

# Analisis pengaruh green benefits dan green transparency terhadap green perceived value, self-brand connection, dan brand loyalty: studi kasus pada Starbucks Coffee = The role of green benefits and green transparency in shaping green perceived value self brand connection and brand loyalty: study case on Starbucks Coffee

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## Abstrak

Tujuan penelitian ini adalah untuk melihat sikap responden terhadap Starbucks sebagai suatu green brand yang berujung kepada perilaku loyalitas. Starbucks dijadikan studi kasus utama penelitian ini dengan alasan karena Starbucks merupakan salah satu brand coffeeshop yang paling gencar melakukan green movement. Penelitian ini menargetkan konsumen Starbucks yang tergolong loyal dan berdomisili di daerah Jabodetabek, dengan jumlah responden mencapai 391 orang.

Penelitian ini menggunakan berbagai macam variabel untuk diteliti, seperti utilitarian environmental benefits, warm glow benefits, dan green transparency sebagai tiga variabel independen utama yang memiliki pengaruh terhadap green perceived value konsumen, yang kemudian berdampak pada self-brand connection dan berujung pada brand loyalty.

Metode yang digunakan dalam penelitian ini adalah structural equation modeling agar dapat mengukur pengaruh hubungan variabel penelitian secara simultan. Setelah penelitian dilakukan, hasil menunjukkan bahwa ketiga variabel independen utama mempengaruhi green perceived value yang juga berperan sebagai mediasi antara ketiga variabel independen dengan brand loyalty melalui variabel self-brand connection.

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The purpose of this study is to observe how respondent rsquo s attitude towards Starbucks as a green brand, and how it later influences their loyalty behaviors. This study focuses on Starbucks because it is one of the leading coffeeshop in terms of green movement and initiatives. This study targets Starbucks consumers who are considered loyal to the brand and who reside in Jabodetabek, with the total number of respondents up to 391.

There are various variables that are used in this study, such as utilitarian environmental benefits, warm glow benefits, and green transparency as the main independent variables which are considered to have an effect on green perceived value, which later on also influences self brand connection of Starbucks consumers , and ultimately affects the brand loyalty of their consumers.

This study uses structural equation modeling as its main methodology, as it is able to calculate the significance of every relationship simultaneously. This study results in the first three independent variables significantly affected green perceived value, in which it is also found to affect brand loyalty through self brand connection.