

## ABSTRAK

### **PENGARUH GREEN ADVERTISING, GREEN PACKAGING, DAN GREEN PRICE TERHADAP KEPUTUSAN PEMBELIAN PRODUK STARBUCKS**

(Studi pada Generasi Z di Kota Yogyakarta)

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Peningkatan jumlah limbah plastik yang telah mencemari lingkungan serta kurangnya kesadaran dan kepedulian masyarakat membuat penelitian ini dilakukan untuk mengetahui pengaruh *green advertising*, *green packaging*, dan *green price* terhadap keputusan pembelian produk Starbucks di kota Yogyakarta. Populasi dalam penelitian ini adalah seluruh generasi Z di kota Yogyakarta. Sampel yang digunakan dalam penelitian ini berjumlah 96 yaitu sebagian generasi Z yang sudah pernah membeli dan mengonsumsi produk Starbucks paling tidak 1 kali dan sudah pernah melihat iklan ramah lingkungan dari Starbucks. Teknik analisis data yang digunakan adalah regresi linear berganda dengan menggunakan aplikasi SPSS 30. Hasil penelitian menunjukkan: (1) *green advertising*, *green packaging*, dan *green price* secara simultan berpengaruh terhadap keputusan pembelian produk Starbucks di kota Yogyakarta, (2) *green advertising* secara parsial berpengaruh terhadap keputusan pembelian produk Starbucks di kota Yogyakarta, (3) *green packaging* secara parsial berpengaruh terhadap keputusan pembelian produk Starbucks di kota Yogyakarta, dan (4) *green price* secara parsial berpengaruh terhadap keputusan pembelian produk Starbucks di kota Yogyakarta.

**Kata kunci:** *green advertising*, *green packaging*, *green price*, keputusan pembelian

## ABSTRACT

### THE INFLUENCE OF GREEN ADVERTISING, GREEN PACKAGING, AND GREEN PRICE ON PURCHASING DECISIONS STARBUCKS PRODUCTS (Study on Generation Z in Yogyakarta City)

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The increasing amount of plastic waste that has polluted the environment and the lack of public awareness and concern underlines this study to find out the influence of green advertising, green packaging, and green price on purchasing decisions for Starbucks products in the city of Yogyakarta. The population in this study were all generation Z in the city of Yogyakarta. The sample used in this study amounted to 96, namely some of generation Z who have bought and consumed Starbucks products at least once and have seen environmentally friendly advertisements from Starbucks. The data analysis technique used is multiple linear regression using the SPSS 30 application. The results showed: (1) green advertising, green packaging, and green price simultaneously influenced purchasing decisions for Starbucks products in the city of Yogyakarta, (2) green advertising partially influenced purchasing decisions for Starbucks products in the city of Yogyakarta, (3) green packaging partially influenced purchasing decisions for Starbucks products in the city of Yogyakarta, and (4) green price partially influenced purchasing decisions for Starbucks products in the city of Yogyakarta.

***Keywords: green advertising, green packaging, green price, purchase decision***