

## ***ABSTRACT***

Nowadays, drinking coffee has become a popular phenomenon among the public, especially young people who like to linger at coffee shops not only to enjoy coffee, but also to chat with colleagues or a place to study and work. Because of this, coffee shops in Indonesia are increasingly spread throughout the region, considered to be one of the promising business opportunities. On the one hand, the number of new industries emerging can cause environmental damage from factory waste. Therefore, many companies in Indonesia are starting to implement green marketing strategies to minimize the impact. Starbucks as one of the largest coffee shop companies in Indonesia with more than 400 branches spread throughout the region, has been known as an environmentally friendly company because of its campaigns that often invite people to preserve the environment.

Starbucks' success in implementing green marketing strategies has made the brand well received in Indonesian society and can even survive until now despite the many new coffee shops popping up. Its consistency in maintaining product quality in accordance with the principles of environmental sustainability makes Starbucks have a good image in society which has an impact on increasing consumer purchasing decisions. Especially in the city of Bandung which is famous as a culinary and tourism city. The objectives of this study are among others are

1. To study about green marketing at Starbucks Bandung.
2. To study about product quality at Starbucks Bandung.
3. To study about brand image at Starbucks Bandung.
4. To study what are to consider when consumer making a purchase decision at at Starbucks in Bandung.
5. To study about the influence of green marketing on brand image at Starbucks Bandung.
6. To study the influence of product quality on brand image at Starbucks Bandung City.
7. To study how is the influence of brand image on purchasing decisions at Starbucks Bandung City.
8. To study the influence of green marketing on purchasing decisions at Starbucks in Bandung.

9. To study the influence of product quality on purchasing decisions at Starbucks Bandung City.
10. To study how is the influence of green marketing through brand image as an intervening variable on purchasing decisions at Starbucks Bandung City
11. To study how is the influence of product quality through brand image as an intervening variable on purchasing decisions at Starbucks Bandung City

The sample in this study is consumers who like coffee drinking activities at coffee shops and have made purchases at Starbucks Bandung City. The research method used is quantitative method with non-probability sampling technique and purposive sampling is used. In this study, the data analysis techniques used were descriptive analysis and SEM PLS analysis.

The results of the study by distributing questionnaires to 100 respondents showed that green marketing and product quality had a significant and direct effect on brand image. Brand image has a significant and direct influence on purchasing decisions. In addition, green marketing and brand image also have a significant and direct influence on purchasing decisions. And green marketing has a significant and indirect influence on purchasing decisions through brand image as an intervening variable. As well as product quality that has a significant and indirect influence on purchasing decisions through brand image as an intervening variable.

*Keyword: Green Marketing, Brand Image, Product Quality, Purchase Decision, and Partial Least Square*