

ABSTRACT

Launch a global program "Take A Pledge Mug". The program is conducted with the aim of educating and changing the behavior of consumer consumption of consuming products starbucks drink Starbuck with regular disposable glass packaging towards the consumer's personal tumbler glass packaging that can be purchased at Starbucks stores and can be used repeatedly without limits. In Indonesia, the program known as "starbucks tumbler on the go".

Based on this study was conducted to investigate the effect of Green Program Promotion Program Tumbler Sturbuck On The Go to Consumer Behavior conducted at a Starbuck's in the city of Bandung. The method used is quantitative method and descriptive research causal population used in this study are all purchasers and users tumbler Starbuck in the city of Bandung. Samples in this study was 100 respondents using sampling techniques with non-probability samples, ie purposive sampling. Data analysis technique is carried out by statistical analysis techniques using statistical software, namely Statistical Product and Service Solution (SPSS) version 20.0 for Windows.

Results showed variable Green Promotion (X) indicates the average score of the total items amounted to 52.9%, thereby Green Promotion is in the category Good. The highest percentage amounted to 56.1%, ie public relations, and the lowest is the number of direct sales by 50.3%, which is in the unfavorable category.

Keywords: *Green Promotion, Customer Behavior, Marketing*

