

**THE INFLUENCE OF GREEN MARKETING AND BRAND PERCEIVED
QUALITY TOWARD CUSTOMER PURCHASE DECISION IN STARBUCKS CAFE**

Thesis



Compiled By:

Michael Aditya Saputro

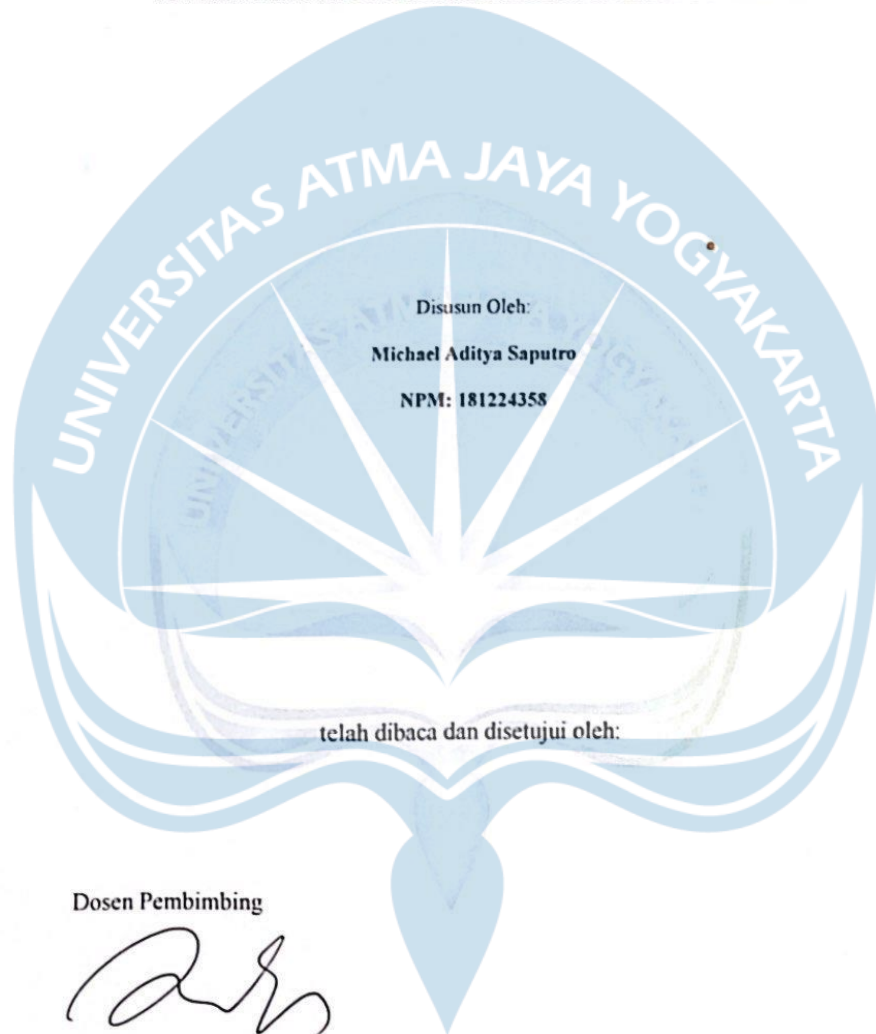
181224358

**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
FAKULTAS BISNIS DAN EKONOMIKA UNIVERSITAS ATMAJAYA
YOGYAKARTA**

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Skripsi

**THE INFLUENCE OF GREEN MARKETING AND BRAND PERCEIVED QUALITY
TOWARD CUSTOMER PURCHASE DECISION IN STARBUCKS CAFE**



Disusun Oleh:

Michael Aditya Saputro

NPM: 181224358

telah dibaca dan disetujui oleh:

Dosen Pembimbing

A handwritten signature in black ink, appearing to be "W. Mahestu N. Krisjanti".

W. Mahestu N. Krisjanti, SE., M.Sc.IB.,Ph.D.

15 November 2022

LEMBAR PENGESAHAN

Skripsi

**THE INFLUENCE OF GREEN MARKETING AND BRAND PERCEIVED QUALITY TOWARD
CUSTOMER PURCHASE DECISION IN STARBUCKS CAFE**

Yang dipersiapkan dan disusun oleh :

Michael Aditya Saputro

NPM : 181224358

Yang telah dipertahankan didepan Panitia Penguji pada tanggal 13 Desember 2022
dan dinyatakan telah memenuhi syarat untuk diterima untuk mencapai gelar Sarjana

(SI) Program Studi Manajemen

SUSUNAN PANITIA PENGUJI

Ketua Panitia Penguji



(W. Mahestu N. Krisjanti, SE., M.Sc.IB., Ph.D.)

Anggota Panitia Penguji



(Drs. C. Jarot Priyogutomo, MBA.)



(Nadia Nila Sari, SE., M.B.A.)

Yogyakarta, 5 Januari 2023

Dekan Fakultas Bisnis dan Ekonomika
Universitas Atma Jaya Yogyakarta



(Drs. Budi Suprpto, M. B. A., Ph.D)

FAKULTAS BISNIS
DAN EKONOMIKA
UNIVERSITAS ATMA JAYA YOGYAKARTA

AUTHENTICITY ACKNOWLEDGEMENT

Yang bertanda tangan di bawah ini:

NAMA : Michael Aditya Saputro
NPM : 181224358
JURUSAN : International Business Management
FAKULTAS : Fakultas Bisnis dan Ekonomi
JUDUL SKRIPSI : *The Influence of Green Marketing and Brand Perceived Quality
Toward Customer Purchase Decision in Starbucks Cafe*

Menyatakan bahwa skripsi yang telah diselesaikan ini adalah hasil karya saya dan tidak berisi karya orang lain kecuali pada beberapa bagian yang membutuhkan sebagai acuan dengan tata cara penulisan karya ilmiah yang seharusnya.

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181224358

ABSTRACT

This research aims to see the influence of green marketing and brand perceived quality toward customer purchase decisions at Starbucks cafe. The current development of technology makes it easier for humans to search for information. Green marketing as the process of marketing products that are assumed to be safe for the environment are widely use in present time to drive sales. The perception of a brand that have good quality are one of factors that drive sales. Customer purchase decision are influence by a person lifestyle, personality, gender, benefits of the product, quality of the product and a person needs. This research is expected to give a deeper understanding of the influence of green marketing and brand perceived quality toward customer purchase decisions.

This study uses quantitative methods. The sample was determined using the purposive sampling technique. The data used were collected from online questionnaires given to 147 consumers who purchased Starbucks product in the last two months. The data were analysed using SPSS version 26. The regression model or multiple linear regression helps with hypothesis testing by testing the green marketing and brand perceived quality on the purchase decision. The analysis result showed that green marketing and brand perceived quality give impact towards purchasing decisions.

Keywords: green marketing, brand perceived quality, purchase decision