

BIBLIOGRAPHY

- A. Mercado, E. (2022). Factors Influencing Green Product Purchase Intention Among Millennial Investors in Real Estate and the Moderating Effect of Green Brand Knowledge: The Case of ABC Group of Companies. *International Journal of Research Publications*, 105(1), 91–105. <https://doi.org/10.47119/ijrp1001051720223630>
- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890(1), 1–7. <https://doi.org/10.1088/1742-6596/890/1/012163>
- AlNuaimi, B. K., Khan, M., & Ajmal, M. M. (2021). The role of big data analytics capabilities in greening e-procurement: A higher order PLS-SEM analysis. *Technological Forecasting and Social Change*, 169(November 2023). <https://doi.org/10.1016/j.techfore.2021.120808>
- Ansu-Mensah, P. (2021). Green product awareness effect on green purchase intentions of university students’: an emerging market’s perspective. *Future Business Journal*, 7(1). <https://doi.org/10.1186/s43093-021-00094-5>
- Bursan, R., Listiana, I., Ardeno, R., Bangsawan, S., Jimad, H., & Mutolib, A. (2021). Consumer attitude toward using eco-friendly plastic bags: A green marketing approach. *IOP Conference Series: Earth and Environmental Science*, 739(1), 1–10. <https://doi.org/10.1088/1755-1315/739/1/012060>
- Chen, J. L. (2023). Effect of Perceived Quality of Green Brands on Road Race Participants’ Green Word of Mouth and Mediating Roles of Satisfaction with and Trust in Green Brands. *Sustainability (Switzerland)*, 15(17). <https://doi.org/10.3390/su151713121>
- Chin, T. A., Lawi, N. H. B. M., Muharam, F. M., Kohar, U. H. A., Choon, T. L., & Zakuan, N. (2020). Effects of Green Brand Positioning, Knowledge and Attitude on Green Product Purchase Intention. *International Journal of Psychosocial Rehabilitation*, 24(1), 598–608. <https://doi.org/10.37200/ijpr/v24i1/pr200166>
- Dangelico, R. M., Ceccarelli, G., & Fraccascia, L. (2024). Consumer behavioral intention toward sustainable biscuits: An extension of the theory of planned behavior with product familiarity and perceived value. *Business Strategy and the Environment*, March, 5681–5702. <https://doi.org/10.1002/bse.3774>
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173(June), 121092. <https://doi.org/10.1016/j.techfore.2021.121092>

- Farooqi, R., & Frooghi, R. (2024). Determinants of Sustainable Consumption Behavior: A Case Green Apparel Brands of Pakistan. *Gmjacs*, 14(01), 77–107. <https://doi.org/10.59263/gmjacs.14.001.2024.390>
- Fishbein, M. A., & Ajzen, I. (1975). I.(1975). Belief, attitude, intention and behaviour: An introduction to theory and research. *Reading, Addison-Wesley, May 1975*.
- Fraccascia, L., Ceccarelli, G., & Dangelico, R. M. (2023). Green products from industrial symbiosis: Are consumers ready for them? *Technological Forecasting and Social Change*, 189(April), 122395. <https://doi.org/10.1016/j.techfore.2023.122395>
- Gazi, M. A. I., Masud, A. Al, Yusof, M. F., Billah, M. A., Islam, M. A., & Hossain, M. A. (2024). The green mindset: how consumers' attitudes, intentions, and concerns shape their purchase decisions. *Environmental Research Communications*, 6(2). <https://doi.org/10.1088/2515-7620/ad23f4>
- Gu, X., Firdousi, S. F., Obrenovic, B., Afzal, A., Amir, B., & Wu, T. (2023). The influence of green finance availability to retailers on purchase intention: a consumer perspective with the moderating role of consciousness. *Environmental Science and Pollution Research*, 30(27), 71209–71225. <https://doi.org/10.1007/s11356-023-27355-w>
- Gumplili, S. P., & Das, A. V. (2022). Sample Size and Its Evolution in Research. *IHOPE Journal of Ophtalmology*, 1(1). <https://doi.org/10.25259/IHOPEJO>
- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3). <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, J. F. (2019). A Primer on Partial Least Squares Structural Equation Modeling. *Long Range Planning*, 46(1–2), 184–185. <https://doi.org/10.1016/j.lrp.2013.01.002>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hartanti, A., Aqmala, D., Anomsari, A., Safitri, M., & Nuswantoro, U. D. (2024). Pengaruh Green Perceived Quality Dan Green Brand Image Terhadap Green Trust Dan Green Purchase Intention Pada Produk Micellar Cleansing Water Garnier. 13(3).

- Lin, C. C., & Dong, C. M. (2023). Exploring Consumers' Purchase Intention on Energy-Efficient Home Appliances: Integrating the Theory of Planned Behavior, Perceived Value Theory, and Environmental Awareness. *Energies*, 16(6). <https://doi.org/10.3390/en16062669>
- Ngo, T. T. A., Vo, C. H., Tran, N. L., Nguyen, K. V., Tran, T. D., & Trinh, Y. N. (2024). Factors influencing Generation Z's intention to purchase sustainable clothing products in Vietnam. In *PLoS ONE* (Vol. 19, Issue 12). <https://doi.org/10.1371/journal.pone.0315502>
- Rama, A. S., Yasri, & Susanto, P. (2024). The effect of environmental awareness as a moderation on determinants of green product purchase intention. *Global Journal of Environmental Science and Management*, 10(2), 699–712. <https://doi.org/10.22035/gjesm.2024.02.17>
- Sakr, A. A., Shaban, A. M., Mohamed, Y. W., Abdelraouf, F. Y., Shaarawy, N. El, & Ashoush, N. (2023). The Impact of Sustainability on the Consumer's Purchase Intention. *The Business and Management Review*, 14(02), 7–8. <https://doi.org/10.24052/bmr/v14nu02/art-19>
- Salam, M. T., Smith, K. T., & Mehboob, F. (2022). Purchase intention for green brands among Pakistani millennials. *Social Responsibility Journal*, 18(3), 469–483. <https://doi.org/10.1108/SRJ-08-2020-0341>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (Issue July). <https://doi.org/10.1007/978-3-319-05542-8>
- Sekaran, U., & Bougie, R. (2019). *Research Methods for Business: A Skill Building Approach 8th Edition*.
- Siyal, S., Ahmed, M. J., Ahmad, R., Khan, B. S., & Xin, C. (2021). Factors influencing green purchase intention: Moderating role of green brand knowledge. *International Journal of Environmental Research and Public Health*, 18(20). <https://doi.org/10.3390/ijerph182010762>
- Super Indo. (2017). *Strategi Ritel Keberlanjutan*. https://www.superindo.co.id/korporasi-keberlanjutan/sustainability/sustainability_strategy
- Sürücü, L., & Maslakçi, A. (2020). Validity and Reliability in Quantitative Research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726. <https://doi.org/10.15295/bmij.v8i3.1540>
- Taherdoost, H. (2018). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. *SSRN Electronic*

Journal, 5(3), 28–36. <https://doi.org/10.2139/ssrn.3205040>

- Tsai, C. M., Kao, W. Y., & Liu, W. C. (2025). Navigating Sustainable Mobility in Taiwan: Exploring the Brand-Specific Effects of Perceived Green Attributes on the Green Purchase Intention for Battery Electric Vehicles. *Sustainability (Switzerland)*, 17(3). <https://doi.org/10.3390/su17030985>
- Wahab, H. A., & Ismael, D. M. (2022). Does Green Brand Positioning Limit Carbon Emissions in Egypt? New Evidence from PLS – SEM Method. *The Business and Management Review*, 13(02), 8–9. <https://doi.org/10.24052/bmr/v13nu02/art-18>
- Wang, Y. M., Zaman, H. M. F., & Alvi, A. K. (2022). Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221102441>
- Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. In *Journal of Consumer Marketing* (Vol. 11, Issue 4, pp. 461–129).
- Zhao, H., Furuoka, F., Rasiah, R. A., & Shen, E. (2024). Consumers' Purchase Intention toward Electric Vehicles from the Perspective of Perceived Green Value: An Empirical Survey from China. *World Electric Vehicle Journal*, 15(6), 1–24. <https://doi.org/10.3390/wevj15060267>
- Zhu, Y. P., Xin, L., Wang, H., & Park, H. W. (2025). Effects of AI Virtual Anchors on Brand Image and Loyalty: Insights from Perceived Value Theory and SEM-ANN Analysis. *Systems*, 13(2), 1–22. <https://doi.org/10.3390/systems13020079>

APPENDIX

Appendix 1. Google Forms Questionnaire

Section 1 of 11

Perkenalkan nama saya **Vidha Hiranya** dari program studi *International Business Management Program*, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang menempuh tugas akhir sebagai syarat untuk kelulusan dengan melakukan penelitian mengenai "***Finding the Red String: Analisis Faktor yang Mempengaruhi Niat Beli Terhadap Tas Belanja Pakai Ulang Super Indo***".

Dengan ini, saya memohon waktu dan kesediaan Anda untuk mengisi kuesioner singkat ini. Waktu yang dibutuhkan untuk mengisi kuesioner ini diperkirakan akan memakan waktu **5 - 10 menit**.

Kriteria pengisi kuesioner:

1. Merupakan Generasi Z (lahir antara tahun 1997 - 2012)
2. Pernah melakukan transaksi di Super Indo setidaknya 1 kali dalam 3 bulan terakhir

Segala informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kebutuhan penelitian.

Apabila terdapat pertanyaan mengenai kuesioner ini, Anda dapat menghubungi saya melalui alamat *e-mail* vihiranya@gmail.com

Terima kasih banyak atas bantuan dan dukungan Anda!

Link: <https://forms.gle/fARQdneHNFVXaSWj9>

Section 2 of 11

Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

6. Apakah Anda termasuk Generasi Z? (lahir antara tahun 1997 - 2012)
 - ☐ Ya
 - ☐ Tidak

Section 3 of 11

Pertanyaan Filter 2

Pertanyaan ini digunakan untuk mendapatkan responden dengan kriteria yang sesuai.

1. Saya pernah melakukan transaksi di Super Indo setidaknya 1 kali dalam 3 bulan terakhir.
 - ☐ Ya
 - ☐ Tidak

Section 4 of 11

Karakteristik Responden

Pertanyaan ini digunakan untuk mengetahui karakteristik responden.

1. Gender
 - ☐ Laki – laki
 - ☐ Perempuan
2. Pendapatan per bulan
 - ☐ < Rp2.000.000
 - ☐ Rp2.000.001 – Rp5.000.000
 - ☐ > Rp5.000.000
3. Domisili berdasarkan provinsi
 - ☐ Nanggroe Aceh Darussalam
 - ☐ Sumatera Utara
 - ☐ Sumatera Selatan
 - ☐ Sumatera Barat
 - ☐ Bengkulu

- 
- Riau
 - Kepulauan Riau
 - Jambi
 - Lampung
 - Bangka Belitung
 - Kalimantan Barat
 - Kalimantan Timur
 - Kalimantan Selatan
 - Kalimantan Tengah
 - Kalimantan Utara
 - Banten
 - DKI Jakarta
 - Jawa Barat
 - Jawa Tengah
 - DI Yogyakarta
 - Jawa Timur
 - Bali
 - Nusa Tenggara Timur
 - Nusa Tenggara Barat
 - Gorontalo
 - Sulawesi Barat
 - Sulawesi Tengah
 - Sulawesi Utara
 - Sulawesi Tenggara
 - Sulawesi Selatan
 - Maluku Utara
 - Maluku
 - Papua Barat
 - Papua
 - Papua Tengah
 - Papua Pegunungan
 - Papua Selatan
 - Papua Barat Daya

4. Pekerjaan Anda saat ini
- Pelajar/Mahasiswa
 - Wiraswasta
 - Wirausahawan
 - Karyawan Swasta
 - Pegawai Negeri Sipil
 - Lainnya

Section 5 of 11

Green Brand Positioning

Green Brand Positioning atau Positioning Merk Hijau adalah atribut hijau sebuah produk yang ramah lingkungan serta memberikan nilai positif kepada konsumen. Positioning Merk Hijau merupakan cara sebuah organisasi untuk mendapatkan posisi di pikiran konsumen yang terkait dengan nilai lingkungan dari sebuah produk melalui usaha organisasi tersebut dalam menyampaikan pesan terkait praktik ramah lingkungan produk tersebut.

Dalam mengisi jawaban untuk istilah pertanyaan atau pernyataan, responden harap memilih salah satu angka dari 1 sampai 5. Sesuai dengan prinsip skala 5-Point Likert, keterangan angka adalah sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Saya dapat dengan mudah mengenali label “Go Green” melalui iklan/narasi di tas belanja Super Indo.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

2. Saya merasa tas belanja Super Indo memenuhi keinginan dan kebutuhan saya.

Sangat Tidak Setuju

- ☐ 1

- 2
- 3
- 4
- 5

Sangat Setuju

Section 6 of 11

Attitude Toward Green Brand

Attitude Toward Green Brand atau Sikap Terhadap Merk Hijau adalah penilaian secara logis oleh konsumen terhadap produk ramah lingkungan. Sikap terhadap merk hijau dibentuk dari kesadaran konsumen akan permasalahan lingkungan.

Dalam mengisi jawaban untuk istilah pertanyaan atau pernyataan, responden harap memilih salah satu angka dari 1 sampai 5. Sesuai dengan prinsip skala 5-Point Likert, keterangan angka adalah sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Saya merasa tas belanja Super Indo memiliki reputasi yang dapat dipercaya sebagai produk yang ramah lingkungan.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Saya merasa kinerja tas belanja Super Indo dapat diandalkan sebagai produk yang ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

3. Saya merasa tas belanja Super Indo merupakan produk ramah lingkungan yang dapat diandalkan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

4. Saya merasa kepedulian Super Indo terhadap lingkungan melalui tas belanja mereka memenuhi ekspektasi saya.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

5. Saya merasa Super Indo telah memenuhi janjinya untuk menjaga lingkungan melalui tas belanja mereka.

Sangat Tidak Setuju

- ☐ 1

- 2
- 3
- 4
- 5

Sangat Setuju

6. Saya merasa Super Indo telah memenuhi tanggung jawab mereka untuk menjaga lingkungan melalui tas belanja mereka.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

Section 7 of 11

Green Brand Knowledge

Green Brand Knowledge atau Pengetahuan Merk Hijau adalah pemahaman konsumen terhadap atribut hijau dari sebuah produk ramah lingkungan melalui cara organisasi menyampaikab penjelasan produk, kualitas produk, serta keramahlingkungannya.

Dalam mengisi jawaban untuk istilah pertanyaan atau pernyataan, responden harap memilih salah satu angka dari 1 sampai 5. Sesuai dengan prinsip skala 5-Point Likert, keterangan angka adalah sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

1. Saya merasa Super Indo yang menjual tas belanja telah memenuhi ekspektasi saya.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

2. Saya berbelanja di Super Indo salah satunya karena tas belanja mereka yang ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

3. Saya suka berbelanja di Super Indo karena tas belanja mereka yang memperhatikan lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

Section 8 of 11

Green Perceived Quality

Green Perceived Quality atau Persepsi Kualitas Hijau adalah persepsi terhadap kualitas dan superioritas produk ramah lingkungan. Persepsi dibentuk melalui bagaimana organisasi berkontribusi kepada lingkungan secara positif.

Dalam mengisi jawaban untuk istilah pertanyaan atau pernyataan, responden harap memilih salah satu angka dari 1 sampai 5. Sesuai dengan prinsip skala 5-Point Likert, keterangan angka adalah sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Saya merasa kualitas tas belanja Super Indo lebih tinggi dibandingkan kantong belanja plastik.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

2. Saya merasa tas belanja Super Indo lebih kuat dibandingkan kantong belanja plastik.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3

- 4
- 5

Sangat Setuju

Section 9 of 11

Green Perceived Utility

Green Perceived Quality atau Persepsi Kualitas Hijau adalah persepsi terhadap kualitas dan superioritas produk ramah lingkungan. Persepsi dibentuk melalui bagaimana organisasi berkontribusi kepada lingkungan secara positif.

Dalam mengisi jawaban untuk istilah pertanyaan atau pernyataan, responden harap memilih salah satu angka dari 1 sampai 5. Sesuai dengan prinsip skala 5-Point Likert, keterangan angka adalah sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

1. Saya merasa tas belanja Super Indo baik untuk lingkungan.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Saya merasa tas belanja Super Indo dapat mengurangi polusi secara efektif.

Sangat Tidak Setuju

- 1

- 2
- 3
- 4
- 5

Sangat Setuju

3. Tas belanja Super Indo dapat mengurangi masalah terkait sampah plastik.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

Section 10 of 11

Green Purchase Intention

Green Purchase Intention atau Niat Beli Hijau adalah niat konsumen untuk melakukan pembelian terhadap produk ramah lingkungan.

Dalam mengisi jawaban untuk istilah pertanyaan atau pernyataan, responden harap memilih salah satu angka dari 1 sampai 5. Sesuai dengan prinsip skala 5-Point Likert, keterangan angka adalah sebagai berikut:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Saya berniat untuk berbelanja di Super Indo karena kepedulian mereka terhadap lingkungan yang ditunjukkan dengan tas belanja ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

2. Saya akan berbelanja di Super Indo di masa depan karena manfaat yang mereka berikan kepada lingkungan melalui tas belanja ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

3. Secara keseluruhan, saya suka berbelanja di Super Indo salah satunya karena mereka menjual tas belanja ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

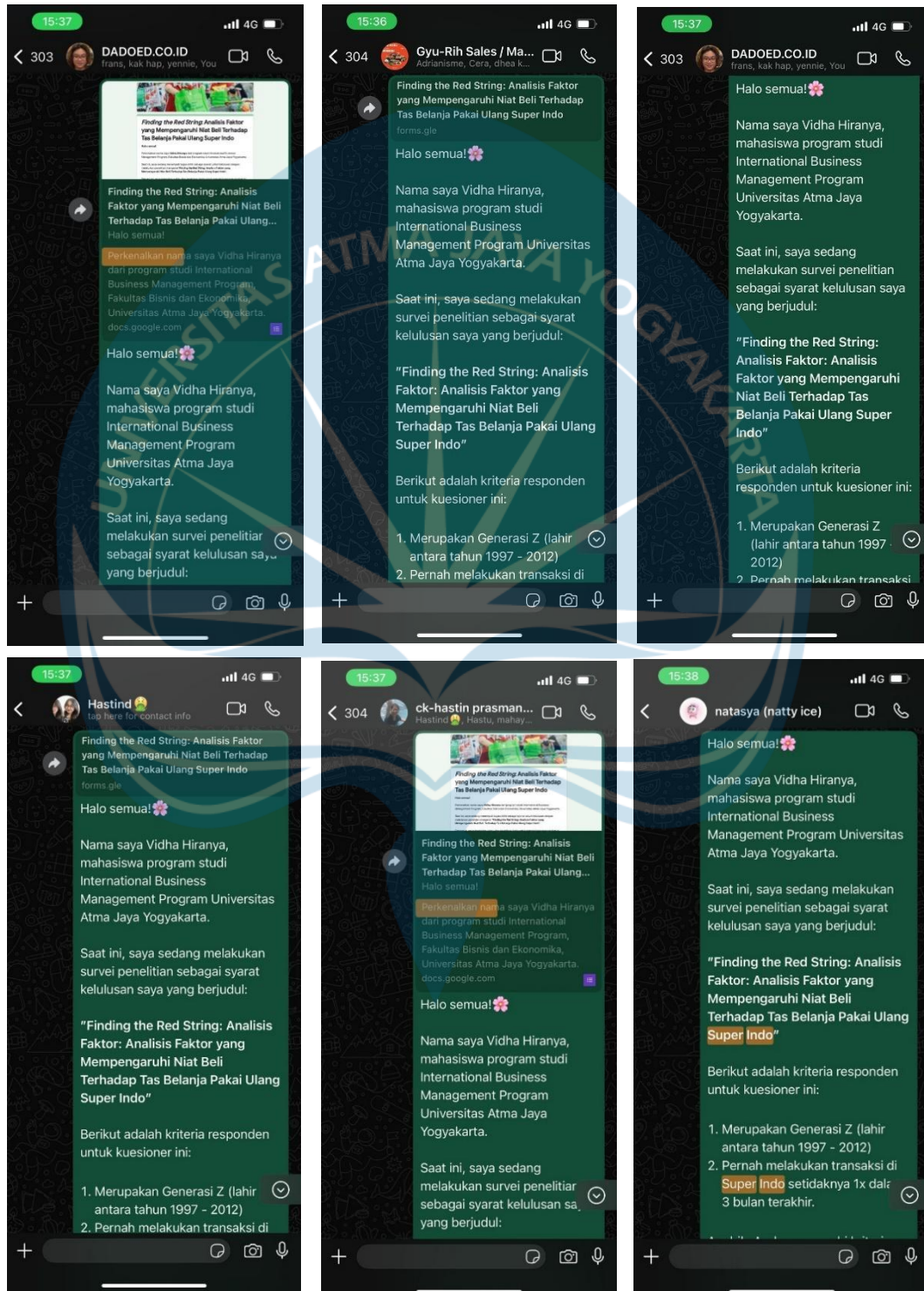
Sangat Setuju

Section 11 of 11

Terima Kasih!

Terima kasih atas waktu dan kesediaan Anda dalam mengisi kuesioner ini.

Appendix 2. Distribution of Questionnaires



Appendix 3. Respondent Answers

NO	GBP 2	GBP 3	ATGB 1	ATGB 2	ATGB 3	ATGB 4	ATGB 5	ATGB 6	GBK 3	GBK 4	GBK 5	GPO 1	GPO 2	GPU 1	GPU 2	GPU 3	GPI 1	GPI 2	GPI 3
1	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	4	4	4	4	4	4	4	4	4	3	3	4	4	5	4	5	3	3	4
3	5	4	5	4	4	5	4	4	3	4	3	4	3	4	3	5	4	4	4
4	5	4	4	5	5	4	4	4	5	4	4	5	5	4	4	4	4	4	4
5	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3
6	5	4	4	3	4	5	5	4	4	4	5	3	4	4	5	5	5	3	5
7	5	5	5	5	5	5	5	5	5	3	5	4	4	5	5	5	4	5	4
8	5	4	4	4	4	4	4	4	4	3	4	3	5	5	4	5	4	4	4
9	5	3	5	5	4	3	3	4	3	5	5	4	5	5	4	5	4	4	3
10	3	3	4	4	3	4	4	4	5	4	4	4	5	5	5	5	5	5	5
11	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	5	4	4	5	5	3	4	4	4	4	5	5	5	5	5	5	5	5

13	4	4	4	4	5	4	4	4	4	2	3	5	5	5	5	5	5	3	4
14	5	4	4	4	5	5	4	4	5	5	4	5	5	4	5	5	5	4	5
15	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	4	5	5
16	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17	5	5	3	4	5	5	4	4	4	4	5	5	5	4	5	3	4	5	4
18	5	5	4	4	4	4	4	3	5	3	5	5	5	5	3	5	4	4	3
19	5	4	5	3	4	4	3	5	5	4	5	4	3	4	5	3	3	4	4
20	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
21	3	4	4	4	3	3	4	4	4	3	4	4	5	4	3	4	4	3	4
22	5	5	5	4	4	3	4	5	5	3	4	5	5	5	4	4	3	4	5
23	5	4	3	3	4	4	1	5	4	1	1	1	1	5	1	5	1	1	1
24	5	4	4	5	5	5	4	5	4	3	4	4	3	5	4	4	4	4	4
25	5	5	5	5	5	5	5	4	4	5	2	4	4	5	5	5	2	1	1
26	5	3	4	5	4	3	4	3	3	1	1	4	4	3	4	5	3	3	4
27	4	5	5	4	4	5	5	4	5	4	3	5	4	3	5	4	4	4	5
28	5	5	5	5	5	4	3	4	4	5	3	4	4	4	4	4	5	3	4
29	4	4	4	5	4	5	4	4	4	4	5	4	4	4	5	4	4	5	4

30	5	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	3
31	3	4	3	3	3	3	3	3	3	3	3	5	5	3	3	3	3	3	3
32	5	5	4	4	4	5	4	5	4	5	5	5	5	4	3	4	3	4	5
33	4	4	4	4	4	5	3	4	4	4	5	5	4	4	5	4	5	4	4
34	4	4	4	4	4	5	4	4	4	4	5	5	5	5	5	5	4	4	5
35	5	5	5	5	5	5	5	5	4	3	4	4	4	4	4	4	4	4	4
36	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4
37	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
38	2	2	4	3	4	4	4	4	2	2	2	4	3	4	3	2	2	2	2
39	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
40	5	4	5	5	5	5	4	4	4	3	5	5	5	5	5	5	5	5	4
41	5	4	4	5	5	4	5	5	4	1	2	5	5	5	3	5	3	3	2
42	5	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5	4
43	3	3	3	3	3	3	3	3	3	4	3	4	4	3	3	4	3	3	3
44	3	2	3	3	4	4	3	3	3	1	2	3	3	4	3	4	2	2	3
45	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
46	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

47	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5
48	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	4	4	4
49	5	4	5	4	5	4	5	5	4	4	5	5	5	5	4	5	4	4	5
50	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
51	5	4	4	4	4	4	4	4	4	2	2	3	3	4	4	5	3	3	3
52	5	5	5	4	5	5	4	4	4	5	5	5	4	4	4	5	5	4	4
53	5	5	4	4	4	4	4	5	5	3	5	5	5	5	5	5	4	5	5
54	5	5	5	4	5	5	4	5	5	5	4	5	5	5	4	4	5	5	4
55	4	5	5	5	5	4	5	4	5	3	4	5	5	5	4	4	4	3	3
56	3	3	3	3	3	3	3	3	3	2	3	5	5	3	3	3	2	3	3
57	5	4	5	4	5	4	5	5	5	5	5	5	5	5	4	5	5	4	5
58	4	5	4	5	4	5	4	5	5	4	5	4	5	5	4	5	5	5	4
59	4	4	5	5	4	4	5	5	5	4	4	3	4	5	5	4	3	4	4
60	4	4	3	4	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3
61	4	4	5	5	4	4	5	5	5	3	3	5	5	5	4	5	4	4	4
62	4	3	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4
63	3	2	2	3	4	3	4	4	4	1	1	5	5	4	4	4	2	3	3

64	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4
65	4	5	4	4	5	4	4	4	4	5	4	5	5	4	5	5	4	4	5
66	4	2	3	4	4	4	4	5	5	4	5	5	4	5	4	3	5	4	5
67	4	4	5	5	4	5	4	5	4	5	4	4	5	4	5	4	4	5	5
68	3	4	5	1	2	4	5	5	3	5	4	1	3	5	4	5	4	5	4
69	4	3	5	4	4	3	4	4	2	4	2	4	5	5	4	5	3	4	4
70	4	3	4	5	3	4	5	4	3	5	4	3	4	5	3	5	3	3	3
71	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
72	5	4	4	4	4	4	4	4	5	4	4	5	5	4	4	5	5	5	4
73	5	4	4	3	3	4	4	3	4	4	4	4	4	4	3	3	3	4	4
74	5	4	3	5	4	3	2	3	4	4	3	5	4	3	3	5	3	4	3
75	5	5	4	4	4	3	4	4	3	4	2	3	3	4	2	4	2	3	4
76	4	5	4	4	4	4	4	4	3	4	4	4	4	4	3	3	4	3	2
77	5	5	3	3	3	3	3	3	4	3	4	5	5	4	4	5	4	4	4
78	4	4	5	4	4	3	5	4	4	2	3	4	4	4	4	4	3	2	3
79	4	4	5	4	5	3	4	4	4	4	3	5	4	4	4	3	4	4	4
80	4	3	4	4	3	3	4	3	3	4	4	4	3	4	3	3	4	3	5

81	4	5	4	4	4	5	3	3	4	2	3	4	5	4	3	4	3	3	4
82	3	4	4	4	4	3	3	4	4	3	4	4	5	5	5	5	3	4	3
83	4	5	3	4	3	5	4	4	4	3	4	5	5	3	4	5	3	3	4
84	4	4	3	4	4	3	4	4	3	2	3	5	5	4	4	3	2	2	3
85	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4
86	4	3	4	4	5	3	5	4	5	3	4	5	4	5	4	5	3	4	4
87	3	3	4	4	4	5	5	5	4	3	4	5	5	5	3	4	3	4	5
88	5	4	5	5	5	4	2	5	5	1	1	5	5	5	5	5	1	1	1
89	4	3	4	4	4	3	2	2	4	3	3	4	5	4	4	4	2	2	3
90	5	5	3	3	4	5	5	4	3	2	2	4	4	4	5	5	3	4	4
91	5	5	4	3	3	4	4	4	4	4	4	4	4	4	4	5	3	4	3
92	5	5	5	5	4	3	5	5	5	3	4	5	5	5	3	5	3	5	5
93	5	4	5	4	4	3	3	3	3	2	3	4	4	4	3	3	3	3	3
94	5	4	5	5	4	4	4	4	4	4	5	5	5	4	4	5	4	4	4
95	4	4	3	3	4	5	4	4	3	2	4	2	2	5	4	5	3	3	4
96	5	4	4	4	4	5	5	5	3	3	3	5	5	4	3	5	3	3	4
97	3	4	4	5	2	3	2	2	3	1	2	4	1	3	2	1	3	3	4

98	4	5	4	4	5	4	3	4	4	4	5	4	3	5	5	4	3	3	3
99	4	3	5	5	5	4	3	4	4	4	4	5	5	5	5	4	4	4	4
100	4	4	3	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
101	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
102	4	4	5	4	3	3	5	3	4	3	4	3	5	4	4	4	4	4	4
103	4	4	4	4	4	4	4	4	4	3	4	4	4	4	3	4	3	4	4
104	4	4	4	5	3	3	4	5	3	5	4	4	4	3	4	4	3	3	3
105	5	3	4	3	4	5	4	4	2	4	4	5	4	5	4	3	3	4	4
106	4	3	5	4	5	4	2	4	2	1	4	4	5	4	5	4	3	4	3
107	4	5	4	3	4	5	3	4	4	3	5	4	3	4	4	3	3	4	4
108	4	4	4	5	5	4	4	3	3	4	4	3	4	4	5	5	3	3	3
109	4	5	5	5	5	4	4	4	3	4	4	4	4	4	4	4	1	1	1
110	5	5	3	4	4	3	5	5	5	4	4	3	4	5	4	4	4	3	4
111	4	4	5	4	4	4	3	4	3	4	4	5	4	4	3	4	5	4	4
112	4	4	4	4	4	4	3	4	3	4	4	4	4	3	4	4	3	4	4
113	3	4	3	4	4	3	4	5	4	3	4	5	3	4	3	5	3	3	2
114	4	4	3	3	4	3	4	5	5	4	5	5	5	4	5	5	3	3	4

115	5	4	4	3	4	5	4	3	4	3	4	3	5	4	3	4	3	3	4
116	5	4	3	3	3	4	4	4	4	3	3	5	5	4	4	4	3	3	3
117	4	5	5	4	3	2	3	4	5	4	2	5	4	2	3	4	5	4	3
118	4	5	5	4	3	2	3	4	5	4	2	5	4	2	3	4	5	4	3
119	5	4	4	4	4	5	5	5	4	4	4	4	4	5	5	5	4	4	3
120	4	4	4	5	4	4	4	4	4	3	5	5	4	5	5	5	5	4	4
121	5	4	4	3	3	5	4	4	4	3	3	3	2	4	5	5	3	3	4
122	4	4	4	4	5	4	5	4	4	5	4	5	4	5	5	4	5	4	4
123	4	4	4	4	4	4	5	5	4	5	5	5	5	4	4	4	4	4	5
124	4	4	3	4	4	5	4	4	4	3	4	5	4	4	4	4	3	4	3
125	4	4	3	4	5	4	5	5	3	2	3	4	5	4	4	5	3	3	4
126	5	5	5	5	5	5	5	5	5	3	3	5	5	4	3	5	3	3	3
127	4	4	3	3	4	3	4	4	3	3	4	5	5	4	4	4	3	3	3
128	4	5	5	4	5	4	4	3	5	3	3	4	4	4	4	4	3	3	3
129	4	3	3	4	5	5	4	4	4	3	4	4	4	4	5	5	3	3	4
130	5	4	5	5	4	5	4	4	4	3	3	4	5	5	4	4	3	5	4
131	5	4	5	4	4	5	4	4	2	2	2	4	4	5	3	5	3	4	3

132	4	5	3	5	4	2	4	5	4	5	4	3	4	4	5	4	3	4	3
133	4	3	4	3	3	3	3	4	3	4	4	4	4	3	3	4	3	3	3
134	4	3	3	3	4	3	4	4	3	3	4	3	3	3	4	4	3	3	3
135	4	3	4	3	3	3	4	4	3	2	2	4	4	4	3	4	3	3	3
136	5	3	4	4	5	4	3	4	3	1	3	4	4	4	2	4	2	1	2
137	4	4	4	3	4	5	4	5	3	4	5	4	4	5	4	5	4	4	4
138	5	4	5	5	4	5	5	5	4	3	3	3	2	3	3	3	2	2	3
139	5	4	4	5	3	4	5	4	5	3	4	5	4	4	4	4	4	5	3
140	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
141	4	4	5	4	5	5	4	3	4	3	3	4	4	5	4	5	3	4	3
142	4	5	4	3	3	5	4	4	4	3	4	3	4	4	5	5	4	4	5
143	5	5	5	4	5	5	3	4	4	4	4	3	3	4	5	5	4	4	5
144	4	5	3	4	3	4	4	4	3	3	4	4	3	3	2	4	3	3	4
145	5	5	5	4	4	3	4	5	3	3	4	5	5	4	5	5	4	4	4
146	5	4	4	4	4	3	3	3	4	4	4	5	5	4	3	3	3	2	2
147	4	5	5	5	5	5	5	5	4	3	4	4	4	5	5	5	4	4	5
148	5	5	4	4	5	4	5	4	4	5	4	4	5	5	4	5	5	4	4

149	5	5	3	4	5	3	4	4	3	2	3	4	4	2	2	3	3	3	3
150	1	1	4	5	4	5	5	5	3	3	5	5	5	5	5	5	4	4	5
151	4	4	5	5	5	4	4	5	5	5	5	5	5	5	4	5	5	5	5
152	4	4	4	3	4	3	4	4	4	3	5	4	4	4	4	3	4	4	4
153	5	4	4	5	4	3	3	4	4	5	5	4	5	4	3	4	4	4	5
154	4	3	4	4	4	4	4	5	3	4	4	4	5	4	5	5	3	4	4
155	4	5	4	4	5	4	3	5	3	3	3	3	3	3	4	5	3	3	3
156	4	5	5	4	5	5	4	5	4	5	5	4	4	5	4	5	4	5	4
157	4	4	5	4	3	4	5	4	3	4	4	4	5	4	5	4	4	4	4
158	5	4	4	3	4	4	3	4	3	2	2	4	5	4	4	4	3	3	4
159	3	4	4	5	5	3	2	3	2	1	3	5	5	4	4	5	1	2	1
160	4	3	5	4	4	3	4	4	5	4	1	4	4	4	3	4	4	4	4
161	5	4	4	5	5	5	5	5	4	4	5	5	5	4	4	5	4	4	4
162	5	5	5	5	5	4	3	3	4	2	4	3	5	5	5	5	4	3	1
163	3	3	4	3	4	4	5	5	4	3	5	4	4	5	5	5	4	4	3
164	4	4	5	5	4	5	5	4	3	5	5	2	4	5	4	4	4	5	4
165	5	5	3	5	5	2	5	5	5	2	5	5	5	4	5	5	4	4	5

166	4	4	4	5	4	4	4	5	4	3	4	3	4	4	5	5	4	5	4
167	4	5	5	4	5	4	3	5	3	4	5	3	4	5	5	4	4	4	3
168	5	3	4	4	5	4	3	4	4	5	4	5	5	4	4	4	4	4	5
169	4	4	3	4	3	3	4	4	3	3	4	4	3	4	5	5	3	3	4
170	2	3	3	3	3	3	2	1	3	2	1	1	1	1	1	3	2	3	3
171	4	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	4	4	4
172	4	5	4	5	3	4	5	4	4	5	4	4	5	4	3	5	4	5	4
173	5	4	5	4	4	4	4	3	4	4	4	5	5	4	5	5	3	3	3
174	4	4	5	4	4	5	4	5	4	5	5	4	4	5	5	3	4	5	4
175	5	4	4	4	4	4	4	5	5	4	4	4	4	4	4	4	4	4	4
176	4	5	3	5	2	4	4	5	3	2	4	4	4	4	5	5	4	3	4
177	5	5	4	5	4	4	5	5	5	5	4	5	5	4	4	5	5	5	5
178	5	4	4	4	4	5	4	5	3	4	3	4	4	5	4	5	4	3	3
179	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
180	4	4	5	4	5	3	4	4	3	5	5	3	5	5	4	5	4	5	5
181	4	5	4	5	5	4	5	4	4	4	5	3	3	5	4	5	3	3	4
182	5	4	4	5	4	5	4	4	4	3	3	3	4	3	4	5	4	5	4

183	4	5	4	4	5	3	4	4	4	4	4	4	4	4	5	5	4	3	4
184	4	5	2	3	2	5	4	4	5	2	4	5	5	4	5	5	4	4	4
185	4	4	5	5	5	5	4	5	4	4	5	5	5	5	5	5	5	5	5
186	4	3	4	4	4	4	3	4	4	3	3	3	3	3	4	4	3	3	3
187	4	4	4	3	3	4	4	4	4	2	3	5	5	3	4	3	3	4	4
188	5	3	4	4	4	5	2	5	4	1	3	5	3	2	4	5	4	5	4
189	4	3	4	3	3	4	4	4	4	4	3	4	4	4	4	5	3	3	3
190	4	4	4	4	3	4	4	4	3	4	3	4	4	4	4	4	3	3	3
191	4	4	4	4	4	5	5	5	4	4	5	5	5	4	5	5	4	4	4
192	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
193	4	5	4	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	5
194	5	5	4	4	4	4	4	4	4	4	4	5	5	4	5	5	5	4	4

Appendix 4. Pilot Test for Research Object

Section 1 of 5

Pilot Test: Dimana Biasanya Anda Berbelanja?

Halo!

Nama saya Vidha Hiranya, saat ini sedang **BERUSAHA** untuk menyelesaikan studi S1 saya melalui penelitian terkait *green marketing* yang dimulai dengan pengumpulan data *Pilot Test: Dimana Biasanya Anda Berbelanja?*

Apabila Anda bersedia untuk membantu saya, tolong isi *mini questionnaire* ini dengan jujur ya!

Jawaban yang Anda pilih akan dijaga kerahasiaannya dan hanya akan digunakan untuk keperluan penelitian ini.

Terima kasih banyak!

Section 2 of 5

Pertanyaan Umum

1. Apakah Anda lahir di antara tahun 1997 – 2012? (Gen Z)
 - ☐ Ya
 - ☐ Tidak

Section 3 of 5

Pertanyaan Umum

1. Jenis Kelamin
 - ☐ Laki – laki
 - ☐ Perempuan

Section 4 of 5

Pertanyaan Umum

1. Apakah Anda lahir di antara tahun 1997 – 2012? (Gen Z)
 - ☐ Indogrosir
 - ☐ Super Indo

- Mirota Kampus
 - Pamella Supermarket
 - Toko Progo
 - Lainnya
2. Apabila Anda mengunjungi *supermarket*, apakah Anda memilih untuk membeli kantong belanja pakai ulang (*reusable shopping bag*) atau plastik untuk membawa barang belanjaan Anda?
- Kantong belanja pakai ulang (*reusable shopping bag*)
 - Plastik

Section 5 of 5

Thank You for Your Answers

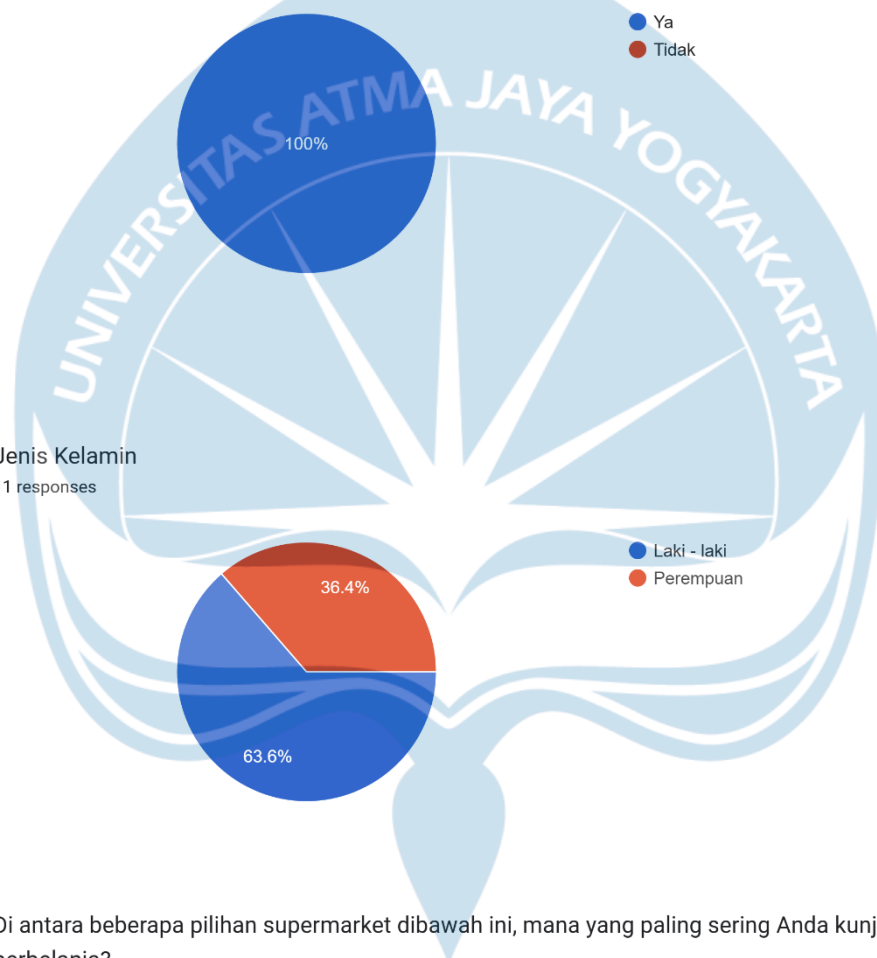
Have a great day!

Link: <https://forms.gle/3AbfVRHnAjvx6qgX6>

Appendix 5. Result of Pilot Test for Research Object

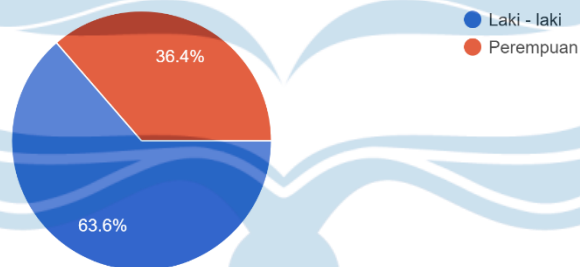
Apakah Anda lahir di antara tahun 1997 - 2012? (Gen Z)

11 responses



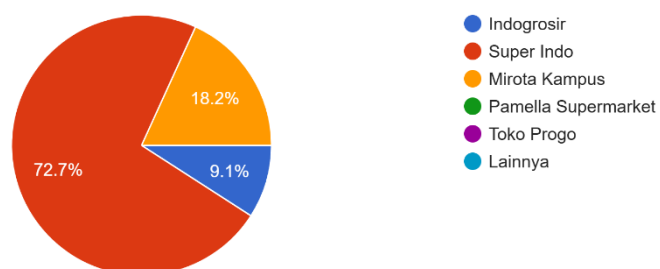
Jenis Kelamin

11 responses



Di antara beberapa pilihan supermarket dibawah ini, mana yang paling sering Anda kunjungi untuk berbelanja?

11 responses



Apabila Anda mengunjungi supermarket, apakah Anda memilih untuk membeli kantong belanja pakai ulang (reusable shopping bag) atau plastik untuk membawa barang belanjaan Anda?

11 responses



Appendix 6. SmartPLS 4 Data Output

Pilot Test (N = 57) – Outer Loadings

SmartPLS 4 Screenshot: Outer Loadings - Matrix. The interface shows the 'Outer loadings - Matrix' window with a table of loadings for 13 indicators across 6 latent variables (AT08, GBK, GBP, GPI, GPO, GPU). The left sidebar shows the 'PLS-SEM algorithm' menu with 'Outer loadings' selected.

	AT08	GBK	GBP	GPI	GPO	GPU
X1.1		0.533				
X1.2		0.780				
X1.3		0.777				
X1.4		0.660				
X2.1	0.823					
X2.2	0.757					
X2.3	0.925					
X2.4	0.726					
X2.5	0.776					
X2.6	0.743					
X3.1		0.632				
X3.2		0.653				
X3.3		0.721				
X3.4		0.769				
X3.5		0.893				
X4.1				0.919		
X4.2				0.934		
X4.3				0.979		
X5.1					0.704	
X5.2					0.856	
X5.3					0.716	
Y1.1				0.902		
Y1.2				0.913		
Y1.3				0.900		

Pilot Test (N = 57) – Fornell-Larcker criterion

SmartPLS 4 Screenshot: Discriminant validity - Fornell-Larcker criterion. The interface shows the 'Discriminant validity - Fornell-Larcker criterion' window with a table of values for 6 latent variables (AT08, GBK, GBP, GPI, GPO, GPU). The left sidebar shows the 'PLS-SEM algorithm' menu with 'Discriminant validity and validity' selected.

	AT08	GBK	GBP	GPI	GPO	GPU
AT08	0.716					
GBK	0.617	0.715				
GBP	0.706	0.649	0.695			
GPI	0.574	0.610	0.634	0.905		
GPO	0.400	0.408	0.439	0.598	0.787	
GPU	0.728	0.649	0.611	0.665	0.450	0.762

Pilot Test (N = 57) – Construct Reliability and Validity

SmartPLS 4 Screenshot: Construct reliability and validity - Overview. The interface shows the 'Construct reliability and validity - Overview' window with a table of values for 6 latent variables (AT08, GBK, GBP, GPI, GPO, GPU). The left sidebar shows the 'PLS-SEM algorithm' menu with 'Construct reliability and validity' selected.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AT08	0.667		0.870	0.900
GBK	0.797		0.835	0.860
GBP	0.632		0.632	0.785
GPI	0.690		0.692	0.932
GPO	0.705		0.670	0.614
GPU	0.695		0.804	0.804

Data Analysis – Outer Loadings

SmartPLS 4

SmartPLS Export

PLS-SEM algorithm

Outer loadings - Matrix

	AT08	GBK	GBP	GPI	GPO	GPU
X1.2			0.815			
X1.3			0.894			
X2.1	0.600					
X2.2	0.964					
X2.3	0.544					
X2.4	0.636					
X2.5	0.712					
X2.6	0.726					
X3.1		0.646				
X3.4		0.830				
X3.5		0.840				
X4.1			0.876			
X4.2			0.915			
X5.1				0.743		
X5.2				0.860		
X5.3				0.721		
Y1.1				0.896		
Y1.2				0.903		
Y1.3				0.857		

Data Analysis – Fornell-Larcker Criterion

SmartPLS 4

SmartPLS Export

PLS-SEM algorithm

Discriminant validity - Fornell-Larcker criterion

	AT08	GBK	GBP	GPI	GPO	GPU
AT08	0.634					
GBK	0.545	0.777				
GBP	0.412	0.377	0.656			
GPI	0.408	0.701	0.247	0.896		
GPO	0.303	0.358	0.187	0.355	0.896	
GPU	0.607	0.490	0.257	0.422	0.357	0.777

Data Analysis – Construct Reliability and Validity

SmartPLS 4

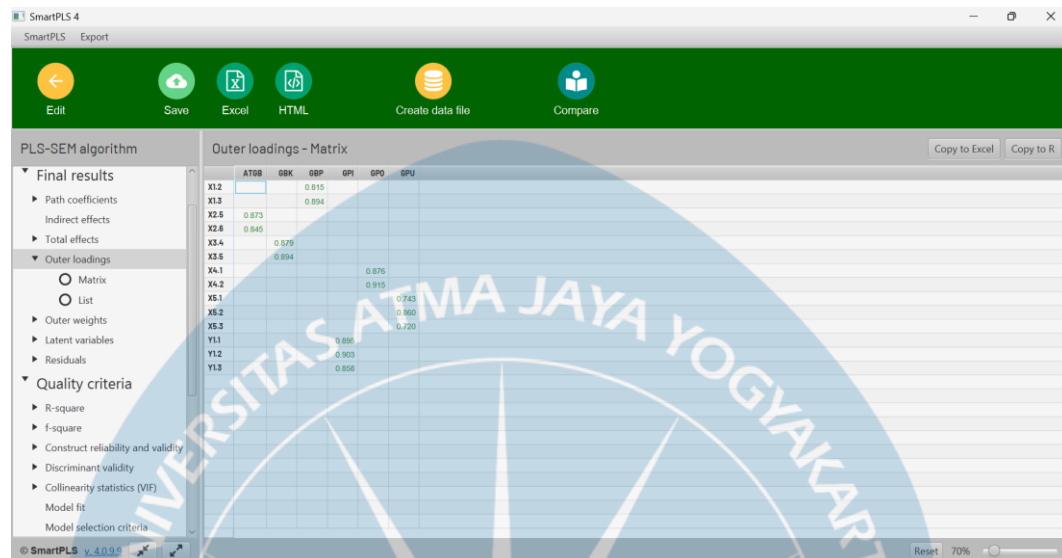
SmartPLS Export

PLS-SEM algorithm

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_c)	Composite reliability (rho_u)	Average variance extracted (AVE)
AT08	0.714	0.721	0.799	0.402
GBK	0.666	0.689	0.819	0.604
GBP	0.640	0.668	0.846	0.752
GPI	0.863	0.870	0.916	0.784
GPO	0.756	0.773	0.890	0.803
GPU	0.681	0.740	0.819	0.603

Data Analysis (outlier 2) – Outer Loadings



SmartPLS 4
SmartPLS Export

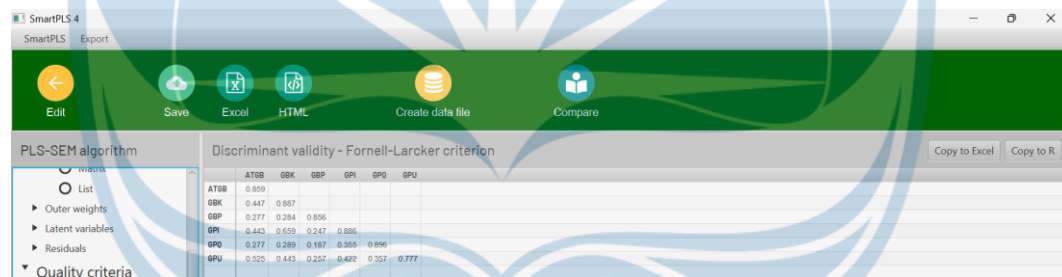
PLS-SEM algorithm

Outer loadings - Matrix

	ATGB	GBK	GBP	GPI	GPO	GPU
X1.2			0.815			
X1.3			0.894			
X2.5	0.873					
X2.6	0.845					
X3.4		0.579				
X3.5		0.894				
X4.1			0.876			
X4.2			0.915			
X5.1			0.743			
X5.2			0.860			
X5.3			0.720			
Y1.1			0.895			
Y1.2			0.903			
Y1.3			0.858			

SmartPLS v. 4.0.9.5

Data Analysis (outlier 2) – Discriminant Validity



SmartPLS 4
SmartPLS Export

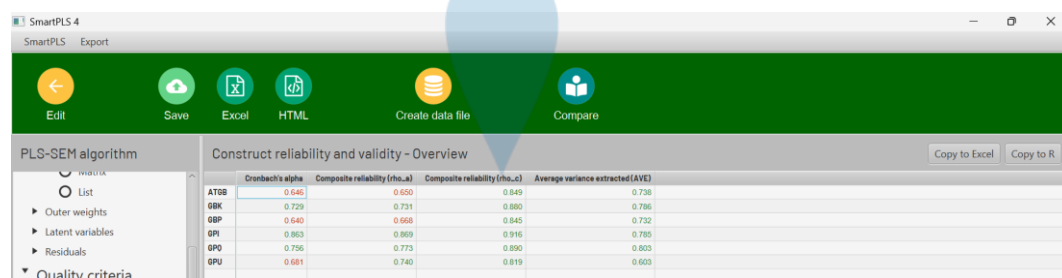
PLS-SEM algorithm

Discriminant validity - Fornell-Larcker criterion

	ATGB	GBK	GBP	GPI	GPO	GPU
ATGB	0.859					
GBK	0.447	0.887				
GBP	0.277	0.284	0.856			
GPI	0.443	0.559	0.247	0.885		
GPO	0.277	0.289	0.187	0.368	0.896	
GPU	0.325	0.443	0.257	0.422	0.357	0.777

SmartPLS v. 4.0.9.5

Data Analysis (outlier 2) – Construct Reliability and Validity



SmartPLS 4
SmartPLS Export

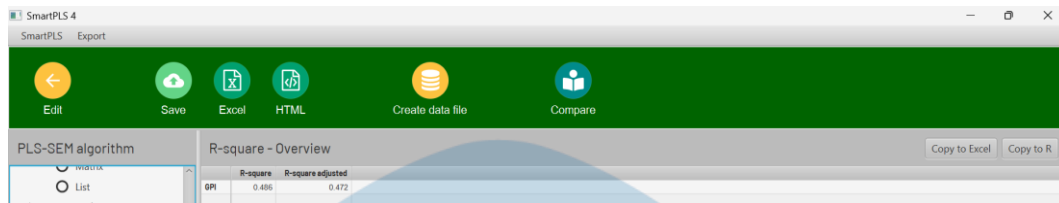
PLS-SEM algorithm

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_c)	Composite reliability (rho_a)	Average variance extracted (AVE)
ATGB	0.645	0.650	0.649	0.735
GBK	0.729	0.731	0.880	0.786
GBP	0.640	0.668	0.845	0.732
GPI	0.863	0.869	0.916	0.785
GPO	0.756	0.773	0.890	0.803
GPU	0.681	0.740	0.819	0.603

SmartPLS v. 4.0.9.5

Data Analysis – R-Square



SmartPLS 4 - R-square - Overview

	R-square	R-square adjusted
GPI	0.486	0.472

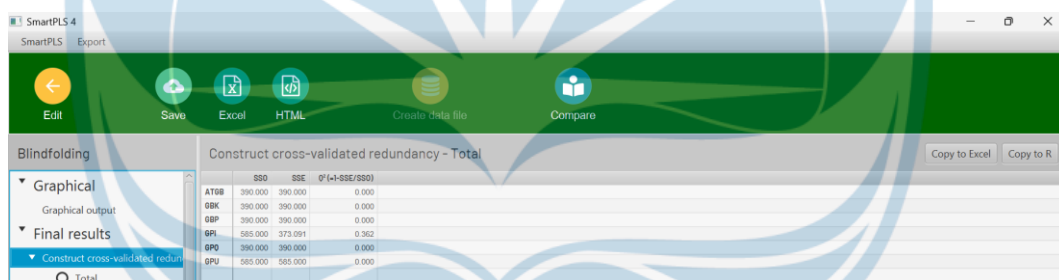
Data Analysis – F-Square



SmartPLS 4 - f-square - Matrix

	ATOB	GBK	GBP	GPI	GPO	GPU
ATOB	0.021					
GBK	0.363	0.001				
GBP	0.001		0.032			
GPI				0.005		
GPO					0.032	
GPU						0.005

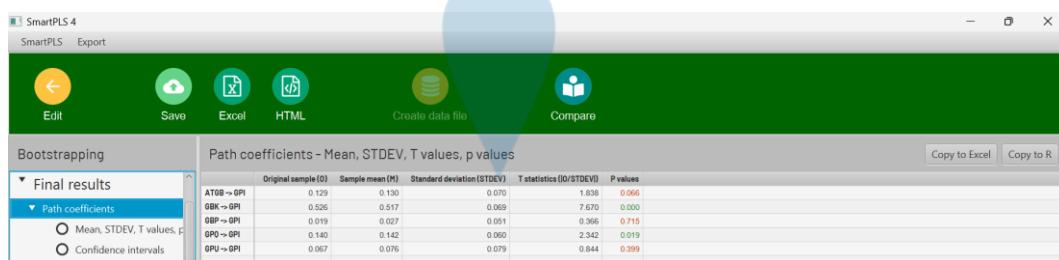
Data Analysis – Q-Square



SmartPLS 4 - Construct cross-validated redundancy - Total

	SSO	SSE	Q² (1-SSE/SSO)
ATOB	390.000	390.000	0.000
GBK	390.000	390.000	0.000
GBP	390.000	390.000	0.000
GPI	585.000	575.091	0.363
GPO	390.000	390.000	0.000
GPU	585.000	585.000	0.000

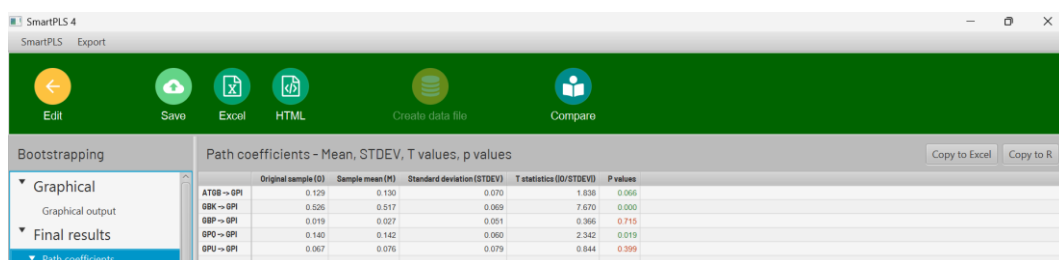
Data Analysis – Bootstrapping ($\alpha = 5\%$)



SmartPLS 4 - Path coefficients - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATOB → GPI	0.129	0.130	0.070	1.838	0.066
GBK → GPI	0.526	0.517	0.069	7.670	0.000
GBP → GPI	0.019	0.027	0.051	0.366	0.715
GPO → GPI	0.140	0.142	0.060	2.342	0.019
GPU → GPI	0.067	0.076	0.079	0.844	0.399

Data Analysis – Bootstrapping ($\alpha = 10\%$)



SmartPLS 4 - Path coefficients - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATOB → GPI	0.129	0.130	0.070	1.838	0.066
GBK → GPI	0.526	0.517	0.069	7.670	0.000
GBP → GPI	0.019	0.027	0.051	0.366	0.715
GPO → GPI	0.140	0.142	0.060	2.342	0.019
GPU → GPI	0.067	0.076	0.079	0.844	0.399

Appendix 7. Main Article Reference

Consumer attitude toward using eco-friendly plastic bags: A green marketing approach

R Bursan¹, I Listiana², R Ardeno¹, S Bangsawan¹, H Jimad¹, and A Mutolib³

¹Faculty of Economic and Business, University of Lampung, Bandar Lampung, Indonesia ²Faculty of Agriculture, University of Lampung, Bandar Lampung, Indonesia

³Study Program of Agribusiness, Postgraduate Program, University of Siliwangi, Indonesia

E-mail: Indahlistiana1@gmail.com

The purposes of this study are: 1) To assess the impact of green brand positioning, consumers' attitude toward green brands and green brand knowledge on green product purchase intention, 2) To examine the variation of contribution from green brand positioning, consumers' attitude toward green brands, and green brand knowledge toward green product purchase intention, 3) To identify the significant influence of green brand positioning, consumers' attitude toward green brands, and green brand knowledge on green product purchase intention. A questionnaire was utilized to gather the data. The purposive sampling technique was used, involving respondents who practice a green lifestyle and have had green product purchasing experience. The data were analyzed using the three-stage hypothesis analysis model: Simultaneous variable testing (F-testing), coefficient of determination (R²), and partially hypothesis testing (t-testing). Simultaneous variable testing results stated that simultaneously green brand, attitude, and green knowledge influencing green product purchase intention. The three independent variables, namely green brand positioning, attitude, and green knowledge, explain 69.20% of the green product purchase intention variation while unknown variables influence the rest. Green brand positioning and green brand knowledge variable have a significant influence on green product purchase intention. In contrast, consumers' attitudes toward green brands did not significantly influence green product purchase intention. Firms and businesses can use green brand positioning to better market their products, improve consumers' green brand knowledge and attitude toward green brands, and increase green brand purchase intentions.

1. Introduction

Nowadays, the environment's movement has affected the living being's condition around it, especially human being sustainability [1], [2], [3]. Many environmental issues or natural disasters such as climate change, forest fire, floods, landslides [4], [5], [6], and epidemics prove the lack of environmental value awareness [7], [8]. One of the significant issues comes from plastic bags because the following problem from plastic waste brought not only negative impact toward human sustainability but also other living being sustainability. The presence of plastic waste hazards required restrictions in the use of plastic bags because plastic bags are one of the significant plastic waste contributors that have big demand but

hard to control after being used. The problems of using plastic bags are increasingly the concern of the community. The high number of plastic bag hazards has reached a crucial point that should be taken a proper response. However, from the company's perspective, environmental problems become one of the strategic issues in achieving global competitiveness [9]. Companies are rapidly exploring and researching new ways, developing new ideas, and planning new strategies to position their green brands in consumers' minds and stay competitive in the marketplace to achieve business sustainability.

Some companies are also making genuine efforts to preserve the environmental issues. One of the companies which concern about the environment is Green retail store. We define green retail stores as retail stores that concern the environment and already utilize green policy in their business practice. Green retail stores and non-green retail stores are not alike. Green retail stores have expressed their support of green products to the public by adopting green technologies that conserve raw minerals in their plastic bag, Oxium-added on their plastic bags. While non-green retail stores still used plastic bags made of polythene for their consumer. Plastic bags made of polyethylene and plastic bags added of oxium are not alike. Plastic bags made of polythene can be decomposed around 500-1000 years old. Plastic bags added to oxium can accelerate the plastic degradation process within two years through oxidation, thermal, and photo degradation. The eco-friendly plastic bag is one of Green retail store policy as the shape of their commitments toward environmental issues. We see this as one of the solutions offered by green retail stores because their plastic bags help minimize the negative impact on the environment and improve people's awareness of the environment by promoting green value to their customers. Green retail stores in Bandar Lampung that have committed environments are Indomaret, Alfamart, Robinson, Chandra, Giant, and Transmart.

According to Levitt [10], "basically, every business's sole purpose is to create and preserve consumer." If a company keeps attracting a new consumer to replace the moving consumer, the company cannot grow and gain market share. Green retail stores have shown their concern toward the environment by utilizing green policy in their business practice and making their corporate identity. However, lack of research study about plastic bags makes it hard for green retail stores to measure their success whether their customer perceives the value of their green policy. Even though Green retail stores are concerned about the environment, they also concern with profit. If their policy did not influence customer buying interest, then it can be concluded that there is something wrong which green retail stores need to solve. Thus, it is necessary to do some research on this issue if we consider that the lack of research on the eco-friendly plastic bag, as a form of green marketing, has not found sufficient evidence to influence their customer's purchasing intention. Prior scholars that extensive studies had been conducted on green marketing in western countries, while minimal research on green branding and green buying behavior has been pursued in developing countries, including Indonesia [11], [12], [13], [14]. Joshi and Rahman recommended that further research be conducted in these countries to ascertain environmental knowledge on green product purchase intention [15]. Suki, in his study, has empirically validated the influence of green brand positioning, consumer's attitude toward the green brand, and green knowledge on green product purchase intention

[16]. Another scholar, such as Yi Li, suggested further research to study the eco-impact of shopping bags with survey results from the consumers who are the actual users [17].

The purposes of this study are: to assess the impact of green brand positioning, consumers' attitude toward green brands, and green brand knowledge on green product purchase intention; to examine the variation of contribution from green brand positioning, consumers' attitude toward green brands, and green brand knowledge toward green product purchase intention; and to identify the significant influence of green brand positioning, consumers' attitude toward green brands, and green brand knowledge on green product purchase intention.

2. Methodology

2.1 Sampling and population

Non-probability sampling was applied by distributing a structured self-administered questionnaire to 385 respondents from the eco-friendly plastic bags of green retail store in Bandar Lampung City, Indonesia. The sampling method used the purposive sampling technique for three weeks in June 2020. The respondents practice a green lifestyle and have a green product purchasing experience, such as all consumers in Bandar Lampung who got eco-friendly plastic bags after purchase several products from Green retail store at least twice a week. In this paper, we set 4 validity questions to identify the actual user and improve the valid sample's success degree. After the responses were screened, a total of 385 were found usable and valid as samples for analysis, correlating with a valid response rate of 86 percent [18].

2.2 Question

The first section of the three-section questionnaire for this study encompassed general demographic questions such as gender, age, occupation, and monthly income. Second section posed questions regarding the respondents' level of understanding and experience with green product purchases such as whether they know if that product is eco-friendly or not, the frequency of green products purchased, and favorite green retail stores. The concluding part of the questionnaire included questions on the respondents' perception of green product purchase intention with 18 measurement instruments.

Table 1. List of questionnaire

Item	List of questionnaire
X1	<i>Green brand positioning</i>
X1.1	I feel that product quality is an important part when using environmentally friendly
X1.2	products
X1.3	I can easily recognize the "Go Green" label through the advertisement/narration on its
X1.4	plastic bag
X2	I feel that an environmentally friendly plastic bag meets my personal wants and needs I prefer to use environmentally friendly products
X2.1	
X2.2	<i>Attitude toward green brand</i>
X2.3	I feel that the reputation of eco-friendly products is generally reliable
	I feel that the performance of environmentally friendly products is generally reliable
X2.4	I feel the green retail store claim that their plastic bags are environmentally friendly is generally reliable
X2.5	I felt the green retail store concern toward environment through their plastic bags fulfilled my expectations
X2.6	I feel these green retail stores through their plastic bags have already kept their promise to protect the environment
	I feel these green retail stores through their plastic bags have already fulfilled their responsibility to protect the environment
X3	<i>Green knowledge</i>
X3.1	I feel the lack of green retail stores that is applying environmentally friendly plastic bags is one of big reasons why the popularity of environmentally friendly products is low
X3.2	I feel environmentally friendly products can be a profitable investment in the long run
X3.3	I feel that green retail stores through the adoption of its environmentally friendly plastic bags has already met my expectations
X3.4	I went shopping in the green retail stores because their plastic bags are environmentally friendly I like to go shopping in the green retail stores because their plastic bags are more concerned about the environment than others
X3.5	
Y1	<i>Green product purchase intention</i>
Y1.1	I intend to go shopping at the green retail stores due to their concern toward the environment I hope in the future to go shopping at the green retail stores because of the environmental benefits they offer
Y1.2	Overall, I love shopping at the green retail stores because their plastic bags are environmentally friendly
Y1.3	

Green brand positioning was measured using four items. The questionnaire items depicting consumers' attitude were included in six questions. Next, five items were designed to elicit respondents' green brand knowledge, whilst three items were designed to measure their green product purchase intention. The measurement of these items was adapted from the following sources: green brand positioning [19], attitude toward green brands, green brand knowledge [20], and green product purchase intention. These items were designed on a five-point Likert scale, with 1 indicating "strongly disagree" to 5 "strongly agree."

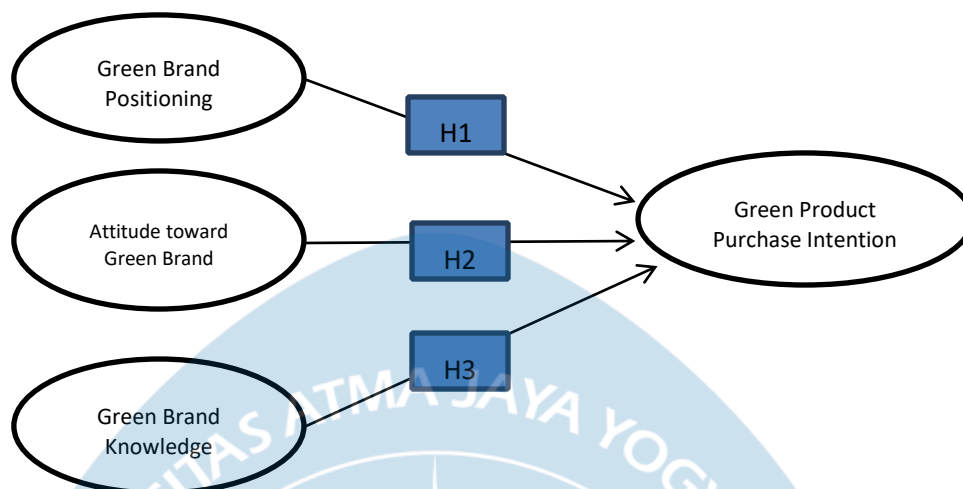


Figure 1. Proposed theoretical framework

2.3 Statistical technique

The data were analyzed using the three-stage hypothesis analysis model: Simultaneous variable testing (F-testing), coefficient of determination (R^2), and partially hypothesis testing (t-testing). The IBM Statistics SPSS computer program version 22.0 was used to assist in the data analysis.

3. Results and discussion

3.1 Demographic characteristics of respondents

Descriptive analysis was performed to obtain information regarding the respondents' demographic profiles. From the gender perspective, out of 385 respondents, 34.8 percent were male and 65.2 percent were female (see Table 1). There was a big difference in age group whereby more than threequarters of the respondents (92.2 percent) were between 17 and 22 years old. The majority of the respondents were well educated, with more than threequarters (84.7 percent) of the respondents holding occupation status as University student, whereas 17.3 percent hold as a medical student/labor and others. In terms of respondent income, 72.2 percent of the respondents earned less than 1.000.000 IDR per month, and 9.6 percent earned between 1.000.000 IDR and 1.500.000 IDR, while 18.2 percent earned 1.600.000 IDR and above.

Experience with green products purchases Table 2 itemizes the respondents' experience with green product purchases. Out of the six types of green retail stores that provide eco-friendly plastic bags are listed in the questionnaire. We allowed the respondent to choose more than 1 favorite green retail store in the questionnaire section which asking respondent's favorite green retail stores, close to half of the respondents (48.05 percent) chose Indomaret and Chandra as their favorite green retail stores, 43.63 percent of total respondent chose Alfamart as their favorite green retail store, while 16.1 percent chose Transmart; 12.99 percent chose Robinson; and 7.27 percent chose Giant as their favorite retail store. Further assessment of the descriptive statistics shows that more than half of the respondents (65.7 percent) went shopping in their favorite green retail stores at least twice

a week while 34.3 percent of total respondent who went shopping more than 2 time a week in their favorite green retail stores.

Table 2. Demographic characteristics of respondents

Variable	Frequency	Percentage
Gender		
Male	134	34.8
Female	251	62.2
Age (years old)		
17 – 22	355	92.2
23 – 28	30	7.8
Above 28	0	0
Occupation status		
National worker	3	1
Private worker	8	0.3
Entrepreneur	4	84.7
Army/police	1	10.9
University student	326	0.3
Medic student/labor	42	72.2
Online driver	1	9.6
Income		
Lower than 1.000.000 IDR	278	3.9
1.100.000-1.500.000 IDR	37	6.5
1.600.000-2,000.000 IDR	15	2.1
2,100.000-2,500.000 IDR	25	5.7
2,600.000-3,000.000 IDR	8	
Above 3,000.000 IDR	22	

3.2 Three-stage hypothesis analysis model

3.2.1. Simultaneous variable testing (F-Testing). F testing is used to determine whether there is influence between independent variables and dependent variable by using F test (Fisher test) with value $\alpha = 5\%$ using degree of freedom (df).

We Determining F-Table by using Microsoft Excel with the formula as follow:

$$=F.INV.RT(p,DF1,DF2)$$

Where:

p = used probability

DF1= Total independent variable

DF2= Total sample – total independent variable

Then =F.INV.RT(0.05,3,382)

Based on F-Table, the value is 2.628

Table 3. Simultaneous variable testing (F-Testing)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	1591.700	3	530.567	285.757	.000 ^b
Residual	707.406		1.857		
Total	229.106				

a. Dependent Variable: Y

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

Table 3 show the value of F count (285,757) > F Table (2,628) and the level of significance is 0.000. It is stated that simultaneously green brand, attitude, and green knowledge influence green product purchase intention

3.2.2. *Coefficient of determination (R2)*. The coefficient of determination (R2) essentially measures how far the ability of the model to explain variations in the dependent variable. The coefficient if determination is between zero and one. Small R value means the ability of the independent variables in explaining the variation of the dependent variable is very limited [23]. Here are the test results of determination coefficient R2 as follows:

Table 4. Coefficient of determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.832 ^a	0.692	0.690	1.36261

3.2.3. *Predictors: (Constant), X3, X1, X2*. Based on the results of the analysis are shown in Table 5 can be seen the value of the correlation coefficient is 0.832. This shows the influence of the independent variable is engagement green brand, attitude, and green knowledge on the dependent variable as much as 83.2 percent.

Based on the Table 4 also Source the value of R2 at 0.692. It shows that 69,20% of the green product purchase intention variable can be explained by the three independent variables which are green brand, attitude, and green knowledge. The remaining 30.80% is explained by other variable which not examined in this study. Partially hypothesis testing (t-test) Partially hypothesis testing is conducted to discover significant effect of each independent variable on dependent variable in a partial way using ttesting with Trust 95% or with $\alpha = 5\%$ and using DF (Degree of Freedom) $n-k-1$ and significance on $\alpha = 0.05$.

$$Df2 = n - k - 1 = 385 - 3 - 1 = 381$$

We compute by using Microsoft Excel with formula as follow:

$$= \text{TINV}(p, \text{Df2})$$

$$= \text{TINV}(0.05, 381)$$

Acquired t Table value = 1.966 Where the criteria are: t count > t table then the hypothesis is accepted t count < t table then the hypothesis is denied.

Table 5. Partially hypothesis testing (t-test)

Hypothesis	t	t-table	Sig.	Description
H1: Green Brand Positioning does have positive influence toward green product purchase intention	5.279	1.966	.000	Accepted
H2: Attitude doesn't have a positive influence toward green product purchase intention H3: Green Brand Knowledge does have a positive influence toward green product purchase intention	-0.523	1.966	.601	Denied
	14.841	1.966	.000	Accepted

Table 5 has shown, t value on green brand is 5,279 with significance level of 0.000. So that means t count is greater than t table ($5,279 > 1.966$) and the significance count is smaller than A ($0.000 < 0.005$). It can be concluded that the hypothesis is accepted. Meaning: the green brand value (X1) have partially significance influenced toward green product purchase intention (Y). t value on attitude is 0.523 with significance level of 0.601. So that means t count is lower than t table ($-0.053 < 1.966$) and the significance count is bigger than A ($0.601 > 0.005$). It can be concluded that the hypothesis is denied. Meaning: the green brand value (X2) didn't have partially significance influence toward green product purchase intention (Y).

t value on green knowledge is 14,841 with significance level of 0.000. So that means t count is greater than t table ($14,841 > 1.966$) and the significance count is smaller than A ($0.000 < 0.005$). It can be concluded that the hypothesis is accepted. Meaning: the green knowledge value (X3) has partially significance influenced toward green product purchase intention (Y).

3.2.4. Hypothesis analysis result . The first hypothesis (H1) "Green brand positioning has a significance effect towards green product purchase intention" is accepted. It is supported by Table 5, which has shown t count of green brand variable has t value on green brand is 5,279 with significance level of 0.000. The result has showed that green brand variable positively and significantly influences towards green product purchase intention. This research result supports previous research conducted by Norazah [16]. Direction of regression coefficients showed that the higher the green brand value, the more intention a person generate to purchase will be. It is given that the consumer can quickly and conveniently find out the position of eco-friendly plastic bags as the preferred product that offer the benefit of green product. The green brand by consumer will affect the green

product purchase intention on the user of eco-friendly plastic bags of green retail stores in Bandar Lampung City which means green retail stores in term of green brand variable has found sufficient evidence to be variable that give more competitive advantage rather than non-green retail stores.

The second hypothesis (H2) "Attitude has a significance effect towards green product purchase intention" is denied. It is supported by Table 5, which has shown t count of green brand variable has t value on green brand is -0.523 with significance level of 0.601. The result has shown that green brand variable negatively and didn't significantly influence towards green product purchase intention [16]. Direction of regression coefficients showed that the higher the attitude value, the more intention a person generate to purchase will be. However, It didn't occurred in this case where we can see that the respondents hesitated to decide whether the object of this research already given the result as they expected or not.

The attitude by consumer will not affect the green product purchase intention on the user of ecofriendly plastic bags of green retail stores in Bandar Lampung City which means green retail stores in term of attitude variable has found insufficient evidence to be variable that give more competitive advantage rather than non-green retail stores.

The third hypothesis (H3) "Green knowledge has a significance effect towards green product purchase intention" is accepted. It is supported by Table 5, which has shown t count of green brand variable has t value on green brand is 14.841 with significance level of 0.000. The result has shown that green knowledge variable positively and significantly influences towards green product purchase intention [16]. Direction of regression coefficients showed that the higher the green knowledge value, the more intention a person generate to purchase will be. It is given that the consumer can quickly and conveniently find out the position of eco-friendly plastic bags as the preferred product that offering the information of green product. The green knowledge by consumer will affect the green product purchase intention on the user of eco-friendly plastic bags of green retail stores in Bandar Lampung City which means green retail stores in term of green knowledge variable has found sufficient evidence to be variable that give more competitive advantage rather than non-green retail stores.

Green brand positioning (X1) and green knowledge (X3) from this research already prove that both of them have sufficient evidence to influence purchase intention toward the customer who have environmental concern. That customer can we call as green customer, this green customer has specific characteristic/description. Based on author's point of view, these variables can be one of competitive advantages for the company if they can adopt it and optimize it.

Attitude (X2) variable from this research didn't give sufficient evidence to prove the impact of this variable toward purchase intention. We can see that even for the particular customer who have concern toward environmental issue but the data shows that the majority of them didn't have significance influence/impact toward the purchase intention of this research object. Even though from the qualitative analysis we can see that the early statement majorly get the positive response, but when it came to the specific statement that ask the research object which is their plastic bags then it fall down toward hesitate response. Based on author's point of view, the particular companies not yet optimally utilize this variable because when the statement states with general object then the response is positive. However when the statement states with specific object which is this research object the

response tend to be hesitate. Thus, the author recommend the particular companies to make a strategy that use emotional appeal on their green business practice.

3.3 Result of Demographic Characteristic

Table 1 shows the highest number of respondents based on occupation are from Student/University Student. The respondents who meet the criteria as green consumers (People who have more concern for the environment) are majorly from Student/University students. From the author's point of view, the author sees this as an important finding. Suppose the particular companies can utilize and make this finding an essential measurement. In that case, it will helpful for them as a way to improve their further decision about green marketing in the future. This finding is supported by prior research, Sapna at all [16], that brought the topic of green consumer behavior and green purchasing behavior. One of the significant factors influencing green consumers is their education and knowledge about green products and uses. Thus, the author suggests that other researchers take the same topic to try focusing their sample toward Student or University Student. Also, the author suggests particular companies make a strategy based on this finding to gain a competitive advantage.

Table 1 shows the highest number of respondents based on age are from age between 17-22 years old. It means that the respondents who meet the criteria as green consumers (People who have more concern for the environment) are majorly aged between 17-22 years old. Suppose the particular companies can utilize and make this finding an essential measurement. In that case, it will helpful for them as a way to improve their further decision about green marketing in the future. This finding is supported by prior research, which is Fatah & Khan [25] that brought the topic of Exploring green purchasing behavior of young urban has stated: "Young generation have an environmental concern." Also, Fatah & Khan [25] has found that the conventional approach of rational appeals is not adequate to encourage young consumers to make green purchases but emotional appeals in marketing messages. Thus, the author suggests that particular companies use emotional appeals in their marketing research to gain a more competitive advantage.

4. Conclusion

Simultaneous variable testing results stated that simultaneously green brand, attitude, and green knowledge influence green product purchase intention. The three independent variables, namely green brand positioning, attitude, and green knowledge, explain 69.20% of the green product purchase intention variation while other variables influence the rest. Green brand positioning and green brand knowledge variable have a significant influence on green product purchase intention. In contrast, consumers' attitudes toward green brands did not significantly influence green product purchase intention.

References

- [1] Hunter P 2007 The human impact on biological diversity. How species adapt to urban challenges sheds light on evolution and provides clues about conservation *EMBO reports*. 8(4), 316–318
- [2] Listiana I, Hudoyo A, Prayitno R T, Mutolib A, Yanfika H and Rahmat 2020 Adoption Level of Environmentally Friendly Paddy Cultivated Innovation in

- Pringsewu District, Lampung Province, Indonesia *Journal of Physics: Conference Series*. **1467** (012025), 1-9.
- [3] Schlosberg D and Coles R 2016 The new environmentalism of everyday life: Sustainability, material flows and movements. *Contemp Polit Theory*. **15**, 160–181
- [4] Rahmat A and Mutolib A 2016 Comparison air temperature under global climate change issue in Gifu city and Ogaki city, Japan *Indonesian Journal of Science and Technology*. **1** (1), 37-46.
- [5] McMichael A J, Friel S, Nyong A and Corvalan C 2008 Global environmental change and health: impacts, inequalities, and the health sector. *BMJ (Clinical research ed.)*. **336** (7637), 191–194.
- [6] Mutolib A, Yonariza, Rahmat A and Yanfika H 2019 Competition among actors and challenges of production forest management in Dharmasraya, West Sumatera *IOP Conference Series: Earth and Environmental Science*. **399** (012074), 1-10
- [7] Rangga K K, Yonariza, Yanfika H and Mutolib A 2020 Perception, attitude, and motive of local community towards forest conversion to plantation in Dharmasraya District, West Sumatra, Indonesia *Biodiversitas Journal of Biological Diversity*. **21** (10), 4903-491
- [8] Murniati K and Mutolib 2020 The impact of climate change on the household food security of upland rice farmers in Sidomulyo, Lampung Province, Indonesia *Biodiversitas Journal of Biological Diversity*. **21** (8), 3487-3493
- [9] Imam S and Fitriyani R 2016 Green Packaging, Green Product, Green Advertising, Consumers Perception, and Purchasing Intention *Jurnal Ilmu Konsumen dan Keluarga*. **9** (2): 147-158. [10] Tjiptono 2008 *Strategi Pemasaran* (Yogyakarta-Andi)
- [11] Hartmann P and Ibanez V A 2006 Green value added *Marketing Intelligence and Planning*. **24** (7):673-680.
- [12] Juwaheer T D, Pudaruth S and Noyaux M M E 2012 Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius *World Journal of Entrepreneurship, Management and Sustainable Development*. **8** (1): 36-59.
- [13] Konuk F A 2015 The effects of price consciousness and sale proneness on purchase intention towards expiration date-based priced perishable foods *British Food Journal*. **117** (2): 793-804.
- [14] Yadav R and Pathak G S 2016 Young consumers' intention towards buying green products in a developing nation: extending the theory of planned behavior. *Journal of Cleaner Production*. **135** (1): 732-739.
- [15] Joshi Y and Rahman, Z 2015 Factors affecting green purchase behaviour and future research directions *International Strategic Management Review*. **3**(2): 128-143.
- [16] Norazah M S 2016 Green product purchase intention: impact of green brands, attitude, and knowledge *British Food Journal*. **118** (12): 2893-2910.
- [17] Yi Li 2010 Eco-Impact of Shopping bags: Consumer Attitude and Governmental Policies *Journal of Sustainable Development*. **3**(2): 41-44.
- [18] Hair J F, Anderson R E, Tatham R L and Black W C 2006 *Multivariate Data Analysis, 6 th Edition* (New Jersey-Pearson Education).
- [19] Aaker D A and Joachimsthaler E 2002 Brand leadership *Academy of Marketing Science*. **30** (2): 175-178.
- [20] Keller K L 1993 Conceptualizing, measuring, and managing customer-based brand equity *Journal of Marketing*. **57** (1): 1-22.
- [21] Sugiyono 2011 *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (Bandung-Alfabeta)

- [22] Arikunto S 2006 *Prosedur Penelitian Suatu Pendekatan Praktik* (Jakarta- Rineka Cipta)
- [23] Sanusi A 2014 *Metodologi Penelitian Praktis Untuk Ilmu Sosial dan Ekonomi Edisi Pertama* (Malang-Buntara Media Sekaran)
- [24] Sapna A, Narula and Anupriya D 2016 Framing green consumer behavior research: opportunities and challenges. *Social Responsibility Journal*. **12** (1): 1-22.
- [25] Fatah U S M and Khan M N 2016 Exploring green purchasing behaviour of young urban consumers: Empirical evidences from India. *South Asian Journal of Global Business Research*. **5** (1): 85-103.



Reproduced with permission of copyright owner.
Further reproduction prohibited without permission.



Thesis_Vidha Hiranya Astu Baboe

ORIGINALITY REPORT

14%	13%	14%	6%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	repository.lppm.unila.ac.id Internet Source	1%
2	e-journal.uajy.ac.id Internet Source	1%
3	Submitted to Higher Education Commission Pakistan Student Paper	1%
4	www.ijrp.org Internet Source	<1%
5	www.mdpi.com Internet Source	<1%
6	journal.unnes.ac.id Internet Source	<1%
7	repository.lbs.ac.id Internet Source	<1%
8	Hurriyati Ratih, Tjahjono Benny, GafarAbdullah Ade, Sulastri, Lisnawati. "Advances in Business, Management and Entrepreneurship", CRC Press, 2020 Publication	<1%
9	www.grafiatl.com Internet Source	<1%
10	ris.utwente.nl Internet Source	<1%

cberuk.com

11	Internet Source	<1 %
12	lopscience.lip.org Internet Source	<1 %
13	www.ncbi.nlm.nih.gov Internet Source	<1 %
14	ruijass.com Internet Source	<1 %
15	uir.unisa.ac.za Internet Source	<1 %
16	Luca Fraccascia, Gaia Ceccarelli, Rosa Maria Dangelico. "Green products from Industrial symbiosis: Are consumers ready for them?", Technological Forecasting and Social Change, 2023 Publication	<1 %
17	Rehman, Zahoor Ur. "Factors Influencing Malaysian Consumers' Intention to Purchase Green Products: A Moderating Role of Perceived Price Sensitivity", Universiti Tun Hussein Onn (Malaysia), 2024 Publication	<1 %
18	Submitted to unars Student Paper	<1 %
19	Submitted to Maastricht University Student Paper	<1 %
20	Dian Puteri Ramadhani, Indira Rachmawati, Cahyaningsih, Nidya Dudiya et al. "Acceleration of Digital Innovation & Technology towards Society 5.0", Routledge, 2022 Publication	<1 %

21	Submitted to Universitas Diponegoro Student Paper	<1 %
22	dspace.uli.ac.id Internet Source	<1 %
23	Getie Andualem Imiru. "The Mediating Role of Green Purchase Intention between Antecedents of Green Purchase Intention and Consumer's Green Buying Behaviour: Empirical Evidence in Ethiopia", International Journal of Marketing Studies, 2023 Publication	<1 %
24	Chih Ming Tsai, Po-Jiun Chiang. "The Relationships among Green Perceived Value, Green Brand Image, Green Trust, and Green Purchase Intention: An Application Concerning Gogoro Electric Scooters in Taiwan", 2022 5th Asia Conference on Machine Learning and Computing (ACMLC), 2022 Publication	<1 %
25	Submitted to Al Hussein bin Talal University Student Paper	<1 %
26	admin.calitatea.ro Internet Source	<1 %
27	readersinsight.net Internet Source	<1 %
28	ejournal-polnam.ac.id Internet Source	<1 %
29	"Artificial Intelligence-Augmented Digital Twins", Springer Science and Business Media LLC, 2024 Publication	<1 %

30	iceb.johogo.com Internet Source	<1 %
31	Siang, Liew Cheng. "The Effect of Perceived Risk in Predicting Gift Purchase Intention", University of Malaya (Malaysia), 2023 Publication	<1 %
32	Yong Ming Wang, Hafiz Muhammad Fakhar Zaman, Abdul Khaliq Alvi. "Linkage of Green Brand Positioning and Green Customer Value With Green Purchase Intention: The Mediating and Moderating Role of Attitude Toward Green Brand and Green Trust", SAGE Open, 2022 Publication	<1 %
33	Submitted to Technological University Dublin Student Paper	<1 %
34	onlineacademicpress.com Internet Source	<1 %
35	George Kofi Amoako, Robert Kwame Dzogbenuku, Aidatu Abubakari. "Do green knowledge and attitude influence the youth's green purchasing? Theory of planned behavior", International Journal of Productivity and Performance Management, 2020 Publication	<1 %
36	Norazah Mohd Suki. "Green product purchase Intention: Impact of green brands, attitude, and knowledge", British Food Journal, 2016 Publication	<1 %
37	website.uob.edu.pk Internet Source	<1 %

38	Submitted to International University of Malaya-Wales Student Paper	<1 %
39	Falkoğlu, Zeynep Kiremitçi. "Factors that Drive Mobile Commerce Advocacy of Generation Z", Marmara Üniversitesi (Turkey), 2023 Publication	<1 %
40	Submitted to Foreign Trade University Student Paper	<1 %
41	Submitted to Oxford Brookes University Student Paper	<1 %
42	repository.president.ac.id Internet Source	<1 %
43	Elserougy, Bassant Saeed Mohamed Aly. "Customer Value Co-Creation in Social Media Commerce: The Mediating Role of Online Customer Engagement", Universidade do Minho (Portugal) Publication	<1 %
44	Ganesh Dash, Justin Paul. "CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting", Technological Forecasting and Social Change, 2021 Publication	<1 %
45	Jiang, Ziyu. "Exploring New Perspectives on Understanding the Realism of Fashion Virtual Influencer Advertising on Social Media", University of Georgia, 2025 Publication	<1 %
46	Submitted to Taylor's Education Group Student Paper	<1 %

47	Submitted to University of Stellenbosch, South Africa Student Paper	<1 %
48	Aibek Doszhanov, Zainal Ariffin Ahmad. "Customers' Intention to Use Green Products: the Impact of Green Brand Dimensions and Green Perceived Value", SHS Web of Conferences, 2015 Publication	<1 %
49	R Bursan, I Listiana, R Ardeno, S Bangsawan, H Jimad, A Mutolib. "Consumer attitude toward using eco-friendly plastic bags: A green marketing approach", IOP Conference Series: Earth and Environmental Science, 2021 Publication	<1 %
50	Submitted to Universitas Atma Jaya Yogyakarta Student Paper	<1 %
51	Submitted to University of Technology, Sydney Student Paper	<1 %
52	journals.kln.ac.lk Internet Source	<1 %
53	pmc.ncbi.nlm.nih.gov Internet Source	<1 %
54	Md Abu Issa Gazi, Abdullah Al Masud, Mohd Faizal Yusof, Md Asif Billah, Md Aminul Islam, Md Alamgir Hossain. "The green mindset: how consumers' attitudes, intentions, and concerns shape their purchase decisions", Environmental Research Communications, 2024	<1 %

Publication		
55	Subrata Chattopadhyay, Udit Chawla. "Sustainability in Marketing Practice", Apple Academic Press, 2024 Publication	<1 %
56	Submitted to University of Hull Student Paper	<1 %
57	repository.uph.edu Internet Source	<1 %
58	www.emeraldinsight.com Internet Source	<1 %
Exclude quotes Off Exclude matches < 25 words Exclude bibliography On		