

ABSTRACT

This study aimed to analyze the involvement and influence of green marketing and brand issues on purchase decisions. Furthermore, brand image served as a mediating variable, with Starbucks consumers in Purwokerto as the subject. The primary issues underlying this research were environmental and brand ethics issues, as well as the boycott movement, which has influenced consumer perceptions of products and even brands. This study employed a quantitative approach, collecting data through questionnaires distributed to 246 respondents who had purchased Starbucks products and were knowledgeable about green marketing and boycott issues related to the brand. Partial Least Squares Structural Equation Modeling (PLS-SEM) and SmartPLS were the two analytical models used to analyze the data. The results showed that green marketing had a positive and significant impact on brand image and purchase decisions. Furthermore, brand issues were found to have no significant impact on brand image, but did significantly impact purchase decisions. However, the mediating effect of brand image on the relationship between green marketing and brand issues on purchase decisions was insignificant. The results of this analysis imply that companies need to strengthen their green marketing strategies and strategically manage perceptions of brand issues to maintain consumer loyalty and purchase decisions.

Keywords: *green marketing, brand issues, brand image, purchase decision, Starbucks*