

## DAFTAR ISI

|  |      |
|--|------|
| PERSETUJUAN SKRIPSI .....  | i    |
| PENGESAHAN KELULUSAN UJIAN.....  | ii   |
| PERNYATAAN ORISINALITAS SKRIPSI .....  | iii  |
| MOTTO DAN PERSEMBAHAN .....  | iv   |
| ABSTRACT .....   | v    |
| ABSTRAK .....  | vi   |
| KATA PENGANTAR .....   | vii  |
| DAFTAR ISI.....  | x    |
| DAFTAR TABEL.....  | xiii |
| DAFTAR GAMBAR .....  | xv   |
| LAMPIRAN .....   | xvi  |
| BAB I PENDAHULUAN.....   | 1    |
| 1.1 Latar Belakang Masalah .....   | 1    |
| 1.2 Rumusan Masalah .....  | 13   |
| 1.3 Tujuan Penelitian.....   | 15   |
| 1.4 Sistematika Penulisan.....   | 16   |
| BAB II TINJAUAN PUSTAKA.....   | 18   |
| 2.1 Landasan Teori .....   | 18   |
| 2.1.1 <i>Self Congruence Theory</i> .....  | 18   |
| 2.2 Variabel Penelitian .....  | 20   |
| 2.2.1 <i>Environmental Concern</i> (Kepedulian Lingkungan) .....                       | 20   |
| 2.2.2 <i>Green Product Involvement</i> .....   | 21   |
| 2.2.3 <i>Self-Image Congruence with Green Product</i> .....                            | 22   |
| 2.2.4 <i>Green Purchase Intention</i> .....  | 23   |
| 2.3 Hubungan Antar Variabel .....  | 24   |
| 2.3.1 Hubungan <i>Environmental Concern</i> dan <i>Green Product Involvement</i> ..... | 24   |

|  |    |
|--|----|
| 2.3.2 Hubungan <i>Green Product Involvement</i> dan <i>Green Purchase Intention</i> .....              | 26 |
| 2.3.3 Hubungan <i>Green Product Involvement</i> dan <i>Self-Image Congruence towards Product</i> ..... | 27 |
| 2.3.4 Hubungan <i>Self-Image Congruence towards Product</i> dan <i>Green Purchase Intention</i> .....  | 29 |
| 2.4 Model Penelitian Empirik .....   | 30 |
| <b>BAB III METODE PENELITIAN</b> .....   | 32 |
| 3.1 Variabel Penelitian dan Definisi Operasional Variabel.....   | 32 |
| 3.1.1 Variabel Penelitian.....   | 32 |
| 3.1.2 Definisi Operasional Variabel .....  | 32 |
| 3.2 Populasi and Sampel .....  | 36 |
| 3.2.1 Populasi.....  | 36 |
| 3.2.2 Sampel .....   | 36 |
| 3.3 Metode Pengumpulan Data .....  | 37 |
| 3.3.1 Jenis dan Sumber Data.....   | 37 |
| 3.3.2 Kuesioner .....  | 37 |
| 3.3.3 Observasi .....  | 38 |
| 3.3.4 Studi Kepustakaan .....  | 38 |
| 3.4 Metode Analisis.....   | 38 |
| 3.4.1 Mengembangkan Model Berbasis Teori.....  | 39 |
| 3.4.2 Mengembangkan Diagram Alur serta Konversi Diagram Alur ke dalam Persamaan Struktural .....       | 39 |
| 3.4.3 Memilih Matriks Input Data Estimasi Model .....  | 40 |
| 3.4.4 Analisis Kemungkinan Munculnya Masalah Identifikasi Model .....                                  | 41 |
| 3.4.5 Evaluasi Kriteria <i>Goodness-of-fit</i> .....   | 41 |
| 3.4.6 Interpretasi dan Modifikasi Model .....  | 45 |
| <b>BAB IV HASIL DAN ANALISIS</b> .....   | 47 |
| 4.1 Deskripsi Objek Penelitian .....   | 47 |
| 4.1.1 Deskripsi Umum Objek Penelitian .....  | 47 |
| 4.1.2 Deskripsi Umum .....   | 48 |

|   |     |
|---|-----|
| 4.1.3 Analisis Indeks Jawaban Responden .....   | 53  |
| 4.2 Analisis SEM.....   | 66  |
| 4.2.1 Uji Confirmatory Factor Analysis (CFA).....   | 67  |
| 4.2.2 Uji Struktural .....  | 72  |
| 4.2.3 Pengujian Hipotesis .....   | 93  |
| 4.2.4 Analisis Direct Effect, Indirect Effect dan Total Effect .....                              | 95  |
| 4.3 Interpretasi Hasil .....  | 97  |
| 4.3.1 Pengaruh <i>Environmental Concern</i> terhadap <i>Green Product Involvement</i> ..          | 97  |
| 4.3.2 Pengaruh <i>Green Product Involvement</i> terhadap <i>Green Purchase Intention</i><br>..... | 98  |
| 4.3.3 Pengaruh <i>Green Product Involvement</i> terhadap <i>Self-Image Congruence</i> ..          | 99  |
| 4.3.4 Pengaruh <i>Self-Image Congruence</i> terhadap <i>Green Purchase Intention</i> .....        | 99  |
| 4.4 Analisis Efek Mediasi .....   | 100 |
| BAB V PENUTUP.....  | 107 |
| 5.1 Ringkasan Penelitian .....  | 107 |
| 5.2 Kesimpulan atas Diterimanya Hipotesis .....   | 108 |
| 5.3 Kesimpulan Masalah Penelitian .....   | 110 |
| 5.4 Implikasi Teoritis .....  | 113 |
| 5.5 Implikasi Manajerial.....   | 114 |
| 5.6 Keterbatasan Penelitian .....   | 118 |
| DAFTAR PUSTAKA .....  | 120 |
| LAMPIRAN-LAMPIRAN.....  | 128 |