



The Mediating Role of Purchase Interest in the Influence of Green Marketing and Religiosity on Starbucks Product Purchase Decisions

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ABSTRAK

The purpose of this study is to ascertain if purchase interest can mediate the relationship between green marketing and religiosity and purchase decisions, as well as the impact of both on purchasing decisions. Data analysis is the research methodology employed in this study, with a focus on users who actively purchase products from Starbucks. The sample size of 144 persons was chosen using a purposive sampling technique; the population number is unknown. In this study, the SEM-PLS approach was employed, and SmartPLS 4 was utilized for data processing. The study's findings show that: Green marketing influences purchase interest; religion has no effect on purchase interest; religious beliefs have an impact on purchase decisions; and purchase interest has an impact on purchase decisions. Purchase Interest affects decisions about purchases; it also mediates the impact of green marketing on decisions about purchases; however, it does not mediate the impact of religiosity on decisions about purchases.

INTRODUCTION

Individual actions directly involved in deciding to buy things presented by sales are known as purchasing decisions (Meithiana Indrasari, 2019:70). purchase decisions are choices among two or more alternative purchase decision possibilities, according to Schiffman and Kanuk in Prabarini, Heryanto, and Astuti (2018:263). This means that in order for someone to make a decision, several alternative options must be offered. The choice to buy may influence the method used in the decision-making process. According to Schiffman and Kanuk (2010), purchase interest is a model of a person's attitude toward an item that is highly useful for gauging attitudes about particular categories of goods, services, or brands in (Priansa 2021:164; Pontianak & Minimarket, 2018).

Starbucks sales revenue according to PT Mitra Adiperkasa Tbk retail network contract. (MAPI) recorded a net profit for the current period attributable to owners of the parent entity of IDR 1.49 trillion in the third quarter of 2023. This number decreased 5.18% on an annual basis from IDR 1.57 trillion. In fact, MAPI recorded an increase in the company's top line performance. Quoting its financial report, net income was recorded to have jumped 26% to IDR 23.79 trillion in the first nine months of this year. There is an increase in every income. Meanwhile, retail and wholesale sales contributed the largest portion, namely IDR 22.65 trillion. Then consignment sales commission - net amounted to IDR 959.54 billion, rental income and maintenance services amounted to IDR 78.48 billion, other income amounted to IDR 105.26 billion.

Along with the increase in income, MAPI also recorded an increase in expenses. Cost of goods sold and direct expenses were recorded at IDR 12.93 trillion, up 25.16% yoy. Total operating expenses also rose 31.4% yoy to IDR 8.29 trillion in the third quarter of 2023. Meanwhile, the company's liabilities were recorded to have increased to IDR 12.64 trillion in the first nine months of this year from IDR 11.24 trillion a year earlier. Total equity also increased to IDR 24.58 trillion this time from IDR 20.97 trillion a year earlier.

Thus, MAPI's total assets in the third quarter of 2023 will be IDR 24.58 trillion from IDR 20.97 trillion a year earlier. MAPI is the parent issuer that manages the Starbucks beverage brand in Indonesia through its subsidiary PT MAP Boga Adiperkasa Tbk. (MAPB). MAPB was only formed in June 2016 to consolidate four previous MAPI subsidiaries, namely PT Sari Coffee Indonesia (manager of Starbucks Indonesia), PT Sari Pizza Indonesia (manager of Pizza Marzano and Pizza Express), PT Sari Ice Cream Indonesia (manager of Cold Stone and Godiva) and PT Premier Donut Indonesia (manager of Krispy Creme). Starbucks, which is the largest coffee brand in the world from the United States (US), was really affected by the Hamas-Israel war. This is because Starbucks is said to support Israel. Reporting from (CNBCIndonesia.com, 2023)

Judging from the data described by the researcher, it can be seen that there has been an increase and decrease in Starbucks' revenue. Researchers found

many problems faced by companies. Purchasing decisions can be overcome by green marketing, religiosity, and purchasing interest.

Environmentally friendly marketing or green marketing emerged because of problems on Earth such as global warming. Green marketing is a new strategy for business people who think about environmental aspects, whose business activities are not only focused on company profits but also the company's responsibility towards nature. Green marketing is a strategic opportunity for companies to enter this market, but it cannot be denied that companies are afraid to enter the green marketing market. (Rosida, 2018)(Paath et al., 2020)

Green marketing emerged due to considerations of environmental damage, which was then used by companies as a marketing strategy (Lombardi et al., 2021; Paath et al., 2020). In environmental protection, we often encounter problems that conflict with the concept of green marketing, such as the disposal of industrial waste carried out by these companies using plastic raw materials produced by cafes by similar companies which are difficult to recycle, and deforestation for coffee plantations. One of the business companies in the world that is aggressively implementing green marketing is Starbucks. For example, the Go Green program launched by Starbucks provides a 10% discount to visitors who bring their coffee cups while enjoying Starbucks coffee, invites visitors to recycling shops, or use used coffee cups so that the company can reduce 109 cups of coffee cups in waste per year (Tsai et al., 2020).

In addition, Starbucks announced Starbucks Adhyaksa as the first certified ecological or environmentally friendly store in Indonesia. The aim of opening this store is to reduce environmental impact. The eco-friendly store concept is part of the company's global expansion of the company's Eco-Friendly Store Framework to more than 3,500 stores in more than 20 countries. As the first eco-friendly Starbucks store in Indonesia, the store design aims to showcase the serenity of the sea view with pastel colors and striking green accents, creating a calming yet enjoyable shopping environment for our customers.

New, greener Starbucks stores in the Asia-Pacific region help reduce environmental impact with performance-based standards that cover design and are implemented throughout the store's lifetime. Each Greener Store has a unique combination of sustainable features that qualify for quarterly verification. Starbucks also implemented a creative campaign promoting environmentally friendly businesses through the Starbucks Tumblr application. This program aims to educate and guide Starbucks consumers who are used to using Starbucks drinks in standard single-serve cup packaging to switch to personalized drink bottle packaging which is available for purchase at Starbucks outlets.

LITERATURE REVIEW

Green marketing is the consistency of all | activities of designing services and facilities for human satisfaction, needs, and desires, without causing an impact on the natural environment (Novianto 2017), green marketing is learning from all activities and efforts to consume, produce, distribute, promote, package and recover products in a way that is sensitive or responsive to environmental problems (Dahlstrom & Pongrante 2020). According to (Lozada 2000), green marketing is the application of marketing tools to facilitate change that satisfies organizational and individual goals in maintaining, protecting, and conserving the physical environment (Kartikasari et al., 2018). There are 4 dimensions and indicators of green marketing according to Boctepe (2012), namely 1. Environmental awareness. 2. Green Product Features (environmentally friendly product features), 3. Green Price (green price), 4. Promotion (Promotion).

The term "religio" in Latin, which means "to bind," is the source of the word "religiosity." This implies that followers of a particular religion, or religion in general, have duties and regulations that they must follow. According to Gazzalaba in Gufron (2012), each of these serves to unite an individual or a group of individuals in their relationships with God, other people, and the natural world. According to (Fetzer 1999), religiosity is also defined as a universal concept shared by all religions and social groups, with a greater emphasis on behavioral and social issues. Every follower of any religion is required to adhere to its teachings. In 2020, Prasetyo and Anitra. Glock & Stark (in Ancok & Suroso, 2001) identified five characteristics and markers of religiosity: 1. Belief, 2. Worship or practice of religion, 3 Practice or repercussions, 4. Information; 5. Recognition.

Purchase interest is the desire to possess a product; it develops when a consumer is swayed by the product's quality (Durianto 2013:58) in Anas (2019:5). Purchase interest, as defined by Kotler and Keller (2012) in Priansa (2021:164), is a respondent's conduct that indicates a willingness to make a purchase. Purchase intention, according to Shiffman and Kanuk (2010) in Priansa (2021:164), is a model of a person's attitude toward commodities and objects and is highly useful for gauging attitudes toward particular product, service, or brand groupings. Kotler and Keller (2012) in Priansa (2017: 164) identified four dimensions and indications of buying interest: 1. Attention, 2. Interest, 3. Desire, and 4. Action.

Customers make selections about which brand to buy based on their preferences, but Kotler & Armstrong (2018) state that there may be two variables that influence a consumer's choice between two options. Firmansyah (2019), on the other hand, claims that making a purchase is a problem-solving process in which people choose the best course of action from among two or more behavioral alternatives. This process involves going through the various stages of the decision-making process. Tanady & Fuad (2020) assert that the manner in which the decision-making process is executed affects the purchases made by consumers. Yusuf (2021) defines a purchase decision as an idea in which people

assess multiple options and select a product from a variety of options. Five dimensions and indicators are involved in purchasing choices. Specifically, 1. Problem recognition, 2. Information search, 3. Alternative evaluation, 4. Purchase choice, and 5. Post-purchase behavior, according to Kotler (in Sobandi & Somantri 2020: 45).

Relationship Between Variables

The Influence of Green Marketing (X1) on Purchase Intention (Z)

Green marketing, as defined by the American Marketing Association (AMA) in Hawkins and Mothersbaugh 2010:94, is the practice of promoting products in an eco-friendly way, encompassing product modifications, packaging changes, production process adjustments, and even adjustments to promotional strategies. In addition to making profit the company's primary objective, green marketing aims to show further concern for the environment. It is expected of the business to promote environmentally conscious behaviors among its customers. The ultimate objective is for the corporation to shift consumer culture such that, independent of the company's products, people care more about the environment out of their own awareness. (Iriani & Kurniawan, 2023)

Schiffman claimed that the idea of purchasing interest is a result of emotions, enthusiasm and a wish to possess a sought good or service. Customers purchase products from Starbucks, for instance, because the company uses eco-friendly products like paper bags and tumblers. (Et al., Augustin, 2020). "Proven" purchasing interest is positively and significantly impacted by the Green Marketing variable. The findings of this study corroborate those of (Sukma P et al., 2021). Green marketing increases consumers' interest in making purchases, according to Pancoro et al. (2018) and Nuraisya & Nuzil (2023). The following theory is put out in light of this remark.

H1: Green Marketing influences Purchase Interest

Religiosity (X2) influences buying interest (Z)

According to Sahlan (2012:39), religiosity is an attitude or awareness that arises based on a person's belief in religion (Astuty and Umiyati, 2018; Khan & Kirmani, 2018; Mortimer et al., 2020). The indicators of Islamic religiosity according to (El-Menouar and Stiftung 2014) are based on indicators that have been developed by Charles Glock, namely belief, ritual, obedience, experience, knowledge, and consequences (Fauzia et al., 2018; Nurhayati & Hendar, 2019).

The halal label has a positive and significant effect on purchasing interest which shows that the halal label on the product is important information for consumers to ensure that the product is halal. (Sumadi, 2016) Meanwhile, research according to (Nasution, 2016) states that religiosity influences buying

interest. According to (Richter et al., n.d.), it has a positive sign, which means that religiosity has a significant effect on buying interest. Based on this statement, the following hypothesis is created.

H2: Religiosity influences buying interest

The Influence of Green Marketing (X1) on Purchasing Decisions (Y)

Starbucks implements strategies regarding green marketing by producing choices for consumers. Green marketing has an advantage as a competitive strategy that lies in promotions that offer environmental care that is formed by the use of alternative energy, management of production waste, and selection of quality raw materials.

According to Czinkot, Ronkinin (1992) in Lozaan (1992: 2), it is a lot but even though it is just going to the same time, the hij Commercialization, as the company's main goal, also aims to change consumer styles in consuming or using products. Purchasing decisions are not just about knowing the various factors that will influence customers, but are based on market role in making the decision to buy. Successful Green Marketing will be able to influence purchasing decisions regarding the products offered by the company. (Palwa, 2014). Green marketing has a positive effect on purchasing decisions (Usada & Murni, 2019). Based on this statement, the following hypothesis is created.

H3: Green Marketing influences Purchasing Decisions

Influence of Religiosity (X2) Purchasing Decisions (Z)

According to Lindridge, the existence of religious organizations and the significance of religion in daily life are indicators of religiosity. The degree of a person's belief in a religion and their level of knowledge about it are measured by their religiosity, which is demonstrated by their practice of religious principles, such as abiding by the law and performing duties linked to worship with sincerity in their day-to-day lives. According to Thamrin, the inclination of respondents to act prior to making a purchase decision is a component of their behavior when it comes to their buying interest. Ajzen defines buying interest as a consumer's inclination or desire that stems from the presence of an item or occasion.

Muslim consumers will first look for information regarding halalness. Therefore, Islamic religiosity is the level of internalization of a person's religion which can be seen from a person's appreciation of aqidah, shari'ah, and morals. As studies in marketing literature argue, religion is a key cultural element, greatly influencing behavior, which will ultimately influence purchasing decisions. (Hirschmann, Delener). Religiosity influences purchasing decisions. The results of this research state that | Muslim consumers' religiosity positively

influences purchasing decision-making. (Nasution, 2016). According to (Richter et al., n.d.) religiosity has a positive effect on purchasing decisions. Based on this statement, the following hypothesis is made.

H4: Religiosity influences purchasing decisions

Purchase interest (Z) influences purchasing decisions (Y)

One psychological factor that significantly affects behavioral attitudes is interest. A positive attitude toward an item that prompts someone to want to obtain it through payment or other sacrifices is known as buying interest. In addition, the plan to purchase a thing within a specific time frame is another definition of buying interest. Purnomo (2017) Something pertaining to the consumer's intention to purchase a specific product and the number of units required of that product within a given time frame. Ni'amullah and associates, 2018 Purchase decisions are positively impacted by purchase interest. The study's findings indicate that customers' growing desire to purchase will act as a catalyst for deciding what to buy (Mahendrayasa, 2016). (Camoni et al., 2014) assert that buying interest has a major influence on purchase decisions. The following theory is put out in light of this remark.

H5: Purchase interest influences purchasing decisions

Green marketing (X1) mediates the influence of purchasing interest (Z) on purchasing decisions (Y)

Companies that use the green marketing concept can increase consumer interest in owning their products and then continue with their decision to buy the product. (Kurniawan & Iriani, 2023)

Green marketing has a positive effect on buying interest and purchasing decisions. The way a company applies green marketing to its products can provide a special experience for consumers, thus forming a desire to get the product. (Gultom & Widodo 2021). According to (Kartikasari et al., 2018) the influence of green marketing mediates purchasing interest to have a positive influence on purchasing decisions. Based on this statement, the following hypothesis is made.

H6: Green marketing mediates the influence of purchasing interest on purchasing decisions

Religiosity (X2) mediates the influence of purchasing interest (Z) on purchasing decisions (Y)

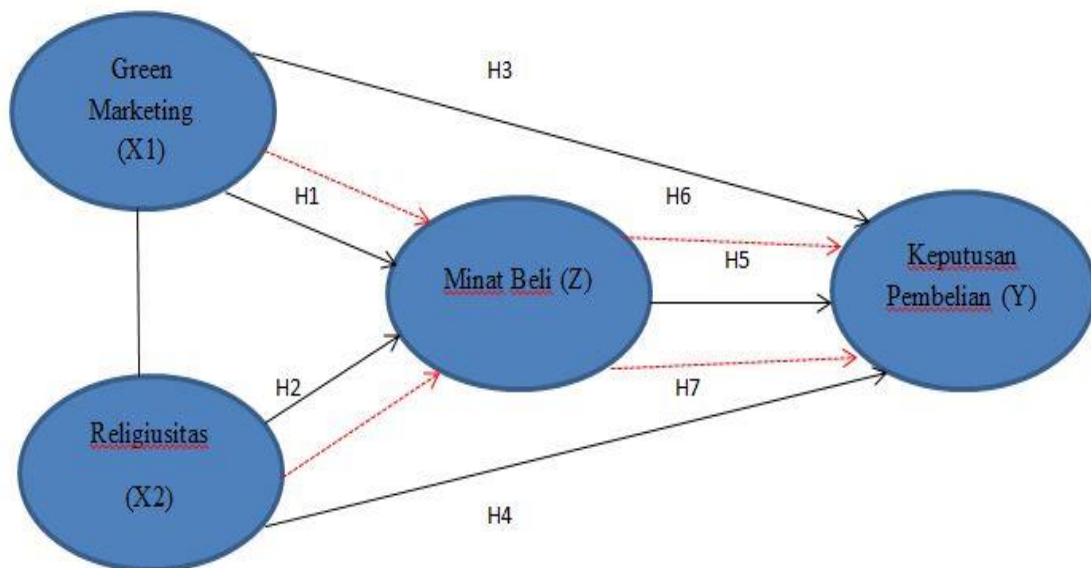
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Studies in marketing literature argue that religion is a key cultural element, greatly influencing behavior, which will ultimately influence purchasing decisions (Hirschmann, Delener).

Religiosity and buying interest have a positive effect on purchasing decisions. The research results show that the emergence of interest in consumers to buy will become a driving force for making purchasing decisions (Mahendrayasa, 2016). According to (Pratiwi et al., 2022) the results of this study state that religiosity mediates purchasing interest and has a positive effect on purchasing decisions. Based on this statement, the following hypothesis is made.

H7: Religiosity mediates the influence of purchasing interest on purchasing decisions

The following is a systematic framework for thinking in this research depicted in a chart, namely:



METHODOLOGY

This study used a data analysis technique that included structural equation modeling (SEM-PLS), which is very appropriate for models with this structure and multiple variable interactions, and descriptive statistical analysis. SEM-PLS was aided by SmartPLS 4 software. In this study, different dimensions impact the behavior of purchase decisions, and SEM-PLS enables an in-depth analysis of the connections among these constructs. According to the approach outlined by Hair et al. (2019), SEM-PLS analysis consists of five stages: Validity test (Cross loading), Reliability test, Adjusted R Square & R Square, Influence test between variables (Path Analysis), and Mediation test (Specific Indirect Effect).

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The population is all individuals, objects, symptoms, or events being studied (Hadi in Solomon 2009:39). In this research, the population is Starbucks buyers or consumers. The number of Starbucks consumers is unlimited so the population is unlimited. In this research, not all Starbucks consumers were used as research objects (respondents), but only a portion of the population was considered capable of representing the population as respondents. The sampling technique used in this research was Accidental Sampling, namely anyone who happened to be found at Starbucks Coffee during the research.

In this research, determining the number of samples from an unknown population is sought using the formula (Hair et al 2010), namely 5 to 10 multiplied by the number of indicators used. From the formula (Hair et al 2010) calculations can be made to find the number of samples as follows:

$$\begin{aligned} n &= 8 \times \text{number of indicators used} \\ &= 8 \times 18 \\ &= 144 \end{aligned}$$

So, the number of samples taken in this research was 144 respondents.

RESULTS

Table 1. Cross Loading

	Green Marketing	Religiusitas	Buying Decision	Purchase Interest
X1.1	0.770			
X1.2	0.717			
X1.3	0.783			
X1.4	0.784			
X2.1		0.785		
X2.2		0.708		

X2.3		0.717		
X2.4		0.706		
X2.5		0.717		
Y1.1			0.842	
Y1.2			0.700	
Y1.3			0.840	
Y1.4			0.886	
Y1.5			0.842	
Z1.1				0.887
Z1.2				0.918
Z1.3				0.841
Z1.4				0.905

Source: Data Primer Diolah (2024)

The Green marketing and Religiosity variables, as shown in Table 1, are considered valid because each indicator has a value above 0.7 according to Hair et al (2019). The purchase interest variable is also validated, considering that each indicator exceeds this value. The same validation also applies to the Purchase Decision variable, because each indicator in the Purchase Decision variable shows a higher value compared to the Green Marketing, Religiosity, and Purchase Interest variables. Therefore, it can be concluded that each indicator is Green Marketing, Religiosity, Purchase Interest, and Purchase Decision.

Table 2. Cronbach's Alpha and Composite Reliability

Variabel	Cronbach's alpha	Composite reliability (rho_a)
Green Marketing	0.764	0.772
Religiusitas	0.812	0.926
Purchase Interest	0.881	0.892
Buying decision	0.91	0.913

Source: Data Primer Diolah (2024)

Apart from testing validity, reliability is also assessed using two methods, namely by comparing Cronbach's Alpha and Composite Reliability. The model is said to be reliable because both values exceed 0.7. The results of the research in table 2 show that the value of each parameter exceeds 0.7. Therefore, it is concluded that Green marketing, Religiosity, Purchase Interest, and Purchase Decisions are considered reliable.

Table 3. R-square dan R-square adjusted

	R-square	R-square adjusted
Buying Decision	0.694	0.687
Purchase Interest	0.15	0.138

Source: Data Primer Diolah (2024)

Table 3 displays the R-Square value for the 'Purchase Decision' (Y) variable. The combined value of 0.694 is impacted by Green marketing (X1) and religiosity (X2). Additionally, the variables "Green marketing" (X1), "religiosity" (X2), and "purchase decision" (Y), which has an R-Square value of 0.15, have an impact on the variable "buying interest" (Z). These results demonstrate that while green marketing, religiosity, and purchase interest are all influenced by 1.5% of the purchasing decision variable (Y), green marketing, religiosity, and purchase interest are all 6.94% of the variable.

Table 4. Path Analysis

Indikator	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Green Marketing -> Purchasing Decisions	0.118	0.12	0.068	1.73	0.084
Green Marketing -> Purchase Interest	0.268	0.266	0.106	2.514	0.012
Religiosity -> Purchase Decision	0.153	0.153	0.069	2.21	0.027
Religiosity -> Purchase Interest	0.153	0.182	0.108	1.421	0.155
Purchase Interest -> Purchase Decision	0.706	0.703	0.048	14.727	0.000

Source: Data Primer Diolah (2024)

In Table 4, Green Marketing has no positive effect or is rejected on Purchasing Decisions because it exceeds 0.05 with a P value of 0.084. This is because consumers do not want to know what marketing strategies Starbucks is using, but consumers are more interested in product quality and the impact of the products offered. Consumers who have made purchasing decisions and feel satisfied will usually make repeat purchases and recommend to others the benefits they obtain from the products consumed (Wulandari et al., 2021). Environmentally friendly products must be supported by product attributes that can show their environmentally friendly side, such as environmentally friendly certificates, and supported by promotional activities with an environmental theme. This functions to inform and convince the public about the environmentally friendly products offered. However, this has not been fully

informed by Starbucks, so it cannot influence consumers' purchasing decisions. This finding is strengthened by research results which show that Green Marketing does not affect Purchasing Decisions (Widelia et al., 2016; Wulandari et al., 2021)

Green Marketing has a positive or acceptable effect on Purchase Interest with a P value of 0.012 because it is less than 0.05. This is because the Green Marketing strategy for Starbucks products has been proven to create feelings of interest in potential consumers, thereby forming potential consumers' interest in buying the product before deciding to make an actual purchase. The results of this research strengthen Anshar's (2013) research which shows that the Green Marketing variable has a positive relationship with interest in purchasing environmentally friendly products.

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Religiosity has no positive or negative effect on Purchase Interest because the P value of 0.155 exceeds 0.05. This is because religiosity has no influence on buying interest in Starbucks products, so religiosity is not a factor that determines Starbucks consumers' buying interest.

Then Purchase Interest has a positive or acceptable effect on Purchase Decisions with a P value of 0.000 because it is less than 0.05. This is because buying interest is very determining for consumers whether to buy the product or not. According to Maghfiroh (2016), the stage of a respondent's tendency to take an action before actually deciding to make a purchase is called purchase interest. The results of this research are in accordance with research conducted by Septifani et al (2014) which shows that buying interest has a positive effect on purchasing decisions.

According to (Ghozali, 2016) t statistic > 1.96 means significant or influential. So it can be concluded from the table above that the t statistics that have a positive effect are Green Marketing on Purchase Interest, Religiosity on Purchase Decisions, and Purchase Interest on Purchase Decisions.

Table 5. Specific Inderict Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Green Marketing-> Purchase Interest -> Purchase Decision	0.189	0.187	0.075	2.525	0.012
Religiosity -> Purchase Interest -> Purchase Decision	0.108	0.128	0.078	1.387	0.165

Source: Data Primer Diolah (2024)

Purchase interest as a mediator has quite a big influence on consumers in making purchasing decisions. This can be seen if the direct influence is greater than the indirect influence, where if the direct influence is greater than the indirect influence then the mediation of purchasing interest has a greater influence for green marketing on purchasing decisions. It can be explained that the green marketing variable has a positive influence on purchasing decisions. The results of the mediation variable buying interest can be seen in Table 5 with a P value of 0.012. So the mediation of buying interest can lead to greater consumer desire to buy Starbucks products.

Based on the results above, it can be seen that the direct influence value of religiosity on purchasing decisions is 0.165, exceeding 0.05, so it can be concluded that buying interest does not mediate religiosity on purchasing decisions even though the total influence value given is greater than the direct influence value. It can be concluded that in this research it is known that buying interest is not able to mediate religiosity on purchasing decisions. These results do not support the results of research conducted by (Zulfa, 2017).

CONCLUSION

Based on the research results, it was found that Green Marketing had a positive effect on Purchase Interest with a P value of 0.012, less than 0.05. This means that the better the company's Green Marketing, the more it influences Purchase Interest. Religiosity has no effect (rejected) on Purchase Interest because the P value of 0.155 exceeds 0.05. So Religiosity does not affect Purchase Intention. Green Marketing has no effect (rejected) on purchasing decisions because the P values exceed 0.05, namely 0.084. This means that Green Marketing does not influence consumer purchasing decisions. Religiosity has a positive effect on purchasing decisions with a P value of 0.027, less than 0.05. This means that the better the company's religiosity, the more it influences consumer

purchasing decisions. Purchase Interest has a positive effect on Purchase Decisions with a P value of 0.000. This means that the more consumers' buying interest, the more it influences purchasing decisions. Other results show that Purchase Interest mediates the influence of Green Marketing on Purchase Decisions. And Purchase Interest does not mediate the influence of Religiosity on Purchase Decisions.

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