

## The Effect of Green Marketing, Brand Image, Store Atmosphere, and Quality of Service on Customer Loyalty at Bojongsari Starbucks

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### ABSTRACT

This study aims to analyze and prove the influences of Green Marketing, Brand Image, Store Atmosphere, and Service Quality on Customer Loyalty at Bojongsari Starbucks, either partially or simultaneously. This research applied associative approach. There were 100 respondents as samples involved in technique of determining sample. And methods of regression analysis, determination test, t-test, and f-test are used to analyze the data. From this research, there were some findings. They were green marketing showed to have a positive and significant effect on customer loyalty. This is shown by the t-count value of 8.268 and the significance value of 0.000. Brand image is proven to have a positive and significant effect on customer loyalty. This is shown by the t-count value of 7.967 and the significance value of 0.000. Still, store atmosphere is proven to have a positive and significant effect on customer loyalty, which is shown by the t-count value of 4.663 and a significance value of 0.000. The last, service quality is proven to positively and significantly affects customer loyalty. This can be seen from the t-count value of 8.839 and the significance level of 0.000. Green marketing, along with brand image, store atmosphere and service quality shows positive and significant effects on customer loyalty at Bojongsari Starbucks. This is shown by the F-count value of 33.737 and a significance value of 0.000. With an R-Square value of 0.569 which means that green marketing, brand image, store atmosphere and service quality all together can contribute to influence customer loyalty by 56.9%. This proves that if green marketing, brand image, store atmosphere and the quality of service are carried out and synergized properly, they will significantly affect the increase of customer loyalty at Bojongsari Starbucks.

**Keyword:** *Green Marketing, Brand Image, Store Atmosphere, Service Quality, and Customer Loyalty*

### INTRODUCTION

Investment is one way for people to handle assets. Its value grows and it can become savings anytime needed (Almenar-Llango et al., 2021; Cremers & Pareek, 2016; Duchin et al., 2010; Hao et al., 2018; Webb et al., 2014). One of the popular investments in our society is stocks or shares. Investing in companies' stocks is considered a good financial decision because they can provide fast returns (Doyle, 1995; Fornoni et al., 2012; Omri, 2015; Walton, 1999; Yadav et al., 2017). Moreover, now there are many easier ways for investors to buy existing-company

shares or to-be-listed company shares (Initial Public Offering).

Two industrial sectors listed on the capital market are real estate and property. These sectors should breathe fresh air when the development is massively carried out in the administration of President Joko Widodo. With the infrastructure, access to any suburban area, which was originally quiet, is much easier and smoother. As we know suburban areas are very important because these areas can support many people to have houses as they cannot afford expensive urban land and property. In Indonesia Stock Exchange (IDX), investing in property is also a choice for investors. This is because property sector prospectively grows amid the housing shortage in Indonesia.

However, in the last 5 years, there have been 8 property companies falling sharply. Despite the expectation to provide long-term benefits, their stock prices decreased greatly. PT. Lippo Karawaci, Tbk is one of companies engaged in property. Its share has continuously declined sharply in the last 5 years by -62.84%.

Company value is one of feasibility aspects to assess when investing. It shows the assets owned by a company. Therefore, companies, whose values keep increasing, can reach the profit target, and continually provide promising profits for its shareholders, are worth to invest in.

Company value can be defined as a certain condition that has been achieved by a company as an illustration of the community's trust in the company after going through a process of activities for several years, starting from the company being founded (Adebayo et al., 2021; Keeling et al., 2020; Sokiyna & Aqel, 2020). Thus, the value of the company reflects its successful operation. Companies winning public's trust for a long time have proven their ability to be good companies. Thus, the value of the company will increase as well.

In Indonesia, pollution is one of environmental problems which is caused by massive amount of plastic waste. This condition ruins Indonesia's reputation. Later, this becomes a concern for both government and society today. All parties have tried to maximally reduce the use of plastic products. They begin preferring to use environmentally friendly packaging products. These products can be used repeatedly. They can be decomposed more quickly by the environment.

Coffee has been an increasing trend until now in all over the world, including Indonesia. Based on the data center and agricultural information system of the Ministry of Agriculture, national coffee consumption in 2016 reached around 250 thousand tons and grew by 10.54% to 276 thousand tons. Coffee consumption in Indonesia during the 2016-2021 period is predicted to reach 759 thousand tons with consumption of 370 thousand tons. This means there is coffee surplus of 425 thousand tons.

Going to a coffee shop has now become a lifestyle, not only for coffee lovers, but also for most people. One of the attractions for coffee connoisseurs is the coffee brand itself. However, there are actually many factors tempting coffee connoisseurs to visit a coffee shop. This encourages people in coffee industry or business to set strategies to attract more customers and to create customers loyal as well.

Customer loyalty is shown by customer's commitment to a brand. They repeatedly purchase the products. They purchase voluntarily, under no duress. They also suggest others to use and buy that product. In this case, loyalty means that there is trust in a product. This what makes customers loyal customers. This means they are not just customers. More than that, they also have trust in the product. Thus, this what makes the product becomes their main choice to

look for.

Basically a company directs its goal for optimal profits and continuous operation. To gain profit from each activity it runs, the company tries various efforts on market segmentation strategies. The company's efforts, for examples, are to reduce product and marketing costs, to produce greatly demanded products, to increase product quality, to sell products at affordable prices, to provide the best service, and so on (Dolnicar & Ring, 2014; Kotler et al., 1993; Mehrabi et al., 2019; Srivastava et al., 2001). that "the world of marketing has never escaped the conditions of competition that grows in line with the development of science and technology which requires every company to carry out our tips and preparation of appropriate and measurable marketing strategies for the continuity of a business."

Additionally, Brand Image has been a reference for a customer to buy a product repeatedly. Brand Image create product's unique appeal. Kotler and Fox define image as the sum of images, impressions, and beliefs that a person has for a brand. It is associated with customer's attitude, preference, and belief for a brand. In short, image and impression are what attract people and what make people remembering the brand.

Starbucks Corporation is one of companies implementing Green Marketing. This is based on environmental regulation in Indonesia, Environmental Management Act No. 23 of 1997, and the Government Regulation of The Republic of Indonesia No. 4 of 2001 concerning damage and pollution control by forest and land fires. Those who commit violation may be subject to violations. Starbucks, as a company, is responsible for environmental sustainability. It has several green programs. One of them is *Shared Planet*, which is by using tumbler. Starbucks' mission in this program is both to educate and to urge its loyal customers to increase their awareness on environment. This is by changing the way the consume Starbucks products, from using plastic cups into using tumblers. So is the straw. Starbucks has replaced its plastics straws with the paper ones.

We cannot deny that Starbucks is a well-known brand. Its brand is not just a name. It is also a distinctive character with other products. Brand, however, is one of the most important factors in competition. For customers it can also be an aspect to assess a company.

Starbucks Corporation is a America coffeeshop chain. Its headquarter is in Seattle, Washington. It is the world's largest coffee shop company, with 15,012 stores in 44 countries. Starbucks coffee was first opened in 1971 in Seattle by Jerry Baldwin, Zev Siegel, and Gordon Bowker. Howard Schultz joined the company in 1982 and was inspired by espresso bars in Italy. The first Starbucks outside Seattle was in Vancouver and Chicago in 1987. Meanwhile, the first branch outside North America was located in Tokyo, opened in 1996. In Indonesia, PT. Mitra Adi Perkasa is licensed to operate Starbucks in Indonesia. Next PT. Mitra Adi Perkasa appointed Anthony Cottan, an experienced Customer Service, to launch and manage the brand.

Starbucks seems to be the pioneer of coffeeshop chain in the world. After entering Indonesia, Starbucks' outlet has proliferated. Its success spreads in Indonesia, just as in its origin, Seattle – USA. The book about Starbucks 'The Starbucks Experience' reveals its genius success. It can shrewdly create and present personal experiences for its customers, drive business growth, generate profits, motivate the employees, and ensure customer loyalty. All of these are executed simultaneously by Starbucks.

Apart from the positive environmental issues, there were also negative issues hitting Starbucks. That it supports for LGBT programs in the world and channels its profit to support Zionist were some of them. These issues widely spread and attracted attention. They, of course,

affected Starbucks' sales.

For the environment, Starbucks builds its Brand Image by stay committed to waste management and the proper use of raw materials. Starbucks also campaigns for recycled products. These prove that Starbucks support green campaign. It teaches its customers to reuse, reduce, and recycle product packaging. One of them is by not using plastic straws. This shows that Starbucks internalize the concept of Green Marketing in its every marketing process. These all are not only to attract but to make the customers loyal. They become satisfied and repeatedly purchase Starbucks' products.

Competition against proliferating coffeeshops has begun. This is what is Starbucks, a famous brand, facing. It needs to pay attention to this competition since they mostly offer their coffees at more affordable prices. Comfortable place is one of reasons attracting customers to visit Starbucks. Store Atmosphere at Starbucks make customers feel at home for a long time. Recently, the Store Atmosphere itself has been very important for the customers when choosing a place to enjoy the products they consume.

Store Atmosphere is defined as a combination of physically planned messages (Russell et al., 2016; Saari et al., 2020; Xia & Roggeveen, 2020). It can be described as changes to the planning environment over purchases. This planning results in particular emotional effects that can cause consumers to make purchases. The Store Atmosphere strategy has a huge impact in influencing mood, which in turn can foster customer loyalty at Starbucks of Bojongsari.

Store Atmosphere reflects the combination of store physical characteristics, such as architecture, layout, sign, display, color lighting, temperature, sound, and smells, which together create and image in the customers mind (Anggraeni, 2015; Huang et al., 2019; Kauppinen-Räsänen et al., 2020). Thus, the right Store Atmosphere can be a means of communication providing a positive and profitable impression, increasing opportunities to influence and create customer loyalty. Likewise, Store Atmosphere refers to the store's physical characteristic that projects an image and draw customer (Lu & Miller, 2019; Russell et al., 2016; Xia & Roggeveen, 2020). It is a very essential characteristic for every business because creating a comfortable atmosphere will encourage the customers to stay longer in the store and will indirectly stimulate them to make purchases.

Bojongsari Starbucks always brings convenience to its customers. Many have been done. One of them is designing the store. It is visible from outside and attracts consumers to come and make purchases. Its nice and unique designs allow customers and people to take photos from outside.

Next, service quality is also one factor for consumers' satisfaction. It encourages customers to repeatedly purchase. The quality service provided for customers will create loyal customers. These are the customers who are going to repeatedly use and buy a company product, either service or goods.

Service quality is an effort to meet customers' needs and desires. It is also the accuracy of their delivery as the consumers expected. Kotler (2012) defines service as all actions or performance that can be offered by one party to another that are essentially intangible and do not result in the ownership of anything. Thus, basically services are all economic activities whose results are not physical products, which are usually consumed at the same time they are produced and provide added value, such as convenience, entertainment, pleasure or solving problems faced by consumers.

There are some definitions of service quality. Some define it as “an effort to meet consumer needs and desires and delivery accuracy in balancing consumer expectations”(Huang et al., 2019; Kauppinen-Räsänen et al., 2020), Meanwhile, according to Kotler "service quality is the overall nature and character of a product based on their ability to express satisfaction or need indirectly" (Kotler, 2017, 2018; Kotler et al., 1993).

Thus, the entire explanations above encourage the researcher to study the research entitled "The Effect of Green Marketing, Brand Image, Store Atmosphere, and Quality of Service on Customer Loyalty at Bojongsari Starbucks”.

## **METHOD**

This research applied SPSS (Statistical Package for the Social Science) as the research method. This method is generally used to process and analyze data that have capabilities on statistical analysis and data management system with a graphical environment. Creswell ( 2013) states that descriptive statistics are used to analyze data by describing data collected as it is without any intention to make conclusions or generalization for public. Descriptive aims to explain the characteristics of specific hypotheses. It has a structured research design that usually uses secondary data, primary data, panel or observation methods.

## **RESULTS AND DISCUSSION**

### **The Effect of Green Marketing on Customer Loyalty**

Data analysis with statistical tests proved that green marketing has a positive and significant effect on customer loyalty at Bojongsari Starbucks. This can be shown by the greater t-count value than t-table ( $8.268 > 1.1661$ ) and the significance value is  $0.000 (< 0.05)$ . With an R-Square value of 0.411, which means that partially green marketing can contribute to the influence of customer loyalty by 41.1%. These all show that if green marketing is carried out properly and maximally, it will be able to have a significant effect on increasing customer loyalty at Bojongsari Starbucks. The most dominant element of green marketing is the green customer dimension with indicators that consumers love the environment.

The results of this study then successfully prove that green marketing has a positive and significant impact on customer loyalty at Bojongsari Starbucks. The results of this study support the results of research conducted by Rizqiningsih (2021), who found that green marketing has a positive and significant direct influence on customer loyalty at a Surabaya's Starbucks. The same thing was also expressed in a study conducted by Sawitri (2019) that green marketing has a positive and significant influence on Body Shop customer loyalty in the city of Denpasar.

### **Effect of Brand Image on Customer Loyalty**

The results of data analysis with statistical tests proved that Brand Image has a positive and significant effect on customer loyalty at Bojongsari Starbucks. This is shown by the t-count value which is greater than t-table ( $7.967 > 1.661$ ) and the significance level is  $0.000 (< 0,05)$ . And the R-Square value of 0.393, which means that Brand Image can contribute to the influence of customer loyalty by 39.3%. This indicates that if brand image is well and maximally done. It

will significantly affect the increasing customer loyalty at Bojongsari Starbucks. The most dominant element of brand image is the dimension of brand identity with indicators of the popularity of the Starbucks logo.

Therefore, the results of this study successfully proved that brand image can positively and significantly impact customer loyalty at Bojongsari Starbucks. The results of this study support the results of research conducted by Sawitri (2019), which found out that brand image has positive and significant influence on Body Shop customer loyalty in Denpasar. The same thing was also share in Widian, et al's (2020). They found out the brand image has a positive and significant effect on buying interest. In other words, the better brand image in the Starbucks outlets in Malang will be reflected in improving consumers' buying interest.

### **The Effect of Store Atmosphere on Customer Loyalty**

The results of data analysis with statistical tests proved that Store Atmosphere has positive and significant value at Bojongsari Starbucks. This can be shown by greater t-count value than t-table ( $4.663 > 1.661$ ) and a significance level of  $0.000 (< 0,05)$ . With value of R-Square 0.182, which means that store atmosphere can contribute to the influence of customer loyalty by 18.2%. This shows that if the store atmosphere is properly and maximally improved, it will be able to have a significant effect in increasing customer loyalty at Bojongsari Starbucks. The most dominant element of store atmosphere is lighting whose indicators are from the sun.

Thus, the results of this research successfully proved that the store atmosphere is able to give positive and significant impact on customer loyalty at Bojongsari Starbucks. This result supports Ulumuddin's findings about store atmosphere, employee, attitude, IT service, and coffe quality (2020). All his findings positively and significantly impact customer satisfaction, which also affect the customer loyalty.

### **The Influence of Service Quality on Customer Loyalty**

The results of data analysis with statistical tests proved that Service Quality had a positive and significant effect on customer loyalty at Bojongsari Starbucks Coffee. This is shown by the t-count value, which is greater than t-table ( $8.839 > 1.661$ ) and a significance level, which is  $0.000 (< 0,05)$ . With an R-Square value of 0.444 which means that service quality can contribute to the influence of customer loyalty by 44.4%. This indicates if the service quality is properly and maximally improved, it will be able to have a significant effect in increasing customer loyalty at Bojongsari Starbucks. Still, in service quality, the most dominant is the Empathy dimension, whose indicator is friendly service.

Therefore, the results of this study succeeded to prove that service quality could positively and significantly impact the customer loyalty at Bojongsari Starbucks. The results support the finding of research conducted by Sutomo and Nurtjahjani (2017). Their research found that there are several things considered by customers to buy at Citra Textile Stores, namely Store Atmosphere and Service Quality. These are built to attract customer sympathy to feel comfortable

and at home when shopping at Citra Textile Stores in Malang. But this is different from the research findings by Heryati (2015) in which service quality directly does not affect customer loyalty at Hypermarket Puri.

### **Effect of Green Marketing, Brand Image, Store Atmosphere, and Service Quality Simultaneously on Customer Loyalty.**

The results of data analysis with statistical tests proved that green marketing, brand image, store atmosphere, and service quality have a positive and significant effect on customer loyalty at Bojongsari Starbucks. These are shown by the F-count value of 33.737, which is greater than the F-table (2.47), and by a significance value of 0.000 ( $<0.05$ ) with an R-Square value of 0.569. These all mean that green marketing, brand image, store atmosphere and service quality can simultaneously contribute to the influence of customer loyalty by 56.9%. This shows that if green marketing, brand image, store atmosphere and service quality are carried out and synergized properly. They can have a significant effect in increasing customer loyalty at Bojongsari Starbucks. This research findings support research by Sutomo and Nurtjahjani (2017) which states several considerations by customers to buy at the Citra Textile Store, namely Store Atmosphere and Quality of Service which was built to attract sympathy. customers to feel comfortable and at home in shopping at the Citra Textile Store Malang. The same thing was also expressed in a study conducted by Rizqiningsih (2021). She found out that green marketing and Service Quality had a positive and significant direct influence on customer loyalty at Starbucks Coffee in Surabaya.

## **CONCLUSION**

To answer the research objectives and describe the findings obtained in this study, there are some conclusions made. First, Green marketing is proven to have a positive and significant effect on customer loyalty at Bojongsari Starbucks. This can be shown by the t-count value of 8.268 which is greater than the t-table (1.661), the significance value of 0.000 ( $<0.05$ ), and the value of regression coefficient of 0.795. These indicate that if green marketing is carried out optimally, it will be able to significantly influence the increase of customer loyalty at Bojongsari. Second, Brand image has been proven to have a positive and significant effect on customer loyalty at Bojongsari Starbucks. It can be shown that the t-count value of 7.967 is greater than t-table (1.661), and a significance value of 0.000 ( $<0.05$ ), and a regression coefficient of 0.774. These indicate that if the brand image is optimally carried out, it will be able to have a significant effect in increasing customer loyalty at Bojongsari Starbucks. Next, the third, store atmosphere is proven to have a positive and significant effect on customer loyalty at Bojongsari Starbucks, it can be shown that the t-count value of 4.663 is greater than t-table (1.661) and a significance value of 0.000 ( $<0.05$ ). It is also greater than regression coefficient value, which is 0.672. These indicate that if the store atmosphere is carried out optimally, it will be able to have a significant effect in increasing customer loyalty at Starbucks Coffee Shop Bojongsari. The fourth, service quality has been proven to have a positive and significant effect on customer loyalty at Bojongsari Starbucks. This can be shown by the t-count value of 8.839 which is greater than the t-table (1.661) and the significance value of 0.000 ( $<0.05$ ), as well as the coefficient value of regression which is 0.832. These show that if the quality of service is carried out optimally it will be able to significantly

influence in increasing customer loyalty at Starbucks Coffee Shop Bojongsari. Lastly, Green marketing, brand image, store atmosphere and service quality simultaneously proved to have a positive and significant effect on customer loyalty at Bojongsari Starbucks. This can be shown by the F-count value of 33,737 which is greater than the F-table (2.47) and the significance value of 0.000 ( $< 0.05$ ), with an R-Square value of 0.569, which means that green marketing, brand image, store atmosphere and service quality can simultaneously contribute to customer loyalty by 56.9%. These indicate that if green marketing, brand image, store atmosphere and service quality can be executed and synergized properly, so it will be able to significantly affect the increase of customer loyalty at Bojongsari Starbucks.

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