

THE EFFECT OF GREEN MARKETING MIX ON PURCHASE DECISION AND CUSTOMER SATISFACTION

**(STUDY ON INDEPENDENT CONSULTANT OF JAFRA COSMETICS
INDONESIA IN MALANG)**

UNDERGRADUATE THESIS

**Submitted as Prerequisite for Undergraduate Thesis Exam
at Faculty of Administrative Science Brawijaya University**

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MOTTO

“Eye has not seen, nor ear heard, nor have entered into the heart of man. The things which GOD has prepared for those who love HIM.”

(1 Corinthians 2:9)

“Tidak perlu menunggu untuk bisa menjadi cahaya bagi orang-orang di sekelilingmu. Lakukan kebaikan, sekecil apa pun, sekarang juga.”

(Andy F. Noya)

“The two important days in your life are the day you were born and the day you figure out why.”

(Mark Twain)

UNDERGRADUATE THESIS APPROVAL

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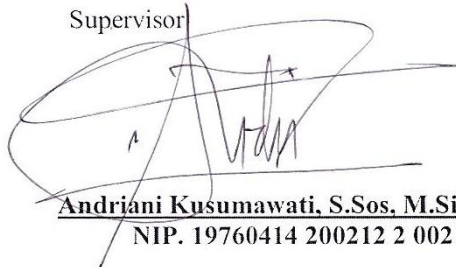
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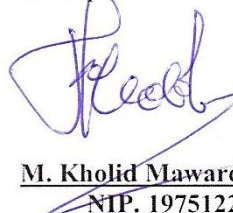
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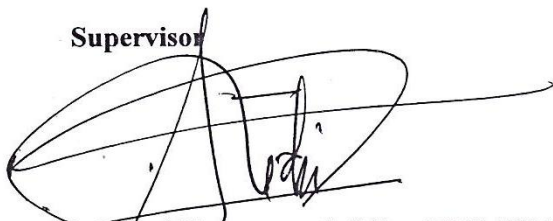
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Apabila ternyata di dalam naskah skripsi ini dapat dibuktikan terdapat unsur-unsur jiplakan, saya bersedia skripsi ini digugurkan dan gelar akademik yang telah saya peroleh (S1) dibatalkan, serta diproses sesuai peraturan perundang-undangan yang berlaku (UU No. 20 Tahun 2003, Pasal 25 ayat 2 dan pasal 70).

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SUMMARY

Agnes Viani Parlan, 2016. **The Effect of Green Marketing Mix to Purchase Decision and Customer Satisfaction (Study on Independent Consultant of JAFRA Cosmetics International in Malang)**, Andriani Kusumawati, S.Sos., M.Si., DBA and M. Kholid Mawardi, S.Sos., MAB., Ph.D, 168 Pages + xvi

The purposes of this research are (1) to examine the effect of green marketing mix on consumer's purchase decision; (2) to examine the effect of green marketing mix on consumer satisfaction; and (3) to examine the effect of consumer's purchase decision on consumer satisfaction.

This research used explanatory research with the quantitative approach. The variables are green marketing mix, purchase decision and customer satisfaction. The collection of data obtained from distributing questionnaires to 118 JAFRA Independent Consultant in Malang. The sampling technique of this research is purposive sampling. The analysis technique is path analysis.

The path analysis result showed that (1) Green marketing mix has significant effect on purchase decision; (2) Green marketing mix has significant effect on customer satisfaction; (3) Purchase decision has significant effect on customer satisfaction.

Therefore, management of JAFRA Indonesia should be maintained and improved the indicators of green marketing mix through ensures all the products that exist is using natural ingredients and less chemical, especially from the dangerous chemical. Second, campaign the green products through social media as the standart and lifestyle of healthy life. Third, using the degradable materials for all the products packaging. Fourth, improve the technology process to keep maintaining natural contain and the high quality of product. Fifth, add the product's feature significantly. Thus, the purchase decision and customer satisfaction will increase.

Keywords: Green Marketing Mix, Purchase Decision, Customer Satisfaction

RINGKASAN

Agnes Viani Parlan, 2016. **Pengaruh Bauran Pemasaran Hijau pada Keputusan Pembelian dan Kepuasan Pelanggan (Studi pada Konsultan Independen JAFRA Kosmetik Internasional di Malang)**, Andriani Kusumawati, S.Sos., M.Si., DBA dan M. Kholid Mawardi, S.Sos., MAB., Ph.D, 168 Halaman + xvi

Tujuan dari penelitian ini adalah (1) untuk menguji pengaruh bauran pemasaran hijau pada keputusan pembelian konsumen; (2) untuk menguji pengaruh bauran pemasaran hijau pada kepuasan pelanggan; dan (3) untuk menguji pengaruh keputusan pembelian konsumen pada kepuasan pelanggan.

Penelitian ini menggunakan penelitian eksplanatori dengan pendekatan kuantitatif. Variabel-variabel yang digunakan bauran pemasaran hijau, keputusan pembelian dan kepuasan pelanggan. Pengumpulan data dikumpulkan dengan menyebarkan kuesioner pada 118 JAFRA Independen Konsultan di Malang. Teknik pengambilan sampel pada penelitian ini adalah *purposive sampling*. Teknik analisis penelitian ini adalah analisis path.

Hasil dari analisis path analysis menunjukkan bahwa (1) Bauran pemasaran hijau memiliki efek signifikan pada keputusan pembelian; (2) Bauran pemasaran hijau memiliki efek signifikan pada kepuasan pelanggan; (3) Keputusan pembelian memiliki efek signifikan pada kepuasan pelanggan.

Karena itu, management of JAFRA Indonesia harus mempertahankan dan meningkatkan indikator bauran pemasaran hijau melalui memastikan semua produk yang ada menggunakan kandungan-kandungan yang alami dan sedikit kandungan kimia, terutama dari kandungan kimia berbahaya. Kedua, mengkampanyekan produk hijau melalui media sosial sebagai standar dan gaya hidup yang sehat. Ketiga, menggunakan bahan yang mudah terurai untuk semua kemasan produk. Keempat, meningkatkan proses teknologi untuk mempertahankan kandungan alami dan kualitas produk yang tinggi. Kelima, menambah atribut produk secara berkesinambungan. Maka keputusan pembelian dan kepuasan konsumen akan meningkat.

Kata kunci: Bauran Pemasaran Hijau, Keputusan Pembelian, Kepuasan Pelanggan

PREFACE

All praise belongs to Elohim, Lord of all the worlds, King of the Kings.who gave me the strength and bless. Finally researcher completed the undergraduate thesis entitled, “The Effect of Green Marketing Mix to Purchase Decision and Customer Satisfaction (Study on Independent Consultant of JAFRA Cosmetics Indonesia in Malang)”.

This undergraduate thesis is the final project proposed to meet the requirements to obtain bachelor’s degree of Business Administration at the Faculty of Administrative Science Brawijaya University Malang.

The researcher realize that this undergraduate thesis will not be realized without the assistance and encouragement of other parties. Therefore, the researcher thanked to the honorable:

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Malang, Agustus 2016

Agnes Viani Parlan

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CHAPTER I

INTRODUCTION

A. Background

Global warming is the recent issue in the last decade, it is caused by the industrial processes, technology development, and transportation pollution. That reason cause the increasing number of gases trapped in the earth and cause negative feedback to the earth. The impact is strongly felt in various parts of the world, such as the melting of ice in the Arctic that can cause a variety of natural disasters for humans as sea levels rising, flora and fauna on Earth are threatened with extinction, and climate change. In addition due to various reasons, the global warming is also caused by reduced trees generated by illegal logging, thus that is no trees that can produce oxygen (O_2) that can bind carbon dioxide (CO_2) as one of the gases that cause global warming occurrence. The large number of Carbon dioxide (CO_2) very much which causes the greenhouse effect. The number of those who do not care about the environment and apathy are also exacerbating the situation. The earth was not as good as the old days to live, living creatures that live in them increasingly threatened its survival, and it is increasingly becoming a damaged caused by human beings themselves. So that the parties concerned about the issue of global warming are looking for ways to reduce the negative impact of it.

Increasingly people who are concerned on the issue of global warming, such as scientist, academics, businessmen, government, eventough the citizen, lead

technology role not only as one of the causes of global warming, but also can minimize the impact of global warming. The knowledge and technology that can produce a higher useful concept for safeguarding the environment from the negative effects of global warming. The role of the businessman is also one important contribution in the success of this program. The combination of the businessman, scientist, academics, and government can create the new concept to apply in the business field. Especially to create green concept in the company.

One of the concepts that are generated is go green or green program, it is related to eco-friendly, that means not environmentally harmful. In this concept do a search on substitute materials that can replace materials that can cause adverse effects to the environment, such as automotive hybrid fuel use, a reduction in the use of pesticides and synthetic materials, as well as support the development of a green environment. It also prevent contributions to air, water and land pollution. The go green program concepts have 4R, they are reuse, reduce, recycle, and replace. Reuse means using material repeatedly, usually the function can be used one more time or more for a different purpose. Reduce means creating less waste for the material that usually used. Recycle means using the material become to a new product. The last but not least, replace, it means the effort to replace the material that difficult to recycle with another material that can be used for a long time. Actually there is another R beside reuse, reduce, recycle, and replace. There are refuse, repurpose, and replant. But the important thing of the concept is 4R.

The concept gave birth to green marketing as a refinement of the go green concepts. Green marketing refers to ecological products, Phosphate Free, Recyclable, Refillable Ozone friendly, and eco-friendly (Sivesan et al, 2013). Based on the Ministerial Decree no. 6 of 2013 about *Program Penilaian Peringkat Kinerja Perusahaan dalam Pengelolaan Lingkungan Hidup*. This decree explain about the responsibility of the businessman of maintaining the environment. Thus, the business increases by businessman who realize and support the go green concept, especially green marketing incorporates. In 1970's the concept of green marketing become popular for the amount of companies and the green product in 1990's.

Green marketing mix is the combination between green marketing concepts and marketing mix as the strategy of the company because of consumers nowadays are more concerned about environment. The company needs strategy to get more profit but also concerned about environment. The company who is using green marketing have values on consumer's mind. Especially for consumer who supports this concepts, its called as green consumer. As consumers, they also can play a part to protect the environment. Thus, they will choose the product which is using green marketing concepts.

Finally the company focus on green marketing mix programs to attract consumers, there are two main reasons. First, the company can identify and target segments of green consumers, this is an effort to position the company in the consumers' mind if the company is specialist in green. Second, the company's specific green marketing program actions than with a company's broader

environmental strategy intentions (Morgan, 2013:153). The elements of green marketing mix are green product, green price, green place (distribution), and green promotion (Suhud, 2002). Green product's purposes are to protect the environment through the organic raw material of the product and reducing pollution. Green pricing's purposes are to provide value for customer and fair profit for the company itself. Green distribution's purposes are to develop product reuse or disposal arrangements. Green promotion's purposes are to inform the customers about the company's effort to protect the environment and the program is environmental friendly. The simple thing meaning of green marketing mix concepts are designing the green products, distribution with green criteria, pricing of green products, and green publicity.

Before millenium era in Indonesia, the green consumers are relatively lower than other countries which is more aware about environment. Because the consumers only focus on the low price of the products, they do not aware about the quality and safety using of products. But now, the number of green awareness is more higher than before. The increasingly of green consumers awareness in Indonesia made a lot of companies in Indonesia increasingly carrying the green concept and foreign company also compete to enter to Indonesia's market. The other reason its because of growing industrialization process to meet the international market. As seem as skincare products that became the main topic in this research, the company makes environmental friendly product to make the consumer purchase the product. Usually, the green consumers realized that before consuming the product, they're know from where and made from what the

product is. They're independent and smart buyer, they also know their right and obligation, as regulated in UU No. 8/1999 will be consumers who have equal bargaining position with businesses. They will not be the target market orientation businesses but be controlling the quality of products and/or services on the market. They're understand that the availability of products and/or services derived from the law of its own consumer demand. They will be the subject itself that determines the market through demand for products and/or services of quality, pro-environment and pro-domestic products.

After the consumers aware, of course they will make the decision to choose the green product. Thus, that is very important for marketer to make the purchase decision of consumers. Finally, the behavior of consumers also changing because of the trend of green marketing. The green marketing mix strategy become not only popular, but also give the green lifestyle for the customers. It can protect the environment and make the customers stay healthy with using the green product.

One of the green product concept is skincare. Skincare and cosmetics are the important tools for women to support their activities and their performance. But now not only the women who use, the man also use that item. Teens, children, adults and even the elderly are also using that item. The use of skincare and cosmetics directly interact with the skin and body. Thus, the selection of skincare also can not be arbitrary because it can harm the skin or body if it contains hazardous substances such as Mercury and Hydroquinone. That materials harmful mixture was very bad impact on the skin in the long run. Usually skincare containing these ingredients result relatively quickly as one of the effects that

whiten the skin, face and/or body. Because some women, especially in Indonesia really want to have white and bright skin. Consumers should be careful in the selection of skincare and cosmetics products. Womenfolk would do anything for the sake of beauty. However, because over time, and after finding out what caused the impact of global warming and the impact on consumer health, then the consumers will more careful in selecting and using the product. Green consumer awareness will choose the company that produces skincare concept that has certainly green and safe if used and also safe for the environment. Some skincare companies have also implemented green marketing to attract customers and to support environmentally friendly.

Skincare and cosmetic is the most dynamic product in Indonesia. This is because of increasing number of new products of skincare and cosmetics in 2016 (Figure 1). It is larger than food and beverages, medicines, traditional medicines, and food supplements. Data from BPOM 2016 showed there are 14004 new products from domestics and foreign brands of cosmetics in 2016. However, increasing number of new products do not mean automatically provide safe products for consumer. Thus Indonesia consumer should be aware about the safety of products of skincare and cosmetic launched. Not all items that have been approved by BPOM confirmed safe. Because sometimes there are products that are out of control by BPOM. When checked periodically and abruptly by BPOM turned out to contain a mixture of hazardous material. Fox example,

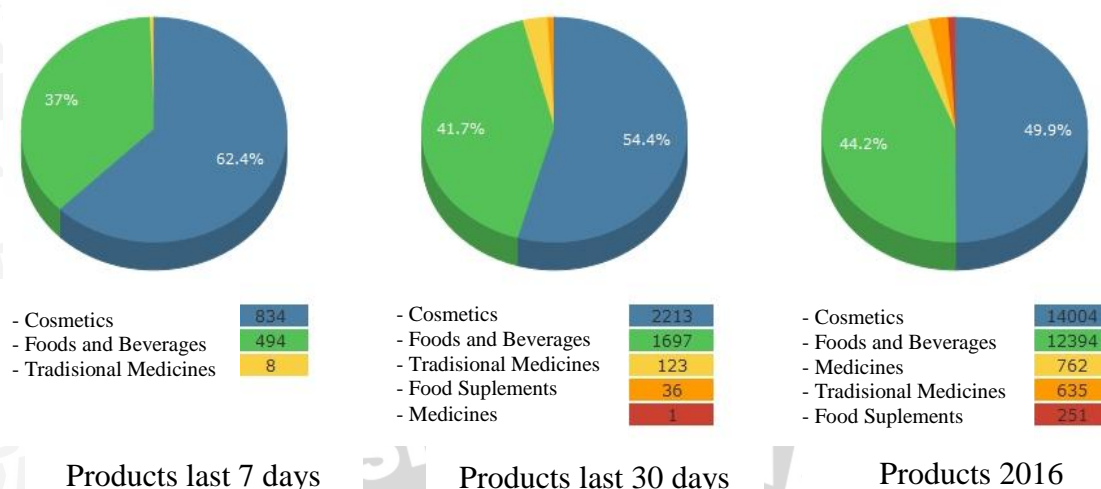


Figure 1: Statistical Products that Approved by Distribution License in Indonesia Year 2016

Source: *Badan Pengawasan Obat dan Makanan (BPOM)*

The Figure 1 showed that the level of development of cosmetics in 2016 was very rapidly. Data obtain by date June, 1st 2016. The figure explains the products that were given permission by BPOM. Products last 7 days explains the total products that given permission by BPOM for last 7 days, it counted from June, 1st 2016. Products last 30 days explains the total products that given permission by BPOM for last 30 days, it counted from June, 1st 2016. Products 2016 explains the total products that given permission by BPOM during 2016 to June, 1st 2016. It means the producers of cosmetics are large of issuing new products and innovation for existing products during June 2016. In addition, it means that the producers find that consumers are requiring more and more cosmetics products because cosmetics are a very large market share.

Selection of cosmetics in Indonesia also tend to be difficult because of the large circulation of cosmetics that are not listed BPOM and tend to be dangerous for use on the skin of consumers. Since the number of cosmetics that promise to

be clean and white skin in a short time but turned out to contain harmful ingredients. Typically contain mercury and hydroquinone due to the rapid reactions in the skin whitening consumers. JAFRA Cosmetics International last entry in Indonesia in 2013, but had stood for 59 years in the USA. JAFRA offers a concept that herbal and natural products combined with technological advances in the processing of products, environmentally friendly and without testing on animals and contains no animal or placenta in the product. JAFRA principle priority natural ingredients and the results are safer than any other product that is not clear content and safety

JAFRA began transforming the beauty sales environment in August, 6th 1956. The place was Malibu, California, a beautiful oceanside community along the Pacific coast. JAFRA was founded by spouse, Jan and Frank Day, so that's why the name is JAFRA, it is combination of the founder names. Their findings inspired the creation of a unique skin care product: Royal Jelly. With their signature product, Jan and Frank decided to start JAFRA company. JAFRA's business model is direct sales in Multi Level Marketing (MLM) and around 580.000 women join as independent consultant and 99% consultants are female in more 22 countries. JAFRA has grown to offer more than 700 product lines of skin and body care, color cosmetics, spa goods, men's skin care, baby care and fragrances. JAFRA independent consultants sell directly to consumers in more 22 countries such as North America, Latin America, Europe and Asia, and its products are developed for all ages and skin tones. In 2004, JAFRA became part of the Vorwerk Group of Germany, which is one of the world's largest direct-

selling companies. With a history of over 70 years in direct sales, Vorwerk is a family-owned company based in Wuppertal, Germany that specializes in high quality household appliances and carpets, as well as industrial and financial services.

JAFRA performs research and development at its headquarters in Westlake Village, California, and formulates and tests its products with laboratories in the United States, Switzerland, France, Italy and Germany. In February 2010, the company opened the doors to its new \$30 million manufacturing plant in Queretaro, Mexico. The state-of-the-art facility houses JAFRA's processing and packaging functions, laboratories and office space. This 23-acre site increased the company's manufacturing space by 50 percent, Kroos explains, and provides it with room for future expansion. The new facility will enable the continued growth. All of the technology is very advanced and reflects the ecological responsibilities. JAFRA use their new technology to protect the environment and be efficient in the operations. JAFRA also sponsored SOS Children's Village. It's a charity dedicated to finding homes for orphaned and abandoned children throughout the world. They are currently supporting over 73,000 children in 132 countries, providing the necessities of life, education, family, medical care and hope for the future. The village will be built according to ecological principles. A solar system, for example, will provide heat for warm water and lighting

JAFRA was entried in Indonesia in 2012, but totally launched in 2013. During the year the company was busy taking care of the documents to enter the Indonesian market. Including Indonesia BPOM documents which will prove that

JAFRA products do not contain harmful ingredients. The amount of the independent consultant in Indonesia is around 33,000 women have joined as the JAFRA Independent Consultant. Because it brings the concept of direct selling, then the promotion is done mostly through social media and word of mouth. Promotion emphasizes the use of natural ingredients and herbs and contains no hazardous materials. JAFRA has no shop, stockist or branch offices such as The Body Shop, etc, it is rarely a campaign or a massive billboard.

Based on the background of the problems in this research, the researcher is interested to evaluate and write it in the undergraduate thesis entitled as “The Influence of Green Marketing Mix on Consumer’s Purchase Decision and Consumer Satisfaction”.

B. Research Problems

Based on the introduction, the formulation of the problem statement in this study are:

1. Do the variables of green marketing mix affect consumer’s purchase decision?
2. Do the variables of green marketing mix affect customer satisfaction?
3. Do the variables of consumer’s purchase decision affect customer satisfaction?

C. Research objectives

Based on formulation of problem statement that mentioned above, the purposes of this research are:

1. To examine the effect of green marketing mix on consumer's purchase decision.
2. To examine the effect of green marketing mix on consumer satisfaction.
3. To examine the effect of consumer's purchase decision on customer satisfaction.

D. Contribution of the research

1. Academic Contribution
 - a. Fill the gap in marketing research in green marketing. The result of this research can find the comparison between green marketing research and conventional marketing research.
 - b. Application of the knowledge learned by researcher. This research is useful to implement the theories of business administration that have been got in the class, especially in marketing management course.
2. Practical
 - a. As the evaluation and analysis for the company's green marketing mix and company that have not apply the green marketing mix yet.
 - b. As the solution of the company problem.

E. Systematics Discussion

Systematics Discussion in this research is divided into five chapters, they are:

CHAPTER I INTRODUCTION

This chapter contains the explanation of background, research problems, research objectives, contribution of research and systematics discussion.

CHAPTER II LITERATURE REVIEW

This chapter contains the explanation of theoretical basis of the research. This chapter discusses the theories used in this research include green marketing mix, purchase decision and customer satisfaction.

CHAPTER III RESEARCH METHOD

This chapter contains the description of techniques used in this research. The research techniques include the type of research, variables, indicators, and items, population and sample, sampling technique, data collecting technique, instrument testing, and data analyzing technique.

CHAPTER IV RESULTS AND DISCUSSION

This chapter contains the results of research that has been conducted based on data obtained from the research. The discussion related to the results of the study and the analyzed and interpreted to be able answer the purpose of the research.

CHAPTER V CONCLUSION AND RECOMMENDATION

This chapter contains the explanation of conclusions and recommendations from the data analysis that related to the research and can be used as consideration of the company and further research.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

A. Empirical Review

To give empirical sight of this research, there are several studies discussed in this sub-chapter.

1. Previous Research

a. Rakhsha and Majidazar's study (2011)

The title of this research is Evaluation of Effectiveness of Green Marketing Mix on Consumer Satisfaction and Loyalty (Case Study: The East Azarbaijan Peagah Dairy Company in Tabriz, Iran). The main aim of the research is to evaluate effect of green marketing mix on consumer satisfaction and customer loyalty. The variables are green marketing mix, consumer satisfaction, and customer loyalty. The sample of this research is 345 consumers and customers of the East Azarbaijan Pegah Dairy Company located in Tabriz, Iran. The analyse method was using multi purpose analysis, multi factor and variance analysis. There are two questionnaires were distributed among them. First, for customers as who sell the company's products in the province. Second, for consumers who consume the company's products. The result of this research showed that the green marketing mix has significant effect on the satisfaction and the satisfaction itself has the impact on the loyalty. The fact of green marketing also create the competitive advantage of the companies

because it taken green marketing as the part of overall marketing strategy.

b. Boztepe's study (2012)

The title of this research is Green Marketing and Its Impact on Consumer Buying Behavior. The main aim of this research is to give information about environmental awareness and green marketing mix (green product features, green product prices, green product advertisement and demographical features) on consumers purchasing decision as the impact. The variables are green marketing mix and consumer purchase decision. The questionnaire results conducted on 540 consumers in Istanbul. This research is used Linear Regression model. The results in this research, as environmental awareness, green product features, green product prices, green promotion are increases, so the green purchasing decision increases as well. In this research conducted marital status, the results showed that green promotion affects green purchasing decision for unmarried consumers, green price affects green purchasing decision for married consumers, and green product features affects for married and having children consumers. In this research conducted on age, the results showed that green product features and green promotion affect green purchasing decision for 16 till 35 age group of consumers, green price and green promotion affect green purchasing decision for 36 till 45 age group of consumers, and only green promotion affects green purchasing decision for consumers that are 46 years old or

over. In this research conducted on income, the results showed that green price is not affected for low income consumers, only promotion activities they are affected, for middle income consumers, they are more concerned about environment and also considers the price and promotion, for high income consumers, environment awareness and green price affect green purchasing decision. In this study also conducted on education, only green promotion affects for elementary school graduates, green price and green product affect green purchasing decision for high school graduates, environment awareness, green product features and green promotion affects green purchasing for undergraduate and graduate school consumers. The other result of this research showed that people who are willing to purchase and pay more for friendly product against environmental pollution because of industrial activities and developed technology.

c. Li Ming's study (2013)

The title of this research is Exploring Consumers' Green Purchase Behavior towards Online Green Advertising. The main aim of this research is to study consumers' green purchasing behavior towards online green advertising. The variables are consumer green purchase behavior and online green advertising. The sample of this research is 100 respondents from Selangor as the largest internet users in Malaysia. The analysis method that used is Structural Equation Modelling (SEM). The researcher was chosen the online green advertising variables because

without using paper as the leaflets or brochures can save the environment from the dangerous of paper and in this era almost all people in the world using internet in their daily activities. Thus paperless is better than use so many paper to advertise the product, to advertise the product is more effective through the internet. Usually the advertisement using tools for example blogs and social media. Through online green advertising, it can across global boundaries and the consumers can be reached to all people in the world. This research conducted in Selangor as the largest computer user in Malaysia. The result of the research is the consumers in Malaysia concern about green and environmental issues and because of that reason, through the online green advertising the consumers understand about green purchase behavior and make it easy to decide to buy the green products towards online green advertising.

d. Suki's study (2013)

The title of this research is Green Awareness Effects on Consumers' Purchasing Decision: Some Insight from Malaysia. The main aim of this research is to examine the influence of consumers' environmental concerns, awareness of green product, price, and brand image on their purchasing decision of green products. All of the aspects can called as the green marketing mix aspects which is impact to purchase decision of the green consumers. The variables of the research are green marketing mix and green purchase decision. This research completed 200 responses from students in a public university in Federal Territory of Labuan,

Malaysia. Multiple Regression Analysis is used in this research. The results of the research are the brand image awareness is the strongest factor to influence the purchase decision, beside that green price awareness also have impact in the green consumer purchase decision, and last the green product message content have the interest that can stimulate the purchase decision. The recommendation of the research for the marketers, they should provide the clear information about the green products and eco-labels. Also the information can enhance the consumers' knowledge of the green products.

e. Ansar's study (2013)

The title of this research is Impact of Green Marketing on Consumer Purchase Intention. The main aim of the research is to identify the elements of green marketing that influence consumer purchase of a green product. Beside that, this research also to study the factors that impact green purchase decision. The factors are socio demographic variables, environmental advertisements, pricing and ecological packaging. All factors also related with green marketing mix elements (product, price, promotion). Green marketing activities are manufacturing, differentiating, pricing and promoting products which can satisfy consumers environmental needs, and all of the efforts can enhance consumers purchase intention and the impact to consumers purchasing decision. Sample used in this research is 384 individuals was at least 14 years of education and minimum age of 19 years. The population is

limited to the metropolis of Karachi. The research questionnaire had two parts, Part A and Part B. Part A divided into two, first about socio demographics details and second to measure eco-literacy of respondents. Part B includes items based on five points likert scale. Technique sampling: convenience sampling is used as the analyse method in this research. The results are socio demographic variables has not significantly related with green purchase intention and purchase decision. Environmental advertisements, pricing and ecological packaging found to be positively relationship with green purchase intention and purchase decision.

f. Hello and Al-Momani's study (2014)

The title of this research is Green Marketing and its Relationship to the Purchase Decision: An Empirical Study on Students From King Abdul Aziz University in Jeddah. The main aims of this research are to inform consumers about green marketing, evaluating their environmental awareness, and identifying factors affecting when making a purchase decision. The variables of the research are green marketing mix and consumer purchasing decision. The questionnaire results conducted on 383 students of King Abdul Aziz University in Jeddah. The analyse method was using Pearson Product-Moment Coreelation Coefficient and Eta Coefficient. This is the result from the question about from where the students heard about environmental issues, 46.6% students concern of green marketing through the distributed survey, 15.6% through

television, and 15.6% through internet. The question about extent of green awareness, 46.7% replied that they have low awareness. The fact is very sad. In the result of this research, the researcher found that Arabic consumers is lack on the knowledge of green awareness, its because of the culture. The recommendations of this research for individual, organization, and/or government to make more efforts to raise awareness and give the clear definition of green marketing and build the new culture of eco-friendly consumption of green products. More deeper understanding of the green marketing and environmental friendly can make the consumer aware of the situation in this global warming era and more aware to choose and consume green product between premium product. For the companies that produce green products, reduce the cost of producing green products so the price will reduce also. Because higher price make the consumer think twice to buy the green products rather than premium products. Especially for education institution, give the students education the importance of eco-friendly product for the good impact to the environment and persuade them to choose it. From the high level of education of consumers, it also create the new green consumer.

2. Mapping of Prior Research

The prior research mapping can be found in the Table 1 in the next page:

Table 1: Prior Research Mapping

No	Authors	Title	Purposes	Sample	Variables	Analyse Methods	Results
1.	Rakhsha and Majidazar (2011)	Evaluation of Effectiveness of Green Marketing Mix on Consumer Satisfasction and Loyalty: (Case Study: The East Azarbaijan Pegah Dairy Company in Tabriz, Iran)	To evaluate effect of green marketing mix on satisfaction and loyalty of the customers and consumers of the East Azarbaijan Pegah Dairy Company located in Tabriz, Iran.	345 consumers and customers of the company in the East Azarbaijan Province	Independent variable: Green marketing mix Dependent Variable: - Consumer satisfaction - Consumer loyalty	Multi-purpose analysis, multi-factor, variance analysis	Green marketing mix has a significant effect on consumers' and customers' satisfaction and loyalty
2.	Boztepe (2012)	Green Marketing and Its Impact on Consumer Buying Behavior	Give the information about the impact of green marketing on customers purchasing decision behavior	540 consumers in Istanbul	Independent Variable: Green marketing mix Dependent Variable: Consumers' purchasing decision	Linear Regression model	The increasing in diversification in the needs, our world has faced with the devastation and pollution of its natural resources.

Continued from Table 1

No	Authors	Title	Purposes	Sample	Variables	Analyse Methods	Results
					behavior		
3.	Li Ming and Wai (2013)	Exploring Consumers' Green Purchase Behavior towards Online Green Advertising	Study consumers' green purchasing behavior through their attitude towards online green advertising	100 respondents from Selangor (the largest internet users in Malaysia)	Independent Variable: Consumer green purchase behavior Dependent Variable: Online green advertising	Structural Equation Modelling (SME)	Malaysian consumers concern about green and environmental issues
4.	Suki (2013)	Green Awareness Effects on Consumers' Purchasing Decision: Some Insight from Malaysia	Exploring the influence of environmental awareness of consumers and brand image about green marketing mix on the purchasing decision behavior	200 respondents from students in public university in the Federal Territory of Labuan, Malaysia	Independent Variable: - Green marketing (green product and promotion) - Brand image Dependent Variable: Consumer purchasing decision	Multiple Regression Analysis	Consumers' awareness of price and brand image significantly influenced their purchasing decision of green products.

Continued from Table 1

No	Authors	Title	Purposes	Sample	Variables	Analyse Methods	Results
5.	Ansar (2013)	Impact of Green Marketing on Consumer Purchase Intention	To study the factors that determine consumer intention become consumer purchasing behavior towards buying green products	384 individuals who are at least 14 years of education and the minimum age of 19	Independent Variable: - Socio-demographic (gender, age, education, income) - Green marketing mix (price, environmental advertisement, ecological packaging) Dependent variable: - Consumer purchase intention - Consumer purchase behavior	Technique sampling: convenience sampling	1. Age and education are associated with environmental literacy. 2. Socio-demographics variables are not significant with green purchase intention and green purchase behavior 3. Price, environmental advertisement, ecological packaging have a positive relationship with green purchase intention and green purchase

Continued from Table 1

No	Authors	Title	Purposes	Sample	Variables	Analyse Methods	Results
							behavior
6.	Hello and Al-Momani (2014)	Green Marketing and its Relationship to the Purchase Decision: An Empirical Study on Students From King Abdul Aziz University in Jeddah	Informing consumers about green marketing, evaluating their environmental awareness, identifying factors affecting when making a purchase decision, and eliciting useful recommendations and proposals.	383 students from King Abdul Aziz University at Jeddah	Independent Variable: Green marketing mix Dependent variable: Green consumer' behavior Moderate Variable: Age, gender, income, education	Pearson Product-Moment Correlation Coefficient & Eta Coefficient	Prove the positive relationship between green marketing to gender (male) and education, but there's no significant relationship between green marketing to age and income.

B. Theoretical Review

1. Definition of Marketing

The American Marketing Association in Hunt (1991:6) defined marketing as the performance of business activities that directs the flow of goods and services from producer to consumer or user. According to Kotler and Keller (2012:5) marketing deals with identifying and meeting human and social needs. "Meeting needs profitably" is the one of shortest definition of marketing.

According to Kotler and Keller (2012:5) the definition of marketing is about identifying and meeting human and social needs, also the anticipating demand, satisfy demand, and managing demand. It includes products, services, people, place, ideas, and organization. The definition says that marketing can generate tangible or intangible products to satisfy human needs.

Marketing has a concept that includes the representative of the marketing itself. In marketing concept can recognize, understand, and deepen the description of the marketing. According to Evans and Berman (1997:11) marketing concept is consumer oriented, market driven, value driven, integrated marketing, and goal oriented firm. Customer orientation is meet the needs of consumers and satisfy them through any plans. Market driven approach is aware of marketplace structure, for example strategies of competing companies. Value based philosophy is

offering products and services to customers which have a superior value much higher than competitors offerings. Integrated marketing focused on coordination all activities related to products and services, involves production, inventory control, finance, marketing, also research and development. Goal oriented company is short term and long term goals of company.

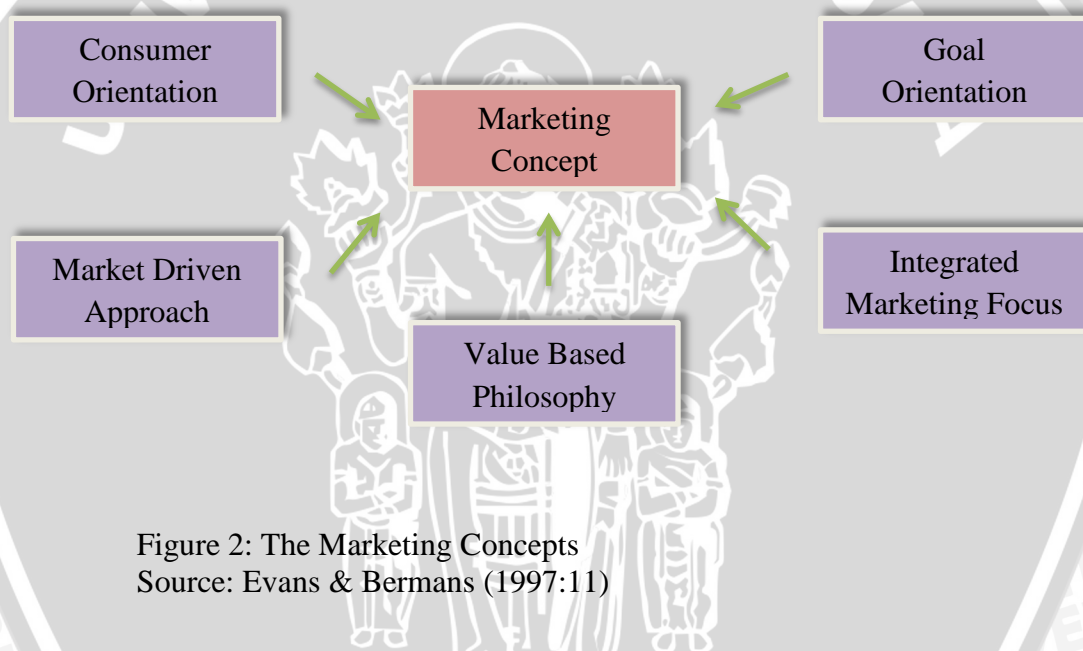


Figure 2: The Marketing Concepts
Source: Evans & Bermans (1997:11)

According to Bearden et al (2001:4) there are three concepts of marketing:

- 1) An organization's basic purpose is to satisfy customer needs.
- 2) Satisfying customer needs requires integrated and coordinated efforts throughout the organization.
- 3) Organization should focus on long-term success.

2. Marketing Mix

a. Definition of Marketing Mix

According to Kotler and Keller (2012:25) Marketing Mix is set of marketing tools used by companies to continuously achieve the goal of marketers in the target market.

b. Types of Marketing Mix

1) Product

Product is defined as an physical entity, an idea, a service, or any combination of all elements above to satisfy human needs (Bearden, et al 2001:179). Product have two specific categories, goods and services. Goods are physical products, for example handphone, motorcycle, etc. Services are nonphysical products, for example psychologist consultation, laptop service, etc. The product concept holds that consumers will favor those products that offer the most quality, innovative features or performance (Kotler and Keller, 2006:15). According to Bearden, et al (2001) there are some importance of product components:

- a) Product quality, it is represent how well the product can satisfy consumers needs and consumer can measure the product through the quality of product itself. Improving product quality can increase the sales of product.
- b) Product design, it includes the function of product, styling, and aesthetics. One of product's success is

product design, thus innovative design can make the consumer interest and choose to buy the product.

- c) Product branding, it is as the company identity and make the product distinguished from other similar product of competitors. There are four branding process: brand is a name, symbol, design, sign to identify the product and distinguishing from other products; brand name is one of elements of brand that can be vocalized or read; brand mark is one of elements of brand that can't be vocalized, because it just a picture, symbol, or sign; trademark is a brand that have registered by patent and Trademark Office.
- d) Product packaging, it is the way to make the product communication of brand image and to sell the product. It includes label, product functions, decide the market segments. And provide the important information of the product.
- e) Customer service, is provide to help consumer before purchase, purchasing and after purchasing the product. It is as the effective product offering, because product must meet the consumer and clear information of the product must be given.

2) Price

Price is the amount of money consumers pay in exchange for goods and services (Bearden, et al 2001:243). According to Kotler and Armstrong (1999:725) there are seven price-adjustment strategies:

- a) Discount and allowance pricing, is the strategy of reducing price to reward consumer responses such as paying early and or promoting the products. For example, give discount to consumer who buy in a large quantities (quantity discount).
- b) Segmented pricing, is the strategy of price adjustment to allow for differences in consumers, products, time or locations. That means there is differences in price for different consumers segment, packaging different products, different locations, and different times.
- c) Psychological pricing, is the price adjustment for the effect of psychology. That means in adjusting the price, company considering the psychological aspect of consumers. Because consumers tend to think of a product whose price is higher that means the quality of the product is higher too.
- d) Promotional pricing is a temporary price reduction to increase short-term sales. Usually company set the

price of products under the official price or even below the cost to increase the passion and urgency purchase of consumers.

- e) Geographical pricing is a price adjustment based on the geographical location of the customer. That is to get consumers more despite being in different locations the company should have a strategy in order to distribute its products to a different location by setting different prices according to the targeted area.
- f) Value pricing is continually adjusting prices to meet the characteristics and needs of individual customers and specific situations. It also give fair price for quality and good service.
- g) International pricing is a price adjustment for the international consumer or market. Prices can adapt to the international market because there is the cost of shipping and insurance, tariffs and import taxes, foreign currency exchange rate fluctuations, the cost of additional modifications and physical distribution of products.

3) Promotion

Promotion is marketing communication. "Marketing communication are the means by which firms attempt to inform,

persuade, and remind consumers – directly or indirectly – about the products and brands they sell” (Kotler and Keller, 2012:476). Based on Kotler and Armstrong (2008) there are five main promotional tools:

- a) Advertising: All forms of paid non-personal presentation and promotion of ideas, goods, services, or ideas with a particular sponsor. For examples, mass media, internet, broadcasting.
- b) Sales promotion: short-term incentives to encourage the purchase or sale of products or services. For examples, discounts, coupons, demonstrations, and displays.
- c) Personal selling: personal presentation by the salesperson's company for the purpose of generating sales and building customer relationships. For examples, trade shows, sales presentations, and incentive programs.
- d) Public relations: building a good relationship with various circles to get the desired publicity, build a good corporate image, and handling or dealing with rumors, news, and events that are not pleasant. For examples sponsors, press releases, special events, and web pages.
- e) Direct marketing: Direct link to individual consumers carefully targeted to obtain immediate response and

build lasting customer relationships - the use of direct mail, telephone, direct response television, internet, email, and other means to communicate with consumers. For examples shop, internet, and catalogue.

4) Place

Place or distribution is the act of delivering products to a store and finally can reached by consumers or directly send to consumers.

There are three aspects of distribution based on Putripeni (2014:21):

a) Transportation system.

Transportation system decides on the selection of transportation that is used to send the goods to reach the hands of consumers. Such as the selection of transportation aircraft, trains, trucks, ships, etc. It also decides on the delivery schedule as well as the determination of the path and the route to be taken.

b) Storage system

Storage system organize how the product or material to be stored for a certain period of time and in large numbers, determine the location of the warehouse and its capacity, type of equipment used to handle or other material.

c) Channel distribution

Selection of channel distribution involves decisions about the use of the partnership channel for example agents, wholesalers, retailers, agents, brokers, etc, and how to make the good relationship between company and partner channel.

3. Green Marketing

a. The history of green marketing

In recent years, companies pay attention about environment. The term green marketing first announced and emerged in 1970s and became popular in early 1990s. "Ecological Marketing" is the first workshop that held by the American Marketing Association (AMA) and from the workshop resulted book entitled "Environmental Marketing" by Henion and Kinnear (Akter, 2012 in Sivesan, 2013). After the book is launched, many book about green marketing also publishing until now. Become a trending topic among environmentalists.

Green marketing as the development and marketing of products designed to minimize negative effects on the physical development, the definition adopted by social marketing from different vantage point (Dahlstorm, 2011:5). Green marketing is also an effort by a business or organization to produce, promote, package, and take products in a sensitive manner and responsive to ecological concerns. Green awareness influences human behavior in several ways, e.g., reducing consumption,

changing wasteful or harmful consumption patterns and raising preference for environmentally friendly products, selective waste collection, or different forms of protest that many represent ecological sensibility (Suki, 2013:50).

Green marketing refers to the products as healthy products, natural ingredients, non-toxic, recyclable, eco friendly, refillable ozone friendly, no animal testing, safety for human and animal, and no hazardous for the environment.

b. The definition of green marketing

Henion (1976) defining green marketing firstly in his book “Environmental Marketing” as “the implementation of marketing programs directed at the environmentally conscious market segment” (Rakhsha, 2011:755). American Marketing Association (1976) defines green marketing as the study of positive and negative aspects of marketing on pollution and reducing consumption of energy and other scarce resources (Rakhsha, 2011:756). Based on American Marketing Association (AMA) in Ansar (2013), green marketing definition has three definitions based on retailing, social marketing, and environments:

- 1) Retailing definition: the marketing products that are presumed to be environmentally safe.
- 2) Social marketing definition: the development and marketing products designed to minimize negative effects on the physical environment or to improve its quality.

- 3) Environments definition: the efforts of organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

c. The purposes of green marketing

According to Grant (2007:12) the green marketing purposes are divided into three:

- 1) Green – setting new standarts – communicate: having commercial objectives only (where the product, brand, or company is greener than alternatives, but the marketing is the straight forward about establishing this difference;
- 2) Greener – sharing responsibility – collaborate: having green objectiveness as well as commercial objectives (the marketing itself achieves green objectives, for instance changing the way use the product;
- 3) Greenest – supporting innovation – cultural reshaping: having cultural objectives as well (making new ways of life and new business models normal and acceptable).

According to Patil (2012:119), the rules of green marketing are:

- 1) Know the consumers. Before the company sell the products, be sure that consumers are green awareness consumers. It will make them know if the products are environmental friendly rather than consumers who do not know about environmental issues especially environmental friendly products.
- 2) Empower consumers. When consumers consumed the product, make sure that they are feel something different with using its products. Because the ingredients are from natural and herbal, they will feel safety and think if its product won't give the negative side effect for them.

- 3) Be transparent. Give the information that can make the consumers believe if the products are environmental friendly and very safe to use.
- 4) Reassure the buyer. Make sure that the products are recycle packaging or give little impact or even don't have negative impact for environment.
- 5) Consider the pricing. When decide the premium price for the products, make sure that the price is worth if the consumers pay for the products. Give the high quality of products so the premium price is balance.

Siswanto (2010:69) concluded that: (1) the concept and research of green marketing is continuing to grow despite the acceleration is slow, (2) the development and concept of green marketing should be built on the basis of economic dan financial feasibility, not only for ethical consideration and (3) the perception and encouragement of the consumers are more dominant in accelerating development of the concept and pratice of green marketing in comparison of the effort of producers and the implementation of standart by the government.

d. The benefits of study green marketing

There are any benefits from study green marketing, for environment, developing economies, consumers, corporate strategies, the product, production process, and supply chain. According to Dahlstorm (2011:8)

1) Environmental benefits.

Green marketing focused on product development strategy to reduce the hazardous waste and its impact on environment.

2) Developing economies

Developing economies refers to nation and Gross Domestic Product (GDP). In the urban area, certainly the average income of the population is lower than the city. Through green marketing concepts, the area could increase the income of the population.

3) Consumer benefits

Consumer is the value of opportunity to be associated with environmental and friendly products.

4) Strategic benefits

Company which is using green consciousness can make the corporate images for consumers, employees, investors, and general public.

5) Product benefits

Green products must improve environmental and product quality, thus it can also increase customer satisfaction.

6) Production process benefits

By using environmentally-efficient raw materials also could reduce the cost of the use of chemicals. For example in ink companies may use ink-based vegetables to replace the use of

chemicals. And it turns out with the use of vegetable-based inks can reduce production costs.

7) Supply chain benefits

Supply chain on green marketing can make fuel consumption is much more efficient than the usual supply chain. Thus, from this distribution channel also made into a good corporate image and reduce pollution due to fuel distribution generated by delivery vehicles. Companies can also track the existence of the goods during the distribution process.

4. Green Marketing Mix

a. The Definition of Green Marketing Mix

According to Mathi (2013:110) green marketing is the activities of marketing includes product modification with eco-friendly and natural ingredients as raw materials, production process is changing, packaging is changing, less emission promotion of distribution and usage changes to minimize detrimental impact on the natural environment. Fuller (1999) in Rakhsha (2011:755) defining green marketing as:

“The process of planning, implementing and controlling development, pricing, promotion and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organizational goals are attained and (3) the process is compatible with eco-systems”.

Thus, same with traditional marketing mix, green marketing mix has four dimension, they are green product, green price, green place, and green promotion (distribution). The functions related the same, only the

concepts are different. The concepts of green marketing mix are more environmental.

Green marketing mix refers to organization's efforts at product designing, pricing, promoting, and product distribution that won't harm the environment, because green marketing as known as environmental and sustainable marketing (Pride and Ferrell 1993 in Hosseinzadeh and Azizpour 2013:115).

b. The Types of Green Marketing Mix

1) Green product

Company as the responsive to the environment and because of customer sensitivity of environmental, thus the manufacturer create the green product. Based on Grailresearch, 2010 in Boztepe, 2012, customer think that green product can minimize the negative impact of environment. Customer also think if reduce water usage also as the green practice.

Green product is using recycle and/or renewable materials for product packaging (Sivesan, et al 2013), harmless to humans and the environment, not wasteful of resources, and no animal testing (Junaedi, 2005 in Shaputra, 2013). Green product itself should have quality products that are durable in the sense of not perishable, non-toxic, made from materials that can be recycled and have a minimalist packaging. Green product quality should be higher and different from the regular product.

According to Shaputra (2013) the characteristics of green products are:

- a) Non toxic
- b) Durability
- c) Recycable materials
- d) Non hazardous materials
- e) Safety for human, animals, and environment
- f) Does not produce useful waste to the packaging in a short time frame.
- g) Does not spend a lot of energy and other resources during the processing, using, and selling.

2) Green price

Pricing is the key to reach the competitive advantage. Usually green product presents the premium price to the market. According to Al-Bakry 2007 in Hashem and Al-Rifai 2011, the definition of green price:

“Green price refers to the price specified in the light of company’s policies with regard to environmental consideration imposed by rules and company instructions or its initiatives in this regard.”

The cost of green product is different with the regular product.

The cost associated with the process of production, especially the cost of research and development where it’s searching for the harmless new raw materials or new energy source (Hello and Al-Momani, 2014). The price will be the indicator of social and

environmental responsible business in the future (Li and Tang 2010). Consumers will pay the premium price if they can get the additional value, for example function, design, improved performance, taste, or visual appeal (Singh and Pandey, 2012:26). Green consumer will realize that pay little more for green product is better than pay to choose the regular product that has the hazardous effect for the environment.

3) Green promotion

There is no differences between green promotion and communication promotion in the regular part, the basis diciplines are relative the same. The area of green promotion such as public relations, advertising, and environmental posters (Hello and Al-Momani, 2014). Green promotion will more communicate about the enfironmental friendly issues related to the green product. According to Li and Tang (2010:9), there are three purposes of green promotion (green advertising):

- a) To inform the target consumers about the company and green products, it makes the consumer more aware about green products.
- b) To influence and persuade consumers to choose the green brand products, also change their perceptions about the green products.

- c) To remind the consumers about the green products and where they can get the green products.

Green promotion refers to the communication used in promotion is to create the environmental friendly and responsibility business corporate as the image in consumer perception. The successful key for communication in green promotion is credibility. According to Davis (1994) in Li and Tang (2010:10), there are three elements of corporate environmental advertising activities:

- a) The advertisement presents a general statement of corporate concern for the environment
- b) The advertisement describes how the corporation has initiated a number of activities which demonstrate its concern and commitment to environmental improvement.
- c) The advertisement provides a description of specific environmentally related activities in which the corporation is engaged and/or outcomes for which the corporation takes credit

4) Green place

Distribution system is the strengthening links between company and consumers. In the green marketing distribution system as called as green place is the distribution gates that facilitating the delivery and to secure procedures conducting within environmental

conditions and requirements (Al-Bakry, 2007 in Hashem and Al-Rifai, 2011). Green place also reduce the transportation system for example reducing pollution and energy consumption. If the company distribute the products accross geographical boundaries, it makes sensitive environmental issue. The company must minimize the environmental impact of the logistic operations (Singh and Pandey, 2012:26).

5. Marketing Mix vs Green Marketing Mix

a. The Differences of Marketing Mix and Green Marketing Mix

Marketing mix is the plan, strategy and tactic of combination of product, place, price and promotion. However, green marketing mix is a holistic process that anticipates, identifies and satisfies the requirements of customers and society in an ecologically sustainable manner on the marketing mix.

Green marketing mix is more concerned about environmental issues than marketing mix. Not only used more herbal composition and reduce the amount of chemicals that are harmful to the environment, but also the processes and production techniques are environmentally friendly. The resulting waste can be recycled or not harmful to the environment. Compared to companies that still use traditional marketing, companies that use the concept of green marketing has greater appeal for consumers, especially for green consumerism.

Table 2: The Differences of Marketing Mix and Green Marketing Mix

Marketing Mix Elements	Marketing Mix	Green Marketing Mix
Product	Product variety, Quality Design, Features, Brand name, Packaging, Sizes, Services, Warranties, Returns	The product packaging should be recyclable, use resources as efficiently as possible, have a responsibility to the environment
Price	List price, Discounts, Allowances, Payment period, Credit terms	Premium price
Place (distribution)	Channels, Coverage, Assortments, Locations, Inventory, Transport	Changing the transportation system more environmentally friendly
Promotion	Sales promotions, Advertising, Sales force, Public relations, Direct marketing	Promotion should not negatively impact the environment and change the campaign through print media into electronic media.

Source: Sholahudin (2013)

b. The Purposes of Marketing Mix and Green Marketing Mix

In the precious explanation that talks about the four P's of marketing mix vs green marketing mix, found that green marketing mix is more different and created new rules in marketing. In this explanation will talk about the main important things as the purpose of marketing mix and green marketing mix completely. This explanation is different with precious explanation that more concern in four P's.

Marketing mix educates consumer about the product, green marketing mix also do the same thing but green marketing mix also

determine ecologically sound product choices. Marketing mix bases it supplier network on quality, functionality, and price, green marketing mix do the same thing but it also forces its vendor to turn it green. Marketing mix is direct functional benefits and emotions, green marketing mix do the same thing but it also indirect long term environmental benefits. From the explanation above, it can be written in this table to more understand and find the main purposes:

Table 3: The Purposes of Marketing Mix and Green Marketing Mix

	Marketing Mix	Green Marketing Mix
Educates consumer about the product	YES	YES + determine ecologically sound product choices
bases it supplier network on quality, functionality, and price	YES	YES + also forces its vendor to turn it green
Direct functional benefits and emotions	YES	YES + indirect long term environmental benefits

c. The Reasons of Green Marketing Mix is Chosen

There is any reasons why the company use green marketing as strategy and foundation in business. Here are the most important phenomenon that make this excuse is the best of the best

1) Global warming

The impact of global warming is increasingly threaten human life day by day because of the consequences of human error. Among because it produces dangerous waste, waste that can not be recycled

or decomposed, the use of hazardous chemicals that cause adverse effects to the environment, animal and human health. Selected so that green marketing as a concept that can make the earth a safe place to live.

2) Green consumerism

Green consumer emerged in the 80s as the public was aware of the dangers of global warming. The increasing of consumers who are aware of global warming impact is making them switch to the use of products that do not cause damage to nature and the environment. Thus, they were looking for other alternatives that can reduce adverse environmental impact by consuming or using the products that are not harmful to the environment. Not only safe for the environment but also safe for other living beings, especially for human who use these products. Green marketing is based on the assumption that the environmentally conscious consumer is an untapped marketplace.

6. Purchase Decision

a. The definition of purchase decision

Decision in a general sense is the selection of an option from two or more alternative choices, it means that a person's decision where he chooses one of several alternative options. Definition of purchase decisions according to Nugroho (2003:38) is the process of integration that combines the attitude of knowledge to evaluate the behavior of two

or more alternatives, and choose one of them. Based on the definition, the conclusion of purchase decision is a decision someone where he chose one of several alternative options, and through the integration process that combines the attitude of knowledge to evaluate the behavior of two or more alternatives and choose one of them.

Purchase decision is one part of consumer behavior. In this proposal, talk about green marketing, so it also talk about green consumer behavior. According to Bakri and Al-Nouri (2007), green consumer behavior as “a set of behaviors that drive the individual towards a preference for the product with environmental characteristics from the other, stemming from combination of variables, particularly the ideas and opinions held by those individuals that are motivated towards that behavior”. The important factors that affect purchase decision are age, gender, income and education.

b. The influence factors that effect to purchase decision

In the purchasing decision, consumers has social characteristics that can influence the purchase. According to Evans and Berman (1997:207), there are seven combination of consumers' social characteristics:

1. *Culture*, consumers learn about being social and beliefs through the culture. It also make the differentiation between attitude and socially acceptable behavior of consumers.
2. *Social class*, every groups of people have status hierarchy and individuals are classified on the basis of prestige and esteem.

Thus, consumers divided into some divisions in society. It separated by education, income, occupation, and type of dwelling.

3. *Social performance*, describes how people fulfill their roles as student, worker, family member, friend, and citizen. For example, one person may work as a teacher, divorced, and have a lot of friends.
4. *Reference groups*, can influence a person's thoughts and behaviour. Usually it has the huge impact for marketing purchase. For example, the groups of family and friends will be asked by the consumer before purchasing the products.
5. *Opinion leaders*, the person of reference groups that can affect person or people to give the information or advice through face-to-face communication.
6. *The family life cycle*, describes life stages, for example experience, family composition, needs, and income of using joint decision making. Joint decision making means the process of two or more person to purchase goods or service.
7. *Time expenditure*, refers to the activities of a person in the time of his life, such as personal care, self improvement, family care, workweek, social interaction, and leisure.

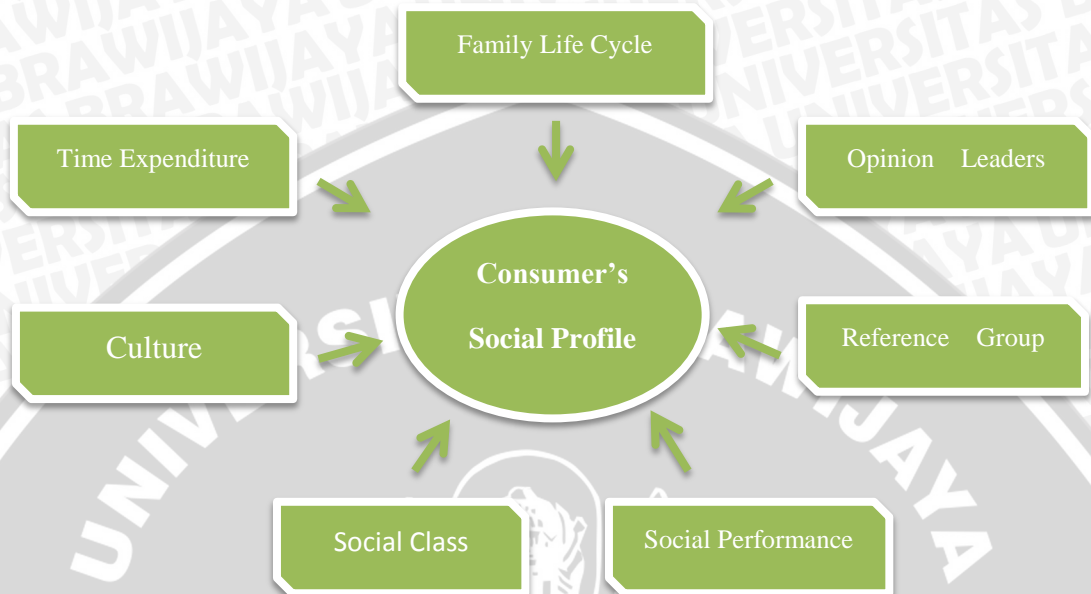


Figure 3: Social Character of Consumers
Source: Evans and Berman (1997:207)

Beside the social characteristics, Evans and Berman also defined the psychological character of consumers before making the purchase decision. There are seven combination of consumers' psychological characteristics based on Evans and Berman (1997:210).

1. *Personality*, individual's internal psychological that different with one to another. It makes every person is unique.
2. *Attitudes (opinion)*, individual's feeling, neutral, positive, or negative feelings about products, issues, people, and so on.
3. *Class consciousness*, individual's social status, a person interest in prestige or social class mobility. It has divided into two. First, low inner directed person is attracted by products that perform

functionally and not concern about prestige. Second, high outer directed person is attracted by social mobility, reference group approval and prestige. Usually this kind of individual very know about brands and the functional performance is not important.

4. *Motivation*, the reason of behavior, may be negative or positive needs, desires, goals to drive impelling action.
5. *Perceived Risk*, to avoid the dissatisfaction.
6. *Innovativeness*, try a new product others perceive as risky.
7. *The important of purchase*, affect the effort, time, and money spent.

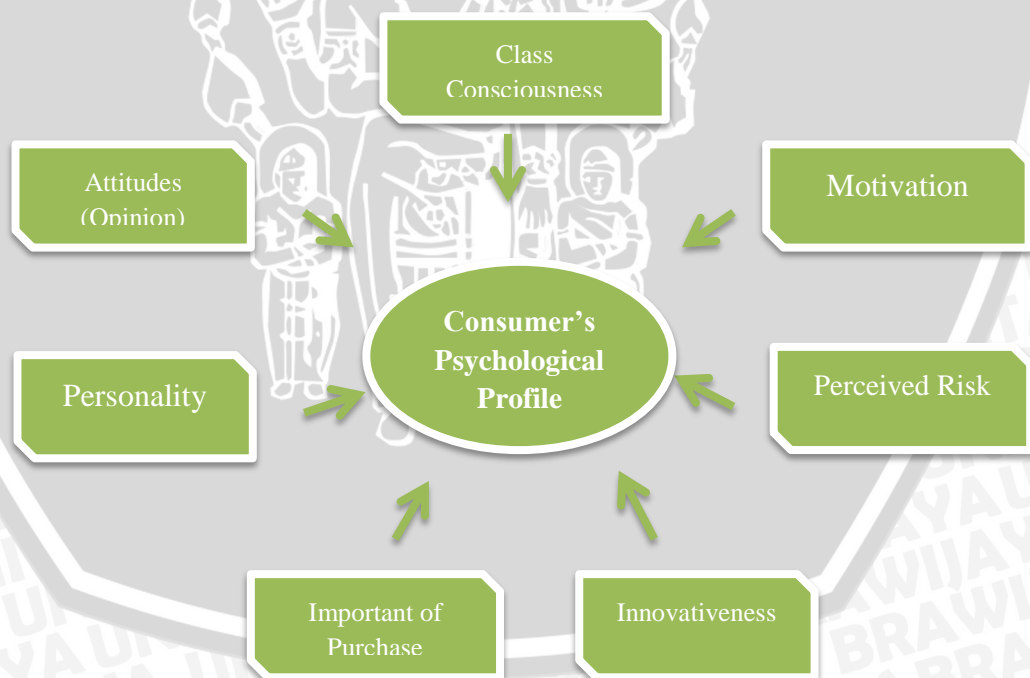


Figure 4: Psychological Character of Consumers
Source: Evans and Berman (1997:212)

c. The types of products that influence purchase decision

Marketer's job is to know and understand the things that affect consciousness of consumer from the outside or inside in choosing and deciding to buy a product. Peter Kraljic in Kotler and Keller (2006) propounded four product related purchasing process:

- 1) Routine and non critical products have low cost and value to the customer and involve little risk. It require product standardization, efficient processing, inventory optimization and order volume. For instance standard equipment.
- 2) Leverage products have high cost and value to the customer but involve little risk of supply. It allow the company to exploit its full purchasing power through tendering, product substitution and target pricing. For instance construction, wiring, and maintenance.
- 3) Strategic products have high cost and value to the customer and also involve high risk. The company should be maintaining good relationships with strategic partners. For instance data centres and billing.
- 4) Bottleneck products have low cost and value to the customer but they involve some risk (e.g., spare parts). The customer will want a supplier who can guarantee a steady supply of reliable

products. The supplier should propose standard parts and offer a tracking system, delivery on demand and a help desk.

These products are classified based on consumer needs of the products. Thus, the consumers will choose a product that suits to their needs, although sometimes the product is far from essential categories. Consumers will also have to think about before deciding to purchase the desired product.

d. The stages of purchase decision

Before deciding on a purchase, consumers will know the problems that are or will be facing. The first step of consumer decision process is problem recognition. "An actual state is the way an individual perceive his or her feelings and situation to be at present time. A desired state is the way an individual wants to feel or be at the present time. Problem recognition is the result of a discrepancy between a desired state and an actual state that is sufficient to arouse and activate the decision process." (Hawkins et al, 2001:508)

Problem recognition akan menemukan consumer problems. Consumer problems have two types, active or inactive. Active problem means consumer is aware about the problem and know what the brand can solve the problem. Inactive problem means consumer is not yet aware and the marketer must give him or her solution through the marketer's brand as the best solution.

Consumers have several stages before deciding to buy a product. According to Kotler and Keller (2012:166) there are five stages of purchase decision:

1) Problem recognition

Purchase decision starts when the consumer recognize the need or problem. Usually it come from internal and/or external stimulus. Internal stimulus for example hunger and thirsty. External stimulus for example the interest of promotion from television, banner, etc.

2) Information search

Consumer search the information from any sources. There are four types of information sources: (1) Personal: friends, family, neighbors, and acquaintances, (2) Commercial: web sites, advertising, dealers, sales persons, displays, and packaging, (3) Public: consumer rating organizations and mass media, and (4) Experiential: examining, using the product, and handling. After gathering information, the consumer learns the information about competing brands and their features.

3) Evaluation of alternatives

The consumers make the final decision from the competitive brands information. In this stage consumers have the purchase intention of the most preffered brand. Because of each product has certain features that vary so consumers will look for features

which are more profitable and satisfying. Consumers will give attention to the product.

4) Purchase decision

After the initial stages is done, the consumer will make a purchase decision. Consumer purchase decisions happen after a decision has been set which products are in accordance with what they want. Depending on the brand, seller, quality which one will be chosen.

5) Post purchase behavior.

After purchasing the products, consumers will be satisfied or not with the product. If the product is not in accordance with the expectations of consumers, consumers will feel unsatisfied. If consumers feel that the product is accordance with the expectations, then the consumer will be satisfied. Because of the satisfaction, then the consumer will take action that they are satisfied with the product. For example, the consumers will post on social media and tell that the products are making them satisfied and the consumer will mention the brand and where they buy the product.

e. The purchase situation

Beside that, consumer purchase decision also affected by situational influence. According to Hawkins et al (1996:27), there are three types of purchase situation. First, the communication situation is the situation

where the consumers receive the information that impact to their behavior to make purchase decision. For example, a man with many acnes on his face across the promotion stand of skincare products and purchase the product. He heard the marketers say if they have acnes product that can solve his acnes problem. Second, the purchase situation is the situation where the consumers select the product. For example, a mommy with one child age five years choose to buy a new ice cream launching at supermarket because it has influenced by her child. She will not buy ice cream if she is shopping without her child. Third, usage situation is the situation where the consumer choose to purchase product that is very needed or useful product. For example, a man went to mountain and feel chill, not far from there he saw a stall that selling a variety of foods and warm drinks, then he decided to buy.

Information become an important part to make the consumers aware about the products selling. It also play the main role for marketers to influence the consumers. According to Hawkins et al (1996:182), there are four main steps of information processing for consumer purchase decision: exposure, attention, interpretation, and memory.

“Exposure occurs when a stimulus such as a billboard comes within range of a person’s sensory receptor nerves – the optic nerve in the case of vision, for example. Attention occurs when the receptor nerves pass the sensations on to the brain for processing. Interpretation is the assignment of meaning to the received

sensations. Memory is the short-term use of the meaning for immediate decision making or the longer term retention of the meaning.”

7. Customer Satisfaction

a. The Definition of Customer Satisfaction

After purchase, it can determine if the consumers satisfy or no. In the evaluation stage, consumer satisfaction is the important element. Satisfaction refers to the quality or state of buying situation of the consumers and the products can meet needs or desires of the consumers. Customer satisfaction is a function of the closeness between customer's satisfaction and the product performance. If actual product performance is not accordance with expectation, customer will be disappointed or dissatisfaction, if it meets expectation, customer will be satisfied, if exceeds expectation, consumer will be delighted. Customer satisfaction is the one key of customer retention. Satisfaction or dissatisfaction of the products can influence subsequent behavior. Customer will be exhibited a higher probability of purchasing the product again if they are satisfied.

The factors of employees also can affect customer satisfaction. For example useful, friendly, polite, knowledgeable employees, accurate and clear bills, quick service and competitive price (Hawkins, 1995). Thus, service from employees also can measure and create customer satisfaction.

b. Customer Satisfaction as Postpurchase Consumer Behavior

According to Hawkins et al (2001:628) in the next page figure postpurchase processes that produce consumer satisfaction:

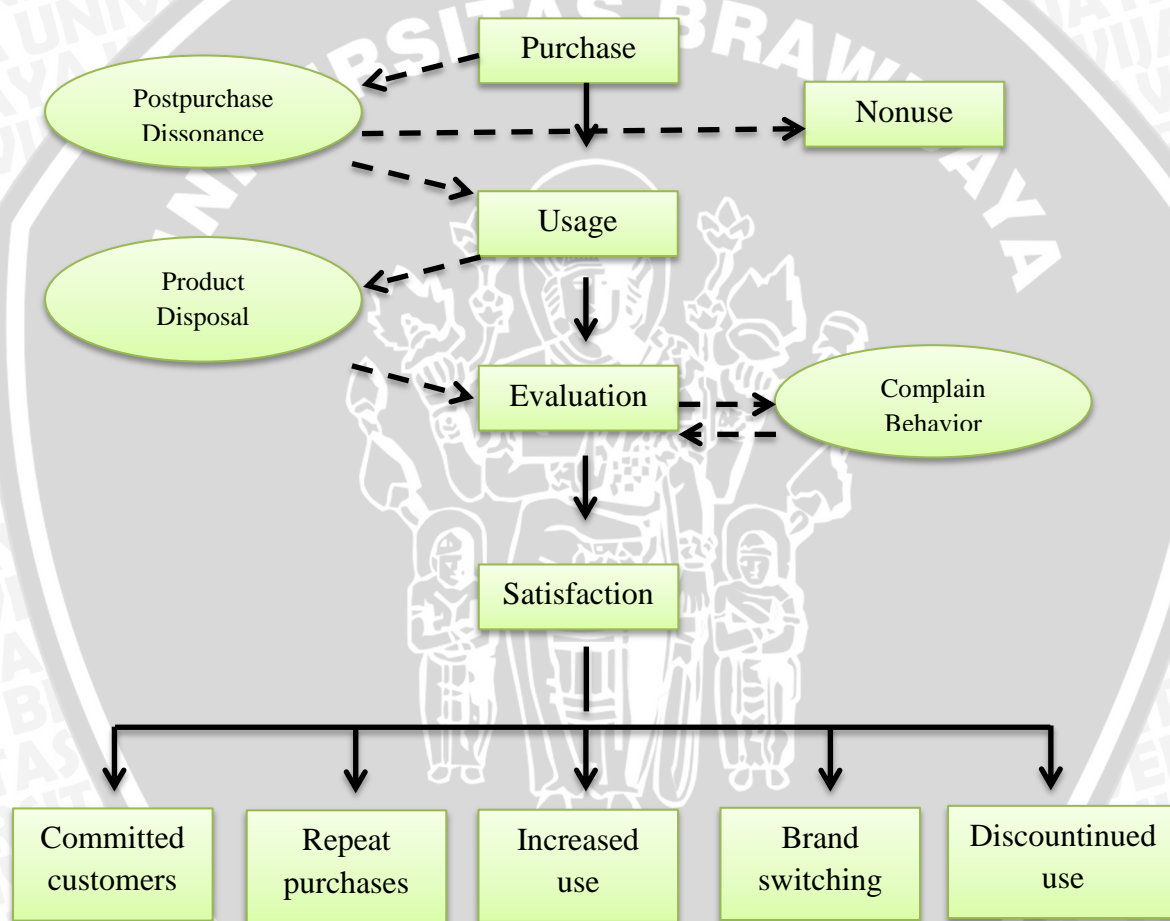


Figure 5: Postpurchase Consumer Behavior
Source: Hawkins et al (2001:628)

From the Figure 5 shows that there are five important level from purchase level to reach consumer satisfaction level. There are purchase

level – usage level – evaluation level - satisfaction level. After purchasing level there are three phenomenon: postpurchase dissonance, nonuse and usage. In the level of usage, consumers will use the product. In the usage level, there are also have three phenomenon: product disposal, complain behavior and evaluation. If the product is according to consumers' expectation, they will make evaluation of the product. The important thing is in the evaluation level, it can create satisfaction that followed by customers loyalty, repurchasing, and discontinue of using the product.

c. Purchase Evaluation of Expectation in Customer Satisfaction

After purchasing the product, the consumers will evaluate the product performance they used. Is it according to the expectation or not. The table of expectation level as follows:

Table 4: Expectations, Performance, and Satisfaction

Perceived Performance Relative to Expectation	Expectation Level	
	<i>Below minimum desired performance</i>	<i>Above minimum desired performance</i>
<i>Better</i>	Satisfaction*	Satisfaction/Commitment
<i>Same</i>	Nonsatisfaction	Satisfaction
<i>Worse</i>	Dissatisfaction	Dissatisfaction

* Assuming the perceived performance surpasses the minimum desired level

Source: Hawkins *et al* (2001:639)

From the Table 3 shows that the expectation level that creates satisfaction or dissatisfaction. If consumers have low desired performance of product and the product is better than expectation, the

consumers will be satisfied. If consumers have low desired performance of product and the product is same with expectation, the consumers are feel nonsatisfy. If consumers have low desired performance of product and the product is worse than expectation, the consumers will be dissatisfied.

Opposite to the low desired of product performance, the high desired of product performance also create the satisfaction and dissatisfaction. If the product performance is better than expectation, the consumer will satisfy and can create customer loyalty in the future. If the product performance is same with expectation, the consumer will feel satisfy. If the product is worse than their high expectation, the consumers will dissatisfy.

d. Customer Satisfaction Benefits

According to Hasan (2009:67), there are some benefits of consumer satisfaction:

1) Reaction towards low-cost producer

At present the company provides the lowest price that will be the main attraction for customers. But some customers are willing to pay high prices in order to get the products that they think will not disappoint, and they will feel satisfied than buy something cheap but low quality. The company's strategy to establish an expensive price with good

quality guarantee items will retain their customers and compete with the company that sets the cheap price.

2) Economic benefit

Retain existing customers and satisfy them much more effective than finding new customers so that the company will spend four times more to find new customers.

3) Sensitivity reduction of price

Customers who are satisfied with the products of a particular company usually tend to pay the price without bargaining.

4) Key success of future business

a) Consumer satisfaction is a long term business strategy, building and gaining reputation of company's product need a long periode of time. It also need a big business investment to satisfy the consumers.

b) Consumer satisfaction is a successful business indicator in the future which measure the consumer reaction towards company's performances in the future.

c) Consumer satisfaction program is relatively expensive and can wreak the long term profit

d) Consumer satisfaction measurement is more predictive for future company's performance with obey the accountancy data in the present.

5) Word of mouth relationship, according to Schnaars (1991) in Hasan (2009:67):

- a) Harmonic relationship between company and consumer
- b) Gives a better foundation in re-purchase behavior and the creation of consumer loyalty
- c) Gives word of mouth recommendation among the consumers which is result in benefit to the company

C. Relationship Between Variables

1. Relationship between green marketing mix and purchase decision variable

The strategy used by companies to make a profit as the main purpose companies to produce goods and services. One of the strategy used is green marketing mix. Green marketing mix is one way in order to attract consumers' attention and make consumers more loving environment. Because the main aspects of green marketing is the environment. In contrast to the marketing mix in general, green marketing mix attention to the environmental aspects of the marketing mix while not paying attention to environmental aspects only refers to companies whose main purpose is to look for and make a profit.

Green marketing mix as the company strategy has a purpose, thus the consumers realize that the environment is now different from the past and that consumers love the environment. It can be a positive image for the company. In addition, the company's purpose is to apply green

marketing mix to compete with conventional enterprise and make consumers more interested because the products more 'Greener' than regular similar products. This can make consumers make the decision to choose and buy a green product.

Sivesan, et al (2013:51) said that “many people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics, especially in their purchase decision.” But in fact the concept of green marketing is much broader than just promotion, green marketing can make consumers more concern about the environment. Environmental concerns and consumer attitude of using environmentally products are increasing as the practice of environmental behavior, indeed its impact to consumer purchase decision.

The result of research conducted by Suki (2013) proved that green awareness effect of green marketing mix affect on the purchase decision of green products. Consumers are aware of the health and safety of the products used will tend to choose to purchase green products. Based on these descriptions, it is known that green marketing mix affect the purchase decision.

2. Relationship between green marketing mix and customer satisfaction

The strategy of green marketing mix has an impact to consumer behavior, that is customer satisfaction. Because the concept of green marketing is better than traditional marketing or marketing in general will make consumers feel more satisfied. The concept used to pay more

attention to the environmental impact and the product material used is safe for human use and also safe for the environment.

The result of research conducted by Rakhsha and Majidazar (2011) proved that green marketing mix has a significant effect on customer satisfaction. Satisfaction is consumer's judgement about product, service or concept. Based on these descriptions, it is known that green marketing mix affect the customer satisfaction.

3. Relationship between purchase decision and customer satisfaction

After deciding to buy a product consumers will feel the benefits of the product performance. The end of result is whether the product is in accordance with expectations, it will get the customer satisfaction. But if the product performance is not in accordance with expectations, then the consumer will be dissatisfaction. Positive response that shown by the customer in this case is the customer satisfaction. It will also have an impact on the post purchase and customer satisfaction.

D. Hypothesis Model

Singarimbun and Effendi (2006:43) said hyphothesis is the important part or every research and must be included in. It is because hyphothesis is the work instrument from theories. The hypothesis model in this research is:

H₁. Green marketing mix effect to purchase decision

H₂. Green marketing mix effect to customer satisfaction

H₃. Purchase decision effect to customer satisfaction

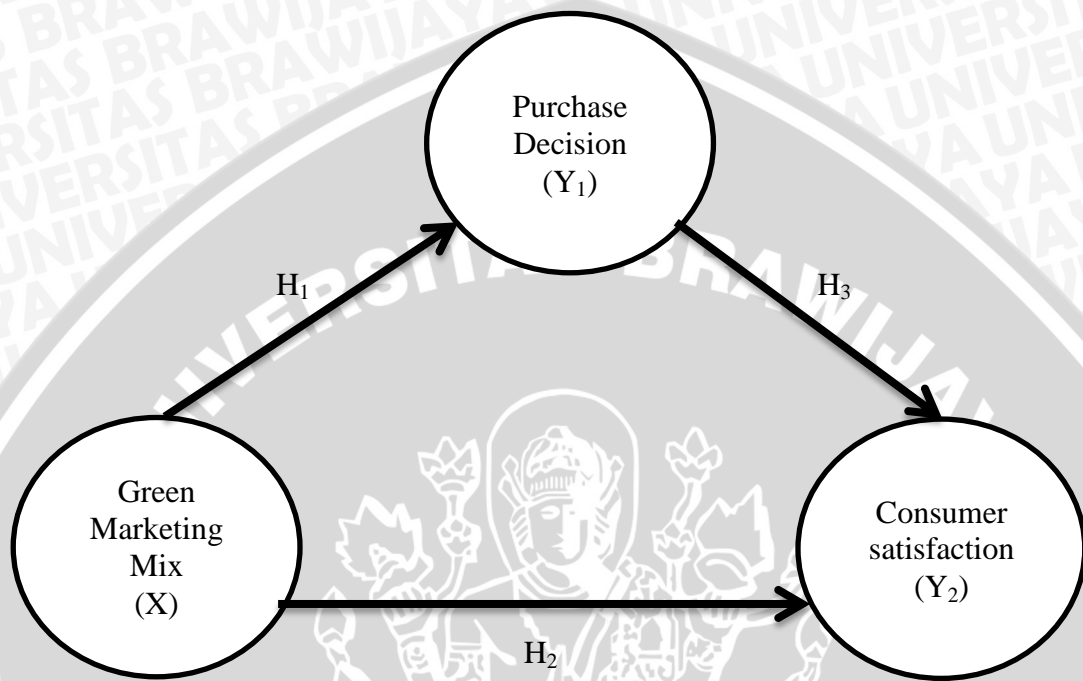


Figure 6: Hypothesis Model

CHAPTER III

RESEARCH METHOD

A. Types of the Research

In this research used explanatory research, because the research explains the causal relationship between variables and hypothesis testing, thus the research was no longer called as descriptive research but called as hypothesis testing or explanatory research. Thus, this research aim is to test the influence of Green Marketing Mix on Purchase Decision and Customer Satisfaction.

This research can be considered as quantitative approach. It means a process of simplification of the data in a form that is easier to read and interpreted. This research use descriptive study, it means undertaken in order to ascertain and be able to describe the characteristics of the variables on interest in a situation (Sekaran, 2003:121). Thus, the process of this approach started from the theory which is revealed to be hypothesis by using logic and accompanied by measurements and variables.

B. Research Location

This research will be conducted in Malang, East Java. The reason for choosing the location because Malang is the developing city of JAFRA Independent Consultants, especially JAFRA Independent Consultants are domiciled in East Java. Malang are often held JAFRA's events for East Java areas. Then, all of JAFRA consultants are usually gathering in Malang.

C. Variables and Measurement Scale

1. Variables

The term variable is never behind in any kind of research study. According to Hadi in Arikunto (2013:159) variable is the variance of symptoms such as sex, because sex has many variation such as women and men, height and weight, etc. Symptoms are the object of research, thus variable is the objects are vary. Variable research is an attribute or a characteristic of a person, object or activities that have certain variation defined by researcher to learn and make the conclusion (Sugiyono, 2013:38). The variables studied in this research are:

a) Exogenous variable

Exogenous variable or dependent variable is the main variable which become prevailing factor in the investigation as a viable factor (Sekaran, 2003: 88). The exogenous variabel in this research is Green Marketing Mix (X)

b) Endogenous variable

Endogenous variable or independent variable is the variable that have the arrow of the variables (Sarwono, 2012:10). According to Sekaran (2003:10) independent variable is one that influences the dependent variable in either a positive or negative way. The endogenous variable in this research is Consumer Satisfaction (Y_2).

c) Intervening variable

Intervening variable is the variable that affect the relationship between the independent variable with the dependent variable becomes an indirect relationship. The intervening variable in this research is Purchase Decision (Y_1).

2. Operational Definition of Variables

According to Sekaran (2003:176) operational definition is a concept to measure the variable, is done by looking at the behavioral dimensions, facets, or properties denoted by the concept. The operational definitions of variables in this research are as follows:

A. Green Marketing (X_1)

Green marketing is the new expand of green marketing and traditional marketing. If traditional marketing only focus on increasing profit and satisfy customer's needs, green marketing not only focus on that purposes, but also focus on environmental friendly concepts. Thus, green marketing is the perfect combination as the strategy of company to make consumers more aware about environment and can fulfill their needs. The indicators of green marketing are:

1. Green Product ($X_{1,1}$)

Green product is the product that has less of an environmental impact and less detrimental to human health. The characteristics of green product are not polluting environment, non-toxic (not produce toxic), made from sustainable source and natural ingredients, not

tested on animal and health issues relating to the green concepts.

The items of green product are:

- a) Increasing the quality of health because green product avoid chemical
- b) Special product characteristic is using natural ingredients
- c) Special product characteristic is eco-friendly
- d) The products have no contain toxic ingredients (no mercury or hydroquinone ingredients) are used
- e) The packaging can be recyclable, utilized or reused

2. Green Price ($X_{1,2}$)

Green price is the amount of money that you pay for green product and the price that usually use premium price because the cost of green product is different with regular product. The items of green price are:

- a) Extra product value as the guarantee of product that is not give negative impact for the environment
- b) Extra product value as the guarantee of product that is not give negative impact for human usage
- c) Extra product value as the guarantee of product quality because the product contain more higher natural ingredients than chemical ingredients

3. Green Place ($X_{1,3}$)

Green place (distribution) is the distribution within environmental conditions. The indicators of green distribution are:

- a) Environmentally-conscious strategic location using green concept
- b) The company make the packaging is safe to send by the agent to consumer thus it is friendly to environment
- c) The company controls the agent to prevent usage the harmful material that is not easy to parse

4. Green Promotion ($X_{1,4}$)

Green promotion as the communication to the market/consumers and stress on environmental aspects, also use environmental friendly operations. The items of green promotion are:

- a) Selling also campaign green marketing
- b) Involved in social activities of environmental also human protection
- c) Advertising tells about the products are natural ingredients products, does not contain animals placenta (e.g. pork, dog, etc), safety of product for human usage (especially for pregnant and lactating woman)
- d) Publicize the green standart of company

B. Purchase Decision (Y_2)

Purchase decision is the action of the consumer to make the decision of buying or purchasing product. The purchase decision indicators are:

1. Consideration ($Y_{2.1}$)

Consideration means thought or reflection of consumer before make the purchase decision. Consumer will decide the purchase after thinking well about product and information about the product and/or the company. The following indicator appears several items, they are:

- a. Buy because the brand is famous
- b. Buy because have money
- c. Buy because have obtained the good information of the product
- d. Buy because the payment system is easy

2. Influence factors of purchase decision ($Y_{2.2}$)

Influence factors is the important factors that effect on someone to buy the product or to make purchase decision. Usually it is caused by influencing from other segments. The following indicator appears several items, they are:

- a. Environmental advertisement give knowledge about green product
- b. Buy because of the time pressure
- c. The other consumers experience when used the product

- d. The reference from family, friends, acquaintances

C. Customer Satisfaction (Y_1)

Customer satisfaction is a happy or satisfy feeling of consumer after comparing product function with the expectation. If the product function is better than expectation, the consumer will repurchase and feel satisfy. Satisfaction factors has effect on loyalty. The customer satisfaction indicators are:

1. Compatibility with expectation ($Y_{1.1}$)

Compatibility with expectation is the important factor that affect customer satisfaction. The following indicator appears several items, they are:

- a. The function of product offered in accordance with expectation
- b. The type of product offered in accordance with expectation
- c. The quality of product offered in accordance with expectation

2. Level of customer satisfaction ($Y_{1.2}$)

Level of customer satisfaction is the indicator that states if the consumers are satisfied with the service, etc. The following indicator appears several items, they are:

- a. Satisfied with the product offered
- b. Satisfied with the product's feature
- c. Satisfied with the service provided

d. Satisfied with the service provided

Table 5: Variables, Indicators, and Items

Variables	Indicators	Items
Green Marketing (X_1)	1. Green Product ($X_{1,1}$)	1. Increasing the quality of health because green product avoid chemical
		2. Special products characteristics is using natural ingredients
		3. Special products characteristics is eco-friendly
		4. The products have no contain toxic ingredients (no mercury or hydroquinone ingredients) are used
		5. The packaging can be recyclable, utilized or reused
	2. Green Price ($X_{1,2}$)	6. Premium price to get environmental friendly product as the extra product valuee guarantee
		7. Premium price accordance with the quality expectation
		8. Premium price accordance with the satisfaction
	3. Green Place ($X_{1,3}$)	9. Environmentally-conscious strategic location using green concept

Continued from Table 5

Variables	Indicators	Items
4. Green Promotion ($X_{1.4}$)		10. The company make the packaging is safe to send by the agent to consumer thus it is friendly to environment
		11. The company controls the agent to prevent usage the harmful material that is not easy to parse
		12. Selling also campaign green marketing
		13. Involved in social activities of environmental also human protection
		14. Advertising tells about the products are natural ingredients products, doesn't contain animals placenta (e.g. pork, dog, etc), safety of product for human usage (especially for pregnant and lactating woman)
		15. Publicize the green standart of company
Purchase Decision (Y_1)	Consideration ($Y_{1.1}$)	16. Buy brand because the brand is famous
		17. Buy because have money
		18. Buy because have obtained the good information of the product
		19. Buy because the payment system is easy
	Influence factors of purchase decision ($Y_{1.2}$)	20. Environmental advertisement give knowledge about green product
		21. Buy because of the time pressure

Continued from Table 5

Variables	Indicators	Items
Customer Satisfaction (Y_2)		22. The other consumers experience when used the product (testimonial)
		23. The reference from family, friends, acquaintances
	Compability with expectation ($Y_{2.1}$)	24. The function of product offered in accordance with expectation
		25. The type of product offered in accordance with expectation
		26. The quality of product offered in accordance with expectation
	Level of Customer Satisfaction ($Y_{2.2}$)	27. Satisfied with the product offered
		28. Satisfied with the product's feature
		29. Satisfied with the service provided

3. Measurement Scale

The next step after determining indicator of variable is enter the measurement of variable. It is necessary to examine the methods of scalling. This research will use Interval Scale. Respondents will be given the score value to measure the response. Scoring using Likert Scale. Likert Scale used to measure attitude, opinion, and perception of a person or a group of social phenomenon (Sugiyono, 2013:93). It is designed to examine how strongly subjects agree or disagree with the statement and measured by five point scale.

Respondents will be given the score according to quantitative analysis using Likert Scale as follows:

1. Strongly agree given score 5
2. Agree given score 4
3. Neutral (neither agree nor disagree) given score 3
4. Disagree given score 2
5. Strongly disagree given score 1

To be easily understood, will be classified in the average range grand mean of the smallest to the largest. Average range grand mean of the smallest value is 1 until the greatest value is 5, which has the following intervals:

$$\text{interval} = \frac{\text{highest score} - \text{lowest score}}{\text{number of groups}}$$

$$\text{interval} = \frac{5-1}{5}$$

$$\text{interval} = 1.8$$

Source: Mulyono, 2006:11

Based on calculations, the interval score following reply:

- a. Average value of respondents 1 up to 1.8 means Strongly Disagree
- b. Average value of respondents 1.8 up to 2.6 means Disagree
- c. Average value of respondents 2.6 up to 3.4 means Neutral
- d. Average value of respondents 3.4 up to 4.2 means Agree
- e. Average value of respondents 4.2 up to 5 means Strongly Agree

D. Population and Sample

1. Population

Sugiyono (2013:80) said population is overall generalization region consisting of subjects or objects that have certain qualities and characteristics

defined by the researcher to learn and to make the conclusion. The population research conducted by researcher if the researcher wanted to see all the intricacies that exist in the population. Population in this research is all JAFRA Independent Consultants who domiciled in Malang. The reason to choose Malang because Malang is one of representative of JAFRA Independent Consultant in East Java.

Sample criteria in this research are:

- a. The officially of JAFRA Independent Consultant who is not just a seller but also a consumer who of JAFRA's products. It is because one of the variable used in this research is purchase decision and consumer satisfaction.
- b. The officially of JAFRA Independent Consultant that have joined for at least three months. It is because for three months the consultant possibility of doing personal purchasing.

2. Sample

Arikunto (2013:174) said sample is partially or representative of the population studied. Malhotra (2009:364) said sample is subgroup elements of the population that elected to participate in the research. Due to the number of population in this research is not known, then the determination of the number of samples using the formula of Machin and Champbell (1997:168-169) as follows:

For the first iteration:

$$U'p = \frac{1}{2} \ln \left(\frac{1+r}{1-r} \right)$$

$$n = \frac{(Z_{t-\alpha} + Z_{t-\beta})^2}{(Up')^2} + 3$$

For the second iteration:

$$U'p = \frac{1}{2} \ln \left(\frac{1+r}{1-r} \right) + \frac{r}{2(n-1)}$$

$$n = \frac{(Z_{t-\alpha} + Z_{t-\beta})^2}{(Up')^2} + 3$$

Description:

U_p : Standardized normal random variable corresponding to particular value of the correlation Coefficient p

$U'p$: Initial estimate of u_p

n : Sample size

$Z_{1-\alpha}$: Prices were obtained from the standart normal distribution table with the specified alpha

$Z_{1-\beta}$: Prices were obtained from the standart normal distribution table with the specified beta

r : The smallest coefficient which is expected to be detected significantly

Based on the consideration if r is the smallest which is expected to be gained through this research is $r = 0.35$; $\alpha = 0.05$ the testing of two way and $\beta = 0.05$. Thus, the sample of this research is 118 respondents of JAFRA Independent Consultant. The calculation can be seen on Attachment 1.

E. Sampling Technique

Sampling should be done in a proper of manner in order to obtain a sample that correctly can describe the actual population. This research is using purposive sampling as non probability sampling. Named purposive because taking the subject based on the specific purpose and have some criteria (Arikunto, 2013:183). The other reason is because the sample is in accordance with researcher consideration as represent the population.

According to Arikunto (2013:183) the specific purposes has requirements that must be filled, they are:

- a. Sampling should be based on the characteristics, specific characteristics, which are the principal characteristics of the population.
- b. Subjects were sampled is really a subject that most contain characteristics in the population.
- c. Determination of the characteristics of population carried out carefully in the preliminary study.

F. Data Collecting Technique

1. The type of data

This research is using primary data as the data source. According to Sekaran (2003:219) primary data refer to information obtained firsthand by the researcher on the variables of interest for the specific purpose of the study. The primary data used is questionnaire that is distributed to JAFRA Independent Consultant who is also as customer.

2. Data collection method

Data collection method is used to gain the information that relates with the research. This research is using questionnaire method to collect the datas that needed by the researcher. Questionnaire is the method that suitable for using beside interviews, observation and motivational techniques. This research will be conducted by collection data from questionnaires of JAFRA Independent Consultants in Malang.

3. Data collection instruments

The instrument will be used is personally administered questionnaires. According to Arikunto (2013:194) questionnaire is a number of written questions that are used to get information from respondents in terms of reporting on private or things that respondents know. It can collect all the completed responses within a short period of time, the question could be clarified on the spot, and the researcher can explain the research thus the respondents can give the best answer (Sekaran, 2003:236).

G. Instrument Testing

In the research, researcher must determine and develop the instruments. Instrument is a tool that is used to conduct the research. Several methods are used the same instrument with the methods. In this research using questionnaire as the as the method, thus the instrument use questionnaire. Questionnaire is a number of written questions that are used to get information from respondents in terms of reporting on private or things that respondent know (Arikunto, 2013:194).

1. Validity Testing

Validity according to Arikunto (2013:211) is a measure that indicates the level of validity of an instrument. Valid or legitimate instrument has high validity, otherwise the instrument which is less valid means having low validity. Here is the formula with two rough numbers

Pearson Product Moment Correlation based on Arikunto (2013:213):

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\} \{N\sum Y^2 - (\sum Y)^2\}}}$$

Description:

r = correlation coefficient

N = number of samples (respondent)

x = $X - \bar{X}$

y = $Y - \bar{Y}$

X = average score of X

Y = average score of Y

The validity of data that can be obtained and tested by using correlation formula proposed by Pearson and also known as product moment correlation formula with the significant 0.3 as the critical value. If the probability of the correlation is less than 0.3 then the instrument called valid and if not it called invalid (Sugiyono, 2013:121).

The validity testing is done through SPSS ver. 23 by using a product moment correlation that give the result of the value of each item statement with an overall score of the item in question. The first test in 30 respondents and for more details presented in the following table:

Table 6: Variable Validity Testing

Item	r Calculate	Sig.	r Table	Description
X1.1.1	0.663	0.000	0.3	Valid
X1.1.2	0.730	0.000	0.3	Valid
X1.1.3	0.613	0.000	0.3	Valid
X1.1.4	0.599	0.000	0.3	Valid
X1.1.5	0.660	0.000	0.3	Valid
X1.2.1	0.609	0.000	0.3	Valid
X1.2.2	0.873	0.000	0.3	Valid
X1.2.3	0.813	0.000	0.3	Valid
X1.3.1	0.464	0.010	0.3	Valid
X1.3.2	0.412	0.024	0.3	Valid
X1.3.3	0.441	0.015	0.3	Valid
X1.4.1	0.657	0.000	0.3	Valid
X1.4.2	0.681	0.000	0.3	Valid
X1.4.3	0.749	0.000	0.3	Valid
X1.4.4	0.722	0.000	0.3	Valid
Y1.1.1	0.749	0.000	0.3	Valid
Y1.1.2	0.754	0.000	0.3	Valid
Y1.1.3	0.763	0.000	0.3	Valid
Y1.1.4	0.563	0.001	0.3	Valid
Y1.2.1	0.803	0.000	0.3	Valid
Y1.2.2	0.558	0.001	0.3	Valid
Y1.2.3	0.690	0.000	0.3	Valid
Y1.2.4	0.557	0.001	0.3	Valid
Y2.1.1	0.895	0.000	0.3	Valid
Y2.1.1	0.895	0.000	0.3	Valid
Y2.1.2	0.854	0.000	0.3	Valid
Y2.1.3	0.927	0.000	0.3	Valid
Y2.2.1	0.890	0.000	0.3	Valid
Y2.2.2	0.915	0.000	0.3	Valid
Y2.2.3	0.666	0.000	0.3	Valid

Source: Appendix 5

From Table 6 above it can be seen that the sig. r indicator more questions than 0.3 ($\alpha = 0.3$), or r Calculate the value is greater than r Table, which means each indicator variable is valid, thus it can be

concluded that these indicators can be used to measure the research variables.

2. Reliability Testing

Reliability according to Arikunto (2013:221) refers to definition that something instrument sufficiently reliable to be used as a tool of collecting data because the instrument is good. If the instrument is reliable it will produce reliable data as well. Because the meaning of reliable is true or correct and trustable.

This is Alpha formula according to Arikunto (2013:239):

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

Description:

r_{11} = Instrumen reliability

k = the amount of questions

$\sum \sigma_b^2$ = the amount of item variances

σ_t^2 = total variances

An instrument is reliable if the reability coefficient ≥ 0.6 (Hair in Jogiyanto, 2009:62).

Table 7: Variable Reliability Testing

No.	Variable	Reliability Coefficient	Description
1	X1	0,614	Reliable
2	X2	0,651	Reliable
3	X3	0,872	Reliable

Continued from Table 7

4	X4	0,878	Reliable
5	Y1	0,826	Reliable
6	Y2	0,902	Reliable

Source: Appendix 5

Form Table 7 known that the value of Alpha Cronbach for all of the variables is greater than or ≥ 0.6 . From provisions previously mentioned all the variables used in this research is reliable.

H. Data Analyzing Technique

1. Descriptive Analysis

Descriptive analysis is the statistics that used to analyze the data with describe the data collected without intending to make the general conclusion or generalizations (Sugiyono, 2004:169). The aims of descriptive research according to Sekaran (2009:159) is to give the researcher a history or to describe the relevant aspects with the phenomenon of attention and the perspective of person, organizations, or other industrial orientation.

2. Path Analysis

a. Definition of Path Analysis

Based on Retherford (1993) in Sarwono path analysis is a technique for analyzing the causal relationship that occur in multiple regression if the independent variable not only directly but also indirectly. Beside that, according to Webley (1997) in Sarwono said that path analysis is a direct form of regression with the aim is to provide an estimate of the level of interest (magnitude) and significance causal relationship of hypothetical

is a set of variables. Thus, path analysis is extension of multiple regression analysis.

The purposes of Path Analysis are:

- 1) To find the relationship between variables on the basis or apriori model
- 2) To explain the reason why the variables are correlated by using a model of successive temporary
- 3) To describe and test the mathematical model by using the equations underlying,
- 4) To identify the cause of a lane certain variable to another variable which is affected
- 5) To calculate the effect of the independent or exogeneous variable or more to other dependent or endogenous variable.

b. Path Analysis Model Estimation and assessing the suitability of the model

Making estimates of existing path diagram used value derived from the standardized regression coefficient or also called as beta weight (β).

To assess the suitability of the model using a probability value or significance (sig.) with the certainty if the value of significance $\leq 0,05$ the model has high feasibility. Otherwise, if the value of significance $> 0,05$ the model has low feasibility.

c. The Reason of Using Path Analysis

The reason of using path analysis is to analyze patterns of relationships between variables in order to determine the effect of directly or indirectly, a set of independent variables (exogenous) to the dependent variable (endogenous)

d. The Steps of Path Analysis

According to Sarwono (2007:26) the steps of path analysis are:

1. Determine path diagram model based on variable relationship paradigm,
2. Make the structural equation (sub structure)
3. Create the following hypothesis:
 - a) H_0 : There is no effect between exogeneous variable and endogenous variable
 - b) H_1 : There is effect between exogeneous variable and endogenous variable
4. Perform data analysis using SPSS 23 for windows consist regression and correlation analysis
5. Intrepretation the result of regression and correlation
6. Calculation of influence

To determine the influence that exist in path analysis model, dapat can perform the calculation includes three kinds of influence, as follows:

- a) Direct effect

- b) Indirect effect
- c) Total effect
- 7. Prove the hypothesis
- 8. Make the conclusion

e. The Criteria of Path Analysis

The criteria of path analysis as follows:

1. In the model of path analysis, the relationship between variables is linear, adaptive, and normal.
2. Only the system causal flow in one direction means no direction of causality is reversed.
3. The dependent variable (endogenous) minimum in the size scale interval and ratio.
4. Using a sample of probability sampling. It is a sampling technique to provide equal opportunities to each member of the population to be elected as members of the sample.
5. Observed variables are measured without error (valid and reliable measurement instruments) means that the studied variables can be observed directly.
6. The analyzed specified model (identified) correctly based on the theories and concepts that are relevant. It means the theoretical models that will be examined or tested is built based on a particular theoretical framework that can explain the causal relationships between the variables studied.

I. Path Model

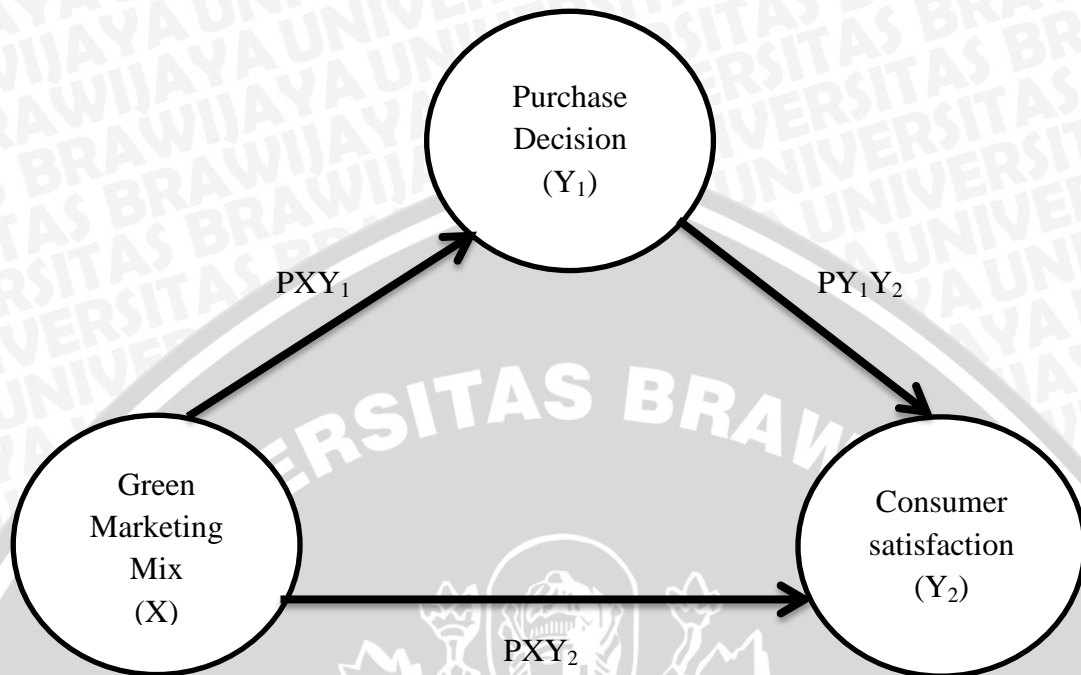


Figure 7: Path Model Green Marketing Mix, Purchase Decision, and Customer Satisfaction Variables.

Description: X as exogenous variable is green marketing mix

Y₂ as endogenous variable is customer satisfaction

Y₁ as intervening variable is purchase decision

e as other variable that impact beyond the research

Path model on Figure 7 have Structural equation. Structural equation as follows : $Y_1 = PXY_1$

$$Y_2 = PXY_2 + PY_1Y_2$$

CHAPTER IV

RESULT AND DISCUSSION

A. General Description of JAFRA Cosmetics International

1. Profile of JAFRA Cosmetics International

JAFRA Cosmetics International, Inc. is a leading manufacturer of beauty products, offering a whole range of skin care, fragrance, color cosmetics and toiletries, with operations in 17 countries around the globe. The privately-held company has more than 550,000 Independent Contractors (Consultants) and annual revenue in excess of half a billion U.S. dollars. Since 2004, JAFRA has been a member of the Vorwerk Group, a family enterprise established in 1883 with headquarters in Germany. All products are manufactured in the factory that located in Mexico to produce more than one million units per year. (Kompas.com)

JAFRA was found by a couple named Jan and Frank Day in 1956 in Malibu, California, thus they named JAFRA due to a combination of their names. Jan and Frank learned beauty secrets of Egyptian women and found the magic of the legend of the benefits of royal jelly. Royal jelly was the first product that they produced from learned it. From that history, thus royal jelly is the best and recommended product of JAFRA.

Skincare products introduced to the market in 1957 and in 1961 produced body care products. In 1977 JAFRA launched JAFRA fragrances. Not only produced skincare and body care products, but also produced fragrances.

Color cosmetics care program is launched in 1985. In 1993 men's skincare is introduced. In 2007 when Dynamics Skincare product line was launched, JAFRA got ranks number five among "Top 25 Private Companies" and ranks number nine among "America's 500 largest Sales Forces: Direct Sales".

JAFRA entered to Indonesia in 2012 and launched in 2013. At one year before launching, JAFRA was caring of various letters of the legality and one of them is the accreditation of *Badan Pengawas Obat dan Makanan* (BPOM). BPOM is the only institution in Indonesia which officiate to monitor and arrange the circulation of drugs, foods, beverages, cosmetics, supplements and herbs in Indonesia. JAFRA products are already marketed in Indonesia entirely been granted permission by BPOM. BPOM guaranteed that JAFRA products are safe to use by people in Indonesia.

The price offered is relatively more expensive than similar products in general, thus the target market of this product is actually to the upper middle class. This time the appearance is more important for everyone because it can boost self-confidence. Moreover, public awareness for the use of herbal products with the basic ingredients are increasing these days. Therefore anyone who wants the products with the best quality products and natural compounds can get it.

Not just to get out of the benefits of beauty products processed from nature but the business opportunities provided by JAFRA, it made the progress very rapidly increasing in Indonesia. Through a system of direct

selling and network marketing (Multi Level Marketing). JAFRA entered Indonesia with the purpose that Indonesian women can be a pretty with the nature skincare and also be financially independent for themself.

2. Mission and Values of JAFRA Cosmetics International

a. Mission

To transform the lives of millions of women around the world.

b. Values

We value people who...

Have passion to serve our customers

Develop leaders and leadership

Work together as a team

Act with trust and integrity

Are inspired by the power of people

3. JAFRA Executive Committee

Mauro Schnaidman *President & Chief Executive Officer*

Matt Petersen *Senior Vice President & Chief Marketing Officer*

Tony Prudhomme *Senior Vice President & Chief Financial Officer*

Mari Loli Sanchez Cano *President of JAFRA Mexico*

Paulo Moledo *President of JAFRA USA*

Jackie Trask *Senior Vice President, Worldwide Human Resources*

Mark Funaki *Vice President & General Counsel*

Belinda Koh *Managing Director of JAFRA Cosmetics Indonesia*

4. Products of JAFRA Cosmetics International

The products offered by JAFRA Cosmetics International to Indonesian consumers are divided into four categories: skincare, fragrances, color cosmetics, and toiletries.

a. Skincare

JAFRA skincare products consisting of products for facial skin care and body care. Products are made by using new science and improved technology blended with natural ingredients. JAFRA produced the high quality products, safe for the skin and safety for daily using. JAFRA's skincare products for the face skin care are using the only one technology that had by JAFRA and called as Advanced Intellshield+®. It is a unique combination of natural ingredients supports the skin renewal process and helps minimize skin damage caused by environmental factors. Dynamics Innovation is a combination of new science and advanced technology by JAFRA. Advanced Smart Complexes is unique complexes of Ayurvedic plant extracts target the concerns of individual skin types delivering precisely what your skin needs to look and feel more beautiful. The final result which makes the skin healthy and always looks youthful is every woman's dream. The best and favorite products of JAFRA in Indonesia are Royal Jelly series, Advanced Dynamics set, Brightening set and Gold series.

b. Fragrances

JAFRA's fragrances are made by professionals in fragrances. Jafra's signature fragrances are created by the same world renowned European perfumers. Using high-quality materials and the best ingredients from origin to create a unique fragrance. JAFRA's fragrances can create and find the personalities through the products.

JAFRA's fragrances are created for men, women and teenagers.

c. Color cosmetics

JAFRA cosmetics not only create a more attractive appearance, but also nourish the skin. Made with high technology and best natural ingredients that produce cosmetics with vitamins, antioxidants and botanical to protect the skin and maintain it. The products such as mascara, powder, eyeliner, lipstick, blush on, and foundation.

d. Toiletries

JAFRA's personal care or toiletries such as body wash, hair treatment, spa treatment and baby treatment is made from the best natural components. It make the skin is more healthy and safe to use by men, women, youth and even babies.

B. General Description of Respondents

Respondents of this research is consultant also as the customers that is using JAFRA's products. Data were obtained from questionnaires that were distributed to 118 respondents. The general description of the questionnaire include name of

respondents, gender, age, educational background, occupational, income, the length of time become a consultant, the length of time of using JAFRA products, and the advantages of being a consultant of JAFRA.

1. Distribution of Respondents by Gender

Data overview of respondents by gender can be seen in the Table 8 as follows:

Table 8: Frequency Distribution of Respondents by Gender

No	Gender	Frequency	Percentage (%)
1	Male	3	2.54
2	Female	115	97.46
Total		118	100.00

Source: Appendix 4

Table 8, showed that male respondents were three respondents or 2.54%, while female respondents were 115 respondents or 97.46%. It can be concluded that respondents who dominate in this research were female, because the using of skincare products are usually dominated by women than men. Although present day, men have also been aware of the importance of health and skincare but women very need thus the consumers and consultants of JAFRA are dominated by women.

2. Distribution of Respondents by Age

The overview of respondents by age can seen Table 9. In determining the class of interval was calculated by Struges formula

$$K = 1 + 3.3 \log n$$

$$K = 1 + 3.3 \log_{118}$$

$$K = 7.84 \text{ rounded to } 8$$

Note:

K = amount of class

n = amount of data reservation

log = logarithm

Determining the length of interval:

$$C = \frac{\text{Maximum} - \text{minimum}}{\text{Amount of class}}$$

$$C = \frac{47 - 18}{8}$$

$$C = 3.625 \text{ rounded to } 4$$

Table 9: Frequency Distribution of Respondents by Age

No	Age (Years)	Frequency	Percentage (%)
1	18 - 21	9	6.52
2	22 - 25	16	13.56
3	26 - 29	29	24.58
4	30 - 33	32	27.19
5	34 - 37	16	13.56
6	38 - 41	12	10.17
7	42 - 45	3	2.54
8	≥ 46	1	0.85
Total		118	100*

Note: * = rounded

Source: Appendix 4

From the Table 9 showed the characteristics of respondents based on the age showed that the lowest age of consultant also as the customers was 18 years old and the highest was more than 46 years old. The dominant age of consultant also as the customers was 26 up to 29 years old with the number of 29 people (24.58%). It can be concluded from this research if the consultant also as the customers came from different of age especially

in the age range 26 up to 33 years, because at that age women and men are very concerned as they look good for a job or seducing people. In that age is also a productive age to work and earn extra income, thus in addition of being customers they also registered as a JAFRA Independent Consultant.

3. Distribution of Respondents by Educational Background

Data overview of respondents based on educational background can be seen on Table 10 as follows:

Table 10: Frequency Distribution of Respondents by Educational Background

No	Education	Frequency	Percentage (%)
1	Junior High School	1	0.85
2	Senior High School	32	27.12
3	Diploma Degree	16	13.56
4	Bachelor Degree	58	49.15
5	Master Degree	10	8.47
6	Other	1	0.85
Total		118	100

Source: Appendix 4

From the Table 10 showed the characteristics of respondents based on educational background shows the lowest background was junior high school and course with the number of one respondent or 0.85% and the highest educational background was bachelor degree with the number 58 respondents or 49.15%. From these data, it can be concluded that the customers of JAFRA come from different educational background. Education is one of the important things in Indonesia, at least got nine

years basic education, thus the educational background of respondents also come from different education.

4. Distribution Respondents by Occupation

The overview of respondents based on occupation can be seen in Table 11 as follows:

Tabel 11: Frequency Distribution of Respondents by Occupation

No	Occupation	Frequency	Percentage (%)
1	Private Employees	27	22.88
2	Public Servant	13	11.02
3	Entrepreneurs	25	21.19
4	Students	16	13.56
5	Housewife	31	26.27
6	Other	6	5.08
Total		118	100

Source: Appendix 4

From Table 11, it showed the highest frequency of consultant as also customers was housewife with the number of 31 people (26.27%). The lowest frequency of consultant as also customers occupation was more with the number of people only six (5.08%). From these data, it can be concluded that the customers of JAFRA come from different occupation. Housewife is the largest consultant of JAFRA because housewife do not have a regular job, thus to keep caring for the skin and earn extra income they registered as a JAFRA Independent Consultant.

5. Distribution Respondents by Income

The overview of respondents based on occupation can be seen in Table 12 as follows:

The length of interval use this formula

$$C = \frac{\text{Maximum} - \text{minimum}}{\text{Amount of class}}$$

$$C = \frac{50,000,000 - 500,000}{8}$$

$$C = 6,187,500$$

Tabel 12: Frequency Distribution of Respondents by Income

No	Income	Frequency	Percentage (%)
1	≤ 6,187,500	85	72.03
2	> 6,187,500 – 12,375,000	20	16.95
3	> 12,375,000 – 18,562,500	6	5.08
4	> 18,562,500 – 24,750,000	4	3.39
5	> 24,750,000 – 30,937,500	1	0.85
6	> 30,937,500 – 37,125,000	1	0.85
7	> 37,125,000 – 43,312,500	0	0.00
8	> 43,312,500	1	0.85
Total		118	100

Source: Appendix 4

From Table 12, it showed that the highest income of respondents are less than or equal of Rp. 6,187,500.00 were 85 respondents (72.03%). The income of respondents more than Rp. 6,187,500.00 up to Rp. 12,375,000.00 were 20 respondents (16.95%). It can be concluded, the income of respondents in this research is less than or equal of Rp. 6,187,500.00. It is because the average amount of income in Indonesia is placed in that range.

6. Distribution Respondents by Length of Time Become Consultant

The result of this research showed that the length of time of respondents become consultant.

Tabel 13: Frequency Distribution of respondents by Length of Time Become Consultant

No	Length of Time Become Consultant (months)	Frequency	Percentage (%)
1	<4	46	38.99
2	$4 \leq 8$	37	31.36
3	$8 \leq 12$	23	19.49
4	> 12	12	10.17
Total		118	100*

Note: * = rounded

Source: Appendix 4

From Table 13, it showed the characteristic of respondents based on length of time become consultant shows that the high frequency was become consultant for one up to four months 46 people (38.99%). The number of consultants that become consultant for more 12 months was 12 people (10.17%). It can be concluded, the customers become consultant in different length of time.

7. Distribution Respondents by Length of Time Consultants Become Customers

The result of this research shows that the length of time of consultant become customers

Table 14: Frequency Distribution of respondents by Length of Time Consultants Become Customers

No	Length of Time Consultants Become Customers (months)	Frequency	Percentage (%)
1	<4	39	33.05
2	$4 \leq 8$	48	40.68
3	$8 \leq 12$	21	17.8
4	> 12	10	8.47
Total		118	100

Source: Appendix 4

From Table 14 shows the characteristic of respondents based on length of time consultant become customers shows that the high frequency was become customers 48 people (40.68%). The number of consultants that become customers for more 12 months was 10 people (8.47%). It can be concluded, the customers use products in different length of time.

8. Distribution Respondents by Benefits of Become JAFRA Independent Consultant

The result of this research shows that benefits of become JAFRA Independent Consultant.

Table 15: Frequency Distribution of Respondents by Benefits of Become JAFRA Independent Consultant

No	Benefits of become JAFRA Independent Consultant	Amount
1	Getting member price	113
2	Getting profit from direct selling	105
3	Getting free product in a particular period	80

Continued from Table 15

No	Benefits of become JAFRA Independent Consultant	Amount
4	Natural and safety products	116
5	High quality products	106
6	Bonus money at a certain level	77

Source: Appendix 4

Based on Table 15 shows that the loweset and highest number of the benefits of become JAFRA Independent Consultant. The highest number of the benefit is natural and safety products. The lowest number of the benefits is bonus money at a certain level.

C. The Result of Descriptive Analysis

1. Green Marketing Mix Variable

In Green Marketing mix variables there are fifteen items of questions were given to respondents to be answered. The answer of respondents can be seen in Table 16 as follows:

Table 16: Frequency Distribution of Green Marketing Mix Variable (X₁)

Indicators	Item	SA		A		N		DA		SDA		Item Mean	Indicators Mean
		f	%	f	%	f	%	f	%	f	%		
Green Product	X1.1.1	95	80.51	15	12.71	8	6.78	0	0.00	0	0.00	4.74	4.67
	X1.1.2	96	81.36	16	13.56	6	5.08	0	0.00	0	0.00	4.76	
	X1.1.3	88	74.58	22	18.64	8	6.78	0	0.00	0	0.00	4.68	
	X1.1.4	96	81.36	17	14.41	5	4.24	0	0.00	0	0.00	4.77	
	X1.1.5	64	54.24	40	33.90	10	8.47	4	3.39	0	0.00	4.39	
Green Price	X1.2.1	64	54.24	46	38.98	8	6.78	0	0.00	0	0.00	4.47	4.54
	X1.2.2	75	63.56	34	28.81	8	6.78	1	0.85	0	0.00	4.55	
	X1.2.3	74	62.71	39	33.05	5	4.24	0	0.00	0	0.00	4.58	
Green Place	X1.3.1	26	22.03	64	54.24	28	23.73	0	0.00	0	0.00	3.98	3.99
	X1.3.2	39	33.05	53	44.92	26	22.03	0	0.00	0	0.00	4.11	
	X1.3.3	35	29.66	35	29.66	45	38.14	3	2.54	0	0.00	3.86	

Continued from Table 16

Indicators	Item	SA		A		N		DA		SDA		Item Mean	Indicators Mean
		f	%	f	%	f	%	f	%	f	%		
Green Promotion	X1.4.1	50	42.37	51	43.22	17	14.41	0	0.00	0	0.00	4.28	4.33
	X1.4.2	47	39.83	59	50.00	12	10.17	0	0.00	0	0.00	4.30	
	X1.4.3	70	59.32	39	33.05	9	7.63	0	0.00	0	0.00	4.52	
	X1.4.4	38	32.20	68	57.63	12	10.17	0	0.00	0	0.00	4.22	
Grand Mean Green Marketing Mix Variable												4.38	

Note:

SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree

X1.1.1 = Increasing the quality of health because green product avoid chemical

X1.1.2 = Special products characteristics is using natural ingredients

X1.1.3 = Special products characteristics is eco-friendly

X1.1.4 = The products have no contain toxic ingredients (no mercury or hydroquinone ingredients) are used

X1.1.5 = The packaging can be recyclable, utilized or reused

X1.2.1 = Extra product value as the guarantee of product that is not give negative impact for the environment

X1.2.2 = Extra product value as the guarantee of product that is not give negative impact for human usage

X1.2.3 = Extra product value as the guarantee of product quality because the product contain more higher natural ingredients than chemical ingredients

X1.3.1 = Environmentally-conscious strategic location using green concept

X1.3.2 = The company make the packaging is safe to send by the agent to consumer thus it is friendly to environment

X1.3.3 = The company controls the agent to prevent usage the harmful material that is not easy to parse

X1.4.1 = Selling also campaign green marketing

X1.4.2 = Involved in social activities of environmental also human protection

X1.4.3 = Advertising tells about the products are natural ingredients products, doesn't contain animals placenta (e.g. pork, dog, etc), safety of product for human usage (especially for pregnant and lactating woman)

X1.4.4 = Publicize the green standart of company

Source : Appendix 6

a. Green Product Indicator

Green product indicator was measured by four items, namely increasing the quality of health because green product avoid chemical, special products characteristics is using natural ingredients, special products characteristics is eco-friendly, and the products have no contain toxic ingredients (no mercury or hydroquinone ingredients) are used. From the Table 12 can be seen that from 118 respondents, there were 95 respondents or 80.51% that strongly agree about the first item, increasing the quality of health because green product avoid chemical, respondents who agree were 15 respondents or 12.71%, respondents who neutral were

eight respondents or 6.78%, and respondents who disagree and strongly disagree were none of respondents. For the second item, special products characteristics is using natural ingredients can be seen that respondents who strongly agree were 96 respondents or 81.36%, respondents who agree were 16 respondents or 13.56%, respondents who neutral were six respondents or 5.08%, and respondents who disagree and strongly disagree were none of respondents. For the third item, special products characteristics is eco-friendly can be seen that respondents who strongly agree were 88 respondents or 74.58%, respondents who agree were 22 respondents or 18.64%, respondents who neutral were eight respondents or 6.78%, respondents who disagree and strongly disagree were none of respondents.

For the fourth item, the products have no contain toxic ingredients (no mercury or hydroquinone ingredients) are used can be seen that respondents who strongly agree were 96 respondents or 81.36%, respondents who agree were 17 respondents or 14.41%, respondents who neutral were five respondents or 4.24%, respondents who disagree and strongly disagree were none of respondents. For the fifth item, the packaging can be recyclable, utilized or reused, can be seen that respondents who strongly agree were 64 respondents or 54.24%, respondents who agree were 40 respondents or 33.90%, respondents who neutral were 10 respondents or 8.47%, respondents who disagree were four respondents or 3.39%, respondents who disagree and strongly

disagree were none of respondents. The all items on green product indicators have indicators mean counted 4.67, it means that the respondents strongly agreed with the statement of research questionnaire.

b. Green Price Indicator

Green price indicator was measured by three items, namely extra product value as the guarantee of product that is not give negative impact for the environment, extra product value as the guarantee of product that is not give negative impact for human usage, and extra product value as the guarantee of product quality because the product contain more higher natural ingredients than chemical ingredients. For the first item, extra product value as the guarantee of product that is not give negative impact for the environment, can be seen that respondents who strongly agree were 64 respondents or 54.24%, respondents who agree were 46 respondents or 38.98%, respondents who neutral were eight respondents or 6.78%, respondents who disagree and strongly disagree were none of respondents. For the second item, extra product value as the guarantee of product that is not give negative impact for human usage, can be seen that respondents who strongly agree were 75 respondents or 41.86%, respondents who agree were 34 respondents or 28.81%, respondents who neutral were eight respondents or 6.78%, respondents who disagree were one respondents or 0.85%, and respondents who strongly disagree were none of respondents.

For the third item, extra product value as the guarantee of product quality because the product contain more higher natural ingredients than

chemical ingredients, can be seen that respondents who strongly agree were 74 respondents or 62.71%, respondents who agree were 39 respondents or 33.05%, respondents who neutral were five respondents or 4.24%, respondents who disagree and strongly disagree were none of respondents. The all items on green price indicators have indicators mean counted 4.54. It means that the respondents strongly agreed with the statement of research questionnaire.

c. Green Place Indicators

Green place indicator was measured by three items, namely environmentally-conscious strategic location using green concept, the company make the packaging is safe to send by the agent to consumer thus it is friendly to environment, and the company controls the agent to prevent usage the harmful material that is not easy to parse. For the first item, environmentally-conscious strategic location using green concept, can be seen that respondents who strongly agree were 26 respondents or 22.03%, respondents who agree were 64 respondents or 54.24%, respondents who neutral were 28 respondents or 23.73%, respondents who disagree and strongly disagree were none of respondents. For the second item, the company make the packaging is safe to send by the agent to consumer thus it is friendly to environment, can be seen that respondents who strongly agree were 39 respondents or 33.05%, respondents who agree were 53 respondents or 44.92%, respondents who neutral were 26 respondents or 22.03%, and respondents who disagree and strongly

disagree were none of respondents. For the third item, the company controls the agent to prevent usage the harmful material that is not easy to parse, can be seen that respondents who strongly agree were 35 respondents or 29.66%, respondents who agree were 35 respondents or 29.66%, respondents who neutral were 45 respondents or 38.14%, respondents who disagree were three respondents or 2.54%, and respondents who strongly disagree were none of respondents. The all items on green place indicators have indicators mean counted 3.99, it means that the respondents agreed with the statement of research questionnaire.

d. Green Promotion Indicators

Green promotion indicator was measured by four items, namely selling also campaign green marketing, involved in social activities of environmental also human protection, advertising tells about the products are natural ingredients products, doesn't contain animals placenta (e.g. pork, dog, etc), safety of product for human usage (especially for pregnant and lactating woman), and publicize the green standart of company. For the first item, selling also campaign green marketing, can be seen that respondents who strongly agree were 50 respondents or 42.37%, respondents who agree were 51 respondents or 43.22%, respondents who neutral were 17 respondents or 14.41%, respondents who disagree and strongly disagree were none of respondents. For the second item, involved in social activities of environmental also human protection, can be seen

that respondents who strongly agree were 47 respondents or 39.83%, respondents who agree were 59 respondents or 50.00%, respondents who neutral were 12 respondents or 10.17%, respondents who disagree and strongly disagree were none of respondents.

For the third item, advertising tells about the products are natural ingredients products, doesn't contain animals placenta (e.g. pork, dog, etc), safety of product for human usage (especially for pregnant and lactating woman), can be seen that respondents who strongly agree were 70 respondents or 59.32%, respondents who agree were 39 respondents or 33.05%, respondents who neutral were nine respondents or 7.63%, respondents who disagree and strongly disagree were none of respondents. For the fourth item, publicize the green standart of company, can be seen that respondents who strongly agree were 38 respondents or 32.20%, respondents who agree were 68 respondents or 57.63%, respondents who neutral were 12 respondents or 10.17%, respondents who disagree and strongly disagree were none of respondents. The all items on green promotion indicators have indicators mean counted 4.33, it means that the respondents strongly agreed with the statement of research questionnaire. Based on Table 16 customer satisfaction variables grand mean counted 4.38. It means the overall respondents strongly agree with the statement submitted in the research questionnaire. Based on these data we can conclude that customers strongly agree with the statement submitted.

2. Purchase Decision Variable

In Purchase Decision variables there are eight items of questions were given to respondents to be answered. The answer of respondents can be seen in Table 17 as follows:

Table 17: Frequency Distribution of Purchase Decision Variable (Y₁)

Indicators	Item	SA		A		N		DA		SDA		Item Mean	Indicators Mean
		f	%	f	%	f	%	f	%	f	%		
The Impact of Ethical Consideration	Y1.1.1	26	22.03	45	38.14	43	36.44	3	2.54	1	0.85	3.78	3.94
	Y1.1.2	25	21.19	50	42.37	37	31.36	6	5.08	0	0.00	3.80	
	Y1.1.3	55	46.61	48	40.68	15	12.71	0	0.00	0	0.00	4.34	
	Y1.1.4	29	24.58	45	38.14	42	35.59	2	1.69	0	0.00	3.86	
Influence Factors	Y1.2.1	62	52.54	41	34.75	14	11.86	1	0.85	0	0.00	4.39	4.41
	Y1.2.2	56	47.46	36	30.51	21	17.80	4	3.39	1	0.85	4.20	
	Y1.2.3	72	61.02	40	33.90	6	5.08	0	0.00	0	0.00	4.56	
	Y1.2.4	69	58.47	38	32.20	10	8.47	1	0.85	0	0.00	4.48	
Grand Mean Purchase Decision Variable												4.18	

Note:

SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree

Y1.1.1 = Buy brand because the brand is famous

Y1.1.2 = Buy because have money

Y1.1.3 = Buy because have obtained the good information of the product

Y1.1.4 = Buy because the payment system is easy

Y1.2.1 = Environmental advertisement give knowledge about green product

Y1.2.2 = Time pressure (eg. Discount time)

Y1.2.3 = The other consumers experience when used the product (testimonial)

Y1.2.4 = The reference from family, friends, acquaintances

Source : Appendix 6

a. The Impact of Ethical Consideration Indicator

The impact of ethical consideration indicator was measured by four items, namely buy brand because the brand is famous, buy because have money, buy because have obtained the good information of the product, and buy because the payment system is easy. For the first item, buy brand because the brand is famous, can be seen that respondents who strongly agree were 26 respondents or 22.03%, respondents who agree were 45 respondents or 38.14%, respondents who neutral were 43 respondents or 36.44%, respondents who disagree were three respondents or 2.54%, and respondents who strongly disagree were one respondent or 0.85%. For the second item, buy because have money, can be seen that respondents who strongly agree were 25 respondents or 21.19%, respondents who agree were 50 respondents or 42.37%, respondents who neutral were 37 respondents or 31.36%, respondents who disagree were six respondents or 5.08%, and respondents who strongly disagree were none of respondent.

For the third item, buy because have obtained the good information of the product, can be seen that respondents who strongly agree were 55 respondents or 46.61%, respondents who agree were 48 respondents or 40.68%, respondents who neutral were 15 respondents or 12.71%, respondents who disagree and strongly disagree were none of respondents.

For the fourth item, buy because the payment system is easy, can be seen

that respondents who strongly agree were 29 respondents or 24.58%, respondents who agree were 54 respondents or 38.14%, respondents who neutral were 42 respondents or 35.59%, respondents who disagree were two respondents or 1.69%, and respondents who strongly disagree were none of respondents. The all items on the impact of ethical consideration indicators have indicators mean counted 3.94, it means that the respondents agreed with the statement of research questionnaire.

b. Influence Factors of Purchase Decision Indicator

Influence factors of purchase decision indicator was measured by four items, namely environmental advertisement give knowledge about green product, time pressure (eg. Discount time), the other consumers experience when used the product (testimonial), and the reference from family, friends, acquaintances. For the first item, environmental advertisement give knowledge about green product, can be seen that respondents who strongly agree were 62 respondents or 52.54%, respondents who agree were 41 respondents or 34.75%, respondents who neutral were 14 respondents or 11.86%, respondents who disagree were one respondent or 0.85%, and respondents who strongly disagree were none of respondents. For the second item, time pressure (eg. Discount time), can be seen that respondents who strongly agree were 56 respondents or 47.46%, respondents who agree were 36 respondents or 30.51%, respondents who neutral were 21 respondents or 17.80%,

respondents who disagree were four respondents or 3.39%, and respondents who strongly disagree were one respondent or 0.85%.

For the third item, the other consumers experience when used the product (testimonial), can be seen that respondents who strongly agree were 72 respondents or 61.02%, respondents who agree were 40 respondents or 33.90%, respondents who neutral were six respondents or 5.08%, respondents who disagree and strongly disagree were none of respondents. For the fourth item, the reference from family, friends, acquaintances, can be seen that respondents who strongly agree were 69 respondents or 58.47%, respondents who agree were 38 respondents or 32.20%, respondents who neutral 10 respondents or 8.47%, respondents who disagree were one respondent or 0.85%, and respondents who strongly disagree were none of respondents. The all items on influence factors of purchase decision indicators have indicators mean counted 3.94, it means that the respondents agreed with the statement of research questionnaire.

Based on Table 17 purchase decision variables grand mean counted 4.18. It means the overall respondents agree with the statement submitted in the research questionnaire. Based on these data we can conclude that customers agree with the statement submitted.

3. Customer Satisfaction Variable

In Customer Satisfaction variables there are six items of questions were given to respondents to be answered. The answer of respondents can be seen in Table 18 as follows:

Table 18: Frequency Distribution of Customer Satisfaction Variable (Y₂)

Item	SA		DSA		N		DA		SDA		Item Mean	Indicators Mean
	f	%	f	%	f	%	f	%	f	%		
Y2.1.1	60	50.85	51	43.22	7	5.93	0	0.00	0	0.00	4.45	4.47
Y2.1.2	61	51.69	50	42.37	7	5.93	0	0.00	0	0.00	4.46	
Y2.1.3	67	56.78	44	37.29	7	5.93	0	0.00	0	0.00	4.51	
Y2.2.1	71	60.17	39	33.05	8	6.78	0	0.00	0	0.00	4.53	4.45
Y2.2.2	67	56.78	43	36.44	8	6.78	0	0.00	0	0.00	4.50	
Y2.2.3	63	53.39	39	33.05	8	6.78	8	6.78	0	0.00	4.33	
Grand Mean											4.46	

Note:

SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree

Y2.1.1 = The function of product offered in accordance with expectation

Y2.1.2 = The type of product offered in accordance with expectation

Y2.1.3 = The quality of product offered in accordance with expectation

Y2.2.1 = Satisfied with the product offered

Y2.2.2 = Satisfied with the product's feature

Y2.2.3 = Satisfied with the service provided

Source : Appendix 6

a. Perceived Value Equal to the Expectation Value Indicator

Perceived value equal to the expectation value indicator was measured by four items, namely the function of product offered in accordance with

expectation, the type of product offered in accordance with expectation, and the quality of product offered in accordance with expectation For the first item, the function of product offered in accordance with expectation, can be seen that respondents who strongly agree were 60 respondents or 50.85%, respondents who agree were 51 respondents or 43.22%, respondents who neutral were seven respondents or 5.93%, respondents who disagree and strongly disagree were none of respondents. For the second item, the type of product offered in accordance with expectation, can be seen that respondents who strongly agree were 61 respondents or 51.69%, respondents who agree were 50 respondents or 42.37%, respondents who neutral were seven respondents or 5.93%, respondents who disagree and strongly disagree were none of respondents.

For the third item, the quality of product offered in accordance with expectation, can be seen that respondents who strongly agree were 67 respondents or 56.78%, respondents who agree were 44 respondents or 37.29%, respondents who neutral were seven respondents or 5.93%, respondents who disagree and strongly disagree were none of respondents. The all items on perceived value equal to the expectation value indicator have indicators mean counted 4.47. It means that the respondents strongly agreed with the statement of research questionnaire.

b. Level of Customer Satisfaction Indicator

Level of customer satisfaction indicator was measured by four items, namely satisfied with the product offered, satisfied with the product's

feature, and satisfied with the service provided. For the first item, satisfied with the product offered, can be seen that respondents who strongly agree were 71 respondents or 60.17%, respondents who agree were 39 respondents or 33.05%, respondents who neutral were eight respondents or 6.78%, respondents who disagree and strongly disagree were none of respondents. For the second item, satisfied with the product's feature, can be seen that respondents who strongly agree were 67 respondents or 56.78%, respondents who agree were 43 respondents or 36.44%, respondents who neutral were eight respondents or 6.78%, respondents who disagree and strongly disagree were none of respondents.

For the third item, satisfied with the service provided, can be seen that respondents who strongly agree were 63 respondents or 53.39%, respondents who agree were 39 respondents or 33.05%, respondents who neutral were eight respondents or 6.78%, respondents who disagree were eight respondents or 6.78%, respondents who and strongly disagree were none of respondents. The all items on level of customer satisfaction indicator have indicators mean counted 4.45. It means that the respondents strongly agreed with the statement of research questionnaire.

Based on Table 18 customer satisfaction variables grand mean counted 4.46. It means the overall respondents strongly agree with the statement submitted in the research questionnaire. Based on these data we can conclude that customers strongly agree with the statement submitted.

D. Test Result of Path Analysis

1. Path Coefficient of Green Marketing Mix on Purchase Decision

The test result of green marketing mix on purchase decision can be seen in Table 19. The research hypothesis which tested as follows:

H_1 = There is effect of Green Marketing Mix on Purchase Decision

Table 19: Path Coefficient Testing of Green Marketing Mix on Purchase Decision

Exogenous Variable	Intervening Variable	Beta Coefficients	t_{test}	P _{value}	Description
Green Marketing Mix (X)	Purchase Decision (Y ₁)	0.725	11.353	0.000	Significant
R square (R^2) = 0.526 n=118					

Source: Appendix 7

Table 19 showed the beta coefficient 0.725, it indicated that Green Marketing Mix has significant effect on purchase decision by t_{test} with the number 11.353 and the probability with the number of 0.000 ($p < 0.05$). The decision is rejected H_0 . It means hypothesis, there is effect of green marketing mix on purchase decision is accepted. Green Marketing Mix and Purchase Decision had the determination coefficient (R^2) is 0.526 or 52.6% in this research model and 47.4% is beyond the research model.

2. Path Coefficient of Green Marketing Mix on Customer Satisfaction

The test result of green marketing mix on customer satisfaction can be seen in Table 20. The research hypothesis which tested as follows:

H_2 = There is effect of Green Marketing Mix on Customer Satisfaction

Table 20: Path Coefficient Testing of Green Marketing Mix on Customer Satisfaction

Exogenous Variable	Endogenous Variable	Beta Coefficients	t_{test}	P _{value}	Description
Green marketing mix (X)	Customer Satisfaction (Y ₂)	0.619	7.026	0.000	Significant
R square (R ²) = 0.577 n=118					

Source: Appendix 7

Table 20 showed the beta coefficient 0.619, it indicated that Green Marketing Mix has significant effect on customer satisfaction by t_{test} with the number 7.026 and the probability with the number of 0.000 ($p < 0.05$). The decision is rejected H_0 . It means hypothesis, there is effect of green marketing mix on customer satisfaction is accepted. Green Marketing Mix and Customer Satisfaction had the determination coefficient (R²) is 0.577 or 57.7% in this research model and 42.3% is beyond the research model.

3. Path Coefficient of Purchase Decision on Customer Satisfaction

The test result of green marketing mix on customer satisfaction can be seen in Table 21. The research hypothesis which tested as follows:

H_3 = There is effect of Purchase Decision on Customer Satisfaction

Table 21: Path Coefficient Testing of Purchase Decision on Customer Satisfaction

Intervening Variable	Endogenous Variable	Beta Coefficients	t_{test}	P _{value}	Description
Purchase Decision (Y ₁)	Customer Satisfaction (Y ₂)	0.180	2.039	0.044	Significant
R square (R ²) = 0.577 n=118					

Source: Appendix 7

Table 21 showed the beta coefficient 0.180, it indicates that purchase decision has significant effect on customer satisfaction by t_{test} with the number 2.039 and the probability with the number of 0.044 ($p < 0.05$). The decision is rejected H_0 . It means hypothesis, there is effect of purchase decision on customer satisfaction is accepted. Purchase Decision and Customer Satisfaction had the determination coefficient (R^2) is 0.577 or 57.7% in this research model and 42.3% is beyond the research model.

4. The Examination of Purchase Decision as an Intervening Variable in the Relationship of Green Marketing on Customer Satisfaction

In the relationship of Green Marketing on Customer Satisfaction there is a presumption if the variable of Purchase Decision as an intervening variable. The calculation of the influence of Purchase Decision as an intervening variable is as follows:

Structural equation:

$$Y_2 = PY_2X + (PY_1X \times PY_2Y_1)$$

$$\begin{aligned} \text{Direct Effect (DE)} &= PXY_2 \\ &= 0.619 \end{aligned}$$

$$\begin{aligned} \text{Indirect Effect (IE)} &= PXY_1 \times PY_1Y_2 \\ &= 0.725 \times 0.180 \\ &= 0.130 \end{aligned}$$

$$\begin{aligned} \text{Total Effect (TE)} &= PXY_2 + (PXY_1 \times PY_1Y_2) \\ &= 0.619 + 0.130 \\ &= 0.749 \end{aligned}$$

The calculations showed Direct Effect (DE) green marketing mix on purchase decision variable in this research is 0.619. Indirect Effect (IE) green marketing mix on customer satisfaction variable through purchase decision in this research is 0.130. Total Effect (TE) with the formula $DE + IE = 0.619 + 0.130 = 0.749$

From the results of these calculations showed that the Purchase Decision proven as an intervening variable in the relationship between Green Marketing Mix with Customer Satisfaction. This is evidenced by the results of the calculation of Indirect Effect is worth 0.130. Total effect of Green Marketing Mix on Customer Satisfaction through Purchase Decision at 0.749. This suggests that the improvement in Purchase Decision would be a good bridge for the relationship between the Green Marketing on Customer Satisfaction.

5. Diagram Result of Path Analysis

From the overall calculations have been done, this research resulted in the path coefficient between variables. Figure 9 displays the results of path analysis diagram as a whole. Coefficient of Green Marketing Mix on Purchase Decision accounted 0.725. Coefficient of Green Marketing Mix on Customer Satisfaction accounted 0.619. Coefficient of Purchase Decision on Customer Satisfaction accounted 0.180. The final model of path analysis as follows:

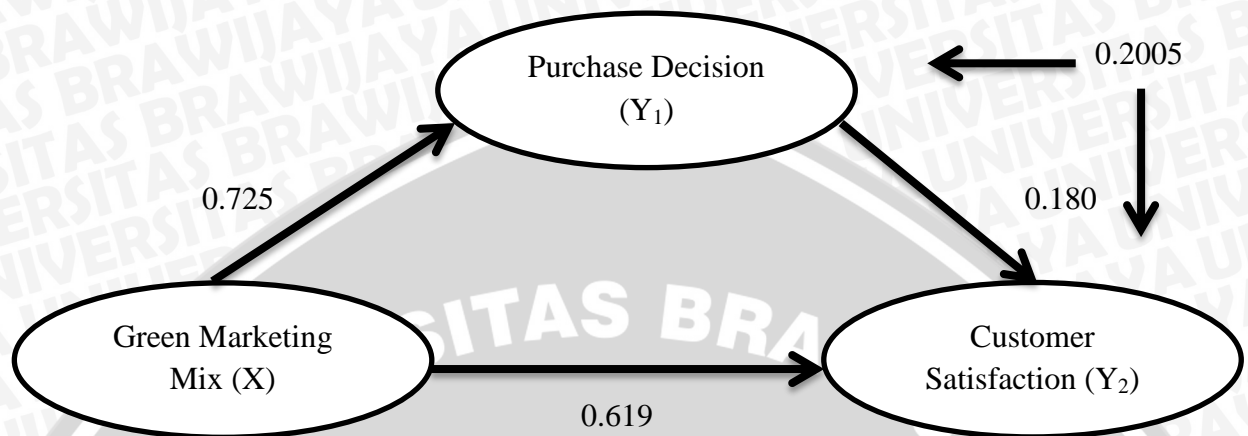


Figure 8: Path Analysis Result Diagram

Based on the results described previously, it can be concluded that the direct effect between variables have a greater influence than the indirect effect with the percentage of 61.9%. It means that with the strategy of green marketing mix that provides the best products, especially it is contain natural and safety ingredients, regarding to green products usually it also safe for the environment. Thus, the customers feel satisfied with the product. This is because most of the customers feel satisfied because of the high quality of products offered and the functions and results in accordance with customers expectation. It can be concluded that the product of JAFRA can be as one of the natural skincare products, safe to use both men and women who are aware of the health and beauty of the skin because of the natural products offered. Based on the results obtained most of the customers were satisfied after purchasing JAFRA products and mostly buy after seeing the testimonials from customers who have been using the product.

6. Provisions Model

The provisions model in this study was measured using the coefficient of determination (R^2) in the both equation. The calculations of provisions model as follows:

$$\begin{aligned}
 R^2_{\text{model}} &= 1 - (1 - R_1^2)(1 - R_2^2) \\
 &= 1 - (1 - 0.526)(1 - 0.577) \\
 &= 1 - (0.474)(0.423) \\
 &= 1 - 0.200502 \\
 &= 0.799498 \\
 &= 79.95\%
 \end{aligned}$$

The results of the calculation of provisions model accounted 79.95%. It explained that the contribution of the structural model to describe the relationship of the three variables studied amounted to 79.95%. While the remaining 20.05% is explained by other variables that were not included in this research model.

E. Discussion of Research Result

The research result of the effect of green marketing mix to purchase decision and customer satisfaction have three hypothesis results. The hypothesis are the effect of green marketing mix on purchase decision, the effect of green marketing mix on customer satisfaction, and the effect of purchase decision on purchase decision. The following results of each hypothesis, as follows:

1. The Effect of Green Marketing Mix on Purchase Decision

Based on Table 19 that showed the result of path analysis of the positive effect of green marketing mix on purchase decision variable showed with the number of path coefficient 0.725 and this result showed the significant probability with the number of probability 0.000 ($p < 0,05$). The results of this research support the previous research that carried out by Uydaci (2002:113) in Boztepe (2012:10) that conducted the survey on US green consumer. The result of Uydaci's research in Boztepe (2012) is green product avoid ingredients of chemical and hazardous contents will become the one factor of influencing the customer purchase decision. Uydaci's research that similiar with this research such as green price, green product and green promotion that effect to purchase decision. The comparison between Uydaci's research and this research results is in Uydaci's research in Boztepe (2012) examined about green awareness variable and in this research examined about green marketing mix, purchase decision and customer satisfaction variable.

The results support to Ansar's research (2013:655), the result of Ansar's research that similiar with this research such as green price, green product (ecological packaging) and environmental advertisement (green promotion) that have significant effect to green purchase decision. The comparison between Ansar's research and this research results is in Ansar examined about socio-demographic variables and in this research examined about green marketing mix variables including green product,

green place, green price and green promotion. Ansar's research was running on the residents of Karachi, Pakistan.

Based on descriptive analysis of variables are noted that the impact of ethical consideration indicator has the lowest indicator mean 3.94. It means that the consumers have the variety of considerations, but finally decided to purchase. The highest item 4.41 is the influence factors indicator, it means that the consumers have influence factors such as the reference from the consumer's closest relationship and time pressure, for instace discount, which finally made the consumer decided to purchase.

2. The Effect of Green Marketing Mix on Customer Satisfaction

Based on Table 20 that showed the result of path analysis of the positive effect of green marketing mix on purchase decision variable showed with the number of path coefficient 0.619 and this result showed the significant probability with the number of probability 0.000 ($p < 0,05$). It means the hyphotesis there is effect of green marketing mix on customer satisfaction is accepted. The results of this research support the previous research that carried out by Rakhsha and Majidazar (2011:761) that green marketing mix effected to the satisfaction level of the customer, thus make the customer satisfy. The similar result concluded that green marketing mix has a siginificant effect on customer satisfaction. The comparison between Rakhsha and Majidazar's research and this research is in Rakhsha and Majidazar's research examined about consumer and customer satisfaction effect on their loyalty but in this research only

examined the customer satisfaction variable. The research of Rakhsha and Majidazar conducted on consumer and customer of The East Azarbaijan Pegah Dairy Company in Tabriz, Iran.

The results obtain from this research correspond to the researches done by Hosseinzadeh and Azizpour (2013) that reported the green product and green promotion effected on customer loyalty. Which is mean, the customer feel satisfied and then become loyal. The good green marketing mix, such as green product, green place, green promotion, and green place is the way to give customer satisfaction (Hosseinzadeh and Azizpour, 2013:114). Thus, all the aspects of green marketing mix have the relation one and another to make customer satisfy. The comparison is, in Hosseinzadeh and Azizpour's research examined only for green product and green promotion, but in this research examined for green marketing mix variables including green price, green product, green promotion and green place. The research of Hosseinzadeh and Azizpour conducted on customer of Naqshe Jahan Sugar Company.

Based on descriptive analysis of variables on customer satisfaction known that the lowest item mean 4.45, it means the level of customer satisfaction is not yet satisfy enough, only satisfy with the products and not on the product's feature. The mean of perceived value equal to the expectation value indicator is 4.47, it means the customer's need and want about the green marketing, especially green product is accordance to the expectation. Based on Hawkins (1995) in Majidazar and Rakhsha

(2011:756), there are many factors that can effect customer satisfaction, such as competitive green price and product's performance.

3. The Effect of Purchase Decision on Customer Satisfaction

Based on Table 21 that showed the result of path analysis of the positive effect of purchase decision on customer satisfaction variable showed with the number of path coefficient 0.180 and this result showed the significant probability with the number of probability 0.044 ($p < 0,05$). It means the hyphotesis there is effect of purchase decision on customer satisfaction is accepted. Based on Table 17, the influence factors such as discount time, the reference and experience from other customer is the highest reason to make the purchase decision. The factors of making purchase decision above will determine after the customer will satisfy or not in the end, because they have bought.

Many of JAFRA Independent Consultant sell the products through online website or social media. Information about the product, quality, and little knowledge about green product can give the positive effect of customer satisfaction after making purchase decision. Thus, it is very important to input it in website or social media of the JAFRA Independent Consultant or when the consultant meet face to face to the customer. It is accordance to Jie and Cheng (2012:19) that prove that information quality shows a significant positive effect on satisfaction.

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the research that has been conducted by researcher can be concluded, as follows:

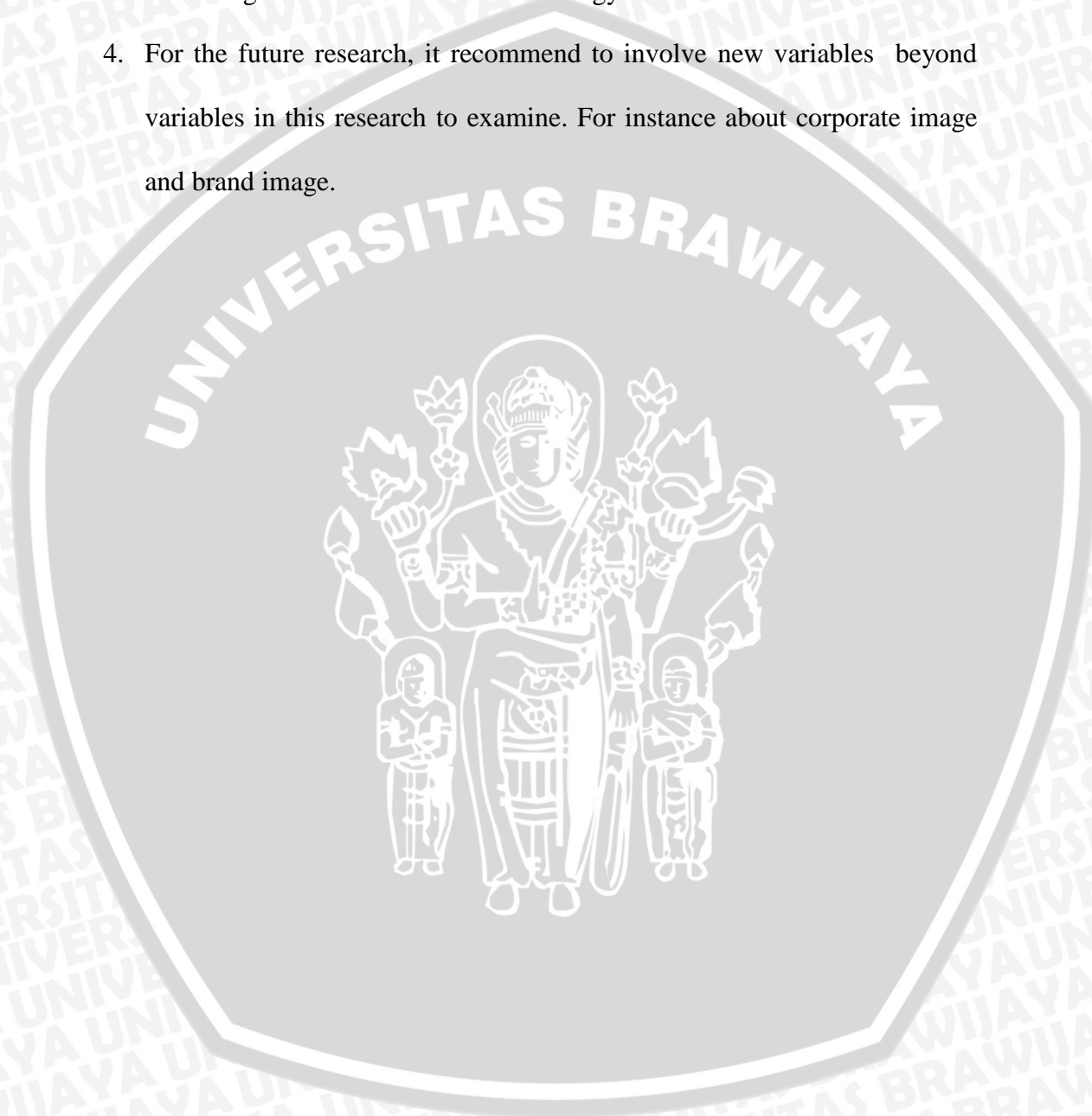
1. Green marketing mix has significant effect on purchase decision. It is proved that the concept of green marketing mix at JAFRA Cosmetics make the customers decide to purchase the product. The biggest indicator mean number is Green Product indicator, as known 4.67
2. Green marketing mix has significant effect on customer satisfaction. It is proved that the concept of green marketing mix at JAFRA Cosmetics make the customers will be satisfied with the product purchased. The biggest indicator mean number is The impact of ethical consideration indicator, as known 4.41
3. Purchase decision mix has significant effect on customer satisfaction. It is proved that by deciding to purchase the product, the customer can feel the quality of the product and in the end customer will feel satisfied when the product is in accordance with expectations. The biggest indicator mean number is perceived value equal to the expectation value indicator, as known 4.47

B. Recommendations

Based on the conclusions, issues should be taken into JAFRA Indonesia and future research, as follows:

1. Management of JAFRA Indonesia should be maintained and improved the indicators of green marketing mix that has significant effect on purchase decision. Strategies that can be used by JAFRA Indonesia to increase the green marketing mix that has significant effect on purchase decision as follows; first, ensures all the products that exist is using natural ingredients and less chemical, especially from the dangerous chemical. Second, campaign the green products through social media as the standart and lifestyle of healthy life, thus JAFRA Indonesia known as the green products. Third, using the degradable materials for all the products packaging.
2. Management of JAFRA Indonesia should be maintained and improved the indicators of green marketing mix that has significant effect on customer satisfaction. JAFRA Indonesia should be increased green marketing mix that has significant effect on customer satisfaction as follows; first, to improve the technology process to keep maintaining natural contain and the high quality of product. Second, add the product's feature significantly. Thus, customer will be satisfied if there are additional new feature of the product.

3. Jafra Indonesia can work together with the community of nature and animals lovers as a sign that the JAFRA Indonesia favor of green marketing mix as the standard and strategy that used.
4. For the future research, it recommend to involve new variables beyond variables in this research to examine. For instance about corporate image and brand image.



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Appendix 1. Sample Calculation Using the Formula of *Machin And Cambell*

$r = 0.35$; $\alpha = 0.05$ and $\beta = 0.05$.

For the first iteration:

$$\begin{aligned} U^1_p &= \frac{1}{2} \ln \left(\frac{1+r}{1-r} \right) \\ &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) \\ &= \frac{1}{2} \ln \left(\frac{1.35}{0.65} \right) \\ &= 0.3654437543 \end{aligned}$$

$$\begin{aligned} n &= \frac{(Z_{t-\alpha} + Z_{t-\beta})^2}{(U^1_p)^2} + 3 \\ &= \frac{(1.96 + 1.96)^2}{(0.3654437543)^2} + 3 \\ &= \frac{15.3664}{0.1335491375} + 3 \\ &= 118.061768900 \text{ rounded up to } 119 \end{aligned}$$

For the second iteration:

$$\begin{aligned} U^2_p &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) + \frac{r}{2(n-1)} \\ &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) + \frac{0.35}{2(118.061768900-1)} \\ &= 0.3654437543 + 0.001494937 \\ &= 0.36693869 \end{aligned}$$

$$\begin{aligned} n_2 &= \frac{(1.96 + 1.96)^2}{(0.36693869)^2} + 3 \\ &= \frac{15.3664}{0.134644} + 3 \\ &= 117.12614 \text{ rounded up to } 118 \end{aligned}$$

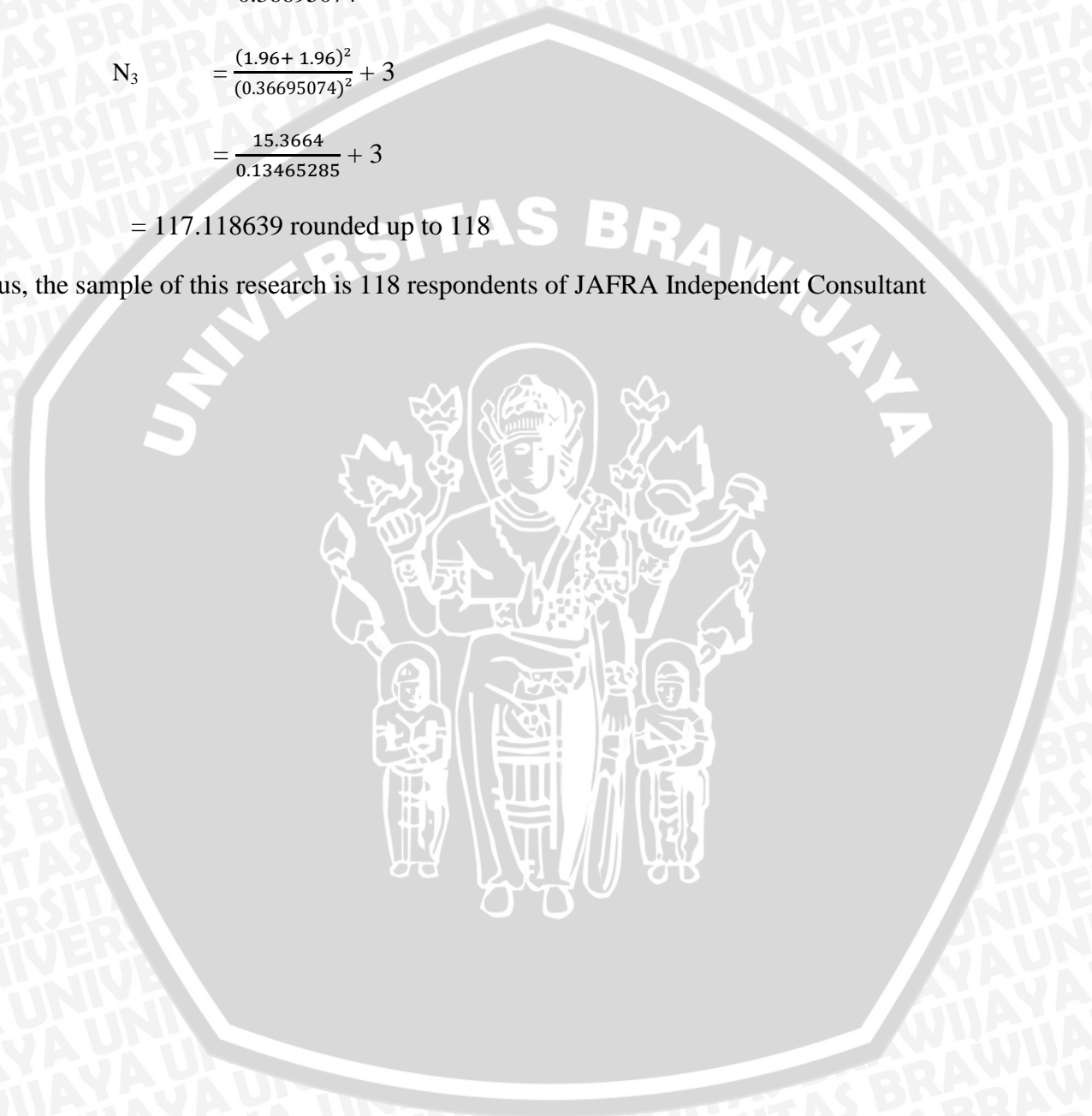
For the third iteration:

$$\begin{aligned} U^3_p &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) + \frac{0.35}{2(117.12164-1)} \\ &= 0.3654437543 + 0.001506982 \\ &= 0.36695074 \end{aligned}$$

$$\begin{aligned} N_3 &= \frac{(1.96 + 1.96)^2}{(0.36695074)^2} + 3 \\ &= \frac{15.3664}{0.13465285} + 3 \end{aligned}$$

$$= 117.118639 \text{ rounded up to } 118$$

Thus, the sample of this research is 118 respondents of JAFRA Independent Consultant



TITLE UNDERGRADUATE THESIS

THE EFFECT OF GREEN MARKETING MIX TO PURCHASE DECISION AND
CUSTOMER SATISFACTION

(Survey on JAFRA Independent Consultant, Malang)

Dear JAFRA Independent Consultant,

This research was conducted in order to complete the thesis for a degree (S1) at the Faculty of Administrative Sciences Department of Business Administration University of Brawijaya. I guarantee the confidentiality of the answers that have been given, then I really expect answers that correspond to your opinion.

For your cooperation and assistance, I say thank you.

Researcher,

Agnes Viani Parlan

115030207121003

Supervisor I

Supervisor II

Andriani Kusumawati, S.Sos, M.Si, DBA
NIP. 19760414 200212 2 002

M. Kholid Mawardi, S.Sos, MAB, Ph.D
NIP. 19751220 200501 1 002

QUESTIONNAIRE

PART I : RESPONDENT IDENTITY

Filling instruction:

- Please fill in the following questions truthfully.
- Please give a check (✓) in the box provided

- Respondent name :
- Gender : ☐ Male ☐ Female
- Age : _____ Years Old
- Latest Education : ☐ Elementary School ☐ Diploma ☐ Doctoral
☐ Junior High School ☐ Bachelor
☐ Senior High School ☐ Master
☐ Other _____ (Please mention)
- Job : ☐ Public Employee
☐ Public Servant
☐ Entrepreneur
☐ Other _____ (Please mention)
☐ No Work
☐ Housewife
☐ Student
- Income per Month : Rp _____ (Please mention)
- How long have you registered as a JAFRA Independent Consultant?
☐ <4 month ☐ 4 ≤ 8 month ☐ 8 ≤ 12 month ☐ >12 month
- How long have you been using JAFRA products?
☐ <4 month ☐ 4 ≤ 8 month ☐ 8 ≤ 12 month ☐ >12 month
- What are the advantages of being JAFRA Independent Consultant that made you want to join? (Allowed to choose more than one)

<input type="checkbox"/> Getting member price	<input type="checkbox"/> Natural and safety products
<input type="checkbox"/> Getting profit from direct selling	<input type="checkbox"/> High quality products
<input type="checkbox"/> Getting free product in a particular period	<input type="checkbox"/> Bonus money at a certain level

PART II : RESEARCH STATEMENT

Instruction : Give a check (✓) to the answer that you think is most appropriate to the questionnaire below

Explanation :

SA = Strongly Agree

A = Agree

N = Neutral

DA = Disagree

SDA = Strongly Disagree

Green Marketing Mix						
NO	STATEMENT	SA	A	N	DA	SDA
Green Product : Product						
1	Increasing the quality of health because green product avoid chemical					
2	Special products characteristics is using natural ingredients					
3	Special products characteristics is eco-friendly					
4	The products have no contain toxic ingredients (no mercury or hydroquinone ingredients) are used					
5	The packaging can be recyclable, utilized or reused					
Green Price: Premium price						
6	Extra product value as the guarantee of product that is not give negative impact for the environment					
7	Extra product value as the guarantee of product that is not give negative impact for human usage					
8	Extra product value as the guarantee of product quality because the product contain more higher natural ingredients than chemical ingredients					
Green Distribution: Physical distribution						
9	Environmentally-conscious strategic location using green concept					
10	The company make the packaging is safe to send by the agent to consumer thus it is friendly to environment					
11	The company controls the agent to prevent usage the harmful material that is not easy to parse					
Green Promotion: Green advertising						
12	Selling also campaign green marketing					

NO	STATEMENT	SA	A	N	DA	SDA
13	Involved in social activities of environmental also human protection					
14	Advertising tells about the products are natural ingredients products, doesn't contain animals placenta (e.g. pork, dog, etc), safety of product for human usage (especially for pregnant and lactating woman)					
15	Publicize the green standart of company					
Purchase Decision						
16	Buy because the brand is famous					
17	Buy because have money					
18	Buy because have obtained the good information of the product					
19	Buy because payment system is easy					
20	Environmental advertisement give knowledge about green product					
21	Time presssure (eg. Discount time)					
22	The other consumers experience when used the product (testimonial)					
23	The reference from family, friends, acquaintances					
Customer Satisfaction						
24	The function of product offered in accordance with expectation					
25	The type of product offered in accordance with expectation					
26	The quality of product offered in accordance with expectation					
27	Satisfied with the product offered					
28	Satisfied with the product's feature					
29	Satisfied with the service provided					

No. Angket :

Appendix 3. Research Questionnaire in Bahasa

PENELITIAN SKRIPSI MENGENAI

GREEN MARKETING MIX DAN PENGARUHNYA TERHADAP KEPUTUSAN PEMBELIAN DAN KEPUASAN KONSUMEN

(Survei pada Independen Konsultan JAFRA, Kota Malang)

Kepada Yth. Independen Konsultan JAFRA

Penelitian ini dilakukan dalam rangka menyelesaikan tugas akhir untuk meraih gelar sarjana (S1) pada Fakultas Ilmu Administrasi Jurusan Administrasi Bisnis Universitas Brawijaya Malang. Saya menjamin kerahasiaan jawaban yang telah diberikan, maka dengan ini saya sangat mengharapkan jawaban yang sesuai dengan pendapat saudara.

Atas kerjasama dan segala bantuan saudara saya ucapkan terimakasih.



Hormat saya,

Agnes Viani Parlan**115030207121003**

Dosen Pembimbing I

Dosen Pembimbing II

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KUESIONER

PART I : IDENTITAS RESPONDEN

Petunjuk pengisian:

- Mohon isi pertanyaan di bawah ini dengan sebenar-benarnya.
- Berilah tanda centang (✓) pada kotak yang telah disediakan

- Nama Responden :
- Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
- Usia : _____ Tahun
- Pendidikan terakhir : ☐ SD ☐ Diploma ☐ S3
☐ SMP Sederajat ☐ S1
☐ SMA Sederajat ☐ S2
☐ Lainnya _____ (Sebutkan)
- Pekerjaan : ☐ Pegawai Swasta
☐ Pegawai Negeri
☐ Wiraswasta
☐ Lainnya _____ (Sebutkan)
☐ Tidak bekerja
☐ Pelajar/Mahasiswa
☐ Ibu Rumah Tangga
- Pendapatan perbulan : Rp _____ (Sebutkan)
- Berapa lama Anda mendaftar menjadi JAFRA Independent Consultant?
☐ <4 bulan ☐ 4 ≤ 8 bulan ☐ 8 ≤ 12 bulan ☐ >12 bulan
- Berapa lama Anda sudah menggunakan produk JAFRA?
☐ <4 bulan ☐ 4 ≤ 8 bulan ☐ 8 ≤ 12 bulan ☐ >12 bulan
- Apa keuntungan menjadi JAFRA Independent Consultant sehingga Anda ingin bergabung?
(Diizinkan untuk memilih lebih dari satu)
☐ Mendapatkan potongan berbelanja ☐ Produk alami dan aman
☐ Mendapatkan keuntungan dari penjualan langsung ☐ Produk berkualitas tinggi
☐ Mendapatkan produk gratis dalam periode tertentu ☐ Bonus uang pada level tertentu

PART II : PERNYATAAN PENELITIAN

Instruction : Berilah tanda centang (✓) untuk jawaban yang anda anggap paling tepat untuk kuesioner bawah ini

Keterangan :

SS = Sangat setuju

S = Setuju

N = Netral

TS = Tidak setuju

STS = Sangat tidak setuju

Bauran Pemasaran Hijau						
NO	PERNYATAAN	SS	S	N	TS	STS
Produk Hijau : Produk						
1	Kualitas kesehatan meningkat karena produk hijau menghindari penggunaan bahan kimia					
2	Karakteristik spesial produk menggunakan bahan alami					
3	Karakteristik spesial produk adalah ramah lingkungan					
4	Produk tidak mengandung bahan beracun (tanpa kandungan merkuri atau hidrokuinon)					
5	Kemasan dapat didaur ulang, dimanfaatkan atau digunakan lagi					
Harga Hijau : Harga premium						
6	Harga premium (lebih mahal) untuk mendapatkan produk ramah lingkungan yang menjamin nilai tambah produk					
7	Harga produk sesuai dengan kualitas produk yang diinginkan					
8	Harga produk sesuai dengan kepuasan yang didapatkan					
Distribusi Hijau : Distribusi fisik						
9	Lokasi distribusi barang strategis yang sadar lingkungan dengan menggunakan konsep hijau					
10	Perusahaan membuat kemasan (packing) yang aman untuk dikirim oleh agen kepada konsumen sehingga ramah lingkungan					

NO	PERNYATAAN	SS	S	N	TS	STS
11	Perusahaan mengontrol agen untuk mencegah penggunaan bahan yang tak bisa terurai					
Promosi Hijau: Iklan hijau						
12	Beriklan serta mengkampanyekan pemasaran hijau dan isu-isu lingkungan					
13	Perusahaan turut serta dalam kegiatan sosial mengenai lingkungan hidup dan perlindungan manusia					
14	Iklan menceritakan tentang produk yang mengandung bahan-bahan alami, tidak mengandung plasenta hewan (misalnya babi, anjing, dll), aman untuk penggunaan manusia (terutama untuk wanita hamil dan menyusui)					
15	Perusahaan mempublikasikan mengenai standart konsep hijau					
Keputusan Pembelian						
16	Membeli merek karena merek terkenal					
17	Membeli karena memiliki uang					
18	Membeli karena telah memperoleh informasi yang baik dari produk					
19	Membeli karena sistem pembayaran mudah					
20	Membeli karena iklan mengenai lingkungan yang memberi pengetahuan tentang produk hijau JAFRA					
21	Membeli karena batasan waktu (misalnya Diskon)					
22	Membeli setelah mengetahui pengalaman konsumen lain menggunakan produk (testimonial)					
23	Membeli karena referensi dari keluarga, teman, kenalan					
Kepuasan Konsumen						
24	Fungsi dari produk yang ditawarkan sesuai dengan harapan					
25	Jenis produk yang ditawarkan sesuai dengan harapan					
26	Kualitas produk yang ditawarkan sesuai dengan harapan					
27	Puas dengan produk yang ditawarkan					
28	Puas dengan varian produk					
29	Puas dengan layanan yang disediakan					

No	Jenis Kelamin	Usia	Pendidikan Terakhir	Pekerjaan	Pendapatan	Lama menjadi Konsultan JAFRA	Lama menggunakan produk JAFRA	Keuntungan menjadi Konsultan JAFRA
1	Perempuan	21	SMA/ sederajat	Pelajar/ Mahasiswa	1.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
2	Perempuan	32	S1	Wiraswasta	16.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
3	Perempuan	31	S1	IRT	2.750.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
4	Perempuan	36	S1	Pegawai Negeri	3.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
5	Perempuan	27	S2	Pegawai Negeri	3.750.000	> 1-4 bulan	> 4-8 bulan	1,2,4,5
6	Laki-laki	28	S1	Pegawai Swasta	750.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
7	Perempuan	25	S1	Pegawai Swasta	1.750.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
8	Perempuan	27	S1	Wiraswasta	6.000.000	> 1-4 bulan	> 4-8 bulan	1,2,4,5
9	Perempuan	20	SMA/ sederajat	Pelajar/ Mahasiswa	500.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
10	Perempuan	26	S1	Pegawai Swasta	3.500.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
11	Perempuan	27	SMA/ sederajat	IRT	3.000.000	> 1-4 bulan	> 4-8 bulan	1,2,4,5
12	Perempuan	25	S1	Pegawai Swasta	3.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
13	Laki-laki	35	S1	Pegawai Swasta	2.500.000	> 4-8 bulan	> 1-4 bulan	1,2,4,5
14	Perempuan	41	SMA/ sederajat	IRT	1.500.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
15	Perempuan	23	S1	Pegawai Swasta	1.500.000	> 4-8 bulan	> 1-4 bulan	1,2,3,4,5,6
16	Perempuan	23	SMA/ sederajat	Pelajar/ Mahasiswa	2.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6

17	Perempuan	41	SMA/ sederajat	IRT	7.500.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
18	Perempuan	32	SMA/ sederajat	IRT	3.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
19	Perempuan	26	S1	Pegawai Swasta	2.500.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
20	Perempuan	26	SMA/ sederajat	Pegawai Swasta	2.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
21	Perempuan	47	S1	Pegawai Negeri	5.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
22	Perempuan	32	SMA/ sederajat	IRT	750.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
23	Perempuan	35	Diploma	Wiraswasta	7.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
24	Perempuan	25	S1	Pegawai Swasta	3.000.000	> 1-4 bulan	> 1-4 bulan	1,4,5
25	Perempuan	31	S1	IRT	5.000.000	> 4-8 bulan	> 1-4 bulan	1,2,3,4,5,6
26	Perempuan	39	S1	IRT	5.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
27	Perempuan	33	S1	Pegawai Swasta	4.500.000	> 1-4 bulan	> 4-8 bulan	1,4,5
28	Perempuan	32	S2	Pegawai Negeri	4.000.000	> 12 bulan	> 8-12 bulan	1,2,3,4,5,6
29	Perempuan	26	S1	Pegawai Swasta	11.000.000	> 12 bulan	> 8-12 bulan	1.2.4.5
30	Perempuan	26	S1	Pegawai Swasta	3.500.000	> 8-12 bulan	> 8-12 bulan	1.2.4.5
31	Perempuan	30	S1	Wiraswasta	10.000.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
32	Perempuan	40	S2	Pegawai Negeri	8.000.000	> 4-8 bulan	> 4-8 bulan	1.2.4.5
33	Perempuan	34	SMA/ sederajat	IRT	7.500.000	> 8-12 bulan	> 4-8 bulan	1,2,4,5,6
34	Perempuan	35	S1	Wiraswasta	7.000.000	> 4-8 bulan	> 8-12 bulan	1.2.4.5
35	Perempuan	23	SMA/ sederajat	Pelajar/ Mahasiswa	1.500.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
36	Perempuan	30	Diploma	IRT	3.500.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
37	Perempuan	27	S1	Wiraswasta	4.000.000	> 8-12 bulan	> 4-8 bulan	1,4,5

38	Perempuan	29	S1	Pegawai Swasta	3.000.000	> 1-4 bulan	> 4-8 bulan	1,2,3,4,5,6
39	Perempuan	30	SMA/ sederajat	IRT	1.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
40	Perempuan	30	S1	Wiraswasta	6.000.000	> 1-4 bulan	> 4-8 bulan	1,2,4,5
41	Perempuan	33	Diploma	Wiraswasta	4.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
42	Perempuan	41	S2	Pegawai Negeri	2.500.000	> 1-4 bulan	> 4-8 bulan	1,2,3,4,5,6
43	Perempuan	33	Diploma	IRT	1.500.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
44	Perempuan	34	S1	Pegawai Swasta	3.000.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
45	Perempuan	26	SMA/ sederajat	IRT	1.750.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
46	Perempuan	31	S1	Wiraswasta	7.500.000	> 4-8 bulan	> 8-12 bulan	1,2,3,4,5,6
47	Perempuan	37	S2	Pegawai Negeri	4.000.000	> 4-8 bulan	> 8-12 bulan	1,2,3,4,5,6
48	Perempuan	31	S1	Wiraswasta	10.000.000	> 1-4 bulan	> 4-8 bulan	1,2,3,4,5,6
49	Perempuan	31	SMA/ sederajat	IRT	1.750.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
50	Perempuan	30	S1	Pegawai Swasta	4.000.000	> 4-8 bulan	> 1-4 bulan	1,2,3,4,5,6
51	Perempuan	42	SMA/ sederajat	IRT	7.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
52	Perempuan	22	SMA/ sederajat	Pelajar/ Mahasiswa	3.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
53	Perempuan	26	S1	IRT	1.000.000	> 1-4 bulan	> 1-4 bulan	1,4
54	Perempuan	22	SMA/ sederajat	Pelajar/ Mahasiswa	3.500.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
55	Perempuan	21	SMA/ sederajat	Pelajar/ Mahasiswa	1.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5
56	Perempuan	27	S1	Wiraswasta	2.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5
57	Perempuan	18	Lainnya: Kursus	Pelajar/ Mahasiswa	1.000.000	> 4-8 bulan	> 4-8 bulan	1,4
58	Perempuan	26	Diploma	IRT	2.500.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6

59	Perempuan	24	Diploma	Pegawai Negeri	2.750.000	> 1-4 bulan	> 1-4 bulan	1,2,4
60	Perempuan	26	S1	Wiraswasta	2.000.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
61	Perempuan	28	Diploma	Wiraswasta	3.000.000	> 1-4 bulan	> 1-4 bulan	1,4
62	Perempuan	36	S1	Pelajar/Mahasiswa	1.500.000	> 1-4 bulan	> 1-4 bulan	1,3,4
63	Perempuan	26	S1	IRT	3.000.000	> 1-4 bulan	> 1-4 bulan	4
64	Perempuan	36	Diploma	Lainnya: Konsultan Independent	35.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
65	Perempuan	39	S1	Lainnya: Konsultan Independent	5.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
66	Perempuan	45	S1	Pegawai Swasta	20.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
67	Perempuan	33	S1	Lainnya: Konsultan Independent	15.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
68	Perempuan	34	S1	Lainnya: Konsultan Independent	5.000.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
69	Perempuan	26	SMA/ sederajat	IRT	1.500.000	> 1-4 bulan	> 1-4 bulan	4
70	Perempuan	30	Diploma	Wiraswasta	3.000.000	> 1-4 bulan	> 1-4 bulan	1,2
71	Perempuan	25	S1	Lainnya: Konsultan Independent	5.000.000	> 8-12 bulan	> 8-12 bulan	2,3,4,5,6
72	Perempuan	35	S1	Lainnya: Konsultan Independent	12.000.000	> 4-8 bulan	> 8-12 bulan	1,2,3,4,5,6
73	Perempuan	31	SMP/ sederajat	IRT	2.000.000	> 1-4 bulan	> 1-4 bulan	4

74	Perempuan	40	S2	Pegawai Negeri	3.500.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5
75	Perempuan	30	S1	Pegawai Swasta	5.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4
76	Perempuan	20	SMA/ sederajat	Pelajar/ Mahasiswa	1.500.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
77	Perempuan	27	S1	Wiraswasta	50.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
78	Perempuan	32	S1	Wiraswasta	7.000.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
79	Perempuan	19	SMA/ sederajat	Pelajar/ Mahasiswa	2.000.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
80	Perempuan	23	S1	Pegawai Swasta	5.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
81	Perempuan	39	S1	Pegawai Swasta	3.500.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
82	Perempuan	33	S1	Wiraswasta	10.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
83	Perempuan	30	Diploma	Pegawai Swasta	8.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
84	Perempuan	27	S1	Pegawai Swasta	7.000.000	> 4-8 bulan	> 8-12 bulan	1,2,4,5
85	Perempuan	40	SMA/ sederajat	IRT	3.000.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
86	Perempuan	23	S1	Pegawai Swasta	2.500.000	> 12 bulan	> 8-12 bulan	1,2,3,4,5,6
87	Perempuan	20	SMA/ sederajat	Pelajar/ Mahasiswa	1.000.000	> 1-4 bulan	> 4-8 bulan	1,2,3,4,5,6
88	Perempuan	37	S1	Wiraswasta	15.000.000	> 4-8 bulan	> 4-8 bulan	1,2,4,5,6
89	Perempuan	36	S1	Wiraswasta	17.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
90	Perempuan	37	SMA/ sederajat	IRT	3.000.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
91	Perempuan	25	S1	Wiraswasta	20.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
92	Perempuan	37	SMA/ sederajat	IRT	2.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
93	Perempuan	33	Diploma	IRT	2.500.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
94	Perempuan	28	S1	Wiraswasta	6.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6

95	Perempuan	29	Diploma	Pegawai Swasta	7.000.000	> 8-12 bulan	> 4-8 bulan	1,2,3,4,5,6
96	Perempuan	32	Diploma	Wiraswasta	10.000.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
97	Perempuan	41	SMA/ sederajat	IRT	2.000.000	> 4-8 bulan	> 1-4 bulan	1,2,3,4,5,6
98	Perempuan	30	S2	Pegawai Negeri	7.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
99	Perempuan	40	SMA/ sederajat	IRT	1.500.000	> 1-4 bulan	> 1-4 bulan	1,2,3,4,5,6
100	Perempuan	33	Diploma	IRT	3.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
101	Perempuan	22	SMA/ sederajat	Pelajar/ Mahasiswa	3.000.000	> 4-8 bulan	> 8-12 bulan	1,2,3,4,5,6
102	Perempuan	41	S1	Wiraswasta	25.000.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
103	Perempuan	45	SMA/ sederajat	IRT	15.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
104	Perempuan	33	Diploma	IRT	2.500.000	> 4-8 bulan	> 8-12 bulan	1,2,4,5
105	Perempuan	19	SMA/ sederajat	Pelajar/ Mahasiswa	3.000.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
106	Perempuan	32	S1	IRT	20.000.000	> 12 bulan	> 12 bulan	1,2,3,4,5,6
107	Perempuan	27	Diploma	Wiraswasta	7.000.000	> 1-4 bulan	> 4-8 bulan	1,4,5
108	Perempuan	25	S1	Pegawai Swasta	3.500.000	> 4-8 bulan	> 4-8 bulan	1,2,3,4,5,6
109	Perempuan	23	S2	Pelajar/ Mahasiswa	5.000.000	> 1-4 bulan	> 4-8 bulan	1,4,5
110	Perempuan	30	S1	Pegawai Swasta	4.000.000	> 1-4 bulan	> 1-4 bulan	1,2,4,5
111	Perempuan	31	S1	Pegawai Swasta	7.000.000	> 8-12 bulan	> 12 bulan	1,2,3,4,5,6
112	Perempuan	26	S2	Pegawai Negeri	10.000.000	> 4-8 bulan	> 4-8 bulan	1,2,4,5
113	Perempuan	30	SMA/ sederajat	Pegawai Swasta	7.500.000	> 1-4 bulan	> 1-4 bulan	1,4,5
114	Perempuan	21	SMA/ sederajat	Pelajar/ Mahasiswa	1.000.000	> 4-8 bulan	> 4-8 bulan	1,2,4,5
115	Perempuan	29	S1	Wiraswasta	15.000.000	> 8-12 bulan	> 1-4 bulan	1,2,3,4,6

116	Perempuan	27	S1	IRT	20.000.000	> 8-12 bulan	> 8-12 bulan	1,2,3,4,5,6
117	Perempuan	37	S2	Pegawai Negeri	6.000.000	> 1-4 bulan	> 4-8 bulan	1,2,3,4,5,6
118	Perempuan	29	S1	Pegawai Negeri	3.000.000	> 1-4 bulan	> 4-8 bulan	1,2,3,4,5,6



	X1.1.1	X1.1.2	X1.1.3	X1.1.4	X1.1.5	X1.1	X1.2.1	X1.2.2	X1.2.3	X1.2	X1.3.1	X1.3.2	X1.3.3	X1.3	X1.4.1	X1.4.2	X1.4.3	X1.4.4	X1.4	V1.1.1	V1.1.2	V1.1.3	V1.1.4	V1.2.1	V1.2.2	V1.2.3	V1.2.4	V1	V2.1.1	V2.1.2	V2.1.3	V2.2.1	V2.2.2	V2.2.3	V2
1	5	5	5	5	4	24	4	5	5	14	4	4	3	11	5	4	5	4	18	3	3	4	3	5	4	5	5	32	5	5	5	5	5	5	30
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51	5	5	5	5	5	25	5	5	5	15	4	3	4	11	4	4	5	4	17	5	4	5	3	5	5	5	5	37	5	5	5	5	5	3	28
52	5	5	5	5	5	25	5	5	5	15	3	4	3	10	4	5	5	4	18	3	4	3	4	5	5	5	5	34	4	4	4	5	2	2	21
53	5	5	5	5	4	24	4	5	5	14	3	5	2	10	3	4	5	4	16	3	4	5	4	4	5	5	5	35	4	4	5	5	5	2	25
54	5	5	5	5	5	25	5	5	5	15	3	4	3	10	5	5	5	5	20	3	3	4	3	5	5	5	5	33	5	5	5	5	5	5	30
55	5	5	5	5	5	25	5	5	5	15	3	4	4	11	5	5	5	5	20	3	3	4	3	4	5	4	4	30	4	2	4	4	2	4	20
56	5	4	4	5	4	22	5	5	5	15	4	3	3	10	5	5	5	4	19	3	3	3	3	5	5	5	5	32	5	5	5	4	5	3	27
57	5	5	5	5	5	25	5	5	5	15	4	4	4	12	4	5	4	4	17	4	4	4	2	5	5	5	5	34	4	4	5	5	3	2	23
58	5	5	5	5	4	24	4	5	5	14	3	5	3	11	4	4	5	4	17	3	4	4	3	5	4	5	5	33	4	4	5	5	2	4	24

59	5	5	5	5	4	24	5	5	5	15	3	3	4	10	5	5	4	4	18	4	4	4	3	4	4	5	5	33	4	4	4	4	4	4	24
60	5	5	5	5	5	25	5	4	4	13	4	3	4	11	4	4	5	4	17	3	4	3	4	4	3	5	5	31	5	5	5	5	5	5	30
61	5	5	5	5	5	25	5	5	5	15	3	4	3	10	5	5	5	4	19	4	4	4	3	5	5	5	5	35	5	5	5	5	2	2	24
62	5	5	5	5	4	24	4	4	4	12	4	4	3	11	4	4	4	4	16	3	3	4	3	4	4	4	4	29	4	4	4	4	4	4	24
63	5	5	5	5	5	25	5	5	5	15	4	3	2	9	4	4	5	4	17	2	2	4	2	4	4	5	5	28	4	4	4	4	3	2	21
64	5	5	5	5	5	25	5	5	5	15	4	4	3	11	4	4	4	3	15	2	4	5	3	5	2	5	5	31	5	5	5	5	5	5	30
65	5	5	5	5	5	25	5	5	5	15	4	5	4	13	5	5	5	4	19	3	3	5	3	5	3	5	5	32	5	5	5	5	4	4	28
66	5	5	4	5	4	23	5	4	4	13	4	5	3	12	4	4	4	4	16	3	3	4	3	4	4	4	4	29	4	4	4	4	4	4	24
67	5	5	5	5	5	25	4	4	4	12	5	4	3	12	4	4	4	4	16	4	4	5	3	5	4	5	5	35	5	5	5	5	5	5	30
68	5	5	5	5	5	25	4	5	5	14	4	4	3	11	4	4	4	4	16	3	3	3	4	3	4	4	4	28	3	3	4	4	3	3	20
69	5	5	5	5	5	25	4	4	4	12	3	3	3	9	5	4	4	3	16	3	3	3	3	4	3	4	4	27	4	4	4	4	3	3	22
70	5	5	5	5	5	25	4	4	4	12	4	4	2	10	4	4	3	4	15	4	4	3	3	3	4	4	4	29	4	4	4	4	4	4	24
71	5	5	5	5	5	25	4	4	4	12	3	3	3	9	4	4	4	4	16	5	3	4	4	4	5	5	5	35	4	4	4	4	4	4	24
72	5	5	5	5	5	25	5	5	5	15	3	3	3	9	4	4	4	4	16	5	5	4	4	5	5	5	5	38	5	5	5	5	5	5	30
73	5	5	5	5	5	25	4	4	4	12	3	3	3	9	5	4	5	5	19	4	4	4	4	5	5	5	5	36	5	5	5	5	5	5	30
74	5	5	5	5	5	25	5	5	5	15	3	3	3	9	5	4	5	4	18	3	3	4	3	4	5	5	5	32	4	4	4	4	4	4	24
75	5	5	5	5	5	25	5	5	5	15	3	4	3	10	4	4	4	4	16	4	4	4	3	4	4	5	5	33	4	4	4	4	4	4	24
76	5	5	5	5	5	25	5	5	5	15	4	3	3	10	4	4	4	4	16	3	4	4	4	3	3	4	4	29	5	5	5	5	5	5	30
77	5	5	5	5	4	24	5	5	4	14	4	3	3	10	5	4	4	4	17	3	3	3	3	3	4	4	4	27	5	5	5	5	4	4	28
78	5	5	5	5	5	25	4	4	4	12	4	4	4	12	5	5	4	5	19	3	3	4	4	3	3	4	4	28	4	4	4	4	2	2	20
79	5	5	5	5	5	25	5	5	4	14	3	3	4	10	5	4	4	5	18	4	4	4	4	5	4	4	4	33	5	5	5	5	3	2	25
80	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	4	4	4	17	4	4	4	3	5	3	3	3	29	5	5	5	5	5	5	30
81	5	5	5	5	4	24	5	5	5	15	3	3	4	10	4	4	5	3	16	4	3	4	2	4	4	4	4	29	5	5	5	5	3	3	26
82	5	5	5	5	5	25	4	5	5	14	4	4	3	11	4	4	4	4	16	4	4	4	3	4	3	4	4	30	4	4	4	4	4	2	22
83	5	5	5	5	5	25	4	4	4	12	5	3	3	11	5	5	5	5	20	4	4	4	5	5	5	5	5	37	5	5	5	5	5	2	27
84	5	5	5	5	5	25	4	5	5	14	4	3	3	10	5	5	5	4	19	4	4	4	4	5	5	4	4	34	5	5	5	5	5	5	30
85	5	5	5	5	5	25	5	5	5	15	4	4	3	11	5	5	5	5	20	5	5	5	5	5	4	4	4	37	5	5	5	5	5	5	30
86	5	5	5	5	5	25	5	5	5	15	4	4	4	12	4	4	4	4	16	3	3	3	4	4	4	4	4	29	5	5	5	5	5	5	30
87	5	5	4	5	4	23	4	4	4	12	3	3	3	9	4	4	4	4	16	4	4	4	4	5	4	5	5	35	5	5	5	5	5	5	30
88	5	5	5	5	5	25	4	4	5	13	3	3	3	9	5	4	4	4	17	3	3	3	4	4	4	4	4	29	4	4	4	4	4	3	23
89	5	5	5	5	5	25	5	5	5	15	5	5	4	14	5	4	5	5	18	3	3	3	4	3	4	3	4	27	4	4	4	4	4	2	22

90	5	5	4	4	4	22	4	4	4	12	3	4	3	10	5	4	4	4	17	4	3	3	4	3	3	4	3	27	4	4	4	4	4		
91	5	5	5	5	5	25	4	5	4	13	4	3	3	10	3	4	4	3	14	3	3	4	3	3	4	4	3	27	4	4	4	4	4	4	24
92	4	4	4	4	4	20	4	4	4	12	3	3	3	9	3	3	5	3	14	4	4	4	2	3	3	3	3	26	4	4	4	4	4	4	24
93	5	5	5	5	5	25	4	5	5	14	4	4	3	11	5	4	5	5	19	3	3	3	3	4	4	4	4	28	5	5	5	5	5	5	30
94	5	5	5	5	5	25	5	5	5	15	3	3	3	9	4	3	5	3	15	3	3	4	3	5	4	4	4	30	5	5	5	5	5	5	30
95	5	5	5	5	5	25	5	5	5	15	4	4	3	11	5	4	5	5	19	4	4	4	4	5	4	4	4	33	5	5	5	5	5	5	30
96	5	5	5	5	5	25	5	5	5	15	3	3	3	9	5	5	5	5	20	3	3	5	3	5	4	4	4	31	5	5	5	4	4	2	25
97	5	5	4	4	4	22	5	5	5	15	4	4	4	12	4	4	4	4	16	4	4	5	5	4	5	5	5	37	4	4	4	4	4	4	24
98	5	5	5	5	5	25	5	5	5	15	3	3	3	9	4	4	4	3	15	3	3	4	4	4	5	5	5	33	4	4	4	4	4	4	24
99	5	5	5	5	5	25	5	5	4	14	4	4	3	11	5	5	5	3	18	4	4	5	3	5	5	4	4	34	5	5	5	5	5	5	30
100	5	5	5	5	3	23	5	4	4	13	3	3	3	9	4	4	4	5	17	4	4	3	3	4	5	5	5	33	5	5	5	5	5	3	28
101	5	5	5	4	4	23	4	4	4	12	5	4	3	12	4	4	5	4	17	3	3	4	3	5	3	5	5	31	5	5	5	5	5	5	30
102	5	5	4	5	5	24	5	5	5	15	3	3	4	10	4	5	4	4	17	4	4	5	3	5	4	4	3	32	4	4	4	4	4	4	24
103	5	5	5	5	5	25	5	5	5	15	4	4	4	12	5	5	5	5	20	4	3	3	3	5	3	5	5	31	5	5	5	5	5	5	30
104	5	5	5	5	4	24	5	4	5	14	4	4	3	11	3	4	5	3	15	2	2	4	2	5	3	5	5	28	5	5	5	5	5	5	30
105	5	5	5	5	5	25	5	5	5	15	4	4	3	11	3	4	5	4	16	3	4	3	3	4	4	5	5	31	5	5	5	5	5	5	30
106	5	5	5	5	5	25	5	5	5	15	5	3	3	11	3	4	5	4	16	3	4	4	3	4	5	4	4	31	4	4	4	4	4	2	22
107	5	5	5	5	3	23	5	5	5	15	4	4	3	11	5	4	4	4	17	4	4	5	4	4	3	5	5	34	5	5	5	5	5	5	30
108	5	5	5	5	4	24	5	5	5	15	4	4	4	12	4	4	5	3	16	3	3	4	3	5	3	4	4	29	4	4	4	4	4	2	22
109	5	5	5	5	4	24	5	5	5	15	5	5	3	13	5	5	5	5	20	3	3	4	3	4	4	4	4	29	4	4	4	4	4	4	24
110	4	4	4	4	3	19	4	4	4	12	3	3	3	9	4	4	4	4	16	3	5	5	4	5	5	5	5	37	4	4	4	4	4	2	22
111	5	5	5	5	5	25	5	5	5	15	4	4	3	11	4	4	5	5	18	5	5	5	4	5	5	5	5	39	5	5	5	5	4	2	26
112	5	5	5	5	4	24	5	4	4	13	4	4	3	11	5	5	5	4	19	4	4	4	4	5	3	4	4	32	5	5	5	5	5	5	30
113	5	5	5	5	5	25	5	5	5	15	3	3	3	9	5	5	4	4	18	3	3	4	3	4	3	5	5	30	4	4	4	4	4	4	24
114	5	5	5	5	4	24	4	5	5	14	4	3	3	10	4	4	5	4	17	3	3	4	3	4	4	5	5	31	4	4	4	4	4	4	24
115	4	4	4	4	4	20	4	4	4	12	3	3	3	9	4	4	4	4	16	4	3	5	3	4	3	5	5	32	4	4	4	4	4	4	24
116	5	5	5	5	5	25	5	5	5	15	3	3	3	9	5	5	4	5	19	4	3	4	4	4	5	5	5	34	4	4	4	4	4	4	24
117	5	5	5	5	5	25	5	5	5	15	4	4	4	12	5	5	5	4	19	3	5	5	3	5	5	5	5	36	5	5	5	5	5	5	30
118	5	5	5	5	5	25	5	5	5	15	4	4	4	12	5	5	5	5	20	4	4	5	3	5	3	5	5	34	5	5	5	5	5	2	27

Appendix 6: Validity and Reliability Testing

Correlations

Correlations

	X1.1
X1.1.1 Pearson Correlation	.663 **
Sig. (2-tailed)	.000
N	30
X1.1.2 Pearson Correlation	.730 **
Sig. (2-tailed)	.000
N	30
X1.1.3 Pearson Correlation	.613 **
Sig. (2-tailed)	.000
N	30
X1.1.4 Pearson Correlation	.599 **
Sig. (2-tailed)	.000
N	30
X1.1.5 Pearson Correlation	.660 **
Sig. (2-tailed)	.000
N	30

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.614	5

Correlations

Correlations

		X1.2
X1.2.1	Pearson Correlation	.609**
	Sig. (2-tailed)	.000
	N	30
X1.2.2	Pearson Correlation	.873**
	Sig. (2-tailed)	.000
	N	30
X1.2.3	Pearson Correlation	.813**
	Sig. (2-tailed)	.000
	N	30

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.651	3

Correlations

Correlations

		X1.3
X1.3.1	Pearson Correlation	.464 **
	Sig. (2-tailed)	.010
	N	30
X1.3.2	Pearson Correlation	.412 *
	Sig. (2-tailed)	.024
	N	30
X1.3.3	Pearson Correlation	.441 *
	Sig. (2-tailed)	.015
	N	30

** . Correlation is significant at the 0.01 level

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.872	3

Correlations

Correlations

		X1.4
X1.4.1	Pearson Correlation	.657 **
	Sig. (2-tailed)	.000
	N	30
X1.4.2	Pearson Correlation	.681 **
	Sig. (2-tailed)	.000
	N	30
X1.4.3	Pearson Correlation	.749 **
	Sig. (2-tailed)	.000
	N	30
X1.4.4	Pearson Correlation	.722 **
	Sig. (2-tailed)	.000
	N	30

**. Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.828	4

Correlations

Correlations

	Y1
Y1.1.1 Pearson Correlation	.749**
Sig. (2-tailed)	.000
N	30
Y1.1.2 Pearson Correlation	.754**
Sig. (2-tailed)	.000
N	30
Y1.1.3 Pearson Correlation	.763**
Sig. (2-tailed)	.000
N	30
Y1.1.4 Pearson Correlation	.563**
Sig. (2-tailed)	.001
N	30
Y1.2.1 Pearson Correlation	.803**
Sig. (2-tailed)	.000
N	30
Y1.2.2 Pearson Correlation	.558**
Sig. (2-tailed)	.001
N	30
Y1.2.3 Pearson Correlation	.690**
Sig. (2-tailed)	.000
N	30
Y1.2.4 Pearson Correlation	.557**
Sig. (2-tailed)	.001
N	30

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.826	8



Correlations

Correlations

	Y2
Y2.1.1 Pearson Correlation	.895 **
Sig. (2-tailed)	.000
N	30
Y2.1.2 Pearson Correlation	.854 **
Sig. (2-tailed)	.000
N	30
Y2.1.3 Pearson Correlation	.927 **
Sig. (2-tailed)	.000
N	30
Y2.2.1 Pearson Correlation	.890 **
Sig. (2-tailed)	.000
N	30
Y2.2.2 Pearson Correlation	.915 **
Sig. (2-tailed)	.000
N	30
Y2.2.3 Pearson Correlation	.666 **
Sig. (2-tailed)	.000
N	30

** . Correlation is significant at the 0.01 level

Reliability

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded ^a	0	.0
Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.902	6

Appendix 7: Frequency Table

X1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	95	80.5	80.5	80.5
	4.00	15	12.7	12.7	93.2
	3.00	8	6.8	6.8	100.0
	Total	118	100.0	100.0	

X1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	96	81.4	81.4	81.4
	4.00	16	13.6	13.6	94.9
	3.00	6	5.1	5.1	100.0
	Total	118	100.0	100.0	

X1.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	88	74.6	74.6	74.6
	4.00	22	18.6	18.6	93.2
	3.00	8	6.8	6.8	100.0
	Total	118	100.0	100.0	

X1.1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	96	81.4	81.4	81.4
	4.00	17	14.4	14.4	95.8
	3.00	5	4.2	4.2	100.0
	Total	118	100.0	100.0	

X1.1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	64	54.2	54.2	54.2
	4.00	40	33.9	33.9	88.1
	3.00	10	8.5	8.5	96.6
	2.00	4	3.4	3.4	100.0
	Total	118	100.0	100.0	

X1.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	64	54.2	54.2	54.2
	4.00	46	39.0	39.0	93.2
	3.00	8	6.8	6.8	100.0
	Total	118	100.0	100.0	

X1.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	75	63.6	63.6	63.6
	4.00	34	28.8	28.8	92.4
	3.00	8	6.8	6.8	99.2
	2.00	1	.8	.8	100.0
	Total	118	100.0	100.0	

X1.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	74	62.7	62.7	62.7
	4.00	39	33.1	33.1	95.8
	3.00	5	4.2	4.2	100.0
	Total	118	100.0	100.0	

X1.3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	26	22.0	22.0	22.0
	4.00	64	54.2	54.2	76.3
	3.00	28	23.7	23.7	100.0
	Total	118	100.0	100.0	

X1.3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	39	33.1	33.1	33.1
	4.00	53	44.9	44.9	78.0
	3.00	26	22.0	22.0	100.0
	Total	118	100.0	100.0	

X1.3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	35	29.7	29.7	29.7
	4.00	35	29.7	29.7	59.3
	3.00	45	38.1	38.1	97.5
	2.00	3	2.5	2.5	100.0
	Total	118	100.0	100.0	

X1.4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	50	42.4	42.4	42.4
	4.00	51	43.2	43.2	85.6
	3.00	17	14.4	14.4	100.0
	Total	118	100.0	100.0	

X1.4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	47	39.8	39.8	39.8
	4.00	59	50.0	50.0	89.8
	3.00	12	10.2	10.2	100.0
	Total	118	100.0	100.0	

X1.4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	70	59.3	59.3	59.3
	4.00	39	33.1	33.1	92.4
	3.00	9	7.6	7.6	100.0
	Total	118	100.0	100.0	

X1.4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	38	32.2	32.2	32.2
	4.00	68	57.6	57.6	89.8
	3.00	12	10.2	10.2	100.0
	Total	118	100.0	100.0	

Y1.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	26	22.0	22.0	22.0
	4.00	45	38.1	38.1	60.2
	3.00	43	36.4	36.4	96.6
	2.00	3	2.5	2.5	99.2
	1.00	1	.8	.8	100.0
	Total	118	100.0	100.0	

Y1.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	25	21.2	21.2	21.2
	4.00	50	42.4	42.4	63.6
	3.00	37	31.4	31.4	94.9
	2.00	6	5.1	5.1	100.0
	Total	118	100.0	100.0	

Y1.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	55	46.6	46.6	46.6
	4.00	48	40.7	40.7	87.3
	3.00	15	12.7	12.7	100.0
	Total	118	100.0	100.0	

Y1.1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	29	24.6	24.6	24.6
	4.00	45	38.1	38.1	62.7
	3.00	42	35.6	35.6	98.3
	2.00	2	1.7	1.7	100.0
	Total	118	100.0	100.0	

Y1.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	62	52.5	52.5	52.5
	4.00	41	34.7	34.7	87.3
	3.00	14	11.9	11.9	99.2
	2.00	1	.8	.8	100.0
	Total	118	100.0	100.0	

Y1.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	56	47.5	47.5	47.5
	4.00	36	30.5	30.5	78.0
	3.00	21	17.8	17.8	95.8
	2.00	4	3.4	3.4	99.2
	1.00	1	.8	.8	100.0
	Total	118	100.0	100.0	

Y1.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	72	61.0	61.0	61.0
	4.00	40	33.9	33.9	94.9
	3.00	6	5.1	5.1	100.0
	Total	118	100.0	100.0	

Y1.2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	69	58.5	58.5	58.5
	4.00	38	32.2	32.2	90.7
	3.00	10	8.5	8.5	99.2
	2.00	1	.8	.8	100.0
	Total	118	100.0	100.0	

Y2.1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	60	50.8	50.8	50.8
	4.00	51	43.2	43.2	94.1
	3.00	7	5.9	5.9	100.0
	Total	118	100.0	100.0	

Y2.1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	61	51.7	51.7	51.7
	4.00	50	42.4	42.4	94.1
	3.00	7	5.9	5.9	100.0
	Total	118	100.0	100.0	

Y2.1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	67	56.8	56.8	56.8
	4.00	44	37.3	37.3	94.1
	3.00	7	5.9	5.9	100.0
	Total	118	100.0	100.0	

Y2.2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	71	60.2	60.2	60.2
	4.00	39	33.1	33.1	93.2
	3.00	8	6.8	6.8	100.0
	Total	118	100.0	100.0	

Y2.2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	67	56.8	56.8	56.8
	4.00	43	36.4	36.4	93.2
	3.00	8	6.8	6.8	100.0
	Total	118	100.0	100.0	

Y2.2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5.00	63	53.4	53.4	53.4
	4.00	39	33.1	33.1	86.4
	3.00	8	6.8	6.8	93.2
	2.00	8	6.8	6.8	100.0
	Total	118	100.0	100.0	

Appendix 8. Path Analysis

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y1	33.4068	4.22090	118
X	66.5424	6.53674	118

Correlations

		Y1	X
Pearson Correlation	Y1	1.000	.725
	X	.725	1.000
Sig. (1-tailed)	Y1	.	.000
	X	.000	.
N	Y1	118	118
	X	118	118

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.526	.522	2.91748

a. Predictors: (Constant), X

b. Dependent Variable: Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1097.117	1	1097.117	128.895	.000 ^a
	Residual	987.357	116	8.512		
	Total	2084.475	117			

a. Predictors: (Constant), X

b. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.234	2.759		.810	.420
	X	.468	.041	.725	11.353	.000

a. Dependent Variable: Y1



Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Y2	26.7797	3.42474	118
X	66.5424	6.53674	118
Y1	33.4068	4.22090	118

Correlations

		Y2	X	Y1
Pearson Correlation	Y2	1.000	.749	.629
	X	.749	1.000	.725
	Y1	.629	.725	1.000
Sig. (1-tailed)	Y2	.	.000	.000
	X	.000	.	.000
	Y1	.000	.000	.
N	Y2	118	118	118
	X	118	118	118
	Y1	118	118	118

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Y1, X	.	Enter

- a. All requested variables entered.
b. Dependent Variable: Y2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.570	2.24659

- a. Predictors: (Constant), Y1, X
b. Dependent Variable: Y2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	791.848	2	395.924	78.445	.000 ^a
	Residual	580.423	115	5.047		
	Total	1372.271	117			

- a. Predictors: (Constant), Y1, X
b. Dependent Variable: Y2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.324	2.130		.152	.879
	X	.324	.046	.619	7.026	.000
	Y1	.146	.071	.180	2.039	.044

a. Dependent Variable: Y2



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