

## DAFTAR TABEL

Tabel 1. 1 Bahan Ramah Lingkungan Starbucks .....	7
Tabel 1. 2 Program Penghijauan Starbucks.....	7
Tabel 1. 3 Gerai Starbucks Di Kota Bandung.....	9
Tabel 2. 1 Penelitian Terdahulu .....	24
Tabel 3. 1 Operasionalisasi Variabel.....	33
Tabel 4. 1 Hasil Convergent Validity (Outer Loadings) .....	55
Tabel 4. 2 Hasil Average Variance Extracted.....	56
Tabel 4. 3 Hasil Validitas Diskriminan (Cross Loading) .....	56
Tabel 4. 4 Hasil Validitas Diskriminan (Fornell-Larcker).....	58
Tabel 4. 5 Hasil Uji Cronbach's Alpha.....	59
Tabel 4. 6 Hasil Uji Composite Reliability .....	60
Tabel 4. 7 Hasil R2 Square .....	60
Tabel 4. 8 Hasil Pengujian Effect Size (F2) .....	61
Tabel 4. 9 Hasil Uji Path Coefficient .....	62
Tabel 4. 10 Hasil Bootstrapping .....	64