

## **ABSTRACT**

*This research aims to identify and explain the impact of green marketing strategy, perception of price and product quality on purchasing decisions. Problems in this study include the role of green marketing strategy, price perception and product quality on purchasing decisions with brand image as an intervening variable. The purpose of this study was to determine the role of green marketing strategy, price perception and product quality on purchasing decisions.*

*This type of research is an explanatory research with a quantitative approach. Data was collected by distributing questionnaires. Respondents in this study were consumers of Starbucks coffee products in Jakarta as many as 120 people.*

*The results of the study prove that: (1) the green marketing variable has a significant effect on brand image (2) the price perception variable has a significant effect on brand image (3) the product quality variable has a significant effect on brand image (4) brand image has a significant effect on purchasing decisions.*

**Keywords:** *Green marketing, price perception, product quality, brand image, purchasing decision.*