

**ABSTRAK**

**PENGARUH GREEN MARKETING DAN PRODUCT QUALITY  
TERHADAP CUSTOMER LOYALTY PADA PEMBELIAN TUMBLER  
STARBUCKS DENGAN CUSTOMER SATISFACTION SEBAGAI  
VARIABEL INTERVENING**

Studi pada Pelanggan *Tumbler* Starbucks di Karawang

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh positif *green marketing* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (2) pengaruh positif *product quality* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (3) pengaruh positif *customer satisfaction* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (4) *customer satisfaction* memediasi pengaruh *green marketing* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (5) *customer satisfaction* memediasi pengaruh *product quality* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks. Teknik pengambilan sampel pada penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner secara *online* melalui *google form*, meliputi variabel *green marketing*, *product quality*, *customer satisfaction*, dan *customer loyalty* yang diisi oleh 96 responden. Analisis data menggunakan *Partial Least Square* (PLS) yang kemudian diolah menggunakan aplikasi SmartPLS 3.2.9. Hasil penelitian menunjukkan bahwa : (1) *green marketing* berpengaruh positif terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (2) *product quality* berpengaruh positif terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (3) *customer satisfaction* tidak berpengaruh positif terhadap *customer loyalty* pada pembelian *tumbler* Starbucks. (4) *customer satisfaction* tidak memediasi pengaruh *green marketing* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks, (5) *customer satisfaction* tidak memediasi pengaruh *product quality* terhadap *customer loyalty* pada pembelian *tumbler* Starbucks.

Kata Kunci: *Green marketing*, *product quality*, *customer satisfaction*, *customer loyalty*

**ABSTRACT**

**INFLUENCE GREEN MARKETING AND PRODUCT QUALITY TO  
CUSTOMER LOYALTY ON PURCHASE TUMBLER STARBUCKS  
WITH CUSTOMER SATISFACTION AS A INTERVENING VARIABLE**

Studies on Customer Tumbler Starbucks in Karawang

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This study aims to determine: (1) the influence green marketing to customer loyalty on purchase tumbler Starbucks, (2) the influence product quality to customer loyalty on purchase tumbler Starbucks, (3) the influence customer satisfaction to customer loyalty on purchase tumbler Starbucks, (4) the influence green marketing to customer loyalty on purchase tumbler Starbucks with customer satisfaction as the mediating variable, (5) the influence product quality to customer loyalty on purchase tumbler Starbucks with customer satisfaction as the mediating variable. The sampling technique in this study uses purposive sampling. Data obtained by distributing questionnaires randomly online through google form, includes variables green marketing, product quality, customer satisfaction, and customer satisfaction filled by 96 respondents. Data analysis using Partial Least Square (PLS) which is then processed using the SmartPLS 3.2.9 application. The research results show that: (1) green marketing influenced customer loyalty on purchase tumbler Starbucks, (2) product quality positive influenced customer loyalty on purchase tumbler Starbucks, (3) customer satisfaction had no positive influence on customer loyalty on purchase tumbler Starbucks, (4) customer satisfaction did not mediate the influence of green marketing to customer loyalty on purchase tumbler Starbucks, (5) customer satisfaction did not mediate the influence of product quality to customer loyalty on purchase tumbler Starbucks.

Keywords: Green marketing, product quality, customer satisfaction, customer loyalty