

DAFTAR TABEL

Tabel 2. 1 Kajian Penelitian Internasional Terdahulu.....	39
Tabel 2. 2 Kajian Penelitian Nasional Terdahulu	55
Tabel 3. 1 Operasional Variabel.....	81
Tabel 3. 2 Instrumen Skala Likert	86
Tabel 3. 3 Pengumpulan Data	90
Tabel 3. 4 Hasil Validitas Variabel Penelitian (Outer Loading)	91
Tabel 3. 5 Tabel Reliabilitas Penelitian	92
Tabel 3. 6 Kriteria Interpretasi Skor.....	94
Tabel 3. 7 Rule of Thumb Outer Model	97
Tabel 3. 8 Rule of Thumb Inner Model	98
Tabel 3. 9 Kriteria Model Fit.....	99
Tabel 4. 1 Rincian Penyebaran Kuesioner Penelitian.....	102
Tabel 4. 2 Tabel Kategori Penilaian	114
Tabel 4. 3 Tanggapan Responden Terhadap Variabel Green Brand Image.....	114
Tabel 4. 4 Tanggapan Responden Terhadap Variabel Green Perceived Value.....	118
Tabel 4. 5 Tanggapan Responden Terhadap Variabel Green Trust	121
Tabel 4. 6 Tanggapan Responden Terhadap Variabel Green Brand Evangelism	125
Tabel 4. 7 Outer Loading Matrix	130
Tabel 4. 8 Nilai AVE.....	131
Tabel 4. 9 Cross Loading	132
Tabel 4. 10 Fornell-Larcker.....	132
Tabel 4. 11 Construct Reliability and Validity	133
Tabel 4. 12 R-Square.....	135
Tabel 4. 13 F Square.....	137
Tabel 4. 14 Q Square	136
Tabel 4. 15 Uji Hipotesis (Path Coefficient Direct Effect)	139
Tabel 4. 16 Uji Hipotesis (Path Coefficient Indirect Effect).....	141