The Influence of Green Advertising, Green Products, and Social Media on Purchasing Decision Via Brand Image

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Abstract

Issues regarding the environment are starting to become one of the main factors of concern for society today. Likewise, the government has taken various steps to deal with environmental problems, such as making policies that state that companies must produce environmentally friendly products. The aim of this research is to determine the influence of Green Advertising, Green Products, Social Media on purchasing decisions via Brand Image among Starbucks Coffee Surabaya consumers. This research uses quantitative methods with primary data sources obtained from distributing questionnaires via Google Forms. The research population is the people of Surabaya who have purchased Starbucks products. The selection of respondents was carried out using a non-probability sampling method with a total of 100 respondents based on the Lemeshow formula calculation. The data analysis method uses descriptive analysis and SEM-PLS analysis. The research results show that the variables Green Advertising, Green Product, Social Media have a positive and significant effect on purchasing decisions via Brand Image for Starbucks Coffee Surabaya consumers.

Keywords: *Green Advertising, Green Product, Social Media, Brand Image, Purchasing Decisions*

INTRODUCTION

Today's increasingly rapid business development is also accompanied by increasingly complex environmental problems. Issues regarding the environment are starting to become one of the main factors of concern for society today. Likewise, the government has taken various steps to deal with environmental problems, such as making policies that state that companies must produce environmentally friendly products. Smart companies will take advantage of this opportunity as an opportunity to meet the needs and desires of potential consumers.

Increasing customer demand for environmentally friendly goods is forcing businesses to compete by utilizing environmentally friendly materials to meet these demands. Apart from raw materials, other materials such as product packaging, labels, and so on also use environmentally friendly materials. The company produces environmentally friendly products as an effort to meet customer needs and

as a form of concern for environmental sustainability. This also provides added value for the company in increasing the company's competitiveness and brand image so that it can increase consumer decisions to buy environmentally friendly products (Yahya, 2022). This concept is commonly known as green marketing (Alfiah & Yusiana, 2020).

Green marketing is a new strategy used by business people who think about environmental aspects, and the business they run will not only be centered on company profits but also on the company's responsibility towards nature. In the end, green marketing becomes a strategic opportunity for companies to enter the market. This is driven by the increasing level of consumer knowledge about environmental issues, especially regarding plastic waste.

One company that implements green marketing is Starbucks. Starbucks is a well-known coffee selling company in the world. Starbucks is famous because this company has a commitment to the environment which causes their market share to increase every year. Starbucks Coffee Indonesia first opened at Plaza Indonesia, Jakarta on May 17 2002. In the same year they also opened new branch outlets at Plaza Senayan, Jakarta and Tunjungan Plaza Surabaya. Starbucks Coffee is still continuing to expand their outlets throughout Indonesia.

One business strategy that is driven by environmental concerns is through the global program "Starbucks Shared Planet, Use Tumbler". The aim of Starbucks Coffee in launching this program is to educate and invite all consumers, Starbucks Coffee coffee lovers, to change their consumption habits of Starbucks Coffee coffee products from standard single-use plastic cup packaging to using tumblers.

In addition, to support the Greener Nusantara Movement, all Starbucks Coffee outlets in Indonesia are gradually switching to rPET (recycled polyethylene terephthalate) packaging for environmentally friendly cups and lids. Using this eco-friendly recycled-based material will eliminate at least 200,000 kilograms of virgin plastic per year in more than 460 Starbucks Coffee outlets in Indonesia. This emphasizes the company's commitment to contribute to Starbucks Coffee's global aspiration to be a positively sourced company. Not only that, Starbucks Coffee is also active in promoting awareness of protecting the environment through environmentally friendly advertising (green advertising).

Green advertising is one of the strategies carried out by companies in the marketing sector by carrying out promotions related to advertising on environmental issues so that consumers can see the difference between green advertising and advertising for other products (Winarno, 2019). Efforts to campaign for green marketing or go green in Indonesia have shown the emergence of many environmentally friendly products (green products) developed by industry players to attract consumer interest in making purchases.

Apart from green advertising, green products and social media, brand image can also influence purchasing decisions. One way to make a product easily recognized and remembered by consumers is to create a good brand image of the product being produced. Brand image or brand image according to Yahya (2022) states that brand image is a series of beliefs, concepts and impressions that buyers understand about a product. According to Genoveva & Samukti (2020) when

competing, companies usually create a different appearance in the form of a logo. and product packaging to help consumers remember the product. So it can be said that brand image is very important to win the competition.

In this research, Brand Image is used as an intervening variable to determine whether this variable can influence the relationship between Green advertising, Green Products and Social Media on purchasing decisions. Brand image is an important aspect of products, including goods and services. In business, brand image has a big impact on purchasing decisions, and the relationship is very close and cannot be separated. Therefore, researchers use Brand Image as an intervening variable.

Understanding the description stated above, became the basis for researchers to be interested in research by choosing the title: **"The Influence of Green Advertising, Green Products, and Social Media on Purchasing Decisions Through Brand Image among Starbucks Coffee Surabaya Consumers"**.

METHOD

The type of research used is quantitative research. This type of research is causal explanatory research by testing the hypothesis that has been formulated. The sample used in the research was 100 respondents who were none other than Starbucks Surabaya customers. The software used to test each variable in the research is SmartPLS 4.0.

RESULTS AND DISCUSSION
Validity Test

Table 1. Validity Test

Variabel	Item Pertanyaan	*corrected item total correlation*	Standar sig
Green Product	X2.1	0,746	>0.030
	X2.2	0,831	>0.030
	X2.3	0,753	>0.030
	X2.4	0,785	>0.030
	X2.5	0,803	>0.030
	X2.6	0,775	>0.030
	X2.7	0,765	>0.030
	X2.8	0,750	>0.030
	X2.9	0,834	>0.030
Social Media	X3.1	0,736	>0.030
	X3.2	0,749	>0.030
	X3.3	0,652	>0.030
	X3.4	0,790	>0.030
	X3.5	0,678	>0.030
	X3.6	0,694	>0.030
	X3.7	0,751	>0.030

	X3.8	0,713	>0.030
	X3.9	0,680	>0.030
	X3.10	0,689	>0.030
	X3.11	0,745	>0.030
	X3.12	0,790	>0.030
Brand Image	Z.1	0,766	>0.030
	Z.2	0,710	>0.030
	Z.3	0,749	>0.030
	Z.4	0,751	>0.030
	Z.5	0,751	>0.030
	Z.6	0,746	>0.030
	Z.7	0,753	>0.030
	Z.8	0,733	>0.030
	Z.9	0,695	>0.030
Keputusan Pembelian	Y.1	0,795	>0.030
	Y.2	0,792	>0.030
	Y.3	0,821	>0.030
	Y.4	0,844	>0.030
	Y.5	0,772	>0.030
	Y.6	0,724	>0.030
	Y.7	0,807	>0.030
	Y.8	0,819	>0.030
	Y.9	0,712	>0.030

Source : Output SmartPLS 4.0, 2024

Based on the results of the validity test in table 1, it is known that all items in each variable have a significance value of <0.05. So it can be stated that all statement items in the questionnaire are declared valid.

Reliability Test
Table 2. Reliability Test

Variabel	Cronbach's Alpha	Standart Cronbach's Alpha	Information
Green Advertising	0,945	0,7	Reliabel
Green Product	0,944	0,7	Reliabel
Social Media	0,937	0,7	Reliabel
Brand Image	0,928	0,7	Reliabel
Keputusan Pembelian	0,945	0,7	Reliabel

Source : Output SmartPLS 4.0, 2024.

The results of the reliability test in this study show that all research variables are reliable, because all alpha coefficient values for each research variable are greater than the standard, namely 0.7, so that each question item in the measurement instrument can be used.
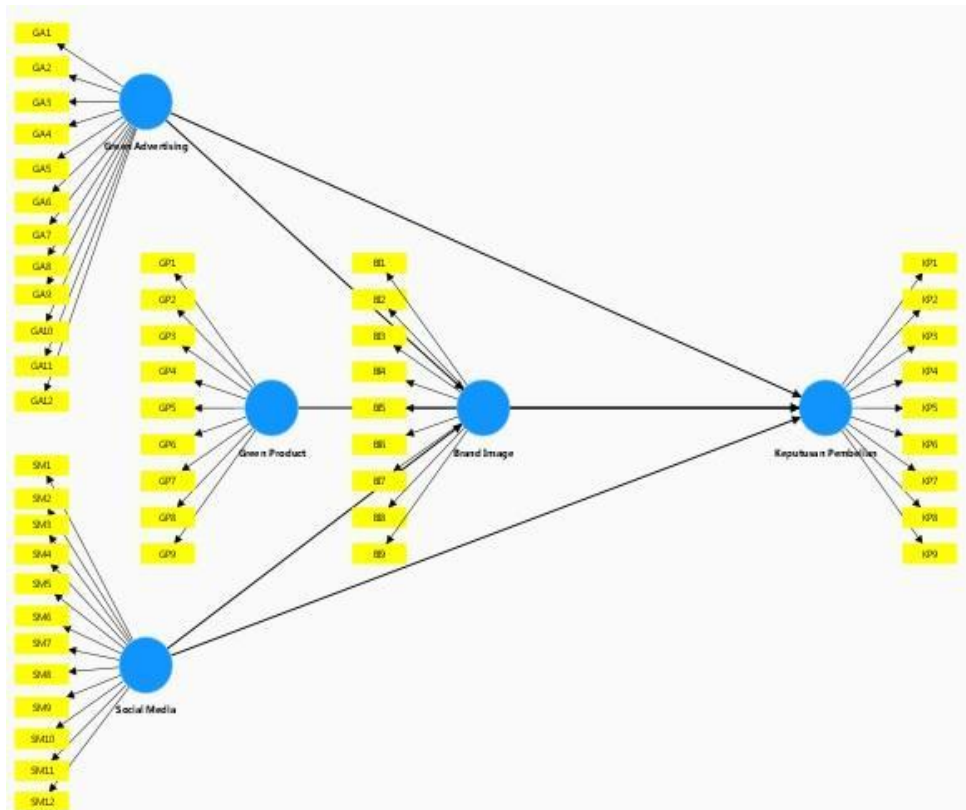
Outer Model

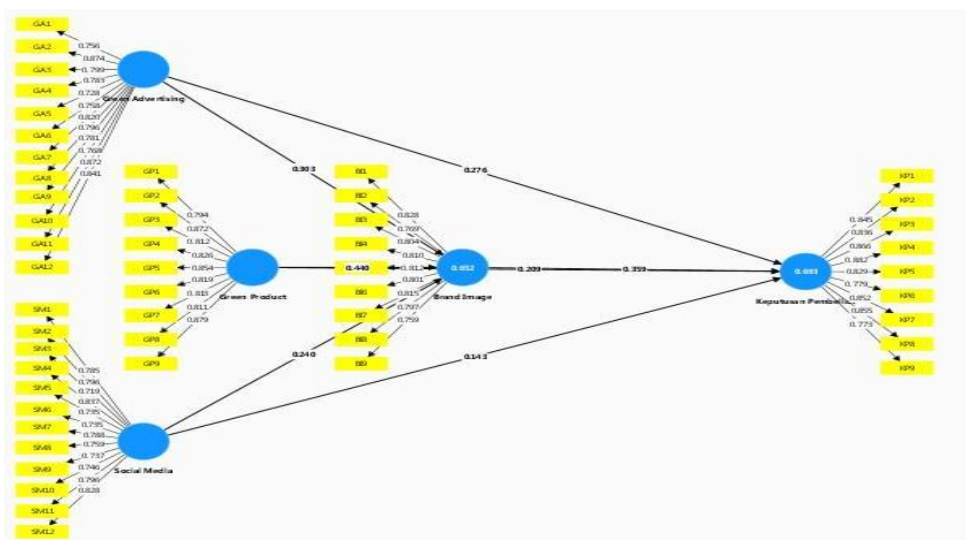

Figure 1. First Model Analysis

Outer Model

Figure 2. Outer Model

In Figure 2, the loading factor values for all indicators have reached a value of > 0.7. The item values produced by the constructs of green advertising, green products, social media, brand image, and purchasing decisions have met the Convergent Validity standard value because all factors have a value of >0.7. Thus it can be concluded that all constructs are valid. The results of the loading factor after dropping can be seen more clearly in table 3.

Table 3. *Outer Loading*

Indikator	Green Advertising	Green Products	Socia Media	Brand Image	Purchase Decisions
GA1	0,756				
GA2	0,874				
GA3	0,799				
GA4	0,783				
GA5	0,728				
GA6	0,758				
GA7	0,820				
GA8	0,96				
GA9	0,781				
GA10	0,768				
GA11	0,872				
GA12	0,841				
GP1		0,794			
GP2		0,872			
GP3		0,812			
GP4		0,826			
GP5		0,854			
GP6		0,819			
GP7		0,813			
GP8		0,811			
GP9		0,879			
SM1			0,785		
SM2			0,746		
SM3			0,796		
SM4			0,828		
SM5			0,796		
SM6			0,719		
SM7			0,837		
SM8			0,735		
SM9			0,735		
SM10			0,788		
SM11			0,759		
SM12			0,737		
BI1				0,828	
B12				0,769	
BI3				0,804	
BI4				0,810	

BI5				0,812	
BI6				0,801	
BI7				0,815	
BI8				0,797	
BI9				0,759	
KP1					0,845
KP2					0,836
KP3					0,866
KP4					0,882
KP5					0,829
KP6					0,779
KP7					0,852
KP8					0,855
KP9					0,773

Source : Output SmartPLS 4.0, 2024.

Based on the picture and table above, all loading factors have values above 0.7 so that the indicators for all these variables are not eliminated from the model. And all indicators meet the requirements for convergent validity.

Table 4. Average Variance Extracted (AVE)

Variabel Laten	*Average Variance Extracted* (AVE)
Green Advertising	0,639
Green Product	0,691
Social Media	0,597
Brand Image	0,639
Purchase Decision	0,699

Source : Output SmartPLS 4.0, 2024.

Based on the output table above, it shows that all constructs have met the convergent validity test, namely AVE above 0.5.

Discriminant Validity
Tabel 5. *Cross Loading*

Indikator	Green Advertising	Green Product	Social Media	Brand Image	Keputusan Pembelian
GA1	0,756	0,466	0,356	0,576	0,613
GA2	0,874	0,482	0,362	0,568	0,616
GA3	0,799	0,565	0,376	0,603	0,655
GA4	0,783	0,479	0,382	0,594	0,606
GA5	0,728	0,385	0,359	0,522	0,581
GA6	0,758	0,331	0,426	0,509	0,523
GA7	0,820	0,339	0,288	0,395	0,547
GA8	0,796	0,452	0,367	0,462	0,471
GA9	0,781	0,449	0,298	0,506	0,451

Indikator	Green Advertising	Green Product	Social Media	Brand Image	Keputusan Pembelian
GA10	0,768	0,520	0,402	0,560	0,541
GA11	0,872	0,442	0,314	0,465	0,473
GA12	0,84	0,464	0,368	0,509	0,532
GP1	0,389	0,794	0,263	0,478	0,501
GP2	0,475	0,872	0,402	0,630	0,601
GP3	0,512	0,812	0,386	0,613	0,602
GP4	0,424	0,826	0,372	0,527	0,511
GP5	0,489	0,854	0,353	0,651	0,665
GP6	0,430	0,819	0,286	0,539	0,497
GP7	0,410	0,813	0,415	0,589	0,472
GP8	0,541	0,811	0,319	0,619	0,595
GP9	0,521	0,879	0,456	0,673	0,630
SM1	0,398	0,342	0,785	0,462	0,472
SM2	0,445	0,361	0,746	0,438	0,429
SM3	0,331	0,415	0,796	0,493	0,440
SM4	0,320	0,394	0,828	0,466	0,506
SM5	0,332	0,317	0,796	0,462	0,379
SM6	0,340	0,397	0,719	0,445	0,432
SM7	0,480	0,338	0,837	0,508	0,532
SM8	0,294	0,371	0,735	0,476	0,425
SM9	0,214	0,235	0,735	0,321	0,316
SM10	0,360	0,237	0,788	0,367	0,416
SM11	0,275	0,304	0,759	0,399	0,387
SM12	0,325	0,299	0,737	0,386	0,426
BI	0,599	0,645	0,483	0,828	0,700
BI	0,467	0,593	0,400	0,769	0,505
B3	0,627	0,522	0,461	0,804	0,647
B4	0,482	0,568	0,391	0,810	0,612
B5	0,570	0,578	0,515	0,812	0,696
B6	0,499	0,579	0,495	0,801	0,573
B7	0,432	0,503	0,506	0,815	0,592
B8	0,563	0,646	0,482	0,797	0,629
B9	0,474	0,509	0,342	0,759	0,572
KP1	0,673	0,547	0,517	0,705	0,845
KP2	0,539	0,508	0,376	0,622	0,836
KP3	0,575	0,574	0,480	0,601	0,866
KP4	0,590	0,653	0,467	0,677	0,882
KP5	0,577	0,675	0,465	0,699	0,829
KP6	0,555	0,517	0,466	0,569	0,779

Indikator	Green Advertising	Green Product	Social Media	Brand Image	Keputusan Pembelian
KP7	0,603	0,575	0,549	0,655	0,852
KP8	0,622	0,532	0,406	0,626	0,855
KP9	0,482	0,550	0,497	0,638	0,773

Source : Output SmartPLS 4.0, 2024.

The cross-loading values in the table above are the first approach in assessing the indicators of each construct variable. The outer model value associated with the indicator variable for each construct variable must be greater than the other cross-loading values. It can be seen from the table above that the outer loading value of each indicator variable of the related construct variable is greater than the cross-loading value. So, it can be said that the questions on the indicators represent the construct variables themselves compared to the cross-loading values on other indicator variables.

Reliability Test
Table 6. *Cronbach's Aplha dan Composite Reliability*

Variabel Laten	Cronbach's Alpha	Composite Reliability
Green Advertising	0,948	0,955
Green Product	0,944	0,953
Social Media	0,938	0,938
Brand Image	0,926	0,941
Purchase Decision	0,946	0,954

Source : Output SmartPLS 4.0, 2024.

Based on Table 6, the composite reliability and Cronbach alpha values for each latent variable are > 0.7, so it can be concluded that each latent variable in this study can be declared reliable. Composite reliability evaluation is carried out by looking at the composite reliability value of the indicator block that measures the construct and the Cronbach alpha value. A construct is said to be reliable if its composite reliability value is above 0.7 and the recommended Cronbach alpha value is above 0.6.

Inner Model
Tabel 7. *R-Square*

Variabel Laten	R Square
Brand Image	0,652
Purchase Decision	0,693

Source : Output SmartPLS 4.0, 2024.

Model examination can be seen from the R square value, meaning that the model can explain the influence of exogenous variables on endogenous variables as follows:

Proceeding International Conference on Economic Business Management, and Accounting (ICOEMA)-2024
Program Studi Doktor Ilmu Ekonomi
Universitas 17 Agustus 1945 Surabaya-2024

ICOEMA 2024

a. Variations in the Green Advertising, Green Product, Social Media variables have an effect of 65.2% on Brand Image. Meanwhile, the remainder is explained by variations in other variables outside the research model, amounting to 34.8%.

b. Variations in the Green Advertising, Green Product, Social Media variables have an effect of 69.3% on purchasing decisions. Meanwhile, the remainder is explained by variations in other variables outside the research model, amounting to 30.7%.

Hypotesis Results
Tabel 8. Hypotesis Results

Hipotesis	Original Sample	T Statistics	P Values	Keterangan
Green Advertising -> Brand Image	0,303	2,933	0,004	Signifikan
Green Product -> Brand Image	0,440	3,693	0,000	Signifikan
Social Media -> Brand Image	0,240	3,26	0,002	Signifikan
Green Advertising -> Keputusan Pembelian	0,276	2,693	0,007	Signifikan
Green Product -> Keputusan Pembelian	0,209	2,383	0,0018	Signifikan
Social Media -> Keputusan Pembelian	0,143	2,410	0,002	Signifikan
Brand Image -> Keputusan Pembelian	0,359	3,123	0,002	Signifikan

Source : Output SmartPLS 4.0, 2024.

Based on the table above, the results of hypothesis testing can be described as follows :

1. The Influence of Green Advertising on Brand Image of Starbucks Coffee Surabaya Consumers

Based on table 8, the path coefficient for the influence of Green Advertising on Brand Image is 0.303 (positive value) with a t value of 2.933 and a P value of 0.004. Thus, it can be said that Green Advertising has a significant effect on Brand Image, where the better the Green Advertising carried out by the company, the more Starbucks Brand Image will improve.

Then, from the partial test results, a t-count value was obtained that was greater than 1.96, namely 2.933 and a p value of 0.004 which was smaller than 0.05. Thus, it can be said that Green Advertising has a significant effect on the Brand Image of Starbucks Coffee in Surabaya so that the research hypothesis is accepted.

2. **The Influence of Green Products on Brand Image of Starbucks Coffee Surabaya Consumers**

   Based on table 8, the path coefficient for the influence of Green Marketing on Brand Image is 0.440 (positive value) with a t value of 3.669 and a P value of 0.000. Thus, it can be said that Green Products have a significant influence on Brand Image, where the better the Green Products made by the company, the more Starbucks Brand Image will improve.

   Then, from the partial test results, a tcount value was obtained that was greater than 1.96, namely 3.669 and a p value of 0.000 which was smaller than 0.05. Thus, it can be said that Green Product has a significant influence on the Brand Image of Starbucks Coffee in Surabaya so that the research hypothesis is accepted.

3. **The Influence of Social Media on Brand Image of Starbucks Coffee Surabaya Consumers**

   Based on table 8, the path coefficient for the influence of Social Media on Brand Image is 0.240 (positive value) with a t value of 3.126 and a P value of 0.002. Thus, it can be said that Social Media has a significant influence on Brand Image, where the better the Social Media carried out by the company, the more Starbucks Brand Image will improve.

   Then, from the partial test results, a t-count value was obtained that was greater than 1.96, namely 3.3126 and a p value of 0.002 which was smaller than 0.05. Thus, it can be said that Social Media has a significant influence on the Brand Image of Starbucks Coffee in Surabaya so that the research hypothesis is accepted

4. **The Influence of Green Advertising on Purchasing Decisions of Starbucks Coffee Surabaya Consumers**

   Based on table 8, the path coefficient for the influence of Green Advertising on Brand Image is 0.276 (positive value) with a t value of 2.693 and a P value of 0.007. Thus, it can be said that Green Advertising has a significant influence on Purchasing Decisions, where the better the Green Advertising carried out by the company, the more Starbucks Purchasing Decisions will increase.

   Then, from the partial test results, a t-count value was obtained that was greater than 1.96, namely 2.693 and a p value of 0.07 which was smaller than 0.05. Thus, it can be said that Green Advertising has a significant influence on Starbucks Coffee Purchase Decisions in Surabaya so that the research hypothesis is accepted

5. **The Influence of Green Products on Purchasing Decisions of Starbucks Coffee Surabaya Consumers**

   Based on table 8, the path coefficient for the influence of Social Media on Brand Image is 0.209 (positive value) with a t value of 2.383 and a P value of 0.018. Thus, it can be said that Green Products have a

significant influence on Purchasing Decisions, where the better the Green Products made by the company, the more Starbucks Purchasing Decisions will increase.

Then, from the partial test results, a t-count value was obtained that was greater than 1.96, namely 2.383 and a p value of 0.018 which was smaller than 0.05. Thus, it can be said that Green Products have a significant influence on Starbucks Coffee Purchase Decisions in Surabaya so that the research hypothesis is accepted

6. **The Influence of Social Media on Purchasing Decisions among Starbucks Coffee Surabaya Consumers**

Based on table 8, the path coefficient for the influence of Social Media on Brand Image is 0.143 (positive value) with a t value of 2.410 and a P value of 0.016. Thus, it can be said that Social Media has a significant influence on Purchasing Decisions, where the better the Social Media carried out by the company, the more Starbucks Purchasing Decisions will increase.

Then, from the partial test results, a t-count value was obtained that was greater than 1.96, namely 2.410 and a p value of 0.016 which was smaller than 0.05. Thus, it can be said that Social Media has a significant influence on Starbucks Coffee Purchase Decisions in Surabaya so that the research hypothesis is accepted

7. **The Influence of Brand Image on Purchasing Decisions among Starbucks Coffee Surabaya Consumers**

Based on table 14, the path coefficient for the influence of Social Media on Brand Image is 0.359 (positive value) with a t value of 3.123 and a P value of 0.002. Thus, it can be said that Brand Image has a significant influence on Purchasing Decisions, where the better the Brand Image carried out by the company, the more Starbucks Purchasing Decisions will increase.

Then, from the partial test results, a t-count value was obtained that was greater than 1.96, namely 3.123 and a p value of 0.002 which was smaller than 0.05. Thus, it can be said that Brand Image has a significant influence on Starbucks Coffee Purchase Decisions in Surabaya so that the research hypothesis is accepted.

CONCLUSION

Based on the research results and discussion previously explained, the conclusions from the results of this research can be described as follows:

1) Green Advertising has a positive and significant effect on the Brand Image of Starbucks Coffee in Surabaya. This can show that better Green Advertising will improve the Brand Image of Starbucks Coffee in Surabaya.

2) Green Products have a positive and significant effect on the Brand Image of Starbucks Coffee in Surabaya. This can show that a better Green Product will improve the Brand Image of Starbucks Coffee in Surabaya.

3) Social Media has a positive and significant influence on the Brand Image of Starbucks Coffee in Surabaya. This can show that the better use of Social Media supported by superior service will increase the Brand Image of Starbucks Coffee in Surabaya.

4) Green Advertising has a positive and significant effect on Starbucks Coffee Purchase Decisions in Surabaya. This can show that better Green Advertising will increase Starbucks Coffee Purchase Decisions in Surabaya.

5) Green Products have a positive and significant effect on Starbucks Coffee Purchase Decisions in Surabaya. This can show that a better Green Product will increase Starbucks Coffee Purchase Decisions in Surabaya.

6) Social Media has a positive and significant influence on Starbucks Coffee Purchase Decisions in Surabaya. This can show that the better use of Social Media will increase Starbucks Coffee Purchase Decisions in Surabaya.

7) Brand Image has a positive and significant influence on Starbucks Coffee Purchase Decisions in Surabaya. This can show that a better Brand Image will increase Starbucks Coffee Purchase Decisions in Surabaya.

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