

## DAFTAR ISI

<b>HALAMAN JUDUL .....</b>	<b>i</b>
<b>HALAMAN PENGESAHAN .....</b>	<b>ii</b>
<b>PERNYATAAN KEASLIAN KARYA TULIS SKRIPSI .....</b>	<b>iii</b>
<b>ABSTRAK .....</b>	<b>iv</b>
<b>MOTTO .....</b>	<b>v</b>
<b>HALAMAN PERSEMBAHAN .....</b>	<b>vi</b>
<b>KATA PENGANTAR .....</b>	<b>vii</b>
<b>DAFTAR ISI.....</b>	<b>ix</b>
<b>DAFTAR GAMBAR.....</b>	<b>xiii</b>
<b>DAFTAR TABEL .....</b>	<b>xiv</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>xvi</b>
<b>BAB I PENDAHULUAN.....</b>	<b>1</b>
A. Latar Belakang.....	1
B. Rumusan Masalah.....	13
C. Tujuan Penelitian .....	14
D. Manfaat Penelitian .....	15
<b>BAB II TINJAUAN PUSTAKA.....</b>	<b>17</b>
A. Landasan Teori .....	17
1. <i>Green Marketing</i> .....	17
2. <i>Green Corporate Image</i> .....	18
3. <i>Green Product</i> .....	19
4. <i>Green Purchase Intention</i> .....	21
a. Definisi <i>Green Purchase Intention</i> .....	21
b. Indikator <i>Green Purchase Intention</i> .....	22
5. <i>Greenwash</i> .....	23
a. Definisi <i>Greenwash</i> .....	23
b. Indikator <i>Greenwash</i> .....	26

6. <i>Positive Green Word-of-Mouth</i> .....	27
a. Definisi <i>Positive Green Word-of-Mouth</i> .....	27
b. Indikator <i>Positive Green Word-of-Mouth</i> .....	30
7. <i>Green Skepticism</i> .....	31
a. Definisi <i>Green Skepticism</i> .....	31
b. Indikator <i>Green Skepticism</i> .....	33
B. Penelitian Terdahulu .....	34
C. Hubungan antar Variabel.....	37
D. Kerangka Pemikiran .....	44
E. Hipotesis Penelitian .....	45
<b>BAB III METODE PENELITIAN .....</b>	<b>47</b>
A. Rancangan Penelitian.....	47
B. Populasi dan Sampel Penelitian.....	47
1. Populasi Penelitian.....	47
2. Sampel Penelitian.....	48
3. Teknik Pengambilan Sampel .....	48
4. Besaran Sampel.....	49
C. Jenis dan Sumber Data.....	50
D. Prosedur Pengambilan Data.....	51
E. Klasifikasi Variabel Penelitian .....	51
1. Variabel Terikat ( <i>Dependent Variable</i> ) .....	52
2. Variabel Bebas ( <i>Independent Variable</i> ).....	52
3. Variabel Mediasi ( <i>Intervening Variable</i> ).....	52
F. Definisi Operasional Variabel .....	53
G. Skala Pengukuran Variabel.....	54
H. Uji Instrumen Penelitian .....	55
1. Uji Validitas .....	55
a. <i>Convergent Validity</i> .....	56
b. <i>Discriminant Validity</i> .....	57
c. <i>Average Variance Extracted (AVE)</i> .....	58

2. Uji Reliabilitas .....	59
a. Composite Reliability .....	59
b. <i>Cronbach's Alpha</i> .....	60
I. Metode Analisis Data .....	60
1. Evaluasi <i>Measurement (Outer Model)</i> .....	61
a. <i>Convergent Validity</i> .....	61
b. <i>Discriminant Validity</i> .....	62
c. <i>Average Variance Extracted (AVE)</i> .....	62
d. <i>Composite Reliability</i> .....	63
e. <i>Cronbach's Alpha</i> .....	63
2. Pengujian Model Struktural ( <i>Inner Model</i> ).....	63
a. Uji <i>Goodness-Fit Model</i> .....	64
b. Uji <i>Path Coefficient</i> .....	65
c. Uji Hipotesis .....	65
<b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....</b>	<b>68</b>
A. Karakteristik Responden.....	68
1. Jenis Kelamin.....	69
2. Usia .....	70
3. Tingkat Pendidikan Terakhir .....	71
4. Pekerjaan.....	72
5. Pendapatan atau Uang Saku per Bulan .....	73
B. Analisis Deskriptif.....	74
1. <i>Green Purchase Intention</i> .....	75
2. <i>Greenwash</i> .....	76
3. <i>Positive Green Word-of-Mouth</i> .....	77
4. <i>Green Skepticism</i> .....	78
C. Analisis Kuantitatif.....	79
1. Analisis Model Pengukuran atau <i>Outer Model</i> .....	80
a. <i>Convergent Validity</i> .....	80
b. <i>Discriminant Validity</i> .....	83
c. <i>Average Variance Extracted (AVE)</i> .....	84

d. <i>Composite Reliability</i> .....	85
e. Cronbach's Alpha .....	85
2. Analisis Model Struktural atau <i>Inner Model</i> .....	86
a. Uji <i>Goodness-of-Fit</i> .....	87
b. Uji <i>Path Coefficient</i> .....	89
c. Uji Hipotesis .....	90
D. Pembahasan .....	97
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>103</b>
A. Kesimpulan.....	103
B. Saran .....	104
<b>DAFTAR PUSTAKA .....</b>	<b>106</b>
<b>LAMPIRAN.....</b>	<b>111</b>