

# **Analysis of the Effect of Green Marketing and Consumer Preferences on Consumer Loyalty Mediated by Brand Awareness (Study on Starbucks Coffee Jakarta)**

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**Abstract:** *This research was conducted to determine the influence of factors that influence consumer loyalty at Starbucks Coffee Jakarta. From the background of the research, it was found that the independent variables used in this study were Green Marketing and Consumer Preferences mediated by Brand Awareness on Consumer Loyalty. The object of this research is the loyal consumers of Starbucks Coffee Jakarta who live in Jabodetabek. This study was conducted by 144 respondents who are Starbucks Coffee Jakarta customers and domiciled in Greater Jakarta. The sample measurement in this study used purposive sampling technique and the approach used was Structural Equation Model (SEM) with SmartPLS analysis tool. The results of this study state that green marketing has a positive and significant effect on brand awareness, consumer preferences have a positive and significant effect on brand awareness, green marketing has a positive and significant effect on consumer loyalty, consumer preferences have a positive and significant effect on consumer loyalty, brand awareness has a positive and significant effect on consumer loyalty and Significantly on consumer loyalty, brand awareness as a mediation is able to influence green marketing on consumer loyalty, but brand awareness as a mediation is not able to influence consumer preferences for Starbucks Coffee Jakarta consumer loyalty.*

**Key Word:** *Consumer Loyalty, Brand Awareness, Green Marketing, Consumer preferences.*

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## **I. Introduction**

The trend of "coffee" or drinking coffee has recently become very popular in Indonesia, in the past coffee was usually a mandatory drink for parents, but now coffee has also become a favorite drink of young people (Suisa, 2018). Currently, there are many cafes that are a mainstay for young people to hang out by serving a variety of coffee menus, coffee shops that are growing are increasingly competing to offer the best coffee flavors from various regions in Indonesia.

The level of coffee consumption in Indonesia has increased in the last 5 years (2016-2021), according to data released by the Global Agricultural Information Network showing that national coffee consumption in 2016 reached 250 thousand tons and grew by 17.6% to 294 thousand tons. in 2019. This is presented in the form of an image as shown in figure 1.1 where coffee consumption in Indonesia has a positive trend or has increased from 2016 to mid-2021 (Dkatadata.co.id, 2021).

Talking about coffee, Starbucks is the most popular brand with the largest number of coffee outlets in the world (Chang, 2020). In Jakarta alone, Starbucks has 214 active outlets. Starbucks for the last few decades is a brand that dominates the coffee business worldwide (Chen & Julia, 2020) its position as a market leader for more than a decade has forced Starbucks to always innovate in order to maintain its position as a market leader. Aware of the importance of consumer loyalty for long-term stability, since 2009 Starbucks introduced a consumer loyalty program called "My Starbucks Rewards" program which aims to attract new customers and also maintain the loyalty of old consumers by collecting points using Starbucks card points. (Hiroyuki, 2018).

However, the research conducted by Hiroyuki (2018) revealed that there are several factors that influence the failure of Starbucks in maintaining customer loyalty and the failure of the "My Starbucks Reward" program because the loyalty program forces people to collect points and the benefits provided from collecting indirect points have an impact on product prices (direct purchase) but only price discounts when buying the next product (Chen & Julia, 2020).

The increasingly fierce competition in the coffee industry makes Starbucks try to give more value to its products, especially towards green marketing. Starbucks, as an activist in this matter, has begun to produce eco-friendly products in an effort to meet consumer needs and a form of concern for the environment, which at the same time provides added value to the company in its efforts to increase competitiveness (Luh Made, 2017).

The concept of green marketing seeks to meet the needs, desires and desires of consumers in relation to environmental conservation and health in accordance with the current phenomenon of healthy living in society.

With the support of public awareness to protect the environment, the application of the green marketing concept is very appropriate in gaining consumer buying interest. One of the implementations of implementing green marketing in the company is the production of green products from a company (Ariyanti and Iriani, 2014). Green products are products made from recycled materials, created products can be recycled or reused, natural-based products, and packaging of environmentally friendly products (Fonseca, 2015).

Starbucks' approach to green marketing is very appropriate for the lifestyle of urban communities that are already more sensitive to environmental sustainability. Garbage is one of the most common problems. Currently, the waste problem has become a global problem which is still in search of a solution to find a way out (Lararenjana, 2020). The increasing amount of municipal waste generation from year to year has received special attention from the public (Zhang et al, 2021).

## II. Literature Review

### a) Consumer Loyalty

Customer loyalty in the context of service marketing as a response is closely related to a pledge or promise to uphold the commitment that underlies the continuity of the relationship and is usually reflected in continuous purchases from the same service provider on the basis of dedication and pragmatic constraints (Asbar et al, 2020). Loyal customers because they are satisfied and want to continue the buying relationship are a measure of customer proximity to a product and brand and service. (Tripayana & Pramono, 2020)

### b) Brand Awareness

Brand awareness shows the ability of a potential buyer to recognize or recall that a brand is part of a particular product category (Durianto et al, 2001). Meanwhile, according to Shimp (2003) Brand awareness is a basic dimension in brand equity. From this point of view, a brand has no equity until consumers are aware of the existence of the brand.

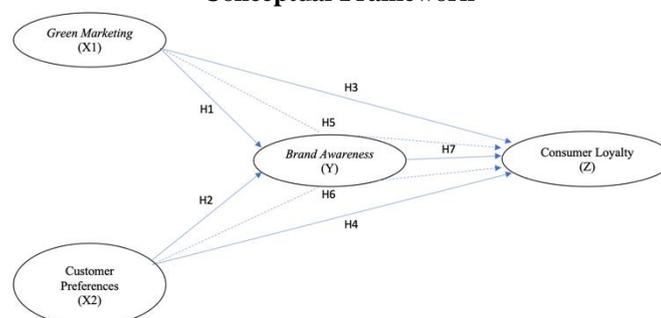
### c) Green Marketing

According to Charter in Choudhary A. & Gokarn S. (2013), green marketing is defined as a holistic and responsible strategic management process that identifies, anticipates, and fulfills stakeholder needs that do not affect human welfare or the environment. The distinctive idea of a sustainable development strategy is the desire to combine economic and ecological development in decision-making by establishing policies that preserve standards of agricultural progress and environmental conservation. Environmental conservation for current and future generations is a product of green marketing. (Vandana, et al. 2013).

### d) Customer Preferences

Consumer preference is a choice based on the preferences of the consumer's choices regarding which one is preferred by the consumer. The formation of consumer preferences is based on consumer perceptions of a product (Munandar et al., 2012). Kardes (2002) suggests preferences as a form of evaluative assessment of two or more objects by involving two or more objects as consumer consideration. In this case, consumer attitudes can function as a builder of consumer preferences in making decisions about several choices or alternative products or services. Consumer preferences formed through attitudes are based on a comparison of the attributes derived from two or more products.

### Conceptual Framework



### Hypothesis

**H1:** Green Marketing has a positive and significant effect on Brand Awareness.

**H2:** Consumer Preference has a positive and significant effect on Brand Awareness.

**H3:** Green Marketing has a positive and significant effect on Consumer Loyalty.

**H4:** Consumer Preference has a positive and significant effect on Consumer Loyalty.

**H5:** Green Marketing mediated by Brand Awareness has a positive and significant effect on Consumer Loyalty.

**H6:** Consumer Preferences mediated by Brand Awareness have a positive and significant effect on Consumer Loyalty.

**H7:** Brand Awareness has a positive and significant effect on Consumer Loyalty.

### III. Research Method

Research design is generally defined as a way of thinking and preparing to complete research and achieve research objectives. The author wants to know the relationship between Green Marketing(X1) and Customer Preferences(X2) on Consumer Loyalty (Z) and their interaction with Brand awareness (Y).

In this study, the measurement scale used is the Likert scale and the level that is made or used is only five points, and the results will provide a value based on the weight of the score obtained from the respondent's answers. The population can be defined as a large collection of individuals or objects that are the main focus of research (Bhandari, 2020). The population in this study is a person or community who is a Starbucks Coffee customer in the DKI Jakarta area. The sampling method is purposive simple sampling (Arikunto, 2010).

According to Hair et al (2010) a good number of samples has at least 5 times to 10 times the number of indicator items contained in the questionnaire. So that in this study the 24 indicators multiple by 6 become the number of samples to be taken is 144 respondents. Data collection techniques using a questionnaire that contains questions that need to be answered by respondents. Then the questionnaire will be disseminated through internet media such as chat applications (whatsapp app), after which respondents will fill out online questionnaires.

For the data analysis method, the researcher uses the IBM SPSS Statistics 26 application to analyze the characteristics and uses the SmartPLS 3.3 application for data processing using the Partial Least Square (PLS) methods. The test to be tested starts from the measurement of the model (outer model) which includes testing of Convergent Validity, Discriminant Validity, Average Variance Extracted, and Composite Reliability and Cronbach's Alpha, the structure of the model (inner model) which includes the results of R-square, F-square, VIF Inner Model, and hypothesis testing which includes a Q-square test.

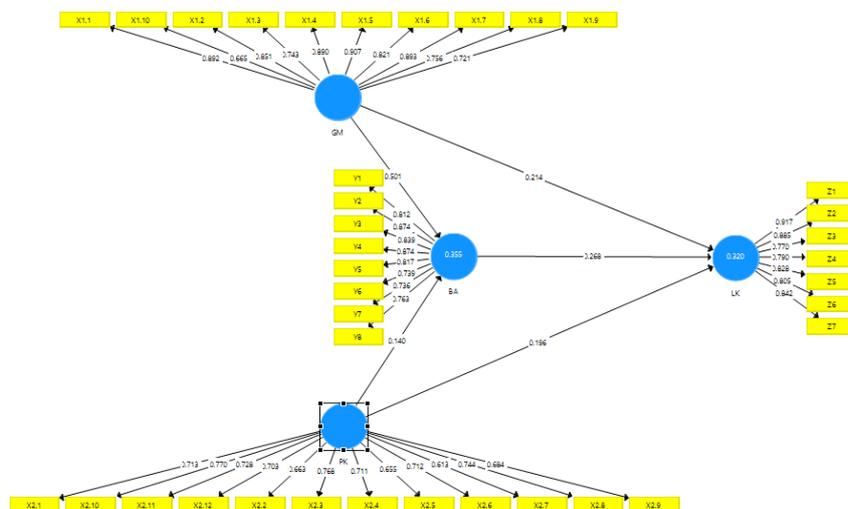
### IV. Results And Discussion

#### Convergent Validity

Convergent validity testing of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to have good reliability if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient. Based on this criterion, if there is a loading factor below 0.50 it will be dropped from the model (Ghozali, 2014). In this study, the loading factor limit used is 0.60, which means that if the loading factor value is  $> 0.60$ , it will be removed and retested.

**Table 1.** Convergent Validity Test Result

Variable	Indicator	Outer loading	Description
Green Marketing	X1.1 - X1.10	<b>0.628</b> - 0.907	Invalid
Customer Preferences	X2.1 - X2.12	<b>0.613</b> - 0.770	Invalid
Brand Awareness	Y1 - Y8	0.736 - 0.874	Valid
Consumer Loyalty	Z1 - Z7	0.770 - 0.917	Valid

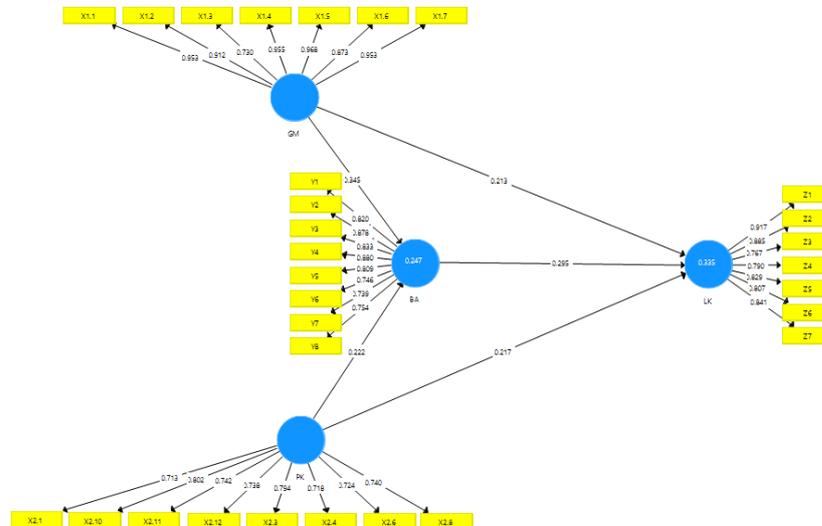


**Picture 1.** Convergent Validity Test Result

With indicators that have a loading factor value of less than 0.70 ( $< 0.70$ ), it is necessary to retest by eliminating the indicators. So the results of the modified convergent validity test are as follows:

**Table 2.** Modified Convergent Validity Test Result

Variable	Indicator	Outer loading	Description
Green Marketing	X1.1 - X1.7	0.730 - 0.968	Valid
Customer Preferences	X2.1 - X2.12	0.713 - 0.802	Valid
Brand Awareness	Y1 - Y8	0.739 - 0.880	Valid
Consumer Loyalty	Z1 - Z7	0.767 - 0.917	Valid



**Picture 2.** Modified Convergent Validity Test Result

After re-testing, it can be seen that the loading factor is worth more than 0.70 (> 0.70) for all indicators, which means that all indicators have met the convergent validity requirements.

Based on the results of the reliability test, the value of composite reliability and cronbach's alpha is greater than 0.70 (≥ 0.70). That is, the questionnaire used for this study is reliable, consistent and feasible for research.

**Table 3.** Composite Reliability and Cronbach’s Alpha Test Result

Variable	Cronbach’s Alpha	Composite Reliability	Description
Green Marketing	0.964	0.971	Reliable
Customer Preferences	0.888	0.910	Reliable
Brand Awareness	0.924	0.938	Reliable
Consumer Loyalty	0.927	0.942	Reliable

**Structural Model Estimation Test (Inner Model)**

**R-Square (R<sup>2</sup>)**

Based on the results of the R-square test, the R-Square values of the mediating and dependent variables were 0.247 and 0.335; meaning that 24.7% and 33.5% of the Brand awareness and Consumer Loyalty variables using can be explained by the variables of Green marketing and Customer preferences. while the remaining 75.3% and 66.5% are influenced by other variables not examined in this study.

**Table 4.** R-Square Test Result

Variable	R-Square	Description
Brand Awareness (Y)	0.247	Low
Consumer Loyalty (Z)	0.335	Moderate

**F-Square (F<sup>2</sup>)**

Based on the results of the F test, the largest F-square value is the influence of the Green marketing towards the Brand awareness, and the smallest influence is Green marketing towards Consumer loyalty.

**Table 5.** F-Square Test Result Influence of Independent towards Brand Awareness

Variable	Y.Brand Awareness	Description
Green Marketing (X1)	0.117	Low
Customer Preferences (X2)	0.048	Low

**Table 6.** F-Square Test Result Influence of Independent towards Consumer Loyalty

Variable	Z.Consumer Loyalty	Description
Green Marketing (X1)	0.045	Low
Customer Preferences (X2)	0.050	Low
Brand Awareness (Y)	0.098	Low

**Variance Inflating Factor (VIF)**

Based on the results of the VIF test, it can be seen that all indicators have an VIF value < 5; meaning that all indicators do not experience multicollinearity problems.

**Table 7.** VIF Test Result

	X1.GM	X2.CP	Y.BA	Z.CL
X1.GM			1.352	1.510
X2.CP			1.352	1.418
Y.BA				1.328
Z.CL				

**Hypothesis Test Result**

The following are the results of hypothesis testing using bootstrapping:

**Table 8.** Hypothesis Test Result

	Hipotesis	Original Sample	Standard Deviation	T-Statistics	P Values	Description	Result
H1	Green Marketing → Brand Awareness	0.345	0.098	3.525	0.000	Positive & Significant	Accepted
H2	Preferensi Konsumen → Brand Awareness	0.222	0.105	2.121	0.034	Positive & Significant	Accepted
H3	Green Marketing → Loyalitas Konsumen	0.213	0.099	2.143	0.033	Positive & Significant	Accepted
H4	Preferensi Konsumen → Loyalitas Konsumen	0.217	0.102	2.128	0.034	Positive & Significant	Accepted
H5	Green Marketing → Brand Awareness → Loyalitas Konsumen	0.102	0.044	2.326	0.020	Positive & Significant	Accepted
H6	Preferensi Konsumen → Brand Awareness → Loyalitas Konsumen	0.065	0.036	1.836	0.067	Positive & Insignificant	Rejected
H7	Brand Awareness → Loyalitas Konsumen	0.295	0.087	3.370	0.001	Positive & Significant	Accepted

[H1]Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result is the original sample value of 0.345 and the T-Statistic value of 3.525, meaning that the resulting T-Statistic value is greater than 1.96 (> 1.96), so it can be concluded that Green marketing positive and significant effect on Brand awareness at Starbucks Coffee Jakarta which means that it is in accordance with the first hypothesis where green marketing is able to be a driving factor for brand awareness. These results indicate that green marketing carried out at Starbucks Coffee Jakarta tends to increase brand awareness. The results of this study support research conducted by Anahtar et al (2018) which found that Green Marketing Activities had a significant effect on Brand Awareness, Green Marketing through its promotional activities in various media increased its brand awareness to consumers. Another study conducted by Martinez (2019) said that the Green Marketing Campaign carried out by the Coffee shop significantly affected Brand Awareness. Specifically related to this research, according to the research background where the phenomenon raised is the metropolitan community, especially in Jakarta, which has been more educated about greenery campaigns and cares about the environment, the presence of Starbucks which provides awareness, education, campaigns, and more incentives, for example with promotions. or certain discounts if using Starbucks' reusable tumblr, making the green marketing run by Starbucks have a significant influence on the brand awareness of its consumers. Then, with special merchandise such as tumblr and tumblr day promotions, as one of the green marketing programs that are most highlighted by Starbucks, it is a supporting factor in increasing consumer brand awareness. The special Starbucks Tumblr here is unique and the discount incentives provided are also sufficient to increase consumer utility with large discounts, which are considered to be an effective green marketing strategy that affects brand awareness.

[H2]Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result is the original sample value of 0.222 and the T-Statistic value of 2.121, meaning that the resulting T-Statistic value is greater than 1.96 (> 1.96), so it can be concluded that Customer preferences significant positive effect on Brand awareness at Starbucks Coffee Jakarta which means that it is in accordance with the

second hypothesis where Customer preferences can be a driving factor for Brand awareness. The results of this study support the research conducted by Majeed et al (2014) finding that consumer preferences affect brand awareness, restaurant customers will be more concerned with their preferences about a food concept which ultimately affects Brand Awareness of a product, similar to the findings of Muhammad et al (2019) in his research found that customer preferences had a positive and significant effect on Brand Awareness. The results of this study reveal that consumers of Starbucks coffee in Jakarta already have their own criteria regarding the taste of coffee, product quality, comfort of the place and facilities provided. These criteria are what ultimately make consumers remember Starbucks because the taste of coffee provided by Starbucks is always the best, premium product quality, guaranteed comfort and complete facilities. The high mobility of the people of Jakarta is also influential, with the availability of Starbucks outlets in strategic consumer areas. Starbucks, as the top of mind and market leader in the coffee and coffee shop industry, as well as the facilities and quality provided are able to answer these consumer preferences, so that when consumers consume coffee or visit coffee shops, Starbucks will always be one of their main choices. This resulted in a significant relationship between consumer preferences and brand awareness of Starbucks.

**[H3]**Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result of the original sample value is 0.213 and the T-Statistic value is 2.143, meaning that the resulting T-Statistic value is greater than 1.96 ( $> 1.96$ ), so it can be concluded that green marketing is a significant positive effect on customer loyalty at Starbucks Coffee Jakarta which means that it is in accordance with the third hypothesis where green marketing is able to be a driving factor for customer loyalty. Based on the results of hypothesis testing, it can be concluded that green marketing has a positive and significant effect on customer loyalty at Starbucks Coffee Jakarta. The results of this study support research conducted by Mohamad et al (2020) who found that environmentally friendly campaigns included in green marketing have a positive and significant effect on customer loyalty, one example of a campaign is changing plastic products to eco-friendly plastic products. research conducted by Paul et al (2020) found that green trust obtained from green marketing activities had a significant effect on customer loyalty and positive word of mouth. This study reveals that there is a significant effect of green marketing activities carried out by Starbucks in increasing consumer loyalty. Starbucks' strategy of Replacing plastic packaging with product packaging that is easily biodegradable has been proven to have a significant effect on consumer loyalty as seen in the indicator of the green marketing variable about environmentally friendly packaging getting an average value. which is the highest compared to other variable indicators, and Starbucks' strategy of conducting environmentally friendly campaigns on social media and providing Eco-labels on packaging also makes consumers increase their sympathy for consumers who are metropolitan communities who are more aware of the importance of environmental sustainability. In addition to single-use biodegradable packaging, consumers are also offered special merchandise in the form of Tumblr where the use of this packaging is given more incentives, such as discounted prices, extra points, and Tumblr Day, which is one of the biggest influencing factors in increasing consumer loyalty.

**[H4]**Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result is the original sample value of 0.217 and the T-Statistic value of 2.128, meaning that the resulting T-Statistic value is greater than 1.96 ( $> 1.96$ ), so it can be concluded that customer preferences significant positive effect on customer loyalty at Starbucks Coffee Jakarta, which means that it is in accordance with the fourth hypothesis where customer preferences can be a driving factor for customer loyalty. The results of this study support the research conducted by YooHee et al (2017) finding that consumer preferences from western and eastern cultures have been shown to have a significant influence on consumer loyalty behavior, there are differences in the level of attachment between cultures that determine people's preferences. Meanwhile, the research conducted by Pekovic et al (2020) in this study revealed that customer experience forms consumer preference boxes which then have an impact on customer loyalty. In line with the research above, the research conducted by Ahmad Adnan (2020) which found that e-customers have criteria to be loyal to a product. One of these criteria is the consumer preference factor. Especially for this study, consumer preferences which consist of indicators in the form of taste, quality, facilities, and comfort given and answered by Starbucks, make Starbucks produce a consumer utility, so that in addition to influencing awareness, Starbucks is also able to attract consumers to stay loyal to consuming Starbucks and think of Starbucks when faced with another choice. This also causes a significant positive influence between consumer preferences on consumer loyalty.

**[H5]**Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result of the original sample value is 0.102 and the T-Statistic value is 2.326, meaning that the resulting T-Statistic value is greater than 1.96 ( $> 1.96$ ), so it can be concluded that green marketing indirectly through brand awareness as an intervening variable has a significant effect on customer loyalty at Starbucks Coffee Jakarta, which means green marketing is able to increase customer loyalty through brand awareness as a mediating variable, but the nature of the mediation variable here is partial because in (H3) it was also found that green marketing directly has a significant effect on customer loyalty which is then concluded whether or not there is Brand awareness as a mediating variable for green marketing, but it still has a significant effect on

customer loyalty. So the indirect influence model of green marketing on customer loyalty at Starbucks Coffee Jakarta through brand awareness as an intervening variable can be accepted. The results of this study support research conducted by Leila et al. (2019) found that green products with good quality significantly affect customer loyalty, products with good quality also significantly affect brand awareness and brand image of a product. Yu-Shan et al (2018) in their research found that there is a positive and significant relationship between green purchase behavior through the brand image of a product, it was also found in this study that the brand image of a product affects customer loyalty. Gelderman et al (2020) in their research revealed that green marketing activities have a significant effect on customer loyalty with green customer experience as a mediating variable. In this study, it has been proven in hypothesis 3 that green marketing has a positive and significant effect on consumer loyalty, so that in this hypothesis 5, the intervening brand awareness variable is a partially mediated mediating variable, which means the presence or absence of this variable, green marketing has had a positive and significant impact on consumer loyalty. Hypothesis 5, which is mediated by brand awareness, shows a higher t-statistics of 2.471 and a lower p-value of 0.014 compared to hypothesis 3 without intervening variables of 2.102 and a p-value of 0.036, which indicates a higher level of significance. The analysis of this hypothesis is that consumers who are more educated about green marketing, which also provides more incentives to encourage increased consumer loyalty, are given a greater influence by Starbucks' strong brand awareness, coupled with Starbucks as a top of mind brand, which has a strong brand image and brand trust, the synergy of these factors further enhances the significance of green marketing on consumer loyalty.

**[H6]**Based on the results of the analysis that was carried out using the smartPLS 3.0 application, the final result of the original sample value was 0.065 and the T-Statistic value was 1.836, meaning that the resulting T-Statistic value was smaller than 1.96 ( $< 1.96$ ), so it can be concluded that Customer preferences are generally indirectly through brand awareness as an intervening variable has no significant effect on customer loyalty at Starbucks Coffee Jakarta. The results of this study support the research conducted by Lesmana et al (2020) regarding the formation of consumer loyalty formed by brand awareness and mediated by brand equity, that the level of awareness alone, whose indicators include knowledge of memorable product characteristics, as well as the introduction of a brand/ product, and that the brand is the top of mind of consumers, does not have a significant influence on consumer loyalty whose indicators include consumers' willingness to pay higher, and consumers' commitment to continue using the product, but deeper penetration is needed than just awareness. namely perceived quality. Other supporting research by Subhani (2011) shows that brand awareness, whose indicators are brand recall and brand recognition, does not have a significant effect on consumer loyalty whose indicators are intention to buy and repeat purchases, because when consumers are only in the awareness stage, this is only has a positive effect on consumer perceptions and attitudes towards the brand recall, while for a significant effect on consumer loyalty, namely intentions to buy and repeat purchases, it takes more than just brand awareness, although brand awareness indirectly supports consumer loyalty. This is also elaborated by the research of Bernarto et al (2020), which specifically examines coffee shops, that consumer loyalty is constructed by two main things, namely brand awareness and brand trust, significance is found in brand trust, but not in brand awareness. So the indirect influence model of customer preference on customer loyalty at Starbucks Coffee Jakarta through brand awareness as an intervening variable is rejected. This shows that the intervening brand awareness variable in this hypothesis is fully mediated, because when the discussion in question covers a wider scope, namely coffee in general, by not referring to a specific brand specification, consumers are able to be at the consumer stage. loyalty – or being loyal if the coffee product is in accordance with consumer preferences which include taste, quality, price, and so on, regardless of whether the consumer knows the brand or not.

**[H7]**Based on the results of the analysis that has been carried out using the smartPLS 3.0 application, the final result is the original sample value of 0.295 and the T-Statistic value of 3.370, meaning that the resulting T-Statistic value is greater than 1.96 ( $> 1.96$ ), so it can be concluded that Brand awareness has a significant positive effect on customer loyalty at Starbucks Coffee Jakarta, which means that it is in accordance with the seventh hypothesis where brand awareness is able to become a driving factor for customer loyalty. In line with research by Phong et al (2019) which discusses the influence between brand association and consumer loyalty, that brand associations whose indicators include attributes of a brand recognized by consumers, can increase consumer loyalty due to conditions in which consumers recognize a brand and the brand comes to mind. the minds of consumers because they are better known, produce a familiar feeling for consumers to use the products of the brand more. Supported again by the research of Ilyas et al (2020), brand awareness defined by brand recall (jargon, slogan, tagline, logo) and reinforced by brand presence, has a significant positive effect on consumer loyalty because brand awareness here is a fundamental factor that determines quality. a brand, supported by supporting facilities provided to support consumer repurchase intention which leads to consumer loyalty. So the direct influence model of Brand awareness on customer loyalty at Starbucks coffee Jakarta is accepted. This is in line with the selection of the population and sample which are loyal consumers of Starbucks, who are already in the loyal stage, because they already know Starbucks. Other supporting factors that become

indicators in this case are brand reputation, Starbucks as the market leader and top of mind of coffee products, as well as the separate experience provided by Starbucks that makes consumers feel familiar and gives a sense of its own prestige, so that it has a significant positive influence on consumer loyalty.

## **V. Conclusion And Suggestion**

### **Conclusion**

H1: Green Marketing has a positive and significant effect on Brand Awareness.

H2: Customer Preferences has a positive and significant effect on Brand Awareness.

H3: Green Marketing has a positive and significant effect on Consumer Loyalty.

H4: Customer Preferences has a positive and significant effect on Consumer Loyalty.

H5: The mediating effect of Brand Awareness has a positive and significant effect on Green Marketing on Consumer Loyalty.

H6: The mediating effect of Brand Awareness has a positive but not significant effect on Consumer Preference on Consumer Loyalty.

H7: Brand Awareness has a positive and significant effect on Consumer Loyalty.

### **Suggestion**

From the research that has been done and the conclusions above, the researcher aims to provide some suggestions to those who will use the results of this research in the future. This suggestion is divided into two, namely theoretical and practical, including the following:

#### **1. Theoretical**

The researcher proposes suggestions to further researchers, who are interested in the discussion on Consumer Loyalty and Brand Awareness with the theme "green behavior". When viewed from the results of the R-Square research, the obtained are 24.7% for the mediating variable and 33.5% for the dependent variable. So there is still a large percentage that can affect Brand Awareness and Consumer Loyalty. This can be interpreted that for further researchers, it is necessary to re-test the research model, involving other variables that have not been examined in this study, such as brand image, consumer behavior, and consumer perception.

In addition, researchers also suggest that future research can conduct more extensive research, not only in the Jabodetabek area, this aims to determine the characteristics of consumers needed for each city in terms of brand awareness and consumer loyalty.

#### **2. Practical**

Based on the results of the study, the researchers suggest to parties related to this research to pay attention to several things related to consumer loyalty in relation to green marketing returns, namely as follows:

##### **a. Green Marketing**

Based on the average value on the green marketing variable, it is known that the Starbucks coffee shop indicator reflects the environmentally friendly concept has the lowest value (2.92), and is in the low category, which means that even though Starbucks has become the top of mind of consumers in choosing coffee products, the perceived quality of Starbucks' main point is not its eco-friendly concept. Further education and promotion need to be intensified, so that consumers who may initially be in the loyalty stage due to the prestige factor and discount incentives, can be made aware of the greenery concept owned by Starbucks. The replacement of some aspects, for example, single-use packaging by Starbucks which is more environmentally friendly, is quite good, but more efforts to promote more comprehensive environmental care actions can be implemented by Starbucks, especially in the layout of coffee shops, especially Starbucks offers not only products, but the experience is in the coffee shop itself.

##### **b. Consumer Preference**

Based on the average value of the customer preferences variable, it is known that my indicator chooses Starbucks because Starbucks is a popular brand which has the lowest score of 3.61 and is in the low category. This can be caused by consumer reliability for other factors, namely the existence of a comfortable atmosphere when visiting (4.40) and the consistent taste of coffee (4.28). Basically, almost all indicators on this variable have a fairly high value, in line with the Starbucks phenomenon as top of the mind, but the "popular" indicator in consumer preferences has not been able to represent the main reason for consumers choosing Starbucks. Suggestions for this are promotional media that provide deeper penetration, and are informative and educative to answer consumer preferences,

##### **c. Brand Awareness**

Based on the average value of the brand awareness variable, it is known that the indicator I always remember Starbucks when I want to buy coffee compared to other brands has the lowest value of 3.59 and the Starbucks indicator is the first brand that comes to mind when I want to buy coffee of 3.65 which is in the very category. low and low. This means that the level of consumer awareness is still limited to logos (4.81) and merchandise (4.66) which are easily recognizable. This phenomenon can be caused by the emergence of other coffee brands that are able to provide a similar experience as a substitute that erodes the market share of

Starbucks. In the long term, to maintain the top of mind position, Starbucks innovation is needed that is able to respond to the dynamic demands of consumers.

#### **d. Consumer Loyalty**

Based on the average value of the consumer loyalty variable, it is known that my indicator of purchasing Starbucks products regularly has the lowest value of 3.07 and is in the low category. This could be due to the fact that the largest frequency of the sample in this study was in the income group of 4.5 – 7 million as much as 48.6% and continued to have a regressive frequency to the highest income group. This is consistent with the indicator "the price offered by Starbucks is more expensive but it is understandable because it uses the best quality" which has a low value of 3.44, so that even though consumers have an overall loyalty level of 3.56 which means it is quite high, consumer purchases are still driven by Incentive factors such as promotions offered (3.97) and regular Starbucks purchases are still considered less relevant to consumers, even though Starbucks facilities, comfort, taste, and quality are considered able to answer consumer needs, which in this study population are still in the price-price category. sensitive. Things need to be done to improve consumer perceived quality, in the form of extra added value, one of which is green marketing, so that the utility value of consumers increases, that by consuming Starbucks, consumers also contribute to environmental care.

### **References**

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