

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui sejauh mana “Pengaruh *Emotional Desire*, *Brand Image*, dan *Green Product* terhadap Keputusan Pembelian Produk Starbucks (Studi Pada Konsumen Starbucks di Kota Tangerang). Jenis penelitian ini merupakan penelitian kuantitatif dengan jenis data primer. Metode Penelitian ini dilakukan dengan analisis memakai software *Partial Least Square (Smart-PLS) versi 3.0* dengan populasi konsumen Starbucks di Kota Tangerang, diambil sebanyak 126 responden dengan metode *purposive sampling*. Dimana responden dipilih sesuai kriteria yang dibutuhkan peneliti. Metode pengumpulan data menggunakan metode *survey*, dengan instrumen penelitian adalah kuesioner. Penyebaran melalui media sosial. Metode analisis data pada penelitian ini adalah *Structural Equation Model (SEM)* dengan alat analisis *Smart-PLS versi 3.0*. Hasil penelitian ini membuktikan bahwa *Emotional Desire*, *Brand Image*, dan *Green Product* berpengaruh positif dan signifikan terhadap Keputusan Pembelian Starbucks di Kota Tangerang.

**Kata Kunci:** *Emotional Desire*, *Brand Image*, *Green Product*, **Keputusan Pembelian**



## **ABSTRACT**

*This study aims to find out the extent of "The Influence of Emotional Desire, Brand Image, and Green Product on Starbucks Product Purchase Decisions (Study on Starbucks Consumers in Tangerang City). This type of research is a quantitative research with primary data type. Methods This research was carried out by analysis using Partial Least Square (Smart-PLS) software version 3.0 with the Starbucks consumer population in Tangerang City, taken as many as 126 respondents using the purposive sampling method. Where respondents are selected according to the criteria needed by the researcher. The data collection method uses the survey method, with the research instrument being a questionnaire. Dissemination through social media. The data analysis method in this study is the Structural Equation Model (SEM) with the Smart-PLS analysis tool version 3.0. The results of this study prove that Emotional Desire, Brand Image, and Green Product have a positive and significant effect on Starbucks Purchase Decisions in Tangerang City.*

**Keywords: Emotional Desire, Brand Image, Green Product, Purchase Decision**

