

Brand Image as a Mediator Between Green Marketing, Price, and Consumer Purchase Decisions at Starbucks Coffee

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Abstract

This study aims to analyze the role of Brand Image in mediating the influence of Green Marketing and Price on the Purchase Decision of Starbucks Coffee consumers in Malang City. The research method used a quantitative approach with a purposive sampling technique on 105 respondents, and data analysis was carried out through Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS. The results of the study show that Green Marketing has a positive but insignificant effect on purchase decisions, while Price has a positive and significant effect. In addition, Green Marketing and Price have been proven to have a significant effect on Brand Image, which in turn has a positive effect on purchase decisions. Another important finding is that Brand Image is able to mediate the influence of Green Marketing and Price on purchase decisions. Theoretically, this study strengthens the study of consumer behavior by placing Brand Image as a mediating variable, while practically providing implications for Starbucks to maintain the quality of products and services while strengthening sustainability programs so that brand image is more positive and consumer purchasing decisions increase.

INTRODUCTION

Industry development *Coffee shop* in Indonesia in recent years has shown very rapid growth in line with changes in the lifestyle of urban people, the increase of the middle class, and the development of coffee consumption culture as part of social and professional activities. Coffee is no longer seen simply as a beverage commodity, but also as a symbol of lifestyle, self-identity, and valuable consumption experiences. In this condition, competition between companies *Coffee Shop* is becoming more and more strict, so companies need to present a marketing strategy that not only emphasizes product quality, but is also able to build added value in the eyes of consumers (Mikraj et al., 2025).

One of the strategies that is increasingly being applied is *Green Marketing*, which is a marketing approach that highlights the company's concern for the environment through sustainable products, packaging, promotions, and business processes (Tsaabitah et al., 2025). Increasing public awareness of environmental issues, such as reducing plastic waste, using eco-friendly packaging, and sustainable business practices, encourages consumers to consider these aspects in their purchasing decisions. Thus, today's consumers tend not only to judge products from the functional side, but also from the ethical and sustainability values that the company offers (Ngabalin, 2025).

On the other hand, price remains an important factor in consumer purchasing behavior, especially in markets that are sensitive to price differences such as the coffee beverage industry. Consumers will generally compare the benefits obtained with the costs that must be incurred before deciding to buy (Hifziah & Pebrian, 2025). On premium brands like Starbucks *Coffee*, relatively higher prices are often the main consideration. However, if consumers judge that the

price is proportional to the quality, experience, and brand value received, then the purchase decision can still occur (Hanjani et al., 2025).

In addition to *Green Marketing* and price, *Brand Image* It also plays an important role in influencing purchasing decisions. A strong brand image can shape a positive consumer perception of the company, increase trust, and strengthen loyalty. In the context of Starbucks *Coffee*, *Brand Image* Not only built through product and service quality, but also through the company's consistency in implementing sustainability values and creating premium consumption experiences. Therefore, *Brand Image* is suspected to be a variable that is able to bridge the influence *Green Marketing* and price against the purchase decision (Sofyan et al., 2025).

Research on relationships *Green Marketing*, price, *Brand Image*, and purchasing decisions still show mixed results. Some studies have found that *Green Marketing* directly affect purchasing decisions, while other studies show that the influence is stronger through *Brand Image* as a mediation variable (Yahya, 2022). The same is true for price variables, where their influence on purchasing decisions often depends on how consumers interpret the value of the brand offered. This condition shows that there is a research gap that needs to be studied further, especially in the context of Starbucks consumers *Coffee* in Malang City.

Based on this description, this study is important to analyze the influence of *Green Marketing* and price on purchase decisions with *Brand Image* as a mediating variable for Starbucks *Coffee consumers* in Malang City. The results of this study are expected to make a theoretical contribution to the development of consumer behavior and marketing studies, as well as practical contributions for companies in formulating more effective and sustainable marketing strategies.

METHODS

This study uses a quantitative approach with a survey method. According to Sugiyono (2017) Quantitative research is research whose data is in the form of numbers and analyzed using statistics. The location of the study was conducted on Starbucks Consumers *Coffee* which is in the city of Malang.

The sampling technique used is purposive sampling, which is a technique for determining samples based on certain criteria. The criteria for respondents in this study include having bought Starbucks *Coffee* and residing in Malang City. Based on these criteria, the number of samples obtained was 105 respondents. The type of data used consists of primary data and secondary data. Primary data was obtained through the distribution of questionnaires online using Google Form, while secondary data was obtained from books, scientific journals, and relevant previous research.

The research variables consisted of *Green Marketing* (X1), Price (X2), *Brand Image* (Z), and purchase decision (Y). The data analysis technique uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software version 3. The analysis was carried out through two stages, namely the evaluation of the measurement model (outer model) to test the validity and reliability through the loading factor value, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha, and the evaluation of the structural model (inner

model) to test the relationship between variables and hypothesis significance based on the T-statistical value (>1.96) and P-value (<0.05)

RESULTS AND DISCUSSION

Table 1 Validity Test (Outer Model)

Variabel	Loading Factor	AVE	Remarks
<i>Green Marketing</i>	0.693 - 0.797	0.578	Valid
Pricing	0.722 - 0.778	0.574	Valid
<i>Brand Image</i>	0.793 - 0.816	0.627	Valid
Purchase Decision	0.738 - 0.844	0.643	Valid

Source : SmartPLS primary data, 2026

Based on Table 1, all research variables have an Average Variance Extracted (AVE) value above 0.50, namely *Green Marketing* of 0.578, price of 0.574, *Brand Image* of 0.627, and purchase decision of 0.643. In addition, the loading factor value of each variable is in the range that meets the convergent validity criteria. Thus, all indicators in this study were declared valid and able to measure the constructs of their respective variables (Ghozali & latan, 2015)

Table 2 Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Remarks
<i>Green Marketing</i>	0.756	0.759	Reliabel
Pricing	0.757	0.769	Reliabel
<i>Brand Image</i>	0.801	0.802	Reliabel
Purchase decision	0.724	0.725	Reliabel

Source : SmartPLS primary data, 2026

Based on Table 2, all variables have Cronbach's Alpha and Composite Reliability values above 0.70. The highest Cronbach's Alpha value is found in the *Brand Image* variable of 0.801 while the lowest value is found in the purchase decision variable of 0.724. Meanwhile, the Composite Reliability value of all variables is in the range of 0.725 to 0.802. These results show that all research instruments have good internal consistency and are declared reliable.

Table 3 Inner Model (R-Square)

Variabel	R-Square	R-Square Adjusted	Remarks
<i>Brand Image</i> (Z)	0.490	0.480	Weak
Purchase Decision (Y)	0.461	0.445	Weak

Source : SmartPLS primary data, 2026

Based on Table 3, the R-Square value of the variable *Brand Image* by 0.490. This shows that *Green Marketing* and price is able to explain the variation *Brand Image* 49%, while the remaining 51% is explained by other variables outside the research model. Furthermore, the R-Square value on the purchase decision variable is 0.461, which means that *Green Marketing*, price, and *Brand Image* able to explain the variation in purchasing decisions of 46.1%, while the remaining 53.9% was influenced by other variables outside the model (Ghozali & Latan, 2015).

Table 4 Hypothesis Test

Relationships Between Variables	Original Sample	T Statistics	P Values	Remarks
<i>Green Marketing</i> (X1) → Purchase Decision(Y)	0.177	1.782	0.075	Insignifikan
Price (X2) → Purchase decision (Y)	0.392	3.810	0.000	Signifikan
<i>Green Marketing</i> (X1) → <i>Brand Image</i> (Z)	0.465	6.265	0.000	Signifikan
Price (X2) → <i>Brand Image</i> (Z)	0.482	6.982	0.000	Signifikan
<i>Brand Image</i> (Z) → Purchase decision (Y)	0.295	2.533	0.011	Signifikan
<i>Green Marketing</i> (X1) → <i>Brand Image</i> (Z) → Purchase Decision(Y)	0.137	2.413	0.016	Signifikan
Price (X2) → <i>Brand Image</i> (Z) → Purchase Decision(Y)	0.142	2.365	0.018	Signifikan

Source : SmartPLS primary data, 2026

Based on Table 4, *Green Marketing* has a positive but insignificant effect on purchase decisions with an original sample value of 0.177, T Statistics of 1.782, and P Values of 0.075 greater than 0.05. Thus, *Green Marketing* has not been able to influence purchasing decisions directly. Meanwhile, Price has a positive and significant effect on purchase decisions with an original sample value of 0.392, T Statistics of 3,810, and P Values of 0.000.

Green Marketing has a positive and significant effect on *Brand Image* with an original sample value of 0.465, T Statistics of 6.265, and P Values of 0.000. Price also has a positive and significant effect on purchasing decisions with an original sample value of 0.482, T Statistics of 6,982, and P Values of 0.000. In addition, brand image had a positive and significant effect on purchase decisions with an original sample value of 0.295, T Statistics of 2.533, and P Values of 0.011.

In indirect influences, *Brand Image* was able to mediate the influence of *Green Marketing* on Purchase decisions with an original sample value of 0.137, T Statistics of 2.413, and P Values of 0.016. *Brand Image* is also able to mediate the influence of Price on Purchase Decisions with an original sample value of 0.142, T Statistics of 2.365, and P Values of 0.018. Thus, H2, H3, H4, H5, H6, and H7 are accepted, while H1 is rejected.

DISCUSSION

The results of the study show that *Green Marketing* has no significant effect on the purchase decision. The findings indicate that the implementation of *Green Marketing* by Starbucks does provide a positive tendency to purchase decisions, but the influence is not statistically strong enough. This means that consumers have not made the *Green Marketing* as a key factor in determining the decision to buy Starbucks products. If associated with the Theory of Planned Behavior (Ajzen, 1991), purchasing decisions are influenced by attitudes, subjective norms, and perceptions of behavioral control. In this study, *Green Marketing* has not been able to form a strong enough attitude to drive direct purchasing decisions. This indicates that consumer concern for environmental issues has not been fully realized in purchasing behavior, so the decision to

buy Starbucks is still more influenced by other factors.

The results of the study show that price has a positive and significant effect on Starbucks consumers' purchasing decisions *Coffee* in Malang City. Consumers not only view price as a cost to be paid, but also consider the suitability between price, product quality, benefits obtained, and perceived experience. Consumer perception assesses Starbucks' premium price as proportional to the quality of drinks, service, and comfortable store atmosphere, thus still driving purchase decisions. These findings are in line with the Theory of Planned Behavior (Ajzen, 1991), which explains that a positive attitude towards prices that correspond to the quality and benefits of the product can increase purchasing tendencies. Practically, Starbucks needs to maintain consistency in product and service quality, and continue to innovate so that consumer perception of price suitability is maintained in the midst of industry competition *Coffee* shop. This research is supported by the findings of Kurniawan and Farida (2025) and Ayu et al (2022) which confirms that price perception has a significant effect on consumer purchasing decisions. Thus, the results of this study confirm that price is an important factor in shaping purchasing decisions according to the framework of the Theory of Planned Behavior.

The results of the study show that *Green Marketing* have a positive and significant effect on *Brand Image* Starbucks *Coffee* in Malang City. The implementation of various sustainability programs, such as the use of environmentally friendly packaging, the reduction of single-use plastics, the provision of reusable cups, and environmental care campaigns, is able to increase consumers' positive perception of brands. Consumers view Starbucks as a company that is not only profit-oriented, but also has a concern for environmental sustainability, thus forming a strong brand image. These findings are in line with the Theory of Planned Behavior (Ajzen, 1991), which explains that an individual's belief in the characteristics of an object will form a positive attitude; In the context of this study, the application of *Green Marketing* being a stimulus that builds consumer confidence that Starbucks is a brand that cares about the environment. This research is in line with the findings of Muljono et al. (2025) and Hasanah et al. (2023) which confirms that the strategy *Green Marketing* has a significant effect on the company's brand image, thus reinforcing the empirical evidence that *Green Marketing* is an important factor in building *Brand Image* positive.

The results of the hypothesis test show that the price has a positive and significant effect on *the Brand Image* of Starbucks *Coffee* in Malang City. Consumer perception of price is not only related to the amount of costs that must be incurred, but also reflects an assessment of the quality, value, and reputation of the brand. Consumers view Starbucks prices as a representation of the quality of the products and experiences offered; Although relatively higher than other *coffee* shops, the price is considered comparable to the quality of the drinks, service, convenience of the outlet, and consistency of the product. Thus, the right pricing strategy can be an important instrument in building a premium brand image that has high quality standards. These findings are in line with the Theory of Planned Behavior (Ajzen, 1991), which explains that belief in product attributes forms a positive attitude, so that consumer perception of price suitability contributes to strengthening *the Brand Image*. Practically, Starbucks needs to maintain a balance between price strategy and product and service quality, and continue to innovate so that consumer perception of premium prices is still considered feasible. This research is in line with the findings of Kurniawan and Farida (2025) and Muljono et al. (2025) who affirm that price perception has a significant effect on brand image, so it can be concluded that price not only functions as a medium of exchange, but also becomes an important factor in shaping *Starbucks Coffee's Brand*

Image.

The results of the study show that *Brand Image* have a positive and significant effect on Starbucks consumer purchasing decisions *Coffee* in Malang City. The more positive the image of the Starbucks brand in the minds of consumers, the more likely they are to decide to buy the product. *Brand Image* It is formed through the company's reputation, consistent product quality, good service, and commitment to environmental sustainability, which creates positive perceptions and increases consumer trust. This trust is one of the main reasons that drives purchase decisions, as well as creating a competitive advantage in the midst of competition *Coffee* shop. These findings are in line with the Theory of Planned Behavior (Ajzen, 1991), which explains that belief in an object forms a positive attitude, then develops into an intention and is manifested in behavior. Practically, Starbucks needs to maintain its brand image through product innovation, service quality improvement, and consistency of sustainability programs so that consumer loyalty is maintained. This research supports the findings of Riyanika et al. (2022) and Arianty & Fadilah (2025) which affirms that *Brand Image* is an important factor influencing Starbucks consumers' purchasing decisions *Coffee*.

The results of the study show that *Green Marketing* not only has a direct influence on purchase decisions, but also provides an indirect influence through *Brand Image* as a mediating variable. Based on hypothesis testing, *Brand Image* was proven to be able to mediate the influence of *Green Marketing* on the purchase decisions of Starbucks *Coffee consumers* in Malang City. The implementation of eco-friendly programs such as the use of eco-friendly packaging, reusable cups, plastic waste reduction, and sustainability campaigns form a positive perception of consumers that Starbucks cares about the environment. This perception then strengthens the brand image, so that consumers are more confident and confident in making purchases. Thus, *Brand Image* acts as a bridge that connects *the Green Marketing* strategy with purchasing decisions, where the success of an eco-friendly program depends not only on its implementation, but also on the company's ability to communicate its contribution to consumers. These findings are in line with the Theory of Planned Behavior (Ajzen, 1991) which emphasizes that positive beliefs and attitudes towards a brand will influence consumer intentions and behaviors. Practically, Starbucks needs to maintain consistency in running the *Green Marketing program* while strengthening communication so that the brand image is more attached to consumers' minds. This research supports the findings of Muljono et al. (2025) and Arianty & Fadilah (2025) who affirm that *Brand Image* is an important mechanism that strengthens the influence of *Green Marketing* on purchasing decisions.

The results of the study show that *Brand Image* is able to mediate the relationship between price and purchase decisions of Starbucks *Coffee consumers* in Malang City. Consumers' perception of prices has a greater impact on purchasing decisions when supported by a strong brand image. For Starbucks consumers, premium prices are not the main obstacle as long as the brand is able to provide quality products, services, and experiences that meet expectations. In these conditions, consumers no longer judge prices only based on the nominal paid, but also based on the perceived value when consuming Starbucks products. This perception strengthens *the Brand Image* and encourages consumers to keep making purchases. Thus, *Brand Image* plays an important role in explaining the relationship between price and purchase decisions, where the price considered appropriate will enhance the positive image of the company and strengthen consumer confidence in Starbucks' quality. These findings are in line with the Theory of Planned Behavior (Ajzen, 1991) which emphasizes that belief in product attributes forms a positive

attitude before it is manifested in purchasing behavior. In practical terms, Starbucks needs to maintain a premium pricing strategy while maintaining the quality of products, service, and customer experience, while strengthening its brand image through innovation and sustainability programs. This research is consistent with the findings of Muljono et al. (2025) and Arianty & Fadilah (2025) who affirm that *Brand Image* mediates the influence of price perception on purchase decisions, so it can be concluded that price not only functions as a medium of exchange, but also as an important factor in shaping *Brand Image* and improving Starbucks Coffee consumer purchasing decisions.

CONCLUSION

The findings of the study show that *Green Marketing* has a positive but insignificant effect on purchasing decisions, which suggests that eco-friendly programs have not yet become a dominant factor in encouraging consumers to buy Starbucks products. Meanwhile, price has been proven to have a positive and significant effect on purchase decisions, so the more the price matches the quality and benefits received, the higher the consumer's tendency to buy. *Green Marketing* has a positive effect on *Brand Image*, where the implementation of sustainability programs is able to form a positive image of Starbucks as a company that cares about the environment. Price also has a positive effect on *Brand Image*, as the perception of premium prices that match the quality of products and services increases Starbucks' image as a high-quality coffee brand. *Brand image* itself has a positive effect on purchase decisions, so that the better the brand image in the eyes of consumers, the higher the trust and purchase decisions.

This research contributes to the development of a purchase decision study by placing *Brand Image* as a mediating variable in the relationship between *Green Marketing*, Prices and Purchase Decisions. The limitation of this study lies in the scope of research that was only conducted on Starbucks consumers in the city of Malang. Therefore, further research is suggested to expand different research objects in different regions so that the research results are more comprehensive and can be generalized more widely.

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