

The Influence of Green Marketing and Brand Image on Purchase Decisions with Purchase Intention as an Intervening Variable in Consumers of Starbucks Coffee Multatuli Medan

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DOI: <https://doi.org/10.52403/ijrr.20241233>

ABSTRACT

Starbucks Coffee is a company that pays attention to brand image in the eyes of consumers by focusing its marketing strategy on environmental issues. In the Top Brand Index, Starbucks Coffee has declined for three consecutive years from 2022 to 2024. This study aims to determine the effect of green marketing and brand image on purchase decisions, with purchase intention as an intervening variable for Starbucks Coffee Multatuli media consumers. This research is associative research, and the data type used is quantitative. The sample in this study amounted to 145 respondents who were consumers of Starbucks Coffee Multatuli Medan. The sampling technique used was the accidental sampling technique. The data analysis method used was descriptive statistical analysis and Structural Equation Modeling (SEM). The results of this study indicate that Green Marketing has a positive and significant effect on Purchase decisions for Consumers of Starbucks Coffee Multatuli Medan, Brand Image has a positive and significant impact on Purchase decisions for Consumers of Starbucks Coffee Multatuli Medan, Green Marketing has a positive and significant effect on Purchase Intention for Consumers of Starbucks Coffee Multatuli Medan, Brand Image has a positive and significant effect on Purchase Intention for

Consumers of Starbucks Coffee Multatuli Medan, Purchase Intention has a positive and significant effect on Purchase Decisions for Consumers of Starbucks Coffee Multatuli Medan, Purchase Intention can mediate the relationship between Green Marketing and Purchase Decisions, Purchase Intention can mediate the relationship between Brand Image and Purchase Decisions.

Keywords: *green marketing, brand image, purchase decision, purchase intention*

INTRODUCTION

In the era of globalization followed by economic development, population, urbanization rate, and increasing industrialization, the amount of waste produced has increased. It can be seen from the World Bank report entitled "What a Waste: A Global Review of Solid Waste Management," which states that the current global waste generation rate is around 1.3 billion tons per year and is estimated to increase to around 2.2 billion tons per year by 2025. The report is supported by the statement of the Director General of Waste Management, Waste, and Hazardous and Toxic Materials (PSLB3) of the Ministry of Environment and Forestry, Rosa Vivien Ratnawati, who stated that in 2021 Indonesia's waste is estimated to amount to 68.5 million tons. Interestingly, the

composition of national waste shows a tendency for an increase in plastic waste from 11 percent in 2010 to 17 percent in 2021 (www.cnnindonesia.com). People aware of this condition are starting to be more selective in choosing products because they are worried about the possibility of natural disasters caused by consumer behavior that ignores the negative impacts of products that are often used and not environmentally friendly. Environmental communities such as Greenpeace Indonesia, Zero Waste Indonesia, and Diet Kantong Plastik have started influencing the public to be more concerned about environmental conditions and change people's habits. Campaigns carried out by ecological communities help people to start actively seeking information about the products they use and start choosing to buy environmentally friendly products. With this public awareness, companies are challenged to provide products or services that are produced safely and environmentally friendly so that they will not have a negative impact on the environment and public health.

Green marketing strategies emerged as a reaction and form of corporate concern for environmental damage issues. Companies began to produce eco-friendly products and minimize waste. Green marketing is an alternative corporate strategy that not only helps the company's image but also provides value and competitive advantage to the company's business. Green marketing will make consumers or the market trust the company's products because of its commitment to sustainable development (www.investor.co.id).

Companies must create a critical market role in the long term and successfully research, understand, and teach consumers to build a brand, product, and service that helps the community accept being environmentally friendly (Peattie & Crane, 2005). Awareness of the environment, consumer interest in environmentally friendly products, and willingness to pay more for environmentally friendly products cause companies to be interested in green marketing, making

significant changes, and innovating (Peattie & Crane, 2005). One of those who maintain the concept of green marketing in the company is the Starbucks company. Starbucks is a reasonably popular coffee shop in Indonesia with a good brand image because it is one of the companies that is aware of environmental sustainability. This awareness is seen in the company's program marketing its products with a green marketing strategy known as the "Greener Nusantara Campaign." Greener Nusantara is Starbucks' effort to support the environmental preservation program in reducing environmental waste in Indonesia so that people can move towards a better lifestyle that will positively impact the environment. Starbucks has started using environmentally friendly products, such as straws made from safe paper, packaging lids made from corn starch, bags made from biodegradable cassava, and recycled plastic tissues and cups made from recycled polyethylene terephthalate (rPET).

One of Starbucks' famous programs that explores innovative ways to make a green movement is the "Bring Your Own Tumbler" program. Starbucks provides a discount of IDR 5,000 every day and up to 50% for purchases every Thursday and every 22nd for purchases of drinks using official Starbucks tumblers. Starbucks has also started implementing the latest program by allowing consumers to use reusable cups made of polypropylene that can be recycled and reused up to 30 times. This campaign aims to attract more customers to participate in the "Bring Your Own Tumbler" promotion. Through the BYOT program itself last year, there were more than 1.9 million transactions using reusable tumblers. It has a significant impact on reducing waste (www.djakarta.id). The company feels that customers already understand what products do not negatively impact ecology and the future welfare of customers. Therefore, the company pays attention to this. Starbucks can reduce the hundreds of garbage trucks that haul away coffee cups each year by encouraging customers to reuse their used coffee cups.

In addition to green marketing, another thing that consumers consider when deciding whether to buy a product or not is brand image. Brand image is helpful for producers to be better known by consumers. Brand image influences consumers' perspectives and emotions when making purchase decisions. A positive brand image will leave a good impression in the minds of the public and will increase the likelihood of making a purchase. Likewise, if the brand image is negative, the public will reconsider when buying a product. Currently, the competition between companies to win consumers is no longer limited to the product's functional attributes, such as product usability. However, it has been associated with brands that can provide a particular image for consumers. In other words, the role of the brand has shifted. Companies that use green marketing can offer a specific image for consumers when making purchase decisions because by using eco-friendly goods, consumers not only have their needs met but can also protect the environment and maintain their health from wrong products.

Table 1. Data Top Brand Index Cafe 2018 – 2024

Brand	TBI	TBI	TBI	TBI	TBI	TBI	TBI
	(2018)	(2019)	(2020)	(2021)	(2022)	(2023)	(2024)
Starbucks	51,9%	43,7%	43,9%	49,4%	49,2%	49%	48,5%
Lawson	18,24%	17,7%	17,4%	10,7%	13,1%	14,5%	21,7%
Indomaret Point	6,24%	-	2,5%	1,3%	1,8%	1,3%	2,8%
The Coffee Bean & Tea Leaf	-	-	11,7%	11,9%	10,3%	11,3%	17,4%
McCafe	-	-	-	11,8%	10,7%	10,7%	18,9%
Excelso Coffee	-	-	-	-	7,5%	9,30%	9,0%

Sumber: <https://www.topbrand-award.com 2024>

Table 1 shows Starbucks can maintain its position at the top of the Top Brand Index Cafe. However, we can also see that even though Starbucks can maintain its existence as the best coffee shop, Starbucks experienced a significant decline in 2019 by 8.2%, in 2022 by 0.2%, in 2023, and 2024 by 1.5%. The percentage decline in 2023 occurred even though Starbucks received the Top Brand Award and 5 Marketing Excellence Awards in 2022. Starbucks, which has a positive brand image in the eyes of consumers because it has received awards,

cannot increase its Top Brand Index, which interests researchers. With the increasingly tight competition conditions and the increasing number of coffee shops, every food and beverage industry business needs to increase the strengths in its company by bringing out the differences or uniqueness that the company has compared to competitors to attract consumer purchase intention and end up making purchases that will increase the company's sales.

The Top Brand Index decline in 2024 decreased by 1.5%, in line with Starbucks' profit and loss report in the first quarter of 2024, which experienced a decrease in total revenue of 156.8 million USD compared to Starbucks' total revenue in the profit and loss report 2023. It was due to the boycott by the public, who felt that the Starbucks company was affiliated with Israel. The public views the Starbucks brand as a brand that does not care about the people and the environment in Gaza. This negative image causes customers to decide not to purchase Starbucks products.

Table 2. Pre-Survey Results Regarding Green Marketing at Starbucks Coffee

No	Statement	Yes		No		Total	
		Respondent	(%)	Respondent	(%)	Respondent	(%)
1	Starbucks reduces plastic usage	23	76,66	7	23,34	30	100
2	The prices Starbucks charges are commensurate with what Starbucks does for the environment.	24	80	6	20	30	100

Source: Pre-Survey Results, 2024

Table 2 shows that seven respondents felt that Starbucks did not reduce the use of plastic in its packaging because the glass and lid packaging still used plastic. Six respondents thought that the price given by Starbucks was not comparable to what Starbucks did for the environment because respondents felt that Starbucks' price was too expensive for Starbucks glass packaging, which was still made of plastic and contributed to producing waste in the environment. The results of Adhimusandi research, et al. (2020), showed that green marketing significantly positively affected purchase decisions. This research is

supported by Yusiana and Widodo (2016), who stated that green marketing directly affects purchase decisions. However, the research results by Widyasari and Handayani (2022) stated that green marketing does not significantly affect customer purchase decisions. This research is supported by Manongko and Kimbey (2018), who stated that green marketing does not directly influence purchase decisions.

Table 3. Pre-Survey Results Regarding Brand Image at Starbucks Coffee

No	Statement	Yes		No		Total	
		Respondent	(%)	Respondent	(%)	Respondent	(%)
1	Starbucks' concept of caring about environmental sustainability is unique.	23	76,66	7	23,34	30	100
2	Impressions of Starbucks professional employee service.	22	73,34	8	26,67	30	100

Source: Pre-Survey Results, 2024

Table 3 shows that 23.34% of respondents think that Starbucks' concept of caring about environmental sustainability is not considered a unique concept. There 26.67% who stated that the impression they felt about Starbucks employee service was unprofessional because respondents had experienced drinks that were not following their orders. It is a problem with Starbucks' brand image. The results of Adhimusandi's research, et al. (2020), show that brand image significantly positively affects purchase decisions. Febrianti's research, et al. (2021) also states that Brand Image has a significant relationship with purchase decisions. Meanwhile, the results of Azahari and Hakim's research (2021) show that brand image has a negative effect on purchase decisions. Prabowo et al. (2020) stated that brand image has a negative and insignificant impact on purchase decisions.

Table 4. Pre-Survey Results Regarding Purchase Intention in Starbucks Coffee

No	Statement	Yes		No		Total	
		Respondent	(%)	Respondent	(%)	Respondent	(%)
1	Interested in buying after seeing positive reviews from other people regarding Starbucks products	24	80,00	6	20,00	30	100
2	Interested in buying Starbucks products after getting information about the promotions offered	25	83,33	5	16,67	30	100

Source: Pre-Survey Results, 2024

Table 4 shows that 20.00% of respondents did not consider the quality of Starbucks products before buying. There were 16.67% of respondents who were not interested in buying Starbucks products even though they received information about Starbucks promotions because respondents felt that the promotions could only be obtained if customers had a Starbucks tumbler, which was considered quite expensive. The results of Manongko and Kimbey's (2018) study showed that purchasing Interest had a significant effect on the purchase of organic products for consumers to buy organic products and purchasing Interest, which was placed as an intermediary, had a considerable influence between green marketing and the decision to purchase organic products. The results of this study are supported by research by Ridwan et al. (2020), which states that purchasing Interest has a positive and significant effect on customer purchase decisions. Meanwhile, the results of research by Montjai et al. (2014) indicated that consumer purchasing interest does not significantly affect purchase decisions. This study is supported by research by Hutri and Yuliviona (2022), which states that purchasing Interest has a negative effect on the decision to purchase Suzuki motorbikes in Padang City. Based on the explanation above, the researcher is interested in researching "The Influence of Green Marketing and Brand Image on Purchase Decisions Through Purchase Interest as an Intervening Variable on Starbucks Coffee Multatuli Medan Consumers."

LITERATURE REVIEW

Purchase Decision

Purchase decisions are individuals' results or continuations when faced with certain situations and alternatives to meet their needs (Effendi, 2016). Purchase decision-making is related to a selection made by individuals to determine the choice of various available options for a product that meets their needs. Human needs are very varied and can be met in the economic system through purchasing activities.

Thus, a need will ultimately lead to a purchase decision.

Green Marketing

According to Mintu and Lozada in Nurhayati and Gozali (2016), the application of green marketing is identified as a marketing tool to promote changes that provide organizational satisfaction and personal goals in maintaining, protecting, and conserving the physical environment. The principle of green marketing strategy is a comprehensive campaign to encourage environmental conservation efforts (Hakim, 2018). Green marketing is about producing environmentally friendly products and the entire series of production processes. Green marketing is applied to consumers, all departments, and the company's internal employees. This green activity begins with building a green mindset, for example, using less or economic paper, using both sides of the paper for daily needs, saving more on electricity, using stainless straws for drinks, and starting to sort waste within the company. Meanwhile, campaigns outside the company or campaigns to consumers can use strategies such as using environmentally friendly packaging running green programs, such as planting trees or recycling packaging programs. It can also be done by adding attributes that show concern for the environment.

Brand Image

Kotler and Keller (2016:330) stated, "Brand imagery describes the extrinsic properties of the product or service, including how the brand attempts to meet customers' psychological or social needs." Companies with products or services and a positive brand image will excel in the market because many consumers are already satisfied and trust the products or services of the company. It is supported by Theodora's statement (2015), which states that a brand image that produces positive consequences will increase understanding of knowledge of consumer behavior in

making decisions, consumer trust in its products, and increase sustainable competitive advantage. For companies that want their products to have a good brand image or follow the expected brand identity, marketers are required to be able to understand what positive values are related to their products and try to exploit supporting elements that can form a positive image of their products that will make their products different from their competitors.

Purchase Intention

According to Schiffman (2018), purchase intention is a significant psychological force within a person and influences an individual's ability to act. If a customer has decided to buy a product, then the product is said to have been consumed. The value of the goods being evaluated is a factor that plays a role in the decision to buy. If consumers feel that the benefits are more significant than the sacrifices required to obtain them, then the desire to buy them will be stronger. Conversely, buyers will often refuse to purchase the product if the benefits are smaller than the sacrifices. Instead, they will switch to analyzing alternative goods comparable to those considered.

Framework

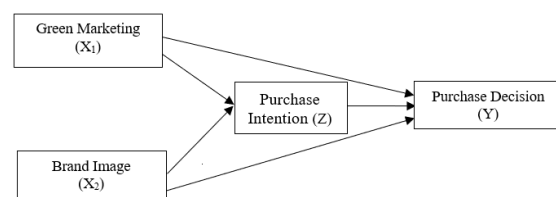


Figure 1. Conceptual Framework

1. Green marketing positively and significantly affects consumer purchase intention in Starbucks coffee.
2. Brand image positively and significantly affects consumer purchase intention in Starbucks coffee.
3. Green marketing positively and significantly affects consumer

- purchase decisions in Starbucks coffee.
4. Brand image positively and significantly affects consumer purchase decisions in Starbucks coffee.
 5. Purchase intention positively and significantly affects consumer purchase decisions in Starbucks coffee.
 6. Green marketing positively and significantly affects purchase decisions through purchase intention as an intervening variable in Starbucks coffee consumers.
 7. Brand image positively and significantly affects purchase decisions through purchase intention as an intervening variable in Starbucks coffee consumers.

MATERIALS & METHODS

This type of research is associative research with a quantitative approach. Associative research, according to Sugiyono (2017:37), is a formulation of a research problem that aims to ask about the relationship between two or more variables. The nature of this research can be known based on the relationship between the variables used. The method used in this research is a survey method, namely, the distribution of questionnaires to collect data.

Each variable in this study is measured using a Likert scale. With a Likert scale, the variables to be measured are described as variable indicators.

The population in this study is Starbucks Coffee consumers, whose number is unknown. The sampling technique in this study is a sample taken with a non-probability sampling design, which does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Priyastama, 2017).

The size of the population of this study is not yet known. So, the sample size can be determined using the formula according to

Hair (2010), and the sample size should be 100 or larger.

In this study, there are 31 statement items, so the number of samples taken is:

Number of samples = Number of statements x 5 = 29 x 5 = 145 respondents

Based on these results, the number of respondents who will be used as samples in this study is 145 Starbucks Coffee Multatuli Medan consumers, who were selected according to the sample selection criteria in this study. The sample criteria are a minimum age of 17 and consumers who have purchased at least 2 times. The sampling technique used in this study is the accidental sampling technique, a sample determination technique based on anyone who accidentally or incidentally meets the researcher. It can be used as a sample if it is considered that the person who was met by chance matches the data source (Priyastama, 2017). This technique is used because researchers cannot obtain consumer data, so the accidental sampling technique is more appropriate to facilitate the distribution of questionnaires to Starbucks Coffee consumers.

The data analysis technique in this study uses descriptive statistical analysis and the SEM-PLS model to test the seven hypotheses proposed in this study. Each hypothesis will be analyzed using SmartPLS software to test the relationship between variables and the level of dimensions of the Brand Image variable.

RESULT

1) Convergent Validity Test

a. Loading Factor

Figure 2, convergent validity test with loading factor, shows that all measuring items in each latent variable have a loading value > 0.7 , meaning all items have met the validity test requirements.

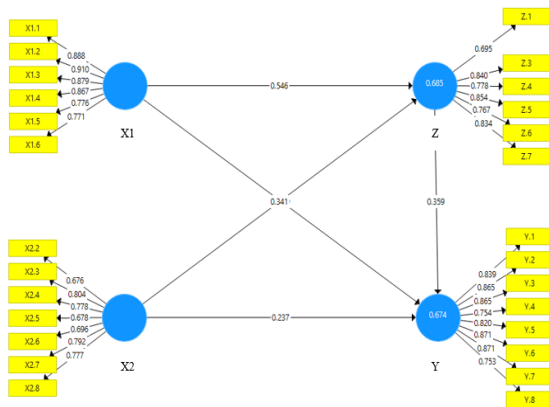


Figure 2. First Full Model Loading Factor
Source: PLS Output Results

b. AVE (Average Variance Extracted)

Another method to assess convergent validity is to compare the square root of the Average Variance Extracted for each construct with the correlation between other constructs. It can be seen in the following table:

Table 5. AVE (Average Variance Extracted)

	Average Variance Extracted (AVE)
Brand Image	0.555
Green Marketing	0.723
Purchase Decision	0.691
Purchase Intention	0.634

Source: PLS Output Results

Based on Table 5, the AVE value produced by all constructs is > 0.5 , so the measurement meets the requirements or criteria for convergent validity.

2) Reliability Test

Internal Consistency Reliability

Based on Table 6, the consistency test on each item at the dimension level, where all exogenous and endogenous variables have a composite reliability value of > 0.6 , means that all items in the variable have good reliability.

Table 6. Internal Consistency Reliability

	Cronbach's Alpha	Composite Reliability
Brand Image	0.866	0.897
Green Marketing	0.922	0.940
Purchase Decision	0.935	0.947
Purchase Intention	0.884	0.912

Source: PLS Output Results

3) Discriminant Validity Fornell-Lacker Criterion

Based on Table 7 of the discriminant validity test with the Fornell-Larcker criterion, where each variable has a root value of AVE, each variable is greater than the correlation between the variables. Thus, the discriminant validity test is met.

Table 7. Fornell-Larcker Criterion Table

Fornell-Larcker Criterion				
	Brand Image	Green Marketing	Purchase Decision	Purchase Intention
Brand Image	0.745			
Green Marketing	0.730	0.850		
Purchase Decision	0.720	0.757	0.831	
Purchase Intention	0.739	0.794	0.772	0.796

Source: PLS Output Results

Inner Model Evaluation

1) Correlation Test of Variables in Structural Models

According to Hair et al. (2018), the multicollinearity test provides a perspective on the impact of collinearity on exogenous variables in a structural model. According to Hair et al. (2019), the possibility of collinearity problems is when the VIF value $\geq (3 - 5)$, and good collinearity is when the VIF value < 3 .

Table 8. Collinearity Statistics

	Brand Image	Green Marketing	Purchase Decision	Purchase Intention
Brand Image			2.510	2.141
Green Marketing			3.087	2.141
Purchase Decision				
Purchase Intention			3.178	

Source: PLS Output Results

2) Model Quality Test

a. R Square

Based on Table 9, the R Square value on Purchase Intention is 0.685 or 68.5 percent, meaning that Green Marketing and Brand Image can explain Purchase Intention by 68.5 percent, which is a strong model. In comparison, the remaining 31.5 percent is explained by other factors outside the model, and the R Square value on Purchase Decision is 0.674 or 67.4 percent, meaning that Green Marketing, Brand Image, and Purchase Intention can explain Purchase Decision by 67.4 percent, which is a strong category. In comparison, the remaining 32.6 percent is explained by other factors outside the model, indicating a strong model.

Table 9. R Square

	R Square
Purchase Decision	0,674
Purchase Intention	0,685

Source: PLS Output Results, 2024

b. f Square (Effect Size)

Based on Table 10, the f Square or effect size value is Green Marketing on Purchase Intention, which is 0.442, including the large category, and the one with the smallest effect size value is Brand Image on Purchase Decision, which is 0.068, including the small category.

Table 10. f Square

	Brand Image	Green Marketing	Purchase Decision	Purchase Intention
Brand Image			0,068	0,341
Green Marketing			0,089	0,442
Purchase Decision				
Purchase Intention			0,125	

Source: PLS Output Results, 2024

3) Significance Test

Direct Effect Significance Test

Table 11. Path Coefficient

	Original Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Purchase Decision	0,299	0,291	0,095	3,141	0,002
Green Marketing -> Purchase Intention	0,546	0,542	0,073	7,494	0,000
Brand Image -> Purchase Decision	0,237	0,245	0,081	2,933	0,003
Brand Image -> Purchase Intention	0,341	0,345	0,072	4,749	0,000
Purchase Intention -> Purchase Decision	0,359	0,360	0,089	4,033	0,000

Source: PLS Output Results, 2024

The following is the interpretation of Table 11 as follows:

- a) It is known that the Green Marketing path coefficient value is 0.299, which is positive, with a significance of 5 percent, t count 3.141 > 1.96, and a p-value of 0.002 < α (0.05), meaning that Green Marketing has a positive and significant effect on Purchase decisions. This means that the better green marketing is, the more it will increase purchase decisions significantly.
- b) It is known that the coefficient value of the Green Marketing path is 0.546, which is positive, with a significance of 5 percent, t count 7.494 > 1.96, and a p-

value of 0.00 < α (0.05), meaning that Green Marketing has a positive and significant effect on Purchase Intention. This means that the better the green marketing, the more it will increase Purchase Intention significantly.

- c) It is known that the Brand Image path coefficient value is 0.237, which is positive, with a significance of 5 percent, t count 2.933 > 1.96, and a p-value of 0.003 < α (0.05), meaning that Brand Image has a positive and significant effect on Purchase decisions. This means that the better the Brand Image, the more it will increase Purchase decisions significantly.
- d) It is known that the Brand Image path coefficient value is 0.341, which is positive, with a significance of 5 percent, t count 4.749 > 1.96, and a p-value of 0.000 < α (0.05), meaning that Brand Image has a positive and significant effect on Purchase Intention. This means that the better the Brand Image, the more it will increase Purchase Intention significantly.
- e) It is known that the coefficient value of the Purchase Intention path is 0.359, which is positive, with a significance of 5 percent, t count 4.033 > 1.96, and a p-value of 0.000 < α (0.05), meaning that Purchase Intention has a positive and significant effect on Purchase Decisions. This means that the better the Purchase Intention, the more it will increase Purchase Decisions significantly.

Significance Test of Indirect Effect

Table 12. Indirect Effect

	Original Sample (O)	Average Sample (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Purchase Intention -> Purchase Decision	0,196	0,196	0,057	3,418	0,001
Brand Image -> Purchase Intention -> Purchase Decision	0,123	0,124	0,039	3,167	0,002

Source: PLS Output Results, 2024

Table 12 shows that:

- 1) The magnitude of the coefficient of indirect influence of Green Marketing on Purchase decisions through Purchase

Intention is 0.196, which is positive, with a significance of 5 percent t counts $3.418 > 1.96$ and a p-value of $0.001 < \alpha (0.05)$. It shows that Purchase Intention can mediate the relationship between Green Marketing and Purchase Decisions.

- 2) The magnitude of the coefficient of indirect influence of Brand Image on Purchase decisions through Purchase Intention is 0.123, which is positive, with a significance of 5 percent t counts $3.167 > 1.65$ and a p-value of $0.002 < \alpha (0.05)$. It shows that Purchase Intention can mediate the relationship between Brand Image and Purchase Decisions.

Total Effect Significance Test

Table 13. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Purchase Decision	0.495	0.486	0.083	5.974	0.000
Green Marketing -> Purchase Intention	0.546	0.542	0.073	7.494	0.000
Brand Image -> Purchase Decision	0.359	0.368	0.077	4.690	0.000
Brand Image -> Purchase Intention	0.341	0.345	0.072	4.749	0.000
Purchase Intention -> Purchase Decision	0.359	0.360	0.089	4.033	0.000

Source: PLS Output Results, 2024

Table 13 shows that:

- 1) It is known that the value of the total influence path coefficient of Green Marketing is 0.495, which is positive, with a significance of 5 percent t count $5.974 > 1.96$ and a p-value of $0.000 < \alpha (0.05)$, meaning that Green Marketing has a positive and significant effect on Purchase decisions. This means that the better Green Marketing is, the more it will increase Purchase decisions significantly.
- 2) It is known that the value of the total influence path coefficient of Green Marketing is 0.546, which is positive, with a significance of 5 percent t count $7.494 > 1.96$ and a p-value of $0.00 < \alpha (0.05)$, meaning that Green Marketing has a positive and significant effect on Purchase Intention. This means that the better Green Marketing is, the more it will increase Purchase Intention

significantly.

- 3) It is known that the Brand Image path coefficient value is 0.359, which is positive, with a significance of 5 percent t count $4.690 > 1.96$ and a p-value of $0.000 < \alpha (0.05)$, meaning that Brand Image has a positive and significant effect on Purchase decisions. This means that the better the Brand Image, the more it will increase Purchase decisions significantly.
- 4) It is known that the Brand Image path coefficient value is 0.341, which is positive, with a significance of 5 percent t count $4.749 > 1.96$ and a p-value of $0.000 < \alpha (0.05)$, meaning that Brand Image has a positive and significant effect on Purchase Intention. This means that the better the Brand Image, the more it will increase Purchase Intention significantly.
- 5) It is known that the coefficient value of the Purchase Intention path is 0.359, which is positive, with a significance of 5 percent, t count $4.033 > 1.96$, and a p-value of $0.000 < \alpha (0.05)$, meaning that Purchase Intention has a positive and significant effect on Purchase Decisions. This means that the better the Purchase Intention, the more it will increase Purchase Decisions significantly.

CONCLUSION

Based on the results of the explanation above, it can be concluded that:

- 1) Green Marketing positively and significantly affects Purchase Intention in Starbucks Coffee Multatuli Medan consumers.
- 2) Brand Image positively and significantly affects Purchase Intention in Starbucks Coffee Multatuli Medan consumers.
- 3) Green marketing has a positive and significant effect on purchase decisions for Starbucks Coffee Multatuli Medan consumers.
- 4) Brand image has a positive and significant effect on purchase decisions

for Starbucks Coffee Multatuli Medan consumers.

- 5) Purchase Intention positively and significantly affects Purchase Decisions in Starbucks Coffee Multatuli Medan consumers.
- 6) Green Marketing positively and significantly affects Purchase Decisions through Purchase Intention in Starbucks Coffee Multatuli Medan consumers.
- 7) Brand Image positively and significantly affects Purchase Decisions through Purchase Intention in Starbucks Coffee Multatuli Medan consumers.

SUGGESTIONS

Based on the discussion and conclusions that have been explained, the following suggestions can be given by the researcher:

1) Green Marketing

It is hoped that the Starbucks Coffee Company can consider finding alternative production processes that can reduce packaging production costs and contribute more often to environmental conservation programs for its cups or not use disposable cups at all to reduce waste and increase the use of personal tumblers for customers so that it can reduce the cost of producing recycled cup packaging which has so far caused prices to tend to be more expensive.

2) Brand Image

It is hoped that the Starbucks Coffee Company can improve customer relationships so that the impression of Starbucks Coffee can increase by evaluating the services provided by staff and providing training more often.

3) Purchase Intention

It is hoped that Starbucks Coffee Company will consider utilizing other social media platforms to highlight positive comments about Starbucks Coffee by pinning comments on social media and providing price promotions for consumers who upload positive reviews about their experiences after purchasing Starbucks Coffee products.

4) Purchase Decision

It is expected that Starbucks Coffee Company can monitor the performance of the staff to ensure that the staff writes the consumer's name and remembers the consumer's name so that the consumer feels special because they are recognized by the staff and feel close to Starbucks Coffee.

5) Further researches

The researcher suggests that further research can be conducted outside of this research variable, such as experiential marketing, store atmosphere, and others, so the results are more varied. However, if further researchers want to research the same variable, it is hoped that further researchers can look for other samples.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: No conflicts of interest declared.

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- How to cite this article: Elfa Yolanda, Endang Sulistya Rini, Yeni Absah. The influence of green marketing and brand image on purchase decisions with purchase intention as an intervening variable in consumers of Starbucks Coffee Multatuli Medan. *International Journal of Research and Review*. 2024; 11(12): 311-321. DOI: <https://doi.org/10.52403/ijrr.20241233>
