

## **ABSTRACT**

*Climate and geothermal conditions are getting worse, one of the causes is the high level of environmental pollution caused by non-decomposing rubbish or waste. The food and beverage industry, as one of the largest contributors to plastic waste, is not remaining silent in responding to this environmental issue. They implement a more environmentally friendly marketing strategy called green marketing. Starbucks, as one of the largest food and beverages industries, of course also implements green marketing.*

*This research was developed to analyze the effect of implementing green marketing at Starbucks, especially at Starbucks in Semarang City, on the customer loyalty of Starbucks customers themselves. In influencing customer loyalty, green marketing is mediated by green purchase intention, green customer behavior, and customer preferences.*

*The concept of the research framework comes from pre-existing theory and research. Research data was collected using a questionnaire method consisting of open and closed questions, distributed online and succeeded in getting 150 respondents. The respondent's criteria is that they have ever purchased Starbucks products. The results of the questionnaire data collection were analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) version 24 software or program.*

*The results of this research succeeded in proving that green marketing has a significant positive influence on customer loyalty. This positive and significant influence is indirectly mediated by green purchase intention, green customer behavior and customer preferences. The managerial implication that can be applied is to use this research as a consideration for Starbucks, especially Starbucks in Semarang City, to evaluate their green marketing strategy.*

**Keywords:** *Green Marketing, Green Purchase Intention, Green Customer Behavior, Customer Preferences, Customer Loyalty.*