

DAFTAR TABEL

Tabel 1.1 Tanggapan Responden Terhadap Love, Beauty, And Planet.....	22
Tabel 2.1 Skripsi Terdahulu	48
Tabel 2.2 Jurnal Nasional.....	52
Tabel 2.3 Jurnal Internasional	55
Tabel 3.1 Variabel Operasional.....	65
Tabel 3.2 Skor Skala Likert	67
Tabel 3.3 Kriteria Persentase Nilai	72
Tabel 3.4 Hasil Average Variance Extracted (AVE)	74
Tabel 3.5 Hasil Uji Validitas Diskriminan.....	75
Tabel 3.6 Hasil Uji Reliabilitas	78
Tabel 4.1 Distribusi Jawaban Responden Variabel Green Marketing (X).....	89
Tabel 4.2 Distribusi Jawaban Responden Variabel Minat Beli (Z)	98
Tabel 4.3 Distribusi Jawaban Responden Variabel Keputusan Pembelian (Y)	106
Tabel 4.4 Hasil Uji Validitas Konvergen	114
Tabel 4.5 Hasil Validitas Diskriminan (Cross Loading).....	114
Tabel 4.6 Fornell – Larcker Criterion	116
Tabel 4.7 Heterotrait – Monotrait Ratio.....	117
Tabel 4.8 Hasil Uji Reliabilitas	118
Tabel 4.9 Nilai R-Square.....	119
Tabel 4.10 Nilai F-Square	120
Tabel 4.11 Path Coefficient.....	122