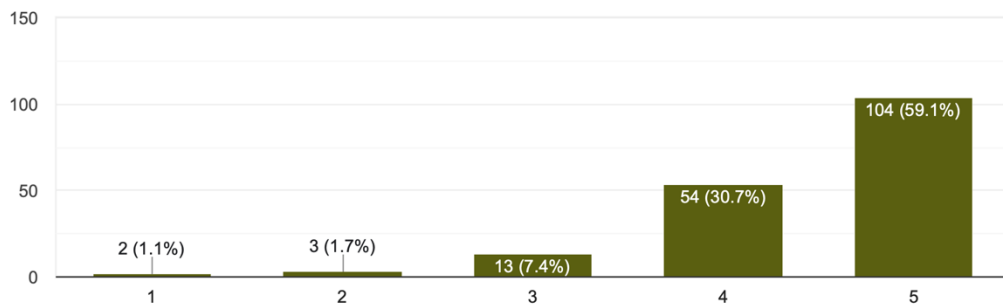
Seberapa Penting Green Packaging Menurut Anda? (How Important is Green Packaging to You?)

176 responses



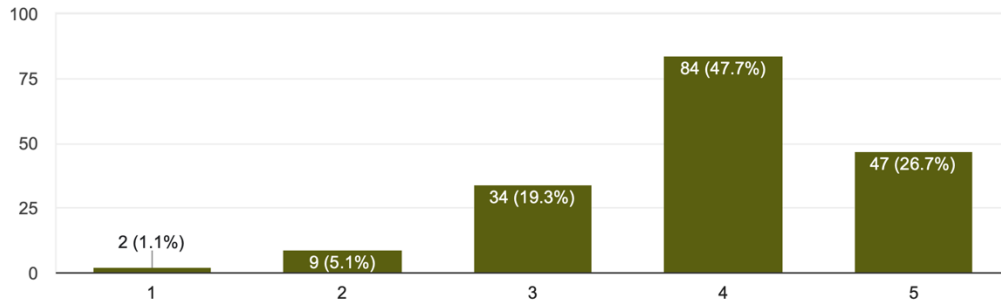
Seberapa Penting Green Campaign Menurut Anda? (How Important is the Green Campaign in your opinion?)

176 responses



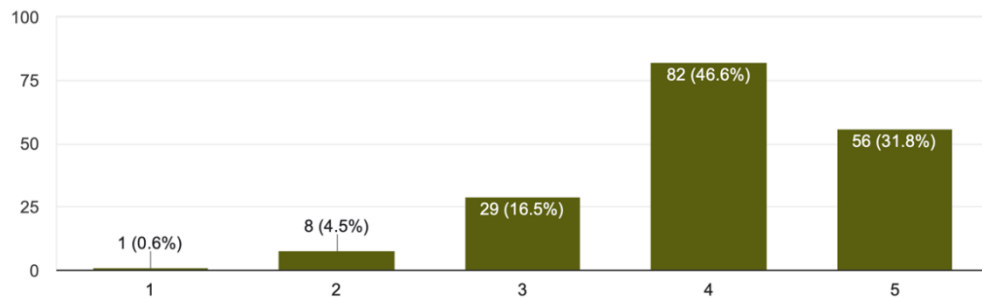
Saya pernah membeli atau mempertimbangkan untuk membeli produk yang didesain dengan isu lingkungan. (I have ever bought or considered buy...cts that are designed with environmental issues).

176 responses



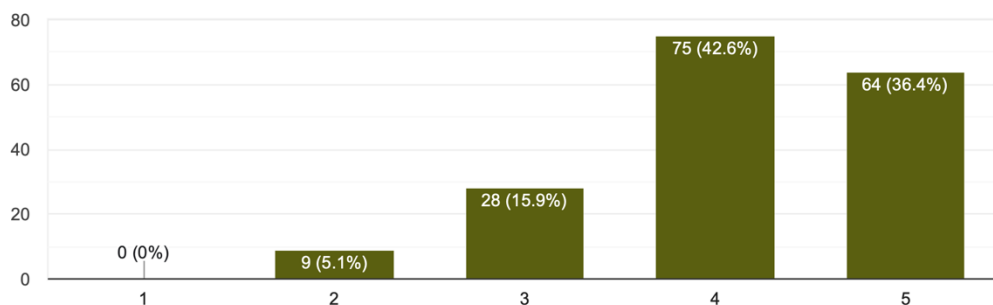
Saya percaya bahwa produk Garnier menggunakan komponen dan kemasan yang ramah lingkungan. (I believe that Garnier products use ecologically friendly components and packaging).

176 responses



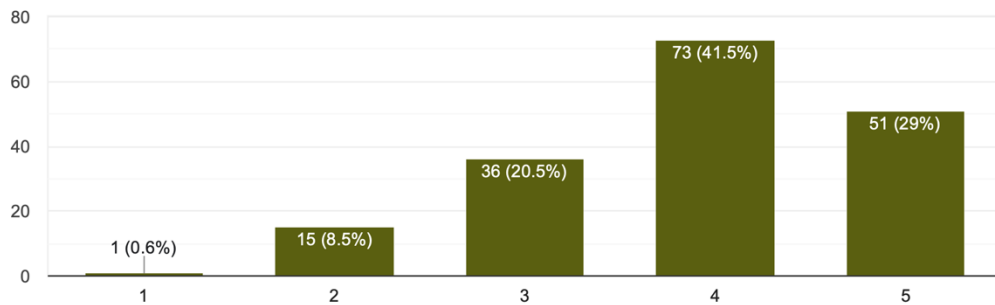
Menurut saya, produk Garnier dapat didaur ulang atau dimanfaatkan untuk berbagai keperluan. (In my opinion, Garnier products may be recycled or utilized for various purposes).

176 responses



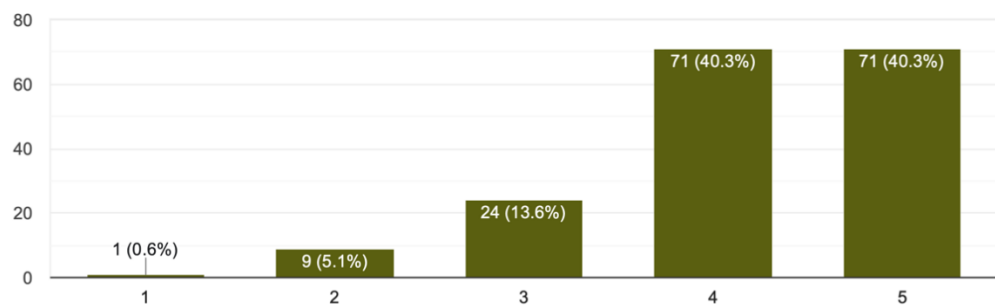
Saya pikir membeli produk Garnier jauh lebih hemat biaya daripada membeli barang dari merek lain yang dijual terpisah. (I think purchasing Garnier p...things from other brands that are sold separately).

176 responses



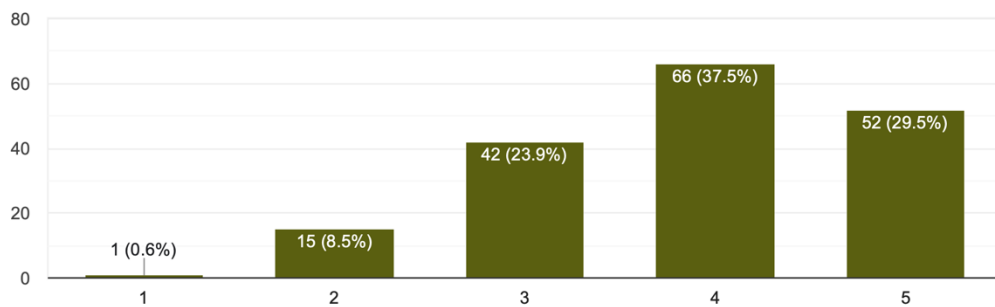
Saya merasa telah berkontribusi pada pelestarian lingkungan dengan membeli barang-barang Go-Green Garnier. (I feel as though I have contrib...eservation by purchasing Go-Green Garnier items).

176 responses



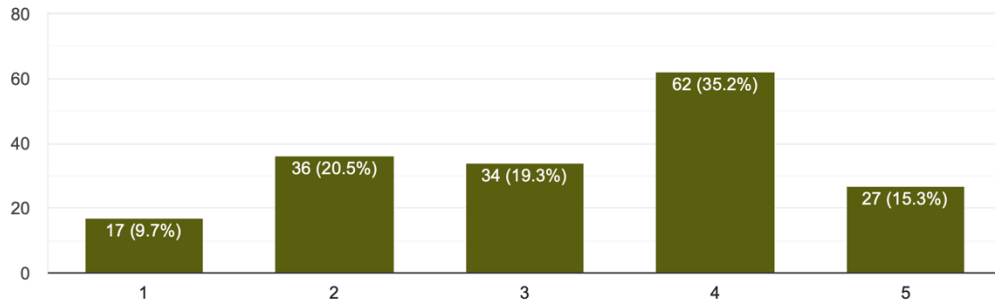
Saya tahu bahan-bahan yang digunakan oleh Garnier adalah bahan-bahan organik. (I know the ingredients used by Garnier are organic ingredients).

176 responses



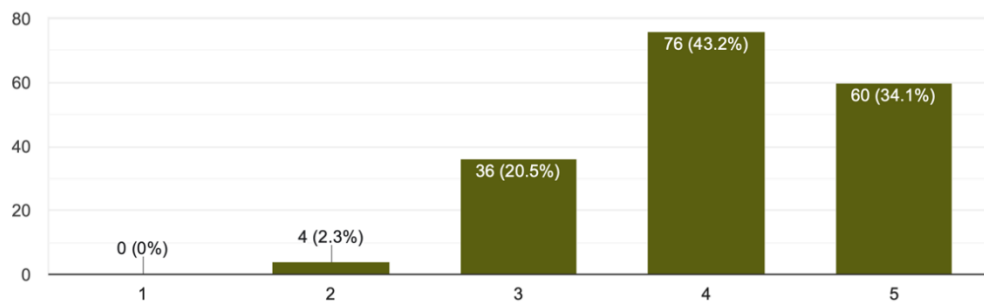
Saya pernah daur ulang kemasan produk secara teratur. (I used to recycle product packaging regularly).

176 responses



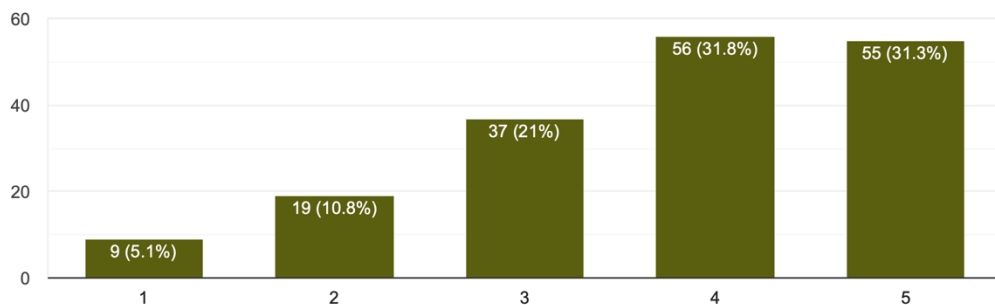
Kemasan produk Garnier bisa dikatakan aman bagi pengguna karena tidak menggunakan bahan beracun. (Garnier product packaging can be said to...r users because it does not use toxic materials).

176 responses



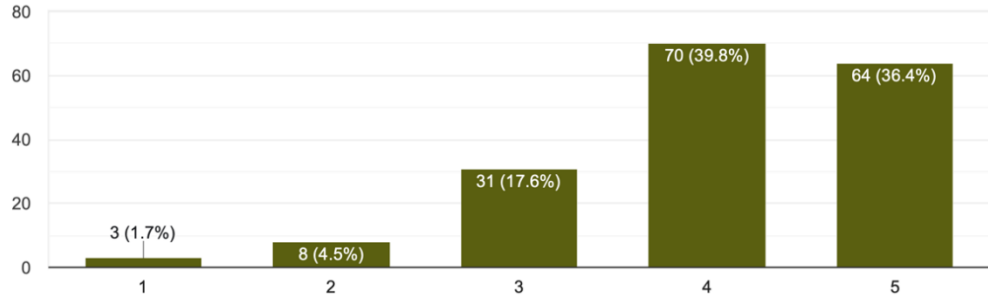
Saya dapat menggunakan kembali kemasan produk Garnier untuk membuat hal-hal bermanfaat lainnya. (I can reuse Garnier product packaging to create other useful things).

176 responses



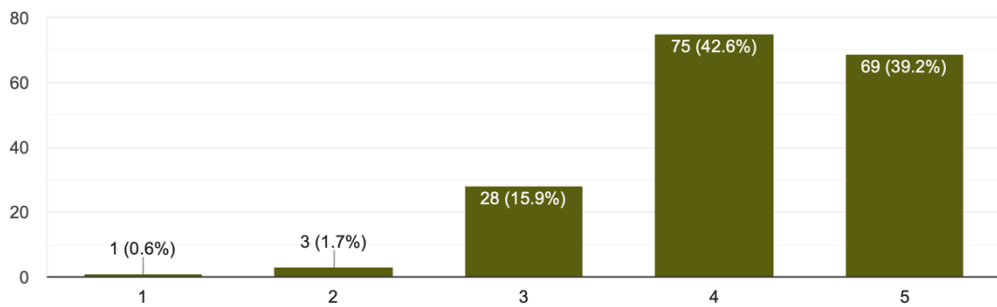
Barang Garnier menarik bagi saya karena kemasannya yang khas dan komitmennya terhadap kelestarian lingkungan. (Garnier goods appeal to ...and commitment to environmental sustainability).

176 responses



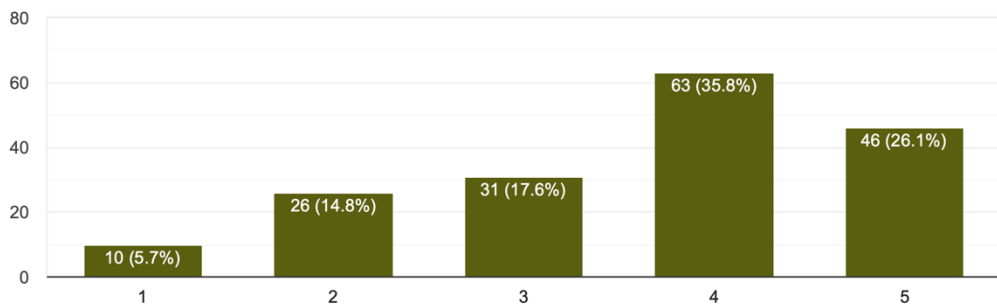
Melalui kampanye hijau saya pikir produk Garnier ini adalah produk hijau. (Through the green campaign I think this Garnier product is a green product).

176 responses



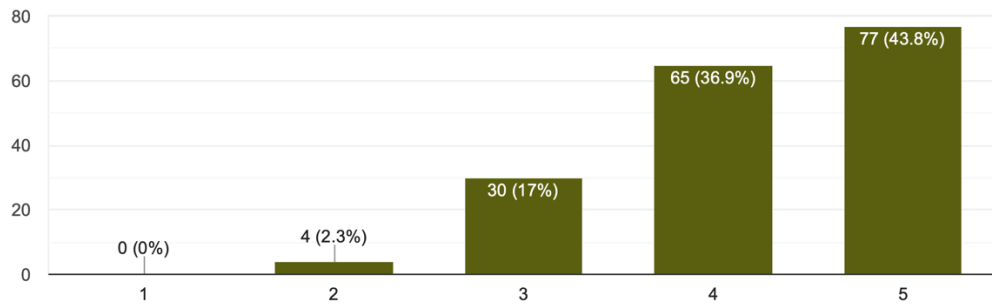
Saya merasa harus membeli barang Garnier jika orang lain di sekitar saya menggunakannya. (I feel like I have to purchase Garnier things if everyone else around me is using them).

176 responses



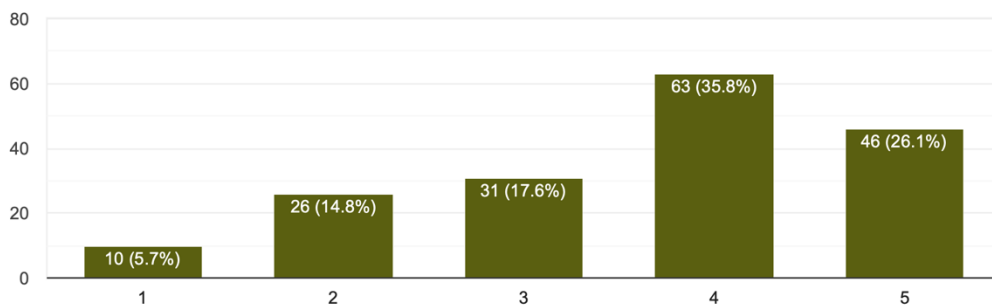
Saya merasa memiliki kendali atas pembelian produk Garnier sesuai dengan yang saya butuhkan. (I feel I have control over the purchase of Garnier products according to what I need).

176 responses



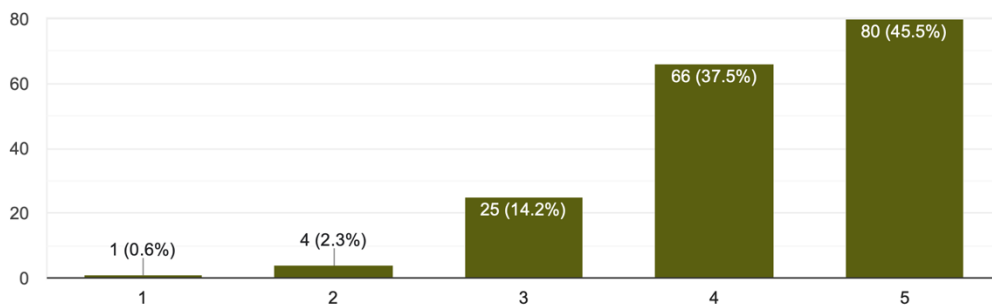
Saya merasa harus membeli barang Garnier jika orang lain di sekitar saya menggunakannya. (I feel like I have to purchase Garnier things if everyone else around me is using them).

176 responses



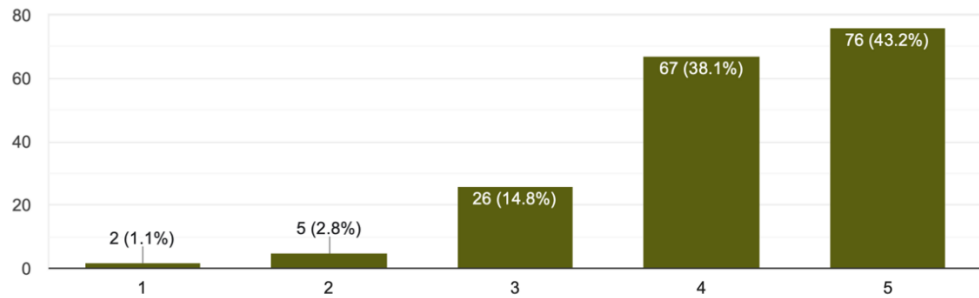
Mengetahui pentingnya menjaga lingkungan, saya tertarik untuk membeli produk ramah lingkungan Garnier. (Knowing the importance of pr...terested in purchasing Garnier's green products).

176 responses



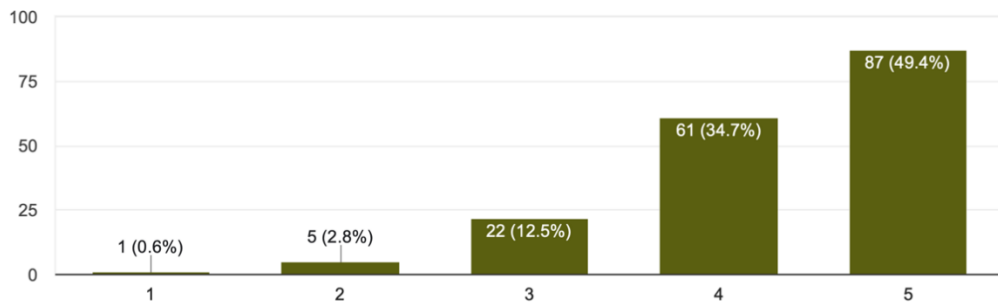
Saat membeli suatu produk, saya memperhatikan merek yang menjadi pertimbangan. (When purchasing a product, I pay attention to the brand into consideration).

176 responses



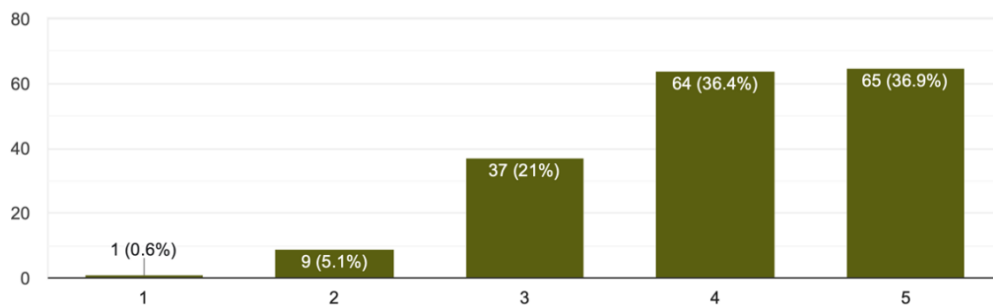
Saya pikir yang terbaik adalah mendapatkan item Garnier langsung dari toko resmi saat membuat keputusan pembelian. (I think it is best to get Garnier from official store when making a purchase decision).

176 responses



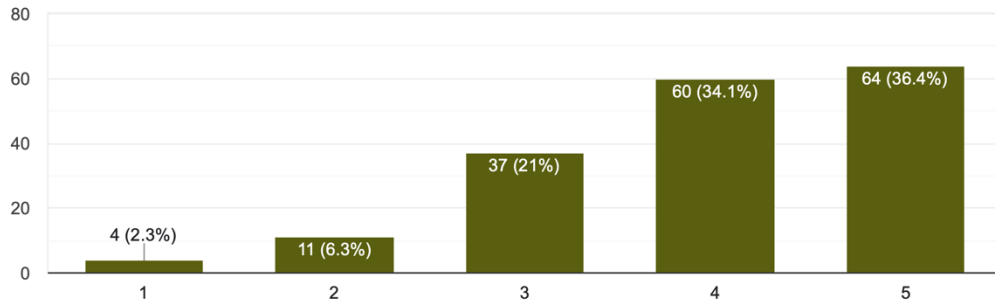
Saya menyadari bahwa kemasan produk Garnier ramah lingkungan karena terbuat dari bahan yang tidak merusak lingkungan. (I am aware that the packaging of materials that do not harm the environment).

176 responses



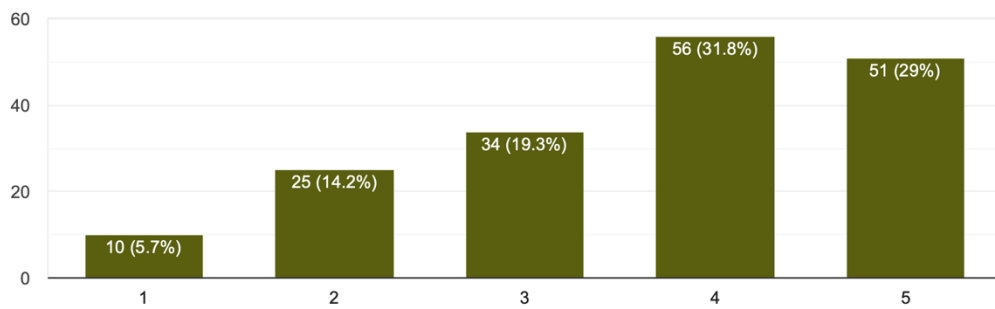
Saya hanya membeli produk Garnier pada waktu- waktu tertentu. (I only purchase Garnier products at certain times).

176 responses



Saya memiliki anggaran sendiri dalam membeli produk Garnier. (I have my own budget in purchase Garnier's product).

176 responses



APPENDIX 2

PLS ANALYSIS RESULT

Convergent Validity

Outer Loadings

	Green Campaign	Green Packaging	Green Product	Purchase Decision
GC1	0.828			
GC2	0.854			
GC3	0.715			
GC4	0.896			
GP1			0.699	
GP2			0.784	
GP3			0.825	
GP4			0.740	
GP5			0.778	
GP6			0.785	
GPC1		0.635		
GPC2		0.787		
GPC3		0.823		
GPC4		0.810		
GPC5		0.830		
PD1				0.676
PD2				0.760
PD3				0.585
PD4				0.778
PD5				0.746

VIF

Outer VIF Values	Inner VIF Values
	VIF
GC1	1.915
GC2	2.037
GC3	1.536
GC4	2.600
GP1	1.503
GP2	1.859
GP3	2.154
GP4	1.752
GP5	1.875
GP6	1.981
GPC1	1.468
GPC2	2.008
GPC3	2.045
GPC4	1.936
GPC5	2.535
PD1	1.470
PD2	1.657
PD3	1.266
PD4	1.520
PD5	1.486

Fornell-Larcker Criterion

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)		
	Green Campaign	Green Packaging	Green Product	Purchase Decision
Green Campaign	0.826			
Green Packaging	0.819	0.781		
Green Product	0.835	0.804	0.770	
Purchase Decision	0.735	0.729	0.679	0.713

Construct Reliability and Validity

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Campaign	0.844	0.864	0.895	0.682
Green Packaging	0.837	0.847	0.885	0.609
Green Product	0.862	0.863	0.897	0.592
Purchase Decision	0.759	0.782	0.836	0.508

R Square

R Square

	R Square	R Square Adjusted
Purchase Decision	0.591	0.582

Path Coefficient

Path Coefficients

	Mean, STDEV, T-Values, P-Val...	Confidence Intervals	Confidence Intervals Bias Co...	Samples	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Green Campai...	0.377	0.388	0.192	1.960	0.051
Green Packagi...	0.361	0.363	0.155	2.335	0.020
Green Product ...	0.075	0.073	0.117	0.635	0.525

APPENDIX 3

Data From Questionnaire

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