Effect of Green Marketing and Word of Mouth on Starbucks Indonesia Consumer Buying Decisions with Brand Image as Intervening Variable

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Abstract

This study aims to analyze Green Marketing and Word of Mouth on Starbucks Indonesia Consumer Buying Decisions through Brand Image as Intervening. The population analyzed is millennial consumers who buy Starbucks products in Jakarta and have jobs. The samples analyzed were 170 respondents. Through SEM PLS analysis, it was found that Green Marketing had a significant impact on Brand Image, Word of Mouth had a significant impact on Brand Image, Green Marketing had a significant impact on Buying Decisions, Word of Mouth had a significant impact on Buying Decisions, Brand Image had a significant impact on Buying Decisions, Brand Image has the ability to intervene Green Marketing and Word of Mouth on Buying Decisions, But unable to strengthen.

INTRODUCTION

The decision to buy a product does not only depend on the marketing mix of a product or company, but becomes even more complex because of the need for environmentally friendly products so that the concept of green marketing is widely known. Among the many brands that do green marketing, Starbucks has been at the forefront.

Even so, Starbucks' green marketing strategy is basically the same as other strategies used to increase sales and company profits. For this reason, Starbucks needs to improve its brand image as a product that is more environmentally friendly. With the hope that this strategy can improve brand image that can influence people's purchasing decisions because they assume that there will be prestige when drinking starbucks products, so that it can automatically increase sales and company profits. However, the Covid 19 pandemic that hit many Starbucks outlets led to a decline in sales during 2020. If averaged, Starbucks' Annual revenue decreased in 2020 compared to 2019 as much as 11.28%.

This decline indicates a decline in consumer purchasing decisions, especially during the Covid 19 pandemic. Therefore, Starbucks needs to review its green marketing strategy to see its effectiveness in improving consumer purchasing decisions. Many previous studies have shown that there is a significant impact that green marketing has on purchasing decisions ((Wulandari *et al*., (2012); Tsai *et al*., (2020)). Even so, word of mouth is also believed to still be a powerful strategy in improving consumer purchasing decisions ((Palalic *et al*., (2020); Prasad *et al.*, (2019)). This is different from several studies which mention the need for intervening variables

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such as brand image to mediate the impact of green marketing on purchasing decisions ((Dewi & Aksari (2017); Aldoko et al., (2016); Kusuma et al. (2017)).

In order to get an overview of the factors that have a significant impact on Starbucks purchasing decisions, the researcher conducted a pre-survey on 30 Starbucks consumers by providing several statements that represent each variable with Yes and No answers. As a result, it is known that the factors that are considered by consumers in buying Starbucks products are Brand Image, Green Marketing and Word of Mouth. So, This study aims to analyze Green Marketing and Word of Mouth on Starbucks Indonesia Consumer Buying Decisions through Brand Image as Intervening. These results become a reference for researchers to examine the factors that influence buying decisions. Thus, this research was conducted solely to examine the determinants of buying decisions and the role of brand image as a intervening.

METHODS

This research is categorized as quantitative research with descriptive analysis type. The data was processed using a questionnaire instrument using a Likert scale, namely 1 (STS), 2 (TS), 3 (N), 4 (S), and 5 (SS). There are 3 types of variables used in the research model, namely green marketing and word of mouth as independent variables, purchasing decisions as the dependent variable, and brand image as the intervening variable.

The population analyzed is millennial consumers who buy Starbucks products in Jakarta and already have a job. Sampling using judgment sampling. The sample calculation is based on the theory of Hair et al. (2010) which states that the number of samples is calculated based on the number of indicators multiplied by 10 so that 170 samples are obtained as respondents.

The analytical method used in this research is statistical analysis using the Smart PLS version 3.32 program. The research stage begins with descriptive analysis, measurement model testing, structural model testing and hypothesis testing to answer the problem formulation and obtain research results.

RESULTS

Profile Respondent
This study was structured with the intention of proving the influence of green marketing and word of mouth on Starbucks buying decisions with brand image acting as an intervening variable. Respondents analyzed in this study amounted to 170 respondents with several profile described (Table 1).

Table 1. Profile Respondent

Gender	Amount	Percentage (%)
Man	107	63
Woman	63	37
Age	**Amount**	**Percentage (%)**
20 years	34	20
21 – 30 Years	58	34
31 – 40 Years	39	23
40 – 50 Years	56	33
Last education	**Amount**	**Percentage (%)**
SD / SMP / SMA / SMK	7	4

Diploma	25	15
S1	121	71
S2	17	10
Work	**Amount**	**Percentage (%)**
Not yet / Not working	7	4
Student	3	2
Entrepreneur	59	35
Private sector employee	17	10
Civil Servants (PNS)	14	8
Doctor	10	6
Police	17	10
TNI	0	0
BUMN Employee	39	23
Others	3	2
Monthly Income	**Amount**	**Percentage (%)**
< Rp 5.000.000,-	7	4
> Rp 5.000.000,- s/d 10.000.000	41	24
> Rp. 10.000.000.- s/d 25.000.000	100	59
> Rp. 25.000.000	22	13
Amount	170	100

Referring to table 1, it is known that the respondents were dominated by male visitors. That's because male visitors more often visit Starbucks to hangout with friends and will do a job at the cafe. Based on age, it is known that Starbucks consumers or visitors are of productive age. This shows that Starbucks has a large segmentation of consumers at a young or productive age.

Furthermore, it is known that Starbucks has consumers with a predominant undergraduate education background. This shows that Starbucks consumers have a high level of education. Based on occupation, Starbucks has consumers with a predominance of occupations as Entrepreneurs. This shows that entrepreneurs often spend their time doing work or holding meetings with colleagues at Starbucks cafes. Meanwhile, based on monthly income, Starbucks consumer dominance has an income range of > Rp. 10,000,000. up to 25,000,000. it shows that Starbucks consumers have a good enough level of income to buy or consume Starbucks Coffee on a regular basis.

Validity & Realibilty Test Result
An indicator is declared valid if the measurement of the loading factor is above 0.70 so that if there is a loading factor below 0.70 it will be dropped from the model (Ghozali, 2014). The following are the results of the validity test (Table 2):

Table 2. Indicator Validity Test Results

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Varible	Indicator	Outer Loading	Conclusion
Buying Decisions (Y)	KP1	0.963	Valid
	KP2	0.920	Valid
	KP3	0.871	Valid
	KP4	0.900	Valid
Green Marketing (X1)	GM1	0.856	Valid
	GM2	0.894	Valid
	GM3	0.900	Valid
	GM4	0.892	Valid
	GM5	0.873	Valid
Word of Mouth (X2)	WOM1	0.903	Valid
	WOM2	0.889	Valid
	WOM3	0.912	Valid
	WOM4	0.921	Valid
Brand Image	BI1	0.908	Valid
	BI2	0.923	Valid
	BI3	0.933	Valid
	BI4	0.931	Valid

Based Table 2, it is known that all statements are valid. This is because the loading factor value is above 0.70 (Ghozali, 2014). In addition to the Loading Factor value, to analyze the validity of construct, the Average Variance Extracted (AVE) value can be used. The following are the results of the validity test using the AVE value (Table 3).

Table 3. AVE Test Results

Variable	*AVE*
Brand Image	0.853
Green Marketing	0.780
Buying Decisions	0.836
Word of Mouth	0.821

Based on Table 3, it is known that all research variables are valid. This is because the AVE value is above the provision of 0.50 (Ghozali, 2014).

Table 4. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0.943	0.959	Reliable
Green Marketing	0.929	0.947	Reliable
Buying Decisions	0.934	0.953	Reliable
Word of Mouth	0.927	0.948	Reliable

Table 4 shows that the results of the Composite Reliability test show that all values for the latent variable have a Composite Reliability value of 0.7. And the results of the Cronbach's Alpha test also show that all values for the latent variable have a Cronbach's Alpha value of 0.7. From

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these results, it can be concluded that the construct has good reliability or the questionnaire used as a tool in this research is reliable or consistent.

Hypothesis Test Result

Hypothesis testing is done by using the Bootstrapping Procedure to see the value of t statistics and P Value. A relationship between variables is categorized as significant if the t statistic is greater than 1.96 and the P value is below 0.05, and vice versa. The following are the results of direct testing the research hypothesis (Table 5).

Table 5. Hypothesis Test Results of Direct Effect Analysis

	Original Sample (O)	T Statistics ($|O/STDEV|$)	P Values	Result
Brand Image -> Buying decision	0.290	3.244	0.001	Significant
Green Marketing -> Brand Image	0.521	6.616	0.000	Significant
Green Marketing -> Buying decision	0.609	9.852	0.000	Significant
Word of Mouth -> Brand Image	0.441	5.510	0.000	Significant
Word of Mouth -> Buying decision	0.369	5.810	0.000	Significant

The results of the analysis prove that there is a significant effect of green marketing on brand image. This is indicated by the T-Statistic value of 6616 > 1.96 and P-Values<0.05. Original sample is 0.521, it shows a positive effect of 52.1% which illustrates that one better the green marketing, affect the better the brand image by 52.1%.

The results of the analysis prove that there is a significant influence of green marketing on buying decisions. This is indicated by the T-Statistic value of 9.852 > 1.96 P-Values<0.05. Original sample is 0.609, it shows a positive effect of 60.9% which illustrates that one better the green marketing, affect the better buying decision by 60.9%.

The results of the analysis prove that there is a significant influence of brand image on buying decisions. This is indicated by the T-Statistic value of 3.244 > 1.96 and P-Values<0.05. Original sample is 0.290, it shows a positive effect of 29% which illustrates that one better the brand image, affect the better buying decision by 29%.

The results of the analysis prove that there is a significant effect of word of mouth on brand image. This is indicated by the T-Statistic value of 5.510 > 1.96 and P-Values<0.05. Original sample is 0.441, it shows a positive effect of 44.1% which illustrates that one better the word of mouth, affect the better the brand image by 44.1%.

The results of the analysis prove that there is a significant effect of word of mouth on buying decision. This is indicated by the T-Statistic value of 5.810 > 1.96 and P-Values<0.05. Original sample is 0.369, it shows a positive effect of 36.9% which illustrates that one better the word of mouth, affect the better buying decision by 36.9%.

The following are the results of indirect testing the research hypothesis (Table 6).

Table 6. Hypothesis Testing with Indirect Effects

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	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
Green Marketing-> Brand Image -> Buying Decison	0.151	2.894	0.004	Significant
Word of Mouth -> Brand Image -> Buying Decison	0.128	2.756	0.006	Significant

The results of the analysis prove that there is an indirect influence between green marketing on buying decisions with brand image acting as an intervening. This is indicated by the T-Statistic value of 2.894 > 1.96 and P-Values<0.05. Original sample is 0.151, it shows a positive effect of 15.1%. Then, there is an indirect influence between word of mouth on buying decisions with brand image acting as an intervening. This is indicated by the T-Statistic value of 2.756 > 1.96 and P-Values<0.05. Original sample is 0.128, it shows a positive effect of 12.8%. The following are the results of the full model analysis (Figure 1)
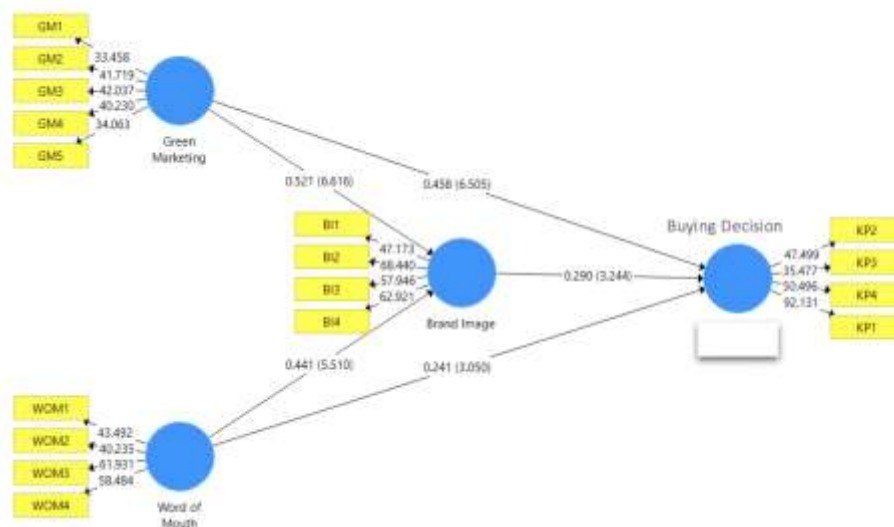

Figure 1. The results of the full model analysis

DISCUSSION

Based on the research results, it is known that green marketing has a significant effect on brand image. The results of this study are in line with previous research conducted by Aldoko et al., (2016) and Nagar (2015). This shows that the green marketing implemented by Starbucks is able to improve the brand image in the eyes of consumers. Based on the results of descriptive analysis, it is known that consumers know the benefits provided when buying environmentally friendly coffee products. This shows that brands that apply the concept of green marketing through the use of environmentally friendly packaging will improve the image of the product or brand in the eyes of consumers. In the coffee shop industry such as Starbucks, organic products and packaging play an important role such as glasses, straws and plastic drink wrappers. So that coffee shops that are able to implement green marketing will get a positive image in the eyes of consumers, especially consumers who have concern for environmental sustainability.

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Based on the research results, it is known that Word of Mouth has a significant effect on brand image. The results of this study are in line with previous research conducted by Erlitna & Soesanto (2018) and Jalilvand & Samiei (2012). This shows that the better the Word of Mouth process carried out at Starbucks, the more its brand image will increase. Based on the results of descriptive analysis, it is known that consumers talk by word of mouth that they feel proud to consume environmentally friendly Starbucks coffee. This shows that consumers who visit Starbucks have a concern for brands that preserve the environment. The implications of the research results are that Starbucks coffee management continues to improve brand promotion in preserving the environment and how much benefit Starbucks coffee provides to the environment. With consumers often talking about positive things about Starbucks coffee products, of course this will add to a good image for consumers.

Based on the results of the study, it is known that green marketing has a significant effect on buying decisions. The results of this study are in line with previous research conducted by Dewi & Aksari (2017), Putra & Gumanti (2017), and Arief & Kurriwati (2017). Many consumers believe that they can also contribute to the environment by choosing Starbucks products. This shows that the better the green marketing strategy implemented by Starbucks Coffee, the higher consumer buying decisions will be. Based on the descriptive respondents, it is known that Starbucks consumer dominance has an income range of > Rp. 10,000,000,- up to 25,000,000. This shows that Starbucks consumers have a fairly good income level so that visitors or consumers have good purchasing power to routinely buy Starbucks Coffee products that use organic ingredients. There is no denying that products with organic ingredients (plant-based) still have a higher price compared to other coffee variants. With the current consumer segmentation, Starbucks Coffee has no difficulty in promoting coffee products with organic coffee variants as they currently have.

Based on the results of the study, it is known that word of mouth has a significant effect on buying decisions. The results of this study are in line with previous research conducted by Ulza et al., (2019) and Erlitna & Soesanto (2018). This shows that the better Word of Mouth that Starbucks consumers do will have an impact on increasing buying decisions significantly. Based on the respondent's descriptive it is known that consumers have a strong interest in the Starbucks Coffee flavor variant. This is very good for Starbucks. Besides organic coffee, which is often discussed, Starbucks coffee flavor variants are an attraction for consumers to buy Starbucks products. On the other hand, Starbucks Café is also well designed and prioritizes consumer comfort with Un-Furnished style. This will certainly increase the Word of Mouth among consumers to invite and recommend colleagues and business partners they have to consume and visit Starbucks Coffee.

The results showed that brand image had a significant effect on buying decisions. The results of this study are in line with previous research conducted by Istantia et al. (2016), Kusuma et al. (2017), and Desanto et a.l (2018). This shows that the better the brand image owned by Starbucks Coffee will significantly increase the buying decision. Based on the results of descriptive analysis, it is known that Starbucks Coffee is known to have a concern for environmental sustainability through the "Bring On Your Tumbler" program. Starbucks provides discounts of up to 50% for consumers who bring their own tumblers every 22nd of every month. This is an added value for consumers who want to get discounts, especially at the end of the month. Therefore, consumers can continue to enjoy Starbucks Coffee even at the end of the month. In addition, the Bring On Your Tumbler campaign provides added value for

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Starbucks Coffee in the eyes of consumers that Starbucks has a concern for environmental sustainability.

The results showed that brand image was able to intervene the influence of green marketing on buying decisions. However, its effect as an intervening variable does not strengthen the influence of green marketing on buying decisions This shows that the green marketing implemented by Starbucks Coffee is able to increase its Brand Image and have an impact on buying decisions. The results of this study support the previous sub-chapter that green marketing has a significant effect on Brand Image and brand image has a significant effect on buying decisions. Based on the outer loading assessment, it is known that the GM3 indicator which explains that consumers are willing to pay more for Starbucks Coffee with environmentally friendly vegetable variants produces the highest value on the Green Marketing variable. With the plant-based variants, it will distinguish Starbucks Coffee from competing brands and characterize Starbucks Coffee as a brand that has concern for environmental sustainability.

The results showed that Word of Mouth was able to intervene the influence of green marketing on buying decisions. However, its effect as an intervening variable does not strengthen the influence of Word of Mouth on buying decisions. This shows that the Word of Mouth Communication carried out by Starbucks Consumers is able to improve their Brand Image and have an impact on buying decisions. The results of this study support the previous sub-chapter that Word of Mouth has a significant effect on brand image and brand image has a significant effect on buying decisions. Based on the outer loading assessment, it is known that the WOM4 indicator regarding the advantages of the Instagramable Starbucks cafe design and the design that saves the use of paint that can damage the environment produces the highest value on the Word of Mouth variable. Therefore, the managerial implication that Starbucks Management can do is to design a café with a uniform and unique design so that it looks contemporary and instagramable. This will make consumers feel comfortable in the Starbucks cafe and will recommend it to colleagues and business partners so that the Word of Mouth communication process will run better.

CONCLUSION

The results showed that brand image as an intervening variable did not strengthen the influence of word of mouth and green marketing variables on buying decisions. However, word of mouth and green marketing variables are able to improve and strengthen brand image.

RECOMMENDATION

It is recommended that Starbucks Indonesia Coffee Management multiply advertisements containing Starbucks Coffee products originating from plant based variants ranging from the selection of Coffee Beans to the selection of recycled packaging through social media platforms to electronic media such as television. This will promote the Starbucks Coffee brand as a brand that cares about environmental sustainability. So as to further clarify the positioning of Starbucks Coffee and the added value it has in the eyes of consumers and potential customers. It is recommended that Starbucks Indonesia Coffee Management can highlight its cafe design through the unfinished café theme and the use of LED lights as part of the promotion of the Starbucks Coffee movement to preserve the environment. Starbucks must highlight its cafe

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through photos on Starbucks social media by involving Influencers with large Followers. This is expected to be able to create word of mouth for consumers to visit Starbucks cafes.

Further research was conducted using other intervening variables that might strengthen the influence of green marketing and word of mouth variables on buying decisions so that more appropriate models are found as the basis for formulating marketing strategies.

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