

**THE INFLUENCE OF GREEN MARKETING MIX ON PURCHASE
DECISION THE MEDIATION ROLE OF ENVIRONMENTAL
KNOWLEDGE STARBUCKS MALL BOEMI KEDATON
BANDAR LAMPUNG**

Undergraduate Thesis

By

Abdelrahman Salaheldin Ahmed Hassan



**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG**

2021

ABSTRACT

THE INFLUENCE OF GREEN MARKETING MIX ON PURCHASE DECISION THE MEDIATION ROLE OF ENVIRONMENTAL KNOWLEDGE STARBUCKS MALL BOEMI KEDATON BANDAR LAMPUNG

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The increasing concern regarding environmental issues due to economic and human activities has made companies all around the world to create strategy that involves environmental sustainability. Customers have become more aware of environmental issues and demand a change. Many companies implemented the Green Marketing Strategy to help sustain the environment as well as a gain competitive advantage. Starbucks mall boemi kedaton bandar lampung is one of many companies to implement the strategy in all aspects of the marketing mix; product, price, place, promotion, people, process, and physical evidence.

This study aims to find out the connection between Green Marketing Mix towards Purchase Intention and whether Customer Environmental Knowledge moderates the two variables. The data used in this research was collected through a questionnaire distributed digitally to 230 respondents by using the purposive sampling method, which is based on the criteria of the people who have the intention of purchasing products on Starbucks mall boemi kedaton bandar lampung. The analysis technique used in this study is simple linear regression analysis and Moderating Regression Analysis (MRA).

The result obtained from quantitative analysis from this research shows that there is a positive impact on Green Marketing Mix towards Purchase Intention and Customer Environmental Knowledge acts as moderating variable. The study shows that with the moderating effect of Customer Environmental Knowledge, the Green marketing mix affects Purchase Intention by 40,7% while the rest is influenced by other variables.

**Keywords: Green Marketing Mix, Purchase Intention, Starbucks MBK
Bandar Lampung, Customer Environmental Knowledge**

ABSTRACT

THE INFLUENCE OF GREEN MARKETING MIX ON PURCHASE DECISION THE MEDIATION ROLE OF ENVIRONMENTAL KNOWLEDGE STARBUCKS MALL BOEMI KEDATON BANDAR LAMPUNG

OLEH:

Abdelrahman Salaheldin Ahmed Hassan

Meningkatnya kekhawatiran mengenai isu-isu lingkungan karena kegiatan ekonomi dan manusia telah membuat perusahaan di seluruh dunia untuk membuat strategi yang melibatkan kelestarian lingkungan. Pelanggan menjadi lebih sadar akan masalah lingkungan dan menuntut perubahan. Banyak perusahaan menerapkan strategi pemasaran hijau untuk membantu mempertahankan lingkungan serta keuntungan keunggulan kompetitif. Starbucks mall boemi kedaton bandar lampung adalah salah satu dari banyak perusahaan untuk menerapkan strategi dalam semua aspek bauran pemasaran; produk, harga, tempat, promosi, orang, proses, dan bukti fisik.

Penelitian ini bertujuan untuk mengetahui hubungan antara bauran pemasaran hijau terhadap niat beli dan apakah pengetahuan lingkungan pelanggan memoderasi kedua variabel tersebut. Data yang digunakan dalam penelitian ini dikumpulkan melalui kuesioner yang didistribusikan secara digital kepada 230 responden dengan menggunakan metode purposive sampling, yang didasarkan pada kriteria Masyarakat yang memiliki niat membeli produk di Starbucks mall boemi kedaton bandar lampung. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier sederhana dan Analisis Regresi Moderating (MRA).

Hasil yang diperoleh dari analisis kuantitatif dari penelitian ini menunjukkan bahwa ada dampak positif pada bauran pemasaran hijau terhadap niat beli dan pengetahuan lingkungan pelanggan bertindak sebagai variabel moderasi. Hasil penelitian menunjukkan bahwa dengan pengaruh moderasi Pengetahuan Lingkungan pelanggan, bauran pemasaran hijau mempengaruhi niat beli sebesar 40,7% sedangkan sisanya dipengaruhi oleh variabel lain.

Kata kunci: Green Marketing Mix, niat beli, Starbucks MBK

Memiliki Pengalaman Di Bidang Marketing

**THE INFLUENCE OF GREEN MARKETING MIX ON PURCHASE
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KNOWLEDGE STARBUCKS MALL BOEMI KEDATON
BANDAR LAMPUNG**

Researcher

Abdelrahman Salaheldin Ahmed Hassan

Undergraduate Thesis

As One of Requirements to Achieve

BACHELOR OF MANAGEMENT

In

Management Department

Faculty of Economics and Business University of Lampung



**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG**

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Thesis Title

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STARBUCKS MALL BOEMI KEDATON
BANDAR LAMPUNG**

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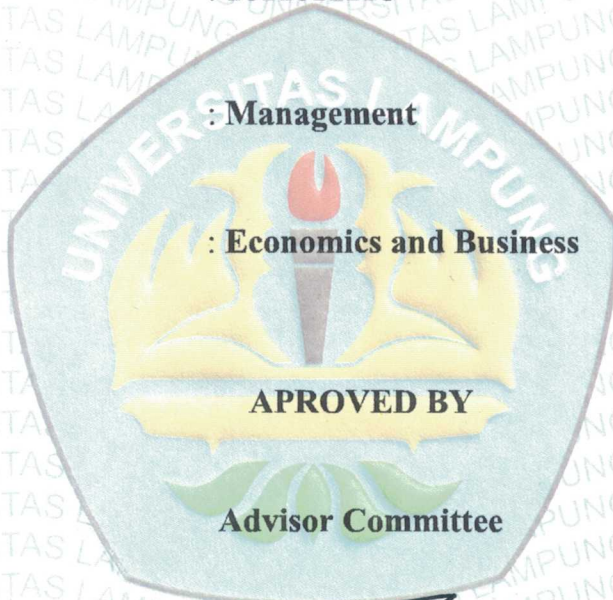
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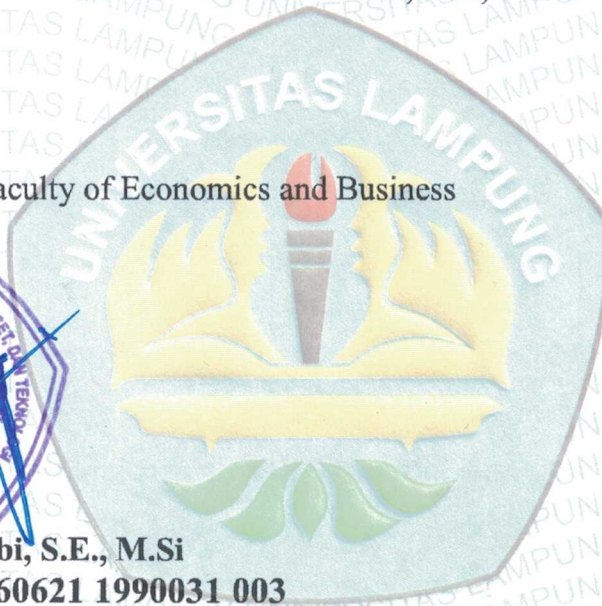
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Plagiarism-FREE statement

The undersign below:

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Hereby declare that the thesis entitled “The Influence Of Green Marketing Mix On Purchase Decision The Mediation Role Of Environmental Knowledge Starbucks Mall Boemi Kedaton Bandar Lampung” is true of my own work. In this thesis there is no whole or part of the writing that i took by copying or imitating in the fonn of a series of sentences or symbols that indicate the ideas or opinions or thoughts of other wrirers, which l acknowledge as my writing, other than thar or what i took from the writings of others without giving recognition of the original author. If in the future it is proven that my statement is not true, then i am ready to receive sanctions in accordance with applicable regulations.

Bandarlampung, 11 August 2021



Abdelrahman Salaheldin Ahmed Hassan

BIOGRAPHY

Researcher was born in the city of Assiut on September 2nd 1995 into a loving family of Salaheldin Ahmed L.C.ENG. and Hanna Sayed L.C.TTE. Researcher is the 1st son of three and has a two yongers sister and brother named Hager Salaheldin and Mustafa Salaheldin

Researcher started formal school at KG Badr Languge School at Assiut, Egypt and finished in 2001. Researcher started Elementary School in 2001 at Badr Language School at Assiut, Egypt then continued to Junior High School at Badr Language School at Assiut, Egypt (2007-2010) and Senior High School At Badr Language School At Assiut, Egypt (2010-2013). Throughout high school, researcher was learning Four languges Arbic and English , French , Deutch.

In 2014, the researcher was accepted to enter Faculty of Information and Technology Universty Of Assiut in Egypt at that time i had attend to alot of Non Governmental Organization Like Enactus and Aisec to be more attention to my enviromintal and society and improve my english language at that time. In 2016 I have choose to move from my University In Egypt To Indonesia, I Decided to Move to Indonesia because I want to explore the world and I choose University Of Lampung, Indonesia and i prefer to study Economy And Business.

MOTTO

Oscar Wilde

“You can never be overdressed or overeducated.”

C.S. Lewis

“Education without values, as useful as it is, seems rather make a man a more clever devil.”

Isaac Asimov

“Self-education is, I firmly believe, the only kind of education there is.”

Jacques Barzun

“Teaching is not a lost art, but the regard for it is a lost tradition.”

Love Of God Is The Peak Of Love. Valleys Love Is Love To Others.

DEDICATION

I dedicate this project to ALLAH SWT and Rasulullah SAW To as my creator, my strong pillar, my source of inspiration, wisdom, knowledge and understanding. He has been the source of my strength throughout this program. I also dedicate this work to my wife Siti Akmalia Novira Amir who has encouraged me all the way and whose encouragement has made sure that I give it all it takes to finish that which I have started. To who have been affected in every way possible by this quest. Thank you My love for Everything God bless you. The Last for my family Baba, Mama, Hager, Mustofa, My Wife's family Papa Mama and Big Family for your support.

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Praise and thanks to ALLAH SWT and Rasulullah SAW for his blessings and encouragement, so I can complete the thesis that entitled — The Influence Of Green Marketing Mix On Purchase Decision The Mediation Role Of Environmental Knowledge Starbucks Mall Boemi Kedaton Bandar Lampung " This undergraduate thesis is one of the requirement to achieve undergraduate degree at the Faculty of Economics and Business, University of Lampung.

In writing this undergraduate thesis, the researcher noticed that this achievement was not only done alone, but supported by a variety of important people who are willing to devote their time and resources to provide guidance and motivation. Therefore, the researcher would like to express her gratitude to:

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8. My Family in Egypt, Assiut special for Baba, Mama, and My sister Hager and Brother Mustafa who always support me everytime.
9. All big family of My Wife expecially Papa & Mama who always push me to be better person.
10. And All my friends in Economic Faculty

Bandarlampung, August 8, 2021
Researcher,

Abdelrahman Salaheldin Ahmed Hassan

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I. INTRODUCTION

A. Background

The awareness of the world community's importance of environmental preservation is increasing, this is triggered by concerns about the possibility of a threatening environmental disaster, not just health, but even to the survival of man and his descendants. The evidence shown by environmentalists and scientists such as: the depletion of the ozone layer directly enlarges skin cancer prevalence and has the potential to destabilize the world's climate and global warming, reinforcing the cause of such concerns. Not to mention the problem of acid rain, greenhouse effects, air and water pollution that is already at a dangerous level, fires and deforestation that threaten our atmosphere and flooding in a number of cities. Even now, garbage is becoming a big problem due to the growing amount of garbage and the amount of garbage that is difficult to recycle.

Why have I chosen this thesis I chose this thesis because I like the system of Starbucks and I have my friend work as a supervisor at Starbucks mall boemi kedaton bandar lampung and I can take the real data from the source and create the best conclusion as i can.

According to Prothero and Fitchett in the Journal of Macromarketing (2000, 20:46) "Marketer awareness of the environment began to grow a long time

ago, this was evidenced by marketing activities several years ago successfully signaling green issues through green symbols and designs and advertising campaigns regularly depicting natural imagery, clean living, and harmonious environments on different signal additions to a number of consumer goods". Green marketing approach in the product area is believed to increase the integration of environmental issues in all aspects of the company's activities, ranging from strategy formulation, planning, preparation, to production and distribution or distribution with customers. As Pride and Ferrell, in Mangkono (2011), says that green marketing is described as an organizational venture or company designing, promoting, pricing and distribution of products that do not harm the environment. Pujari and Wright in Mangkono (2011) revealed that marketers need to view the phenomenon as a potential business opportunity. Environmental issues and its bad impact on the human being attracted the policy makers, academicians and researchers. Most of the international organizations and NGOs are discussing this issue on the different platforms (Mahmoud et al, 2017).

Environmental problems such as global warming and pollutions have become global issues and non-biodegradable solid waste, harmful impact of pollutants etc., start creating concern in the society. Industrial sector contributes high percentage of waste and plastic usage in production process according to Rithie and Roser (2020) on their research in plastic pollution that is published in Our World in Data.

This study shows the world's condition in managing plastic waste and how impactful it is to the well-being of the environment. In the publication, the highest usage of plastic in industrial production process is packaging (141 million tons) and followed by other sectors (42 million tons). Up until now, many companies are still using plastic as their main packaging material, creating high number of waste. In recent study published by Statista (2020), production of plastics worldwide also increase year by year and over the past 5 year from 2014, 2018 the number have increase until 15.43% from 311 metrics tons in 2014, 322 metrics tons in 2015, 335 metrics tons in 2016, 348 metrics tons in 2017, and 359 metrics tons in 2018. As one of the most populated country in the world, Indonesia is one of the world's top 5 waste contributors, especially plastic waste.

As in 2010, the country is next after China when it comes to dumping plastic waste into the world's oceans (Jambeck et al., 2015). Jambeck et al. on their study listed the top 20 country with the higher mass of mismanaged plastic waste which is defined as —*material that is either littered or inadequately disposed.* According to this study, an estimated 3.22 million metric tons of plastic waste is tossed annually into the ocean surrounding Indonesia, while another 8.82 million metric tons of China's plastic waste also makes its way into the ocean. This problem is a huge concern for society that as for now starts to realize the importance of sustainable environment.

The term green marketing comes to the surface as a reaction from marketers to environmental concerns. Green marketing then becomes an alternative strategy that not only helps the company's image, but also gives value to the company's business. But the fear of marketers to jump into the world of green marketing is none other than because marketers feel that their target market has not been oriented towards 2 environments. That is why the growth of eco-friendly products seems slow.

As the largest contributor in the city's income, manufacture of food and beverage will also impactful to the waste especially plastic waste in the city. According to our world According to Joshi and Rahman (2015) in data regarding plastic pollution packaging is the main contributor of plastic production and waste in industrial sector. That is why in this globalization era, marketing management always tries to recognize new opportunities and threats that occur in the marketing environment and at the same time understand the importance of continuously monitoring and adapting to the environment itself. In addition, consumers have also become increasingly aware of their health and the benefits or risks of the products they purchase. According to Joshi and Rahman (2015), some studies have reported that the attributes of the product, such as health and quality, drive the purchase of green products.

In their research on the concept of green products, Durif, Bolvin and Julien (2010) found that the consumer survey results indicate that they might be more concerned with the tangible qualities of a green product, particularly

those that may have an impact on environmental conservation and personal health. It was also found that individualistic values such as health and safety and hedonistic values such as pleasure in eating have had a positive impact on the purchasing behavior of green products, specifically green food products (Joshi and Rahman, 2015).

The health consciousness discovered by Grewal et Alaboodi. (2017) will influence consumers, particularly in Iraq, to consume green products, since the product is free of chemical and hazardous substances. In a recent study, Abdulsahib, Eneizan and Alaboodi (2019) found that Health Consciousness is significantly linked to the purchase Decision of green products. Previous findings by Dewulf et al. (2015) indicated that health awareness is the most important factor in the consumption of green products, since the products are safe and wellbeing. The first work on environmental marketing was in 1975 by the —American Marketing Association‖ (AMA) on the topic of Ecological Marketing.

According to the American Marketing Association (AMA), there are three definitions of green marketing namely: first, retailing definition: The marketing of products that are presumed to be environmentally safe. Second, social marketing definition: The development and marketing of products are designed to minimize negative effects on the physical environment or to improve its quality. Third, environments definition: The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns

(www.ama.org). In order to create an effective marketing strategy, marketers start on being environmentally innovative by implementing green marketing by making a green marketing mix. Every companies have their own designed marketing mix that some consist of 7Ps (Product, Place, Price, Promotion, People, Process, and Physical Evidence). According to Kotler and Keller (2016) the marketing mix has been defined as the "*set of marketing tools that the firm uses to pursue its marketing objectives in the target market*". In this case, it seems reasonable to think that businesses should design tactics such as the release of less polluting goods at a reasonable price and the creation of a high-quality, environmentally-conscious brand in order to meet the new demand.

It is a challenge to the company, which will require the introduction of a different business and marketing management. Thereby, a new type of consumer emerges afterwards, the so-called ecological customer, and the business will be interested in finding out the reasons for their demand and profile to meet their needs. More and more customers are becoming aware of the importance of sustainable development and behave accordingly. The customer environmental knowledge is the main reason of their behavior. Corporate interest in green marketing was indicated by early market research findings suggesting major changes and innovations (Peattie, 2005). Vandermerwe and Oliff's (1990) survey found that 92 per cent of European multinationals claimed to have changed their products in response to green concerns, and 85 percent claimed to have changed their production systems.

One of the companies that undertake and implement their green marketing strategy in their production process is Starbucks. The company's image is built on their commitment to proper waste disposal and material reductions use. They utilize this campaign framework in teaching their customers on the proper ways on how to reuse, reduce and recycle. The Starbucks Experience by Joseph Michelli (2007) explains the efforts done by Starbucks in implementing green marketing and creating environmental sustainability in their operational framework.

Some of the efforts explained are:

- Introducing tumblers. Starbucks began selling tumblers since 1985. If consumers buy this tumbler and use it to consume their coffee, consumers will get a discount. This business is done so that more consumers choose to use a tumbler instead of paper cups.
- Replacing paper cups into plastic cups made from polypropylene. This glass can be used for approximately 1 month with normal use. This glass is also heat-resistant and easy to clean, so every customer who comes with this glass will be cleaned by a Starbucks barista with hot water to make it sterile.
- Recycle paper cups. The glasses that have been used by consumers will usually be crushed and melted down the rest and mixed with new paper glass material to obtain a new paper cup. Each paper cup contains 10% of recycled paper cups that have been used by Starbucks consumers.

The research done regarding Green Marketing and its impact on purchase Decision are usually and mostly done on more developed country and also considering Starbucks as one of global company that has applied green marketing in their production and marketing activities, this research would like to find out whether there is specific impact on those green marketing on customers purchase Decision and whether customer's environmental knowledge moderates (Mahmoud et al, 2017) the two variables especially in Indonesia.

B. Problem Formulation

Based on the background of the problem above, the problem formulation in this study are:

1. Does green marketing mix positively affect the purchase decision of Starbucks Bandar Lampung?
2. Does customer environmental knowledge positively moderates the effect of green marketing mix on purchase decision in Starbucks Coffee Bandar Lampung?
3. What its the main things that positive impact influence purchasing decisions in starbucks coffee mall boemi kedaton?

C. Research Purposes

Based on the above problem formulation, the purpose of this study is to:

1. Investigate the impact of green marketing mix on purchase decision in Starbucks Bandar Lampung

2. Test customer environmental knowledge as the moderator of green marketing mix on purchase decision in Starbucks Coffee Bandar Lampung
3. Investigate the main things that positive impact influence purchasing decisions in starbucks coffee mall boemi kedaton

D. Benefits of the Research

The existence of this research is expected to be able to provide benefits:

1. For companies:

This research is expected to be taken into consideration and included for companies in establishing policies and strategies in marketing for the development of business ventures.

2. For academics:

This research can be used to apply the knowledge possessed in studying an existing problem in the field in accordance with the knowledge being learned and adding knowledge especially about marketing activities. This research also can be a reference and can contribute to the development of studies on marketing and can be used as a reference in further research on the same theme.

II. LITERATURE REVIEW, FRAMEWORK, AND HYPOTHESIS DEVELOPMENT

A. Theoretical Basis

1. Green Marketing

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference.

According to Coddington (2007: 297-302) the meaning of green marketing is all marketing activities responsibly to the environment, is to a narrowest possible negative impact on the environment. According to Hasan (2013), marketing is the process of identifying, creating and communicating value,

and maintaining relationships that satisfy customers to maximize company profits. Hasan (2013) also mentioned marketing's objectives includes maximizing profits, maximizing market share, maximizing sales, increasing brand image, increasing customer satisfaction, providing value and maintaining price stability. Based on the above understanding, it can be concluded that marketing is the process of searching for what consumers want and need, providing goods or services to meet those wants and needs and communicating the value of goods or services and creating relationships with customers so as to create satisfaction for customers and provide profits for company concerned. It is also important to maintain a good relationship among customers and society. Green Marketing is the latest and most popular marketing trend that has made it easier for individuals, animals and the planet to protect the environment (Rajeshkumar, 2012).

Polonsky and Rosenberger (2001) defined green marketing as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection. It has also defined as all activities designed to generate and facilitate any exchanges aimed at satisfying human needs or wanting to occur with minimal harmful effects on the natural environment. Green or Environmental Marketing consists of all practices designed to generate and promote any trade aimed at meeting human needs or wishes, with minimal adverse effects on the natural environment. (Polonsky, 2001).

2. Perceptions and Differences

According to Kotler (2000: 34) says that "Marketing is the delivery of customer satisfaction at a profit". But Ottman (2006: 22-36) proposed a slightly different concept, stating that the first rule on green marketing was to focus on consumer benefits, they would feel stimulated to make a purchase. With this concept, environmental factors become a link to the purchase. Charter (1992) provides the definition of green marketing is a holistic, strategic responsibility management process that identifies, anticipates, satisfies and meets the needs of stakeholders to give reasonable appreciation, which does not cause harm to humans or the health of the natural environment.

Environmental concerns are integrated into the organization's strategies, policies and processes. This leads to the influence of marketing activities on the natural environment, as well as encouraging practices that eliminate and minimize adverse effects. The philosophy of sustainable development provides an additional impetus to green marketing by emphasizing that environmental protection does not mean eliminating economic well-being, but instead encourages a rethink of how to associate marketing with environmental protection.

The green marketing approach in the product area enhances the integration of environmental issues in all aspects of the company's activities, ranging from strategy formulation, planning, preparation, to production and distribution /distribution with customers. Czinkota & Ronkainen (1992) in

Lozada (2000) said that "the company will be able to obtain solutions to environmental challenges through marketing strategies, products, and services in order to remain competitive". This includes:

1. New technologies to deal with waste and air pollution,
2. Product standardization to ensure environmentally friendly products,
3. Providing products that are 'absolutely' natural, and
4. Product orientation through resource conservation and more health concerns.

This solution ensures the company's participation in understanding the needs of the community and as an opportunity for the company to achieve excellence in the industry. They also use it as a potential opportunity for product or service development. For example by using it on the brand of the product. It can be assumed that companies that market their products with environmental characteristics will have a competitive advantage compared to companies that market without responsibility for the environment, this is an effort to satisfy the needs of their consumers, such as at Starbucks replaces plastic straws into paper straws to be more environmentally friendly.

3. Green Marketing Mix

Develops green marketing mix, independent of traditional 4P (product, price, promotion, place) except with a number of additions of components that are very related to the intent of green marketing itself and other very influential things. The marketers make and use various policies to get

success in the field of marketing. Out of such policies marketing mix is one of the important policies. This marketing mix involves various activities like identifying the market behavior, determine the consumer needs, and plan to face the competition effectively. The group of these activities is known as marketing mix. It involves four elements which are product, price, physical distribution and promotion popularly known as P's to ensure placing of the product in the hands of the consumers successfully. The marketing mix, as it is a plan, will have to be changed according to the changes in the marketing conditions (Loganathan, 2013).

a. Green Product

Green product is products that are not harmful to humans and the environment, not wasteful resource, does not produce waste excessive, and does not involve cruelty on animals Green product should be enhances consider aspects the environment in the life cycle of the product so that it can minimize the impact negative against nature. Minimization efforts to encourage all parties to play a role in the development of the technology towards eco-friendly products environment. In the production sector, various ways can be done to produce a product that is environmentally friendly is one of using the concept of green product development.

In essence, the green product is the effort to minimize waste when the production process in addition enrich the products made at once eligible eco-friendly.

Green product itself must have the quality of the product durable in the sense that not easy damaged, do not contains no toxins, is made from materials that can be recycled and have packaging minimalist.

The quality of the product such as the above is still using energy or resources that generate emissions during the manufacturing process then from it, the green product is where a product to make an impact as small as possible in its influence on the environment. That should be note of the product is about the price, quality, comfort and the availability of the product. Consumers will pay more for a green product. The price is more expensive than the average price ratayang has determined can only be sell by adding value to the product. Many people think that the effectiveness of the green product will be reduced from the usual products. The best of product quality is fundamental and should be communicated in convincing. Quality was assessed from the some of the features include performance, appearance, the feeling, the comfort and durability of a product. Mahmoud (2017) stated that —environmentally friendly‖ refers to products or services that are not harmful to the outdoor environment. Some other authors have tried to define ‘green products’. Peattie (1995, p. 181), defines a product as ‘green’ —when its environmental and societal performance, in production, use and disposal, is significantly improved and improving in comparison to conventional or competitive products offerings‖. In addition to this knowledge, Boztepe (2016) stressed that green consumers would stop consuming any harmful product that might affect

their health, involve animal abuse, and cause environmental damage during processing, disposal, or use.

Reinhardt (1998, p. 46) states that environmental product differentiation takes place when: —a business creates products that provide greater environmental benefits, or that impose smaller environmental costs, than similar products. This definition points out that green products are not only those products with a lower environmental impact, but also those providing higher environmental benefits compared to conventional products. Companies can apply green product development to standardize product modification and manage raw materials with environmental concerns, thereby reducing negative impacts on human health and the environment.

Starbucks is proud to have reached the milestone of 99% of their coffee ethically sourced. They stated that their ethical sourcing approach is Coffee and Farmer Equity (C.A.F.E.) Practices, one of the coffee industries' first set of sustainability standards, verified by third-party experts. This practice is developed in collaboration with Conservation International (CI) which is an American nonprofit environmental organization that aims to protect nature as a source of food, fresh water, livelihoods and a stable climate. C.A.F.E. Practices helps Starbucks to create a long-term supply of high-quality coffee and positively impact the lives and livelihoods of coffee farmers and their communities, and also environmentally sustainable.

Their ethical sourcing in the area of environment sustainability is measured and evaluated by third-party verifiers to help manage waste, protect water quality, conserve water and energy, preserve biodiversity and reduce agrochemical use. Some of their efforts to achieve this are by using farming methods that promote long-term productivity and keep the soil healthy, growing shade trees to encourage biodiversity and protecting wildlife habitats, conserving energy and water, and minimizing environmental impact through proper waste treatment and reducing use of agrochemicals (starbucks.co.id).

For their packaging, Starbucks also keeps on investing on finding more sustainable solutions. They have made substantial progress to reduce the impact of waste generated in our stores through cup innovation and improved packaging design, advocacy for local recycling infrastructure, and offering reusable cups.

b. Green Price

Green Price is the value of a goods and services as measured by the a certain amount of money. Based on the value of the person or company willing to release the goods or services to other parties. In the company, the price of a goods or service is for the determination of the request market. Prices can affect the competitive position of the company. Decision about price should never be done by chance. On the product general, the decline in prices can increase sales, while on the product bring the image of the spot, the increase in price will increase sales

because products with a high price will show the achievements of a person. Further submitted that the price is an important element in marketing mix, most of the customers are willing to pay the price the premium if there is a perception of extra product. Increase this value can be caused by the performance, function, design, interesting shapes or suitability taste. The advantages of the environment is only an extra bonus, but often be the determining factor between the value of the product and the quality. Environmentally friendly products are often cheaper if the cost of product life cycle considered. For example, the vehicle efficient use of material fuel, or products that do not contain toxins. The majority of consumers will only be ready to pay a premium if there is a perception on additional product value (Eric, 2007).

This value may be enhanced performance, function, design, visual appeal, or taste (Sharma, 2011). Environmental benefits are usually an added plus but will often be the deciding factor between products of equal value and quality (Singh, 2013). Green marketing should get all these facts into consideration though charging a premium price (Bukhari, 2011).

The green pricing refers to the price specified in the light of company's policies with regard to environmental consideration imposed by rules and company instructions or its initiatives in this regard (Hashem and Al-Rifai, 2011). According to Polonsky and Resenberger (2001) while green products are often —pricedll higher than traditional goods,

this does not always mean they cost more, especially when one considers all associated costs. Often, green goods have higher initial out-of-pocket expenses but lower long-term costs. If the price of a good is higher, companies must distinguish the importance of the premium product in terms of quality, performance and appearance (Yan and Yazdanifard, 2014).

Starbucks is a multinational company that sells its goods at a premium price and ethically sourced products, showing its commitment to environmental responsibility and minimizing carbon impacts by reducing resource waste and constructing green and energy-efficient stores. It is shown as mentioned in the green products explanation using the C.A.F.E Practices that is also evaluated by third-party organizations.

c. Green Place

Green place is also important in refining the strategy of green marketing. According to Kotler and Keller in Ismardiansyah (2016:12) Place to reflect the activities of the company to manufacture products intended to consumers or target market. Companies that want to achieve the goals of the company with the maximum should be positioning its products in the minds of the consumers. Where the location should be customized with the concept that was adopted. By applying the concept of friendly the environment is certainly a location that used to look clean and not polluted by the waste production from the company's

factory. Where the green place is in the physical a product that has an impact on the environment directly. In Place

Green became the attention of not only the place but also away from the place the process of production and means of production, to distribution of the product performed. Place represents the location where a product can be purchased. It can mean physical as well as virtual stores. This is related to distribution gates use that deal with green products, which are appropriate for consumers, in terms of facilitating their delivery, and to secure cycling procedures conducting within environmental conditions and requirements (Hashem and Al-Rifai, 2011).

Starbucks is still on their progress on making all of their stores as green-building.

Their efforts on creating green building are stated by their goal which is to build all new, company-owned stores to achieve LEED® certification. LEED® certification (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world. LEED certification is a globally recognized symbol of sustainability achievement. Starbucks claimed that the efforts they have done in developing green building consists of

- Conserving energy by allowing air-conditioned stores to reach 24°C instead of 22°C on warm days
- Saving water by using high-blast nozzles to clean jugs instead of running water Installing low-flow valves throughout the store

- Installing cabinetry made from 90% post-industrial material (where available), with no added formaldehyde
- Improving lighting efficiency using recycled flooring tiles
- Using wood products that are Forest Stewardship Council–certified (where available)
- Using paints with lower amounts of volatile organic chemicals
- Reducing our carbon footprint by sourcing building materials regionally whenever possible

d. Green Promotion

Where there are three types of promotion of green namely (a) the promotion of the connect between the product or service with the environment directly, campaign that carries a healthy lifestyle and green with the product provided, and the promotion that displays the image of the company on the responsibility responsibilities to the environment. The third type of promotion that can be applied and selected as an alternative to the promotion of green Kotler and Keller in Ismardiansyah (2016:12). Starbucks has done several efforts in trying to promote environmental sustainability to customers through their products. Starbucks starts their tumbler sales by making a campaign where people can get discounted beverages or even free beverages at some special day if customers bring their own tumbler (starbucks.co.id). Starbucks also is starting their no plastic straw campaign in Indonesia, starting from some big cities in Indonesia such as Jakarta and Bali and their goal is to swears off all single use plastic

straw in all outlets by 2020 (The Jakarta Post, 2018). Starbucks also actively participate in creating events and campaign following the Earth Hour day every year by giving discounts and making events to celebrate the day.

e. Green Process

The delivery of products and services are an important part of what the consumer is paying for. The procedure, which denotes the mechanism for the delivery of services, needs careful consideration so that the operation can be carried out correctly and in compliance with the key objectives. The greenness of the whole process will be prioritized in order to ensure the effective execution of a comprehensive green marketing plan (Eneizan, 2016).

As the company that implemented green marketing practice, Starbucks Coffee has done many efforts to deliver their products as well as services in an environmentally friendly manner. Such as giving encouragement for consumer to buy or bring their own tumbler when purchasing beverages, as well as giving an easy access to delivery services so customer won't need to visit the store, also giving no physical menu in paper to minimize waste and paper use.

f. Green Packing

Green packaging or commonly referred to as green packaging is a product packaging that does not damage the environment and contributes to sustainable environmental development. Green packaging

for food and beverage products has now emerged in Indonesia, along with the growing issue of global warming and other issues related to environmental pollution that have become a separate problem in recent years. Plastic waste is one of the important problems not only in Indonesia but also in the world. According to research data from the Indonesian Ministry of Environment, wasted plastic waste has now reached a fantastic figure, which is as much as 26,500 tons per day (Canny, 2012). The use of environmentally friendly packaging or green packaging for food products and minimun has now also become an international trend. Which, the idea of using eco-friendly packaging has been more developed first among foreigners. Now industry players in Indonesia, also see this as an opportunity to develop and follow this trend so as not to be excluded in global competition. In addition, the use of environmentally friendly packaging is a necessity that must be applied by every industry player in Indonesia considering that the middle world II-5 is enlivened by issues regarding the dangers of waste derived from waste products, especially plastic waste (Canny, 2012). Environmentally unfriendly plastics commonly used during this time are non-biodegradable types of plastics (biologically non-biodegradable plastics). But now the development of environmentally friendly packaging is focused on biodegradable plastics that have now been adapted to be used among plastic manufacturers for food and beverages, because it provides alternatives and solutions to waste problems in the environment and also global warming that is happening

today (Canny, 2012). Eco-friendly packaging or biodegradable plastic is an advanced technology in the development of plastic industry in the world. Biodegradable plastics can be made from natural polymers or commonly referred to as Polylactic Acid (PLA). Polylactic Acid (PLA) is produced through the fermentation process of sugar or starch by *Lactobacillus* into lactic acid which is further polymerized with the help of heat and metal catalysts into PLA. Polylactic Acid itself has heat-resistant & strong properties, as well as being an elastic polymer (Canny, 2012).

4. Purchase Decision

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. Some purchase decisions are minor, like buying toothpaste, while other purchases are major, like buying a house. The more major the purchase decision, the more effort is typically put into the process. A Decision to buy or purchase is formed after some degree of problem solving deliberation or known as planned purchase. Decision to buy measured by willingness to buy or sentences like definitely will buy, or probably will buy (Suciarto A., 2015). In general, purchase Decision is the likelihood of a customer buying the same product again based on their purchase history. Or it can also be the need of a product which is driving the customer towards a purchase. According to Aaker (2001: 274), Decision refers to a person's expectations of future behavior toward an object. Decision depends on someone's buying habit and planning horizon.

It includes willingness to pay. Purchase Decision is an individual's conscious plan to make an effort to purchase (Spears and Singh, 2004). According Ansar (2013) developed framework to look at the impact of green marketing on consumer purchase Decision with socio-demographic variables, price, environmental advertisement and ecological packaging towards green purchase Decision. The study showed of those variables positive and significant correlation is found to have positive association with green purchase Decision Matjaz et al. (2010) explained positive purchase Decision to buy an environmentally friendly product in spite of a higher price.

5. Customer Environmental Knowledge

Knowledge is information that is known or realized by someone who is stored in memory. Knowledge is a relevant and important construct that affects how consumers collect and organize information on how much information is used for decision making and how consumers evaluate products and services (Syahbandi, 2012). Knowledge of the environment is the level of public understanding as a potential consumer of green products on issues of long-term health and welfare importance, including issues relating to the negative impacts of harmful chemicals, pollutants, greenhouse gases, packaging product recycling, and other issues potentially affecting positive attitudes toward green products (Ali et al., 2011; Haryanto & Budiman, 2014). While Chen (2013) explains that environmental knowledge is understood as a series of ecological knowledge held by a person related to environmental topics,

such as what can be done to help protect the environment by committing to their behavior to purchase green products (Lee, 2010). According to research conducted by Gan et al., (cited by Chen, 2013), environmental knowledge develops in two forms, namely the consumer must be educated to be able to understand the impact of a product on the environment and consumer knowledge in the product itself is produced in an eco-friendly manner. According to Julina (2013), knowledge of environmental issues can affect one's attitude. Barber et al., (2010) revealed that one of the functions of environmental knowledge is to help maintain a strong environmental stance. Research conducted by Noor et al. (2012) found that environmental knowledge positively affects attitudes.

The theory proposes that one's Decision to perform a behavior is predicted by attitudes, subjective norms, and perceived behavioral control. According to the theory, customers purchase Decision can be linked with their perceived environmental knowledge. Another theory relating to this is the theory of Reasoned Action which is thought out by Azjen and Fishbein (1980). This has made the Theory of Reasoned Action the best way to explain green consumer behavior. Public awareness of environmental problems and potential approaches and solutions is another aspect that has also been shown to have an effect on consumer behavior (Andres and Salinaz, 2014).

Both of these researchers believe that environmental awareness is affected by ecological ethnocentrism, the degree of data, past experience and the perception of green goods.

B. Hypothesis Development

There are several studies regarding green marketing, like the study done by Ansar (2013) that found out environmental advertisement, price and ecological packaging have a positive relationship with the green purchase Decision. In the Contrary, the study done by Suciarto (2000) stated that the respondent perception on green marketing efforts is included in the neutral category. It means that the Respondents do not give attention on green marketing of green products. Many other studies are done to find out whether green marketing create impact on decision making and purchase Decision of customers. Chen (2015) in his study regarding company green claims towards brand image and purchase Decision Among college students find out that company —ethical sourcing message can contribute to a significantly larger extent to green trust, green satisfaction, green brand equity, and even purchase Decision. The results showed that the variable of Green Marketing (X)

Has a positive effect on Purchase Decision (Y). This shows with the existence of Green Marketing offered by Starbucks can help consumers in making purchasing decisions. Fallah and Ebrahimi (2014) confirmed that consumers cared about environment . Chen (2013) stated that there is a significance relationship between environmental knowledge, attitudes,

concern and social influence and green purchase Decision. Another study from Harun (2012) found out that there is significant direct influence between environmental knowledge and concern on green purchase Decision among Sabahan consumers in Malaysia.

Based on the different result explained above regarding green marketing variables Towards purchase Decision based on different research objectives, on the basis of available researches and literatures, this research develops the following

Hypotheses:

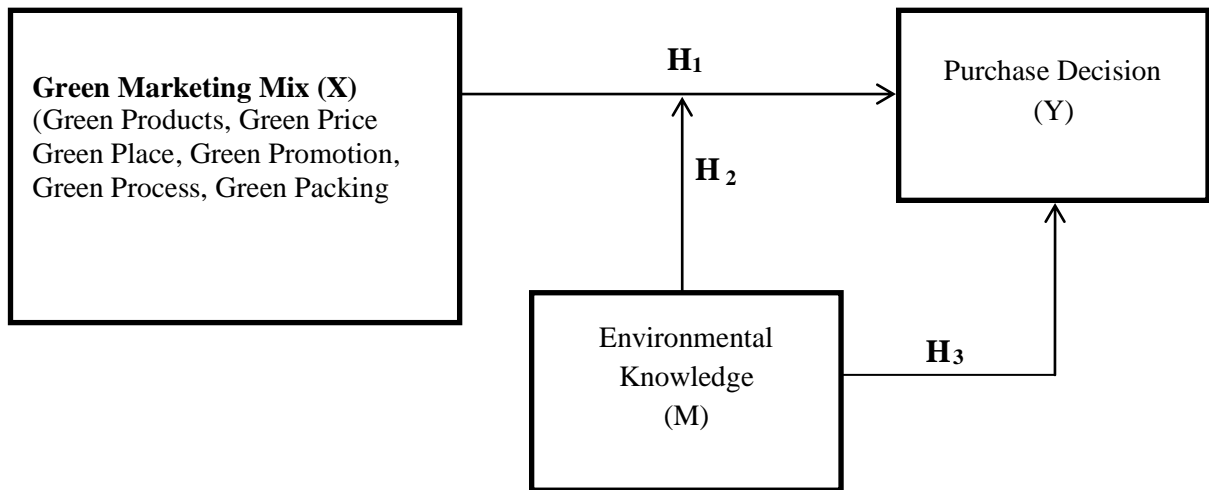
H1: Green marketing mix has a positive impact on purchase Decision in Starbucks Coffee Mall Boemi Kedaton.

H2: Customer Environmental Knowledge positively moderates the effect of green Marketing mix on purchase Decision in Starbucks Coffee Mall Boemi Kedaton.

H3: The main things that positive impact influence purchasing decisions in Starbucks Coffee Mall Boemi Kedaton.

C. Research Framework

Figure 2.1 Proposed Theoretical Frameworks



Source: Adaptation from the research of Mahmoud et al. (2017)

III. RESEARCH METHODOLOGY

A. Research Design

The study design is a study design that is used as a guideline in conducting the research process. This study uses survey research that is based on Fink (2013) in Sekaran and Bougie (2010:97) is a system for collecting information from or about people to describe, compare, or explain their knowledge, attitudes, and behavior. The survey strategy is very popular in business research, because it allows the researcher to collect quantitative and qualitative data on many types of research questions. The study design will be useful for all parties involved in the research process as a step in conducting research refers to research designs that have been made. The research design used in this research is descriptive. Descriptive study according to Sanusi (2014: 12) is a design research compiled in order to provide a systematic overview of scientific information derived from the subject or object of research.

B. Variable Operational Definition

Variables in this study consist of one Independent Variable, one Mediating Variable, and one Dependent Variable. The free variable is the Green Marketing variable (X) the connecting variable (M) is the Buy Interest, and the bound variable is the Purchase Decision (Y).

1. Dependent Variable (Y)

The dependent variable is the variable of primary interest to the researcher.

The researcher's goal is to understand and describe the dependent variable, or to explain its variability, or predict it (Sekaran and Bougie, 2016:73).

The dependent variable in this research is Purchase Decision.

2. Independent Variable (X)

Independent variable is one that influences the dependent variable in either a positive or negative way (Sekaran and Bougie, 2016:74). Green Marketing Mix is an independent variable.

3. Moderating Variable (M)

A moderating variable is one which has a significant contingent impact on the relationship between independent variable and dependent variable. In other terms, the existence of a third variable (the moderating variable) affects the initial interaction between the independent and dependent variables. (Sekaran and Bougie, 2016:75). The moderating variable of this study is Customer Environmental Knowledge.

Table 3.1 Variable Operational Definition

Variables	Construct	Indicators	Scale
Green Marketing Mix green marketing is the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polonsky and Resenberger, 2001)	Green Products Green products are products that respond to environment needs and requirements. As the customer's needs are necessary to improve and develop products, their needs in an environment safe and healthy are important and should be considered (Hashem and Al-Rifai, 2011)	1. Natural and organic ingredients 2. Materials from sustainable plantation 3. Recycled packaging 4. Recyclable packaging Source: Larashati, 2012	Likert
	Green Price The green pricing refers to the price specified in the light of company's policies with regard to environmental consideration imposed by rules and company instructions or its initiatives in this regard (Hashem and Al-Rifai, 2011).	1. Proportionality between price and green benefits 2. Prestige and more guaranteed quality from higher price 3. green pricing does cost more than standard Source: Larashati, 2012	Likert

	<p>Green Place This is related to distribution gates use that deal with green products, which are appropriate for consumers, in terms of facilitating their delivery, and to secure cycling procedures conducting within environmental conditions and requirements (Hashem and Al-Rifai, 2011).</p>	<ol style="list-style-type: none"> 1. Locations are spread out in strategic places 2. Starbucks is using energy saving devices (LED Lamp) 3. Starbucks is using wood because it's more recyclable <p>Source: Larashati, 2012 (adjusted)</p>	Likert
	<p>Green Promotion This refers to providing real information about the products in a way that does not hurt the materialistic and moral consumers' interests (Hashem and Al-Rifai, 2011).</p>	<ol style="list-style-type: none"> 1. Environmental Campaign 2. Support holding seminars and conferences related to the environment. 3. Environmental promotion to attracting more people <p>Source: Larashati, 2012</p>	Likert
	<p>Green Process Green process refers to the methodology provided to make sure the greenness of the entire system thus a comprehensive green marketing implementation will be provided. (Larashati, 2012)</p>	<ol style="list-style-type: none"> 1. Advices to bring your own tumbler 2. Easy access to delivery services. 3. Use an online process to save more time <p>Source: Larashati, 2012. (adjusted)</p>	Likert

	<p>Green Packing Green packaging or commonly referred to as green packaging is a product packaging that does not damage the environment and contributes to sustainable environmental development (Canny, 2012).</p>	<ol style="list-style-type: none"> 1. Use of environmentally friendly packaging 2. Eco-friendly packaging or biodegradable plastic is an advanced technology in the development of plastic industry in the world. 3. process of environment exchangeable packing between plastic packing and green packing <p>Source: (Canny, 2012).</p>	Likert
<p>Purchase Decision Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand</p>	<ol style="list-style-type: none"> 1. I would buy Starbucks products inorder to minimize plastic waste 2. I would buy the Starbucks‘ productsout of concern for the environment 3. The possibility of my purchasing theStarbucks products is high <p>Source: Mahmoud, 2017 (adjusted)</p>	Likert	

<p>Customer Environmental Knowledge General knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems (Mostafa, 2009).</p>	<ol style="list-style-type: none"> 1. I know more about recycling than the average person. 2. I know how to select products and packages that reduce the amount of waste ending up in landfills. 3. I understand the environmental phrases and symbols on product package. 	Likert
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	<p>4. I am very knowledgeable about environmental issues.</p> <p>Source: Mostafa, 2009.</p>	
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C. Research Objects

The object of this research is 1) the people who have knowledge on environmental sustainability, 2) those who have knowledge about Starbucks as green company, and 3) those who have Decisions to purchase and consume Starbucks' products due to those reasons in Indonesia.

D. Population

According to Sekaran and Bougie (2016:236) population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. In this research the population is all people who have consumed or just have the Decision to buy Starbucks products in Indonesia.

E. Sample

A sample is a subset of the population. It comprises some members selected from it. In other words, some, but not all, elements of the population form the sample (Sekaran and Bougie, 2016:237). This research was conducted by using nonrandom sampling (non-probability sampling). This research use non-probability sampling rather because the researcher do not get detailed profile and data about the study population due to the limited time and cost

of the research. The nonprobability sampling procedure used is purposive sampling. The sampling here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or they conform to some criteria set by the researcher (Sekaran and Bougie, 2016:248).

In determining the sample size this research uses the theory from Hair et al. (2014) that suggest that preferably the sample size should be 100 or larger. The minimum is to have at least five times as many observations as the number of variables to be analyzed, and the more acceptable sample size would have a 10:1 ratio (Hair et al, 2014:100). According to Hair et al, so the sample size that would be appropriate for this research is:

$$\begin{aligned}
 \text{Sample size} &= \text{observations of variables to be analyzed} \times 10 \\
 &= 23 \times 10 \\
 &= 230
 \end{aligned}$$

So the sample size would be 230 samples and this number would be considered sufficient as it follows the maximum size.

This research will be done by distributing electronic questionnaire using Google Docs to the respondents that suitable with the criteria. The criteria used in this research are :1) the people who have knowledge on environmental sustainability, 2) those who have knowledge about Starbucks as green company, and 3) those reasons in Indonesia Mall Boemi Kedaton Bandar Lampung.

F. Data Source and Collecting Method

1. Data Sources

Data types that are used in this research are:

a. Primary Data

According to Sekaran and Bougie (2016:38) primary data is data that the researcher gathers first hand for the specific purpose of the study are called primary data. Four principal methods of primary data collections are interviews, observation, administering questionnaires, and experiments). In this research the researcher uses questionnaires in gathering the primary data.

b. Secondary Data

Secondary data are data that have been collected by others for another purpose than the purpose of the current study. Some secondary sources of data are statistical bulletins, government publications, published or unpublished information available from either within or outside the organization, company websites, and the Internet. The nature and the value of secondary data should be carefully evaluated before it is used (Sekaran and Bougie, 2016:37).

2. Data Collecting Method

Data collecting methods that are used in this research are:

a. Questionnaire

Questionnaire is a pre-formulated written set of questions to which the respondent records the answers, usually within rather closely delineated

alternatives (Sekaran and Bougie, 2016: 142). Questionnaires are generally designed to collect large numbers of quantitative data. They can be administered personally, distributed electronically, or mailed to the respondents.

b. Literature Review

Literature review is research conducted by reading books or literature or other scientific works that have a relationship with this research. This is data collecting method using secondary data which comes from secondary sources which are studies by other researchers. They describe, analyze, and/or evaluate information found in primary sources.

G. Analyzing Data Method

1. Goodness of Measures

a. Validity Test

Validity test is used to test whether the instrument can be used to measure what should be measured. Validity test is performed to determine the ability of instruments to measure research variables. This test is carried out by submitting questionnaire questions that will later be given to respondents. After getting data from respondents, the current study use Kaiser-Meyer-Olkin (KMO) test. The test measures the sampling relevance for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance between variables that may be a common variance. The lower the proportion, the more appropriate the data is to be analyzed.

KMO returns values between 0 and 1. A rule of thumb for interpreting the statistic:

- KMO values between 0.8 and 1 indicate the sampling is adequate.
- KMO values less than 0.5 indicate the sampling is not adequate and that remedial action should be taken. This research is using the valid value of 0,5
- KMO Values close to zero means that there are large partial correlations compared to the sum of correlations. In other words, there are widespread correlations which are a large problem for factor analysis.

This study also considers Factor loading which is the magnitude of an indicator with formed factor (Malhotra, 2010:131). Validity criteria of an indicator could be categorized as valid to form a factor if factor loading is bigger or equal to 0,5 ($\geq 0,5$).

b. Reliability Test

According to Sekaran and Bougie (2016:223) reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. In other words, the reliability of a measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the —goodness of a measure. The measurement results can be trusted if in several times the

implementation of measurements on the same group of subjects obtained relatively the same results, as long as the aspects measured do not change. Instrument reliability is a reliable measurement result. Instrument reliability is needed to get data according to measurement objectives. The reliability test in this study uses the Cronbach Alpha method to determine whether each instrument is reliable or not. This measurement uses the Cronbach Alpha (α) statistical test of a construct or variable that is said to be reliable if it gives a Cronbach Alpha value > 0.60 (Nunnally, in Ghazali, 2011: 34).

2. Data Analysis

a. Descriptive Analysis

Sugiyono (2008) says that descriptive analysis is used to analyze the data that has been collected by describing or describing the objects studied through samples or populations as they are without analyzing and making generally accepted conclusions. There are three things presented in descriptive analysis which include:

- Analysis of the characteristics of the respondents consisting of study programs, gender, and income.
- This data is then processed using statistical description analysis to obtain the maximum value, minimum value, mean value (Me), and Standard Deviation (SD).
- This analysis also illustrates the respondents' answers from the submitted questionnaire. In this section the researcher will analyze

the data one by one based on the respondent's answer. The data will be presented in high, medium, and low categorization tables.

b. Moderating Regression Analysis

Interaction test or often called Moderated Regression Analysis(MRA) is a special application of linear multiple regression analysis where the regression equation contains interaction elements (multiplication of two or more independent variables). The purpose of this analysis, according to Ghozali (2016), is to ascertain whether moderating variables will strengthen or weaken the relationship between the independent variable and the dependent variable. This research comprises 3 versions, namely the Interaction test (MRA), the actual differential value test, and the residual test. The MRA test will be used in this study. MRA uses an analytical approach that maintains the sample integrity and provides a basis for controlling the influence of moderating variables. This approach is carried out by introducing a vector for differentiation between the independent variable and the moderating variable. Moderating Regression Analysis is stated in the form of multiple regressions and stated in the form of an equation model as follows.

Explanation:

Y : Purchase Decision
 α : Constanta
 $\beta_{1,2,3}$: Regression Coefficient
X : Green Marketing Mix
M : Customer Environmental Knowledge
e : error rate

Researcher uses the SPSS version 22.0 program to carry out this analysis.

3. Hypothesis Testing

a. Hypothesis Testing in Partial (T-test)

This test is used to determine whether the independent variables in the regression model partially significant effect on the dependent variable.

The alternative hypothesis (H_a) is a parameter of a variable greater than zero or $H_a = \beta_1 > 0$, meaning that an independent variable is a significant explanation of the dependent variable. Test the significance of the regression coefficient as a whole using the t test using degrees of freedom ($df = n - k - 1$), at a 95% confidence level and $\alpha = 0.05$.

The decision making criteria are as follows:

If $t_{\text{arithmetic}} > t_{\text{table}}$, then the hypothesis is accepted.

If $t_{\text{arithmetic}} \leq t_{\text{table}}$, then the hypothesis is denied.

b. Coefficient of Determination (R^2)

According to Sekaran and Bougie (2016:313) coefficient of determination, R^2 , provides information about the goodness of fit of the regression model: it is a statistical measure of how well the regression line approximates the real data points. R^2 is the percentage of variance in the dependent variable that is explained by the variation in the independent variable. The coefficient of determination is between zero and one.

V. CONCLUSION AND SUGGESTION

A. Conclusion

As economic and human activities keeps on developing, production, consumption, and distribution is getting into larger scale, the state of nature becomes worse over the years. Many companies makes great effort in order to save the environment while still maintaining a good business while also educates their customers. Starbucks Coffee Mall Boemi Kedaton has done the effort for so many years yet it is still unsure whether their effort has a good outcome. This study aims to find out whether the Green Marketing Mix implemented by Starbucks Coffee Mall Boemi Kedaton has an impact to customers purchase Decision and also whether customer environmental knowledge acts as a moderator. Based on several analyses done in this study, some points can be taken as conclusions:

- Green marketing mix has a positive impact on purchase Decision in Starbucks Coffee Mall Boemi Kedaton.
- Customer Environmental Knowledge positively moderates the effect of green Marketing mix on purchase Decision in Starbucks Coffee Mall Boemi Kedaton.
- The main things that positive impact influence purchasing decisions in Starbucks Coffee Mall Boemi Kedaton.
- Based on the qualitative and demography it is concluded as the majority

of people who have the Decision to purchase products in Starbucks Coffee Mall Boemi Kedaton is young people (who are between the age of 16-25, mostly university student) who still don't have their own income or have lower income. This study shows that Green Marketing Mix has a positive influence towards purchase Decision and customer environmental knowledge moderates the two variable by 42,17%. However, the effect on Customer Environmental Knowledge is not big enough to conclude that it is the most effective moderating variable. This correlates with the descriptive and demographic findings of this research. As previous research has found out that young people indeed has much knowledge about environment, but they still don't consider it as priority since they still consider many other variables in their consumption which is not researched at this current study.

Suggestion:

1. In the Green Product: The product packaging material is recyclable and it is very important to focus with it and improve it.
2. In the Green Price: Higher price offered is in accordance with the prestige and guaranteed quality and it is very important to focus with it and improve it.
3. In the Green Place: Starbucks is using wood because it's more recyclable and it is very important to focus with it and improve it.
4. In the Green Promotion: Starbucks do environmental promotion to attract people and it is very important to focus with it and improve it.

5. In the Green Process: Starbucks give advices to bring your own tumbler because it will helpful to the environment and it is very important to focus with it and improve it.
6. In the Green Packaging: Starbucks uses environmentally friendly packaging they use paper bags from cassava leaves and its easy to dissolve and it is very important to focus with it and improve it.

Based on the result of this study, the author offers several suggestion for company and academics for future research:

- For Company

From this study it can be found that Green Marketing Mix has a positive influence on purchase Decision. This means that company's effort to promote environmentally sustainable business is successful; however it is also found that there are still many other variables that triggered purchase Decision. Thus the company needs to enhance their green marketing

strategy as a competitive advantage to get more purchase Decision through that variable. It can be done by doing more effort on educating customer especially young people on the importance of environmental sustainability by doing such thing as sponsoring school or universities' activities, also by developing products suitable for the majority of their markets, such as creating pretty looking drinks with flowers in the plastic or paper cup with feminine colors and such because based on this study the majority of their customers are women.

- For Other Researchers

This study is done with a population of people who have Decision to purchase products in Starbucks Coffee Mall Boemi Kedaton. Future study could use a more specific population such as making it as a group of specific age, profession, etc. Future research is also encouraged to found out other variables that effect purchase Decision and what moderation variable that actually effect the purchase since this study found out that there are still many variables affecting purchase Decision Since this research mainly focuses on customer perspective towards companies' effort, future research can found out about customer's own effort on green purchase Decision.

B. Research Limitation

During the research process, the author discovers several limitations:

- The sample used is relatively small because of limited time and energy, for further research can increase the number of samples to be tested.
- The sampling method use in this research is using non-probability sampling and the author didn't get detailed profile and data about the study population due to the limited time and cost of the research

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