

The Role of Consumer Satisfaction in Mediating the Influence of Green Marketing and Brand Image on the Repurchase Intention of Starbucks Products

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ABSTRACT

This study examines the role of consumer satisfaction in mediating the relationship between green marketing, brand image, and repurchase intention of Starbucks products. Using purposive sampling, 100 respondents participated in a survey with questionnaires as the primary research instrument. Data analysis was conducted using the outer and inner model approaches in SmartPLS 4. The results indicate that green marketing and brand image do not directly influence repurchase intention but have a significant positive impact on consumer satisfaction. Additionally, consumer satisfaction significantly affects repurchase intention and mediates the relationship between both green marketing and brand image with repurchase intention. These findings highlight the importance of enhancing consumer satisfaction to drive repurchase intention in the coffee shop industry.

INTRODUCTION

The rapid growth of coffee shops in Indonesia in recent years reflects a significant shift in consumer lifestyle. According to the Indonesian Coffee and Chocolate Entrepreneurs Association (APKCI), the number of coffee shops in the country is projected to reach 10,000 by 2023 (*Trend Industri Kopi Masa Depan*, 2023). This surge is driven by a lifestyle trend where individuals spend leisure time or work in coffee shops. However, the increasing quantity of coffee shops has heightened competition, necessitating a deeper understanding of consumer behavior, especially in enhancing customer loyalty and encouraging repeat purchases.

Repurchase intention is a key indicator of consumer behavior and business success, representing satisfaction, loyalty, and positive consumer perception of a product or service (Amin, 2023). It is shaped by consumer satisfaction with the quality and experience provided (Fakaubun, 2019). For businesses, understanding the drivers of repurchase intention is crucial to maintaining customer retention and ensuring long-term profitability. Factors such as green marketing, brand image, and consumer satisfaction significantly influence this intention (Adiantari & Seminari, 2022; Illa et al., 2022; Putri & Yasa, 2022).

Green Marketing focuses on fulfilling consumer needs while minimizing environmental impact (Zaytun & Sari, 2023). It not only appeals to environmentally conscious customers but also enhances a company's reputation (Yani & Evasari, 2024). Green marketing also drives consumer interest in repurchasing environmentally friendly products. Studies conducted by Illa et al. (2022) and Pratama & Putra (2024) concludes that green marketing can positively affect repurchase intention. This implies that the more effective a company's green marketing program, the higher customers' intention to make repeat purchases.

Brand Image is essential in maintaining competitiveness within the market, reflecting consumer perceptions based on their experiences with a brand. A strong brand image fosters customer loyalty and increases a significant competitive advantage (Dam & Dam, 2021). Companies with a strong brand image are better positioned to attract and retain customers, thereby increasing repurchase intention. Studies by Adiantari & Seminari (2022), Fakaubun (2019), and Huang et al. (2019) confirm the significant influence of brand image on repurchase intention. Their findings suggest that a strong and positive brand image is associated with higher repurchase intention, meaning that the better the brand image, the greater the likelihood of consumers repurchasing.

Consumer Satisfaction is vital for business success, influencing loyalty, retention, and profitability. It refers to the intensity of consumer's emotional reaction after evaluating a product or service against their initial expectations (Dewi & Ekawati, 2019). Customers feel satisfied when the outcome meets or exceeds their expectations and disappointed when it falls short. Customers who are satisfied are more likely to advocate the product or service to others, create positive perceptions, and increase repurchase intention. Studies by Ashfaq et al.

(2019); Dewi & Ekawati (2019); and Fakaubun (2019) have consistently shown that consumer satisfaction has a significant positive influence on repurchase intention. This indicates that as consumer satisfaction increases, the probability of repeat purchases also rises.

Starbucks serves as a case study for this research, being a globally recognized coffee brand committed to sustainability. Initiatives such as reusable cup programs, eco-friendly store designs, and sustainable supply chain practices reflect Starbucks' dedication to environmental and social responsibility. These efforts not only enhance its brand image but also align with consumer expectations for sustainable products. Given the importance of repurchase intention for Starbucks, this study seeks to explore the factors influencing repurchase intention for green products, with a focus on consumer satisfaction as a mediating variable.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention reflects as a consumer's desire to repurchase a product they have previously bought (Zaytun & Sari, 2023). According to Solihin et al. (2019), it can be interpreted as a consumer's plan to buy a specific branded product in the future, influenced by their evaluation of the product's quality from prior purchases (Yani & Evasari, 2024). Similarly, Putri & Yasa (2022) describe it as a post-purchase reaction driven by customer satisfaction with the product. In essence, repurchase intention depicts the willingness or commitment of consumers to purchase a product or service again, based on their past experiences and satisfaction levels.

Additionally, Aphrodite et al. (2023) view repurchase intention as a behavior indicating a customer's level of commitment to making repeated purchases. Desara et al. (2021) underline that high levels of repurchase intention can contribute to increased future sales volumes (Udayana et al., 2022). Furthermore, Nikbin et al. (2011) highlight its importance in fostering long-term relationships between customers and companies, ultimately impacting profitability and overall success (Dewi & Ekawati, 2019).

Chiang (2016, as cited in Huang et al. (2019) outlines three key dimensions of repurchase intention: (1) Repeated Purchase: Reflects a consumer's intention to buy the same product or service again in the future; (2) Willingness to Recommend: Indicates a consumer's desire to endorse or suggest the product or service to others; and (3) Loyal Customer: Denotes a long-term relationship and commitment to using a product or service, even in the presence of alternative options in the market.

Green Marketing

Green marketing refers to a marketing strategy centered on promoting environmentally friendly products or services (Yani & Evasari, 2024). It aims to shape and sustain environmentally conscious consumer behavior through various marketing initiatives (Pratama & Putra, 2024). This approach prioritizes meeting consumer needs while minimizing negative impacts on the environment (Zaytun & Sari, 2023). Green marketing encompasses all activities

designed to satisfy human needs and desires while reducing environmental harm (Yunus, 2020) and targets market segments that value sustainability (Illa et al., 2022). It incorporates eco-friendly practices throughout all stages of operations (Ikramayosi et al., 2022).

According to Peatie (2001), as cited in Ikramayosi et al. (2022), green marketing has evolved through three stages: (1) Ecological Stage: Focused on addressing environmental issues such as pollution and harmful practices like pesticide use; (2) Environmental Marketing: Expanded to include environmental preservation as a competitive advantage in business strategies; and (3) Sustainability Stage: Represents a fundamental shift toward addressing environmental impacts throughout production and consumption, emphasizing sustainable practices and regulations.

Brand Image

A brand is a combination of names, terms, symbols, or signs that serve to identify and distinguish a product or service from its competitors (Udayana et al., 2022). According to Tjiptono (2005), brand image is the collective perception and confidence consumers have in a brand (Reynaldi & Santoso, 2020). Kaur and Kaur (2019) emphasize that brand image helps consumers identify products, assess quality, reduce purchasing risks, and derive satisfaction from product differentiation (Adiantari & Seminari, 2022). Kotler and Keller (2008) define brand image as the understanding and beliefs consumers have about a brand, represented by the associations and impressions stored in their consciousness (Ikramayosi et al., 2022). Arimbawa & Ekawati (2017) confirm that a strong and positive brand image serves as a valuable resource for companies, as it shapes consumer perceptions and responses to a product (Putri & Yasa, 2022).

Kotler and Keller (2008) identify three key factors influencing brand image formation (Ikramayosi et al., 2022): (1) Favorability of Brand Association: The perceived positive value or benefits of the brand; (2) Strength of Brand Association: The degree to which brand-related information is strongly embedded in consumers' minds; and (3) Uniqueness of Brand Association: The distinctiveness of the brand compared to competitors.

Consumer Satisfaction

Consumer satisfaction interpreted as perception of happiness or contentment experienced by customers when a product or service meets or exceeds their expectations (Kotler et al., 2024). Tjiptono and Chandra (2012) describe it as a sense of fulfillment when consumers feels that their necessities and cravings have been adequately satisfied (Ramadhan & Santosa, 2017). Schiffman & Wisenblit (2015) define it as a costumer's evaluation of a product or service based on how well it align with their expectations. Satisfaction arises not only from initial perceptions but also from the consumption process and how well it fulfills the consumer's needs and expectations (Adiantari & Seminari, 2022; Ikramayosi et al., 2022). In essence, consumer satisfaction is the assessment of a product or service based on the comparison between its performance and the consumer's pre-existing expectations.

Nazari et al. (2014) in Silaban (2018) outline five dimensions of consumer satisfaction: (1) Fulfilling Changing and New Needs: The capability of a product or service to adapt to evolving or emerging consumer desires.; (2) Fulfilling Important Needs: The ability to address the needs considered significant by customers; (3) Perceived Value: Positive customer assessment of the product or service.; (4) Affective Response: Positive emotional experiences associated with the product or service.; and (5) Overall Customer Satisfaction: Holistic satisfaction with the product's or service's features and benefits.

Previous Research and Hypothesis

The Influence of Green Marketing on Repurchase Intention

Investigation findings indicate that green marketing significantly influences repurchase intention. Studies by Illa et al. (2022) and Pratama & Putra (2024) both highlight the significant impact of green marketing on repurchase intention. Both studies emphasize that effective green marketing strategies positively and significantly influence consumers' likelihood to repurchase environmentally friendly products.

Hypothesis (H1): Green marketing has a positive and significant effect on the repurchase intention of green products.

The Influence of Brand Image on Repurchase Intention

Studies confirm that brand image has a significant and positive impact on repurchase intention. Research by Adiantari & Seminari (2022), Ramadhan & Santosa (2017), and Reynaldi & Santoso (2020) consistently demonstrates that brand image has a significant positive impact on repurchase intention. These studies highlight that a strong and favorable brand image plays a critical role in driving consumers to prioritize, repurchase, and recommend green products.

Hypothesis (H2): Brand image has a positive and significant effect on the repurchase intention of green products.

The Influence of Consumer Satisfaction on Repurchase Intention

Research demonstrates that consumer satisfaction significantly impacting repurchase intention. Research by Dewi & Ekawati (2019), Fakaubun (2019), and Putri & Yasa (2022) highlights the significant influence of consumer satisfaction on repurchase intention. These studies collectively demonstrate that higher consumer satisfaction strongly enhances the likelihood of repurchasing and recommending green products.

Hypothesis (H3): Consumer satisfaction has a positive and significant effect on the repurchase intention of green products.

The Influence of Green Marketing on Consumer Satisfaction

Research findings indicate that green marketing significantly influences consumer satisfaction. Studies by Ikramayosi et al. (2022), Silaban (2018), and Yunus (2020) consistently show that implementing green marketing strategies positively impacts consumer satisfaction by meeting their expectations and enhancing their experiences.

Hypothesis (H4): Green marketing has a positive and significant effect on the consumer satisfaction.

The Influence of Brand Image on Consumer Satisfaction

Studies confirm that brand image has a significant and positive impact on consumer satisfaction. Research by Fakaubun (2019), Ikramayosi et al. (2022), and Putri & Yasa (2022) demonstrates that a favorable and unique brand image enhances consumer satisfaction by meeting their needs and creating positive perceptions.

Hypothesis (H5): Brand image has a positive and significant effect on the consumer satisfaction.

The Role of Consumer Satisfaction in Mediating the Influence of Green Marketing on Repurchase Intention

Research highlights the critical role of consumer satisfaction in mediating the relationship between green marketing and repurchase intention. Yunus (2020) found that consumer satisfaction strengthens the effect of green marketing on repurchase intention by enhancing consumers' likelihood of repurchasing and recommending products.

Hypothesis (H6): Consumer satisfaction has a positive and significant effect in mediating the influence of green marketing on repurchase intention.

The Role of Consumer Satisfaction in Mediating the Influence of Brand Image on Repurchase Intention

Research demonstrates that consumer satisfaction significantly mediates the relationship between brand image and repurchase intention. Studies by Dewi & Ekawati (2019), Fakaubun (2019), and Putri & Yasa (2022) reveal that a strong brand image, coupled with high satisfaction, enhances consumer loyalty and increases their intention to repurchase and recommend products.

Hypothesis (H7): Consumer satisfaction has a positive and significant effect in mediating the influence of brand image on repurchase intention

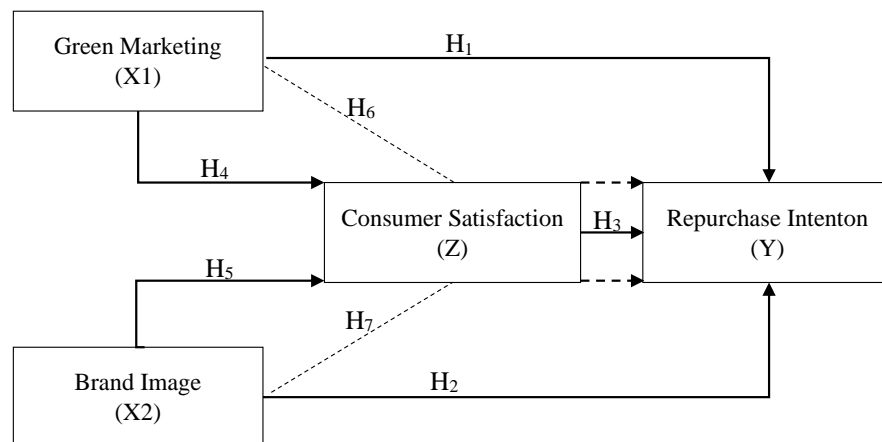


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative research approach, focusing on specific populations or samples by gathering data through research instruments and analyzing it statistically to test predefined hypotheses (Sugiyono, 2013). The population of this research is Starbucks consumers who have made purchases, considered infinite due to the inability to precisely determine the number. A purposive sampling method was applied, selecting respondents aged 17 years or older, residing in Yogyakarta, and having purchased Starbucks products at least twice in the last three months. The sample size was determined using the Lemeshow formula, resulting in 100 respondents.

Data were gathered through surveys using structured questionnaires. Responses were evaluated using a 5-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The study examines four key variables: Green Marketing (X1), represented by indicators such as green product, green price, green promotion, and green place; Brand Image (X2), evaluated through recognition, reputation, strength, uniqueness, and favourable; Consumer Satisfaction (Z), reflected in satisfaction with product features, service quality, pricing, overall experience, and product performance; and Repurchase Intention (Y), measured by the intention to repurchase, recommend, prioritize, and explore more about the product.

The data analysis in this study utilized Structural Equation Modeling (SEM) with Partial Least Square (PLS), conducted using SmartPLS 4.0. PLS-SEM is ideal for small samples and non-normally distributed data. PLS-SEM evaluates two key components: the outer model (measurement model) and the inner model (structural model). The outer model assesses reliability and validity of indicators. The inner model evaluates structural relationships between variables, including hypothesis testing, mediation testing, and predictive strength of the model. The hypotheses test relationships between green marketing, brand image, consumer satisfaction, and repurchase intention, with mediation effects evaluated using bootstrapping techniques. Significant relationships are determined with a $p\text{-value} \leq 0.05$. The model also assesses predictive strength through PLSpredict.

RESEARCH RESULTS

Outer Loading

Outer loading indicates the interaction between an observed indicator variable and its corresponding latent construct in the measurement model of PLS-SEM. It evaluates how effectively an indicator reflects its latent variable and helps determine the reliability of the indicators in describing the construct.

Table 1. Outer Loading Result

	CM	GM	KK	MBU
CM1	0.493			
CM2	0.717			
CM3	0.748			
CM4	0.820			

CM5	0.786			
GM1		0.642		
GM2		0.765		
GM3		0.723		
GM4		0.739		
KK1			0.727	
KK2			0.842	
KK3			0.867	
KK4			0.841	
KK5			0.764	
MBU1				0.875
MBU2				0.912
MBU3				0.916
MBU4				0.860

The outer loading values were above 0.40, with some indicators between 0.40–0.70 requiring consideration for composite reliability and AVE.

Reliability Test

Reliability testing in PLS-SEM assesses the consistency and stability of indicators in representing latent variables. A reliable measurement model ensures that the indicators consistently measure their intended constructs. This study evaluated reliability using Cronbach's alpha and composite reliability.

Table 2. Reliability Test Result

	<i>Cronbach's alpha</i>	<i>Composite reliability</i>
Green Marketing	0.686	0.810
Brand image	0.766	0.842
Consumer Satisfaction	0.868	0.905
Repurchase Intention	0.913	0.939

Reliability tests results showed all values ranged from 0.60–0.95, confirming good reliability.

Validity Test

Validity testing in PLS-SEM evaluates whether indicators effectively measure their respective latent variables and ensure that constructs are distinct. This study examined two types of validity: Convergent Validity, which assesses how well indicators of the same construct correlate and measure the same concept using Average Variance Extracted (AVE); and Discriminant Validity, which ensures constructs are distinct by verifying that indicators correlate strongly with their own construct rather than others, using HTMT.

Table 3. AVE Result

	AVE
Green Marketing	0.517
Brand Image	0.521
Consumer Satisfaction	0.656
Reurchase Intention	0.794

The AVE values were above 0.50, indicating that the construct accounts for at least 50% of the variance in its indicators.

Table 4. HTMT Result

	BI	GM	CS	RI
BI				
GM	0.911			
CS	0.913	0.865		
RI	0.792	0.673	0.788	

Table 4 shows that some HTMT values exceed 0.90, indicating potential issues with construct validity. To identify which constructs to remove, cross-loading values were examined. An indicator's cross-loading should be higher for its own construct than for other constructs, with a difference of at least 0.10. The cross-loading values obtained from SmartPLS were used for this analysis.

Table 5. Cross Loading Result

	BI	GM	CS	RI
BI1	0.493	0.413	0.379	0.249
BI2	0.717	0.514	0.515	0.437
BI3	0.748	0.493	0.624	0.433
BI4	0.820	0.465	0.584	0.483
BI5	0.786	0.493	0.588	0.796
GM1	0.444	0.642	0.447	0.389
GM2	0.505	0.765	0.512	0.435
GM3	0.429	0.723	0.484	0.303
GM4	0.495	0.739	0.478	0.404
CS1	0.471	0.470	0.727	0.430
CS2	0.637	0.583	0.842	0.547
CS3	0.641	0.578	0.867	0.607
CS4	0.656	0.572	0.841	0.585
CS5	0.621	0.498	0.764	0.673
RI1	0.548	0.481	0.580	0.875
RI2	0.620	0.447	0.620	0.912
RI3	0.741	0.502	0.668	0.916
RI4	0.586	0.479	0.656	0.860

Table 5 shows that the indicator CM5 has a higher contribution to another construct, requiring its removal. Similarly, CM1 and KK5 were eliminated as their differences in cross-loading values with green marketing were less than 0.10.

Table 5. HTMT Result After Removing Construct

	BI	GM	CS	RI
BI				
GM	0.857			
CS	0.872	0.855		
RI	0.676	0.673	0.728	

Table 5 shows that after removing indicators BI1, BI5, and CS5, all HTMT values are below 0.90. This indicates that all constructs are discriminantly valid and empirically distinct from one another.

Multicollinearity Test

The multicollinearity test in SEM-PLS ensures that predictor variables in the inner model are not excessively correlated, assessed using the Variance Inflated Factor (VIF).

Table 6. Multicollinearity Test Result

	BI	GM	CS	RI
BI			1.577	2.129
GM			1.577	1.900
CS				2.385
RI				

Table 6 shows that all VIF value are below 5, it indicates the absence of multicollinearity issues.

Hypothesis Test

Hypothesis testing in SEM-PLS uses *p-values* to determine the significance of relationships between variables and *f² effect size* to evaluate the impact of each variable.

Table 7. Hypothesis Test Result

Hypothesis	<i>p-values</i>	<i>f²</i>
H1: Green Marketing -> Repurchase Intention	0.290	0.021
H2: Brand Image -> Repurchase Intention	0.181	0.020
H3: Consumer Satisfaction -> Repurchase Intention	0.000	0.156
H4: Green Marketing -> Consumer Satisfaction	0.000	0.205

H5: Brand Image -> Consumer Satisfaction	0.000	0.350
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Hypothesis testing showed:

1. Green marketing and repurchase intention: With a p-value of 0.290 (greater than 0.05), green marketing does not significantly influence repurchase intention (H1 rejected).
2. Brand image and repurchase intention: A p-value of 0.181 (greater than 0.05) shows that brand image does not significantly influence repurchase intention (H2 rejected).
3. Consumer satisfaction and repurchase intention: A p-value of 0.000 (less than 0.05) confirms that consumer satisfaction significantly affects repurchase intention (H3 accepted), with an f^2 effect size of 0.156, indicating a moderate effect.
4. Green marketing and consumer satisfaction: With a p-value of 0.000 (less than 0.05), green marketing significantly impacts consumer satisfaction (H4 accepted), and its f^2 effect size of 0.205 shows a moderate effect.
5. Brand image and consumer satisfaction: A p-value of 0.000 (less than 0.05) indicates that brand image significantly affects consumer satisfaction (H5 accepted), with an f^2 effect size of 0.350, reflecting a large effect.

Mediation Test

Mediation testing in SmartPLS uses *p-value* in indirect effect.

Table 8. Mediation Test Result

Hypothesis	<i>p values</i>
GM -> CS-> RI	0.004
BI -> CS -> RI	0.004

The mediation test results show the following:

1. Consumer satisfaction significantly mediates the effect of green marketing on repurchase intention, as indicated by a *p-value* of 0.004 (less than 0.05). With no significant direct effect of green marketing on repurchase intention, consumer satisfaction functions as a full mediator (H6 accepted).
2. Similarly, consumer satisfaction significantly mediates the effect of brand image on repurchase intention, with a *p-value* of 0.004 (less than 0.05). Since brand image does not directly influence repurchase intention, consumer satisfaction serves as a full mediator (H7 accepted).

Predictive Strength Test

The PLSpredict procedure with k-fold cross-validation is used to assess predictive power. A model has high predictive power if all PLS-SEM indicators are lower than those of the Linear Regression Model (LM). If the majority are lower, the model's predictive power is moderate. If only a few indicators are

lower, the predictive power is weak, and if none are lower, the model has no predictive power.

Table 9. Predictive Strength Test Result

	PLS-SEM RMSE	PLS-SEM MAE	LM RMSE	LM MAE
CS1	0.763	0.628	0.798	0.652
CS2	0.524	0.445	0.553	0.466
CS3	0.566	0.461	0.569	0.455
CS4	0.589	0.463	0.593	0.457
RI1	0.901	0.710	0.921	0.704
RI2	0.861	0.693	0.887	0.707
RI3	0.936	0.712	0.952	0.729
RI4	0.931	0.779	0.979	0.804

DISCUSSION

Effect of Green Marketing on Repurchase Intention

Green marketing does not have a significant impact on consumer's repurchase intention for Starbucks products. This suggests that Starbucks' green marketing efforts do not influence repeat purchases, as consumers prioritize their needs and desires over green marketing elements. This aligns with prior studies (Yani & Evasari, 2024; Yunus, 2020; Zaytun & Sari, 2023).

Effect of Brand Image on Repurchase Intention

Brand image does not significantly influence repurchase intention for Starbucks products. Despite having a strong brand image, consumers do not always consider it a key factor when deciding on repeat purchases. This finding is consistent with previous research (Aphrodite et al., 2023; Iskandar et al., 2024).

Effect of Consumer Satisfaction on Repurchase Intention

Consumer satisfaction significantly affects repurchase intention. Higher satisfaction levels, driven by product quality, service, price, and overall positive experiences, lead to increased repurchase intent. Based on questionnaire results, satisfaction towards product quality is the most influential factor affecting repurchase intention. This finding supports previous studies (Ashfaq et al., 2019; Dewi & Ekawati, 2019; Putri & Yasa, 2022).

Effect of Green Marketing on Consumer Satisfaction

Green marketing has a significant positive impact on consumer satisfaction. Starbucks' green marketing initiatives, such as the "bring your own tumbler" program, resonate with consumers and enhance satisfaction. These findings align with earlier research (Ikramayosi et al., 2022; Silaban, 2018; Yunus, 2020).

Effect of Brand Image on Consumer Satisfaction

Brand image significantly influences consumer satisfaction. Starbucks' recognizable logo, reputation, and brand uniqueness enhance customer satisfaction, with emotional satisfaction linked to its iconic logo playing a key

role. These findings align with prior studies (Fakaubun, 2019; Putri & Yasa, 2022).

Role of Consumer Satisfaction in Mediating Green Marketing and Repurchase Intention

Consumer satisfaction significantly mediates the relationship between green marketing and repurchase intention. Effective green marketing strategies, such as loyalty programs like "bring your own tumbler," increase consumer satisfaction, which in turn drives repurchase intention. This aligns with findings from Yunus (2020).

Role of Consumer Satisfaction in Mediating Brand Image and Repurchase Intention

Consumer satisfaction significantly mediates the effect of brand image on repurchase intention. A positive brand image enhances consumer satisfaction, which fosters repeat purchases. The Starbucks logo, as a primary factor, creates emotional satisfaction that encourages repurchase. This finding is consistent with earlier research (Dewi & Ekawati, 2019; Putri & Yasa, 2022).

CONCLUSIONS AND RECOMENDATIONS.

Conclusions

1. Green marketing does not significantly affect consumer's repurchase intention for Starbucks products, indicating it is not a key factor in driving repeat purchases.
2. Brand image does not significantly influence consumer's repurchase intention, showing that it is not a determining factor for repeat purchases.
3. Customer satisfaction has a significant positive impact on repurchase intention, with higher satisfaction levels leading to a stronger likelihood of repeat purchases.
4. Green marketing significantly enhances customer satisfaction, demonstrating that well-executed green marketing practices can improve customer satisfaction.
5. Brand image significantly influences customer satisfaction, where a strong brand image enhances customer satisfaction levels.
6. Customer satisfaction significantly mediates the relationship between green marketing and repurchase intention, meaning effective green marketing boosts satisfaction, which in turn encourages repeat purchases.
7. Customer satisfaction also significantly mediates the relationship between brand image and repurchase intention, indicating that a positive brand image improves satisfaction, which fosters repurchase intention.

Recommendations

1. Starbucks in Yogyakarta should focus on maintaining and improving customer satisfaction by paying attention to product attributes, service

quality, product quality, and creating enjoyable experiences. These efforts can significantly boost consumer's repurchase intention.

2. While green marketing and brand image do not directly influence repurchase intention, Starbucks in Yogyakarta should continue implementing effective green marketing practices and maintaining a strong brand image. These elements are crucial for enhancing customer satisfaction, which indirectly impacts repurchase intention.

ADVANCED RESEARCH

This study has certain limitations, particularly the small sample size, which may not fully represent Starbucks consumers in Yogyakarta. Additionally, the effect size analysis indicates that customer satisfaction has a moderate impact on repurchase intention. Future research should explore other indicators of customer satisfaction to enhance its overall effect on repurchase behavior.

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