

DAFTAR TABEL

| | |
|--|----|
| Table 2. 1 Penelitian Terdahulu | 27 |
| Tabel 3. 1 Skala Likert | 44 |
| Tabel 3. 2 Definisi Operasional | 45 |
| Tabel 4. 1 Karakteristik Jenis Kelamin Responden | 57 |
| Tabel 4. 2 Karakteristik Usia Responden..... | 58 |
| Tabel 4. 3 Karakteristik Domisili Responden | 59 |
| Tabel 4. 4 Karakteristik Pendapatan Responden..... | 60 |
| Tabel 4. 5 Karakteristik Jenis Pekerjaan Responden | 61 |
| Tabel 4. 6 Karakteristik Tingkat Pendidikan Responden..... | 62 |
| Tabel 4. 7 Karakteristik Frekuensi Pembelian Responden | 63 |
| Tabel 4. 8 Hasil Uji Validitas Green Product | 64 |
| Tabel 4. 9 Hasil Uji Validitas Eco-Labeling..... | 64 |
| Tabel 4. 10 Hasil Uji Validitas <i>Purchase decision</i> | 65 |
| Tabel 4. 11 Hasil Uji Validitas <i>Purchase intention</i> | 66 |
| Tabel 4. 12 Hasil Uji Reliabilitas Green Product..... | 67 |
| Tabel 4. 13 Hasil Uji Reliabilitas Eco-labeling | 67 |
| Tabel 4. 14 Hasil Uji Reliabilitas <i>Purchase decision</i> | 68 |
| Tabel 4. 15 Hasil Uji Reliabilitas <i>Purchase intention</i> | 68 |
| Tabel 4. 16 Hasil Uji Statistik Deskriptif..... | 69 |
| Tabel 4. 17 Hasil Uji Statistik Deskriptif..... | 69 |
| Tabel 4. 18 Hasil Uji Statistik Deskriptif..... | 70 |
| Tabel 4. 19 Hasil Uji Statistik Deskriptif <i>Purchase decision</i> | 71 |
| Tabel 4. 20 Hasil Uji Loading Factor..... | 72 |
| Tabel 4. 21 Hasil Uji Nilai Average Variance Extracted (AVE) | 73 |
| Tabel 4. 22 Hasil Uji Cross Loading..... | 74 |
| Tabel 4. 23 Hasil Uji Composite Reliability | 75 |
| Tabel 4. 24 Hasil Uji Cronbach's Alpha..... | 76 |
| Tabel 4. 25 Hasil Uji Coefficient of Determination (<i>R</i> ²)..... | 76 |
| Tabel 4. 26 Hasil Uji Q-Square Predictive Relevance (<i>Q</i> ²)..... | 77 |

Tabel 4. 27 Hasil Uji F-Square (F^2)78

Tabel 4. 28 Hasil Uji Hipotesis.....79

