

## DAFTAR ISI

SKRIPSI.....	i
HALAMAN PENGANTAR.....	ii
HALAMAN PENGESAHAN.....	iii
PERNYATAAN BEBAS PLAGIASI .....	iv
KATA PENGANTAR .....	v
DAFTAR ISI.....	vii
DAFTAR TABEL.....	x
DAFTAR GAMBAR .....	xi
DAFTAR LAMPIRAN.....	xii
ABSTRAK .....	xiii
ABSTRACT.....	xiv
BAB I.....	1
1.1    Latar Belakang .....	1
1.2    Rumusan Masalah .....	6
1.3    Batasan Masalah .....	7
1.4    Tujuan Penelitian .....	7
1.5    Manfaat Penelitian .....	7
BAB II.....	9
2.1 <i>Coffee Shop</i> .....	9
2.2 <i>Green Marketing</i> .....	10
2.2.1    Perbedaan <i>Green Marketing</i> dan <i>Conventional Marketing</i> .....	11
2.2.2 <i>Green Marketing Mix</i> .....	12
2.2.3 <i>Green Marketing</i> pada <i>Coffee Shop</i> .....	14
2.3 <i>Consumer Behavior</i> .....	15
2.3.1 <i>Consumer Behavior Post – Pandemic COVID-19</i> .....	15
2.3.2 <i>Green Consumer Behavior</i> .....	16
2.4 <i>Generation Z</i> .....	17
2.5 <i>Theory of Reasoned Action</i> .....	18
2.6 <i>Theory of Planned Behavior</i> .....	19
2.6.1 <i>Attitudes Toward the Behavior</i> .....	19
2.6.2 <i>Subjective Norms</i> .....	19
2.6.3 <i>Perceived Behavioral Control</i> .....	20

2.6.4	<i>Intention</i> .....	20
2.7	Konsep Tambahan di TPB .....	21
2.7.1	<i>Environmental Concern</i> .....	21
2.7.2	<i>Environmental Knowledge</i> .....	21
2.8	Metode Perbandingan Eksponensial .....	22
2.9	<i>Content Validity Ratio</i> .....	23
2.10	<i>Structural Equation Modeling</i> .....	24
2.10.1	Variabel dalam <i>Structural Equation Modeling</i> .....	24
2.10.2	Notasi dalam <i>Structural Equation Modelling</i> .....	26
2.10.3	<i>Partial Least Square – Structural Equation Modeling (PLS-SEM)</i> ..	26
2.10.4	Tahapan Analisis PLS-SEM .....	26
2.11	Penelitian Terdahulu .....	31
2.12	Model Penelitian .....	34
BAB III	.....	39
3.1	Pelaksanaan Penelitian .....	39
3.2	Objek Penelitian .....	39
3.3	Populasi dan Sampel Penelitian .....	46
3.4	Variabel Penelitian .....	47
3.5	Data Penelitian .....	50
3.6	Metode Pengumpulan Data .....	51
3.7	Metode Pengolahan dan Analisis Data .....	52
3.7.1	<i>Content Validity Ratio (CVR)</i> .....	52
3.7.2	Pengujian Instrumen Penelitian .....	52
3.7.2.1	Uji Validitas .....	52
3.7.2.2	Uji Reliabilitas .....	53
3.7.3	<i>Partial Least Square – Structural Equation Modeling (PLS-SEM)</i> .....	54
3.7.3.1	<i>Measurement Model</i> .....	56
3.7.3.2	<i>Structural Model</i> .....	56
3.8	Diagram Alir Penelitian .....	58
BAB IV	.....	60
4.1	Profil <i>Coffee Shop</i> di Kabupaten Sleman .....	60
4.2	Uji <i>Content Validity Ratio (CVR)</i> .....	69
4.3	Uji Instrumen Penelitian .....	71
4.3.1	Uji Validitas .....	71
4.3.2	Uji Reliabilitas .....	72
4.4	Profil Responden .....	72

4.4.1	Profil Responden Berdasarkan Jenis Kelamin .....	73
4.4.2	Profil Responden Berdasarkan Usia .....	73
4.4.3	Profil Responden Berdasarkan Tingkat Pendidikan .....	74
4.4.4	Profil Responden Berdasarkan Pekerjaan .....	75
4.4.5	Profil Responden Berdasarkan Pendapatan Per Bulan.....	75
4.4.6	Profil Responden Berdasarkan Pengeluaran Setiap Belanja di <i>Coffee Shop</i> .....	76
4.4.7	Profil Responden Berdasarkan Frekuensi Pembelian di <i>Coffee Shop</i> ...	77
4.4.8	Profil Responden Berdasarkan Domisili.....	77
4.4.10	Analisis Profil Responden.....	78
4.5	<i>Partial Least Square - Structural Equation Modeling (PLS-SEM)</i> .....	80
4.5.1	Kualitas Data Penelitian .....	80
4.5.1.1	Korelasi Antar Variabel .....	80
4.5.2	Evaluasi <i>Measurement Model</i> .....	81
4.5.3	Evaluasi <i>Structural Model</i> .....	85
4.6	Diskusi dan Pembahasan.....	91
4.6.1	<i>Attitudes Toward The Behavior</i> Terhadap Niat Pembelian.....	92
4.6.2	<i>Subjective Norms</i> Terhadap Niat Pembelian.....	93
4.6.3	<i>Perceived Behavioral Control</i> Terhadap Niat Pembelian.....	94
4.6.4	<i>Environmental Concern</i> Terhadap Niat Pembelian .....	96
4.6.5	<i>Environmental Knowledge</i> Terhadap Niat Pembelian .....	98
4.6.6	<i>Environmental Concern</i> Terhadap <i>Attitudes Toward The Behavior</i> .....	99
4.6.7	<i>Environmental Knowledge</i> Terhadap <i>Attitudes Toward The Behavior</i> .....	101
4.6.8	<i>Environmental Concern</i> Terhadap Niat Pembelian Melalui Mediasi <i>Attitudes Toward The Behavior</i> .....	102
4.6.9	<i>Environmental Knowledge</i> Terhadap Niat Pembelian Melalui Mediasi <i>Attitudes Toward The Behavior</i> .....	103
BAB V	.....	106
5.1	Kesimpulan Penelitian .....	106
5.2	Implikasi Penelitian.....	106
5.2.1	Implikasi Teoretis .....	106
5.2.2	Implikasi Manajerial .....	107
5.3	Keterbatasan dan Rekomendasi bagi Penelitian Selanjutnya.....	109
DAFTAR PUSTAKA	.....	111
LAMPIRAN	.....	123