CHAPTER V
CONCLUSION

This chapter contains conclusions from the previous chapter in the study of the influence of green marketing and brand perception quality on customer purchase decisions at Starbucks cafés. First, it will begin with conclusions regarding the main findings of this study. Next, the researcher will discuss the managerial implications of the research conducted, followed by the constraints or limitations of the research that can be used as suggestions for future research.

5.1   Conclusion

In this section, the researcher explains the topic chosen in this study, namely the influence of green marketing and brand perception quality on customer purchase decisions at Starbucks café. Based on the results of the research that has been done and described in chapter IV, it can be concluded that:

a. The distribution of questionnaires online through Google Forms and the number of respondents who collected and met the requirements for analysis were 147 respondents with 71 male respondents and 76 female respondents. Most of the respondents were generation Z with 92 respondents and millennial with 55 respondents

b. Green marketing has an influence on customer purchase decision. Green marketing that Starbucks created will significantly increase customer purchase.

Therefore, hypothesis 1 (H1) green marketing influence customer purchase decisions, is accepted.

c. Brand perceived quality has a positive and significant influence on customer purchase decision. Brand perceived quality that Starbucks have will significantly increase customer purchase of their products. Therefore, hypothesis 2 (H2) brand perceived quality influence customer purchase decision, is accepted.

d. Generation z and generation y independent sample t-test results indicate that there are no significances from both groups. The results suggest that both generations have no differences in perceiving green marketing of Starbucks products. Therefore, hypothesis 3 (H3) different generation perceive green marketing differently, is not accepted.

e. Generation z and generation y independent sample t-test results indicate that there are no significances from both groups. The results suggest that both generations have no differences in perceiving brand perceived quality of Starbucks products. Therefore, hypothesis 4 (H4) different generation perceive brand perceived quality differently, is not accepted.

f. Generation z and generation y independent sample t-test results indicate that there are no significances from both groups. The results suggest that both generations have no differences in perceiving customer purchase decision of Starbucks products. Therefore, hypothesis 5 (H5) different generation perceive customer purchase decision differently, is not accepted.

g. Green marketing and brand perceived quality both have a significance of 0.000 and have a positive effect on customer purchase decision. Green marketing and brand perceived quality are significantly able to explain customer purchase decision by 64.5%, while 35.5% is influenced by other factors.

5.2   Managerial Implication

The results of this study were carried out with the aim of seeing the effect of green marketing and brand perceived quality on Starbucks customer purchase decision. There are 3 variables in this study, namely green marketing, brand perceived quality and customer purchase decision. Therefore, the researcher hopes that the research will provide benefits for Starbucks and other parties in making good innovations for the future. The following are the managerial implications in this research:

1. In this study, green marketing give impact to customer purchase decision. Therefore, the company or Starbucks needs to do and pay attention to its green marketing intensity in order to increase sales. For the sake of positive customer purchase decision in the company, the company also manufactured according to environmentally friendly standards, using biodegradable bags and packaging. Starbucks also need to provide an attractive pricing policy by giving discount and promo to attract more customer.

2. Brand perceived quality affects customer purchase decision. Therefore, business actors need to build and maintain brand quality so that they can create high customer purchase in the company. The importance of brand perceived quality on company purchase decision will have a positive impact on customers

with the aim that customers buy a product based on the quality of the product. Starbucks need to continue producing quality, diverse and reliable product to maintain their perceived quality.

3. Customer purchase decision are impacted by both green marketing and brand perceived quality. Therefore, business actor needs to maintain the quality of its product and create creative product that not only high in quality but also environmentally friendly. Buying Starbucks coffee and products need to make the customer feel like they are helping the environment when they made the purchase. The café needs to make customer feel safe or secure and keep contributing to the environment. Making customer think of Starbucks when they want to buy coffee should be the goal while simultaneously making customer continue to buy Starbucks coffee and products in the future.

4. Generation y has been recognized as a new major consumer group for almost a decade. This generation plays a growing and very important role in the global economy. Its general population in the world is nearly 2 billion, however, brands are still exploring how to approach and engage them in marketing activities. At the same time, generation z is a very new consumer group, which currently are in the middle of the process of becoming individual consumers after leaving family's budgets. However, in the near future, together with generation y, they will constitute the majority of modern consumers with increasing purchasing power. Although these generations share some habits and interests, they cannot be marketed and engaged in the same way. To reach generation z, companies must understand where they get information, how they

absorb it, how they communicate through technologies, internet and social media.

5.3   Research limitations

In carrying out this research, the researcher outlines several limitations in conducting this research. This research did not include purchase intention as a variable, which is the previous step in the buying process prior to purchase decision. Previous study used for the framework reveal that perceived quality influence purchase intention and not purchase decision. When combining two different framework it is necessary to have the same independent variable. The research model does not present a comprehensive framework therefore, the researcher only examines 3 variables, namely green marketing, brand perceived quality and customer purchase decision.

The research also taken a look into customer comparative differences between customer from generation z and generation y. The responds of customer from generation y and generation z seems to have no differences for the object that are used for this research namely Starbucks café's products.

5.4   Future Research Suggestion

In future research, it is hoped that the same research model as this research is made as good and up-to-date as possible for the object concept and research model, so that further research will provide better results. Purchase intention should be included in future research because, purchase intention is the previous step in the buying process before purchase decision.

Researchers may be advised to use more than one analytical tool, and uses PLS SEM data processing. Some questions in the questionnaire must be explained better with examples to create a better understanding for respondents, thus more accurate results. In future research, it is hoped that the respondents taken will not only cover two generations, but can cover many generations so, that they can reflect and compare other existing generations. Other than that, other variable or mediating variable can be taken into account when it comes to customer purchase decision.

Based on the findings of this research, the product that are used for the object have no significance differences between two group of segmented market. Customer from generation y and generation z have no differences in their behaviour towards green marketing, brand perceived quality and purchase decision of Starbuck's coffee. Suggestion for future research is to find an object of study that have differences between different generation.

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