

EFFECTS OF GREEN MARKETING, E-WOM, AND BRAND IMAGE ON PURCHASE INTENTION THROUGH CONSUMER EDUCATION/LEARNING: EVIDENCE FROM STARBUCKS RESERVE DEWATA BALI

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh green marketing, electronic word of mouth (E-WOM), dan citra merek terhadap minat beli, baik secara parsial maupun simultan, dalam kasus Starbucks Reserve Dewata Bali. Fenomena yang melatarbelakangi penelitian ini adalah meningkatnya kesadaran akan kelestarian lingkungan yang membentuk perilaku konsumen modern, khususnya dalam industri kopi premium. Data dikumpulkan dari 140 responden yang merupakan konsumen Starbucks Reserve Dewata Bali, menggunakan kuesioner yang didistribusikan melalui purposive sampling. Penelitian ini menggunakan metode kuantitatif deskriptif dengan analisis regresi linier berganda untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa green marketing, E-WOM, dan citra merek masing-masing memiliki pengaruh positif dan signifikan terhadap minat beli. Secara simultan, ketiga variabel tersebut berkontribusi secara signifikan dalam memperkuat minat beli konsumen. Strategi green marketing yang berfokus pada keberlanjutan, ulasan positif dari konsumen yang dibagikan secara digital, dan citra merek yang kuat dan terpercaya secara kolektif memperkuat keputusan pembelian konsumen. Penelitian ini menyimpulkan bahwa integrasi aspek lingkungan, sosial, dan komunikasi digital ke dalam strategi pemasaran sangat penting untuk meningkatkan minat beli di pasar yang sadar akan lingkungan. Hasil penelitian ini memberikan implikasi manajerial, yaitu bahwa pelaku usaha, khususnya di sektor kopi premium, sebaiknya terus memperkuat praktik keberlanjutan, keterlibatan digital, dan posisi merek agar tetap kompetitif dan relevan.

Kata Kunci: Green marketing, electronic word of mouth, citra merek, minat beli, pemasaran berkelanjutan.

ABSTRACT

This study aims to analyze the effect of green marketing, electronic word of mouth (E-WOM), and brand image on purchase intention, both partially and simultaneously, in the case of Starbucks Reserve Dewata Bali. The phenomenon underlying this research is the growing awareness of environmental sustainability that shapes modern consumer behavior, especially in the premium coffee industry. Data were collected from 140 respondents who were consumers of Starbucks Reserve Dewata Bali using a questionnaire distributed via purposive sampling. The study applied descriptive quantitative methods with multiple linear regression analysis to test the hypotheses. The findings indicate that green marketing, E-WOM, and brand image each have a positive and significant effect on purchase intention. Simultaneously, the three variables contribute significantly to strengthening consumers' intention to purchase. Green marketing strategies focusing on sustainability, positive consumer reviews shared digitally, and a strong, trusted brand image collectively reinforce consumers' purchase decisions. The study concludes that integrating environmental, social, and digital communication aspects into marketing strategies is crucial for enhancing

purchase intention in environmentally conscious markets. These results provide managerial implications, suggesting that businesses, particularly in the premium coffee sector, should continuously strengthen sustainability practices, digital engagement, and brand positioning to remain competitive and relevant.

Keywords: *Green marketing, electronic word of mouth, brand image, purchase intention, sustainability marketing*

INTRODUCTION

Global warming has become an increasingly dominant global concern, with significant negative impacts on both the environment and human life. This phenomenon is reflected in the rising frequency of extreme weather events such as heatwaves, floods, prolonged droughts, the melting of polar ice caps, and rising sea levels. These impacts not only threaten ecosystems and biodiversity but also directly affect human life, including food crises, the availability of clean water, and disruptions to global health and economic systems. One of the main factors driving global warming is greenhouse gas emissions resulting from the continuous use of hazardous products, which accelerates climate change (Bunyamin et al., 2023). Therefore, implementing various mitigation measures, including digital marketing, has become crucial in supporting sustainability efforts. Digital marketing enables companies to reach consumers across countries without geographical boundaries, thereby raising consumer awareness and participation in promoting environmental sustainability (Pratiwi et al., 2023).

In Indonesia, public awareness of global warming has increased significantly. People are increasingly recognizing the importance of reducing the use of hazardous products and taking tangible steps to lower their carbon footprint. A study by Anggraeni et al (2023) highlights that this growing awareness is a vital initial step in collective efforts to address the negative impacts of global warming and protect the environment for future generations. This shift in consumer behavior toward environmentally friendly choices has encouraged companies to adjust their marketing strategies. In the face of intensifying competition, companies are required to implement appropriate marketing strategies to sustain their survival and growth (Karta et al., 2023). Modern consumers tend to prefer sustainable products and services with lower environmental impact, as increasingly

reflected in their consumption patterns (Correia et al., 2023). This trend presents a substantial opportunity for companies to adopt marketing strategies that focus on environmental issues.

One increasingly popular approach is green marketing, a strategy that emphasizes the environmentally friendly aspects of a company's products or services (Yahya, 2022). By implementing green marketing, companies can attract consumers who are more concerned about environmental issues while building a positive and responsible brand image. This strategy not only helps companies comply with government regulations on environmental conservation but also contributes to long-term business sustainability (Tariq et al., 2022). Thus, green marketing provides not only commercial benefits but also plays a vital role in supporting social and environmental sustainability (Suparni & Daryanto, 2021). In addition to green marketing, electronic word of mouth (E-WOM) also plays a significant role in influencing consumer purchasing decisions. E-WOM is a form of digital communication that allows consumers to share experiences, opinions, and recommendations about products or services with a broader audience through platforms such as social media, online forums, and product reviews (Hendri & Budiono, 2021). Unlike traditional word of mouth, E-WOM has a much wider reach and faster impact, as information can spread virally among thousands or even millions of internet users (Purwianti, 2021).

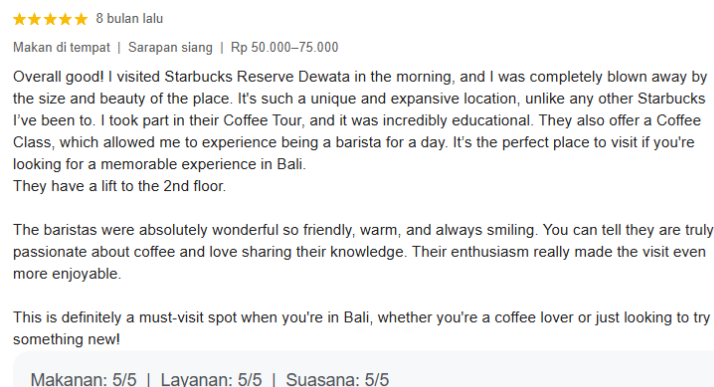
In addressing environmental issues, many companies have begun shifting toward more environmentally friendly practices. At Starbucks Reserve Dewata, this is realized through interactive digital walls and video walls that invite visitors to understand the planting process, land management, and roasting from a sustainability perspective. The experience at Starbucks Reserve Dewata Bali becomes more engaging with two interactive media that invite visitors to understand the coffee journey more deeply, which is also part of Starbucks' green marketing strategy.

Starbucks Reserve Dewata Bali serves as a real-world example of how green marketing can be effectively implemented. Environmental sustainability is realized through eco-friendly interior design that blends traditional Balinese elements with sustainability concepts, as well as interactive educational media that provide information about environmentally friendly practices in the coffee supply chain. Furthermore, the store leverages E-WOM as part of its strategy to strengthen its brand image and reach

consumers through positive reviews on various digital platforms. In this context, brand image becomes a crucial aspect supporting the success of green marketing and E-WOM, as a positive brand image enhances consumer trust and reinforces purchase intention (Kusuma et al., 2023; Ulan et al., 2022). However, challenges remain, particularly in maintaining the balance between the brand's premium image and its commitment to sustainability amid an increasingly dynamic market.

Electronic Word of Mouth (E-WOM) is a form of digital communication that allows consumers to share experiences, opinions, and recommendations about products or services with a broader audience through platforms such as social media, online forums, and product reviews (Hendri & Budiono, 2021). Unlike traditional E-WOM has a much wider reach and faster impact, as information can spread virally among thousands or even millions of internet users (Purwianti, 2021). Consumer reviews on Google Reviews or similar platforms also serve as part of E-WOM, which can strengthen the positive image of environmentally friendly products and influence other consumers' purchasing decisions.

Figure 1.



Google Review on Starbucks Reserve Dewata

Brand image refers to the perceptions and impressions formed in consumers' minds about a brand, based on personal experiences, interactions, and information consumers receive through various communication channels (Ulan et al., 2022). A strong and positive brand image is crucial for a company's long-term success, as it can build high

customer loyalty and create strong emotional connections between consumers and the brand (Kusuma et al., 2023).

Starbucks Reserve Dewata creates an atmosphere designed to make consumers feel like they are at home. With comfortable settings, local cultural touches, and a warm, environmentally friendly environment, Starbucks creates an experience that goes beyond just enjoying coffee, but also builds emotional closeness with visitors. This "The Second Home" concept provides a sense of security and comfort, making consumers want to stay longer, feel accepted, and more personally connected. This encourages strong attachment, increases trust, and influences decisions to continue choosing Starbucks Reserve Dewata. Starbucks Reserve Dewata Bali serves as a compelling case study, being the largest Starbucks outlet in Southeast Asia and one of the top 185 Starbucks stores worldwide. Located on Jalan Sunset Road, Seminyak, this outlet is designed as a unique sanctuary that combines Balinese and Javanese cultural elements, with architecture highlighting local beauty such as bricks shaped like ocean waves and Jepara wood carvings depicting coffee from various regions in Indonesia.

Spanning 1,850 square feet, Starbucks Reserve Dewata offers an experience beyond just enjoying coffee; visitors can explore the Arabica coffee garden located near the entrance and participate in various classes at the Dewata Coffee Experience Centre. Additionally, the outlet features a media center showcasing Starbucks' collaboration with local farmers through the Starbucks Farmer Support Centre. Other unique features include a lotus flower logo symbolizing Dewi Laksmi, a symbol of beauty and prosperity in Balinese culture, and an interior combining traditional and futuristic touches, such as straw ceilings and bamboo weaving.

Environmental sustainability is realized through eco-friendly interior design that blends traditional Balinese elements with sustainability concepts, as well as interactive educational media that provide information about environmentally friendly practices in the coffee supply chain. Furthermore, the store leverages E-WOM as part of its strategy to strengthen its brand image and reach consumers through positive reviews on various digital platforms.

Table 1. Starbucks Market Capitalization and Changes (2021-2024)

Year	Market Capitalization (USD)	Market Capitalization (IDR)*	Change
2024	\$85.09 Billion	Rp1,276.35 Trillion	-22.03%
2023	\$109.13 Billion	Rp1,636.95 Trillion	-4.15%
2022	\$113.86 Billion	Rp1,707.90 Trillion	-17.03%
2021	\$137.22 Billion	Rp2,057.91 Trillion	9.29%

Table 1 demonstrates Starbucks' market capitalization from 2021 to 2024, showing a significant declining trend. In 2021, market capitalization reached \$137.22 billion with a 9.29% increase compared to the previous year. However, 2022 saw a drastic decline of 17.03% to \$113.86 billion. This downward trend continued in 2023 with a 4.15% decrease to \$109.13 billion, and peaked in 2024 with a sharp 22.03% decline to \$85.09 billion. This significant market capitalization decline reflects major challenges faced by the company. In this context, Starbucks Reserve Dewata Bali becomes part of a global strategy to strengthen Brand Image through a unique concept combining local culture and environmentally friendly principles, aligned with Green Marketing strategy. The experience offered at this outlet not only enhances brand image but also leverages E-WOM to encourage positive consumer reviews, which can ultimately increase Purchase Intention.

Based on interviews with 10 visitors to Starbucks Reserve Dewata Bali, several issues were identified related to Green Marketing, E-WOM, Brand Image, and Purchase Intention. Overall, visitors appreciated the environmentally friendly concept conveyed through interior design combining traditional elements and an educational coffee garden in the outlet area. However, some visitors hoped for increased variety in environmentally friendly products, accompanied by clearer communication regarding Starbucks' sustainability initiatives. Additionally, product prices perceived as relatively high present challenges for some consumers, especially due to promotions or discounts that are still considered insufficient. On the other hand, many visitors were attracted to visit due to positive reviews on social media (E-WOM), which portrayed the unique experience at Starbucks Reserve Dewata. Nevertheless, there was slight dissatisfaction regarding long queues during peak hours that sometimes affected comfort. Overall, visitors felt that Starbucks Reserve Dewata offered an attractive experience, though some aspects could be improved to better meet consumer expectations.

In this context, brand image becomes a crucial aspect supporting the success of green marketing and E-WOM, as a positive brand image enhances consumer trust and reinforces purchase intention (Bunyamin et al., 2023; Kusuma et al., 2023). However, challenges remain, particularly in maintaining the balance between the brand's premium image and its commitment to sustainability amid an increasingly dynamic market and declining financial performance.

Based on this background, this study formulates several research questions to guide the investigation. The first question is whether green marketing partially influences purchase intention among consumers at Starbucks Reserve Dewata Bali. The second question focuses on whether E-WOM partially affects purchase intention in the same context. Furthermore, this study examines whether brand image has a significant partial effect on purchase intention. Finally, it investigates whether green marketing, E-WOM, and brand image simultaneously have a positive effect on purchase intention at Starbucks Reserve Dewata Bali.

LITERATURE REVIEW

This study is grounded in various empirical findings that reinforce the relationship between green marketing, electronic word of mouth (E-WOM), brand image, and purchase intention. Juliana & Lemy (2024) demonstrated in the context of green hotels in Greater Jakarta that environmental awareness and knowledge contributed positively to green purchase intention, emphasizing the importance of sustainability-based marketing strategies in influencing consumer behavior. Similarly, Yahya (2022) found that green trust mediated the influence of green marketing and green brand image on purchase intention for Cleo bottled water products. Watung et al. (2022) showed that E-WOM played a significant role in shaping purchase intention for Traveloka ticket purchases, while Hendri & Budiono (2021) reported that digital reviews strengthened brand trust and perception in the context of H&M products. Alessandro et al (2023) highlighted that brand image mediated the relationship between celebrity endorsements and purchase intention, demonstrating how brand perception enhanced purchasing decisions. In contrast, Purwianti (2021) found that brand image did not significantly affect purchase intention in the context of Korean cosmetics, suggesting that other moderating variables may influence the relationship.

Theoretically, this study refers to Ajzen (1991) Theory of Planned Behavior (TPB), which explains that purchase intention is formed through a combination of attitude toward behavior, subjective norms, and perceived behavioral control. Green marketing strengthens positive attitudes as consumers tend to support brands that care about the environment. E-WOM shapes subjective norms by creating social encouragement through online communities, while brand image enhances perceived behavioral control by providing quality assurance and value. This relationship is illustrated in Figure 2.1, which presents the conceptual flow of TPB, depicting attitude, subjective norm, perceived behavioral control, intention, and behavior.

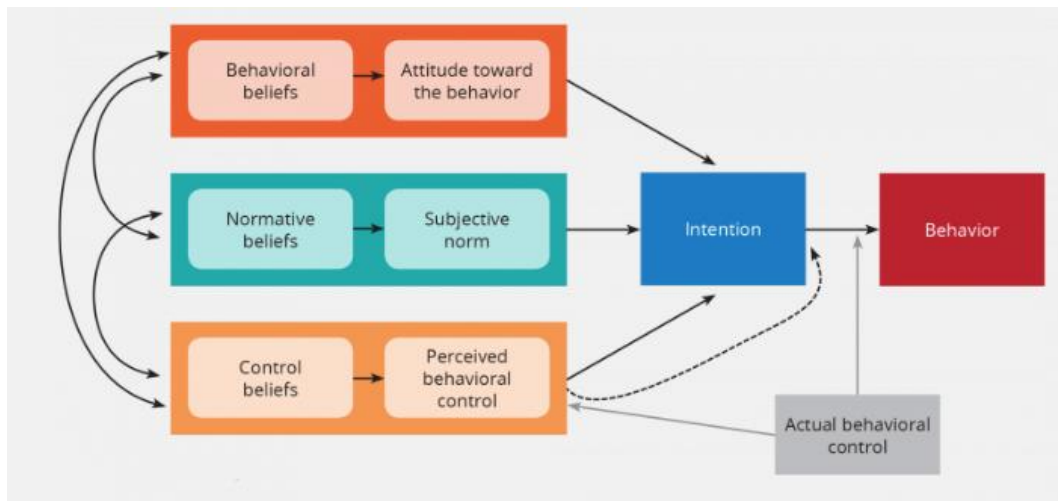


Figure 2.

Theory of Planned Behavior Concept (Ajzen, 1991)

In this context, the concept of brand, as described by Kotler & Keller (2012) and Surachman (2008), asserts that a brand functions not only as an identity symbol but also as a bearer of value, culture, and a promise of quality that strengthens consumer loyalty, especially when supported by positive E-WOM. Green marketing, as defined by (Bhardwaj et al., 2023; Rylander, 2018), encompasses modifications to products, production processes, and promotions to be more environmentally friendly, aiming not only for profit but also to encourage sustainable consumption behavior. The stages from green, greener, to greenest (Romli et al., 2023) describe how companies evolve from voicing a commitment to embedding a culture of environmental concern in consumption

patterns. E-WOM plays a strategic role in the digital era, with its characteristics of intensity, valence of opinion, and content influencing purchase intention (Hendri & Budiono, 2021; Karta et al., 2023). A strong brand image forms positive consumer perceptions and reinforces purchase intention, as highlighted by (Alessandro et al., 2023; Fadhilah et al., 2023; Nadiah, 2023) Purchase intention reflects consumers' readiness to buy or recommend a product based on their evaluation of product attributes (Kotler, 2017; Mulyani et al., 2021).

In response to Starbucks' global market capitalization decline, Starbucks Reserve Dewata Bali represents a strategic initiative to strengthen brand image by integrating local culture and sustainability principles. The store implements green marketing through the use of eco-friendly materials, support for local farmers, and consumer education on sustainability. These efforts not only attract environmentally conscious consumers but also enhance the brand's public image and ensure compliance with environmental regulations. The unique experience offered encourages positive E-WOM across various digital platforms, organically expanding promotional reach and reinforcing public perception of the brand. The synergy between green marketing, E-WOM, and brand image is believed to significantly drive consumers' purchase intention, strengthening Starbucks' position in the global market.

The conceptual relationship between these variables is illustrated in Figure 3.1, the conceptual framework of this study, which shows the direction of influence of green marketing (X₁), electronic word of mouth (X₂), and brand image (X₃) on purchase intention (Y), both partially and simultaneously.

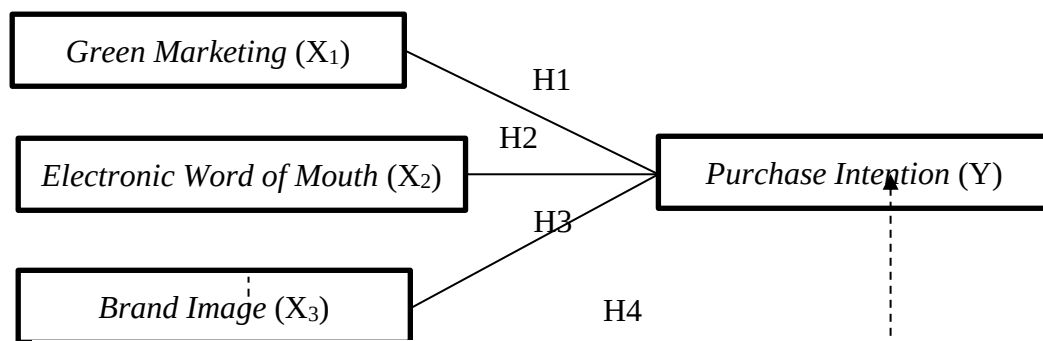


Figure 3. The Conceptual Framework



= Partial influence

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= Simultaneous influence

This relationship is visualized in Figure 3, the conceptual framework of this study, which shows the direction of influence of green marketing (X1), E-WOM (X2), and brand image (X3) on purchase intention (Y), both partially and simultaneously. Based on the integrated literature and conceptual framework, the hypotheses proposed are as follows: H1: Green marketing has a positive and significant effect on purchase intention at Starbucks Reserve Dewata Bali; H2: Electronic word of mouth has a positive and significant effect on purchase intention at Starbucks Reserve Dewata Bali; H3: Brand image has a positive and significant effect on purchase intention at Starbucks Reserve Dewata Bali; H4: Green marketing, electronic word of mouth, and brand image simultaneously have a positive and significant effect on purchase intention at Starbucks Reserve Dewata Bali.

RESEARCH METHODOLOGY

This study employed a descriptive quantitative approach aimed at objectively describing the relationship between green marketing, electronic word of mouth (E-WOM), and brand image on purchase intention among consumers of Starbucks Reserve Dewata Bali through the collection and analysis of numerical data. The research design utilized a survey method with a closed-ended questionnaire using a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of the investigated variables. The overall research model describes the flow from the phenomenon of increasing environmental awareness, the green marketing concept combined with Starbucks' local cultural values, to the influence of promotions through E-WOM, which was tested using multiple linear regression analysis. The design of this study is visualized as a flow that illustrates the relationship between the phenomenon, problem formulation, hypotheses, and the applied analytical techniques.

The population of this study comprised all consumers who had visited Starbucks Reserve Dewata Bali. The sampling technique applied purposive sampling with the following criteria: respondents were at least 18 years old, had visited Starbucks Reserve Dewata Bali within the last month, had purchased a product (either coffee, food, or merchandise), and followed the official Instagram account of the outlet. The sample size was set at 140 respondents, determined using the rule of at least 10 times the number of

indicators (Hair et al., 2010), where this study employed 14 indicators requiring a minimum of 140 respondents.

The variables in this study consisted of green marketing, E-WOM, and brand image as independent variables, and purchase intention as the dependent variable. The operational definition of green marketing includes the dimensions of green product, green price, green place, and green promotion, measured through statements such as “Starbucks products are made from environmentally friendly raw materials” and “The product price reflects a commitment to environmental sustainability.” E-WOM was measured through the dimensions of intensity, valence of opinion, and content, with statements such as “Consumers often share their experiences with Starbucks on social media.” Brand image was measured through corporate image, user image, and product image, for example, “Starbucks is known for its strong commitment to environmental conservation.” Purchase intention was measured through transactional, referential, preferential, and exploratory interest, with examples such as “Consumers have the intention to purchase Starbucks Reserve Dewata products” and “Consumers are interested in seeking information about Starbucks’ latest products.”

The research instrument used a questionnaire that was tested for validity and reliability. Validity was assessed through item-total correlation, with items considered valid if the correlation coefficient was greater than 0.3. Reliability was tested using Cronbach’s Alpha coefficient, with a value greater than 0.7 indicating reliable instruments. The data consisted of primary data obtained directly from respondent-completed questionnaires, and secondary data derived from literature, documents, and publications that supported this study.

The data analysis technique included descriptive statistics to describe respondent profiles and data distribution. Classical assumption tests were conducted through normality testing (Kolmogorov-Smirnov), multicollinearity testing (tolerance > 0.1 and VIF < 10), and heteroscedasticity testing (residual significance > 0.05). Multiple linear regression analysis was used to examine the influence of green marketing (X1), E-WOM (X2), and brand image (X3) on purchase intention (Y). The regression equation applied was $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$, where Y represents purchase intention, α is the constant, β_1 - β_3 are the regression coefficients, and e is the error term.

Hypothesis testing was carried out through t-tests to measure the partial influence of each independent variable on purchase intention, F-tests to assess the overall model fit, and the coefficient of determination (R^2) to determine the contribution of the independent variables in explaining the variance in purchase intention. The model was considered significant if the significance values of both the F-test and t-tests were below 0.05. All analyses were performed using SPSS statistical software.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2. Respondent Characteristics

Characteristics	Frequency	Percentage (%)
Gender		
Male	59	42.1
Female	81	57.9
Age		
> 55 years	4	2.9
18–24 years	49	35.0
25–34 years	40	28.6
35–44 years	25	17.9
45–54 years	22	15.7
Occupation		
Student	58	41.4
Private employee	32	22.9
Civil servant (PNS)	25	17.9
Entrepreneur	11	7.9
Other	14	10.0
Visit frequency		
2–3 times	82	58.6
More than 3 times	23	16.4
Once	35	25.0

Table 2 presents the characteristics of the 140 respondents in this study. In terms of gender, the respondents comprised 59 males (42.1%) and 81 females (57.9%). Regarding age, the majority were aged 18–24 years (49 respondents or 35.0%), followed by those

aged 25–34 years (40 respondents or 28.6%), 35–44 years (25 respondents or 17.9%), 45–54 years (22 respondents or 15.7%), and over 55 years (4 respondents or 2.9%). In terms of occupation, the respondents were predominantly students (58 respondents or 41.4%), followed by private employees (32 respondents or 22.9%), civil servants (25 respondents or 17.9%), entrepreneurs (11 respondents or 7.9%), and others (14 respondents or 10.0%). The frequency of visits shows that most respondents visited Starbucks Reserve Dewata 2–3 times (58.6%), followed by once (25.0%), and more than 3 times (16.4%).

Validity and Reliability Test Results

The research instrument was tested for validity through item-total correlation, and all items for the variables green marketing, electronic word of mouth (E-WOM), brand image, and purchase intention were declared valid as they showed correlation coefficients greater than 0.30. The reliability test indicated that all variables met the reliability criteria, with Cronbach's Alpha values of 0.903 for green marketing, 0.828 for E-WOM, 0.830 for brand image, and 0.888 for purchase intention all exceeding 0.70, indicating that the instrument is highly reliable.

According to (Sugiyono, 2018), research results are considered valid when the collected data reflect the actual conditions of the object under study. Validity testing was conducted by calculating the correlation between the score of each question item and the total score. An instrument is deemed valid if the Pearson correlation coefficient with the total score exceeds 0.30 (Sugiyono, 2018).

Table 3. Validity Test Results

No	Variabel	Item Statement	Validity	
			Correlation Coefficient	Remarks
1	Green Marketing (X ₁)	X1.1	0.806	Valid
		X1.2	0.722	Valid
		X1.3	0.720	Valid
		X1.4	0.771	Valid
		X1.5	0.846	Valid
		X1.6	0.821	Valid
		X1.7	0.729	Valid
		X1.8	0.760	Valid

2	Electronic Word of Mouth (X ₂)	X2.1	0.790	Valid
		X2.2	0.671	Valid
		X2.3	0.703	Valid
		X2.4	0.707	Valid
		X2.5	0.769	Valid
		X2.6	0.770	Valid
3	Brand Image (X ₃)	X3.1	0.661	Valid
		X3.2	0.761	Valid
		X3.3	0.766	Valid
		X3.4	0.712	Valid
		X3.5	0.782	Valid
		X3.6	0.743	Valid
4	Purchase Intention (Y)	Y1	0.837	Valid
		Y2	0.745	Valid
		Y3	0.827	Valid
		Y4	0.754	Valid
		Y5	0.680	Valid
		Y6	0.719	Valid
		Y7	0.726	Valid
		Y8	0.705	Valid

Based on Table 3, it can be concluded that all item statements for the variables green marketing (X₁), electronic word of mouth (X₂), brand image (X₃), and purchase intention (Y) used in this study are valid. This is indicated by each item having a correlation coefficient greater than 0.30.

A reliability test assesses the extent to which an instrument provides consistent results when repeated measurements are conducted on the same phenomenon (Sugiyono, 2018). The reliability test in this study applied Cronbach's Alpha, with an instrument considered reliable if the coefficient is greater than 0.70.

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha	Remarks
1	Green Marketing (X ₁)	0.903	Reliable
2	Electronic Word of Mouth (X ₂)	0.828	Reliable
3	Brand Image (X ₃)	0.830	Reliable
4	Purchase Intention (Y)	0.888	Reliable

Based on Table 4, it is evident that all variables green marketing (X₁), electronic word of mouth (X₂), brand image (X₃), and purchase intention (Y) have Cronbach's

Alpha coefficients above 0.70. This confirms that all instruments are reliable and appropriate for use in this study.

Descriptive Statistics of Variables

Respondents' assessment of green marketing yielded an average score of 3.68 (categorized as good). The highest indicator was the statement that Starbucks products use environmentally friendly raw materials, with a score of 3.70, while the lowest was the indicator that product prices reflect sustainability, with a score of 3.64. Electronic word of mouth (E-WOM) obtained an average score of 3.58 (good category), with the highest score on the statement that consumers often share their experiences on social media (3.68) and the lowest on the sharing of information about price and quality (3.50). Brand image recorded an average of 3.51 (good category), with the highest score on product and service innovation (3.69) and the lowest on product price value (3.26). Meanwhile, purchase intention achieved an average of 3.67 (good category), with the highest indicator on the intention to purchase in the near future (3.81) and the lowest on interest in seeking information about Starbucks' product innovations (3.58).

Table 5. Average Scores of Research Variables

Variable	Indicator	Average Score
Green Marketing	Products made from environmentally friendly raw materials	3.70
	Product prices reflect sustainability	3.64
	Strategic location supports sustainability	3.68
	Promotion emphasizes environmental issues	3.69
E-WOM	Consumers often share experiences on social media	3.68
	Positive consumer reviews	3.57
	Shared information on price and quality	3.50
Brand Image	Reputation for environmental concern	3.47
	Product and service innovation	3.69
	Product price value	3.26

Purchase Intention	Intention to purchase in the near future	3.81
	Recommendation to others	3.68
	Interest in seeking product innovation information	3.58

The frequency distribution table illustrates that all indicators were assessed quite positively by respondents. The green marketing variable was dominated by perceptions of environmentally friendly products; E-WOM was dominated by the habit of sharing experiences; and brand image was dominated by product innovation. Purchase intention was primarily influenced by the intention to buy and recommend the product.

Classical Assumption Tests

Table 6. Multicollinearity Test Results

Variable	Collinearity Statistics	Remarks
	Tolerance	VIF
Green Marketing (X1)	0.872	8.370
Electronic Word of Mouth (X2)	0.761	4.414
Brand Image (X3)	0.702	3.918

The normality test using the Kolmogorov-Smirnov method showed a significance value of 0.200 ($p > 0.05$), indicating that the residual data are normally distributed. The multicollinearity test showed tolerance values of 0.872 for green marketing (VIF 8.370), 0.761 for E-WOM (VIF 4.414), and 0.702 for brand image (VIF 3.918), confirming the absence of multicollinearity symptoms. The heteroscedasticity test indicated no heteroscedasticity patterns, with significance values of 0.741 for green marketing, 0.338 for E-WOM, and 0.406 for brand image (all > 0.05).

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to test the influence of green marketing (X1), electronic word of mouth (X2), and brand image (X3) on purchase intention (Y) among consumers of Starbucks Reserve Dewata Bali. The data analysis produced the following regression equation:

$$Y = 10.008 + 0.229X_1 + 0.321X_2 + 0.271X_3$$

This equation indicates that for every one-unit increase in green marketing, purchase intention increases by 0.229 units, assuming the other variables remain constant. Similarly, a one-unit increase in E-WOM increases purchase intention by 0.321 units, and a one-unit increase in brand image increases purchase intention by 0.271 units. The detailed results of the regression analysis are presented in **Table 6**.

Table 7. Multiple Linear Regression Analysis Results

Independent Variable	Regression Coefficient (B)	t-value	Sig. (p-value)
(Constant)	10.008	-	-
Green Marketing (X1)	0.229	2.585	0.011
Electronic Word of Mouth (X2)	0.321	2.613	0.010
Brand Image (X3)	0.271	2.028	0.045

Table 7 shows that all independent variables have a significant influence on purchase intention. Green marketing recorded a t-value of 2.585 with a significance level of 0.011 ($p < 0.05$), indicating a positive and significant effect. Electronic word of mouth (E-WOM) recorded a t-value of 2.613 with a significance level of 0.010 ($p < 0.05$), also indicating a positive and significant effect. Brand image had a t-value of 2.028 with a significance level of 0.045 ($p < 0.05$), confirming a positive and significant influence on purchase intention.

In addition to the t-test, an F-test was conducted to assess the feasibility of the regression model as a whole. The F-test result showed an F-value of 12.655 with a significance level of 0.000. Since this value is less than 0.05, the multiple linear regression model is considered suitable for predicting purchase intention.

Table 8. Multiple Linear Regression Model Summary

Model Statistic	Value
F-value	12.655
F significance	0.000

Adjusted R ²	0.201
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Table 8 indicates that green marketing, E-WOM, and brand image collectively explain 20.1% of the variation in purchase intention, while the remaining 79.9% is influenced by other factors outside this model.

These results demonstrate that all variables in the model contribute positively to consumers' purchase intention at Starbucks Reserve Dewata Bali, both partially and simultaneously. Starbucks' green marketing ranging from environmentally friendly products, pricing that reflects sustainability, to environmentally themed promotions plays a significant role in increasing consumers' purchase intention. Similarly, E-WOM, through positive consumer reviews and the sharing of information via social media, reinforces other consumers' trust in the brand. A positive brand image strengthens consumers' confidence in the quality and value of Starbucks products. These findings are consistent with previous studies showing that green marketing (Juliana & Lemy, 2024; Yahya, 2022), E-WOM (Hendri & Budiono, 2021; Watung et al., 2022), and brand image (Alessandro et al., 2023; Hadi & Keni, 2022) play important roles in driving purchase intention and supporting business sustainability.

The results of this study show that green marketing has a positive and significant effect on the purchase intention of Starbucks Reserve Dewata Bali consumers. This finding is reflected in the significant t-value of green marketing, with a p-value below 0.05, indicating that Starbucks' sustainability-based marketing strategies drive consumer purchase intention. Modern consumers increasingly recognize the importance of sustainability and the environmental impact of the products they consume. Starbucks' commitment to using environmentally friendly raw materials, pricing that supports sustainability practices, strategic store locations, and environmentally themed promotions serve as strong drivers of purchasing decisions. Consumers feel that by purchasing products from an environmentally responsible company, they contribute to environmental preservation. The stronger the green marketing implementation, the higher the consumers' purchase intention toward Starbucks products. This finding supports the studies of (Jannah, 2022; Juliana & Lemy, 2024; Yahya, 2022) also found a positive and significant effect of green marketing on purchase intention.

In addition, electronic word of mouth (E-WOM) also has a positive and significant effect on purchase intention, as shown by the t-test results with $p < 0.05$. The more frequently consumers share positive experiences about Starbucks through social media and digital platforms, the stronger the purchase intention of other consumers. Reviews, comments, and recommendations shared by consumers act as highly effective promotional tools, as prospective customers tend to trust the experiences of others more than company advertisements. Positive reviews widely shared on social media create a viral effect that can significantly boost purchase intention. This phenomenon aligns with the findings of (Hendri & Budiono, 2021; Ong & Firdausy, 2023; Watung et al., 2022), who reported that E-WOM is an important factor in influencing purchase intention.

Another finding of this study shows that brand image also has a positive and significant effect on purchase intention. The more positive Starbucks' brand image is in the eyes of consumers, the stronger their desire to purchase its products. A good brand image builds trust and consumer confidence in the quality, reputation, and values upheld by the company. Starbucks has succeeded in building a strong brand image through consistent quality, product innovation, and a commitment to sustainability and social responsibility. This makes consumers feel that buying Starbucks products aligns with their values. This result is consistent with the studies of (Alessandro et al., 2023; Hadi & Keni, 2022; Kelvin & Firdausy, 2022), who emphasized the important role of brand image in shaping purchase intention. However, this finding differs from (Purwianti, 2021), who, in the context of Korean cosmetic products, found that brand image did not have a significant effect on purchase intention.

Simultaneously, green marketing, E-WOM, and brand image are proven to have a significant effect on purchase intention, as demonstrated by the F-test with a p-value < 0.05 . These three factors complement each other in influencing consumers' purchasing decisions. Green marketing encourages purchase intention among environmentally conscious consumers through eco-friendly products and practices. Meanwhile, E-WOM reinforces this influence by spreading positive consumer experiences to a broader audience, creating trust among prospective buyers. Brand image complements these factors by building confidence in the quality, reliability, and social values represented by Starbucks products. The synergy of these factors strengthens consumer purchase decisions by creating social awareness, emotional connection, and trust in the brand. This

finding is consistent with the study by Syafitri (2023), which stated that green marketing, brand image, and E-WOM collectively have a significant effect on purchase intention.

CONCLUSION

This study demonstrates that green marketing, electronic word of mouth (E-WOM), and brand image significantly affect the purchase intention of Starbucks Reserve Dewata Bali consumers, both partially and simultaneously. Sustainability-oriented marketing across materials, pricing, location, and promotion elevates intention, indicating that consumers increasingly value firms committed to environmental stewardship. Positive E-WOM builds trust and persuades prospective buyers in the digital arena, while a strong, credible brand image amplifies perceptions of quality, reputation, and social responsibility. Read through a consumer education/learning lens, these effects cohere: in-store sustainability cues act as instructional signals, peer recommendations function as social learning, and brand image reflects knowledge consolidation, jointly strengthening intention.

Retailers can treat the store as a learning environment by: (i) curating concise sustainability signage and QR-linked micro-modules; (ii) training staff to deliver 30–60-second micro-briefs that clarify green practices; (iii) encouraging authentic E-WOM via transparent after-purchase prompts; and (iv) aligning brand narratives with verifiable practices to reinforce brand image. These educational touchpoints can systematically elevate intention in premium coffee and similar categories.

First, the single-brand, single-site context limits generalizability; future studies should adopt multi-brand/multi-region samples. Second, the cross-sectional, self-reported design cannot infer causality and may involve common-method bias; longitudinal or experimental designs are recommended. Third, the outcome is purchase intention rather than actual behavior; linking surveys with transaction/loyalty data would improve external validity. Fourth, while the educational context is theorized, we did not directly measure sustainability literacy or exposure to instructional elements; future work should include validated literacy scales and test learning interventions (e.g., in-store displays, barista-led micro-lessons, or QR-based modules) to estimate causal effects on E-WOM, brand image, and intention. Finally, theory can be advanced by modeling mediators (trust,

attitude, perceived value) and moderators (price sensitivity, environmental concern, age) with multi-group SEM to identify boundary conditions.

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