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The Role of Brand Image in Mediating the Relationship between the Effect of Green Product and Green Promotion on Purchasing Decisions at Starbucks Company in Yogyakarta

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ABSTRACT

This study aims to explore the role of brand image in mediating the relationship between green products and green promotions on purchasing decisions at Starbucks in Yogyakarta. This study seeks to understand how green products and green promotions influence consumer behavior in making purchasing decisions and how brand image takes on a role as a factor that reinforces green products and green promotions on consumer purchasing decisions in the context of a sustainable marketing strategy. This research uses quantitative methods using Primary data sources, using Purposive sampling method of customers who have purchased environmentally friendly products from Starbucks. Data was collected using a structured questionnaire, and analysis was conducted using Structural Equation Modeling (SEM) to test the hypothesized relationships. The results showed that green products and green promotions positively and significantly influence consumer purchasing decisions. In addition, green products and green promotions also positively and significantly affect brand image. The findings of this study prove that brand image is able to strengthen the relationship of green products and green promotions to purchasing decisions. So that brand image can act as a significant mediator in the relationship between green products and green promotions on purchasing decisions. This research is expected to provide insights for businesses in the food and beverage industry, especially those aiming to integrate sustainability into their marketing strategies. This research is also useful for marketers, managers, and researchers who focus on consumer behavior, green marketing, and corporate social responsibility. This research is also expected to contribute new knowledge by highlighting the mediating role of brand image in enhancing the effectiveness of green marketing strategies. This research can advance the understanding of how sustainable practices in product offerings and promotions can shape consumer perceptions and purchasing behavior in the context of environmental sustainability.

Keywords*: Green Product 1, Green Promotion 2, Brand Image 3, Purchase Decision 4.*

1. INTRODUCTION

Environmental degradation has become an increasingly ignored global problem. The World Economic Forum (2020) reported that global plastic waste production reached 400 million tons per year, with Indonesia accounting for 6.8 million tons of plastic waste per year and ranking as the second largest contributor of plastic waste to the ocean after China. This causes the daily use of microplastics by humans to increase by 59 times in the daily accumulation rate of microplastics, which is caused by a surge in plastic consumption and waste disposal into riversheds, wetlands, floodplains and lakes, resulting in plastic waste in the sea (X. Zhao & You, 2024)

Indonesia is ranked at the top in the world's per capita microplastic food intake with a figure of 15 g per month (X. Zhao & You, 2024). Microplastics, which are plastic particles

less than 5 mm in size, can enter the human body through the consumption of contaminated seafood, vegetables, and drinking water (Budiarti, 2021; Supriyo, 2023; Suryatini, 2024). The main source of microplastics in seafood comes from environmental pollution, where microplastics are fragmented from larger plastic waste due to a long-lasting degradation process (Nainggolan et al., 2022; Rusman & Hidayati, 2022). Microplastics can accumulate in the body tissues of fish and other marine animals, so when humans consume contaminated fish or seafood, they also consume these microplastics (Tuhumury & Ritonga, 2020; Utomo & Muzaki, 2023). Microplastics can also come from plastic bottle packaging, plastic containers and plastic wrappers that cause health problems in humans (WWF-INDONESIA, 2024).

Consumer awareness of health and environmental impacts leads to a behavioral change known as green consumerism, where consumers switch to products that are considered more environmentally friendly and sustainable (Luckho et al., 2024). Consumer preferences have shifted to environmentally friendly products, where sustainability aspects, carbon impact reduction, and ethical practices are important factors in purchasing decisions (Malhotra et al., 2024). Modern consumers are not only looking for quality products but also considering the environmental impact of those products throughout their life cycle, from raw materials to disposal. Modern consumers prefer brands that transparently demonstrate a commitment to sustainability, such as the use of recycled materials, energy efficiency in the production process, and packaging that reduces reliance on single-use plastics.

In addition to consumers, companies are also increasingly aware of the importance of adopting sustainable marketing practices to attract consumers who care about the environment. Sustainable marketing strategies, such as the use of eco-friendly advertising and sustainable product development, have been shown to be effective in increasing consumer buying interest (Juanita et al., 2024). Increasing consumer awareness of environmental issues, such as the impact of microplastic consumption, global warming and pollution, has led to the emergence of sustainable marketing as an important strategy for companies seeking a competitive advantage.

Sustainable marketing serves as a competitive advantage for organizations by integrating sustainability into business strategies (Lima et al., 2024). In line with Lima's research, Nadanyiova (2020) argues that sustainable marketing also serves as a significant competitive advantage by aligning environmental responsibility with business strategy. This increases brand loyalty, attracts new customers, and increases investor interest, especially among different generational groups who value sustainability (Nadanyiova et al., 2020).

The implementation of this sustainable marketing strategy can be seen from the concrete steps taken by large companies, one of which is the Starbucks company. A prominent effort made by Starbuks is the use of rPET (recycled polyethylene terephthalate) plastic is a type of plastic produced from the recycling process, and Starbucks has implemented the use of this material for eco-friendly glass packaging and lids (Fatharani, 2023). This move is part of Starbucks' commitment to reduce the environmental impact of their products, which is in line with the global trend towards more sustainable use of materials (Gozdan & Sudolska, 2021; Lee, 2023). In addition, Starbucks is also replacing plastic straws with paper straws at all of its stores in Indonesia starting in 2020, which is expected to reduce more than 30 million

plastic straws wasted annually (Windiana et al., 2020). This replacement of packaging materials is expected to have a greater impact compared to straw replacement, with an estimated reduction of 200,000 kilograms of pure plastic per year from all Starbucks sales operations (Ma, 2023). The "Bring Your Own Tumbler" program, which has been running for 12 years, has also shown a positive impact on the environment, by encouraging consumers to bring their own containers and reducing the use of single-use packaging (Gozdan & Sudolska, 2021; Lee, 2023).

These initiatives not only reduce plastic waste but also increase consumer awareness of the importance of sustainability in daily consumption (Gozdan & Sudolska, 2021; Tjokrosaputro & Cokki, 2020). Starbucks, as one of the companies committed to corporate social responsibility (CSR), strives to build a brand image that supports sustainability and the environment (Siwu, 2023). With these measures, Starbucks not only contributes to the reduction of plastic waste, but also plays a role in promoting environmental awareness among consumers (Gozdan & Sudolska, 2021; Windiana et al., 2020). Companies that effectively promote their green initiatives can positively influence consumers' purchasing decisions. When consumers consider a company to be responsible for the environment, they may be more likely to buy its products (Zhang et al., 2023).

Green Products are defined as goods that are environmentally friendly, often produced with sustainable practices, and designed to minimize negative impacts on the environment (Mutmainah & Eha Hasni Wahidhani, 2024). Khachatryan (2023) found that green products, especially organic ones, significantly influence purchasing decisions, reflecting the importance of sustainability aspects in consumer choices.

In line with the value of green products, green promotion is a complementary strategy. Eco-friendly promotion includes advertising activities that connect products with environmental benefits, promoting a healthy and sustainable lifestyle (Apaza-Panca et al., 2024). This approach aims to influence consumer behavior towards choosing products that are less harmful to the environment (Nedumaran & Manida, 2020). Effective green promotion aims to increase consumer awareness of the ecological benefits of products while ensuring that these products meet traditional consumer needs such as quality, convenience, and price (Ćalasan et al., 2021). It is known from Fadilah's (2024) research that Green Promotion has a significant relationship with purchasing decisions, showing the importance of this approach in encouraging the adoption of environmentally friendly products.

Furthermore, the success of a sustainable marketing strategy does not only depend on promotion, but also on the brand image produced. Brand image plays an important role in influencing purchase decisions by shaping consumer perception and increasing purchase intent. This is a strong differentiating factor in a competitive market, as well as mediating the effects of other marketing strategies. For example, research shows that brand image has a positive impact on purchasing decisions for various products, such as 3Second, Kopi Kenangan, and iPhone (Juliyanti et al., 2024; Nugroho et al., 2023; I. M. Sari & Asral, 2024).

From the results of previous research, there are still inconsistencies in research results, that green products affect purchase decisions (Astuti et al., 2021; Audina & Pradana, 2024; Lelawati et al., 2024). Meanwhile, there are several studies that show that green products do not affect purchasing decisions (Dewi et al., 2023; Jannah Yachya & Meilia Marka, 2023).

In addition to green product research that showed inconsistencies, it turned out that the results of previous research on green promotion also experienced inconsistencies. The results of the study show that green promotion influences purchase decisions (Astuti et al., 2021; Dewi et al., 2023; Lelawati et al., 2024; Nurika et al., 2023), while other studies showed different results, that green promotion had no effect on purchase decisions (Sophianur Batubara & Elwisam, 2024).

From these inconsistencies, the researcher added a mediating variable, namely brand image to overcome these inconsistencies. Brand image is seen as a key element that is able to strengthen the relationship between green products and green promotion on purchasing decisions. As mediation, brand image plays an important role in shaping consumer perception, so that green products and green promotion are not only seen as marketing efforts, but also as a company's commitment to desires. This research aims to explore the extent to which brand image can increase the effectiveness of sustainable marketing strategies, as well as provide a deeper understanding of the factors that influence consumer purchasing decisions in the era of green consumerism.

Research related to brand image on its influence on consumer purchase decisions. In the study of Sitorus & Realize (2024), the influence of brand image on purchase decisions for products contributed 14.2% to purchase decisions (Sitorus & Realize, 2024). Another study showed that brand image has a significant impact on purchasing decisions at Gramedia Merdeka Bandung Store (Triadi et al., 2024).

With increasing attention to environmental issues and heightened consumer awareness of the importance of sustainability, companies need to adopt sustainable marketing strategies that are effective to meet the needs of a market that is increasingly concerned about environmental impacts. Starbucks, as one of the global companies committed to sustainability, has taken various tangible steps in reducing its environmental impact through the use of recycled materials and the reduction of plastic waste. However, despite these efforts, their effectiveness in influencing consumers' purchasing decisions still requires a deeper understanding. Therefore, this study aims to examine the role of brand image as a mediating variable in the relationship between green products and green promotion on consumer purchase decisions, especially in the Yogyakarta market which has diverse consumer characteristics. Through this research, it is hoped that it can provide a more comprehensive insight into how sustainable marketing strategies supported by a strong brand image can influence consumer purchasing decisions, as well as contribute to the development of sustainable marketing theories and practices

2. THEORETICAL STUDIES

2.1. Theory of Reasoned Action

The Theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen in (1975). This theory aims to predict and understand intentional human behavior based on individual beliefs and intentions (Hagger, 2019). According to Hangger (Hagger, 2019), there are 4 variables of reasoned action theory, namely:

2.1.1 Attitude toward the behavior

Attitude refers to an individual's evaluation of a particular behavior, whether it is perceived as positive or negative. This attitude is formed based on beliefs about the consequences of the action and the individual's evaluation of those consequences. Positive attitudes tend to encourage a person to have the intention of doing these behaviors. Eco-friendly products can increase consumers' positive attitudes, which in turn contributes to their purchasing decisions (Kurnia, 2022). In addition, effective eco-friendly promotion can positively affect consumer attitudes (Wahyuningtias & Artanti, 2020).

2.1.2 Subjective norm

Subjective norms are individual perceptions of social pressure or expectations from significant people (e.g., family, friends, or superiors) to perform or not perform a behavior. When individuals feel that an important person in their life wants them to perform certain behaviors, then this tends to affect their intention to do so. Consumers who have a high environmental awareness tend to pay more attention to recommendations from those closest to them, which in turn can increase a positive perception of those who are committed to sustainability (Kristiana, 2023).

2.1.3 Intention to Perform the behavior

Intention is an individual's motivation to perform a certain behavior. This intention is considered a direct predictor of behavior. The stronger a person's intention to perform an action, the more likely they are to do it. Intention is influenced by subjective attitudes and norms. Strong intentions in the context of usability can be influenced by subjective attitudes and norms, which are relevant to the decision to purchase environmentally friendly products (Abdullah et al., 2021).

2.1.4 Behavior

Behavior is an action that an individual performs, which is directly influenced by the intention as well as the actual control of behavior. Actual behavior is formed from positive attitudes, which reinforce subjective norms, and ultimately increase purchase intent leading to higher purchasing decisions (Majeed et al., 2022).

Actual behavior can be understood through the interaction between attitudes, subjective norms, and intentions related to environmentally friendly products. Attitudes towards a behavior, which are influenced by positive or negative judgments of that behavior, play an important role in shaping an individual's intention to perform certain actions (Ewe & Tjiptono, 2023). For example, a positive attitude towards eco-friendly products can increase the intention to buy them, which in turn contributes to actual purchasing behavior (Immawati, 2024). Eco-friendly promotion serves as an external factor that can affect consumer attitudes and intentions. When companies conduct promotions that emphasize the environmental benefits of their products, this can increase consumer awareness and positive attitudes towards the product (S. Zhao & Cai, 2022). Subjective norms, which include an individual's perception of the expectation of others to do or not perform an action, also play a role in shaping intentions. When individuals feel that the people around them support the use of

eco-friendly products, they are more likely to develop a strong intention to purchase the product (Kim, 2023). In addition, a strong brand image related to sustainability can increase purchase intent, as consumers tend to trust and choose brands that they consider socially and environmentally responsible (Trihudiyatmanto & Larasati, 2023).

Thus, the interaction between attitudes, subjective norms, and intentions, influenced by eco-friendly products, eco-friendly promotions and brand image, is essential in shaping actual behavior, i.e. purchasing decisions.

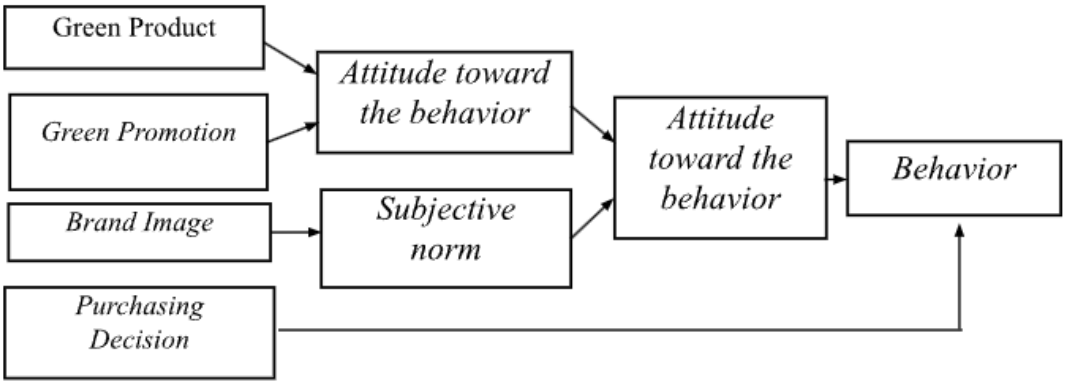

Figure 2.1 Relationship of Theory to Variables

2.2. Theory Hierarchy of Effects

The Theory of Hierarchy of Effects, introduced by Lavidge and Steiner in (1961), is used to understand the process that goes through consumer consciousness from inception to purchase decision. According to Handayani (2023), the theory of the hierarchy of effects describes that consumers move through three stages, namely cognitive (awareness and knowledge), affective (interests and preferences), and conative (beliefs and purchase actions). Thus, the influence of sustainability-focused eco-advertising has been shown to increase consumer buying interest, which shows that affective and conative elements in consumers' decision-making processes are strongly influenced by their perception of eco-friendly brands and products (Kurnia, 2022).

2.3.The Influence of Green Products on Purchase Decisions

Consumers' purchasing decisions for green products are increasingly a concern in the context of sustainable marketing, along with increasing awareness of environmental issues. Green Products, which are produced with environmental impact in mind, have been shown to have a positive influence on consumer purchasing decisions. Studies show that environmental awareness and knowledge of green products play an important role in shaping consumer purchase intentions. Suryono, (2023) found that green products have a significant impact on consumer purchasing decisions, where consumers are more likely to choose products that are considered environmentally friendly (Suryono, 2023).

Research by Lelawati et al. (2024) shows that green product strategies have a significant influence on consumer purchasing decisions, especially in a case study of Le Minerale

products in Lampung. Consumers tend to choose products that demonstrate a commitment to sustainability and are environmentally friendly, which makes green products the main attraction in the decision-making process

Furthermore, research by Astuti et al. (2021) also confirms that green products are an important factor in influencing purchasing decisions. Products marketed with an environmentally friendly approach are considered to have added value by consumers who care about sustainability issues, thereby increasing interest and inclination to buy. In this context, green products are not only the functional aspects of the product, but also reflect ethical values that are increasingly valued by modern consumers.

Furthermore, the findings from Augtiah et al. (2022) strengthen the evidence that green products can influence purchasing decisions indirectly through consumer attitudes. In the study, green products were proven to have a positive effect on consumer attitude, which then mediated the influence on purchase decisions. This shows that positive perceptions of green products contribute to shaping consumption behaviors that support sustainability.

Overall, empirical evidence shows that green products have a strong appeal to environmentally conscious consumers, and have the potential to improve brand image and customer satisfaction. With increasing consumer awareness of environmental issues, companies that implement sustainable practices and market their green products effectively will have a significant competitive advantage. Therefore, the hypothesis of this study is:

H1: Green Products have a positive and significant effect on consumer purchasing decisions.

2.4.The Influence of Green Promotion on Purchase Decisions

Green Promotion has been recognized as an important element in influencing consumer purchase decisions, especially in the green promotion category. Various studies show that an eco-friendly marketing strategy designed effectively, including green promotion, is able to drive consumer purchase intentions and decisions in a significant way. One of the key findings in the literature is that green promotion has a positive impact on brand image, which in turn impacts consumer purchasing decisions. For example, research conducted by Rayon and Widagda (2021) shows that eco-friendly marketing significantly influences purchasing decisions, with brand image as a mediator that amplifies this influence. Similarly, Bachtiar (2023) notes that green promotion directly improves purchasing decisions through strengthening brand image, showing that consumer perception of environmentally responsible brands increases the desire to buy their products.

Furthermore, various elements of the eco-friendly marketing mix, including green promotion, are known to have a strong influence on consumer behavior. Jennah (2023) specifically found that green promotion has a positive and significant impact on consumer purchasing decisions for green promotion. This is in line with the findings from Himawan (2019), which shows that a positive attitude towards sustainable brands, influenced by green promotion, significantly affects purchase intent. The integration of green promotion in marketing strategies not only increases awareness of environmental issues, but also builds a positive attitude towards green promotion, thereby strengthening consumer interest in buying.

Research also shows that consumer awareness and knowledge about environmental issues affects the effectiveness of green promotion. The results of Suryono's (2023) research, which

shows that high environmental awareness increases consumers' tendency to make the right purchasing decisions for green products. This indicates that green promotion is not only effective in increasing awareness, but also affects purchasing preferences by adding the value of social responsibility in consumer perception.

Furthermore, the impact of green promotion is not limited to brand image and consumer awareness, but also affects the overall effectiveness of an eco-friendly marketing strategy. Fatmawati and Alikhwan (2021) and Ulfiah (2023) found that eco-friendly marketing strategies, which include promotional elements, significantly influence consumers' purchasing decisions by increasing their perception of the company's brand value and environmental responsibility. These findings reinforce the conclusion that green promotion, by effectively conveying environmental benefits and building a positive brand image, not only increases consumer awareness but also encourages them to choose environmentally friendly products. Based on the available evidence, the hypothesis in this study is:

H1: Green Promotion has a positive and significant effect on purchase decisions.

2.5.The Influence of Green Products on Brand Image

Green products have a positive and significant influence on brand image, showing that the eco-friendly attributes of a product can strengthen consumer perception of the brand. Research shows that there is a close relationship between green product quality and sustainable brand image, which together contribute to customer purchase decisions. For example, research by Yuwanti (2023) revealed that green product quality and sustainable brand image have a positive impact on purchase decisions, indicating that a strong brand image can increase consumer trust.

Furthermore, Muqorrobin (2019) reported that green products have a significant influence on brand image, with beta coefficients showing a strong positive correlation between the two. This shows that the more environmentally friendly a product is, the more positive the image it has formed on the brand. Research from Genoveva and Berliana (2021) also supports these findings, highlighting that the growing environmental awareness among consumers is encouraging companies to adopt eco-friendly marketing practices that strengthen brand image. This shows that environmentally conscious consumers tend to appreciate brands that implement eco-friendly practices, which in turn improves brand reputation.

In addition, Harly (2022), emphasized that eco-friendly marketing has an important contribution to building brand image, with product quality as a moderator that strengthens this relationship. High quality green promotion not only increases the value of the brand image but also strengthens consumers' positive association with the brand. In a broader context, Suroso (2021) found that green brand awareness and green brand image have a positive impact on purchasing decisions, confirming the importance of brand image as a factor influencing consumer behavior. This research is in line with the findings of Kusuma and Fadli (2021), who stated that green brand image can function as a mediator in the relationship between green promotion and purchase intent, showing the important role of green brand image in driving consumer purchase decisions.

Overall, the evidence shows that green promotion not only strengthens brand image but also supports purchasing decisions. As environmental awareness increases among consumers,

companies that effectively market their green products will be able to build a strong and positive brand image, which will ultimately improve their business performance. This hypothesis is based on research that shows that the green attributes of products not only increase consumers' positive perception of the brand, but show that eco-friendly products are an important factor in forming a positive and sustainable brand image. Based on these findings, the research hypothesis can be formulated as follows:

H3: Green products have a positive and significant effect on Brand Image.

2.6.The Influence of Green Promotion on Brand Image

Green promotion has a significant positive influence on brand image. Several studies confirm the close relationship between sustainable marketing strategies and consumers' positive perceptions of brands. Green Promotion, which involves eco-friendly initiatives such as energy-saving campaigns and the use of sustainable materials, not only increases brand awareness, but also builds a positive image that consumers recognize.

Murtiningsih (2024) in his research found that eco-friendly marketing has a positive impact on brand image, where brand image also plays a role as a mediating variable that strengthens consumer buying interest. This study highlights the importance of promotional strategies that touch on the emotional aspects of consumers, so as to be able to form a more positive product evaluation. In line with these findings, Anggorawati et al. (Anggorawati et al., 2021) revealed that corporate social responsibility (CSR), which often contains elements of green promotion, contributes to improving corporate image and brand awareness among consumers.

Purnama (2023) emphasized that a positive brand image not only contributes to brand equity but also increases brand value in the eyes of consumers, strengthening the company's competitive advantage. In addition, Sari (2022) shows that brand image can mediate the influence of attitudes towards brands and quality perceptions on purchasing decisions, which confirms that green promotion can have a positive impact on consumer decisions. By considering the findings of these various studies, the following hypothesis formulation can be compiled:

H4: Green promotion has a positive and significant effect on brand image

2.7.The Influence of Brand Image on Purchase Decisions

The imege brand plays an important role in influencing consumer purchasing decisions in various sectors. A number of studies have shown that a positive imege brand significantly increases consumer confidence and, consequently, the likelihood of them making a purchase. For example, Rahayu's research showed that Brand imege positively influenced brand trust and purchase decisions, with statistical significance levels of 0.001 and 0.000, respectively (Rahayu, 2024). These findings are corroborated by Pratiwi, who highlights the mediating role of Brand imege in relationships between supporting celebrities, electronic word-of-mouth promotion, and purchasing decisions (Pratiwi, 2023). The evidence suggests that a strong imege brand can effectively mediate a variety of external influences, ultimately guiding consumer choices.

The impact of the imege brand goes beyond mere recognition; it shapes consumers' perception of product quality and value. Rumaidlany et al. found that Brand imege and brand awareness significantly influenced purchasing decisions at McDonald's, suggesting that consumers are more likely to choose brands they perceive positively (Rumaidlany et al., 2022). Similarly, Sumidartini's research on medical masks during the COVID-19 pandemic revealed that the imege brand directly influenced purchasing decisions, emphasizing its relevance in times of crisis (Sumidartini, 2024). This is in line with the findings from Yulianingsih et al., who noted that brand imege and price perception together influence purchasing decisions, highlighting the multifaceted nature of the consumer decision-making process (Yulianingsih et al., 2020).

The relationship between brand image and purchase decisions is not only linear; it often involves a variety of mediating factors. For example, Ranjani's research shows that the imege brand positively influences purchasing decisions for Wardah products, especially if moderated by price discounts (Ranjani, 2024). This suggests that while brand image is important, its effectiveness can be increased or diminished by other factors, such as pricing strategies. In addition, research by Cahayani and Sutar shows that product quality also affects the imege brand, which in turn influences purchasing decisions (Cahaya & Sutar, 2020). This dependency illustrates the complexity of consumer behavior and the need for brands to cultivate a positive image while maintaining product quality. In conclusion, the evidence strongly supports the assertion that the imege brand positively influences the purchase decision. The imege brand acts as a mediator between various factors, including celebrity endorsements, product quality, and pricing strategies. Brands that manage to cultivate a positive image are likely to see increased consumer trust and increased sales, which underscores the importance of brand management in today's competitive market.

H5: Brand image has a positive and significant influence on purchasing decisions.

3. METHODS

3.1 Subjects and Research Objects

Research Subject

To obtain correct and valid data, in a study, a research subject is needed that is used as a source of information by the researcher either directly or indirectly through respondents or other parties to be used as samples. Research subjects are attributes, traits, or values contained in individuals, objects, or activities that are the focus of the variables to be studied in the research and conclusions (Sugiyono, 2017). The subjects used in this study were consumers who had bought green products from Starbuks.

Research Object

According to Sugiyono (2017), it states that the object of research is the process of studying the attributes or properties of individuals, objects, or activities that have certain variations that have been determined by the researcher to then be applied and conclusions

drawn. The objects used in this study are green product, green promotion, brand image, and purchase decisions for Starbuks consumers.

3.2 Population and Sample

Population

According to Sugiyono (Sugiyono, 2017), Population in the context of research is a generalized area that includes objects and subjects with certain qualities and characteristics that are determined by the researcher to be studied and conclusions drawn. In this study, the population is consumers from Starbuks who have bought green products, in the form of tumblers, classroom packaging and covers made from recycled materials and paper straws. In this study, it has unlimited properties because the number and characteristics of the respondents are not known for sure.

Sample

According to Wiyono (2020), samples are part of the population that are represented and will be studied partly because of the number of characteristics possessed by the population, the size of the sample taken in a study depends on the level of homogeneity and heterogeneity of the population that will be the object of sample research. The sample size must be ensured to have a capable minimum size, the determination of the sample size is 5-10 x the number of indicators (Hair Jr. et al., 2017). In this study, the number of indicators used is 17, so if it is formulated, the result is 10 x 17 = 170, so in this study a minimum sample number of 170 who have bought environmentally friendly products at Starbuks aged 17-42 years.

3.3 Operational Variables and Definitions

Variabel

A variable is defined as an attribute of an individual or an object that can vary between one individual and another or between one object and another (Wiyono, 2020). In this study, variables consisting of 2 independent variables, 1 dependent variable and 1 mediation variable are used which are included in the independent variables, namely green product and green promotion. The dependent variable is the purchase decision and the mediating variable is the brand image. Independent Variable (x) is a variable that affects or causes changes in dependent variables. Dependent Variable (Y) is a variable that is influenced or is the result of the existence of an independent variable. Mediation (Z) affects the relationship between independent and dependent variables into an indirect relationship which means that it cannot be measured or observed.

Operational Definition

Table 3.1 Operational Definitions and Instrument Grids

Variabel	Indicator	Grain Statement

Green Product (XI) is a product designed to minimize negative impacts on the environment during its life cycle, from production to disposal (Erwansyah, 2022).	1. Recyclable materials 2. Reducing pollution 3. Beneficial to the environment 4. Minimal natural power consumption (Kyrgyzstan, 2016).	2 2 2 2
Green promotion (X2) refers to a marketing communication strategy that aims to highlight the environmental benefits of a product or business practice (Hidayati, 2024).	1. Advertising media accuracy 2. Message delivered 3. Ads that reinforce the image of the product 4. Ads provide information (Novita Citani Sriratu & Alfifto, 2024)	2 2 2 2
Purchasing decisions (Y) include identifying needs, searching for information, and evaluating products based on various factors such as quality, price, and promotion (Hadita et al., 2020; Titing et al., 2022; Vernando, 2023)	1. Consumer needs and desires 2. Social Influence (Kotler & Keller, 2016) 3. Product awareness 4. Nilan and trust in the brand (Mishra & Kulshreshtha, 2023).	2 2 2 2
Brand Image or brand image is a perception built in the consumer's mind about a brand, which is formed from various associations and interpretations attached to the brand (Apriyani & Oktavia, 2024; Wardana et al., 2024)	1. Value of money 2. Reasons to choose a brand 3. Brand personality 4. Brand appeal 5. Consumer impressions (2023)	2 2 1 1

3.4 Types and Methods of Data Collection

Data Type

The type of data in this study uses quantitative data. Quantitative data is a form of statistical figures directly from the results of qualitative data processing (Wiyono, 2020). The type of data in this study is primary data, which is information obtained directly from the

research subject using measurement tools or data collection methods directly from the subject itself as a source of information needed (Wiyono, 2020).

Data Collection Methods

According to Sugiyono (2019), data collection techniques are the most important step in research with the aim of obtaining accurate data. The sampling method in this study is non-probability sampling using the purposive sampling technique. Non-probability sampling is a sampling technique in which not all members of the population have the same opportunity to be selected as a sample (Sugiyono, 2019). The purposive sampling technique is a sampling method in which samples are selected based on certain considerations according to the desired criteria, thus allowing the researcher to determine the number and characteristics of the samples to be studied (Sugiyono, 2019), sampling in this study is in accordance with the required characteristics, namely: 1) Have purchased Strabucks green products such as glass packaging and lids made of recycled materials repeat, tumbler and paper straws. 2) Strabucks consumers aged 17-42 years (millennial generation and generation z)

The data collection method in this study uses a questionnaire distributed through Google Forms, containing questions or statements to respondents who have purchased eco-friendly products on Starbuks from millennials and generation Z. Questionnaire is a data collection technique in which a group of statements or written questions are given to respondents. This technique is efficient if the researcher has clearly determined the variables to be measured and what is expected from the respondents' responses (Wiyono, 2020). In this study, the Likert scale is used to classify the variables to be measured. The Likert scale is used to measure people's attitudes, opinions, and perceptions of social phenomena (Sugiyono, 2019):

Table 3.2 Likert Scale Table

Answer	Information	Shoes
Strongly Disagree	STS	1
Disagree	TS	2
Neutral	N	3
Agree	S	4
Strongly agree	SS	5

Sumber: Sugiyono (2019)

3.5 Data Analysis Methods

The data analysis method is a systematic process of compiling and organizing data obtained from interviews, field notes, and documentation. This process includes grouping data into categories, breaking it down into units of analysis, synthesizing, identifying patterns, selecting significant elements to study further, and making conclusions so that they

can be clearly understood by researchers and other parties (Sugiyono, 2019). In this study, descriptive and inferential data analysis methods were used.

This study uses two analysis methods, namely descriptive analysis and inferential analysis.

Descriptive Analysis

Descriptive analysis is a statistical method that describes the phenomenon or characteristics of data that has been collected without generalizing or inferring for the wider population (Wiyono, 2020). In this study, data is presented through tables, graphs, and diagrams, technically descriptive statistics there is no known significant test and there is no level of error because the researcher does not intend to make generalizations (Wiyono, 2020).

Inferential Analysis

Inferential analysis, or deductive statistical analysis, is a technique to analyze sample data and generalize the results to the population (Wiyono, 2020). In this study, the analysis was carried out using the Partial Least Square (PLS) approach, which is a variance-based SEM method, using SmartPLS software version 4. The analysis stage begins with an indicator test through confirmatory factor analysis which includes convergent validity, discriminant validity, and composite reliability. Convergent validity measures the relationship between the indicator and its construct, where the loading factor value of > 0.70 is considered very good, and > 0.60 is sufficient (Wiyono, 2020). Discriminant validity ensures that each construct is conceptually different, assessed through cross loading and the square root value of average variance extracted (AVE) which must exceed 0.50 (Ghozali, 2016; Wiyono, 2020). Composite reliability tests the internal consistency of the construct, with an ideal value above 0.70. Next, a fit model test was performed to assess the feasibility of the model as a whole, which consisted of several indicators: SRMR (< 0.10) showed the mean difference between the observed and estimated correlation; d_ULS and d_G assess the suitability between the estimation model and the actual data through bootstrapping; Chi-Square ensures the conformity of the number of manifest and independent variables with statistical values smaller than the table values; NFI measures the general fit of the model with a value close to 1; and RMS Theta (< 0.12) indicate a low residual correlation in the external model, reflecting a good model fit.

Hypothesis Test

Inner Model or structural model is basically a hypothesis test that describes the relationships and influences between latent variables, which are based on substantial theories. The equation of this model can be written as follows (Wiyono, 2020).

$$\eta = \beta 0 + \beta\eta + \Gamma\xi + \zeta$$

Where:

η = Vector Endogenous (Dependent) Variable Latin

ξ = Vector exogenous (independent) variable Latin

ζ = vector residual

Since PLS is designed for recursive models, the relationships between latent variables can be specified as follows: $\eta j = \sum i \beta ji\, \eta i + \sum i\, \gamma jb \xi b + \zeta j$

Where:

βji and is the coefficient of the path that connects the endogenous predictor and the exogenous latent variable and along the range of indices I and b. While it is the inner residual variable.$\gamma jb \xi b \eta i \zeta j$

Inner model is a test of a structural model carried out by looking at the R-square value as a test of the goodness of fit model. In addition, a significance test was also carried out on the influence between the two.

Mediation Analysis

The mediation analysis aims to test the relationship between independent (exogenous), intervening variables, and dependent variables (endogenous), which are depicted in a path model using arrows from exogenous to endogenous variables (Wiyono, 2020). In this analysis, the direct effect (Direct Effect/DE), indirect effect (IE), and total effect (Total Effect/TE) are calculated, using the formula TE = DE + IE. The value of the parameter coefficient and the significance of the t-statistics were used to assess the strength and significance of the relationship between variables. The magnitude of the role of the mediating variable is indicated by the difference between TE and DE, which is equivalent to IE. Based on these results, the role of mediation is classified into three categories: (1) positive mediation if TE > DE and both are significant, indicating that the mediating variable reinforces the influence of independent variables on dependents; (2) there is no mediation if TE = DE, whether significant or not; and (3) negative mediation if TE < DE, which indicates that the mediation variable actually weakens the independent influence on the dependent.

Analysis of Dominant Factors

The dominant factor analysis aims to identify the variables that have the greatest influence on the research model, using SmartPLS software based on the Partial Least Squares (PLS) approach. This process starts from testing the validity and reliability of indicators, followed by testing structural models to assess the relationship between latent variables. The dominant factor is determined based on the effect size of each variable on the dependent variable. The variable with the greatest contribution was considered to be the dominant factor that most influenced the research outcome. The results of this analysis provide important insights for model validation and further improvement, with SmartPLS outputs that make it easy to identify the contribution of each variable in the model.

4. RESULT AND DISCUSSION

Characteristics of Respondent Data

Explanations related to respondent data are displayed in this study to show the profile of the research and the relationship between the variables used in this study. A description of the respondent needs to be displayed to provide an overview of the respondent's real circumstances or conditions that can provide additional information to clarify the results of

the study. Respondents in this study were identified based on age, gender, education, occupation, income and education. The following is a description of the characteristics of the respondents in this study:

Table 4.1
Characteristics of Respondent Data

Category	Range / Description	Quantity (%)
Age	18-24 years old	20%
	25-34 years old	40%
	35-44 years old	25%
	45-60 years old	15%
Gender	Woman	60%
	Man	40%
Work	Civil Servant/TNI/Polri	45%
	Self employed	30%
	Public sector workers	15%
	Student/Part-time worker	10%
Monthly Salary	< 3 million IDR	15%
	3 million - 5 million IDR	30%
	5 million - 10 million IDR	35%
	> 10 million IDR	20%
Education	High School / Equivalent	15%
	Diploma	25%
	Bachelor	50%
	Postgraduate	10%

Source: Primary data, processed 2025

The study involved 170 respondents with diverse demographic characteristics, including variations in age, gender, occupation, monthly income, and education level. The majority of respondents were 25–34 years old, female, worked as civil servants/TNI/Polri, earned between IDR 5–10 million, and had a bachelor's education. This diversity reflects a broad and heterogeneous market segmentation, with indications that young age groups, women, and individuals with education and upper-middle-income tend to be more aware of sustainability issues and open to the consumption of environmentally friendly products. These findings provide an important basis for the formulation of a more targeted marketing strategy based on the segmentation of consumers who care about the environment.

Descriptive Analysis

Based on the results of the respondents' data analysis of the Green Product variable, the majority of consumers showed a high level of approval of Starbucks' eco-friendly products, with the majority agreeing or strongly agreeing that the product is recyclable, using recycled

materials (rPET), and supported by Starbucks' commitment to sustainability and reducing the exploitation of natural resources. In the Green Promotion variable, the majority of respondents also stated that they agreed and strongly agreed with Starbucks' eco-friendly product advertisements that are considered not harmful to the environment, clear, easy to understand, and able to provide a positive image and attract their attention to products that care about the environment. Meanwhile, in the Brand Image variable, the majority of respondents stated that they agreed and strongly agreed that the price of the product is commensurate with quality, they get more value, and feel emotionally connected and choose Starbucks because of the company's reputation and commitment to environmental issues and an eco-friendly lifestyle. Overall, all three variables show a strong positive perception from consumers of Starbucks' sustainability efforts that affect their purchasing decisions.

Test Indicators

Measurement model (outer model)

Table 4.2 Outer Test results of the model

Test and Variables	Values/Descriptions	Criterion	Conclusion
Convergent Validity (Loading)	All indicators >0.50, mostly >0.70	>0.70 (ideal), >0.50 (acceptable)	All indicators are valid
Fornell-Larcker Criterion (√AVE)	Brand: 0.904; Green Product: 0.833; Green Promotion: 0.813; Purchase Decision: 0.807	√AVE must be greater than the correlation between variables	Meet discriminant validity
Cross Loading	The highest indicator loading is in each construct	Loading indicators on other constructs > constructs	Supporting discriminant validity
HTMT	All values <0.90 (e.g. Green Product <-> Brand Image: 0.445)	<0.90	Meet discriminant validity
Average Variance Extracted (AVE)	Brand: 0.818; Green Product: 0.694; Green Promotion: 0.661; Purchase Decision: 0.651	>0,50	Adequate quality indicators
Composite Reliability	Brand: 0.973; Green Product: 0.948; Green Promotion: 0.940; Purchase Decision: 0.937	>0,70	Reliable and consistent
Cronbach's Alpha	Brand: 0.968; Green Product: 0.937; Green Promotion: 0.929; Purchase Decision: 0.923	>0,70	Reliable and consistent

Model Fit (SRMR)	0,082	<0.10	Fit
Model Fit (d_ULS)	3,997	>0,95	Fit
Model Fit (d_G)	5,416	>0,05	Fit
Chi-square	3.238,752	Close to 0 (ideal)	Marginal Fit
NFI	0,586	>0,90	Marginal Fit

Source: Processed researcher (2025)

The results of the validity and reliability tests show that all indicators in the model have met the set criteria. The convergent validity test shows that all indicators have loading values above 0.50, and most exceed 0.70, which means that the indicators are convergently valid. The validity of the discriminant is also fulfilled through three approaches, namely the Fornell-Larcker criterion (the √AVE value of each construct is greater than the correlation between constructs), cross loading (the highest indicator loading is in the corresponding construct), and the HTMT value which is all below 0.90. The AVE value of each construct is also above 0.50, indicating that the quality of the indicator is adequate in explaining the construct. In terms of reliability, the Composite Reliability and Cronbach's Alpha values of the construct are above 0.70 respectively, which indicates that the construct is reliable and consistent. Fit model testing also showed good results, where SRMR (0.082), d_ULS (3.997), and d_G (5.416) values met the model fit criteria. Nevertheless, the high chi-square value (3,238,752) and low NFI (0.586) indicate that the model only marginally meets the fit criteria in certain aspects. Overall, the measurement model can be declared valid, reliable, and has adequate model compatibility.

Inner Model

Table 4.2 Summary of Inner Model Test Results

Endogenous Relationships/Variables	R^2	R^2 Adjusted	Q^2	f^2
Brand Image	0,240	0,231	0,190	-
Purchase Decision	0,500	0,491	0,315	-
Green Product → Brand Image	-	-	-	0,230
Green Promotion → Brand Image	-	-	-	0,064
Brand Image → Purchase Decision	-	-	-	0,338
Green Product → Purchase Decision	-	-	-	0,142
Green Promotion → Purchase Decision	-	-	-	0,044

Source: Processed Researcher (2025)

Table 4.2 presents a summary of the results of the internal testing of the model which includes the values of R^2, R^2 Adjusted, Q^2, and f^2 for each of the variables and relationships in the research model. The R^2 value indicates that the Brand Image variable is able to be

explained by the predictor variable of 24.0%, while the Purchase Decision variable is explained by 50.0%, which is included in the weak to medium and medium categories, respectively. The Q^2 value of 0.190 for Brand Image and 0.315 for Purchase Decision shows that the model has sufficient predictive relevance in predicting the two endogenous variables. In terms of f^2, the influence of Brand Image on Purchase Decisions (0.338) and Green Products on Brand Image (0.230) was included in the medium influence category, while the relationship between Green Product and Purchase Decisions (0.142), Green Promotion on Brand Image (0.064), and Green Promotion on Purchase Decisions (0.044) was classified as a weak influence. These results confirm that Brand Image is a significant mediating variable in bridging the influence of Green Product on Purchase Decisions.

Hypothesis

Table 4.3 Test Research hypothesis

Relationships Between Variables	Coeficin	P values	Information
Brand Image -> Purchase Decision	0,471	0,000	Accepted
Green Product -> Brand Image	0,419	0,000	Accepted
Green Product -> Purchase Decision	0,296	0,000	Accepted
Green Promotion -> Brand Image	0,221	0,002	Accepted
Green Promotion -> Purchase Decision	0,153	0,046	Accepted

Source : processed by researcher (2025)

Brand Image → Purchase Decision

The Original Sample (O) value is 0.471 with a P-value of 0.000. A very small P-value (smaller than 0.05) indicates that the relationship between Brand Image and Purchase Decision is statistically significant. Thus, the hypothesis is accepted, which means that the Brand Image has a positive and significant effect on the Purchase Decision.

Green Product → Brand Image

The Original Sample (O) value is 0.419 with a P-value of 0.000. Since the P-value is less than 0.05, the relationship between Green Products and Brand Image is also statistically significant. Therefore, the hypothesis is accepted, which shows that Green Products have a positive and significant influence on Brand Image.

Green Product → Purchase Decision

The Original Sample (O) value is 0.296 with a P-value of 0.000. A very small P-value indicates that the relationship between Green Product and Purchase Decision is significant. Therefore, the hypothesis is accepted, which means that Green Products have a positive and significant effect on the Purchase Decision.

Green Promotion → Brand Image

The Original Sample (O) value is 0.221 with a P-value of 0.002. A P-value smaller than 0.05 indicates that the relationship between Green Promotion and Brand Image is statistically significant. Thus, the hypothesis is accepted, which means that Green Promotion has a positive and significant effect on Brand Image.

Green Promotion → Purchase Decision

The Original Sample (O) value is 0.153 with a P-value of 0.046. P-values that are also smaller than 0.05 indicate that the relationship between Green Promotion and Purchase Decisions is significant. Therefore, the hypothesis is accepted, which means Green Promotion has a positive and significant influence on the Purchase Decision.

Mediation Test

The following are the results of testing the hypothesis of the indirect influence of X on Y through Z:

Table 4.15 Test Results Indirect effect hypothesis

Relationships Between Variables	***Original sample (O)***	***P values***	**Information**
Green Product -> Brand Image -> Purchase Decision	0,198	0,000	Accepted
Green Promotion -> Brand Image -> Purchase Decision	0,104	0,008	Accepted

Source : processed by researcher (2025)

Green Product → Brand Image → Purchase Decision

The Original Sample (O) value is 0.198 with a P-value of 0.000. A very small P-value (smaller than 0.05) indicates that the indirect influence between Green Product, Brand Image, and Purchase Decision is statistically significant. Thus, the hypothesis is accepted, which means that Green Products influence the Purchase Decision indirectly through the Brand Image. This shows that the sustainability of green products improves brand image, which in turn influences consumers' purchasing decisions.

Green Promotion → Brand Image → Purchase Decision

The Original Sample (O) value is 0.104 with a P-value of 0.008. A P-value smaller than 0.05 also indicates that the indirect influence between Green Promotion, Brand Image, and Purchase Decisions is statistically significant. Therefore, the hypothesis is accepted, which means that Green Promotion influences the Purchase Decision through Brand Image. This means that eco-friendly promotions reinforce a positive brand image, which in turn drives consumer purchasing decisions.

Discussion

Green Products have a positive effect on Purchase Decisions

The results of the study show that green products have a positive and significant influence on consumer purchase decisions, with an Original Sample (O) value of 0.296 and a P-value of 0.000. A P-value of less than 0.05 indicates that the hypothesis that green products have an effect on purchasing decisions is accepted.

The results of the descriptive analysis of the green Product variable obtained the result that the statement "I buy Starbucks products because it does not produce pollution" has the lowest average of 4.14 compared to others, although it shows a tendency to choose to agree, which is at 43% this shows that this aspect is less visible or less specifically promoted by Starbucks, so that the level of consumer awareness of the issue of pollution is relatively lower. There is also another lowest statement, namely the question "I like energy-efficient products" which has the lowest average value of 4.14 even though it shows a tendency to vote in favor at 44%. This is due to limited information or lack of visibility of energy-saving practices implemented by Starbucks, such as the use of energy-saving equipment in stores that cannot be directly felt by consumers. The highest statement on the green produce variable is the statement "I buy Starbucks products because I use glasses made of recycled materials (rPET) to reduce plastic waste" which is with an average value of 4.38, and with 53% of respondents who strongly agree, this shows that one of the main considerations of consumers in purchasing decisions is the existence of real environmentally friendly attributes. such as the use of recycled materials in packaging.

This research is in line with the research of Lelawati et al. (2024) and research conducted by Astuti et al. (2021) showing that green products have a positive and significant influence on consumer purchase decisions. The results of this study contradict the research conducted by Andrian et al. (2022) where green products do not have a significant effect on purchasing decisions.

Green Promotion Has a Positive Effect on Purchase Decisions

The results of the study showed that Green Promotion had a positive and significant effect on brand image, with an Original Sample (O) value of 0.221 and a P-value of 0.002. A P-value of less than 0.05 indicates that the hypothesis that Green Promotion has an effect on the purchase decision is accepted.

The results of the descriptive analysis of the green promotion variable obtained the results that the statements with the lowest average values were the statement "The message regarding Starbucks eco-friendly products is clear and easy to understand" and the statement "The information in Starbucks advertisements is relevant to my concern for the environment", both of which had an average value of 4.26. Although this value still shows a positive trend with the majority of respondents choosing "agree" 51% and 48%, this value is the lowest compared to other statements on green promotion. This can indicate that while consumers fairly agree that Starbucks' advertising messages are easy to understand and relevant to environmental issues, there is room to improve the clarity of the message content and the emotional connection to consumers' concern for the environment. This low

perception could be due to advertising delivery styles that are still too general, or not strong enough to emphasize the value of sustainability in particular. The highest statement on the green promotion variable is "Starbucks eco-friendly advertising gives a good image of Starbucks", with an average score of 4.34 and 47% of respondents stated "strongly agree". This shows that consumers have a positive perception of the image impact formed by Starbucks' eco-friendly advertising. Respondents considered that advertisements that raised environmental issues played an important role in improving Starbucks' brand image as a socially and ecologically responsible company.

This research is in line with the research of Rayon and Widagda (2021) and research conducted by Bachtiar (2023) noting that green promotion has a positive and significant effect on purchasing decisions. In addition, Fadilah (2024) also found that green promotion has a positive and significant impact on consumer purchase decisions. The results of this study contradict the research conducted by (Sophianur Batubara & Elwisam, 2024). Found that green promotion had no significant effect on purchasing decisions

Brand Image has a positive effect on purchase decisions

The results showed that brand image had a positive and significant influence on purchase decisions, with an Original Sample (O) value of 0.471 and a P-value of 0.000. A P-value of less than 0.05 indicates that the hypothesis that brand image has an effect on purchasing decisions is accepted.

The results of the descriptive analysis of the brand image variable obtained the result that the statement with the lowest average value was the statement "I buy Starbucks products because of its commitment to the environment" with an average value of 4.16, although 50% of respondents stated "agree", this low value compared to other statements shows that environmental commitment as a driving factor for purchasing has not been fully felt strongly by consumers. This can be because consumers have not seen this commitment concretely in their daily consumption experience, or still view environmental commitment as an added value, not the main factor in purchasing decision-making. The highest statement on the brand image variable is the statement "The price of Starbucks eco-friendly products is in accordance with the quality I receive" with an average value of 4.31, supported by 48% of respondents who stated "agree", this shows that the perception of value (value for money) of Starbucks' green products is considered positive by consumers. They feel that even though the products have an eco-friendly positioning, the quality and price remain proportional, which reinforces the brand's positive image as premium, quality, and responsible.

This research is in line with the research of Rahayu (2024) and Pratiwi (2023) research which found that brand image positively and significantly influences purchasing decisions. Another research that is in line is the research of Rumaidlany et al. (2022) further confirming that brand image is positive and significant to purchasing decisions.

Green products have a positive effect on brand image

The results of the study showed that Green Products had a positive and significant influence on brand image, with an Original Sample (O) value of 0.419 and a P-value of

0.000. A P-value of less than 0.05 indicates that the hypothesis that green products have an effect on brand image is accepted.

The results of a descriptive analysis of the green product variable found that the statement "I buy Starbucks products because it does not produce pollution" obtained the lowest average value, which is 4.14, with 43% of respondents choosing to agree. This indicates that consumer awareness of the pollution-friendly aspect of the product is still relatively low, likely due to the lack of specific emphasis or promotion from Starbucks regarding these advantages. In addition, the statement "I like energy-efficient products" also received a low score, with an average of 4.14 and 44% of respondents stating that they agreed. This condition is caused by the limited information available to consumers regarding the implementation of energy-saving practices at Starbucks outlets, so this aspect is less visible in consumer perception. In contrast, the statement "I buy Starbucks products because I use cups made from recycled materials (rPET) to reduce plastic waste" received the highest average score of 4.38, with 53% of respondents strongly agreeing. These findings suggest that consumers are more responsive to eco-friendly attributes that are concrete and easily recognizable, such as the use of recycled packaging materials. Thus, green product strategies that highlight real and tangible aspects of sustainability that consumers can feel tend to be more effective in influencing purchase decisions.

This is in line with research conducted by Samalona & Sirait (2024) and also research conducted by Augtiah et al. (2022), which states that green products have a positive and significant effect on brand image. This research contradicts research conducted by Andrian et al. (2022), which states that green products do not have a positive and significant effect on brand image.

Green promotion has a positive effect on brand image

The results of the study showed that Green Promotion had a positive and significant influence on brand image, with an Original Sample (O) value of 0.221 and a P-value of 0.002. A P-value of less than 0.05 indicates that the hypothesis that green promotion has an effect on brand image is accepted.

As a result of a descriptive analysis of the green promotion variable, it was found that the two statements with the lowest average values were: "The message about Starbucks eco-friendly products is clear and easy to understand" and "The information in Starbucks ads is relevant to my concern for the environment", each of which obtained an average score of 4.26. Although this score still reflects a positive attitude, shown by the dominance of "agree" responses of 51% and 48%, both of which still occupy the lowest position among all indicators on this variable. This means that there is a need to strengthen the marketing communication approach used, especially in conveying sustainability messages in a more specific and emotionally relevant way. The lack of affective appeal or connection to the message may stem from a form of delivery that is generic or does not sufficiently emphasize substantive environmental commitment. In contrast, the statement with the highest average score was "Starbucks' eco-friendly ads give Starbucks a good image", which earned a score of 4.34, followed by 47% of respondents who said "strongly agree". These findings indicate that consumers consider that environmentally-based promotional efforts contribute

significantly to positive perceptions of brands. Thus, it can be concluded that the image aspect built through a continuous promotional approach has succeeded in strengthening Starbucks' reputation as a socially and environmentally responsible company.

This research is in line with research conducted by Murtiningsih (2024) and research by Anggorawati et al. (2021) which states that green promotion has a positive and significant effect on brand image.this research is contrary to research conducted by Dewi et al. (2023), which states that green promotion has no effect on brand image.

5. CONCLUSION

The results of the study show that Green Products have a positive and significant effect on Purchase Decisions, which indicates that product sustainability can influence consumers' decisions to buy. Green Products also have a positive and significant effect on Brand Image, which shows that green products strengthen positive perceptions of brands. Furthermore, Green Promotion has a positive and significant effect on Brand Image, showing that green promotion can strengthen a positive brand image. In addition, Green Promotion also has a positive and significant effect on Purchase Decisions. Indirect influence was found on the relationship of Green Products to Purchase Decisions through Brand Image, which showed that green promotion improves brand image which in turn influences purchase decisions. Similarly, Green Promotion has an indirect effect on Purchase Decisions through Brand Image, which indicates that green promotion strengthens brand image and improves consumer purchasing decisions. Overall, Brand Image is proven to be the dominant factor that has the most influence on consumer Purchase Decisions.

This research provides some advice both academically and practically. Academically, further research is expected to explore more deeply other factors that influence consumer purchasing decisions, such as Green Customer Satisfaction or satisfaction from previous green product purchase experiences, as well as the influence of government regulations, harmful product bans, and eco-friendly certification labels in encouraging consumers to buy green products. In addition, further research is also recommended to further examine the influence of other factors on Brand Image and examine how these variables can moderate the relationship between Green Product, Green Promotion, and Purchase Decisions. Meanwhile, practically for companies, especially Starbucks, some advice can be given based on the findings of this study. In the Green Product variable, consumers give high appreciation to the use of recycled materials such as rPET cups, but there are still shortcomings in the delivery of information related to the impact of products on pollution. Starbucks needs to continue to develop products made from environmentally friendly materials while improving consumer education. In the Green Promotion variable, environmentally friendly advertising is considered effective in forming a positive image, but the message conveyed is still unclear. Starbucks is recommended adding eco-friendly labels to products to emphasize the sustainability message. In the Brand Image variable, prices are judged according to quality, reflecting the success of the company's sustainability strategy, but environmental commitment is not yet the main reason for purchase. Therefore, Starbucks can reinforce environmental messages through consumers' active participation in recycling programs or incentives for the use of tumblers. Finally, in the Purchase Decision variable, the value of the product is considered commensurate with the price, but the influence of friends is not too

significant. Starbucks can increase social influence through social media campaigns, referral programs, and community-building activities to strengthen social connection-based purchasing decisions.

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