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LAMPIRAN

Lampiran 1 Kuesioner Penelitian

Judul:

Sikap Peduli Lingkungan dan Niat Pembelian Produk Eiger Green: Pengaruh Pengetahuan Lingkungan, *Word of Mouth*, dan Pemasaran Hijau

Kata Pengantar:

Yth. Bapak/Ibu & Saudara/i

Saya Marcella Putrika Cankta Dyuti dengan NPM 210325954 dari Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian dengan topik: Sikap Peduli Lingkungan dan Niat Pembelian Produk Eiger Green: Pengaruh Pengetahuan Lingkungan, *Word of Mouth*, dan Pemasaran Hijau.

Survei ini memerlukan responden yang memiliki kriteria sebagai berikut:

☒ Mengetahui produk Eiger dengan konsep *green* (Eiger Green)

Apabila Anda memenuhi kriteria yang telah ditentukan, saya sangat berterima kasih atas partisipasi Anda dalam mengisi survei ini dengan kejujuran dan sesuai dengan pengalaman Anda.

Penelitian ini sepenuhnya bertujuan untuk kepentingan akademik. Semua data yang dikumpulkan akan dijaga kerahasiaannya dan hanya digunakan untuk tujuan penelitian semata.

Apabila terdapat pertanyaan mengenai kuesioner ini, dapat menghubungi saya melalui email:

210325954@students.ua-jy.ac.id

Terima kasih banyak atas waktu dan kesediaan Anda untuk mengisi survei ini! 🌱 ✨

Hormat saya,

Marcella Putrika Cankta Dyuti

Kriteria Responden:

Mohon untuk dapat mengisi pertanyaan berikut untuk mengetahui kesesuaian Anda dengan kriteria responden yang dibutuhkan.

Apakah Anda mengetahui produk Eiger dengan konsep *green* (Eiger Green)?

1. Ya
2. Tidak

Data Responden:

Pada bagian ini responden diminta untuk mengisi data diri dengan beberapa poin berikut.

Jenis Kelamin

1. Laki-laki
2. Perempuan

Usia

1. ≤ 20 tahun
2. 21-30 tahun
3. 31-40 tahun
4. > 40 tahun

Pendidikan Terakhir

1. SMA/SMK
2. D1/D2/D3
3. S1
4. S2
5. S3

Profesi

1. Pelajar/Mahasiswa
2. Pegawai Swasta
3. PNS
4. Wiraswasta
5. *Freelancer*
6. Lainnya

Rata-rata pendapatan (per bulan)

1. < Rp 1.000.000
2. Rp 1.000.000 - Rp 3.000.000
3. Rp 3.000.001 - Rp 5.000.000
4. Rp 5.000.001 - Rp 7.000.000
5. Rp 7.000.001 - Rp 9.000.000
6. Rp 9.000.001 - Rp 11.000.000
7. > Rp 11.000.000

Domisili saat ini (berdasarkan Provinsi/Kota)

1. Aceh (Ibu Kota: Banda Aceh)
2. Sumatera Utara (Ibu Kota: Medan)
3. Sumatera Barat (Ibu Kota: Padang)
4. Riau (Ibu Kota: Pekanbaru)
5. Kepulauan Riau (Ibu Kota: Tanjungpinang)
6. Jambi (Ibu Kota: Jambi)
7. Sumatera Selatan (Ibu Kota: Palembang)
8. Bengkulu (Ibu Kota: Bengkulu)
9. Lampung (Ibu Kota: Bandar Lampung)
10. Kepulauan Bangka Belitung (Ibu Kota: Pangkalpinang)
11. Banten (Ibu Kota: Serang)
12. DKI Jakarta (Ibu Kota: Jakarta)
13. Jawa Barat (Ibu Kota: Bandung)
14. Jawa Tengah (Ibu Kota: Semarang)

- 
15. DI Yogyakarta (Ibu Kota: Yogyakarta)
 16. Jawa Timur (Ibu Kota: Surabaya)
 17. Bali (Ibu Kota: Denpasar)
 18. Nusa Tenggara Barat (Ibu Kota: Mataram)
 19. Nusa Tenggara Timur (Ibu Kota: Kupang)
 20. Kalimantan Barat (Ibu Kota: Pontianak)
 21. Kalimantan Tengah (Ibu Kota: Palangka Raya)
 22. Kalimantan Selatan (Ibu Kota: Banjarmasin)
 23. Kalimantan Timur (Ibu Kota: Samarinda)
 24. Kalimantan Utara (Ibu Kota: Tanjung Selor)
 25. Sulawesi Barat (Ibu Kota: Mamuju)
 26. Sulawesi Selatan (Ibu Kota: Makassar)
 27. Sulawesi Tenggara (Ibu Kota: Kendari)
 28. Sulawesi Tengah (Ibu Kota: Palu)
 29. Gorontalo (Ibu Kota: Gorontalo)
 30. Sulawesi Utara (Ibu Kota: Manado)
 31. Maluku (Ibu Kota: Ambon)
 32. Maluku Utara (Ibu Kota: Sofifi)
 33. Papua Barat Daya (Ibu Kota: Sorong)
 34. Papua Barat (Ibu Kota: Manokwari)
 35. Papua Tengah (Ibu Kota: Nabire)
 36. Papua Pegunungan (Ibu Kota: Wamena)
 37. Papua Selatan (Ibu Kota: Merauke)
 38. Papua (Ibu Kota: Jayapura)

Pernyataan Kuesioner

Pengetahuan Lingkungan
Pengetahuan lingkungan mengacu pada pemahaman individu tentang masalah lingkungan, ilmu lingkungan, dan tata kelola lingkungan.
Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya mengetahui mengenai isu <i>global warming</i> (pemanasan global)					
2	Saya mengetahui mengenai <i>green product</i> (produk hijau)					
3	Saya mengetahui mengenai perubahan iklim					
4	Saya mengetahui mengenai istilah gas rumah kaca					
5	Saya mengetahui mengenai masalah lingkungan					
6	Saya mengetahui mengenai daur ulang					
7	Saya mengetahui bagaimana cara untuk mengurangi limbah/sampah					
8	Saya mengetahui simbol dan tanda mengenai produk hijau dalam kemasan produk (contoh: <i>sustainable, recyclable, biodegradable, eco-friendly</i> , dan lainnya)					
9	Saya mengetahui bahwa produk hijau dapat mengurangi kerusakan daripada produk lainnya					

<i>Word of Mouth</i>
<i>Word of Mouth</i> adalah strategi promosi di mana konsumen mengkomunikasikan pengalaman dan pendapat mereka tentang suatu produk atau layanan kepada orang lain, yang berpotensi memengaruhi keputusan pembelian mereka. Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan: 1 = Sangat Tidak Setuju 2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya sering membaca/mendengar ulasan produk Eiger Green dari konsumen untuk mengetahui produk mana yang memberikan kesan baik					
2	Saya sering membaca/mendengar ulasan produk Eiger Green dari konsumen lain untuk meyakinkan saya membeli produk yang tepat					
3	Saya sering berkonsultasi dengan konsumen lain untuk membantu memilih produk Eiger Green yang tepat					
4	Saya sering mengumpulkan informasi mengenai ulasan produk Eiger Green dari konsumen lain sebelum membeli produk tertentu					
5	Saya merasa khawatir mengambil keputusan jika saya tidak membaca/mendengar ulasan dari konsumen mengenai produk Eiger Green					
6	Ulasan produk Eiger Green dari konsumen lain memberikan saya kepercayaan diri untuk membeli produk ini					

Pemasaran Hijau
Pemasaran hijau mengacu pada promosi produk yang ramah lingkungan, dengan tujuan mengurangi kerusakan ekologis. Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan: 1 = Sangat Tidak Setuju 2 = Tidak Setuju 3 = Netral 4 = Setuju

5 = Sangat Setuju						
No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya percaya bahwa Eiger Green menggunakan produk dengan material yang <i>environmental friendly</i> (ramah lingkungan)					
2	Saya percaya bahwa Eiger Green adalah bisnis yang melakukan proses <i>recycle</i> , <i>reuse</i> , dan <i>recreate</i> produk dalam material mereka					
3	Saya percaya bahwa Eiger Green melakukan promosi produk yang menjelaskan dampak positif yang telah mereka lakukan terhadap lingkungan					

Sikap Peduli Lingkungan

Sikap peduli lingkungan ditandai oleh tindakan yang bertujuan untuk mencegah kerusakan lingkungan dan mempromosikan keberlanjutan.

Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya merasa bertanggung jawab atas pencemaran lingkungan					
2	Saya merasa bertanggung jawab atas efek rumah kaca					
3	Saya merasa bertanggung jawab atas kondisi udara					
4	Membeli produk ramah lingkungan adalah pilihan yang cerdas bagi saya					

5	Beralih ke produk ramah lingkungan membawa banyak manfaat bagi saya					
---	---	--	--	--	--	--

Niat Pembelian						
Niat pembelian merujuk pada niat atau keinginan untuk membeli produk, baik itu barang maupun jasa, di masa yang akan datang, yang dipengaruhi oleh faktor pertimbangan, seperti kebutuhan dan ketertarikan dari konsumen. Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan: 1 = Sangat Tidak Setuju 2 = Tidak Setuju 3 = Netral 4 = Setuju 5 = Sangat Setuju						
No	Pernyataan	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya akan mempertimbangkan untuk membeli produk Eiger Green karena menghasilkan lebih sedikit polusi					
2	Saya akan mempertimbangkan untuk beralih dari produk reguler ke produk Eiger Green karena alasan ekologis					
3	Saya memiliki rencana untuk menggunakan produk Eiger Green					
4	Saya akan tetap membeli produk Eiger Green walaupun mereka lebih mahal dari produk lain karena mereka peduli terhadap lingkungan					

Lampiran 2 Screen Capture Google Form

The image displays two screenshots of a Google Form on a mobile device. The left screenshot shows the title and introductory text, while the right screenshot shows the survey criteria and contact information.

Left Screenshot:

8:49 92% docs.google.com

Sikap Peduli Lingkungan dan Niat Pembelian Produk Eiger Green: Pengaruh Pengetahuan Lingkungan, Word of Mouth, dan Pemasaran Hijau

Yth. Bapak/Ibu & Saudara/i

Saya **Marcella Putrika Cankta Dyuti** dengan NPM 210325954 dari Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya

Right Screenshot:

8:49 92%

Saya **Marcella Putrika Cankta Dyuti** dengan NPM 210325954 dari Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian dengan topik: **Sikap Peduli Lingkungan dan Niat Pembelian Produk Eiger Green: Pengaruh Pengetahuan Lingkungan, Word of Mouth, dan Pemasaran Hijau.**

Survei ini memerlukan responden yang memiliki kriteria sebagai berikut:

- ☒ Mengetahui produk Eiger dengan konsep green (Eiger Green)

Apabila Anda memenuhi kriteria yang telah ditentukan, saya sangat berterima kasih atas partisipasi Anda dalam mengisi survei ini dengan kejujuran dan sesuai dengan pengalaman Anda.

Penelitian ini sepenuhnya bertujuan untuk kepentingan akademik. Semua data yang dikumpulkan akan dijaga kerahasiaannya dan hanya digunakan untuk tujuan penelitian semata.

Apabila terdapat pertanyaan mengenai kuesioner ini, dapat menghubungi saya melalui email:

210325954@students.uajy.ac.id

Terima kasih banyak atas waktu dan kesediaan Anda untuk mengisi survei ini! 🌱

Hormat saya,
Marcella Putrika Cankta Dyuti

marcellaputrika@gmail.com [Ganti akun](#)

Tidak dibagikan

Berikutnya Kosongkan formulir

Jangan pernah mengirimka melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. -

8:50 92%

docs.google.com/fc

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden

Mohon untuk dapat mengisi pertanyaan berikut untuk mengetahui kesesuaian Anda dengan kriteria responden yang dibutuhkan.

Apakah Anda mengetahui produk Eiger dengan konsep *green* (**Eiger Green**)? *

☐ Ya

☐ Tidak

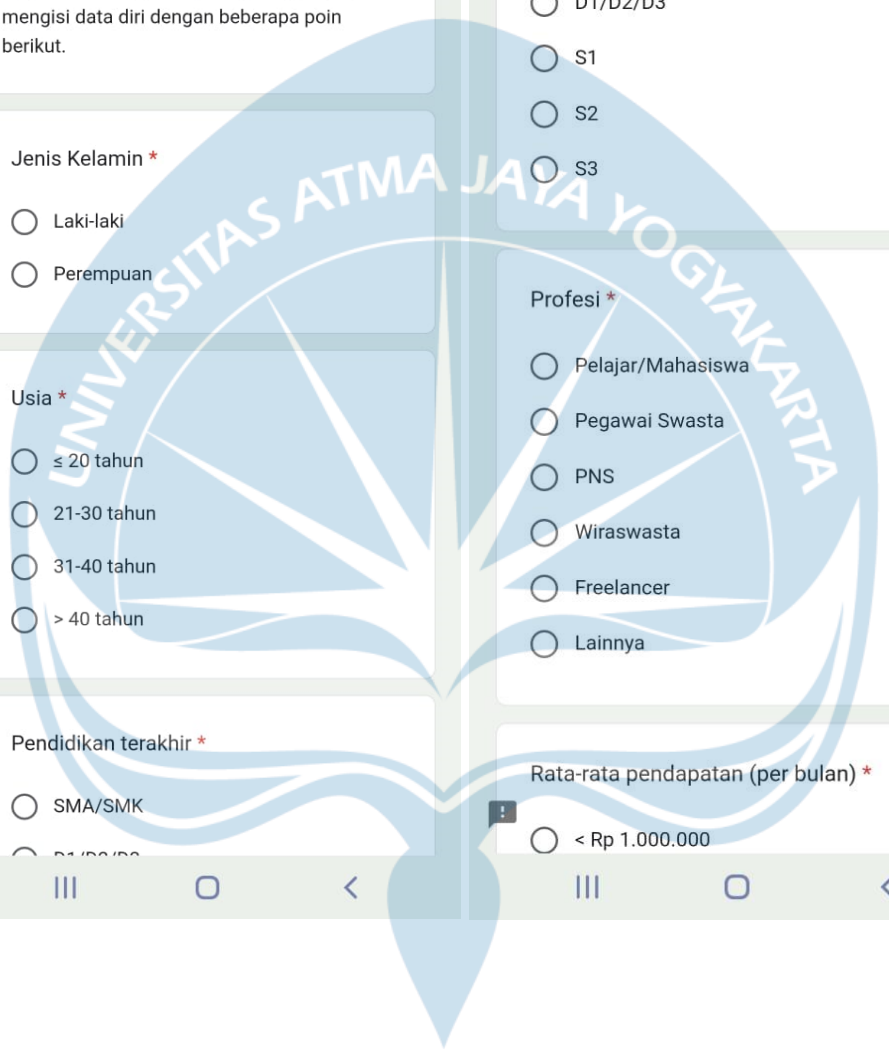
Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google. - [Persyaratan Layanan](#) - [Kebijakan Privasi](#)

Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir



8:51 92%

Data Responden

Pada bagian ini responden diminta untuk mengisi data diri dengan beberapa poin berikut.

Jenis Kelamin *

☐ Laki-laki

☐ Perempuan

Usia *

☐ ≤ 20 tahun

☐ 21-30 tahun

☐ 31-40 tahun

☐ > 40 tahun

Pendidikan terakhir *

☐ SMA/SMK

☐ D1/D2/D3

☐ S1

☐ S2

☐ S3

Profesi *

☐ Pelajar/Mahasiswa

☐ Pegawai Swasta

☐ PNS

☐ Wiraswasta

☐ Freelancer

☐ Lainnya

Rata-rata pendapatan (per bulan) *

☐ < Rp 1.000.000

8:51 92%

Lainnya

Rata-rata pendapatan (per bulan) *

☐ < Rp 1.000.000

☐ Rp 1.000.000 - Rp 3.000.000

☐ Rp 3.000.001 - Rp 5.000.000

☐ Rp 5.000.001 - Rp 7.000.000

☐ Rp 7.000.001 - Rp 9.000.000

☐ Rp 9.000.001 - Rp 11.000.000

☐ > Rp 11.000.000

Domisili saat ini (berdasarkan Provinsi/Kota) *

Pilih ▼

Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

Konten ini tidak dibuat atau didukung oleh Google.

8:51 92%

Pengetahuan Lingkungan

Pengetahuan lingkungan mengacu pada pemahaman individu tentang masalah lingkungan, ilmu lingkungan, dan tata kelola lingkungan.

Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

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

Saya mengetahui mengenai isu *global warming* (pemanasan global) *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

8:51 92%

Saya mengetahui mengenai *green product* (produk hijau) *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya mengetahui mengenai perubahan iklim *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya mengetahui mengenai istilah gas rumah kaca *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

8:51

92%

Saya mengetahui mengenai istilah gas rumah kaca *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mengetahui mengenai masalah lingkungan *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mengetahui mengenai daur ulang *

Sangat Tidak Setuju

1

2

3

Sangat Setuju

8:52

92%

Saya mengetahui mengenai daur ulang *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mengetahui bagaimana cara untuk mengurangi limbah/sampah *

Sangat Tidak Setuju

1

2

3

4

5

Sangat Setuju

Saya mengetahui simbol dan tanda mengenai produk hijau dalam kemasan produk *

Sangat Tidak Setuju

1

2

Sangat Setuju

90

8:52 92%

Saya mengetahui simbol dan tanda *
mengenai produk hijau dalam kemasan
produk
(contoh: *sustainable, recyclable, biodegradable, eco-friendly*, dan lainnya)

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya mengetahui bahwa produk hijau *
dapat mengurangi kerusakan daripada
produk lainnya

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.
Konten ini tidak dibuat atau didukung oleh Google. -

8:53

Word of Mouth

Word of Mouth adalah strategi promosi di mana konsumen mengkomunikasikan pengalaman dan pendapat mereka tentang suatu produk atau layanan kepada orang lain, yang berpotensi memengaruhi keputusan pembelian mereka.

Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Saya sering membaca/mendengar ulasan produk Eiger Green dari konsumen untuk mengetahui produk mana yang memberikan kesan baik

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya sering membaca/mendengar ulasan produk Eiger Green dari konsumen lain untuk meyakinkan saya membeli produk yang tepat

Sangat Tidak Setuju

1 ☐

8:53

Saya sering membaca/mendengar ulasan produk Eiger Green dari konsumen lain untuk meyakinkan saya membeli produk yang tepat

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya sering berkonsultasi dengan konsumen lain untuk membantu memilih produk Eiger Green yang tepat

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya sering mengumpulkan informasi mengenai ulasan produk Eiger Green dari konsumen lain sebelum membeli produk tertentu

Sangat Tidak Setuju

1 ☐

8:53 91%

Saya sering mengumpulkan informasi mengenai ulasan produk Eiger Green dari konsumen lain sebelum membeli produk tertentu *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya merasa khawatir mengambil keputusan jika saya tidak membaca/mendengar ulasan dari konsumen mengenai produk Eiger Green *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Ulasan produk Eiger Green dari konsumen lain memberikan saya kepercayaan diri untuk membeli produk ini *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali Berikunya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

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Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

III O <

8:54
91%

* Menunjukkan pertanyaan yang wajib diisi

Pemasaran Hijau

Pemasaran hijau mengacu pada promosi produk yang ramah lingkungan, dengan tujuan mengurangi kerusakan ekologis.

Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

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

Saya percaya bahwa Eiger Green menggunakan produk dengan material yang *environmental friendly* (ramah lingkungan) *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya percaya bahwa Eiger Green adalah *
bisnis yang melakukan proses *recycle*, *reuse*, dan *recreate* produk dalam material mereka

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya percaya bahwa Eiger Green melakukan promosi produk yang menjelaskan dampak positif yang telah mereka lakukan terhadap lingkungan *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali Berikunya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

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[Persyaratan Layanan](#) - [Kebijakan Privasi](#)

8:54 91%

docs.google.com/fc

Sikap Peduli Lingkungan

Sikap peduli lingkungan ditandai oleh tindakan yang bertujuan untuk mencegah kerusakan lingkungan dan mempromosikan keberlanjutan.

Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

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

Saya merasa bertanggung jawab atas pencemaran lingkungan *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya merasa bertanggung jawab atas efek rumah kaca *

Sangat Tidak Setuju

1 ☐

2 ☐

Saya merasa bertanggung jawab atas efek rumah kaca *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

III

8:54 91%

Membeli produk ramah lingkungan
adalah pilihan yang cerdas bagi saya *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Beralih ke produk ramah lingkungan
membawa banyak manfaat bagi saya *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

8:55

91%

Niat Pembelian

Niat pembelian merujuk pada niat atau keinginan untuk membeli produk, baik itu barang maupun jasa, di masa yang akan datang, yang dipengaruhi oleh faktor pertimbangan, seperti kebutuhan dan ketertarikan dari konsumen.

Berikut adalah penjelasan mengenai kriteria umum pada setiap pilihan:

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Saya akan mempertimbangkan untuk membeli produk Eiger Green karena menghasilkan lebih sedikit polusi *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya akan mempertimbangkan untuk beralih dari produk regular ke produk Eiger Green karena alasan ekologis *

Sangat Tidak Setuju

1 ☐

2 ☐

Saya akan mempertimbangkan untuk beralih dari produk regular ke produk Eiger Green karena alasan ekologis *

Sangat Tidak Setuju

1 ☐

2 ☐

Saya akan tetap membeli produk Eiger Green walaupun mereka lebih mahal dari produk lain karena mereka peduli terhadap lingkungan *

Sangat Tidak Setuju

1 ☐

8:55

91%

Saya akan mempertimbangkan untuk beralih dari produk regular ke produk Eiger Green karena alasan ekologis *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Saya memiliki rencana untuk menggunakan produk Eiger Green *

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

8:55 91%

Sangat Setuju

Saya akan tetap membeli produk Eiger Green walaupun mereka lebih mahal dari produk lain karena mereka peduli terhadap lingkungan

Sangat Tidak Setuju

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Sangat Setuju

Kembali Berikutnya Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

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Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

8:55 90%

Terima kasih atas partisipasi Anda! 💖

Terima kasih telah meluangkan waktu Anda untuk mengisi survei penelitian saya dengan topik: **Sikap Peduli Lingkungan dan Niat Pembelian Produk Eiger Green: Pengaruh Pengetahuan Lingkungan, Word of Mouth, dan Pemasaran Hijau**. Saya sangat mengapresiasi partisipasi Anda dalam membantu saya untuk penelitian ini. Jawaban yang Anda berikan akan sangat membantu dalam penelitian yang saya lakukan.

Sebagai bentuk apresiasi, akan diberikan kesempatan bagi Anda untuk mendapatkan hadiah! 🎁 ✨ Jangan lupa untuk **mengisi nomor Whatsapp** Anda agar saya dapat menghubungi Anda jika terpilih menjadi pemenang. 🏆 🌟

Semoga keberuntungan berpihak pada Anda!

Terima kasih atas dukungan Anda!

Salam hormat,

Marcella Putrika Cankta Dyuti

Mohon untuk mengisi nomor *Whatsapp* aktif Anda untuk memperoleh hadiah jika beruntung.

Jawaban Anda

Kembali Kirim Kosongkan formulir

Jangan pernah mengirimkan sandi melalui Google Formulir.

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Apakah formulir ini tampak mencurigakan? [Laporkan](#)

Google Formulir

Lampiran 3 Data Kuesioner

No	Timestamp	Apakah Anda mengetahui produk Eiger dengan konsep green (Eiger Green)?	Jenis Kelamin	Usia	Pendidikan Terakhir	Profesi	Rata-rata pendapatan (per bulan)	Domisili saat ini (berdasarkan Provinsi/Kota)
1	3/26/2025 20:50:28	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
2	3/26/2025 20:54:03	Ya	Perempuan	≤ 20 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	Kepulauan Riau (Ibu Kota: Tanjungpinang)
3	3/26/2025 20:57:01	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
4	3/26/2025 21:35:20	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
5	3/27/2025 8:14:39	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
6	4/5/2025 11:14:00	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
7	4/8/2025 14:16:12	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 7.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
8	4/8/2025 14:40:51	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
9	4/8/2025 14:57:59	Ya	Laki-laki	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
10	4/8/2025 15:07:24	Tidak						
11	4/8/2025 15:08:22	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Papua (Ibu Kota: Jayapura)

12	4/8/2025 15:09:23	Ya	Laki-laki	31-40 tahun	S2	Lainnya	> Rp 11.000.000	Papua (Ibu Kota: Jayapura)
13	4/8/2025 15:12:38	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Papua (Ibu Kota: Jayapura)
14	4/8/2025 15:13:23	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
15	4/8/2025 15:14:26	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Papua Tengah (Ibu Kota: Nabire)
16	4/8/2025 15:21:39	Ya	Laki-laki	21-30 tahun	SMA/SMK	PNS	< Rp 1.000.000	Papua (Ibu Kota: Jayapura)
17	4/8/2025 15:26:59	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
18	4/8/2025 15:32:35	Ya	Perempuan	> 40 tahun	S1	Wiraswasta	Rp 5.000.001 - Rp 7.000.000	Jawa Tengah (Ibu Kota: Semarang)
19	4/8/2025 15:36:03	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
20	4/8/2025 15:46:02	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
21	4/8/2025 15:51:31	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
22	4/8/2025 15:51:34	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
23	4/8/2025 15:53:03	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
24	4/8/2025 15:56:18	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
25	4/8/2025 15:59:23	Tidak						
26	4/8/2025 16:12:12	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
27	4/8/2025 16:14:37	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)
28	4/8/2025 16:15:43	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

29	4/8/2025 16:15:58	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
30	4/8/2025 16:29:03	Ya	Laki-laki	31-40 tahun	S1	Freelancer	Rp 7.000.001 - Rp 9.000.000	DKI Jakarta (Ibu Kota: Jakarta)
31	4/8/2025 16:33:38	Tidak						
32	4/8/2025 16:44:25	Ya	Laki-laki	> 40 tahun	S2	Freelancer	> Rp 11.000.000	Banten (Ibu Kota: Serang)
33	4/8/2025 16:45:15	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
34	4/8/2025 16:47:58	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
35	4/8/2025 16:52:35	Ya	Perempuan	21-30 tahun	S1	Pegawai Swasta	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
36	4/8/2025 16:53:09	Ya	Perempuan	> 40 tahun	S1	Wiraswasta	Rp 5.000.001 - Rp 7.000.000	Sulawesi Utara (Ibu Kota: Manado)
37	4/8/2025 17:05:30	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
38	4/8/2025 17:06:01	Tidak						
39	4/8/2025 17:07:20	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
40	4/8/2025 17:07:39	Ya	Laki-laki	31-40 tahun	S1	Pegawai Swasta	> Rp 11.000.000	DKI Jakarta (Ibu Kota: Jakarta)
41	4/8/2025 17:09:03	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
42	4/8/2025 17:09:54	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)
43	4/8/2025 17:14:56	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
44	4/8/2025 17:36:47	Ya	Laki-laki	21-30 tahun	SMA/SMK	Lainnya	< Rp 1.000.000	Papua Barat (Ibu Kota: Manokwari)
45	4/8/2025 17:44:02	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)

46	4/8/2025 18:00:09	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
47	4/8/2025 18:07:39	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
48	4/8/2025 18:12:14	Ya	Laki-laki	21-30 tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
49	4/8/2025 18:20:57	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
50	4/8/2025 18:41:15	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
51	4/8/2025 18:55:51	Tidak						
52	4/8/2025 19:34:19	Tidak						
53	4/8/2025 19:39:14	Ya	Laki-laki	31-40 tahun	S2	Pegawai Swasta	> Rp 11.000.000	DKI Jakarta (Ibu Kota: Jakarta)
54	4/8/2025 20:02:16	Ya	Laki-laki	31-40 tahun	S1	Pegawai Swasta	Rp 7.000.001 - Rp 9.000.000	DKI Jakarta (Ibu Kota: Jakarta)
55	4/8/2025 20:14:02	Tidak						
56	4/8/2025 20:35:45	Ya	Perempuan	31-40 tahun	S1	Pegawai Swasta	Rp 7.000.001 - Rp 9.000.000	Maluku Utara (Ibu Kota: Sofifi)
57	4/8/2025 21:14:49	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
58	4/8/2025 21:21:20	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
59	4/8/2025 21:33:18	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
60	4/8/2025 21:42:50	Ya	Perempuan	21-30 tahun	S2	Lainnya	Rp 5.000.001 - Rp 7.000.000	DKI Jakarta (Ibu Kota: Jakarta)
61	4/8/2025 22:21:55	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
62	4/8/2025 22:53:18	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

63	4/9/2025 0:13:32	Ya	Perempuan	21-30 tahun	S1	Lainnya	< Rp 1.000.000	Papua Barat (Ibu Kota: Manokwari)
64	4/9/2025 0:26:41	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
65	4/9/2025 3:44:34	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
66	4/9/2025 8:02:00	Ya	Perempuan	> 40 tahun	S1	Freelancer	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
67	4/9/2025 8:24:37	Ya	Perempuan	31-40 tahun	S1	Pegawai Swasta	> Rp 11.000.000	DKI Jakarta (Ibu Kota: Jakarta)
68	4/9/2025 16:13:35	Ya	Perempuan	21-30 tahun	S1	Pegawai Swasta	Rp 3.000.001 - Rp 5.000.000	Papua (Ibu Kota: Jayapura)
69	4/9/2025 17:24:44	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
70	4/9/2025 19:55:01	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
71	4/9/2025 23:44:07	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
72	4/10/2025 0:03:44	Ya	Laki-laki	≤ 20 tahun	S1	Pelajar/Mahasiswa	> Rp 11.000.000	Riau (Ibu Kota: Pekanbaru)
73	4/10/2025 3:17:16	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	> Rp 11.000.000	Papua Barat Daya (Ibu Kota: Sorong)
74	4/10/2025 15:20:04	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
75	4/10/2025 17:56:35	Ya	Perempuan	> 40 tahun	S1	Lainnya	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
76	4/10/2025 18:18:14	Ya	Perempuan	31-40 tahun	S1	Lainnya	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
77	4/10/2025 18:32:59	Ya	Laki-laki	> 40 tahun	S1	Lainnya	> Rp 11.000.000	Jawa Tengah (Ibu Kota: Semarang)
78	4/10/2025 18:38:48	Ya	Perempuan	21-30 tahun	S1	Lainnya	Rp 5.000.001 - Rp 7.000.000	Jawa Tengah (Ibu Kota: Semarang)
79	4/10/2025 18:50:24	Ya	Perempuan	> 40 tahun	S1	Pegawai Swasta	> Rp 11.000.000	Jawa Tengah (Ibu Kota: Semarang)

80	4/10/2025 19:00:48	Ya	Perempuan	> 40 tahun	S1	Lainnya	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
81	4/10/2025 19:06:10	Ya	Laki-laki	> 40 tahun	S1	Wiraswasta	Rp 5.000.001 - Rp 7.000.000	Jawa Tengah (Ibu Kota: Semarang)
82	4/10/2025 19:45:41	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
83	4/10/2025 20:19:54	Ya	Perempuan	21-30 tahun	S1	Lainnya	Rp 5.000.001 - Rp 7.000.000	Kalimantan Timur (Ibu Kota: Samarinda)
84	4/10/2025 21:48:48	Tidak						
85	4/10/2025 21:56:31	Ya	Laki-laki	> 40 tahun	S1	Pegawai Swasta	Rp 9.000.001 - Rp 11.000.000	Jawa Tengah (Ibu Kota: Semarang)
86	4/10/2025 22:13:05	Ya	Laki-laki	> 40 tahun	S1	Pegawai Swasta	> Rp 11.000.000	DKI Jakarta (Ibu Kota: Jakarta)
87	4/10/2025 23:23:25	Ya	Laki-laki	> 40 tahun	S1	Pegawai Swasta	Rp 3.000.001 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)
88	4/11/2025 7:04:56	Ya	Perempuan	> 40 tahun	S2	Wiraswasta	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
89	4/11/2025 7:10:37	Tidak						
90	4/11/2025 7:11:44	Ya	Perempuan	> 40 tahun	S1	Lainnya	Rp 5.000.001 - Rp 7.000.000	Nusa Tenggara Timur (Ibu Kota: Kupang)
91	4/11/2025 7:14:21	Ya	Perempuan	31-40 tahun	S1	Lainnya	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
92	4/11/2025 8:48:53	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
93	4/11/2025 8:50:32	Tidak						
94	4/11/2025 8:52:42	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
95	4/11/2025 8:53:36	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
96	4/11/2025 9:10:46	Tidak						

97	4/11/2025 9:11:44	Ya	Laki-laki	> 40 tahun	S1	Pegawai Swasta	Rp 7.000.001 - Rp 9.000.000	Sumatera Utara (Ibu Kota: Medan)
98	4/11/2025 9:23:15	Ya	Laki-laki	> 40 tahun	S1	Freelancer	Rp 5.000.001 - Rp 7.000.000	Bali (Ibu Kota: Denpasar)
99	4/11/2025 10:02:23	Ya	Perempuan	> 40 tahun	S2	PNS	> Rp 11.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
100	4/11/2025 10:02:36	Ya	Laki-laki	> 40 tahun	S1	Pegawai Swasta	> Rp 11.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
101	4/11/2025 14:10:19	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
102	4/11/2025 18:21:57	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
103	4/11/2025 18:27:17	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
104	4/11/2025 18:30:18	Tidak						
105	4/11/2025 18:33:22	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pegawai Swasta	Rp 5.000.001 - Rp 7.000.000	Jawa Tengah (Ibu Kota: Semarang)
106	4/11/2025 18:37:09	Ya	Laki-laki	21-30 tahun	D1/D2/D3	Pegawai Swasta	Rp 7.000.001 - Rp 9.000.000	Jawa Tengah (Ibu Kota: Semarang)
107	4/11/2025 18:40:39	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
108	4/11/2025 18:52:55	Ya	Laki-laki	21-30 tahun	S1	Freelancer	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
109	4/11/2025 18:55:56	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Riau (Ibu Kota: Pekanbaru)
110	4/11/2025 18:57:23	Ya	Perempuan	21-30 tahun	D1/D2/D3	Lainnya	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
111	4/11/2025 18:59:20	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
112	4/11/2025 19:02:46	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Riau (Ibu Kota: Pekanbaru)
113	4/11/2025 19:04:48	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

114	4/11/2025 19:06:33	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)
115	4/11/2025 19:10:42	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
116	4/11/2025 19:14:03	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
117	4/11/2025 19:16:44	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
118	4/11/2025 19:20:02	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
119	4/11/2025 19:23:45	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
120	4/11/2025 19:25:57	Ya	Laki-laki	21-30 tahun	S1	Lainnya	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
121	4/11/2025 19:26:23	Tidak						
122	4/11/2025 19:31:39	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
123	4/11/2025 19:32:55	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
124	4/11/2025 19:36:35	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Bali (Ibu Kota: Denpasar)
125	4/11/2025 19:37:41	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
126	4/11/2025 19:42:30	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
127	4/11/2025 19:44:17	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
128	4/11/2025 19:52:34	Ya	Laki-laki	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
129	4/11/2025 19:55:08	Ya	Laki-laki	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
130	4/11/2025 20:05:40	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

131	4/11/2025 20:06:33	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
132	4/11/2025 20:06:34	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
133	4/11/2025 20:14:14	Ya	Laki-laki	21-30 tahun	D1/D2/D3	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
134	4/11/2025 20:22:24	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
135	4/11/2025 20:26:15	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
136	4/11/2025 21:15:03	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
137	4/11/2025 21:23:52	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
138	4/11/2025 21:30:36	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
139	4/11/2025 21:46:32	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
140	4/11/2025 21:55:25	Tidak						
141	4/11/2025 22:21:02	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
142	4/11/2025 22:26:03	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
143	4/11/2025 22:58:07	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
144	4/11/2025 23:07:27	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
145	4/11/2025 23:08:55	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
146	4/11/2025 23:12:46	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
147	4/11/2025 23:14:50	Ya	Laki-laki	21-30 tahun	S1	Pegawai Swasta	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

148	4/11/2025 23:21:02	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
149	4/11/2025 23:21:25	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
150	4/11/2025 23:31:50	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
151	4/11/2025 23:35:51	Tidak						
152	4/11/2025 23:36:42	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
153	4/11/2025 23:53:35	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
154	4/12/2025 0:00:33	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
155	4/12/2025 0:08:14	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Barat (Ibu Kota: Bandung)
156	4/12/2025 0:22:23	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
157	4/12/2025 0:27:55	Tidak						
158	4/12/2025 0:42:48	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
159	4/12/2025 6:45:13	Ya	Perempuan	31-40 tahun	SMA/SMK	Freelancer	Rp 3.000.001 - Rp 5.000.000	DKI Jakarta (Ibu Kota: Jakarta)
160	4/12/2025 7:35:30	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
161	4/12/2025 7:41:24	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
162	4/12/2025 8:00:18	Tidak						
163	4/12/2025 8:45:30	Ya	Perempuan	21-30 tahun	S1	Freelancer	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
164	4/12/2025 10:01:46	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

165	4/12/2025 11:13:41	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
166	4/12/2025 11:27:05	Tidak						
167	4/12/2025 11:42:08	Tidak						
168	4/12/2025 11:51:43	Tidak						
169	4/12/2025 11:55:37	Ya	Perempuan	21-30 tahun	S1	Pegawai Swasta	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
170	4/12/2025 11:59:38	Ya	Perempuan	> 40 tahun	D1/D2/D3	Pegawai Swasta	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
171	4/12/2025 12:06:59	Ya	Perempuan	> 40 tahun	SMA/SMK	Lainnya	Rp 7.000.001 - Rp 9.000.000	Sulawesi Tengah (Ibu Kota: Palu)
172	4/12/2025 12:07:25	Ya	Laki-laki	21-30 tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Bali (Ibu Kota: Denpasar)
173	4/12/2025 12:24:49	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
174	4/12/2025 12:25:34	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
175	4/12/2025 12:32:02	Ya	Perempuan	21-30 tahun	S1	Pegawai Swasta	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
176	4/12/2025 12:45:15	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
177	4/12/2025 13:05:27	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
178	4/12/2025 13:28:49	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
179	4/12/2025 14:25:48	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
180	4/12/2025 15:08:42	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)
181	4/12/2025 15:11:40	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)

182	4/12/2025 15:18:57	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
183	4/12/2025 15:19:40	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)
184	4/12/2025 15:20:28	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Barat (Ibu Kota: Bandung)
185	4/12/2025 15:23:24	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DKI Jakarta (Ibu Kota: Jakarta)
186	4/12/2025 15:24:49	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)
187	4/12/2025 15:55:03	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)
188	4/12/2025 16:07:14	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Jawa Timur (Ibu Kota: Surabaya)
189	4/12/2025 17:17:57	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	Banten (Ibu Kota: Serang)
190	4/12/2025 18:04:49	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Banten (Ibu Kota: Serang)
191	4/12/2025 19:06:07	Tidak						
192	4/12/2025 19:21:00	Ya	Perempuan	21-30 tahun	SMA/SMK	Lainnya	Rp 1.000.000 - Rp 3.000.000	DKI Jakarta (Ibu Kota: Jakarta)
193	4/12/2025 19:23:38	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
194	4/12/2025 19:24:20	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 5.000.001 - Rp 7.000.000	Kalimantan Timur (Ibu Kota: Samarinda)
195	4/12/2025 20:04:44	Ya	Laki-laki	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Barat (Ibu Kota: Bandung)
196	4/12/2025 20:28:12	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)
197	4/12/2025 20:28:21	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Sulawesi Selatan (Ibu Kota: Makassar)
198	4/12/2025 22:19:30	Ya	Perempuan	21-30 tahun	D1/D2/D3	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Timur (Ibu Kota: Surabaya)

199	4/12/2025 23:42:11	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DKI Jakarta (Ibu Kota: Jakarta)
200	4/13/2025 7:38:14	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
201	4/13/2025 8:28:20	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
202	4/13/2025 8:44:17	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DKI Jakarta (Ibu Kota: Jakarta)
203	4/13/2025 8:54:57	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 3.000.001 - Rp 5.000.000	Jawa Timur (Ibu Kota: Surabaya)
204	4/13/2025 9:08:56	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
205	4/13/2025 10:01:06	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pegawai Swasta	Rp 9.000.001 - Rp 11.000.000	DKI Jakarta (Ibu Kota: Jakarta)
206	4/13/2025 13:11:29	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Banten (Ibu Kota: Serang)
207	4/13/2025 14:53:25	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Bali (Ibu Kota: Denpasar)
208	4/13/2025 15:58:44	Ya	Laki-laki	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	Sulawesi Selatan (Ibu Kota: Makassar)
209	4/13/2025 17:46:29	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	Jawa Tengah (Ibu Kota: Semarang)
210	4/13/2025 18:43:12	Ya	Perempuan	21-30 tahun	S1	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
211	4/13/2025 21:08:53	Ya	Perempuan	> 40 tahun	D1/D2/D3	Wiraswasta	Rp 5.000.001 - Rp 7.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
212	4/13/2025 23:52:19	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
213	4/13/2025 23:58:08	Ya	Laki-laki	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
214	4/14/2025 8:31:58	Tidak						
215	4/14/2025 9:58:22	Ya	Laki-laki	21-30 tahun	S1	Pegawai Swasta	Rp 9.000.001 - Rp 11.000.000	DKI Jakarta (Ibu Kota: Jakarta)

216	4/14/2025 14:56:44	Ya	Perempuan	31-40 tahun	S1	Lainnya	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
217	4/14/2025 14:58:14	Ya	Perempuan	21-30 tahun	S1	Lainnya	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
218	4/14/2025 14:59:47	Ya	Perempuan	31-40 tahun	D1/D2/D3	Lainnya	< Rp 1.000.000	Jawa Tengah (Ibu Kota: Semarang)
219	4/14/2025 15:19:07	Ya	Perempuan	> 40 tahun	S1	Wiraswasta	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
220	4/14/2025 15:45:09	Ya	Perempuan	31-40 tahun	S1	Lainnya	Rp 9.000.001 - Rp 11.000.000	Jawa Tengah (Ibu Kota: Semarang)
221	4/14/2025 16:05:07	Ya	Perempuan	> 40 tahun	S1	Lainnya	Rp 7.000.001 - Rp 9.000.000	Jawa Tengah (Ibu Kota: Semarang)
222	4/14/2025 17:32:28	Tidak						
223	4/14/2025 17:43:07	Ya	Perempuan	> 40 tahun	S1	Lainnya	> Rp 11.000.000	Riau (Ibu Kota: Pekanbaru)
224	4/14/2025 21:27:04	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
225	4/15/2025 0:15:13	Ya	Perempuan	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
226	4/15/2025 7:13:59	Ya	Perempuan	21-30 tahun	S1	Lainnya	Rp 3.000.001 - Rp 5.000.000	Papua Barat (Ibu Kota: Manokwari)
227	4/15/2025 13:14:23	Ya	Perempuan	31-40 tahun	S1	Lainnya	Rp 3.000.001 - Rp 5.000.000	Jawa Tengah (Ibu Kota: Semarang)
228	4/16/2025 7:18:43	Ya	Perempuan	21-30 tahun	SMA/SMK	Pelajar/Mahasiswa	< Rp 1.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)
229	4/16/2025 20:55:15	Ya	Laki-laki	≤ 20 tahun	SMA/SMK	Pelajar/Mahasiswa	Rp 1.000.000 - Rp 3.000.000	DI Yogyakarta (Ibu Kota: Yogyakarta)

Lampiran 4 Jawaban Kuesioner

No	PL1	PL2	PL3	PL4	PL5	PL6	PL7	PL8	PL9	WOM ₁	WOM ₂	WOM ₃	WOM ₄	WOM ₅	WOM ₆	PH1	PH2	PH3	SPL ₁	SPL ₂	SPL ₃	SPL ₄	SPL ₅	NP1	NP2	NP3	NP4
1	4	5	4	5	4	4	4	5	4	4	4	5	4	4	5	4	5	4	4	5	4	5	4	4	4	5	4
2	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	4	4	5	4	4	4	4	4	4
3	5	5	4	5	4	5	5	2	5	5	2	4	4	5	4	5	4	5	4	2	2	4	5	5	5	4	5
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27	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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38	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
39	5	5	5	4	5	5	4	5	4	4	4	4	4	5	5	5	4	3	4	3	3	3	4	4	4	4	5	4

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41	5	3	4	4	5	5	3	5	5	4	4	3	3	4	4	3	4	4	4	3	4	5	5	4	4	4	3	
42	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	
43	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	5	4	4	4	4	
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186	5	4	4	5	4	5	4	5	5	4	5	3	4	5	5	5	5	5	5	4	5	5	5	5	4	4	5	
187	4	5	3	2	4	4	3	2	4	4	3	4	3	4	3	5	4	3	4	3	5	4	5	3	5	4	3	
188	4	3	4	4	4	3	5	4	3	4	3	4	4	4	3	5	4	4	3	4	5	3	4	4	3	4	4	
189	5	4	5	5	5	5	4	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	
190	4	4	5	3	5	5	5	5	5	3	5	4	5	5	5	5	5	5	3	3	3	5	5	1	5	5	5	
191	5	4	5	5	5	5	4	4	5	4	4	5	5	4	5	4	5	4	5	5	5	5	5	4	5	5	4	
192	4	4	4	4	4	4	3	3	4	3	3	3	4	2	3	3	3	4	3	3	3	3	3	3	3	4	4	
193	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	

194	5	3	5	5	5	5	3	5	5	3	3	3	2	2	3	3	3	3	5	5	5	5	5	4	4	4	4
195	5	5	5	3	5	5	5	5	5	5	5	4	5	4	5	5	4	5	5	5	4	5	5	5	5	4	5
196	4	4	4	4	4	4	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3	4	4	4	4	4	4
197	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
198	4	3	4	4	3	4	4	4	5	4	4	4	4	3	4	4	4	4	4	4	3	5	5	4	4	4	5
199	5	4	5	5	5	5	5	4	4	4	4	4	4	4	4	5	5	4	5	5	5	4	4	5	4	4	3
200	5	5	5	5	5	5	5	5	5	3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5
201	4	4	4	5	5	5	4	4	4	3	4	4	4	4	4	4	4	5	4	3	4	4	4	3	3	4	3
202	4	4	4	3	3	3	3	3	2	3	3	3	2	3	3	3	4	4	3	2	2	3	3	4	3	4	4
203	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	3	3	5	5	5	5	5	5	3	4	5	5
204	4	3	5	4	3	3	4	4	4	2	3	2	3	3	3	4	4	3	4	4	4	4	4	4	4	3	3
205	4	4	5	4	4	4	3	3	4	3	2	3	3	3	4	3	4	3	4	4	4	4	4	5	4	4	4
206	4	4	4	3	4	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4

Lampiran 5 Hasil Uji Analisis

Uji Validitas

Pengetahuan Lingkungan (PL)

		Correlations									
		PL1	PL2	PL3	PL4	PL5	PL6	PL7	PL8	PL9	TOTAL
PL1	Pearson Correlation	1	.389*	.657**	.726**	.526**	.471**	.725**	.483**	.481**	.785**
	Sig. (2-tailed)		.034	.000	.000	.003	.009	.000	.007	.007	.000
	N	30	30	30	30	30	30	30	30	30	30
PL2	Pearson Correlation	.389*	1	.214	.579**	.237	.600**	.567**	.350	.404*	.628**
	Sig. (2-tailed)	.034		.256	.001	.207	.000	.001	.058	.027	.000
	N	30	30	30	30	30	30	30	30	30	30
PL3	Pearson Correlation	.657**	.214	1	.422*	.795**	.527**	.626**	.655**	.556**	.805**
	Sig. (2-tailed)	.000	.256		.020	.000	.003	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
PL4	Pearson Correlation	.726**	.579**	.422*	1	.432*	.373*	.668**	.529**	.345	.734**
	Sig. (2-tailed)	.000	.001	.020		.017	.042	.000	.003	.062	.000
	N	30	30	30	30	30	30	30	30	30	30
PL5	Pearson Correlation	.526**	.237	.795**	.432*	1	.418*	.546**	.497**	.187	.668**
	Sig. (2-tailed)	.003	.207	.000	.017		.022	.002	.005	.323	.000
	N	30	30	30	30	30	30	30	30	30	30
PL6	Pearson Correlation	.471**	.600**	.527**	.373*	.418*	1	.778**	.437*	.610**	.764**
	Sig. (2-tailed)	.009	.000	.003	.042	.022		.000	.016	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
PL7	Pearson Correlation	.725**	.567**	.626**	.668**	.546**	.778**	1	.556**	.702**	.904**
	Sig. (2-tailed)	.000	.001	.000	.000	.002	.000		.001	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
PL8	Pearson Correlation	.483**	.350	.655**	.529**	.497**	.437*	.556**	1	.486**	.766**
	Sig. (2-tailed)	.007	.058	.000	.003	.005	.016	.001		.007	.000
	N	30	30	30	30	30	30	30	30	30	30
PL9	Pearson Correlation	.481**	.404*	.556**	.345	.187	.610**	.702**	.486**	1	.724**
	Sig. (2-tailed)	.007	.027	.001	.062	.323	.000	.000	.007		.000
	N	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.785**	.628**	.805**	.734**	.668**	.764**	.904**	.766**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30

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

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

Word of Mouth (WOM)

		Correlations						
		WOM1	WOM2	WOM3	WOM4	WOM5	WOM6	TOTAL
WOM1	Pearson Correlation	1	.644**	.423*	.397*	.664**	.369*	.750**
	Sig. (2-tailed)		.000	.020	.030	.000	.045	.000
	N	30	30	30	30	30	30	30
WOM2	Pearson Correlation	.644**	1	.544**	.564**	.647**	.268	.823**
	Sig. (2-tailed)	.000		.002	.001	.000	.153	.000
	N	30	30	30	30	30	30	30
WOM3	Pearson Correlation	.423*	.544**	1	.743**	.562**	.256	.809**
	Sig. (2-tailed)	.020	.002		.000	.001	.172	.000
	N	30	30	30	30	30	30	30
WOM4	Pearson Correlation	.397*	.564**	.743**	1	.459*	.308	.789**
	Sig. (2-tailed)	.030	.001	.000		.011	.098	.000
	N	30	30	30	30	30	30	30
WOM5	Pearson Correlation	.664**	.647**	.562**	.459*	1	.327	.823**
	Sig. (2-tailed)	.000	.000	.001	.011		.078	.000
	N	30	30	30	30	30	30	30
WOM6	Pearson Correlation	.369*	.268	.256	.308	.327	1	.502**
	Sig. (2-tailed)	.045	.153	.172	.098	.078		.005
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.750**	.823**	.809**	.789**	.823**	.502**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.005	
	N	30	30	30	30	30	30	30

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

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

Pemasaran Hijau (PH)

		Correlations			
		PH1	PH2	PH3	TOTAL
PH1	Pearson Correlation	1	.783**	.667**	.914**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
PH2	Pearson Correlation	.783**	1	.646**	.900**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
PH3	Pearson Correlation	.667**	.646**	1	.867**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
TOTAL	Pearson Correlation	.914**	.900**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Sikap Peduli Lingkungan (SPL)

		Correlations					
		SPL1	SPL2	SPL3	SPL4	SPL5	TOTAL
SPL1	Pearson Correlation	1	.669**	.422*	.621**	.265	.781**
	Sig. (2-tailed)		.000	.020	.000	.156	.000
	N	30	30	30	30	30	30
SPL2	Pearson Correlation	.669**	1	.637**	.598**	.180	.847**
	Sig. (2-tailed)	.000		.000	.000	.341	.000
	N	30	30	30	30	30	30
SPL3	Pearson Correlation	.422*	.637**	1	.465**	.223	.764**
	Sig. (2-tailed)	.020	.000		.010	.237	.000
	N	30	30	30	30	30	30
SPL4	Pearson Correlation	.621**	.598**	.465**	1	.375*	.792**
	Sig. (2-tailed)	.000	.000	.010		.041	.000
	N	30	30	30	30	30	30
SPL5	Pearson Correlation	.265	.180	.223	.375*	1	.538**
	Sig. (2-tailed)	.156	.341	.237	.041		.002
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	.781**	.847**	.764**	.792**	.538**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	
	N	30	30	30	30	30	30

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

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

Niat Pembelian (NP)

		Correlations			
		NP2	NP3	NP4	TOTAL
NP2	Pearson Correlation	1	.130	.289	.791**
	Sig. (2-tailed)		.494	.121	.000
	N	30	30	30	30
NP3	Pearson Correlation	.130	1	.473**	.603**
	Sig. (2-tailed)	.494		.008	.000
	N	30	30	30	30
NP4	Pearson Correlation	.289	.473**	1	.700**
	Sig. (2-tailed)	.121	.008		.000
	N	30	30	30	30
TOTAL	Pearson Correlation	.791**	.603**	.700**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Uji Reliabilitas

Pengetahuan Lingkungan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.905	9

Word of Mouth

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.846	6

Pemasaran Hijau

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.874	3

Sikap Peduli Lingkungan

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.801	5

Niat Pembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.728	.726	4

Statistik Deskriptif

Pengetahuan Lingkungan

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
PL1	206	1	5	940	4.56	.665
PL2	206	1	5	903	4.38	.721
PL3	206	1	5	913	4.43	.741
PL4	206	1	5	895	4.34	.804
PL5	206	1	5	927	4.50	.731
PL6	206	1	5	930	4.51	.675
PL7	206	1	5	878	4.26	.784
PL8	206	1	5	843	4.09	.892
PL9	206	1	5	897	4.35	.824
Valid N (listwise)	206					

Word of Mouth

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
WOM1	206	1	5	787	3.82	.862
WOM2	206	1	5	802	3.89	.952
WOM3	206	1	5	724	3.51	1.072
WOM4	206	1	5	770	3.74	.972
WOM5	206	1	5	778	3.78	1.035
WOM6	206	1	5	858	4.17	.833
Valid N (listwise)	206					

Pemasaran Hijau

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
PH1	206	2	5	877	4.26	.703
PH2	206	2	5	885	4.30	.673
PH3	206	1	5	883	4.29	.746
Valid N (listwise)	206					

Sikap Peduli Lingkungan

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
SPL1	206	2	5	903	4.38	.701
SPL2	206	1	5	859	4.17	.812
SPL3	206	2	5	870	4.22	.789
SPL4	206	2	5	925	4.49	.675
SPL5	206	2	5	918	4.46	.688
Valid N (listwise)	206					

Niat Pembelian

Descriptive Statistics						
	N	Minimum	Maximum	Sum	Mean	Std. Deviation
NP1	206	1	5	851	4.13	.801
NP2	206	1	5	836	4.06	.836
NP3	206	2	5	858	4.17	.740
NP4	206	2	5	821	3.99	.817
Valid N (listwise)	206					

Regresi Berganda

H1: Pengetahuan Lingkungan terhadap Sikap Peduli Lingkungan

H2: *Word of Mouth* terhadap Sikap Peduli Lingkungan

H3: Pemasaran Hijau terhadap Sikap Peduli Lingkungan

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.435	.427	2.16820

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	731.611	3	243.870	51.875	.000 ^b
	Residual	949.618	202	4.701		
	Total	1681.228	205			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.082	1.343		3.784	.000
	Pengetahuan Lingkungan	.256	.035	.445	7.421	.000
	Word of Mouth	.025	.043	.037	.570	.569
	Pengetahuan Hijau	.465	.104	.302	4.458	.000

H4: Pengetahuan Lingkungan terhadap Niat Pembelian

H5: *Word of Mouth* terhadap Niat Pembelian

H6: Pemasaran Hijau terhadap Niat Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.415	1.92887

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	552.662	3	184.221	49.514	.000 ^b
	Residual	751.551	202	3.721		
	Total	1304.214	205			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.140	1.195		3.466	.001
	PL	.077	.031	.151	2.497	.013
	WOM	.247	.038	.429	6.464	.000
	PH	.273	.093	.201	2.945	.004

Regresi Sederhana

H7: Sikap Peduli Lingkungan terhadap Niat Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.526 ^a	.276	.273	2.15098

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	360.366	1	360.366	77.888	.000 ^b
	Residual	943.847	204	4.627		
	Total	1304.214	205			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.282	1.149		5.466	.000
	Sikap Peduli Lingkungan	.463	.052	.526	8.825	.000



Article

Environmental Care Attitudes and Intention to Purchase Green Products: Impact of Environmental Knowledge, Word of Mouth, and Green Marketing

Megawati Simanjuntak ^{1,*}, Nidya Luthfi Nafila ¹, Lilik Noor Yuliati ¹, Irni Rahmayani Johan ¹, Mukhamad Najib ² and Mohamad Fazli Sabri ³

¹ Department Family and Consumer Sciences, IPB University (Bogor Agricultural University), Bogor 16114, Indonesia

² Department of Management, IPB University (Bogor Agricultural University), Bogor 16114, Indonesia

³ Department of Resource Management and Consumer Studies, Universiti Putra Malaysia, Serdang 43400, Malaysia

* Correspondence: mega_juntak@apps.ipb.ac.id

Abstract: The intention to purchase green products cannot be separated from environmental consciousness among people. This study analyzes the effect of environmental knowledge, word of mouth (WOM), and green marketing on environmental care attitudes and the intention to purchase green products. A total of 159 valid questionnaires were analyzed with structural equation modeling. The empirical results indicate that environmental knowledge significantly affects environmental care attitudes. In addition, green marketing and environmental concerns significantly and positively affect the intention to purchase green products. Meanwhile, WOM and green marketing do not significantly affect environmental care attitudes. Similarly, environmental knowledge and WOM do not significantly affect the intention to purchase green products. Finally, managerial implications for the government and business were formulated.



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Keywords: environmental care attitude; environmental knowledge; green marketing; green product; intention to purchase; word of mouth

1. Introduction

Many factors can influence a consumer's desire to purchase environmentally friendly products. A literature review of 108 articles across the six years from 2015 to 2021 revealed that perceived consumer effectiveness, customers' attitudes, subjective norms, environmental concerns, environmental knowledge, perceived behavioral control, and awareness were considered the major positive factors of both green product intention and behavior. Meanwhile, price, health consciousness, and green trust as well as intention, environmental involvement, and personal norms emerged as major positive drivers for green product intention and behavior, respectively [1]. Next, previous research has found that environmental knowledge [2], word of mouth (WOM) [3–5], green marketing [6], and environmental care attitudes [7,8] all influence purchase intention. Knowledge can influence people's desire for environmentally friendly products. Furthermore, understanding consumer attitudes and beliefs toward environmentally friendly products raises consumer awareness of the environment [9]. Additionally, knowledge is important, but it is influenced by the knowledge of others who have used green products, known as WOM. WOM has the potential to spread faster than advertising or direct mail [10]. Research has also shown that green marketing positively influences purchasing decisions [11]. Although green marketing has been a major research topic for decades, little research [12–14] has focused on the effect of green marketing strategies on purchasing intention, especially in developing countries.

Of all previous studies, research focusing on word-of-mouth and green marketing as drivers of green product intentions and behaviors is still relatively limited and thus deserves further research. An obvious research gap in this study is that none of the studies above analyzed all variables, namely knowledge, WOM, and green marketing, at once. Therefore, this research might allow the identification of multiple variables encouraging or obstructing green product attitudes and intentions. Therefore, this study contributes to the literature that examines the driving factors of behavioral intentions for green products, whether the most influential factor is internal or external to the consumer. Moreover, this research might assist in clarifying the different causes behind the existing green product intention inconsistency and the elements accountable for such conflicting behavior. So, this research aims to bridge the gap between how customers think and behave about green products, and research often shows a dissonance between the status of customers and their actual behavior regarding sustainable behavior [15]. This phenomenon is well-known in previous literature and has been called the “green attitude–behavior gap” [16]. This finding is a useful contribution towards the formation of green product interest because an increasing number of people are concerned about environmental issues, eventually leading to increased demand for eco-friendly products in daily behavior. Moreover, marketers must understand consumers’ willingness to purchase green products [17], which helps formulate appropriate green product market development strategies.

Two theories are relevant to this study: ABC theory and norm activation model (NAM) theory. These two theories emphasize that ABC theory and norm activation models can effectively explain and predict environmentally conscious behavior based on the idea that cognitive and moral norms determine what people believe and behave as environmentally conscious consumers. First, the ABC theory posits that attitudes describe ambivalence’s emotional, cognitive, and physical consequences, which influence how different components interact [18]. According to ABC theory, what is affected is a person’s emotions, attitudes, and sympathetic nervous system activity associated with objects and their association [19]. Other aspects of cognition also influence attitudes; a person’s understanding of and opinion about the attitude object is derived from their feelings toward the attitude object [20]. In addition, according to the NAM theory, personal norms are based on two factors: awareness of whether or not a behavior has consequences and a sense of responsibility for carrying out certain behaviors. It explains that awareness of consequences affects personal norms via a person’s responsibilities. Therefore, awareness of consequences and responsibilities moderates the influence of personal norms on behavior [21].

The goals of this study are first to describe each research variable in detail and second to analyze the effect of environmental knowledge, WOM, and green marketing on attitudes toward environmental care and the intention to purchase green products.

The theoretical model of the research was built in the framework depicted in Figure 1 using the ABC theory and the NAM theory.

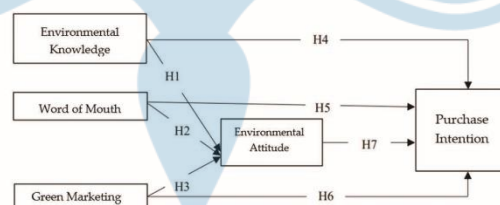


Figure 1. Research framework.

Based on the framework in Figure 1, the following hypotheses are proposed:

H1: *Environmental knowledge significantly affects environmental care attitudes.*

Knowledge may be crucial in motivating one's behavioral change to engage in general pro-environmental behavior [22]. Consumers who understand the concept of environmentally friendly products, the awareness of consuming environmentally friendly products, and the environmental regulations will consider the environmentally friendly value of a product before deciding to buy. In addition, environmental knowledge can influence environmentally friendly attitudes [9]. Consumers with a high level of environmental knowledge have a good attitude toward environmental protection and a strong willingness to buy green products [23].

H2: WOM significantly affects the attitude toward environmental care.

Word of mouth is defined as a promotional medium through the exchange, information flow, communication, or conversation between two individuals related to the value of a good/service that has been purchased or used, thus impacting the assessment of the good/service [24]. Word of mouth can influence the perception of others after hearing or reading a judgment about something, for example, a green consumer's review [3].

H3: Green marketing significantly influences people's attitudes toward environmental protection.

Green marketing is the process of marketing products in an environmentally friendly way, reducing the use of raw materials that damage the environment [25]. Previous researchers such as [12–14] found that green marketing has been extensively researched in western countries, while little research has been conducted on green purchasing behavior in developing countries, including Indonesia. Previous research revealed a positive and significant influence between green marketing variables on purchase intention variables and also shows that green marketing strategies on products can generate interest in potential consumers in these products. Green marketing positively and significantly influences purchasing intentions for green products [26]. Furthermore, several eco-labels and customer feedback, as part of green marketing, influence customers' willingness to spend more on green products [18,19,27]. Moreover, green marketing activities can better promote the positive impact of corporate green marketing behaviors on consumers' willingness to consume green [28].

H4: Environmental knowledge significantly affects the purchase intention of green products.

Environmental knowledge can be an important factor influencing purchase intention towards green products. Previous research states that environmental knowledge can influence consumer intention and behavior in buying green products [29]. Environmental knowledge is also an indicator of each individual's social and environmental sustainability, and this attitude provides an impetus for buying interest in green products [7]. Furthermore, the results of previous studies explain that environmental knowledge positively affects green product purchase intentions [30]. In addition, green brand knowledge was the most significant determinant of green product purchase intention [31].

H5: WOM significantly influences the purchase intention of green products.

Word of mouth plays a major role in creating an image in the minds of consumers, which can cause consumers to be interested in buying the product through word of mouth. Previous research found that word of mouth significantly affects brand image [32]. The results of previous research also concluded that word of mouth could influence trust, thus impacting consumer purchase intention [33]. Previous research also states that the impact of word of mouth is very strong on consumers and can result in changes in purchasing interests and decisions [34].

H6: Green marketing significantly affects the purchase intention of green products.

Green marketing offers will likely trigger interest in buying the product. The green marketing mix (green products, prices, places, and advertisements) significantly correlates with purchase intention [35]. From a green marketing point of view, consumers negotiate morals subjectively, thus causing a min-at to buy green products [36]. One of the impor-

tances of implementing green marketing is that it can make differentiation for a product in an increasingly changing market; this can increase public interest in buying green products or environmentally friendly products. Consumers with a positive attitude towards green brands will have a high chance of making purchases; green brands significantly affect green purchase intention [37]. As a green marketing tool, various channels affect consumers' psychological feelings when providing psychological security, making consumers trust products and leading to behavioral purchase intentions for consumers [38].

H7: *Environmental care attitude has a significant effect on green product purchase intention.*

Concern for the environment and climate is an individual's moral obligation to do something for the environment [39]. Therefore, environmental concerns reflected in environmental care attitudes significantly positively affect the purchase intention of green products [40,41]. Next, using the PLS-SEM method, the scholar concluded that attitude plays a significant role in consumers' intention to buy green cosmetics in Indonesia [42]. In addition, the role of consumer attitudes has a significant effect on the repurchase intention of environmentally friendly products [2].

2. Materials and Methods

This research applied a quantitative approach using online survey techniques to examine the impact of environmental knowledge, WOM, and green marketing on environmental care attitudes and green product purchase intentions. Data were collected via Google Forms, and information was disseminated via the social media WhatsApp, Line, and Instagram. However, how much data were obtained from each social media platform was unclear.

Furthermore, a voluntary sampling of Indonesian citizens was used based on the respondent's desire to participate. As the name implies, the final sample is selected from those potential respondents willing and eligible to participate in the survey. The sample size is based on 5–10 times the number of variables [43]. Because there are 27 indicators in this study, the sample size required is 135–270 participants. A total of 159 valid questionnaires were analyzed. According to the demographics of the respondents, six out of ten are females aged 21–30 years who live in Greater Jakarta. In addition, four out of ten respondents had completed senior high school. Furthermore, four out of ten graduated from senior high school and are now undergraduate students. Almost 40% of respondents have an average monthly income of more than 1,000,000 rupiahs. The sample characteristics were obtained as shown in Table 1.

Table 1. Profiles of respondents.

Profiles	Frequency	Percentage (%)
Gender		
Male	62	39.0
Female	97	61.0
Age		
≤20 yo	21	13.2
21–30 yo	106	66.7
31–40 yo	19	11.9
>40 yo	13	8.2
Education		
Junior High School	1	0.6
Senior High School	68	42.8
Diploma	21	13.2
Undergraduate	58	36.5
Postgraduate	11	6.9

Table 1. Cont.

Profiles	Frequency	Percentage (%)
Occupation		
Freelance	9	5.7
Teacher/Lecturer	2	1.3
Private employee	34	21.4
Health Care	11	6.9
Business	6	3.8
Students	74	46.5
Civil Servant	23	14.5
Income (rupiahs)		
<1,000,000	61	38.4
1,000,001–3,000,000	31	19.5
3,000,001–5,000,000	22	13.8
5,000,001–7,000,000	18	11.3
7,000,001–9,000,000	10	6.3
9,000,001–11,000,000	10	6.3
>11,000,000	7	4.4

The variables observed in this study consisted of five components, all measured using modified instruments derived from previous studies. Environmental knowledge [44], WOM [3], green marketing [6], environmental care attitude [7], and the intention to purchase green products [45] are among these factors. The instrument was also modified to make it more understandable and simpler to complete using a five-point Likert scale. In addition, this study adds one indicator in the purchase intention of green products, namely MB4. Table 2 lists the latent variables, codes, variable indicators, and scales.

Table 2. Research variables and indicators.

Latent Variables	Operational Definition	Code	Indicator Variables	Scale
Environmental Knowledge [2,44]	The awareness and comprehension of current environmental conditions and issues	PL1	Know the global warming	5-Point Likert Scale (1 = very unaware to 5 = very knowledgeable)
		PL2	Know the green products	
		PL3	Know the climate change	
		PL4	Know term greenhouse gas	
		PL5	Know the environmental issues	
		PL6	Know about recycling	
		PL7	Know how to choose products that can reduce the waste	
		PL8	Understood the symbols or signs of green products on product packaging	
		PL9	Know that green products cause less damage than other products	
Word of Mouth (WOM) [3]	The tendency to listen to or see comments from other people to find out about a product or service	WOM1	Often read/hear product reviews from other consumers to find out what products/brands make a good impression	4-Point Likert Scale (1 = very unsuitable to 4 = very suitable)
		WOM2	Reads/hear product reviews from other consumers to make sure they are buying the right product/brand	
		WOM3	Often consult with other consumers to help choose the right product/brand	
		WOM4	Often gather information about product reviews from other consumers before buying a particular product/brand	

Table 2. Cont.

Latent Variables	Operational Definition	Code	Indicator Variables	Scale
Green Marketing [6]	Companies carry out the process of marketing green products to make consumers interested in buying these products	WOM5	Worried about the decision to buy a product, if they do not read/hear product reviews from other consumers	5-Point Likert Scale (1 = Strongly disagree to 5 = Strongly agree)
		WOM6	Product reviews from other consumers give me the confidence to buy the product	
		PH1	Believe that businesses use environmentally friendly packaging (e.g., use of paper to reduce plastic)	
		PH2	Believe that businesses recycle, reuse, and recreate product packaging materials	
		PH3	Believe that businesses conduct product promotions that explain the positive impact they will have on the environment	
Environmental Care Attitudes [7,8]	Things that a person feels or does about things related to environmental sustainability	SPL1	Feel responsible for environmental pollution	5-Point Likert Scale (1 = strongly disagree to 5 = strongly agree)
		SPL2	Feel responsible for the greenhouse effect	
		SPL3	Feel responsible for air conditions	
		SPL4	Purchasing green products is a smart choice	
		SPL5	Switching to green products brings many benefits	
Purchase intention of green products [4,5]	A person's interest in buying green products	MB1	Would consider buying green products because they produce less pollution	5-Point Likert Scale (1 = strongly disagree to 5 = strongly agree)
		MB2	Would consider switching from regular products to green products for ecological reasons	
		MB3	Plan to consume green products	
		MB4	Will keep buying even though green products tend to be expensive because they care about the environment	

Instrument testing was performed before data collection to ensure a reliable measuring device. This study included 34 participants. The data were also analyzed using Cronbach's alpha statistic. A variable is considered reliable if its Cronbach's alpha value is greater than 0.60. The reliability test results demonstrate that each variable has a Cronbach's alpha value of ≥ 0.6 , indicating that each question on the five variables used in this study is reliable (Table 3).

Table 3. Reliability test of research instruments.

Latent Variables	Number of Indicators	Cronbach's alpha	Conclusion
Environmental Knowledge (PL)	9	0.901	Reliable
Word of Mouth (WOM)	6	0.753	Reliable
Green Marketing (PH)	3	0.668	Reliable
Environmental Care Attitudes (SPL)	5	0.604	Reliable
Purchase Intention of Green products (MB)	4	0.829	Reliable

Descriptive statistics were performed first to address the first goal of identifying each research variable. The average score of each indicator in a single variable was summed and then converted into an index (0–100 scale). The objective is for each variable to have the same comparison. The classification of the index is determined by categorizing it as low

(index ≤ 60.00), moderate (index 60.01–79.99), and high (index ≥ 80.00). The index was calculated using the following formula:

$$\text{Index} = \frac{\text{Gained Score} - \text{Minimum Score}}{\text{Maximum Score} - \text{Minimum Score}} \times 100$$

A structural equation modeling (SEM) analysis with LISREL was used to address the second objective: to examine the effects of environmental knowledge, WOM, green marketing, and environmental care attitudes on the purchase intention of green products.

3. Results

3.1. Buying Interest

As many as 31% of respondents who received results stated they intended to buy a tote bag. Furthermore, with a percentage of 54.72%, most respondents intend to purchase goods online. Many respondents have found that green marketing can attract them to buy green products. It is also possible to conclude that respondents have taken environmental protection measures in the context of caring for the environment. Finally, regarding purchase intention, respondents are interested in purchasing green products to protect the environment, but the prices can be quite high, discouraging respondents from purchasing these green products. Furthermore, respondents received much environmental information from various media sources. Social media is the most frequently used source of environmental information. Thus, it can be concluded that respondents frequently read or see reviews before purchasing a product.

3.2. Description of Variable Indicators

The ability to recognize environmental issues and their causes is called environmental knowledge. The environmental knowledge in this study was moderate, at 52.2%, with an average index of 68.48. This finding suggests that green marketing is still a low priority for consumers who want to learn more about the environment. WOM is moderate at 61.6%, with an average index of 73.24; respondents are likely to consider reviews from other people before purchasing specific products. The average percentage of people responsible for the environment is 79.5% of environmental care attitude. The environmental care attitude in this study is moderate, at 62.3%, with an average index of 76.32. The environmental care attitude is expressed or practiced by someone regarding environmental sustainability issues. The environmental concern attitude in this study is moderate, at 47.8%, with an average index of 71.80. These data suggest that respondents care about the environment.

Furthermore, 62.7% of respondents are interested in purchasing eco-friendly products, and the interest in purchasing green products in this study is moderate, with an average index score of 67.52. Additionally, this study's interest in green products is moderate, at 58.5%, with an average index score of 74.65. These findings revealed that respondents are interested in purchasing green products (Table 4).

Table 4. Descriptive statistics.

Variables	Low (Index ≤ 60.00)	Moderate (Index 60.01–79.99)	High (Index ≥ 80.00)	Range of Index	Mean $\pm$ SD
Environmental Knowledge (PL)	27.7	52.2	20.1	19.44–100.00	68.48 $\pm$ 15.17
Word of Mouth (WOM)	8.2	61.6	30.2	33.33–100.00	73.24 $\pm$ 14.46
Green Marketing (PH)	61.6	28.3	10.1	0.00–100.00	58.02 $\pm$ 18.87
Environmental Care Attitudes (SPL)	27.7	47.8	24.5	16.67–100.00	71.80 $\pm$ 17.13
Purchase Intention of Green Products (MB)	11.3	58.5	30.2	31.25–100.00	74.65 $\pm$ 14.43

3.3. Evaluation of Model Fit Level

The level of fit of the model was evaluated to determine the level of fit of the original data to the model that was designed based on the hypothesis. The level of data fit with the

model was evaluated in three stages: (1) overall model fit, (2) measurement model fit, and (3) structural model fit [43].

3.3.1. Overall Model Fit Test

The overall model fit test results from the Root Mean Square Error of Approximation (RMSEA), Root Mean Square Residual (RMR), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Incremental Fit Index (IFI), Normed Fit Index (NFI), and Comparative Fit Index (CFI) values based on the fit criteria are presented in Table 5.

Table 5. Overall model fit.

Goodness of Fit	Cut-Off	Result	Conclusion
Root Mean Square Error of Approximation (RMSEA)	$RMSEA \leq 0.08$	0.049	Good fit
Root Mean Square Residual (RMR)	$RMR \leq 0.1$	0.040	Good fit
Goodness of Fit Index (GFI)	$0.80 \leq GFI < 0.90$	0.85	Good fit
Adjusted Goodness of Fit Index (AGFI)	$0 < AGFI < 1; AGFI \geq 0.9$	0.81	Good fit
Incremental Fit Index (IFI)	$0 < IFI < 1; IFI \geq 0.9$	0.98	Good fit
Normed Fit Index (NFI)	$0 < NFI < 1; NFI \geq 0.9$	0.94	Good fit
Comparative Fit Index (CFI)	$0 < CFI < 1; CFI \geq 0.9$	0.98	Good fit

The results of the re-specification show that the overall model fit test is acceptable and that the model is described as having a good fit. The absolute fit indices include the root means square error of approximation. In large samples, the RMSEA index can be used to compensate for the Chi-Square test. The RMSEA value must be less than or equal to 0.08 for the model to be accepted. The calculated RMSEA value is 0.049, indicating that it meets the appropriate criteria and that the model is acceptable. The RMR is 0.04; the GFI is 0.85; the AGFI is 0.81; the IFI is 0.98; the NFI is 0.94, and the CFI is 0.98, indicating that the model meets the good fit criteria.

3.3.2. Measurement Model Fit

After the overall model was evaluated for appropriateness, the structural model's fit test was performed. The model's fit criteria are based on the reliability of the indicator variables on the latent variable. A valid indicator has a standardized loading factor of ≥ 0.5 . However, not all indicators are valid, and indicators SPL5 and SPL4 are disqualified because their standardized loading factor is significantly lower than 0.5. The SEM results are shown in Figure 2.

To assure the validity and reliability of this model and result, the construct reliability (CR) and variance extracted (VE) measure for each construct were conducted. In general, the acceptable construct reliability (CR) value is ≥ 0.7 , and the variance extracted (VE) value is ≥ 0.5 . High-reliability results provide confidence that individual indicators are consistent with their measurements. Based on the study's results, it was found that all variables met the reliability requirements with CR values ≥ 0.7 and VE ≥ 0.5 . These results indicate that each indicator variable has a valid conclusion to measure its latent construct. Furthermore, all construct reliability (CR) on each latent variable is more than 0.7. This finding shows that the indicators used in this study after elimination have a reliability value that can measure their constructs. Therefore, it can be concluded that the measurement model evaluation results show that the overall model fits the data (Table 6).

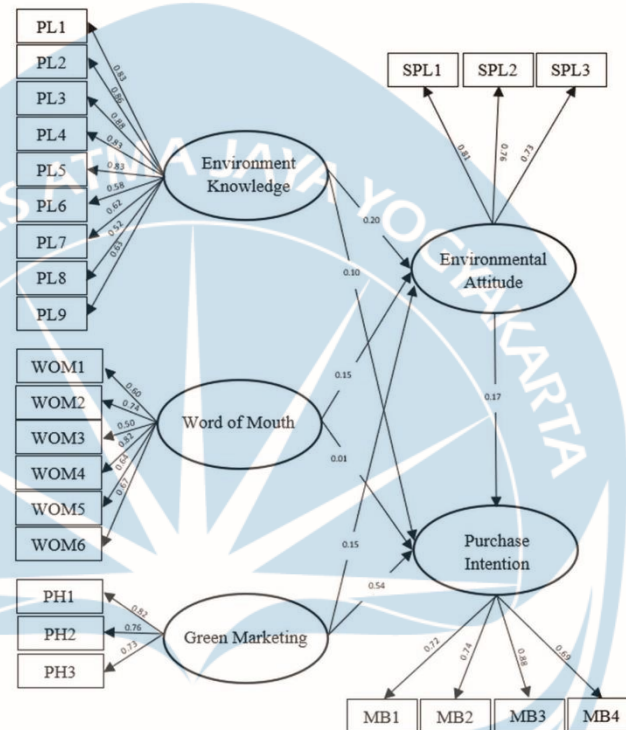


Figure 2. The result of the structural equation modeling.

Table 6. Construct reliability (CR) and variance extracted (VE).

Latent Variables	VE	CR
Environmental Knowledge (PL)	0.65	0.94
Word of Mouth (WOM)	0.61	0.90
Green Marketing (PH)	0.59	0.81
Environmental Care Attitudes (SPL)	0.72	0.88
Purchase Intention of Green Products (MB)	0.86	0.84

3.3.3. Structural Model Fit

A specific significance level is used to evaluate the structural equation model fit test. The model's fit is tested by determining that the *t*-value of each latent variable must be greater than 1.96; this is required because the hypothesis must be accepted at a significance level of 0.05 (95% confidence level). According to Figure 2, three variables have a *t*-value greater than 1.96. In the structural model fit test, the four hypotheses with *t*-value less than 1.96, namely, H2, H3, H4, and H5, are considered insignificant. Therefore, the statistical analysis results have non-significant values.

3.4. Hypothesis Testing

The empirical model was used to test hypotheses by testing the path coefficient and *t*-value on the SEM. If the *t*-value is greater than 1.96, the effect of one variable on another is significant; otherwise, if the *t*-value is less than 1.96, it is not significant. Table 7 summarizes the results of the SEM estimation.

Table 7. Hypothesis testing.

	Path	Beta	t-Value	Result	Conclusion
Environmental Knowledge (PL)	→ Environmental Care Attitudes (SPL)	0.20	2.03	Significant	Accept H1
Word of Mouth (WOM)	→ Environmental Care Attitudes (SPL)	0.15	1.45	Insignificant	Reject H2
Green Marketing (PH)	→ Environmental Care Attitudes (SPL)	0.15	1.31	Insignificant	Reject H3
Environmental Knowledge (PL)	→ Intention to Purchase Green Products (MB)	0.10	1.08	Insignificant	Reject H4
Word of Mouth (WOM)	→ Intention to Purchase Green Products (MB)	0.014	0.16	Insignificant	Reject H5
Green Marketing (PH)	→ Intention to Purchase Green Products (MB)	0.54	4.90	Significant	Accept H6
Environmental Care Attitudes (SPL)	→ Intention to Purchase Green Products (MB)	0.17	1.99	Significant	Accept H7

The hypothesis testing in Table 5 reveals that environmental knowledge (PL) significantly and positively affects environmental care attitudes (SPL) ($\beta = 0.20$; *t*-value = 2.03). Furthermore, green marketing (PH) has a significant positive effect on green product purchase intention (MB) ($\beta = 0.54$; *t*-value = 4.90). Furthermore, environmental care attitude (SPL) has a significant and positive influence on green product purchase intention (MB) ($\beta = 0.17$; *t*-value = 1.99). However, some results revealed that the influence of variables is not significant, such as the lack of influence of WOM on environmental care attitude (SPL) ($\beta = 0.15$; *t*-value = 1.45) and the lack of influence of green marketing (PH) on environmental care attitude (SPL) ($\beta = 0.15$; *t*-value = 1.31). Furthermore, environmental knowledge (PL) has no significant effect on green product purchase intention (MB) ($\beta = 0.097$; *t*-value = 1.08), and WOM has no significant effect on green product purchase intention (MB) ($\beta = 0.014$; *t*-value = 0.16). Therefore, we can conclude that H1, H6, and H7 are accepted, whereas H2, H3, H4, and H5 are rejected.

4. Discussion

4.1. The Effect of Environmental Knowledge on Environmental Care Attitudes (H1)

The findings revealed that environmental awareness significantly impacts the attitude toward environmental care. The coefficient of environmental knowledge on environmental care attitudes of 0.20 and a *t*-value of 2.03 support this conclusion. A value greater than 1.96 indicates a significant and positive relationship. The following indicators are part of environmental knowledge, with understanding global warming (PL1) being one of the most significant indicators with a loading factor of 0.93. This result implies that understanding global warming will significantly impact increasing environmental awareness.

Thus, H1 has been proven and accepted. Environmental knowledge affects environmental care attitudes by 20%. The greater one's environmental knowledge, the more positive one's attitude toward environmental stewardship. This finding implies that someone with extensive environmental knowledge will influence their thoughts and opinions about the environment. This will be reflected in a considerate attitude toward the environment. Attitudes based on a comprehensive and organized knowledge base could be the foundation for reactions to attitudes [46]. Knowledge is required to understand the principles of sustainable development, their implementation, the attitudes and values associated with them, and the consequences of their application [47]. Furthermore, understanding consumer attitudes and beliefs about environmentally friendly products is the

primary driver of environmentally conscious consumer behavior. Consumers with higher environmental awareness and concern have a more ecological attitude than consumers without awareness or concern. This finding demonstrates that the more consumers know about the environment, the more environmentally conscious they are.

4.2. The Effect of Word of Mouth on Environmental Care Attitudes (H2)

The WOM does not affect environmental care attitudes. This is supported by the *t*-values of 1.45. This value is less than 1.96, indicating no significant influence exists between variables. Thus, H2 is rejected. The reviews from others do not affect a person's attitude. The tendency to listen to or see comments from other people to find out about a product or service, such as consulting with other consumers to help choose the right product, gathering information about product reviews from other consumers before buying a particular product, did not give the consumers the confidence to buy the product.

The opinions of friends, the government, and environmental organizations might be more influenced by environmental care attitudes [3]. These findings are possible because other people's product reviews are less significant and do not draw attention to the product to be used. Therefore, someone who reads or hears product reviews is more concerned with the advantages and disadvantages that the reviewer experienced after purchasing the product.

4.3. The Effect of Green Marketing on Environmental Care Attitudes (H3)

The analysis results conclude that green marketing does not affect environmental care attitudes. The *t*-value of less than 1.96, equal to 1.31, supports this conclusion, indicating no significant effect between the variables. Therefore, H3 was rejected. In addition, the path coefficient value of green marketing's influence on environmental care attitude is 0.15, indicating that an increase in green marketing's attitude does not lead to an increase in environmental care attitude. This study's finding contradicts previous research, which found that the attractiveness of advertisements significantly impacts people's attitudes toward green brands [48].

The green marketing to promote a product as environmentally friendly and reducing the use of polluting raw materials applied by companies has not succeeded in increasing the positive environmental care attitudes. Respondents' assumed the company's green marketing did not include values encouraging consumers to be environmentally friendly.

4.4. The Effect of Environmental Knowledge on Intention to Purchase Green Products (H4)

Environmental knowledge does not affect purchase intention for green products. This is supported by the *t*-values of 1.08. This value is less than 1.96, indicating no significant relationship between variables. Thus, H4 is rejected. This study's findings contradict previous research, which found that environmental knowledge issues significantly impact the desire and choice to consume green products [30]. The greater a consumer's environmental knowledge, the less they will feel responsible for environmental pollution, the greenhouse effect, and air quality. Even though purchasing green products is wise, switching to green products has numerous advantages.

Environmental knowledge in green products does not reflect customer commitment to prefer green products over conventional products [49]. Consumers familiar with the environment are less interested in green purchasing. This implies that respondents in this study are thought to believe that environmental knowledge is not a major factor in encouraging interest in purchasing green products. Knowledge about the environment has a greater influence on consumer mindsets, but it has not yet reached the stage of influencing the desire to purchase a product because other factors can influence purchasing interest.

4.5. The Effect of Word of Mouth on Intention to Purchase Green Products (H5)

The findings revealed that WOM did not affect purchase intentions for green products. This is supported by the *t*-values of 1.16. However, this value is less than 1.96, indicating no significant influence exists between variables. Thus, H5 is rejected. The tendency to

listen to or see other people's comments to find out about a product or service had no impact on a person's interest in purchasing green products. This finding contradicts the previous research, which demonstrated that electronic WOM has a significant effect on purchase intention [50,51]. Respondents in this study are suspected of assuming that reviews obtained from other consumers are not a significant factor in encouraging interest in purchasing green products. This result is possible because WOM is an external factor and thus has less clout than other factors.

4.6. The Effect of Green Marketing on Intention to Purchase Green Products (H6)

The results show that the path coefficient value of green marketing on green product purchase intention is 0.54 with a *t*-value of 4.90. This result affects why green marketing has a significant positive impact on green product purchase intentions. Thus, this study's H6 is proven and accepted. Respondents always consider products that use environmentally friendly packaging. They believe green marketing through environmentally friendly packaging affects their purchasing interest in green products.

The more interested respondents are in corporate green marketing, the more interested they are in purchasing green products. Respondents realized that a company's green marketing could entice consumers to buy the products offered. This is in line with the previous research showing that environmental consumer attitudes influence consumers' willingness to purchase environmentally friendly products [52].

4.7. The Effect of Environmental Care Attitudes on Intention to Purchase Green Products (H7)

The result revealed that the path coefficient value of green marketing on buying interest in green products is 0.17, with a *t*-value of 1.99. This finding affects why environmental care attitude significantly impacts green product purchase intention. Thus, H7 is proven and accepted. The respondents' feeling of responsibility for environmental pollution will contribute to positive environmental care attitudes. These data illustrate that respondents believe that being responsible for environmental pollution affects their interest in purchasing green products. For consumers who feel responsible for environmental pollution, the greenhouse effect, and air quality, purchasing green products is a wise choice. They consider switching to green products because of the many benefits such as less pollution. Moreover, because they care about the environment, they switch from regular to green products for ecological reasons, plan to consume green products, and continue to buy them even though they are expensive. The more concerned people are about environmental sustainability, the more interested they are in purchasing green products.

Overall, respondents who already have environmental care attitudes can increase consumer interest in purchasing green products as proven by previous research of [53]. Furthermore, this study is consistent with the NAM theory, which states that awareness of consequences affects personal norms through one's responsibilities [54]. The responsibility aspect is expressed in this study as an attitude of caring for the environment.

4.8. Theoretical Contribution

Based on this study to address the factors that influence the purchase intention of green products, this study concluded that environmental knowledge affected environmental care attitudes. Furthermore, green marketing and environmental care attitudes affected green product purchase intentions. Figure 3 depicts the final model.

The empirical results of this study address the gap in the prevailing body of literature in reference to the impact of environmental knowledge and green marketing, as well as the effect of environmental care attitudes on product purchase intention. Knowledge does not directly affect intention but is mediated by attitudes that align with the ABC model theory, which mentions that cognition drives attitude behavior [18]. These findings also support NAM theory which proposes that awareness of responsibilities and consequences reduces the influence of personal norms on behavior because people are aware of their responsibilities and the consequences of their actions [54]. Therefore, this study applies NAM theory

to hypothesize that a person's attitude towards environmental protection can affect their behavior, one of which is turning to green products, thus making them interested in buying green products. Moreover, this research confirms previous research such as [6–8,19,20]. Therefore, this study also answered that there is no gap between attitudes and intention, as it has been proven that there is an effect between these two variables. However, WOM is not a driver of attitudes and intentions. For this reason, extensive research is necessary to demonstrate the effect of WOM on green product behavior, as [3–5] stated in their studies.

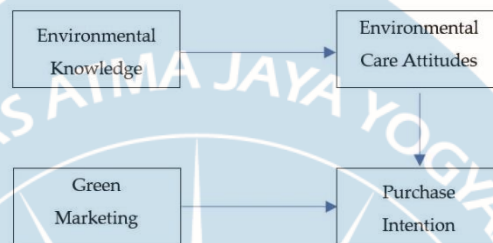


Figure 3. Final model.

4.9. Policy Implications

According to the study results, Indonesians' attitudes and purchasing intentions are moderate. Furthermore, environmental knowledge impacts environmental care attitudes, whereas green marketing and environmental care attitudes influence green product purchase intentions. Therefore, consumer environmental knowledge regarding global warming, green products, climate change, greenhouse gas, environmental issues, recycling and waste reduction, green product symbols or signs on product packaging, and green products causing less damage than other products must be improved.

As a result, collaboration with the government, particularly the Ministry of Environment and Forestry (KLHK), companies, and environmental organizations is required to improve the performance of information dissemination with clear, current, and up-to-date information. Environmental issues and eco-labeling are two examples of information that can be disseminated. Furthermore, as stated in Government Regulation of the Republic of Indonesia Number 22 of 2021 concerning the Implementation of Environmental Protection and Management, KLHK can provide education on environmental management and monitoring efforts. Furthermore, institutions that provide access to environmental information are expected to provide examples of activities to preserve the environment and provide adequate facilities to support environmental sustainability, such as facilities providing organic and inorganic waste bins in public places and establishing an organized waste disposal system so that collected organic and inorganic waste does not end up in the landfill. Furthermore, the government can enact policies that promote good waste management, allowing people to embrace environmental stewardship attitudes fully.

Green marketing, in addition to environmental knowledge, influences green purchase intention. As a result, companies are expected to use green marketing to promote their products or services. Green marketing can be accomplished by applying eco-labels to their products and providing information about the environmental impacts of using these green products. As a process, businesses should ramp up their green marketing efforts, such as using environmentally friendly packaging (e.g., paper to reduce plastic); recycling, reusing, and recreating product packaging materials; and conducting product promotions that explain their positive environmental impact. In addition, companies and businesses can use green brand positioning to market their products better and increasing consumers' purchase intentions for green brands. A successful green brand positioning is seen as an asset for marketers that can use it to differentiate their product from available competitors,

create an impression that their product is unique, create more demand and generate more intent to buy more green products.

Based on the results of this study, government or non-government environmental organizations can provide more accurate and up-to-date information to the general public to increase public awareness. For example, companies that sell green products can engage in green marketing that is both honest and appealing to consumers. Subsequently, consumers should share product reviews to increase the reference of other potential consumers before purchasing products.

4.10. Research Limitations

This study is still limited because the researchers used personal social media to distribute online questionnaires, so respondents did not come from all provinces in Indonesia. In addition, samples are not representative of the population or any bias that may have occurred. Furthermore, because only one respondent in this study had a last education below high school, the characteristics of respondents in the last education category were unevenly distributed. Since data collection was performed by non-probability sampling, the findings cannot be generalized to the population level. As a final limitation, the number of respondents was insufficient to represent the entire study area, Indonesia. Morse [55] stated that for populations larger than 100,000, at least 400 respondents with a margin of error of $\pm 5\%$ are required.

5. Conclusions

According to the results of this study, environmental knowledge, WOM, environmental care attitude, and purchase intention of green products are moderate. This means that people already know enough about the environment, read reviews from others before purchasing certain products, care about the environment, and are very interested in purchasing green products.

The results of hypothesis testing show that three of the seven hypotheses, namely H1, H6 and H7, are accepted, whereas H2, H3, H4, and H5 are rejected. The findings revealed that environmental knowledge significantly impacts environmental care attitudes. Furthermore, green marketing and a caring attitude toward the environment significantly impact green product purchase intention. SEM analysis supports these results, revealing that environmental knowledge significantly affects environmental care attitudes. In contrast, WOM and green marketing do not significantly affect environmental care attitudes. Similarly, environmental knowledge and WOM do not significantly affect green product purchase intention.

Future research may examine other factors influencing attitudes and interest in environmentally friendly products, such as lifestyle, personality, perceived value, culture, green value, functional value, or safety value. Another intriguing research topic is attempting to distinguish consumer living or socio-demographics typology. Finally, future research should aim to extend current research by monitoring actual use rather than intent and examining strategies that can help minimize the green gap.

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