ABSTRACT

The purpose of this research is to determine and analyze the influence of green marketing on brand image and environmental knowledge and its impact on purchase decision for Starbucks Coffee customers in Semarang City. Starbucks Coffee is a coffee company from the United States, with outlets spread across major cities in Indonesia.

The sampling method used on this research to collect the data is purposive purposive sampling technique. The data were obtained by conducting a survey to 120 customers of Starbucks Coffee that chosen based on regulation. The data analysis is done by using Structural Equation Modelling (SEM) with AMOS program 24.0 version.

The results indicate that the seven proposed hypothesis are acceptable. The accepted hypothesis are hypothesis 1 (there is positive significant between green marketing on brand image), hypothesis 2 (there is positive significant between green marketing on environmental knowledge), hypothesis 3 (there is positive significant between green marketing on purchase decision), hypothesis 4 (there is positive significant between brand image on purchase decision), and hypothesis 5 (there is positive significant between environmental knowledge on purchase decision).

Keywords: *Green Marketing, Brand Image, Environmental Knowledge, Purchase Decision.*

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