

PENGARUH *GREEN AWARENESS PRODUCT* TERHADAP KEPUTUSAN PEMBELIAN MELALUI *BRAND IMAGE* SEBAGAI VARIABEL INTERVENING PADA STARBUCKS DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *green awareness product* terhadap keputusan pembelian melalui *brand image* sebagai variabel intervening pada Starbucks di Daerah Istimewa Yogyakarta. Teknik pengumpulan sampel yang digunakan adalah *purposive sampling* dengan jumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner secara langsung yang telah diuji validitas dan reliabilitasnya. Uji yang digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji linearitas dan uji heteroskedastisitas), koefisien determinasi dan uji hipotesis (uji t) dan uji sobel. Hasil dari penelitian ini menunjukkan bahwa *green awerness product* berpengaruh positif dan signifikan terhadap keputusan pembelian (H1), *green awareness product* berpengaruh positif dan signifikan terhadap *brand image* (H2), *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian (H3), dan *brand image* secara parsial tidak memediasi *green awareness product* terhadap keputusan pembelian (H4).

Kata Kunci: *Green Awareness Product, Brand Image, Keputusan Pembelian*

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**THE INFLUENCE OF GREEN AWARENESS PRODUCT ON PURCHASING
DECISION THROUGH BRAND IMAGE AS AN INTERVENING VARIABLE
AT STARBUCKS IN YOGYAKARTA SPECIAL REGION**

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Abstract

This study aimed to analyze the effect of green awareness product on purchasing decisions with brand image as intervening variable for Starbucks in the Special Region of Yogyakarta. The sampling technique used was purposive sampling with total of 100 respondents. The collection technique using direct questionnaire method that had been tested for validity and reliability. The tests used in this study were descriptive analysis, instrument test (validity and reliability test), classic assumption test (normality test, linearity test and heteroscedasticity test), coefficient of determination and hypothesis testing (t test) and sobel test. The results showed that the green awareness product had positive and significant effect on purchasing decisions (H1), green awareness product had positive and significant effect on brand image (H2), brand image had positive and significant effect on purchasing decisions (H3), and brand image variable had no mediated the relationship between green awareness product and purchasing decisions (H4).

Keywords: *Green Awareness Product, Brand Image, Purchasing Decisions.*