

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Green Product*, *Green Brand Image*, *Corporate Social Responsibility* terhadap *Purchase Intention* pada produk Starbucks Coffee Indonesia. Populasi dalam penelitian ini adalah masyarakat yang telah mengetahui produk dan program ramah lingkungan Starbucks Coffee Indonesia. Sampel yang dipergunakan sebanyak 140 orang. Metode penarikan sampel menggunakan *Non-Probability Sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan Smart-PLS (*Partial Least Square*). Penelitian ini membuktikan bahwa *Green Product* berpengaruh positif dan signifikan terhadap *Purchase Intention*. *Green Brand Image* berpengaruh positif dan signifikan terhadap *Purchase Intention*. *Corporate Social Responsibility* berpengaruh positif dan signifikan terhadap *Purchase Intention*.

Kata Kunci : *Green Product*, *Green Brand Image*, *Corporate Social Responsibility*, *Purchase Intention*



ABSTRACT

This study aims to analyze the effect of Green Product, Green Brand Image, Corporate Social Responsibility on Purchase Intention of Starbucks Coffee Indonesia products. The population in this study is people who already know about Starbucks Coffee Indonesia's environmentally friendly products and programs. The sample used is 140 people. The sampling method uses Non-Probability Sampling. The Methods of data collection using survey method, with the research instrument is a questionnaire. The data analysis method using Smart-PLS (Partial Least Square). This study proves that Green Product has a positive and significant effect on Purchase Intention. Green Brand Image has a positive and significant effect on Purchase Intention. Corporate Social Responsibility has a positive and significant effect on Purchase Intentions.

Keywords : *Green Product, Green Brand Image, Corporate Social Responsibility, Purchase Intention*

