

TABLE OF CONTENT

| | page |
|---|------|
| THESIS APPROVAL | ii |
| APPROVAL OF EXAMINATION PASSAGE..... | iii |
| STATEMENT OF ORIGINALITY | iv |
| ABSTRACT | v |
| ABSTRAKSI..... | vi |
| MOTTO AND DEDICATION..... | vii |
| ACKNOWLEDGEMENTS | viii |
| TABLE OF CONTENT | x |
| LIST OF TABLE..... | xiv |
| LIST OF FIGURE | xv |
| LIST OF APPENDIX..... | xvi |
| CHAPTER I INTRODUCTION | 1 |
| 1.1. Background..... | 1 |
| 1.2. Problem Formulation..... | 14 |
| 1.3. Research Objectives | 15 |
| 1.4. Research Benefits | 15 |
| 1.4.1. Theritical Uses | 15 |
| 1.4.2. Practical Uses..... | 16 |
| 1.5. Writing Systematics..... | 16 |
| CHAPTER II LITERATURE REVIEW | 19 |
| 2.1. Theoretical Foundations..... | 19 |
| 2.1.1. Green Marketing | 19 |
| 2.1.1.1. Green Marketing Definition..... | 19 |
| 2.1.1.2. Green Marketing Components | 20 |
| 2.1.1.3. Green Marketing Indicators | 22 |
| 2.1.2. Green Product | 23 |
| 2.1.2.1. Green Product Definition | 23 |
| 2.1.2.2. Green Product Indicators..... | 25 |
| 2.1.3. Green Promotion..... | 28 |
| 2.1.3.1. Green Promotion Definition..... | 28 |

| | | |
|------------------------------------|--|----|
| 2.1.3.2. | Benefits of Green Promotion for the Company | 29 |
| 2.1.3.3. | Green Promotion Indicators | 31 |
| 2.1.4. | Purchase Decision | 34 |
| 2.1.4.1. | Purchase Decision Definition | 34 |
| 2.1.4.2. | Consumer Stages of Purchase Decision | 35 |
| 2.1.4.3. | Factors Affecting Purchase Decision | 37 |
| 2.1.4.4. | Purchase Decision Indicators | 39 |
| 2.2. | Previous Research | 42 |
| 2.3. | The Dynamics of Influence between Variables | 43 |
| 2.3.1. | The Effect of Green Marketing on Purchase Decision | 43 |
| 2.3.2. | The Effect of Green Product on Purchase Decision | 44 |
| 2.3.3. | The Effect of Green Promotion on Purchase Decision | 45 |
| 2.4. | Theoretical Thinking Framework | 45 |
| 2.5. | Hypothesis | 46 |
| CHAPTER III RESEARCH METDODS | | 47 |
| 3.1. | Research Method | 47 |
| 3.2. | Research Approach | 47 |
| 3.3. | Research Subject | 47 |
| 3.3.1. | Research Population | 47 |
| 3.3.2. | Research Sample | 47 |
| 3.3.3. | Sampling Techniques | 48 |
| 3.3.4. | Data Type and Data Source | 48 |
| 3.4. | Data Collection Techniques | 49 |
| 3.5. | Researcher Variables | 49 |
| 3.6. | Operational Definition of Variables | 49 |
| 3.7. | Data Analysis Techniques | 53 |
| 3.7.1. | Tryout of Research Measurement Tools | 53 |
| 3.7.2. | Descriptive Test | 54 |
| 3.7.3. | Classical Assumption Test | 55 |
| 3.7.4. | Model Fit Test | 57 |
| 3.7.5. | Multiple Linear Regression Analysis | 58 |
| 3.7.6. | T-test | 58 |

| | |
|--|----|
| CHAPTER IV RESEARCH RESULTS AND DISCUSSION | 59 |
| 4.1. Characteristics of Research Respondents | 59 |
| 4.2. Descriptive Test..... | 60 |
| 4.2.1. Index Value Analysis on Green Marketing (X ₁) Scale..... | 61 |
| 4.2.2. Index Value Analysis on Green Products (X ₂) Scale | 62 |
| 4.2.3. Index Value Analysis on Green Promotion (X ₃) Scale..... | 63 |
| 4.2.4. Index Value Analysis on Purchase Decision (Y) Scale | 65 |
| 4.3. Tryout of Research Instrument..... | 66 |
| 4.3.1. Results of the Validity and Reliability Test of the X ₁ Scale..... | 66 |
| 4.3.2. Results of the Validity and Reliability Test of the X ₂ Scale..... | 67 |
| 4.3.3. Results of the Validity and Reliability Test of the X ₃ Scale..... | 68 |
| 4.3.4. Results of the Validity and Reliability Test of the Y Scale | 68 |
| 4.4. Classical Assumption Test | 69 |
| 4.4.1. Normality Test Results | 70 |
| 4.4.2. Linearity Test Results | 70 |
| 4.4.3. Heteroscedasticity Test Results | 71 |
| 4.4.4. Multicollinearity Test Results..... | 71 |
| 4.5. Hypothesis Test Results | 72 |
| 4.5.1. Determination Coefficient Test Results (R ²)..... | 72 |
| 4.5.2. F-Test Results | 72 |
| 4.5.3. Multiple Linear Regression Analysis Results..... | 73 |
| 4.5.4. T-Test Results (Hypothesis test)..... | 74 |
| 4.6. Discussions | 75 |
| 4.6.1. Hypothesis 1 Results, The Effect of Green Marketing on Purchase Decision .75 | |
| 4.6.2. Hypothesis 2 Results, The Effect of Green Product on Purchase Decision77 | |
| 4.6.3. Hypothesis 3 Results, The Effect of Green Promotion on Purchase Decision .79 | |
| CHAPTER V CONCLUSIONS | 81 |
| 5.1. Research Conclusions..... | 81 |
| 5.2. Theoretical Implications..... | 81 |
| 5.3. Practical Applicants | 82 |
| 5.4. Research Limitations | 83 |
| 5.5. Suggestion | 84 |

| | |
|--|----|
| 5.5.1. Suggestions for Future Research | 84 |
| 5.5.2. Suggestions for BYD Company | 84 |
| REFERENCES | 87 |

