

Original Article

The Effect of Green Products and Green Promotion on Purchasing Decisions on Starbucks Products

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Abstract: This research purposes to determine the influence of green products and green promotion on Purchasing Decisions on Starbucks products. The population in this research is Starbucks Coffee consumers. The sample used was 100 respondents using non-probability sampling with purposive sampling type. This study employs a quantitative methodology. Multiple linear regression analysis is the method utilized for analysis. The research results show that green products have a positive and significant effect on Purchasing Decisions. Meanwhile, green promotion has a positive and significant effect on Purchasing Decisions. The green product variable has the greatest influence on Purchasing Decisions compared to the green promotion variable.

Keywords: Green Product, Green Promotion, Purchasing Decision.

I. INTRODUCTION

Smog, ozone layer depletion, water and air pollution, and climate change are only a few of the negative effects of globalization on the environment. This is triggered by people's lack of concern for protecting the environment, such as littering and producing product packaging that is difficult to recycle. Thus, businesses are paying attention to the creation and marketing of green products. The business has been searching for strategies to encourage customers to purchase ecologically friendly goods. Green marketing encourages consumers to purchase environmentally friendly items, which lowers the pollution caused by plastic waste. It is becoming a major area of research to encourage customers to buy products that are less harmful to the environment and help shape the future.

There are several ways to spread the word about Green Products to consumers through marketing techniques. Customers now have a greater understanding of their health and the environment. Customers are buying more environmentally friendly products and increasingly altering their conceptions of consumption.

Table 1: Green Product Pre-Survey Results

No.	Question	Yes Percentage (%)	No Percentage (%)
1.	Have you ever bought Starbucks products?	45%	55%
2.	Starbucks Coffee product packaging is made from biodegradable raw materials	35%	65%
3.	Waste from Starbucks Coffee does not harm the environment	50%	50%
4.	The packaging provided by Starbucks Coffee in tumbler form is not harmful to the environment	65%	35%

Source: Primary Data from 2023 Observation Results

According to Table 1 the public is not all aware of Starbucks products, and consumers also do not understand the green products implemented by Starbucks. Therefore, to implement environmentally friendly products, namely by creating environmentally friendly packaging such as paper cups and tumblers.

Table 2: Green Promotion Pre-Survey Results

No.	Question	Yes Percentage (%)	No Percentage (%)
1.	I became increasingly interested in buying Starbucks coffee products after seeing the many promotions offered regarding their environmentally friendly products.	43%	57%



2.	Starbucks recommends that I use products made from organic or environmentally friendly ingredients.	35%	65%
3.	I saw an advertisement for Starbucks coffee products using the Go Green concept on social media.	39%	61%

Source: Primary Data from 2023 Observation Results

Table 2 shows that not all people are aware of Starbucks promotions and are not aware of tumbler promotions and Go-green advertisements implemented by Starbucks. So that this can be the main cause of the decline in Purchasing Decisions. Starbucks Coffee company is also one of the companies that implement green marketing. Starbucks provides the "Bring Your Own Tumbler" programme with the intention of inviting consumers to replace packaging by using Starbucks tumblers in purchasing Starbucks coffee. Green products such as tumblers and paper cups are very beneficial to the environment, and Starbucks products can also match the desired consumer expectations to the "Tumbler Day" programme. This programme itself is an initiative of Starbucks on the 22nd of every month inspired by Earth Day, which is celebrated on April 22. Moreover, many consumers are also not aware of the green products and green promotions that are implemented. According to the description above, the problem formulation in this research is:

1. Does green products affect Purchasing Decisions on Starbucks products?
2. Does green promotion affect Purchasing Decisions on Starbucks products?
3. Do green products and green promotion influence Purchasing Decisions on Starbucks products?

II. LITERATURE REVIEW

A) Green Product

Green Product is a product that is designed and processed with organic materials to reduce plastic waste and reduce the impact that can pollute the environment so as to benefit the company's business. According to Grant (2015: 358) explains that there are six characteristics of green products, namely products do not contain toxic (poison), products are more durable, products use raw materials from recycled materials, products do not use materials that can damage the environment, use simple ecolabeled packaging and provide refill products and are not harmful to human and animal health. The indicators of green products, according to Pankaj and Vishal (2014): 1) Green Products are beneficial to the environment, 2) Green product performance according to consumer expectations, and 3) Green product raw materials are made from materials that are not harmful.

B) Green Promotion

Green Promotion is a promotional process that purposes to introduce environmentally friendly products so that it can influence consumers to buy products that are environmentally friendly.

According to Dian Palupi (2020), there are three types of green promotion, namely:

1. Adverts that address the relationship between the product/service and the environment
2. Those that promote green lifestyles by highlighting products or services.
3. Adverts that highlight the environmental responsibilities undertaken by the company.

The indicators of green promotion, according to Wijaya (2018), 1) Promotion media, 2) Promotion creativity, 3) Promotion differentiation, and 4) Quality of marketers.

C) Purchasing Decisions

Purchasing Decisions are a decision to buy a preferred product and seek information about the product so that the most appropriate action occurs to go through the stages of the decision return process. According to James F Engel et al. (Effendi, 2016), there are factors that influence decision-making, namely (a) cultural influence, (b) social class influence, (c) personal influence, (d) family influence, and (e) situational influence. The indicators of Purchasing Decisions according to Indrasari (2019: 74-75): 1) Product choice, 2) Brand choice, 3) Choice of dealer, 4) Purchase time, 5) Purchase amount.

III. RESEARCH METHODS

A) Research Method

The research technique is a scientific approach to gathering reliable data with the aim of learning, expanding, and establishing knowledge so that the outcomes can be applied to comprehend, address, and foresee issues Sugiyono (2022). In this research, quantitative research was used. Quantitative research is one type of research that is systematically deepened and clearly structured from the beginning to the end of making the research. This method allows researchers to measure certain variables objectively and can be tested statistically to test hypotheses. This research uses an associative method that is causal in nature, meaning that the research purpose is to determine the cause-and-effect relationship between two or more variables.

B) Population and Samples

The population in this research are Starbucks consumers with a large number so the population size is unknown, so to determine the number of samples, the Lemeshow formula is used according to Slamet Riyanto (2020: 13) as follows:

$$n = \frac{Z_{1-\alpha/2}^2 P(1-P)}{d^2}$$

Where:

n = number of samples

Z = Score at 95% confidence = 1.96

P = Maximum estimate = 50% = 0.5

d = Error rate = 10% = 0.1

According to the formula, then $n = \frac{1,96^2 \times 0,5 (1-0,5)}{0,1^2} = 96,04 = 100$

Based on the computations mentioned earlier, there were 100 participants in this study. Purposive sampling combined with non-probability sampling was the sampling method used in this study. In cases where the methodology fails to furnish uniform prospects or chances to every constituent of the population chosen for sampling.

C) Data Collection Technique

In this research, a questionnaire was distributed to respondents. Several methods were used to collect data in this research, including:

1. Questionnaire

The questionnaire method is a data collection technique that is done by giving a set of questions or written statements to respondents to answer.

2. Literature Review

Literature review is a data collection method conducted with information obtained by researchers in conducting their research from journals, scientific books and previous research related to the research being conducted.

D) Research Variables and Operational Variables

The endogenous variable (dependent variable) used in this research is Purchasing Decisions (Y). The exogenous variables (independent variables) that will be examined in this research are green products (X1) and green promotion (X2). To clarify the operational variables, researchers will describe them in Table 4.

Table 3: Operational Variable

Variable	Definition	Indicator Variable
<i>Green Product (X₁)</i>	Green products offer product alternatives that are processed using organic materials, save energy use, eliminate toxic products and reduce pollution and waste. (Pankaj and Vishal, 2014)	1.Green products are beneficial for the environment 2.Green product performance meets consumer expectations 3.Green product raw materials are made from non-hazardous ingredients (Pankaj dan Vishal, 2014:22)
<i>Green Promotion (X₂)</i>	Green Promotion is a promotion that purposes to change people's perception of environmentally friendly products by using electronic media (television and internet). (Mamahit, 2015)	1. Promotional media 2. Promotional creativity 3. Promotional differentiation 4. Quality of marketing personnel (Wijaya, 2018:109)
Purchasing Decisions (Y)	Consumer Purchasing Decisions are decisions to buy the most favoured brand, but two factors can arise between purchase intentions and purchase decisions. (Kotler & Armstrong, 2018)	1. Product choice 2. Brand choice 3. Choice of Dealer 4. Time of purchase 5. Purchase amount (Indrasari, 2019:74-75)

E) Data Analysis Method

In this research using data analysis techniques SPSS (Statistical Program for the Social Sciences) version 25 by conducting validity tests, reliability tests, descriptive analysis, normality tests, multicollinearity tests, heteroscedasticity tests, linearity tests, correlation coefficient analysis, multiple linear regression tests, partial tests (t-tests), simultaneous tests (f tests), and determination coefficient tests (r^2 tests).

IV. RESULTS AND DISCUSSION

A) Respondent Profile

The researcher has outlined the identification of the respondent profile that has been collected through the questionnaire as stated in the table below:

Table 4: Respondent Profile According to Gender

Gender			
		Frequency	Percent
Valid	Male	31	31.0
	Female	69	69.0
	Total	100	100.0

According to Table 4, it can be seen that there are 69 female respondents with a percentage of 69% and 31 male respondents with a percentage of 31%. This shows that most of the research subjects are female.

Table 5: Respondent Profile According to Age

Age			
		Frequency	Percent
Valid	17-22 Year	38	38.0
	23-28 Year	42	42.0
	29-34 Year	13	13.0
	35-40 Year	2	2.0
	>41 Year	5	5.0
	Total	100	100.0

According to Table 5, respondents aged 23-28 years were 42 people with a percentage of 42%, respondents aged 17-22 years were 38 people with a percentage of 38%, respondents aged 29-34 years were 13 people with a percentage of 13%, respondents aged > 41 years were 5 people with a percentage of 5%, and the lowest respondents aged 35-40 years were 2 people with a percentage of 2%. With this, it can be concluded that consumers at Starbucks are predominantly aged 23-28 years.

Table 6: Respondent Profile According to Occupation

Occupation			
		Frequency	Percent
Valid	Student	54	54.0
	Businessman	6	6.0
	Employee	28	28.0
	Other	12	12.0
	Total	100	100.0

According to Table 6 the profile of respondents according to occupation. The result is that the number of student respondents is 54 people with a percentage of 54%, the number of employee respondent profiles is 28 people with a percentage of 28%, the number of other respondent profiles is 12 people with a percentage of 12%, and the number of entrepreneurial respondent profiles is 6 people with a percentage of 6%. It can be concluded that the dominant respondents are students.

**Table 7: Respondent Profile
According to Purchasing Starbucks Products**

Purchasing Starbuck Products			
		Frequency	Percent
Valid	2 - 3 times	59	59.0
	4 - 5 times	22	22.0
	More than 5 times	19	19.0
	Total	100	100.0

According to Table 7 the profile of respondents according to buying Starbucks products. The results showed that the number of respondents 2-3 times buying Starbucks was 59 people with a percentage of 59%, the number of respondents 4-5 times buying Starbucks was 22 people with a percentage of 22%, and the number of respondents more than 5 times buying Starbucks was 19 people with a percentage of 19%. It can be concluded that the dominant respondents are 2-3 times who buy Starbucks products.

B) Data Analysis

a. Validity Test and Reliability Test

Table 8: Validity Test of the KP Variable Indicator

No	Indicator Code	<i>r-product moment</i> count	<i>r-product moment</i> Table n=30; α =5%	Significance	Conclusion
1	KP1	0.701	0.361	0.000	Valid
2	KP2	0.809	0.361	0.000	Valid
3	KP3	0.702	0.361	0.000	Valid
4	KP4	0.560	0.361	0.001	Valid
5	KP5	0.392	0.361	0.032	Valid
6	KP6	0.709	0.361	0.000	Valid
7	KP7	0.834	0.361	0.000	Valid
8	KP8	0.622	0.361	0.000	Valid
9	KP9	0.790	0.361	0.000	Valid
10	KP10	0.714	0.361	0.000	Valid
11	KP11	0.495	0.361	0.005	Valid

Source: Author's Processed Primary Data (2023)

According to Table 8, the results of testing the validity of the Purchasing Decisions (Y) indicator above, of the 11 statements tested, 11 question items are declared valid and can be used for further testing.

Table 9: Validity Test of GP Variable Indicators

No	Indicator Code	<i>r-product moment</i> count	<i>r-product moment</i> Table n=30; α =5%	Significance	Conclusion
1	GP1	0.655	0.361	0.000	Valid
2	GP2	0.795	0.361	0.000	Valid
3	GP3	0.794	0.361	0.000	Valid
4	GP4	0.867	0.361	0.000	Valid
5	GP5	0.838	0.361	0.000	Valid
6	GP6	0.803	0.361	0.000	Valid
7	GP7	0.797	0.361	0.000	Valid

Source: Author's Processed Primary Data (2023)

According to Table 9, the results of testing the validity of the Green Product (X1) indicator above, of the 7 statements tested, 7 question items are declared valid and can be used for further testing.

Table 10: Validity Test of the GPR Variable Indicator

No	Indicator Code	<i>r-product moment</i> count	<i>r-product moment</i> Table n=30; α =5%	Significance	Conclusion
1	GPR1	0.811	0.361	0.000	Valid
2	GPR2	0.763	0.361	0.000	Valid
3	GPR3	0.888	0.361	0.000	Valid
4	GPR4	0.907	0.361	0.000	Valid
5	GPR5	0.786	0.361	0.000	Valid
6	GPR6	0.902	0.361	0.000	Valid
7	GPR7	0.773	0.361	0.000	Valid
8	GPR8	0.754	0.361	0.000	Valid
9	GPR9	0.834	0.361	0.000	Valid

Source: Author's Processed Primary Data (2023)

According to Table 10, the results of testing the validity of the Green Promotion (X2) indicator above, of the 9 statements tested, 9 question items are declared valid and can be used for further testing.

Table 12: Reliability Test of the Variable KP (Y) Indicator

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	12

Source: Author's Processed Primary Data (2023)

According to Table 12, the results of the reliability test for the Purchasing Decisions (Y) variable questionnaire are declared reliable because Cronbach's Alpha is $0.762 > 0.60$.

Table 13: Reliability Test of the Variable GP Indicator (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.792	8

Source: Author's Processed Primary Data (2023)

According to Table 13, the reliability test results for the Green Product Variable (X1) questionnaire are declared reliable because Cronbach's Alpha is $0.792 > 0.60$.

Table 14: Reliability Test on Variable GPR (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	10

Source: Author's Processed Primary Data (2023)

According to Table 14, the results of the reliability test for the Green Promotion Variable (X2) questionnaire are declared reliable because Cronbach's Alpha is $0.786 > 0.60$.

C) Classic Assumption Test

a. Data Normality Test

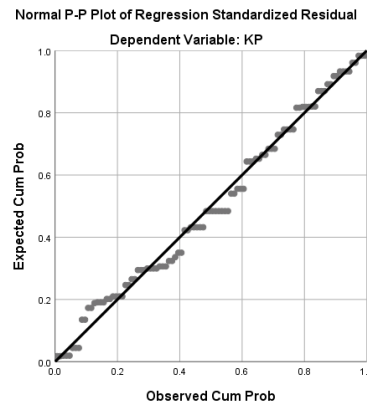


Fig. 1 Normality Test Results Graph

Sumber: Data Primer Diolah Penulis (2023)

From the results of Figure 1 above, it can be seen that the points spread on the line and follow the diagonal line. That way, the residual value is considered normally distributed and can be conducted for further testing.

b. Multicollinearity Test

Table 15: Multicollinearity Test Results

Coefficients ^a			
Model	Collinearity Statistics		
		Tolerance	VIF
1	GP	.260	3.845
	GPR	.260	3.845

a. Dependent Variable: KP

Source: Author's Processed Primary Data (2023)

According to Table 15 above, the green product and green promotion variables have a tolerance value of more than 0.10 and a variance inflation factor (VIF) value of less than 10. This means that in the regression equation, there is no correlation between independent variables or free of multicollinearity.

c. Heteroscedasticity Test

Table 16: Heteroscedasticity Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.792	.831		4.563	.000
GP	.027	.056	.093	.489	.626
GPR	-.073	.038	-.361	-1.891	.062

a. Dependent Variable: Abs_RES

Source: Author's Processed Primary Data (2023)

According to Table 16, the significance values for the Green Product (X1) and Green Promotion (X2) variables are 0.626 and 0.062, respectively, with the results of the value for Variable GP and GPR, which is greater than 0.05. So, according to the reference for making heteroscedasticity test decisions using the Glesjer test, it means that there is no heteroscedasticity in the regression model.

d. Linearity Test

Table 17: Linearity Test Results of X on Y

Relationship Between Variables	Linearity Of Sig.
Green Product → Purchasing Decisions	0.000
Green promotion → Purchasing Decisions	0.000

Source: Author's Processed Primary Data (2023)

According to Table 17 shows that the Linearity significance results for each of the variable relationships X1 to Y and X2 to Y are 0.000 and 0.000, respectively. With these results, it can be concluded that there is a linear relationship between Green Product (X1) on Purchasing Decisions (Y) because it has a value of 0.000 < 0.05. Likewise, there is a linear relationship between Green Promotion (X2) on Purchasing Decisions (Y) because it has a value of 0.000 < 0.05.

D) Correlation Coefficient Analysis

Table 18: Correlation Coefficient Analysis Test Results

Correlations				
		KP	GP	GPR
KP	Pearson Correlation	1	.922**	.851**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
GP	Pearson Correlation	.922**	1	.860**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
GPR	Pearson Correlation	.851**	.860**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author's Processed Primary Data (2023)

According to Table 18, it can be seen that the correlation value and relationship level for each variable. The correlation between Green Promotion (X1) and Purchasing Decisions (Y) is considered positive because $r = 1$ and has a level of relationship that is considered strong because the correlation coefficient value is 0.922. Meanwhile, the correlation between Green Promotion (X2) and Purchasing Decisions (Y) can be said to be positive because $r = 1$ and is considered to have a level of relationship that is considered strong because the correlation coefficient value is 0.851.

E) Multiple Linear Regression Analysis

Table 19: Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.524	1.457		6.537	.000
	GP	.975	.098	.731	9.907	.000
	GPR	.202	.067	.222	3.011	.003

a. Dependent Variable: KP

Source: Author's Processed Primary Data (2023)

From the multiple linear regression equation formed in Table 19, the authors conclude as follows:

1. The constant value is 9.524, which means that if the value of the Green Product Variable (X1) and Green Promotion (X2) = 0, then the Purchasing Decisions Variable (Y) has a value of 9.524. Positive value means that it can be stated that the contribution studied has a positive impact.
2. The value of 0.975 is the value of the regression coefficient for the Green Product Variable (X1), so $\beta_1 = 0.975$ means that every 1-point increase in the Green Product Variable, Purchasing Decisions (Y) will increase by 0.975 and other independent variables are constant in Purchasing Decisions.
3. The value of 0.202 is the regression coefficient value for the Green Promotion Variable (X2), so $\beta_2 = 0.202$ means that every 1-point increase in the Green Promotion Variable, Purchasing Decisions (Y) will increase by 0.202 and other independent variables are constant in Purchasing Decisions.

F) Hypothesis Test

a. Partial Test (t-Test)

Table 20: Hasil Uji Parsial (Uji t)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.524	1.457		6.537	.000
	GP	.975	.098	.731	9.907	.000
	GPR	.202	.067	.222	3.011	.003

a. Dependent Variable: KP

Source: Author's Processed Primary Data (2023)

From Table 20, it is obtained that the tcount is 9.907 and the significance value is 0.00, then the tTable value obtained is 1.660. According to the results of research conducted by the author, it is obtained that the tcount is $9.907 > t_{Table} 1.660$ with a significance value of $0.000 < 0.05$, which means that H_0 is rejected H_1 is accepted. With these results, the authors conclude that Green Product has a significant positive effect on Purchasing Decisions. From Table 20, the tcount is 3.011, and the significance value is 0.003, then the ttable value obtained is 1.660. According to the results of research conducted by the author, it is obtained that tcount $3.011 > t_{Table} 1.660$ with a significance value of $0.003 < 0.05$, which means H_0 is rejected, and H_2 is accepted. With these results, the authors conclude that Green Promotion has a significant positive effect on Purchasing Decisions.

b. Simultaneous Test (F Test)**Table 21: Simultaneous Test Results (F Test)**

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4144.625	2	2072.313	304.805	.000 ^b
	Residual	659.485	97	6.799		
	Total	4804.110	99			
a. Dependent Variable: KP						
b. Predictors: (Constant), GPR, GP						

Source: Author's Processed Primary Data (2023)

From Table 21, it is obtained that the Fcount is 304.805 and the significance value is 0.000, then $df = n - K - 1$ or $100 - 2 - 1 = 97$, then the fTable value obtained is 3.09. According to the results of research conducted by the author, it is obtained that $F_{count} 304.805 > F_{Table} 3.09$ with a significance value of $0.000 < 0.05$, which means H_0 is rejected, and H_3 is accepted. That way, the authors conclude that Green Products and Green Promotion simultaneously or together have a significant effect on Purchasing Decisions.

G) Determination Coefficient (R2 Test)**Table 22: Coefficient of Determination Test Results (R2 Test)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.863	.860	2.607
a. Predictors: (Constant), GPR, GP				

Source: Author's Processed Primary Data (2023)

According to Table 22, it is known that the Adjusted R Square value is 0.860, which means $0.860 \times 100\% = 86\%$. With this value, it explains that the independent variables in this research, namely Green Product and Green Promotion, affect the dependent variable Purchasing Decisions of Starbucks products. At the same time, the remaining 14% is influenced by other variables that are not in the research conducted by the author.

H) Discussion**1. The Effect of Green Product (X1) on Purchasing Decisions (Y) on Starbucks Products.**

According to the results of the analysis that the author has conducted through a questionnaire distributed to respondents, namely Starbucks consumers, it states that Green Product as an independent variable one (X1) is known to have a positive and significant influence on Purchasing Decisions on Starbucks Products. The results of this research are in line with research conducted by Lestari et al. (2015), proving that green products have a significant effect on Purchasing Decisions on Bottled Drinking Water Brand AQUA in Summersari Subdistrict, Jember District.

2. The Effect of Green Promotion (X2) on Purchasing Decisions (Y) on Starbucks Products.

According to the results of the analysis conducted by the author, it states that Green Promotion as Variable two (X2) has a positive and significant influence on Purchasing Decisions (Y) on Starbucks Products. The results of this research are in line with previous research conducted by Mawardi et al. (2017), proving that green promotion has a significant effect on Purchasing Decisions for consumers of The Body Shop in Indonesia and Malaysia.

V. CONCLUSION AND SUGGESTIONS**A) Conclusion**

According to the results of the analysis and discussion that the author has described, the conclusions are as follows:

1. The results of this research indicate that Green Product (X1) has a significant positive effect on Purchasing Decisions (Y) on Starbucks products. This means that the higher the Green Products owned by Starbucks, the more Purchasing Decisions will increase.
2. The results of this research indicate that Green Promotion (X2) has a significant positive effect on Purchasing Decisions (Y) on Starbucks Products. This means that as Green Promotion increases, Purchasing Decisions will increase.
3. That Green Product (X1) and Green Promotion (X2) have a significant positive effect together on Purchasing Decisions (Y) on Starbucks Products.

B) Suggestions

According to the results of the analysis and discussion, the following are suggestions that the author can give. For Starbucks Coffee:

1. Green Product suggestions should further improve products by using organic raw materials and maintaining quality and environmentally friendly packaging.
2. Green Promotion suggestions: employees should be more detailed in explaining what products are being sold so that consumers can find out the products that are being promoted by Starbucks coffee.

For further researchers, the results of this research are expected to add other variables that are not examined in this research.

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