

## LAMPIRAN

### Lampiran 1 : Kuesioner Penelitian Pengaruh Penerapan Pemasaran Hijau (*Green Marketing*) terhadap Keputusan Pembelian pada The Body Shop Sun Plaza Medan

---

Terima kasih telah membantu kami dengan menjawab kuesioner singkat ini untuk mengevaluasi Untuk mengevaluasi pengaruh *Green Product, Green Price, Green Place, Green Promotion* terhadap keputusan pembelian pada The Body Shop Sun Plaza Medan. Partisipasi Anda sangat berharga bagi penelitian skripsi ini. Terima kasih atas waktu dan kontribusinya!

#### Bagian 1: Informasi Responden

Berikan tanda silang pada pernyataan yang benar. Contoh:

Nama: \_\_\_\_\_

#### Jenis Kelamin:

- Pria
- Wanita

#### Usia:

- 17-29 tahun
- 30-47 tahun
- 48-59 tahun
- > 60 tahun

#### Pendidikan Terakhir:

- SMA/ sederajat
- D3
- S1
- S2
- Lainnya, sebutkan: \_\_\_\_\_

#### Penghasilan

- Rp 2.000.000 – Rp. 3.500.000
- Rp 3.500.001 – Rp. 5.500.000
- Rp 5.500.001– Rp. 8.500.000
- > Rp 8.500.000

## Bagian 2: Kuesioner

### KETERANGAN PILIHAN SKOR:

- 1 = SANGAT TIDAK SETUJU
- 2 = TIDAK SETUJU
- 3 = KURANG SETUJU
- 4 = SETUJU
- 5 = SANGAT SETUJU

| NO                                     | Pernyataan  | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|---|
| <b>Green Product (X<sub>1</sub>)</b>   |   |   |   |   |   |   |
| 1                                      | Produk The Body Shop aman karena tidak mengandung bahan berbahaya                                   |   |   |   |   |   |
| 2                                      | Komposisi produk The Body Shop telah mendapatkan sertifikasi internasional                          |   |   |   |   |   |
| 3                                      | Kemasan produk The Body Shop terbuat dari bahan baku yang dapat terurai                             |   |   |   |   |   |
| <b>Green Price (X<sub>2</sub>)</b>     |   |   |   |   |   |   |
| 1                                      | Harga produk yang ditawarkan The Body Shop lebih mahal karena mengandung biaya investasi lingkungan |   |   |   |   |   |
| 2                                      | Harga produk yang ditawarkan The Body Shop sebanding dengan mutu yang didapatkan                    |   |   |   |   |   |
| 3                                      | Manfaat produk The Body Shop melebihi harga yang dikenakan  |   |   |   |   |   |
| <b>Green Place (X<sub>3</sub>)</b>     |   |   |   |   |   |   |
| 1                                      | Lokasi penjualan produk The Body Shop mudah ditemukan oleh konsumen                                 |   |   |   |   |   |
| 2                                      | Lokasi penjualan The Body Shop selalu berada pada lokasi yang bebas dari pencemaran lingkungan      |   |   |   |   |   |
| 3                                      | Desain outlet The Body Shop mencerminkan toko yang ramah lingkungan                                 |   |   |   |   |   |
| <b>Green Promotion (X<sub>4</sub>)</b> |   |   |   |   |   |   |
| 1                                      | Saya melihat iklan The Body Shop di media sosial  |   |   |   |   |   |
| 2                                      | Iklan The Body Shop selalu mengandung ajakan perawatan kesehatan kulit                              |   |   |   |   |   |
| 3                                      | Promosi The Body Shop selalu memberi edukasi tentang kesehatan kulit                                |   |   |   |   |   |
| 4                                      | Tenaga pemasar The Body Shop menguasai keunggulan produk The Body Shop                              |   |   |   |   |   |
| <b>Keputusan Pembelian (Y)</b>         |   |   |   |   |   |   |
| 1                                      | The Body Shop memahami akan kebutuhan saya  |   |   |   |   |   |
| 2                                      | Informasi terkait produk The Body Shop mudah didapatkan   |   |   |   |   |   |
| 3                                      | Saya memutuskan untuk membeli produk The Body Shop setelah membandingkan dengan toko yang lain      |   |   |   |   |   |
| 4                                      | Saya dengan yakin memutuskan membeli produk The Body Shop karena ramah lingkungan                   |   |   |   |   |   |
| 5                                      | Saya akan membeli secara berulang produk The Body Shop  |   |   |   |   |   |

## Lampiran 2 : Jadwal Pelaksanaan Tugas Akhir

| Langkah                                    | Waktu yang Diperlukan |
|--|-----------------------|
| Pemilihan Topik dan Proposal Skripsi       | 2 bulan               |
| Persiapan dan Penyusunan Rancangan Skripsi | 2 bulan               |
| Pengumpulan Data                           | 2 minggu              |
| Analisis Data dan Penyusunan Bab Analisis  | 1 – 2 bulan           |
| Penyusunan Bab Lainnya                     | 1 bulan               |
| Revisi, Koreksi, dan Penyempurnaan         | 2 – 3 minggu          |

### Tabulasi Data Kuesioner X1

| Gpro 1 | Gpro 2 | Gpro 3 | Total |
|--------|--------|--------|-------|
| 3      | 4      | 4      | 11    |
| 3      | 4      | 4      | 11    |
| 4      | 4      | 3      | 11    |
| 4      | 5      | 4      | 13    |
| 5      | 4      | 4      | 13    |
| 4      | 4      | 4      | 12    |
| 5      | 5      | 4      | 14    |
| 4      | 5      | 5      | 14    |
| 4      | 4      | 4      | 12    |
| 3      | 4      | 4      | 11    |
| 5      | 5      | 5      | 15    |
| 5      | 5      | 5      | 15    |
| 4      | 4      | 4      | 12    |
| 4      | 4      | 4      | 12    |
| 4      | 4      | 4      | 12    |
| 5      | 5      | 5      | 15    |
| 4      | 3      | 5      | 12    |
| 5      | 5      | 5      | 15    |
| 4      | 4      | 4      | 12    |
| 3      | 3      | 3      | 9     |
| 5      | 4      | 4      | 13    |
| 4      | 5      | 5      | 14    |
| 4      | 4      | 4      | 12    |
| 4      | 4      | 5      | 13    |

|   |   |   |    |
|---|---|---|----|
| 3 | 3 | 3 | 9  |
| 4 | 4 | 5 | 13 |
| 5 | 5 | 5 | 15 |
| 3 | 5 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 3 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 13 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 3 | 11 |
| 4 | 5 | 5 | 14 |
| 5 | 5 | 4 | 14 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 5 | 13 |
| 4 | 3 | 5 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 2 | 4 | 4 | 10 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 5 | 14 |
| 5 | 5 | 5 | 15 |
| 4 | 5 | 4 | 13 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 12 |

|   |   |   |    |
|---|---|---|----|
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 3 | 3 | 3 | 9  |
| 5 | 4 | 4 | 13 |
| 4 | 5 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 3 | 11 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |

**Tabulasi Data Kuesioner X2**

| G.Pri 1 | G.Pri 2 | G.Pri 3 | Total Gpri |
|---------|---------|---------|------------|
| 3       | 4       | 3       | 10         |
| 4       | 3       | 4       | 11         |
| 3       | 4       | 2       | 9          |
| 4       | 4       | 4       | 12         |
| 2       | 5       | 4       | 11         |
| 5       | 4       | 4       | 13         |
| 4       | 4       | 4       | 12         |

|   |   |   |    |
|---|---|---|----|
| 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 3 | 10 |
| 5 | 5 | 5 | 15 |
| 3 | 5 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 13 |
| 5 | 3 | 3 | 11 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 3 | 11 |
| 3 | 3 | 3 | 9  |
| 5 | 5 | 4 | 14 |
| 5 | 4 | 3 | 12 |
| 4 | 4 | 3 | 11 |
| 3 | 4 | 3 | 10 |
| 3 | 3 | 3 | 9  |
| 5 | 5 | 4 | 14 |
| 3 | 5 | 5 | 13 |
| 4 | 4 | 3 | 11 |
| 5 | 5 | 4 | 14 |
| 4 | 5 | 2 | 11 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 5 | 13 |
| 3 | 5 | 3 | 11 |
| 4 | 4 | 5 | 14 |
| 5 | 4 | 5 | 14 |
| 4 | 5 | 3 | 11 |
| 4 | 4 | 3 | 11 |
| 1 | 5 | 1 | 7  |
| 4 | 5 | 4 | 13 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 3 | 11 |
| 5 | 4 | 3 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 2 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 |

|   |   |   |    |
|---|---|---|----|
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 5 | 4 | 3 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 2 | 12 |
| 3 | 4 | 4 | 11 |
| 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 15 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 4 | 11 |
| 3 | 4 | 4 | 11 |
| 4 | 3 | 4 | 11 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9  |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 3 | 9  |
| 3 | 4 | 3 | 10 |
| 3 | 4 | 3 | 10 |
| 5 | 5 | 4 | 14 |
| 4 | 4 | 4 | 12 |
| 4 | 5 | 4 | 13 |
| 3 | 4 | 4 | 11 |
| 3 | 3 | 3 | 9  |
| 4 | 3 | 3 | 10 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 3 | 10 |

|   |   |   |    |
|---|---|---|----|
| 4 | 5 | 4 | 13 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 2 | 10 |
| 5 | 5 | 4 | 14 |
| 4 | 5 | 5 | 14 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |

### Tabulasi Data Kuesioner X3

| Gpla 1 | Gpla 2 | Gpla 3 | Total Gpla |
|--------|--------|--------|------------|
| 3      | 4      | 3      | 10         |
| 4      | 4      | 4      | 12         |
| 4      | 3      | 3      | 10         |
| 5      | 2      | 3      | 10         |
| 4      | 5      | 5      | 14         |
| 5      | 5      | 5      | 15         |
| 5      | 3      | 4      | 12         |
| 5      | 4      | 4      | 13         |
| 4      | 5      | 4      | 13         |
| 4      | 3      | 3      | 10         |
| 5      | 4      | 5      | 14         |
| 5      | 3      | 5      | 13         |
| 4      | 4      | 4      | 12         |
| 4      | 4      | 4      | 12         |
| 4      | 4      | 4      | 12         |
| 5      | 4      | 4      | 13         |
| 5      | 5      | 5      | 15         |
| 4      | 4      | 5      | 13         |
| 5      | 4      | 4      | 13         |
| 3      | 3      | 3      | 9          |
| 5      | 4      | 5      | 14         |
| 4      | 4      | 4      | 12         |
| 4      | 2      | 4      | 10         |
| 5      | 3      | 3      | 11         |
| 3      | 3      | 3      | 9          |
| 5      | 5      | 5      | 15         |
| 5      | 5      | 5      | 15         |
| 4      | 3      | 3      | 10         |
| 5      | 5      | 5      | 15         |
| 5      | 5      | 5      | 15         |
| 4      | 4      | 4      | 12         |
| 4      | 3      | 4      | 11         |



|   |   |   |    |
|---|---|---|----|
| 5 | 5 | 5 | 15 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 5 | 14 |
| 5 | 3 | 4 | 12 |
| 5 | 5 | 4 | 14 |
| 5 | 5 | 4 | 14 |
| 4 | 3 | 3 | 10 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 5 | 1 | 1 | 7  |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 3 | 3 | 10 |
| 5 | 3 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 3 | 11 |
| 5 | 5 | 5 | 15 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 3 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 4 | 4 | 4 | 12 |
| 5 | 4 | 4 | 13 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 4 | 14 |
| 4 | 3 | 4 | 11 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 5 | 13 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 4 | 5 | 14 |
| 4 | 4 | 4 | 12 |
| 3 | 4 | 5 | 12 |

|   |   |   |    |
|---|---|---|----|
| 5 | 3 | 5 | 13 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 4 | 4 | 3 | 11 |
| 4 | 2 | 3 | 9  |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |
| 5 | 5 | 5 | 15 |
| 5 | 3 | 3 | 11 |
| 5 | 4 | 5 | 14 |
| 3 | 3 | 3 | 9  |
| 3 | 3 | 3 | 9  |
| 4 | 5 | 4 | 14 |
| 4 | 4 | 3 | 11 |
| 2 | 3 | 3 | 8  |
| 5 | 5 | 5 | 15 |
| 3 | 3 | 4 | 10 |
| 4 | 4 | 4 | 12 |
| 4 | 3 | 5 | 12 |
| 5 | 3 | 4 | 13 |
| 5 | 3 | 5 | 13 |
| 4 | 4 | 5 | 13 |
| 4 | 4 | 4 | 12 |
| 4 | 4 | 4 | 12 |

**Tabulasi Data Kuesioner X4**

| Gprom 1 | Gprom 2 | Gprom 3 | Gprom 4 | Total Gprom |
|---------|---------|---------|---------|-------------|
| 4       | 3       | 4       | 4       | 15          |
| 3       | 4       | 5       | 5       | 17          |
| 3       | 4       | 4       | 3       | 14          |
| 4       | 4       | 4       | 5       | 17          |
| 4       | 5       | 5       | 4       | 18          |
| 5       | 5       | 5       | 4       | 19          |
| 4       | 4       | 3       | 4       | 15          |
| 4       | 4       | 4       | 4       | 16          |
| 4       | 4       | 4       | 4       | 16          |
| 3       | 4       | 4       | 3       | 14          |
| 4       | 4       | 4       | 4       | 16          |
| 3       | 5       | 5       | 5       | 18          |
| 4       | 4       | 4       | 4       | 16          |
| 4       | 4       | 4       | 4       | 16          |

|   |   |   |   |    |
|---|---|---|---|----|
| 4 | 3 | 3 | 5 | 15 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 3 | 3 | 13 |
| 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 3 | 3 | 12 |
| 5 | 5 | 5 | 5 | 20 |
| 3 | 3 | 4 | 5 | 15 |
| 3 | 4 | 3 | 4 | 14 |
| 3 | 3 | 3 | 4 | 13 |
| 3 | 3 | 3 | 3 | 12 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 3 | 4 | 15 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 5 | 4 | 3 | 15 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 4 | 18 |
| 5 | 4 | 5 | 5 | 19 |
| 3 | 4 | 4 | 3 | 14 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 3 | 3 | 3 | 12 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 5 | 4 | 3 | 15 |
| 5 | 5 | 5 | 5 | 20 |
| 3 | 5 | 4 | 2 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 5 | 17 |
| 3 | 3 | 3 | 3 | 12 |
| 4 | 3 | 3 | 4 | 14 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 4 | 3 | 4 | 14 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 4 | 4 | 4 | 17 |

|   |   |   |   |    |
|---|---|---|---|----|
| 4 | 5 | 4 | 4 | 17 |
| 3 | 3 | 4 | 4 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 3 | 4 | 3 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 19 |
| 5 | 5 | 5 | 4 | 19 |
| 5 | 5 | 5 | 4 | 19 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 5 | 19 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 4 | 19 |
| 4 | 5 | 3 | 3 | 15 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 3 | 3 | 4 | 14 |
| 4 | 4 | 3 | 3 | 14 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 5 | 17 |
| 3 | 4 | 3 | 4 | 14 |
| 5 | 4 | 5 | 4 | 18 |
| 3 | 3 | 3 | 3 | 12 |
| 3 | 4 | 3 | 3 | 13 |
| 4 | 4 | 5 | 4 | 17 |
| 3 | 4 | 4 | 2 | 13 |
| 3 | 4 | 4 | 3 | 14 |
| 4 | 5 | 5 | 3 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 4 | 4 | 4 | 16 |
| 3 | 5 | 4 | 3 | 15 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 5 | 4 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |

### Tabulasi Data Kuesioner Y

| K.P 1 | K.P 2 | K.P 3 | K.P 4 | K.P 5 | TOTAL Y |
|-------|-------|-------|-------|-------|---------|
| 5     | 3     | 5     | 5     | 4     | 22      |
| 4     | 4     | 5     | 5     | 3     | 21      |
| 4     | 3     | 4     | 4     | 3     | 18      |
| 4     | 5     | 3     | 3     | 3     | 18      |
| 5     | 5     | 4     | 5     | 5     | 24      |
| 4     | 5     | 4     | 4     | 4     | 21      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 5     | 4     | 4     | 4     | 4     | 21      |
| 5     | 5     | 4     | 4     | 4     | 22      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 5     | 4     | 5     | 5     | 5     | 24      |
| 5     | 5     | 5     | 5     | 5     | 25      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 5     | 5     | 4     | 4     | 4     | 22      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 4     | 5     | 4     | 4     | 4     | 21      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 4     | 4     | 4     | 4     | 3     | 19      |
| 5     | 5     | 5     | 4     | 4     | 23      |
| 5     | 4     | 5     | 4     | 4     | 22      |
| 4     | 4     | 4     | 3     | 3     | 18      |
| 4     | 4     | 4     | 4     | 3     | 19      |
| 4     | 5     | 3     | 3     | 4     | 19      |
| 4     | 5     | 4     | 4     | 5     | 22      |
| 5     | 5     | 5     | 5     | 5     | 25      |
| 5     | 5     | 4     | 4     | 5     | 23      |
| 4     | 4     | 4     | 5     | 3     | 20      |
| 5     | 5     | 5     | 5     | 3     | 23      |
| 5     | 5     | 5     | 5     | 5     | 25      |
| 4     | 4     | 4     | 4     | 4     | 20      |
| 4     | 3     | 3     | 3     | 3     | 16      |
| 5     | 5     | 3     | 3     | 3     | 19      |
| 4     | 5     | 4     | 4     | 4     | 21      |
| 4     | 4     | 5     | 5     | 5     | 23      |
| 5     | 3     | 5     | 5     | 4     | 22      |
| 4     | 4     | 3     | 4     | 4     | 19      |
| 5     | 4     | 4     | 5     | 5     | 23      |
| 4     | 4     | 4     | 4     | 4     | 20      |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 3 | 4 | 4 | 2 | 2 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 3 | 3 | 18 |
| 4 | 3 | 2 | 3 | 3 | 15 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 5 | 3 | 3 | 19 |
| 4 | 3 | 4 | 3 | 4 | 18 |
| 5 | 4 | 4 | 4 | 4 | 21 |
| 3 | 3 | 3 | 4 | 4 | 17 |
| 4 | 4 | 3 | 3 | 3 | 17 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 3 | 5 | 3 | 19 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 3 | 3 | 3 | 4 | 4 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 4 | 4 | 5 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 3 | 5 | 5 | 23 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 5 | 5 | 24 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 4 | 4 | 4 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 5 | 4 | 5 | 21 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 5 | 4 | 4 | 5 | 22 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 5 | 5 | 4 | 5 | 3 | 22 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 5 | 4 | 4 | 21 |
| 2 | 3 | 4 | 3 | 3 | 15 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 3 | 3 | 3 | 3 | 16 |
| 5 | 5 | 5 | 5 | 5 | 25 |
| 4 | 4 | 3 | 4 | 4 | 20 |
| 3 | 4 | 3 | 3 | 2 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 4 | 4 | 4 | 5 | 5 | 22 |
| 4 | 5 | 3 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 5 | 5 | 4 | 5 | 4 | 23 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 3 | 4 | 3 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 3 | 4 | 16 |
| 3 | 3 | 3 | 3 | 2 | 14 |
| 4 | 4 | 4 | 4 | 3 | 19 |
| 4 | 4 | 3 | 4 | 3 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 2 | 5 | 5 | 3 | 5 | 20 |
| 4 | 4 | 5 | 4 | 4 | 21 |
| 4 | 5 | 4 | 4 | 5 | 22 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |

**Lampiran 3 : Tabel r Tabel**

**Tabel r Tabel**

| Tabel r untuk df = 51 - 100 |  |        |        |        |        |
|-----------------------------|--|--------|--------|--------|--------|
| df = (N-2)                  | Tingkat signifikansi untuk uji satu arah |        |        |        |        |
|                             | 0.05                                     | 0.025  | 0.01   | 0.005  | 0.0005 |
|                             | Tingkat signifikansi untuk uji dua arah  |        |        |        |        |
|                             | 0.1                                      | 0.05   | 0.02   | 0.01   | 0.001  |
| 84                          | 0.1786                                   | 0.2120 | 0.2505 | 0.2764 | 0.3487 |
| 85                          | 0.1775                                   | 0.2108 | 0.2491 | 0.2748 | 0.3468 |
| 86                          | 0.1765                                   | 0.2096 | 0.2477 | 0.2732 | 0.3449 |
| 87                          | 0.1755                                   | 0.2084 | 0.2463 | 0.2717 | 0.3430 |
| 88                          | 0.1745                                   | 0.2072 | 0.2449 | 0.2702 | 0.3412 |
| 89                          | 0.1735                                   | 0.2061 | 0.2435 | 0.2687 | 0.3393 |
| 90                          | 0.1726                                   | 0.2050 | 0.2422 | 0.2673 | 0.3375 |
| 91                          | 0.1716                                   | 0.2039 | 0.2409 | 0.2659 | 0.3358 |
| 92                          | 0.1707                                   | 0.2028 | 0.2396 | 0.2645 | 0.3341 |
| 93                          | 0.1698                                   | 0.2017 | 0.2384 | 0.2631 | 0.3323 |
| 94                          | 0.1689                                   | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| 95                          | 0.1680                                   | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| 96                          | 0.1671                                   | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| 97                          | 0.1663                                   | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| 98                          | 0.1654                                   | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| 99                          | 0.1646                                   | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| 100                         | 0.1638                                   | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

**Lampiran 4 : Tabel t Hitung**

| df  | One Tailed Test |          |          |          |          |          |          |
|-----|-----------------|----------|----------|----------|----------|----------|----------|
|     | 0,25            | 0,10     | 0,05     | 0,025    | 0,01     | 0,005    | 0,001    |
|     | Two-Tailed Test |          |          |          |          |          |          |
|     | 0,50            | 0,20     | 0,10     | 0,05     | 0,02     | 0,01     | 0,002    |
| 81  | 0,677531        | 1,292091 | 1,663884 | 1,989686 | 2,373270 | 2,637897 | 3,193922 |
| 82  | 0,677493        | 1,291961 | 1,663649 | 1,989319 | 2,372687 | 2,637123 | 3,192619 |
| 83  | 0,677457        | 1,291835 | 1,663420 | 1,988960 | 2,372119 | 2,636369 | 3,191349 |
| 84  | 0,677422        | 1,291711 | 1,663197 | 1,988610 | 2,371564 | 2,635632 | 3,190111 |
| 85  | 0,677387        | 1,291591 | 1,662978 | 1,988268 | 2,371022 | 2,634914 | 3,188902 |
| 86  | 0,677353        | 1,291473 | 1,662765 | 1,987934 | 2,370493 | 2,634212 | 3,187722 |
| 87  | 0,677320        | 1,291358 | 1,662557 | 1,987608 | 2,369977 | 2,633527 | 3,186569 |
| 88  | 0,677288        | 1,291246 | 1,662354 | 1,987290 | 2,369472 | 2,632858 | 3,185444 |
| 89  | 0,677256        | 1,291136 | 1,662155 | 1,986979 | 2,368979 | 2,632204 | 3,184345 |
| 90  | 0,677225        | 1,291029 | 1,661961 | 1,986675 | 2,368497 | 2,631565 | 3,183271 |
| 91  | 0,677195        | 1,290924 | 1,661771 | 1,986377 | 2,368026 | 2,630940 | 3,182221 |
| 92  | 0,677166        | 1,290821 | 1,661585 | 1,986086 | 2,367566 | 2,630330 | 3,181194 |
| 93  | 0,677137        | 1,290721 | 1,661404 | 1,985802 | 2,367115 | 2,629732 | 3,180191 |
| 94  | 0,677109        | 1,290623 | 1,661226 | 1,985523 | 2,366674 | 2,629148 | 3,179209 |
| 95  | 0,677081        | 1,290527 | 1,661052 | 1,985251 | 2,366243 | 2,628576 | 3,178248 |
| 96  | 0,677054        | 1,290432 | 1,660881 | 1,984984 | 2,365821 | 2,628016 | 3,177308 |
| 97  | 0,677027        | 1,290340 | 1,660715 | 1,984723 | 2,365407 | 2,627468 | 3,176387 |
| 98  | 0,677001        | 1,290250 | 1,660551 | 1,984467 | 2,365002 | 2,626931 | 3,175486 |
| 99  | 0,676976        | 1,290161 | 1,660391 | 1,984217 | 2,364606 | 2,626405 | 3,174604 |
| 100 | 0,676951        | 1,290075 | 1,660234 | 1,983972 | 2,364217 | 2,625891 | 3,173739 |
| 101 | 0,676927        | 1,289990 | 1,660081 | 1,983731 | 2,363837 | 2,625386 | 3,172893 |
| 102 | 0,676903        | 1,289907 | 1,659930 | 1,983495 | 2,363464 | 2,624891 | 3,172063 |
| 103 | 0,676879        | 1,289825 | 1,659782 | 1,983264 | 2,363098 | 2,624407 | 3,171250 |
| 104 | 0,676856        | 1,289745 | 1,659637 | 1,983038 | 2,362739 | 2,623932 | 3,170452 |
| 105 | 0,676833        | 1,289666 | 1,659495 | 1,982815 | 2,362388 | 2,623465 | 3,169670 |
| 106 | 0,676811        | 1,289589 | 1,659356 | 1,982597 | 2,362043 | 2,623008 | 3,168904 |
| 107 | 0,676790        | 1,289514 | 1,659219 | 1,982383 | 2,361704 | 2,622560 | 3,168152 |
| 108 | 0,676768        | 1,289439 | 1,659085 | 1,982173 | 2,361372 | 2,622120 | 3,167414 |
| 109 | 0,676747        | 1,289367 | 1,658953 | 1,981967 | 2,361046 | 2,621688 | 3,166690 |
| 110 | 0,676727        | 1,289295 | 1,658824 | 1,981765 | 2,360726 | 2,621265 | 3,165979 |
| 111 | 0,676706        | 1,289225 | 1,658697 | 1,981567 | 2,360412 | 2,620849 | 3,165282 |
| 112 | 0,676687        | 1,289156 | 1,658573 | 1,981372 | 2,360104 | 2,620440 | 3,164597 |
| 113 | 0,676667        | 1,289088 | 1,658450 | 1,981180 | 2,359801 | 2,620039 | 3,163925 |
| 114 | 0,676648        | 1,289022 | 1,658330 | 1,980992 | 2,359504 | 2,619645 | 3,163265 |
| 115 | 0,676629        | 1,288957 | 1,658212 | 1,980808 | 2,359212 | 2,619258 | 3,162616 |
| 116 | 0,676611        | 1,288892 | 1,658096 | 1,980626 | 2,358924 | 2,618878 | 3,161979 |
| 117 | 0,676592        | 1,288829 | 1,657982 | 1,980448 | 2,358642 | 2,618504 | 3,161353 |
| 118 | 0,676575        | 1,288767 | 1,657870 | 1,980272 | 2,358365 | 2,618137 | 3,160738 |
| 119 | 0,676557        | 1,288706 | 1,657759 | 1,980100 | 2,358093 | 2,617776 | 3,160133 |
| 120 | 0,676540        | 1,288646 | 1,657651 | 1,979930 | 2,357825 | 2,617421 | 3,159539 |

**Lampiran 5 : Tabel F**



**Titik Persentase Distribusi F untuk Probabilita = 0,05**

| df untuk penyebut (N2) | df untuk pembilang (N1) |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                        | 1                       | 2    | 3    | 4    | 5    | 6    | 7    | 8    | 9    | 10   | 11   | 12   | 13   | 14   | 15   |
| 91                     | 3.95                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.90 | 1.86 | 1.83 | 1.80 | 1.78 |
| 92                     | 3.94                    | 3.10 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.94 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 93                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.78 |
| 94                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.83 | 1.80 | 1.77 |
| 95                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.20 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.86 | 1.82 | 1.80 | 1.77 |
| 96                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 97                     | 3.94                    | 3.09 | 2.70 | 2.47 | 2.31 | 2.19 | 2.11 | 2.04 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.80 | 1.77 |
| 98                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 99                     | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.98 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 100                    | 3.94                    | 3.09 | 2.70 | 2.46 | 2.31 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.89 | 1.85 | 1.82 | 1.79 | 1.77 |
| 101                    | 3.94                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.93 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 102                    | 3.93                    | 3.09 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.77 |
| 103                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 104                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.82 | 1.79 | 1.76 |
| 105                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.85 | 1.81 | 1.79 | 1.76 |
| 106                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.19 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 107                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.79 | 1.76 |
| 108                    | 3.93                    | 3.08 | 2.69 | 2.46 | 2.30 | 2.18 | 2.10 | 2.03 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 109                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 110                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 111                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.97 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 112                    | 3.93                    | 3.08 | 2.69 | 2.45 | 2.30 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.88 | 1.84 | 1.81 | 1.78 | 1.76 |
| 113                    | 3.93                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.92 | 1.87 | 1.84 | 1.81 | 1.78 | 1.76 |
| 114                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 115                    | 3.92                    | 3.08 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 116                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.81 | 1.78 | 1.75 |
| 117                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 118                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.84 | 1.80 | 1.78 | 1.75 |
| 119                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 120                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.18 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.78 | 1.75 |
| 121                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 122                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.09 | 2.02 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 123                    | 3.92                    | 3.07 | 2.68 | 2.45 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 124                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 125                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.96 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 126                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.87 | 1.83 | 1.80 | 1.77 | 1.75 |
| 127                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 128                    | 3.92                    | 3.07 | 2.68 | 2.44 | 2.29 | 2.17 | 2.08 | 2.01 | 1.95 | 1.91 | 1.86 | 1.83 | 1.80 | 1.77 | 1.75 |
| 129                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |
| 130                    | 3.91                    | 3.07 | 2.67 | 2.44 | 2.28 | 2.17 | 2.08 | 2.01 | 1.95 | 1.90 | 1.86 | 1.83 | 1.80 | 1.77 | 1.74 |

Lampiran 6 : Uji Validitas

**Hasil Uji Validitas  
Green Product (X1)**

| Correlations |                     |        |        |        |            |
|--------------|---------------------|--------|--------|--------|------------|
|              |                     | Gpro 1 | Gpro 2 | Gpro 3 | Total Gpro |
| Gpro 1       | Pearson Correlation | 1      | .505** | .479** | .798**     |
|              | Sig. (2-tailed)     |        | .000   | .000   | .000       |
|              | N                   | 100    | 100    | 100    | 100        |
| Gpro 2       | Pearson Correlation | .505** | 1      | .571** | .831**     |
|              | Sig. (2-tailed)     | .000   |        | .000   | .000       |
|              | N                   | 100    | 100    | 100    | 100        |
| Gpro 3       | Pearson Correlation | .479** | .571** | 1      | .838**     |
|              | Sig. (2-tailed)     | .000   | .000   |        | .000       |
|              | N                   | 100    | 100    | 100    | 100        |
| Total Gpro   | Pearson Correlation | .798** | .831** | .838** | 1          |
|              | Sig. (2-tailed)     | .000   | .000   | .000   |            |
|              | N                   | 100    | 100    | 100    | 100        |

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

**Hasil Uji Validitas  
Green Price (X2)**

| Correlations |                     |         |         |         |            |
|--------------|---------------------|---------|---------|---------|------------|
|              |                     | G.Pri 1 | G.Pri 2 | G.Pri 3 | Total Gpri |
| G.Pri 1      | Pearson Correlation | 1       | .198*   | .362**  | .749**     |
|              | Sig. (2-tailed)     |         | .049    | .000    | .000       |
|              | N                   | 100     | 100     | 100     | 100        |
| G.Pri 2      | Pearson Correlation | .198*   | 1       | .263**  | .597**     |
|              | Sig. (2-tailed)     | .049    |         | .008    | .000       |
|              | N                   | 100     | 100     | 100     | 100        |
| G.Pri 3      | Pearson Correlation | .362**  | .263**  | 1       | .790**     |
|              | Sig. (2-tailed)     | .000    | .008    |         | .000       |
|              | N                   | 100     | 100     | 100     | 100        |
| Total Gpri   | Pearson Correlation | .749**  | .597**  | .790**  | 1          |
|              | Sig. (2-tailed)     | .000    | .000    | .000    |            |
|              | N                   | 100     | 100     | 100     | 100        |

\*. Correlation is significant at the 0.05 level (2-tailed).  
 \*\*. Correlation is significant at the 0.01 level (2-tailed).

**Hasil Uji Validitas  
Green Place (X3)**

| Correlations |        |        |        |            |
|--------------|--------|--------|--------|------------|
|              | Gpla 1 | Gpla 2 | Gpla 3 | Total Gpla |

|            |                     |        |        |        |        |
|------------|---------------------|--------|--------|--------|--------|
| Gpla 1     | Pearson Correlation | 1      | .259** | .433** | .671** |
|            | Sig. (2-tailed)     |        | .009   | .000   | .000   |
|            | N                   | 100    | 100    | 100    | 100    |
| Gpla 2     | Pearson Correlation | .259** | 1      | .635** | .822** |
|            | Sig. (2-tailed)     | .009   |        | .000   | .000   |
|            | N                   | 100    | 100    | 100    | 100    |
| Gpla 3     | Pearson Correlation | .433** | .635** | 1      | .874** |
|            | Sig. (2-tailed)     | .000   | .000   |        | .000   |
|            | N                   | 100    | 100    | 100    | 100    |
| Total Gpla | Pearson Correlation | .671** | .822** | .874** | 1      |
|            | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|            | N                   | 100    | 100    | 100    | 100    |

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

**Hasil Uji Validitas  
Green Promotion (X4)**

| Correlations |                     |         |         |         |         |             |
|--------------|---------------------|---------|---------|---------|---------|-------------|
|              |                     | Gprom 1 | Gprom 2 | Gprom 3 | Gprom 4 | Total Gprom |
| Gprom 1      | Pearson Correlation | 1       | .479**  | .650**  | .607**  | .844**      |
|              | Sig. (2-tailed)     |         | .000    | .000    | .000    | .000        |
|              | N                   | 100     | 100     | 100     | 100     | 100         |
| Gprom 2      | Pearson Correlation | .479**  | 1       | .679**  | .297**  | .748**      |
|              | Sig. (2-tailed)     | .000    |         | .000    | .003    | .000        |
|              | N                   | 100     | 100     | 100     | 100     | 100         |
| Gprom 3      | Pearson Correlation | .650**  | .679**  | 1       | .550**  | .886**      |
|              | Sig. (2-tailed)     | .000    | .000    |         | .000    | .000        |
|              | N                   | 100     | 100     | 100     | 100     | 100         |
| Gprom 4      | Pearson Correlation | .607**  | .297**  | .550**  | 1       | .765**      |
|              | Sig. (2-tailed)     | .000    | .003    | .000    |         | .000        |
|              | N                   | 100     | 100     | 100     | 100     | 100         |
| Total Gprom  | Pearson Correlation | .844**  | .748**  | .886**  | .765**  | 1           |
|              | Sig. (2-tailed)     | .000    | .000    | .000    | .000    |             |
|              | N                   | 100     | 100     | 100     | 100     | 100         |

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

**Hasil Uji Validitas  
Keputusan Pembelian (Y)**

| Correlations |                     |       |        |        |        |        |         |
|--------------|---------------------|-------|--------|--------|--------|--------|---------|
|              |                     | K.P 1 | K.P 2  | K.P 3  | K.P 4  | K.P 5  | TOTAL Y |
| K.P 1        | Pearson Correlation | 1     | .479** | .401** | .643** | .439** | .772**  |
|              | Sig. (2-tailed)     |       | .000   | .000   | .000   | .000   | .000    |
|              | N                   | 100   | 100    | 100    | 100    | 100    | 100     |

|  |                     |        |        |        |        |        |        |
|--|---------------------|--------|--------|--------|--------|--------|--------|
| K.P 2  | Pearson Correlation | .479** | 1      | .297** | .362** | .420** | .671** |
|  | Sig. (2-tailed)     | .000   |        | .003   | .000   | .000   | .000   |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100    |
| K.P 3  | Pearson Correlation | .401** | .297** | 1      | .521** | .496** | .713** |
|  | Sig. (2-tailed)     | .000   | .003   |        | .000   | .000   | .000   |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100    |
| K.P 4  | Pearson Correlation | .643** | .362** | .521** | 1      | .603** | .828** |
|  | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100    |
| K.P 5  | Pearson Correlation | .439** | .420** | .496** | .603** | 1      | .797** |
|  | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100    |
| TOTAL Y  | Pearson Correlation | .772** | .671** | .713** | .828** | .797** | 1      |
|  | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|  | N                   | 100    | 100    | 100    | 100    | 100    | 100    |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |        |        |        |

## Lampiran 7 : Uji Reliabilitas

### Uji Reliabilitas *Green Product*

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .762                   | 3          |

### Uji Reliabilty *Green Price*

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .783                   | 3          |

### Uji Reliabilty *Green Place*

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .709                   | 3          |

### Uji Reliabilitas *Green Promotiom*

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .826                   | 4          |

### Uji Reliabilitas Keputusan Pembelian

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .813                   | 5          |