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The Effect of Green Marketing, Environmental Awareness and Environmental Concern on Purchase Decisions (Study at Starbucks Coffee Outlets DKI Jakarta)

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ABSTRACT

This study aims to analyze the effect of Green Marketing, Environmental Awareness and Environmental Concern on Purchasing Decisions, (Study at Starbucks Coffee DKI JAKARTA outlets). The population in this study were the people of DKI JAKARTA, the sample used was 170 people at Starbucks Coffee DKI JAKARTA outlets aged 15-35 years and calculated according to Hair's formula. The sample withdrawal method uses Purposive Sampling. The data collection method uses a survey method, with the research instrument being a questionnaire. The data analysis method used is Partial Least Square. This study proves that Green Marketing has a positive and significant effect on purchasing decisions. Environmental Awareness has a significant effect on purchasing decisions. Environmental Concern has a significant effect on purchasing decisions.

Keywords: Green marketing; Environmental Awareness; Environmental; Concern; Purchasing Decision.

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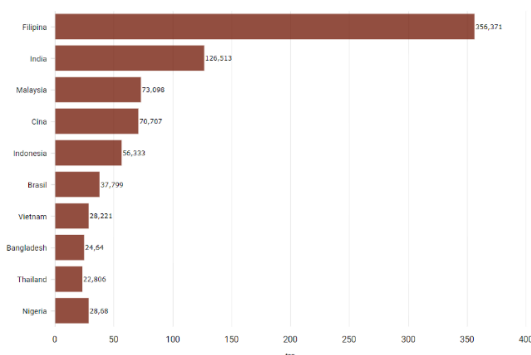
INTRODUCTION

Indonesia is ranked as the second largest plastic waste producer in the world. Plastic waste ranks second at 5.4 million tons per year or 14 percent of total waste production. Plastic waste has a negative impact on the environment such as the accumulation of waste resulting in environmental pollution. Anticipatory and preventive steps are needed to overcome these problems. Environmental issues dominate daily conversations that are both scientific in nature and talks in the mass media. Not only because it is directly related to human life, but more due to the increasing environmental problems. Starting from natural disasters caused by man-made environmental factors, to uncontrollable climate change.

It's important to remember that not all premium packaging has a noticeable negative impact on the environment. The use of more environmentally friendly packaging, recycled or recyclable materials and the implementation of more sustainable production techniques are key ways to continuously reduce negative effects. Today, making environmentally friendly packaging is the goal or focus of attention. It is also useful to be socially responsible and environmentally

responsible, so the main contributing factor is the accumulation of waste or the contribution of waste, not only environmental damage is affected by waste, even the waters of the ocean can be affected which can pollute the environment.

Table 1
Top Contributors of Plastic Waste in the Ocean



Source: Databoks.katadata/negative plastic waste contributors

According to sources from databoks, it can be seen from table 1 above, in 2021, that Indonesia became the country releasing the most plastic into the sea in fifth place, which is 56,333 tons of plastic waste from Indonesia entering the ocean every year.

Starbucks is a coffee brand that originated in the United States, precisely in the Seattle, Washington area. Starbucks has a very modern concept and is very comfortable when enjoying food drinks. Starbucks is also used as a meeting place for consumers to do assignments or coffee lovers. Starbucks is committed to significantly reduce the waste generated and always strive to create a sustainable business. Some of the "green" measures that have been taken include the use of Tumblers to encourage customers to use personal tumblers instead of disposable cups. Starbucks also implemented a "Tumbler Day" program that provides incentives for customers who bring their own tumblers. These steps are part of Starbucks' efforts to reduce its carbon footprint and support environmental sustainability.

Starbucks makes tumblers in the form of glass drinking bottles produced and sold by Starbucks. These tumblers are made of various materials such as plastic, metal, or glass, and are designed to be reusable as an alternative to the use of single-use plastic bottles that can cause waste and negative impacts on the environment. Starbucks tumblers have a variety of attractive designs that can suit the user's taste, ranging from minimalist designs to more colorful and striking ones. This tumbler is also often used by Starbucks customers as one of the requirements to get certain price discounts or promos at Starbucks stores, so it has become popular and in demand by many people. In addition, Starbucks also has a plastic waste reduction program by inviting its customers to bring their own tumblers and providing special discounts for those who do so. By using tumblers, consumers can help reduce the amount of plastic waste generated and contribute to protecting the environment.

In addition to companies applying green marketing to their business, companies must also apply or see environmental awareness in their products. This effort is part of Starbucks' commitment to achieve zero waste by 2020, and contribute to the reduction of plastic waste worldwide.

Starbucks tumbler products have attractive and diverse designs, from ceramic to stainless steel, so that they can attract consumers who care about the environment. This program is carried out with the aim of educating and changing the consumption behavior of Starbucks consumers from consuming Starbucks coffee beverage products with regular disposable packaging to consumer personal tumbler packaging that can be purchased at Starbucks coffee stores and can be used repeatedly without limits.

Through this effort, Starbucks is trying to raise environmental awareness in consumers and motivate them to take small actions to help protect the environment. Environmental awareness on Starbucks tumbler products can influence the purchasing decisions of more environmentally conscious consumers, so that consumers can choose to buy reusable tumblers as an alternative to reduce plastic waste.

Figure 1 Starbucks Sales 2023

SALES	
	2023
	Rp Million
Drink	2.368.865
Food	1.353.554
Others	277.034
Total	3.999.453

Source: Financial statements of PT Mitra Adi Perkasa (MAP)

Figure 1 above shows that in 2023, Starbucks sales in Indonesia showed a strong performance with total revenue reaching Rp 3,999,453 million. Of this total, beverage sales were the largest contributor with a value of IDR 2,368,865 million, confirming that Starbucks remains known in Indonesia as a favorite place for quality beverages, especially its coffee and specialty drinks. The food category, which contributed Rp 1,353,554 million, also showed an increase in consumer demand for the variety of pastries, sandwiches and snacks offered at Starbucks outlets. Meanwhile, the miscellaneous category which reached Rp 277,034 million may include sales of merchandise such as tumblers which are in high demand by loyal customers in Indonesia. This reflects Starbucks' successful business strategy of product diversification in the Indonesian market, where the café coffee lifestyle is gaining popularity and strengthening its position as one of the leading coffee shop chains in the country.

Sales of Starbucks tumblers in DKI Jakarta reflect an interesting consumption trend in the premium accessories market. Tumblers, as one of Starbucks' flagship products, offer a unique design and high functionality, making them popular among Jakarta consumers. In 2023, total sales of tumblers reached 150,000 units, with revenue of Rp 45,000,000,000. Year-on-year tumbler sales growth was recorded at 12%, indicating a growing interest in this product.

Starbucks realizes the importance of environmentally conscious behavior to preserve the earth. One of the problems with the increase in coffee consumption in society is the potential increase in the amount of plastic waste from coffee cups. According to the Director of Waste Management at the Ministry of Environment and Forestry, Novrizal Tahar, the amount of plastic waste is caused by the behavior of Indonesians who often use single-use plastics. Several

calls to reduce the use of plastic cups or the like continue to be intensively voiced. But until now there are still not many who are consistent in the action of reducing the use of plastic cups in everyday life.

Previous research on the effect of Green Marketing variables on purchasing decisions. Based on the results of research by (Hasanah et al., 2023), (Kodir et al., 2023) and (Sarasuni et al., 2021) found that Green Marketing has a positive and significant effect on purchasing decisions.

Previous research on the effect of environmental awareness variables on purchasing decisions. Based on the results of research by Hasanah, (Hindrayani et al., 2023), (Kodir et al., 2023) and (Sarasuni et al., 2021) that environmental awareness has a positive and significant effect on purchasing decisions.

Previous research on the influence of the Environmental Concern variable on Purchasing Decisions. Based on the results of research by (Farhanah et al., 2020) and Lestari (2020), found that Environmental Concern has a positive and significant effect on purchasing decisions.

LITERATURE REVIEW

Marketing Management

According to Kotler & Armstrong (2017: 34) marketing management defines the art and science of selecting target markets and building mutually beneficial relationships with them. The main objective of marketing managers is to engage, retain, and grow the customer base by creating, delivering, and communicating superior customer value.

Purchase Decision

According to Afrida and Febriani (2021) Consumer purchasing decisions are actions taken by consumers to buy products. Therefore, consumer decision making is a personal right that cannot be forced by any party. Consumers have the freedom to evaluate and give their opinions on existing choices, and determine further actions based on their judgment.

Green Marketing

According to Afrida and Febriani (2021) green marketing is an accountability process that aims to identify and anticipate consumer satisfaction and social issues to maintain environmental balance. Green marketing is the application of marketing tools designed to drive change, thereby providing satisfaction for organizational and personal goals in preserving and protecting the natural environment.

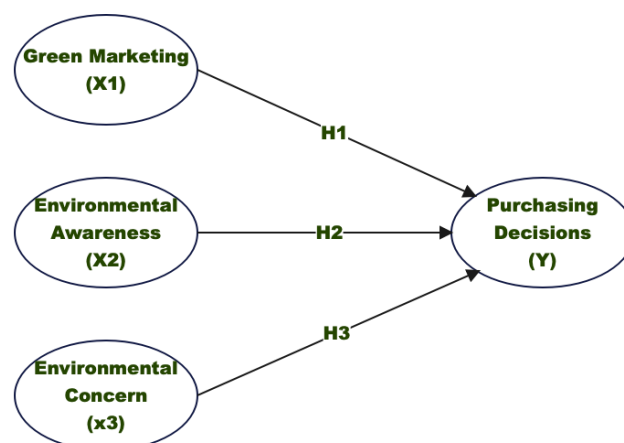
Environmental Awareness

According to Siregar et al (2023) explains that environmental awareness is a person's ability to realize the relationship between human activities and the surrounding environment to create a safe and healthy environment. Environmental awareness can affect the way a person lives their daily life, including decisions about consumption, transportation, waste disposal, and other habits.

Environmental Concern

According to Hernomo (2021) environmental concern is the extent to which individuals or groups show their concern for the environment and demonstrate their willingness to address existing environmental problems. In addition, individual concern for the environment is also reinforced by the purchase and use of environmentally friendly products.

Figure 2
Conceptual Framework



Hypothesis:

H1: Green Marketing has a positive and significant effect on Purchasing Decisions.

H2: Environmental Awareness has a positive and significant effect on Purchasing Decisions.

H3: Environmental Concern has a positive and significant effect on Purchasing Decisions.

METHODS

Time and Place of Research

This research began with identifying problems at the research location, formulating problems, and collecting basic theories to strengthen the basis of each variable. Furthermore, the preparation of data collection methods, preparation of instruments, data processing, and writing of results reports, until the presentation of overall results. This research process takes time from March 2023 to March 2024. In this study the authors analyzed how the influence of Green Marketing, Environmental Awareness and Environmental Care on Purchasing Decisions. To obtain data for compiling this thesis, the authors chose the object of research to be people in the DKI JAKARTA area who have purchased Starbucks Tumblers. To obtain data for the preparation of this research, distribute online questionnaires (Google Form) to various social media such as community, Line, Whatsapp and Instagram using Google forms.

Research Design

The research method is how to scientifically obtain data with specific uses. Peneliatian was conducted with a quantitative approach. In this study used research with a causal design of quantitative methods, namely testing variables that are independent t which are thought to have an effect on related variables, namely Purchasing Decisions on the example of a case study. With the aim of the research conducted, it can determine the effect of Green Marketing (X1), Environmental Awareness (X2), and Environmental Concern (X3) on Purchasing Decisions (Y) Starbucks DKI JAKARTA. The research conducted is a casual research design. The research method is how in a scientific way to get data with specific uses. Peneliatian conducted with a quantitative approach.

According to Sugiyono (2018; 14) quantitative research methods can be interpreted as research methods based on the philosophy of positivism which will use populations or samples and statistical data collection in testing predetermined hypotheses.

Data Collection Methods

The data used in this study were obtained through filling out a questionnaire submitted to consumers or respondents in DKI Jakarta. The questionnaire aims to explore their views or responses related to GreenMarketing, Environmental Awareness, and Environmental Concerns on Purchasing Decisions for Starbucks tumblers.

RESULT AND DISCUSSION

Respondent Description

Based on the results of research conducted on 170 respondents, namely Starbuck Coffee consumers, an overview of the characteristics of respondents based on gender, current age, type of work and income can be found.

Table 2
Characteristics of Respondents Based on Gender

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Male</i>	91	53,5	53,5	53,5
	<i>Female</i>	79	46,5	46,5	100,0
	<i>Total</i>	170	100,0	100,0	

Source: data processed from questionnaires (2024)

Table 3
Characteristics of Respondents Based on Current Age

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i><20 year</i>	6	3,5	3,5	3,5
	<i>21-30 year</i>	151	88,8	88,8	92,4
	<i>31-40 year</i>	13	7,6	7,6	100,0
	<i>>40 year</i>	0	0,0	0,0	100,0
	<i>Total</i>	170	100.0	100.0	

Source: data processed from questionnaires (2024)

Table 4
Characteristics of Respondents by Type of Work

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
<i>Valid</i>	<i>Employees</i>	30	17,6	17,6	17,6
	<i>Professional</i>	3	1,8	1,8	19,4
	<i>Self-employed</i>	22	12,9	12,9	32,4
	<i>Student</i>	115	67,6	67,6	100,0
	<i>Total</i>	170	100.0	100.0	

Source: data processed from questionnaires (2024)

Table 5
Characteristics of Respondents Based on Income

	Frequency	Percent	Valid Percent	Cumulative Percent
<i>< 4 million</i>	33	19,4	19,4	19,4
<i>4-7 million</i>	76	44,7	44,7	64,1
<i>Valid 7-12 million</i>	39	22,9	22,9	87,1
<i>> 12 million</i>	22	12,9	12,9	100,0
<i>Total</i>	170	100,0	100,0	

Source: data processed from questionnaires (2024)

Description of Respondents' Answers

Descriptive statistics are used to interpret the average magnitude, highest value, lowest value, and standard deviation of the research variables. From the statistics obtained in this study, it can be explained that of the 34 instrument items submitted to 170 respondents, the following were obtained:

Table 6
Descriptive Test of Questionnaire Answers Based on Purchasing Decisions

No.	Statement	N	Mean	Std. Deviation
1	<i>I did some research or looked for information before buying a Starbucks Coffee Tumbler to find out where this product is available.</i>	170	3.65	0.984
2	<i>I feel that the Starbucks Coffee tumbler I bought helps me to reduce the use of plastic bottles.</i>	170	3.48	0.953
3	<i>I feel confident in the quality of Starbucks Coffee tumblers because they are recommended by people I trust.</i>	170	4.08	0.976
4	<i>I am often interested in buying Starbucks Coffee tumblers when there is a promo or discount.</i>	170	3.73	0.982
5	<i>I feel that Starbucks Coffee tumblers are the best choice for me.</i>	170	4.10	0.962
6	<i>Before deciding to buy a Starbucks Coffee Tumbler, I looked at and evaluated other brands available in the market.</i>	170	3.58	0.998
7	<i>I feel more confident in my purchasing decisions if I get recommendations from people I trust.</i>	170	3.61	0.966

8	<i>I had no trouble finding a place to buy Starbucks Coffee tumblers.</i>	170	3.55	0.983
9	<i>I feel that Starbucks Coffee tumblers are a great product to recommend to friends and family.</i>	170	3.50	0.984
10	<i>I wouldn't hesitate to buy Starbucks Coffee tumblers again.</i>	170	4.37	0.839

Source: data processed from questionnaires (2024)

Table 7
Descriptive Test of Questionnaire Answers Based on Green Marketing Variables

No.	Statement	N	Mean	Std. Deviation
1	<i>Starbucks Coffee Tumbler products use natural raw materials that are environmentally friendly.</i>	170	3.59	0.998
2	<i>I believe that Starbucks Coffee products have a fairly high durability.</i>	170	3.69	0.889
3	<i>Starbucks Coffee product packaging is designed with the possibility of recycling in mind.</i>	170	4.15	0.933
4	<i>I believe that the price of Starbucks Coffee Tumbler products reflects the quality of the raw materials used.</i>	170	3.43	0.919
5	<i>I feel that the price of Starbucks Coffee Tumbler products is in line with the packaging concept or green label used.</i>	170	3.57	0.906
6	<i>I often see Starbucks Coffee outlets in strategic and accessible locations.</i>	170	3.75	0.940
7	<i>There are many ways to buy Starbucks Coffee tumblers, both online and offline.</i>	170	3.65	0.960
8	<i>In my opinion, Starbucks Coffee actively encourages consumers to behave in an environmentally friendly manner.</i>	170	3.59	0.968
9	<i>Starbucks Coffee's use of eco-friendly shopping bags demonstrates their commitment to environmental sustainability.</i>	170	3.78	0.925

Source: data processed from questionnaires (2024)

Table 8
Descriptive Test of Questionnaire Answers Based on Environmental Awareness Variables

No.	Statement	N	Mean	Std. Deviation
1	<i>I think it is important for every individual to have environmental awareness.</i>	170	3.53	0.889
2	<i>Environmental awareness makes me more responsible for my impact on the environment.</i>	170	3.53	0.994
3	<i>I often see people bringing their own tumblers when buying coffee at Starbucks Coffee.</i>	170	3.56	0.976
4	<i>I often encourage people around me to use their own tumblers.</i>	170	3.49	0.996
5	<i>I always try to use environmentally friendly products.</i>	170	3.61	0.971
6	<i>I felt compelled to do something to help protect the environment.</i>	170	3.47	0.889
7	<i>I have started using my own tumbler to reduce the use of plastic bottles.</i>	170	3.41	0.930
8	<i>I always bring my own shopping bag when I go shopping.</i>	170	3.48	0.934
9	<i>I often encourage others to live more environmentally friendly lives.</i>	170	3.59	0.967

Source: data processed from questionnaires (2024)

Table 9
Descriptive Test of Questionnaire Answers Based on Environmental Concerns Variables

No.	Statement	N	Mean	Std. Deviation
1	<i>I always try to choose environmentally friendly products, even if they are more expensive.</i>	170	3.60	0.973
2	<i>I think it's important to know about environmental issues happening in the world.</i>	170	3.67	0.970
3	<i>I always pay attention to eco-friendly labels or certifications on products that I will buy.</i>	170	3.71	0.998
4	<i>I often feel satisfied when I buy products from companies that have good business practices and environmental initiatives.</i>	170	3.68	0.897
5	<i>I always try to reduce the use of plastic in my daily life.</i>	170	3.50	0.928
6	<i>I feel happy when I see a company that cares about the environment.</i>	170	3.85	0.995

Source: data processed from questionnaires (2024)

Data Quality Test Results

1. Outer Model

a. Convergent Validity

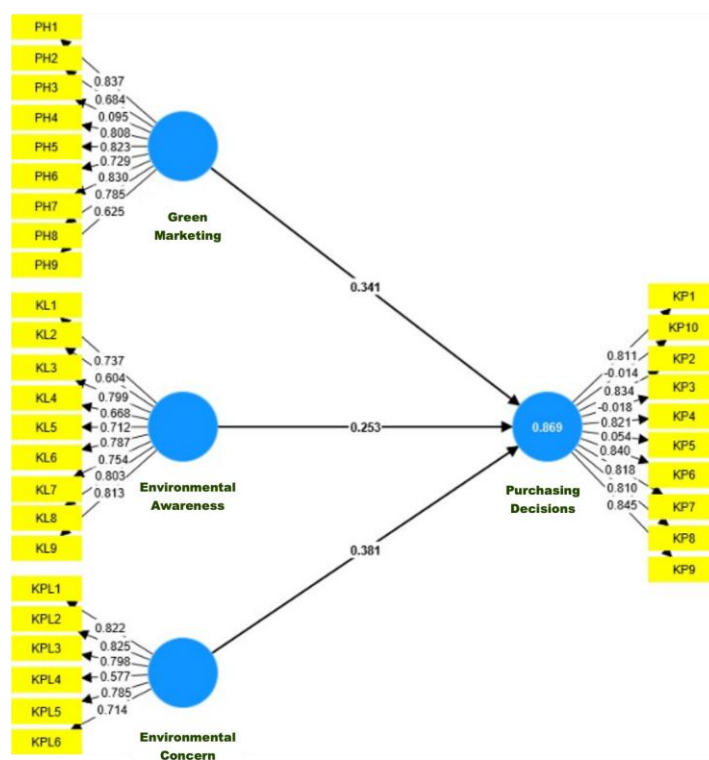
Based on the results of research conducted on 170 respondents, namely Starbuck Coffee consumers, an overview of the characteristics of respondents based on gender, current age, type of work and income can be found.

Table 10
Convergent Validity test results

<i>Variables</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Description</i>
<i>Environmental Awareness</i>	<i>KL1</i>	0,737	<i>valid</i>
	<i>KL2</i>	0,604	<i>valid</i>
	<i>KL3</i>	0,799	<i>valid</i>
	<i>KL4</i>	0,668	<i>valid</i>
	<i>KL5</i>	0,712	<i>valid</i>
	<i>KL6</i>	0,787	<i>valid</i>
	<i>KL7</i>	0,754	<i>valid</i>
	<i>KL8</i>	0,803	<i>valid</i>
	<i>KL9</i>	0,813	<i>valid</i>
<i>Purchase Decision</i>	<i>KP1</i>	0,811	<i>valid</i>
	<i>KP2</i>	0,834	<i>valid</i>
	<i>KP3</i>	-0,018	<i>Invalid</i>
	<i>KP4</i>	0,821	<i>valid</i>
	<i>KP5</i>	0,054	<i>Invalid</i>
	<i>KP6</i>	0,840	<i>valid</i>
	<i>KP7</i>	0,818	<i>valid</i>
	<i>KP8</i>	0,810	<i>valid</i>
	<i>KP9</i>	0,845	<i>valid</i>
	<i>KP10</i>	-0,014	<i>Invalid</i>
<i>Environmental Concern</i>	<i>KPL1</i>	0,822	<i>valid</i>
	<i>KPL2</i>	0,825	<i>valid</i>
	<i>KPL3</i>	0,798	<i>valid</i>
	<i>KPL4</i>	0,577	<i>valid</i>
	<i>KPL5</i>	0,785	<i>valid</i>
	<i>KPL6</i>	0,714	<i>valid</i>
<i>Green Marketing</i>	<i>PH1</i>	0,837	<i>valid</i>
	<i>PH2</i>	0,684	<i>valid</i>
	<i>PH3</i>	0,095	<i>Invalid</i>
	<i>PH4</i>	0,808	<i>valid</i>
	<i>PH5</i>	0,823	<i>valid</i>
	<i>PH6</i>	0,729	<i>valid</i>
	<i>PH7</i>	0,830	<i>valid</i>
	<i>PH8</i>	0,785	<i>valid</i>
	<i>PH9</i>	0,625	<i>valid</i>

Source: data processed from questionnaires (2024)

Figure 3
PLS Algorithm Results



Source: data processed from questionnaires (2024)

Based on Table 10 and Figure 3 above, it can be seen that indicators KP3, KP5, KP10, and PH3, have a loading factor value of less than 0.50. Therefore, these indicators will be removed from the model.

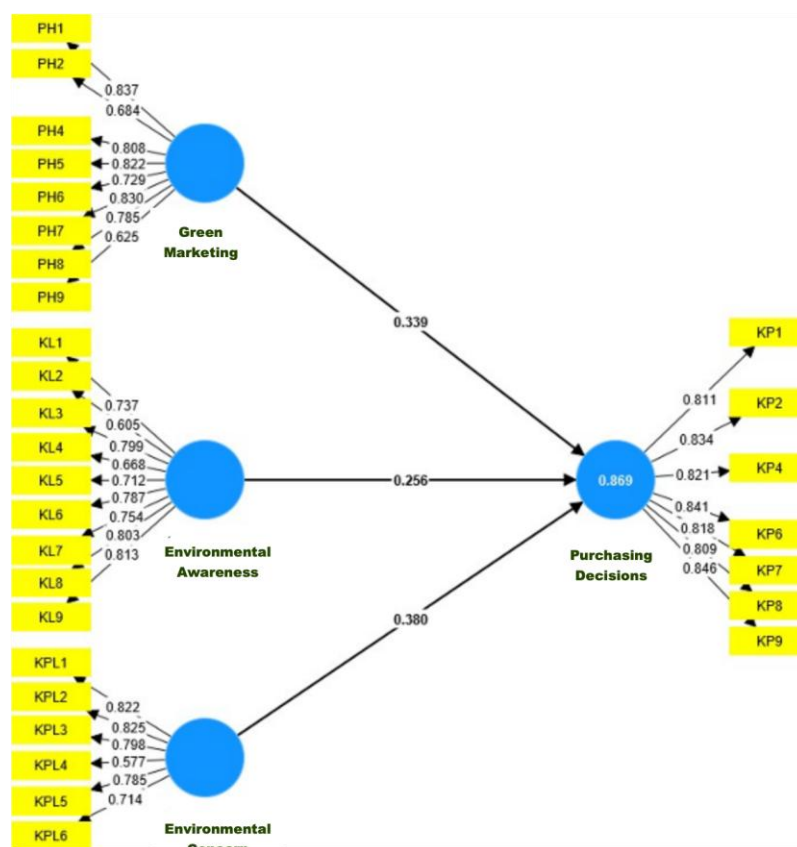
Table 11 Convergent Validity test results (modified)

<i>Variables</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Description</i>
<i>Environmental Awareness</i>	<i>KL1</i>	<i>0,737</i>	<i>valid</i>
	<i>KL2</i>	<i>0,605</i>	<i>valid</i>
	<i>KL3</i>	<i>0,799</i>	<i>valid</i>
	<i>KL4</i>	<i>0,668</i>	<i>valid</i>
	<i>KL5</i>	<i>0,712</i>	<i>valid</i>
	<i>KL6</i>	<i>0,787</i>	<i>valid</i>
	<i>KL7</i>	<i>0,754</i>	<i>valid</i>
	<i>KL8</i>	<i>0,803</i>	<i>valid</i>
	<i>KL9</i>	<i>0,813</i>	<i>valid</i>
<i>Purchase Decision</i>	<i>KP1</i>	<i>0,811</i>	<i>valid</i>
	<i>KP2</i>	<i>0,834</i>	<i>valid</i>
	<i>KP4</i>	<i>0,821</i>	<i>valid</i>
	<i>KP6</i>	<i>0,841</i>	<i>valid</i>
	<i>KP7</i>	<i>0,818</i>	<i>valid</i>

	KP8	0,809	valid
	KP9	0,846	valid
Environmental Concern	KPL1	0,822	valid
	KPL2	0,825	valid
	KPL3	0,798	valid
	KPL4	0,577	valid
	KPL5	0,785	valid
	KPL6	0,714	valid
Green Marketing	PH1	0,837	valid
	PH2	0,684	valid
	PH4	0,808	valid
	PH5	0,822	valid
	PH6	0,729	valid
	PH7	0,830	valid
	PH8	0,785	valid
	PH9	0,625	valid

Source: data processed from questionnaires (2024)

Figure 4 PLS Algorithm Results (modified)



Source: data processed from questionnaires (2024)

The results of the modified convergent validity test in Figure 4 and Table 11, it can be seen that all indicators have met convergent validity because they have a loading factor value above 0.50.

b. Discriminant Validity

Discriminant validity testing, namely reflective indicators, can be seen in the cross loading between indicators and their constructs. An indicator can be declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs.

Table 12 Discriminant Validity Testing Results (Cross loadings)

	Environmental Awareness	Purchase Decision	Environmental Concern	Green Marketing
KL1	0,733	0,734	0,737	0,640
KL2	0,547	0,489	0,605	0,414
KL3	0,727	0,699	0,799	0,721
KL4	0,576	0,531	0,668	0,465
KL5	0,623	0,573	0,712	0,512
KL6	0,667	0,706	0,787	0,667
KL7	0,657	0,691	0,754	0,691
KL8	0,711	0,694	0,803	0,678
KL9	0,775	0,761	0,813	0,709
KP1	0,769	0,811	0,712	0,699
KP2	0,718	0,834	0,718	0,706
KP4	0,734	0,821	0,731	0,687
KP6	0,784	0,841	0,751	0,730
KP7	0,742	0,818	0,753	0,782
KP8	0,705	0,809	0,716	0,748
KP9	0,760	0,846	0,745	0,746
KPL1	0,822	0,716	0,727	0,699
KPL2	0,825	0,772	0,732	0,752
KPL3	0,798	0,702	0,672	0,655
KPL4	0,577	0,477	0,575	0,422
KPL5	0,785	0,754	0,765	0,730
KPL6	0,714	0,637	0,625	0,584
PH1	0,735	0,761	0,713	0,837
PH2	0,507	0,535	0,488	0,684
PH4	0,721	0,767	0,744	0,808
PH5	0,714	0,739	0,693	0,822
PH6	0,627	0,609	0,604	0,729
PH7	0,751	0,747	0,733	0,830
PH8	0,669	0,692	0,693	0,785
PH9	0,482	0,511	0,492	0,625

Source: SmartPLS 4.0 Processing Output (2024)

Table 12 shows that the value of each variable produces a large cross loading value in making

comparisons between variables in the statements used to represent them.

Another method to see *discriminant validity* is to look at the *square root* value of the *average variance extracted* (AVE) of each construct with the correlation between the construct and other constructs in the model, then it can be said to have a good *discriminant validity* value.

Table 13 AVE Testing Results

<i>Variabel</i>	<i>AVE</i>
<i>Environmental Awarness</i>	<i>0,575</i>
<i>Purchase Decision</i>	<i>0,682</i>
<i>Enviromenyal Concern</i>	<i>0,555</i>
<i>Green Marketing</i>	<i>0,591</i>

Source: SmartPLS 4.0 Processing Output (2024)

Based on Table 13, it shows that the Average Variance Extracted (AVE) test for each variable has a value of more than 0.5. Therefore, the value of all constructs has met the criteria for good discriminant validity.

Table 14 Discriminant Validity Test Results (Fornell Lacker Criterium)

	<i>Environment al Awareness</i>	<i>Purchase Decision</i>	<i>Environmental Awareness</i>	<i>Green Marketing</i>
<i>Environmental Awareness</i>	<i>0,758</i>			
<i>Purchase Decision</i>	<i>0,702</i>	<i>0,826</i>		
<i>Environmental Concern</i>	<i>0,703</i>	<i>0,687</i>	<i>0,745</i>	
<i>Green Marketing</i>	<i>0,718</i>	<i>0,682</i>	<i>0,650</i>	<i>0,769</i>

Source: SmartPLS 4.0 Processing Output (2024)

From Tables 13 and 14 it can be concluded that the square root of the *average variance extracted* (\sqrt{AVE}) for each construct is greater than the correlation between one construct and another construct in the model. The AVE value based on the table above, it can be concluded that the constructs in the estimated model meet the discriminant validity criteria.

c. Composite Reliability and Cronbach's Alpha

Testing *composite reliability* and *Cronbach's alpha* aims to test the reliability of instruments in

a research model. If all latent variables have a *composite reliability* value and *Cronbach's alpha* ≥ 0.7 , it means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

Table 15 Composite Reliability & Cronbach's Alpha Test Results

<i>Variables</i>	<i>Cronbach Alpha's</i>	<i>Composite Reliability</i>	<i>Description</i>
<i>Environmental Awareness</i>	<i>0,849</i>	<i>0,889</i>	<i>Reliable</i>
<i>Purchase Decision</i>	<i>0,922</i>	<i>0,938</i>	<i>Reliable</i>
<i>Environmental Concern</i>	<i>0,899</i>	<i>0,918</i>	<i>Reliable</i>
<i>Green Marketing</i>	<i>0,899</i>	<i>0,920</i>	<i>Reliable</i>

Source: SmartPLS 4.0 Processing Output (2024)

Based on Table 15, the results of testing *composite reliability* and *Cronbach's alpha* show a satisfactory value, because all latent variables have a *composite reliability* value and *Cronbach's alpha* ≥ 0.70 . This means that all latent variables are said to be reliable.

2. Inner Model

Inner model testing is the development of concept and theory-based models in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. The steps for testing the structural model (inner model) are as follows:

a. R-Square

Table 16 Values R^2 Endogenous Variable

<i>Variabel Endogen</i>	<i>R-square</i>
<i>Purchase Decision</i>	<i>0,869</i>

Source: SmartPLS 4.0 Processing Output (2024)

The structural model indicates that the model on the Purchase Decision variable can be said to be strong because it has a value above 0.67. The model of the influence of independent latent variables (Environmental Care, Environmental Awareness, and Green Marketing) on Purchasing Decisions provides an R-square value of 0.869 which can be interpreted that the variability of the Purchasing Decision construct that can be explained by the variability of the Environmental Care, Environmental Awareness, and Green Marketing constructs is 86.9%, while 13.1% is explained by other variables outside those studied.

b. Q-Square

Testing Goodness of Fit The structural model in the inner model uses the predictive-relevance value (Q^2). A Q-square value greater than 0 (zero) indicates that the model has a predictive

relevance value. The R-square value of each endogenous variable in this study can be seen in the following calculation:

The predictive relevance value is obtained by the formula:

$$Q^2 = 1 - (1 - R^2)(1 - R^2)_p$$

$$Q^2 = 1 - (1 - 0.869)$$

$$Q^2 = 1 - (0.131)$$

$$Q^2 = 0.869$$

The results of the above calculations show a predictive-relevance value of 0.869, which is greater than 0(zero). This means that 86.9% of the Purchasing Decision (dependent variable) is explained by the independent variables used. Thus the model is said to be feasible to have a relevant predictive value.

c. Hypothesis Testing Results

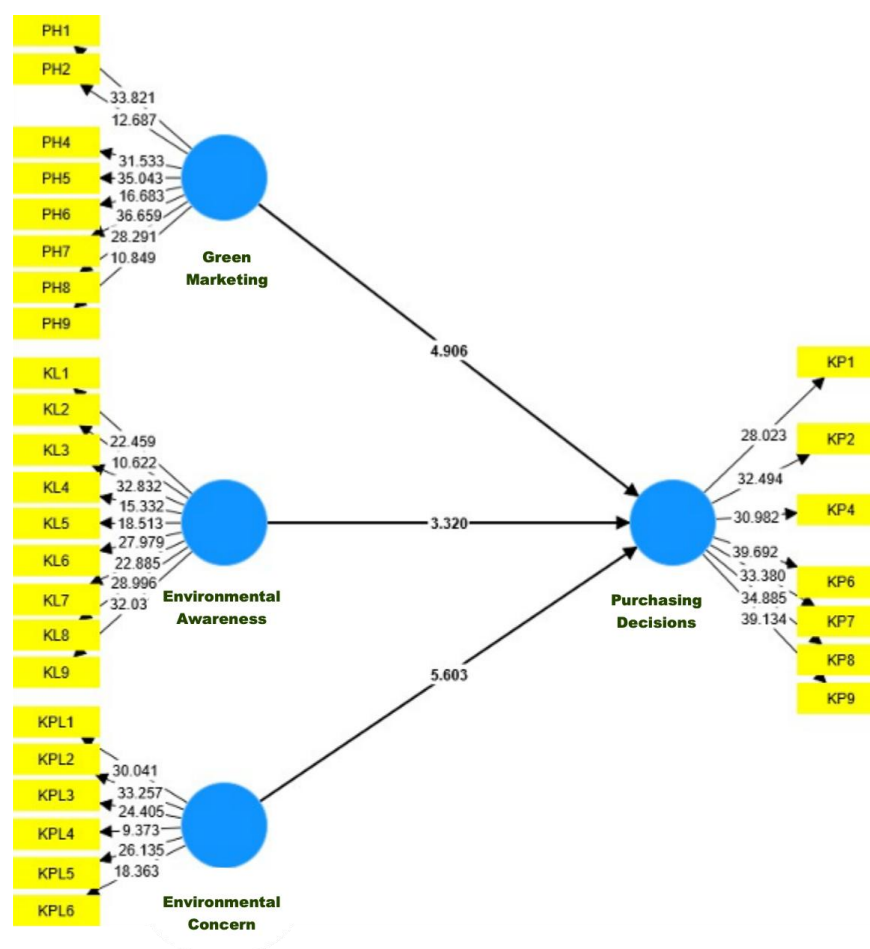
The estimated value for the path relationship in the structural model must be significant. The significance value of this hypothesis can be obtained with the *bootstrapping* procedure. Seeing the significance of the hypothesis by looking at the parameter coefficient value and the significance value of the T-statistic in the *bootstrapping algorithm report*. To determine whether it is significant or insignificant, it can be seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

Table 17 Hypothesis Testing Results

	<i>Original Sample</i>	<i>Standard Deviation</i>	<i>T- Statistics</i>	<i>P Values</i>	<i>Description</i>
<i>Green Marketing → Purchase Decision</i>	0,339	0,069	4,906	0,000	<i>Positive - Significant</i>
<i>Environmental Awareness → Purchase Decision</i>	0,256	0,077	3,320	0,001	<i>Positive - Significant</i>
<i>Environmental Concern → Purchase Decision</i>	0,380	0,068	5,603	0,000	<i>Positive - Significant</i>

Source: SmartPLS 4.0 Processing Output (2024)

Figure 5 Bootstrapping Test Results



Source: SmartPLS 4.0 Processing Output (2024)

Discussion of Research Results

The Effect of Green Marketing on Purchasing Decisions

Based on the hypothesis test in this study, the results obtained a *T-statistic* value of 4.906, an *original sample* value of 0.339, and a *P Values* value of 0.000. The *T-statistic* value is greater than the *T-table* value of 1.96, the *original sample* value shows a positive value, and the *P Values* value shows a value of less than 0.05, these results indicate that Green Marketing has a significant positive effect on Purchasing Decisions. This is due to the use of environmentally friendly shopping bags by Starbucks Coffee which shows their commitment to environmental sustainability. In addition, Starbucks Coffee product packaging is designed with recycling in mind, so consumers feel that the Starbucks Coffee tumblers they buy contribute to reducing the use of plastic bottles. This makes consumers not hesitate to repurchase Starbucks Coffee tumblers. Thus, the green marketing strategy implemented by Starbucks directly affects consumer purchasing decisions, where consumers tend to choose products that are in accordance with their sustainability values. This is in line with research conducted by Yusiana et al., (2020) which proves that green marketing has an influence on purchasing decisions. Supported by research conducted by Sukiman and Salam (2021) also proves that green marketing has a positive influence on purchasing decisions.

The Effect of Environmental Awareness on Purchasing Decisions.

Based on the hypothesis test in this study, the results obtained a T-statistic value of 3.320, an original sample value of 0.256, and a P Values value of 0.001. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value shows a value of less than 0.05, these results indicate that Environmental Awareness has a significant positive effect on Purchasing Decisions. This is due to Starbucks Coffee's consistent efforts in using environmentally friendly products. In addition, consumers often invite others to live more environmentally friendly lives, so they feel that Starbucks Coffee tumblers are products worth recommending to friends and family. High environmental awareness in consumers makes them more selective in choosing products, and they tend to choose products that support a sustainable lifestyle, such as Starbucks Coffee tumblers. Thus, consumer environmental awareness plays a significant role in influencing their purchasing decisions. The results of this study support research conducted by Fadilah and Harti (2021) which states that Environmental Awareness has an influence on purchasing decisions. In addition, research conducted by Hasanah et al., (2023) also proves that Environmental Awareness has a positive influence on purchasing decisions.

The Effect of Environmental Concern on Purchasing Decisions.

Based on the hypothesis test in this study, the results obtained a T-statistic value of 5.603, an original sample value of 0.380, and a P Values value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value shows a value of less than 0.05, these results indicate that Environmental Concern has a significant positive effect on Purchasing Decisions. This is due to the satisfaction that consumers feel when buying products from companies that have good business practices and environmental initiatives. Consumers also feel happy when they see companies that care about the environment, so they tend to support these companies by making purchases and recommending Starbucks products to coworkers. Consumers' environmental concerns encourage them to choose products from companies that show commitment to environmental preservation, so environmental concerns become a significant factor in influencing purchasing decisions. The results of this study are supported by research by Farhanah and Aprillia Kusumastuti (2020) which proves that Environmental Concern has an influence on purchasing decisions. Likewise, research conducted by Mardius et al., (2023) also proves that Environmental Concern has a positive influence on purchasing decisions.

Summary

From the research results that have been obtained from the Partial Least Square (PLS) calculation, the following conclusions can be drawn:

1. Green marketing has a significant positive effect on purchasing decisions for Starbucks *Coffee* DKI Jakarta consumers. This means that if the marketing used is environmentally friendly, consumer purchasing decisions will increase.
2. Environmental awareness has a significant positive effect on purchasing decisions for Starbucks *Coffee* DKI Jakarta consumers. This means that if Starbucks has high environmental awareness, consumers will make purchasing decisions.
3. Environmental care has a significant positive effect on purchasing decisions for Starbucks *Coffee* DKI Jakarta consumers. This means that if Starbucks pays attention to public

environmental concerns, consumers will feel confident in making purchasing decisions.

Advice

Based on the above conclusions, several suggestions can be put forward which are taken into consideration for Starbucks *Coffee* DKI Jakarta and for further researchers:

1. Suggestions for Starbucks *Coffee* Outlet DKI Jakarta

- 1) Based on the Bootstrapping results, it shows that in the green marketing variable, the dominant value is the statement "There are many choices of ways to buy Starbucks Coffee tumblers, both online and offline" Outlets should increase consumer interest in green marketing, such as making attractive and unique tumblers so that consumers make purchases at the same time as tumblers.
- 2) Based on the Bootstrapping results, it shows that in the environmental awareness variable, the dominant value is the statement "I often invite others to live more environmentally friendly". Outlets should have an awareness of being environmentally friendly, such as inviting or offering to pay attention to the environment again by bringing a Starbucks tumbler when buying.
- 3) Based on the Bootstrapping results, it shows that on the environmental concern variable, the dominant value is on the statement "In my opinion, it is important to know about environmental problems that occur in the world." Outlets should have concern for what is happening in the environment, such as increasing CSR on aspects of the natural environment and surrounding communities.

2. Suggestions for future research

Suggestions for future researchers, who will conduct research in the same field and use this thesis as a reference, should be reviewed again because it is possible that there are statements that are not appropriate, because I as a writer feel that there are still many shortcomings and limitations in completing this thesis.

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