

The Influence of Green Marketing on Starbucks Purchase Decisions in Palembang

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Abstract

Purpose: This study aims to examine the influence of green marketing on consumer purchasing decisions at Starbucks in Palembang.

Methodology/approach: The research was conducted at Starbucks outlets in Palembang, Indonesia, using a quantitative approach and purposive sampling. Data were collected from 175 respondents through questionnaires and analyzed using multiple linear regression with SPSS version 25.

Results/findings: The results show that six out of seven green marketing dimensions namely product, price, place, promotion, process, and physical evidence significantly affect purchasing decisions. The people dimension does not show a significant influence. Simultaneously, all seven dimensions significantly influence purchasing behavior, indicating that consistent implementation of green marketing strategies can strengthen consumer trust and encourage environmentally responsible buying behavior.

Conclusion: Green marketing has a significant role in shaping consumer purchasing decisions, highlighting its potential as an effective strategy for businesses aiming to promote sustainability.

Limitations: This study is limited to one brand and location, which may not fully represent consumer behavior in different regions or with different types of businesses.

Contribution: The study contributes to marketing and sustainability literature by providing empirical evidence on how green marketing strategies impact purchasing decisions in the context of the service industry.

Keywords: *Green Consumer Behavior, Green Marketing, Purchase Decision, Sustainability.*

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1. Introduction

Global environmental problems have become increasingly urgent, particularly those related to plastic waste pollution. According to the United Nations Environment Programme (UNEP) (unep.org, 2023), approximately 380 million tons of plastic is produced annually. Plastic pollution not only causes severe ecosystem damage but also poses serious threats to wildlife and adversely affects human health. Globally, Indonesia ranks as the second-largest contributor to plastic waste after China, with millions of tons of plastic entering the ocean annually. In 2023, plastic waste accounted for nearly 19% of the total 69.9 million tons of national waste, reflecting low recycling rates and persistent challenges in waste management.

These environmental issues have encouraged Indonesian society to adopt more environmentally friendly lifestyles and practices. According to a report by Nariswari (2022), the “Who Cares, Who Does” study conducted by Kantar in 2020 revealed that the number of Indonesian consumers who pay attention to environmentally friendly products increased by 112%. This figure indicates that consumers

are increasingly considering environmental aspects when choosing green products and services. Environmental problems and rising consumer awareness of sustainability have prompted many companies to adopt green marketing strategies in their business activities. Green marketing is a marketing approach that emphasizes environmental friendliness and its effects on human health (Hendra et al., 2023). Kirgiz (2019) explains that green marketing encompasses seven dimensions product, price, place, promotion, people, process, and physical evidence which collectively create sustainable value and have the potential to influence consumer purchasing behavior.

The implementation of green marketing has been increasingly adopted by food and beverage companies in Indonesia, as reflected in various initiatives by both local and international brands operating in the country. One notable example is Starbucks Indonesia, which launched the Greener Nusantara program in 2018, focusing on reducing single-use plastic consumption and increasing environmental awareness among consumers (Starbucks, 2025). Starbucks also offers discounts to customers who bring reusable tumblers and utilize packaging made from recycled materials (rPET).

Despite the implementation of various green marketing strategies, it is important to assess their impact on business performance, particularly in terms of sales. According to DataIndonesia.id (2019), Starbucks' sales in Indonesia increased by 20% in the first half of 2019, following the implementation of the Greener Nusantara program in 2018, even though the coffee industry faced intense competition from new entrants such as Fore and Kopi Kenangan, which pursued aggressive expansion strategies. However, based on Statista.com (2025), Starbucks ranked as the leading coffee shop brand in Indonesia in terms of sales value in 2023, generating approximately IDR 2.4 trillion in revenue. In contrast, in 2024, Starbucks Indonesia experienced a 21% decline in sales (Indozone.id, 2024), raising questions about the effectiveness of green marketing strategies in maintaining consumer loyalty and purchasing decisions amid continuously changing market dynamics.

This suggests that the success of green marketing strategies cannot be measured solely by their implementation but also by their effectiveness in sustaining consumer loyalty and purchasing decisions, particularly in increasingly competitive markets. Therefore, it is important to further examine whether the dimensions of green marketing especially people, process, and promotion are positively perceived by consumers and contribute to purchasing decisions at Starbucks, particularly in a local context such as Palembang City. This study is novel in that it not only examines the influence of the seven green marketing dimensions on purchasing decisions as a whole, but also specifically highlights the people dimension, which shows insignificant results, in contrast to the findings of most previous studies. This inconsistency is noteworthy, as it indicates that consumers' perceptions of the role of employees or human representation in conveying sustainability values may not necessarily be considered crucial in the purchasing decision-making process, particularly in the context of Starbucks in Palembang, Indonesia.

Previous studies have demonstrated mixed results regarding the impact of green marketing on purchase decisions. Sarah dan Sutar (2020) found that green marketing has a positive and significant effect on consumers' purchasing decisions. Similarly, Hisam et al. (2020) showed that green marketing has a direct and significant impact on purchase intention. In contrast, a study by Agus Indra Purnama & Rasmen Adi (2019) revealed that green marketing does not have a significant effect on purchasing decisions.

Other studies have also indicated varied levels of influence of green marketing on purchasing decisions. Research by Rais & Hadi, (2021) reported an effect of 39.9%, while Fatimah & Chrismardani (2022) found an influence of 67.6%, and Johanis et al., (2023) reported 50.3%. Meanwhile, Yulanta and Utomo (2024) concluded that green marketing does not significantly affect purchasing decisions. These differences highlight a research gap regarding the strength of green marketing's influence in different contexts. Consequently, further research is needed, particularly in the context of Starbucks consumers in Palembang City, to determine the extent to which implemented green marketing strategies influence consumers' purchasing decisions.

Moreover, the people dimension of green marketing requires deeper examination, as it reflects the role of human resources, such as employees and management, in conveying sustainability values to consumers. Direct interactions between employees and customers can shape perceptions of a company's environmental commitment, potentially influencing trust and purchasing decisions. Within the landscape of green marketing research in Indonesia, this study occupies an important position by offering a new perspective from a local context that remains underexplored, namely, Palembang City. While many previous studies have focused on major cities such as Jakarta and Surabaya, this study expands the geographical scope and enriches the literature by providing insights into how consumers in this region respond to green marketing strategies. Furthermore, the focus on the insignificance of the people dimension offers new insights into the understanding that not all green marketing elements contribute uniformly across different regional contexts, thus emphasizing the need for more adaptive and context-specific sustainability strategies in corporate practice.

2. Literature Review and Hypothesis Development

2.1. Green Marketing

Green marketing is defined as a marketing strategy that integrates environmental sustainability principles into all aspects of product promotion and distribution. Kirgiz (2019) explains that green marketing includes the promotion of products that are produced through environmentally friendly processes, ranging from the selection of raw materials to production methods. In line with this view, Jamal and Sunyoto (2024) emphasized that green marketing aims to highlight the positive environmental impacts of products or services, including the use of recyclable materials, environmentally harmless production processes, and support for long-term sustainability.

Meanwhile, Manongko and Allen (2018) underscore the importance of integrating environmental considerations into all marketing activities, not only in the product itself but also in the accompanying processes and communication. According to Kirgiz (2019), green marketing can be analyzed using seven main indicators: product, price, place, promotion, people, process, and physical evidence. These seven indicators form an interconnected strategic framework that shapes consumers' perceptions of a company's environmental commitment. Therefore, green marketing serves not only as a promotional tool but also as a reflection of corporate values and identity in responding comprehensively to sustainability issues.

2.2. Purchasing Decision

Purchasing decisions are a crucial component of consumer behavior that reflect the process of selecting and deciding on a particular product or service. According to Kotler and Keller (2016), a purchasing decision occurs when consumers choose and decide to buy a specific product. Tjiptono (2016) adds that this decision is part of consumer behavior involving a sequence of actions ranging from information search and devaluation of alternatives to the act of purchasing, both before and after the transaction. Emphasized that purchasing decisions are also influenced by consumer habits, such as when, where, and how purchases are made.

More systematically, Kotler and Keller (2016) identified six main indicators used to measure purchasing decisions: product choice, brand choice, channel choice, purchase timing, purchase quantity, and payment method. These indicators demonstrate that purchasing decisions are a comprehensive and staged process that depends not only on product preference but is also influenced by various situational and personal factors that interact to form overall consumer behavior patterns.

2.3. The Relationship Between Product and Purchasing Decision

The product is a core element of the marketing strategy that strongly influences consumers' interest in a brand. In the current context, consumers consider not only product quality or functionality but also its environmental impact. Products perceived as safe, environmentally friendly, and supportive of sustainability values tend to be preferred by consumers. As a global brand, Starbucks has responded to this trend by implementing responsible sourcing practices and reducing plastic packaging as part of its environmental commitment.

Sartika et al. (2024) found that consumers are more likely to choose products that demonstrate environmental concern. Similar results were reported by Sollu and Hendratmoko (2024) and Salsabila and Noor (2024), who stated that product sustainability positively affects purchasing decisions. In contrast, Yurinonica and Yusrin (2024) found that product factors do not significantly influence purchasing decisions owing to intense market competition. This pattern indicates that the product dimension of green marketing plays an important role in shaping consumer perceptions and preferences and can serve as a determining factor in purchasing decision-making.

H1: Product has a significant effect on purchasing decision-making.

2.4. The Relationship Between Price and Purchasing Decision

Price is a crucial component in shaping consumers' perceptions of a product's value. In the context of sustainability, price is not viewed solely in nominal terms but also in relation to the extent to which a product reflects the environmental values held by consumers. Many consumers are willing to pay a higher price for environmentally friendly products, provided that the benefits and positive environmental impacts are perceived as tangible. However, if the price is perceived as disproportionate to the benefits offered, the purchase intention may decline.

Rachmasari et al. (2021) and Nugraha et al. (2025) indicate that perceptions of price fairness are an important factor in purchasing decisions for sustainable products. This is supported by the findings of Fatmawati and Alikhwan (2021), who state that the alignment between price and consumer expectations contributes to increased purchase intention. This pattern suggests that the price dimension in green marketing must be managed strategically by balancing sustainability value with consumers' perceptions of price fairness to optimally encourage purchasing decisions.

H2: Price significantly affects purchasing decisions.

2.5. The Relationship Between Place and Purchasing Decision

Distribution channels play an important role in facilitating consumer access to products while also reflecting a company's commitment to sustainability. Strategic locations, efficient services, and efforts to reduce carbon footprints in distribution processes not only enhance convenience but also strengthen a company's positive image among environmentally conscious consumer. Consumers tend to prefer brands that are not only easily accessible but also demonstrate responsibility in their distribution.

Nuraisyah and Nuzil (2023) indicated that location convenience and distribution efficiency significantly influence purchasing decisions. Similar findings were reported by Yulanta and Utomo (2024), who emphasized the importance of accessibility and location convenience as determining factors in consumer behavior. This pattern suggests that the place dimension in green marketing is not merely about product availability but also encompasses companies' efforts to provide environmentally friendly and efficient access for consumers.

H3: The place has a significant effect on purchasing decisions.

2.6. The Relationship Between Promotion and Purchasing Decision

Promotion is a crucial element of green marketing, as it serves as a communication bridge between companies and consumers. In the context of sustainability, promotional activities that emphasize environmental concerns can build trust, foster a positive brand image, and encourage purchasing decisions. Consumers are increasingly responsive to brands that consistently communicate ethical values and social responsibility, particularly when such messages are delivered authentically and engagingly.

Damayanti and Nuvriasari (2019) and Pitino and Susanti (2024) found that sustainability-focused promotions shape positive consumer attitudes toward brands. This is further supported by Augtiah et al. (2022), who emphasized that promotions based on ethical and environmental values can enhance purchase intentions. Meanwhile, Sari et al. (2023) add that although promotion may not be the most dominant factor influencing purchasing decisions, message consistency and communication quality still play an important role in strengthening a company's green image. These findings indicate that green

marketing functions not only to inform consumers but also to shape perceptions and foster loyalty toward the sustainability values promoted by the company.

H4: Promotions significantly affect purchasing decisions.

2.7. The Relationship Between People and Purchasing Decision

In the context of green marketing, people refer to the role of employees as the frontline in shaping customer experiences and representing a company's sustainability values. Competent and friendly employees who demonstrate concern for environmental issues can create emotional closeness with consumers, which may positively influence purchasing decisions. Nuraisyah and Nuzil (2023) support this view, showing that employees' positive attitudes toward sustainability contribute to increased consumer purchasing decisions.

However, contrasting findings were reported by Chagwesha et al. (2023), who stated that the people dimension does not significantly affect purchasing decisions. These contradictory findings suggest that the influence of the people dimension is contextual, depending on how direct interactions between employees and consumers occur and the extent to which sustainability values are genuinely reflected in the service behavior. Therefore, it is important to further examine the role of people, particularly in the context of brands such as Starbucks, which rely heavily on customer experience as part of their marketing strategies.

H5: People have a significant effect on purchasing decisions.

2.8. The Relationship Between Process and Purchasing Decision

The process of green marketing describes how services are delivered to consumers while considering convenience, speed, efficiency, and environmental impact. Service processes designed with sustainability in mind, such as paperless digitalization, effective waste management, or energy-efficient ordering systems, can enhance the consumer experience while reinforcing a company's environmentally friendly image. Prihandono et al. (2020) stated that services incorporating environmentally friendly principles can increase consumer satisfaction and encourage purchase intention. This is consistent with the findings of Agus Indra Purnama and Rasmen Adi (2019), who showed that efficient and sustainability-oriented processes positively affect purchasing decisions. This pattern indicates that process functions not only as a technical service mechanism but also as a tangible manifestation of a company's commitment to green practices that are appreciated by consumers.

H6: The process has a significant effect on purchasing decisions.

2.9. The Relationship Between Physical Evidence and Purchasing Decision

Physical evidence in green marketing refers to physical and visual elements that consumers can directly see and experience, such as interior design, packaging, logos, and environmentally friendly attributes used in store environments. These elements play an important role in shaping consumers' initial perceptions of a company's sustainability commitment. When visual elements reflect environmental concerns, such as the use of recycled materials, energy-efficient lighting, or green-themed décor, consumers tend to develop positive evaluations of the brand.

Yulanta and Utomo (2024) revealed that physical evidence consistent with sustainability principles can enhance consumers' perceived value of products. Similar findings were reported by Rachmasari et al. (2021), who found that visual elements reflecting environmentally friendly values significantly influenced purchasing decisions. This pattern confirms that physical evidence not only supports aesthetic aspects but also serves as an indirect communication medium that reinforces a company's green marketing message in the minds of consumers.

H7: Physical evidence significantly affects purchasing decisions.

2.10. The Relationship Between Green Marketing and Purchasing Decision

All dimensions of green marketing product, price, place, promotion, people, process, and physical evidence form an integrated system that complements each other in creating a sustainability-oriented consumer experience. When these seven elements are implemented consistently and aligned with environmental values, companies build a positive brand image and enhance consumer trust, which

ultimately encourages purchasing decisions. Sartika et al. (2024) demonstrated that comprehensive and sustainability-based marketing strategies significantly influence consumer decisions.

This is also supported by the findings of Sollu and Hendratmoko (2024), who emphasized that marketing approaches integrated with environmental values can increase purchase intention. However, in contrast to these studies, Chagwesha et al. (2023) found that green marketing does not always significantly affect purchasing decisions. This pattern suggests that the effectiveness of green marketing is highly dependent on the context of its implementation, including the consistency of the strategy and consumers' perceptions of the company's genuine environmental commitment.

H8: Green marketing significantly affects purchasing decisions.

2.11. Conceptual Framework

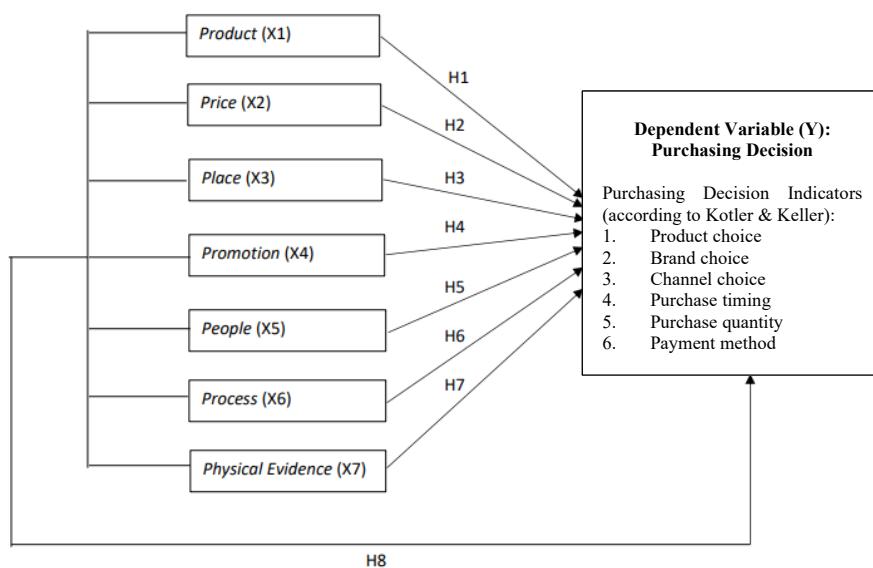


Figure 1. Conceptual Framework
(Source: Processed by the authors)

3. Research Methodology

This study employs a descriptive quantitative approach to examine the effect of green marketing on the purchasing decisions of Starbucks consumers in Palembang City. The data used in this study were quantitative data collected through the distribution of closed-ended online questionnaires using a 5-point Likert scale (1–5). The questionnaires were distributed via social media platforms and WhatsApp messenger. The data sources consist of primary data obtained from direct responses of respondents who met the research criteria (aged 18–65 years and having previously purchased Starbucks products in Palembang) and secondary data derived from various relevant literature sources such as scientific journals, books, and other credible online materials.

The population of this study included all Starbucks consumers in Palembang City. The sampling technique applied was non-probability sampling using the purposive sampling method. This approach is considered effective for selecting respondents who have direct experience with the research object (i.e., Starbucks consumers), ensuring that the information obtained accurately addresses the research questions. This technique is also appropriate when the target population is not easily identified randomly, and researchers require insights from individuals with specific knowledge or experience. The sample size was determined following the guidelines proposed by Hair et al. (2019), who suggested multiplying the number of indicators by five. Based on this calculation, 175 respondents were selected as the research sample.

Prior to data analysis, the research instrument was tested for validity using the Pearson product-moment correlation and for reliability using Cronbach's alpha coefficient. All instruments were valid and

reliable, with alpha values exceeding 0.60. Data analysis was conducted using SPSS software, encompassing descriptive statistical analysis, classical assumption tests (multicollinearity and heteroscedasticity), and hypothesis testing, which included the t-test, F-test, and coefficient of determination (R^2), to assess the influence of green marketing on consumers' purchasing decisions.

4. Results and Discussion

4.1. Respondent Profile

The majority of respondents, both male and female, were in the 18–30 years age range (71.4% of males and 63.3% of females). Respondents aged 31–50 years accounted for 22.1% of males and 30.6% of females, while the remaining respondents were aged 51–65 years old. Overall, the younger age group dominated the sample (66.9%), indicating that this age range represents the primary consumer segment of Starbucks in Palembang, Indonesia. Based on occupation, students constituted the largest group, with 30 male and 37 female respondents. In the civil servants and state-owned enterprise employees category, most respondents were female, while the entrepreneur category was dominated by males. Of the 175 respondents, 77 were male and 98 were female. The cross-tabulation results show that most students (92.5%) were within the 18–30 year age group. Younger respondents also dominated the private-sector employee and entrepreneur categories, whereas the state-owned enterprise employee and self-employed categories exhibited a more balanced age distribution. These findings indicate that Starbucks consumers in Palembang are predominantly young, economically active, and come from diverse occupational backgrounds.

4.2. Results

4.2.1. Validity Test

The validity test in this study employed a product–moment correlation analysis, which examined the relationship between each questionnaire item and the variable it represented. With 175 respondents, the degrees of freedom were 173, and the r-table value at a 0.05 significance level was 0.148. The results indicated that all questionnaire items had r-calculated values greater than 0.148, meaning that all indicators were valid and suitable for use in subsequent analyses.

4.2.2. Reliability Test

Reliability testing in this study was conducted using Cronbach's alpha coefficient to assess the internal consistency of the instruments that had been declared valid. An instrument is considered reliable if Cronbach's alpha exceeds 0.60. The results show that all the variables in this study met this criterion. The highest reliability value was observed for the purchasing decision variable (0.877), indicating a very high reliability. Meanwhile, the seven dimensions of the green marketing variable showed values ranging from 0.627 to 0.676, indicating adequate reliability for further analysis.

4.2.3. Multicollinearity Test

Table 1. Multicollinearity Test Results

Variable	Tolerance	VIF
Product (X1)	0,924	1,082
Price (X2)	0,786	1,272
Place (X3)	0,906	1,104
Promotion (X4)	0,879	1,137
People (X5)	0,904	1,106
Process (X6)	0,895	1,117
Physical Evidence (X7)	0,869	1,150

Source: Data processed using SPSS (2025)

Based on the SPSS output presented in Table 1, all independent variables have tolerance values greater than 0.10 and VIF values less than 10, indicating that no multicollinearity problem exists among the independent variables tested.

4.2.4. Heteroscedasticity Test

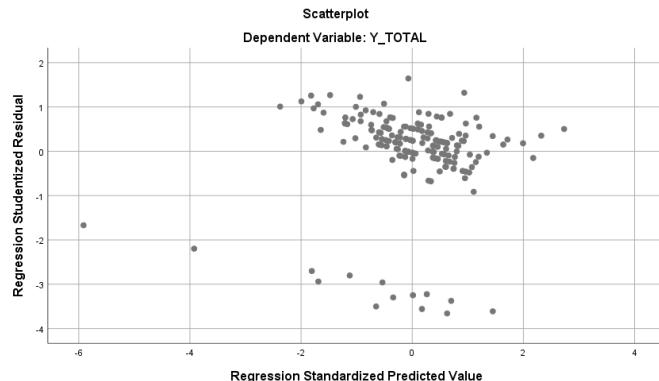


Figure 2. Results of the Heteroscedasticity Test

Source: Data processed using SPSS (2025)

Figure 2 shows that the initial heteroscedasticity test was conducted using a scatterplot between the predicted values and residuals. The results indicate that the data points are randomly distributed and do not form any specific patterns, such as narrowing, widening, or curving. This suggests the absence of heteroscedasticity symptoms, indicating that the homoscedasticity assumption in the regression model is visually satisfied.

4.2.5. Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

Independent Variable	Coefficient B	t-value	Sig.	Remarks
(Constant)	6.531	2.032	0.044	Significant
Product	0.707	3.282	0.001	Significant
Price	0.557	2.52	0.013	Significant
Place	0.605	2.664	0.008	Significant
Promotion	0.769	3.94	0	Significant
People	0.232	1.138	0.257	Not significant
Process	0.495	2.42	0.017	Significant
Physical Evidence	0.797	3.394	0.001	Significant
F-test (Simultaneous)	—	33.312	0	Significant (F-table = 2.06)
R Square	—	—	—	0.583 (58.3% variance explained)
Adjusted R Square	—	—	—	0.565 (Model is sufficiently strong)

Source: Data processed using SPSS (2025)

Based on the results of the multiple linear regression analysis summarized in Table 2, it is evident that out of the seven green marketing dimensions tested partially using the t-test, six dimensions have a significant effect on the purchasing decisions of Starbucks consumers in Palembang. These dimensions include product ($t = 3.282$; $sig = 0.001$), price ($t = 2.520$; $sig = 0.013$), place ($t = 2.664$; $sig = 0.008$), promotion ($t = 3.940$; $sig = 0.000$), process ($t = 2.420$; $sig = 0.017$), and physical evidence ($t = 3.394$; $sig = 0.001$). All of these variables had significance values below 0.05, indicating a statistically significant effect on purchasing decisions. Meanwhile, the people dimension did not show a statistically significant effect, with a t-value of 1.138 and a significance value of 0.257.

Simultaneously, the F-test results indicate that all seven green marketing dimensions collectively have a significant effect on purchasing decisions, with an F-calculated value of 33.312, which is greater than the F-table value of 2.06, and a significance level of 0.000. This finding demonstrates that the regression model can convincingly explain the collective relationship between the independent and dependent variables. Furthermore, the coefficient of determination test shows an R Square value of 0.583, meaning

that 58.3% of the variation in consumers' purchasing decisions can be explained by the variables product, price, place, promotion, people, process, and physical evidence. The remaining 41.7% is explained by factors outside the scope of this model. The adjusted R Square value of 0.565 indicates that the model is sufficiently strong and appropriate for explaining the influence of green marketing on the purchasing decisions of Starbucks consumers in Palembang.

4.3. Discussion

This study aims to examine the extent to which green marketing dimensions—product, price, place, promotion, people, process, and physical evidence— influence the purchasing decisions of Starbucks consumers in Palembang City. Data obtained from 175 respondents were analyzed using multiple linear regression analysis through the SPSS. The discussion of each dimension is presented below.

4.3.1. The Effect of Product on Starbucks Purchasing Decisions in Palembang City

This study demonstrates that product dimensions significantly influence the purchasing decisions of Starbucks consumers in Palembang City. Consumers consider not only taste and quality but also production processes, packaging, and the environmental impact of the products. Starbucks is perceived as successful in offering products that align with consumer preferences while reflecting sustainability values, such as responsible sourcing of raw materials, the use of recyclable packaging, and environmentally friendly innovations.

According to Kotler and Keller (2016), a product encompasses all goods or services offered to satisfy consumer needs. Kirgiz (2019) adds that environmentally friendly products should minimize environmental harm and be safe for consumers. This indicates that sustainability has become an integral part of a product's function. The findings of this study support the first hypothesis (H1), which states that the product variable affects purchasing decisions. Starbucks consumers demonstrate that the availability of environmentally friendly products clearly communicated and wrapped in aesthetic values consistent with the company's green branding image can encourage purchasing decisions.

These findings are consistent with those of previous studies. Nuraisyah and Nuzil (2023) found that product quality emphasizing sustainability increases Starbucks consumers' purchase intention. Wibowo et al., (2022) also revealed that environmentally friendly products play an important role in shaping purchase intention, which subsequently affects purchasing decisions. Rizka et al. (2022) showed that environmentally oriented products are a primary factor considered by consumers when choosing a brand. Furthermore, Rais and Hadi (2021) proved that environmentally friendly product quality enhances purchasing decisions, while Mawardi et al. (2020) found that sustainability-oriented products not only improve perceived customer value but also have a direct impact on purchasing decisions. Product innovation is another important factor considered by consumers. Starbucks actively introduces new product variants, such as plant-based beverages, non-dairy milk alternatives, and seasonal menus, aligned with sustainability campaigns.

These initiatives not only expand market segments but also strengthen Starbucks' image as a company that cares about health and sustainability. Other studies have also indicated that product innovations supporting green lifestyles, such as reduced preservatives and the use of natural ingredients, are positively correlated with purchasing decisions. Thus, it can be concluded that the product is a key element in green marketing strategies. Starbucks has successfully delivered products that are not only high-quality but also convey a clear sustainability message to consumers. A good product not only fulfills functional needs but also builds emotional connections with environmentally conscious consumers. This represents an important competitive advantage that should be maintained and developed continuously in the future.

4.3.2. The Effect of Price on Starbucks Purchasing Decisions in Palembang City

This study indicates that price also influences the purchasing decisions of Starbucks consumers in Palembang. Consumers do not merely assess price from a nominal perspective but also consider the alignment between price and the benefits received, such as product quality, service experience, and

sustainability value. Although Starbucks products are relatively high-priced, consumers are still willing to purchase them because they perceive the value offered as worthwhile.

Kotler and Keller (2016) stated that price reflects both the amount of money paid by consumers and their perception of product value. Kirgiz (2019) emphasizes that in the context of green marketing, price also represents a company's commitment to environmental and ethical values. Thus, price functions not only as an exchange mechanism but also as a symbol of social responsibility. The results of this study support the second hypothesis (H2), which posits a significant relationship between price and purchasing decisions. Environmentally conscious consumers tend to accept premium prices, provided that the products are ethical, environmentally friendly, and have a positive impact. Some consumers perceive paying a higher price as a contribution to sustainability.

These findings are consistent with those of several previous studies. Fatmawati and Alikhwan (2021) found that environmentally value-based pricing positively affects purchasing decisions. Rachmasari et al., (2021) also stated that green pricing strategies play a significant role in encouraging purchase intention, especially among consumers with high environmental awareness. Sollu and Hendratmoko (2024) reported that although product prices are relatively high, consumers' perceptions of quality and sustainability value lead them to consider the prices to be reasonable. Similarly, Rizka et al. (2022) found that consumers are willing to pay more for products that reflect social responsibility and environmental sustainability. Mawardi et al. (2020) revealed that customer value derived from green pricing strategies affects purchasing decisions.

In practice, Starbucks justifies its premium pricing through various environmentally friendly initiatives, such as recycling programs, the use of certified raw materials, and incentives for customers who bring reusable tumblers to the store. These efforts not only strengthen the brand image but also shape the perception that the price paid by consumers is not solely for the product itself but also for supporting a sustainability vision. Therefore, this study reinforces the view that price in green marketing is not merely a numeric value but a reflection of broader values. Prices perceived as fair, reasonable, and aligned with sustainability values can increase consumer trust, strengthen loyalty, and encourage purchase decisions. Starbucks has demonstrated that value-based pricing strategies can be well accepted by consumers as long as the price reflects quality and environmental commitment.

4.3.3. The Effect of Place on Starbucks Purchasing Decisions in Palembang City

This study shows that the place dimension plays a role in influences the purchasing decisions of Starbucks consumers in Palembang City. In green marketing, consumers do not only consider location in terms of distance or accessibility, but also pay attention to how the physical environment of the place of purchase reflects sustainability. Starbucks, which consistently presents stores with comfortable atmospheres, natural interior designs, and facilities that support environmentally friendly campaigns, is perceived as providing a shopping experience that is not only enjoyable but also ecologically meaningful.

Kotler and Keller (2016) explained that place encompasses all activities undertaken by a company to make products available to target consumers. In green marketing, Kirgiz (2019) adds that place should also consider sustainability aspects in distribution chains and physical environment design. This means that retail locations that implement energy efficiency, minimize waste, and utilize recycled materials add value that consumers perceive as tangible evidence of a company's commitment to the environment. The findings of this study support the third hypothesis (H3), which states that place influences purchasing decisions. Starbucks consumers perceive store location and atmosphere as integral parts of the experience that encourage purchasing decisions—not only because the stores are easily accessible, but also because they provide emotional comfort through green ambiance, cleanliness, and environmentally conscious design details.

Several studies support these findings. Nuraisyah and Nuzil (2023) found that the place dimension influences Starbucks consumers' purchasing decisions, particularly because of comfortable store designs suitable for relaxation. Wibowo et al., (2022) also stated that store atmosphere and location

convenience affect positive brand perceptions of Starbucks. Rasheed et al., (2024) further confirmed that physical comfort at sales locations and efficient product distribution contribute to sustainability perceptions and influence purchase intention. Mawardi et al. (2020) noted that although place does not directly influence purchasing decisions, physical elements such as layout and facility availability still contribute to perceived customer value. Meanwhile, Yulanta and Utomo (2024) argued that although place may not be the dominant factor, it remains important in strengthening consumer experience and brand image.

Thus, it can be concluded that in green marketing, place is not merely about location but also reflects the values, atmosphere, and environmental quality presented to consumers. Starbucks has successfully demonstrated that environmentally friendly, comfortable, and sustainability-oriented stores can be determining factors in purchasing decisions. Going forward, developing place strategies that are more inclusive of green values may become an additional strength in enhancing loyalty and purchase intentions among increasingly environmentally conscious consumers.

4.3.4. The Effect of Promotion on Starbucks Purchasing Decisions in Palembang City

Promotion is an important dimension of a green marketing strategy because it functions as a communication bridge between the company and consumers. In this study, promotion was proven to influence the purchasing decisions of Starbucks consumers in Palembang City. Consumers perceive that the sustainability messages conveyed by Starbucks whether through social media, environmental campaigns, or in-store education can increase their awareness of brand values and encourage them to make purchases.

According to Kotler and Keller (2016), promotion refers to activities used to inform, persuade, and remind consumers about a product. In the context of green marketing, Kirgiz (2019) emphasizes that promotion must be able to communicate sustainability values honestly and consistently to build consumer trust in a brand's environmental commitment. Effective promotion not only influences short-term behavior but also shapes long-term CSR perceptions of corporate social responsibility. The findings of this study support the fourth hypothesis (H4), which states that promotion affects purchasing decisions. Consumers who receive information about a company's environmentally friendly practices, such as the use of recycled materials, discounts for customers who bring their own tumblers, or plastic reduction campaigns, tend to feel a stronger value-based connection with the brand, which in turn influences their purchasing decisions.

This study was supported by various previous studies. Asikin and NurShyfa (2023) show that green promotion plays an important role in shaping Starbucks consumers' purchasing decisions, particularly because consumers feel educated and inspired by the messages delivered. Augtiah et al. (2022) also stated that promotions highlighting environmental issues are one of the reasons consumers choose Starbucks. Rasheed et al., (2024) found that consistent promotion conducted through various digital channels can increase purchase intention toward environmentally friendly products. Sari et al. (2023) suggest that although promotion is not the most dominant factor, message consistency and attractive delivery can strengthen a company's green image. Mawardi et al. (2020) emphasize that promotions addressing environmental values and benefits are more influential than purely commercial promotions.

Thus, it can be concluded that promotion in green marketing functions not only as a communication tool but also as a form of corporate commitment to conveying environmental values to consumers. Starbucks is perceived to have successfully built a strong sustainability narrative through consistent promotions that emotionally appeal to consumers. Promotions that do not merely sell but also educate and inspire are proven to be one of the key drivers in encouraging more environmentally conscious purchasing decisions.

4.3.5. The Effect of People on Starbucks Purchasing Decisions in Palembang City

Unlike the other variables, the results of this study indicate that the people dimension does not significantly affect the purchasing decisions of Starbucks consumers in Palembang City. This suggests that direct interactions between consumers and employees, such as baristas or service staff, have not

yet become a primary consideration for consumers when determining their purchasing decisions. Although service aspects remain important, consumers appear to focus more on product attributes, place, and tangible sustainability values rather than personal involvement.

According to Kotler and Keller (2016), people refer to all individuals who are directly or indirectly involved in serving consumers, including how they represent company values. In green marketing, Kirgiz (2019) explains that human resources also act as agents for communicating sustainability values and should be able to convey environmental messages through their behavior, ethics, and engagement. In other words, employees do not merely function as technical service providers but also as representations of corporate culture and commitment to green branding. These findings led to the rejection of the fifth hypothesis (H5), meaning that the people variable does not have a significant influence on purchasing decisions in the context of this study. However, this does not imply that employees are unimportant; rather, it indicates that under current conditions, Starbucks consumers prioritize green marketing elements that are more physically visible or communicated through digital media.

The insignificance of the people variable can be explained by the low intensity of interaction and consumers' perception of staff credibility. In service encounter theory, the influence of staff on purchasing decisions largely depends on the extent to which they actively convey information and sustainability value. If staff provide limited education or do not visibly represent the company's green commitment, their roles become less prominent. At Starbucks Palembang, sustainability messages are more frequently communicated through packaging and store design rather than direct interaction, making staff presence a less decisive factor in purchasing decisions.

Previous studies have shown mixed results. For example, Chagwesha et al. (2023) found that people do not significantly influence purchasing decisions because the indicator "staff knowledge about environmentally friendly products" scored low, causing consumers to perceive the information received as insufficient. Similarly, Yulanta and Utomo (2024) found that people played a limited role, as the highest indicator was "employee friendliness," which was not strong enough to influence overall purchase intention. In contrast, Nuraisyah and Nuzil (2023) found that people have an influence, as the indicator "staff ability to explain product sustainability values" scored highly, thereby building trust and encouraging purchasing decisions. Mawardi et al., (2020) also reported that the people aspect positively affects purchasing decisions because employees who are able to educate consumers about green products create positive experiences. Rais and Hadi (2021) support this view by emphasizing that positive interactions between staff and consumers strengthen perceptions of company value, especially when indicators such as "fast and friendly response" rank highest in evaluations.

The differences between this study and previous research may be attributed to the limited involvement of Starbucks staff in directly communicating sustainability messages in practice. When environmental messages are predominantly delivered through digital media or visual store design, employees' role in conveying the same messages becomes less prominent. Therefore, Starbucks should consider providing specialized training to its staff to enhance their understanding and engagement in directly communicating green marketing messages to consumers.

In conclusion, although the people variable did not show a significant effect in this study, it should not be overlooked. Instead, these findings serve as valuable input for companies to further empower employees as frontline communicators of sustainability values on a personal level. In the long term, consistency between values communicated through the media and those demonstrated by individuals on the ground will strengthen brand image and consumer trust.

4.3.6. The Effect of Process on Starbucks Purchasing Decisions in Palembang City

This study shows that the process dimension influences the purchasing decisions of Starbucks consumers in Palembang City. Consumers not only pay attention to product quality or promotional activities but also evaluate how service processes are delivered. Within the green marketing variable, fast, efficient, and environmentally friendly processes are considered valuable by consumers. For

example, the use of digital ordering systems, queue efficiency, and the reduction of single-use materials indicate that a company implements workflows that support sustainability.

Kotler and Keller (2016) state that the process refers to all operational activities related to how services are delivered to consumers. Kirgiz (2019) further emphasizes that in green marketing practices, processes should reflect energy efficiency, waste minimization, and transparency toward consumers. This implies that the manner in which services are delivered becomes a part of the brand experience that influences consumer perceptions and decisions. The findings of this study support the sixth hypothesis (H6), namely that the process variable has an effect on purchasing decisions. Smooth service processes oriented toward environmental efficiency provide comfort to consumers and strengthen their perception that Starbucks is a socially and ecologically responsible organization.

Several previous studies support these findings. Prihandono et al. (2020) state that service processes influence purchasing decisions because the indicator “fast and uncomplicated service processes” achieved the highest score, leading consumers to perceive service efficiency as aligned with product quality. Agus IndraPurnama and Rasmen A, (2019) also found that the process has a positive effect on purchasing decisions because the indicator “transparency and consistency in service delivery” emerged as a key strength, fostering long-term trust. Amegayibor & Korankye (2021) reported that in product-related contexts, sustainability-supporting distribution processes were the most dominant indicator, particularly “safety and suitability of the product delivery process.” Meanwhile, Hisam et al., (2020) found that efficient processes positively affect purchasing decisions, with the highest indicator being “service speed without compromising environmentally friendly values.” Rizka et al. (2022) also noted that the process dimension plays a role because consumers value indicators such as “ease of product ordering and digital transaction processes,” which make them feel practically and ethically supported in their purchasing experience.

Thus, it can be concluded that the process is an important component of green marketing that should not be overlooked. Consumers are increasingly sensitive to how they are served and how service processes align with their values. Starbucks is perceived to have successfully implemented service systems that are not only technically efficient but also relevant to environmental concerns. Going forward, continuous efforts to improve service processes, whether in terms of technology, education, or operational sustainability, can become a distinguishing factor that strengthens consumer loyalty and purchasing decisions.

4.3.7. The Effect of Physical Evidence on Starbucks Purchasing Decisions in Palembang City
This study indicates that the physical evidence dimension significantly influences the purchasing decisions of Starbucks consumers in Palembang City. Consumers not only evaluate products and services but also consider the physical appearance and atmosphere of the place as part of the overall shopping experience. Elements such as store interior design, product packaging, the use of natural colors, and brand visual identity consistent with sustainability values influence consumers' perceptions of brand credibility and environmental commitment. Kotler and Keller (2016) explain that physical evidence refers to tangible cues that demonstrate service quality and corporate image as perceived by consumers, including facilities, packaging, and ambient conditions. In green marketing, Kirgiz (2019) states that physical evidence should support sustainability messages through the use of environmentally friendly materials, energy efficiency, and atmospheres that promote comfort and environmental awareness.

These findings support the seventh hypothesis (H7), which states that physical evidence influences purchasing decisions. Consumers perceive that physical evidence reinforcing a company's green image enhances their trust, pride, and comfort when making purchases. This study is supported by previous studies. Yulanta and Utomo (2024) found that physical evidence affects purchasing decisions, with the highest indicator being “comfortable and modern store design,” which makes consumers feel at ease and confident in the brand's professionalism. Purnama and Adi (2019) also reported that the indicator “environmentally friendly and aesthetically pleasing product packaging” was a key reason why physical elements influenced Starbucks purchasing decisions. Udodiugwu et al. (2024) noted that physical

evidence plays a role because the most dominant indicator was “clean and well-organized store appearance,” which creates positive impressions and enhances credibility. Rahellea and Rianto (2023) similarly showed that the indicator “product displays and store décor supporting green branding” achieved the highest value within this variable. Meanwhile, Johanis et al. (2023) emphasized that physical evidence influences purchasing decisions because consumers consider “visualization and packaging that communicate sustainability messages” as important decision-making factors.

In conclusion, physical evidence represents a tangible manifestation of a company’s commitment to green marketing. Starbucks has successfully translated sustainability values into every visual and physical aspect that consumers can see and experience. Through space designs that enhance comfort and the use of environmentally friendly materials, the company shapes positive perceptions and strengthens consumers’ emotional experiences when interacting with the brand. In the future, optimizing physical elements as a medium for communicating environmental values can become one of the key strengths in maintaining loyalty and increasing purchase decisions.

4.3.8. The Effect of Product, Price, Place, Promotion, People, Process, and Physical Evidence on Starbucks Purchasing Decisions in Palembang City

This study demonstrates that all green marketing dimensions product, price, place, promotion, people, process, and physical evidence simultaneously have a significant effect on the purchasing decisions of Starbucks consumers in Palembang. This finding reinforces the view that green marketing strategies should not be implemented in isolation or partially; rather, they must be integrated across all elements of the marketing mix for their impact to be fully perceived by consumers.

When making purchasing decisions, consumers do not evaluate a single aspect, such as price or product quality alone, but instead consider their entire brand experience, starting from first impressions through promotional messages, product quality and innovation, service delivery, location convenience, and the design of stores and packaging that they directly see and experience. Each element complements the others and collectively shapes a holistic perception of a brand’s commitment to sustainability. This is consistent with Kotler and Keller (2016), who argued that marketing success is not determined by a single variable but by the harmonization of multiple elements that engage consumers both emotionally and functionally. Kirgiz (2019) also emphasizes that effective green marketing strategies are those applied consistently throughout all marketing processes, from upstream to downstream.

These results are consistent with those of several previous studies. Sartika et al., (2024) state that the simultaneous combination of product, promotion, and process has a strong influence on purchasing decisions, particularly because the sustainability values conveyed are perceived as comprehensive. Sollu and Hendratmoko (2024) also reported that all green marketing dimensions contribute to purchase intention and purchasing decisions for Starbucks products, highlighting the importance of consistency among elements. Salsabila and Noor (2024) argue that the success of green marketing lies in the integrated implementation of physical elements, products, and promotion, which together form a brand’s green image. Sari et al., (2023) emphasize the importance of alignment between promotional messages and the physical evidence directly experienced by consumers. Nuraisyah and Nuzil (2023) found that when all seven dimensions are applied consistently, purchasing decisions increase because consumers feel emotionally and ethically engaged at every stage of their interaction with the product.

Thus, it can be concluded that a comprehensive and consistent green marketing approach across all marketing mix dimensions can strengthen brand image and enhance purchasing decisions. Starbucks is perceived to have successfully developed a strategy that is not only attractive in terms of product and communication but also engages visual aspects, service quality, and values that are relevant to environmental issues. Going forward, the integrative implementation of green marketing can become a key strategy for maintaining purchasing decisions among consumers who are increasingly aware of and concerned about sustainability.

5. Conclusion

The results of this study found that most green marketing dimensions significantly influence the purchasing decisions of Starbucks consumers in Palembang City. Product dimensions significantly affect consumers' purchase decisions, as they consider product quality, innovation, and embedded environmental commitment as primary reasons for making purchases. The price dimension also shows a significant influence, as consumers perceive the price offered as proportional to the sustainability benefits obtained, making them willing to pay a premium for products that support environmental value.

Furthermore, the place dimension significantly influences the purchasing decisions. Strategically located and easily accessible stores, along with comfortable and environmentally friendly atmospheres, are strong attractions for consumers. The promotion dimension also has a significant effect, as sustainability messages conveyed through various promotional media are perceived as effective in raising awareness, shaping positive perceptions, and encouraging purchase. In addition, the process dimension significantly influences purchasing decisions through efficient, environmentally friendly, and comfortable service delivery, which creates positive consumer experiences. Physical evidence, such as store design, packaging, and other visual attributes, is perceived as representing sustainability values and strengthening brand image, thereby influencing purchase decisions.

However, the people dimension was the only green marketing aspect that did not significantly influence purchasing decisions. This indicates that interactions with employees are not yet considered a primary factor in consumers' decision-making processes, suggesting that the role of human resources in communicating sustainability values needs to be enhanced. Simultaneously, all seven green marketing dimensions examined have a significant collective effect on purchasing decisions. This means that the comprehensive and consistent implementation of green marketing strategies across all marketing elements can increase trust, build loyalty, and encourage purchasing decisions among Starbucks consumers in Palembang.

Limitations and Future Research

This study had several limitations. First, it was conducted only among Starbucks consumers in Palembang City, meaning that the findings cannot be generalized to other regions. Second, the sampling technique used was non-probability sampling, which may limit the representativeness of the sample. Third, the variables examined were limited to green marketing dimensions without considering other factors that may also influence purchasing decisions.

Based on these findings, it is recommended that Starbucks continue to strengthen the comprehensive implementation of green marketing strategies, particularly in the people dimension. The role of employees in communicating sustainability values should be enhanced through training and active involvement in environmental initiatives. For future research, it is suggested to expand the research scope in terms of location, objects, and number of respondents, as well as to consider additional variables such as green service quality or green satisfaction, to obtain a more comprehensive understanding of environmentally driven purchasing decisions.

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