

**PENGARUH *GREEN MARKETING* DAN *BRAND IMAGE* TERHADAP
PURCHASE INTENTION PADA STARBUCKS COFFEE DI KOTA
BANJARMASIN**

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ABSTRAK

Penelitian ini bertujuan untuk menguji (1) pengaruh *green marketing* dan *brand image* terhadap *purchase intention*, (2) pengaruh masing-masing dari *green marketing* terhadap *purchase intention* dan pengaruh *brand image* terhadap *purchase intention*, yang dilakukan pada Starbucks Coffee.

Dengan menggunakan rancangan penelitian kuantitatif, dan menggunakan teknik penyebaran kuesioner, dengan populasi warga Kota Banjarmasin dengan kriteria pernah membeli produk Starbucks, peneliti menggunakan sampel sebesar 30 orang yang kemudian diolah menggunakan analisis regresi linear berganda.

Hasil menunjukkan (1) secara simultan *green marketing* dan *brand image* jika secara bersama-sama dapat mempengaruhi *purchase intention*, sedangkan (2) secara parsial hanya *green marketing* yang berpengaruh terhadap *purchase intention*, sedangkan *brand image* memiliki posisi yang sangat minim untuk berpengaruh kepada *purchase intention*.

Kata kunci : *Green Marketing, Brand Image, Purchase Intention*

ABSTRACT

This study aims to examine (1) the effect of green marketing and brand image on purchase intention, (2) the respective effect of green marketing on purchase intention and the effect of brand image on purchase intention, which was carried out at Starbucks Coffee.

By using a quantitative research design, and using a questionnaire distribution technique, with a population of Banjarmasin City residents with the

criteria of having bought Starbucks products, the researchers used a sample of 30 people which were then processed using multiple linear regression analysis.

The results show (1) simultaneously green marketing and brand image can influence purchase intention, whereas (2) partially only green marketing influences purchase intention, while brand image has a very minimal position to influence purchase intention.

Keywords : Green Marketing, Brand Image, Purchase Intention

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