

## **ABSTRACT**

*The issue of global warming or global warming is becoming increasingly stirring. Indonesia is a country that is in the equator and can not be separated from the impact of global warming. The Government of Indonesia encourages efforts to apply the concept of environmentally friendly industries that are the basis of global consumers. Starbucks Coffee is one of the world's most serious companies to run a green marketing campaign in the company by creating various activities that persuade and awaken consumers to help save the planet from global warming.*

*The purpose of this research is to know how the influence of green marketing through 3 components are: green / eco-friendly activities, corporate communications, green image to the company image and its impact the intention to buy back from the case study of Starbucks Indonesia. This research was conducted by using quantitative method with 202 respondents and the type of descriptive causal research. Data collection is done through various questionnaires online. The method of analysis used is Structural Structural Equation Method with Partial Least Square type.*

*The study found that green / eco-friendly activities, corporate communications, and positive and significant green images of the company's image of Starbucks Indonesia, where corporate image can encourage consumers to repeat purchase.*

***Keywords: green marketing, corporate image, Starbucks Indonesia, SEM***