

Lampiran

Lampiran - 1 Kuesioner Penelitian

Pernyataan Kuisisioner Penelitian

Pengaruh *Green Marketing*, *Brand Image*, dan Persepsi Diskon Terhadap Keputusan Pembelian Produk *Skin Care Avoskin*

(Studi Pada Mahasiswa STIE Malangkucecwara)

Nama :

NPK :

Prodi :

Jenis Kelamin :

Lama Waktu Pemakaian Produk:

➤ Penilaian dilakukan berdasarkan skala 1-5 yang memiliki makna sebagai berikut :

Skor 5 : Sangat Setuju (SS)

Skor 4 : Setuju (S)

Skor 3 : Netral (N)

Skor 2 : Tidak Setuju (TS)

Skor 1 : Sangat Tidak Setuju (STS)

| NO | Pernyataan | Skor Penilaian | | | | |
|----|--|----------------|----|---|---|----|
| | | STS | TS | N | S | SS |
| A. | Indikator Variabel <i>Green Marketing</i> | | | | | |
| 1. | Bahan yang digunakan dalam produk skincare Avoskin dikenal sebagai bahan alami dan ramah lingkungan. | | | | | |
| 2. | Saya melihat harga skincare Avoskin sebagai investasi untuk mendukung produk yang berkelanjutan. | | | | | |
| 3. | Saya memilih untuk membeli produk Avoskin karena ketersediaan di tempat-tempat yang mendukung keberlanjutan. | | | | | |
| 4. | Promosi produk Avoskin secara konsisten menyoroti aspek keberlanjutan dan ramah lingkungan. | | | | | |
| B. | Indikator Variabel <i>Brand Image</i> | | | | | |
| 1. | Saya percaya bahwa produk skincare Avoskin memiliki standar kualitas yang tinggi. | | | | | |
| 2. | Saya melihat perubahan positif pada kulit saya setelah menggunakan produk skincare Avoskin. | | | | | |
| 3. | Harga produk skincare Avoskin sesuai dengan kualitas dan manfaat yang saya terima. | | | | | |

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|----|---|-----|----|---|---|----|
| 4. | Kepercayaan saya terhadap merek Avoskin memengaruhi keputusan pembelian saya. | | | | | |
| 5. | Saya percaya bahwa Avoskin memiliki kemampuan untuk beradaptasi dengan perkembangan dalam tren perawatan kulit. | | | | | |
| C. | Indikator Variabel Persepsi Diskon | STS | TS | N | S | SS |
| 1. | Saya tertarik untuk membeli produk skincare Avoskin ketika ada penawaran diskon kuantitas (misalnya, beli satu dapat diskon, beli dua lebih murah). | | | | | |
| 2. | Dengan adanya cash discount dapat memengaruhi keputusan saya untuk segera melakukan pembelian produk. | | | | | |
| 3. | Saya cenderung tertarik untuk membeli produk skincare Avoskin ketika ada penawaran Buy 1 Get 1. | | | | | |
| 4. | Saya tertarik untuk membeli produk skincare Avoskin ketika ada penawaran Flash Sale. | | | | | |
| 5. | Voucher Belanja membantu saya menghemat uang dan mendapatkan produk skincare Avoskin dengan harga lebih terjangkau. | | | | | |
| D. | Indikator Variabel Keputusan Pembelian | STS | TS | N | S | SS |
| 1. | Keberagaman produk yang ditawarkan oleh avoskin membuat saya saya lebih mudah menemukan produk yang cocok dengan jenis | | | | | |

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|----|--|--|--|--|--|--|
| | kulit atau masalah kulit saya. | | | | | |
| 2. | Citra merek Avoskin memainkan peran penting dalam keputusan pembelian saya. | | | | | |
| 3. | Promosi atau diskon yang ditawarkan oleh penyalur Avoskin memengaruhi keputusan pembelian saya. | | | | | |
| 4. | Saya cenderung membeli lebih banyak produk skincare Avoskin ketika ada penawaran paket pembelian lebih dari satu. | | | | | |
| 5. | Pembelian produk Avoskin saya seringkali dipengaruhi oleh musim atau waktu tertentu, seperti promo akhir tahun atau ulang tahun brand. | | | | | |
| 6. | Pilihan metode pembayaran yang beragam membuat saya merasa lebih bebas dalam melakukan transaksi pembelian. | | | | | |

| TABULASI DATA RESPONDEN | | | | | | | | | |
|-------------------------|--------------------------|---------------|-----------|------------------------|-------------------------|----|----|----|-------|
| NO. | KARAKTERISTIK RESPONDEN | | | | GREEN MARKETING (XI) | | | | |
| | Nama | Jenis Kelamin | Prodi | Jangka Waktu Pemakaian | P1 | P2 | P3 | P4 | Total |
| 1. | Dian | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 4 | 4 | 15 |
| 2. | Vivi Andrika Tarmuji | Perempuan | Manajemen | 4-6 Bulan | 4 | 4 | 4 | 4 | 16 |
| 3. | Ni Luh Putu | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 3 | 3 | 13 |
| 4. | Nabila Ayu Fatimah R. B. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 20 |
| 5. | Dewi Fortuna Putri K. | Perempuan | Manajemen | 4-6 Bulan | 5 | 4 | 5 | 5 | 19 |
| 6. | Okkitassha Hidayat | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 20 |
| 7. | Anggun Satya | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 20 |
| 8. | Raga Jiwa Abdillah | Laki - Laki | Manajemen | 10-12 Bulan | 5 | 5 | 5 | 5 | 20 |
| 9. | Devi Retno NawangSari | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 4 | 19 |
| 10. | Dea Amanda Chairil P. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 20 |
| 11. | Ferdi Surya H | Laki - Laki | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 20 |
| 12. | Vony | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 3 | 4 | 15 |
| 13. | Cellin Anjellina | Perempuan | Manajemen | 0-3 Bulan | 3 | 5 | 4 | 3 | 15 |
| 14. | Devina Fayza W | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 5 | 4 | 18 |
| 15. | Sherly Enjel Isabella | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 16 |
| 16. | Sulaiha | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 16 |
| 17. | Mirna Wati | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 4 | 5 | 19 |
| 18. | Calvin Elisa Halomoan S. | Laki - Laki | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 20 |
| 19. | Neessa Ameera Ekaprilla | Perempuan | Manajemen | 10-12 Bulan | 4 | 4 | 4 | 4 | 16 |
| 20. | Christian Edy Wicaksono | Laki - Laki | Manajemen | 4-6 Bulan | 4 | 4 | 4 | 4 | 16 |
| 21. | Ignasius Iryanto Peja | Laki - Laki | Manajemen | 10-12 Bulan | 5 | 4 | 4 | 4 | 17 |

| | | | | | | | | | |
|-----|------------------------|-------------|-----------|-----------|---|---|---|---|----|
| 22. | Irva Virdaus | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 5 | 4 | 17 |
| 23. | Septia Putri | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 4 | 4 | 15 |
| 24. | Kharisma Nur Shinta | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 5 | 18 |
| 25. | Faradiza Agustine C. | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 5 | 4 | 17 |
| 26. | Della raka mifta zana | Perempuan | Manajemen | 0-3 Bulan | 3 | 5 | 5 | 5 | 18 |
| 27. | Fany pareira | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 5 | 18 |
| 28. | Made Partha P. | Laki - Laki | Manajemen | 4-6 Bulan | 4 | 4 | 3 | 4 | 15 |
| 29. | Haviva Adelia | Perempuan | Akuntansi | 0-3 Bulan | 5 | 4 | 3 | 5 | 17 |
| 30. | Cahyo Adi Putro | Laki - Laki | Manajemen | 4-6 Bulan | 4 | 4 | 5 | 4 | 17 |
| 31. | Jessica Patricia | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 2 | 3 | 12 |
| 32. | Wannisa Resti | Perempuan | Manajemen | 4-6 Bulan | 4 | 5 | 4 | 4 | 17 |
| 33. | Putri Bulan | Perempuan | Akuntansi | 0-3 Bulan | 3 | 4 | 4 | 4 | 15 |
| 34. | Annisa Rizki Shafira | Perempuan | Manajemen | 4-6 Bulan | 4 | 3 | 4 | 4 | 15 |
| 35. | Fidiah | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 3 | 15 |
| 36. | Eka Maulidiyah | Perempuan | Akuntansi | 0-3 Bulan | 4 | 3 | 4 | 4 | 15 |
| 37. | Fitriyas Santa Ningrum | Perempuan | Manajemen | 4-6 Bulan | 4 | 5 | 5 | 5 | 19 |
| 38. | Sesilia Dinan Marlisa | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 20 |
| 39. | Revi Ananda Cesar | Laki - Laki | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 16 |
| 40. | Imroatul Azqiah | Perempuan | Akuntansi | 4-6 Bulan | 4 | 4 | 4 | 4 | 16 |
| 41. | Putri Kurniawati | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 16 |
| 42. | Helda Eutikhe | Perempuan | Akuntansi | 0-3 Bulan | 5 | 4 | 4 | 5 | 18 |
| 43. | Inori | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 20 |
| 44. | Bintang Monika Putri | Perempuan | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 20 |
| 45. | Putri Reyca Pramudita | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 5 | 18 |
| 46. | Meylanda Irawan | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 3 | 4 | 15 |

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|-----|-------------------------|-------------|-----------|-------------|---|---|---|---|----|
| 47. | Karenina Rahma L. P. | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 4 | 4 | 15 |
| 48. | Salsha | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 16 |
| 49. | Arya Hernanda | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 20 |
| 50. | Dilla Putri Hardani | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 5 | 5 | 18 |
| 51. | Deavy Hendwinida | Perempuan | Manajemen | 0-3 Bulan | 3 | 4 | 4 | 4 | 15 |
| 52. | Dwi Yulianah | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 3 | 15 |
| 53. | Choirrotun Nafisah | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 20 |
| 54. | Cynthia Dewi Fortuna | Perempuan | Manajemen | 10-12 Bulan | 5 | 5 | 5 | 5 | 20 |
| 55. | Hanifah Khoirunnisa | Perempuan | Manajemen | 7-9 Bulan | 5 | 4 | 5 | 3 | 17 |
| 56. | Nawa Aviva M. | Perempuan | Manajemen | 7-9 Bulan | 5 | 4 | 3 | 4 | 16 |
| 57. | Ayu Baldiatius Subhie | Perempuan | Manajemen | 0-3 Bulan | 3 | 3 | 3 | 3 | 12 |
| 58. | Rusna Sintya Sari | Perempuan | Akuntansi | 4-6 Bulan | 4 | 5 | 3 | 3 | 15 |
| 59. | Rio | Laki - Laki | Manajemen | 0-3 Bulan | 4 | 5 | 3 | 4 | 16 |
| 60. | Femmy Emilia | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 4 | 17 |
| 61. | Oktafianus Riyan P. | Laki - Laki | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 4 | 17 |
| 62. | Ila Izza Sukma Yunita | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 20 |
| 63. | Deo novanda | Laki - Laki | Manajemen | 0-3 Bulan | 3 | 3 | 4 | 4 | 14 |
| 64. | Rahajeng Tiara Indra H. | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 3 | 15 |
| 65. | Agung Maulana | Laki - Laki | Akuntansi | 4-6 Bulan | 5 | 4 | 3 | 4 | 16 |
| 66. | Nurmatullah Sukma A. | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 16 |
| 67. | Sitti Romlah | Perempuan | Manajemen | 7-9 Bulan | 4 | 4 | 5 | 4 | 17 |
| 68. | Airlangga Wahyu U. | Laki - Laki | Manajemen | 0-3 Bulan | 2 | 2 | 2 | 2 | 8 |
| 69. | Elsi Sabrina | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 20 |
| 70. | Renezia Nurmalita A. | Perempuan | Manajemen | 0-3 Bulan | 3 | 4 | 4 | 4 | 15 |

| TABULASI DATA RESPONDEN | | | | | | | | | | |
|-------------------------|--------------------------|---------------|-----------|------------------------|------------------|----|----|----|----|-------|
| NO. | KARAKTERISTIK RESPONDEN | | | | BRAND IMAGE (X2) | | | | | |
| | Nama | Jenis Kelamin | Prodi | Jangka Waktu Pemakaian | P5 | P6 | P7 | P8 | P9 | Total |
| 1. | Dian | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 2. | Vivi Andrika Tarmuji | Perempuan | Manajemen | 4-6 Bulan | 4 | 5 | 3 | 5 | 4 | 21 |
| 3. | Ni Luh Putu | Perempuan | Manajemen | 0-3 Bulan | 3 | 4 | 4 | 3 | 3 | 17 |
| 4. | Nabila Ayu Fatimah R. B. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 5. | Dewi Fortuna Putri K. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 6. | Okkitassha Hidayat | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 7. | Anggun Satya | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 8. | Raga Jiwa Abdillah | Laki - Laki | Manajemen | 10-12 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 9. | Devi Retno NawangSari | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 4 | 4 | 21 |
| 10. | Dea Amanda Chairil P. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 11. | Ferdi Surya H | Laki - Laki | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 12. | Vony | Perempuan | Akuntansi | 0-3 Bulan | 4 | 3 | 4 | 3 | 3 | 17 |
| 13. | Cellin Anjellina | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 4 | 3 | 20 |
| 14. | Devina Fayza W | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 5 | 4 | 5 | 23 |
| 15. | Sherly Enjel Isabella | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 5 | 5 | 5 | 23 |
| 16. | Sulaiha | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 17. | Mirna Wati | Perempuan | Manajemen | 4-6 Bulan | 5 | 4 | 4 | 5 | 5 | 23 |
| 18. | Calvin Elisa H. S. | Laki - Laki | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 19. | Neessa Ameera E. | Perempuan | Manajemen | 10-12 Bulan | 5 | 4 | 4 | 4 | 4 | 21 |
| 20. | Christian Edy W. | Laki - Laki | Manajemen | 4-6 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 21. | Ignasius Iryanto Peja | Laki - Laki | Manajemen | 10-12 Bulan | 5 | 4 | 4 | 5 | 5 | 23 |
| 22. | Irva Virdaus | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 5 | 4 | 21 |

| | | | | | | | | | | |
|-----|------------------------|-------------|-----------|-----------|---|---|---|---|---|----|
| 23. | Septia Putri | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 24. | Kharisma Nur Shinta | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 5 | 4 | 21 |
| 25. | Faradiza Agustine C. | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 4 | 4 | 21 |
| 26. | Della raka mifta zana | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | Fany pareira | Perempuan | Manajemen | 0-3 Bulan | 3 | 4 | 5 | 3 | 4 | 19 |
| 28. | Made Partha P. | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 4 | 4 | 5 | 4 | 22 |
| 29. | Haviva Adelia | Perempuan | Akuntansi | 0-3 Bulan | 5 | 4 | 3 | 5 | 3 | 20 |
| 30. | Cahyo Adi Putro | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 4 | 4 | 4 | 4 | 21 |
| 31. | Jessica Patricia | Perempuan | Manajemen | 0-3 Bulan | 3 | 3 | 3 | 3 | 3 | 15 |
| 32. | Wannisa Resti | Perempuan | Manajemen | 4-6 Bulan | 5 | 4 | 3 | 5 | 3 | 20 |
| 33. | Putri Bulan | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 3 | 3 | 3 | 17 |
| 34. | Annisa Rizki Shafira | Perempuan | Manajemen | 4-6 Bulan | 5 | 4 | 4 | 4 | 4 | 21 |
| 35. | Fidiah | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 3 | 19 |
| 36. | Eka Maulidiyah | Perempuan | Akuntansi | 0-3 Bulan | 4 | 3 | 3 | 5 | 5 | 20 |
| 37. | Fitriyas Santa Ningrum | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 38. | Sesilia Dinan Marlisa | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 39. | Revi Ananda Cesar | Laki - Laki | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 40. | Imroatul Azqiah | Perempuan | Akuntansi | 4-6 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 41. | Putri Kurniawati | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 42. | Helda Eutikhe | Perempuan | Akuntansi | 0-3 Bulan | 3 | 4 | 4 | 4 | 3 | 18 |
| 43. | Inori | Perempuan | Akuntansi | 0-3 Bulan | 5 | 4 | 5 | 5 | 5 | 24 |
| 44. | Bintang Monika Putri | Perempuan | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 45. | Putri Reyca Pramudita | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 5 | 5 | 23 |
| 46. | Meylanda Irawan | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 3 | 4 | 3 | 18 |
| 47. | Karenina Rahma L. P. | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 5 | 4 | 21 |

| | | | | | | | | | | |
|-----|-------------------------|-------------|-----------|-------------|---|---|---|---|---|----|
| 48. | Salsha | Perempuan | Manajemen | 0-3 Bulan | 5 | 3 | 3 | 4 | 4 | 19 |
| 49. | Arya Hernanda | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 50. | Dilla Putri Hardani | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 5 | 5 | 4 | 23 |
| 51. | Deavy Hendwinida | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 52. | Dwi Yulianah | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 53. | Choirrotun Nafisah | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 54. | Cynthia Dewi Fortuna | Perempuan | Manajemen | 10-12 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 55. | Hanifah Khoirunnisa | Perempuan | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 4 | 24 |
| 56. | Nawa Aviva Muzayyanah | Perempuan | Manajemen | 7-9 Bulan | 5 | 5 | 4 | 4 | 5 | 23 |
| 57. | Ayu Baldiatus Subhie | Perempuan | Manajemen | 0-3 Bulan | 3 | 3 | 3 | 3 | 3 | 15 |
| 58. | Rusna Sintya Sari | Perempuan | Akuntansi | 4-6 Bulan | 4 | 5 | 4 | 3 | 3 | 19 |
| 59. | Rio | Laki - Laki | Manajemen | 0-3 Bulan | 4 | 3 | 5 | 4 | 3 | 19 |
| 60. | Femmy Emilia | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 61. | Oktafianus Riyan P. | Laki - Laki | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 4 | 5 | 22 |
| 62. | Ila Izza Sukma Yunita | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 63. | Deo novanda | Laki - Laki | Manajemen | 0-3 Bulan | 3 | 5 | 2 | 3 | 2 | 15 |
| 64. | Rahajeng Tiara Indra H. | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 3 | 4 | 3 | 17 |
| 65. | Agung Maulana | Laki - Laki | Akuntansi | 4-6 Bulan | 5 | 4 | 4 | 5 | 3 | 21 |
| 66. | Nurmatullah Sukma A. | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 67. | Sitti Romlah | Perempuan | Manajemen | 7-9 Bulan | 4 | 4 | 5 | 4 | 4 | 21 |
| 68. | Airlangga Wahyu U. | Laki - Laki | Manajemen | 0-3 Bulan | 2 | 2 | 2 | 3 | 2 | 11 |
| 69. | Elsi Sabrina | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 70. | Renezia Nurmalita A. | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 3 | 3 | 3 | 16 |

| TABULASI DATA RESPONDEN | | | | | | | | | | |
|-------------------------|--------------------------|---------------|-----------|------------------------|----------------------|-----|-----|-----|-----|-------|
| NO. | KARAKTERISTIK RESPONDEN | | | | PERSEPSI DISKON (X3) | | | | | |
| | Nama | Jenis Kelamin | Prodi | Jangka Waktu Pemakaian | P10 | P11 | P12 | P13 | P14 | Total |
| 1. | Dian | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 2. | Vivi Andrika Tarmuji | Perempuan | Manajemen | 4-6 Bulan | 4 | 3 | 5 | 3 | 5 | 20 |
| 3. | Ni Luh Putu | Perempuan | Manajemen | 0-3 Bulan | 4 | 3 | 3 | 3 | 3 | 16 |
| 4. | Nabila Ayu Fatimah R. B. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 5. | Dewi Fortuna Putri K. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 6. | Okkitassha Hidayat | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 7. | Anggun Satya | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 8. | Raga Jiwa Abdillah | Laki - Laki | Manajemen | 10-12 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 9. | Devi Retno NawangSari | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 5 | 5 | 23 |
| 10. | Dea Amanda Chairil P. | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 11. | Ferdi Surya H | Laki - Laki | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 12. | Vony | Perempuan | Akuntansi | 0-3 Bulan | 4 | 5 | 4 | 5 | 4 | 22 |
| 13. | Cellin Anjellina | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 3 | 4 | 3 | 20 |
| 14. | Devina Fayza W | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 4 | 5 | 22 |
| 15. | Sherly Enjel Isabella | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 16. | Sulaiha | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 17. | Mirna Wati | Perempuan | Manajemen | 4-6 Bulan | 5 | 4 | 5 | 5 | 4 | 23 |
| 18. | Calvin Elisa H. S. | Laki - Laki | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 19. | Neessa Ameera E. | Perempuan | Manajemen | 10-12 Bulan | 5 | 4 | 3 | 2 | 5 | 19 |
| 20. | Christian Edy W. | Laki - Laki | Manajemen | 4-6 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 21. | Ignasius Iryanto Peja | Laki - Laki | Manajemen | 10-12 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 22. | Irva Virdaus | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 4 | 4 | 23 |

| | | | | | | | | | | |
|-----|------------------------|-------------|-----------|-----------|---|---|---|---|---|----|
| 23. | Septia Putri | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 24. | Kharisma Nur Shinta | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 4 | 5 | 22 |
| 25. | Faradiza Agustine C. | Perempuan | Manajemen | 0-3 Bulan | 4 | 5 | 5 | 4 | 4 | 22 |
| 26. | Della raka mifta zana | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 27. | Fany pareira | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 5 | 4 | 5 | 23 |
| 28. | Made Partha P. | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 4 | 5 | 5 | 4 | 23 |
| 29. | Haviva Adelia | Perempuan | Akuntansi | 0-3 Bulan | 5 | 4 | 3 | 5 | 4 | 21 |
| 30. | Cahyo Adi Putro | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 4 | 4 | 23 |
| 31. | Jessica Patricia | Perempuan | Manajemen | 0-3 Bulan | 3 | 4 | 4 | 4 | 4 | 19 |
| 32. | Wannisa Resti | Perempuan | Manajemen | 4-6 Bulan | 5 | 4 | 3 | 5 | 4 | 21 |
| 33. | Putri Bulan | Perempuan | Akuntansi | 0-3 Bulan | 3 | 4 | 4 | 4 | 4 | 19 |
| 34. | Annisa Rizki Shafira | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 4 | 4 | 5 | 23 |
| 35. | Fidiah | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 3 | 3 | 3 | 17 |
| 36. | Eka Maulidiyah | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 37. | Fitriyas Santa Ningrum | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 38. | Sesilia Dinan Marlisa | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 39. | Revi Ananda Cesar | Laki - Laki | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 40. | Imroatul Azqiah | Perempuan | Akuntansi | 4-6 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 41. | Putri Kurniawati | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 42. | Helda Eutikhe | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 43. | Inori | Perempuan | Akuntansi | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 44. | Bintang Monika Putri | Perempuan | Manajemen | 7-9 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 45. | Putri Reyca Pramudita | Perempuan | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 5 | 5 | 23 |
| 46. | Meylanda Irawan | Perempuan | Manajemen | 0-3 Bulan | 3 | 4 | 5 | 3 | 5 | 20 |
| 47. | Karenina Rahma L. P. | Perempuan | Manajemen | 0-3 Bulan | 3 | 5 | 4 | 4 | 5 | 21 |

| | | | | | | | | | | |
|-----|-------------------------|-------------|-----------|-------------|---|---|---|---|---|----|
| 48. | Salsha | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 49. | Arya Hernanda | Laki - Laki | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 50. | Dilla Putri Hardani | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 51. | Deavy Hendwinida | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 52. | Dwi Yulianah | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 53. | Choirrotun Nafisah | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 54. | Cynthia Dewi Fortuna | Perempuan | Manajemen | 10-12 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 55. | Hanifah Khoirunnisa | Perempuan | Manajemen | 7-9 Bulan | 5 | 4 | 4 | 5 | 5 | 23 |
| 56. | Nawa Aviva Muzayyanah | Perempuan | Manajemen | 7-9 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 57. | Ayu Baldiatus Subhie | Perempuan | Manajemen | 0-3 Bulan | 3 | 3 | 3 | 3 | 3 | 15 |
| 58. | Rusna Sintya Sari | Perempuan | Akuntansi | 4-6 Bulan | 4 | 4 | 5 | 3 | 3 | 19 |
| 59. | Rio | Laki - Laki | Manajemen | 0-3 Bulan | 4 | 5 | 4 | 3 | 4 | 20 |
| 60. | Femmy Emilia | Perempuan | Manajemen | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 61. | Oktafianus Riyan P. | Laki - Laki | Manajemen | 0-3 Bulan | 5 | 4 | 4 | 4 | 4 | 21 |
| 62. | Ila Izza Sukma Yunita | Perempuan | Manajemen | 4-6 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 63. | Deo novanda | Laki - Laki | Manajemen | 0-3 Bulan | 3 | 4 | 4 | 4 | 4 | 19 |
| 64. | Rahajeng Tiara Indra H. | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 65. | Agung Maulana | Laki - Laki | Akuntansi | 4-6 Bulan | 5 | 4 | 5 | 3 | 5 | 22 |
| 66. | Nurmatullah Sukma A. | Perempuan | Akuntansi | 0-3 Bulan | 4 | 4 | 4 | 4 | 4 | 20 |
| 67. | Sitti Romlah | Perempuan | Manajemen | 7-9 Bulan | 4 | 4 | 5 | 4 | 4 | 21 |
| 68. | Airlangga Wahyu U. | Laki - Laki | Manajemen | 0-3 Bulan | 2 | 1 | 1 | 1 | 1 | 6 |
| 69. | Elsi Sabrina | Perempuan | Manajemen | 0-3 Bulan | 5 | 5 | 5 | 5 | 5 | 25 |
| 70. | Renezia Nurmalita A. | Perempuan | Manajemen | 0-3 Bulan | 3 | 3 | 3 | 3 | 3 | 15 |

Lampiran - 2 Data Distribusi Frekuensi Responden

X1.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 7 | 10.0 | 10.0 | 11.4 |
| | S | 34 | 48.6 | 48.6 | 60.0 |
| | SS | 28 | 40.0 | 40.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X1.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 9 | 12.9 | 12.9 | 14.3 |
| | S | 35 | 50.0 | 50.0 | 64.3 |
| | SS | 25 | 35.7 | 35.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X1.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 2 | 2.9 | 2.9 | 2.9 |
| | N | 10 | 14.3 | 14.3 | 17.1 |
| | S | 32 | 45.7 | 45.7 | 62.9 |
| | SS | 26 | 37.1 | 37.1 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X1.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 9 | 12.9 | 12.9 | 14.3 |
| | S | 35 | 50.0 | 50.0 | 64.3 |
| | SS | 25 | 35.7 | 35.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X2.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 6 | 8.6 | 8.6 | 10.0 |
| | S | 29 | 41.4 | 41.4 | 51.4 |
| | SS | 34 | 48.6 | 48.6 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X2.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 8 | 11.4 | 11.4 | 12.9 |
| | S | 36 | 51.4 | 51.4 | 64.3 |
| | SS | 25 | 35.7 | 35.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X2.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 2 | 2.9 | 2.9 | 2.9 |
| | N | 11 | 15.7 | 15.7 | 18.6 |
| | S | 32 | 45.7 | 45.7 | 64.3 |
| | SS | 25 | 35.7 | 35.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X2.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | N | 10 | 14.3 | 14.3 | 14.3 |
| | S | 27 | 38.6 | 38.6 | 52.9 |
| | SS | 33 | 47.1 | 47.1 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X2.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 2 | 2.9 | 2.9 | 2.9 |
| | N | 16 | 22.9 | 22.9 | 25.7 |
| | S | 26 | 37.1 | 37.1 | 62.9 |
| | SS | 26 | 37.1 | 37.1 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X3.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | TS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 7 | 10.0 | 10.0 | 11.4 |
| | S | 23 | 32.9 | 32.9 | 44.3 |
| | SS | 39 | 55.7 | 55.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X3.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 4 | 5.7 | 5.7 | 7.1 |
| | S | 31 | 44.3 | 44.3 | 51.4 |
| | SS | 34 | 48.6 | 48.6 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X3.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 8 | 11.4 | 11.4 | 12.9 |
| | S | 26 | 37.1 | 37.1 | 50.0 |
| | SS | 35 | 50.0 | 50.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X3.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | TS | 1 | 1.4 | 1.4 | 2.9 |
| | N | 9 | 12.9 | 12.9 | 15.7 |
| | S | 27 | 38.6 | 38.6 | 54.3 |
| | SS | 32 | 45.7 | 45.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

X3.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 6 | 8.6 | 8.6 | 10.0 |
| | S | 27 | 38.6 | 38.6 | 48.6 |
| | SS | 36 | 51.4 | 51.4 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Y.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | N | 9 | 12.9 | 12.9 | 14.3 |
| | S | 31 | 44.3 | 44.3 | 58.6 |
| | SS | 29 | 41.4 | 41.4 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Y.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | TS | 1 | 1.4 | 1.4 | 2.9 |
| | N | 9 | 12.9 | 12.9 | 15.7 |
| | S | 31 | 44.3 | 44.3 | 60.0 |
| | SS | 28 | 40.0 | 40.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Y.3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | TS | 1 | 1.4 | 1.4 | 2.9 |
| | N | 6 | 8.6 | 8.6 | 11.4 |
| | S | 34 | 48.6 | 48.6 | 60.0 |
| | SS | 28 | 40.0 | 40.0 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Y.4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | TS | 3 | 4.3 | 4.3 | 5.7 |
| | N | 11 | 15.7 | 15.7 | 21.4 |
| | S | 26 | 37.1 | 37.1 | 58.6 |
| | SS | 29 | 41.4 | 41.4 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Y.5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | STS | 1 | 1.4 | 1.4 | 1.4 |
| | TS | 2 | 2.9 | 2.9 | 4.3 |
| | N | 10 | 14.3 | 14.3 | 18.6 |
| | S | 25 | 35.7 | 35.7 | 54.3 |
| | SS | 32 | 45.7 | 45.7 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Y.6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | TS | 2 | 2.9 | 2.9 | 2.9 |
| | N | 6 | 8.6 | 8.6 | 11.4 |
| | S | 25 | 35.7 | 35.7 | 47.1 |
| | SS | 37 | 52.9 | 52.9 | 100.0 |
| | Total | 70 | 100.0 | 100.0 | |

Lampian - 1 Data Uji Validitas

Correlations

| | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P11 |
|----|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| P1 | Pearson Correlation | 1 | .498** | .444** | .585** | .585** | .530** | .587** | .599** | .620** | .588** | .502** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P2 | Pearson Correlation | .498** | 1 | .562** | .631** | .598** | .609** | .646** | .493** | .522** | .608** | .490** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P3 | Pearson Correlation | .444** | .562** | 1 | .614** | .568** | .649** | .669** | .572** | .680** | .528** | .571** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P4 | Pearson Correlation | .585** | .631** | .614** | 1 | .541** | .580** | .594** | .634** | .666** | .525** | .546** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P5 | Pearson Correlation | .585** | .598** | .568** | .541** | 1 | .512** | .557** | .701** | .649** | .668** | .563** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P6 | Pearson Correlation | .530** | .609** | .649** | .580** | .512** | 1 | .576** | .522** | .580** | .496** | .433** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P7 | Pearson Correlation | .587** | .646** | .669** | .594** | .557** | .576** | 1 | .533** | .722** | .596** | .612** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P8 | Pearson Correlation | .599** | .493** | .572** | .634** | .701** | .522** | .533** | 1 | .693** | .638** | .503** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |
| P9 | Pearson Correlation | .620** | .522** | .680** | .666** | .649** | .580** | .722** | .693** | 1 | .593** | .533** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 | 70 |

➤ Data Tabel R

| 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 |
| 1 | 0.9877 | 0.9969 | 0.9995 | 0.9999 | 1 |
| 2 | 0.9000 | 0.9500 | 0.9800 | 0.9900 | 0.9990 |
| 3 | 0.8054 | 0.8783 | 0.9343 | 0.9587 | 0.9911 |
| 4 | 0.7293 | 0.8114 | 0.8822 | 0.9172 | 0.9741 |
| 5 | 0.6694 | 0.7545 | 0.8329 | 0.8745 | 0.9509 |
| 6 | 0.6215 | 0.7067 | 0.7887 | 0.8343 | 0.9249 |
| 7 | 0.5822 | 0.6664 | 0.7498 | 0.7977 | 0.8983 |
| 8 | 0.5494 | 0.6319 | 0.7155 | 0.7646 | 0.8721 |
| 9 | 0.5214 | 0.6021 | 0.6851 | 0.7348 | 0.8470 |
| 10 | 0.4973 | 0.5760 | 0.6581 | 0.7079 | 0.8233 |
| 11 | 0.4762 | 0.5529 | 0.6339 | 0.6835 | 0.8010 |
| 12 | 0.4575 | 0.5324 | 0.6120 | 0.6614 | 0.7800 |
| 13 | 0.4409 | 0.5140 | 0.5923 | 0.6411 | 0.7604 |
| 14 | 0.4259 | 0.4973 | 0.5742 | 0.6226 | 0.7419 |
| 15 | 0.4124 | 0.4821 | 0.5577 | 0.6055 | 0.7247 |
| 16 | 0.4000 | 0.4683 | 0.5425 | 0.5897 | 0.7084 |
| 17 | 0.3887 | 0.4555 | 0.5285 | 0.5751 | 0.6932 |
| 18 | 0.3783 | 0.4438 | 0.5155 | 0.5614 | 0.6788 |
| 19 | 0.3687 | 0.4329 | 0.5034 | 0.5487 | 0.6652 |
| 20 | 0.3598 | 0.4227 | 0.4921 | 0.5368 | 0.6524 |
| 21 | 0.3515 | 0.4132 | 0.4815 | 0.5256 | 0.6402 |
| 22 | 0.3438 | 0.4044 | 0.4716 | 0.5151 | 0.6287 |
| 23 | 0.3365 | 0.3961 | 0.4622 | 0.5052 | 0.6178 |
| 24 | 0.3297 | 0.3882 | 0.4534 | 0.4958 | 0.6074 |
| 25 | 0.3233 | 0.3809 | 0.4451 | 0.4869 | 0.5974 |
| 26 | 0.3172 | 0.3739 | 0.4372 | 0.4785 | 0.5880 |
| 27 | 0.3115 | 0.3673 | 0.4297 | 0.4705 | 0.579 |
| 28 | 0.3061 | 0.3610 | 0.4226 | 0.4629 | 0.5703 |
| 29 | 0.3009 | 0.3550 | 0.4158 | 0.4556 | 0.5620 |
| 30 | 0.2960 | 0.3494 | 0.4093 | 0.4487 | 0.5541 |
| 31 | 0.2913 | 0.3440 | 0.4032 | 0.4421 | 0.5465 |

| | | | | | |
|-----------|--------|--------|--------|--------|--------|
| 32 | 0.2869 | 0.3388 | 0.3972 | 0.4357 | 0.5392 |
| 33 | 0.2826 | 0.3338 | 0.3916 | 0.4296 | 0.5322 |
| 34 | 0.2785 | 0.3291 | 0.3862 | 0.4238 | 0.5254 |
| 35 | 0.2746 | 0.3246 | 0.3810 | 0.4182 | 0.5189 |
| 36 | 0.2709 | 0.3202 | 0.3760 | 0.4128 | 0.5126 |
| 37 | 0.2673 | 0.3160 | 0.3712 | 0.4076 | 0.5066 |
| 38 | 0.2638 | 0.3120 | 0.3665 | 0.4026 | 0.5007 |
| 39 | 0.2605 | 0.3081 | 0.3621 | 0.3978 | 0.4950 |
| 40 | 0.2573 | 0.3044 | 0.3578 | 0.3932 | 0.4896 |
| 41 | 0.2542 | 0.3008 | 0.3536 | 0.3887 | 0.4843 |
| 42 | 0.2512 | 0.2973 | 0.3496 | 0.3843 | 0.4791 |
| 43 | 0.2483 | 0.2940 | 0.3457 | 0.3801 | 0.4742 |
| 44 | 0.2455 | 0.2907 | 0.3420 | 0.3761 | 0.4694 |
| 45 | 0.2429 | 0.2876 | 0.3384 | 0.3721 | 0.4647 |
| 46 | 0.2403 | 0.2845 | 0.3348 | 0.3683 | 0.4601 |
| 47 | 0.2377 | 0.2816 | 0.3314 | 0.3646 | 0.4557 |
| 48 | 0.2353 | 0.2787 | 0.3281 | 0.3610 | 0.4514 |
| 49 | 0.2329 | 0.2759 | 0.3249 | 0.3575 | 0.4473 |
| 50 | 0.2306 | 0.2732 | 0.3218 | 0.3542 | 0.4432 |
| 51 | 0.2284 | 0.2706 | 0.3188 | 0.3509 | 0.4393 |
| 52 | 0.2262 | 0.2681 | 0.3158 | 0.3477 | 0.4354 |
| 53 | 0.2241 | 0.2656 | 0.3129 | 0.3445 | 0.4317 |
| 54 | 0.2221 | 0.2632 | 0.3102 | 0.3415 | 0.4280 |
| 55 | 0.2201 | 0.2609 | 0.3074 | 0.3385 | 0.4244 |
| 56 | 0.2181 | 0.2586 | 0.3048 | 0.3357 | 0.4210 |
| 57 | 0.2162 | 0.2564 | 0.3022 | 0.3328 | 0.4176 |
| 58 | 0.2144 | 0.2542 | 0.2997 | 0.3301 | 0.4143 |
| 59 | 0.2126 | 0.2521 | 0.2972 | 0.3274 | 0.4110 |
| 60 | 0.2108 | 0.2500 | 0.2948 | 0.3248 | 0.4079 |
| 61 | 0.2091 | 0.2480 | 0.2925 | 0.3223 | 0.4048 |
| 62 | 0.2075 | 0.2461 | 0.2902 | 0.3198 | 0.4018 |
| 63 | 0.2058 | 0.2441 | 0.2880 | 0.3173 | 0.3988 |
| 64 | 0.2042 | 0.2423 | 0.2858 | 0.3150 | 0.3959 |
| 65 | 0.2027 | 0.2404 | 0.2837 | 0.3126 | 0.3931 |
| 66 | 0.2012 | 0.2387 | 0.2816 | 0.3104 | 0.3903 |
| 67 | 0.1997 | 0.2369 | 0.2796 | 0.3081 | 0.3876 |

| | | | | | |
|-----------|--------|--------|--------|--------|--------|
| 68 | 0.1982 | 0.2352 | 0.2776 | 0.3060 | 0.3850 |
| 69 | 0.1968 | 0.2335 | 0.2756 | 0.3038 | 0.3823 |
| 70 | 0.1954 | 0.2319 | 0.2737 | 0.3017 | 0.3798 |

Lampiran - 3 Data Uji Reabilitas

- Olah data pernyataan responden variabel green marketing P1-P4

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 70 | 100.0 |

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .833 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P1 | 12.57 | 3.582 | .592 | .818 |
| P2 | 12.64 | 3.363 | .675 | .783 |
| P3 | 12.67 | 3.238 | .640 | .800 |
| P4 | 12.64 | 3.218 | .746 | .750 |

- Olah data pernyataan responden variabel brand image P5-P9

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 70 | 100.0 |

- a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .884 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P5 | 16.77 | 6.585 | .720 | .860 |
| P6 | 16.93 | 6.850 | .642 | .877 |
| P7 | 17.00 | 6.261 | .715 | .861 |
| P8 | 16.81 | 6.501 | .732 | .857 |
| P9 | 17.06 | 5.707 | .807 | .838 |

➤ Olah data pernyataan responden variabel persepsi diskon P10-P14

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 70 | 100.0 |

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .907 | 5 |

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P10 | 17.37 | 7.512 | .720 | .895 |
| P11 | 17.41 | 7.261 | .804 | .879 |
| P12 | 17.46 | 7.121 | .750 | .889 |
| P13 | 17.54 | 6.831 | .768 | .886 |
| P14 | 17.41 | 7.116 | .792 | .880 |

- Olah data pernyataan responden variabel persepsi diskon P15-P20

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 70 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 70 | 100.0 |

Reliability Statistics

| | |
|------------------|------------|
| Cronbach's Alpha | N of Items |
| .902 | 6 |

- a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| P15 | 21.17 | 12.028 | .769 | .879 |
| P16 | 21.21 | 11.852 | .758 | .880 |
| P17 | 21.17 | 12.028 | .769 | .879 |
| P18 | 21.29 | 11.193 | .770 | .879 |
| P19 | 21.20 | 11.670 | .712 | .888 |
| P20 | 21.03 | 12.840 | .623 | .899 |

Lampiran- 1 Tabel T

| Pr | 0.25 | 0.10 | 0.05 | 0.025 | 0.01 | 0.005 | 0.001 |
|----|---------|---------|---------|----------|----------|----------|-----------|
| df | 0.50 | 0.20 | 0.10 | 0.050 | 0.02 | 0.010 | 0.002 |
| 1 | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| 2 | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| 3 | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| 4 | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| 5 | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| 6 | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| 7 | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| 8 | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| 9 | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| 10 | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| 11 | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| 12 | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| 13 | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| 14 | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| 15 | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| 16 | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| 17 | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| 18 | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |

| | | | | | | | |
|----|---------|---------|---------|---------|---------|---------|---------|
| 19 | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| 20 | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| 21 | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| 22 | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| 23 | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| 24 | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| 25 | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| 26 | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| 27 | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| 28 | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| 29 | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| 30 | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| 31 | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| 32 | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| 33 | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| 34 | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| 35 | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| 36 | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| 37 | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| 38 | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |

| | | | | | | | |
|----|---------|---------|---------|---------|---------|---------|---------|
| 39 | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| 40 | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |

| Pr | 0.25 | 0.10 | 0.05 | 0.025 | 0.01 | 0.005 | 0.001 |
|----|---------|---------|---------|---------|---------|---------|---------|
| df | 0.50 | 0.20 | 0.10 | 0.050 | 0.02 | 0.010 | 0.002 |
| 41 | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| 42 | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| 43 | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| 44 | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| 45 | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| 46 | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| 47 | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| 48 | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| 49 | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| 50 | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| 51 | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| 52 | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| 53 | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| 54 | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| 55 | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| 56 | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| 57 | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| 58 | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| 59 | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |

| | | | | | | | |
|----|---------|---------|---------|---------|---------|---------|---------|
| 60 | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| 61 | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| 62 | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| 63 | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| 64 | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| 65 | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| 66 | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| 67 | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| 68 | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| 69 | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| 70 | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| 71 | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| 72 | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| 73 | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| 74 | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| 75 | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| 76 | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| 77 | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| 78 | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| 79 | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| 80 | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |

Lampiran - 4 Tabel F

| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | | | | |
|------------------------|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 1 | 161 | 199 | 216 | 225 | 230 | 234 | 237 | 239 | 241 | 242 | 243 | 244 | 245 | 245 | 246 |
| 2 | 18.51 | 19.00 | 19.16 | 19.25 | 19.30 | 19.33 | 19.35 | 19.37 | 19.38 | 19.40 | 19.40 | 19.41 | 19.42 | 19.42 | 19.43 |
| 3 | 10.13 | 9.55 | 9.28 | 9.12 | 9.01 | 8.94 | 8.89 | 8.85 | 8.81 | 8.79 | 8.76 | 8.74 | 8.73 | 8.71 | 8.70 |
| 4 | 7.71 | 6.94 | 6.59 | 6.39 | 6.26 | 6.16 | 6.09 | 6.04 | 6.00 | 5.96 | 5.94 | 5.91 | 5.89 | 5.87 | 5.86 |
| 5 | 6.61 | 5.79 | 5.41 | 5.19 | 5.05 | 4.95 | 4.88 | 4.82 | 4.77 | 4.74 | 4.70 | 4.68 | 4.66 | 4.64 | 4.62 |
| 6 | 5.99 | 5.14 | 4.76 | 4.53 | 4.39 | 4.28 | 4.21 | 4.15 | 4.10 | 4.06 | 4.03 | 4.00 | 3.98 | 3.96 | 3.94 |
| 7 | 5.59 | 4.74 | 4.35 | 4.12 | 3.97 | 3.87 | 3.79 | 3.73 | 3.68 | 3.64 | 3.60 | 3.57 | 3.55 | 3.53 | 3.51 |
| 8 | 5.32 | 4.46 | 4.07 | 3.84 | 3.69 | 3.58 | 3.50 | 3.44 | 3.39 | 3.35 | 3.31 | 3.28 | 3.26 | 3.24 | 3.22 |
| 9 | 5.12 | 4.26 | 3.86 | 3.63 | 3.48 | 3.37 | 3.29 | 3.23 | 3.18 | 3.14 | 3.10 | 3.07 | 3.05 | 3.03 | 3.01 |
| 10 | 4.96 | 4.10 | 3.71 | 3.48 | 3.33 | 3.22 | 3.14 | 3.07 | 3.02 | 2.98 | 2.94 | 2.91 | 2.89 | 2.86 | 2.85 |
| 11 | 4.84 | 3.98 | 3.59 | 3.36 | 3.20 | 3.09 | 3.01 | 2.95 | 2.90 | 2.85 | 2.82 | 2.79 | 2.76 | 2.74 | 2.72 |
| 12 | 4.75 | 3.89 | 3.49 | 3.26 | 3.11 | 3.00 | 2.91 | 2.85 | 2.80 | 2.75 | 2.72 | 2.69 | 2.66 | 2.64 | 2.62 |
| 13 | 4.67 | 3.81 | 3.41 | 3.18 | 3.03 | 2.92 | 2.83 | 2.77 | 2.71 | 2.67 | 2.63 | 2.60 | 2.58 | 2.55 | 2.53 |
| 14 | 4.60 | 3.74 | 3.34 | 3.11 | 2.96 | 2.85 | 2.76 | 2.70 | 2.65 | 2.60 | 2.57 | 2.53 | 2.51 | 2.48 | 2.46 |
| 15 | 4.54 | 3.68 | 3.29 | 3.06 | 2.90 | 2.79 | 2.71 | 2.64 | 2.59 | 2.54 | 2.51 | 2.48 | 2.45 | 2.42 | 2.40 |
| 16 | 4.49 | 3.63 | 3.24 | 3.01 | 2.85 | 2.74 | 2.66 | 2.59 | 2.54 | 2.49 | 2.46 | 2.42 | 2.40 | 2.37 | 2.35 |
| 17 | 4.45 | 3.59 | 3.20 | 2.96 | 2.81 | 2.70 | 2.61 | 2.55 | 2.49 | 2.45 | 2.41 | 2.38 | 2.35 | 2.33 | 2.31 |
| 18 | 4.41 | 3.55 | 3.16 | 2.93 | 2.77 | 2.66 | 2.58 | 2.51 | 2.46 | 2.41 | 2.37 | 2.34 | 2.31 | 2.29 | 2.27 |
| 19 | 4.38 | 3.52 | 3.13 | 2.90 | 2.74 | 2.63 | 2.54 | 2.48 | 2.42 | 2.38 | 2.34 | 2.31 | 2.28 | 2.26 | 2.23 |
| 20 | 4.35 | 3.49 | 3.10 | 2.87 | 2.71 | 2.60 | 2.51 | 2.45 | 2.39 | 2.35 | 2.31 | 2.28 | 2.25 | 2.22 | 2.20 |

| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | | | | |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 21 | 4.32 | 3.47 | 3.07 | 2.84 | 2.68 | 2.57 | 2.49 | 2.42 | 2.37 | 2.32 | 2.28 | 2.25 | 2.22 | 2.20 | 2.18 |
| 22 | 4.30 | 3.44 | 3.05 | 2.82 | 2.66 | 2.55 | 2.46 | 2.40 | 2.34 | 2.30 | 2.26 | 2.23 | 2.20 | 2.17 | 2.15 |
| 23 | 4.28 | 3.42 | 3.03 | 2.80 | 2.64 | 2.53 | 2.44 | 2.37 | 2.32 | 2.27 | 2.24 | 2.20 | 2.18 | 2.15 | 2.13 |
| 24 | 4.26 | 3.40 | 3.01 | 2.78 | 2.62 | 2.51 | 2.42 | 2.36 | 2.30 | 2.25 | 2.22 | 2.18 | 2.15 | 2.13 | 2.11 |
| 25 | 4.24 | 3.39 | 2.99 | 2.76 | 2.60 | 2.49 | 2.40 | 2.34 | 2.28 | 2.24 | 2.20 | 2.16 | 2.14 | 2.11 | 2.09 |
| 26 | 4.23 | 3.37 | 2.98 | 2.74 | 2.59 | 2.47 | 2.39 | 2.32 | 2.27 | 2.22 | 2.18 | 2.15 | 2.12 | 2.09 | 2.07 |
| 27 | 4.21 | 3.35 | 2.96 | 2.73 | 2.57 | 2.46 | 2.37 | 2.31 | 2.25 | 2.20 | 2.17 | 2.13 | 2.10 | 2.08 | 2.06 |
| 28 | 4.20 | 3.34 | 2.95 | 2.71 | 2.56 | 2.45 | 2.36 | 2.29 | 2.24 | 2.19 | 2.15 | 2.12 | 2.09 | 2.06 | 2.04 |
| 29 | 4.18 | 3.33 | 2.93 | 2.70 | 2.55 | 2.43 | 2.35 | 2.28 | 2.22 | 2.18 | 2.14 | 2.10 | 2.08 | 2.05 | 2.03 |
| 30 | 4.17 | 3.32 | 2.92 | 2.69 | 2.53 | 2.42 | 2.33 | 2.27 | 2.21 | 2.16 | 2.13 | 2.09 | 2.06 | 2.04 | 2.01 |
| 31 | 4.16 | 3.30 | 2.91 | 2.68 | 2.52 | 2.41 | 2.32 | 2.25 | 2.20 | 2.15 | 2.11 | 2.08 | 2.05 | 2.03 | 2.00 |
| 32 | 4.15 | 3.29 | 2.90 | 2.67 | 2.51 | 2.40 | 2.31 | 2.24 | 2.19 | 2.14 | 2.10 | 2.07 | 2.04 | 2.01 | 1.99 |
| 33 | 4.14 | 3.28 | 2.89 | 2.66 | 2.50 | 2.39 | 2.30 | 2.23 | 2.18 | 2.13 | 2.09 | 2.06 | 2.03 | 2.00 | 1.98 |
| 34 | 4.13 | 3.28 | 2.88 | 2.65 | 2.49 | 2.38 | 2.29 | 2.23 | 2.17 | 2.12 | 2.08 | 2.05 | 2.02 | 1.99 | 1.97 |
| 35 | 4.12 | 3.27 | 2.87 | 2.64 | 2.49 | 2.37 | 2.29 | 2.22 | 2.16 | 2.11 | 2.07 | 2.04 | 2.01 | 1.99 | 1.96 |
| 36 | 4.11 | 3.26 | 2.87 | 2.63 | 2.48 | 2.36 | 2.28 | 2.21 | 2.15 | 2.11 | 2.07 | 2.03 | 2.00 | 1.98 | 1.95 |
| 37 | 4.11 | 3.25 | 2.86 | 2.63 | 2.47 | 2.36 | 2.27 | 2.20 | 2.14 | 2.10 | 2.06 | 2.02 | 2.00 | 1.97 | 1.95 |
| 38 | 4.10 | 3.24 | 2.85 | 2.62 | 2.46 | 2.35 | 2.26 | 2.19 | 2.14 | 2.09 | 2.05 | 2.02 | 1.99 | 1.96 | 1.94 |
| 39 | 4.09 | 3.24 | 2.85 | 2.61 | 2.46 | 2.34 | 2.26 | 2.19 | 2.13 | 2.08 | 2.04 | 2.01 | 1.98 | 1.95 | 1.93 |
| 40 | 4.08 | 3.23 | 2.84 | 2.61 | 2.45 | 2.34 | 2.25 | 2.18 | 2.12 | 2.08 | 2.04 | 2.00 | 1.97 | 1.95 | 1.92 |
| 41 | 4.08 | 3.23 | 2.83 | 2.60 | 2.44 | 2.33 | 2.24 | 2.17 | 2.12 | 2.07 | 2.03 | 2.00 | 1.97 | 1.94 | 1.92 |
| 42 | 4.07 | 3.22 | 2.83 | 2.59 | 2.44 | 2.32 | 2.24 | 2.17 | 2.11 | 2.06 | 2.03 | 1.99 | 1.96 | 1.94 | 1.91 |

| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | | | | |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 43 | 4.07 | 3.21 | 2.82 | 2.59 | 2.43 | 2.32 | 2.23 | 2.16 | 2.11 | 2.06 | 2.02 | 1.99 | 1.96 | 1.93 | 1.91 |
| 44 | 4.06 | 3.21 | 2.82 | 2.58 | 2.43 | 2.31 | 2.23 | 2.16 | 2.10 | 2.05 | 2.01 | 1.98 | 1.95 | 1.92 | 1.90 |
| 45 | 4.06 | 3.20 | 2.81 | 2.58 | 2.42 | 2.31 | 2.22 | 2.15 | 2.10 | 2.05 | 2.01 | 1.97 | 1.94 | 1.92 | 1.89 |

| df untuk penyebut (N2) | df untuk pembilang (N1) | | | | | | | | | | | | | | |
|------------------------|-------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 46 | 4.05 | 3.20 | 2.81 | 2.57 | 2.42 | 2.30 | 2.22 | 2.15 | 2.09 | 2.04 | 2.00 | 1.97 | 1.94 | 1.91 | 1.89 |
| 47 | 4.05 | 3.20 | 2.80 | 2.57 | 2.41 | 2.30 | 2.21 | 2.14 | 2.09 | 2.04 | 2.00 | 1.96 | 1.93 | 1.91 | 1.88 |
| 48 | 4.04 | 3.19 | 2.80 | 2.57 | 2.41 | 2.29 | 2.21 | 2.14 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 49 | 4.04 | 3.19 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.08 | 2.03 | 1.99 | 1.96 | 1.93 | 1.90 | 1.88 |
| 50 | 4.03 | 3.18 | 2.79 | 2.56 | 2.40 | 2.29 | 2.20 | 2.13 | 2.07 | 2.03 | 1.99 | 1.95 | 1.92 | 1.89 | 1.87 |
| 51 | 4.03 | 3.18 | 2.79 | 2.55 | 2.40 | 2.28 | 2.20 | 2.13 | 2.07 | 2.02 | 1.98 | 1.95 | 1.92 | 1.89 | 1.87 |
| 52 | 4.03 | 3.18 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.07 | 2.02 | 1.98 | 1.94 | 1.91 | 1.89 | 1.86 |
| 53 | 4.02 | 3.17 | 2.78 | 2.55 | 2.39 | 2.28 | 2.19 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 54 | 4.02 | 3.17 | 2.78 | 2.54 | 2.39 | 2.27 | 2.18 | 2.12 | 2.06 | 2.01 | 1.97 | 1.94 | 1.91 | 1.88 | 1.86 |
| 55 | 4.02 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.06 | 2.01 | 1.97 | 1.93 | 1.90 | 1.88 | 1.85 |
| 56 | 4.01 | 3.16 | 2.77 | 2.54 | 2.38 | 2.27 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 57 | 4.01 | 3.16 | 2.77 | 2.53 | 2.38 | 2.26 | 2.18 | 2.11 | 2.05 | 2.00 | 1.96 | 1.93 | 1.90 | 1.87 | 1.85 |
| 58 | 4.01 | 3.16 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.05 | 2.00 | 1.96 | 1.92 | 1.89 | 1.87 | 1.84 |
| 59 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.26 | 2.17 | 2.10 | 2.04 | 2.00 | 1.96 | 1.92 | 1.89 | 1.86 | 1.84 |
| 60 | 4.00 | 3.15 | 2.76 | 2.53 | 2.37 | 2.25 | 2.17 | 2.10 | 2.04 | 1.99 | 1.95 | 1.92 | 1.89 | 1.86 | 1.84 |
| 61 | 4.00 | 3.15 | 2.76 | 2.52 | 2.37 | 2.25 | 2.16 | 2.09 | 2.04 | 1.99 | 1.95 | 1.91 | 1.88 | 1.86 | 1.83 |
| 62 | 4.00 | 3.15 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.99 | 1.95 | 1.91 | 1.88 | 1.85 | 1.83 |
| 63 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.25 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 64 | 3.99 | 3.14 | 2.75 | 2.52 | 2.36 | 2.24 | 2.16 | 2.09 | 2.03 | 1.98 | 1.94 | 1.91 | 1.88 | 1.85 | 1.83 |
| 65 | 3.99 | 3.14 | 2.75 | 2.51 | 2.36 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.85 | 1.82 |
| 66 | 3.99 | 3.14 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.03 | 1.98 | 1.94 | 1.90 | 1.87 | 1.84 | 1.82 |
| 67 | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.98 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 68 | 3.98 | 3.13 | 2.74 | 2.51 | 2.35 | 2.24 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.87 | 1.84 | 1.82 |
| 69 | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.15 | 2.08 | 2.02 | 1.97 | 1.93 | 1.90 | 1.86 | 1.84 | 1.81 |
| 70 | 3.98 | 3.13 | 2.74 | 2.50 | 2.35 | 2.23 | 2.14 | 2.07 | 2.02 | 1.97 | 1.93 | 1.89 | 1.86 | 1.84 | 1.81 |
| 71 | 3.98 | 3.13 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.97 | 1.93 | 1.89 | 1.86 | 1.83 | 1.81 |
| 72 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 73 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.23 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.86 | 1.83 | 1.81 |
| 74 | 3.97 | 3.12 | 2.73 | 2.50 | 2.34 | 2.22 | 2.14 | 2.07 | 2.01 | 1.96 | 1.92 | 1.89 | 1.85 | 1.83 | 1.80 |
| 75 | 3.97 | 3.12 | 2.73 | 2.49 | 2.34 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.83 | 1.80 |
| 76 | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.01 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 77 | 3.97 | 3.12 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.96 | 1.92 | 1.88 | 1.85 | 1.82 | 1.80 |
| 78 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.80 |
| 79 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.22 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.85 | 1.82 | 1.79 |
| 80 | 3.96 | 3.11 | 2.72 | 2.49 | 2.33 | 2.21 | 2.13 | 2.06 | 2.00 | 1.95 | 1.91 | 1.88 | 1.84 | 1.82 | 1.79 |
| 81 | 3.96 | 3.11 | 2.72 | 2.48 | 2.33 | 2.21 | 2.12 | 2.05 | 2.00 | 1.95 | 1.91 | 1.87 | 1.84 | 1.82 | 1.79 |

Lampiran - 5 Hasil uji penelitian dan pengujian hipotesis menggunakan SPSS

Collinearity Diagnostics

| Model | Dimension | Elgenvalue | Condition Index | Variance Proportions | | | |
|-------|-----------|------------|-----------------|----------------------|-----------------|-------------|-----------------|
| | | | | (Constant) | Green Marketing | Brand Image | Persepsi Diskon |
| 1 | 1 | 3.978 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .014 | 17.031 | .99 | .02 | .03 | .05 |
| | 3 | .006 | 26.769 | .00 | .10 | .15 | .94 |
| | 4 | .002 | 41.651 | .01 | .89 | .82 | .00 |

a. Depandent Variable :
Keputusan Pembelian

Residuals Statisticsa

| | Minimum | Maximum | Mean | Std. Deviation | N |
|----------------------|---------|---------|-------|----------------|----|
| Predicted Value | 9.80 | 29.81 | 25.41 | 3.607 | 70 |
| Residual | -6.168 | 4.475 | .000 | 1.961 | 70 |
| Std. Predicted Value | -4.329 | 1.218 | .000 | 1.000 | 70 |
| Std. Residual | -3.076 | 2.232 | .000 | .978 | 70 |

a Dependent Variable: Keputusan Pembelian