

ABSTRACT

Climate change that occurred lately certainly have an impact on the decrease in environmental conditions. Therefore, it needs an environmental identification to know the biggest contributor to the decline of environmental conditions with the application of go green concept. The emergence of Starbucks is able to bring a quite interesting new phenomenon. Along with its development, Starbucks able to form a culture in society that can touch social and cultural aspects. So Starbucks introduced the term green marketing.

Through this research will be conducted with the aim to analyze Green Brand on Green Brand Preference at Starbucks Indonesia. In this study the variables included in Green Brand are Green Brand Awareness, Green Brand Image, Green Brand Satisfaction, Green Brand Trust.

The method of analysis in this research is descriptive verifikatif with quantitative approach that is clausal. The population in this study is Starbucks consumer in Indonesia. The sample in this research is 385 respondents.

The result of this research is that Green Brand Image, Green Brand Trust, Green Brand Satisfaction, Green Brand Awareness have high correlation to Green Brand Preference. On the gender, age, education, and income level moderators that Green Brand Image, Green Brand Satisfaction and Green Brand Trust are low correlated to Green Brand Preference.

Based on the results of the research, to increase Green Brand Trust is suggested for Starbucks Indonesia to give commitment and trust that Starbucks concern to the environment can be applied according to consumer expectation.

Keyword: Green Brand, Green Brand Preference