

DAFTAR TABEL

Tabel 3.1 Skala Likert	43
Tabel 3.2 Definisi Operasional	43
Tabel 4.1 Hasil Data Jenis Kelamin Responden.....	52
Tabel 4.2 Pekerjaan Responden.....	52
Tabel 4.3 Latar Belakang Pendidikan.....	54
Tabel 4.4 Penghasilan Responden	55
Tabel 4.5 Hasil Uji Validitas <i>Green marketing</i>	56
Tabel 4.6 Hasil Uji Validitas <i>Brand awareness</i>	57
Tabel 4.7 Hasil Uji Validitas <i>Brand Image</i>	58
Tabel 4.8 Hasil Uji Validitas Minat beli	59
Tabel 4.9 Hasil Uji Reabilitas <i>Green marketing</i>	60
Tabel 4.10 Hasil Uji Reabilitas <i>Brand awareness</i>	61
Tabel 4.11 Hasil Uji Reabilitas <i>Brand Image</i>	61
Tabel 4.12 Hasil Uji Reabilitas Minat beli	62
Tabel 4.13 Nilai Outer Loading	63
Tabel 4.14 Nilai Avarage Variance Extracted	64
Tabel 4.15 Nilai Hasil Cross Loading	64
Tabel 4.16 Composite Realibility	66
Tabel 4.17 Hasil Analisis R-Square	66
Tabel 4.18 Hasil Uji Q Square.....	67
Tabel 4.19 Hasil Analisis F-Square	68
Tabel 4.20 Hasil Analisis Uji GoF.....	69
Tabel 4.21 Path Coefficients.....	70
Tabel 4.22 Specific Indirect effect.....	71