

THE INFLUENCE OF GREEN MARKETING AND GREEN BRAND IMAGE ON GREEN SATISFACTION STARBUCKS YOGYAKARTA

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Abstract

This study aims to find out the impact of green marketing and green brand image on consumers' green satisfaction Starbucks Yogyakarta. This research method uses a quantitative method assisted by the analysis of SPSS for windows 25. The sampling technique used is a non-probability sampling method with a purposive sampling method with 100 consumers of Starbucks Yogyakarta as respondents. The results of this study show that partially there is a significant positive influence between the green marketing variables toward green satisfaction. and a significant positive influence between the green brand image variables on green satisfaction. In addition, there is also a simultaneous influence between green marketing and green brand image on the green satisfaction of Starbucks Yogyakarta consumers.

Keywords: *Green Marketing, Green Brand Image, Green Satisfaction, Starbucks*

INTRODUCTION

The concept of being environmentally friendly continues to be an activity that must be thought seriously by business people in the era of social insightful marketing to continue to maintain environmental sustainability in addition to looking for an advantage. The main obstacle faced by business practice is to think creatively about how marketers can meet the needs of the vast majority of the world's population (Rahayu et al., 2017), including the need to live in a healthy and friendly environment. To seize the new opportunities that arise and to ensure a better standard of living with sustainable development, the concept of green marketing arises as a concern for the issue of environmental damage which is then used by companies as one of the strategies in their marketing (Arief & Kurriwati, 2017).

In addition, to meet the needs and desires of consumers, with the Green Marketing concept, the company can immediately improve the company's Brand Image which is much better through environmentally friendly marketing activities. Green Marketing is environmentally friendly product marketing, combining several activities such as product modification, changes in production processes, packaging, advertising strategies and also increasing awareness of compliance marketing between industries (Astini, 2017).

The increase in consumer awareness of environmental sustainability is a threat as well as an opportunity for business people. Creative business people will make these environmental issues an opportunity to satisfy the needs and desires of consumers, by applying environmentally conscious movements in their marketing activities (Widodo et al., 2015). The number of consumers who are aware of the importance of environmental sustainability and its impact on

the environment with the purchases they make is growing. There are quite a lot of consumers who are willing to buy environmentally friendly products even though the price of these products is more expensive. Currently, consumer attitudes towards the environment are one of the important factors for consumers in considering their intention to buy a product (Saraswati & Suprapti, 2015).

Considering the issue of environmental damage, companies that are creatively innovative, and have social perspective care about the environment, apply a marketing concept called green marketing. In addition to providing more satisfaction to customers, the implications of implementing green marketing also have a positive impact on environmental sustainability. More than this, green marketing provides a choice for consumers to satisfy their needs for environmental preservation, which in turn can ultimately shape consumer perceptions of brand image. This perception is specifically referred to as the green brand image (Romadon, 2014). In the end, with a good green marketing concept from the company, will cause green satisfaction for consumers.

Green brand image is a set of perceptions of a brand that is in the minds of consumers related to environmental sustainability. Having a positive image in terms of the environment will make consumers who have concern about the environment tend to trust the brand more. A positive image in terms of the environment of a brand is an asset because having a positive image will have an impact on consumer perception in various ways. The problem faced is how to influence the positive image of consumers towards the brand (Mahendra & Sulistyawati, 2017).

Green satisfaction is the level of pleasure related to fulfilling consumption to satisfy the customer's environmental desires, sustainable expectations, and the needs of a friendly or green environment. Green satisfaction is a satisfaction that is felt when one of the wants, needs, or expectations about the need for an environmentally friendly product has been met (Saleem et al., 2015).

Research conducted by Hidayati (2017) on the development of Aqua mineral drinks gave the results of green brand image research to positively affect green satisfaction. The results of this study are different from research conducted by Allen (2015) regarding LG AIR CONDITIONING products in Surabaya, which found that green brand image does not influence on green satisfaction. Research conducted by Waluyo and Didik (2013) also found that green brand equity does not significantly affect green satisfaction. Gusti and Putu (2017) found that green marketing affects the green brand image, which means that green marketing can take a role in creating a green brand image. Similarly, Naila (2017) who researched Starbucks, stated that green marketing has a significant effect on Starbucks' brand image as a "green" company. Ni luh and Putu (2018) found that green marketing has influence on green brand image and green brand image has influence on green satisfaction (customer satisfaction). This contradicted the research conducted by Astini (2019) which states that a green brand image does not affect green satisfaction.

Starbucks is an American coffee company and multinational coffee shop chain that has its headquarters in Seattle, Washington. In 2018, Starbucks Indonesia had 326 outlets spread across 22 major cities in Indonesia, including 18 outlets in Yogyakarta City (Siti Nurhasanah, 2019). Starbucks is known for its coffee shops that apply the green concept and do green marketing.

The city of Yogyakarta is a city with high growth of cafes and restaurants, where the presence of these cafes and restaurants is one of the attractions for tourists. The development of this industry is shown by the city of Yogyakarta in culinary tourism, both food, and beverages. With this high development, it can also be seen from coffee consumers who increase every year in Yogyakarta City (Spillane, 1996). So that Yogyakarta City becomes a city that has great potential for doing business. One of the largest cafes in Yogyakarta City is Starbucks Coffee.

The above research phenomena and gaps are interesting to study, especially for Starbucks Coffee consumers from among students, as an inseparable part of the city of Yogyakarta. The purpose of this study is to find out how the influence of green marketing and green brand image on the green satisfaction of Starbucks consumers in Yogyakarta.

LITERATURE REVIEW AND HYPOTHESES

The Effect of Green Marketing on Green Satisfaction

The American Marketing Association (AMA) in Hawkins and Mothersbaugh (2010) defines green marketing as the activity of marketing products in an environmentally friendly way, including modifying products, changing production processes, changing packaging, and even changing the way of promotion (Agustin, 2015).

Green marketing forms the process of selling products or services that are sourced from environmental uses, including products or services and production processes in an environmentally friendly way (Bukhari, 2011). Green marketing has several concepts, namely: 1). Green customer, is a person who consumes and makes purchases of products that are safe for the body and the environment, and always protects their environment, 2). The green production process is a way of producing with technology that is environmentally friendly or limits the amount of pollution produced, 3). Green financial affairs is an accounting approach that considers a financial and monetary value for investments in ecology and natural damage, 4). Reasons for being green, are the reasons for business actors or companies in changing behavior to care about the environment. In this concept, green marketing is more focused on making business actors aware of being more concerned about the environment.

Based on the description above, it can be concluded that green marketing is a marketing activity that not only focuses on profits but also on environmental aspects designed to meet human needs and desires in creating consumer satisfaction and minimizing the impact of losses. Green Satisfaction is said to be a pleasant level of consumption fulfillment related to satisfying customers' desires for the environment, sustainable expectations, and the need for green products (Chen et al., 2015) green marketing also developed into an important issue. Although prior literature explored the main factors affecting green trust, it was inconclusive as to how environmental friendliness could affect the green trust in green marketing. This study aims to focus on the positive influence of environmental friendliness on green trust, and explore the mediation effects of green satisfaction and green perceived quality. This study undertakes an empirical study by means of questionnaire survey. The respondents are consumers who have experience purchasing green products. This study applies structural equation modeling (SEM). Green Satisfaction is a satisfaction that is felt when one of the wants, needs, or expectations about the need for an environmentally friendly product has been met (Saleem et al., 2015).

The implementation of a good green marketing strategy can form a good assumption or impression. Bukhari (2010) said that to get loyal consumers in the green marketing strategy is that a consumer must first feel satisfied with a brand in this case, namely green satisfaction or satisfaction with the fulfillment of keeping the environment green. Green marketing forms the process of selling products or services sourced from environmental uses, including products or services and production processes in an environmentally friendly way (Sohail, 2016).

The development of a green marketing strategy has a good opportunity as a way of marketing a product related to environmental problems faced today by consumers. The implementation of a good green marketing strategy can form a good assumption or impression on society, especially on consumers.

Haryadi (2009) said that green marketing is the use of marketing instruments to provide a change that provides satisfaction for the organization and individual goals in maintaining, protecting, and conserving the physical environment. Green Satisfaction as a pleasant level of fulfillment of consumption is related to satisfying customers' desires for the environment, sustainable expectations, and the need for green products, according to Chen et al.

Research conducted by Chen & Chang (2013) states that green marketing and green perceive quality affect green satisfaction partially mediated by the satisfaction of maintaining a green environment. This also supports Kurniawati's (2011) and Agustina's (2016) research on green marketing. Has a result of this study states that the marketing process carried out based on the environment results in more influence on the brand image of the product.

H₁ : Green Marketing has a significant positive effect on Green Satisfaction

The Effect of Green Brand Image on Green Satisfaction

According to Chen (2010), a green brand image is a thought in the minds of consumers to a brand related to things that unite commitment with concern for the environment. By having a positive image in terms of the environment, consumers who have concern about the environment tend to trust the brand more. Kotler & Keller (2012) define a green brand image as a set of beliefs, ideas, and impressions that a person has on a brand.

Delgado and Munuera (2005), explain a strong brand has always been the main goal of the company, as it provides many benefits such as greater margins, greater opportunities for renewal, and maintaining a strong position against competitors. Thus, the creation of an image as an initial stimulus of consumers towards a brand determines how strong the equity value that a brand provides.

According to Astini (2016), brand image in a product is very important. This is because, with the image of a brand on a product, it will be able to cause and leave messages in the minds of consumers who know it. With a good green brand image, indirectly the green satisfaction of consumers will appear by itself. When consumers feel green satisfaction with environmentally friendly products, it will increase added value.

This is supported by research conducted by Safitri (2018) that green brand image affects green satisfaction because of the satisfaction of the green environment as a pleasant level of fulfillment of consumption to meet the wishes of customers who care about the environment related to expectations of natural survival.

H₂ : Green Brand Image has a significant positive effect on Green Satisfaction.

The influence of Green marketing and green brand image simultaneously on green satisfaction.

Green marketing is very important to be implemented by companies that have waste products that can be recycled, such as product raw materials made of plastic, paper, and others. It is hoped that the public will be more aware of the current state of the natural environment. By implementing green marketing and being supported by a good green brand image, it is hoped that it can influence purchasing decisions and green satisfaction. (Bhaswara & Patrikha, 2021).

The above is supported by research conducted (Dedy, 2020) where the results of the study state that Green Perceived Value which is part of Green Marketing and Green Brand Image has a significant effect on Green Brand Satisfaction and Green Trust both partially and

simultaneously, with the greatest influence is Green Brand Imagon on Green Satisfaction and the lowest influence is Green Satisfaction on Green Brand Equity.

H₃: Green marketing and green brand image simultaneously have an effect towards green satisfaction

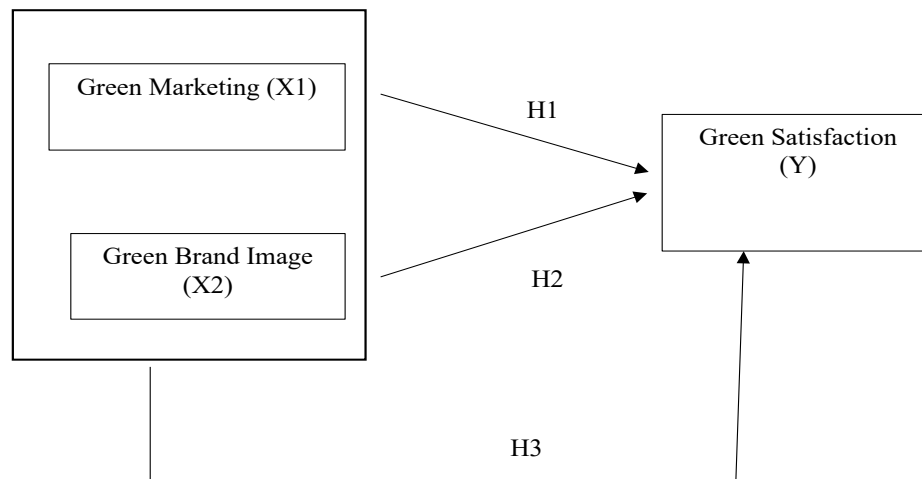


Figure 1. Research Model

RESEARCH METHODOLOGY

This type of research is quantitative with the sample used is being a customer of Starbucks Yogyakarta. Data collection in this study used a questionnaire filled out through a Google form which was analyzed with a statistical approach. The sampling technique used in this study is a non-probability sampling method, with sample determination using purposive sampling. The selected sample is a Starbucks Coffee consumer who has made a purchase more than once. The number of samples collected by 100 respondents was calculated using the Leedy formula and all of them were eligible for further processing.

By gender, respondents were woman more than men with a percentage of 53%. Based on age, respondents aged 17-25 years were more dominant with a percentage of 87%.

RESULTS AND DISCUSSION

The method used in this study is multiple regression and the data is processed using SPSS for Windows 25 software. Some of the tests carried out include instrument tests (validity and reliability), basic and classical assumption tests (normality, multicollinearity, and heteroskedasticity), partial hypothesis tests (t-tests), simultaneous test (F test) as well as coefficient of determination test (R^2).

Instrument Test validity and reliability

In the validity test, the item of the questionnaire statement is said to be valid measured by criteria when r calculates $> r$ table. As for the reliability test, the variable used in the study is said to be reliable if it has a Cronbach's Alpha value of ≥ 0.70 . The results of the validity and reliability tests are presented in Table 1.

Table 1. Validity and Reliability Test Results

Variable	Items	Validity Test r count	r table	Cronbach's Alpha
Green Marketing	GM.1	0,817	0,196	0,848
	GM. 2	0,803		
	GM. 3	0,721		
	GM. 4	0,819		
	GM. 5	0,787		
Green Brand Image	GBI.1	0,830	0,196	0,900
	GBI. 2	0,865		
	GBI. 3	0,868		
	GBI.4	0,884		
	GBI.5	0,773		
Green Satisfaction	GS. 1	0,857	0,196	0,912
	GS. 2	0,849		
	GS. 3	0,872		
	GS. 4	0,859		
	GS.5	0,866		

Based on Table 1, all indicators of all variables have a calculated r value $> r$ table 0.196, so the data can be said to meet the criteria of validity. Once also happened with reliability, all variable indicators have a value of Cronbach's alpha ≥ 0.70 , then the data used is reliable or consistent.

Basic Assumptions of Normality Test

The normality test uses the Kolmogorov-Smirnov non-parametric test, which states that if the result of a significant value greater than 0.05 shows a normal distribution pattern, the data meets the assumption of normality. The test results can be seen in table 2.

Table 2 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.85331472
Most Extreme Differences	Absolute	.106
	Positive	.102
	Negative	-.106
Test Statistic		.106
Asymp. Sig. (2-tailed)		.197 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

In table 2 it is seen that the significance value of Asymp. Sig. (2-tailed) By 0.197. This shows that the study is normally distributed because the significance level is higher, namely $0.197 > 0.05$.

Test of Classical Assumptions of Multicollinearity and Heteroskedasticity

The multicollinearity test in this study was carried out by looking at each independent variable Variance Inflation Factor (VIF) value. If the VIF value is below 10, it means that there is no multicollinearity, and if the VIF value is above 10, multicollinearity occurs. The heteroskedasticity test was carried out using the Glejzer test (Ghozali, 2011) with the assessment criteria if sig value > 0.05 then heteroskedasticity did not occur.

Table 3 Multicholnearity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	Bright
1 (Constant)	,048	1,116			
Green Marketing	,306	,108	,280	,249	4.011
Green Brand Image	,670	,106	,621	,249	4.011

a. Dependent Variable: Green Satisfaction

Based on table 3 above, it can be seen that the VIF value of the green marketing variable is 4,011 and the green brand image variable is 4,011 as well. This indicates that the VIF value is < 10 , so it can be concluded that there is no multicollinearity issue in this study.

Table 4 Heteroskedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Itself.
1 (Constant)	2.157	.768		2.807	.006
Greenmarketing	-.050	.074	-.135	-.671	.504
Greenbrandimage	.008	.073	.023	.112	.911

a. Dependent Variable: Green Satisfaction

From table 4 above, it is concluded that there is no heteroskedasticity because the sig value of green marketing is $0.504 > 0.05$, and the sig value of the green brand image is $0.911 > 0.05$.

Multiple Linear Regression Analysis

According to Wiyono (2011), multiple linear regression analysis is a test used to determine the functional relationship or causal relationship of two or more independent variables to one dependent variable. Multiple linear regression analysis was used in this study with the aim to prove the influence of factor variables that affect the green marketing and green brand image variables on the green satisfaction variables. Statistical calculations of multiple linear regression in this study using the help of the SPSS for windows version 25 program.

Table 5 Multiple Linear Regression Test Results

		Coefficients ^a			
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	.048	1.116		.043
	Greenmarketing	.306	.108	.280	2.842
	Greenbrandimage	.670	.106	.621	6.302
a. Dependent Variable: Green satisfaction					

Based on table 5 above, the following equation can be obtained:

$$Y = 0.280 X_1 + 0.621X_2 + e$$

Information:

Y = Green Satisfaction

X_1 = Green Marketing

X_2 = Green Brand Image

e = Error

From such multiple linear regression equations can be described as follows:

1. The value of the regression coefficient of the Green Marketing variable (X_1) is 0.280 (positive). This can be interpreted to mean that green marketing has a relationship in the same direction as green satisfaction.
2. The value of the Regression coefficient of the Green Brand Image (X_2) variable is 0.621 (positive). This can be interpreted to mean that the green brand image has a relationship in the same direction as green satisfaction.

Hypothesis Test

t-test (Partial)

To find out whether there is an influence of free variables on bound variables, testing is carried out on the hypothesis that will be proposed in this study. The method of testing against the hypothesis is carried out partially and simultaneously.

Partial testing is performed using the t-test. significance testing with the t-test is used to see how the free variable partially affects the bound variable. Statistical test t is aimed at finding out how far independent variables affect dependent variables (Ghozali, 2013). This can be seen with a significant level of 0.05 ($\alpha = 5\%$) the significance level used is 0.05 with the following criteria:

1. If the t-count > the t-table at $\alpha = 5\%$ then H_0 is rejected, this means that there is a significant influence between the independent variables and the dependent variables.
2. If the t-count < t-table $\alpha = 5\%$ then H_0 is accepted, this means that there is no significant influence between the independent variables and the dependent variables.

Based on table 5 above, the results can be explained as follows:

1. The green marketing variable t counts 2,842 > t table 1.984 and the sig value is 0.005 < 0.05. This means that the Green Marketing variable has a significant effect on The Green Satisfaction of Starbucks in Yogyakarta. H_1 accepted

2. The green brand image t variable is calculated at $6,302 > t$ table 1.984 and the sig value is $0.000 < 0.05$. This means that the Green Brand Image variable has a significant effect on Starbucks Green Satisfaction in Yogyakarta. H2 is accepted.

F Test (Simultaneous)

According to (Ghozali, 2016) The F test is a test against the regression coefficient simultaneously. This test is carried out to determine the influence of the independent variables together (simultaneously) on the dependent variables. The F test in this study was used to test the influence of green marketing and green brand image on green satisfaction simultaneously with the following criteria:

Hypothesis accepted If the calculated F value is greater than F the table with a significance level of < 0.05 .

Table 6 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1108.597	2	554.299	158.118	.000 ^b
	Residual	340.043	97	3.506		
	Total	1448.640	99			

a. Dependent Variable: Green satisfaction

b. Predictors: (Constant), Green brand image, Green marketing

Based on table 6 above, it is known that the value of F counts $158.118 >$ the value of F table 3.09 with a significance value of $0.000 < 0.05$. So it can be concluded that the green marketing variable and grand brand image variable are equally significantly influential on green satisfaction.

Coefficient Determination Test (R^2)

Coefficient determination is essentially used to measure how far a variation model is capable of on dependent variables. The coefficient value of Determination is between zero and one. A small value means that the ability of independent variables to explain dependent variables is very limited. When a value is close to one, it means that the independent variable provides almost all the information needed to predict the variation of the dependent variable. (Ghozali, 2014)

Table 7 Results of the Coefficient Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.765	.760	1.872

a. Predictors: (Constant), Green brand image, Green marketing

Table 7 above shows the Adjusted R Square () result of 0.760 or there is an influence of 76%. This can be interpreted to mean that the contribution of green satisfaction variables caused by Green Marketing and Green Brand Image is 76%, while the remaining 24% is influenced by other factors that are not included in this study.

DISCUSSION

The Effect of Green Marketing on Green Satisfaction

The results of this study show that there is a significant influence between green marketing variables on green satisfaction. This can be seen based on the value obtained from the t-test, which is $2,842 > t \text{ Table } 1.984$ and the sig value of $0.005 < 0.05$ hereby shows that the proposed research hypothesis (H1) is accepted. This also indicates that the questionnaire item represents respondents in seeing the green marketing carried out by Starbuck Cofee Yogyakarta.

Following the theory revealed by Bukhari (2010) who said that to get loyal consumers in a green marketing strategy, a consumer must first feel satisfied with a brand, which is called green satisfaction or satisfaction in consuming green products. Green marketing forms the process of selling products or services sourced from environmental uses, including products or services and production processes in an environmentally friendly way (Sohail, 2016).

The results of this study support research conducted by Chen & Chang (2013) which states that green marketing affects green satisfaction partially.

The Effect of Green Brand Image on Green Satisfaction

The results of this study show that there is a significant influence between the green brand image variables on green satisfaction. This can be seen in the awareness of the value obtained t Calculate of $6,302 > t \text{ Table } 1.984$ and the sig value of $0.000 < 0.05$, hereby showing that the proposed research hypothesis (H2) is accepted. This also indicates that the questionnaire item represents respondents in looking at the green brand image built by Starbuck Coffee Yogyakarta.

Regarding the brand image, the theory proposed by Kotler & Keller (2012) defines Green Brand Image as a set of beliefs, ideas, and impressions that a person has on a brand. It is supported by Astini's opinion (2016), which stated that the brand image of a product is very important. It is true because the image of a brand on a product, it will be able to cause and leave a message on the minds of consumers who know it. With a good green brand image, indirectly the green satisfaction of consumers will appear by itself. When consumers feel green satisfaction with environmentally friendly products, it will increase added value.

This supports research conducted by Safitri (2018) that green brand image affects green satisfaction because it will maintain the green environment as a pleasant level of consumption fulfillment to meet the wishes of customers who care about the environment related to expectations of natural sustainability.

The Influence of Green Marketing and Green Brand Image Simultaneously on Green Satisfaction.

The results of this study show that green marketing and green brand image have an affect on green satisfaction simultaneously. This is seen based on the value of Test F obtained F count $158.118 > \text{the value of F table } 3.09$ with a significance value of $0.000 < 0.05$. So it can be concluded that the proposed research hypothesis (H3) is accepted.

By the theory (Bhaswara & Patrikha, 2021) which reveals that green marketing is very important to be done by companies that have product waste that can be recycled. For example, product raw materials are made of plastic, paper, and others. It is hoped that the public will be more aware of the current state of the natural environment. By implementing green marketing and being supported by a good green brand image, it is hoped that it can influence purchasing decisions and meet green satisfaction needs.

The above supports the research conducted by Dedy (2020) where the results of the study state that Green Perceived Value which is part of green marketing and Green Brand Image has a significant effect on Green Satisfaction simultaneously.

Conclusions and Suggestions

The results of this study show that there is a significant positive influence between the green marketing variable on green satisfaction partially, and a significant positive influence between the green brand image on the green satisfaction of Starbucks consumers in Yogyakarta. The results of this study also show that green marketing and green brand image simultaneously affect the green satisfaction of Starbucks consumers in Yogyakarta. The contribution of the influence of green marketing and green brand image on the green satisfaction of Starbucks consumers in Yogyakarta is 76%.

The advice that can be given to Starbucks Yogyakarta is that it should continue to implement green marketing strategies to further strengthen the green brand image in the community because it is proven to affect consumer satisfaction with the concept of environmentally friendly survival (green satisfaction). To subsequent researchers may be able to add other variables such as green brand equity, green trust, and so on.

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