

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	25
Tabel 3. 1 Karakteristik Penelitian.....	43
Tabel 3. 2 Operasional Variabel	44
Tabel 3. 3 Desain Pengukuran Skala Ordinal	48
Tabel 3. 4 Uji Validitas	54
Tabel 3. 5 Uji Reliabilitas	56
Tabel 3. 6 Kriteria Interpretasi Skor	58
Tabel 3. 7 <i>Rule of Thumb (Outer Model)</i>	61
Tabel 3. 8 <i>Rule of Thumb (Inner Model)</i>	63
Tabel 4. 1 Tanggapan Responden Mengenai Variabel <i>Greenwashing Perception</i>	75
Tabel 4. 2 Tanggapan Responden Mengenai Variabel <i>Green Concern</i>	79
Tabel 4. 3 Tanggapan Responden Mengenai Variabel <i>Religiosity</i>	81
Tabel 4. 4 Tanggapan Responden Mengenai Variabel <i>Green Purchase Intention</i>	85
Tabel 4. 5 Hasil Uji <i>Convergent Validity</i>	90
Tabel 4. 6 Perhitungan Ulang Uji <i>Validitas Konvergen</i>	92
Tabel 4. 7 Hasil Uji <i>Heterotrait-Monotrait Ratio (HTMT)</i>	94
Tabel 4. 8 Hasil Uji <i>Discriminan Validity (Fornell Larcker Criterion)</i>	95
Tabel 4. 9 Hasil Uji <i>Discriminan Validity (Cross Loading)</i>	95
Tabel 4. 10 Hasil Uji Reliabilitas.....	97
Tabel 4. 11 Nilai R-Square	99
Tabel 4. 12 Hasil <i>Effect Size (Direct Effect)</i>	100
Tabel 4. 13 Hasil <i>Effect Size (Moderasi Effect)</i>	101
Tabel 4. 14 Hasil <i>Effect Size (Mediasi Effect)</i>	101
Tabel 4. 15 Hasil Uji Hipotesis.....	103