

Abstract

Starbucks in Indonesia in addition to focusing on the menu of espresso coffee also provides snacks such as bread and cake as a complementary menu and as a complementary dish a cup of coffee. Various merchandises such as mugs, tumblers, pitchers, mini thermos, coffee press all with Starbucks logo are also provided in every Starbucks outlets.

This study examines the green marketing consiting of green product, green price, green place, and green promotion as independent variable. Then for dependent variable in this research is consumer buying interest in Starbucks outlet of Bandung city. This research is a quantitative research that use 100 sample with probability sampling technique, and the type of sampling technique is purposive point scale. Data collected through spreading of questionnaires using likert.

Then we analyzed data using multiple regression to know the effect of marketing on consumer buying interest at outlet Starbucks in Bandung city. Based on the analysis results can be seen that the influence of green marketing which consists of green product, green price, green place, and green promotion affect consumer buying interest by 70%, while 30% influenced by other variables that not examined in this study.

Keywords: Green Place, Green Price, Green Promotion, Green Marketing, Buy Interest