

ABSTRACT

As the earth is home to various living creatures, global warming is a serious challenge faced today. This warming is caused by factors such as rising sea surface temperatures, warming air and irregular consumption patterns. Human lifestyle and activities, including waste problems, also play a role in causing global warming which needs to be addressed. To reduce environmental pollution, Starbucks Coffee implements green marketing for better waste. Consumers not only look at a product in terms of brand and price, but also look at the product in terms of quality. This research aims to determine the influence of halal products, green marketing, information adaptation, purchasing decisions, customer satisfaction on loyalty, through customer satisfaction as an intervening variable. The method used in this research is quantitative with descriptive and causality research as well as the SEM-PLS analysis method. The sampling technique used was a nonprobability sampling technique with a total of 386 Starbucks Coffee customers in Bandung City. The research results show that Halal Products, Green Marketing, Purchasing Decisions and Customer Satisfaction have a positive and significant effect on Customer Loyalty among Starbucks Coffee customers in Bandung City.

Keywords : Halal product, Green Marketing, Information Adaption, Purchase Decisio, Loyalitas Pelanggan, Customer Satisfaction