

ABSTRACT

Currently there is a lot of damage to our environment that caused by the our self. People often not aware about the things that hapen to environment around them. Moreover, there is environmental damage that being caused by their self such as flood, tree logging and etc. Public awareness to environment is increasing after there are environmental damage that occurred around them. The increasing of public awareness is due to concerns about air pollution, health and even natural disasters.

Through this research will be tested the influence of green advertising and environmental awareness to green consumer purchase behavior at Starbucks Company in Bandung

Research method that being used is quantitativ, based on the type of analysis that being used. The type of analysis that being used in this research is descriptive, in processing using descriptive test in order to analyze data. The total of sample in this research is 400 respondents to the Starbucks customer in Bandung. The data collection being done by giving the questionnaires using Google form to Starbucks customers in the Bandung. Data processing to find validity, reliability by using SPSS ver 24 and to look for mediating and moderate effect using smartPLS 2.0.

The result from this research is respons coresponden toward green advertising, environmental awareness and green cunsumers purchasing behavior that can be categorized good in each variable. Along with environmental awareness that being effect as a mediating between green advertisement on green consu mer purchasing behavior. However, the personal variables such as gender, age and education not become moderator that being effect to enviromental awareness toward green cunsumer behavior.

Based on research results, then Starbucks should increase the green ads to awaken consumers to the environment. Green advertising also affects consumers' buying behavior toward Starbucks products.

Keywords: Green Advertising; Environmental Awareness; Green Consumer Purchasing Behavior