**THE INFLUENCE OF GREEN MARKETING, SERVICE QUALITY AND BRAND IMAGE THROUGH PROMOTIONAL STRATEGIES AS INTERVENINNING VARIABLES ON PURCHASING DECISIONS IN STARBUCKS**

**CONSUMERS COFFEE IN BATAM CITY**

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**Abstract**

The aim of this research is to determine and analyze the influence of green marketing, service quality and brand image through promotional strategies as intervening variables on purchasing decisions for Starbucks Coffee consumers in Batam City. The method used was a questionnaire and distributed to 380 respondents. Statistical data analysis used SEM PLS. (Structural Equation Modeling Partial Least Square) and using path analysis to test the relationship pattern of the influence of the dependent variable on the independent, both direct influence and indirect influence with SMART PLS 3.0 software. The research results show. From the test results it was found that Green marketing has a significant positive influence on promotional strategies, service quality has a significant positive influence on promotional strategies, brand image has a significant positive influence on promotional strategies, promotional strategies as an intervening variable have a significant positive influence on purchasing decisions, green marketing has a positive and significant influence on purchasing decisions, Service quality has a positive and significant influence on purchasing decisions, Brand image has a significant positive influence on purchasing decisions, There is a significant influence between Green Marketing on purchasing decisions through promotional strategies as an intervening variable, There is a significant influence between service quality on purchasing decisions, through promotional strategies as an intervening variable, there is a significant influence between brand image on purchasing decisions.

**Keywords**: ***Green marketing, service quality, brand image, promotional strategy and purchasing decisions***

**1. INTRODUCTION**

The history of Starbucks' entry into Indonesia, by opening the first Starbucks Coffee Indonesia outlet at Plaza Indonesia which was operated on May 17 2002. As of January 2018, Starbucks Coffee Indonesia already has 326 branches located in all major cities (22 cities). In Indonesia itself, the Starbucks franchise in Indonesia is under the auspices of PT Mitra Adi Perkasa Tbk (MAPI). In Indonesia, the price of a Starbucks coffee is estimated at between 60 - 100 thousand rupiah. For the size of a coffee, the price is quite expensive. But who would have thought that Starbucks would still be able to survive in Indonesia. In fact, up to now there are hundreds of branches, that number could possibly increase. So, what is Starbucks' marketing strategy that can make them survive until now? In its article, Notesmatic explains that this coffee shop from the United States prioritizes two things, namely service quality and marketing strategy. Starbucks always positions itself as a premium brand that relies on the quality of its unique coffee taste. However, they not only offer products in the form of coffee but also comfortable facilities. Without realizing it, Starbucks really cares about the comfort of their customers. For this reason, they created a luxurious coffee shop with certain quality standards. That way, customers always leave a good impression when they close the door to leave the store. Starbucks is very aware that customer retention is one of the ways they can survive in an increasingly fierce business.

One of the strategies carried out by Starbucks is to manage its brand image and maintain the quality of its services so as to make Starbucks a strong and large company. Nowadays, drinking coffee in coffee shops has become a habit (lifestyle) of Indonesian people. Not just drinking coffee, but usually coffee shops are also a destination for several groups to carry out certain activities, such as meeting clients, or group study for students. A part from that, the brand of a product is one of the concerns and considerations for consumers in deciding to buy a company's product. Consumer choice of a product brand depends on the image attached to the product. For this reason, companies must be able to build a better image than competitors about the company's products to consumers. The better the brand image of a product, the more it attracts consumers to buy the product. In order to achieve consumer purchasing decisions, companies must provide more attractive promotions with price cuts that consumers can afford and good products to maintain consumer satisfaction in the company. Within a company, promotion is very important so that potential consumers are interested and can buy products that have been marketed by the company. Promotions that companies can carry out vary, starting from advertising, distributing brochures and making discounts from previous prices.

**2. RESEARCH METHODS**

Research was conducted on Starbucks Coffee consumers in Batam City. When this research was carried out in May 2023 for the survey, in August 2023 for the data collection process by distributing questionnaires directly to respondents, then continued with data analysis and in September 2023 for preparing the research report. So the research method used in this research is a descriptive survey type method. According to Sugiyono (2019, p. 59) research according to the level of explanation is descriptive. related to green marketing (X1), service quality (X2) and brand image (X3) through promotional strategies (Z) on consumer purchasing decisions (Y) for Starbucks Coffee in Batam City. The type of data is quantitative with the data source to be collected from Starbucks Coffee in Batam City in question and based on the research object which is correlated with the title of this thesis, while the data source used is primary data, which is data collected by the researcher himself by researching directly on research objects related to research. This research seeks to test the hypothesis used where this research will take samples from a population and use a questionnaire as the main data collector.

**3. RESULTS AND DISCUSSION**

**1) Direct Influence Hypothesis**

| **Variable** | **Original Sample** | **Sample Mean** | **Standard Deviation** | **T Statistics** | **P Values** |
| --- | --- | --- | --- | --- | --- |
| **X1 -> Z** | 0.415 | 0.406 | 0.064 | 6,464 | 0,000 |
| **X1 -> Y** | 0.166 | 0.163 | 0.024 | 6,966 | **0,000** |
| **X2 -> Z** | 0.253 | 0.264 | 0.066 | 3,831 | **0,000** |
| **X2 -> Y** | 0.038 | 0.038 | 0.018 | 2,145 | **0.032** |
| **X3 -> Z** | 0.252 | 0.251 | 0.055 | 4,544 | **0,000** |
| **X3 -> Y** | 0.071 | 0.072 | 0.028 | 2,513 | **0.012** |
| **Z -> Y** | 0.743 | 0.745 | 0.024 | 30,893 | **0,000** |

1. The direct influence of variable XI on variable Z has a path coefficient of 6.464 (positive), so an increase in the value of variable X3 will be followed by an increase in variable Z. The influence of variable XI against Z is significant.
2. The direct influence of variable X2 on variable Z has a path coefficient of 3.831 (positive), so an increase in the value of variable X2 will be followed by an increase in variable Z. The influence of variable X2 with respect to Z is significant.
3. The direct influence of variable X3 on variable Z has a path coefficient of 4.544 (positive), so an increase in the value of variable X3 will be followed by an increase in variable Z. The influence of variable X3 with respect to Z is significant.
4. The direct influence of variable Z on variable Y has a path coefficient of 30.893 (positive), so an increase in the value of variable Z will be followed by an increase in variable Y. The influence of variable Z on Y has a P-Values ​​value of 0.000 < 0.05, so it can be stated that the influence between Z to Y is significant.
5. The direct influence of variable X1 on variable Y has a path coefficient of 6.966 (positive), so an increase in the value of variable XI against Y is significant.
6. The direct influence of variable X2 on variable Y has a path coefficient of 2.145 (positive), so an increase in the value of variable X2 to Y is significant.
7. The direct influence of variable X3 on variable Y has a path coefficient of 2.513 (positive), so an increase in the value of variable X3 will be followed by an increase in variable Y. The influence of variable X3 to Y is significant.

**1) Hypothesis of No Direct Influence**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Variable** | **Original Sample** | **Sample Mean** | **Standard Deviation** | **T Statistics** | **P Values** |
| **X1 -> Z -> Y** | 0.038 | 0.303 | 0.050 | 6,130 | 0,000 |
| **X2 -> Z -> Y** | 0.188 | 0.196 | 0.049 | 3,813 | 0,000 |
| **X3 -> Z -> Y** | 0.187 | 0.187 | 0.041 | 4,554 | 0,000 |

1. Based on the table above, the coefficient value of the indirect influence of the Green Marketing variable on Purchasing Decisions through Promotion Strategy is 6.130 (positive), thus it can be stated that Z is able to mediate the influence between X1 on Y. The influence of the variable X1 on Y through Z has a P-Values ​​value equal to 0.000 < 0.05, so it can be stated that the influence of X1 on Y through Z is significant.
2. The coefficient value of the indirect influence of variable X2 on Y through Z has a path coefficient of 3.813 (positive), thus it can be stated that Z is able to mediate the influence of 05, so it can be stated that the influence of X2 on Y through Z is significant.
3. The coefficient value of the indirect influence of variable X3 on Y through Z has a path coefficient of 4,554 (positive), thus it can be stated that Z is able to mediate the influence of 05, so it can be stated that the influence of X2 on Y through Z is significant

**DISCUSSION**

1. **The Influence of Green Marketing (X1) on Promotion Strategy (Z)**

 The first hypothesis proves that Green marketing (X1) has an influence on promotional strategy (Z). The test results show that there is a significant influence. And the results of data processing show that there is a relationship between Green marketing and the promotional strategy for Starbucks Coffee consumers in Batam City.

1. **Influence of Service Quality (X2) on Promotion Strategy (Z)**

The second hypothesis proves that Service Quality (X2) has an influence on Promotion Strategy (Z). The test results show that there is a significant influence. The results of data processing show that there is a relationship between Service Quality and the promotional strategy for Starbuck Coffee consumers in the city of Batam. Business people are required to always provide differences between one coffee shop and another with the aim of providing comparisons with the same business. The concept of a coffee shop has now become an alternative that is being implemented by coffee business actors in the city of Batam so that consumers can experience the good quality of service compared to their competitors and also to find out how successful the promotions carried out by coffee shop owners are, so that it reaches consumers' ears and can also see the prices offered. shop owners with consumer purchasing power.

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1. **Influence of Brand Image (X3) on Promotion Strategy (Z)**

The third hypothesis proves that brand image (X3) influences promotional strategy (Z). The test results show that there is a significant influence. The results of data processing show that there is a relationship between brand image and the promotional strategy for Starbucks Coffee consumers in Batam City. The results of this research show that a good brand image can be a driving force for maximum promotional strategies in sales activities.

1. **Influence of Promotion Strategy (Z) on purchasing decisions (Y)**

The fourth hypothesis proves that promotional strategy (Z) influences purchasing decisions (Y). The test results show that there is a significant influence. The results of data processing show that there is a relationship between promotional strategies that influence purchasing decisions for Starbucks Coffee consumers in Batam City. This means that the higher the influence of promotional strategies, the variables on purchasing decisions will also increase.

Promotion is one aspect of the marketing mix which is very important in the world of marketing. The activity of introducing a product, convincing and reminding consumers or potential buyers of its benefits, in the hope that they will be moved to buy the product, is called a promotional activity and is expected every time consumers look for the product.

1. **The Influence of Green Marketing (X1) on Purchasing Decisions (Y)**

The fifth hypothesis proves that Green Marketing (X1) has an influence on Purchasing Decisions (Y). The test results show that there is a significant influence. The results of data processing show that the existence of a relationship between Green Marketing influences the purchasing decisions of Starbucks Coffee consumers in Batam City. There are very important factors that can influence consumer purchasing decisions, one of which is green marketing. Green marketing is a new strategy that can be used by companies in implementing marketing. Green marketing is not just about offering environmentally friendly products to consumers but also includes the production and distribution processes of products. This is also supported by consistency in research by Ni Luh Putu Suwastiari1), Ni Putu Nita Anggraini, SE, MM2), I Wayan Gede Antok Setiawan Jodi, SE, MM3 (2021). ) So it can be stated from the research results that the Green Marketing variable influences purchasing decisions.

1. **The Influence of Service Quality (X2) on Purchasing Decisions (Y)**

The sixth hypothesis, proves that Service Quality (X2) influences Purchasing Decisions (Y). The test results show that there is a significant influence. The results of data processing show that there is a relationship between Service Quality which influences the Purchasing Decision of Starbucks Coffee consumers in Batam City. This means that if the service quality is higher, the influence contained in the product purchasing decision variable will also increase, the higher it will be. Service quality is an effort to fulfill a product or service which is accompanied by the desires of Starbucks Coffee consumers in Batam City and the accuracy of the delivery method in order to meet the expectations and satisfaction of these customers.

1. **Influence of Brand Image (X3) on Purchasing Decisions (Y)**

The seventh hypothesis proves that Brand Image (X3) influences purchasing decisions (Y). The test results show that there is a significant influence, meaning that if the brand image is well maintained in all aspects, the decision to purchase Starbucks Coffee will also increase well. The results of data processing show that there is a relationship between Brand Image and its influence on purchasing decisions for Starbucks Coffee consumers in Batam City. This is also supported by the consistency in Sara Renata Natalia's research (2023). Brand image and brand associations have a close correlation because brand associations can help consumers recall product information, especially when deciding to buy a product. Through the definition above, it can be seen that brand image is defined as a perception held by consumers to remember a brand or product to be purchased.

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1. **The Influence of Green Marketing (X1) Through Promotional Strategies (Z) on Purchasing Decisions (Y)**

The eighth hypothesis proves that green marketing influences purchasing decisions, through promotional strategies. The test results show that there is a significant influence. The results of data processing show that there is a relationship between green marketing and influence on purchasing decisions through promotional strategies among Starbucks Coffee consumers in Batam City, meaning that the higher the influence contained in the green marketing variable, the higher the product purchasing decision.

1. **The Influence of Service Quality (X2) Through Promotion Strategy (Z) on Purchasing Decisions (Y)**

The ninth hypothesis, proves that service quality influences purchasing decisions through promotional strategies. The test results show that there is a significant influence. The results of data processing show that there is a relationship between service quality and influence on purchasing decisions through promotional strategies for Starbucks Coffee consumers in Batam City. This means that the higher the service quality variable, the higher the purchasing decision for Strabucks Coffee.

product purchasing decisions. Service quality means a form of excellence that consumers expect by controlling the level of excellence produced in meeting consumer needs (Tjiptono, 2014: 268). This is also supported by consistency in Sara Renata Natalia's research (2023). So service quality can be defined as the efforts that can be made by companies to fulfill consumers' desires and needs and communicate accurately in creating balanced adjustments to consumer expectations.

1. **Influence of Brand Image (X3) Through Promotional Strategy (Z) on Purchasing Decisions (Y)**

The tenth hypothesis proves that brand image influences purchasing decisions through promotional strategies. The test results show that there is a significant influence. The results of data processing show that there is a relationship between brand image and influence on purchasing decisions through promotional strategies for Starbukcs Coffee consumers in Batam City. This means that the higher the influence of brand image, the higher the purchasing decision for Strabucks Coffee.

**4. CONCLUSION**

1. The direct influence of the Green Marketing variable on the Promotion Strategy variable has a path coefficient of 6.464 (positive), so an increase in the value of the Brand Image variable will be followed by an increase in the Promotion Strategy variable. The influence of the Green marketing variable on promotional strategies has a P-Value of 0.000 so it can be stated that the influence of Green marketing on promotional strategies is significant and acceptable.
2. The direct influence of the Service Quality variable on the Promotion Strategy variable has a path coefficient of 3.831 (positive), so an increase in the value of the Service Quality variable will be followed by an increase in the Promotion Strategy variable. The influence of the service quality variable on promotional strategies has a P-Value of 0.000, so it can be stated that the influence of service quality on promotional strategies is significant and acceptable.
3. The direct influence of the Brand Image variable on the Promotion Strategy variable has a path coefficient of 4.544 (positive), so an increase in the value of the Brand Image variable will be followed by an increase in the Promotion Strategy variable. The influence of the brand image variable on promotional strategy has a P-Value of 0.000, so it can be stated that the influence of brand image on promotional strategy is significant and acceptable.
4. The direct influence of the promotional strategy variable on the purchasing decision variable has a path coefficient of 30.893 (positive), so an increase in the value of the promotional strategy variable will be followed by an increase in the purchasing decision variable. The influence of the promotional strategy variable on purchasing decisions has a P-Value of 0.000 so it can be stated that the influence of promotional strategy on purchasing decisions is significant and acceptable.

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1. The direct influence of the Green marketing variable on the purchasing decision variable has a path coefficient of 6.966 (positive), so an increase in the value of the Green marketing variable will be followed by an increase in the purchasing decision variable. The influence of the Green marketing variable on purchasing decisions has a P-Value of 0.000 so it can be stated that the influence of Green marketing on purchasing decisions is significant. and acceptable.
2. The direct influence of the Service Quality variable on the Purchasing Decision variable has a path coefficient of 2.145 (positive), so an increase in the value of the Service Quality variable will be followed by an increase in the Purchasing Decision variable. The influence of the Service Quality variable on Purchasing Decisions has a P-Value of 0.032, so it can be stated that the influence The relationship between service quality and purchasing decisions is significant. and acceptable
3. The direct influence of the brand image variable on the purchasing decision variable has a path coefficient of 2.513 (positive), so an increase in the value of the brand image variable will be followed by an increase in the purchasing decision variable. The influence of the brand image variable on purchasing decisions has a P-Value of 0.012, so it can be stated that the influence of brand image on purchasing decisions is significant and acceptable.
4. The coefficient value of the indirect influence of the Green Marketing variable on purchasing decisions through promotional strategies is 6.130 (positive), so it can be stated that promotional strategies are able to mediate the influence of green marketing on purchasing decisions. The influence of the Green marketing variable on purchasing decisions through promotional strategies has a P-Value of 0.000, so it can be stated that the influence of Green marketing on purchasing decisions through promotional strategies is significant. and acceptable.
5. The coefficient value of the indirect influence of the service quality variable on purchasing decisions through promotional strategies has a path coefficient of 3.813 (positive), thus it can be stated that promotional strategies are able to mediate the influence of service quality on purchasing decisions. The influence of the service quality variable on purchasing decisions through promotional strategies has a P-Value of 0.000, so it can be stated that the influence of service quality on purchasing decisions through promotional strategies is significant. and acceptable
6. The coefficient value of the indirect influence of the brand image variable on purchasing decisions through promotional strategies has a path coefficient of 4,554 (positive), thus it can be stated that promotional strategies are able to mediate the influence of brand image on purchasing decisions. The influence of the brand image variable on purchasing decisions through promotional strategies has a P-Values ​​value of 0.000, so it can be stated that the influence of brand image on purchasing decisions through promotional strategies is significant, so it can be accepted.

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