

BAB V

PENUTUP

Pada bab lima ini akan membahas mengenai kesimpulan dari hasil analisis data yang telah dilakukan pada bab sebelumnya. Pertama diawali dengan kesimpulan mengenai temuan utama dalam penelitian ini. Selanjutnya peneliti akan membahas mengenai implikasi manajerial dari penelitian yang dilakukan. Setelah itu, dilanjutkan dengan keterbatasan dari penelitian yang dapat dijadikan sebagai saran untuk penelitian yang akan datang.

5.1 Kesimpulan

1. Kesimpulan Berdasarkan Karakteristik Responden

Mayoritas mahasiswa S1 Universitas Atma Jaya Yogyakarta yang terlibat menjadi responden dalam penelitian ini adalah perempuan. Sebagian besar responden berusia 21 tahun sehingga mayoritas responden pada penelitian ini merupakan mahasiswa tingkat akhir. Mayoritas responden memiliki rata-rata pengeluaran per bulan \leq Rp. 2.000.000,00, yang termasuk kategori paling rendah pada penelitian ini. Selain itu, mayoritas responden melakukan pembelian produk The Body Shop secara langsung di gerai yang berada di mall. Seluruh responden merupakan mahasiswa S1 Universitas Atma Jaya Yogyakarta yang pernah melakukan pembelian terhadap produk The Body Shop.

2. Pengaruh *Green Product* dan *Green Promotion* terhadap Niat Beli Ulang

Variabel *green product* dan *green promotion* memiliki pengaruh positif terhadap niat beli ulang produk The Body Shop. Ketika The Body

Shop secara konsisten mengenalkan tentang manfaat dan dampak *green product* dan mengedukasi konsumen tentang keterlibatan The Body Shop di dalam kegiatan peduli lingkungan, maka akan meningkatkan niat beli konsumen terhadap produk The Body Shop.

3. Pengaruh *Green Product* dan *Green Promotion* terhadap Niat Beli Ulang yang dimoderasi oleh Pengetahuan Lingkungan

Variabel pengetahuan lingkungan memoderasi pengaruh positif *green product* terhadap niat beli ulang. Hasil ini ditunjukkan dengan membandingkan nilai *R square* regresi model I sebesar 0,226 atau 22,6% dengan nilai *R square* regresi model II sebesar 0,237 atau 23,7%. Maka, konsumen yang memiliki pengetahuan lingkungan tinggi dan adanya *green product* yang baik dari perusahaan akan meningkatkan niat beli ulang.

Variabel pengetahuan lingkungan memoderasi pengaruh positif *green promotion* terhadap niat beli ulang. Hasil ini ditunjukkan dengan membandingkan nilai *R square* regresi model I sebesar 0,390 atau 39,0% dengan nilai *R square* regresi model II sebesar 0,408 atau 40,8%. Maka, konsumen yang memiliki pengetahuan lingkungan tinggi dan adanya *green promotion* yang baik dari perusahaan akan meningkatkan niat beli ulang.

Nilai koefisien determinasi terbesar terdapat pada variabel *green promotion*, artinya apabila produk The Body Shop menggunakan strategi promosi ramah lingkungan yang baik dan didukung dengan pemahaman mengenai pengetahuan lingkungan yang tinggi, maka akan meningkatkan niat beli ulang konsumen.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan terkait pengaruh *green product* dan *green promotion* terhadap niat beli, ditemukan bahwa kedua strategi tersebut telah berhasil diterapkan di lokasi penelitian. Strategi ini mampu mempengaruhi niat beli konsumen terhadap produk The Body Shop. The Body Shop harus tetap meneruskan dan mengembangkan yang telah dilakukan karena telah terbukti berhasil diterapkan di Indonesia. Strategi ini juga akan berpengaruh pada kelangsungan bisnis The Body Shop di Indonesia. Selain itu, strategi ini mampu untuk meningkatkan kesadaran konsumen mengenai pentingnya faktor kelestarian lingkungan.

The Body Shop secara konsisten telah memasarkan produk dengan strategi kampanye ramah lingkungan. Hal ini terjadi baik di toko fisik mereka maupun melalui sosial media mereka. Namun pada *website* mereka masih sedikit informasi yang lengkap terkait kegiatan kampanye kepedulian lingkungan yang sedang mereka lakukan. Sebagai implikasi manajerial, The Body Shop dapat menambahkan satu sub bagian khusus pada *website* mereka yang mempermudah konsumen untuk melihat kampanye apa saja yang saat ini sedang dijalankan oleh perusahaan. Hal ini akan semakin mempermudah konsumen untuk mengenal The Body Shop sebagai produk ramah lingkungan sekaligus mempermudah konsumen untuk ikut terlibat dalam kampanye mereka, seperti kampanye *Bring Back Our Bottle*.

Implikasi manajerial yang terakhir untuk The Body Shop adalah agar perusahaan dapat menjangkau mahasiswa sebagai salah satu segmen konsumen

dari penelitian ini. The Body Shop dapat melakukannya dengan cara memberikan dukungan dan ikut serta dalam kegiatan-kegiatan hijau di area kampus. Salah satu contohnya mereka dapat berkolaborasi dengan mahasiswa untuk memberikan potongan harga ekstra kepada mahasiswa yang mendukung tindakan kelestarian lingkungan. Hal ini akan meningkatkan popularitas The Body Shop sebagai produk yang mendukung kegiatan hijau di kalangan mahasiswa. Karena, pasar mahasiswa merupakan pasar yang perlu diperhatikan secara serius oleh The Body Shop dimana mahasiswa berpotensi untuk menjadi konsumen loyal mereka di masa mendatang.

5.3 Keterbatasan Penelitian

Berdasarkan hasil penelitian yang telah dilakukan sebelumnya, maka terdapat beberapa keterbatasan penelitian, diantaranya adalah:

- a. Kemungkinan terjadinya bias dalam pengisian kuesioner secara daring. Hal ini dapat terjadi karena kuesioner penelitian yang dibagikan melalui Google Form dalam pengisiannya tidak mendapatkan pengawasan secara langsung dari peneliti.
- b. Sampel pada penelitian ini terbatas pada lingkungan mahasiswa S1 Universitas Atma Jaya Yogyakarta, sehingga karakteristik sampel yang diteliti kurang bervariasi.
- c. Penelitian ini hanya menganalisis beberapa variabel yang dapat mempengaruhi niat beli, sementara itu masih banyak faktor lain yang memungkinkan dalam mempengaruhi niat beli konsumen.

5.4 Saran

Berdasarkan hasil penelitian, analisis data, pembahasan dan kesimpulan yang telah diambil, maka dapat dikemukakan saran sebagai berikut:

1. Penelitian selanjutnya diharapkan dapat menggunakan sampel yang lebih luas, tidak hanya terbatas pada mahasiswa dan obyek penelitian yang dilakukan diluar industri kecantikan. Dengan ini diharapkan penelitian selanjutnya dapat memberikan hasil yang lebih akurat dan dapat ditemukan temuan baru yang lebih banyak lagi.
2. Penelitian selanjutnya diharapkan dapat dilakukan dengan pengawasan secara langsung dari peneliti pada saat pengisian kuesioner sehingga mengurangi kemungkinan bias.
3. Pada penelitian selanjutnya diharapkan dapat menambahkan atau menggunakan variabel independen lain seperti citra merek, kualitas produk, dan gaya hidup yang berpengaruh terhadap niat beli.

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LAMPIRAN



**PENGARUH GREEN MARKETING MIX TERHADAP NIAT BELI
PRODUK THE BODY SHOP YANG DIMODERASI OLEH
PENGETAHUAN LINGKUNGAN**

Saya Michael Sugiarto Sentoso, mahasiswa Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta, Program Studi Ekonomi Manajemen. Saat ini saya sedang melakukan proses pengambilan data terkait dengan penelitian yang saya lakukan mengenai pengaruh *green marketing mix* terhadap niat beli produk The Body Shop yang dimoderasi oleh Pengetahuan Lingkungan.

Kriteria responden yang dibutuhkan adalah mahasiswa strata satu (S1) Universitas Atma Jaya Yogyakarta dan memiliki produk The Body Shop dan/atau berniat membeli produk The Body Shop.

Kuesioner ini berisikan 24 pertanyaan terkait dengan pengetahuan dan niat beli anda terhadap produk The Body Shop dengan skala pengisian dari Sangat Tidak Setuju (STS) hingga Sangat Setuju (SS).

Keterangan:

Sangat Setuju (SS)

Setuju (S)

Netral (N)

Tidak Setuju (TS)

Sangat Tidak Setuju (STS)

Lampiran Kuesioner

Data Responden:

1. Nama :
2. Domisili (Kota/Kabupaten)
3. Usia (mohon ditulis dalam angka) :
4. Jenis kelamin
 1. Laki-Laki
 2. Perempuan
5. Pengeluaran per bulan:
 - a. \leq Rp. 2.000.000,00
 - b. Rp. 2.000.001,00 – Rp. 3.000.000,00
 - c. Rp. 3.000.001,00 – Rp. 4.000.000,00
 - d. \geq Rp. 4.000.001,00
6. Apakah Anda pernah membeli produk The Body Shop? (Apabila pernah, silahkan jawab pilihan ya dan melanjutkan kebagian selanjutnya. Apabila belum pernah, silahkan jawab pilihan tidak dan selesaikan tanggapan).
7. Di mana anda membeli produk The Body Shop? (Jawaban boleh lebih dari satu)
 - a. Gerai The Body Shop di Mall
 - b. Situs web resmi The Body Shop
 - c. E-commerce (Shopee, Tokopedia, Lazada, Zalora, Blibli)
 - d. Whatsapp The Body Shop

Indikator	SS	S	N	TS	STS
<i>Green Promotion</i>					
The Body Shop mendedikasikan waktunya untuk kampanye peduli pada lingkungan					
The Body Shop mendukung penyelenggaraan seminar dan konferensi yang berkaitan dengan lingkungan					
The Body Shop mengarahkan saya untuk menggunakan produk dengan tepat dan tidak membahayakan lingkungan					
Iklan The Body Shop berkontribusi dalam mendukung kelestarian lingkungan					
<i>Green Product</i>					
The Body Shop fokus dalam memproduksi produk yang memiliki persentase terkecil terkait kerusakan lingkungan					
The Body Shop memproduksi produknya dengan berkontribusi pada pengurangan polusi					
Saya mengetahui, The Body Shop mengendalikan proses produksinya dengan efektif					
Saya mengetahui produk The Body Shop menggunakan kandungan minimal dari bahan yang merusak lingkungan					
<i>Purchase Intention</i>					
Untuk pembelian di masa mendatang, saya berencana untuk mencari produk ramah lingkungan					
Saya mempertimbangkan untuk membeli produk The Body Shop. Karena lebih ramah lingkungan					
Saya berencana meluangkan waktu menjelajah situs web The Body Shop untuk mempelajari lebih lanjut tentang praktik ramah lingkungan					
Saya berencana untuk membeli produk The Body Shop dimasa depan karena lebih ramah lingkungan					
Saya berencana untuk terus membeli produk ramah lingkungan di masa mendatang					
<i>Environmental Knowledge</i>					
Saya tahu bahwa saya membeli produk yang aman bagi lingkungan					
Saya memiliki banyak pengetahuan tentang masalah lingkungan					
Saya tahu banyak informasi tentang produk ramah lingkungan					

Kuesioner Asli Bahasa Inggris

TABLE 1
FACTOR ANALYSIS

Items No	F1	F2	F3	F4
Green promotion:				
The company(x) devotes a special day for the environment.	.795	.241	.112	.175
The company(x) support holding. Seminars and conferences related to the environment.	.780	.206	.113	.180
Employees of the company(x) direct the customers to hour they can use the products in a way does not harm the environment.	.651	.175	.252	.215
Company (x) Contribute in supporting the environmental centers.	.609	.315	.324	.098
Green place				
Products that are friendly to the environment are sold at distinguished agents.	.096	.753	.093	.282
The company(x) make delivery is easy.	.237	.740	.229	.105
The company(x) is keen to deal with agents friendly to the environment.	.352	.716	.183	.131
The store in company(x) is clean.	.282	.696	.285	.159
Green product:				
The Company(x) concentrates on Producing the food products carry the Least percentage of the adverse reflections on the human beings.	.096	.163	.852	.119
The company(x) contributes, in producing food products with less pollution.	.061	.283	.719	.125
There effective control on the food Product that are Produced by the company(x).	.335	.185	.638	.092
Company (x) makes products free of strong toxicity materials.	.394	.060	.619	.179
Green price:				
It is noted that the company(x) raises the prices of its food products which have harmful negative usage that happens as a result of misuse.	.245	.098	.092	.753
High price of green foods sometimes stop me from purchasing them.	.065	.306	-.051	.737
Price gap between the green foods and conventional foods is huge	.102	.060	.252	.725
Price of the food Products Proportionate with their quality.	.298	.208	.289	.567
Purchase intention:				
For future purchases, I plan to seek out environmental products.				.560
For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy.				.569
I plan to spend time searching company websites to learn more about environmentally friendly options.				.703
For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy.				.639
I plan to continue to purchase friendly products in the future.				.585
Environmental knowledge:				
I know that I buy products that are environmentally safe.				.838
I am very knowledgeable about environmental issues.				.784
I know a lot of information about friendly products.				.773

Sumber: (Mahmoud et al., 2017)



LAMPIRAN 2
KUESIONER DARING

Pengaruh *Green Marketing Mix* terhadap Niat Beli Produk The Body Shop yang dimoderasi oleh Pengetahuan Lingkungan

Salam sejahtera bagi kita semua,
Perkenalkan saya Michael Sugiarto Sentoso, mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Dalam rangka menyelesaikan tugas akhir Skripsi yang berjudul "Pengaruh *Green Marketing Mix* terhadap Niat Beli Produk The Body Shop yang dimoderasi oleh Pengetahuan Lingkungan", saya mohon kesediaan Anda untuk meluangkan waktu mengisi kuesioner ini. Kuesioner ini berisi 24 item pernyataan yang terkait dengan green marketing mix dan niat beli. Atas waktu dan partisipasi Anda, saya mengucapkan terima kasih.
Tuhan memberkati.

The Body Shop International Limited merupakan perusahaan kosmetik, perawatan kulit dan parfum asal Inggris yang terkemuka. Didirikan pada tahun 1976 oleh Dame Anita Roddick. The Body Shop merupakan salah satu perusahaan kosmetik yang memiliki perhatian tinggi pada keberlanjutan lingkungan. Hal ini terbukti dari sejak awal berdirinya perusahaan yang melakukan berbagai kampanye untuk perubahan sosial. Kampanye aktivisme The Body Shop pertama kali dimulai saat mereka bekerja sama dengan Greenpeace pada program *Save the Whales* di tahun 1986. Saat ini The Body Shop merupakan perusahaan global dengan berbagai program aktivisme lingkungan sukses seperti program *Stop the Burning* pada tahun 1989, *Plight of the Ogoni People* pada tahun 1993, dan kampanye yang paling populer adalah program *Against Animal Testing* yang pertama kali diluncurkan pada tahun 1996 dan kembali diluncurkan pada tahun 2012 yang berlangsung hingga saat ini.



DATA RESPONDEN

Pada bagian ini, responden diminta untuk mengisi butir pertanyaan yang berkaitan dengan data pribadi.

1. Nama *

Your answer _____

2. Domisili (Kota/Kabupaten) *

Your answer _____

3. Usia (mohon ditulis dalam angka) *

Your answer _____

4. Jenis kelamin *

	1	2	
Laki-Laki	<input type="radio"/>	<input type="radio"/>	Perempuan

5. Pengeluaran per bulan *

- ≤ Rp. 2.000.000,00
- Rp. 2.000.001,00 – Rp. 3.000.000,00
- Rp. 3.000.001,00 – Rp. 4.000.000,00
- ≥ Rp. 4.000.001,00

6. Apakah Anda pernah membeli produk The Body Shop? *

(Apabila pernah, silahkan jawab pilihan ya dan melanjutkan kebagian selanjutnya. Apabila belum pernah, silahkan jawab pilihan tidak dan selesaikan tanggapan).

- Ya
- Tidak

7. Di mana Anda membeli produk The Body Shop? *

- Gerai The Body Shop di mall
- Situs web resmi The Body Shop
- E-Commerce (Shopee, Tokopedia, Lazada, Zalora, Blibli)
- Whatsapp The Body Shop

PETUNJUK

Berilah tanda pada kolom sesuai dengan penilaian Anda, dengan kriteria sebagai berikut:

Angka 1 = SANGAT TIDAK SETUJU

Angka 2 = TIDAK SETUJU

Angka 3 = NETRAL

Angka 4 = SETUJU

Angka 5 = SANGAT SETUJU

Green Promotion

1. The Body Shop mendedikasikan waktunya untuk kampanye peduli pada lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

2. The Body Shop mendukung penyelenggaraan seminar dan konferensi yang berkaitan dengan lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

3. The Body Shop mengarahkan saya untuk menggunakan produk dengan tepat dan tidak membahayakan lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

4. The Body Shop berkontribusi dalam mendukung kelestarian lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

Green Product

9. The Body Shop fokus dalam memproduksi produk yang memiliki persentase terkecil terkait kerusakan lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju

10. The Body Shop memproduksi produknya dengan berkontribusi pada pengurangan polusi *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju

11. Saya mengetahui The Body Shop mengendalikan proses produksinya dengan efektif *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju

12. Saya mengetahui produk The Body Shop menggunakan kandungan minimal dari bahan yang merusak lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju

Purchase Intention

17. Untuk pembelian di masa mendatang, saya berencana untuk mencari produk ramah lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

18. Saya mempertimbangkan untuk membeli produk The Body Shop. Karena lebih ramah lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

19. Saya berencana meluangkan waktu menjelajah situs web The Body Shop untuk mempelajari lebih lanjut tentang praktik ramah lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

20. Saya berencana untuk membeli produk The Body Shop dimasa depan karena lebih ramah lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

21. Saya berencana untuk terus membeli produk ramah lingkungan di masa mendatang *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○○ Sangat Setuju

Environmental Knowledge

22. Saya tahu bahwa saya membeli produk yang aman bagi lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju

23. Saya memiliki banyak pengetahuan tentang masalah lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju

24. Saya tahu banyak informasi tentang produk ramah lingkungan *

1 2 3 4 5

Sangat Tidak Setuju ○○○○○ Sangat Setuju





LAMPIRAN 3
JAWABAN RESPONDEN

No	Usia	Jenis kelamin	Pengeluaran	Lokasi pembelian
1	19	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
2	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
3	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
4	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
5	19	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
6	19	2	<= Rp. 2.000.000,00	E-Commerce
7	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
8	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
9	22	2	>= Rp. 4.000.001,00	E-Commerce
10	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
11	21	2	<= Rp. 2.000.000,00	E-Commerce
12	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
13	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
14	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
15	21	1	<= Rp. 2.000.000,00	E-Commerce
16	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
17	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
18	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
19	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
20	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
21	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
22	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
23	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
24	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
25	22	2	<= Rp. 2.000.000,00	E-Commerce
26	21	1	<= Rp. 2.000.000,00	E-Commerce
27	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
28	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
29	22	2	<= Rp. 2.000.000,00	E-Commerce
30	22	2	<= Rp. 2.000.000,00	E-Commerce
31	22	1	<= Rp. 2.000.000,00	E-Commerce
32	22	2	<= Rp. 2.000.000,00	E-Commerce
33	22	1	<= Rp. 2.000.000,00	E-Commerce
34	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
35	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
36	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
37	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
38	21	1	<= Rp. 2.000.000,00	E-Commerce
39	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
40	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
41	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
42	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
43	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
44	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
45	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
46	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall

47	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
48	22	2	<= Rp. 2.000.000,00	E-Commerce
49	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
50	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
51	22	2	>= Rp. 4.000.001,00	E-Commerce
52	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
53	21	2	<= Rp. 2.000.000,00	E-Commerce
54	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
55	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
56	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
57	21	1	<= Rp. 2.000.000,00	E-Commerce
58	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
59	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	E-Commerce
60	21	2	<= Rp. 2.000.000,00	E-Commerce
61	21	1	<= Rp. 2.000.000,00	E-Commerce
62	19	1	<= Rp. 2.000.000,00	E-Commerce
63	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
64	21	2	Rp. 3.000.001,00 – Rp. 4.000.000,00	Gerai The Body Shop di mall
65	19	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
66	21	1	<= Rp. 2.000.000,00	E-Commerce
67	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
68	19	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
69	19	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
70	19	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
71	19	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
72	19	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
73	19	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
74	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
75	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
76	19	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
77	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
78	21	1	<= Rp. 2.000.000,00	E-Commerce
79	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
80	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
81	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
82	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
83	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
84	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
85	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
86	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
87	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
88	22	2	<= Rp. 2.000.000,00	E-Commerce
89	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
90	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
91	22	2	>= Rp. 4.000.001,00	E-Commerce
92	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
93	20	2	<= Rp. 2.000.000,00	E-Commerce
94	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall

95	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
96	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
97	20	1	<= Rp. 2.000.000,00	E-Commerce
98	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
99	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
100	21	2	Rp. 3.000.001,00 – Rp. 4.000.000,00	Gerai The Body Shop di mall
101	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
102	21	1	<= Rp. 2.000.000,00	E-Commerce
103	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
104	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
105	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
106	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
107	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
108	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
109	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
110	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
111	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
112	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
113	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
114	21	1	<= Rp. 2.000.000,00	E-Commerce
115	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
116	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
117	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
118	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
119	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
120	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
121	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
122	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
123	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
124	22	2	<= Rp. 2.000.000,00	E-Commerce
125	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
126	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
127	22	2	>= Rp. 4.000.001,00	E-Commerce
128	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
129	21	2	<= Rp. 2.000.000,00	E-Commerce
130	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
131	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
132	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
133	20	1	<= Rp. 2.000.000,00	E-Commerce
134	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
135	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
136	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
137	20	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
138	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
139	20	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
140	20	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
141	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
142	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall

143	22	2	<= Rp. 2.000.000,00	E-Commerce
144	20	1	<= Rp. 2.000.000,00	E-Commerce
145	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
146	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
147	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
148	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
149	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
150	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
151	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
152	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
153	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
154	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
155	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
156	21	1	<= Rp. 2.000.000,00	E-Commerce
157	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
158	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
159	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
160	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
161	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
162	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
163	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
164	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
165	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
166	22	2	<= Rp. 2.000.000,00	E-Commerce
167	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
168	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
169	22	2	>= Rp. 4.000.001,00	E-Commerce
170	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
171	20	2	<= Rp. 2.000.000,00	E-Commerce
172	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
173	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
174	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
175	20	1	<= Rp. 2.000.000,00	E-Commerce
176	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
177	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	E-Commerce
178	20	2	<= Rp. 2.000.000,00	E-Commerce
179	20	1	<= Rp. 2.000.000,00	E-Commerce
180	22	1	<= Rp. 2.000.000,00	E-Commerce
181	21	1	<= Rp. 2.000.000,00	E-Commerce
182	21	2	Rp. 3.000.001,00 – Rp. 4.000.000,00	Gerai The Body Shop di mall
183	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
184	21	1	<= Rp. 2.000.000,00	E-Commerce
185	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
186	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
187	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
188	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
189	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
190	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall

191	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
192	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
193	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
194	19	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
195	19	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
196	21	1	<= Rp. 2.000.000,00	E-Commerce
197	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
198	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
199	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
200	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
201	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
202	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
203	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
204	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
205	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
206	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
207	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
208	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
209	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
210	22	2	<= Rp. 2.000.000,00	E-Commerce
211	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
212	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
213	22	2	>= Rp. 4.000.001,00	E-Commerce
214	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
215	21	2	<= Rp. 2.000.000,00	E-Commerce
216	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
217	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
218	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
219	21	1	<= Rp. 2.000.000,00	E-Commerce
220	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
221	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
222	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
223	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
224	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
225	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
226	22	2	<= Rp. 2.000.000,00	E-Commerce
227	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
228	24	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
229	22	2	>= Rp. 4.000.001,00	E-Commerce
230	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
231	20	2	<= Rp. 2.000.000,00	E-Commerce
232	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
233	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
234	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
235	20	1	<= Rp. 2.000.000,00	E-Commerce
236	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
237	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	E-Commerce
238	20	2	<= Rp. 2.000.000,00	E-Commerce

239	20	1	<= Rp. 2.000.000,00	E-Commerce
240	22	1	<= Rp. 2.000.000,00	E-Commerce
241	21	1	<= Rp. 2.000.000,00	E-Commerce
242	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
243	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
244	22	2	<= Rp. 2.000.000,00	E-Commerce
245	22	2	<= Rp. 2.000.000,00	E-Commerce
246	22	1	<= Rp. 2.000.000,00	E-Commerce
247	22	2	<= Rp. 2.000.000,00	E-Commerce
248	22	1	<= Rp. 2.000.000,00	E-Commerce
249	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
250	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
251	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
252	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
253	21	1	<= Rp. 2.000.000,00	E-Commerce
254	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
255	21	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
256	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
257	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
258	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
259	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
260	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
261	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
262	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
263	22	2	>= Rp. 4.000.001,00	E-Commerce
264	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
265	20	2	<= Rp. 2.000.000,00	E-Commerce
266	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
267	22	1	>= Rp. 4.000.001,00	Gerai The Body Shop di mall
268	22	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
269	20	1	<= Rp. 2.000.000,00	E-Commerce
270	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
271	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	E-Commerce
272	20	2	<= Rp. 2.000.000,00	E-Commerce
273	20	1	<= Rp. 2.000.000,00	E-Commerce
274	22	1	<= Rp. 2.000.000,00	E-Commerce
275	21	1	<= Rp. 2.000.000,00	E-Commerce
276	21	2	Rp. 3.000.001,00 – Rp. 4.000.000,00	Gerai The Body Shop di mall
277	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
278	21	1	<= Rp. 2.000.000,00	E-Commerce
279	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
280	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
281	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
282	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
283	20	2	Rp. 2.000.001,00 – Rp. 3.000.000,00	Gerai The Body Shop di mall
284	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
285	20	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
286	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall

287	20	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
288	20	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
289	20	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
290	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
291	22	2	<= Rp. 2.000.000,00	E-Commerce
292	20	1	<= Rp. 2.000.000,00	E-Commerce
293	21	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
294	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
295	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
296	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
297	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
298	22	2	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
299	22	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall
300	21	1	<= Rp. 2.000.000,00	Gerai The Body Shop di mall



No	GP1	GP2	GP3	GP4	X1	GPr1	GPr2	GPr3	GPr4	X2
1	5	5	5	5	5.00	3	4	4	4	3.75
2	4	4	5	5	4.50	4	4	2	3	3.25
3	4	4	5	4	4.25	4	4	3	4	3.75
4	5	5	5	5	5.00	3	4	4	4	3.75
5	5	5	5	5	5.00	3	5	3	5	4.00
6	5	5	5	5	5.00	4	3	5	5	4.25
7	3	4	2	2	2.75	3	4	4	4	3.75
8	4	4	5	4	4.25	4	5	3	5	4.25
9	5	5	5	5	5.00	4	4	4	5	4.25
10	5	5	5	5	5.00	3	3	4	5	3.75
11	5	5	5	5	5.00	4	5	4	4	4.25
12	5	5	4	5	4.75	5	4	4	4	4.25
13	4	3	4	3	3.50	2	2	3	3	2.50
14	5	4	4	5	4.50	4	4	5	4	4.25
15	4	4	4	4	4.00	4	3	4	3	3.50
16	4	4	5	4	4.25	4	4	4	4	4.00
17	5	3	4	5	4.25	5	4	4	4	4.25
18	5	3	4	3	3.75	4	4	3	4	3.75
19	3	3	2	4	3.00	3	3	2	2	2.50
20	5	5	5	5	5.00	4	5	5	5	4.75
21	5	5	5	4	4.75	5	5	5	5	5.00
22	5	5	4	5	4.75	5	4	4	4	4.25
23	5	5	5	5	5.00	4	4	5	5	4.50
24	4	4	4	5	4.25	3	4	3	3	3.25
25	5	5	5	5	5.00	5	5	5	5	5.00
26	2	3	2	2	2.25	3	2	2	2	2.25
27	5	5	4	4	4.50	4	4	5	3	4.00
28	5	4	4	4	4.25	3	3	4	3	3.25
29	5	5	4	5	4.75	4	4	3	4	3.75
30	4	4	5	5	4.50	3	4	5	4	4.00
31	4	5	5	5	4.75	4	3	5	5	4.25
32	3	4	4	5	4.00	2	4	5	4	3.75
33	4	4	4	4	4.00	5	4	4	4	4.25
34	4	5	4	5	4.50	5	4	5	5	4.75
35	4	4	4	4	4.00	5	5	4	4	4.50
36	3	3	3	3	3.00	3	3	5	5	4.00
37	4	4	5	4	4.25	5	4	5	5	4.75
38	4	4	5	4	4.25	5	4	5	5	4.75
39	4	4	5	4	4.25	5	4	3	3	3.75
40	4	4	4	5	4.25	4	4	4	4	4.00
41	5	5	4	4	4.50	5	5	5	5	5.00
42	4	4	4	4	4.00	4	5	5	4	4.50
43	5	5	5	5	5.00	4	5	4	4	4.25
44	4	4	4	4	4.00	5	4	4	5	4.50
45	5	5	5	5	5.00	4	4	5	4	4.25
46	5	5	5	5	5.00	5	2	5	5	4.25
47	5	5	5	5	5.00	3	4	4	4	3.75
48	4	4	5	5	4.50	4	4	2	3	3.25
49	4	4	5	4	4.25	4	4	3	4	3.75
50	5	5	5	5	5.00	3	4	4	4	3.75
51	5	5	5	5	5.00	3	5	3	5	4.00
52	5	5	5	5	5.00	4	3	5	5	4.25

53	3	4	2	2	2.75	3	4	4	4	3.75
54	4	4	5	4	4.25	4	5	3	5	4.25
55	5	5	5	5	5.00	4	4	4	5	4.25
56	5	5	5	5	5.00	3	3	4	5	3.75
57	5	5	5	5	5.00	4	5	4	4	4.25
58	5	5	4	5	4.75	5	4	4	4	4.25
59	4	3	4	3	3.50	2	2	3	3	2.50
60	5	4	5	5	4.75	4	5	4	5	4.50
61	5	5	5	5	5.00	5	5	5	5	5.00
62	4	4	3	4	3.75	4	4	3	3	3.50
63	2	2	3	2	2.25	3	1	2	2	2.00
64	4	4	4	5	4.25	4	4	5	4	4.25
65	5	5	5	5	5.00	5	5	5	5	5.00
66	5	5	5	5	5.00	4	4	4	5	4.25
67	4	4	4	4	4.00	3	3	3	4	3.25
68	5	4	5	5	4.75	5	4	5	5	4.75
69	4	5	4	4	4.25	4	5	5	4	4.50
70	3	3	5	5	4.00	3	3	2	2	2.50
71	3	4	5	4	4.00	3	4	5	4	4.00
72	4	4	4	4	4.00	4	4	4	4	4.00
73	4	5	4	4	4.25	3	4	5	4	4.00
74	5	5	4	5	4.75	5	4	4	4	4.25
75	4	3	4	3	3.50	2	2	3	3	2.50
76	5	4	4	5	4.50	4	4	5	4	4.25
77	4	4	4	4	4.00	4	3	4	3	3.50
78	4	4	5	4	4.25	4	4	4	4	4.00
79	5	3	4	5	4.25	5	4	4	4	4.25
80	5	3	4	3	3.75	4	4	3	4	3.75
81	3	3	2	4	3.00	3	3	2	2	2.50
82	5	5	5	5	5.00	4	5	5	5	4.75
83	5	5	5	4	4.75	5	5	5	5	5.00
84	5	5	4	5	4.75	5	4	4	4	4.25
85	5	5	5	5	5.00	4	4	5	5	4.50
86	4	4	4	5	4.25	3	4	3	3	3.25
87	4	4	5	4	4.25	5	4	5	5	4.75
88	4	4	5	4	4.25	5	4	3	3	3.75
89	4	4	4	5	4.25	4	4	4	4	4.00
90	5	5	4	4	4.50	5	5	5	5	5.00
91	4	4	4	4	4.00	4	5	5	4	4.50
92	5	5	5	5	5.00	4	5	4	4	4.25
93	4	4	4	4	4.00	5	4	4	5	4.50
94	5	5	5	5	5.00	4	4	5	4	4.25
95	5	5	5	5	5.00	5	2	5	5	4.25
96	5	5	5	5	5.00	3	4	4	4	3.75
97	4	4	5	5	4.50	4	4	2	3	3.25
98	4	4	5	4	4.25	4	4	3	4	3.75
99	5	5	5	5	5.00	3	4	4	4	3.75
100	5	4	5	5	4.75	4	5	4	5	4.50
101	5	5	5	5	5.00	5	5	5	5	5.00
102	4	4	3	4	3.75	4	4	3	3	3.50
103	5	3	5	5	4.50	4	4	3	5	4.00
104	4	4	4	5	4.25	4	4	5	4	4.25
105	5	5	5	5	5.00	5	5	5	5	5.00

106	5	5	5	5	5.00	4	4	4	5	4.25
107	4	4	4	4	4.00	3	3	3	4	3.25
108	5	4	5	5	4.75	5	4	5	5	4.75
109	4	5	4	4	4.25	4	5	5	4	4.50
110	3	3	5	5	4.00	3	3	2	2	2.50
111	3	4	5	4	4.00	3	4	5	4	4.00
112	4	4	4	4	4.00	4	4	4	4	4.00
113	4	5	4	4	4.25	3	4	5	4	4.00
114	5	5	4	5	4.75	5	4	4	4	4.25
115	4	3	4	3	3.50	2	2	3	3	2.50
116	5	4	4	5	4.50	4	4	5	4	4.25
117	4	4	4	4	4.00	4	3	4	3	3.50
118	4	4	5	4	4.25	4	4	4	4	4.00
119	5	3	4	5	4.25	5	4	4	4	4.25
120	5	3	4	3	3.75	4	4	3	4	3.75
121	3	3	2	4	3.00	3	3	2	2	2.50
122	5	5	5	5	5.00	4	5	5	5	4.75
123	5	5	5	4	4.75	5	5	5	5	5.00
124	5	5	4	5	4.75	5	4	4	4	4.25
125	5	5	5	5	5.00	4	4	5	5	4.50
126	4	4	4	5	4.25	3	4	3	3	3.25
127	5	5	5	5	5.00	5	5	5	5	5.00
128	2	3	2	2	2.25	3	2	2	2	2.25
129	5	5	4	4	4.50	4	4	5	3	4.00
130	5	4	4	4	4.25	3	3	4	3	3.25
131	5	5	4	5	4.75	4	4	3	4	3.75
132	4	4	5	5	4.50	3	4	5	4	4.00
133	2	2	3	2	2.25	3	1	2	2	2.00
134	5	5	5	5	5.00	2	4	2	4	3.00
135	5	4	4	4	4.25	4	4	4	5	4.25
136	5	3	4	2	3.50	4	4	4	4	4.00
137	5	4	5	4	4.50	4	4	4	4	4.00
138	4	5	4	5	4.50	4	5	5	5	4.75
139	4	4	5	4	4.25	5	5	5	4	4.75
140	5	5	5	5	5.00	4	5	5	5	4.75
141	4	4	4	4	4.00	4	5	4	4	4.25
142	4	4	5	5	4.50	4	4	5	4	4.25
143	4	4	4	4	4.00	4	3	4	5	4.00
144	5	4	5	4	4.50	5	4	5	4	4.50
145	4	5	4	5	4.50	4	4	3	3	3.50
146	4	4	4	5	4.25	4	5	4	4	4.25
147	4	4	5	4	4.25	5	4	4	5	4.50
148	4	4	5	4	4.25	5	4	5	5	4.75
149	5	5	3	3	4.00	3	5	5	5	4.50
150	3	3	3	3	3.00	2	3	2	2	2.25
151	4	5	3	2	3.50	2	4	5	5	4.00
152	5	5	5	5	5.00	4	4	2	4	3.50
153	3	4	2	2	2.75	3	2	4	4	3.25
154	4	2	2	2	2.50	5	5	5	4	4.75
155	5	5	5	5	5.00	2	4	4	5	3.75
156	4	5	5	5	4.75	2	4	4	4	3.50
157	5	4	4	4	4.25	2	3	4	5	3.50
158	3	4	2	4	3.25	2	4	2	4	3.00

159	4	4	4	4	4.00	4	4	5	4	4.25
160	4	5	4	5	4.50	4	5	5	5	4.75
161	2	2	3	2	2.25	3	1	2	2	2.00
162	4	5	4	5	4.50	5	5	5	5	5.00
163	5	5	4	4	4.50	5	4	4	5	4.50
164	5	5	5	5	5.00	4	5	4	5	4.50
165	4	5	4	5	4.50	5	5	4	5	4.75
166	5	5	3	3	4.00	2	4	5	5	4.00
167	4	4	4	4	4.00	4	4	5	5	4.50
168	4	4	4	4	4.00	4	5	5	4	4.50
169	4	4	4	4	4.00	4	5	5	5	4.75
170	3	4	4	2	3.25	5	3	5	5	4.50
171	4	5	5	5	4.75	3	4	3	5	3.75
172	5	5	5	5	5.00	2	4	4	4	3.50
173	5	5	5	5	5.00	3	3	4	4	3.50
174	5	4	4	3	4.00	4	5	5	5	4.75
175	5	5	5	5	5.00	4	3	4	4	3.75
176	5	4	4	4	4.25	2	5	4	5	4.00
177	4	4	4	4	4.00	4	2	4	4	3.50
178	5	5	4	4	4.50	3	4	5	5	4.25
179	5	5	5	5	5.00	4	5	5	4	4.50
180	4	5	4	5	4.50	5	4	4	4	4.25
181	4	4	4	4	4.00	4	4	4	5	4.25
182	5	5	4	4	4.50	3	4	5	5	4.25
183	4	4	4	5	4.25	5	4	4	4	4.25
184	4	4	4	4	4.00	4	5	4	4	4.25
185	4	5	4	5	4.50	4	5	4	4	4.25
186	3	4	4	5	4.00	2	4	5	4	3.75
187	4	4	4	4	4.00	5	4	4	4	4.25
188	4	5	4	5	4.50	5	4	5	5	4.75
189	4	4	4	4	4.00	5	5	4	4	4.50
190	3	3	3	3	3.00	3	3	5	5	4.00
191	4	4	5	4	4.25	5	4	5	5	4.75
192	4	4	5	4	4.25	5	4	5	5	4.75
193	4	4	5	4	4.25	5	4	3	3	3.75
194	4	4	4	5	4.25	4	4	4	4	4.00
195	5	5	4	4	4.50	5	5	5	5	5.00
196	4	4	4	4	4.00	4	5	5	4	4.50
197	5	5	5	5	5.00	4	5	4	4	4.25
198	4	4	4	4	4.00	5	4	4	5	4.50
199	5	5	5	5	5.00	4	4	5	4	4.25
200	5	5	5	5	5.00	5	2	5	5	4.25
201	4	4	5	4	4.25	5	4	3	3	3.75
202	4	4	4	5	4.25	4	4	4	4	4.00
203	5	5	4	4	4.50	5	5	5	5	5.00
204	4	4	4	4	4.00	4	5	5	4	4.50
205	5	5	5	5	5.00	4	5	4	4	4.25
206	4	4	4	4	4.00	5	4	4	5	4.50
207	5	5	5	5	5.00	4	4	5	4	4.25
208	5	5	5	5	5.00	5	2	5	5	4.25
209	5	5	5	5	5.00	3	4	4	4	3.75
210	4	4	5	5	4.50	4	4	2	3	3.25
211	4	4	5	4	4.25	4	4	3	4	3.75

212	5	5	5	5	5.00	3	4	4	4	3.75
213	5	5	5	5	5.00	3	5	3	5	4.00
214	5	5	5	5	5.00	4	3	5	5	4.25
215	3	4	2	2	2.75	3	4	4	4	3.75
216	4	4	5	4	4.25	4	5	3	5	4.25
217	5	5	5	5	5.00	4	4	4	5	4.25
218	5	5	5	5	5.00	3	3	4	5	3.75
219	5	5	5	5	5.00	4	5	4	4	4.25
220	4	5	4	5	4.50	4	5	5	5	4.75
221	2	2	3	2	2.25	3	1	2	2	2.00
222	4	5	4	5	4.50	5	5	5	5	5.00
223	5	5	4	4	4.50	5	4	4	5	4.50
224	5	5	5	5	5.00	4	5	4	5	4.50
225	4	5	4	5	4.50	5	5	4	5	4.75
226	5	5	3	3	4.00	2	4	5	5	4.00
227	4	4	4	4	4.00	4	4	5	5	4.50
228	4	4	4	4	4.00	4	5	5	4	4.50
229	4	4	4	4	4.00	4	5	5	5	4.75
230	3	4	4	2	3.25	5	3	5	5	4.50
231	4	5	5	5	4.75	3	4	3	5	3.75
232	5	5	5	5	5.00	2	4	4	4	3.50
233	5	5	5	5	5.00	3	3	4	4	3.50
234	5	4	4	3	4.00	4	5	5	5	4.75
235	5	5	5	5	5.00	4	3	4	4	3.75
236	5	4	4	4	4.25	2	5	4	5	4.00
237	4	4	4	4	4.00	4	2	4	4	3.50
238	5	5	4	4	4.50	3	4	5	5	4.25
239	5	5	5	5	5.00	4	5	5	4	4.50
240	4	5	4	5	4.50	5	4	4	4	4.25
241	4	4	4	4	4.00	4	4	4	5	4.25
242	5	5	4	4	4.50	4	4	5	3	4.00
243	5	4	4	4	4.25	3	3	4	3	3.25
244	5	5	4	5	4.75	4	4	3	4	3.75
245	4	4	5	5	4.50	3	4	5	4	4.00
246	4	5	5	5	4.75	4	3	5	5	4.25
247	3	4	4	5	4.00	2	4	5	4	3.75
248	4	4	4	4	4.00	5	4	4	4	4.25
249	4	5	4	5	4.50	5	4	5	5	4.75
250	4	4	4	4	4.00	5	5	4	4	4.50
251	3	3	3	3	3.00	3	3	5	5	4.00
252	4	4	5	4	4.25	5	4	5	5	4.75
253	4	4	5	4	4.25	5	4	5	5	4.75
254	4	4	5	4	4.25	5	4	3	3	3.75
255	4	4	4	5	4.25	4	4	4	4	4.00
256	5	5	4	4	4.50	5	5	5	5	5.00
257	4	4	4	4	4.00	4	5	5	4	4.50
258	5	5	5	5	5.00	4	5	4	4	4.25
259	4	4	4	4	4.00	5	4	4	5	4.50
260	5	5	5	5	5.00	4	4	5	4	4.25
261	5	5	5	5	5.00	5	2	5	5	4.25
262	5	5	5	5	5.00	3	4	4	4	3.75
263	4	4	4	4	4.00	4	5	5	5	4.75
264	3	4	4	2	3.25	5	3	5	5	4.50

265	4	5	5	5	4.75	3	4	3	5	3.75
266	5	5	5	5	5.00	2	4	4	4	3.50
267	5	5	5	5	5.00	3	3	4	4	3.50
268	5	4	4	3	4.00	4	5	5	5	4.75
269	5	5	5	5	5.00	4	3	4	4	3.75
270	5	4	4	4	4.25	2	5	4	5	4.00
271	4	4	4	4	4.00	4	2	4	4	3.50
272	5	5	4	4	4.50	3	4	5	5	4.25
273	5	5	5	5	5.00	4	5	5	4	4.50
274	4	5	4	5	4.50	5	4	4	4	4.25
275	4	4	4	4	4.00	4	4	4	5	4.25
276	5	5	4	4	4.50	3	4	5	5	4.25
277	4	4	4	5	4.25	5	4	4	4	4.25
278	4	4	4	4	4.00	4	5	4	4	4.25
279	4	5	4	5	4.50	4	5	4	4	4.25
280	3	4	4	5	4.00	2	4	5	4	3.75
281	4	4	4	4	4.00	5	4	4	4	4.25
282	5	5	5	5	5.00	2	4	2	4	3.00
283	5	4	4	4	4.25	4	4	4	5	4.25
284	5	3	4	2	3.50	4	4	4	4	4.00
285	5	4	5	4	4.50	4	4	4	4	4.00
286	4	5	4	5	4.50	4	5	5	5	4.75
287	4	4	5	4	4.25	5	5	5	4	4.75
288	5	5	5	5	5.00	4	5	5	5	4.75
289	4	4	4	4	4.00	4	5	4	4	4.25
290	4	4	5	5	4.50	4	4	5	4	4.25
291	4	4	4	4	4.00	4	3	4	5	4.00
292	5	4	5	4	4.50	5	4	5	4	4.50
293	4	5	4	5	4.50	4	4	3	3	3.50
294	4	4	4	5	4.25	4	5	4	4	4.25
295	4	4	5	4	4.25	5	4	4	5	4.50
296	4	4	5	4	4.25	5	4	5	5	4.75
297	5	5	3	3	4.00	3	5	5	5	4.50
298	3	3	3	3	3.00	2	3	2	2	2.25
299	4	5	3	2	3.50	2	4	5	5	4.00
300	5	5	5	5	5.00	4	4	2	4	3.50
Mean	4.34	4.34	4.31	4.31	4.33	3.89	4.01	4.13	4.22	4.06

No	PI1	PI2	PI3	PI4	PI5	Y	EK1	EK2	EK3	Z
1	4	4	5	4	4	4.20	4	4	4	4.00
2	5	5	4	5	5	4.80	4	4	4	4.00
3	3	4	4	3	3	3.40	4	3	4	3.67
4	3	4	4	4	4	3.80	4	4	4	4.00
5	5	4	5	3	5	4.40	3	4	4	3.67
6	4	4	4	4	4	4.00	3	3	3	3.00
7	3	3	3	3	3	3.00	4	3	3	3.33
8	3	4	5	3	4	3.80	3	5	5	4.33
9	4	5	5	5	4	4.60	3	3	3	3.00
10	4	4	5	4	4	4.20	3	3	3	3.00
11	5	5	5	5	4	4.80	3	3	3	3.00
12	3	3	4	4	5	3.80	3	3	3	3.00
13	4	2	4	3	4	3.40	4	4	4	4.00
14	5	5	5	5	5	5.00	5	5	4	4.67
15	4	3	3	3	5	3.60	4	4	4	4.00
16	4	4	3	3	3	3.40	5	4	4	4.33
17	5	5	5	4	5	4.80	5	5	4	4.67
18	4	3	5	4	4	4.00	4	4	3	3.67
19	3	3	3	3	3	3.00	2	2	2	2.00
20	5	5	2	4	4	4.00	5	4	5	4.67
21	4	5	5	5	5	4.80	4	4	5	4.33
22	3	3	4	4	5	3.80	3	3	3	3.00
23	4	4	2	4	4	3.60	4	2	4	3.33
24	3	4	3	4	4	3.60	3	4	3	3.33
25	5	5	5	5	5	5.00	5	5	5	5.00
26	4	3	4	4	4	3.80	3	4	3	3.33
27	4	4	3	4	5	4.00	4	4	5	4.33
28	3	4	5	4	4	4.00	3	4	5	4.00
29	2	4	4	3	3	3.20	4	2	5	3.67
30	5	4	4	3	5	4.20	4	5	5	4.67
31	4	3	4	3	4	3.60	3	4	3	3.33
32	4	4	4	4	4	4.00	3	2	2	2.33
33	5	5	4	4	5	4.60	4	4	4	4.00
34	4	5	4	5	4	4.40	4	5	5	4.67
35	5	5	5	4	5	4.80	5	5	5	5.00
36	4	4	4	5	4	4.20	5	5	5	5.00
37	4	4	4	5	4	4.20	4	4	5	4.33
38	4	4	5	4	4	4.20	4	4	5	4.33
39	3	3	3	3	3	3.00	4	5	4	4.33
40	5	5	5	4	4	4.60	4	4	4	4.00
41	4	4	4	4	4	4.00	3	3	3	3.00
42	4	4	5	4	4	4.20	4	4	5	4.33
43	5	5	5	4	5	4.80	4	5	5	4.67
44	5	5	5	5	5	5.00	4	5	5	4.67
45	4	5	5	4	4	4.40	4	4	5	4.33
46	5	5	5	5	5	5.00	5	5	5	5.00
47	4	4	5	4	4	4.20	4	4	4	4.00
48	5	5	5	5	5	5.00	4	4	4	4.00
49	3	4	4	3	3	3.40	4	3	4	3.67
50	3	4	4	4	4	3.80	4	4	4	4.00
51	5	4	5	3	5	4.40	3	4	4	3.67
52	4	4	4	4	4	4.00	3	3	3	3.00

53	3	3	3	3	3	3.00	4	3	3	3.33
54	3	4	5	3	4	3.80	3	5	5	4.33
55	4	5	5	5	4	4.60	3	3	3	3.00
56	4	4	5	4	4	4.20	3	3	3	3.00
57	5	5	5	5	4	4.80	3	3	3	3.00
58	3	3	4	4	5	3.80	5	5	5	5.00
59	4	2	4	3	4	3.40	4	4	4	4.00
60	5	5	4	5	5	4.80	5	4	5	4.67
61	5	5	4	5	5	4.80	5	4	4	4.33
62	4	4	3	4	4	3.80	4	4	4	4.00
63	2	2	2	2	2	2.00	2	2	2	2.00
64	4	3	3	3	4	3.40	4	3	3	3.33
65	5	5	5	5	5	5.00	5	5	5	5.00
66	4	4	3	4	3	3.60	4	3	2	3.00
67	5	4	2	5	4	4.00	3	3	3	3.00
68	5	5	4	5	4	4.60	5	4	5	4.67
69	5	5	4	5	4	4.60	4	5	4	4.33
70	4	2	3	2	2	2.60	2	3	2	2.33
71	5	4	5	4	5	4.60	4	5	4	4.33
72	4	4	4	4	4	4.00	4	4	4	4.00
73	5	5	1	3	3	3.40	5	2	3	3.33
74	3	3	4	4	5	3.80	5	5	5	5.00
75	4	2	4	3	4	3.40	4	4	4	4.00
76	5	5	5	5	5	5.00	5	5	4	4.67
77	4	3	3	3	5	3.60	4	4	4	4.00
78	4	4	3	3	3	3.40	5	4	4	4.33
79	5	5	5	4	5	4.80	5	5	4	4.67
80	4	3	5	4	4	4.00	4	4	3	3.67
81	3	3	3	2	3	2.80	2	2	2	2.00
82	5	5	2	4	4	4.00	5	4	5	4.67
83	4	5	5	5	5	4.80	4	4	5	4.33
84	3	3	4	4	5	3.80	5	5	5	5.00
85	4	4	2	4	4	3.60	4	2	4	3.33
86	3	4	3	4	4	3.60	3	4	3	3.33
87	4	4	5	4	4	4.20	4	4	5	4.33
88	3	3	3	3	3	3.00	4	5	4	4.33
89	5	5	5	4	4	4.60	4	4	4	4.00
90	4	4	4	4	4	4.00	3	3	3	3.00
91	4	4	5	4	4	4.20	4	4	5	4.33
92	5	5	5	4	5	4.80	4	5	5	4.67
93	5	5	5	5	5	5.00	4	5	5	4.67
94	4	5	5	4	4	4.40	4	4	5	4.33
95	5	5	5	5	5	5.00	5	5	5	5.00
96	4	4	5	4	4	4.20	4	4	4	4.00
97	2	2	2	2	3	2.20	4	4	4	4.00
98	3	4	4	3	3	3.40	4	3	4	3.67
99	3	4	4	4	4	3.80	4	4	4	4.00
100	5	5	4	5	5	4.80	5	4	5	4.67
101	5	5	4	5	5	4.80	5	4	4	4.33
102	4	4	3	4	4	3.80	4	4	4	4.00
103	3	2	5	3	5	3.60	5	4	4	4.33
104	4	3	3	3	4	3.40	4	3	3	3.33
105	5	5	5	5	5	5.00	5	5	5	5.00

106	4	4	3	4	3	3.60	4	3	2	3.00
107	5	4	2	5	4	4.00	3	3	3	3.00
108	5	5	4	5	4	4.60	5	4	5	4.67
109	5	5	4	5	4	4.60	4	5	4	4.33
110	4	2	3	2	2	2.60	2	3	2	2.33
111	5	4	5	4	5	4.60	4	5	4	4.33
112	4	4	4	4	4	4.00	4	4	4	4.00
113	5	5	1	3	3	3.40	5	2	3	3.33
114	3	3	4	4	5	3.80	5	5	5	5.00
115	4	2	4	3	4	3.40	4	4	4	4.00
116	5	5	5	5	5	5.00	5	5	4	4.67
117	4	3	3	3	5	3.60	4	4	4	4.00
118	4	4	3	3	3	3.40	5	4	4	4.33
119	5	5	5	4	5	4.80	5	5	4	4.67
120	4	3	5	4	4	4.00	4	4	3	3.67
121	3	3	4	3	3	3.20	2	2	2	2.00
122	5	5	2	4	4	4.00	5	4	5	4.67
123	4	5	5	5	5	4.80	4	4	5	4.33
124	3	3	4	4	5	3.80	5	5	5	5.00
125	4	4	2	4	4	3.60	4	2	4	3.33
126	3	4	3	4	4	3.60	3	4	3	3.33
127	5	5	5	5	5	5.00	5	5	5	5.00
128	4	3	4	4	4	3.80	3	4	3	3.33
129	4	4	3	4	5	4.00	4	4	5	4.33
130	3	4	5	4	4	4.00	3	4	5	4.00
131	2	4	4	3	3	3.20	4	2	5	3.67
132	5	4	4	3	5	4.20	4	5	5	4.67
133	2	2	2	2	2	2.00	1	2	2	1.67
134	4	4	4	4	4	4.00	4	5	4	4.33
135	4	4	5	4	4	4.20	4	2	4	3.33
136	3	4	4	3	4	3.60	3	4	3	3.33
137	4	5	5	4	4	4.40	4	4	4	4.00
138	4	5	5	4	4	4.40	4	4	4	4.00
139	5	5	5	5	5	5.00	3	3	3	3.00
140	5	4	4	5	4	4.40	4	5	4	4.33
141	4	4	4	5	5	4.40	5	4	4	4.33
142	4	5	5	4	4	4.40	4	4	5	4.33
143	4	5	4	4	4	4.20	3	4	4	3.67
144	4	5	4	4	5	4.40	4	4	4	4.00
145	3	2	2	2	3	2.40	3	3	3	3.00
146	5	4	4	5	4	4.40	4	4	5	4.33
147	5	5	4	5	4	4.60	4	5	5	4.67
148	5	5	5	4	4	4.60	4	5	5	4.67
149	4	5	5	4	5	4.60	4	4	4	4.00
150	2	2	2	2	2	2.00	3	3	3	3.00
151	5	5	5	4	5	4.80	4	4	3	3.67
152	3	4	4	4	3	3.60	1	3	4	2.67
153	5	4	4	4	5	4.40	4	4	4	4.00
154	4	5	4	4	5	4.40	4	4	4	4.00
155	5	4	5	3	5	4.40	3	3	3	3.00
156	4	4	4	4	4	4.00	3	3	2	2.67
157	4	4	4	3	4	3.80	3	3	3	3.00
158	4	4	4	4	4	4.00	2	2	2	2.00

159	4	4	5	4	5	4.40	4	4	4	4.00
160	5	5	4	4	5	4.60	2	3	3	2.67
161	4	4	5	4	4	4.20	4	5	3	4.00
162	4	4	4	5	5	4.40	4	4	4	4.00
163	5	4	4	4	4	4.20	4	4	3	3.67
164	4	4	4	5	4	4.20	3	3	3	3.00
165	4	4	5	5	4	4.40	3	3	3	3.00
166	5	5	4	5	5	4.80	3	3	3	3.00
167	5	4	4	4	5	4.40	3	3	3	3.00
168	4	4	5	4	4	4.20	5	5	2	4.00
169	4	5	4	4	5	4.40	3	3	3	3.00
170	4	3	4	4	4	3.80	3	3	4	3.33
171	2	3	5	3	2	3.00	4	4	4	4.00
172	5	5	5	5	4	4.80	2	3	2	2.33
173	3	4	4	4	3	3.60	4	3	4	3.67
174	5	5	4	3	5	4.40	4	4	4	4.00
175	3	3	4	4	3	3.40	4	3	4	3.67
176	5	4	4	4	5	4.40	4	4	4	4.00
177	4	4	4	4	4	4.00	2	4	4	3.33
178	4	4	4	5	5	4.40	4	5	4	4.33
179	4	5	5	4	4	4.40	4	3	3	3.33
180	4	4	5	4	4	4.20	4	3	4	3.67
181	5	5	5	4	4	4.60	4	4	4	4.00
182	5	4	5	5	5	4.80	4	4	4	4.00
183	4	4	5	4	4	4.20	4	4	4	4.00
184	4	4	5	4	4	4.20	4	5	4	4.33
185	4	5	5	5	4	4.60	4	4	4	4.00
186	4	4	4	4	4	4.00	3	2	2	2.33
187	5	5	4	4	5	4.60	4	4	4	4.00
188	4	5	4	5	4	4.40	4	5	5	4.67
189	5	5	5	4	5	4.80	2	3	3	2.67
190	4	4	4	5	4	4.20	5	5	5	5.00
191	4	4	4	5	4	4.20	4	4	5	4.33
192	4	4	5	4	4	4.20	4	4	5	4.33
193	4	4	4	4	4	4.00	4	5	4	4.33
194	5	5	5	4	4	4.60	4	4	4	4.00
195	4	4	4	4	4	4.00	3	3	3	3.00
196	4	4	5	4	4	4.20	4	4	5	4.33
197	5	5	5	4	5	4.80	4	5	5	4.67
198	5	5	5	5	5	5.00	4	5	5	4.67
199	4	5	5	4	4	4.40	4	4	5	4.33
200	5	5	5	5	5	5.00	5	5	5	5.00
201	4	5	5	5	5	4.80	4	5	4	4.33
202	5	5	5	4	4	4.60	4	4	4	4.00
203	4	4	4	4	4	4.00	3	3	3	3.00
204	4	4	5	4	4	4.20	4	4	5	4.33
205	5	5	5	4	5	4.80	4	5	5	4.67
206	5	5	5	5	5	5.00	4	5	5	4.67
207	4	5	5	4	4	4.40	4	4	5	4.33
208	5	5	5	5	5	5.00	5	5	5	5.00
209	4	4	5	4	4	4.20	4	4	4	4.00
210	5	5	4	4	4	4.40	4	4	4	4.00
211	3	4	4	3	3	3.40	4	3	4	3.67

212	3	4	4	4	4	3.80	4	4	4	4.00
213	5	4	5	3	5	4.40	3	4	4	3.67
214	4	4	4	4	4	4.00	3	3	3	3.00
215	3	3	3	3	3	3.00	4	3	3	3.33
216	5	4	5	5	4	4.60	3	5	5	4.33
217	4	5	5	5	4	4.60	3	3	3	3.00
218	4	4	5	4	4	4.20	3	3	3	3.00
219	5	5	5	5	4	4.80	3	3	3	3.00
220	5	5	4	4	5	4.60	2	3	3	2.67
221	4	4	4	4	4	4.00	4	5	3	4.00
222	4	4	4	5	5	4.40	4	4	4	4.00
223	5	4	4	4	4	4.20	4	4	3	3.67
224	4	4	4	5	4	4.20	3	3	3	3.00
225	4	4	5	5	4	4.40	3	3	3	3.00
226	5	5	4	5	5	4.80	3	3	3	3.00
227	5	4	4	4	5	4.40	3	3	3	3.00
228	4	4	5	4	4	4.20	5	5	2	4.00
229	4	5	4	4	5	4.40	3	3	3	3.00
230	4	3	4	4	4	3.80	3	3	4	3.33
231	4	4	4	4	4	4.00	4	4	4	4.00
232	5	5	5	5	4	4.80	5	5	5	5.00
233	3	4	4	4	3	3.60	4	3	4	3.67
234	5	5	4	3	5	4.40	4	4	4	4.00
235	3	3	4	4	3	3.40	4	3	4	3.67
236	5	4	4	4	5	4.40	4	4	4	4.00
237	4	4	4	4	4	4.00	2	4	4	3.33
238	4	4	4	5	5	4.40	4	5	4	4.33
239	4	5	5	4	4	4.40	4	3	3	3.33
240	4	4	5	4	4	4.20	4	3	4	3.67
241	5	5	5	4	4	4.60	4	4	4	4.00
242	4	4	3	4	5	4.00	4	4	5	4.33
243	3	4	5	4	4	4.00	3	4	5	4.00
244	2	4	4	3	3	3.20	4	2	5	3.67
245	5	4	4	3	5	4.20	4	5	5	4.67
246	4	3	4	3	4	3.60	3	4	3	3.33
247	4	4	4	4	4	4.00	3	2	2	2.33
248	5	5	4	4	5	4.60	4	4	4	4.00
249	4	5	4	5	4	4.40	4	5	5	4.67
250	5	5	5	4	5	4.80	2	3	3	2.67
251	4	4	4	5	4	4.20	5	5	5	5.00
252	4	4	4	5	4	4.20	4	4	5	4.33
253	4	4	5	4	4	4.20	4	4	5	4.33
254	4	4	5	5	5	4.60	4	5	4	4.33
255	5	5	5	4	4	4.60	4	4	4	4.00
256	4	4	4	4	4	4.00	3	3	3	3.00
257	4	4	5	4	4	4.20	4	4	5	4.33
258	5	5	5	4	5	4.80	4	5	5	4.67
259	5	5	5	5	5	5.00	4	5	5	4.67
260	4	5	5	4	4	4.40	4	4	5	4.33
261	5	5	5	5	5	5.00	5	5	5	5.00
262	4	4	5	4	4	4.20	4	4	4	4.00
263	4	5	4	4	5	4.40	3	3	3	3.00
264	4	3	4	4	4	3.80	3	3	4	3.33

265	2	3	5	3	2	3.00	4	4	4	4.00
266	5	5	5	5	4	4.80	2	3	2	2.33
267	3	4	4	4	3	3.60	4	3	4	3.67
268	5	5	4	3	5	4.40	4	4	4	4.00
269	3	3	4	4	3	3.40	4	3	4	3.67
270	5	4	4	4	5	4.40	4	4	4	4.00
271	4	4	4	4	4	4.00	2	4	4	3.33
272	4	4	4	5	5	4.40	4	5	4	4.33
273	4	5	5	4	4	4.40	4	3	3	3.33
274	4	4	5	4	4	4.20	4	3	4	3.67
275	5	5	5	4	4	4.60	4	4	4	4.00
276	5	4	5	5	5	4.80	4	4	4	4.00
277	4	4	5	4	4	4.20	4	4	4	4.00
278	4	4	5	4	4	4.20	4	5	4	4.33
279	4	5	5	5	4	4.60	4	4	4	4.00
280	4	4	4	4	4	4.00	5	5	4	4.67
281	5	5	4	4	5	4.60	5	4	4	4.33
282	4	4	4	4	4	4.00	4	5	4	4.33
283	4	4	5	4	4	4.20	4	2	4	3.33
284	3	4	4	3	4	3.60	3	4	3	3.33
285	4	5	5	4	4	4.40	4	4	4	4.00
286	4	5	5	4	4	4.40	4	4	4	4.00
287	5	5	5	5	5	5.00	3	3	3	3.00
288	5	4	4	5	4	4.40	4	5	4	4.33
289	4	4	4	5	5	4.40	5	4	4	4.33
290	4	5	5	4	4	4.40	4	4	5	4.33
291	4	5	4	4	4	4.20	3	4	4	3.67
292	4	5	4	4	5	4.40	4	4	4	4.00
293	3	2	2	2	3	2.40	3	3	3	3.00
294	5	4	4	5	4	4.40	4	4	5	4.33
295	5	5	4	5	4	4.60	4	5	5	4.67
296	5	5	5	4	4	4.60	5	5	5	5.00
297	4	5	5	4	5	4.60	4	4	4	4.00
298	2	2	2	2	2	2.00	3	3	3	3.00
299	5	5	5	4	5	4.80	4	4	3	3.67
300	3	4	4	4	3	3.60	1	3	4	2.67
Mean	4.13	4.17	4.21	4.03	4.17	4.14	3.80	3.85	3.91	3.85



LAMPIRAN 4
HASIL OLAH DATA

LAMPIRAN UJI VALIDITAS DAN RELIABILITAS

Correlations

		Correlations				
		GP1	GP2	GP3	GP4	Tot
GP1	Pearson Correlation	1	.494**	.570**	.587**	.837**
	Sig. (2-tailed)		.006	.001	.001	.000
	N	30	30	30	30	30
GP2	Pearson Correlation	.494**	1	.404*	.396*	.721**
	Sig. (2-tailed)	.006		.027	.030	.000
	N	30	30	30	30	30
GP3	Pearson Correlation	.570**	.404*	1	.584**	.811**
	Sig. (2-tailed)	.001	.027		.001	.000
	N	30	30	30	30	30
GP4	Pearson Correlation	.587**	.396*	.584**	1	.804**
	Sig. (2-tailed)	.001	.030	.001		.000
	N	30	30	30	30	30
Tot	Pearson Correlation	.837**	.721**	.811**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

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

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	96.8
	Excluded ^a	1	3.2
	Total	31	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Correlations

		Correlations				
		GP1	GP2	GP3	GP4	Tot
GP1	Pearson Correlation	1	.684**	.538**	.618**	.803**
	Sig. (2-tailed)		.000	.002	.000	.000
	N	30	30	30	30	30
GP2	Pearson Correlation	.684**	1	.703**	.750**	.899**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
GP3	Pearson Correlation	.538**	.703**	1	.693**	.865**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	30	30	30	30	30
GP4	Pearson Correlation	.618**	.750**	.693**	1	.891**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Tot	Pearson Correlation	.803**	.899**	.865**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	96.8
	Excluded ^a	1	3.2
	Total	31	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.883	4

Correlations

Correlations

		PI1	PI2	PI3	PI4	PI5	Tot
PI1	Pearson Correlation	1	.729**	.195	.668**	.341	.754**
	Sig. (2-tailed)		.000	.301	.000	.065	.000
	N	30	30	30	30	30	30
PI2	Pearson Correlation	.729**	1	.112	.755**	.352	.765**
	Sig. (2-tailed)	.000		.555	.000	.057	.000
	N	30	30	30	30	30	30
PI3	Pearson Correlation	.195	.112	1	.445*	.627**	.637**
	Sig. (2-tailed)	.301	.555		.014	.000	.000
	N	30	30	30	30	30	30
PI4	Pearson Correlation	.668**	.755**	.445*	1	.651**	.914**
	Sig. (2-tailed)	.000	.000	.014		.000	.000
	N	30	30	30	30	30	30
PI5	Pearson Correlation	.341	.352	.627**	.651**	1	.768**
	Sig. (2-tailed)	.065	.057	.000	.000		.000
	N	30	30	30	30	30	30
Tot	Pearson Correlation	.754**	.765**	.637**	.914**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

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

Reliability

Scale: ALL VARIABLES

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
.818	5

Correlations

Correlations

		EK1	EK2	EK3	Tot
EK1	Pearson Correlation	1	.489**	.713**	.850**
	Sig. (2-tailed)		.006	.000	.000
	N	30	30	30	30
EK2	Pearson Correlation	.489**	1	.626**	.819**
	Sig. (2-tailed)	.006		.000	.000
	N	30	30	30	30
EK3	Pearson Correlation	.713**	.626**	1	.911**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Tot	Pearson Correlation	.850**	.819**	.911**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

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
.825	3

LAMPIRAN KARAKTERISTIK RESPONDEN

Frequencies

Statistics

		Umur	Jenis kelamin	Pengeluaran	Lokasi pembelian
N	Valid	300	300	300	300
	Missing	0	0	0	0

Frequency Table

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 tahun	14	4.7	4.7	4.7
	20 tahun	46	15.3	15.3	20.0
	21 tahun	127	42.3	42.3	62.3
	22 tahun	106	35.3	35.3	97.7
	24 tahun	7	2.3	2.3	100.0
	Total	300	100.0	100.0	

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki - laki	130	43.3	43.3	43.3
	Perempuan	170	56.7	56.7	100.0
	Total	300	100.0	100.0	

Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp. 2.000.000,00	230	76.7	76.7	76.7
	>= Rp. 4.000.001,00	22	7.3	7.3	84.0
	Rp. 2.000.001,00 – Rp. 3.000.000,00	44	14.7	14.7	98.7
	Rp. 3.000.001,00 – Rp. 4.000.000,00	4	1.3	1.3	100.0
	Total	300	100.0	100.0	

Lokasi pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	E-Commerce	76	25.3	25.3	25.3
	Gerai The Body Shop di mall	224	74.7	74.7	100.0
	Total	300	100.0	100.0	

LAMPIRAN UJI ANALISIS REGRESI (UJI T, F, KOEFISIEN DETERMINASI)

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Z, X1 ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^a	.226	.220	.52836

- a. Predictors: (Constant), Z, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.165	2	12.083	43.282	.000 ^b
	Residual	82.911	297	.279		
	Total	107.077	299			

- a. Dependent Variable: Y
 b. Predictors: (Constant), Z, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.957	.253		7.744	.000
	X1	.225	.051	.228	4.386	.000
	Z	.315	.044	.374	7.178	.000

- a. Dependent Variable: Y

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1*Z, X1, Z ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487 ^a	.237	.229	.52546

- a. Predictors: (Constant), X1*Z, X1, Z

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.349	3	8.450	30.603	.000 ^b
	Residual	81.728	296	.276		
	Total	107.077	299			

- a. Dependent Variable: Y
 b. Predictors: (Constant), X1*Z, X1, Z

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.724	.275		6.261	.000
	X1	.178	.056	.181	3.206	.001
	Z	.402	.061	.477	6.636	.000
	X1*Z	.136	.066	.148	2.070	.039

- a. Dependent Variable: Y

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Z, X2 ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.390	.386	.46885

- a. Predictors: (Constant), Z, X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.789	2	20.894	95.050	.000 ^b
	Residual	65.288	297	.220		
	Total	107.077	299			

- a. Dependent Variable: Y
 b. Predictors: (Constant), Z, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.400	.202		6.942	.000
	X2	.476	.047	.494	10.228	.000
	Z	.210	.041	.248	5.146	.000

- a. Dependent Variable: Y

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2*Z, X2, Z ^b	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.408	.402	.46291

- a. Predictors: (Constant), X2*Z, X2, Z

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.648	3	14.549	67.896	.000 ^b
	Residual	63.429	296	.214		
	Total	107.077	299			

- a. Dependent Variable: Y
 b. Predictors: (Constant), X2*Z, X2, Z

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.159	.215		5.384	.000
	X2	.447	.047	.463	9.488	.000
	Z	.277	.046	.328	5.987	.000
	X2*Z	.173	.059	.151	2.945	.003

- a. Dependent Variable: Y



LAMPIRAN 5
JURNAL ACUAN

The Influence of Green Marketing Mix on Purchase Intention: The Mediation Role of Environmental Knowledge

Thoria Omer Mahmoud¹, Siddig Balal Ibrahim², Abdel Hafez Ali³, Abbas Bleadly⁴*

Abstract—Green marketing is a tool used by many companies in various industries to encourage for purchase products. Quite a number of studies discussed the green market and its association with the behavior of consumer over the years, however one can find a few studies on the association in between green marketing mix and purchase intention in Sudan. The main intention of the current study is to investigate the impact of green marketing mix elements (product, pricing, distribution and promotion) in Sudan on purchase intention, also test environmental knowledge as moderator, the design of this research is descriptive and quantitative in nature. The sample was drawn from the population of MBA students of Sudanese Universities. For the empirical analysis, 417 questionnaires were distributed whereas only 341 questionnaires were returned. Multiple regressions revealed that there is significant effects of green marketing mix elements on the consumer's purchase intention. While the environmental knowledge moderate the relation between green marketing mix and purchase intention. However, the results of the present study are based on the pilot study and they are primary in their nature. Future research can investigate relationships identified in this work, as well as lease out mediating relationships.

Index Terms—Green Marketing Mix, Purchase Intention, Theory of Planned Behavior, Environmental Knowledge

1 INTRODUCTION

IN this era of advanced and knowledge based technology, consumer's awareness about the environment has considerably increased all over the world. Issues related to environment and its harmful impact such as global warming, pollutions, non-biodegradable solid waste have become global issues [1]. In resultant, both firms and consumers are becoming more and more sensitive to the need for switch to green products and services. It is extensively believed and observed that the shift to "green" may appear to be costly in the short term; it definitely proves to be an essential and advantageous, cost-wise too, in the long run [2]. Environmental issues and its bad impact on the human being attracted the policy makers, academicians and researchers. Most of the international organizations and NGOs are discussing this issue on the different platforms. However, still they are not able to reach any solid conclusion. Especially air pollution, conservatory effects and ecological unbalances, are the main environmental issues which are facing by the human being [3]. Unfortunately, on the other side, green marketing is the most neglected area and could not be able to attract the academicians. So one cannot see many significant contributions in this area. In fact this is the major issue which one can easily observe in the field of green marketing [4]. It is worthwhile to note that most of the studies conducted on the green marketing discussed with ref-

erence to the developed world, mainly focused on the US market, however most of the underdeveloped countries are barren in this respect. This is of particular concern; specific developed country - specific orientation can have significant influence on the behavioral disposition of consumers of those countries [5]. However the main objective of the current study is to estimate the influence of applying green marketing mix elements (product, pricing, distribution and promotion) on purchase intention in Sudan. And also environmental knowledge as moderator between the relationship green marketing mix and purchase intention.

2 GREEN MARKETING AND PURCHASE INTENTION: A LITERATURE SURVEY

In this section an effort will be made to review the different studies related to green marketing, purchase intention and we will also try to discuss the major theoretical development in this respective field.

2.1 Green Marketing Mix

Every company has its own favorite marketing mix. Some have 4P's and others have 7P's of marketing mix. The 4P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner.

2.1.1 Green Product

In the past decades, terminologies like green products, sustainable, environmentally friendly, pro-environmental, eco-friendly and ecological have often been used interchangeably by marketers to advise and tempt the consumers as piece of green marketing [6]. Environmentally friendly" refers to products or services that are not harmful to the outdoor environment. However, for more than a decade, the U.S. Federal

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Trade Commission (FTC) has issued warnings about products or services marketed as environmentally friendly, environmentally safe [7]. A green product is defined as "a product that was manufactured using toxic-free ingredients and environmentally-friendly measures, and which is certified as such by an acknowledged organization" [8].

Product is the center of green marketing mix and the most essential part whole green marketing strategy [9]. In the world of business, the terms "green product" and "environmental product" are generally used for those efforts which protect or boost the natural environment by conserving energy and/or resources and reducing, or eliminating use of noxious agents, pollution, and waste [10].

2.1.2 Green Price

The price which consumer pays is actually the cost of a product. It is a critical element of the marketing mix. The majority of consumers will only be ready to pay a premium if there is a perception on additional product value [11]. This value may be enhanced performance, function, design, visual appeal, or taste [3]. Green marketing should get all these facts into consideration though charging a premium price [12]. The price of green product should be affordable for the customer which encourage them to purchase [13]. However, it is assumed that initially the cost and price of the green products will be higher but in the long-run it will be less due to learning by doing, incremental change in the knowledge and the advance and cheap technology [9]. Green pricing considers people, planet and profit. In that way it looking after the health of employees, communities and ensures efficient productivity. Value can be added to it by changing its emergence, functionality and through customization, etc. [2,14]. However, in some cases it is higher than the prices of the normal alternatives [15].

2.1.3 Green Place

Green place is about managing logistics to minimize the transportation emissions, thereby in effect aiming at reducing the carbon footprint and in general environmental pollution [14], is related to distribution gates use that deal with green products, which are suitable for customers, in terms of facilitating their delivery, and to secure cycling procedures conducting inside environmental conditions, standards and requirements [16]. It is worthwhile to note that place is not a cost generator factor, it has numerous features that can create revenues and certain outcomes. This element of the marketing mix is dealt "how-to-handle-distance" [17]. The choice of where and when to make a product obtainable by an organization, will have significant impact on the customers. Very few customers will go out of their way to buy green products [3] merely for the sake of it. Green distribution is a very delicate operation. Customers must be guaranteed of the 'Ecological nature' of the product [13]. Few interested customers will go out of their way to buy green products [18].

2.1.4 Green Promotion

This refers to providing genuine information about the products in a way that does not harm the materialistic and moral consumers' interests [16]. Green advertising as promotional messages is a significant promotional tool that may appeal to

the real demand of environmentally concerned consumers [19]. The objective of green advertisements is to influence consumers' purchase behavior by encouraging them to buy products that do not pollute the environment and to direct their interest to the positive consequences of their purchase behavior, for themselves as well as the environment [20]. The above is some sort of marketing communication which is defined as a cross-functional activity [21]. Engaging in green promotion, may impact the likelihood that companies' claims are precisely monitored [22].

Green advertising defined by Zinkhan and Carlson [23] cited by [24] as "the appeals that try to fulfill consumers' needs, aspiration regarding to environmental concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages" [25]. Green promotion involves communicating information on the environmental commitments and the efforts made by companies to consumers [9,18].

2.2 Purchase Intention

Quite a number of studies have tried to find the association between the academic theories (models) and empirical trends in the customer purchasing intention field because the customers' purchase intention is performed the final consequence beyond perspective, Chen [26], indicated that there existed a significance relationship between environmental knowledge, attitudes, environmental concern and social influence and green purchase intention. Purchase intention refers to the attempt to purchase a product or service. [27]. Intention is a specificity to act in an assured way [28].

Wang [29] shows that unlike collectivism values, environmental visibility, and subjective norms, which exert a positive effect on green product purchase intentions, the external locus of control exerts a negative effect. The results of this study also show the dominant effect that collectivism values exert on green purchase intentions.

According to Arslan and Zaman [30], purchase intention can be defined as "a possibility that a consumer will intend to purchase a product or service in future". A positive purchase intention drives to consumer for actual purchase action or a negative purchase intention restrains to consumer not to purchase. There is a consensus among the experts that studies can also use purchase intention as an important indicator for estimating consumer behavior [31]. It is also observed that the cost of retaining a recent customer is economical than prospecting for a new customer [32]. Purchase intention for green environment products is conceptualized as "the probability and willingness to prefer to purchase the product which has features of having eco-friendly features" [33].

2.3 Theory of Planned Behavior and Green Marketing

The Theory of Planned Behavior (TPB) has been validated in the context of pro-environmental behavior. The TPB proposes that one's intention to perform a behavior is predicted by attitudes, subjective norms, and perceived behavioral control. According to the theory of planned behavior, perceived behavioral control, together with behavioral intention, can be used directly to predict behavioral achievement [34]. With the passage of time, a number of theories are emerged in the field of economics, psychology, sociology and business which ex-

plained the consumer's behavior [35].

2.4 Green Marketing Mix and Purchase Intention

There are few studies discussed the green marketing mix, for example, Hashem and Al-Rifai [16], estimated the effect of green marketing mix in three Arab chemical industries companies in West Asia on consumer's mental image and Rakhsha and Majidazar [36] evaluated the effectiveness of green marketing mix on consumer satisfaction and loyalty.

Ansar [37] developed a framework to examine the impact of green marketing on consumer purchase intention (socio-demographic variables, price, environmental advertisement and ecological packaging) with green purchase intention. The study shows a positive significant association with green purchase intention. Maletic et al. [38] found a positive purchase intention on buying an environmentally friendly product in spite of a higher price. Ali et al. [39] conclude that a person with positive intentions to buy green product attain higher actual buying rates than others who have low or no intention of buying green products. Also competitive price and quality of a green product have positive impact on customers' GPB, if customers have high and positive intention to purchase them.

Wanninayake and Randiwela [40], explain that, there is a relationship among the elements of the marketing mix, i.e. product, package, price, place and promotion and also how each of those variables correlates to the purchase decision. On contrary to the above, Tias [41], suggests there is no significant relationship between green advertising and green product to purchasing decision. Schiffman and Kanuk [42] claimed consumer behavior is what displayed by consumers in searching for, purchasing, using, evaluating, and disposing products and services that they expect will satisfy their needs. The activities that people take and decisions they make to consume certain products, or services, or to have a different ways to live rather than others, all affect the environment in direct and indirect ways [43].

Bukhari [12] argued that companies need to increase their communication with the customers ongoing green, and that attributes like price and quality are more important than "environmental responsibility". In addition Solaiman et al. [44] indicated that organizations must ensure that green marketing activities are assimilated holistically, especially if they are used in positioning or promotional activities.

Furthermore, Peng and Chen [45], found diners' product knowledge can moderate the relationships between restaurant stimuli and diners' emotion. Grewal et al. [46] regard the consumer product knowledge may moderate the effects of price, brand name and store name on consumer internal reference price, product evaluations and purchase intention.

In addition a number of studies found significant relation-

ship between environmental knowledge and purchase intention such as, Chen [26], Aman et al. [47], Mei et al. [48], Mostafa [49]. On the other hand, several studies found significant relationship between green marketing and purchase intention such as Wanninayake and Randiwela [40], Tias [41], Juwawer et al. [50], Solaiman et al. [44]. On the basis of available literature we develop the following hypotheses for our empirical estimating:

H1: There is a positive significant relationship between green marketing mix and purchase intention.

H2: Green marketing mix positively affects purchase intention moderated by the effect of environmental knowledge

3 METHODOLOGY

3.1 Sample and Data Collection

It is appropriate for the current study since intentions are subjective to individual needs and attitude. The nature of the current research is quantitative and examines the impact of independent variables, i.e. Green Product, Green Price, Green Place And Green Promotion on Purchase Intention.

A total of 417 questionnaires were distributed among the respondents and 341 submitted their response. The overall response rate was 82%. So a sample of 341 questionnaires was used for the purpose of analysis. The unit of the analysis was a student of MBA at Universities in Sudan. A structured questionnaire was developed for the data collection. A questionnaire is a pre-formulated written set of questions to which respondent's record their answers. The sampling method was a random sampling. Table 1 presents a summary of the response rate.

3.2 Measurement

The current study used multiple indicators to measure each of the components of green marketing mix. Because it is impossible for a single indicator alone will capture the domain of a given green marketing mix dimension in a proper way [51]. As Campbell and Fiske [52] suggested that using of multiple indicators also allows examining discriminant validity of the various concept dimensions.

The questionnaire has four sections. First section collected the demographic information. The second section measured the green marketing mix by using the 19-item scale following the methodology developed by Hashem and Al-Rifai [16], which measured the dimensions of the green marketing. The third section have five statements which represent the realization of the consumer's purchase intention following the method of Rezai et al. [53] and Chiu et al. [54]. Whereas

TABLE 1
 FACTOR ANALYSIS

Items No	F1	F2	F3	F4
Green promotion:				
The company(x) devotes a special day for the environment.	.795	.241	.112	.175
The company(x) support holding Seminars and conferences related to the environment.	.780	.206	.113	.180
Employees of the company(x) direct the customers to hour they can use the products in a way does not harm the environment.	.651	.175	.252	.215
Company (x) Contribute in supporting the environmental centers.	.609	.315	.324	.098
Green place				
Products that are friendly to the environment are sold at distinguished agents.	.096	.753	.093	.282
The company(x) make delivery is easy.	.237	.740	.229	.105
The company(x) is keen to deal with agents friendly to the environment.	.352	.716	.183	.131
The store in company(x) is clean.	.282	.696	.285	.159
Green product:				
The Company(x) concentrates on Producing the food products carry the Least percentage of the adverse reflections on the human beings.	.096	.163	.852	.119
The company(x) contributes, in producing food products with less pollution.	.061	.283	.719	.125
There effective control on the food Product that are Produced by the company(x).	.335	.185	.638	.092
Company (x) makes products free of strong toxicity materials.	.394	.060	.619	.179
Green price:				
It is noted that the company(x) raises the prices of its food products which have harmful negative usage that happens as a result of misusage.	.245	.098	.092	.753
High price of green foods sometimes stop me from purchasing them.	.065	.306	-.051	.737
Price gap between the green foods and conventional foods is huge	.102	.060	.252	.725
Price of the food Products Proportionate with their quality.	.298	.208	.289	.567
Purchase intention:				
For future purchases, I plan to seek out environmental products.				.560
For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy.				.569
I plan to spend time searching company websites to learn more about environmentally friendly options.				.703
For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy.				.639
I plan to continue to purchase friendly products in the future.				.585
Environmental knowledge:				
I know that I buy products that are environmentally safe.				.838
I am very knowledgeable about environmental issues.				.784
I know a lot of information about friendly products.				.773

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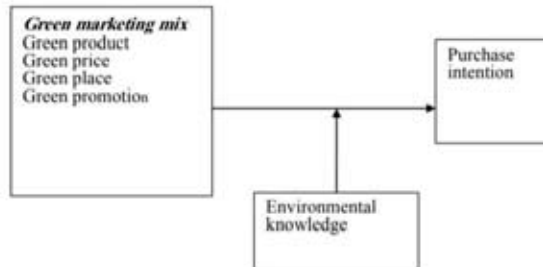


Fig. 1. Proposed conceptual framework of the study

fourth section have four statements measured the environmental knowledge which are taken from the questionnaire developed by Mostafa [49]. A five-point Likert scale was used.

3.3 Respondents Demographic Characteristics

The respondents those are less than 30 years were 46.6%, between 30-40 years were 34.0%, between 40-50 years were 9.4% and between 50-60 years were 1.2%. According to the classification of the respondents' monthly income by Sudanese Pound, between 500-1000 were 19.1%, between 1001-2000 were 46.0%, between 2001-4000 were 11.1%, between 4001-6000 were 6.7%, and respondents without any income were 16.1%. The percentage of respondents from the public university was 54% whereas from the private university was 46%.

3.4 Goodness of Measures

Validity and reliability tests as means to assess the goodness of measure of study construct [55]. The current study used exploratory factor analysis for testing the validity and unidimensionality of measures of all under study variables. Factor analysis was applied on the 19 items, which was used to measure green marketing mix, and 5 items, which was used to measure purchase intention and 4 items, which was used to measure environmental knowledge. Table 1 depicted the summary of results of factor analysis on green marketing, purchase intention, and environmental knowledge. In the first run of factor analysis, dropped items (mix6 = .396) were found to have communalities less than 0.50. In the second run of factor analysis, item (mix2 = .480) still had communalities value less than 0.50, and was dropped in the next run. In the third run item (mix13) was dropped in the subsequent run, all assump-

tions were satisfactory fulfilled. All the remaining items had more than recommended value of at least 0.50 in IM with KMO value of 0.903. Results of factor analysis on purchase intention in the first run of factor analysis, all the remaining items had more than recommended value of at least 0.50 in OC with KMO value of 0.805. Results of factor analysis on environmental knowledge in the first run of factor analysis, item (en3= .390) still had communalities value less than 0.50, and was dropped in the next run. In the second run of factor analysis all the remaining items had more than recommended value of at least 0.50 in OC with KMO value of 0.890.

3.5 Reliability Analysis, Correlation Analysis, Descriptive Analysis of Green Marketing Mix Variables and Purchase Intention Variable

Reliability is an assessment of the degree of consistency between multiple measurements of variables [56]. To test reliability we used Cronbach's alpha as a diagnostic measure, which assesses the consistency of entire scale, since being the most widely used measure [3]. According to Hair et al. [56], the lower limit for Cronbach's alpha is 0.70, although it may decrease to 0.60 in exploratory research. The results of the reliability analysis summarized in Table 2 confirmed that all the scales displayed satisfactory level of reliability (Cronbach's alpha exceed the minimum value of 0.6). Therefore, it can be concluded that the measures have acceptable level of reliability.

Table 2 shows the Correlation, reliability, and descriptive Analysis for all variables. The table reveals that the MBA students of universities in Sudan have shown their concern in green marketing mix. For the product (mean=4.227, standard

TABLE 2
 CORRELATION, RELIABILITY, AND DESCRIPTIVE ANALYSIS FOR ALL VARIABLES

N		1	2	3	4	5	6	Mean	Standard Deviation	Number of Items	Cronbach's alpha
1	green product	1						4.227	0.768	5	.840
2	green price	.434**	1					4.019	0.768	4	.786
3	green place	.532**	.503**	1				4.148	0.781	4	.750
4	green promotion	.564**	.507**	.612**	1			4.222	0.758	4	.830
5	purchase intention	.451**	.419**	.476**	.533**	1		4.051	0.763	4	.815
6	environmental knowledge	.298**	.235**	.256**	.395**	.468**	1	3.571	0.9395	4	.796

Note: All variables used a 5-point likert scale (1=strongly disagree, 5=strongly agree)

deviation=0.768), for green promotion (mean= 4.222, standard deviation=0.758), for green place (mean=4.14, standard deviation=0.781), for green marketing mix is green price (mean=4.01, standard deviation=0.768). Given that the scale used a 5-point scale (1=strongly disagree, 5=strongly agree) it can be concluded that the MBA students of universities in Sudan are highly shown their concern to green marketing mix. The means and standard deviations of one component of purchase intention (mean=4.051, standard deviation=0.763).

Table 2 reveals also that all the correlations are in the hypothesized positive relationship. For example the relationship between all of the four components of green marketing mix and purchase intention are positive and significantly different from zero.

3.6 Data Analysis Procedures

Multiple regression analysis was used for empirically testing the research hypotheses. This technique is appropriate when the researchers' objective is to predict the changes in dependent variables in response to changes in independent variables [56]. Table 3 shows the results of the multiple regression equation testing the influence of the green marketing mix on purchase intention. In addition the results show that the green marketing mix has a positive and significant influence on purchase intention. The results showed that the hypothesis is accepted, i.e. there is a positive relationship between green product and purchase intention ($\beta=0.196, p<0.01$), there is a positive relationship between green price and purchase intention ($\beta=0.119, p<0.05$), there is a positive relationship between green place and purchase intention ($\beta=0.183, p<0.01$) and there is a positive relationship between green place and purchase intention ($\beta=0.314, p<0.01$). These results accept the H1 and H2 (green marketing mix and repurchase intention).

4 FINDINGS

The finding of this study demonstrates that the four categories of green marketing mix namely: Green Product, Green Price, Green Place And Green Promotion have a positive and significant relationship with Purchase Intention. Which is expressed

by the MBA Students at the Sudanese Universities. Also environmental knowledge moderating the relationship between Green Marketing Mix and Purchase Intention.

5 DISCUSSION

The findings of this study demonstrate that four forms of green marketing mix namely green product, green price, green place and green promotion have a positive and significant relationship with purchase intention. The findings point out that the green marketing in business students of universities has a positive relationship with purchase intention, and this finding confirm the findings of Tias [41] which show that significant relationship between green products and green advertising with purchasing decision, and it also lined with Tang et al. [57], who shows consumer attitude positively affects purchase intention to green product. In the same context, Weisstein et al. [58] demonstrate that green price has a statistically significant positive relationship with purchase intention. Wanninayake and Ransiwela [40], stated that environment friendly products and packages made the significant impact of customer buying decisions and friendly distribution, and promotion with the environment friendly product information will also significantly impact on the buying decisions in selecting products of foods. Ansar [37], argued that environmental advertisements, price and ecological packaging positively related with the Green purchase intention. The results confirm the significant positive impact of green marketing mix on purchase intention. In addition the findings of this study found environmental knowledge moderating the relationship between green marketing mix and purchase intention. This result consisted with Peng and Chen [45], found diners' product knowledge may moderate the relationships between restaurant stimuli and diners' emotion.

6 IMPLICATION TO RESEARCH AND PRACTICE

The current paper investigated the relationship between green marketing mix and the purchase intention. This can contribute to a better understanding of the antecedents of the purchase

TABLE 3
MULTIPLE REGRESSION RESULT: GREEN MARKETING MIX VARIABLES, AND PURCHASE INTENTION (BETA COEFFICIENT)

Variables	Purchase intention
Green product	.196***
Green price	.119**
Green place	.183***
Green promotion	.314***
R ²	.445
Adjusted R ²	.439
Δ R ²	.445
F change	65.627***

Note: Level of significant: *p<0.05, **p<0.001

TABLE 4
MODERATING EFFECT OF ENVIRONMENTAL KNOWLEDGE ON THE RELATIONSHIPS BETWEEN GREEN MARKETING MIX AND PURCHASE INTENTION

	Step 1 Std. Beta	Step 2 Std. Beta	Step 3 Std. Beta
Predictor variables:			
Green product	.215***	.185***	-.016
Green price	.119**	.102**	.637***
Green place	.163***	.171***	.704***
Green promotion	.326***	.224***	-.142
Moderating variable: Environmental knowledge			
	-	.299***	1.156***
Interaction terms:			
Know*product	.302		
Know*price	-1.057***		
Know*place	.302***		
Know*promotion	-1.057		
F value	68.826***	68.826***	68.826***
R ²	.459	.459	.459
Adjusted R ²	.452	.452	.452
R ² change	.459	.459	.459
F change	68.826***	68.826***	68.826***

Note: Level of significant: *p<0.05, **p<0.001

intention. This study further will add to the theory of planned behavior view by specifying which of attitudes are more influential in creating the customer purchase intention. Moreover, the research is among pioneer studies that validates the measurement of green marketing mix (4I's) with purchase intention. In addition, this paper will provide better understanding about considering the role of green marketing mix and identify the main constructs it that will effect on consumer purchase intention and to encourage the marketing managers

to use the more effective construct in enhancing the relationship with customers.

7 CONCLUSION AND LIMITATION

There are many limitations that must be taken into account in this study. First, the study focuses only on green marketing and purchase intention. Second this also focuses only on four dimensions of green marketing mix (green product, green

price, green place and green promotion), future research can adopt more and different dimension such as, 7P's.

In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like Sudan. In future only those companies will reap the greatest reward that innovates with new products, materials, technologies which are eco-centric and address the challenge by walking their talk.

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