

ABSTRACT

Consumer interest in buying is an important factor for companies in improving business continuity and profit. Starbucks Coffee is a well-known coffee brand that has high consumer interest despite its high price. Factors that influence consumer interest in buying include green marketing and brand equity. Green marketing relates to increased environmental awareness and environmental issues that affect a company's activities, while brand equity relates to a company's image and reputation

.This is a quantitative study that aims to analyze the effect of green marketing (X_1) and brand equity (X_2) at Starbucks Coffee on consumer buying interest (Y). Data collection using the questionnaire spreader technique with a sample of 400 respondents taken with the non-probability sampling technique Data were taken using a Likert scale and analyzed by the partial least squares (PLS) technique. The measurement model is done through confirmatory factor analysis and reliability testing using Cronbach's alpha and composite reliability. The structural model shows the relationship between latent variables based on substantive theory and evaluated with R-square and Q-square. Hypothesis testing was conducted to prove the influence of green marketing and brand equity on consumer buying interest.

The results of this study are: (1) variable green marketing has a percentage of 84.311% with the category "very good," (2) variable brand equity has a percentage of 84.985% with the category "very good," (3) variable buying interest has a percentage of 80.877% with the category "good," (4) variable green marketing to buying interest shows the value of T-statistics of $4.946 > 1.96$, and (5) brand equity to buying interest shows the value of T-statistics of $13.620 > 1.96$, so that brand equity has a significant influence on buying interest. This means that the better the green marketing, the better the buying interest owned by Starbucks Coffee, and the better the brand equity, the better the buying interest owned by Starbucks Coffee. This research shows that Starbucks Coffee has had a positive and significant influence on its consumers through the company's own products.

Keywords: Green marketing, Brand equity, Buying interest