

TABLE OF CONTENTS

CONFIRMATION OF EXAMINATION PASS.....	iii
STATEMENT OF ORIGINALITY THESIS.....	iv
MOTTO AND TRIBUTES	v
ABSTRACT.....	vi
ABSTRAK	vii
PREFACE.....	viii
LIST OF FIGURE	xiii
LIST OF TABLE	xiv
APPENDIX LIST.....	xv
CHAPTER I INTRODUCTION	1
1.1. Research Background.....	1
1.2. Problem Statement	8
1.3. Research Question.....	9
1.4. Research Purpose	9
1.5. Research Objectives	9
1.5.1. Objective for Academics.....	9
1.5.2. Objective for Practical	10
1.6. Systematic Writings	10
CHAPTER II LITERATURE REVIEW.....	12
2.1. Theoretical Basis	12
2.1.1. Theory of Planned Behavior	12
2.1.2. Green Purchase Intention.....	16
2.1.3. Price Consciousness.....	17
2.2. Previous Research	18
2.3. Relationship between Variables	22
2.3.1. The Influence of Green Attitudes toward Green Purchase Intention.....	22
2.3.2. The Influence of Subjective Norm toward Green Purchase Intention	23
2.3.3. The Influence of Perceived Behavioral Control toward Green Purchase Intention	25
2.3.4. The Moderating Effect of Price Consciousness.....	26
2.4. Theoretical Framework	30
CHAPTER III RESEARCH METHODOLOGY	31
3.1. Research Design.....	31
3.2. Research Variables and Variable Operational Definition	31

3.2.1.	Research Variables.....	31
3.2.2.	Variable Operational Definition	32
3.3.	Research Population and Sample	34
3.3.1.	Research Population.....	34
3.3.2.	Research Sample	35
3.4.	Data Sources.....	36
3.4.1.	Primary Data	36
3.4.2.	Secondary Data	36
3.5.	Data Collection Method	36
3.5.1.	Questionnaire	36
3.5.2.	Literature Review.....	38
3.6.	Questionnaire Pilot Test.....	38
3.6.1.	Semantics Test	38
3.6.2.	Statistics Test	39
3.7.	Data Analysis Method.....	40
3.7.1.	Descriptive Analysis	40
3.7.2.	Quantitative Analysis.....	41
CHAPTER IV RESULTS AND ANALYSIS	48	
4.1.	Description of Research Object.....	48
4.1.1.	General Description of Respondents	49
4.1.2.	Respondents by Domicile	49
4.1.3.	Respondents by Level of Education	50
4.1.4.	Respondents by Expenditure.....	50
4.2.	Descriptive Analysis	51
4.2.1.	Descriptive Analysis of Green Attitude.....	51
4.2.2.	Descriptive Analysis of Subjective Norm.....	52
4.2.3.	Descriptive Analysis of Perceived Behavioral Control	53
4.2.4.	Descriptive Analysis of Green Purchase Intention	54
4.2.5.	Descriptive Analysis of Price Consciousness	55
4.3.	Quantitative Analysis	57
4.3.1.	Result of Outer Model Analysis	57
4.3.2.	Result of Inner Model Analysis	63
4.4.	Hypothesis Test	66
4.5.	Discussion	68

4.5.1.	Relationship between Green Attitude and Green Purchase Intention.....	68
4.5.2.	Relationship between Subjective Norm and Green Purchase Intention	69
4.5.3.	Relationship between Perceived Behavioral Control and Green Purchase Intention	70
4.5.4.	Relationship between Price Consciousness and Green Purchase Intention.....	71
4.5.5.	The Effect of Price Consciousness as Moderator	72
CHAPTER V CONCLUSION AND RECOMMENDATION	74
5.1.	Conclusion.....	74
5.2.	Research Implication.....	75
5.3.	Research Limitation	78
5.4.	Recommendation.....	79
APPENDIX	84