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The Effect of Green Marketing and Brand Image toward Purchase Decision for Starbucks Coffee Consumers in Balikpapan City

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Abstract

The aim of research is to study about the effect green marketing and brand image toward purchase decision for Starbucks Coffee in Balikpapan City and to know which more dominant between green marketing or brand image toward purchase decision. The informants were Starbucks Coffee consumers in Starbucks Coffee Balikpapan Plaza, E-Walks and Pentacity Mall with 210 repondents by saturated sampling. The study was a quantitative and qualitative descriptives, so the main instruments of data collection were observation, questioner, in-depth interview and documentation. The data were using analyzed by SPSS 25.0. The results are green marketing not influence purchase decision, but brand image has positive and significance influence purchase decision. Green marketing and brand image influence purchasing decisions simultaneously where brand image is the most dominant factor to influence purchasing decision.

Keywords : *Green marketing, brand image, Starbucks Coffee, purchase decision, dominant factor*

INTRODUCTION

Companies in realizing their competitive advantage by providing customer service. The efforts to obtain optimal and sustainable profit by managing company activities especially in marketing strategy. Marketing is the process where companies creating values for customers and build strong relationship and get returns as feed-back for the company (Kotler and Armstrong, 2016). Marketing is also used in improving and developing a sustainable business. (Hoiron,2018) explain that companies must have the abilities to market their products by the company in order to create good marketing performance and to generate maximum profits.

In addition to the consumers side, marketing policies are necessary for the company in carrying out their business activities. Therefore, marketing management is used as the effort to capture new opportunities and threats so their company can adapt in the midst of sustainable development. With these considerations, the International Organization of Consumers Unions adopted a resolution on the consumption of eco-friendly products at World Congress in 1991. Regarding that commitment, the company has social responsibility, so companies started to pursue eco-friendly products to get competitive advantage in global market (Cheng et al, 2019).

The American Marketing Association (AMA) has explained that brand image is the perception of brand in a person's mind that reflects a self-image or product that is believed by costumers about thoughts, feelings and their expectations on it. So, if green marketing is developed properly, it will make an effective marketing method in improving the company's good image. Green marketing and positive brand image can influence the company's products to trigger

customer decision, because both of them determine purchasing decisions (Sutisna and Pawitra, 2001)

Starbucks Coffee implements green marketing and introduces their products are eco-friendly. Starbucks Coffee has implemented green marketing since 2004 by saving water and electricity use, protecting forest from land clearing due to excessive coffee cultivation, recycling paper cups, using tumbler and using plastic cups made of polypropylene. In addition, Starbucks promotes eco-friendly services and products through the interior design section and informational flyers of their stores. As the result, many customers have reasons for the company's environmental awareness. It relevant with research by (Sally, 2021) shows that green marketing directly influences purchasing decisions. Green marketing directly positively affect brand image, and brand image directly positively affect purchasing decisions. There are relation between green marketing and brand image to influence purchase decisions, this relationship directly contributes to changes in consumer behavior in the decision to buy the products. (Arseculeratne et al, 2019)

Understanding the description stated above, it becomes the basis for researchers to be interested in researching the effect green marketing and brand image on purchase decisions for Starbucks Coffee consumers in Balikpapan city.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is a fundamental tool planned to achieve company goals by developing sustainable advantages through the markets entered and the marketing programs used to serve these markets (Lorenzo, 2019). (Kotler, 2016) explains that the strategy can be seen from three strategies commonly known as STP (Segmenting, Targeting, and Positioning) strategies. The importance of marketing strategy is the efforts made by business people to gain business profits by introduces products or services in making purchasing decisions according to creativity in creating eco-friendly products (green marketing) and providing a brand image on the product.

Green Marketing

Green marketing as the applications of marketing tools to facilitate change that provides satisfaction and individual goals in maintaining, protecting, and conserving the physical environment (Arseculeratne and Rashad, 2019). Green marketing activities require more than just product image development. (Kotler and Keller, 2018) classify the marketing mix in the 4P (product, price, place and promotion) where is the difference with green marketing mix which lies in the environmental approach. So green marketing mix are green product, green price, green place and green promotion.

The purpose of the green marketing is divided into three stages: 1) green, aims to communicate that the brand or company cares about the environment. 2) greener, aims in addition to commercialization as the company's main goal but also to achieve goals that affect the environment. 3) greenest company is trying to change consumer culture towards being more environmentally friendly.

According (Grace and O'Cass, 2018) that green marketing is also part of the corporate strategy because it must implement conventional marketing mix consisting of product, price, place or distribution channel and promotion (4P). The green marketing consists of:
   a. Green product
   b. Green price
   c. Green place
   d. Green promotion

Research conducted by (Sally, 2019) at Starbucks Coffee using a quantitative approach of 115 respondents through path analysis showed that green marketing directly affected purchasing decisions and brand image, there was no indirect influence between green marketing on purchasing

decisions through brand image as an intervening variable, brand image does not become variable that can mediate green marketing to purchasing decision. (Ni Luh, 2021) shows that green marketing, product quality and brand image have positive effect on purchasing decisions.

H_1 : Green marketing has positive effect on purchasing decision

Brand Image

(Tjiptono, 2018) states the definition of brand as a name, term, symbol, color design, motion or a combination of other product attributes that are expected to provide identity and as differentiator against competing products. Brand image according (Kotler and Keller, 2017) is perception that consumers have when they first hear a slogan that is remembered and embedded in the minds of consumers. Brand image is able to form positive perceptions and consumer confidence in products or services that will strengthen brand loyalty. Brand loyalty can form a good image, appropriate and in accordance with consumer taste for the products and services. Image is a picture, resembling the main impression or outline, even the shadow that someone has about something, therefore the image can be maintained.

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase decision. The indicators to measured brand image are (Aaker, 2018):

    a. Company image
    b. Consumer image
    c. Product image

Descriptive quantitative and the sample used is 268 respondents with the results of green marketing research being directly significant on purchasing decision and green marketing indirectly has a significant effect on decisions purchase through brand image. The research result of testing Pepsodent toothpaste brand image on purchasing decision show that brand image is positive and significant influence on purchasing decision with products that are affordable, easy to get anywhere and attractive promotions (Genevova and Dian, 2020).

H_2 : *Brand image has a positive effect on purchasing decisions for Starbucks Coffee consumers.*

H_3 : *The dominant green marketing has a positive effect on purchasing decisions for Starbucks Coffee consumers.*

Purchase Decision

Purchase decision is the stage of the buyer's decisions process, namely when the consumer actually buys the product (Kotler, 2016). Where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchase decision. Purchase decision is defined as a decision as the selection of an action from two or more alternative choices (Erwin et al, 2019). In other words, in order for someone to make a decision, there must be alternative options available. There are two determinants that influence purchasing decision making, which in turn determine consumer response.

The stages of the buying decision process into five stages which are divided into need/problem recognition, search information about the product or service, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler, 2016)

| Needs recognition | → | Search information | → | Evaluation of alternatives | → | Purchase decision | → | Post-purchase behavior |
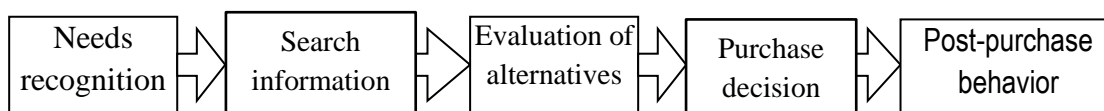
According to (Tjiptono, 2012), consumer decisions to make purchases consist of several dimensions namely as follows:

    a. Product choice
    b. Brand choice
    c. Choice of distributors (distribution)
    d. Purchase time
    e. Purchase amount
    f. Payment method

Conceptual Model

The conceptual framework is a reference for the researchers to have research flow that is in accordance with the research objectives. Within the framework of thinking of this research are. As follow:
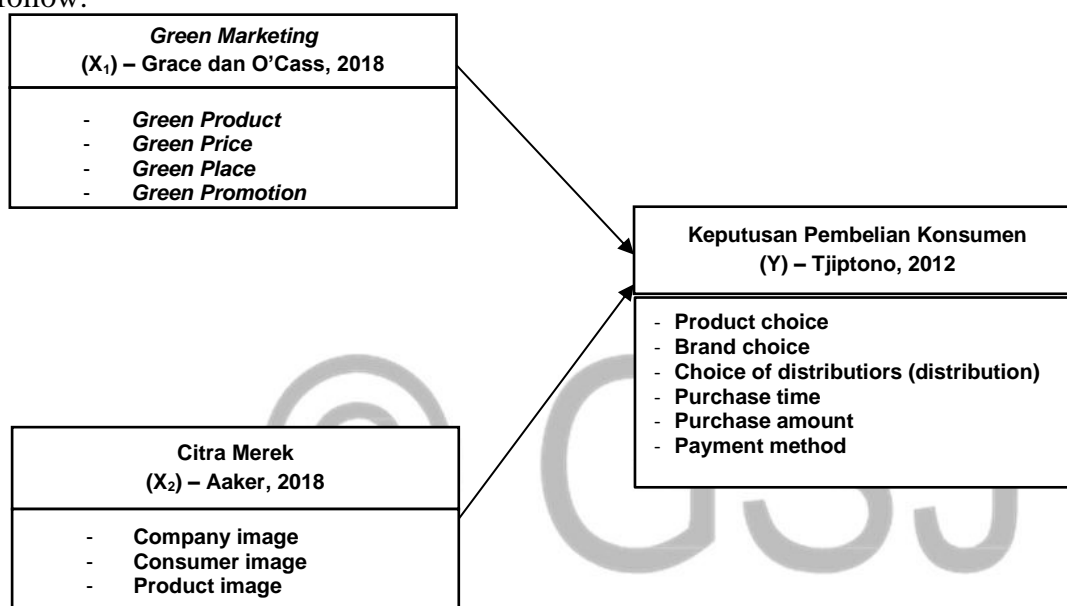
Figure 1: The Conceptual Model (use Times New Roman 10)

RESEARCH METHOD

Location and Research Design

The location of the research was carried out in Balikpapan City, precisely at the location of Starbucks Coffee Balikpapan Plaza, Starbucks Coffee E-walk, Starbucks Coffee Pentacity Mall. The time of the research is scheduled for December 2021. This research is designed to answer the problems that have been formulated and the objectives to be achieved as well as to test the hypothesis. The research approach is distinguished as follows:

    a. This research is an exploratory research, which is trying to find relationship that are relatively new, and explanatory, namely research conducted by explaining the symptoms caused by an object research.

    b. Judging from the data aspect, research is ex post facto, which means that after the incident, research is a systematic empirical search, where the researcher cannot control the independent variables because the event has occurred or cannot be manipulated.

    c. Judging from the goal, it is a causal study that seeks to explain the casual relationship of the purchasing decisions of Starbucks Coffee consumers in Balikpapan City.

Population or Samples

Researchers conducted sampling for Starbucks Coffee Balikpapan Plaza, Starbucks Coffee E-walk and Starbucks Coffee Pentacity Mall by setting sample of 70 respondents for each outlet so that the total number of respondents was 210 respondents through the saturated sample technique.

Data Collection Method

Data collection methods (instruments) used are observation, questionnaires, interviews and documentation.

Data Analysis Method

The data analysis technique used in explaining the phenomenon in this research is descriptive statistical analysis technique, research instrument test and multiple linier regression analysis. Descriptive statistical analysis was used to explain the characteristics of the respondents including gender, education, age, and occupation. The research instrument test is intended to determine the validity and reliability of the instrument.

Quantitative data analysis, namely multiple linear regression analysis, was used to determine the linear relationship between the independent variables (X_1 and X_2) and the dependent variable (Y) using the IBM SPSS 25.0 for MacOS computer program, with the following equation:

$$Y = b_0 + b_1X_1 + b_2X_2 + e_i$$

Explanation:
Y = Purchase decision
X_1 = Green marketing
X_2 = Brand image
b_1-b_2 = Regression coefficient (Parameter)
b_0 = Constant (Intercept)
e_i = Error factor

Hypothesis testing is done by partial test (t test) and simultaneous test (F test) to answer the hypotheses in this study.

EMPIRICAL RESULTS

Descriptive Statistics

Characteristics of respondents explain the existence of Starbucks Coffee consumers which are needed as information to determine the identity of respondents in this study. The following is an explanation of the characteristics of the respondents in question:

1. Gender

Table 1 shows the gender of Starbucks Coffee consumers who dominate female consumers as many as many as 107 respondents (51.0%) while male consumers are 103 respondents (49.0%).

Table 1: Frequency and percentage by gender

| Gender | Starbucks Coffee Store | | | | | | Total | |
| | Balikpapan Plaza | | Ewalks | | Pentacity | | | |
	F	%	F	%	F	%	F	%
Male	34	16.2	37	17.6	32	15.2	103	49.0
Female	36	17.1	33	15.7	38	18.1	107	51.0
Total	70	33.3	70	33.3	70	33.3	210	100.0

2. Age

Looking at the age of the respondents in table 2, it shows that the average age is 16-35 years which can be categorized as young and mature enough to have decided to purchase products or uses branded products at Starbucks Coffee. In other words, Starbucks Coffee visitors are dominated by teenagers and adults.

Table 2: Frequency and percentage by gender

| Age | Starbucks Coffee Store | | | | | | Total | |
| | Balikpapan Plaza | | Ewalks | | Pentacity | | | |
	F	%	F	%	F	%	F	%
16 – 25	18	8.6	17	8.1	18	8.6	53	25.2
26 – 35	45	21.4	46	21.9	50	23.8	141	67.1
36 – 45	6	2.8	6	2.8	2	0.9	14	6.7
> 45	1	0.5	1	0.5	0	0.0	2	1.0
Total	70	33.3	70	33.3	70	33.3	210	100.0

3. Education

The dominance of Starbucks Coffee consumers who have undergraduate education, which means that the level of consumer understanding of a product can already understand the application of green marketing and the brand image of Starbucks Coffee products, so they already have the ability to make decisions to buy products according to their wants.

Table 3: Frequency and percentage by education

| Education | Starbucks Coffee Store | | | | | | Total | |
| | Balikpapan Plaza | | Ewalks | | Pentacity | | | |
	F	%	F	%	F	%	F	%
Pascasarjana	2	1.0	1	0.5	0	0.0	3	1.4
Sarjana	36	17.1	46	21.9	46	21.9	128	61.0
Diploma	9	4.3	5	2.4	3	1.4	17	8.1
SMA/SMK	23	10.9	18	8.5	21	10.0	62	29.5
Total	70	33.3	70	33.3	70	33.3	210	100.0

4. Occupation

Table 4 shows that the average visitors are private employees, students and employees of BUMN who make the decision to buy products at Starbucks Coffee.

Table 4: Frequency and percentage by occupation

| Occupation | Starbucks Coffee | | | | | | Total | |
| | Balikpapan Plaza | | Ewalks | | Pentacity | | | |
	F	%	F	%	F	%	F	%
Civil Servant	3	1.4	6	2.8	5	2.4	14	6.7
Employee of BUMN	12	5.7	15	7.1	13	6.2	40	19.1
Private employee	25	11.9	26	12.4	23	10.9	74	35.2
Entrepreneur	8	3.8	7	3.3	6	2.8	21	10.0
Students	14	6.7	14	6.7	13	6.2	41	19.5
Housewife	8	3.8	2	1.0	10	4.8	20	9.5
Total	70	33.3	70	33.3	70	33.3	210	100.0

Validity and Reliability Test

1. Validity test

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The validity test uses the first 30 data, so that the df (degree of freedom) is n − 2 = 28. The questionnaire instrument is very valid, this is indicated by the value of r product moment r table 5% for 28 data which is more than 0.374 (valid).

Table 5 : Validity test results

Indicator	r_{hitung}	R_{tabel} 5%(28)	Kriteria
GMProduct_1	0.610	0.374	valid
GMProduct_2	0.522	0.374	valid
GMProduct_3	0.526	0.374	valid
GMProduct_4	0.610	0.374	valid
GMPrice_1	0.792	0.374	valid
GMPrice_2	0.780	0.374	valid
GMPrice_3	0.618	0.374	valid
GMPrice_4	0.800	0.374	valid
GMPlace_1	0.649	0.374	valid
GMPlace_2	0.597	0.374	valid
GMPlace_3	0.747	0.374	valid
GMPlace_4	0.638	0.374	valid
GMPromotion_1	0.641	0.374	valid
GMPromotion_2	0.497	0.374	valid
GMPromotion_3	0.537	0.374	valid
GMPromotion_4	0.638	0.374	valid
CMPerusahaan_1	0.570	0.374	valid
CMPerusahaan_2	0.811	0.374	valid
CMPerusahaan_3	0.869	0.374	valid
CMPelanggan_1	0.731	0.374	valid
CMPelanggan_2	0.515	0.374	valid
CMPelanggan_3	0.820	0.374	valid
CMProduk_1	0.816	0.374	valid
CMProduk_2	0.630	0.374	valid
CMProduk_3	0.686	0.374	valid
KPPilihanProduk_1	0.433	0.374	valid
KPPilihanProduk_2	0.694	0.374	valid
KPKualitasMerek_1	0.661	0.374	valid
KPKualitasMerek_2	0.717	0.374	valid
KPLokasidanKetersediaan_1	0.596	0.374	valid
KPLokasidanKetersediaan_2	0.650	0.374	valid
KPFrekuensiPembelian_1	0.627	0.374	valid
KPFrekuensiPembelian_2	0.282	0.374	tidak valid
KPJumlahPembelian_1	0.809	0.374	valid
KPJumlahPembelian_2	0.047	0.374	tidak valid
KPMetodePembelian_1	-0.233	0.374	tidak valid
KPMetodePembelian_2	0.547	0.374	valid

2. Reliability test

Reliability test is done by using the reliability coefficient (Cronbach Alpha). In the reliability test, all variables were declared valid.

Table 6 : Reliability test results

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,951	,952	34

Based on table 6 above, it shows that the alpha value of the research instrument in each variable is greater than the indicated value, which is 0.60 or greater than 0.60. Thus, the entire questionnaire instrument which was declared valid through the validity test in this study was

reliable (trustworthy) because it had met the minimum requirements.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to see the effect of green marketing and brand image on purchasing decisions of Starbucks Coffee consumers in Balikpapan City. Before describing the results of the interpreted multiple linear regression analysis, the classical assumptions used are:
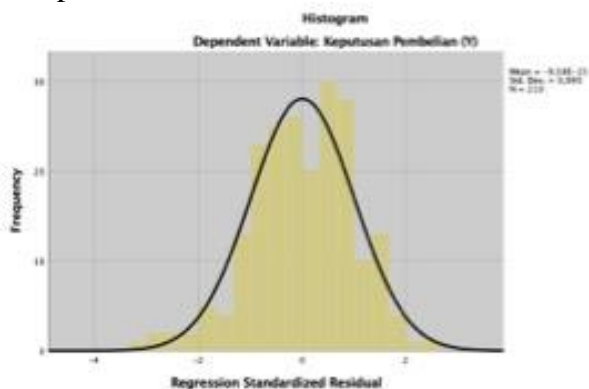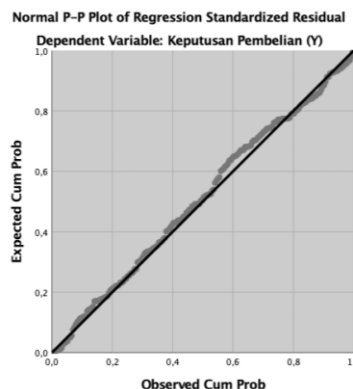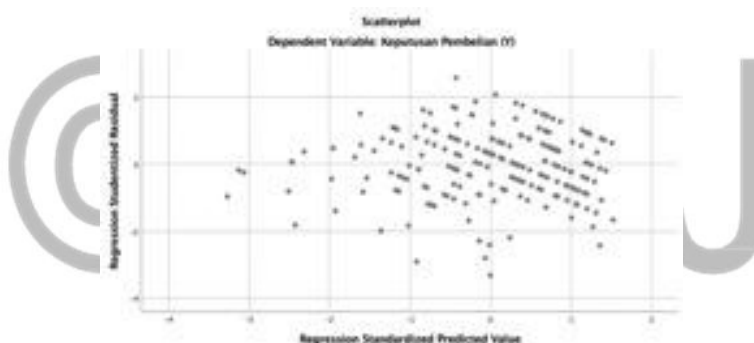

Figure 3 : Residual Normality.

Gambar 4 : Normal P-P Plot

Gambar 5 : Residual Heteroscedascity

Figure 3 is the assumption of normality in multiple linear regression which is normally distributed. This is shown from the histogram graph facing up. Figure 4 shows a normal distribution because the plot follows a straight line. This means that from the two images, it can be concluded that the residuals are normally distributed. The scatterplot in figure 5 shows no symptoms of heteroscedasticity because the plot spreads evenly over the top without forming a certain pattern. Based on this, it shows that the classical assumptions for multiple linear regression analysis have been met.

Based on table 7, the model from the results in the form of regression equation can be written as follows:

$$Y = 0.991 + 0.108X_1 + 0.650X_2$$

The coefficient for t value of green marketing variable $t_{count} = 1.420$ while the t_{table} for 201 is 1.971, so $t_{count} = t_{table}$ (1.420 < 1.971) thereby indicating that there is an influence of green marketing on consumer purchasing decisions. The significance value is 0.000, then 0.000 < 0.05, meaning that X_1 has no significant effect on Y. The coefficient for the t value of the brand image variable is $t_{count} = 9.750$ while the t_{table} (9.750 > 1.971) thus there are influence of brand image on consumer purchasing decisions. The significance value is 0.000, then 0.000 < 0.05, meaning that X_2 has a significant effect on Y.

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Furthermore, the F test is intended to determine whether the independent variable in this case is the green marketing variable and the brand image have a joint effect on the purchasing decisions of Starbucks Coffee consumers in Balikpapan City. The results of the calculation of the F test to test the relationship of the independent variables together are obtained in table 7 below:

Table 7 : ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28,286	2	14,143	104,205	,000[b]
	Residual	28,094	207	,136		
	Total	56,380	209			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Citra Merek (X2), Green Marketing (X1)

From the results of statistical processing above, it shows the calculated F value = 104.205 while the F table for n210 with df1 = k – 1 = 2 where k is the number of all variables (2 variables) minus the dependent variable (1 variable) and df2 = nk = 209 where n is 210 – k (2) is at the point of F table value of 3.039. These results indicate that the calculated F value is greater than F table value. Therefore, it can be concluded that there is an influence between the X variables, namely green marketing and brand image together on the Y variable, namely consumer purchasing decisions. The significance value is $0.000 < 0.05$, with significance value below 0.05, it shows that together green marketing and brand image have positive and significant effect on the purchasing decision variables of Starbucks Coffee consumers in Balikpapan City.

The following are the results of the summary model to see the effect of the independent variable having an influence on dependent variable.

Table 8 : Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,708[a]	,502	,497	,36840

The results of the calculation model summary R value or correlation coefficient to see the simultaneous effect and the R^2 value or determinant coefficient to see the partial effect of the variables studied. The value of R = 0.708 means that green marketing and brand image have simultaneous influence on consumer purchasing decisions, which is represented as 70.8% with the remaining 29.2% influenced by other variables not examined. The magnitude of the influence of the independent variable is known from the value of R^2, namely $R^2 = 0.497$, meaning that the green marketing and brand image variables together affect the consumer purchasing decision variables by 49.7% while the remaining 50.3% is influenced by other variables that cannot be explained in the model.

DISCUSSION

The green marketing concept is based on a marketing mix consisting of product, price, place and promotion that uses "green", the products offered are eco-friendly. The results showed that there was no significant effect of green marketing on purchasing decisions, but simultaneously (together with) the variables of green marketing and brand image had an effect on purchasing decisions. In other words, in terms of green marketing, which consists of green products, green prices, green places, and green promotions, they contribute to consumer purchasing decisions through indicators of product choice, brand quality, as well as outlet locations and product availability. The relevance of this research of Yolanda (2021); Genoveva and Dian (2020); and Ni Luh (2021) has similarities with this study. This means that green marketing has no effect on purchasing decisions together with brand image simultaneously. This equation is due to the success of business activity if the business carries out eco-friendly marketing activities in

determining purchasing decisions.

Starbucks Coffee in business expansion, introduces their brand image by giving the impression that Starbucks Coffee is a place to relax, gather and have fun by enjoying drinks and food at their stores. The brand image of Starbucks Coffee is determined by the company image, customer image and product image. As a consideration for consumers in understanding the brand image of product that can foster motivation to make purchasing decisions. The relevance of this research to previous research including Ambarwati (2015); Yu-Shan (2016); Genoveva and Dian (2020); Ni Luh (2021). This means that the brand image of product has a positive and significant influence on purchasing decisions. This equation is because every business person wants to introduce their products in order to give consumers to make purchasing decisions because of the influence of the brand image inherent in the products what they buy.

Among the two independent variables observed on the dependent variable, it was found that brand image had a dominant influence on purchasing decisions of Starbucks Coffee consumers. This indicates that consumers have a tendency to make decisions to buy a product because of the consideration of brand image which is a perception of added value, a mature decision and the perspective of choosing a product brand that is needed or desired by consumers.

CONCLUSION

Starbucks Coffee as a coffee shop needs to consistently and integratedly implement eco-friendly marketing management (green marketing) and a trusted brand image so that consumer purchasing decisions give satisfaction to the products sold. This is shown from the results of research that green marketing has no significant effect on consumer purchasing decisions. On the consumer side, to make purchases, they must pay more attention to eco-friendly products and packaging as an effort to support government policies related to going green. Research related to green marketing and brand image on purchasing decisions can be developed using different decisions can be developed using different variables or can add new variables to the research. Further research can be carried out with different objects so that it can reveal a clear picture of consumer purchasing decisions.

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