

Green Marketing Effect On Green Brand Images and Purchase Intention Starbucks Coffee Lombok Epicentrum Mall

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ABSTRACT

The study aimed at testing the effect of green marketing on green brand image and purchase intention. The type of research used is causal associative research with a quantitative approach. The data collection method used a sample survey method. The number of respondents in the study was one hundred respondents and the sampling technique used in this study used convenience sampling. The analysis tool used is Path Analysis using SmartPLS. The results of the analysis show that: First, the better the green marketing, the better the Green Brand Image created by Starbucks Coffee. Second, the better the influence of Green Marketing, the higher the Purchase Intention level of Starbucks Coffee. Third, The better the influence of the Green Brand Image, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall.

Keywords: *Green Marketing, Green Brand Image, Purchase Intention*

1. INTRODUCTION

1.1 Background

People's concern for the environment is currently increasing to reduce the impact of global warming, namely by being smarter and more selective in buying products. In this era of globalization, it brings various changes that affect various aspects such as society, environment, culture, politics, industry, technology, and economy. According to the Ministry of Environment and Forestry (KLHK) the total national waste in 2021 will reach 68.5 million tons. Of that amount, as much as 17 percent, or around 11.6 million tons, will be contributed by plastic waste (CNNIndonesia, 2022). plastic in the sea, Indonesia ranks second in the world. The use of various products made from plastic and their use which damage the environment have caused serious environmental problems. environmental conditions. This term is appropriately used by Starbucks Corporation. In his book Starbucks Experience in 2006, Joseph Michelli explains what Starbucks has done to become a greener company (Fattah, 2014). Starbucks Coffee extensively promotes environmental friendliness and care for the environment and claims three aspects those operated to reduce adverse impacts on the environment such as sources of coffee, tea and paper; product and employee transportation methods; as well as store design and operational methods such as electric power, water use and waste water management (Kevin, 2019). Increasing consumer awareness of the natural environment has led to changes in their purchasing behavior. Joseph Michelli explained what Starbucks has done to become a greener company (Fattah, 2014). Starbucks Coffee extensively promotes eco-friendliness and care for the environment and claims three aspects that are operated to reduce adverse impacts on the environment such as the source of coffee, tea and paper ; product and employee transportation methods; as well as store design and operational methods such as electric power, water use and waste water management (Kevin, 2019). Increasing consumer awareness of the natural environment has led to changes in their purchasing behavior. Joseph Michelli explained what Starbucks has done to become a greener company (Fattah, 2014). Starbucks Coffee extensively promotes eco-friendliness and care for the environment and claims three aspects that are operated to reduce adverse impacts on the environment such as sources of coffee, tea and paper ; product and employee transportation methods; as well as store design and operational methods such as electric power, water use and waste water management (Kevin, 2019). Increasing consumer awareness of the natural environment has led to changes in their purchasing behavior. product and employee transportation methods; as well as store design and operational

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Figure 1.1 Starbucks revenue from year

2010-2020



Source: <https://www.macrotrends.net/stocks/charts/SBUX/starbucks/revenues>

Based Based on chartMacro trends (2022) It is known that Starbucks revenue has dropped dramatically. As of June 2019, Starbucks revenue was \$6.823 trillion. Meanwhile, at the same time in June, 2020 Starbucks revenue fell to \$4.222 trillion. This is the sharpest drop in Starbucks revenue since September 2017, down -0.23%. Whereas in June 2020, the decrease in income was -38.12%. With the decrease in income, it can be concluded that there has been a decrease in consumer purchase intention.

Figure 1.2 Top 5 favorite cafe brands or hangout places for generation-z in Indonesia 2022 GoodStats



Source: <https://goodstats.id/article/cafe-terfavoritgen-z-di-indonesia-ada-langgananmu-fNohr>

Based on the graph, the data shows that Upnormal Café occupies the top position with a percentage of 19.6 beating Starbucks which is in second place with 16.2 percent. This shows that the amount of interest in buying Starbucks Coffee is lower than Upnormal Coffee.

Table 1.1 Product Top Brand Index Data Coffee Drinks 2018-2021

Top Brand For Teens Index 2018 - 2021					
Cafe / Tempat Nongkrong					
2018			2019		
Brand	TBI	TOP	Brand	TBI	TOP
Starbuck	18.46%	TOP	Starbuck	18.40%	TOP
Lawson	18.24%	TOP	Lawson	17.70%	TOP
Upnormal Café	11.58%	TOP	Upnormal Café	10.50%	TOP
Circle-K	6.60%		Mc Café	7.90%	
Indomaret Point	6.24%				
2020			2021		
Brand	TBI	TOP	Brand	TBI	TOP
Starbuck	20.50%	TOP	Upnormal Café	23.20%	TOP
Lawson	17.40%	TOP	Mc Café	11.80%	TOP
Upnormal Café	14.10%	TOP	Lawson	10.70%	TOP
Mc Café	9.10%		Starbuck	10.10%	
Indomaret Point	2.50%		Indomaret Point	1.30%	

Source: <https://www.topbrand-awards.com/topbrands-index/>

Looking at the Top Brand Index table above, Starbucks in 2018, 2019 and 2020 shows a stable position in the first position in the Top Brand Index while in 2021 Starbucks has experienced a very significant decline in the top four positions in the Top Brand Index and is not even a Top Brand anymore .

Based on the explanations and problems mentioned above, the authors are interested in analyzing and seeing how the Green Marketing variable influences Green Brand Image and Purchase Intentions for Starbucks Coffee Lombok Epicentrum Mall.

1.2 Research Questions

From the description of the background above, the research questions can be formulated as follows:

1. Is there an influence of Green Marketing on the Green Brand Image of Starbucks Coffee Lombok Epicentrum Mall?

2. Is there an effect of Green Marketing on Purchase Intentions of Starbucks Coffee Lombok Epicentrum Mall?
3. Is there an influence of Green Brand Image on Purchase Intention at Starbucks Coffee Lombok Epicentrum Mall?

2. LITERATURE REVIEW

2.1 Theoretical Basis

2.1.2 Purchase Intentions

2.1.2.1 Theory of Planned Behavior (TPB)

The approach used in this theory is the first, namely Theory of Planned Behavior (TPB) is a model that was developed back from the Theory of Action (TRA) model. TRA is a good general-purpose research model that can be applied to predict and explain behavior. Ajzen et al., (1992) TRA has two main intention constructs: (1) attitudes toward behavior and (2) subjective norms attached to that behavior. Consumer behavior is closely related to TPB. (Ismail et al., 2020) argues that in essence consumer behavior is influenced by internal and external factors of consumers. These factors are divided into 2 parts, namely factors that come from the individual itself (personal factors) and factors that come from the environment around the consumer (social factors).

2.1.2.2 Definition of Purchase Intention

Purchase Intention is the stage where consumers evaluate the information received (Resmawa, 2017). Purchase intention can be understood as the possibility that consumers will buy a particular product. Purchase intention is determined by the benefits and perceived value of consumers. After the selection process in consumer psychology and characteristics, a new purchase decision occurs. Purchase intention according to Kotler P (2012) is consumer behavior that arises in response to an object that the customer wants to buy.

2.1.1.3 Indicator of Purchase Intention (Intention to Buy)

According to Keller (2012), Purchase Intention is a form of consumer behavior that wants to buy or choose a product based on experience, use and desire for the product. According to Ferdinand (2006) Purchase intention can be identified through the following indicators:

- 1) Transactional interest, namely the tendency of someone to buy a product.
- 2) Referential interest, namely the tendency of a person to refer the product to others.
- 3) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preference product.
- 4) Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

Purchase Intention indicators used in this study are:

1. Explorative interest (looking for information)
2. Referential interest (recommend to others)
3. Transactional interest (purchase action)
4. And preferential interest (make the main one)

2.1.2 Green Marketing

2.1.2.1 Grand Theory Green Marketing (Marketing Mix)

According to Kotler & Armstrong, (2004) marketing strategy and marketing mix have an inseparable relationship. The marketing mix strategy is one of the marketing strategy tools to achieve company goals, especially in the function of creating exchanges. Marketing strategy includes both external and internal factors of the business while marketing mix strategy is the basic idea and general functions of marketing including product, price, place and promotion elements to form sales. Marketing mix strategy is the essence of strategy marketing which used by companies to form exchanges.

Related to Green Marketing, the marketing strategy concept mentioned above can actually be applied in the process of marketing environmentally friendly products. Ottman et al., (2006) in his article in the June 2006 edition of the environmental journal entitled "Avoiding the Myopia of Green Marketing" stated that Green Marketing basically has to fulfill two objectives, namely: improving the quality of the environment and customers.

2.1.2.2 Definition of Green Marketing

Ottman et al., (2006) defines green marketing as All activities designed to create and facilitate any exchanges aimed at satisfying people's needs or wants, in such a way that the satisfaction of these needs and wants occurs, with negative impacts impacting the natural environment.

Lozada (2000) defines Green Marketing as "the application of marketing tools to facilitate change in order to meet organizational and individual goals in preserving, protecting and preserving the natural environment". Pride, WM and Ferrell (2008) defines Green Marketing as people's efforts to design, promote, and distribute products that do not harm the environment. From the definition above the author illustrates that Green Marketing as an environmental consideration is integrated into all aspects of marketing, new product development, including product modification, product etc., production processes, packaging and advertising modifications, with an

approach to the marketing mix (product, price, place and promotion) and the theory of planned behavior towards relationships, the environment and green consumerism.

2.1.2.3 Green Marketing Indicators

Aspects of Green Marketing according to the considerations put into all aspects of marketing that some experts associate with the marketing mix concept which includes product, pricing, distribution and promotion.

According to Kotler & Armstrong (2004), the marketing mix is a set of marketing variables, which can be controlled and integrated by the company to produce the desired response in the target market.

marketing mix (*Marketing Mix*) includes everything a company can do to influence the demand for its product. Activities included in this definition are decisions about four variables, namely product, price, distribution, and promotion. According to Kotler & Keller (2012) A product is anything that can be offered to a market for attention, acquisition, use or consumption to satisfy a want or need. In this case, all 4P marketing mix (Product, Price, Place and Promotion) are carried out according to the green marketing concept by considering the impact of products on the environment.

2.1.3 Green Brand Image

2.1.3.1 Grand Theory Green Brand Image

In the decision-making process, consumers will choose products and brands that they know or remember. This is an important set of considerations, as brands not included in the consideration will not be selected. Therefore, this brand image is often used as one of the determining factors for buying a product (Grewal et al., 1998)

Brand Image created by companies that apply the concept of "go green" such as Starbucks can be called a "Green Brand Image" because Starbucks has a commitment and care for the environment. Starbucks' corporate image of "going green" is created by its commitment to eliminating waste and using sustainable materials. Keller (2012) argues that green brand image can be a collection of consumer beliefs, ideas, and impressions about a product. Rahmadani (2019) shows that brand image has a positive and significant effect on purchase intention.

2.1.3.2 Definition of Green Brand Image

Consumers who have a positive image of a brand will be more likely to make a purchase. Consumers with a positive brand image are more likely to make purchases. Kotler & Keller (2012) defines a green brand as a set of beliefs, ideas and impressions that a person has about a brand. Kotler also added that green branding is a requirement for a strong brand.

Opinion Kotler & Armstrong (2004) states that "Green Brand Image is a set of consumer beliefs about different brands". In essence, Green Brand Image, which is a description of consumer associations and beliefs about a particular brand. Basically, Green Brand Image is a description of consumer associations and beliefs about a particular brand. From some of the theories put forward by the experts above, it can be concluded that a green brand is a set of beliefs on a person's name, symbol/design and impression of a brand obtained on a factual basis.

2.1.3.4 Green Brand Image Indicator

Green Brand Image is a set of perceptions that exist in the minds of consumers about brands in relation to commitment and concern for the environment. Based on this understanding, in Y.-S. Chen (2010) proposes indicators to support Green Brand Image, namely as follows:

1. Brands are considered the best measure of commitment to the environment.
2. The brand has a good environmental reputation.
3. Brands succeed in their environmental performance.
4. The brand is well formed regarding environmental concern.
5. Brands are known to be trusted for promises to the environment.

Based on the opinions of the experts above, it can be concluded that the indicators in this study are:

•Credibility in maintaining good commitment to the environment.

Good brand reputation for the environment

Brand success in protecting the environment

The brand's concern for the environment

The brand's promise can be trusted in protecting the environment

2.2 Hypothesis Formulation and Conceptual Framework

2.2.1 Hypothesis Formulation

2.2.1.1 The Effect of Green Marketing on Green Brand Image

Based on research Krishna et al., n.d This study proves that there is a positive influence of Green Marketing on Starbucks Green Brand Image and Purchase Intention of Starbucks Coffee Malang customers.

This opinion is also in line with research conducted by Firdaus (2017), the results of the study show that the Green Marketing variable has a significant effect on the Brand Image variable. In addition, there are similarities to the research conducted Mukaromah et al., (2019) where this study aims to explain the effect of Green Marketing on Brand Image, explain the effect of Green Marketing on Purchasing Decisions, and explain the effect of Brand Image on Purchasing Decisions, the results of the research show that Green Marketing has a significant influence on Brand Image. Sudaryanto & Sriono (2018) with the title "The effect of green marketing on brand image and the decision to buy Ades mineral water for students in Jember" with the results of Green Marketing influencing brand image.

Even though there are pros and cons regarding the effect of green advertising on consumer purchasing decisions, green advertising is still one of the external factors that can influence consumer purchasing decisions for environmentally friendly products with proper planning and design.

H1: The better the Green Marketing, the better the Green Brand Image created by Starbucks Coffee Lombok Epicentrum Mall

2.2.1.2 The Effect of Green Marketing on Purchase Intention

Based on research Dwipamurti et al., (2018) found that Green Marketing has a significant influence on Purchase Intention. Then in the research conducted Rahman et al., (2017) entitled The Effect of Green Marketing Mix on Consumer Purchase Decisions to Purchase Tupperware Products in Samarinda, which uses a total sample of 100 respondents where the Green Marketing variable influences purchasing decisions significantly.

There are similarities in the results of research conducted by Budi Rustandi Kartawinata, the results show that the green marketing mix has a positive impact on the purchase intention of green products in Indonesia.

Plus research conducted by research Kartawinata et al., (2020) there is an influence of Green Marketing strategy on green Purchase Intention. Research conducted Krisdayanti & Widodo (2022) The results of testing the hypothesis that Green Marketing has a positive effect on purchase intentions and consequences of the second hypothesis test show that environmental awareness strengthens the influence of green marketing and customer purchase intentions.

However, there are differences in the research conducted by Nahar & Silintowe (2021) based on a questionnaire filled out by 163 respondents and analyzed using a structural equation model, it was found that there was no effect of the Green Marketing function on purchase intention, but there was an indirect effect between the marketing function on purchase intention and corporate image as an intermediary variable.

H2: The better the influence of Green Marketing, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall.

1.2.1.3 Effect of Green Brand Image on Purchase Intention

Based on research conducted by Krishna et al., (2018) with the title The Influence of Green Marketing on Green Brand Image and Customer Purchase Intention at Starbucks Coffee Malang obtained from a questionnaire distributed to 100 respondents, this research proves that there is a positive influence of Green Marketing on Green Brand Starbucks Image and Purchase Intention of Starbucks Coffee Malang customers.

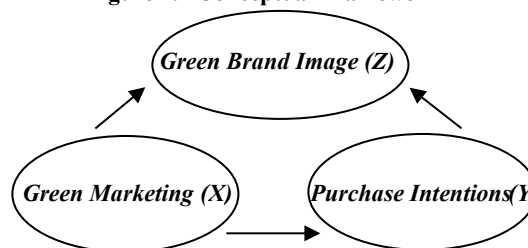
In line with research Syifa Nur Asyifa and Dr. H. Juanim (2021) the results of this study indicate that the Green Brand Image, green perceived value and green trust variables have a positive and significant influence on the green Purchase Intention variable simultaneously by 61.4% and the remaining 38.6% is influenced by variables not examined. Similarities with research Kartawinata et al., (2020), based on the results of partial hypothesis testing (t test) that partially Green Marketing has a significant effect on Purchasing Decisions and partially Brand Image has a significant effect on Purchasing Decisions

However, there are differences in the results of the research conducted by Yahya (2022). The results of this study show that Green Marketing and Green Brand Image have a significant effect on Purchase Intention through green trust on Cleo AMDK products, Green Marketing and green trust have a significant effect on Purchase Intention on AMDK products Cleo, and Green Brand Image have no significant effect on Purchase Intention on Cleo AMDK products.

H3: The better the influence of the Green Brand Image, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall

Based on a review of previous empirical studies, the conceptual framework and research hypotheses are as follows:

Figure 2.1 Conceptual Framework



3. RESEARCH METHOD

The type of research in this research is causal associative. The location chosen to conduct this research is the city of Mataram. The time used in this study was approximately 1 month. In this study, the population is anyone who agrees to provide important information to researchers, whether directly or indirectly met, can be used as a sample in this study if the respondent is suitable as a data source. The data collection method in this study is the Sample Survey method. This research was conducted using non-random sampling method (non-probability sampling).

The data collection technique used in this study was a survey. In this study, the instrument used for the survey was a questionnaire. The type of data used in this study includes primary data. The variables identified in this

study are 3 variables, namely: Independent Variables / Free Variables (Green Marketing), Intervening Variables / Connecting Variables (Green Brand Image), Dependent Variables / Purchase Intention Variables (Y).

Data analysis is a very important part of the scientific method, because with analysis one can obtain data meanings and meanings that are useful in solving research problems. Analysis of the data used in this study are as follows:

3.1 Data Analysis Procedures

Data analysis is a very important part of the scientific method, because with analysis one can obtain data meanings and meanings that are useful in solving research problems. Analysis of the data used in this study are as follows:

3.1.1 Descriptive Analysis

This study uses descriptive statistical techniques as an analytical tool to describe the characteristics of the respondents and draw conclusions from the results of the questionnaire data obtained to be explained in a container that is easier to understand and interpret. Descriptive analysis by explaining the average value of respondents' responses to each statement on the research variables.

3.1.2 Instrument Testing

The list of statements consists of 17 lists of statements representing each variable to be tested for the quality of the instrument which consists of validity and reliability tests with the SPSS version 10.0 for Windows application.

3.1.2.1 Validity Test

Validity according to Abdillah and Hartono (2015) is the main scientific criterion of a study which is divided into internal and external validity, construct validity consists of convergent validity and discriminant validity. This study uses construct validity because this research is quantitative. Construct validity indicates the results obtained from the use of a measurement based on theories.

According to Abdillah and Hartono (2015) construct validity test in general can be measured by the loading score parameter in the research model (Rule of Thumbs > 0.7) and using the AVE (Average Variance Extracted), Community, R2 and Redudancy parameters. The AVE score must be > 0.5, Communnality > 0.5, and Redundancy close to 1. If the loading score is < 0.5, this indicator can be removed from the construct because this indicator is not loaded into the construct that represents it. If the loading score is between 0.5-0.7, the researcher should not delete the indicators that are

has the loading score as long as the AVE score and the Communnality indicator are > 0.5. The results obtained through the tool quality test are the validity test presented in Table 3.1

Table 3.1 Test Validity Test Results 1

No	Variabel	Pernyataan	Sig.	A	Ket.
1	Green Marketing	GRM1	0,000	0,05	Valid
		GRM2	0,000	0,05	Valid
		GRM3	0,765	0,05	Tidak Valid
		GRM4	0,000	0,05	Valid
		GRM5	0,000	0,05	Valid
		GRM6	0,000	0,05	Valid
		GRM7	0,000	0,05	Valid
		GRM8	0,000	0,05	Valid
No	Variabel	Pernyataan	Sig.	A	Ket.
2.	Green Brand Image	GRB1	0,000	0,05	Valid
		GRB2	0,000	0,05	Valid
		GRB3	0,000	0,05	Valid
		GRB4	0,000	0,05	Valid
		GRB5	0,000	0,05	Valid
3.	Purchase Intention	PRC1	0,000	0,05	Valid
		PRC2	0,000	0,05	Valid
		PRC3	0,000	0,05	Valid
		PRC4	0,000	0,05	Valid

Source: Results of 2023 Primary Data Processing

From table 3.1 the results of the validity test of test 1, out of 17 questions, there is 1 question (GRM 3) which is not valid, because it has a significant value (α) > 5% or > 0.05 (in this study it is 0.765). The invalid data must be deleted and tested for validity again in order to get valid data.

After removing the questions (GRM3) and testing the validity again. The results of the 2nd validity test in table 3.1, there are 16 questions that are said to be valid, which have a significant value less than 0.05.

3.1.2.2 Reliability Test

Reliability test is used to measure the consistency or determination of the entire research questionnaire. For reliability, Cronbach's Alpha can be used. This value reflects the reliability of all model criteria. The minimum value is 0.7 while the ideal is 0.8 or 0.9. Besides Cronbach's Alpha, the value of pc (composite reliability) is also used which is interpreted as the value of Cronbach's Alpha (Ghozali, 2016).

Table 3.2 Reliability Test Results

Variabel	N	Cronbach Alpha	Keterangan
Green Marketing	7	0,827	Reliabel
Green Brand Image	5	0,963	Reliabel
Purchase Intention	4	0,892	Reliabel

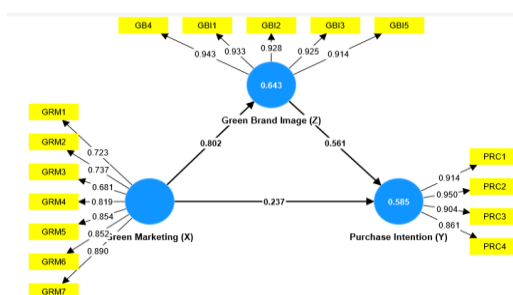
Source: Results of 2023 Primary Data Processing

Based on the test results above in table 3.2 all variables (Green Marketing, Green Brand Image, and Purchase Intention) have a Cronbach Alpha greater than 0.05, it can be said that the variables used in this study are reliable. Furthermore, all variables used in this research This is suitable for use as a measuring tool for statistical testing.

3.1.2.3 Data Instrument Test Results

Research data is processed using SmartPLS 4.0 with the following chart:

Figure 3.1 Data Instrument Test Results Phase 1



Source: Results of 2023 Primary Data Processing

3.1.2.4 Outer Model Evaluation Test (Measurement Model)

This research model will be analyzed using the Partial Least Square (PLS) method and assisted with SmartPLS 4.0 software. PLS is an alternative method of Structural Equation Modeling (SEM) that can be used to solve problems in the relationship between variables which are very complex but the data sample size is small (30-100 samples) and has non-parametric assumptions, meaning that the data does not refer to one certain distribution (Yamin, 2009).

3.1.2.5 Convergent Validity

Convergent Validity done by looking at item reliability (validity indicator) indicated by the value of the loading factor.

According to F. Hair Jr. et al., (2014) for an initial examination of the matrix loading factor is approximately 0.3 considered to have met the minimum level, and for a loading factor of approximately 0.4 is considered better, and for a loading factor greater 0.5 is generally considered significant. In this study the loading factor limit used was 0.7. After processing the data using SmartPLS 4.0, the results of the loading factor can be shown as in Table 3.4:

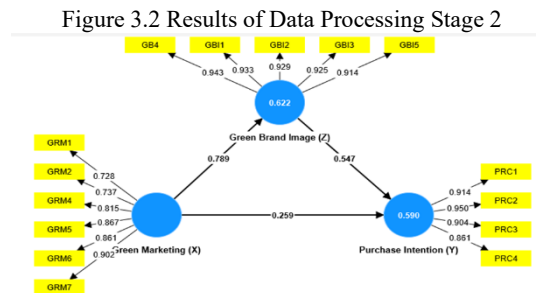
Table 3.3 First Iteration Loading Factor Value

Variabel	Indicator	Outer Loading
Green Marketing	GRM 1	0,723
	GRM 2	0,737
	GRM 3	0,681
	GRM 4	0,819
	GRM 5	0,854
	GRM 6	0,852
	GRM 7	0,890
Green Brand Image	GBI 1	0,933
	GBI 2	0,928
	GBI 3	0,925
	GBI 4	0,943
	GBI 5	0,914
Purchase Intention	PCI 1	0,914
	PCI 2	0,950
	PCI 3	0,904
	PCI 4	0,861

Source: Results of 2023 Primary Data Processing

From the results of data processing with SmartPLS shown in Table 3.3, the majority of indicators for each variable in this study have a loading factor value greater than 0.70 and are said to be valid. In addition, there is 1 indicator that has a loading factor value of less than 0.70, namely the GRM 1 variable which shows *loading factor* 0.681.

This shows that variable indicators that have a loading factor value greater than 0.70 have a high level of validity, so that they meet convergent validity. Meanwhile, variable indicators that have a loading value of less than 0.70 have a low level of validity, so these variable indicators need to be eliminated or removed from the model. In order to meet the required convergent validity, which is higher than 0.7, a second data processing is performed as shown in Figure 3.2.



Source: Results of 2023 Primary Data Processing

The loading factor value after the GRM 3 indicator has been eliminated can be shown in Table 3.4:

Table 3.4 Second Iteration Loading factor values

Variabel	Indicator	Outer Loading
Green Marketing	GRM 1	0,728
	GRM 2	0,737
	GRM 4	0,815
	GRM 5	0,867
	GRM 6	0,861
	GRM 7	0,902
	Green Brand Image	GBI 1
GBI 2		0,929
GBI 3		0,925
GBI 4		0,943
GBI 5		0,914
Purhase Intention	PRC 1	0,914
	PRC 2	0,950
	PRC 3	0,904
	PRC 4	0,861

Source: Results of 2023 Primary Data Processing

Based on Table 3.4 it shows that there was an increase in the loading factor values for GRM 1, GRM4, GRM5, GRM6, GRM, 7 and GBI 2 indicators after GRM 3 was eliminated and recalculated.

3.1.3 Path Analysis

Path analysis is an extension of multiple linear regression analysis. Path analysis is an analysis to examine the effect of mediating variables in this study. The results of the analysis test are used to show a comparison of which effect is greater between the direct effect and the indirect effect, as well as draw a conclusion whether the presence of this mediating variable can strengthen or weaken the effect of the independent on the dependent (Ghozali et al., 2014)

3.1.4 Outer Model Evaluation

The outer model explains the relationship between each variable and indicators. Testing the outer model of the outer model is carried out to test the validity and reliability of the construct, to find out about it, see Convergent Validity and Discriminant Validity.

Discriminant validity in the structural equation model equation is a reflective measurement model of indicators that are assessed based on Fornell-Larcker criteria, examination of cross-loading values and Average Variance Extracted (AVE) values. Reliability is basically the extent to which the results of a measurement can be trusted. If the results of repeated measurements produce relatively the same results, the measurement is considered to have a good level of

reliability. Indicator reliability and internal consistency is a test of reliability. Reliability indicators are tested using composite reliability, namely blocks of indicators that measure a construct based on internal consistency (Ghozali, 2008).

3.1.4 Inner Model Evaluation Model

Tests for the stability of estimates are evaluated using statistical tests. The inner model or structural model describes the relationship between latent variables based on substantive theory. The inner model is evaluated using R-square for dependent constructs, Q-Square predictive relevance for structural models.

3.1.5 Path coefficient and T-test

The path coefficient describes the coefficient value of the relationship between the variables studied. Testing the effect between variables is based on the value of the t-test. The test conditions used are expected t-test values above 1.96 or below -1.96. A variable is considered significant if it has a bootstrapping value of more than (>) 1.96, conversely if the bootstrapping value is lower (<) than 1.96, then the influence of a variable is considered weak or even insignificant.

4. RESULTS AND CONCLUSIONS

4.1 Outer Model Evaluation Test Results

4.1.1 Discriminant Validity

The following is a discriminant validity test using SmartPLS:

Table 4.1 Results
Discriminant Validity

	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted	Green Brand Image (Z)	Green Marketing (X)	Purchase Intention (Y)
Green Brand Image (Z)	0.961	0.969	0.862	-0.929		
Green Marketing (X)	0.911	0.925	0.674	0.789	-0.821	
Purchase Intention (Y)	0.931	0.949	0.824	0.751	0.69	-0.908

Source: Results of 2023 Primary Data Processing

A. Fornell-Larcker Criterion Discriminant Validity

The first method used to determine discriminant validity is the Fornell-Larcker criterion, the Fornell-Larcker criterion is the second scoring approach to assessing discriminant validity. It compares the square root of the AVE value with the correlation of latent variables.

The results of table 4.1 show that the root of the AVE Green Brand Image is 0.929 which is greater than the correlation of the Green Brand Image itself and other variables. The AVE root value of the Green Marketing variable with Green Marketing itself is 0.821. The correlation coefficient value is higher when compared to the correlation of the Green Marketing variable with other variables. The AVE root value of the Purchase Intention variable with the Purchase Intention itself is 0.908. The value of this correlation coefficient is higher when compared to the correlation of the Purchase Intention variable with other variables. Thus, all variables have fulfilled the rule of thumb of the required Fornell Larcker Criterion (Fornell and Larcker, 1981).

B. Cross Loading Criterion Discriminant Validity

Discriminant Validity the second is done by looking at the cross loading value of the construct measurement.

A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than the correlation with indicators from other block constructs. After processing the data using SmartPLS 4.0, the cross loading results can be shown in Table 4.2:

Table 4.2 Cross Loading Results

	Green Brand Image(Z)	Green Marketing(X)	Purchase Intentions(Y)
GB4	0.943	0.728	0.683
GBI1	0.933	0.733	0.709
GBI2	0.929	0.781	0.711
GBI3	0.925	0.715	0.705
GBI5	0.914	0.701	0.68
GRM1	0.576	0.728	0.5
GRM2	0.544	0.737	0.422
GRM4	0.691	0.815	0.526
GRM5	0.69	0.867	0.627
GRM6	0.667	0.861	0.657

GRM7	0.698	0.902	0.632
PRC1	0.68	0.635	0.914
PRC2	0.732	0.659	0.95
PRC3	0.661	0.609	0.904
PRC4	0.652	0.602	0.861

Source: Results of 2023 Primary Data Processing

From the cross loading results in Table 4.2 it can be seen that the correlation value of the construct with the indicators is greater than the correlation value with the other constructs. Thus all constructs or latent variables have good discriminant validity, where the indicators in the construct indicator block are better than the indicators in another block.

B. Value of Average Variance Extracted (AVE) Criterion Discriminant Validity

The next evaluation is to compare the AVE root value with the correlation between the constructs. The recommended result is that the AVE root value must be higher than the correlation between constructs (Yamin, 2009). The model has better discriminant validity if the AVE square root for each construct is greater than the correlation between the two constructs in the model. The AVE value that is both are required to have a value greater than 0.50. In this study, the AVE value and the AVE square root for each construct can be seen in Table 4.1

Judging from Table 4.1 it shows that the AVE value of each variable is greater than 0.50 so that discriminant validity is fulfilled.

D. Composite Reliability

Validity can also be done by looking at the reliability of constructs or latent variables as measured by the composite reliability value. The construct can be declared reliable if the composite reliability has a value > 0.70 , then the construct is declared reliable. The SmartPLS output results for composite reliability values can be seen in Table 4.1 From the output results SmartPLS in Table 4.1, shows the composite reliability value for all constructs which is above the value of 0.70. With the resulting value, all constructs have good reliability, according to the minimum value limit that has been required.

4.1.2 Inner Model Evaluation Test Results

Model After testing the outer model that meets the requirements, then testing the inner model (structural model) is carried out. The inner model can be evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistical value of the path coefficient test.

The higher the r-square value means the better the prediction model of the proposed research model. The path coefficients value indicates the level of significance in hypothesis testing.

4.1.2.1 Analysis of Variant (R2) or Determination Test

In this study, the structural model with the R-square value was evaluated using the SEM-PLS method with the following criteria:

Table 4.3 R-square value

	R-square	R-square adjusted
Green Brand Image (Z)	0.622	0.618
Purchase Intention (Y)	0.590	0.581

Source: Results of 2023 Primary Data Processing

The R-square (R2) value of each dependent construct of the estimated model can be seen in Table 21. Judging from the R-square output (R2) in the table above, it can be concluded that the structural model (inner model) in this study is classified as "moderate".

The interpretation of the Output R-square (R2) dependent construct of Green Brand Image is 0.62. So it can be said that the ability of the Green Marketing variable in explaining Green Brand Image is as big as 62.2% (Moderate)

Meanwhile, the interpretation of the Output R-square (R2) dependent construct of Purchase Intention is 0.59. So that it can be said that the ability of the Green Marketing variable in explaining Purchase Intention is 59% (Moderate).

4.1.2.2 Q-Square Value

The value of Q2 or predictive relevance in this study is 0.85. From these results it is known that this research model has predictive relevance because Q2 has a value greater than 0 and can be said to be good because it is close to a value of 1.

4.1.2.3 Path coefficient and T-test results

Hypothesis testing is done by looking at the output path coefficient of the bootstrap resampling results as follows:

Table 4.4 Path Coefficients (Mean, STDEV, T-Statistic)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Green Brand Image (Z) → Purchase Intention (Y)	0.547	0.546	0.108	5.146	0.000
Green Marketing (X) → Green Brand Image (Z)	0.789	0.785	0.061	12.969	0.000
Green Marketing (X) → Purchase Intention (Y)	0.259	0.257	0.111	2.341	0.019

Source: Results of 2023 Primary Data Processing

1.H1: The better the Green Marketing, the better the Green Brand Image created by Starbucks Coffee Lombok Epicentrum Mall

Green Marketing towards Green Brand Image . Gives a path coefficient value of 0.789 and has a T-statistic value of 12,969 (Tstatistics > T table 1.96). Showing that Green Marketing has a significant influence on Green Brand Image, it can be stated that hypothesis 1 is supported. Because the value of the T-statistic meet the requirements, namely T-statistics > T-table 1.96.

2.H2: The better the influence of Green Marketing, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall

Green Marketing on Purchase Intentions. Gives a path coefficient value of 0.259 and has a T-statistic value of 2.341 (Tstatistics > T table 1.96). Showing that Green Marketing has a significant influence on Purchase Intention, it can be stated that hypothesis 2 is supported. Because the T-statistic value fulfills requirements, namely T-statistics > T-table 1.96.

3.H3: More and more Good influence *Green Brands*

Images, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall

Green Brand Image on Purchase Intention. Gives a path coefficient value of 0.547 and has a T-statistic value of 5.146 (Tstatistic > T table 1.96). Showing that Green Brand Image has a significant influence on Purchase Intention, it can be stated that hypothesis 3 is supported. Because the value of the T-statistic meet the requirements, namely T-statistics > T-table 1.96.

4.2 Interpretation and Discussion

4.2.1 The Effect of Green Marketing on Green Brand Image

The results of testing the first hypothesis show that the T-statistic value is 2,341 (T-statistic > T table 1.96). Showing that Green Marketing has a significant influence on Purchase Intention, it can be stated that hypothesis 2 is supported. So, there is a positive and significant influence between Green Marketing on Purchase Intention. The better the Green Marketing, the better the Green Brand Image created by Starbucks Coffee Lombok Epicentrum Mall.

4.2.2 The Effect of Green Marketing on Purchase Intention

The results of testing the second hypothesis show that the T-statistic value is 12,969 (T-statistic > T table 1.96). Showing that Green Marketing has a significant influence on Green Brand Image, it can be stated that hypothesis 1 is supported. So, there is a positive and significant influence between Green Marketing and Green Brand Image. That is, the better the effect of Green Marketing, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall.

4.3.3 Effect of Green Brand Image on Purchase Intention

The results of testing the third hypothesis show that the T-statistic value is 5,146 (T-statistic > T table 1.96). Shows that Green Brand Image has a significant influence on Purchase Intention, it can be stated that hypothesis 3 is supported. So, there is a positive and significant influence between Green Brand Image on Purchase Intention. That is, the better the influence of Green Brand Image, then the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall.

4.3.3 Effect of Green Brand Image on

Purchase Intentions

The results of testing the third hypothesis show that the Tstatistic value is 5,146 (T-statistic > T table 1.96). Showing that Green Brand Image has a significant influence on Purchase Intention, it can be stated that hypothesis 3 is supported. So, there is a positive and significant influence between Green Brand Image on Purchase Intention. That is, the better the effect of Green Brand Image, the higher the Purchase Intention level of Starbucks Coffee Lombok Epicentrum Mall.

5. Conclusions and Suggestions

5.1 Conclusion

Based on the results of the research, it can be concluded as follows:

The results of this study indicate that Green Marketing has a significant influence on Green Brand Image, so it can be stated that hypothesis 1 is supported. These results indicate that the better the Green Marketing, the better the Green Brand Image created by Starbucks Coffee.

The effect of Green Marketing on Purchase Intention, indicating that Green Marketing has a significant influence on Purchase Intention, it can be stated that hypothesis 2 is supported. This indicates that the better the effect of Green Marketing, the higher the level of Purchase Intention of Starbucks Coffee.

The effect of Green Brand Image on Purchase Intention, the results of this study indicate that Green Brand Image has a significant influence on Purchase Intention, so it can be stated that hypothesis 3 is supported. This shows that the better the influence of Green Brand Image, the higher the level of Starbucks Purchase Intention .

5.2 Research Implications

1. Theoretical Implications

First, this research adds to the evidence that Green Marketing and Green Brand Image influence purchasing decisions

Second, Green Marketing has an influence on consumer purchasing decisions. If Green Marketing is implemented by a brand, the consumer's perception of the brand is also good. In addition, implementing Green Marketing can also help minimize environmental damage as implemented by Starbucks.

Third, the use of the Green Brand Image created by the company properly can influence consumer purchasing decisions. The measurement of Green Brand Image attribute variables uses four indicators which include commitment to the environment, brand reputation for the environment, brand success in protecting the environment and brand concern for the environment. Judging from these four indicators, Green Brand Image has been able to increase purchase intention

2. Managerial Implications

The results of this study can be used as a reference for both Starbucks and other companies in their strategy to increase sales. The entry of the Go Green concept into Indonesia can be used as an opportunity to create new products. Currently many consumers are concerned with the issue of environmental damage, therefore the application of Green Marketing can increase consumer interest in buying. The application of Green Marketing can also help protect the environment by minimizing the damage that may occur. For example, the use of plastic bottles as product packaging can be replaced with packaging made from environmentally friendly materials

5.2 Suggestions

First, the results of this study found that there is a significant effect of Green Marketing on Starbucks Purchase Intention. Starbucks Coffee is expected to be able to increase the Green Marketing that has been carried out while continuing to create new products regarding promotion with Green Marketing. services and employees working in each booth. Evaluation is needed so that the implementation of Green Marketing is carried out in all sections. Companies should start directing their production orientation in a direction that is more concerned with the environment, it doesn't have to be green as a whole immediately, but you can start with small and simple things. Because no matter how small the effort to produce environmentally friendly products is an effort that should be appreciated to protect nature.

Second, this study found that there is a significant effect of Green Brand Image on Starbucks Purchase Intention. Starbucks needs to maintain a Green Brand Image This needs to be paid more attention to by the company to maintain its credibility in maintaining its good commitment to the environment. Overall, Starbucks already has a good green brand image in the minds of consumers. Therefore, the company must continue to maintain its good performance towards the environment.

Third, for further research, it is hoped that they can continue this research using different analytical methods, using different variables. Subsequent research can conduct research using interview techniques or direct observation so that the answers and results obtained are more detailed, detailed and in-depth. The next researcher can also choose companies other than Starbucks Coffee which also apply the Green Marketing concept to their companies

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