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**THE INFLUENCE OF GREEN MARKETING AND BRAND IMAGE ON PURCHASE DECISION AT STARBUCKS COFFEE MANADO***PENGARUH PEMASARAN HIJAU DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN DI STARBUCKS COFFEE MANADO*

By:

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**Abstract:** The purpose of this study was to determine the influence of Green Marketing and Brand Image on Purchase Decision. The variables in this study consist of Green Marketing (X1), Brand Image (X2), and Purchase Decision (Y). This research data is primary data, obtained from the results of the questionnaire distribution design. This study used 100 respondents. Instrument test using Validity Test and Reliability Test using SPSS. Analysis Techniques, Multiple Linear Regression, Classical Assumption Test, F Test and t Test. The results showed that Green Marketing has no significant effect on Purchase Decision, while Brand Image has a positive and significant effect on Purchase Decision. And simultaneously Green Marketing and Brand Image influence Purchasing Decisions.

**Keyword:** green marketing, brand image, purchase decision

**Abstrak:** Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Green Marketing dan Brand Image terhadap Purchase Decision. Variabel dalam penelitian ini terdiri dari Green Marketing (X1), Brand Image (X2), dan Purchase Decision (Y). Data penelitian ini merupakan data primer, diperoleh dari hasil desain penyebaran kuesioner. Penelitian ini menggunakan 100 Responden. Uji instrumen menggunakan Uji Validitas dan Uji Reliabilitas menggunakan SPSS. Teknik Analisis, Regresi Linear Berganda, Uji Asumsi Klasik, Uji F dan Uji t. Hasil penelitian menunjukkan bahwa Green Marketing tidak berpengaruh signifikan terhadap Purchase Decision, sedangkan Brand Image mempunyai pengaruh positif dan signifikan terhadap Purchase Decision. Dan secara simultan Green Marketing dan Brand Image mempengaruhi Keputusan Pembelian.

**Kata Kunci:** pemasaran hijau, citra merek, keputusan pembelian

## INTRODUCTION

### Research Background

Consumers are increasingly aware of the environmental impact caused by the products and services they buy, so they increasingly choose products or services that are more environmentally friendly. Green marketing is an activity that includes product creation, pricing, distribution chain selection and promotion that aims to fulfill the needs and desires of consumers with reduced or no negative impact on the environment. Companies that are serious and consistent in practicing green marketing are companies that fall into the category of green company or green brand (Dahlstrom, 2011:132).

Companies that are seriously and consistently practicing green marketing are companies that fall into the category of green company or green brand (Dahlstrom, 2011:132). The application of this strategy can help companies build their brand image in the eyes of consumers. The application of this strategy can help companies

build the company's brand image in the eyes of consumers. Brand image is the thoughts, perception, and trust of consumers towards a brand. A positive brand image will have a good impact on the company. Brand image plays an important role in the development of a brand because brand image is closely related to the reputation and credibility of the company which is then used by consumers as a guidelines in making purchasing decisions. Brand image is a mental picture or perception formed by consumers of a brand. However, creating a positive brand image is not easy and requires consistent and continuous efforts.

One of the companies that implement Green Marketing and has become a pioneer is Starbucks. Starbucks Coffee is one of the brands known as a cafe that has concern for the environment, which among them is currently being carried out, namely the reduction of plastic waste starting from environmentally friendly objects that Starbucks Coffee applies is to use paper straws. Starbucks Coffee is one of the companies in the world that has been very proficient in applying Green Marketing in its marketing concept. This world-renowned coffee company is famous because it has a commitment to the environment that causes its market share to increase every year. Starbucks builds its brand image by building a commitment to waste disposal and proper use of materials.

Starbucks Coffee is aggressively implementing the concept of green marketing. An example launched by Starbucks Coffee is the 10% discount for visitors who bring used coffee cups. Not only that, Starbucks Coffee also conducts creative promotions, namely green concern through the "Starbucks tumbler on the go" program, and currently Starbucks is conducting a promo as a form of concern for the environment, the company also encourages the "Bring on Your Tumbler" program when buying products, every 22nd of the month there is a 50% discount if you bring a tumbler, outside of that you only get a discount of Rp. 5,000.

This program is carried out with the aim of educating and changing the consumption behavior of Starbucks coffee consumers from consuming Starbucks beverage products with regular disposable glass packaging to consumers' personal tumbler title packaging that can be purchased at Starbucks outlets. Starbucks Coffee implements environmentally friendly products that initially reduce plastic waste starting from replacing the lid on product packaging with unique packaging, so that consumers do not need to use straws to buy their products.

Although Starbucks Coffee implements and uses biodegradable materials in its products and will have an impact on the cost, Starbucks Coffee will also not affect the taste and price that will be sold from its products. Not only that, Starbucks Coffee will also continue to provide promos to its consumers. By implementing a green marketing strategy in a company advertisement, it is expected that it can also provide positive information and can be accepted by consumers. Not only that, the information provided also hopes to make positive information and will form a positive brand image in the minds of consumers. By creating a good brand image for consumers, it is expected that consumers will make purchasing decisions for products that have been advertised by producers.

This topic is interesting because here it discusses environmental issues and studies marketing strategies carried out by companies that can help reduce environmental problems that occur, how important it is to protect the environment in one of the ways that can be done, namely by making purchases in places that implement green marketing. Where the go green movement is currently also a trend among the public.

### **Research Objectives:**

Based on the formulation of the problem described earlier, the research conducted by the author has the following objectives:

1. To know the influence of green marketing on the brand image of Starbucks coffee.
2. To know the influence of Starbucks brand image purchase decision.
3. To know the influence of green marketing and brand image on purchase decision of Starbucks coffee.

## **THEORETICAL FRAMEWORK**

### **Marketing**

Marketing is the process by which companies engage customers, build strong customer relationships, and create customer value in order to capture value from customers in return (Kotler and Armstrong, 2018). Marketing can be defined as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Keegan and Green, 2020).

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**Consumer Behavior**

According to Schiffman and Wisenblit (2015), consumer behavior is the study of consumer actions during the search for, use, and evaluation of goods and services that they expect to satisfy their needs. According to (Kotler and Keller, 2016) consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

**Purchase Decision**

According to Kotler and Armstrong (2018), purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. According to Schiffman and Kanuk (2014) a purchase decision is defined as a choice from two or more alternative options. Kotler and Keller (2016) that purchasing decisions are a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior, which begins long before the actual purchase is made and has a long impact after that.

**Green Marketing**

According to Ottman (2017), green marketing is the consistency of all activities to design services and facilities for human satisfaction, needs and desires, with no impact on the natural environment. According to Dahlstrom (2011), green marketing is the study of all activities and efforts to consume, produce, distribute, promote, package and reclaim products in a way that is sensitive or responsive to environmental issues.

**Brand Image**

Brand image is a consumer response to a brand based on the good and bad brands that consumers remember (Keller and Swaminathan, 2020). Brand image according to Kotler and Keller (2016) is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds. Brand image is an association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts and images associated with a brand.

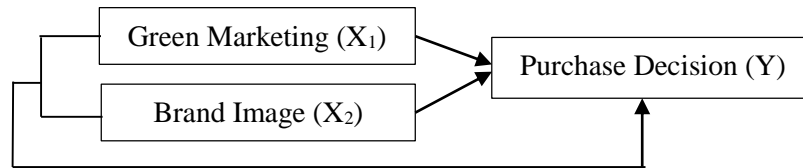
**Previous Research**

Ariani and Kumalasari (2023) aimed to show the relationship between green marketing on brand image and consumer decisions on Aqua Reflection. This study involved 100 respondents who consumed Aqua Reflection, a drinking water product from Aqua that uses glass bottles. The analysis technique used is path analysis with Partial Least Squares (PLS). The results show that green marketing affects the brand image, green marketing directly affects purchasing decisions, and the brand image directly affects buying decisions. Green marketing indirectly affects purchasing decisions through brand image.

Asyhari and Yuwalliatin (2021) determined and analyzed the influence of green marketing, corporate social marketing, and green product innovation on purchasing decisions with the brand image as an intervening variable. The population is consumers who purchase go green products in central java. By using the purposive sampling technique, obtained a total sample of 140 respondents. The analysis tool is the analysis path, which was previously tested for validity, reliability, and the classic assumption test. The test results show that green marketing, corporate social marketing, and green product innovation have a positive influence on brand image. Green marketing, corporate social marketing, green product innovation, and brand image positively influence purchasing decisions. Brand image can be an intervening variable between green marketing and purchasing decisions, while brand image can be an intervening variable between corporate social marketing and purchasing decisions. Brand image can be an intervening variable between green product innovations on repurchase.

Aqsony, Soebandhi, and Wulandari (2020) determined how the influence of green marketing, brand image, and store atmosphere both simultaneously and partially on purchasing decisions at Arei Adventure Store Surabaya 3. Data collection used was a questionnaire. The research method employed a random sample of 101 people. The analytical method mobilized was SPSS 24. The results of this study indicated that the independent variables simultaneously influence the dependent variable. However, partially the green marketing variable was not significant to the purchase decision.



**Conceptual Framework****Figure 1. Conceptual Framework***Source: Literature Review***Research Hypothesis**

Based on the discussion of the relationship between variables, the hypotheses proposed for this study are as follows.

H1: Green Marketing affects Starbucks Coffee purchase decision

H2: Brand Image has an effect on Starbucks Coffee purchase decision

H3: Simultaneously, green marketing and brand image affect Starbucks Coffee purchase decision

**RESEARCH METHOD****Research Approach**

In this research the author uses a quantitative approach method. Quantitative research is research that aims to test theories that have been valid whether they are true or false. This research will be carried out by filling out a questionnaire via google form which will be distributed to consumers of Starbucks Coffee Manado. The variables studied in this study are Green marketing variables, Brand Image and Purchase Decision. Research using this quantitative method aims to test hypotheses using existing theories.

**Population, Sample and Sampling Technique**

The target population taken in this study were consumers of Starbucks Coffee Manado. In determining this sample size, the researcher used the Lemeshow Formula. This Lemeshow formula is used because the population is unknown. By using the Lemeshow formula above, the value the sample (n) obtained was 96.04 which was later rounded up to 100 people. The sampling technique in this study was purposive sampling. Purposive sampling is a sampling method in which the researcher selects a sample based on the researcher's knowledge of the sample to be selected.

**Data Collection Method**

In this study, researcher use a questionnaire as a data collection tool. A questionnaire is a tool used in collecting primary data in the form of a group of questions that are made and sent to the research sample to provide responses. After receiving the required responses, the questionnaire will be returned to the researcher for recording.

**Operational Definition of Research Variables****Table 1. Operational Definition and Indicators**

Variable	Definition	Indicators
Green Marketing (X1)	Green marketing is a marketing strategy activity by a company that can protect the environment.	1. Promotion 2. Eco-friendly 3. Nature conversation Source: Kotler (2011)
Brand Image (X2)	Brand image is the consumer's view of a brand, something that exists in the mind of consumers towards a brand, how customers think about a brand.	1. Corporate Image 2. User image 3. Product image Source: Keller and Swaminathan (2020)
Purchase Decision (Y)	Purchasing decisions are choices that consumers make before buying	1. (Product) Steadiness to buy after knowing product information

products or using services promoted by companies	2. (Brand) Deciding to buy because of the most preferred brand
	3. Buying because of recommendations from others

Source: Kotler and Armstrong (2018)

### Data Analysis Method

In this research, multiple linear regression analysis was used to analyze the effect of these variables. Multiple regression is a statistical technique that can be used to analyze the relationship between one dependent variable and several independent variables. The purpose of multiple regression analysis is to use the independent variables whose values are to predict the value of a single dependent value.

### Validity and Reliability Test

Validity test is a test of the accuracy of a measuring instrument in measuring what is being measured. The validity test is a test that aims to assess whether a set of measuring instruments is right to measure what should be measured. Reliability can be interpreted as reliability or accuracy of measurement. The reliability test is carried out to see the extent of the consistency of the results of a study when carried out repeatedly. The higher the level of reliability, the more reliable the research.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and how much influence the independent variables have on the dependent variable. The results of multiple linear regression analysis will test how much influence green marketing and brand image have on purchasing decisions. The multiple linear regression model is described by the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

- Y = Purchase Decision
- a = Constant
- b1, b2 = Coefficient
- X1 = green marketing
- X2 = brand image
- e = Error

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

**Table 2. Validity Test Results**

Item	R-Table	Corrected Item-Total Correlation	Valid / Not valid
X1.1	0.1654	0.722	Valid
X1.2	0.1654	0.708	Valid
X1.2	0.1654	0.673	Valid
X1.4	0.1654	0.724	Valid
X1.5	0.1654	0.632	Valid
X1.6	0.1654	0.763	Valid
X2.1	0.1654	0.509	Valid
X2.2	0.1654	0.624	Valid
X2.3	0.1654	0.847	Valid
X2.4	0.1654	0.797	Valid
X2.5	0.1654	0.822	Valid
X2.6	0.1654	0.814	Valid
Y1.1	0.1654	0.783	Valid
Y1.2	0.1654	0.844	Valid
Y1.3	0.1654	0.828	Valid
Y1.4	0.1654	0.889	Valid

Y1.5	0.1654	0.799	Valid
Y1.6	0.1654	0.887	Valid

Source: Data Processing, 2023

From Table 2, it can be seen that each question item of the income variable has an r-count more than the r-table (0.1654) and produces a positive value. So that all of these question items are declared valid.

**Table 3. Reliability Test Results**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.937	.939	18

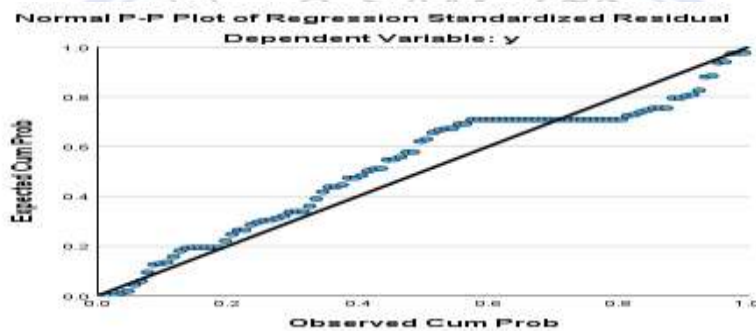
Source: Data Processing, 2023

Based on the table above, the reliability test results show that all variables have an alpha coefficient of > 0.6. So, it can be said that the variable is reliable. So that it can be used for further statistical analysis.

## Classical Assumption Tests

### Normality Test

The P-P Plot graph above shows that the data spreads around the diagonal line and follows the direction of the diagonal line. Thus, that the regression model is normally distributed or meets the requirements of the normality assumption.

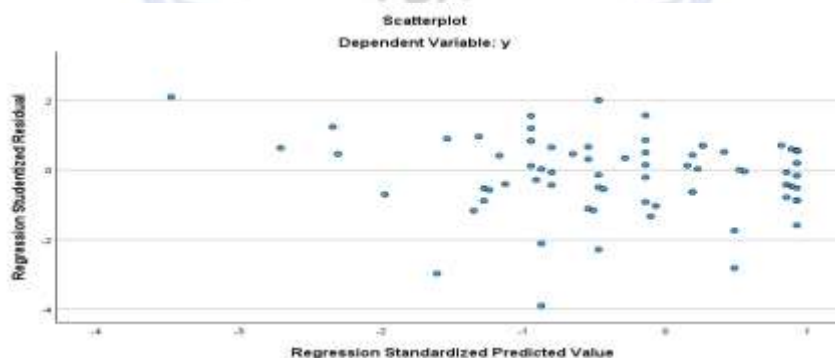


**Figure 2. Normality Test with P - P Plot**

Source: Data Processing, 2023

Figure 2 indicates the dispersion of data points about the diagonal line, and the distribution conforms to the direction of the plot's diagonal line. This implies that the presence of data points located proximal to the linear line suggests that the model conforms to a normal distribution.

### Heteroscedasticity Test



**Figure 3. Heteroscedasticity Test Results**

Source: Data Processing, 2023

Figure 3 shows the scatterplot generated for the Heteroscedasticity test portrays randomly dispersed data points, with no apparent pattern being discernible. The spread of points above and below the number zero on the

Y-axis also appears to be uniform, indicating the absence of Heteroscedasticity within the regression model under consideration.

### Autocorrelation Test Results

**Table 4. Autocorrelation Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.792 <sup>a</sup>	.626	.619	2.830	1.568

Source: Data Processing, 2023

From the results in table 4 above shows the Durbin-Watson test of the regression residuals of the regression equation. From this test, the number 1.568 was obtained. As a general guideline the Durbin-Watson range is 0 and 4. If the Durbin-Watson statistical test value is less than one or greater than three, then there is autocorrelation. So, based on the Durbin-Watson statistical test value in the study, the value is above one and below three (1.568). This indicates that there is no autocorrelation.

### Multicollinearity Test Results

**Table 5. Multicollinearity Test Results**

Variable	VIF
Green Marketing (X1)	3.540
Brand Image (X2)	3.540

Source: Data Processing, 2023

Based on the results in table 5 above, the results of the VIF (Variance Inflation Factor) calculation show that all independent variables have a value below 10. So, it can be assumed that there is no multicollinearity between the independent variables in the independent variable regression model in this regression model.

### Multiple Linear Regression Analysis

**Table 6. Multiple Linear Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.442	2.968		-3.855	<,001
	Green Marketing (X1)	.131	.195	.079	.673	.503
	Brand Image (X2)	1.199	.193	.724	6.200	<,001

Source: Data Processing, 2023

Based on the results of the linear regression analysis table above, a multiple linear regression equation can be produced, as follows:

$$Y = -11.442 + .131X_1 + 1.199X_2 + e$$

From the multiple linear regression equation above it can be interpreted as follows:

1. The constant is -11.442, which means that purchase decision is -11.442 if green marketing and brand image = 0.
2. The regression coefficient of Green Marketing = 0.131 states that each additional increase of green marketing will increase purchase decision as many as 0.131.
3. The regression coefficient of Brand Image = 1.199 states that each additional increase of brand image will increase purchase decision as many as 1.199

### Coefficient of Determination (R<sup>2</sup>)

**Table 7. Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 <sup>a</sup>	.626	.619	2.830

Source: Data Processing, 2023



The coefficient of determination (R-square) test between the Green Marketing and Brand Image (X) variables and the Purchase Decision (Y1) variable was obtained at 0.626. This means that the independent variables are able to explain the dependent variable by 62.60%, while the remaining 37.40% is explained by other variables not included in this model (not studied).

### Hypothesis Test Results

#### F-Test and T-Test

**Table 6. F-Test Results**

F	Sig.
81.347	<0.001 <sup>b</sup>

Source: Data Processing, 2023

From the F-Test test, the calculated significance value is 0.001. Because the probability is much smaller than 0.05, it is concluded that Brand Image (X2) and Green Marketing (X1) together have an effect on Purchase Decision (Y).

**Table 7. T-Test Results**

Relationships	B	T Statistic	Value
Green Marketing (X1) -> Purchase Decision (Y)	.131	637	.503
Brand Image (X2) -> Purchase Decision (Y)	1.119	6.200	<.001

Source: Data Processing, 2023

From table above, it can be seen that the results of regression analysis obtained a coefficient for the Green Marketing variable (X1) of 0.131, and Brand Image (X2) has a coefficient of 1.199. Based on table the results of partial hypothesis testing t test, it can be explained as follows:

1. For the influence of Green Marketing (X1) on Purchase Decision (Y), the p-value (Sig) is 0.504 which is > 5% (0.05). This means that there's no influence between Green Marketing (X1) on Purchase Decision (Y). The results of this study rejected. The H1 hypothesis which states that there's no influence between Green Marketing (X1) on Purchase Decision (Y).
2. For the influence of Brand Image (X2) on Purchase Decision (Y), the p-value (Sig) is 0.001 which is below the 5% significance level (0.05). This means that there is a positive influence between Brand Image (X2) on Purchase Decision (Y). The results of the study the results of this study can accept hypothesis H2 which states that there is a positive influence between Brand Image (X2) on Purchase Decision (Y).

### Discussion

#### The Influence of Green Marketing to Purchase Decision

The results of hypothesis testing show that green marketing shows that green marketing has no effect on purchasing decisions for Starbucks consumers in Manado. Based on the results of the data, it was found that green marketing on consumer purchasing decisions was rejected. It is known that the green marketing variable on purchasing decisions in the t-test obtained at the p-value has a value of the p-value (Sig) is 0.504 which is > 5% (0.05). This result supports the research of Amrullah, Asdar, and Kadir (2022) that there was no significant effect of green marketing on purchasing decisions. Thus, the first hypothesis, namely "There is an effect of green marketing on purchasing decisions at Starbucks Coffee Manado" is rejected. This means that companies must increase green marketing so that they can further increase consumer purchasing decisions. A product is said to have been consumed by consumers if the product has been decided by consumers to buy. The decision to buy is influenced by the value of the product being evaluated. If the perceived benefits are greater than the sacrifice to get it, the urge to buy it is higher.

#### The Influence of Brand Image to Purchase Decision

The results of hypothesis testing show that brand image has a positive and significant effect on purchasing decisions. Based on the results of the data, it is known that the brand image variable on purchasing decisions in the t-test obtained at the p-value has a value (Sig) is 0.001 which is below the 5% significance level (0.05). These results support the research of Liana and Oktafani (2020) that brand image has an effect on purchasing decisions. Thus, the second hypothesis, namely "There is a positive influence of brand image on purchasing decisions for Starbucks Coffee Manado" is accepted. This is supported by Starbucks brands and products that are of high quality



and competitiveness. Consumer attitudes based on packaging that Starbucks products support environmentally friendly activities and benefits. Based on this, increasing consumer attitudes towards Starbucks products can be done. The better the Starbucks brand image, the better the purchasing decisions at Starbucks.

### **The Influence of Green Marketing and Brand Image on Purchase Decision**

Based on the results of the F test, it can be seen that the green marketing variable (X1), and brand image (X2) simultaneously affect purchasing decisions (Y). This can be proven by the acquisition of F count in the F column, which is 81.347. This means that the variable coefficients X1 and X2 jointly affect Y or purchasing decisions. This means that the third hypothesis (H3) which states that green marketing variables and brand image on purchasing decisions are simultaneously accepted. These results support the research of Aqsony, Soebandhi, and Wulandari (2020) that hypothesis testing (Test F) of the independent variables (free) namely green marketing, brand image, and store atmosphere simultaneously affect the dependent variable (bound) of purchasing decisions. From the results of the research, it can be said that Green Marketing and Brand Image affect the Purchasing Decision of Starbucks Coffee products because something is achieved based on purchasing decisions that are influenced by marketing for consumers. Apart from marketing, brand image also determines buyers to buy Starbucks Coffee products.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. The results showed that Green Marketing has no effect on Purchasing Decisions for Starbucks consumers in Manado.
2. The results showed that Brand Image has a significant influence on Purchase Decision for Starbucks consumers in Manado.
3. The results showed that simultaneously the influence of Green Marketing and Brand Image had a significant influence on Purchase Decision on Starbucks consumers in Manado.

### **Recommendation**

1. Starbucks should do more to educate consumers about the importance of protecting the environment by using tumblers or reusable cups in purchasing a beverage, more diversify tumblers or reusable cups in order to attract many consumers, and improve information and promotions on official social media regarding the use of tumblers or reusable cups in order to attract more consumers to use them in buying drinks.
2. Starbucks Coffee must be able to continue implementing green marketing that has been carried out, as well as looking for new innovations regarding promotion with green marketing. And evaluate the programs that are carried out, especially green marketing programs. The evaluation is carried out so that the application of Green Marketing is carried out in all parts.
3. Further research can continue using different analysis methods, using other variables.

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