

LAMPIRAN

Lampiran 1 KUESIONER

“EKSPERIMENTASI PENGARUH KEMASAN RAMAH LINGKUNGAN PLANTBOTTLE TERHADAP MINAT BELI PRODUK COCA-COLA”

Kepada responden yang terhormat.

Saya Milka Eclesi, mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Unika Soegijapranata Semarang. Saat ini saya sedang melakukan penelitian untuk skripsi yang bertujuan untuk mengetahui pengaruh kemasan ramah lingkungan (*green packaging*) terhadap minat beli produk Coca-Cola. Saya mohon kesediaan Anda untuk mengisi kuesioner dengan sejujurnya.

Penelitian ini hanya sekedar kebutuhan akademis dan kerahasiaan identitas Anda akan terjaga. Atas bantuan dan ketersediaan yang Anda berikan, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

(isiliah dengan memberikan tanda cheklist (√) pada kolom pilihan yang tersedia).

1. Nama :
2. Usia : 17 – 20 tahun 21 – 25 tahun
 26 – 30 tahun 31 – 35 tahun
3. Jenis Kelamin : Laki-laki Perempuan
4. Pendidikan terakhir : SD SMP SMA
 D3 S1 Pasca Sarjana (S2/S3)
5. Pekerjaan : Pelajar / Mahasiswa (ke no.6) Pegawai Negri (ke no.7)
 Pegawai Swasta (ke no.7) Lainnya (sebutkan) (ke no.7)
6. Uang saku/bulan (bagi pelajar atau mahasiswa):
 ≤ Rp 500.000 Rp 2.000.001 – Rp 2.500.000
 Rp 500.001 – Rp 1.000.000 Rp 2.500.001 – Rp 3.000.000
 Rp 1.500.000 – Rp 2.000.000 > Rp 3.000.000
7. Penghasilan/bulan (bagi yang sudah bekerja):
 ≤ Rp 3.000.000 Rp 5.000.001 – Rp 6.000.000
 Rp 3.000.001 – Rp 4.000.000 Rp 6.000.001 – Rp 7.000.000
 Rp 4.000.001 – Rp 5.000.000 > Rp 7.000.000

PERTANYAAN AWAL

(isiliah dengan memberikan tanda cheklist (√) pada kolom pilihan yang tersedia).

1. Berapa kali Anda membeli produk Coca-Cola dalam 1 bulan terakhir?
 1 kali 2 kali 3 kali 4 kali > 4 kali
2. Jenis kemasan Coca-Cola apa yang sering Anda beli ?
 Botol plastik (PET) : 250 ml 390 ml 1000 ml 1500 ml
 Botol kaleng : 250 ml 330 ml
 Botol kaca (RGB) : 200 ml 295 ml

PERTANYAAN LANJUTAN (PRETEST & POSTTEST)

(isiliah dengan memberikan tanda cheklist (√) pada kolom pilihan yang tersedia).

Keterangan jawaban sebagai berikut:

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

PRETEST

Kemasan Ramah Lingkungan (*Green packaging*)

| No | Pernyataan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | Menurut Saya Kemasan Botol Plastik produk Coca-Cola ... | STS | TS | N | S | SS |
| 1 | Dapat didaur ulang | | | | | |
| 2 | Memiliki kemasan yang aman bagi lingkungan (tidak mengandung bahan yang beracun) | | | | | |
| 3 | Memiliki sifat mudah terurai | | | | | |
| 4 | Dapat mengurangi pencemaran tanah | | | | | |
| 5 | Dapat mengurangi pencemaran air | | | | | |
| 6 | Berasal dari sumber terbarukan, yang mengandung bahan-bahan bersumber dari alam. | | | | | |

Minat Beli

| No | Pertanyaan/Pernyataan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya berminat membeli produk Coca-Cola | | | | | |
| 2 | Saya berminat mereferensikan produk Coca-Cola kepada orang lain (teman/kenalan saya) | | | | | |
| 3 | Saya lebih berminat (preferen) untuk membeli produk Coca-Cola dari pada produk lainnya yang sejenis. | | | | | |
| 4 | Saya berminat (akan) dan ingin mencari informasi mengenai produk Coca-Cola. | | | | | |

PERTANYAAN DARI TANGGAPAN PERLAKUAN

1. Apakah anda pernah mendengar atau mengetahui tentang kemasan produk Coca-Cola yang ramah lingkungan, atau yang populer dengan sebutan “Coca-Cola *PlantBottle*” ?

(.....)

2. Apa yang anda ketahui terkait dengan kemasan botol plastik produk Coca-Cola *PlantBottle* ?

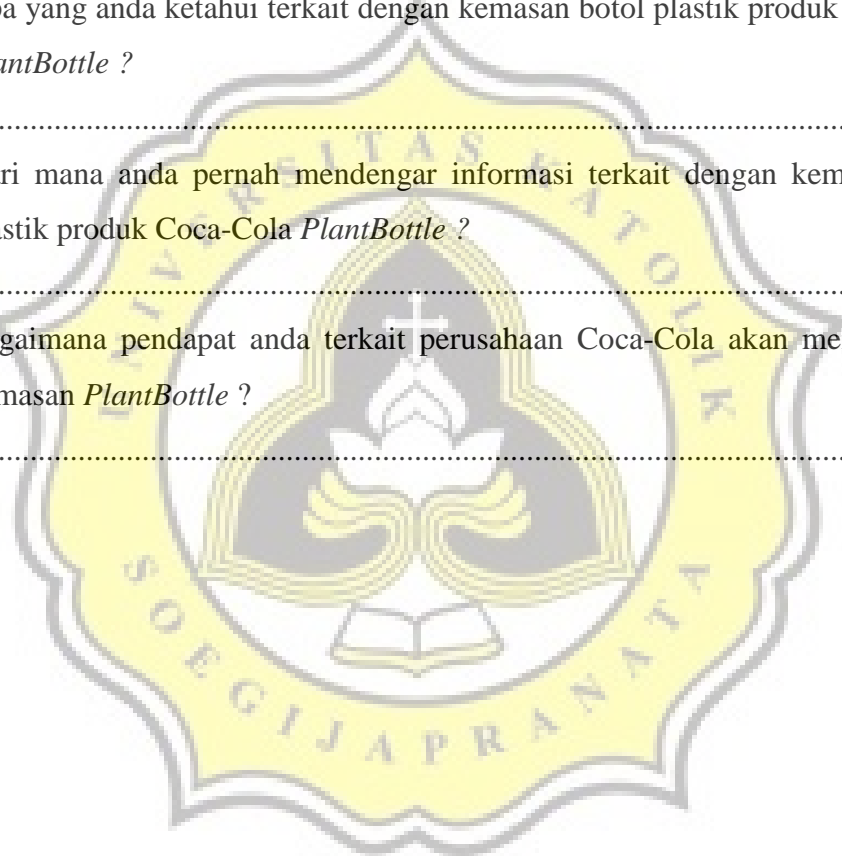
(.....)

3. Dari mana anda pernah mendengar informasi terkait dengan kemasan botol plastik produk Coca-Cola *PlantBottle* ?

(.....)

4. Bagaimana pendapat anda terkait perusahaan Coca-Cola akan mengeluarkan kemasan *PlantBottle* ?

(.....)



POSTTEST

Kemasan Ramah Lingkungan (*Green packaging*)

| No | Pernyataan | Jawaban | | | | |
|----|--|---------|----|---|---|----|
| | Menurut Saya Kemasan Botol Plastik produk Coca-Cola “PLANTBOTTLE”... | STS | TS | N | S | SS |
| 1 | Dapat didaur ulang | | | | | |
| 2 | Memiliki kemasan yang aman bagi lingkungan (tidak mengandung bahan yang beracun) | | | | | |
| 3 | Memiliki sifat mudah terurai | | | | | |
| 4 | Dapat mengurangi pencemaran tanah | | | | | |
| 5 | Dapat mengurangi pencemaran air | | | | | |
| 6 | Berasal dari sumber terbarukan, yang mengandung bahan-bahan bersumber dari alam. | | | | | |

Minat Beli

| No | Pertanyaan/Pernyataan | Jawaban | | | | |
|----|---|---------|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya berminat membeli produk Coca-Cola <i>PlantBottle</i> | | | | | |
| 2 | Saya berminat mereferensikan produk Coca-Cola <i>PlantBottle</i> kepada orang lain (teman/kenalan saya) | | | | | |
| 3 | Saya lebih berminat (preferen) untuk membeli produk Coca-Cola <i>PlantBottle</i> dari pada produk lainnya yang sejenis. | | | | | |
| 4 | Saya berminat (akan) dan ingin mencari informasi mengenai produk Coca-Cola <i>PlantBottle</i> . | | | | | |

Lampiran 2 Data Identitas Responden

| NO | Nama | Usia | Jenis Kelamin | Pendidikan Terakhir | Pekerjaan | Uang Saku (pelajar / mahasiswa) | Penghasilan (pekerja) | Jumlah beli | Jenis Kemasan |
|-----|------------|---------------|---------------|---------------------|--------------------|---------------------------------|-----------------------------|-------------|--|
| 1. | Catrine | 21 – 25 tahun | Perempuan | SMA | Pelajar/ mahasiswa | Rp. 500.001 – Rp. 1.000.000 | - | 1 kali | PET – 250ml |
| 2. | Vannesa | 17 – 20 tahun | Perempuan | SMP | Pelajar/ mahasiswa | Rp. 500.001 – Rp. 1.000.000 | - | 1 kali | PET – 390ml |
| 3. | Cicilia | 21 – 25 tahun | Perempuan | SMA | Pelajar/ mahasiswa | ≤ Rp. 500.000 | - | 1 kali | Kaleng – 330ml |
| 4. | Alex | 17 – 20 tahun | Laki-Laki | SMA | Pelajar/ mahasiswa | Rp. 500.001 – Rp. 1.000.000 | - | 3 kali | PET – 250ml |
| 5. | Daniel | 21 – 25 tahun | Laki-Laki | S1 | Pelajar/ mahasiswa | ≤ Rp. 500.000 | - | 1 kali | PET – 390ml |
| 6. | Rosaline D | 21 – 25 tahun | Perempuan | S1 | Pelajar/ mahasiswa | Rp. 2.000.001 – Rp. 2.500.000 | - | 3 kali | PET – 250ml, 1.500ml Kaleng – 330ml |
| 7. | Prashad | 26 – 30 tahun | Laki-Laki | S1 | Pegawai Swansta | - | > Rp. 7.000.000 | 2 kali | PET – 1.000ml Kaleng – 250ml |
| 8. | Azemi | 21 – 25 tahun | Laki-Laki | SMA | Pegawai Swansta | - | ≤ Rp. 3.000.000 | 2 kali | PET – 250ml |
| 9. | Navigo | 21 – 25 tahun | Laki-Laki | S1 | Pelajar/ mahasiswa | Rp. 1.500.001 – Rp. 2.000.000 | - | 1 kali | PET – 390ml |
| 10. | Regina | 21 – 25 tahun | Perempuan | S1 | IRT | - | Rp.3.000.001 – Rp.4.000.000 | 2 kali | PET – 1.000ml |

| | | | | | | | | | |
|-----|------------|---------------|-----------|-------|--------------------|-------------------------------|-----------------------------|----------|--------------------------------|
| 11. | Devi | 26 – 30 tahun | Perempuan | S1 | Pegawai Swasta | - | > Rp. 7.000.000 | 2 kali | PET – 250ml |
| 12. | Jason | 26 – 30 tahun | Laki-Laki | S1 | Pegawai Swasta | - | Rp.4.000.001 – Rp.5.000.000 | 1 kali | Kaca – 200ml |
| 13. | Liviyani W | 21 – 25 tahun | Perempuan | SMA | Pelajar/ mahasiswa | Rp. 2.500.001 – Rp. 3.000.000 | - | 3 kali | PET – 390ml |
| 14. | Patrick | 17 – 20 tahun | Laki-Laki | SMP | Pelajar/ mahasiswa | ≤ Rp. 500.000 | - | 1 kali | Kaleng – 330ml |
| 15. | Nicholas | 17 – 20 tahun | Laki-Laki | SMP | Pelajar/ mahasiswa | ≤ Rp. 500.000 | - | 2 kali | Kaleng – 250ml |
| 16. | M. Ali | 26 – 30 tahun | Laki-Laki | SMA | Karyawan | - | ≤ Rp. 3.000.000 | 2 kali | Kaleng – 250ml |
| 17. | Shofi | 21 – 25 tahun | Laki-Laki | SMA | Karyawan | - | ≤ Rp. 3.000.000 | 4 kali | PET – 250ml Kaleng – 330ml |
| 18. | Theresia L | 26 – 30 tahun | Perempuan | S1 | Pegawai Swasta | - | Rp.4.000.001 – Rp.5.000.000 | > 4 kali | PET – 390ml |
| 19. | Agus | 21 – 25 tahun | Laki-Laki | SMA | Buruh | - | ≤ Rp. 3.000.000 | 2 kali | PET – 1.500ml |
| 20. | Ayu Nova | 26 – 30 tahun | Perempuan | S1 | Pegawai Swasta | - | Rp.3.000.001 – Rp.4.000.000 | > 4 kali | PET – 390ml Kaleng – 330ml |
| 21. | Steven | 21 – 25 tahun | Laki-Laki | S1 | Pegawai swasta | - | Rp.4.000.001 – Rp.5.000.000 | 1 kali | PET – 390ml |
| 22. | Yonathan | 26 – 30 tahun | Laki-Laki | S2/S3 | Pegawai Swasta | - | ≤ Rp. 3.000.000 | 1 kali | Kaleng – 330ml Kaca – 200ml |
| 23. | Yuliana R | 31 -35 tahun | Perempuan | S2/S3 | Pegawai Swasta | - | Rp.5.000.001 – Rp.6.000.000 | 4 kali | PET – 1.000ml |

| | | | | | | | | | |
|-----|-----------|---------------|-----------|-------|-----------------------|----------------------------------|--------------------------------|--------|-------------------------------|
| 24. | Bryan | 17 – 20 tahun | Laki-Laki | SMP | Pelajar/ mahasiswa | ≤ Rp. 500.000 | - | 1 kali | PET – 250ml Kaleng – 330ml |
| 25. | Matthew | 17 – 20 tahun | Laki-Laki | SMP | Pelajar/ mahasiswa | Rp 1.500.001 – Rp 2.000.000 | - | 3 kali | PET – 390ml |
| 26. | Adrian | 26 – 30 tahun | Laki-Laki | D3 | Pegawai Swasta | - | > Rp. 7.000.000 | 2 kali | PET – 390ml |
| 27. | Dea G | 31 – 35 tahun | Perempuan | S1 | Pegawai Swasta | - | Rp 5.000.001 – Rp 6.000.000 | 2 kali | PET – 250ml |
| 28. | Alvonso P | 31 – 35 tahun | Laki-Laki | S1 | Pegawai swasta | - | Rp 5.000.001 – Rp 6.000.000 | 2 kali | PET – 250ml Kaleng – 330ml |
| 29. | Handoyo | 31 – 35 tahun | Laki-Laki | S2/S3 | Pegawai swasta | - | > Rp. 7.000.000 | 1 kali | PET – 1.500ml |
| 30. | Joshua | 17 – 20 tahun | Laki-Laki | SMA | Pelajar/ mahasiswa | Rp. 2.000.001 – Rp. 2.500.000 | - | 2 kali | PET – 250ml Kaleng – 330ml |

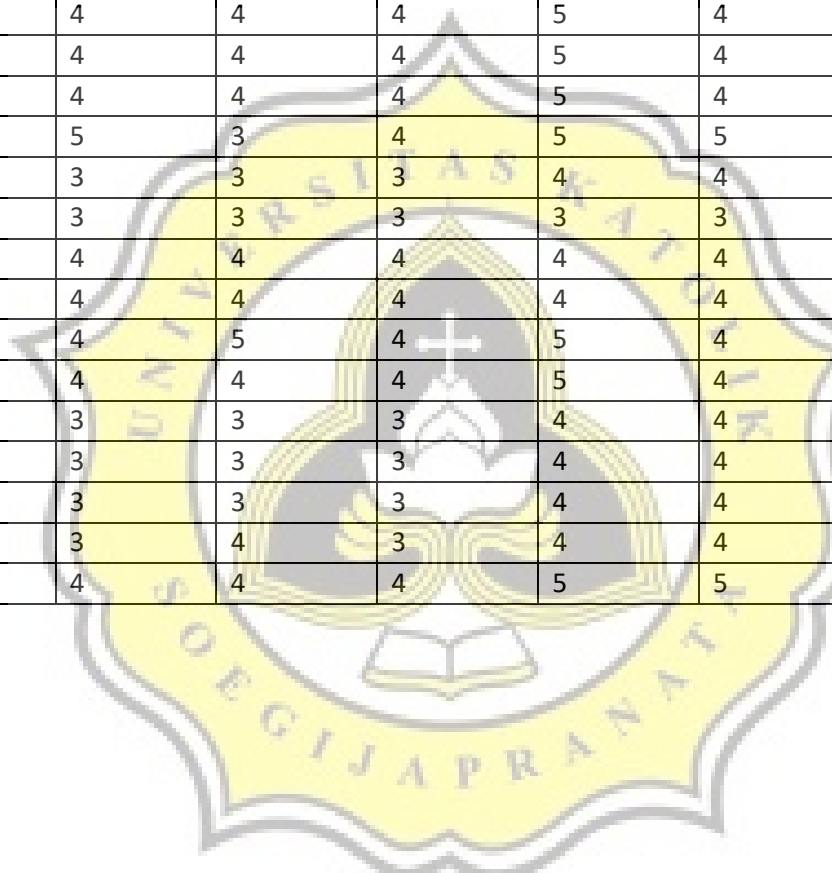
Lampiran 3 Data Tabulasi Angka Responden

| Responden | Kemasan Ramah Lingkungan (X) <i>_Pretest</i> | | | | | | Minat Beli (Y) <i>_Pretest</i> | | | |
|-----------|--|--------|--------|--------|--------|--------|--------------------------------|--------|--------|--------|
| | Pre_X1 | Pre_X2 | Pre_X3 | Pre_X4 | Pre_X5 | Pre_X6 | Pre_Y1 | Pre_Y2 | Pre_Y3 | Pre_Y4 |
| 1 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 4 |
| 2 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 3 |
| 3 | 4 | 3 | 1 | 1 | 1 | 2 | 4 | 3 | 4 | 3 |
| 4 | 2 | 1 | 1 | 1 | 1 | 1 | 5 | 3 | 3 | 1 |
| 5 | 2 | 3 | 2 | 1 | 2 | 1 | 4 | 4 | 5 | 3 |
| 6 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 5 | 4 |
| 7 | 5 | 4 | 1 | 1 | 2 | 2 | 4 | 3 | 5 | 4 |
| 8 | 4 | 4 | 1 | 2 | 3 | 2 | 4 | 4 | 5 | 3 |
| 9 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 |
| 10 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 3 | 5 | 3 |
| 11 | 3 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 3 | 3 |
| 12 | 2 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 2 |
| 13 | 5 | 5 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 3 |
| 14 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 4 |
| 15 | 4 | 2 | 2 | 2 | 2 | 2 | 4 | 3 | 3 | 2 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 |
| 17 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 18 | 4 | 3 | 2 | 2 | 1 | 2 | 4 | 5 | 3 | 4 |
| 19 | 5 | 4 | 2 | 2 | 2 | 2 | 5 | 4 | 4 | 5 |
| 20 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 2 |
| 21 | 1 | 1 | 1 | 1 | 1 | 2 | 5 | 5 | 3 | 2 |
| 22 | 4 | 1 | 1 | 1 | 1 | 1 | 3 | 3 | 3 | 2 |

| | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|
| 23 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 2 | 2 |
| 24 | 1 | 1 | 2 | 1 | 2 | 2 | 3 | 3 | 3 | 3 |
| 25 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 4 | 5 | 3 |
| 26 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 2 | 4 | 2 |
| 27 | 4 | 4 | 1 | 1 | 1 | 3 | 4 | 3 | 5 | 3 |
| 28 | 4 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 2 |
| 29 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 2 | 4 | 2 |
| 30 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 |

| Responden | Kemasan Ramah Lingkungan (X) <i>Posttest</i> | | | | | | Minat Beli (Y) <i>Posttest</i> | | | |
|------------------|---|----------------|----------------|----------------|----------------|----------------|---------------------------------------|----------------|----------------|----------------|
| | Post_X1 | Post_X2 | Post_X3 | Post_X4 | Post_X5 | Post_X6 | Post_Y1 | Post_Y2 | Post_Y3 | Post_Y4 |
| 1 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 |
| 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 3 |
| 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 2 |
| 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 |
| 6 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 7 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 8 | 3 | 3 | 2 | 2 | 2 | 3 | 4 | 3 | 4 | 3 |
| 9 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 3 |
| 12 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |

| | | | | | | | | | | |
|-----------|---|---|---|---|---|---|---|---|---|---|
| 15 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 2 |
| 16 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 17 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 18 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 19 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 5 |
| 20 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 21 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 24 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 |
| 25 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 26 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 2 |
| 27 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 3 |
| 28 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 |
| 29 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 30 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 3 |



Lampiran 4 Uji Validitas

UJI VALIDITAS *_PRETEST*

| | | Correlations | | | | | | | | | | | |
|--------------|---------------------|--------------|----------|----------|----------|----------|----------|--------------|----------|----------|----------|----------|--------------|
| | | PRE GP.1 | PRE GP.2 | PRE GP.3 | PRE GP.4 | PRE GP.5 | PRE GP.6 | PRE TOTAL GP | PRE MB.1 | PRE MB.2 | PRE MB.3 | PRE MB.4 | PRE TOTAL MB |
| PRE_GP.1 | Pearson Correlation | 1 | ,695** | ,247 | ,403* | ,337 | ,358 | ,712** | -,033 | -,191 | ,153 | ,322 | ,127 |
| | Sig. (2-tailed) | | ,000 | ,188 | ,027 | ,069 | ,052 | ,000 | ,863 | ,311 | ,419 | ,082 | ,505 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_GP.2 | Pearson Correlation | ,695** | 1 | ,372* | ,482** | ,547** | ,616** | ,838** | ,159 | -,047** | ,481** | ,371* | ,410* |
| | Sig. (2-tailed) | ,000 | | ,043 | ,007 | ,002 | ,000 | ,000 | ,401 | ,806 | ,007 | ,044 | ,024 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_GP.3 | Pearson Correlation | ,247 | ,372* | 1 | ,886** | ,769** | ,461* | ,742** | -,174 | -,138 | -,177 | ,184 | -,103 |
| | Sig. (2-tailed) | ,188 | ,043 | | ,000 | ,000 | ,010 | ,000 | ,357 | ,467 | ,348 | ,330 | ,587 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_GP.4 | Pearson Correlation | ,403* | ,482** | ,886** | 1 | ,826** | ,585** | ,846** | -,044 | -,056 | -,106 | ,180 | -,002 |
| | Sig. (2-tailed) | ,027 | ,007 | ,000 | | ,000 | ,001 | ,000 | ,817 | ,768 | ,576 | ,341 | ,993 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_GP.5 | Pearson Correlation | ,337 | ,547** | ,769** | ,826** | 1 | ,531** | ,815** | -,081 | -,059 | ,108 | ,212 | ,096 |
| | Sig. (2-tailed) | ,069 | ,002 | ,000 | ,000 | | ,003 | ,000 | ,669 | ,756 | ,569 | ,260 | ,613 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_GP.6 | Pearson Correlation | ,358 | ,616** | ,461* | ,585** | ,531** | 1 | ,734** | ,144 | -,021 | ,182 | ,103 | ,162 |
| | Sig. (2-tailed) | ,052 | ,000 | ,010 | ,001 | ,003 | | ,000 | ,448 | ,912 | ,336 | ,586 | ,392 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_TOTAL_GP | Pearson Correlation | ,712** | ,838** | ,742** | ,846** | ,815** | ,734** | 1 | ,006 | -,116 | ,178 | ,318 | ,178 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | ,975 | ,542 | ,346 | ,087 | ,347 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_MB.1 | Pearson Correlation | -,033 | ,159 | -,174 | -,044 | -,081 | -,144 | ,006 | 1 | ,466** | ,216 | -,115 | ,530* |
| | Sig. (2-tailed) | ,863 | ,401 | ,357 | ,817 | ,669 | ,448 | ,975 | | ,009 | ,252 | ,545 | ,003 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_MB.2 | Pearson Correlation | -,191 | -,047** | -,138 | -,056 | -,059 | -,021 | -,116 | ,466** | 1 | -,007 | ,218 | ,641** |
| | Sig. (2-tailed) | ,311 | ,806 | ,467 | ,768 | ,756 | ,912 | ,542 | ,009 | | ,971 | ,248 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_MB.3 | Pearson Correlation | ,153 | ,481** | -,177 | -,106 | ,108 | ,182 | ,178 | ,216 | -,007 | 1 | ,314 | ,649** |
| | Sig. (2-tailed) | ,419 | ,007 | ,348 | ,576 | ,569 | ,336 | ,346 | ,252 | ,971 | | ,091 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_MB.4 | Pearson Correlation | ,322 | ,371* | ,184 | -,180 | ,212 | ,103 | ,318 | -,115 | ,218 | ,314 | 1 | ,648** |
| | Sig. (2-tailed) | ,082 | ,044 | ,330 | ,341 | ,260 | ,586 | ,087 | ,545 | ,248 | ,091 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PRE_TOTAL_MB | Pearson Correlation | ,127 | ,410* | -,103 | -,002 | -,096 | ,162 | ,178 | ,530** | ,641** | ,649** | ,648** | 1 |
| | Sig. (2-tailed) | ,505 | ,024 | ,587 | ,993 | ,613 | ,392 | ,347 | ,003 | ,000 | ,000 | ,000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

UJI VALIDITAS _ POSTTEST

| | | Correlations | | | | | | | | | | | |
|---------------|---------------------|--------------|-----------|-----------|-----------|-----------|-----------|---------------|-----------|-----------|-----------|-----------|---------------|
| | | POST_GP.1 | POST_GP.2 | POST_GP.3 | POST_GP.4 | POST_GP.5 | POST_GP.6 | POST_TOTAL_GP | POST_MB.1 | POST_MB.2 | POST_MB.3 | POST_MB.4 | POST_TOTAL_MB |
| POST_GP.1 | Pearson Correlation | 1 | ,763** | ,381* | ,286 | ,343 | ,392* | ,618** | -,260 | ,051 | -,194 | ,176 | -,045 |
| | Sig. (2-tailed) | | ,000 | ,038 | ,126 | ,064 | ,032 | ,000 | ,165 | ,790 | ,304 | ,352 | ,814 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_GP.2 | Pearson Correlation | ,763** | 1 | ,478** | ,379* | ,416* | ,475** | ,690** | -,315 | ,139 | -,274 | ,125 | -,090 |
| | Sig. (2-tailed) | ,000 | | ,008 | ,039 | ,022 | ,008 | ,000 | ,090 | ,465 | ,143 | ,511 | ,636 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_GP.3 | Pearson Correlation | ,381* | ,478** | 1 | ,733** | ,909** | ,624** | ,895** | ,198 | ,261 | -,038 | ,571** | ,388* |
| | Sig. (2-tailed) | ,038 | ,008 | | ,000 | ,000 | ,000 | ,000 | ,294 | ,163 | ,841 | ,001 | ,034 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_GP.4 | Pearson Correlation | ,286 | ,379* | ,733** | 1 | ,880** | ,548** | ,839** | ,000 | ,098 | -,121 | ,282 | ,118 |
| | Sig. (2-tailed) | ,126 | ,039 | ,000 | | ,000 | ,002 | ,000 | 1,000 | ,608 | ,526 | ,130 | ,535 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_GP.5 | Pearson Correlation | ,343 | ,416* | ,909** | ,880** | 1 | ,602** | ,907** | ,105 | ,143 | -,106 | ,438* | ,239 |
| | Sig. (2-tailed) | ,064 | ,022 | ,000 | ,000 | | ,000 | ,000 | ,582 | ,451 | ,577 | ,016 | ,203 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_GP.6 | Pearson Correlation | ,392* | ,475** | ,624** | ,548** | ,602** | 1 | ,770** | ,228 | ,200 | ,182 | ,309 | ,335 |
| | Sig. (2-tailed) | ,032 | ,008 | ,000 | ,002 | ,000 | | ,000 | ,225 | ,288 | ,337 | ,096 | ,070 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_TOTAL_GP | Pearson Correlation | ,618** | ,690** | ,895** | ,839** | ,907** | ,770** | 1 | ,024 | ,191 | -,101 | ,420* | ,224 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | ,901 | ,313 | ,595 | ,021 | ,234 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_MB.1 | Pearson Correlation | -,260 | -,315 | ,198 | ,000 | ,105 | ,228 | ,024 | 1 | ,163 | ,603** | ,471** | ,771** |
| | Sig. (2-tailed) | ,165 | ,090 | ,294 | 1,000 | ,582 | ,225 | ,901 | | ,390 | ,000 | ,009 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_MB.2 | Pearson Correlation | ,051 | ,139 | ,261 | ,098 | ,143 | ,200 | ,191 | ,163 | 1 | ,259 | ,257 | ,545** |
| | Sig. (2-tailed) | ,790 | ,465 | ,163 | ,608 | ,451 | ,288 | ,313 | ,390 | | ,167 | ,170 | ,002 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_MB.3 | Pearson Correlation | -,194 | -,274 | -,038 | -,121 | -,106 | ,182 | -,101 | ,603** | ,259 | 1 | ,218 | ,718* |
| | Sig. (2-tailed) | ,304 | ,143 | ,841 | ,526 | ,577 | ,337 | ,595 | ,000 | ,167 | | ,247 | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_MB.4 | Pearson Correlation | ,176 | ,125 | ,571** | ,282 | ,438* | ,309 | ,420* | ,471** | ,257 | ,218 | 1 | ,764** |
| | Sig. (2-tailed) | ,352 | ,511 | ,001 | ,130 | ,016 | ,096 | ,021 | ,009 | ,170 | ,247 | | ,000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| POST_TOTAL_MB | Pearson Correlation | -,045 | -,090 | ,388* | ,118 | ,239 | ,335 | ,224 | ,771** | ,545** | ,718** | ,764** | 1 |
| | Sig. (2-tailed) | ,814 | ,636 | ,034 | ,535 | ,203 | ,070 | ,234 | ,000 | ,002 | ,000 | ,000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 5 Uji Reliabilitas

Uji Reliabilitas Kemasan Ramah Lingkungan *Pretest*

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,856 | ,876 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| PRE_X.1 | 11,00 | 11,586 | ,533 | ,560 | ,861 |
| PRE_X.2 | 11,57 | 10,047 | ,709 | ,690 | ,827 |
| PRE_X.3 | 12,67 | 12,644 | ,634 | ,808 | ,835 |
| PRE_X.4 | 12,73 | 12,271 | ,781 | ,874 | ,814 |
| PRE_X.5 | 12,60 | 12,386 | ,739 | ,736 | ,820 |
| PRE_X.6 | 12,43 | 13,082 | ,639 | ,520 | ,836 |

Uji Reliabilitas Minat Beli *Pretest*

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,457 | ,471 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| PRE_Y.1 | 9,87 | 2,878 | ,266 | ,361 | ,397 |
| PRE_Y.2 | 10,47 | 2,395 | ,291 | ,340 | ,356 |
| PRE_Y.3 | 9,97 | 2,309 | ,258 | ,220 | ,391 |
| PRE_Y.4 | 10,90 | 2,300 | ,247 | ,258 | ,405 |

Uji Reliabilitas Kemasan Ramah Lingkungan *Posttest*

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,880 | ,879 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| POST_X1 | 19,20 | 8,166 | ,484 | ,587 | ,889 |
| POST_X2 | 19,37 | 8,240 | ,597 | ,641 | ,876 |
| POST_X3 | 19,83 | 6,351 | ,826 | ,865 | ,834 |
| POST_X4 | 19,80 | 6,648 | ,741 | ,807 | ,851 |
| POST_X5 | 19,87 | 6,464 | ,850 | ,927 | ,830 |
| POST_X6 | 19,27 | 7,306 | ,661 | ,447 | ,864 |

Uji Reliabilitas Minat Beli *Posttest*

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100,0 |
| | Excluded ^a | 0 | ,0 |
| | Total | 30 | 100,0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,632 | ,662 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| POST_Y1 | 11,03 | 1,826 | ,617 | ,489 | ,464 |
| POST_Y2 | 11,33 | 2,161 | ,302 | ,118 | ,632 |
| POST_Y3 | 10,90 | 1,679 | ,440 | ,402 | ,542 |
| POST_Y4 | 11,83 | 1,385 | ,400 | ,270 | ,612 |

Lampiran 6 Uji Beda t-Test

Paired Samples Correlations

| | N | Correlation | Sig. |
|---------------------------|----|-------------|-------|
| Pair 1 PRE_X.1 & POST_X1 | 30 | ,225 | ,231 |
| Pair 2 PRE_X.2 & POST_X2 | 30 | -,066 | ,727 |
| Pair 3 PRE_X.3 & POST_X3 | 30 | ,188 | ,321 |
| Pair 4 PRE_X.4 & POST_X4 | 30 | -,083 | ,663 |
| Pair 5 PRE_X.5 & POST_X5 | 30 | ,000 | 1,000 |
| Pair 6 PRE_X.6 & POST_X6 | 30 | ,223 | ,237 |
| Pair 7 PRE_X & POST_X | 30 | ,062 | ,743 |
| Pair 8 PRE_Y.1 & POST_Y1 | 30 | -,133 | ,485 |
| Pair 9 PRE_Y.2 & POST_Y2 | 30 | ,415 | ,023 |
| Pair 10 PRE_Y.3 & POST_Y3 | 30 | ,571 | ,001 |
| Pair 11 PRE_Y.4 & POST_Y4 | 30 | ,637 | ,000 |
| Pair 12 PRE_Y & POST_Y | 30 | ,463 | ,010 |

Paired Samples Test

| | Mean | Std. Deviation | Paired Differences | | t | df | Sig. (2-tailed) | |
|---------------------------|--------|----------------|--------------------|---|--------|---------|-----------------|-------|
| | | | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | Lower | | | | Upper |
| Pair 1 PRE_X.1 - POST_X1 | -,667 | 1,124 | ,205 | -1,087 | -,247 | -3,247 | 29 | ,003 |
| Pair 2 PRE_X.2 - POST_X2 | -1,067 | 1,311 | ,239 | -1,556 | -,577 | -4,455 | 29 | ,000 |
| Pair 3 PRE_X.3 - POST_X3 | -1,700 | ,988 | ,180 | -2,069 | -1,331 | -9,426 | 29 | ,000 |
| Pair 4 PRE_X.4 - POST_X4 | -1,800 | 1,095 | ,200 | -2,209 | -1,391 | -9,000 | 29 | ,000 |
| Pair 5 PRE_X.5 - POST_X5 | -1,600 | 1,037 | ,189 | -1,987 | -1,213 | -8,449 | 29 | ,000 |
| Pair 6 PRE_X.6 - POST_X6 | -2,033 | ,850 | ,155 | -2,351 | -1,716 | -13,098 | 29 | ,000 |
| Pair 7 PRE_X - POST_X | -8,867 | 5,029 | ,918 | -10,745 | -6,989 | -9,657 | 29 | ,000 |
| Pair 8 PRE_Y.1 - POST_Y1 | -,133 | ,776 | ,142 | -,423 | ,156 | -,941 | 29 | ,354 |
| Pair 9 PRE_Y.2 - POST_Y2 | -,433 | ,728 | ,133 | -,705 | -,162 | -3,261 | 29 | ,003 |
| Pair 10 PRE_Y.3 - POST_Y3 | -,367 | ,718 | ,131 | -,635 | -,098 | -2,796 | 29 | ,009 |
| Pair 11 PRE_Y.4 - POST_Y4 | -,367 | ,718 | ,131 | -,635 | -,098 | -2,796 | 29 | ,009 |
| Pair 12 PRE_Y - POST_Y | -1,300 | 1,878 | ,343 | -2,001 | -,599 | -3,791 | 29 | ,001 |

Lampiran 7 Tabulasi Data

TABEL 15 : TABEL t dan r product moment dengan signifikansi 5%

| df | Tabel t one tail | Tabel t two tail | Tabel r one tail | Tabel r two tail |
|----|------------------|------------------|------------------|------------------|
| 1 | 6.3138 | 12.7062 | 0.9877 | 0.9969 |
| 2 | 2.9200 | 4.3027 | 0.9000 | 0.9500 |
| 3 | 2.3534 | 3.1824 | 0.8054 | 0.8783 |
| 4 | 2.1318 | 2.7764 | 0.7293 | 0.8114 |
| 5 | 2.0150 | 2.5706 | 0.6694 | 0.7545 |
| 6 | 1.9432 | 2.4469 | 0.6215 | 0.7067 |
| 7 | 1.8946 | 2.3646 | 0.5822 | 0.6664 |
| 8 | 1.8595 | 2.3060 | 0.5494 | 0.6319 |
| 9 | 1.8331 | 2.2622 | 0.5214 | 0.6021 |
| 10 | 1.8125 | 2.2281 | 0.4973 | 0.5760 |
| 11 | 1.7959 | 2.2010 | 0.4762 | 0.5529 |
| 12 | 1.7823 | 2.1788 | 0.4575 | 0.5324 |
| 13 | 1.7709 | 2.1604 | 0.4409 | 0.5140 |
| 14 | 1.7613 | 2.1448 | 0.4259 | 0.4973 |
| 15 | 1.7531 | 2.1314 | 0.4124 | 0.4821 |
| 16 | 1.7459 | 2.1199 | 0.4000 | 0.4683 |
| 17 | 1.7396 | 2.1098 | 0.3887 | 0.4555 |
| 18 | 1.7341 | 2.1009 | 0.3783 | 0.4438 |
| 19 | 1.7291 | 2.0930 | 0.3687 | 0.4329 |
| 20 | 1.7247 | 2.0860 | 0.3598 | 0.4227 |
| 21 | 1.7207 | 2.0796 | 0.3515 | 0.4132 |
| 22 | 1.7171 | 2.0739 | 0.3438 | 0.4044 |
| 23 | 1.7139 | 2.0687 | 0.3365 | 0.3961 |
| 24 | 1.7109 | 2.0639 | 0.3297 | 0.3882 |
| 25 | 1.7081 | 2.0595 | 0.3233 | 0.3809 |
| 26 | 1.7056 | 2.0555 | 0.3172 | 0.3739 |
| 27 | 1.7033 | 2.0518 | 0.3115 | 0.3673 |
| 28 | 1.7011 | 2.0484 | 0.3061 | 0.3610 |
| 29 | 1.6991 | 2.0452 | 0.3009 | 0.3550 |
| 30 | 1.6973 | 2.0423 | 0.2960 | 0.3494 |
| 31 | 1.6955 | 2.0395 | 0.2913 | 0.3440 |
| 32 | 1.6939 | 2.0369 | 0.2869 | 0.3388 |
| 33 | 1.6924 | 2.0345 | 0.2826 | 0.3338 |
| 34 | 1.6909 | 2.0322 | 0.2785 | 0.3291 |
| 35 | 1.6896 | 2.0301 | 0.2746 | 0.3246 |
| 36 | 1.6883 | 2.0281 | 0.2709 | 0.3202 |
| 37 | 1.6871 | 2.0262 | 0.2673 | 0.3160 |
| 38 | 1.6860 | 2.0244 | 0.2638 | 0.3120 |
| 39 | 1.6849 | 2.0227 | 0.2605 | 0.3081 |
| 40 | 1.6839 | 2.0211 | 0.2573 | 0.3044 |
| 41 | 1.6829 | 2.0195 | 0.2542 | 0.3008 |
| 42 | 1.6820 | 2.0181 | 0.2512 | 0.2973 |
| 43 | 1.6811 | 2.0167 | 0.2483 | 0.2940 |
| 44 | 1.6802 | 2.0154 | 0.2455 | 0.2907 |
| 45 | 1.6794 | 2.0141 | 0.2429 | 0.2876 |
| 46 | 1.6787 | 2.0129 | 0.2403 | 0.2845 |
| 47 | 1.6779 | 2.0117 | 0.2377 | 0.2816 |
| 48 | 1.6772 | 2.0106 | 0.2353 | 0.2787 |
| 49 | 1.6766 | 2.0096 | 0.2329 | 0.2759 |
| 50 | 1.6759 | 2.0086 | 0.2306 | 0.2732 |
| 51 | 1.6753 | 2.0076 | 0.2284 | 0.2706 |
| 52 | 1.6747 | 2.0066 | 0.2262 | 0.2681 |
| 53 | 1.6741 | 2.0057 | 0.2241 | 0.2656 |
| 54 | 1.6736 | 2.0049 | 0.2221 | 0.2632 |
| 55 | 1.6730 | 2.0040 | 0.2201 | 0.2609 |
| 56 | 1.6725 | 2.0032 | 0.2181 | 0.2586 |
| 57 | 1.6720 | 2.0025 | 0.2162 | 0.2564 |
| 58 | 1.6716 | 2.0017 | 0.2144 | 0.2542 |
| 59 | 1.6711 | 2.0010 | 0.2126 | 0.2521 |
| 60 | 1.6706 | 2.0003 | 0.2108 | 0.2500 |
| 61 | 1.6702 | 1.9996 | 0.2091 | 0.2480 |
| 62 | 1.6698 | 1.9990 | 0.2075 | 0.2461 |
| 63 | 1.6694 | 1.9983 | 0.2058 | 0.2441 |
| 64 | 1.6690 | 1.9977 | 0.2042 | 0.2423 |
| 65 | 1.6686 | 1.9971 | 0.2027 | 0.2404 |
| 66 | 1.6683 | 1.9966 | 0.2012 | 0.2387 |
| 67 | 1.6679 | 1.9960 | 0.1997 | 0.2369 |
| 68 | 1.6676 | 1.9955 | 0.1982 | 0.2352 |
| 69 | 1.6672 | 1.9949 | 0.1968 | 0.2335 |
| 70 | 1.6669 | 1.9944 | 0.1954 | 0.2319 |
| 71 | 1.6666 | 1.9939 | 0.1940 | 0.2303 |
| 72 | 1.6663 | 1.9935 | 0.1927 | 0.2287 |
| 73 | 1.6660 | 1.9930 | 0.1914 | 0.2272 |

