

ABSTRACT

This study aims to analyze the effect of Green Marketing and Word of Mouth on Starbucks Indonesia Consumer Purchase Decisions with Brand Image as an Intervening Variable. This research is included in the category of quantitative research. The population in this study is Millennial Consumers who have purchased Starbucks products in Jakarta and already have a job. While the samples analyzed were 170 respondents. The analytical method used is Structural Equation Modeling through PLS Version 3.0. The results show that Green Marketing has a significant effect on Brand Image, Word of Mouth has a significant effect on Brand Image, Green Marketing has a significant effect on Purchase Decisions, Word of Mouth has a significant effect on Purchase Decisions, Brand Image has a significant effect on Purchase Decisions, Brand Image is able to mediate the influence of Green Marketing on Purchase Decisions, and Word of Mouth is able to mediate the influence of Green Marketing on Purchase Decisions.

Keyword: *Green Marketing, Word of Mouth, Brand Image, Purchase Decisions*



ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh *Green Marketing* dan *Word of Mouth* terhadap Keputusan Pembelian Konsumen Starbucks Indonesia dengan *Brand Image* sebagai Variabel *Intervening*. Penelitian ini termasuk pada kategori penelitian kuantitatif. Populasi pada penelitian ini adalah Konsumen Millennial yang telah membeli produk Starbucks di Jakarta dan telah memiliki pekerjaan. Sedangkan sampel yang dianalisis sebanyak 170 responden. Metode analisis yang digunakan adalah *Structural Equation Modelling* melalui PLS Versi 3.0. Hasil penelitian menunjukkan bahwa *Green Marketing* berpengaruh signifikan terhadap *Brand Image*, *Word of Mouth* berpengaruh signifikan terhadap *Brand Image*, *Green Marketing* berpengaruh signifikan terhadap Keputusan Pembelian, *Word of Mouth* berpengaruh signifikan terhadap Keputusan Pembelian, *Brand Image* berpengaruh signifikan terhadap Keputusan Pembelian, *Brand Image* mampu memediasi pengaruh *Green Marketing* terhadap Keputusan Pembelian, dan *Word of Mouth* mampu memediasi pengaruh *Green Marketing* terhadap Keputusan Pembelian.

Kata Kunci: *Green Marketing*, *Word of Mouth*, *Brand Image*, Keputusan Pembelian



UNIVERSITAS
MERCU BUANA