

## DAFTAR ISI

<b>HALAMAN JUDUL .....</b>	<b>i</b>
<b>HALAMAN LEMBAR PENGESAHAN .....</b>	<b>ii</b>
<b>HALAMAN PERNYATAAN PERSETUJUAN .....</b>	<b>iii</b>
<b>HALAMAN PERNYATAAN ORISINALITAS .....</b>	<b>iv</b>
<b>ABSTRAK .....</b>	<b>v</b>
<b>KATA PENGANTAR .....</b>	<b>vii</b>
<b>DAFTAR ISI .....</b>	<b>1</b>
<b>DAFTAR GAMBAR .....</b>	<b>4</b>
<b>DAFTAR TABEL .....</b>	<b>5</b>
<b>BAB I .....</b>	<b>6</b>
<b>PENDAHULUAN .....</b>	<b>7</b>
1.1 Latar Belakang.....	7
1.2 Rumusan Masalah.....	17
1.3 Tujuan Penelitian.....	17
1.4 Manfaat Penelitian.....	17
1.5 Batasan Penelitian.....	19
<b>BAB II .....</b>	<b>20</b>
<b>TINJAUAN PUSTAKA .....</b>	<b>20</b>
2.1 Landasan Teori.....	20
2.1.1 Interpersonal Influence.....	20
2.1.2 Altruism.....	21
2.1.3 Environmental Knowledge.....	22
2.1.4 Green Purchasing Behavior.....	23
2.1.5 Environmental Attitude.....	24
2.2 Penelitian Terdahulu.....	26
2.4 Model Penelitian.....	27
2.5 Kerangka Pemikiran Penelitian.....	28
2.6 Pengembangan Hipotesis.....	30
2.6.1 Pengaruh Interpersonal Influence terhadap Environmental Attitude.....	30
2.6.2 Pengaruh Altruism terhadap Environmental Attitude.....	31
2.6.3 Pengaruh Environmental Knowledge terhadap Environmental Attitude.....	31
2.6.4 Pengaruh Environmental Attitude terhadap Green Purchasing Behavior.....	32
<b>BAB III .....</b>	<b>34</b>
<b>METODE PENELITIAN .....</b>	<b>34</b>
3.1 Jenis Penelitian.....	34
3.2 Populasi, Sampel dan Teknik Pengambilan Sampel.....	34

3.2.1 Populasi.....	34
3.2.2 Sampel.....	34
3.2.3 Teknik Pengambilan Sampel.....	34
3.3 Data Penelitian.....	35
3.3.1 Jenis dan Sumber Data.....	35
3.3.2 Teknik Pengumpulan Data.....	36
3.4 Variabel Penelitian.....	37
3.4.1 Variabel Independen (X).....	37
3.4.2 Variabel Dependen (Y).....	37
3.4.3 Variabel Intervening (Z).....	37
3.5 Definisi Operasional Variabel.....	38
3.6 Teknik Analisis Data.....	39
3.6.1 Uji <i>Measurement</i> Model.....	39
3.6.2 Uji Kualitas Data.....	40
3.6.3 Uji <i>Structural</i> Model.....	40
3.6.4 Uji Hipotesis.....	43
<b>BAB IV .....</b>	<b>44</b>
<b>HASIL DAN PEMBAHASAN.....</b>	<b>44</b>
4.1 Gambaran Umum Objek Penelitian.....	44
4.1.1 Kabupaten Gresik.....	44
4.2 Karakteristik Responden.....	45
4.2.1 Karakteristik Berdasarkan Jenis Kelamin.....	45
4.2.2 Karakteristik Berdasarkan Usia.....	46
4.2.3 Karakteristik Berdasarkan Pendidikan.....	47
4.2.4 Karakteristik Berdasarkan Pekerjaann.....	48
4.2.5 Karakteristik Berdasarkan Pendapatan.....	49
4.3 Analisis Deskripsi Variabel Penelitian.....	52
4.3.1 Variabel Interpersonal Influence.....	52
4.3.2 Variabel Altruism.....	53
4.3.3 Variabel Environmental Knowledge.....	54
4.3.4 Variabel Green Purchasing Behavior.....	55
4.3.5 Variabel Environmental Attitude.....	56
4.4 Hasil Penelitian .....	57
4.4.1 Uji Model Pengukuran.....	58
4.4.2 Uji Kualitas Data.....	60
4.4.3 Uji Model Struktural.....	62

4.4.4 Uji Hipotesis.....	65
4.5 Pembahasan .....	67
4.5.1 Pengaruh Interpersonal Influence terhadap Environmental Attitude.....	67
4.5.2 Pengaruh Altruism terhadap Environmental Attitude.....	68
4.5.3 Pengaruh Environmental Knowledge terhadap Environmental Attitude.....	70
4.5.4 Pengaruh Environmental Attitude terhadap Green Purchasing Behavior.....	73
<b>BAB V .....</b>	<b>78</b>
<b>PENUTUP .....</b>	<b>78</b>
5.1 Kesimpulan.....	78
5.2 Saran.....	79
5.3 Implikasi Manajerial.....	81
<b>DAFTAR PUSTAKA .....</b>	<b>82</b>
<b>LAMPIRAN .....</b>	<b>87</b>

