

BAB V

PENUTUP

Bab ini menguraikan ringkasan temuan dari hasil pengolahan dan analisis data yang telah dilaksanakan. Kemudian, peneliti akan menyampaikan implikasi manajerial berbentuk saran serta masukan bagi perusahaan dalam pengembangan bisnis maupun strategi pemasaran. Lalu, peneliti hendak menguraikan keterbatasan penelitian serta memberikan saran yang relevan agar dapat digunakan sebagai pedoman untuk penelitian selanjutnya.

5.1. Kesimpulan

Penelitian yang berjudul “Niat Beli Merek Hijau SukkhaCitta: Pengaruh *Positioning*, Sikap, dan Pengetahuan Merek Hijau” ini meneliti ada atau tidaknya pengaruh yang signifikan dari *green brand positioning*, pengetahuan merek hijau, dan sikap terhadap merek hijau pada niat beli produk hijau. Objek dari penelitian ini adalah merek fesyen berkelanjutan SukkhaCitta. SukkhaCitta merupakan merek fesyen lokal dari Indonesia yang mengusung konsep keberlanjutan dalam menjalankan bisnisnya. Penelitian ini mengimplementasikan pendekatan kuantitatif dengan teknik pengolahan data PLS-SEM serta *software* SmatPLS 4 dalam proses pengolahan dan analisis data yang telah diperoleh.

Seluruh variabel independen yang diteliti dalam penelitian ini (*green brand positioning*, pengetahuan merek hijau, serta sikap terhadap merek hijau) dinyatakan berpengaruh secara signifikan terhadap niat beli produk hijau. Pengetahuan merek hijau menunjukkan pengaruh yang paling besar dan signifikan dalam niat pembelian produk ramah lingkungan yang dimiliki konsumen. Pernyataan ini

mengindikasikan bahwa informasi yang disampaikan SukkhaCitta mengenai kondisi lingkungan dan manfaat penggunaan produk hijau kepada konsumen menjadi faktor yang paling memengaruhi intensi beli dari konsumen. Temuan dari penelitian ini sejalan dengan konsep perilaku konsumen hijau yang menyatakan bahwa konsumen melakukan pembelian berdasarkan kesadarannya akan permasalahan lingkungan sehingga memilih produk maupun jasa yang dapat memberikan dampak dan manfaat positif terhadap lingkungan di masa sekarang dan masa yang mendatang.

5.2. Implikasi Manajerial

Berdasarkan temuan yang diperoleh, peneliti akan menjabarkan sejumlah implikasi manajerial yang dapat dijadikan pertimbangan strategis bagi perusahaan.

1. Berlandaskan hasil pengujian hipotesis pertama, dapat dinyatakan bahwasannya *green brand positioning* berpengaruh secara signifikan terhadap niat beli produk hijau. SukkhaCitta perlu memperkuat *positioning* merek fesyen yang berkomitmen terhadap konsep keberlanjutan di benak konsumen maupun pasar secara keseluruhan. Hal ini dapat dilakukan dengan cara konsisten dalam mengkomunikasikan nilai-nilai keberlanjutan di setiap media pemasaran serta memperbanyak kampanye pemasaran hijau untuk menunjukkan dampak positif SukkhaCitta terhadap lingkungan maupun masyarakat.
2. Berlandaskan hasil pengujian hipotesis kedua, dapat dinyatakan bahwasannya pengetahuan merek hijau berpengaruh secara signifikan terhadap niat beli produk hijau. SukkhaCitta perlu memperkuat perihal penyampaian informasi kepada konsumen mengenai kelebihan dan manfaat

produk SukkhhaCitta terhadap lingkungan dengan cara memperbanyak konten edukatif mengenai proses produksi yang berkelanjutan. Selain itu, SukkhhaCitta juga dapat melakukan kolaborasi dengan *influencer* dan komunitas yang memiliki nilai berkelanjutan agar sesuai dengan citra yang telah dibangun oleh SukkhhaCitta dan dapat menarik calon konsumen dari pasar yang dimiliki *influencer* tersebut. Seperti Jerhemy Owen dan Pandawara Group.

3. Berlandaskan hasil pengujian hipotesis ketiga, dapat dinyatakan bahwasannya sikap terhadap merek hijau berpengaruh secara signifikan terhadap niat beli produk hijau. SukkhhaCitta perlu terus memperkuat dan membangun hubungan yang emosional dan memberikan nilai yang positif kepada konsumen. Upaya ini dapat dilakukan dengan cara membangun narasi merek yang emosional seperti permasalahan lingkungan yang ada saat ini khususnya di Indonesia serta manfaat penggunaan produk SukkhhaCitta untuk masa yang akan datang. Selain itu, SukkhhaCitta juga bisa memperbanyak testimoni dari konsumen maupun pengrajin lokal untuk membangun kedekatan emosional dengan calon konsumen.

5.3. Keterbatasan Penelitian

Terdapat keterbatasan yang dapat dijadikan landasan untuk perbaikan dan pengembangan pada penelitian selanjutnya.

1. Penyebaran kuesioner yang kurang merata. Peneliti hanya berhasil mendapatkan responden dari 21 provinsi di Indonesia. Peneliti cukup kesusahaan dalam menjangkau sampel di Indonesia bagian timur seperti

Papua dan Maluku. Hal ini dapat memengaruhi keterwakilan data dan memengaruhi hasil penelitian secara keseluruhan mengingat tidak semua wilayah di Indonesia terwakili dalam proses pengumpulan data.

2. Pertanyaan filter pertama yaitu “Apakah Anda mengetahui merek SukkhaCitta?” dianggap kurang tepat. Pertanyaan tersebut hanya mengukur tingkat pengenalan responden terhadap merek secara umum, tanpa menekankan SukkhaCitta sebagai merek fesyen yang mengusung konsep keberlanjutan. Hal ini berpotensi menyebabkan bias pada hasil analisis data, karena responden yang mengetahui keberadaan merek tetapi tidak memahami identitas SukkhaCitta sebagai merek hijau tetap dapat melanjutkan proses pengisian kuesioner.
3. Penyusunan pertanyaan filter yang belum mencantumkan indikator yang mengonfirmasi apakah responden mengetahui merek SukkhaCitta melalui iklan atau konten media sosial. Hal tersebut penting untuk mendukung validitas jawaban terhadap indikator GBK3 yaitu “Saya mengetahui *green branding* SukkhaCitta melalui iklan (seperti pada media sosial TikTok dan/atau Instagram)” yang secara khusus mengukur persepsi responden terhadap positioning merek SukkhaCitta berdasarkan paparan media sosial.
4. Proses pengolahan data, pada indikator variabel pengetahuan merek hijau (GBK3) yaitu “Menurut saya, rendahnya popularitas dan permintaan produk hijau SukkhaCitta disebabkan oleh kurangnya informasi terkait produk hijau”. Indikator GBK3 memiliki konotasi negatif yang memungkinkan adanya bias dalam interpretasi indikator tersebut.

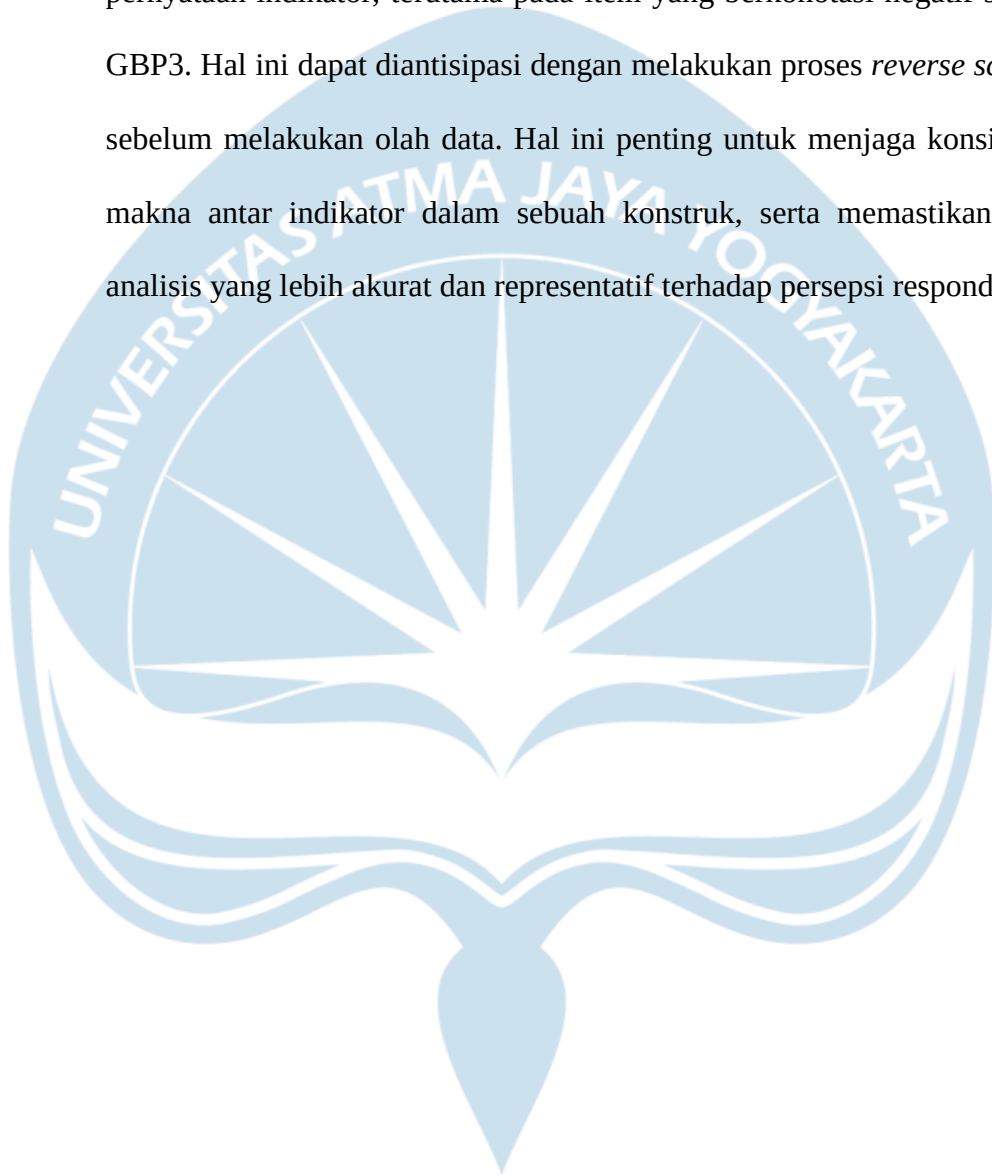
5.4 Saran untuk Penelitian Selanjutnya

Hasil temuan penelitian ini telah mengedintifikasi beberapa gap penelitian dari penelitian sebelumnya. Namun, masih terdapat beberapa saran dari peneliti yang diambil dari keterbatasan penelitian yang sudah dijelaskan di atas.

1. Penelitian selanjutnya dapat mempertimbangkan untuk mempersempit lingkup populasi penelitian. Sebaiknya penelitian selanjutnya menargetkan responden di salah satu kota atau wilayah tertentu agar dapat lebih optimal dalam menjangkau responden, mengolah data dengan lebih baik, serta memperdalam analisis sesuai dengan karakteristik demografis dan geografis yang relevan.
2. Penelitian selanjutnya diharapkan untuk menyusun pertanyaan filter yang lebih spesifik dan kontekstual sehingga responden yang terlibat benar-benar sesuai dalam konteks pemahaman mengenai objek yang diteliti. Misalnya, dengan memperbaiki pertanyaan filter pertama menjadi “Apakah Anda mengetahui merek SukkhaCitta sebagai merek fesyen yang berkelanjutan?”. Hal ini akan membantu memastikan responden memahami identitas merek SukkhaCitta dalam konteks merek hijau, sehingga validitas jawaban terhadap konstruk dapat lebih terjaga.
3. Penelitian selanjutnya disarankan untuk menambahkan pertanyaan filter yang lebih kontekstual, seperti “Saya mengetahui merek SukkhaCitta melalui iklan atau konten pada media sosial (seperti TikTok dan/atau Instagram)”, guna menyaring responden yang memang terekspos secara langsung terhadap komunikasi digital merek. Hal ini menjadi penting agar

indikator khususnya GBP3 yang berkaitan dengan persepsi responden mengenai *positioning* merek SukkhaCitta dapat diukur secara lebih tepat.

4. Penelitian selanjutnya disarankan untuk lebih berhati-hati terhadap arah pernyataan indikator, terutama pada item yang berkonotasi negatif seperti GBP3. Hal ini dapat diantisipasi dengan melakukan proses *reverse scoring* sebelum melakukan olah data. Hal ini penting untuk menjaga konsistensi makna antar indikator dalam sebuah konstruk, serta memastikan hasil analisis yang lebih akurat dan representatif terhadap persepsi responden.



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LAMPIRAN

Lampiran 1. Kuesioner *Google Formulir*

Bagian 1 dari 9

Halo! Perkenalkan nama saya **Edgard Sumarlin** dari Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saat ini, saya sedang menempuh tugas akhir sebagai syarat kelulusan dengan melakukan penelitian mengenai "**Niat Beli Produk Hijau SukkhaCitta: Pengaruh *Positioning*, Sikap, dan Pengetahuan Merek Hijau**".

SukkhaCitta merupakan salah satu merek fashion hijau dari Indonesia yang berdiri sejak 2016. Terdapat berbagai macam produk hijau yang ditawarkan seperti atasan, bawahan, kain, kebaya, hingga aksesoris untuk pria maupun wanita.

Kriteria Pengisi Kuesioner:

1. Mengetahui keberadaan merek SukkhaCitta
2. Belum pernah membeli produk hijau dari merek SukkhaCitta

Apabila Anda sesuai dengan kriteria di atas, saya memohon waktu dan kesediaan Anda untuk mengisi kuesioner ini. Kuesioner ini dapat diselesaikan dalam waktu **±5menit**.

Seluruh tanggapan yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk keperluan penelitian. Jika terdapat pertanyaan mengenai kuesioner ini, Anda dapat menghubungi saya melalui alamat e-mail **edgard.sumarlin@gmail.com**

Terima kasih atas partisipasi dan dukungan Anda.

Edgard Sumarlin.

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Pertanyaan Filter 1

Pertanyaan ini digunakan untuk mendapatkan responden yang sesuai dengan kriteria.

1. Apakah Anda mengetahui merek SukkhaCitta?
(terlampir cuplikan merek di bawah ini).
 - ☐ Ya
 - ☐ Tidak

Bagian 3 dari 9

Pertanyaan Filter 2

Pertanyaan ini digunakan untuk mendapatkan responden yang sesuai dengan kriteria.

1. Saya belum pernah membeli produk hijau SukkhaCitta.
(terlampir cuplikan produk hijau dari merek SukkhaCitta).
 - ☐ Ya
 - ☐ Tidak

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Green Brand Positioning

Green Brand Positioning merupakan cara sebuah merek mendapatkan posisi di pikiran konsumen terkait nilai lingkungan yang diberikan melalui sebuah produk hijau.

Berikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

1. Menurut saya, kualitas produk hijau SukkhaCitta merupakan faktor yang penting.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3

- ☐ 4
- ☐ 5

Sangat Setuju

2. Menurut saya, harga produk hijau SukkhaCitta merupakan faktor yang penting.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

3. Saya mengetahui *green branding* SukkhaCitta melalui iklan (seperti pada media sosial TikTok dan/atau Instagram).

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

4. Menurut saya, produk hijau SukkhaCitta sesuai dengan kebutuhan dan keinginan pribadi saya.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

5. Menurut saya, produk hijau SukkhaCitta memiliki harga yang mahal.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

6. Saya lebih memilih produk hijau SukkhaCitta karena ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

Bagian 5 dari 9

Attitude towards Green Brand (Sikap terhadap Merek Hijau)

Attitude towards Green Brand (Sikap terhadap Merek Hijau) merupakan penilaian konsumen secara subjektif terhadap merek hijau yang terbangun dari kesadaran konsumen mengenai permasalahan lingkungan.

Berikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

1. Saya merasa reputasi produk hijau SukkhaCitta terhadap lingkungan dapat diterima.

Sangat Tidak Setuju

- ☐ 1

- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

2. Saya merasa kinerja produk hijau SukkhaCitta terhadap lingkungan dapat diandalkan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

3. Saya merasa bahwa klaim ramah lingkungan dari produk hijau SukkhaCitta dapat dipercaya.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

4. Menurut saya, kepedulian terhadap lingkungan yang dilakukan produk hijau SukkhaCitta memenuhi ekspektasi saya.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

5. Menurut saya, produk hijau SukkhaCitta berkomitmen dan bertanggung jawab untuk melindungi lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

Bagian 6 dari 9

Green Brand Knowledge (Pengetahuan Merek Hijau)

Green Brand Knowledge (Pengetahuan Merek Hijau) merupakan pemahaman konsumen terhadap atribut hijau sebuah merek mengenai kontribusi yang diberikan merek kepada lingkungan.

Berikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

1. Menurut saya, produk hijau SukkhaCitta dapat menjadi investasi yang menguntungkan dalam jangka panjang.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

2. Menurut saya, kinerja ramah lingkungan produk hijau SukkhaCitta memenuhi harapan saya.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

3. Menurut saya, rendahnya popularitas dan permintaan produk hijau SukkhaCitta disebabkan oleh kurangnya informasi terkait produk hijau.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

4. Saya membeli produk hijau SukkhaCitta karena ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

5. Saya membeli produk hijau SukkhaCitta karena lebih bermanfaat bagi lingkungan dibanding produk lain.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2

- 3
- 4
- 5

Sangat Setuju

Bagian 7 dari 9

Green Product Purchase Intention (Niat Beli Produk Hijau)

Green Product Purchase Intention (Niat Beli Produk Hijau) merupakan keinginan konsumen untuk membeli produk hijau.

Berikut adalah penjelasan untuk kriteria umum pada setiap pilihan:

1= Sangat Tidak Setuju

2= Tidak Setuju

3= Netral

4= Setuju

5= Sangat Setuju

1. Saya berniat untuk membeli produk hijau SukkhaCitta karena kepedulian saya terhadap lingkungan.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4
- 5

Sangat Setuju

2. Saya berharap untuk membeli produk hijau SukkhaCitta di masa mendatang karena bermanfaat bagi lingkungan.

Sangat Tidak Setuju

- 1
- 2
- 3
- 4

- ☐ 5

Sangat Setuju

3. Saya akan puas membeli produk hijau SukkhaCitta karena ramah lingkungan.

Sangat Tidak Setuju

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

Sangat Setuju

Bagian 8 dari 9

Profil Responden

Pada bagian ini, responden diharapkan untuk mengisi data diri sesuai poin berikut:

1. Jenis Kelamin
 - ☐ Laki-Laki
 - ☐ Perempuan
2. Usia
 - ☐ < 25
 - ☐ 26 – 35
 - ☐ 36 – 45
 - ☐ 46 – 55
 - ☐ > 55
3. Pendidikan Terakhir
 - ☐ SMA/SMK
 - ☐ D1/D2/D3/D4/S1
 - ☐ S2
 - ☐ S3
4. Pekerjaan
 - ☐ Pelajar

- Mahasiswa/i
- Karyawan Swasta
- Pegawai Negeri Sipil (PNS)
- Wiraswasta
- Lainnya

5. Rata-rata Pendapatan per Bulan

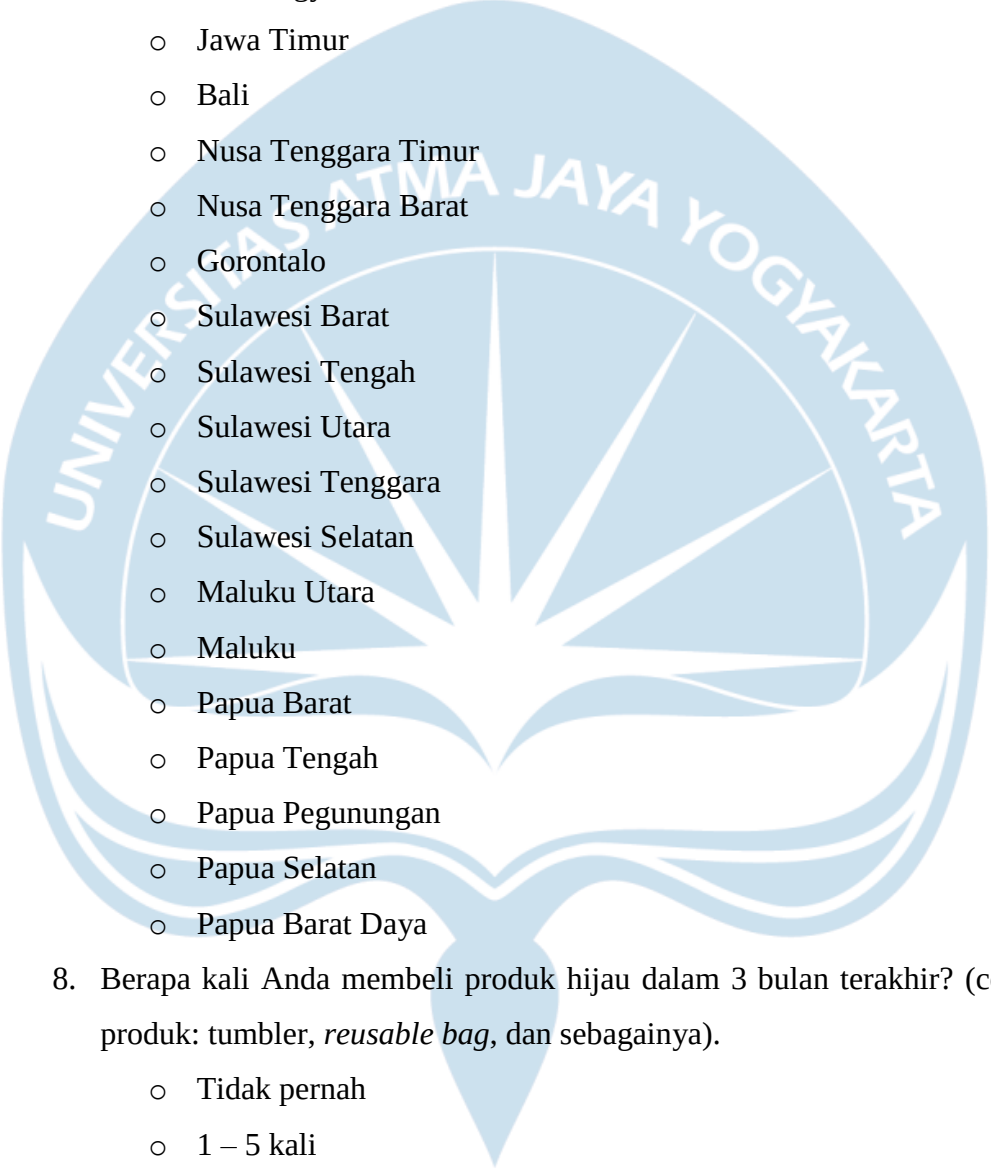
- < Rp2.000.000
- Rp2.000.000 – Rp5.000.000
- Rp5.000.001 – Rp8.000.000
- > Rp8.000.000

6. Rata-rata Pengeluaran per Bulan

- < Rp2.000.000
- Rp2.000.000 – Rp5.000.000
- Rp5.000.001 – Rp8.000.000
- > Rp8.000.000

7. Domisili Berdasarkan Provinsi Anda

- Nanggore Aceh Darussalam
- Sumatera Utara
- Sumatera Selatan
- Sumatera Barat
- Bengkulu
- Riau
- Kepulauan Riau
- Jambi
- Lampung
- Bangka Belitung
- Kalimantan Barat
- Kalimantan Timur
- Kalimantan Selatan
- Kalimantan Tengah
- Kalimantan Utara

- 
- The logo of Universitas Atma Jaya Yogyakarta is a large, light blue circular emblem. It features a stylized sunburst or starburst design in the center, with rays extending outwards. The text "UNIVERSITAS ATMA JAYA YOGYAKARTA" is written in a circular path around the central design.
- ☐ Banten
 - ☐ DKI Jakarta
 - ☐ Jawa Barat
 - ☐ Jawa Tengah
 - ☐ D.I. Yogyakarta
 - ☐ Jawa Timur
 - ☐ Bali
 - ☐ Nusa Tenggara Timur
 - ☐ Nusa Tenggara Barat
 - ☐ Gorontalo
 - ☐ Sulawesi Barat
 - ☐ Sulawesi Tengah
 - ☐ Sulawesi Utara
 - ☐ Sulawesi Tenggara
 - ☐ Sulawesi Selatan
 - ☐ Maluku Utara
 - ☐ Maluku
 - ☐ Papua Barat
 - ☐ Papua Tengah
 - ☐ Papua Pegunungan
 - ☐ Papua Selatan
 - ☐ Papua Barat Daya

8. Berapa kali Anda membeli produk hijau dalam 3 bulan terakhir? (contoh produk: tumbler, *reusable bag*, dan sebagainya).

- ☐ Tidak pernah
- ☐ 1 – 5 kali
- ☐ 6 – 10 kali
- ☐ > 10 kali

9. Dari mana Anda termotivasi untuk membeli produk hijau

- ☐ Keluarga
- ☐ Teman

- Media Sosial
- Lainnya

Bagian 9 dari 9

Terima kasih!

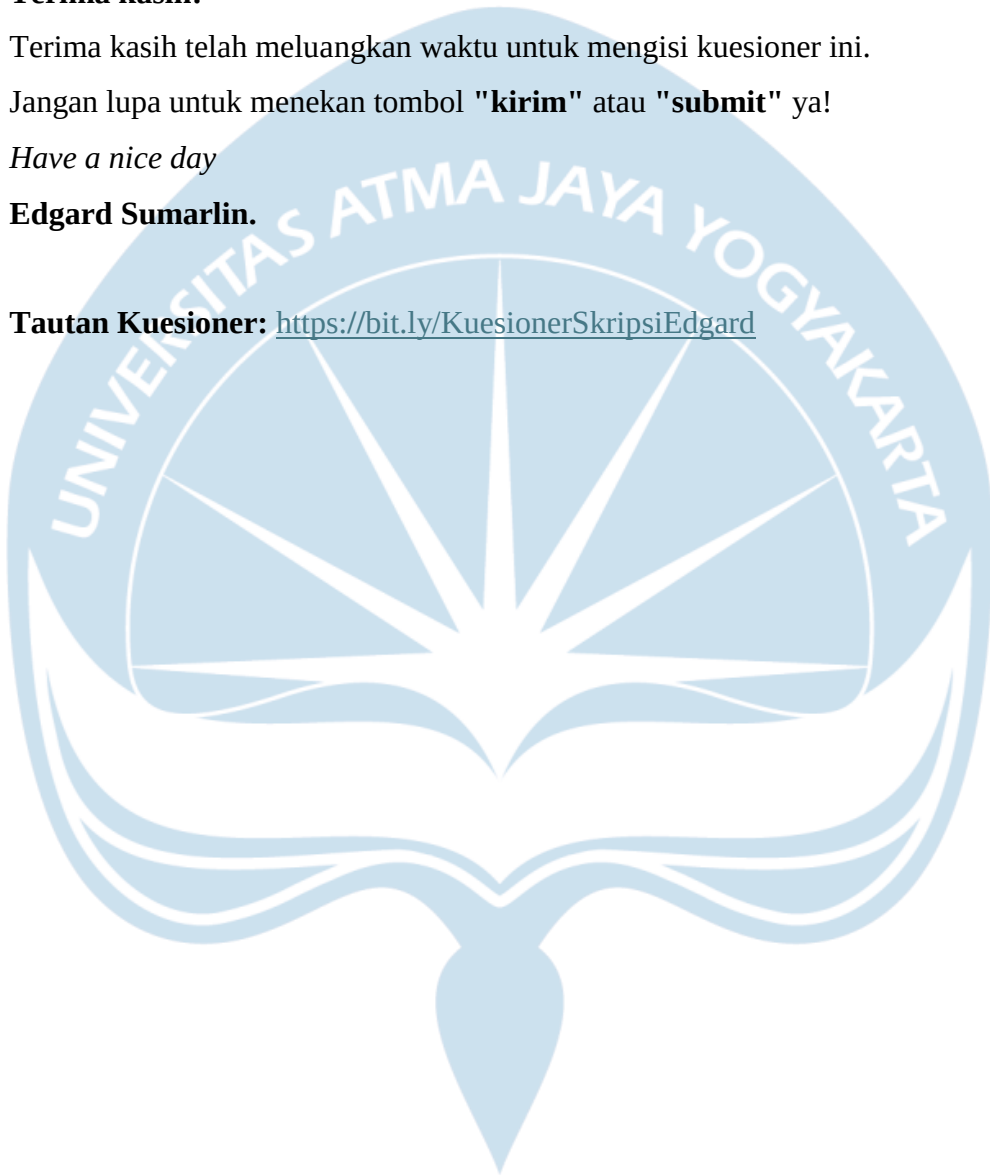
Terima kasih telah meluangkan waktu untuk mengisi kuesioner ini.

Jangan lupa untuk menekan tombol " **kirim** " atau " **submit** " ya!

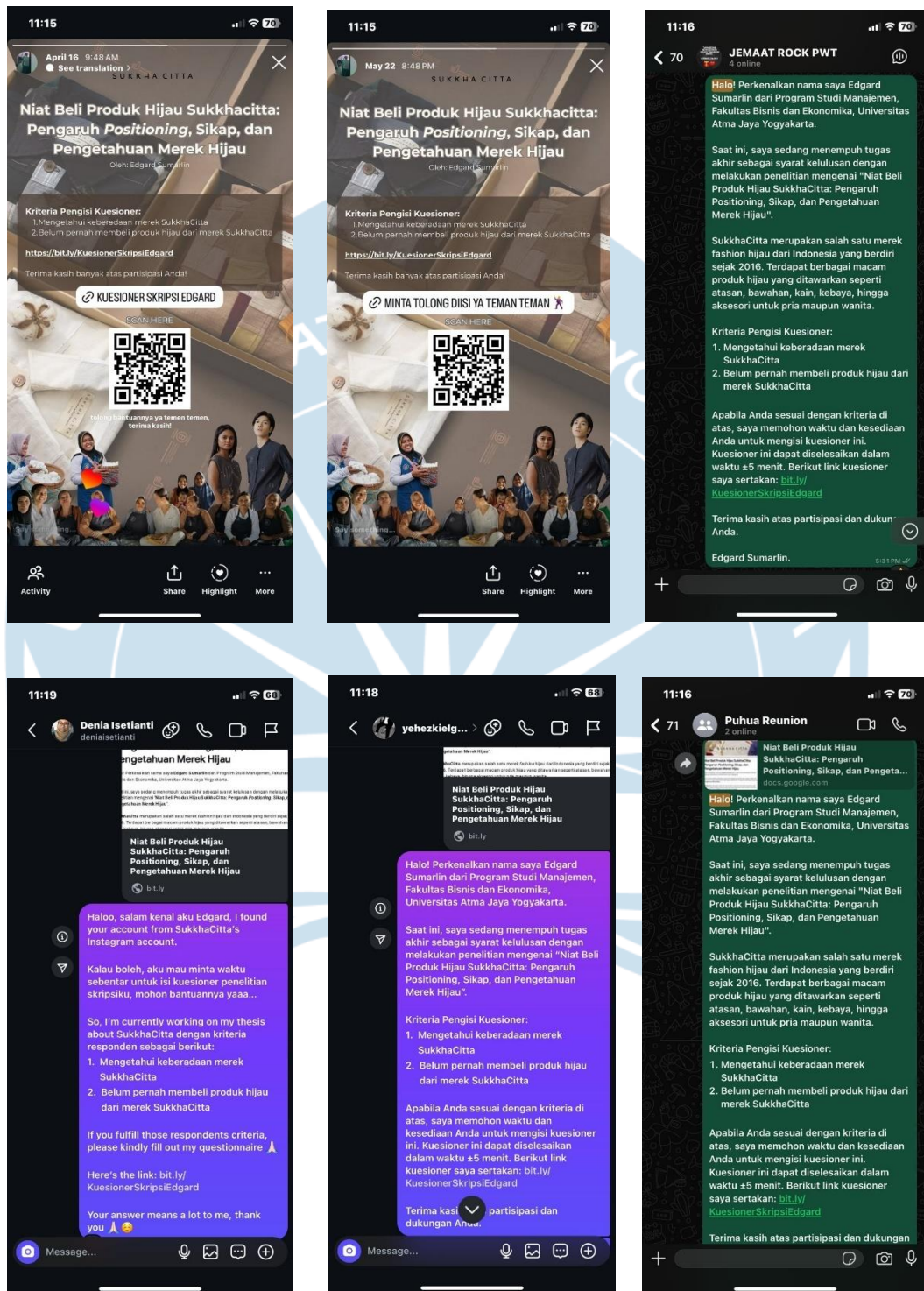
Have a nice day

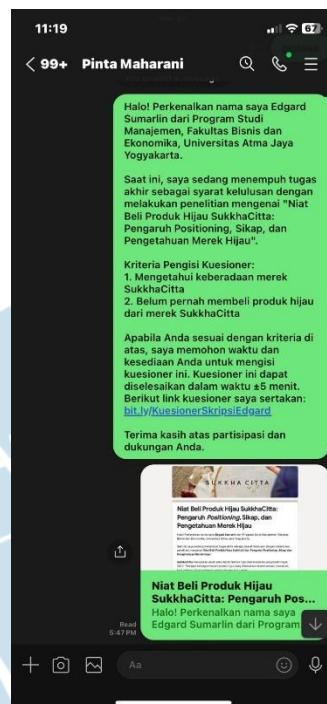
Edgard Sumarlin.

Tautan Kuesioner: <https://bit.ly/KuesionerSkripsiEdgard>



Lampiran 2. Penyebaran Kuesioner





Lampiran 3. Data Responden dan Jawabannya

No.	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Rata-rata Pendapatan per Bulan	Rata-rata Pengeluaran per Bulan	Domisili Berdasarkan Provinsi Anda	Berapa kali Anda membeli produk hijau dalam 3 bulan terakhir? (contoh produk: tumbler, reusable bag, dan sebagainya).	Dari mana Anda termotivasi untuk membeli produk hijau?
1	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
2	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
3									
4	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
5	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
6	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Keluarga
7	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Media Sosial
8									
9	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	Tidak pernah	Teman
10	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Kalimantan Tengah	1 - 5 kali	Media Sosial

11	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Sumatera Utara	1 - 5 kali	Media Sosial
12	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	> Rp.8.000.000	D.I. Yogyakarta	> 10 kali	Lainnya
13	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	< Rp.2.000.000	< Rp.2.000.000	Sulawesi Selatan	1 - 5 kali	Media Sosial
14	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Nusa Tenggara Timur	1 - 5 kali	Teman
15	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Lainnya	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	Tidak pernah	Keluarga
16	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
17	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	DKI Jakarta	1 - 5 kali	Lainnya
18	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
19	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Teman
20									
21	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Kalimantan Tengah	1 - 5 kali	Teman
22									
23	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Barat	1 - 5 kali	Teman
24	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Kalimantan Barat	Tidak pernah	Media Sosial
25	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Kalimantan Timur	Tidak pernah	Media Sosial
26									
27	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Kalimantan Timur	1 - 5 kali	Media Sosial

28	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
29	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Media Sosial
30	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Riau	1 - 5 kali	Media Sosial
31									
32	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
33									
34	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
35	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
36	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
37	Perempuan	26 - 35	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Media Sosial
38	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Kalimantan Selatan	Tidak pernah	Media Sosial
39	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
40	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
41	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	Tidak pernah	Media Sosial
42	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
43	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Timur	1 - 5 kali	Media Sosial
44									

45	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
46	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Lampung	Tidak pernah	Media Sosial
47	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
48	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Keluarga
49	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Barat	1 - 5 kali	Media Sosial
50	Perempuan	26 - 35	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Tengah	6 - 10 kali	Keluarga
51	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
52	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
53	Laki-laki	< 25	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Tengah	Tidak pernah	Media Sosial
54	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	6 - 10 kali	Media Sosial
55	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
56	Perempuan	< 25	SMA/SMK	Karyawan Swasta	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	Tidak pernah	Teman
57	Perempuan	< 25	D1/D2/D3/D4/S1	Wiraswasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
58	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
59	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	Tidak pernah	Teman
60	Perempuan	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
61	Laki-laki	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	Tidak pernah	Teman

62	Laki-laki	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
63	Laki-laki	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
64	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Kalimantan Selatan	1 - 5 kali	Media Sosial
65	Perempuan	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Keluarga
66	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
67	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
68	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
69	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Barat	Tidak pernah	Media Sosial
70	Perempuan	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
71									
72	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
73	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	< Rp.2.000.000	Lampung	1 - 5 kali	Keluarga
74	Laki-laki	36 - 45	S3	Lainnya	> Rp.8.000.000	> Rp.8.000.000	D.I. Yogyakarta	> 10 kali	Lainnya
75	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Teman
76	Laki-laki	36 - 45	SMA/SMK	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
77	Perempuan	36 - 45	SMA/SMK	Lainnya	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
78	Perempuan	36 - 45	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Nusa Tenggara Barat	Tidak pernah	Teman

79	Laki-laki	46 - 55	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	6 - 10 kali	Teman
80									
81	Laki-laki	< 25	D1/D2/D3/D4/S1	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
82									
83									
84	Laki-laki	46 - 55	D1/D2/D3/D4/S1	Wiraswasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
85	Laki-laki	> 55	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
86	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
87	Laki-laki	36 - 45	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Teman
88	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
89	Perempuan	36 - 45	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	D.I. Yogyakarta	1 - 5 kali	Lainnya
90	Perempuan	> 55	D1/D2/D3/D4/S1	Lainnya	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	6 - 10 kali	Media Sosial
91	Perempuan	46 - 55	D1/D2/D3/D4/S1	Lainnya	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Teman
92	Perempuan	36 - 45	D1/D2/D3/D4/S1	Wiraswasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	Tidak pernah	Media Sosial
93	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	Tidak pernah	Media Sosial
94	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
95	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
96									

97	Laki-laki	46 - 55	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Kalimantan Selatan	1 - 5 kali	Lainnya
98									
99	Perempuan	46 - 55	SMA/SMK	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	Tidak pernah	Keluarga
100	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Wiraswasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Keluarga
101	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
102	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Keluarga
103	Perempuan	26 - 35	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Sulawesi Selatan	1 - 5 kali	Keluarga
104	Laki-laki	26 - 35	SMA/SMK	Lainnya	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Sulawesi Selatan	1 - 5 kali	Media Sosial
105									
106	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
107									
108	Perempuan	46 - 55	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
109	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	6 - 10 kali	Teman
110	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	Tidak pernah	Teman
111	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	> Rp.8.000.000	DKI Jakarta	1 - 5 kali	Teman
112	Laki-laki	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	Tidak pernah	Media Sosial
113									
114	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Timur	1 - 5 kali	Keluarga
115	Perempuan	36 - 45	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Bali	Tidak pernah	Lainnya

116	Perempuan	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Bali	1 - 5 kali	Teman
117	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Banten	1 - 5 kali	Media Sosial
118									
119	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
120	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
121	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
122	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	Tidak pernah	Media Sosial
123	Laki-laki	< 25	SMA/SMK	Lainnya	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Sumatera Utara	1 - 5 kali	Media Sosial
124	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	DKI Jakarta	1 - 5 kali	Lainnya
125	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
126	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
127	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
128	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
129	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
130									
131	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Kalimantan Barat	1 - 5 kali	Media Sosial
132	Laki-laki	26 - 35	S2	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Media Sosial

133	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
134	Laki-laki	< 25	S3	Lainnya	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Banten	1 - 5 kali	Lainnya
135	Perempuan	< 25	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Kalimantan Barat	6 - 10 kali	Media Sosial
136	Laki-laki	< 25	S2	Wiraswasta	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Lampung	6 - 10 kali	Keluarga
137	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
138	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
139	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Barat	1 - 5 kali	Media Sosial
140	Laki-laki	< 25	D1/D2/D3/D4/S1	Lainnya	< Rp.2.000.000	< Rp.2.000.000	Banten	1 - 5 kali	Media Sosial
141	Perempuan	26 - 35	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Banten	1 - 5 kali	Media Sosial
142	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Timur	1 - 5 kali	Keluarga
143	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Sulawesi Selatan	1 - 5 kali	Media Sosial
144	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Sulawesi Selatan	1 - 5 kali	Media Sosial
145	Perempuan	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
146	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Barat	1 - 5 kali	Media Sosial
147	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Kalimantan Timur	6 - 10 kali	Lainnya
148									

149	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Bali	6 - 10 kali	Teman
150	Perempuan	36 - 45	D1/D2/D3/D4/S1	Lainnya	> Rp.8.000.000	> Rp.8.000.000	Jawa Barat	1 - 5 kali	Keluarga
151	Perempuan	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Timur	1 - 5 kali	Media Sosial
152	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	> 10 kali	Media Sosial
153	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
154	Laki-laki	< 25	D1/D2/D3/D4/S1	Pelajar	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
155	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
156	Laki-laki	26 - 35	S2	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
157	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
158	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Media Sosial
159									
160	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
161	Laki-laki	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
162	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
163	Perempuan	36 - 45	S2	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
164	Laki-laki	46 - 55	S2	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	> 10 kali	Teman
165	Laki-laki	26 - 35	S2	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	> Rp.8.000.000	DKI Jakarta	1 - 5 kali	Media Sosial

166	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
167	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
168	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Banten	> 10 kali	Media Sosial
169	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	DKI Jakarta	1 - 5 kali	Teman
170	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Timur	1 - 5 kali	Keluarga
171	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Riau	1 - 5 kali	Media Sosial
172	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
173	Laki-laki	46 - 55	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
174	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Keluarga
175	Laki-laki	< 25	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	DKI Jakarta	> 10 kali	Media Sosial
176	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Lainnya	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Media Sosial
177	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Tengah	Tidak pernah	Media Sosial
178	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
179	Laki-laki	< 25	S2	Mahasiswa/i	< Rp.2.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
180									
181	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Riau	1 - 5 kali	Media Sosial
182	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Sumatera Barat	6 - 10 kali	Media Sosial

183	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Media Sosial
184	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
185									
186	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	< Rp.2.000.000	Jawa Barat	6 - 10 kali	Media Sosial
187	Perempuan	26 - 35	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
188	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
189	Perempuan	< 25	D1/D2/D3/D4/S1	Pelajar	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	DKI Jakarta	1 - 5 kali	Teman
190	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
191	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Teman
192	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Banten	1 - 5 kali	Teman
193	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
194	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Keluarga
195	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	DKI Jakarta	1 - 5 kali	Teman
196	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
197									
198	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	Tidak pernah	Media Sosial
199	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial

200	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	6 - 10 kali	Media Sosial
201	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Teman
202									
203	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
204	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	> Rp.8.000.000	> Rp.8.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
205	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	Jawa Barat	6 - 10 kali	Media Sosial
206	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
207	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Keluarga
208	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Barat	1 - 5 kali	Lainnya
209	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
210	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
211	Laki-laki	36 - 45	S2	Pegawai Negeri Sipil (PNS)	> Rp.8.000.000	> Rp.8.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
212	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
213	Laki-laki	46 - 55	S2	Pegawai Negeri Sipil (PNS)	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Lampung	> 10 kali	Teman
214	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	6 - 10 kali	Keluarga
215	Perempuan	46 - 55	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	1 - 5 kali	Keluarga

216	Laki-laki	26 - 35	SMA/SMK	Karyawan Swasta	< Rp.2.000.000	< Rp.2.000.000	Sulawesi Selatan	1 - 5 kali	Teman
217	Perempuan	< 25	D1/D2/D3/D4/S1	Wiraswasta	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Timur	1 - 5 kali	Media Sosial
218	Perempuan	46 - 55	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Kalimantan Timur	1 - 5 kali	Media Sosial
219	Perempuan	36 - 45	SMA/SMK	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Sulawesi Tengah	1 - 5 kali	Teman
220	Perempuan	46 - 55	SMA/SMK	Wiraswasta	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	D.I. Yogyakarta	1 - 5 kali	Lainnya
221	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
222									
223	Laki-laki	36 - 45	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	6 - 10 kali	Keluarga
224	Laki-laki	26 - 35	S2	Karyawan Swasta	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
225	Perempuan	46 - 55	SMA/SMK	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Sulawesi Selatan	1 - 5 kali	Keluarga
226	Laki-laki	< 25	SMA/SMK	Pelajar	< Rp.2.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Keluarga
227	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Timur	1 - 5 kali	Teman
228	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	D.I. Yogyakarta	Tidak pernah	Media Sosial
229	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Teman
230	Laki-laki	26 - 35	SMA/SMK	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	DKI Jakarta	1 - 5 kali	Media Sosial
231	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Barat	1 - 5 kali	Media Sosial
232	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	Tidak pernah	Media Sosial

233	Perempuan	< 25	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Jawa Tengah	1 - 5 kali	Media Sosial
234	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Kalimantan Barat	1 - 5 kali	Media Sosial
235									
236	Perempuan	26 - 35	D1/D2/D3/D4/S1	Mahasiswa/i	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Tengah	1 - 5 kali	Keluarga
237	Perempuan	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Sulawesi Selatan	1 - 5 kali	Teman
238	Laki-laki	36 - 45	D1/D2/D3/D4/S1	Lainnya	> Rp.8.000.000	> Rp.8.000.000	Riau	1 - 5 kali	Media Sosial
239	Perempuan	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Barat	1 - 5 kali	Teman
240	Laki-laki	26 - 35	S2	Lainnya	> Rp.8.000.000	> Rp.8.000.000	DKI Jakarta	> 10 kali	Media Sosial
241	Perempuan	< 25	D1/D2/D3/D4/S1	Wiraswasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Banten	1 - 5 kali	Media Sosial
242	Perempuan	26 - 35	SMA/SMK	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Lainnya
243	Perempuan	< 25	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jawa Barat	1 - 5 kali	Media Sosial
244	Laki-laki	< 25	D1/D2/D3/D4/S1	Wiraswasta	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Tengah	1 - 5 kali	Lainnya
245	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Karyawan Swasta	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Jambi	1 - 5 kali	Lainnya
246									
247	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	6 - 10 kali	Media Sosial
248	Perempuan	26 - 35	D1/D2/D3/D4/S1	Lainnya	Rp.5.000.001 - Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Kalimantan Utara	1 - 5 kali	Media Sosial
249	Laki-laki	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Timur	Tidak pernah	Lainnya

250	Laki-laki	< 25	SMA/SMK	Karyawan Swasta	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Jambi	Tidak pernah	Lainnya
251	Laki-laki	36 - 45	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Kalimantan Barat	1 - 5 kali	Media Sosial
252	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	> Rp.8.000.000	> Rp.8.000.000	Jawa Timur	1 - 5 kali	Media Sosial
253	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	< Rp.2.000.000	Jawa Tengah	1 - 5 kali	Teman
254	Perempuan	36 - 45	D1/D2/D3/D4/S1	Lainnya	Rp.5.000.001 - Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Barat	1 - 5 kali	Media Sosial
255	Perempuan	< 25	D1/D2/D3/D4/S1	Lainnya	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
256	Perempuan	< 25	SMA/SMK	Mahasiswa/i	< Rp.2.000.000	< Rp.2.000.000	D.I. Yogyakarta	1 - 5 kali	Teman
257	Laki-laki	26 - 35	D1/D2/D3/D4/S1	Lainnya	> Rp.8.000.000	Rp.5.000.001 - Rp.8.000.000	Jawa Tengah	Tidak pernah	Lainnya
258	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	Tidak pernah	Media Sosial
259	Laki-laki	26 - 35	S2	Karyawan Swasta	> Rp.8.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Media Sosial
260	Laki-laki	< 25	D1/D2/D3/D4/S1	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	D.I. Yogyakarta	1 - 5 kali	Media Sosial
261	Perempuan	< 25	SMA/SMK	Mahasiswa/i	Rp2.000.000 - Rp.5.000.000	Rp.2.000.000 - Rp.5.000.000	Bali	1 - 5 kali	Keluarga
262	Perempuan	36 - 45	D1/D2/D3/D4/S1	Wiraswasta	> Rp.8.000.000	> Rp.8.000.000	Kalimantan Utara	1 - 5 kali	Keluarga

No.	Apakah Anda mengetahui merek SukkhaCitta?	Saya belum pernah membeli produk hijau SukkhaCitta.
1	Ya	Ya
2	Ya	Ya
3	Tidak	
4	Ya	Ya
5	Ya	Ya
6	Ya	Ya
7	Ya	Ya
8	Tidak	
9	Ya	Ya
10	Ya	Ya
11	Ya	Ya
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19	Ya	Ya
20	Tidak	
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260	Ya	Ya
261	Ya	Ya
262	Ya	Ya

No.	GBP1	GBP2	GBP3	GBP4	GBP5	GBP6	ATGB1	ATGB2	ATGB3	ATGB4	ATGB5	GBK1	GBK2	GBK3	GBK4	GBK5	GPPI1	GPPI2	GPPI3
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3																			
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8																			
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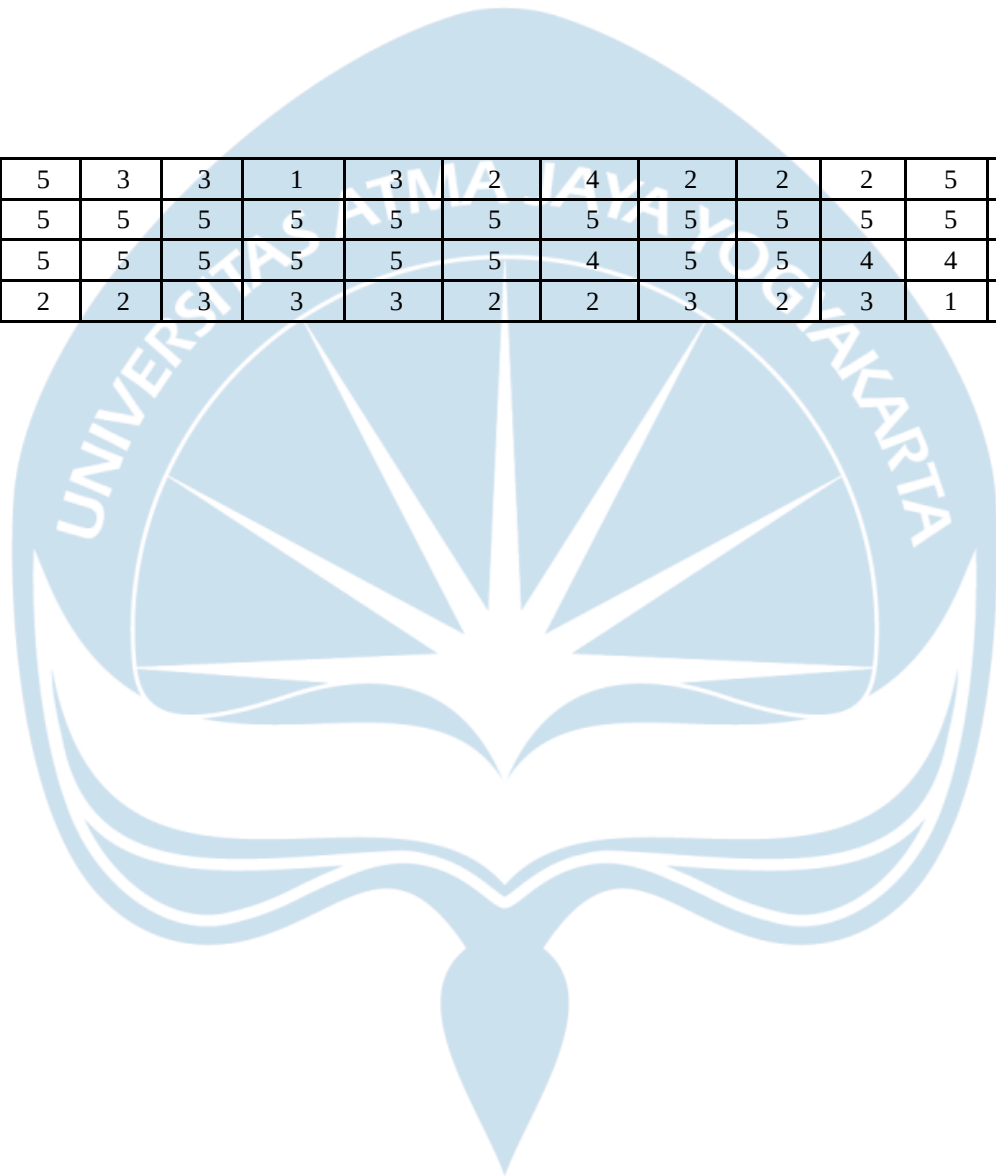
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243	4	3	5	4	5	4	5	5	5	5	5	5	5	5	4	4	4	4	4
244	5	5	5	4	5	5	5	4	4	4	4	4	4	4	5	4	4	4	4
245	4	5	4	4	5	4	4	4	5	4	5	4	5	5	4	4	4	4	4
246																			
247	3	4	4	4	3	5	4	4	4	4	4	5	5	4	4	5	4	4	4
248	5	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	4	4	5
249	3	4	4	3	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4
250	3	2	2	3	1	3	3	3	3	3	3	3	3	3	2	3	2	2	3
251	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5
252	5	5	5	4	5	4	5	5	5	5	5	5	5	4	4	4	4	4	5
253	5	4	4	4	4	5	4	4	5	5	5	5	4	5	5	4	5	5	5
254	5	5	5	4	5	5	5	4	4	5	5	4	5	5	4	4	5	5	5
255	5	5	4	5	3	5	5	5	5	5	5	4	5	3	5	5	5	5	5
256	4	5	3	5	4	5	4	3	5	4	5	5	4	5	5	5	5	4	5
257	2	2	1	1	2	1	2	2	1	2	1	1	1	2	2	1	1	1	1
258	1	2	2	1	2	1	1	2	2	3	2	2	2	3	4	2	3	2	2

259	1	2	2	5	3	3	1	3	2	4	2	2	2	5	3	1	3	1	2
260	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
261	5	4	5	5	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5
262	3	2	1	2	2	3	3	3	2	2	3	2	3	1	3	3	3	3	3



Lampiran 4. Hasil SmartPLS 4

Hasil Analisis Deskriptif Variabel

Indicators Copy													
Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cramér-von Mises p value
GBP1	1	MET	0	4.291	4.000	1.000	5.000	1.000	5.000	0.763	3.255	-1.360	0.000
GBP2	2	MET	0	4.222	4.000	1.000	5.000	1.000	5.000	0.786	1.586	-1.107	0.000
GBP3	3	MET	0	4.231	4.000	1.000	5.000	1.000	5.000	0.846	2.143	-1.312	0.000
GBP4	4	MET	0	4.103	4.000	1.000	5.000	1.000	5.000	0.783	1.664	-0.881	0.000
GBP5	5	MET	0	3.825	4.000	1.000	5.000	1.000	5.000	1.046	-0.346	-0.614	0.000
GBP6	6	MET	0	4.500	5.000	1.000	5.000	1.000	5.000	0.700	4.595	-1.734	0.000
ATGB1	7	MET	0	4.333	4.000	1.000	5.000	1.000	5.000	0.762	4.889	-1.696	0.000
ATGB2	8	MET	0	4.248	4.000	2.000	5.000	2.000	5.000	0.684	0.569	-0.685	0.000
ATGB3	9	MET	0	4.325	4.000	1.000	5.000	1.000	5.000	0.726	1.952	-1.126	0.000
ATGB4	10	MET	0	4.338	4.000	2.000	5.000	2.000	5.000	0.735	-0.011	-0.824	0.000
ATGB5	11	MET	0	4.491	5.000	1.000	5.000	1.000	5.000	0.699	3.206	-1.553	0.000
GBK1	12	MET	0	4.132	4.000	1.000	5.000	1.000	5.000	0.898	1.261	-1.083	0.000
GBK2	13	MET	0	4.239	4.000	1.000	5.000	1.000	5.000	0.724	1.618	-0.944	0.000
GBK3	14	MET	0	4.350	5.000	1.000	5.000	1.000	5.000	0.865	2.666	-1.542	0.000
GBK4	15	MET	0	4.432	5.000	2.000	5.000	2.000	5.000	0.690	0.748	-1.048	0.000
GBK5	16	MET	0	4.248	4.000	1.000	5.000	1.000	5.000	0.810	2.319	-1.260	0.000
GPI1	17	MET	0	4.393	4.000	1.000	5.000	1.000	5.000	0.697	4.157	-1.477	0.000
GPI2	18	MET	0	4.355	5.000	1.000	5.000	1.000	5.000	0.799	3.438	-1.587	0.000
GPI3	19	MET	0	4.470	5.000	1.000	5.000	1.000	5.000	0.758	4.148	-1.798	0.000

Hasil Outer Loadings (Pengujian Pertama)

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm

Graphical output

Final results

- Path coefficients
- Indirect effects
- Total effects
- Outer loadings
 - Matrix
 - List
- Outer weights
- Latent variables
- Residuals

Quality criteria

- R-square
- f-square
- Construct reliability and validity
- Discriminant validity
- Collinearity statistics (VIF)

Outer loadings - Matrix

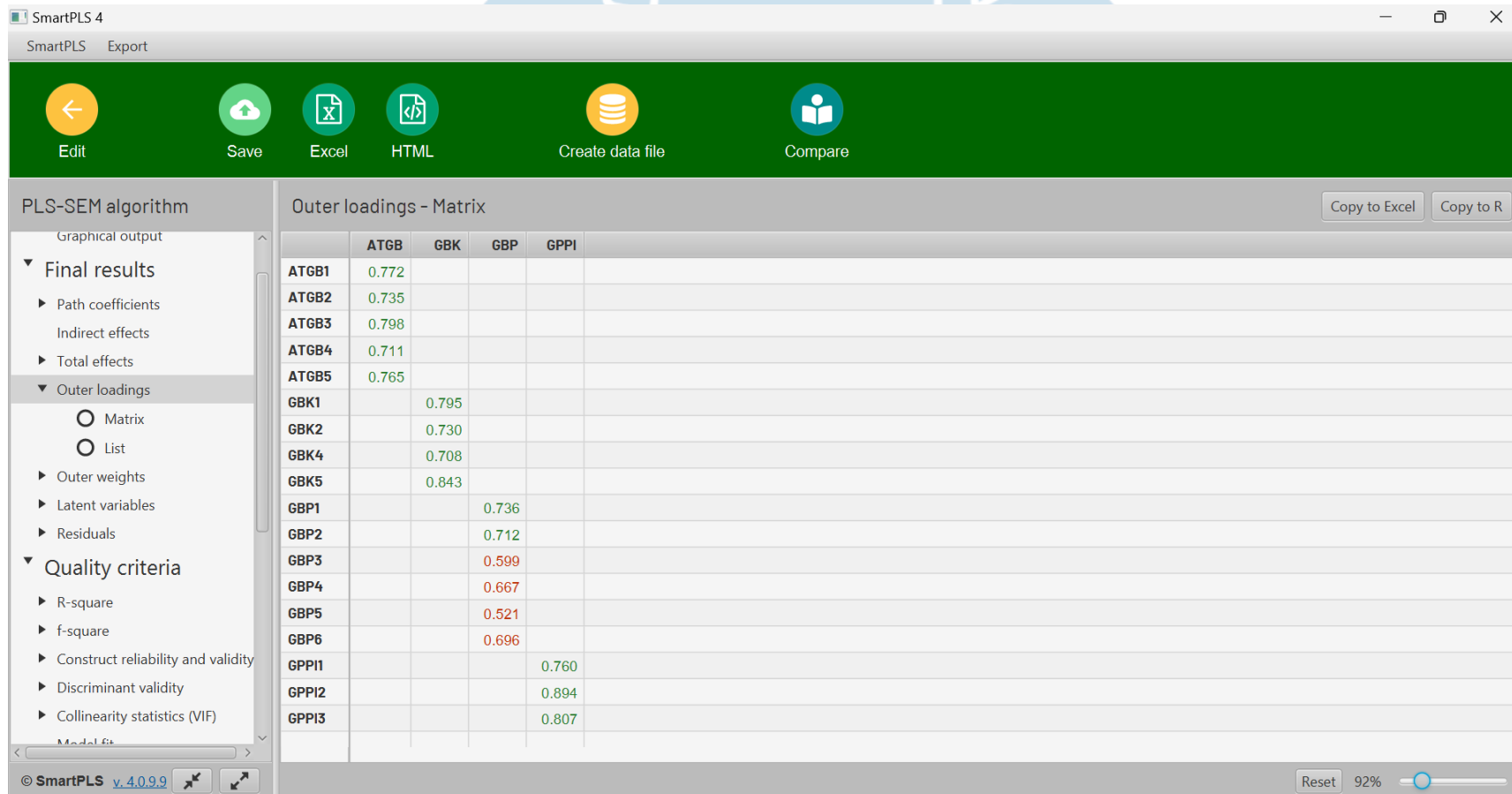
Copy to Excel Copy to R

	ATGB	GBK	GBP	GPPI
ATGB1	0.772			
ATGB2	0.734			
ATGB3	0.798			
ATGB4	0.711			
ATGB5	0.765			
GBK1		0.782		
GBK2		0.724		
GBK3		0.448		
GBK4		0.701		
GBK5		0.825		
GBP1			0.736	
GBP2			0.712	
GBP3			0.599	
GBP4			0.667	
GBP5			0.521	
GBP6			0.696	
GPPI1				0.756
GPPI2				0.894
GPPI3				0.811

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Reset 90%

Hasil Outer Loadings (Pengujian Kedua)



Hasil Outer Loadings (Pengujian Ketiga)



Hasil Outer Loadings (Pengujian Keempat)

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm

Graphical output

Final results

- Path coefficients
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- f-square
- Construct reliability and validity
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Outer loadings - Matrix

Copy to Excel Copy to R

	ATGB	GBK	GBP	GPPI
ATGB1	0.772			
ATGB2	0.735			
ATGB3	0.798			
ATGB4	0.711			
ATGB5	0.765			
GBK1		0.795		
GBK2		0.730		
GBK4		0.708		
GBK5		0.843		
GBP1			0.734	
GBP2			0.730	
GBP4			0.704	
GBP6			0.763	
GPPI1				0.761
GPPI2				0.893
GPPI3				0.806

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Reset 105%

Hasil Uji Cross Loadings

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm

- Outer loadings
 - Matrix
 - List
- Outer weights
- Latent variables
- Residuals
- Quality criteria
 - R-square
 - f-square
 - Construct reliability and validity
 - Discriminant validity
 - Heterotrait-monotrait ratio
 - Heterotrait-monotrait ratio
 - Heterotrait-monotrait ratio
 - Fornell-Larcker criterion
 - Cross loadings**
 - Collinearity statistics (VIF)

Discriminant validity - Cross loadings

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	ATGB	GBK	GBP	GPPI
ATGB1	0.772	0.543	0.581	0.496
ATGB2	0.735	0.600	0.531	0.554
ATGB3	0.798	0.594	0.517	0.560
ATGB4	0.711	0.586	0.585	0.503
ATGB5	0.765	0.589	0.575	0.638
GBK1	0.630	0.795	0.533	0.604
GBK2	0.642	0.730	0.587	0.574
GBK4	0.480	0.708	0.479	0.615
GBK5	0.627	0.843	0.640	0.666
GBP1	0.585	0.596	0.734	0.543
GBP2	0.567	0.527	0.730	0.537
GBP4	0.505	0.490	0.704	0.470
GBP6	0.504	0.520	0.763	0.583
GPPI1	0.581	0.615	0.565	0.761
GPPI2	0.627	0.724	0.615	0.893
GPPI3	0.599	0.628	0.620	0.806

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Reset 105%

Hasil Uji Validitas dan Reliabilitas Konstruk

SmartPLS 4

SmartPLS Export

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PLS-SEM algorithm

Construct reliability and validity - Overview

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	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ATGB	0.813	0.817	0.870	0.572
GBK	0.770	0.774	0.854	0.594
GBP	0.714	0.717	0.823	0.537
GPPI	0.757	0.764	0.862	0.676

Outer loadings

Matrix

List

Outer weights

Latent variables

Residuals

Quality criteria

Hasil Uji R-Square

SmartPLS 4

SmartPLS Export

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PLS-SEM algorithm

R-square - Overview

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	R-square	R-square adjusted
GPPI	0.697	0.693

Outer loadings

Matrix

List

Outer weights

Hasil Uji f-Square

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm

f-square - Matrix

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	ATGB	GBK	GBP	GPPI
ATGB				0.037
GBK				0.267
GBP				0.080
GPPI				

Outer loadings

Matrix

List

Outer weights

Latent variables

Residuals

Quality criteria

Hasil Uji Q-Square

SmartPLS 4

SmartPLS Export

Back Create data file Compare

Blindfolding

Construct cross-validated redundancy - Total

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	SSO	SSE	Q ² (=1-SSE/SSO)
ATGB	1170.000	1170.000	0.000
GBK	936.000	936.000	0.000
GBP	936.000	936.000	0.000
GPPI	702.000	387.996	0.447

Graphical

Graphical output

Final results

Construct cross-validated redundancy

Total

Case1

Hasil Uji Path Coefficient

SmartPLS 4

SmartPLS Export

Edit Save Excel HTML Create data file Compare

Bootstrapping

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

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	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATGB -> GPPI	0.181	0.180	0.065	2.758	0.006
GBK -> GPPI	0.480	0.475	0.076	6.289	0.000
GBP -> GPPI	0.248	0.252	0.084	2.933	0.003

Graphical

Graphical output

Final results

Path coefficients

Mean, STDEV, T values, p values

Confidence intervals

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Effects of Green Brand Positioning, Knowledge and Attitude on Green Product Purchase Intention

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Farrah Merlind Muharam, Umar Haiyat Abdul Kohar,
Tan Liat Choon and Norhayati Zakuan

Abstract— Nowadays, customers are more conscious of environmental problems and have started to purchase green products. This study aims to evaluate the impacts of green brand positioning, green brand knowledge and attitude towards green brand on green product purchase intention. Data were collected from 162 respondents in Johor using snowball sampling technique and online survey. The data were analysed using the Statistical Package for the Social Sciences (SPSS). Multiple regression was used to test the relationships between green brand positioning, green brand knowledge, attitude towards green brand and green product purchase intention. The results show that the green brand positioning and green brand knowledge have significant and positive relationship between green product purchase intention. The study found that green consumer knowledge is the strongest predictor in green product purchase. However, consumers' attitude toward green brand is not related to green product purchase intention. The findings of the study are important to green marketers to provide high availability of access to increase the demand of green products. Also, green marketers should emphasise on quality, price and advertisement in order to increase the demand of green products.

Keywords— Green Brand Positioning, Attitude towards Green Brand, Green Product Purchase Intention.

I. INTRODUCTION

In order to face severe problem of environmental degradation, Ministry of Energy, Green Technology and Water (KeTTHA) was established on 9 April 2009 to promote consumption of eco-friendly products and utilize green technology in Malaysia. KeTTHA aims to address global issues such as environmental pollution, global warming and ozone depletion (Malaysia-Central, 2017). According to Puvanasvaran *et al.* (2012), Malaysian government provides a full commitment and support to KeTTHA in green foreign direct investment (FDI), which in turn would enhance the economy of Malaysia.

On the other hand, Ministry of Agriculture and Agro-Based Industry Malaysia implemented Malaysian Good Agricultural Practices (MyGAP) on 28 August 2013 to reduce environment pollution and assist in developing an environmentally friendly and sustainable national agricultural industry (Ministry-of-Agriculture and Agro-Based-Industry-Malaysia, 2017). Clearly, Malaysia is actively implementing green strategies to minimise environmental

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risks.

According to Yadav and Pathak (2016), many studies have been conducted on green marketing, such as green buying behaviour and green branding in western countries and also in developing countries including Malaysia. In order to boost and to develop the knowledge of green product among consumers in Malaysia, a further research should be conducted (Joshi and Rahman, 2015). According to Suki (2016), consumers have limited knowledge on the reliability of green products and sceptical about the quality of the green products. Therefore, it is important to educate consumers about going green for sustainability. Also, companies need to increase the green brand knowledge of consumers about their products and provide green information accessibility to consumers in order to increase the demand of green products (Suki, 2016).

As such, this study aims to achieve the following objectives: (1) to measure the relationship between green brand positioning and green products purchase intention, (2) to examine the relationship between green brand knowledge and green products purchase intention, and (3) to investigate the relationship between attitude towards green brand and green products purchase intention.

II. LITERATURE REVIEW

2.1 *Green Consumer Behaviour*

Leonidou et al. (2010) stated that green consumers demonstrate an interest in product's characteristic such as recyclability and chemical content. Also, green consumers tend to have favourable discriminating consumption towards products that are organic, energy efficient or have biodegradable packaging. This is due to the increased awareness of environmental issues and green marketing in developed economies as well as in emerging economies (Jain and Kaur, 2006). According to Chen and Chang (2012), consumers who have a concern about the environment and world are inclined to keep old stuffs and pay more attention to protect the environment from being polluted. They are willing to purchase a green product in order to save the polluted environment.

Green customers can be described as consumers who buy green products from green companies (Kumar and Ghodeswar, 2015). Consumers who have experience in purchasing any green brand product might have the tendency to purchase another green product in the future. Barbaro-Forleo et al. (2001) found that consumers tend to search information and gain knowledge related to the ingredients contain in green product before purchasing it. The information and the knowledge that the consumers have found would be shared with their friends and they would learn from each other about the content of the green product before consuming. In fact, green consumers are willing to purchase any green product even though the product is at higher price (Barber et al., 2009).

It is important to define the green products that are available in market so that it is easier to investigate the attitude of consumer towards the green products. Green products include organic egg, organic vegetables, solar panels and LED television (Suki, 2016). According to Ranchhod and Gurău (2005), green products use toxic-free ingredients, are manufactured in strict environmentally-friendly procedures and the products are certified by International Organization for Standardization in order to be sellable in green market. For example, automobile industry has produced environmental friendly cars using green technologies to save fuel such as hybrid car (Marcus

and Fremeth, 2009). Green products are closely linked to green brands. Green brand is a brand that is able to attract consumers who have high awareness to protect the environment (Grant, 2008). Also, green brand companies should have strategies to position their brand in consumer's mind in order to stay competitive in the market of green product and become sustainable. In addition, green brand is a set of traits and environmental impacts that will leave a positive vibe among consumers regarding environment conservation (Apaolaza-Ibáñez and Hartmann, 2006).

The green market can be divided into different segments based on the needs of the consumer in order to expand the green brand positioning and designing a green marketing mix (Chen and Chang, 2012). Therefore, green companies should implement strategies to market their green products so the consumer can easily differentiate the green product in green market if compared to the competitor product in conventional market.

2.2 Green Products Purchase Intention

According to Cheng and Chayapa (2011), consumer purchase decision can be defined as consumers have the knowledge about a product, and they are willing to search information about the product and seek feedback from other consumers in order to make decision for the product purchase. On the other hand, Lee and Oliver (2010) defined green product purchase intention as a desire of a consumer to purchase a green product after the consumer has knowledge about the green product. Also, Suki (2016) stated that consumers have intention to purchase a green product that is less harmful to the environment and to the society.

Schiffman and Wisenblit (2018) found that positive image and the feeling towards a green brand might be the main reason for a consumer to purchase the green product brand compared with the other product that is not environmental friendly. According to Chen and Chang (2012), most of the consumers have the intention to purchase a green brand product because they have the environmental knowledges that make them to choose green product instead of the non-green product. In this study, green products purchase intention is measured in terms of consumers' willingness to buy green products in future due to environmental concern, environmental benefits and happiness (Suki, 2016).

2.3 Green Brand Positioning

Apaolaza-Ibáñez and Hartmann (2006) defined green brand positioning as the attributes of green brand products that are environmentally friendly and have significant value to consumers. Wang (2016) found that many researchers emphasize about the green brand positioning for the brand to meet green consumers' expectation on valuable attributes. Green brand positioning is important to position a brand in consumer's mind in order for the company to sustain in green product market. As stated by Suki (2016), green consumers who have a positive experience in purchasing green or ecological products and have some environmental knowledge about the green product, would have a higher tendency to repeat purchase due to brand positioning. According to Apaolaza-Ibáñez and Hartmann (2006), green brand positioning can be defined as value or quality that the green brand product could provide which means the attributes of the product is based on eco-friendly that significance to the consumer. Green brand positioning is about how the company uses green image to represent the company that would be perceived by the market and the customers (Saha and Darnton, 2005). The green image that is perceived by the market or the consumer as the green image is the green brand positioning. Cretu and Brodie (2007) highlighted that a green

positioning or a green image comprises a mental picture or description for consumers to describe about the company. The consumers would be attracted by the company's attributes and its offering. Therefore, it is vital for green company to achieve green sustainability by making its firm's attributes more significant (Gwin and Gwin, 2003). Also, firms could utilize advanced marketing efforts and advertisements to enhance the traits of their green brands to order to attract more green customers (Yang et al., 2014).

2.4 Green Brand Knowledge

Smith and Paladino (2010) found that consumers who have information or knowledge about an organic food or product tend to purchase the product in future. This is due to positive attitude about the brand on how the brand delivers the environmental knowledge to the consumers (Chang and Wu, 2015). According to Suki (2016), green brand knowledge is how a company provides knowledge or the information about its product's uniqueness through the attributes of its brand. It is about a promise that the company will provide to the consumers and environment. Customer expects to receive maximum information that are reliable in order for them enhance their knowledge about the green product and to purchase the green brand product for environmentally friendly purpose (Keller, 1993). Connell (2010) found that if consumers lack of information or knowledge about a green product or green brand, this would negatively influence their intention to purchase a green product. Consumers who have high level of knowledge about the environmental protection would have high consumption of their own or their family (Yang et al., 2014). In order for consumers to increase their knowledge about a specific brand or product, the company should provide reliable green information for its consumers to learn and purchase the brand or product (Ganapathy et al., 2014). If the consumers who are knowledgeable about the environment and know how to protect the earth, they are more likely to purchase green brands or green products (Chen and Chang, 2012; Suki, 2016).

2.5 Attitude towards Green Brand

Any green brand should meet the consumer expectation in order for the brand to be positioned greatly in the market and for the customers to connect with the valuable attributes of the green brand (Wang, 2016). According to Apaolaza-Ibáñez and Hartmann (2006), green brand attitude can be divided into two categories: green brand positioning that focuses on functional attributes while the other one is focusing on emotional benefits. Teng (2009) stated that a brand attitude means a preference of a consumer to evaluate the brand itself. Attitude is about the like and dislike of a consumer (Blackwell et al., 2006) and it is affected by the environmental attitude of a consumer (Mostafa, 2007). Solomon (2017) found that the consumer preference and the full package of the green brand are mostly related to their green brand attitude. Mostafa (2007) found that the attitude is an important factor for consumer behaviour and the intention of the consumer to purchase a good. Most of the customers get influences from family, friends and colleagues to buy green brand products. Also, positive image of a green brand and the feelings of consumers provide a big impact for them to consume and purchase the green brand product. This means that the customer's attitude will affect the purchase intention of green product.

2.6 Research Model and Hypotheses

Figure 1 shows the relationships between green brand positioning, green brand knowledge, attitude towards green brand and the green products purchase intention.

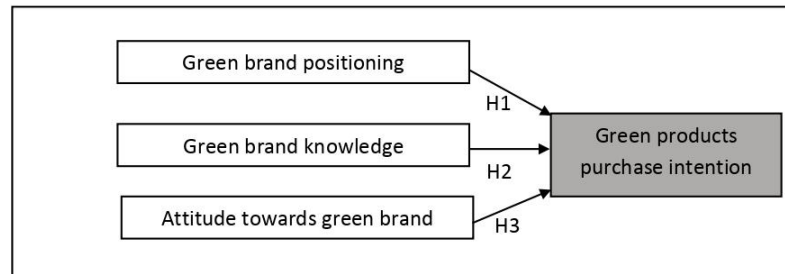


Figure 1: Conceptual Framework

Suki (2016) found that some green attributes through an active communication campaign could boost perception of consumers towards green product. According to Lin and Chang (2012), consumers that have the experience from the past purchase of eco-friendly products and have some knowledge about the environmental tend to possess higher willingness to purchase the green product due to the good green brand positioning.

Suki (2016) found that the tendency of a consumer to purchase a green product is based on the consumer's product usage and his or her awareness about the green brand that being positioned in the market. Yang *et al.* (2014) found that green brand positioning affect the green product purchase intention significantly. Therefore, the following hypothesis is proposed:

H1: There is a positive and significant relationship between green brand positioning and green products purchase intention.

Many studies have reported that purchase intention and the actual purchase intention can be influenced by the environmental knowledge (Chen and Chang, 2012; Yadav and Pathak, 2016). Based on the findings of Smith and Paladino (2010), consumers who have the knowledge on organic or green food would directly purchase organic products. Also, Connell (2010) found that consumers who have less information about a green brand product would refrain from buying the green product.

Yang *et al.* (2014) accentuated that consumers display high intention to purchase and consume green products if they have the environmental knowledge and favourable better attitude towards the green brand. As such, this study proposed the hypothesis as follows:

H2: There is a positive and significant relationship between green brand knowledge and green products purchase intention.

Lee and Oliver (2010) found that green product purchase intention and the actual intent for consumers to purchase an environmental friendly product are closely linked to the green awareness. Gupta and Ogden (2009) mentioned that the foundation for a consumer to decide to purchase a green product is due to the attitude of the consumer towards the environment. Also, Teng (2009) found that the positive attitude of a consumer towards a green brand is strongly related to the purchase intention of a green product. According to Chang and Wu (2015), the

intention of consumers to purchase the green product is influenced by their positive and favourable attitude towards the green product itself. Also, Mostafa (2007) found that if consumers have favourable attitude towards the green brand, they would show stronger green products purchase intention. Based on the above discussion, H3 as follows is proposed:

H3: There is a positive and significant relationship between attitude towards green brand and green products purchase intention.

III. RESEARCH METHODOLOGY

3.1 Research Design

This study used quantitative research method through questionnaire. The questionnaires were distributed to the respondents using Google form. Quantitative method is widely used by many researchers for data collection. A five-point Likert scale was used to determine the consumer's level of agreement about the questionnaire statements: 'strongly disagree', 'disagree', 'neutral', 'agree', and 'strongly agree'.

3.2 Population and Sample

The population of the study consisted of consumers who have the intention to purchase green products. Snowball sampling technique was used to collect data. According to Malhotra (2012), a sample size of 150 is enough to conduct a research. Therefore, a total of 162 respondents were involved in the study and they spent 5 to 10 minutes for the survey.

3.3 Research Instrument

Research instrument is one of the most important tools for conducting a research and data collection. The questionnaire was developed into two parts: Section A is about respondent background and Section B includes questions about green brand positioning, green brand knowledge, attitude towards green brand and green products purchase intention. The questionnaire is shown in Appendix A.

IV. DATA ANALYSIS

4.1 Profile of Respondents

A total of 162 respondents were involved in the study. There were equal distribution of both genders participated in the study: 82 female (50.6%) and 80 male (49.4%). Most of the respondents aged 25 and below (37.0%), followed by 25 to 35 (21.0%) and 36 to 45 years old (17.3%). The result shows that 56.2% of the respondents had a bachelor degree and 22.8% had diploma or STPM.

Majority of the respondents earned RM1,000 and below (23.5%) followed by RM3,001 to RM4,000 (22.8%), RM2,001 to RM3,000 (19.1%), RM4,001 to RM5,000 (14.8%), RM5,000 and above (13.0%) and RM1,001 to RM2,000 (6.8%). A large portion of respondents had experience to purchase green products 1 – 5 times for the past 3 months (37.0%) and most of them were influenced by family member (29.1%), friends (28.4%), social media (25.3%) and neighbours (8.6%) for the green product purchase.

Table 1: Profile of Respondent

<i>Demographic Data</i>	<i>Frequency</i>	<i>Percentage %</i>
Gender		
Female	82	50.6
Male	80	49.4
Age		
25 and below	60	37.0
26 – 35	34	21.0
36 – 45	28	17.3
46 – 55	26	16.0
56 – 65	11	6.8
65 and above	3	1.9
Educational level		
SPM	8	4.9
Diploma / STPM	37	22.8
Bachelor Degree	91	56.2
Master	14	8.6
PhD	12	7.5
Others	0	0.0
Monthly Income		
RM1,000 and below	38	23.5
RM1,001 – RM2,000	11	6.8
RM2,001 – RM3,000	31	19.1
RM3,001 – RM4,000	37	22.8
RM4,001 – RM5,000	24	14.8
RM5,000 and above	21	13.0
Frequency of green purchased for the past 3 months		
1 – 5 times	60	37.0
6 – 10 times	27	16.7
11 – 15 times	40	24.7
More than 15 times	35	21.6
Source motivated to buy green product		
Family member	47	29.1
Friends	46	28.4
Neighbours	14	8.6
Social media	41	25.3
Government	2	1.2
School / university	12	7.4

4.2 Reliability Test

Based on the Table 2, all of the variables (green brand positioning, green brand knowledge, attitude towards green brand and green product purchase intention) are reliable with Cronbach Alpha > 0.7. The value of Cronbach Alpha value for green brand positioning (BP) is 0.819, green brand knowledge (BK) is 0.917, attitude towards green brand (AG) is 0.936 and green products purchase intention (PI) is 0.916.

Table 2: Reliability Test

<i>Variables</i>	<i>No of item</i>	<i>Cronbach Alpha</i>
Green brand positioning	6	0.819
Green brand knowledge	5	0.917
Attitude towards green brand	5	0.936
Green product purchase intention	3	0.916

4.3 Multiple Regression Analysis

Multiple regression analysis was used to test the research hypotheses and to explore the strength of a relationship among variables. Table 3 found that green brand positioning and green brand knowledge have significant and positive relationship with green products purchase intention at p-value less than 0.05 ($p < 0.05$). However, there is no positive and significant relationship between attitude towards green brand and green products purchase intention because the p-value is 0.471 which is greater than 0.05.

Among the green brand positioning and green brand knowledge, green brand knowledge has the highest beta value (0.680); this means green brand knowledge is the strongest predictor for green products purchase intention, followed by green brand positioning with beta value of 0.190. The Table 3 also shows the multicollinearity test where the multicollinearity problem occurs when a variable's tolerance value is less than 0.10 (tolerance < 0.10) and VIF is greater than 5 (VIF > 5). The results found that no tolerance values less than 0.10 and VIF values are greater than 5. Therefore, there is no evidence of multicollinearity problem in this study.

Table 3: Multiple Regression

	Model	Standardized Coefficients	t	Sig.	Collinearity Statistic	
		Beta			Tolerance	VIF
1	(Constant)		0.459	0.647		
	Green brand positioning	0.190	3.167	0.002	0.389	2.573
	Green brand knowledge	0.680	8.663	0.000	0.226	4.422
	Attitude towards green brand	0.057	0.723	0.471	0.228	4.389

As found in the Table 4, the study found that the adjusted R^2 is 0.776. This means approximately 77.6% of the green products purchase intention could be explained by the green brand positioning and green brand knowledge.

Table 4: Model Summary of Multiple Regression

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
0.883	0.780	0.776	0.374	0.780	186.456	3.000	158.000	0.000

V. DISCUSSION AND RECOMMENDATION FOR FUTURE RESEARCH

There are three research objectives of the study. The first research objective is to measure the relationship between green brand positioning and green products purchase intention. The results of the study found that there is a positive and significant relationship between green brand positioning and green products purchase intention. Therefore, the first objective is achieved and the H1 is supported. This result is in line with the results from previous studies (Suki, 2016; Yang et al., 2014). According to Suki (2016), green brand positioning reacts as one of the important strategies that would give an impact on consumer's intention to purchase green products. A good green brand positioning means that consumers are aware and conscious about purchasing green products. Therefore, it is important for marketers to compete their products using green brand positioning. Green marketers should emphasise on quality, price, advertisement and environmentally green products for consumers to purchase a green product. Also, the green products should match the consumer's personal wants and needs.

The second research objective is to examine the relationship between green brand knowledge and green products purchase intention. The result shows that this objective is achieved and H2 is supported: green brand knowledge

have a positive and significant relationship between green brand knowledge and green products purchase intention. This finding is consistent with the results of Suki (2016) and Chen and Chang (2012). In fact, the knowledge on green brand products could increase the desire of consumers to purchase green products and develop their awareness of environmental protection (Pudaruth et al., 2012). In support, Yang et al. (2014) stated that consumers with green knowledge are most likely to purchase green product when they have high level of green awareness. Brand knowledge is the strongest predictor for green purchase intention in Johor. As such, firms should consider green products as a beneficial investment in long term and ensure that the green product's environmental performance should meet consumer expectation. Also, green marketers are urged to provide high availability of access to increase the demand of green products. This is due to most of the consumers purchase green product because it is environmental friendly and it has more environmental benefit than other products.

The third research objective is to investigate the relationship between attitude towards green brand and green products purchase intention. However, the result showed that attitude towards green brand has no significant and positive relationship with green product purchase intention. Therefore, the H3 is not supported. The finding is not aligned with previous studies (Suki, 2016; Yang et al., 2014). The reason might be that the green product's environmental reputation is not one of the critical factors influencing the purchasers' intention for green products. Also, some customers do not consider the green products would keep promises and responsibilities for environmental protection in their purchase decision.

Throughout the study, there are some limitations that could be improved in future studies. First, the respondents were taken from the state of Johor, thus the result of the study is unable to represent Malaysia. Therefore, future study is urged to extend the sample size to include more states in Malaysia. Second, the study only focused on the three factors (green brand positioning, green brand knowledge and attitude towards green brand) that influence the green products purchase intention. As such, future researchers could investigate other contributing factors such as green trust and green consumption value influencing green products purchase intention.

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Appendix A

<i>Factors</i>	<i>Source</i>	<i>Scale Items</i>
A. Independent variables		
Green brand positioning	Suki (2016)	1. Quality is important when consumers purchase green products. 2. Price is important when consumers purchase green products. 3. I get to know about green branding through advertisement. 4. Green products have matched my personal wants and needs. 5. Green product always overpriced. 6. I prefer to purchase environmentally green products.
Attitude towards green brand	Suki (2016)	1. I feel that green product's environmental reputation is generally reliable. 2. I feel that green product's environmental performance is generally dependable. 3. I feel that green product's environmental claims are generally trustworthy. 4. Green product's environmental concern meets my expectations. 5. Green products keep promises and responsibilities for environmental protection.
Green brand knowledge	Suki (2016)	1. Going green products could be a beneficial investment in long term. 2. Green product's environmental performance meets my expectations. 3. Lack of availability of access is a major reason for low popularity and demand of green products. 4. I purchase green product because it is environmental friendly. 5. I purchase green product because it has more environmental benefit than other products.
B. Dependent variable		
Green products purchase intention	Suki (2016)	1. I intend to buy green product because of my environmental concern. 2. I expect to purchase green product in the future because of its environmental benefits. 3. Overall, I am glad to purchase green product because it is environmental friendly.

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