THE EFFECT OF GREEN MARKETING ON BRAND IMAGE AND PURCHASE DECISION

(Study on Consumer of Starbucks Café Ubud, Gianyar Bali)

UNDERGRADUATE THESIS

Proposed to Pursue Undergraduate Thesis Examination at Faculty of Administrative Science of Brawijaya University

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MALANG
2018

APPROVAL SHEET

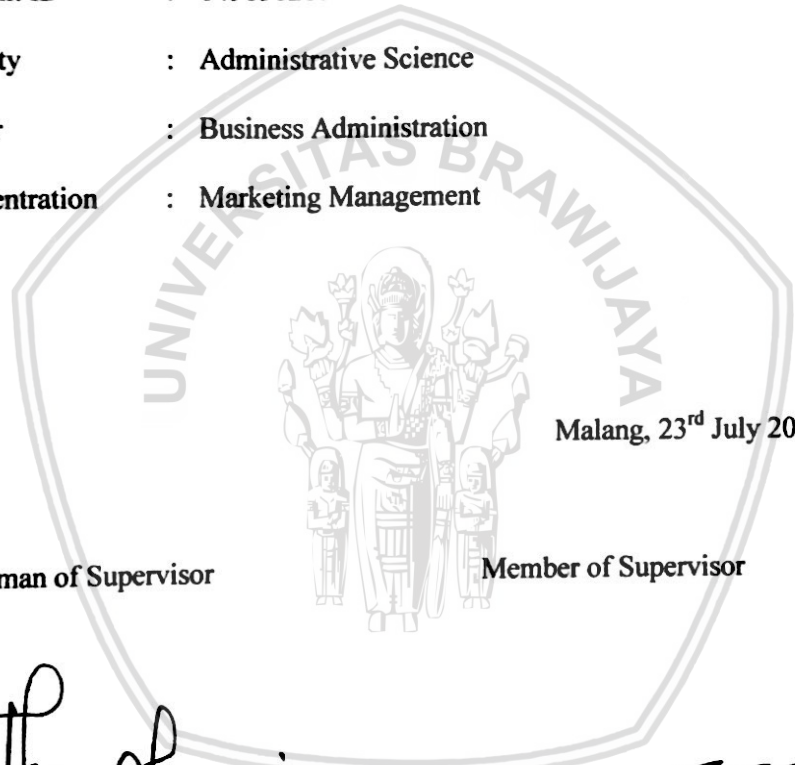|		
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STATEMENT OF ORIGINALITY

I declare in truth, as far as I know that in these research of minor thesis, there are no scientific works which have been submitted by other parties to obtain works or opinions that have been written or published by others in the past time except those which are quoted and mentioned in the source of citations and bibliography or references page. If there is any element of plagiarism, I am willing to take the risks that my academic degree of bachelor will be aborted, and this minor thesis will be instantly unpublished. I am also ready to be punished according to applicable law based on Indonesian Constitution (UUD) No. 20, Year of 2003, Verse 2 of Article 25 and Article 70.
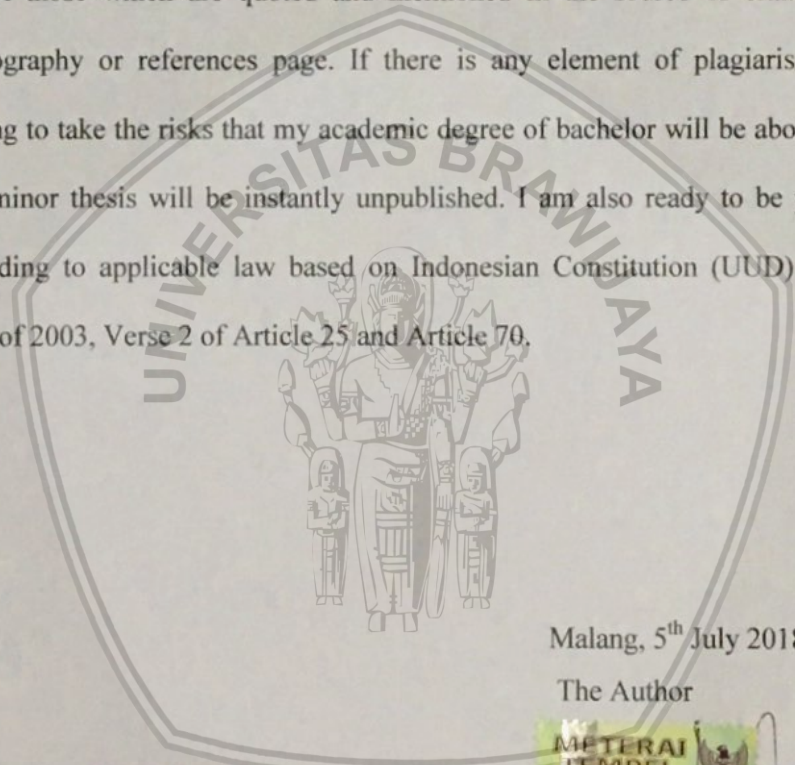
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PREFACE

Thanks God for the blessing of God's blessings and blessings, the thesis entitled "**The Effect of Green Marketing on Brand Image and Consumer Purchase Decision** (Study at Starbucks Café Ubud, Gianyar Bali)" can be resolved. This thesis is the final task proposed to qualify in obtaining a Bachelor degree in Business Administration Science at the Faculty of Administration Universitas Brawijaya.

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Malang, May 28th 2018

Researcher

RINGKASAN

I Gusti Agung Nanda Dwipamurti, 2018. **Pengaruh Pemasaran Hijau pada Citra Merek dan Keputusan Pembelian Konsumen** (Studi di Starbucks Café Ubud). Pengawas, Mukhmammad Kholid Mawardi, S.Sos, MAB, Ph.D, Inggang Perwangsa Nuralam, SE., MBA 142 halaman + xiii.

Penelitian ini bertujuan untuk (1) menjelaskan pengaruh Pemasaran Hijau terhadap Citra Merek (2) menjelaskan pengaruh Pemasaran Hijau terhadap Keputusan Pembelian, (3) menjelaskan pengaruh Citra Merek terhadap Keputusan Pembelian.

Jenis penelitian ini adalah explanatory research dengan pendekatan kuantitatif. Variabel penelitian adalah Pemasaran Hijau, Citra Merek, dan Keputusan Pembelian. Kriteria populasi dalam penelitian ini adalah (1) Responden konsumen dengan usia 18-35 tahun, (2) Pelanggan Starbucks Ubud atau pernah membeli produk di Starbucks Ubud, dan (3) Responden yang memahami tentang Starbucks Green Marketing. Teknik pengambilan sampel untuk penelitian ini adalah menggunakan purposive sampling dan metode pengumpulan data dengan menyebarkan kuesioner kepada 118 responden sesuai dengan kriteria populasi. Analisis data menggunakan analisis deskriptif dan analisis jalur.

Hasil penelitian menunjukkan bahwa (1) Pemasaran Hijau memiliki pengaruh yang signifikan terhadap Citra Merek, (2) Pemasaran Hijau memiliki pengaruh yang signifikan terhadap Keputusan Pembelian, (3) dan Citra Merek memiliki pengaruh signifikan terhadap Keputusan Pembelian. Berdasarkan hasil penelitian ini, Starbucks diharapkan untuk lebih memperkuat citra merek Starbucks dengan lebih lanjut mempromosikan penggunaan tumbler, di mana minimisasi penggunaan gelas plastik dan kertas cangkir pada setiap produk akan lebih lanjut menunjukkan kegiatan lingkungan pro di mata konsumen dan dapat mengurangi penebangan pohon dan dapat mengurangi penggunaan bahan yang dapat mencemari lingkungan. Promosi yang dapat dilakukan adalah penambahan hari pada hari minum dan pengenaan diskon pada harga tumbler dan dengan mengintensifkan iklan tentang pentingnya tumbler untuk kelestarian lingkungan.

Kata Kunci: *Green Marketing, Brand Image, Consumer Purchase Decision* dan Starbucks

SUMMARY

I Gusti Agung Nanda Dwipamurti, 2018. **The Effect of Green Marketing on Brand Image and Consumer Purchase Decision** (Study at Starbucks Café Ubud). Supervisor, Mukhmammad Kholid Mawardi, S.Sos, MAB, Ph.D, Inggang Perwangsa Nuralam, SE., MBA 142 halaman + xiii.

This research aimed to (1) explaining the effect of Green Marketing toward Brand Image (2) explaining the effect of Green Marketing toward Purchase Decision, (3) explaining the effect of Brand Image toward Purchase Decision.

The type of this research is explanatory research with quantitative approach. The variables of the research are Green Marketing, Brand Image, and Purchase Decision. The criteria of population in this research are (1) Respondent consumer with 18-35 years old, (2) Consumer of Starbucks Ubud or have ever purchase product at Starbucks Ubud, and (3) Respondent that understand about Starbucks Green Marketing. The sampling technique for this research was using purposive sampling and the data collection method by spreading questionnaire to 118 respondents according to population criteria. Data analysis used descriptive analysis and path analysis.

The results showed that (1) Green Marketing has significant influence toward Brand Image, (2) Green Marketing has significant influence toward Purchase Decision, (3) and Brand Image has significant influence toward Purchase Decision. Based on the results of this research, Starbucks is expected to further strengthen Starbucks brand image by further promoting the use of tumbler, where the minimization of the use of plastic cups and cup paper on each product will further show pro environmental activities in the eyes of consumers and can reduce the felling of trees and can reduce the use of materials that can pollute the environment. Promotions that can be done is the addition of a day on tumbler day and the imposition of a discount on the tumbler price and by intensifying the advertisement about the importance of tumbler for environmental sustainability.

Keywords: Green Marketing, Brand Image, Consumer Purchase Decision and Starbucks

PREFACE

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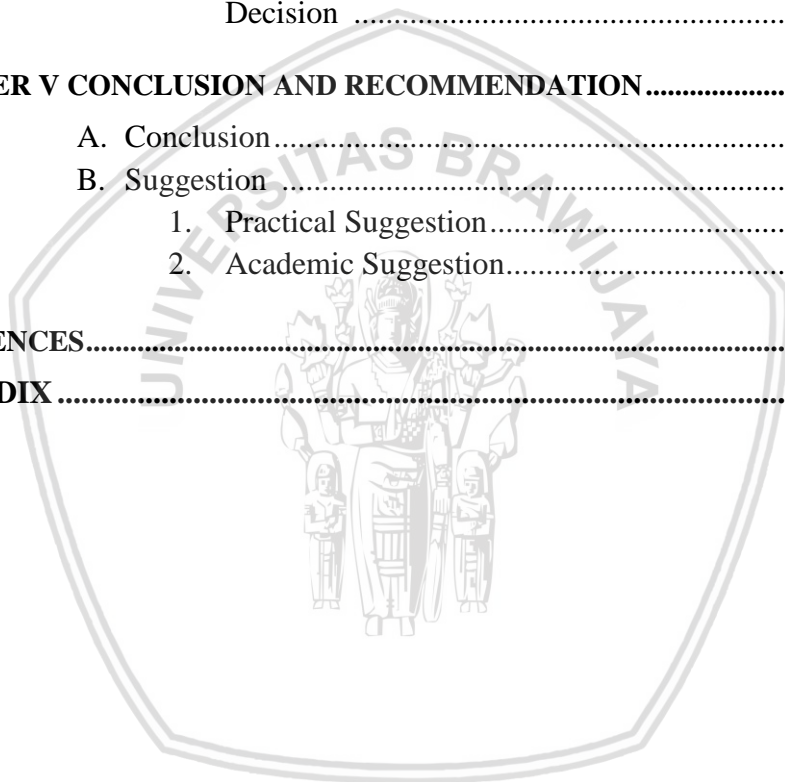
Malang, May 28th 2018

Researcher

TABLE OF CONTENTS

LIST OF THE TABLE

LIST OF FIGURE

CHAPTER I

INTRODUCTION

A. Background of Study

Use of natural resources that are not utilized properly and wisely by humans will affect the imbalance of nature and the environment. The surrounding environment will suffer environmental damage caused by the human itself. Therefore the environment should be well maintained so as not to negatively affect the survival of humans and other living things.

Environment and health is one of the problems that is happening in the world and experienced by all society. problems are directly and indirectly caused by the activities carried out by humans themselves, both in the fields of economics, business, technology, and agriculture. The sympathy and empathy of society for the environment and health make people change the way of thinking and lifestyle of society and business actors, especially in the case of global warming. Global warming is one of the environmental issues facing the world today. The Intergovernmental Panel on Climate Change (IPCC) explains that, global warming is a process of increasing the average temperature of Earth's atmosphere, ocean and land. The global average temperature on the earth's surface has increased by 0.74 + 0.18 "C (1.33 + 0.32" F) over the last hundred years. Intergovernmental Panel on Climate Change (IPCC) Explains that much of the increase in global average temperatures since the mid-20th century is due to increased concentrations of greenhouse gases due to human activities through the greenhouse effect (United

1

Nations Environment Program and World Meteorological Organization, 2007: 14).

The increasingly severe damage encourages people to care for the environment.

Consumer groups who feel responsible for environmental damage or green

consumer. Green Consumer makes the industry to have a high sensitivity to the

environment so that the company is expected to be able to design and produce

products or services that can be accepted as a green product (a product that does not

cause negative effects on the environment).

Indonesian government has a role as the originator of regulations relating to

the creation of a healthier environment as well as supervisors that environmental

regulations have been implemented properly (Situmorang, 2011; 132). The

government regulation on the environment of article 28 H paragraph (1) UUD 1945

is one of the solutions that make people more aware of the importance of preserving

the environment. One of the government's policies on environmental issues is the

Circular Letter related to the implementation of the policy of paying plastic bags,

namely Circular of Directorate General of Waste Management, Waste and

Hazardous and Toxic Substances KLHK Number: SE-06 / PSLB3-PS / 2015 on

Steps to Anticipate Pollution Policy Implementation Paid Plastics at Modern Retail

Enterprises ("SE6 / 2015") have been signed on December 17, 2015. In this

determination, the government decided to require consumers who shop in the

modern market to pay at least Rp200, - to get a plastic bag. This policy is applied

to reduce the amount of plastic use in Indonesia. Based on Jambeck et al (2015)

data, Indonesia ranks second in the world of plastic waste to the sea which reached

187.2 million tons after China reached 262.9 million tons. this is due to the high

population of Indonesia Citizens. Large population is accompanied by consumptive behavior to be a very reasonable factor cause the use of plastic in the archipelago is very high. (Riyadi, 2015).

Already many business people who apply the environment as a marketing activity that will be done so as to cause new things for the business in the marketing world in the form of green marketing concept. Giant companies are also influential in procuring Green products. Apple Inc., Toyota, and The Body Shop are examples of some of the big companies that procure these products. Unilever is a British-Dutch company known as one of the greenest companies due to sustainability programs such as water savings and responsible waste disposal (BusinessGreen, 2013). Meanwhile, Apple Inc., which is also one of the greenest companies mentioned in its website that they are trying to use renewable energy and they use green materials in the production of their products (Clancy, 2017). At the same time, Toyota realizes environmental concerns through hybrid cars and environmental awareness programs such as Toyota Eco Youth (Makower, 2010). Yan and Yazdanifard (2014) stated that Green marketing is a good strategy concept in the process of product marketing by entrepreneurs for the needs of consumers who care about environmental sustainability.

The American Marketing Association in Yazdanifard (2011: 637) defines Green Marketing as an eco-friendly product marketing, combining activities such as modification products, production process change, packaging, advertising strategies and also raising awareness of marketing compliance among industries. Green Marketing covers many aspects before the product is offered to consumers

as a green product. Terms that are often equated with green marketing is environmental marketing and ecological marketing.

Green marketing is a new strategy that can be used by companies in marketing, Green marketing not only offer environmentally friendly products to consumers but also covers how the production process and product distribution. According to McCharty in Kotler and Keller (2015) the company implements 4 elements of the marketing mix 4p: price, product, place and promotion. And companies use these components by manipulating them to sell products and services offered from the advantages of environmental preservation. (Byrne, 2003: 2).

Silvia (2014: 188) in his research concluded that, if green marketing is well developed it can be an effective marketing method to build a good image. A good image can shape consumer perception of brand image of a product. Kotler and Keller (2009: 403) mention, brand image is the perception and belief held by consumers, as reflected associations embedded in the memory of consumers. Romadon (2014) has conducted research on the influence of green marketing on the brand image of Pertamax Series products. The results showed that the variables of green marketing have a significant effect on the brand image variable, so it can be concluded that a brand image will be created by the existence of green marketing by companies both from green product and green pricing. The American Marketing Association (AMA) Describe that brand image is the brand perception in the mind of a person. Brand image is a reflection of the brand personality or the form of the product and is something that a person believes about the brand in the person's

thoughts, feelings and expectations. Based on the definition can be said that the brand image is the thinking, perception, and consumer confidence in a brand.

Positive brand image can affect company or company's products, so that in the end can trigger the happening of purchasing of product by consumer. This is because a positive corporate image is likely to trigger buyers or consumers to buy the product (Sutisna and Pawitra, 2001; 83). Brand image also plays an important role in the development of a brand because the brand image closely related to the reputation and credibility of the company which is then used by consumers as guidelines in making purchasing decisions (Wijaya, 2013:58). Before making a purchase, usually consumers first pay attention to the choice of products to be purchased and seek information on these products. Some things that consumers pay attention to include product quality, price, location and brand, so that consumers can decide which products to buy. According to Kotler and Armstrong (2008: 181), consumer purchase decisions are to buy the most preferred brand of various alternatives, but two factors can lie between purchase intention and purchase decision. the first factor is the attitude of others and the second factor is the situational factor. Agustin (2015: 3) argues that green marketing is expected to form the impetus to buy a product. This becomes a role model in accommodating consumer behavior, thus influencing purchasing decisions. Companies that implement green marketing are more preferred by consumers. Especially selective consumers in purchasing environmentally friendly products. Brand image also plays an important role in the development of a brand because the brand image

closely related to the reputation and credibility of the company which is then used by consumers as guidelines in making purchasing decisions

One of the companies that implement green marketing and has become a pioneer is Starbucks. Based on the Company Facts Shoot in the Starbucks book - Corporations That Changes the World is rumored that Starbucks is focused on making good employee environments for employees, making a positive contribution to society, together with coffee farmers to ensure their long-term success and minimize environmental impacts (Bussing-Burks, 2009: 32). The Starbucks Experience book written by Joseph Michelli in 2006, also explains that Starbucks has done in its quest to become an environmentally friendly company. Green Marketing that Starbucks has done since 2004 until now are: 1) Make savings on water and energy. 2) Protect forests from clearing due to excessive coffee planting. 3) Recycle paper cups. 4) Introducing tumbler. 5) Replace paper cups into plastic cups made from polypropylene. Starbucks has set environmental responsibility as its corporate core value since 1971 (www.starbucks.com)

According to research conducted by Rizwan and Xian (2008:47) on Starbucks Brand image said that Starbucks has a good brand image in the eyes of respondents with the most powerful image is Starbucks Coffee as a well-known company and also a satisfactory service system and the number of promos that are done in everyday also their unique American style coffee shop is what the respondent thought of Starbucks.

The location selected in this study located at Starbucks Ubud, Gianyar Bali The selection of the location is due to the conformity of the title on The Effect of Green Marketing on Brand+ Image and Consumer Purchase Decision. Starbucks is one of the famous brands of coffee outlets. Starbucks has also long been implementing the Green marketing strategy for environmental concerns. And Bali have a lot of tourist that came from this country and another country and Ubud is one of tourism object in Gianyar area, Bali which still preserves its natural culture and attracts many domestic and international tourists to it (properti.kompas.com) and because of its interest by its natural culture, and with that advantage the writer can get more various respondent such as foreigner consumer that came to that Starbucks so that is why the writer is interested to choose this Starbucks become the location of research.

Based on the description above Starbucks is one of the coffee outlets that use the strategy of green marketing and good brand image, and with that strategy of green marketing can it make the brand image to the consumer as a green brand and will it affect the consumer purchase decision. That's why the authors are interested to conduct research entitled "The Influence of Green Marketing on Brand Image and Consumer Purchase Decision (Case study on Starbucks Café Ubud)".

B. Research Problems

Based on the background that has been described, then the formulation of this research problem is:

1. Does Green Marketing have a significant effect on Consumer Purchase Decision?

2. Does Green Marketing have a significant effect on Brand Image?

3. Does Brand Image have a significant effect on Consumer Purchase Decision?

C. Research Objective

The purpose of doing this research is:

1. To explain the effect of Green Marketing on Consumer Purchase Decision

2. To explain the effect of Green Marketing on Brand Image

3. To explain the effect of Brand Image on Consumer Purchase Decision

D. Research Contribution

The results of the research on The Effects of Green Marketing on Brand Image and Consumer Purchase Decision is expected to contribute both academically and practically. The contribution of this research is:

1. Theoretical Contribution:

    a. The results of this study are expected to be useful for marketing development in studying the relationship between Green Marketing, Brand Image and Purchase Decision.

b. Being a benchmark, an upcoming research reference concerning Green Marketing, Brand Image and Purchase Decision themes.

2. Practical Contributions

The results of this study are expected to be useful for:

a. Assist the company in market planning and development in the field of Green Marketing.

b. Helps practitioners and companies in making strategic policy decisions and decision making related to Green Marketing as a competitive advantage.

E. Systematic of Minor Thesis

Broadly speaking systematics of writing in this study are arranged in five chapters as follows:

Chapter I: Introduction

This chapter describes the background of problems, problem formulation, research objectives and uses and systematics of writing.

Chapter II: Literature Review

In this chapter will be described the theoretical foundations relating to research, previous research results relevant to research, and theoretical framework.

Chapter III: Research Methodology

In this chapter will be described on the framework of thinking, submission of hypotheses, data sources, variable definitions, data

collection techniques, sample sampling techniques and data analysis techniques.

Chapter Iv: Results and Discussions

In this chapter contains a general description of the company used as the object of research, general overview of respondents, the results of descriptive analysis of variables, the results of analysis techniques used, and discussion of research.

Chapter V: Closing

This chapter shows the conclusions obtained based on the results of research and suggestions that are useful for the company and further research.
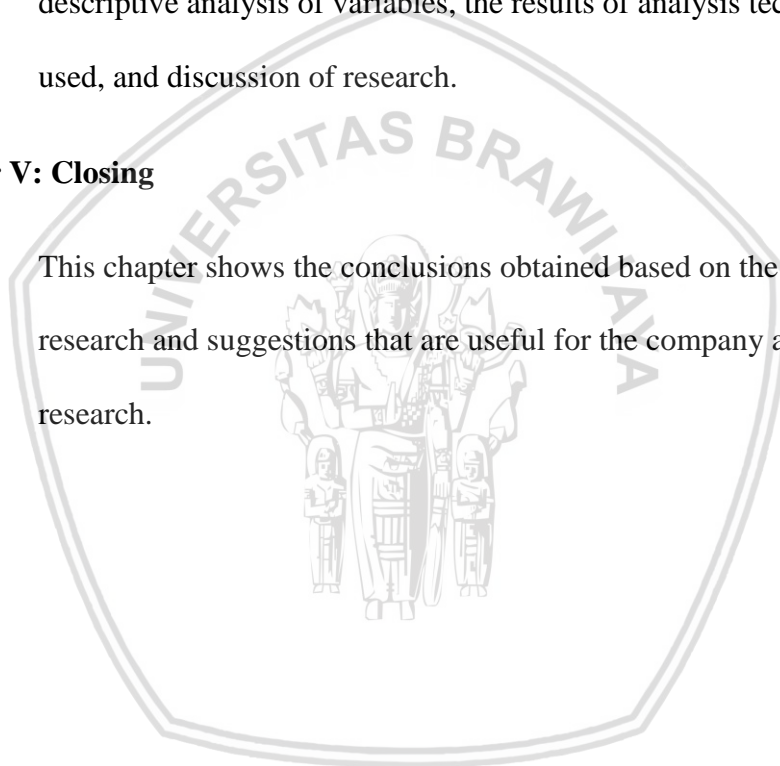
CHAPTER II
LITERATURE REVIEW

A. Empirical Study

This thesis research has been done by some previous research on green marketing, Brand Image, and Decision purchase. Several previous studies were used as supporting this research, following some supporting studies used for this study, among others;

1. Putripeni (2014)

This study entitled "The Influence of Green Marketing on Brand Image and Purchase Decision". The purpose of this study was to determine the effect of green marketing on brand image and purchasing decisions on consumers of The Body Shop Mall Olimpic Garden Malang. The variables in this research are Product, Price, Place, Promotion as independent variable, Brand Association as moderator variable, and Purchase Decision Structure as dependent variable. The type of research used is explanatory research.

The number of samples were 119 respondents taken using simple random sampling technique. Methods Data collection using questionnaires using path analysis. the results show that Product, Price, and Place have a positive and significant influence on the Brand Association and Purchase Decision

11

Structure, while Promotion has a positive but insignificant influence on the Brand Association and Purchasing Decision Structure

2. **Boztepe (2012)**

The study was conducted under the title "Green Marketing and Its Impact on Consumer Buying Behavior." the purpose of this study is to analyze the factors that influence the Green Product Purchase Decision and provide information on the impact of Green Marketing on consumer purchase decisions. The research variables are Green Marketing (X1), Social Demography (X2), Purchase Behavior of Green Product (Y).

Research sample amounted to 540 people consisting of male respondents and female respondents respectively 270 people. Data analysis technique using linear regression analysis. The results of the study indicate that the most influencing indicators of consumer purchasing decisions ranging in age from 16 years to 35 years are advertisements and rewards obtained by a product. According to consumers with the age range 36 to 45 years the most important thing is the pricing and advertising of the product and for the age of 46 years and above only from the most decisive campaign.

3. **Istantia (2016)**

This research titled "The Influence of Green Marketing on Brand Image and Purchase Decision" This study aims to determine the effect of green marketing on brand image and purchasing decisions on consumers of

environmentally friendly products Philips LED lamps in Perum Kepanjen
Permai 1, RW 4, Talangagung Village, Kec. Kepanjen, Malang, East Java.
The variables in this study are Green Marketing (X), Brand Image (Y1),
Purchase Decision (Y2).

The total of sample was 102 Consumers Philips LED Lighting
Product in citizens of Kepanjen Permai Housing 1, RW 4, Talangagung
Village, Kepanjen Districts, Malang, East Java with used purposive sampling
techniques and data collected through questionnaire. Descriptive analysis
and path analysis is used as a analysis techniques. The result show that green
marketing has a direct and significant effect on Purchase Decision and Brand
Image; Brand Image has direct significantly on Purchase Decision

4. **Jeevarathnam & Tushya (2016)**

This research titled "The Influence of Green Marketing on Consumer
Purchase Behavior" this study aims to examine, at an exploratory level, the
influence of green marketing on the purchasing behavior of South African
consumers. The Variables in this study are Green Marketing (X) and
Consumer Purchase Behavior (Y).

The total of sample was 100 consumer using a quantitative,
exploratory and descriptive design. The results indicate that South African
citizens have high knowledge levels on the issues facing the environment.
Elements of the green marketing mix, specifically, green promotion, were
found to raise awareness and encourage positive change in consumption

behavior. A large proportion of respondents preferred to patronize socially responsible retailers. Furthermore, respondents preferred green products over standard alternatives. However, they were price sensitive which affected their purchasing decisions. It emerged that there was no significant difference between low and high income earners in terms of price sensitivity, and no significant difference between lower and higher qualified respondents in terms of knowledge and awareness of environmental degradation and green marketing.

5. **Aldoko (2016)**

This Research titled "The Influence of Green Marketing on Brand Image and its impact on Purchase Decision" This research aims to clarify (1) the influence of green marketing to brand image, (2) the influence of green marketing to the purchase decision (3) the influence of brand image to the purchase decision. The Variables in this study are Green Marketing (X) Purchase Decision (Y) Brand Image (Z).

This type of research is explanatory with quantitative approach. Population in this research are students of Faculty of Administrative Sciences 2012/2013 Brawijaya University, who purchase, use the product and know that Tupperware products are green products. This research used 100 people as samples which are chosen by purposive sampling, and use questionnaire as data collection methods. This research also used descriptive analysis and path analysis methods to analyze the data. The result of path

analysis shows that green marketing has the significant influence to the brand image and purchase decision, and also brand image that influence purchase decision significantly. Based on the results of this study, Tupperware Corporation should provide more detail and accurate information about the products offered through the media, so it will increase the consumer knowledge about the product, especially abut green marketing

Table 2.1 Research Journal Mapping

No	Author	Title	Purpose	Sample	Variable	Analyze Method	Result
1	Boztepe,Aysel (2012)	Green Marketing and Its Impact on Consumer Buying Behavior	This research has a purpose to know the factors influencing purchasing decision on green product; Provides information on the impact of green marketing on consumer purchasing decisions	540 consumers in Istanbul from 16 years old above	Green Marketing (X1) Social Demographic (X2) Purchase Behavior of Green Product (Y)	Qualitative Analysis Methods Linear Regression	environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. Demographic characteristics have moderate affected on model.
2	Mayang Pradma Putripeni, (2014)	The Influence of Green Marketing on Brand Image and Purchase Decision	The purpose of this study was to determine the effect of green marketing on brand image and purchasing decisions on consumers of The Body Shop Mall Olimpic Garden Malang.	119 Questionnaire Respondents	Independent Variable: Product, Price, Place, Promotion Moderating Variable: Brand Association Dependent Variable:	Type of research: explanatory research Sampling technique: Simple Random Sampling Data Analysis Technique:	The results show that Product, Price, and Place have a positive and significant influence on the Brand Association and Purchase Decision Structure, while Promotion has a positive but insignificant influence on the Brand Association and Purchasing Decision Structure.

Continued from Table 2.1

					Purchasing Satisfaction Structure	Path Analysis	
3	Sukma Istantia (2016)	The Influence of Green Marketing on Brand Image and Purchase Decision (Study on User of eco-friendly product Phillips LED Light bulb	This study aims to determine the effect of green marketing on brand image and purchasing decisions on consumers of environmentally friendly products Philips LED lamps in Perum Kepanjen Permai 1, RW 4, Talangagung Village, Kec. Kepanjen, Malang, East Java.	102 Consumer Philips LED light bulb product	The variables in this study are Green Marketing (X), Brand Image (Y1), Purchase Decision (Y2)	Sampling technique: Purposive Sampling Data Analysis Technique: Path Analysis and Descriptive Analysis	The result show that Green Marketing has a direct and significant effect on Purchase Decision and Brand Image; Brand Image has direct significantly on Purchase Decision
4	Jeevarathnam & Tushya (2016)	The Influence of Green Marketing on Consumer Purchase Behavior	This study aims to examine, at an exploratory level, the influence of green marketing on the purchasing behavior of	The total of sample was 100 South African Consumer	The Variables in This Study is Green Marketing (X) and Consumer Purchase Behavior (Y)	quantitative, exploratory and descriptive	The results indicate that South African citizens have high knowledge levels on the issues facing the environment. Elements of the green marketing mix,specifically, green

Continued from Table 2.1

				South African consumers.				promotion, were found to raise awareness and encourage positive change in consumption behavior.
5	Dicky Aldoko (2016)	Pengaruh Green Marketing Terhadap Citra Merek Dan Dampaknya Pada Keputusan Pembelian (Survei pada Mahasiswa Fakultas Ilmu Administrasi 2012/2013 Universitas Brawijaya yang Melakukan Pembelian Produk Tupperware)	This research aims to clarify (1) the influence of green marketing to brand image, (2) the influence of green marketing to the purchase decision (3) the influence of brand image to the purchase decision	The Variables in this study are Green Marketing (X) Purchase Decision (Y) Brand Image (Z)	This research used 100 people as samples which are chosen by purposive sampling	This type of research is explanatory with quantitative approach. questionnaire as data collection methods. This research also used descriptive analysis and path analysis methods to analyze the data.	The result of path analysis shows that green marketing has the significant influence to the brand image and purchase decision, and also brand image that influence purchase decision significantly.

B. Theoretical Review

1. Green Marketing

Kotler (2005: 10) defines that marketing is a social process by which individuals or groups get what they need and want by creating, offering and freely exchanging valuable products and services with others. The American Marketing Association (AMA) in Situmorang (2011: 134) defines green marketing as "green marketing is the marketing of products that are presumed to be environmentally safe." This green marketing incorporates a broad range of activities, including product modification, change to the productions process, packaging, changes, as well as modifying advertising ". It includes several aspects in the production process, the use of product packaging and marketing to consumers as an environmentally friendly product

Based on the above definition, marketing prioritizes how to maximize product offerings or exchange products only for maximum profit. Green marketing in addition to profit also offers environmentally friendly products for consumers. This includes how the production process and distribution of production. Pujari (2003) in Situmorang (2011: 135) said that green marketing conducted by the company has a positive impact for the company, among others: increased sales, improve customer feedback, closer to customers, enhance competitiveness, improve corporate image.

Hawkins and Mothersbaugh (2016: 88-89), assert that green marketing is as follows: (1) The development of products whose processes of production, use, and

disposal do not cause harmful effects to the environment; (2) Develop a product with a positive impact on the environment; (3) The proceeds from the sale of such products shall be used for the benefit of the organization or environmental event. Grewal and Levy (2010: 128) describes green marketing as a strategic effort undertaken by companies to provide eco-friendly goods and services to target consumers. Hult *et al*. (2012: 21), explains that green marketing is a strategic process involving stakeholder assessment to create long-term relationships with customers while maintaining, supporting and preserving the natural environment in running the company.

Green Marketing is associated with a marketing mix to provide an appropriate strategy to achieve the ultimate goal of earning profit. Sumarwan *et al*. (2012: 216) states that in order to adopt and implement green marketing strategies companies must integrate ecological issues into the marketing mix. A modified marketing mix can have an impact on consumers in making environmental-friendly product purchasing decisions.

A very important word of the concept of green marketing is the word green (green) which means that nature is perceived in harmony with nature. Green is assumed to be the creation of eco-friendly products. Grant (2007) in Situmorang (2011: 135) made several categories about how environment-friendly activities that can be done by the company, namely:

1) Green aims to communicate that the brand or company cares about the safety of the environment. This stage is an early stage for companies that apply the concept of green marketing.

2) Greener in addition serves as a commercialization of the company's main goal in improving corporate profits, but also to achieve other objectives of activities that will affect the environment to achieve balance.

3) Greenest aims to support companies to try to change the culture of production in a direction that is more inclined to the concern for the environment. Provide a new and acceptable lifestyle and business model. The goal is to further raise awareness of the importance of environmental awareness.

2. Green Marketing Mix

Marketing mix is a strategy that companies use to win the competition. Kotler and Armstrong (2001: 71), explains that the marketing mix as a tactical and controlled marketing tool combined by the company to generate the desired response of the target market. According to Tiwari *et al*. (2011:2) the Green Marketing mix is the development of the conventional marketing mix. Here are the elements of the Green Marketing mix:

1) Green Product

Eco-friendly products are products that prioritize long-term security for users and the environment. Tiwari *et al*. (2011: 2), explains that the ecological objective in green product planning is to reduce resource

consumption and pollution and increase the conservation of scarce resources. The company is always trying to provide innovation to the development of products that do not endanger the environment in order to anticipate adverse environmental impacts. People are also getting smarter in choosing safer items to use. As well as lighting products, innovating always creates new innovations in creating products that are safe for health, free of harmful chemicals, and certainly not exacerbating global warming. Similarly, motor vehicle products, cosmetics, food, drugs that begin to innovate using natural ingredients so that consumers feel safe and more confident

2) Green Pricing

Price is the most important component in green marketing. Green product has a more expensive price compared to similar products that do not concept of green marketing. Tiwari *et al*. (2011: 2), explains that price is an important factor of the green marketing mix. Most consumers are willing to pay high if there is an additional perception in the value of the product. This value can boost performance, functionality, design, visual appeal, or taste. Green marketing should use this fact to make temporary consideration in premium pricing. this increase in value occurs because of the performance, functionality, design, attractive shape or suitability of tastes that are the decisive factor between product value and quality. this is due to the many costs such as the installation of new technologies, machines, the use of more expensive resources that absorb external costs so as to affect product prices.

However, consumers concerned about environmental interests are willing to make purchasing decisions because of additional perceptions of the value of the product, its health, and its impact on the environment.

3) Green Promotion

Tiwari *et al.* (2011: 2), explains that green promotion consists of 3 types, namely: (1) Campaign discussing the relationship between product / service and biophysical environment; (2) Campaigns that promote a green lifestyle by highlighting a product or service; (3) A campaign that presents the company image of environmental responsibility. Green promotion strategy should start from the problem that consumers do not know and understand the concept of green marketing. Kotler and Armstrong (2012: 117) states that the marketing mix itself can be done by: advertising, sales promotion, public relations, personal sales, direct marketing. based on the above definition, green promotion is a strategy to campaigning healthy lifestyle and green concept by highlighting the goods or services and presenting the company image of its responsibility to the environment

4) Green Placing

Green place involves a choice of corporate distribution channels that minimize environmental damage and make a product available so that it has a significant impact on consumers. LMI Government consulting in the presentation of Best Practices in Implementing Green Supply Chain states that environmentally friendly distribution channel is an effort to change the way distribution with considering the impact of distribution on the

environment (Maharani, 2010), the distribution of products intended to market the product to the consumer must provide assurance green product in the sale of environmentally friendly products actually must position its products widely in the market so that it can be more recognizable and easy to get. This provides efficient value for potential buyers and enhances closer relationships between consumers and producers. Tiwari *et al*. (2011: 2), argues that green placing is the availability of products have a significant impact on customers. Green distribution channels are also very important in minimizing environmental damage.

3. Brand Image

Tjiptono (2008) states the definition of a brand as a name, term, symbol or lambing, color design, motion or combination of other product attributes that are expected to provide an identity and as a differentiator to a competitor's product. Kotler and Keller (2007) also define that a mark is a name, term, sign, or symbol, or design, or combination thereof, intended to identify a competitor's goods or services. Both opinions are also reinforced by Durianto (2001) who argue that the brand can be interpreted as a name, term, sign, symbol design, or a combination that identifies a product or service produced by the company. Based on the description can be concluded that the brand is a symbol or symbol given the company to its product as a differentiator with other products.

When a product has a good image, it will have a positive impact on society or consumers. If a product has experienced a problem that may defame a company,

the customer will indirectly move to another product. So the brand is the seller's promise to consistently deliver certain benefits and services to the buyer.

Kotler and Keller (2009: 403), explains that brand image is the perception that consumers have when they first hear a memorable and embedded slogan in the consumer's mind. Consumers who are accustomed to using a particular brand tend to have consistency towards the brand image or this is also called brand personality (Rangkuti, 2002: 43). The brand image has three supporting components according to Aaker and Biel (1993:71), namely:

(1) A corporate image, According to Satriawan (2012) said that the image of the company is a set of associations perceived by consumers to companies that make a product and service. Surachman (2008) argues that the image of a company starts from the feelings of consumers and businessmen about the producers of these products as well as the results of consumer evaluation about it. Li, wang and Cai (2011: 1876) say that the brand image of a company can influence product evaluation, and this relationship is moderated by perceived risk.

(2) The image of the user, Satriawan (2012) Said that Image of the user is a set of associations that consumers perceive to users who use goods or services, including the user itself, lifestyle or personality and social status. Furthermore, Li, wang and Cai (2011: 1876) argue that the user image refers to the suitability between the brand personality and the consumer.

(3) Product image, Satriawan (2012) said that product image is a set of associations that consumers perceive of a product, which includes the attributes of the product, the benefits to the consumer, its use, and the guarantee. Li, wang and Cai (2011: 1876) Assume that the product image is related to the inherent benefits of a product. As a symbolic, functional, and experiential benefit of a product that has been proven to cause brand preference. Product image will also affect product evaluation.

Brand image is a rational and emotional perception of a particular brand (Dobni and Zinkhan, 1990). Nowadays, the company's competition to compete with consumers is no longer limited to the attributes of products as product usefulness, but has been linked with brands that are able to provide a special image for consumers, in other words the role of the brand is shifting (Aaker 1991). At a low level of competition, the brand is merely a name. While at a high level of competition, the brand contributes in creating and maintaining the competitiveness of a product (Pujadi, 2010).

Hoeffler and Keller (2003), suggested the dimensions of corporate image, which can effectively affect brand equity consisting of:

a. Product attributes, benefits, and behavior in general, related quality and innovation

b. People and relationship, related to customer (customer orientation)

c. Values and programs, related to environmental concerns and social responsibility

d. Corporate Credibility, related skills, trust, and fun

4. Purchase Decision

According to Kotler and Keller (2007) purchasing decisions are a stage in the buyer decision-making process where the consumer will actually buy. The process is a settlement of a price problem consisting of five stages. The five stages of the purchase decision process are:

a. Problem recognition

It is the first stage in the purchasing decision process in which the consumer recognizes the problem or needs

b. Information search

At this stage, consumers are driven to seek more information, consumers can more easily perform active information search, when more information is obtained then awareness and knowledge of consumers about goods or services will increase. Introduction of issues Alternative assessment search information purchasing decision Purchasing behavior

c. An alternative assessment

Consumers use information to evaluate alternative brands in the mind set.

d. Purchase decision

A consumer's decision to alter, suspend, or invalidate a buy-decision, is heavily influenced by a person's perceived risk. The amount of risk a person responds to is different according to the amount of money spent, the many uncertain traits, and the level of consumer confidence. A consumer develops certain habits to reduce risk, such as invalidating decisions, gathering

information from friends, and choosing a national brand and having a guarantee.

e. Post purchase behavior

After purchasing the product, the consumer will experience a certain degree of satisfaction or dissatisfaction. If the product matches expectations then the consumer will be satisfied. If it exceeds the expectations, then the consumer is very satisfied. If less meet expectations, consumers are not satisfied. Customer satisfaction or dissatisfaction with a product will affect the next behavior. When the customer is satisfied, he will show a higher probability to buy the product again.

Amirullah (2002: 62), argues that purchasing decisions are the process by which consumers evaluate alternative alternatives and choose one or more alternative options and choose one or more of the necessary alternatives based on certain considerations. Peter and Oslon (2013: 163), argue that purchasing decisions are an evaluation process undertaken by potential customers to combine their knowledge of the choice of two or more product alternatives and choose one of them.

According to Swastha and Handoko (2012: 102), the structure of purchase decisions consists of 7 components, namely.

1. Decisions about the type of product

2. Decisions about product form

3. Decisions about the brand

4. Decisions about the place of sale

5. Decisions about the number of products

6. Decisions about the time of purchase

7. Decision on method or method of payment

C. Relation Between Variables

1. Relation Between Green Marketing and Brand Image

Consumers are increasingly smart in addressing the issue of global warming is increasingly vigorous. Green Marketing is one of the most effective breakthroughs in reducing global warming problems. The principle of green marketing is an environment-oriented strategy derived from the raw materials used, the production process, the resulting product, waste management, until the product marketing process.

This is clarified by the opinion of Romadon (2014) which states that green marketing encompasses all activities such as production and marketing to meet human needs and wants by raising awareness of environmental interests and awareness about the implications of global warming. Green marketing implements a marketing concept that prioritizes environmental friendliness that is expected to encourage people to be more concerned about the environment by purchasing products that are perceived as safe for the environment. Brand image itself is a perception inherent in the minds of consumers of a product or service.

The linkage between green marketing and brand image has a significant relationship according to Putripeni (2014) and Aldoko (2016). Companies that are

able to build strong green marketing, it will easily build a positive image in the minds of consumers. this can also trigger the company will get a greater profit.

2. Relation between Brand Image and Purchase Decision

According to Keller (1993) states that brand image is a perception of the brand that is a reflection of consumer memory will associate on the brand. A brand image is a consumer's view of a product or service based on the experience, knowledge and brand. Consumers will make purchasing decisions based on the product image as well as a good corporate image.

Positive brand image in addition to attract consumers to have a product, can also maintain the consistency of a brand against competition. Purchase decisions occur because of product image, corporate image, and a good user image. A strong brand image allows consumers to identify satisfactory needs and tend to select the product to make a purchase decision.

This clarified the opinion stated by Istantia (2016) which states that Philips brand have a direct significantly effect on purchase according to her research entitled "The Influence of Green Marketing on Brand Image and Purchase Decision".

3. Relation between Green Marketing and Purchase Decision

Kotler and Armstrong (2008:181) states that the purchase decision is to buy the most preferred brand. Green Marketing is a concept of consistency of all activities of designing services ranging from production to distribution of goods that prioritize the concept of environmentally friendly. Based on the above, it is

hoped that the concept of green marketing will give a positive perception in consumer's mind to a brand because of its concern for the environment. Green marketing strategy is done by several companies to form a positive image of a product that is marketed and responded positively by consumers.

Products that apply the concept of green marketing will usually provide a more expensive price (premium price). Higher prices are due to raw materials, manufacturing processes, product benefits, and other activities costing more than regular products. These alternative concepts give consumers the choice to decide whether to buy green marketing products or not green marketing. Consumers who have a great concern for the interests of the environment are still willing to make purchasing decisions even though the price is more expensive because in addition to paying attention to product efficiency but also pay attention to the effects for environmental welfare.

This clarified by the opinion of Putripeni (2014) which states that Green Product, Price, and Place have a positive and significant influence on Brand Association and Purchase Decision Structure, while promotion has a positive but insignificant influence on the Brand Association and Purchasing Decision Structure according to her research entitled "The Influence of Green Marketing on Brand Image and Purchase Decision".

D. Conceptual Model

Based on the research literature review we can formulate the conceptual model of this research as follows:
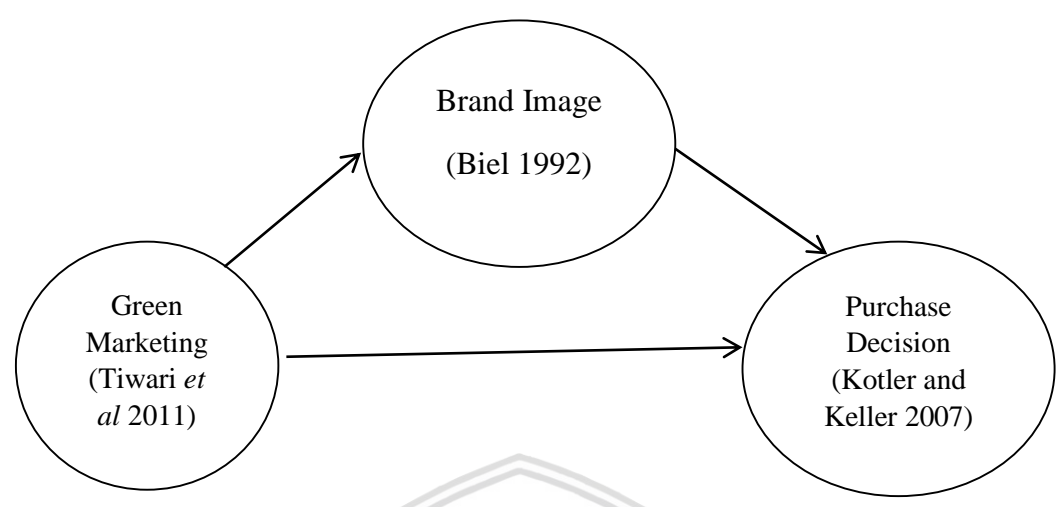
Figure 2.1 Conceptual Model

E. Hypothesis Model

Based on the results of the research hypothesis, can be formulated hypothesis as follows:
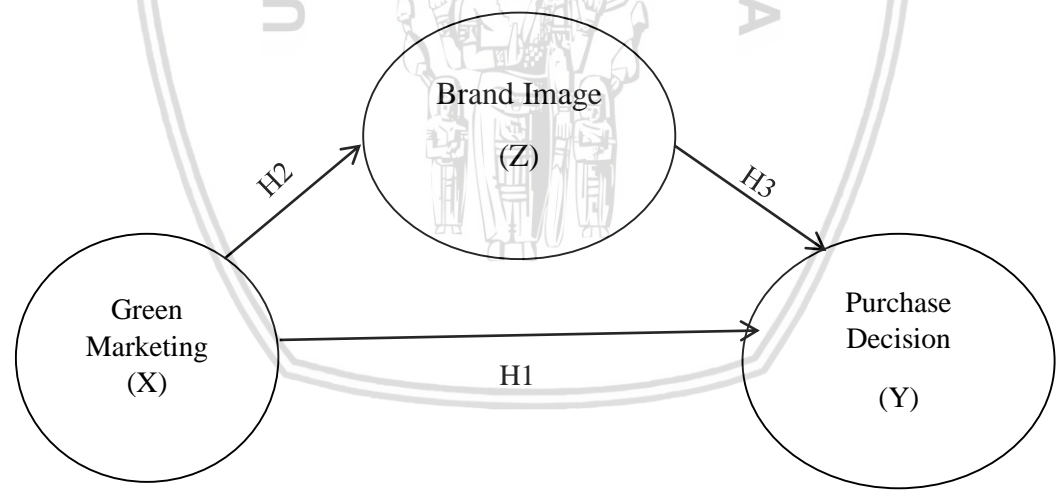
Figure 2.2 Hypothesis model

H1: Green Marketing has a significant effect on Purchase Decision.

H2: Green Marketing has a significant effect on Brand Image.

H3: Brand Image has significant effect on Purchase Decision.

CHAPTER III
RESEARCH METHODOLOGY

A. Type of Research

This research uses explanatory research with quantitative approach. Mulyadi (2011: 132) revealed that the explanation research is to test the relationship between variables hypothesized. in this type of research, there is clearly a hypothesis to be tested for. The focus of this study was to find an explanation of why an event or symptom could occur (Prasetyo and Jannah, 2005: 43). Furthermore, quantitative method is research data in the form of numbers and analysis using statistics (Sugiyono, 2009: 7). Researchers in identifying research variables, developing instruments, collecting data, performing findings analysis, generalizing by means of objective measurements.

B. Research Location

This Research takes place at Starbucks Café at Ubud. The selection of the location is due to the conformity of the title on The Effect of Green Marketing on Brand+ Image and Consumer Purchase Decision. Starbucks is one of the famous brands of coffee outlets. Starbucks has also long been implementing the Green marketing strategy for environmental concerns. And Bali have a lot of tourist that came from this country and another country and Ubud is one of tourism object in Gianyar area, Bali which still preserves its natural culture and attracts many

domestic and international tourists to it (properti.kompas.com) and because of its interest by its natural culture, and with that advantage the writer can get more various respondent such as foreigner consumer that came to that Starbucks so that is why the writer is interested to choose this Starbucks become the location of research.

C. Variable, Operational Definition, and Measurement Scale

1. Research Variable

Kidder (1981) in Sugiyono (2009: 38) states that "the variable is a quality (qualities) where researchers study and draw conclusions from it". Sarwono (2006: 53) explains that the variable is a set of symbols or concepts that are assumed as a set of values. Furthermore, in this research, there are three variables, namely:

a. Independent Variable

Sugiyono (2009: 39) states that "the independent variable is a variable that affects or the cause of the change or the emergence of dependent variable (bound)". The independent variable in this research is Green Marketing (X)

b. Dependent Variable

Sugiyono (2009: 38) states that "the dependent variable is the variable that is influenced or the result, because of the independent variables". Dependent variables are often called output variables, criteria, or consequences. The dependent variable in this research is Product Purchase Decision (Y)

c.Intervening Variables

Tuckman (1988) in Sugiyono (2009: 39) states that the intervening variable is a variable that theoretically affects the relationship between independent variables with dependent variables that become indirect and unobservable and can't be measured. Intervening variables are also called intermediate variables that lie between independent and dependent variables. Intervention variable in this research is Brand Image (Z).

2. Operational Definition

Operational definition is often called operationalization. according to Zikmund and Babin (2013: 8) operationalization is a process that involves the introduction of the size scale that is responsible for the values of a concept in a research process. Further Koentjaraningrat (1991) in Sarwono (2006: 67) states that the definition of operations is a change in concepts in the form of constructs with words that describe the behavior or symptoms that can be observed and which can be tested and determined by others. From the above explanation, the operational definition in this research is:

a. Independent Variables

Independent variable in this research is Green Marketing (X). Green Marketing is an activity that includes product producing, pricing, selection of distribution chains and promotions by Starbucks aimed at fulfilling the

needs and desires of consumers by reducing or without negative impacts on the environment. Green Marketing has four indicators that are used to measure the extent to which Green Marketing has been established by Starbucks can directly or indirectly affect the Purchase Decision. The four Green Marketing Indicators mentioned above are:

(1) Green Product (X_1)

Green Product is an environmentally friendly product. Starbucks green products are made by minimizing negative impacts or even eliminating negative impacts on the environment. The items from Green Products, namely:

a) Starbucks raw materials does not have a negative impact on environment.

b) Starbucks products do not cause excessive waste.

c) Starbucks products are safe to consume.

(2) Green Price (X_2)

Green price is a sacrifice a sum of money that consumers are willing to pay to buy green products from Starbucks. As for items from Green Price, that is:

a) Premium prices are tailored to the quality of Starbucks Green Products.

b) Premium price is in accordance with the benefits received.

(3) Green Places

Green Place is where consumers can easily purchase Starbucks Green Products. The items from Green Place, namely:

a) Starbucks Café outlets are located throughout major cities in Indonesia.

b) The Starbucks Café outlets are in a strategic location

(4) Green Promotion.

Green Promotion is an activity to promote environmentally friendly Starbucks products in a way that is good for environmental sustainability. The items from Green promotion, namely:

a) Eco-friendly Starbucks ads (call to "Go Green").

b) Starbucks ads through environmentally friendly tools.

b. Dependent Variable

Dependent variable in this research is Purchase Decision (Y). In this variable there are five factors, namely:

(1) Introduction Needs

The introduction of needs begins when the consumer realizes a need for drinks and food at Starbucks. As for items from Introduction Needs, namely:

a) Requires Starbucks because of its function.

b) Requires Starbucks because of its promotion.

c) Requires Starbucks because of the influence of the environment.

(2) Information Findings

Information Findings is a stage where consumer looks for about the product that they're going to buy, As for items from Information Findings, namely:

a) Look for information about Starbucks through advertisement

b) Look for information about Starbucks product taste

(3) Alternative Evaluation

Alternative evaluation is an alternative choice of similar brands obtained after searching information. The items from the alternative evaluation are:

a) Consider selection at Starbucks because of its attractive packaging design.

b) Consider selection at Starbucks because Starbucks store locations are within easy reach.

c) Consider selection at Starbucks because of the convenient of the Starbucks store.

(4) Purchase Decision

Purchase Decision is a decision in making purchases made by consumers on Starbucks products after going through various alternative options. Items from Purchase Decision, namely:

a) Decided on purchasing Starbucks after comparing with other brands.

b) Decide on Starbucks purchase for knowing information about Starbucks product.

(5) Post Purchase Behavior

Post purchase behavior is a response of consumer after purchasing Starbucks product. Items from Post Purchase Behavior, namely:

a) Satisfaction after purchasing Starbucks product.

b) Re-purchase Starbucks product.

c. Intervening Variable

Intervening Variable in this research is Brand Image (Z). Brand Image is a consumer's perception of Starbucks. In this variable there are three indicators, namely:

(1) Corporate Image

Corporate image is a set of associations that consumers perceive of Starbucks. The items from Corporate Image, namely:

a) Starbucks is a well-known company.

b) Starbucks concern for the environment.

(2) Image of the User

Image of the User is a set of associations that a set of perceived associations to Starbucks consumers. The items from Image of the User, namely:

    a)   Starbucks product quality assurance.

    b) Eco-Friendly Starbucks product

3) Image of the Product

The perceptions and the mental image associated with the product of Starbucks. The Items from Image of the Product, namely:

    a) Product quality assurance.

    b) Environmentally friendly product.

Based on the above operational definition, then set variable, indicator and items of research which can be briefly seen in Table 3.1

Table 3.1 Variable, Indicator, and Research Item

Variable	Indicator	Items	Source
Green Marketing (X) (Tiwari *et al*. 2011)	Green Product (X.$_1$.)	1. Raw materials have no environmental impact (X.$_{1.1}$) 2. The product does not cause excessive waste (X.$_{1.2}$) 3. Products are safe to consume (X.$_{1.1.3}$)	Boztepe (2012)
	Green Price (X.$_2$)	1. Premium Price that match the quality (X.$_{2.1}$) 2. Premium Price that match with the benefits(X.$_{2.2}$)	Boztepe (2012)
	Green Place (X.$_3$)	1. Outlets are located in all major cities in indonesia (X.$_{3.1}$) 2. Outlets are located in strategic place (X.$_{3.2}$)	Boztepe (2012)
	Green Promotion (X.$_4$)	1. Eco-friendly ads (X.$_{4.1}$) 2. Advertising through an environmentally friendly tools (X.$_{4.2}$)	Boztepe (2012)
Purchase Decision (Y) (Kotler 2007)	Problem Recognition (Y.$_1$)	1. Require for its Function (Y.$_{1.1}$) 2. Require because of the influence of the promotion (Y.$_{1.2}$) 3. Require because of the influence of the environment (Y.$_{1.3}$)	Aldoko (2016)
	Information Findings (Y.$_2$)	1. Look for information about the product through ads (Y.$_{2.1}$)	Aldoko (2016)

		2. Look for information about the taste of product $(Y_{.2.2})$	
Continued from Table 3.3 Alternative Evaluation $(Y_{.3})$	Alternative Evaluation $(Y_{.3})$	1. Consider the selection due to the packaging design $(Y_{.3.1})$ 2. Consider the selection due to location that easy to reach $(Y_{.3.2})$ 3. Consider the selection due to comfortable place $(Y_{.3.3})$	Aldoko (2016)
	Purchase Decision $(Y_{.4})$	1. Decide to purchase after comparing to another brand $(Y_{.4.1})$ 2. Decide to purchase after knowing the product information $(Y_{.4.2})$	Aldoko (2016)
	Post Purchase Decision $(Y_{.5})$	1. Satisfaction in purchasing. $(Y_{.5.1})$ 2. Product repurchase $(Y_{.5.2})$	Aldoko (2016)
Brand Image (Z) (Biel. 1992)	Corporate Image $(Z_{.1})$	1. Well known company $(Z_{.1.1})$ 2. The company's concern for the environment $(Z_{.1.2})$	Putripeni, (2014)
	Image of the User $(Z_{.2})$	1. Consumer that care about environment $(Z_{.2.1})$ 2. Social Class $(Z_{.2.2})$	Putripeni, (2014)
	Image of the Product $(Z_{.3})$	1. Product quality assurance $(Z_{.3.1})$ 2. Environmentally friendly Product $(Z_{.3.2})$	Putripeni, (2014)

3. Measurement Scale

Measurement Scale is an agreement that are used as reference to determines the length of the interval in the measuring instrument, so that the measuring instrument is valid if used will produce quantitative data (Sugiyono, 2009: 92). Scale of measurement in this study using Likert scale. Likert scale is used to measure attitudes, opinions, and perceptions of a person about a social phenomenon which in a specific research has been specified hereinafter referred to as research variables. Zikmund and Babin (2013: 42) explain that the Likert Scale is a scale created so that respondents can judge how strongly they agree or disagree with carefully made statements, ranging from very positive to very negative to some objects. The results of this scale show strongly agree to strongly disagree with how to do the scoring of the numbers 1 through 5. The scoring of answers of items can be seen in Table 3.2.

Table 3.2 Scoring for Measurement of Respondents' Answer

No.	Respondent Answer	Code	Score
1.	Strongly Agree	SA	5
2.	Agree	S	4
3.	Undecided	U	3

4	Disagree	D	2
5	Strongly Disagree	S	1

Source: Sugiyono (2009:94)

D. Population, Sample and Sampling Technique

1. Population

According to Sardin (2014: 1) "population is the whole unit that has the same characteristics according to the research criteria being conducted". Furthermore, Mardalis (2014: 53) population constitutes all individuals who are the source of sampling. The population may be people, goods, animals, things or an event. When the population is too many, it will be sampling. The characteristics of the population in this study, namely:

    a. Consumers of Starbucks Ubud that have purchase the product there.

    b. Consumers of Starbucks that are at least 17 years old because they are considered mature and belong to Millennial and Age generation have an influence on the activeness of someone to participate (Slamet, 1994: 142). In this case the older group considered more experienced or senior, will give more opinion in terms of decision making.

    c. Consumers that knew about Starbucks Green Promotion such as Earth Day, and Tumbler Day.

2. Sample

When the research can't reach the entire population due to a limitation, it will take part of the population used in the study called the sample. According Sugiyono (2009: 81) sample is "part of the number and characteristics possessed by the population". In other words, the sample is an example or part of the population used as the object of research. The purpose of determining the sample according to Mardalis (2014: 55) is "to obtain information about the object of research by observing a portion of the population, a reduction of the number of research objects". In this study the number of samples is not known, so the sampling technique in this study using Machin and Campbell (1989) and Sardin (2015: 21) formulas. Here's the formula used:

a. First iteration formula

$$U'\rho = \frac{1}{2}\text{In}\left(\frac{1+\rho}{1-\rho}\right)$$

$$n = \frac{(Z1-\alpha)+(Z1-\beta)^2}{(U'\rho)^2} + 3$$

b. Second and Third iteration formula

$$U^2\rho = \frac{1}{2}\text{In}\left(\frac{1+\rho}{1-\rho}\right) + \frac{\rho}{2(n-1)}$$

$$n = \frac{(Z_1 - \alpha + Z_1 - \beta)^2}{U^2 p^2} + 3$$

Explanation:

Uρ : Standardized normal random variable corresponding to particular value of the correlation coefficient

U'ρ : Initial estimate of Uρ

n   : Sample Size

$Z_1 - \alpha$: Constants obtained from the normal distribution table

$Z_1 - \beta$: Constants obtained from the normal distribution table

ρ : Estimated price correlation coefficient

In   : log-e

Based on the consideration with the lowest r value through r = 0.30 α = 0.10 and β = 0.05 it can be concluded the sample amounted to 118 respondent.

3. Sampling Technique

Sampling technique in this research is using purposive sampling. This sampling technique is part of the nonprobability sampling, that is the sampling does not involve the element of opportunity in the selection of population units to be selected into the sample (Sugiyono, 2009: 84). According Sugiyono

(2009: 85) purposive sampling is a technique of sampling with a certain consideration. This sampling technique is done deliberately by taking samples that can represent the characteristics of the population or the nature of the population being thorough (Mardalis, 2014: 58).

E. Data Collecting Methods

1. Data Source

According to Bungin (2001:123) data is description of something research object. Sources of data in this study is to use primary data. Bungin (2001: 129) explains that the primary data is the first source where a data is generated. According Sugiyono (2009: 137) primary data source is a source of data that directly provide data to researchers. Primary data from this research is obtained from distributed offline questionnaires distributed to respondents, that is consumer Starbucks Ubud having criteria as mentioned above.

2. Data Collecting Method

Method of data retrieval used in this research is through Survey. According Sugiyono (2009: 142) questionnaire is a technique of data collection conducted by giving a set of questions or statements to the respondent to be answered or filled. The statement or question given to the

respondent is related to the problem under study, so in this study the questionnaire was distributed to Starbucks Ubud consumer who have met the criteria already mentioned and then interview the respondent.

3. Research Instrument

According to Mardalis (2014: 60) the instrument of research is a way to measure the research. With the existence of research instruments, it can be collected data as a tool to declare the amount or percentage more lack in the form of quantitative and qualitative. In this study, the research instrument used is a questionnaire. Narbuko and Achmadi (2007: 76) mentioned that the questionnaire or questionnaire is a list that contains a series of questions about a problem or field to be studied.

F. Instrument Testing

1. Validity Testing

Testing of validity is needed in a study, especially those using questionnaires in obtaining data. Testing validity is intended to know the validity of understanding the validity of the concept and empirical reality. Validity test is a measure that shows the validity and validity levels of an instrument. An instrument is said to be valid if it is capable of measuring what it wants to be measured or can reveal data from the variable being studied appropriately. The high validity of the instrument indicates the extent to which the data collected does not deviate from the description of the variable in question.

Validity testing can be done by correlating each factor or variable with the total factor or variable by using correlation (r) product moment.

The test criteria for accepting or rejecting the hypothesis of a valid statement or not can be done by:

H0: $r = 0$, there is no valid data at Brand Image level (α) 5%.

H1: $r \neq 0$, there is valid data at Brand Image level (α) 5%.

The null hypothesis (H0) is accepted when r Calculate<r table, vice versa alternative hypothesis (H1) is accepted when r Calculate> r table.

2. Reliability Test

Reliability test shows the level of stability, stability and accuracy of a measuring instrument or test used to determine the extent to which the measurement is relatively consistent when re-measured. This test is used to determine the extent to which a person's answers are consistent or stable over time. Arikunto explained that reliability shows in a sense that an instrument is quite reliable to be used as a data gathering tool because the instrument is good.

3. The Result of Validity Testing

Validity testing conducted by SPSS ver. 20.0 by using the product moment correlation yields the value of each item statement with the item question score as a whole and for more details are presented in the table 3.3 as follows:

Table 3.3 Test of Variable Validity

Variable	Item	r Count	Sig.	r Table	Note
Green Marketing	$X._1$	0.584	0.000	0.3	Valid
	$X._2$	0.515	0.000	0.3	Valid
	$X._3$	0.646	0.000	0.3	Valid
	$X._4$	0.533	0.000	0.3	Valid
	$X._5$	0.545	0.000	0.3	Valid
	$X._6$	0.607	0.000	0.3	Valid
	$X._7$	0.639	0.000	0.3	Valid
	$X._8$	0.479	0.000	0.3	Valid
	$X._9$	0.572	0.000	0.3	Valid
Brand Image	$Z._1$	0.618	0.000	0.3	Valid
	$Z._2$	0.678	0.000	0.3	Valid
	$Z._3$	0.569	0.000	0.3	Valid
	$Z._4$	0.577	0.000	0.3	Valid
	$Z._5$	0.569	0.000	0.3	Valid
	$Z._6$	0.574	0.000	0.3	Valid
	$Y._1$	0.502	0.000	0.3	Valid
	$Y._2$	0.405	0.000	0.3	Valid
	$Y._3$	0.452	0.000	0.3	Valid
	$Y._4$	0.580	0.000	0.3	Valid
	$Y._5$	0.452	0.000	0.3	Valid
	$Y._6$	0.518	0.000	0.3	Valid

Purchase Decision	Y.$_7$	0.563	0.000	0.3	Valid
	Y.$_8$	0.594	0.000	0	Valid
	Y.$_9$	0.468	0.000	0.3	Valid
	Y.$_{10}$	0.530	0.000	0.3	Valid
	Y.$_{11}$	0.508	0.000	0.3	Valid
	Y.$_{12}$	0.562	0.000	0.3	Valid

Source: Appendix 6

From Table 3.3 above can be seen that the value of sig. r question item is smaller than 0.05 (α = 0.05) which means that each variable item is valid, so it can be concluded that the items can be used to measure the research variables.

4. The Result of Reliability Testing

Reliability testing technique is to use coefficient value of alpha reliability. Criteria of decision-making is if the value of the coefficient of alpha reliability is greater than 0.6 then the variable is reliable.

Table 3.4 Variable Reliability Test

No.	Variable	Reliability Coefficient	Note
1	Green Marketing (X)	0.732	Reliable
2	Brand Image (Z)	0.627	Reliable
3	Purchase Decision (Y)	0.729	Reliable

Source: Appendix 6

From Table 3.4 it is known that the value of alpha cronbach for all variables is greater than 0.6. From the previously mentioned provisions, all the variables used for research are reliable.

G. Data Analysis Method

1. **Descriptive Analysis**

   Descriptive analysis is to analyze data by way of describing the data that has been collected as it is without intending to take conclusions that apply to the general or generalization (Sugiyono, 2009: 147). Zikmund and Babin (2013: 298) explain that descriptive analysis is used to provide descriptive statistics that include central tendencies and variations. Mean, mode, mean, variance, and standard deviation are characteristics of descriptive statistics. From the description above can be concluded that descriptive analysis is used to analyze and describe the results of quantitative analysis so that facilitate the presentation of research results.

2. **Path Analysis**

   a. Definition of Path Analysis

   Data analysis used in this research is path analysis. Path analysis is an analytical technique used to analyze patterns of relationships that have a direct or indirect influence by a set of independent variables to the dependent variable (Sarjono and Julianita, 2011: 117). Meanwhile, according to Sugiyono (2015: 297) Path analysis is the development of regression analysis used to describe and test the relationship between variables in the form of causation. Through this analysis will be found which path is the most precise and short of a free variable to the last bound variable.

b. Path Diagram and stages in using path analysis

According to Sugiyono (2015: 298) the path diagram is a model of relationships between variables prepared before using path analysis. The path diagram is structured on the framework of thinking developed from the theory used for research. Furthermore, according to Sarwono (2011: 289) in conducting path analysis are:

1. Designing models based on theory.

2. Creating a hypothesized model.

    H_1: Green Marketing has significant effect on Brand Image

    H_2: Green Marketing has a significant effect on Product Purchase Decision

    H_3: Brand Image Influential significant to the Purchase Decision of the product

3. Determine the path diagram model based on the variables studied and make the path diagram. The path diagram model can be seen in Figure 3.1

4. Creating structural equations. The following structural equations in this study:

    $Z = PZX + e_1$

    $Y = PYX + PYZ + e_2$

Y'=PYX+PYZ PZX

Explanation:

P= Path Coeficient

X= Independent Variable

Y= Dependent Variable

Z= Intervening Variable

e= error

5. Perform path analysis procedures.

6. Perform substructural calculations.

7. Interpret results and calculate and make conclusions.
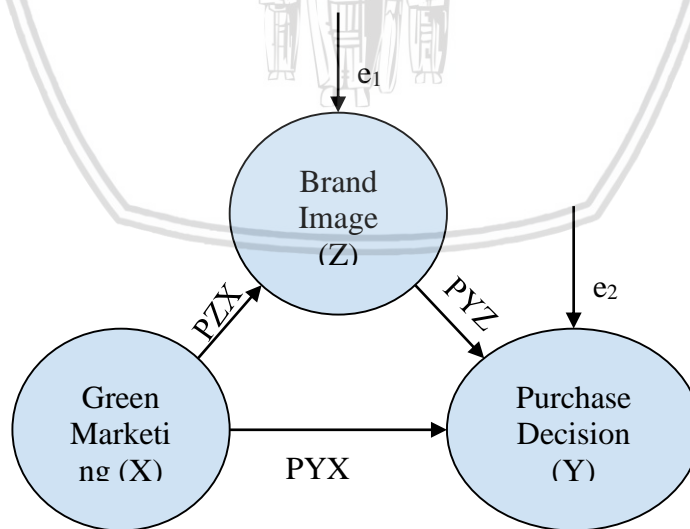
Figure 3.1 Path Diagram

Source: Sarwono (2011:290)

CHAPTER IV

RESULTS AND DISCUSSION

A. General Description of Research Location

1. Name and Company Overview

Figure 4.1 Starbucks Logo
Source: www.starbucks.com (2018)

Starbucks is a multinational coffee company based in Seattle since 1971 and has more than 24,000 outlets spread across 70 countries (www.Starbucks.com). The mission of Starbucks is "to inspire and nurture the human spirit - one person, one cup and one neighborhood at a time". The mission means that Starbucks has a mission to provide a warm and comfortable atmosphere and relationship between workers to its customers, while also protecting the environment. Starbucks opened its first outlet at Seattle's Pike Place Market in 1971. Then in 1985 Starbucks made new product innovations such as Latte, Espresso, and brewed coffee.

Furthermore, Starbucks expanded to Chicago and Canada in 1987, the number of stores owned by Starbucks at that time amounted to 17. In 1992, Starbucks sold its shares to the stock market Nasdaq National Market with the trade symbol "SBUX".

In 1996, Starbucks opened its first outlets outside North America, in Japan and Singapore with total stores totaled 1,015. Later in 1997 Starbucks established the Starbucks Foundation with local literacy programs. In 1998, Starbucks acquired Tazo, a company based in Portland, Oregon. They then expanded the Starbucks brand to a network of grocery stores across America through a licensing deal with Kraft Foods, this year Starbucks also launched its website www.Starbucks.com. In 1999 - 2000 Starbucks continued to enlarge the company through the acquisition of Hear Music, a music company in San Francisco and Starbucks began selling coffee menus that had already passed the Fair Trade process and organic selection. In 2001, Starbucks introduced the ethical sourcing guidelines of coffee that are part of green marketing where all raw materials and wellbeing of workers are heeded. This is to maintain environmental sustainability and prosperous workers, including health and education insurance and introducing Starbucks Card. Starbucks entered the wider scope by entering into a licensing agreement with the national Fair Trade organization in 2002. The agreement agreed that Starbucks would only sell Fair Trade certified copies in Starbucks countries running the business. Another Starbucks company called Starbucks Coffee Trading Company was

established in Lausanne, Switzerland. In the same year, Starbucks also established its first stores in Indonesia through its subsidiary PT. Mitra Adi Perkasa (MAP), namely PT. Sari Coffee Indonesia at Plaza Indonesia.

In subsequent years Starbucks continues to make various improvements to promote business and conserve the environment and attention to farmers and workers in accordance with ethical sourcing guidelines. The programs that have been undertaken include the acquisition of Seattle Coffee Company, opening the Farmer Support Center in San Jose, Costa Rica, Acquiring Ethos Water, launching the first recycle paper cup that can reduce more than 75,000 logs for cutting, reducing composition trans fats on the homemade drinks. In Indonesia, Starbucks is the largest coffee shop with more than 200 outlets spread across various cities (www.lokadata.beritagar.id) based on the Company Fact Sheet in Starbucks - Corporations That Change the World mentioned that Starbucks focuses on providing work environments which is good for employees, making a positive contribution to the community, working with coffee farmers to ensure their long-term success and minimize the impact on the environment (Bussing-Burks, 2009: 32). Starbucks has set environmental responsibility as its corporate core value since 1971 (www.starbucks.com).

Based on the Starbucks 2015 Global Responsibility Report 2015, in terms of ethical sourcing Starbucks has purchased coffee beans from farmers in the Republic of Congo and has transformed the lives of more than 4,500 farm families for the better where farmers have increased

revenues, are able to send their children to school and access services health. In relation to sustainability, Starbucks Japan converted coffee grounds into compost and beef food in the last five years where milk and vegetables can be restocked on sandwiches and mixed drinks. Then, in strengthening communities, Starbucks provides youth apprenticeship opportunities to learn about retail management and build skills.

Starbucks has also increased 99% of the coffee in accordance with ethical sourcing standards C.A.F.E (Coffee and Farmer Equity) also increased lending to pentane for coffee tree renewal for best results. In addition, Starbucks has upgraded its outlets to qualify LEED® (Leadership in Energy and Environmental Design) certification at more than 700 outlets in 19 countries, and Starbucks's environmentally responsible responsibility is also evident from the encouraging Starbucks business tumblr use to consumers through campaigns and discounting. Based on Global Responsibility Report Starbucks 2015 only as many as 1.6% of consumers who have used tumblr in the purchase. Subsequently, Starbucks reduced 4.3% of its electricity usage and used only 26.5% of water usage in each monthly shop based on baseline in 2008. Subsequently, Starbucks has also increased spending on renewable energy by 20% in 2008 to 100% in in 2015 at stores located in the United States and Canada.

2. Research Location

The research was conducted at Starbucks Coffee Ubud. Starbucks Ubud is the first Starbucks in Ubud tourist area located on Jalan Raya Ubud,

Ubud, Gianyar, Bali 80571. Ubud is one of the areas in Bali that keeps the art and natural potentials that are very interesting to be enjoyed and visited. Ubud has many interesting attractions to fill the holiday of tourists who visit Bali. This is supported along the road from Batubulan to Ubud stand artshop, kiosks, galleries, art museums, Ubud art market which became the mainstay of tourism Ubud. In addition there is yoga in the morning, bike riding on the edge of rice fields, culinary tours, learn to cook typical Balinese food and much more. Besides that Ubud is famous for its comfortable atmosphere, peaceful, and also spiritual tour. In the year 2014 can be seen that tourists have started to know Ubud and many visit Ubud as in the following table

Table 4.1 Total Visit Ubud on 2009 – 2014

No	Years	Foreign	Domestic	Total	Percentage
1	2009	84965	8287	93252	0
2	2010	121929	25128	147057	37%
3	2011	122925	32128	155053	5%
4	2012	153494	37531	191025	19%
5	2013	158330	33885	192215	1%
6	2014	164116	34352	198468	3%
Average Growth					13%

Source: http://www.disparda.baliprov.go.id/id/Statistik4

According to Masdakaty on Otten Magazine (2015) Starbucks Ubud has a unique building form and was included in 10 Starbucks with a unique concept because the concept that uses the model of building Bali for the store. With a typical Balinese interior, complete with panoramic views plus a full lotus pond in the front area really makes coffee in this tavern soothing.

Moreover, around this outlet there is also a view that will make us more relaxed. No wonder if this outlet was entered into one of the headlines in the Japanese media some time ago.

B. General Description of Respondents

From the results of the distribution of questionnaires to some students who amounted to 118 respondents, it can be obtained a description of the characteristics of respondents based on the age of respondents and gender of respondents. Detailed characteristics of respondents are as follows:

1. Respondent's Profile Based on Gender

The data characteristic of respondents by gender can be seen in table 4.2:

Tabel 4.2 Frequency Distribution of Respondents by Gender

Gender	Frequent	Percentage (%)
F	70	59.32
M	48	40.68
Total	118	100

Source: Appendix 5

Based on table 4.2, it can be seen that the respondents male gender as much as 48 respondents or 40.68%, and the female gender as much as 70 respondents or 59.32%. Base on the data it can be conclude that the female respondents dominates in this study

2. Respondent's Profile Based on Age

Data characteristic of respondents by age can be seen in table 4.3 below:

Tabel 4.3 Frequency Distribution of Respondents by Age

61

Age	Frequent	Percentage (%)
< 23 Years Old	62	52.54
23 - 28 Years Old	44	37.29
29 - 34 Years Old	9	7.63
35 > Years Old	3	2.54
Total	118	100

Source: Appendix 5

Based on table 4.3 above, it can be seen that respondents aged less than 23 years counted 62 respondents or 52.54%, aged 23 - 28 years as many as 44 respondents or 37.29%, aged 29 -34 years as many as 9 respondents or 7.63%, and aged over 35 years as much as 3 respondent or 2.54%. Based on the data it can be concluded that most of Starbucks consumer on Ubud are mostly less 23 years old.

3. Respondent Profile Based on Nationality

Data characteristic of respondents by Nationality can be seen in table 4.4 below:

Tabel 4.4 Frequency Distribution of Respondents by Nationality

Nationality	Frequent	Percentage (%)
Indonesian	108	91.5
Others	10	8.5
Total	118	100

Source: Appendix 5

Based on table 4.4, it can be seen that the respondents from Indonesia as much as 108 respondents or 91.5%, and respondent from outside Indonesia as

much as 10 respondents or 8.5%. Base on the data it can be conclude that the Indonesian respondents dominates in this study

4.   Respondent's Profile Based on Educational Level

Data characteristic of respondents by Education can be seen in table 4.5 below:

Tabel 4.5 Frequency Distribution of Respondents by Educational Level

Educational Level	Frequent	Percentage (%)
High School	48	40.68
Diploma	17	14.41
Bachelorette	50	42.37
Master	2	1.69
Doctor	1	0.85
Total	118	100

Source: Appendix 5

Based on table 4.5 above, it can be seen that the respondents who have Senior High School education as many as 48 respondents (40.68%), Diploma degree of 17 respondents (14.41%), the education Bachelorette degree as much as 50 respondents (42.37%), who are educated Master degree as much as 2 respondents (1.69%), and who educated Doctor degree as much as 1 respondent (0.85%). This indicate that most of Starbucks consumer on Ubud have Bachelorette degree.

5.   Respondent's Profile Based on Occupation

Data characteristic of respondents by their Occupation can be seen in table 4.6 below:

Tabel 4.6 Frequency Distribution of Respondents by Occupation

Occupation	Frequent	Percentage (%)
Entrepreneur	17	14.41
Government Employees	12	10.17
Private Employees	27	22.88
Unemployed	50	42.37
Others	12	10.17
Total	118	100

Source: Appendix 5

Based on table 4.6 above, it can be seen that the respondents who have job as Entrepreneur are 17 respondents (14,41%), who have job as Government Employees 12 respondents (10.17%), who have job as Others as 12 respondents 10.17%), with 27 respondents (22.88%) of Prvate Employees employment, and 50 Unemployed Unemployed (42.37%). This indicate that most of Starbucks Ubud consumer are unemployed which include student or housewife.

6.   Respondent's Profile Based on the Income

The data characteristic of respondents by Income can be seen in table 4.7 below:

Tabel 4.7 Frequency Distribution of Respondents by Income

Income	Frequent	Percentage (%)
< Rp.1.000.000	13	11.02
Rp.1.000.000 ≤ Rp.3.000.000	46	38.98
Rp.3.000.001 ≤ Rp.5.000.000	33	27.97
>Rp.5.000.000	26	22.03
Total	118	100

Source: Appendix 5

Based on table 4.7 above, it can be seen that the respondents who have income less than Rp. 1.000.000 as many as 13 respondents (11.02%), income Rp. 1.000.000 - Rp. 3.000.000 as many as 46 respondents (38.98%), income Rp. 3.000.001 - Rp. 5.000.000 as many as 33 respondents (27.97%), and income more than Rp. 5,000,000 as many as 26 respondents (22.03%). Based on the data it can be concluded that most of Starbucks Ubud consumer have around Rp. 1,000,000 to Rp. 3,000,000 Income.

7. **Respondent's Profile based on Knowledge about Starbuck's Green Marketing**

General description of respondents based on respondents who know Starbucks Green Marketing can be seen from the following table:

Table 4.8 Frequency Distribution of Respondents by Their knowledge about green marketing of Starbuck

No	Knowing about Starbucks Green Marketing	Number of Respondents (People)	Percentage (%)
1	Yes	118	100
2	No	0	0
	Total	118	100

Source: Appendix 5

Table 4.8 shows the results of the distribution of respondents who know about Starbucks Green Marketing. Respondents who know about Starbucks Green Marketing are 118 people (100%), and no one does not know Starbucks Green Marketing. This indicates that all respondents in this study knew about Starbucks Green Marketing.

C. Descriptive Analysist Result

1. Frequency Distribution of Green Marketing Variables (X1)

Green Marketing Variables there are four indicators: Green Product, Green Price, Green Place, Green Promotion. Of the four indicators are nine items of questions given to respondents to be answered. Respondents' answers can be seen in Table 4.9

Tabel 4.9 Green Marketing Variable Distribution Frequency (X1)

Item	SA		A		N		D		SD		Total		Mean	Mean of Indicator
	f	%	f	%	f	%	f	%	f	%	Total	%		
$X_{.1.1}$	36	30.51	58	49.15	16	13.56	6	5.08	2	1.69	118	100	4.02	3.75
$X_{.1.2}$	7	5.93	45	38.14	37	31.36	22	18.64	7	5.93	118	100	3.19	
$X_{.1.3}$	34	28.81	66	55.93	10	8.47	6	5.08	2	1.69	118	100	4.05	
$X_{.2.1}$	21	17.80	72	61.02	9	7.63	4	3.39	12	10.17	118	100	3.73	3.64
$X_{.2.2}$	21	17.80	52	44.07	22	18.64	17	14.41	6	5.08	118	100	3.55	
$X_{.3.1}$	36	30.51	38	32.20	20	16.95	15	12.71	9	7.63	118	100	3.65	3.78
$X_{.3.2}$	39	33.05	39	33.05	34	28.81	3	2.54	3	2.54	118	100	3.92	
$X_{.4.1}$	34	28.81	41	34.75	34	28.81	6	5.08	3	2.54	118	100	3.82	3.63
$X_{.4.1}$	25	21.19	39	33.05	25	21.19	22	18.64	7	5.93	118	100	3.45	
Green Marketing													3.71	3.71

Source: Appendix 5

Notes: SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree; f: Frequency ; %: Persentage

Information:

$X_{.1.1}$: Raw materials have no environmental impact.
$X_{.1.2}$: The product does not cause excessive waste.
$X_{.1.3}$: Products are safe to consume.
$X_{.2.1}$: Premium Price that match the quality.
$X_{.2.2}$: Premium Price that match with the benefits.
$X_{.3.1}$: Outlets are located in all major cities in Indonesia.
$X_{.3.2}$: Outlets are located in strategic place.
$X_{.4.1}$: Eco-friendly ads.
$X_{.4.2}$: Advertising through an environmentally friendly tools.

a. **Indicator Green Product (X_1)**

In Table 4.9 it can be seen that from 118 respondents, there are 36 respondents or 30.51% who strongly agree about the amount of incentive received is in accordance with the expect 1. Raw materials have no environmental impact ($X_{.1.1}$), which states agree as much 58 respondents or 49.15% 6 respondents or 5.08%, which states neutral as many as 16 respondents or 13.56%, which states disagree as much as 6 respondents or 5.08%, and who stated strongly disagree as 2 respondents or 1.69%. The average level of this item is 4.02 which means agree. Based on the result it can be concluded that most consumers agreed that Starbucks didn't use any raw material that have environmental impact.

For the second item that is the product does not cause excessive waste ($X_{.1.2}$) can be seen that the respondents stated strongly agree as many as 7 respondents or 5.93%, which states agree as much as 45 respondents or 38.14%, which states neutral as many as 37 respondents or 31.36%, which states disagree as much 22 respondents or 18.64%, and who states strongly disagree as much as 7 respondents or 5.93%. The average level of this item is 3.19 which means agree. Based on the result it can be concluded that most consumer agreed that Starbucks product doesn't cause excessive waste.

For the third item that is Products are safe to consume ($X_{.1.3}$) can be seen that the respondents who stated strongly agree as much as 34 respondents or 28.81%, which states agree as much as 66 respondents or 55.93%, which states neutral as much as 10 respondents or 8.47%, which states disagree as much as 6 respondents or 5.08%, and who states strongly disagree as much as 2 respondents or 1.69%. The

average level of this item is 4.05 which means agree. According to the result it can be concluded that most of the Starbucks Consumer feel that Starbucks product are safe to consume.

Overall average on Green Product (X_1) indicator is 3.75. this indicates that the respondents agreed and positively assessed the green product run by Starbucks related to environmentally friendly raw materials, products that minimize waste, and products that are safe to consume.

b. Indicator for Green Price (X_2)

For the fourth item that is Premium Price that match the quality ($X_{.2.1}$) can be seen that the respondents stated strongly agree as many as 21 respondents or 17.8% 12 respondents or 10.17%, which agreed as many as 72 respondents or 61.02%, who expressed neutral 9 respondents or 7.63%, which states disagree as much as 4 respondents or 3.39%, and who states strongly disagree as much as 12 respondents or 10.17%. The average level of this item is 3,73 which means agree. Based from the result it can be concluded that the consumer agreed about price of Starbucks Product match the quality.

For the fifth item of Premium Price that match with the benefits can be seen that the respondents who stated strongly agree as much as 21 respondents or 17.80%, which states agreed as much as 52 respondents or 44.07%, which states neutral as much as 22 respondents or 18 , 64%, which states disagree as much as 17 respondents or 14.41%, and who states strongly disagree as much as 6 respondents or 5.08%. The average level of this item is 3.55 which means agree.

Based from the result it can be concluded that the consumer agreed about Starbucks Product price match the benefits that they get.

Overall average on Green Price (X2) indicator is 3.64. this indicates that the respondents agreed and assessed the positive of green price used by Starbucks related to the premium price that match the quality and benefits obtained by consumers

c. Indicator for Green Place (X₃)

For the sixth item that is Outlets are located in all major cities in Indonesia (X.3.1) can be seen that the respondents who stated strongly agree as many as 36 respondents or 30.51%, which states agree as many as 38 respondents or 32.20%, which states neutral as much as 20 respondents or 16.95%, which states do not agree as much as 15 respondents or 12.71%, and who stated strongly disagree as 9 respondents or 7.63%. The average level of this item is 3.65 which means agree. Based from the result it can be concluded that Starbucks consumer agreed that Starbucks outlets are located in all major cities in Indonesia.

For the seventh item that is Outlets are located in strategic place (X.3.2) it can be seen that the respondents stated strongly agree as many as 39 respondents or 33.05%, which states agreed as 39 respondents or 33.05%, who expressed neutral 34 respondents or 28.81%, which states do not agree as 3 respondents or 2.54%, and who states strongly disagree as 3 respondents or 2.54%. The average level of this item is 3.92 which means agree. Based from the result it can be

concluded that Starbucks consumer agreed that Starbucks Outlets are located in strategic place that are easy too reach and else.

Overall average on Green Place (X3) indicator is 3.78. this indicates that the respondents agreed and assessed positively to the green place used by Starbucks related to the location of outlets located throughout the major cities of Indonesia and the location of a strategic outlet

d. Indicator for Green Promotion (X.4)

For the eighth item Eco-friendly ads (X.4.1) stated strongly agree as many as 34 respondents or 28.81%, which states agree as much as 41 respondents or 34.75%, which states neutral as much as 34 respondents or 28.81% , which states disagree as many as 6 respondents or 5.08%, and who states strongly disagree as much as 3 respondents or 2.54%. The average level of this item is 3.82 which means agree. Based from the result it can be concluded that Starbucks consumer agreed that Starbucks Product are Environmental Friendly and didn't harm the environment.

For the ninth item is Advertising through an environmentally friendly tools (X.4.2) states strongly agree as many as 25 respondents or 21.19%, which states agree as much as 39 respondents or 33.05%, which states neutral as much as 25 respondents or 21.19% , which states do not agree as many as 22 respondents or 18.64%, who states strongly disagree as much as 7 respondents or 5.93%. The average level of this item is 3.45 which means agree. Based from the result it can

be concluded that Starbucks consumer agreed that Starbucks advertising use environmentally friendly tools such as less paper advertising in social media.

Overall average on Green Promotion (X4) indicator is 3.63. this indicates that the respondent agreed and assessed positive for the green promotion used by Starbucks related to the advertisement containing the call of Go Green and advertisement through the tools that are environmentally friendly.

The average of the overall Green Marketing (X) variables of 3.71 shows that most respondents agree with the statement of Green Marketing (X) variables in this research questionnaire. This result is supported by the average of items and indicator on the Green Marketing (X) variables have value above the number 3.19 as the minimum limit of the statement agreed, the indicator that has the largest average is the Green Place (X3) with an average value of 3.78.

2. Frequency Distribution of Purchase Decision Variables (Y)

In the Purchase Decision variable there are twelve items of questions given to the respondent to be answered. Respondents' answers can be seen in Table 4.1

Tabel 4.10 Purchase Decision Variable Distribution Frequency (Y)

Item	SA		A		N		D		SD		Total		Mean	Mean of Indicator
	f	%	f	%	f	%	f	%	f	%	Total	%		
Y1.1	23	19.49	33	27.97	24	20.34	22	18.64	16	13.56	118	100	3.21	3.20
Y1.2	27	22.88	31	26.27	20	16.95	22	18.64	18	15.25	118	100	3.23	
Y1.3	17	14.41	38	32.20	27	22.88	21	17.80	15	12.71	118	100	3.18	
Y2.1	32	27.12	33	27.97	21	17.80	26	22.03	6	5.08	118	100	3.50	3.47
Y2.2	26	22.03	36	30.51	22	18.64	33	27.97	1	0.85	118	100	3.45	
Y3.1	25	21.19	33	27.97	32	27.12	24	20.34	4	3.39	118	100	3.43	3.86
Y3.2	32	27.12	48	40.68	29	24.58	5	4.24	4	3.39	118	100	3.84	
Y3.3	56	47.46	53	44.92	2	1.69	4	3.39	3	2.54	118	100	4.31	
Y4.1	23	19.49	33	27.97	29	24.58	28	23.73	5	4.24	118	100	3.35	3.44
Y4.2	28	23.73	40	33.90	21	17.80	25	21.19	4	3.39	118	100	3.53	
Y5.1	57	48.31	49	41.53	4	3.39	4	3.39	4	3.39	118	100	4.28	4.26
Y5.2	50	42.37	59	50.00	2	1.69	3	2.54	4	3.39	118	100	4.25	
Purchase Decision													3.63	3.63

Source: Appendix 5

Notes: SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree; f: Frequency ; %: Persentage

$Y._{1.1}$: Require for its Function.
$Y._{1.2}$: Require because of the influence of the promotion.
$Y._{1.3}$: Require because of the influence of the environment.
$Y._{2.1}$: Look for information about the product through ads.
$Y._{2.2}$: Look for information about the taste of product.
$Y._{3.1}$: Consider the selection due to the packaging design.
$Y._{3.2}$: Consider the selection due to location that easy to reach

Y.$_{3.3}$: Consider the selection due to comfortable place.
Y.$_{4.1}$: Decide to purchase after comparing to another brand.
Y.$_{4.2}$: Decide to purchase after knowing the product information
Y.$_{5.1}$: Satisfaction in purchasing
Y.$_{5.2}$: Product repurchase

a. Indicator for Problem Recognition (Y.1)

In Table 4.10 it can be seen that from 118 respondents, there are 23 respondents or 19.49% who stated strongly agree about the require for its function (Y.1.1), which states agreed as much as 33 respondents or 27.97%, who expressed neutral as many as 24 respondents or 20.34%, which states disagree as much as 22 respondents or 18.64%, and who states strongly disagree as much as 16 respondents or 13.56%. The average level of this item is 3.21 which means agree. Based from the result it can be concluded that most of the respondent agreed that they require Starbucks for its function.

For the second item that is require because of the influence of the promotion (Y.1.2) can be seen that the respondents who stated strongly agree as many as 27 respondents or 22.88%, which states agreed as much as 31 respondents or 26.27%, who expressed neutral as much as 20 respondents or 16.95%, which states disagree as much as 22 respondents or 18.64%, and who states strongly disagree as much as 18 respondents or 18.25%. The average level of this item is 3.23 which means agree. Based from the result it can be concluded that most of the respondent agreed that they are influenced by the promotion of the Starbucks and decide to consume it.

For the third item that is Require because of the influence of the environment (Y.1.3) can be seen that the respondents who stated strongly agree as many as 17 respondents or 14.41%, which states agreed as many as 38 respondents or 32.20%, who expressed neutral as much as 27 respondents or 22.88%, which states do not agree as much as 21 respondents or 17.8%, and who states strongly

disagree as much as 15 respondents or 12.71%. The average level of this item is 3.18 which means agree. Based from the result it can be concluded that most of the respondent agreed that they are influenced by their environment to purchase Starbucks product.

Overall average on the Problem Recognition indicator (Y1) of 3.20. This shows that respondents agree and evaluate positively to Starbucks's Starbucks-related Problems related to the need for Starbucks because of its function, the influence of promotion and environmental influences.

b. Indicator for Information Findings (Y.2)

For the fourth item that is look for information about the product through ads (Y.2.1) can be seen that the respondents who stated strongly agree as many as 32 respondents or 27.12%, which states agree as much as 33 respondents or 27.97%, who expressed neutral as many as 21 respondents or 17.80%, which states disagree as much as 26 respondents or 22.03%, and who states strongly disagree as much as 6 respondents or 5.08%. The average level of this item is 3.50 which means agree. Based from the result it can be concluded that most of the respondent agreed that they look for information about Starbucks product through their ads.

For the fifth item that is look for information about the taste of product (Y.2.2) it can be seen that the respondents who stated strongly agree as much as 26 respondents or 22.03%, which states agree as much as 36 respondents or 30.51%, who expressed neutral as much as 22 respondents or 18.64%, which states do not agree as much as 33 respondents or 27.97%, and who states strongly disagree as

much as 1 respondent or 0.85%. The average level of this item is 3.45 which means agree. Based from the result it can be concluded that most of the respondent agreed that they look for the taste information of Starbucks before purchasing it to make sure that it match their taste.

Overall average on the Information Findings indicator (Y2) of 3.47. This indicates that respondents agree and positively evaluate the Starbucks Information Findings related to Starbucks product information search through advertisements and information searches about the taste quality of Starbucks products before deciding to buy.

c. Indicator for Alternative Evaluation (Y.3)

For the sixth item Consider the selection due to the packaging design (Y.3.1) it can be seen that the respondents who stated strongly agree as many as 25 respondents or 21.19%, which states agreed as much as 33 respondents or 27.97%, who expressed neutral as many as 32 respondents or 27.12%, which states disagree as much as 24 respondents or 20.34%, and who states strongly disagree as much as 4 respondents or 3.39%. The average level of this item is 3.43 which means agree. Based from the result it can be concluded that most of the respondent agreed when they going to purchase Starbucks product they consider it due to the packaging design.

For the seventh item, consider the selection due to the location that easy to reach (Y.3.2) can be seen that the respondents stated strongly agree as many as 32 respondents or 27.12%, which agreed as many as 48 respondents or 40.68%, which

states neutral as much as 29 respondents or 24.58%, which states disagree as much as 5 respondents or 4.24%, and who states strongly disagree as much as 4 respondents or 3.39%. The average level of this item is 3.84 which means agree. Based from the result it can be concluded that most of the respondent agreed when they purchase Starbucks product they choose it due to the location that are easy to reach.

For the eighth item Consider the selection due to comfortable place (Y.3.3) it can be seen that the respondents who stated strongly agree as many as 56 respondents or 47.46%, which states agree as many as 53 respondents or 44.92%, who expressed neutral 2 respondents or 1.69%, which states disagree as much as 4 respondents or 3.39%, and who states strongly disagree as much as 3 respondents or 2.54%. The average level of this item is 4.31 which means agree. Based from the result it can be concluded that most of the respondent agreed they choose Starbucks due to the comfortness of Starbucks.

Overall average on the Alternative Evaluation indicator (Y_3) of 3.86. This indicates that respondents agree and positively evaluate the Starbucks alternative evaluation related to Starbucks selection considerations due to the attractive Starbucks packaging design, convenient Starbucks location and convenient Starbucks store.

d. Purchase Decision (Y.4)

For the ninth item that is the decision to purchase after comparing to another brand (Y.4.1) can be seen that the respondents who stated strongly agree as many

as 23 respondents or 19.49%, which states agree as much as 33 respondents or 27.97%, who expressed neutral as many as 29 respondents or 24.58%, which states disagree as much as 28 respondents or 23.73%, and who states strongly disagree as much as 5 respondents or 4.24%. The average level of this item is 3.35 which means agree. Based from the result it can be concluded that most of the respondent agreed they have choose Starbucks after comparing it to another brand.

For the tenth item, it is known that the respondents who stated strongly agree as many as 28 respondents or 23.73%, who agreed as many as 40 respondents or 33.90%, who expressed neutral as many as 21 respondents or 17.8%, which states do not agree as 25 respondents or 21.19%, and who states strongly disagree as much as 4 respondents or 3.39%. The average level of this item is 3.53 which means agree. Based from the result it can be concluded that most of the respondent agreed that they purchase Starbucks after they knew about the Starbucks product information.

Overall average on the Purchase Decision indicator (Y4) of 3.44. This indicates that the respondent agreed and positively evaluated the consumer purchase decision related to deciding the purchase after comparing with other brands and deciding the purchase after knowing the Starbucks product information.

e. Post Purchase Decision (Y.5)

For the eleventh item of satisfaction in purchasing. (Y.5.1) can be seen that the respondents who stated strongly agree as many as 57 respondents or 48.31%, which states agree as many as 49 respondents 41.53%, who expressed neutral 4

respondents or 3.39% not agree as many as 4 respondents or 3.39%, and who states strongly disagree as much as 4 respondents or 3.39%. The average level of this item is 4.28 which means agree. Based from the result it can be concluded that most of the respondent agreed that they are satisfied after purchasing Starbucks product.

For the twelfth item that is product repurchase (Y.5.2) it can be seen that the respondents who stated strongly agree as many as 50 respondents or 42.37%, which states agree as much as 59 respondents or 50.00%, who expressed neutral 2 respondents or 1,69 %, which states disagree as much as 3 respondents or 2.54%, and who states strongly disagree as much as 4 respondents or 3.39%. The average level of this item is 4.25 which means agree. Based from the result it can be concluded that most of the respondent have done re-purchasing Starbucks products.

Overall average on the Post Purchase Behaviour indicator (Y5) of 4.26. This indicates that respondents agree and positively evaluate the Post Purchase Behaviour of consumers relating to satisfaction after purchasing Starbucks products and re-purchase on Starbucks products.

The average of the overall Purchase Decision (Y) variables of 3.63 shows that most respondents agree with the statement of Purchase Decision (Y) variables in this research questionnaire. This result is supported by the average of items and indicator on the Purchase Decision (Y) variables have value above the number 3.20 as the minimum limit of the statement agreed, the indicator that has the largest average is the Post Purchase Behaviour (Y_5) with an average value of 4.26.

3. Frequency Distribution of Brand Image Variables (Z)

Brand Image Variables there are six questions given to the respondent to be answered. Respondents' answers can be seen in Table 4.11:

Table 4.11 Brand Image Variable Distribution Frequency (Z)

Item	SA		A		N		D		SD		Total		Mean	Mean of Indicator
	f	%	f	%	f	%	f	%	f	%	Total	%		
Z1.1	64	4.31	40	33.90	6	5.08	3	2.54	5	4.24	118	100	4.31	4.06
Z1.2	34	3.82	45	38.14	28	23.73	6	5.08	5	4.24	118	100	3.82	
Z2.1	24	3.35	29	24.58	34	28.81	26	22.03	5	4.24	118	100	3.35	3.20
Z2.2	21	3.05	30	25.42	22	18.64	24	20.34	21	17.80	118	100	3.05	
Z3.1	34	3.81	42	35.59	32	27.12	6	5.08	4	3.39	118	100	3.81	3.88
Z3.2	39	3.96	44	37.29	28	23.73	5	4.24	2	1.69	118	100	3.96	
													3.72	3.7

Source: Appendix 5

Notes: SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree; SDA: Strongly Disagree;
f: Frequency ; %: Persentage

Information:
$Z_{.1.1}$: Well known company.
$Z_{.1.2}$: The company's concern for the environment.
$Z_{.2.1}$: Consumer that care about environment.
$Z_{.2.2}$: Social Class.
$Z_{.3.1}$: Product quality assurance.
$Z_{.3.2}$: Environmentally friendly Product.

a. Indicator for Corporate Image (Z.1)

In Table 4.11 it can be seen that from 118 respondents, there are 64 respondents or 54.24% who stated strongly agree about Well known company (Z.1.1), which states agreed as much as 40 respondents or 33.90%, who expressed neutral 6 respondents or 5.08%, which states disagree as much as 3 respondents or 2.54%, and who states strongly disagree as much as 5 respondents or 4.24%. The average level of this item is 4.31 which means agree. Based from the result it can

be concluded that Starbucks consumer agreed that Starbucks is a well known company that are famous all over the world.

For the second item, The company's concern for the environment (Z.1.2) can be seen that the respondents who stated strongly agree as many as 34 respondents or 28.81%, which states agree as much as 45 respondents or 38.14%, who expressed neutral 28 respondents or 23.73%, which states do not agree as 6 respondents or 5.08%, and who states strongly disagree as much as 5 respondents or 4.24%. The average level of this item is 3.82 which means agree Based from the result it can be concluded that Starbucks consumer agreed that Starbucks is a company that have concern for the environment.

Overall average on Corporate Image indicator (Z1) of 4.06. This indicates that the respondents strongly agreed and assessed positively to the image of the company owned by Starbucks that is related to the popularity of Starbucks and the companies concerned with the environment.

b. Indicator for Image of the User (Z.2)

Consumer that care about environment (Z.2.1) can be seen that the respondents who stated strongly agree as many as 24 respondents or 20.34%, which states agree as much as 29 respondents or 24.58%, who expressed neutral as many as 34 respondents or 28.81%, which states disagree as much as 26responden or 22.03%, and who states strongly disagree as much as 5 respondents or 4.24%. The average level of this item is 3.35 which means agree Based from the result it can be concluded that Starbucks consumers are have environmental concern.

For the fourth item of Social Class (Z.2.2) it can be seen that the respondents who stated strongly agree as many as 21 respondents or 17.8%, which states agreed as much as 30 respondents or 25.42%, who expressed neutral as much as 22 respondents or 18,64%, who disagree as much as 24 respondents or 20.34%, and who states strongly disagree as much as 21 respondents or 17.80%. The average level of this item is 3.05 which means agree. Based from the result it can be concluded that Starbucks consumer can be differentiate by their social class.

Overall average on the user image indicator (Z2) of 3.20. This indicates that the respondents agreed and assessed positively to the image of users owned by Starbucks consumers related to consumers who understand the environment and consumers who come from upper middle social class.

c. Indicator for Image of the Product (Z.3)

For the fifth item that is Product Quality Assurance (Z.3.1) it can be seen that the respondents who stated strongly agree as many as 34 respondents or 28.81%, which states agree as much as 42 respondents or 35.59%, who expressed neutral as much as 32 respondents or 27.12%, which states do not agree as much as 6 respondents or 5.08%, and who states strongly disagree as much as 4 respondents or 3.39%. The average level of this item is 3.81 which means agree. Based from the result it can be concluded that Starbucks consumer agreed that Starbucks positve product quality assurance that make their consumer believe in their product.

For the sixth item that is Environmentally friendly Product (Z.3.2) can be seen that the respondents who stated strongly agree as much as 39 respondents or

33.05%, which states agreed as many as 44 respondents or 37.29%, who expressed neutral as much as 28 respondents or 23.73%, which states disagree as much as 5 respondent or 4.24%, and who states strongly disagree as much as 2 respondents or 1.69%. The average level of this item is 3.92 which means agree. Based from the result it can be concluded that Starbucks consumer agreed that they believe Starbucks Product are environmental friendly product.

Overall average on the Product Image (Z2) indicator of 3.88. This indicates that respondents agreed and positively assessed Starbucks's Product Image related to product quality assurance and environmental friendliness of the product.

The average of the overall Brand Image (Z) variables of 3.72 shows that most respondents agree with the statement of Brand Image (Z) variables in this research questionnaire. This result is supported by the average of items and indicator on the Brand Image (Z) variables have value above the number 3.05 as the minimum limit of the statement agreed, the indicator that has the largest average is the Corporate Image (Z_1) with an average value of 4.06.

D. Path Analysis Results

The path analysis model in this study has two dependent variable and one independent variables. The results of the path analysis of Green Marketing (X1), Consumer Purchase Decision (Y1), and Brand Image (Z) variables are described as follows:

1. **Path Coefficient of Purchase Decision**

Table 4.12 The Result of Path Coefficient Testing of Purchase Decision

Independent Variable	Path Coefficient (Beta)	T	p-value	Note
X	0.361	4.633	0.000	Significant
Z	0.482	6.184	0.000	Significant
Dependent Variable	Y			
R square (R^2)	: 0,583			

Source: Appendix 8

Sub Structure II: Y = 0,361 X + 0,482 Y

a. **Path Coefficient Testing of Green Marketing and Purchase Decision**

The result of Green Marketing's test of Purchase Decision can be seen in Table 4.12. The research hypothesis tested as follows:

H1: Green Marketing has significant effect on Purchase Decision

Table 4.12 shows the beta coefficient of 0.361 in a positive direction, indicating that with increasing Green Marketing will increase Purchase Decision, with t count of 4.633 and probability of 0.000 (p <0.05), then the decision is H0 rejected, it means hypothesis which states that Green Marketing has significant effect on Purchase Decision received.

b. **Path Coefficient Testing of Brand Image and Purchase Decision**

The results of testing the effect of Brand Image on Purchase Decision can be seen in Table 4.12. The research hypothesis tested as follows:

H3: Brand Image has significant effect on Purchase Decision.

Table 4.13 shows the beta coefficient of 0.482 has a positive relationship direction, indicating that the increase of Brand Image will give Purchase Decision an increase of 6.184 and the probability of 0.000 (p <0.05), then the decision is H0 rejected, Brand Image has significant effect on Purchase Decision accepted.

Determination coefficient value of 0.583 or 58.3%. These results indicate that the contribution of Green Marketing and Brand Image to Purchase Decision is 58.3%, while the contribution of other variables outside the research model is 41.7%.

2. Path Coefficient of Green Marketing and Brand Image

Table 4.13 The Result of Path Coefficient Testing of Green Marketing and Brand Image

Independent Variable	Standardized Coefficients Beta	t	p-value	Note
X	0.635	8.857	0.000	Significant
Dependent Variable	Z			
R square (R^2)	: 0,403			

Source: Appendix 7

Sub Structure I   : Z = 0,635 X

c. Coefficient Testing of Green Marketing Path to Brand Image

The results of testing directly the influence of Green Marketing on Brand Image can be seen in Table 4.13. The research hypothesis tested as follows:

H2: Green Marketing has significant effect on Brand Image.

Table 4.13 shows the beta coefficient of 0.635 indicates that the influence of Green Marketing on Brand Image, which has a positive direction means that increased Green Marketing will provide an appreciation of the Brand Image. T value of 8.857 and probability of 0.000 (p <0.05), then the decision is H0 rejected, meaning the hypothesis that states Green Marketing significant effect on Brand Image received.

The value of determination coefficient of 0.403 or 40.3%. These results indicate that the contribution of Green Marketing to Brand Image is 40.3%, while the contribution of other variables outside of this research model is 59.7%.

3. Brand Image Testing as Intervening Variable in Green Marketing Relationship to Purchase Decision

In the relationship of Green Marketing with Purchase Decision there are alleged variable Brand Image as intervening variable. The calculation of the effect of Brand Image as intervening variable is as follows:

Structural equations:

$Y = PYX + (PZX \times PYZ)$

Direct Effect of Green Marketing on Purchase Decision is 0,361

Indirect Effect (IE) $= PZX \times PYZ$

$= 0,635 \times 0,482$

$= 0,306$

Total Effect (TE) $= PYX + (PZX \times PYZ)$

$= 0,361 + 0,306$

$= 0,667$

From the results of these calculations indicate that Brand Image proved as an intervening variable in the relationship between Green Marketing with Purchase Decision. This is evidenced by the results of calculations Indirect Effect is worth 0.306. Total Effect of Green Marketing on Purchase Decision through Brand Image of 0.667.

Direct influence, indirect influence, and total influence of relationships among variables have been presented in a summary of the results. The summary is presented in Table 4.14

Table 4.14 Recapitulation of Direct, Indirect, and Total Influence

Variable Relation	Direct Influence	Indirect Influence	Total Influence	Note
X → Z	0.635		0.635	Significant
X → Y	0.361		0.361	Significant
Z → Y	0.482		0.482	Significant
X → Z → Y		0.306 = 0.635 x 0.482	0.667 = 0.361 + 0.306	

Source: Appendix 8

It showed the effect of total Green Marketing on Purchase Decision through intervening variable Brand Image is 0.722. Based on the results, it shows that direct effect of Green Marketing variable to Purchase Decision variable greater than indirect effect of Green Marketing variable to Purchase Decision variable (0.635>0.361) It can be concluded that in this study, the Green Marketing variable has an important role in influencing Purchase Decision, although also supported by Brand Image variables.
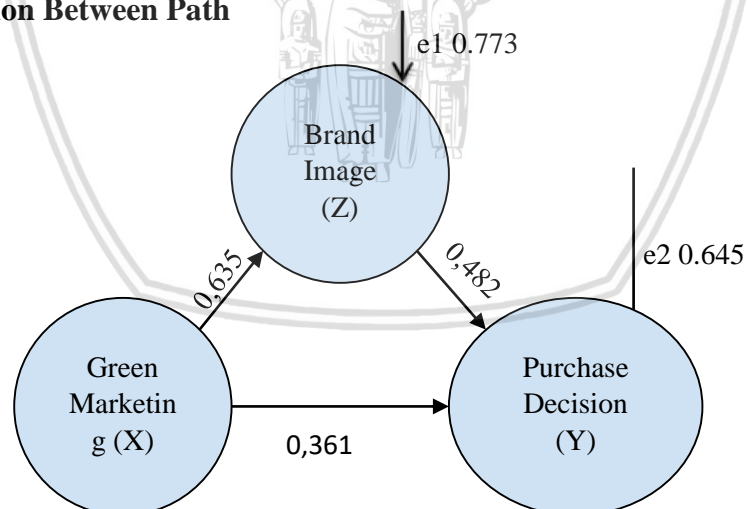
4. **Relation Between Path**

Figure 4.2. Chart of Variable Path Model of Green Marketing, Brand Image, and Purchase Decision

Note:

X as exogenous variable (independent) Green Marketing
Z as mediation variable (intervening) Brand Image
Y as endogenous variable (dependent) Purchase Decision
Before Calculation of e value:

$$\rho_{e1} = \sqrt{1 - R_1^2}$$

$$= \sqrt{1 - 0.403}$$

$$= 0.773$$

$$\rho_{e2} = \sqrt{1 - R_2^2}$$

$$= \sqrt{1 - 0.583}$$

$$= 0.645$$

The result of path analysis diagram in Figure 4.2 has the following equation:

Sub Structure I : $Z = 0,635 X + e1\ 0,773$

Sub Structure II : $Y = 0,361 X + 0,482 Z + e2\ 0,645$

From the overall calculation that has been done, this research produce coefficient path between variables. Figure 4.2 shows the overall path analysis result diagram. The coefficient of Green Marketing variable to Brand Image is 0,635. Coefficient of Brand Image variable to Purchase Decision is 0,482. The coefficient of Green Marketing variable to Purchase Decision is 0,361.

5. **Assessment Model**

The hypothesis model determination of this research data is measured from the relation coefficient of determination (R2) in both equations. Model results as follows:

$R^2 model$ $= 1 - (1 - R^2_1)(1 - R^2_2)$

$= 1 - (1 - 0,403)(1 - 0,583)$

$$= 1 - (0{,}597)\,(0{,}417)$$

$$= 1 - 0{,}2489$$

$$= 0{,}7511 \text{ or } 75{,}11\%$$

The calculation result of model determination equal to 75,11% explain that contribution of model to explain the structural relationship of three variables studied is equal to 75,11%. While the rest of 24.89% is explained by other variables that are not contained in this research model.

E. Discussion of the Result

Green Marketing on Brand Image and Purchase Decision have three results of hypothesis testing in this research that is Green Marketing (X) have a significant effect on Brand Image (Z), Green Marketing (X) have a significant effect on Purchase Decision variable (Y), and Brand Image (Z) have a significant effect on Purchase Decision variable (Y).

1. The Influence of Green Marketing (X) and Purchase Decision (Y)

Based on the Table 4.13, the calculation result of the influence of Green Marketing on Purchase Decision show the significant influence. This can be proved by beta coefficient of 0.361 and the probability of (0.000<0.05). The hypothesis states that Green Marketing has a significant influence on Purchase Decision accepted. The amount of influence of Green Marketing variable to Purchase Decision variable can be seen from the value of coefficient of determination (R^2) that is equal to 0.583 or 58.3% with influence of other variable not found in this research equal to 0.417 or 41,7%.

In Table 4.10 on questions Y1.2 through Y1.3 on require because of influence of the promotion and environment, almost average of each item above > 3 which means good, because explaining that consumers are increasingly interested to purchase product in Starbucks Ubud after consumers got influenced by Starbucks green promotion which are mostly conducted in social media and consumer also influenced by the environment that Starbucks also give much attention this time around. This indicates that the buying interest of a consumer increases because of green promotion and green product.

In Boztepe (2012) which has proven the influence of environmental awareness, green products, green prices, and green promotion of significant purchasing decisions in Istanbul, Serta Jeevarathnam & Tushya (2016) in his research also said that green marketing mix influences purchasing decisions from South African consumers. and Aldoko explain about this influence, where the results of the research a significant influence of Green Marketing on purchasing decisions on Tupperware customers in the Faculty of Administrative Science 2012/2013 Brawijaya University.

In accordance with the results of this study can be concluded that Green Marketing by Starbucks has a significant influence on Starbucks Purchase Decision.

2. **The Influence of Green Marketing (X) and Brand Image (Z)**

Based from Table 4.12, the calculation result of the influence of Green Marketing on Brand Image show the significant influence. This can be proved by beta coefficient of 0.635 and the probability of (0.000<0.05), and then Green

Marketing has significant influence on Brand Image. From the hypothesis states that Green Marketing has a significant influence on Brand Image is accepted. The amount of influence of Green Marketing variable to Brand Image variable can be seen from the value of coefficient of determination (R2) that is equal to 40.3% with influence of other variable not found in this research equal to 59.7%.

In Table 4.9 on question $X_{1.1}$ and $X_{1.3}$ on Starbucks raw material did not have environmental impact and Starbucks product are safe to consume almost average of each item is above > 3 which means good, because it explain that Starbucks are using raw material that didn't effect environment and Starbucks product are safe to consume in the consumer perception which means that can increase the green image of Starbucks and in consumer perception Starbucks are qualified to have green product.

The results of this study indicate that there is a green marketing strategy undertaken by Starbucks can affect brand image in the eyes of consumers. this hall is in line with Polonsky (1994: 3) thinking that companies that care about the environment will gain competitive advantage over companies that do not care about the environment. In addition Yan and Yazdanifard (2014: 33) stated that green marketing and green product development have various advantages for companies in increasing the benefits of sustainable for the environment and also increase awareness of the Brand Image of a company.

Putripeni (2014) concludes that Green Marketing has a significant influence on brand. Wich she stated that Green Product (X_1) Green Price (X_2) and Green Place (X_3) have significant impact on Brand Image where consumer would have positive Brand Image on company that are using Green Marketing, For Putripeni case is The Body Shop Mall Olimpic Garden Malang, also in Aldoko (2016) Green marketing proved to have a significant influence on brand image. This means that green marketing run by Tupperware Corporation has good prospects for development as a choice of marketing methods in the modern era because environmental issues can build a good image. It is in line with the theory of Grant (2007: 64) about one of the green marketing goals of green, which has a purpose to communicate that the brand or company is concerned about the environment so that it can bring a positive image to consumers.

In accordance with the results of this study can be concluded that Green Marketing by Starbucks has a significant influence on Starbucks Brand Image.

3. The Influence of Brand Image (Z) and Purchase Decision (Y)

Based from Table 4.13, the calculation result of the influence of Consumer Trustworthiness on Purchase Intention show the significant influence. This can be proved by beta coefficient of 0.482 and the probability of (0.000<0.05). The hypothesis states that Electronic Word of Mouth has a significant influence and a positive sign on Purchase Intentionis accepted. The amount of influence of Electronic Word of Mouth variable to Consumer

Trustworthiness variable can be seen from the value of coefficient of determination (R^2) that is equal to 0.583 or 58.3% with influence of other variable not found in this research equal to 0.41,7 or 41,7%.

A positive brand image owned by a company will be an opportunity for the company to become a consumer priority in making purchasing decisions. Kotler and Keller (2008: 259) say "as consumers become increasingly complicated, rushed and running out of time, the brand's ability to simplify decision-making and reduce risk is something very valuable." Furthermore, Sutisna and Pawitra (2001: 83) explained that the benefits of the brand image include the presence of a positive image of a brand will allow consumers to make purchases and allow the company to do brand extension in the future.

The results of this study strengthen research from Istantia (2016) which has proved a significant influence of the brand image variable on the variables Purchasing Decision on consumers of environmentally friendly products Philips LED lamps in Perum Kepanjen Permai 1, RW 4, Talangagung Village, Kec. Kepanjen, Malang, East Java. The results of this study are also in line with the opinion of Aaker (1991: 112) which states that Brand Image will be the reason to make a purchase for consumers. And this research also strengthens research from Aldoko (2016) which stated that Brand Image has significant influence to the variable of Purchasing Decision at Tupperware customers in the Faculty of Administrative Science 2012/2013 Brawijaya University.

In accordance with these results it can be concluded that the positive Brand Image that has been owned Starbucks can give a positive impact to the Purchase Decision Products on products - products owned by Starbucks.

Based on the direct and indirect effect calculation, can be concluded that direct effect of Green Marketing variable to Purchase Decision variable greater than indirect effect of Green Marketing to Purchase Decision through Brand Image. This shows that in this research, the role of Green Marketing is important in influencing purchase decisions. This result also showed on table 4.10 which is the purchase decision variable distribution frequency where in item $Y_{1.3}$ on require because of the influence of the promotion have total 49,15% respondent strongly agreed and agreed to the question and $Y_{.3.2}$ on consider the selection due to location that easy to reach have total 67.8% respondent strongly agreed and agreed to the question. It's mean that Green Promotion and Green Place of Starbucks have influence their Purchase Decision. Starbucks green promotion are promotion that use paperless media for its promotion, and Starbucks are currently promoting it through social media such as Line official account and Instagram. The selection of social media promotion as part of their green promotion is have a good respond. It is proved by total 49.15% of respondents answered they strongly agreed and agreed that they require because of the influence of the promotion. And Starbucks Green Place are the selection of place to open up outlet where the consumer can easily purchase Starbucks Green Product, and the selection of place that Starbucks currently choose is good. It is proved by total 67,8 of respondents answered they strongly agreed and agreed that they Consider the selection due to location that easy to reach So can

be concluded that Green Marketing is giving significant influence to the Purchase Decision of Starbucks Purchase Decision product although it is also supported by Brand Image.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the formulation of the problem, the results of data analysis and discussion of the relationship of variables Green Marketing, Brand Image and Purchase Decision on Consumers Starbucks Coffee Ubud, Gianyar Bali, it can be concluded that:

1. The results showed that the variable Green Marketing (X) has a direct influence on Brand Image (Z). This shows that Green Marketing offered to consumers has been able to create a positive Brand Image for Starbucks, where consumers consider Starbucks an environmentally friendly company.

2. The results showed that the variable of Green Marketing (X) has a positive effect on Purchase Decision (Y) and there is a significant influence. This shows with the existence of Green Marketing offered by Starbucks can help consumers in making purchasing decisions.

3. The result of research shows that Brand Image (Z) variable has positive effect on Purchase Decision (Y) and there is significant influence. This shows with the brand image Starbucks a positive or good in the eyes of consumers will facilitate consumers in making purchasing decisions.

B. Suggestion

Based on the conclusions, it can be raised some suggestions that are expected to be theoretically useful recommendations for academic for further research as well as practical for the company. Suggestion suggestions can be put forward as follows:

1. Practical Suggestion

a. Starbucks is expected to make new innovations in place procurement. Starbucks can start reaching out to small towns with high regional revenue to cover all consumers in Indonesia.

b. Starbucks is expected to improve and innovate the green products it provides. This can be done by replacing plastic cup that are used for product packaging and replace it with cup that are more recyclable and giving information to customer that Starbucks product packaging are easy to unravel.

c. Starbucks is expected to innovate in relation to green promotions. this can be done by increasing promotional activities on green products through social media or using recycle paper for media of advertising.

d. the application of Green Starbucks marketing strategy is an important thing to be developed, with the existence of green marketing can form a positive brand image Starbucks. Responding to this, as for advice that can be given to Starbucks is expected to further strengthen Starbucks brand image by further promoting the use of tumbler, where the minimization of the use of plastic cups and cup paper on each product will further show pro

environmental activities in the eyes of consumers and can reduce the felling

of trees and can reduce the use of materials that can pollute the environment.

Promotions that can be done is the addition of a day on tumbler day and the

imposition of a discount on the tumbler price and by intensifying the

advertisement about the importance of tumbler for environmental

sustainability.

2. Academic Suggestion

a. For further research, the addition of sample number, respondent

characteristic, and questionnaire distribution should be considered

considering in this study the sample is only available in Starbucks

Café Ubud.

b. Further research is expected to provide other variables so that more in-

depth analysis can be related to Green Marketing (Tiwari et al 2011),

Brand image (Biel 1992), and Purchase Decision (Kotler and

Keller.2007)

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