

# Table of Content

<b>TABLE OF CONTENT</b> .....	<b>IV</b>
<b>LIST OF ILLUSTRATIONS</b> .....	<b>VII</b>
<b>LIST OF TABLES</b> .....	<b>VIII</b>
<b>LIST OF ABBREVIATIONS</b> .....	<b>IX</b>
<b>ABSTRACT</b> .....	<b>X</b>
<b>INTISARI</b> .....	<b>XI</b>
<b>ZUSAMMENFASSUNG</b> .....	<b>XII</b>
<b>1 INTRODUCTION</b> .....	<b>1</b>
1.1 BACKGROUND .....	1
1.2 PROBLEM STATEMENT.....	5
1.3 RESEARCH QUESTION.....	7
1.4 RESEARCH OBJECTIVE.....	7
1.5 RESEARCH SCOPE .....	8
1.6 SYSTEMATICS OF WRITING .....	8
<b>2 LITERATURE REVIEW OF RESEARCH TOPIC</b> .....	<b>10</b>
2.1 THEORETICAL FRAMEWORK.....	10
2.1.1 Theory of Planned Behavior.....	10
2.1.1.1 Attitude.....	11
2.1.1.2 Subjective Norms .....	12
2.1.1.3 Perceived Behavioral Control.....	12
2.1.2 Greenwash .....	13
2.1.2.1 Driving Forces of Greenwashing .....	16
2.1.2.2 Impacts of Greenwashing .....	18
2.1.3 Green Skepticism .....	19
2.1.4 Green Purchase Intention .....	21
2.1.5 Environment, Fashion industry, and Greenwashing .....	23
2.2 HYPOTHESES DEVELOPMENT .....	27
2.2.1 The Relationship between Greenwashing and Green Skepticism .....	27
2.2.2 The Relationship between Green Skepticism and Green Purchase Intention .....	27
2.2.3 The Relationship between Greenwashing and Green Purchase Intention .....	28
2.2.4 The Mediating Role of Green Skepticism .....	29
2.3 RESEARCH FRAMEWORK.....	30



<b>3</b>	<b>RESEARCH METHODOLOGY .....</b>	<b>31</b>
3.1	DATA COLLECTION.....	31
3.1.1	Sampling Method.....	31
3.1.2	Sample Size .....	32
3.1.3	Measurement Tool.....	32
3.2	RESEARCH MEASURE .....	32
3.3	DATA ANALYSIS METHOD .....	34
3.3.1	Regression Analysis.....	35
3.3.2	Mediation Analysis.....	36
3.3.3	Classic Assumption Test .....	38
3.3.3.1	Normality test .....	38
3.3.3.2	Multicollinearity Test .....	38
3.3.4	Hypothesis Testing Method .....	39
3.3.4.1	Coefficient Determination test ( $R^2$ ).....	40
3.3.4.2	Significance test (F Statistics) .....	40
3.3.5	Significance Level .....	40
<b>4</b>	<b>RESULTS OF DATA ANALYSIS .....</b>	<b>42</b>
4.1	RESPONDENTS CHARACTERISTICS.....	42
4.1.1	Respondent Classification based on Gender .....	42
4.1.2	Respondent Classification based on Age .....	42
4.1.3	Respondent Classification based on Education Level .....	43
4.1.4	Respondent Classification based on Income Range.....	43
4.2	RELIABILITY AND VALIDITY TEST OF RESEARCH INSTRUMENTS .....	44
4.3	MEASURES OF INTERCORRELATION .....	46
4.4	DESCRIPTIVE STATISTICS .....	47
4.5	NORMALITY TEST .....	49
4.6	MULTICOLLINEARITY TEST .....	49
4.7	HYPOTHESIS TESTING .....	50
4.7.1	Analysis (1): Linear Regression.....	50
4.7.2	Analysis (2): Multiple Linear Regression .....	51
4.7.3	Mediation Analysis.....	53
4.8	SUMMARY OF HYPOTHESES TESTING .....	55
4.9	DISCUSSION OF REGRESSION ANALYSIS RESULT .....	56
4.9.1	Greenwash has a positive influence on green skepticism .....	56
4.9.2	Green Skepticism has a negative effect on green purchase intention .....	57
4.9.3	Greenwash has a negative effect on green purchase intention .....	58
4.9.4	Mediating role of green skepticism .....	60



<b>CONCLUSIONS</b> .....	<b>62</b>
5.1 CONCLUSIONS .....	62
5.2 PRACTICAL IMPLICATIONS .....	63
5.3 LIMITATIONS .....	64
5.4 FUTURE RESEARCH DIRECTION.....	65
<b>BIBLIOGRAPHY</b> .....	<b>67</b>
<b>APPENDIX</b> .....	<b>76</b>
APPENDIX A: RESEARCH QUESTIONNAIRE (INDONESIAN LANGUAGE).....	77
APPENDIX B: RESEARCH QUESTIONNAIRE (ENGLISH) .....	83
APPENDIX C: RELIABILITY AND VALIDITY TEST RESULT.....	89
APPENDIX D: INTERCORRELATION TEST RESULT .....	91
APPENDIX E: DESCRIPTIVE STATISTICS RESULT.....	92
APPENDIX F: NORMALITY TEST RESULT.....	93
APPENDIX G: MULTICOLLINEARITY TEST RESULT.....	94
APPENDIX H: REGRESSION TEST RESULT .....	95
APPENDIX I: MEDIATION ANALYSIS WITH BOOTSTRAPPING RESULT .....	97
<b>DECLARATION</b> .....	<b>ERROR! BOOKMARK NOT DEFINED.</b>



# List of Illustrations

<b>FIGURE 1. MARKET SHARE OF FASHION INDUSTRY IN INDONESIA BY INCOME .....</b>	<b>4</b>
<b>FIGURE 2. THEORY OF PLANNED BEHAVIOR .....</b>	<b>11</b>
<b>FIGURE 3. TYPOLOGY OF FIRMS BASED ON ENVIRONMENTAL PERFORMANCE AND COMMUNICATION .....</b>	<b>15</b>
<b>FIGURE 4. DRIVERS OF GREENWASHING .....</b>	<b>18</b>
<b>FIGURE 5. RESEARCH FRAMEWORK .....</b>	<b>30</b>



# List of Tables

<b>TABLE 1. IMPACTS OF GREENWASHING .....</b>	<b>19</b>
<b>TABLE 2. TEXTILE CERTIFICATIONS .....</b>	<b>25</b>
<b>TABLE 3. OPERATIONAL DEFINITIONS FOR EACH VARIABLE .....</b>	<b>33</b>
<b>TABLE 4. LIST OF MEASUREMENT ITEMS FOR EACH VARIABLE.....</b>	<b>34</b>
<b>TABLE 5. PROPOSED EFFECT OF EACH HYPOTHESIS.....</b>	<b>39</b>
<b>TABLE 6. RESPONDENT CLASSIFICATION BASED ON GENDER .....</b>	<b>42</b>
<b>TABLE 7. RESPONDENT CLASSIFICATION BASED ON AGE.....</b>	<b>42</b>
<b>TABLE 8. RESPONDENT CLASSIFICATION BASED ON EDUCATION LEVEL.....</b>	<b>43</b>
<b>TABLE 9. RESPONDENT CLASSIFICATION BASED ON INCOME RANGE.....</b>	<b>44</b>
<b>TABLE 10. RELIABILITY TEST RESULT FOR THE QUESTIONNAIRE.....</b>	<b>45</b>
<b>TABLE 11. VALIDITY TEST FOR THE QUESTIONNAIRE .....</b>	<b>45</b>
<b>TABLE 12. KMO AND BARTLETT’S TEST RESULT .....</b>	<b>47</b>
<b>TABLE 13. STATISTICS DESCRIPTIVE FOR ALL VARIABLES .....</b>	<b>47</b>
<b>TABLE 14. NORMALITY TEST RESULT .....</b>	<b>49</b>
<b>TABLE 15. MULTICOLLINEARITY TEST RESULT .....</b>	<b>50</b>
<b>TABLE 16. LINEAR REGRESSION ANALYSIS RESULT .....</b>	<b>51</b>
<b>TABLE 17. MULTIPLE REGRESSION ANALYSIS RESULT .....</b>	<b>52</b>
<b>TABLE 18. COEFFICIENTS FOR MEDIATING EFFECT .....</b>	<b>53</b>
<b>TABLE 19. INDIRECT EFFECT OF MEDIATION RESULT BY BOOTSTRAPPING METHOD.....</b>	<b>54</b>
<b>TABLE 20. SUMMARY OF HYPOTHESIS ANALYSIS RESULT.....</b>	<b>56</b>



# List of Abbreviations

CI	Confidence Interval
DF	Degree of Freedom
EC	European Commission
FMCG	Fast Moving Consumer Goods
FTC	Federal Trade Commission
GOTS	Global Organic Textile Standard
GPI	Green Purchase Intention
GS	Green Skepticism
GW	Greenwashing
HQ	Head Quarter
ILO	International Labour Organization
ISO	International Organization for Standardization
KMO	Kaiser-Meyer-Olkin
NGO	Non-Governmental Organization
OCS	Organic Content Standard
Sig	Significance
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
VIF	Variance Inflation Factor