

ABSTRACT

The development of existing businesses in Indonesia, especially the food and beverages business, is a very interesting phenomenon for us to examine, especially in the current era of globalization. With the development of coffee shops today causes more variety of coffee shops that can be chosen by consumers to visit. In addition, the rapid development of coffee shops can have a negative impact on the environment, such as plastic waste for coffee shops that do not attach much importance to the impact of using plastic cups and plastic straws. Work Coffee Indonesia carries the green concept in products and communication to its consumers so this study focuses on understanding the Effect of Green Marketing Mix on Green Product Purchase Intention at Work Coffee Indonesia, which is one of the coffee shops that care about the environment.

The type of research conducted in the study was quantitative with a causal descriptive method on a sample of 100 respondents who were consumers of Work Coffee Indonesia. The analysis techniques used are descriptive analysis and multiple regression.

Based on the results of descriptive analysis, the variables of green brand positioning, green brand knowledge, and attitude towards green brand are included in the good category because they have reached a percentage score of 82% - 84%. The results of this study are that green marketing mix has a significant positive effect on the purchase intention of environmentally friendly products, then the variable green brand positioning (X1) is negative is not significant, green brand knowledge (X2) is not significant, attitude toward green brand (X3) is positive significant.

Keywords: green brand positioning, green brand knowledge, attitude toward green brand, purchase intention