Business, Economics, Law, Communication, and Social Sciences (BELACOSS)

Scholarly Scientific Journal
ISSN (Online): 3089-9001, ISSN (Print):
https://journal.arepublisher.com/index.php/belacoss

The Influence of the Green Marketing Mix (Green Product, Green Price, Green Promotion, Green Place) on Green Repurchase Intention at Starbucks Margo City Depok

Andini Eka Putri Rakasiwi[1*]; Dudi Permana[2)]

[1)]*dini.rksw@gmail.com, Universitas Mercu Buana, Indonesia*
[2)]*dudi.permana@mercubuana.ac.id, Universitas Mercu Buana, Indonesia*
**) Corresponding Author*

ABSTRACT

This study aims to determine the effect of green marketing mix (green product, green price, green promotion, green place) on green repurchase intention of Starbucks in Margo City Depok. The approach used in the study is quantitative. The population of the study is all people who live in Depok City and its surroundings. The research sample to represent this study was 140 respondents. Data collection was carried out using a questionnaire. The sampling technique was non-probability purposive sampling. The analysis method used in data processing is SEM- PLS (Partial Least Square) with Smart-PLS 3 software. Based on data analysis, only first hypothesis is rejected. Green product has a positive effect but it's not significant with green repurchase intention. Meanwhile, the second, third, and fourth hypothesis are accepted. Green price has a positive and significant effect on green repurchase intention. Green promotion has a positive and significant effect on green repurchase intention. Green place has a positive and significant effect on green repurchase intention.

Keywords*: Green Marketing Mix; Green Product; Green Price; Green Promotion; Green Place; Green Repurchase Intention.*

Submitted: 12-08-2025	Revised: 29-08-2025	Accepted: 11-09-2025

Article Doi:
Http:

e-ISSN: 3089-9001

INTRODUCTION

The coffee industry in Indonesia faces various challenges. One of the hot topics being discussed is sustainability in coffee farming practices, where the demand for environmentally friendly and sustainable coffee production is increasing (Saputra, 2025). According to the Sustainable Trade Initiative (IDH), climate change is not only an environmental issue but also a serious threat to the resilience of global commodity chains like coffee, which involves millions of farmers and industry players worldwide. As the world's leading coffee producer, Starbucks has recognized the importance of social and environmental responsibility in its corporate operations.

According to the website Starbucks.co.id, Starbucks has a strong commitment to socially and environmentally responsible business practices. Starbucks Corporation, as a global coffee shop chain company, experienced a significant loss in market capitalization, plummeting by nearly US2 billion or the equivalent of Rp186.50 trillion on Monday, December 4, 2023 (Santika, 2023). The decline reflects significant pressure on the company's stock performance, potentially influenced by global economic conditions and internal operational challenges.

In Indonesia itself, Starbucks experienced losses in the first third of 2024. Starbucks Indonesia,operated by PT MAP Boga Adiperkasa Tbk. (MAPB), reported a net loss of Rp79.13 billion by the third quarter of 2024.In the current era, the younger generation is more environmentally conscious and actively working to protect the environment (Greeneration, 2025). This is one area that Starbucks Margo City can develop to regain its market share thru green marketing. Greenpeace's (2022) findings indicate that more and more consumers are prioritizing sustainability and environmental factors when choosing brands and products. Companies that use environmentally conscious marketing strategies, including an environmentally friendly marketing mix, have a higher potential to influence the purchase interest of environmentally conscious consumers.

Depok is a target market for Starbucks due to its strategic location. The large number of people of working age living in Depok provides a significant opportunity for Starbucks to gain market share. However, Starbucks currently has many competitors. With a new location and prices more affordable than Starbucks. Coffee shops in Depok like Café Walking Drums Margonda Depok, Tamelo Atap Café, Kopi Kotak, Signal Café, and Ruangnamu will threaten Starbucks' position.According to Shava (2022), green repurchase intention is consumers' intention to buy back or repurchase environmentally friendly products or services after having a positive experience with a previous purchase. Previous research examining green repurchase intention stated that green customer value, green marketing mix, and attitude significantly influence green repurchase intention (Ahmed et al, 2022). Mahmoud et al. (2024) stated in their research that green price, green place, and green promotion have a significant positive effect on repurchase intention. Research conducted by Marques (2022) shows that green perceived value, consumer satisfaction, and green trust have a significant positive impact on green repurchase intention. Research conducted by Pancić, Serdarušić, & Ćućić (2023) shows that the green marketing mix has a positive impact on all green outcomes and that green advertising, brand loyalty, brand equity, and brand innovation have a positive impact on repurchase intention. Researchers conducted a pre-survey with 20 respondents as a basis for determining the variables most relevant to the topic of green repurchase intention. It turns out there are 4 variables that were frequently chosen by the respondents: green product, green price, green promotion, and green place.

Green products involve the use of environmentally friendly raw materials, efficient production processes, and have positive benefits for the environment and human health. Ahmed

e-ISSN: 3089-9001

et al. (2022) state that green products have a significant positive effect on repurchase. Green pricing can include charging fees for products that have a negative environmental impact, reducing prices for environmentally friendly products, or setting prices that encourage consumers to choose sustainable products. Ahmed et al. (2022), Mahardika et al. (2023), and Mahmoud et al. (2023) stated that green price has a significant positive effect on green repurchase intention. Green promotion involves various promotional activities such as advertising, publicity, personal selling, and other promotional efforts that focus messages on the environmental benefits of products or services. Mahmoud et al. (2023) and Ahmed et al. (2022) stated that green promotion has a significant positive effect on repurchase. Green place here emphasizes the importance of considering environmental aspects when choosing a location and designing a business space. Mahmoud et al. (2023) and Ahmed et al. (2022) stated that green spaces have a significant positive effect on repurchase. Based on the phenomena previously explained, the researcher intends to analyze the influence of the green marketing mix (green product, green price, green promotion, green place) on the green repurchase intention of Starbucks Margo City Depok consumers.

LITERATURE REVIEW

Green Marketing

Kotler et al. (2018) define Green Marketing as a marketing process that meets the current needs of consumers and businesses while also serving and enhancing the ability of future generations to meet their needs.

Green Repurchase Intention

According to De Toni (2018), green repurchase intention can also be understood as consumers' sustainable intention to repurchase green products in the future, as a form of commitment to more ecologically responsible and sustainable consumption. Singh & Alok (2022) in their research mentioned the following indicators of green repurchase intention: (1) Willingness to purchase environmentally friendly products in the future; (2) Desire to recommend environmentally friendly products to others; (3) Desire to make environmentally friendly products the primary choice; (4) Desire to always seek information related to environmentally friendly products.

Green Product

According to Kirgiz (2016), a green product is a product or service produced with environmental factors in mind. Bailey et al. (2018) and Tseng & Hung (2013), cited by Dewi et al. (2025) in their research, mention the following indicators of green products: (1) the product does not harm the environment; (2) product performance; (3) the product does not affect the health of its users; (4) made from environmentally friendly materials; (5) tangibles; (6) assurance.

Green Price

According to Kyrgyz (2016), a green price is the price applied to a product or service that considers environmental factors in its setting process. Mehraj and Qureshi (2020) in their research mentioned the following indicators of green price: (1) price level based on the quality of raw materials; (2) price based on product benefits; (3) price and quality are considered comparable; (4) value obtained from the product based on price; (5) price includes

e-ISSN: 3089-9001

environmental conservation costs; (6) eco-friendly business promotions; and (7) eco-friendly products are more affordable with discounted prices.

Green Promotion

According to Kirgiz (2016), green promotion is a marketing effort designed to increase consumer awareness of environmentally friendly products or services. According to Misra & Singh (2020), Hidayatullah & Roedjinandari (2023), the indicators of green promotion are: (1) Promotional advertisements can attract readers' attention so that readers notice the message being conveyed; (2) Promotional advertisements for environmentally friendly products; (3) Promotional advertisements provide education about love for the environment; (4) Advertisements and/or promotions that are environmentally conscious; (5) Advertisements and promotions of environmental procedures; and (6) Environmental action advertisements.

Green Place

According to Kotler et al. (2018), the concept of "green place" in the context of green marketing refers to the physical environment where products or services are produced or consumed. According to Laroche et al. (2001), the indicators of a green place are: (1) environmentally friendly products are easily available at outlets or stores; (2) outlets or stores are strategically located; (3) environmentally friendly labels are present at outlets or stores; (4) recycled furniture is used; (5) the store offers comfort by displaying natural concepts; and (6) recycling is practiced.

Hypothesis Development

1. **Relationship between green product and green repurchase intention**

In the study by Ahmed et al. (2022), it was stated that green product has a significant positive impact on green repurchase intention of US customers. However, according to the study by Mahmoud et al. (2024), green product does not significantly affect the repurchase intention of Bel Aqua Natural Mineral Water. Based on these previous studies, the author formulates the first hypothesis:

H1: Green product has a positive and significant effect on green repurchase intention.

2. **The relationship between green price and green repurchase intention**

Shabbir and Wisdom (2020) assert that green pricing offers significant opportunities for consumers to invest in addressing environmental challenges, driven by the perceived benefits and added value of green products. Ahmed et al. (2022) stated that green price has a significant positive impact on green repurchase intention among US customers. Similarly, according to Mahmoud et al. (2024) in their research, green price did not significantly affect the repurchase intention of Bel Aqua Natural Mineral Water. Based on the previous research, the author formulates the second hypothesis:

H2: Green price has a positive and significant effect on green repurchase intention.

3. **The relationship between green promotion and green repurchase intention**

Ahmed et al. (2022) stated that green promotion has a significant positive impact on green repurchase intention among US customers. Similarly, Mahmoud et al. (2024) in their research stated that green promotion significantly influences the repurchase intention of Bel Aqua Natural Mineral Water. Based on these previous studies, the author formulates the third hypothesis:

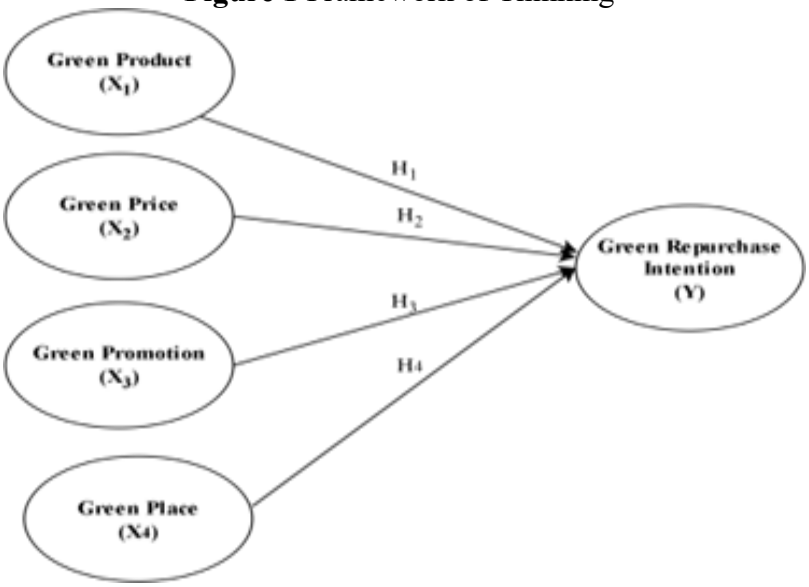
H3: Green promotion has a positive and significant effect on green repurchase intention.

e-ISSN: 3089-9001

4. The relationship between green promotion and green repurchase intention

Ahmed et al. (2022) stated that green place has a significant positive impact on green repurchase intention for US customers. Similarly, Mahmoud et al. (2024) stated in their research that green place significantly influences the repurchase intention of Bel Aqua Natural Mineral Water. Based on these previous studies, the author formulates the fourth hypothesis:
H4: Green place has a positive and significant effect on green repurchase intention.

Figure 1 Framework of Thinking



Source: Author (2025)

METHOD

This study uses a quantitative approach by analyzing the causal relationship between the dependent variable of green repurchase intention and its influencing factors, namely green product, green price, green promotion, and green place. Data collection was conducted using a questionnaire survey technique administered to a number of respondents. The population in this study consists of all customers of Starbucks Margo City Depok. The sampling method used is non-probability sampling. Data was collected using a questionnaire survey technique with a 1-5 Likert scale, with the options being strongly disagree (STS), disagree (TS), somewhat agree (KS), agree (S), and strongly agree (SS). Data analysis was performed using the SEM-PLS method in the SmartPLS 3 application.

RESULTS AND DISCUSSION

Results

An overview of respondent characteristics based on gender, age, profession, and education level. Based on the survey results, it is known that the majority of respondents are male, accounting for 54%. The average age is 31 to 40 years old, representing 50%. The majority of respondents are private employes, accounting for 47.9%. Furthermore, their education level is S1, representing 64.3%.

Table 1 Respondent Profile

e-ISSN: 3089-9001

Demographics		Frequency	Percentage
Gender	Male	75	54%
	Female	65	46%
Age	<20 years	4	2.9%
	21 - 30 years	59	42.9%
	31 - 40 years	70	50%
	>40 years	7	5%
Profession	Private Employes	67	47.9%
	Civil Servant	27	19.3%
	Entrepreneur	32	22.9%
	Honor	7	0.7%
	Homemaker	5	3.6%
	Student	8	5.7%
Education	High School or Equivalent	26	18.6%
	Diploma	21	15.0%
	S1	90	64.3%
	S2	3	2.1%

Source: Questionnaire data (2025)

1. Convergent Validity and Reliability

Average Variance Extracted (AVE) indicates that all reflective constructs have values above 0.500, where green product is 0.650, green price is 0.583, green promotion is 0.607, green place is 0.634, and green repurchase intention is 0.705. The AVE value for each variable meets the standard, indicating that the indicator convergence is acceptable or valid and capable of measuring the construct. Cronbach's Alpha (CA) indicates strong reliability because its value is > 0.70, with green product at 0.826, green price at 0.856, green promotion at 0.838, green place at 0.711, and green repurchase intention at 0.792. The Composite Reliability (CR) values for all variables also indicate excellent reliability because the CR value is > 0.800.

Table 2 Convergent Validity dan Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE
Green product (X1)	0.826	0.885	0.659
Green Price (X2)	0.856	0.893	0.583
Green Promotion (X3)	0.838	0.885	0.607
Green Place (X4)	0.711	0.838	0.634
Green Repurchase Intention (Y)	0.792	0.878	0.705

e-ISSN: 3089-9001

2. Convergent Validity and Reliability

Discriminant validity is assessed to determine the extent to which a construct empirically differs from other constructs in a structural model (Hair et al., 2021). Discriminant validity can be determined from the Fornell-Larcker Criterion and HTMT values. The Fornell-Larcker Criterion assesses discriminant validity by comparing the square root of the AVE for each construct with the correlations between other constructs in the model (Hair et al., 2021). Based on the table, it is known that the square root of the AVE for each construct is above the correlation value, so it can be concluded that the model has good discriminant validity.

Table 3 Discriminant Validity – Fornell Larcker Criterion

Variable	Green Product (X1)	Green Price (X2)	Green Promotion (X3)	Green Place (X4)	Green Repurchase Intention (Y)
Green Product (X1)	**0.812**				
Green Price (X2)	0.683	**0.710**			
Green Promotion (X3)	0.645	0.710	**0.779**		
Green Place (X4)	0.493	0.583	0.548	**0.796**	
Green Repurchase Intention (Y)	0.508	0.584	0.556	0.519	**0.840**

According to Hair et al. (2021), the HTMT value must be below 0.9 to meet good discriminant validity. Based on Table 6, it is known that all HTMT test results are less than 0.9. So, it can be concluded that the model formed is good because it has constructs that are different from other constructs in the model.

Table 4 Discriminant Validity - HTMT

Variable	Green Product (X1)	Green Price (X2)	Green Promotion (X3)	Green Place (X4)	Green Repurchase Intention (Y)
Green Product (X1)					
Green Price (X2)	0.819				
Green Promotion (X3)	0.772	0.839			
Green Place (X4)	0.641	0.745	0.703		
Green Repurchase Intention (Y)	0.625	0.704	0.671	0.684	

Evaluation of Goodness of Fit

R2 is needed to test the Goodness of Fit. Based on Table 5, it is known that green repurchase intention is influenced by the variables of green product, green price, green promotion, and green place by 41.9%, which can be considered a moderate effect. Meanwhile, 59.1% is explained by other variables not included in the current research category.

Tabel 5 R-Square

Variable	R-Square
Green Repurchase Intention (Y)	0.419

e-ISSN: 3089-9001

Hypothesis Testing

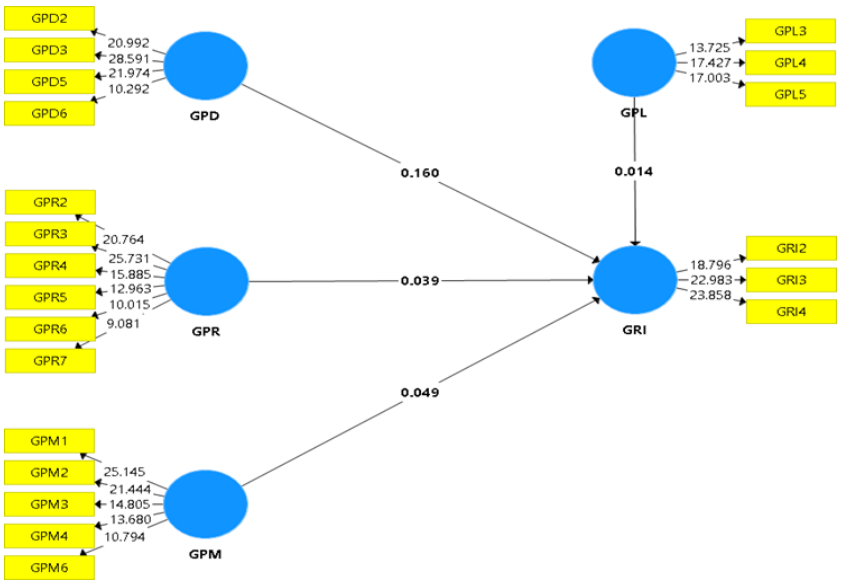
The significance level of the research hypothesis can be seen by comparing the calculated t- value with the t-table value. The significance level used is 95% (t-table = 1.645). If the calculated t-value is greater than the t-table value, then the hypothesis can be considered significant.

Table 6 Hypothesis Test Results

Hypothesis	Relationship	β (Beta)	t-values	p-values	Decision
H_1	GPD → GRI	0.108	0.994	0.160	Rejected
H_2	GPR→ GRI	0.248	1.765	0.039	Accepted
H_3	GPM→ GRI	0.192	1.659	0.049	Accepted
H_4	GPL→ GRI	0.216	2.195	0.014	Accepted

Hypothesis testing shows that there is no significant influence between green product and green repurchase intention, where the p-value >0.05 (0.160) and the t-value <1.645 (0.994), so H1 is rejected. Green price significantly influences green repurchase intention, with a p-value <0.05 (0.039) and a t-value >1.645 (1.765), so H2 is accepted. Green promotion significantly influences green repurchase intention, with a p-value >0.05 (0.049) and a t-value >1.645 (1.659), so H3 is accepted. Green place significantly influences green repurchase intention, with a p-value >0.05 (0.014) and a t-value >1.645 (2.195), so H4 is accepted.

Figure 2 SmartPLS3 Hypothesis Testing Results



Discussion

Based on this research, it can be proven that green products do not have a significant influence on Starbucks' green repurchase intention. This result is consistent with the study by Mahmoed et al. (2024), which stated that green products do not significantly affect the repurchase intention of Bel Aqua Natural Mineral Water. However, another study conducted by Ahmed et al. (2022) did not align with these findings because their research showed that green products had a significant positive impact on US customers. Starbucks sells green

products and sends a clear signal to consumers that these products are high-quality and should be more effective, safe, and environmentally friendly than regular coffee products (Xu et al., 2022). The next result proves that green price has a significant influence on Starbucks' green repurchase intention. This result is consistent with the study by Ahmed et al. (2022), which stated that green price has a significant positive impact on US customer green repurchase intention. Green price provides a positive experience for consumers when making a purchase. The eco-friendly price was considered satisfactory because consumers agreed that the price they paid already covered the costs of maintenance and environmental preservation. According to consumers, as long as they get the environmentally friendly products they want, they don't mind the price offered (Mazwan et al., 2023).

Green promotion significantly influences Starbucks' green repurchase intention. This finding aligns with the research by Ahmed et al. (2022), which states that green promotion has a significant positive impact on US customers' green repurchase intention. Similarly, according to Mahmoud et al. (2024) in their research, green promotion significantly influences the repurchase intention of Bel Aqua Natural Mineral Water. Green promotion affects consumer attitudes and lifestyles, as well as their satisfaction with environmentally friendly behavior. Advertising designs with strong arguments and positive moral and social emotions have a better effect (Mazwan et al., 2023). Green place berpengaruh signifikan terhadap green repurchase intention starbucks. This result aligns with the research by Ahmed et al. (2022), which states that green place has a significant positive impact on green repurchase intention among US customers. Similarly, according to Mahmoud et al. (2024) in their research, green place significantly influences the repurchase intention of Bel Aqua Natural Mineral Water. In this study, green place has the most significant influence compared to other variables, as indicated by the highest t-value of 2.195.

CONCLUSIONS

Based on the research findings and discussion, the conclusion that can be drawn is that only green products do not have a significant effect on green repurchase intention. Green price, green promotion, and green place have a significant effect on green repurchase intention. Of the four variables, green price has the most dominant effect on green repurchase intention, as evidenced by the highest path coefficient value of 0.248. Based on the R-square result of 0.419, which means that 41.9% of green repurchase intention can be developed from green product, green price, green promotion, and green place. Meanwhile, 59.1% can be developed from other factors outside of this research.

REFERENCES

Ahmed, R. R., Streimikiene, D., Qadir, H., & Streimikis, J. (2022). Effect of green marketing mix, green customer value, and attitude on green purchase intention: evidence from the USA. Environmental Science and Pollution Research, 30(5), 11473–11495. https://doi.org/10.1007/s11356-022-22944-7.

Greenpeace. (2022). Consumer Behavior and Sustainable Products. Diakses dari: https://www.greenpeace.org/indonesia/ pada 04 Mei 2025.

Hair, J. F., Hult, G.T.M., Ray, S., Ringle, C.M. & Sarstedt, M., Dank, N.P. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R, Springer.

Kirgiz, A. (2016). Green Marketing: A case study of the Sub-Industry in Turkey. London: Palgrave Macmillan.

Mahardika, R. P., Ismoyowati, D., Ushada, M. (2023). Pengaruh Green Marketing Mix terhadap Niat Pembelian Ulang dengan Variabel Mediasi Kepuasan Konsumen Gen Z di Coffee Shop. Skripsi Program Teknologi Industri Pertanian, Sleman: Universitas Gadjah Mada..

Mahmoud, M.A., Seidu, A.S., Tweneboah-Koduah, E.Y. and Ahmed, A.S. (2024), "Green marketing mix and repurchase intention: the role of green knowledge", African Journal of Economic and Management Studies, Vol. 15 No. 3, pp. 501-518. https://doi.org/10.1108/AJEMS-04-2023-0137.

Mazwan, M.Z., Windiana, L., Mahdalena, G., and Widyastuti, D.E. (2023). Green Marketing Attributes of Coffee Shops, Purchasing Interests, Lifestyles: What Really Affects Consumer Satisfaction?. Agro Ekonomi, 34(2), 84-96.

Pancić, M., Serdarušić, H., & Ćućić, D. (2023). Green Marketing and Repurchase Intention: Stewardship of Green Advertisement, Brand Awareness, Brand Equity, Green Innovativeness, and Brand Innovativeness. Sustainability, 15(16), 12534. https://doi.org/10.3390/su151612534.

Shava, H. (2022). The Impact of Green Psychological Benefits and Awareness of Environmental Consequences on Green Product Repurchase Intentions.

Xu, A., Wei, C., Zheng, M., Sun, L., & Tang, D. (2022). Influence of Perceived Value on Repurchase Intention of Green Agricultural Products: From the Perspective of Multi-Group Analysis. *Sustainability*, 14(22), 15451. https://doi.org/10.3390/su142215451.