

ABSTRACT

Starbucks Coffee is a business that applies a green marketing strategy. Green Marketing starbucks was developed because of the organization's dedication to proper waste disposal and use of materials. The increase in national coffee consumption has resulted in many coffee shop brands circulating in the market, of course, providing alternatives for shopping practices that will be carried out by customers. Consumers not only see a product in terms of quality, brand, and price, but consumers also see the product that is attached to the product from service quality.

This study aims to determine the significant effect of green marketing, service quality, customer satisfaction on customer loyalty through customer satisfaction as an intervening variable.

The method used in this research is quantitative with the type of descriptive research and causality as well as the SEM-PLS analysis method. The sampling technique used is the nonprobability sampling technique with a total sample of 385 Starbucks Coffee customers in the city of Surabaya.

Based on the results of the study, it is concluded that Green marketing has a significant positive effect on customer loyalty through customer satisfaction as an intervening variable for Starbucks Coffee customers in the city of Surabaya by 34.3% with the intervention reaching 51.7%. Service quality has a significant positive effect on customer loyalty through customer satisfaction as an intervening variable for Starbucks Coffee customers in the city of Surabaya at 23.9% with intervention reaching 62.5%.

Keywords : Green Marketing, Service Quality, Loyalitas Pelanggan, Customer Satisfaction