



## Lampiran 1 Kuesioner Penelitian

### KUESIONER PENELITIAN

#### A. IDENTITAS RESPONDEN

1. Nama/Inisial : .....
2. Usia : .....
3. Jenis Kelamin : 1. Pria 2. Wanita
4. Pekerjaan : 1. Pelajar/Mahasiswa 4. Wiraswasta  
2. Pegawai Swasta 5. Lain-lain  
3. Pegawai Negri

#### B. PETUNJUK PENGISIAN

1. Berilah tanda (X) pada jawaban yang anda pilih.
2. Keterangan Alternatif Jawaban dan Skor :
  - a. SS : Sangat Setuju (1)
  - b. S : Setuju (2)
  - c. CS : Cukup Setuju (3)
  - d. TS : Tidak Setuju (4)
  - e. STS : Sangat Tidak Setuju (5)

## C. KUESIONER

### 1. GREEN PERCEIVED VALUE

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Produk kosmetik ramah lingkungan memberikan perubahan yang lebih baik pada konsumen.					
2.	Produkkosmetik ramah lingkungan memenuhi harapan konsumen.					
3.	Produkkosmetik ramah lingkungan memiliki citra yang baik.					
4.	Produk kosmetik ramah lingkungan menggunakan bahan yang aman dikonsumsi					

### 2. GREEN SATISFACTION

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Saya merasa senang menggunakan produk kosmetik ramah lingkungan.					
2.	Saya merasa senang telah ikut berkontribusi terhadap lingkungan.					
3.	Saya merasa senang atas pembelian produkkosmetik ramah lingkungan.					
4.	Saya merasa bijak atas pilihan saya terhadap produk kosmetik ramah lingkungan					

### 3. GREEN TRUST

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Saya percaya produk kosmetik ramah lingkungan memiliki kinerja yang baik dan terpercaya					
2.	Saya percaya produk kosmetik ramah lingkungan dapat memberikan kenyamanan terhadap konsumennya.					
3.	Saya percaya produk kosmetik ramah lingkungan sesuai dengan pengakuan yang diberikan					
4.	Saya percaya produk kosmetik ramah lingkungan dapat diandalkan					

### 4. WORD OF MOUTH

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Saya merekomendasikan kepada orang-orang disekitar.					
2.	Saya membicarakan hal-hal yang baik tentang produk kosmetik ramah lingkungan kepada orang lain.					
3.	Saya memberikan dorongan kepada orang-orang disekitar untuk membeli produk					

	kosmetik ramah lingkungan.					
4.	Saya memberikan informasi kepada orang-orang terdekat , apa saja yang saya dapatkan setelah menggunakan produk ramah lingkungan.					



## Lampiran 2 Tabulasi Data

### Green perceived value

x1.1	x1.2	x1.3	x1.4	x1
4	4	4	4	16
4	5	5	5	19
4	4	3	4	15
4	4	4	4	16
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5	5	5	5	20
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### Green satisfaction

x2.1	x2.2	x2.3	x2.4	x2
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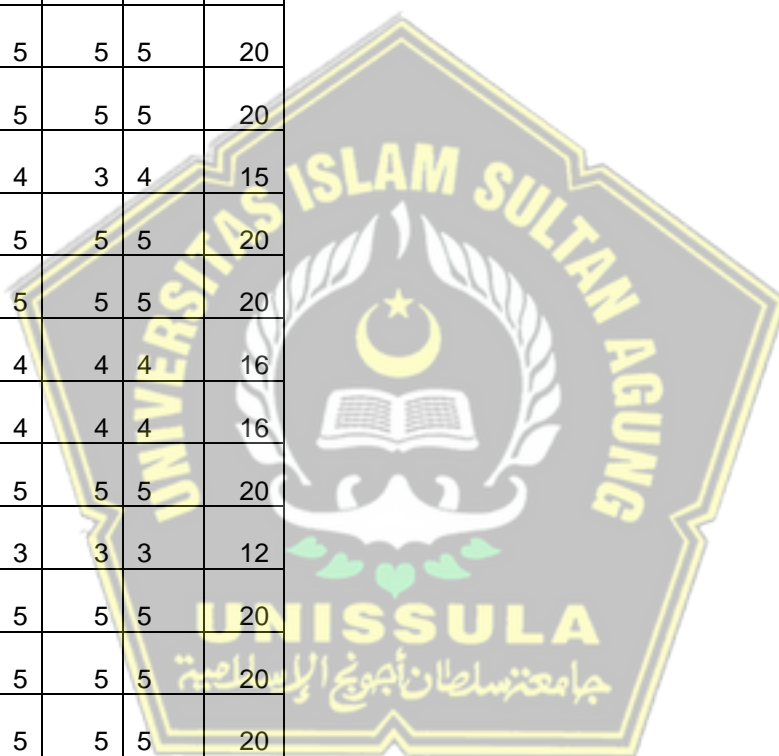


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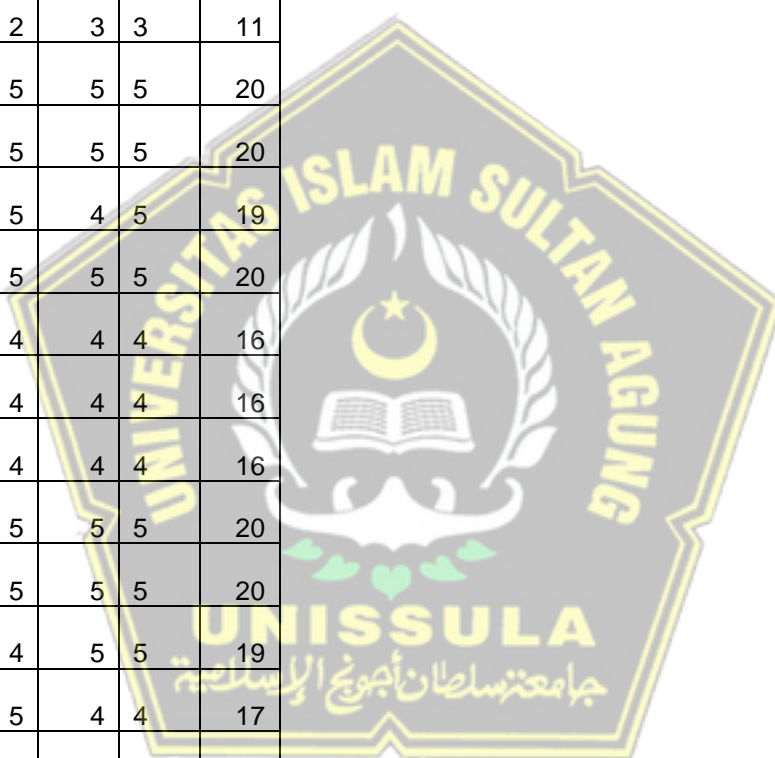
### Green Trust

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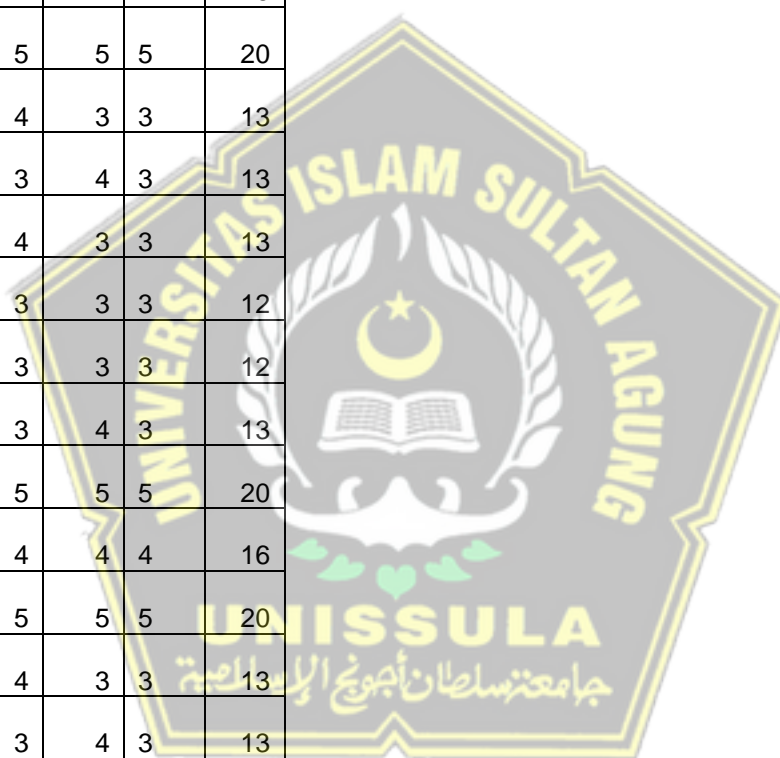
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### Word Of Mouth

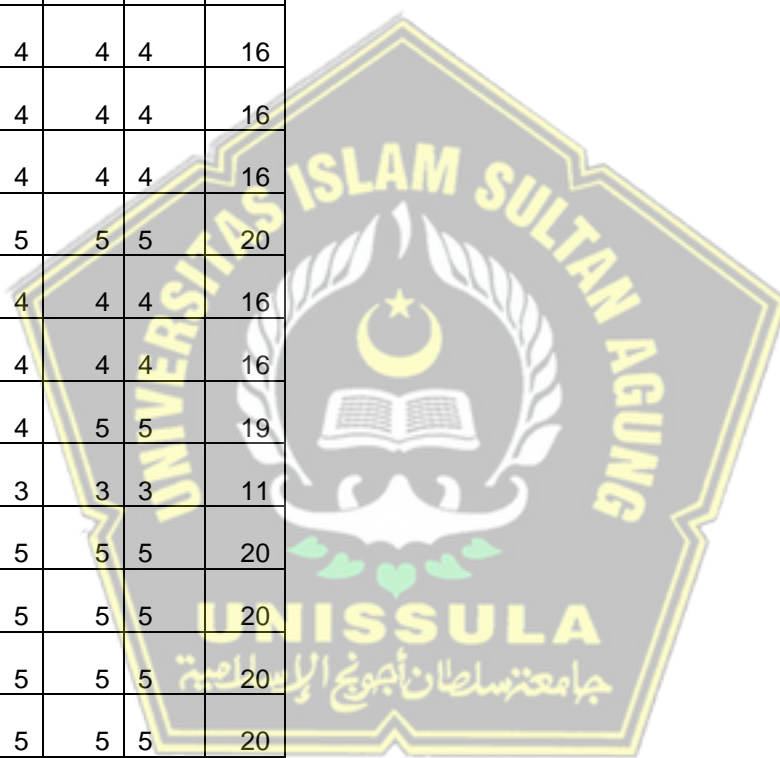
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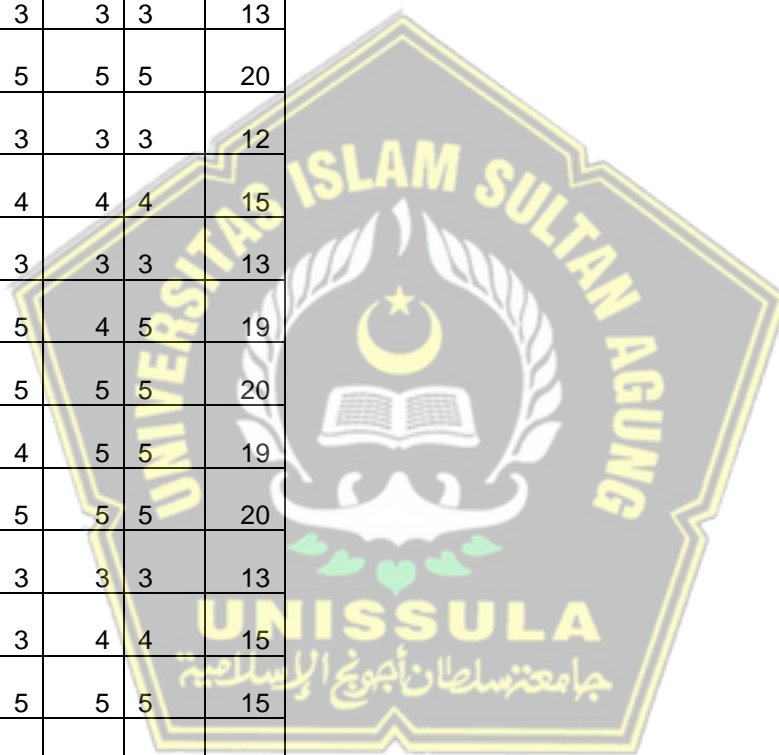




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### Lampiran 3 Uji Validitas dan Reliabilitas

#### Variabel X1

### Correlations

		Green Perceived Value
x1.1	Pearson Correlation	.873**
	Sig. (1-tailed)	.000
	N	110
x1.2	Pearson Correlation	.901**
	Sig. (1-tailed)	.000
	N	110
x1.3	Pearson Correlation	.877**
	Sig. (1-tailed)	.000
	N	110
x1.4	Pearson Correlation	.981**
	Sig. (1-tailed)	.000
	N	110
Green Perceived Value	Pearson Correlation	1
	N	110

\*\* . Correlation is significant at the 0.01 level (1-tailed).

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.926	4

**Item Statistics**

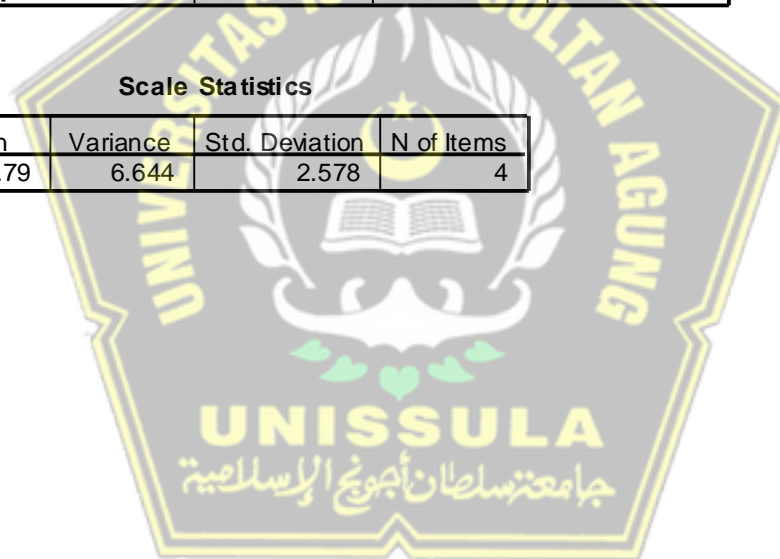
	Mean	Std. Deviation	N
x1.1	4.12	.700	110
x1.2	4.15	.752	110
x1.3	4.22	.747	110
x1.4	4.31	.646	110

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	12.67	3.984	.776	.920
x1.2	12.65	3.717	.814	.909
x1.3	12.57	3.825	.774	.922
x1.4	12.48	3.793	.967	.862

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.79	6.644	2.578	4



## Uji Validitas dan Reliabilitas Variabel X2

### Correlations

		Green Satisfaction
x2.1	Pearson Correlation	.944**
	Sig. (1-tailed)	.000
	N	110
x2.2	Pearson Correlation	.920**
	Sig. (1-tailed)	.000
	N	110
x2.3	Pearson Correlation	.950**
	Sig. (1-tailed)	.000
	N	110
x2.4	Pearson Correlation	.970**
	Sig. (1-tailed)	.000
	N	110
Green Satisfaction	Pearson Correlation	1
	N	110

\*\* . Correlation is significant at the 0.01 level

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

- a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.960	4

**Item Statistics**

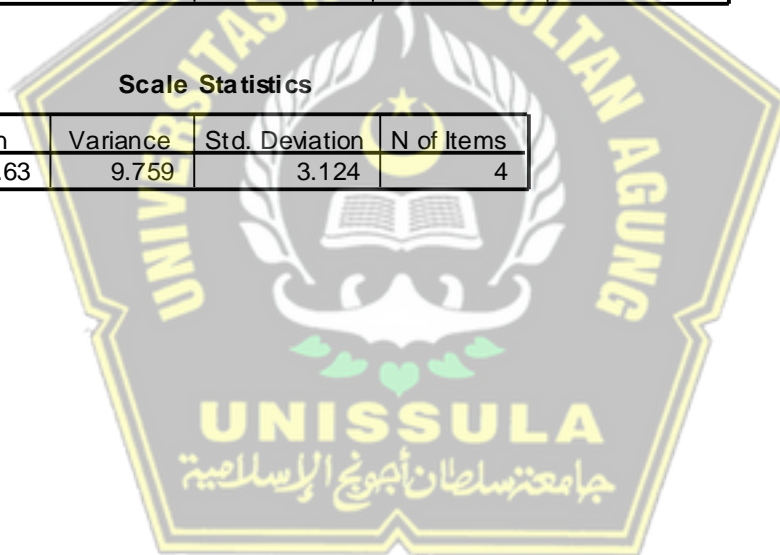
	Mean	Std. Deviation	N
x2.1	4.19	.796	110
x2.2	4.13	.879	110
x2.3	4.15	.822	110
x2.4	4.16	.807	110

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	12.44	5.698	.903	.947
x2.2	12.50	5.482	.851	.963
x2.3	12.48	5.555	.910	.944
x2.4	12.46	5.517	.947	.934

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.63	9.759	3.124	4



## Uji Validitas dan Reliabilitas Variabel Y1

### Correlations

		Green Trust
y1.1	Pearson Correlation	.973**
	Sig. (1-tailed)	.000
	N	110
y1.2	Pearson Correlation	.883**
	Sig. (1-tailed)	.000
	N	110
y1.3	Pearson Correlation	.916**
	Sig. (1-tailed)	.000
	N	110
y1.4	Pearson Correlation	.985**
	Sig. (1-tailed)	.000
	N	110
Green Trust	Pearson Correlation	1
	N	110

\*\* . Correlation is significant at the 0.01 level

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.956	4



**Item Statistics**

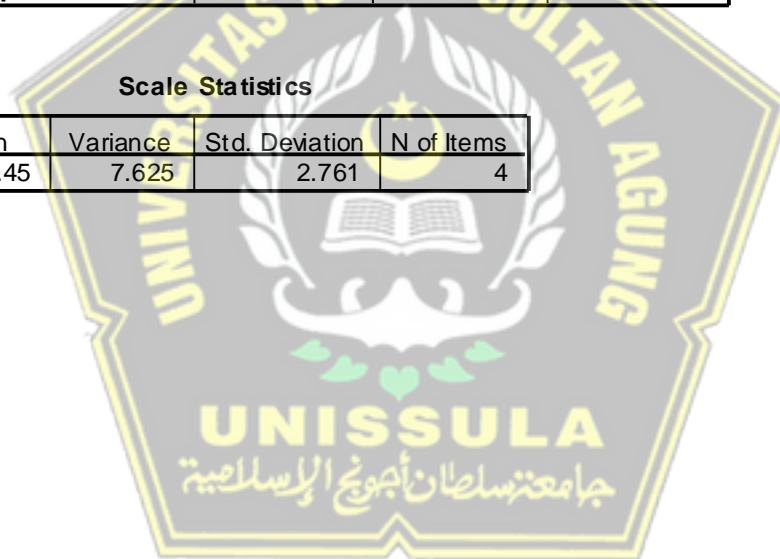
	Mean	Std. Deviation	N
y1.1	4.10	.741	110
y1.2	4.15	.715	110
y1.3	4.12	.726	110
y1.4	4.08	.756	110

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	12.35	4.191	.950	.924
y1.2	12.30	4.652	.799	.969
y1.3	12.33	4.479	.852	.954
y1.4	12.36	4.087	.971	.917

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.45	7.625	2.761	4



## Uji Validitas dan Reliabilitas Variabel Y2

### Correlations

		Word of Mouth
y2.1	Pearson Correlation	.850**
	Sig. (1-tailed)	.000
	N	110
y2.2	Pearson Correlation	.941**
	Sig. (1-tailed)	.000
	N	110
y2.3	Pearson Correlation	.936**
	Sig. (1-tailed)	.000
	N	110
y2.4	Pearson Correlation	.979**
	Sig. (1-tailed)	.000
	N	110
Word of Mouth	Pearson Correlation	1
	N	110

\*\* . Correlation is significant at the 0.01 level

### Reliability

#### Case Processing Summary

		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.945	4

**Item Statistics**

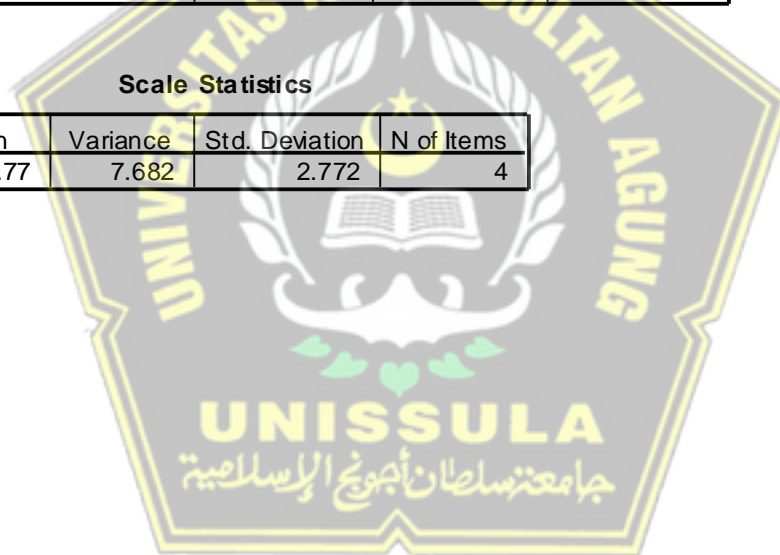
	Mean	Std. Deviation	N
y2.1	4.24	.716	110
y2.2	4.14	.784	110
y2.3	4.18	.732	110
y2.4	4.22	.759	110

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	12.54	4.801	.755	.961
y2.2	12.64	4.215	.886	.922
y2.3	12.59	4.409	.891	.921
y2.4	12.55	4.176	.945	.903

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.77	7.682	2.772	4



## Lampiran 4 Analisis Regresi

### Regression Model 1

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Green Satisfaction, Green Perceived Value	.	Enter

- a. All requested variables entered.  
b. Dependent Variable: Green Trust

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 <sup>a</sup>	.684	.678	1.567

- a. Predictors: (Constant), Green Satisfaction, Green Perceived Value  
b. Dependent Variable: Green Trust

#### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	568.365	2	284.182	115.702	.000 <sup>a</sup>
	Residual	262.808	107	2.456		
	Total	831.173	109			

- a. Predictors: (Constant), Green Satisfaction, Green Perceived Value  
b. Dependent Variable: Green Trust

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.604	.994		2.620	.010		
	Green Perceived Value	.313	.089	.292	3.535	.001	.432	2.314
	Green Satisfaction	.516	.073	.584	7.062	.000	.432	2.314

- a. Dependent Variable: Green Trust

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.55276631
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.062
Kolmogorov-Smirnov Z		.654
Asymp. Sig. (2-tailed)		.786

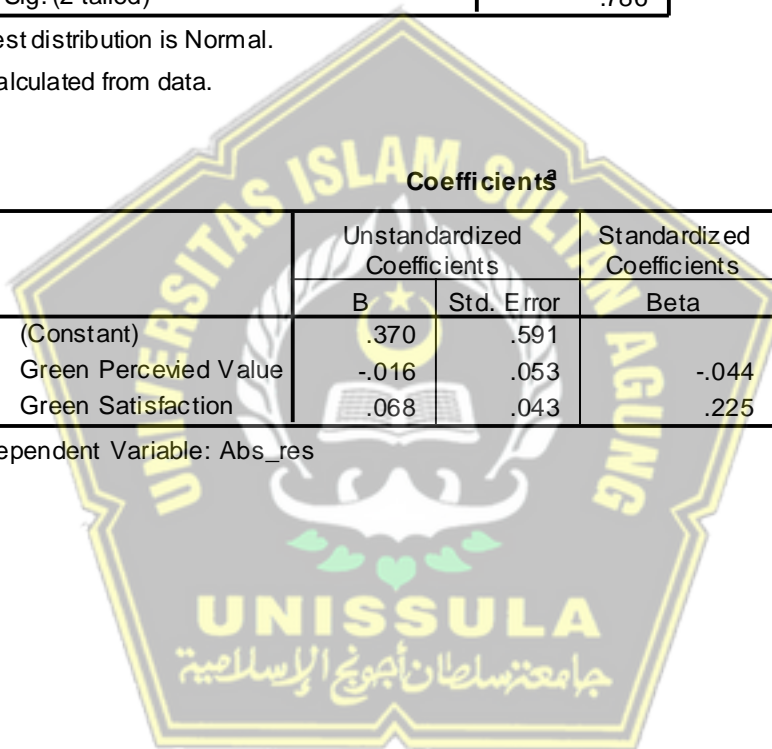
a. Test distribution is Normal.

b. Calculated from data.

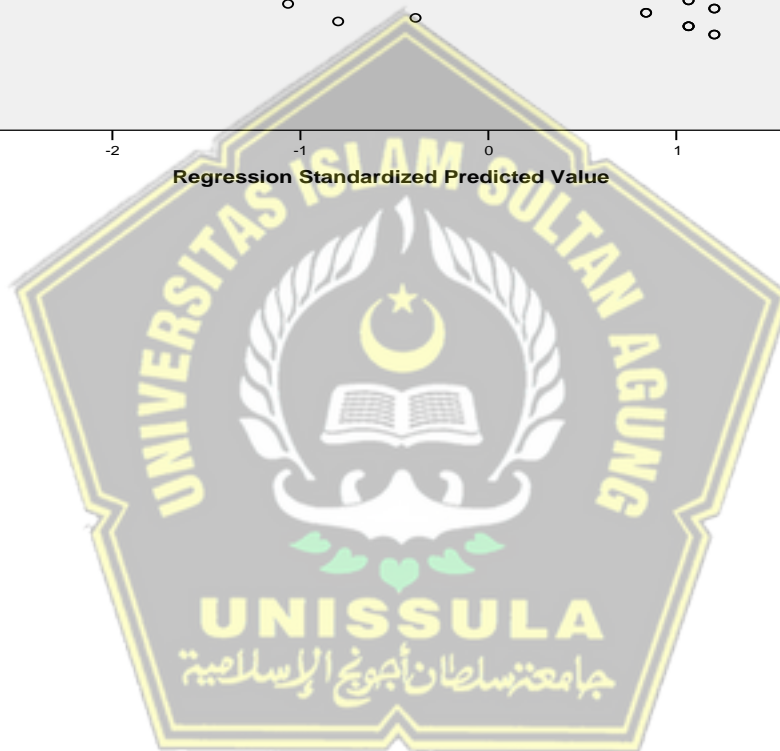
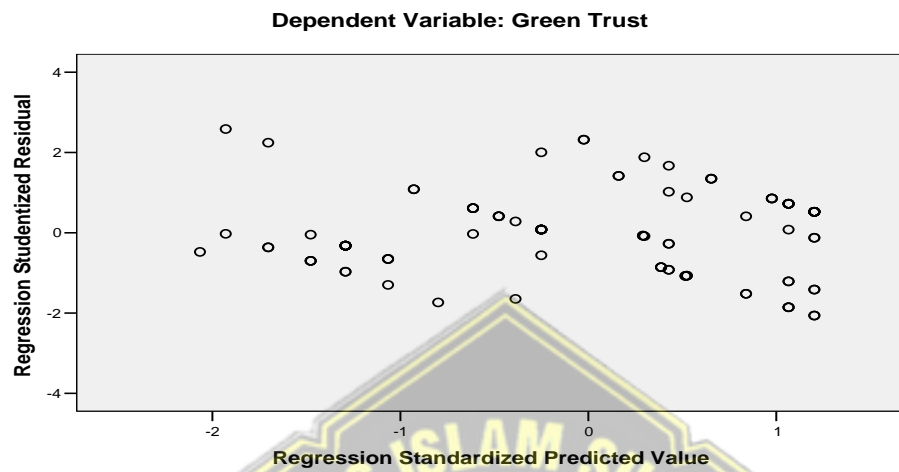
### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.370	.591		.625	.533
	Green Perceived Value	-.016	.053	-.044	-.306	.760
	Green Satisfaction	.068	.043	.225	1.563	.121

a. Dependent Variable: Abs\_res



## Scatterplot



## Regression Model 2

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Green Trust, Green Perceived Value, Green Satisfaction	.	Enter

a. All requested variables entered.

b. Dependent Variable: Word of Mouth

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 <sup>a</sup>	.743	.736	1.419

a. Predictors: (Constant), Green Trust, Green Perceived Value, Green Satisfaction

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616.464	3	205.488	102.092	.000 <sup>a</sup>
	Residual	213.355	106	2.013		
	Total	829.818	109			

a. Predictors: (Constant), Green Trust, Green Perceived Value, Green Satisfaction

b. Dependent Variable: Word of Mouth

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.042	.928		1.123	.264		
	Green Perceived Value	.471	.085	.440	5.557	.000	.387	2.585
	Green Satisfaction	.206	.080	.233	2.573	.011	.295	3.393
	Green Trust	.264	.088	.265	3.022	.003	.316	3.163

a. Dependent Variable: Word of Mouth





### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39906483
Most Extreme Differences	Absolute	.115
	Positive	.099
	Negative	-.115
Kolmogorov-Smirnov Z		1.204
Asymp. Sig. (2-tailed)		.110

a. Test distribution is Normal.

b. Calculated from data.

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.798	.617		4.537	.000
	Green Perceived Value	-.034	.056	-.091	-.608	.544
	Green Satisfaction	-.047	.053	-.151	-.883	.379
	Green Trust	-.027	.058	-.076	-.460	.646

a. Dependent Variable: Abs\_res2

