

ABSTRACT

The increased of public awareness about how to overcome environmental problems issued by plastic waste makes changes to the pattern of consumption of the community. This situationn also made the company begin activities such as green marketing in their transaction activities.

Starbucks as one of the companies that contributes several types of plastic waste is required to contribute to environmental conservation efforts. However, the fact that the amount of waste continues to increase, including plastic type garbage, maybe caused by a lack of information about what drives consumers to buy a green product.

The purpose of this research is to see how the influence of the factors that exist in the Green Product o n Purchasing Decisions, this study uses quantitative research using multiple regression analysis using (SPSS) statistical package for social science version 24 as the application media. Data collection was carried out by using a questionnaire distributed to 384 respondents who had purchased products at Starbucks outlets and the measuring scale used in this study was a Likert Scale with a scale of 1-5.

Based on the results of data processing, it can be seen that the factors affect by green products, namely support for Environmental Protection, Encouragement of Sense of Responsibility, Experience in Using Green Products, Corporate Image Friendly Environment, and Social Attractiveness have a significant effect on Purchases Decision.

While based on the results of the influence of variables partially there are 2 variables that have a significant effect, namely the Experience of Using Green Products and Environmentally Friendly Corporate Image. While the other 3 variables do not have a significant effect. Based on these results it is good that Starbucks starts activities that are in accordance with the results of variables that have a significant effect on purchasing decisions.

Keywords : Green Marketing, Green Product, Purchase Decision