THE INFLUENCE OF GREEN PRICE AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH STARBUCKS COFFEE CUSTOMER SATISFACTION IN JEMBER DISTRICT

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A B S T R A C T

This research aims to determine the effect of green prices and service quality on customer loyalty through Starbucks Coffee consumer satisfaction in Jember Regency. This research is explanatory research which aims to show the position and influence of the variables studied. The population in this research is all Starbucks Coffee consumers in Jember Regency .The sampling method is non-probability sampling with purposive sampling technique . The sample used was 100 respondents. This research uses quantitative data. The data source in this research is primary data by distributing questionnaires directly to selected respondents. The data analysis method used is path analysis . The research results show: Green prices have a significant effect on consumer satisfaction. Service quality has a significant effect on consumer satisfaction. Consumer satisfaction has a significant effect on customer loyalty. Green prices have a significant effect on customer loyalty through consumer satisfaction. Service quality has a significant effect on customer loyalty through consumer satisfaction. Findings of this research Green price does not have a significant effect on customer loyalty. Service quality does not have a significant effect on customer loyalty.

1. INTRODUCTION

Currently environmental issues are in the main spotlight throughout the world. Climate change and the problem of plastic waste have become serious concerns for governments, academics and industry (Shen et al., 2020). The plastic problem is the biggest *concern* in several countries, including Indonesia, where plastic waste from the food and beverage industry pollutes the environment on land and sea (Karjoko et al., 2022). Coffee farmers are significantly impacted by climate change, such as rising temperatures and changes in rainfall patterns around their land, therefore relevant *stakeholders* must pay serious attention to the issue of climate change and plastic waste to protect the environment and human welfare (Bilen et al., 2022). So to protect the environment, efforts are needed to adopt more sustainable consumption activities. Especially in the food and beverage industry, companies must be encouraged to develop more environmentally friendly products . *Green marketing* is used not only to satisfy customers, but also to provide benefits to the environment and the company (Sharma & Kushwaha, 2019) . *Green marketing* is a strategy that allows companies to implement a marketing *mix* consisting of product, price, place and promotion.

One company that has successfully implemented the *green marketing concept* is Starbucks Coffee. The Starbucks Coffee company can be said to be *the market leader* in Indonesia. This is based on *a survey* conducted by the top brand awards (Mahrinasari & Roslina, .2024). It is known that Starbucks Coffee from 2016-2023 has always been the favorite *coffee shop* for Indonesian

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consumers, as proven by the sales level always being at the top.

Jember Regency is part of East Java Province. Based on data from the East Java Central Statistics Agency, Jember Regency is in third place with the largest population after Surabaya and Malang. So it is not surprising that Starbucks Coffee continues to expand, more precisely in 2022 Starbucks Coffee will officially open its first outlet in Jember Regency. Another strong reason why Starbucks Coffee chose Jember Regency is that it is based on the geographical conditions of Jember Regency which is surrounded by many coffee plantations and Jember has long been a supporter of Starbucks by producing coffee beans.

Starbucks Coffee, a world-famous coffee company, is a pioneer in implementing *green marketing* . One of the reasons for their success is their commitment to environmental issues, which has contributed to increasing their *market share* from year to year (Sari & Setiawan, 2017) . Starbucks Coffee has implemented a *green marketing strategy* by reducing water and electricity use, using recycled paper straws, protecting forests from deforestation, using *polypropylene cups* and promoting the use of *tumblers* . The company has also adopted educational campaigns to educate customers on the proper way to reuse and recycle product packaging. Additionally, Starbucks has cited that they invest more in environmental protection than corporate expansion, and make environmental responsibility a core value of the company (Upe & Usman, 2022) .

Environmentally friendly marketing practices, known as " *Green marketing* " remain part of Starbucks Coffee's global marketing strategy to this day. *Green marketing* consists of *green product, green price, green place, green promotion* . *Green price* is an important component in the green marketing mix. *Green price* is determination price premium from productwhich is based on increasingly sophisticated technology in creating products friendly environment (Astuti et al., 2021). Price can influence consumers' views of an environmentally friendly product, so that many of them are willing to pay extra to get an environmentally friendly product, considering that consumers see *the value* obtained by *green products* (Elvierayani & Choiroh, 2020). Currently, customers have realized that the higher prices at Starbucks Coffee are due to environmentally friendly products that require quite high production costs. Proved that Starbucks Coffee own commitment For buy coffee organic from farmer Which has a low impact on the environment, Starbucks Coffee tries as hard as it can Perhaps to minimize water usage, Starbucks Coffee is committed For more minimize consumption energy And use source energy renewable For reduce impact to environment (Jannah et al., 2024). Consumer satisfaction occurs when the value derived from the product or service purchased is commensurate with the costs incurred (Yulisetiarini et al., 2022) . Customers have also acknowledged that the price at Starbucks Coffee guarantees guaranteed product quality (Dandis, 2022) . *Green price* describes the quality of Starbucks Coffee

products which is an indicator of satisfaction for a consumer. This statement is in line with the results of research conducted by Astuti et al. (2021), Hati and Kartika (2015) that *green prices* have a positive effect on consumer satisfaction.

Service quality also has an influence on consumer satisfaction. It is important for companies to pay attention to service quality, because the level of quality directly influences the company's competitive ability and level of profitability (Tresiya et al., 2018) . The better the quality of the service provided, the greater the satisfaction that consumers will feel with the service provided by the company. According to Yulisetiarini et al. (2022). service quality can be measured based on the extent to which the company is able to meet consumer expectations and needs, therefore it is important for companies to maintain and improve quality services in order to create consumer satisfaction. This opinion is in line with research conducted by Yulisetiarini et al. (2022), Yulisetiarini and Mawarni (2021) that service quality has a positive effect on consumer satisfaction. Service quality is not always a determining factor in producing consumer satisfaction, in line with research conducted by Budiarno et al. (2022), Safavi and Hawignyo (2021) that service quality does not have a positive and insignificant effect on consumer satisfaction because there are stronger influences that can influence consumer satisfaction, namely environmental factors, product quality and perceived value. Research by Yulisetiarini et al. (2022), Yulisetiarini and Mawarni (2021), Budiarno et al. (2022), Safavi and Hawignyo (2021) show different results regarding the influence of service quality on consumer satisfaction so that there is still an interesting gap to research, namely the influence service quality on consumer satisfaction. Apart from that, research by Rusiyati et al. (2022) shows that service quality has a positive effect on customer loyalty through consumer satisfaction.

According to Kotler and Keller (2012), Kotler et al. (2012) satisfaction is a feeling of joy or disappointment that arises in someone as a result of comparing the results they feel with their expectations. If the results they feel are in line with the customer's expectations, then satisfaction will arise, on the other hand, if the results are if it is felt that it does not meet expectations, then satisfaction will not occur. Customers who are satisfied with the quality of service from a company will have an impact on customer loyalty. The results of research conducted by Yulisetiarini (2022) shows that consumer satisfaction partially has a positive effect significant to Consumer loyalty. In line with research conducted by Yulisetiarini and Mawarni (2021), consumer satisfaction has a direct effect on consumer loyalty.

Customer loyalty can be formed if a company is able to provide a sense of satisfaction to consumers. According to Yi and La (2004) customer loyalty is the result and continuation of consumer satisfaction which results in repeated purchasing actions. In order for customers to become loyal, entrepreneurs must have the ability to predict customer needs and expectations in the future.

The research results of Chairunnisa et al. (2019) shows that *green prices* have a significant effect on customer loyalty through consumer satisfaction. Apart from that, research by Arhas et al. (2022) , Yulisetiarini and Mawarni (2021) shows that service quality has a positive and significant effect on customer loyalty.

2. LITERATURE REVIEW

2.1 Green Price

Price is the amount of money or nominal value charged on something products or services, as compensation paid by consumers for the benefits they gain from owning or using a product or service (Kotler et al., 2012). According to Agustini et al. (2019) Green Price is the money or nominal value that a company determines for a product or services, where the product has the advantage of using technology modern in creating environmentally friendly products.

According to Resmawa (2017) there are three Green Price indicators, are as follows:
a. Consumers are willing to pay higher prices for products because environmentally friendly products using increasingly modern technology
b. Paying relatively high prices for green products increases consumer pride.
c. The existence of premium prices guarantees product quality and product prices The high level is commensurate with the guaranteed quality of green products.

2.2 Service Quality

According to Kotler and Keller (2012), quality Services include the overall attributes and properties of a product or service as well its ability to meet stated or implied needs. The higher the quality standard, the greater the sense of satisfaction felt by customers. Service Quality refers to the extent of differences between expectations expected from a service from the consumer's perspective towards the service, if consumers' expectations exceed their views, dissatisfaction with service may occur.

According to Kristiawa, Hartoyo and Suharjo (2021) indicators measuring service quality are as follows:
a. The coolness of the restaurant room
b. Design interior
c. Hospitality of restaurant employeesa.

2.3 Consumer Satisfaction

According to Kotler and Keller (2012) Satisfaction is a person's feeling of happiness or disappointment that arises from comparing perceived performance with their expectations. If the perceived performance is in line with consumer expectations, a sense of satisfaction will arise from within the consumer. A company needs to improve its performance and adapt to consumer expectations and needs. Yulisetiarini and Mawarni (2021) stated that consumer satisfaction needs to be considered as a form of response to a product being offered. Basically, satisfaction is the goal of a company. If satisfaction is at

the highest level, it can provide benefits for the company so that consumers will use the same product continuously. On the other hand, if satisfaction is at a low level, the company will be in danger of losing consumers because consumers will switch to products from other companies that better meet their expectations and needs. According to Rahmawati and Sentana (2021) indicators measure satisfaction
Consumers are as follows:
a. Satisfaction towards quality
b. Perceived best
c. Customer expectation

2.4 Customer loyalty

According to Kotler and Keller (2012) consumer loyalty is obligations held by customers for the future towards company, expressed through purchasing or endorsing the product preferred, despite possible changes in circumstances or marketing efforts which can result in customers switching.

According to Giovanis et al. (2014) indicators of customer loyalty include the following:
a. Say positive things.
b. Recommend friends.
c. Countinue purchasing.

3. METHODOLOGY

This research uses explanatory research which aims to shows the position and influence between the variables studied, namely The influence of Green Prices and Service Quality on Customer Loyalty through Consumer Satisfaction. The population in this study was all Starbucks Coffee Jember consumers. Deep sampling method The research is non-probability sampling with purposive sampling technique. The sample used in this research was 100 respondents. Study it uses quantitative data. The data source in this research is data primary by distributing questionnaires directly to respondents The selected data analysis method used in this research is analysis path (Path analysis).

4. RESULTS

4.1 Path Analysis

According to Hapsari et al. (2016). path analysis is part of multiple linear regression analysis which aims to analyze the influence between independent variables that influence the dependent variable directly or indirectly. The test results show that the first path analysis, namely between *green price* (X_1) and consumer satisfaction (Z) has a significance value of $0.028 \leq 0.05$, meaning it has a significant effect. The second path, namely between service quality (X_2) and consumer satisfaction (Z) has a significance value of $0.000 \leq 0.05$, meaning it has a significant effect. The third path, namely between *green price* (X_1) and customer loyalty (Y), has a significance value of $0.277 \geq 0.05$, meaning it has no significant

effect. The fourth path, namely between service quality (X_2) and customer loyalty (Y), has a significance value of $0.344 \geq 0.05$, meaning that it has no significant effect. The fifth path, namely between consumer satisfaction (Z) and customer loyalty (Y), has a significance value of $0.000 \leq 0.05$, meaning it has a significant effect.

4.2 Hypothesis Testing

The results of the hypothesis test on the effect of *green price* (X_1) on consumer satisfaction (Z) have a significance value of 0.028, so the value is <0.05 so H_0 is rejected and H_1 is accepted, which means *green price* has a significant effect on consumer satisfaction at Starbucks Coffee Jember. The results of testing the influence of the service quality variable (X_2) on consumer satisfaction (Z) have a significance value of 0.000, so the value is <0.05 so H_0 is rejected and H_2 is accepted, which means that service quality has a significant effect on consumer satisfaction at Starbucks Coffee Jember . The results of testing the influence of the *green price variable* (X_1) on customer loyalty (Y) have a significance value of 0.277, so the value is > 0.05 so that H_0 is accepted and H_3 is rejected, which means *the green price* has no significant effect on customer loyalty at Starbucks Coffee. Jember. The results of testing the influence of the service quality variable (X_2) on customer loyalty (Y) have a significance value of 0.334, so the value is > 0.05 so that H_0 is accepted and H_4 is rejected, which means that service quality has no significant effect on customer loyalty at Starbucks Coffee. Jember. The results of testing the influence of the consumer satisfaction variable (Z) on customer loyalty (Y) have a significance value of 0.000, so the value is <0.05 so H_0 is rejected and H_5 is accepted, which means that consumer satisfaction has a significant effect on customer loyalty at Starbucks Coffee Jember .

4.3 Path Calculation

Path calculations that are significant can be calculated by calculating the direct influence and indirect influence of *green prices* and service quality on customer loyalty through consumer satisfaction, calculating the path coefficient in Figure 1 below.
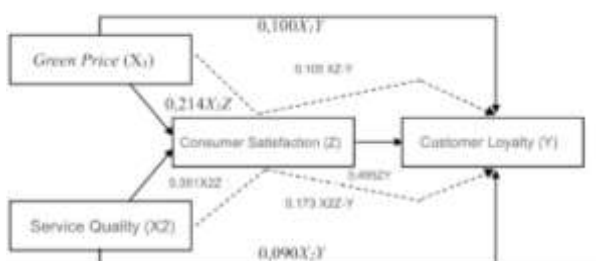

Figure 1. Path Analysis Results

Based on the calculation results, it can be seen that the direct effect of service quality on loyalty is 0.100 or 10.0% smaller than the indirect effect of 0.105 or 10.5%, meaning that indirectly *green prices* have a significant effect on customer loyalty through consumer satisfaction.

This means that *green prices* have a smaller influence on fulfilling customer loyalty so they have to go through the consumer satisfaction variable. Based on the calculation results, it can be seen that the direct effect of service quality on loyalty is 0.090 or 9% smaller than the indirect effect of 0.173 or 17.3%, meaning that service quality indirectly has a significant effect on customer loyalty through consumer satisfaction. This means that service quality has a smaller influence on fulfilling customer loyalty so it must be through the consumer satisfaction variable.

4.4 Model Test
4.4.1 Trimming Models
Trimming theory is a model used to improve a path analysis structural model by removing from the model exogenous variables whose path coefficients are not significant. *The trimming* model in this research is in Figure 2 below.
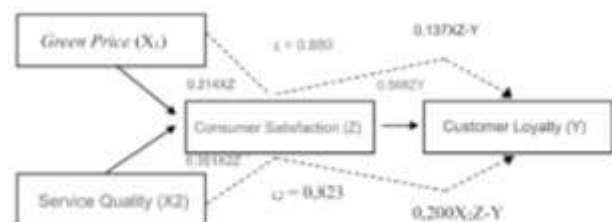

Figure 2. Path analysis model after trimming

Based on the results of the calculations that have been carried out, it can be seen that the *green price route* to customer loyalty is eliminated because *green prices* do not have a significant effect on customer loyalty. However, indirectly *green prices* have a significant effect on customer loyalty through consumer satisfaction with an influence of 38.7%, so it is proven that the actual influence is an indirect influence. Based on the results of the calculations that have been carried out, it can be seen that the service quality path to customer loyalty is eliminated because service quality does not have a significant effect on customer loyalty. However, service quality indirectly has a significant effect on customer loyalty through consumer satisfaction with an influence of 55.1%, so it is proven that the actual influence is an indirect influence.

5. DISCUSSIONS

The research results show that *the green price* has a significant positive effect on consumer satisfaction at Starbucks Coffee Jember with a significance value of $0.028 < 0.05$ so that H_0 is rejected and H_1 is accepted, indicating that *the green price* applied by Starbucks Coffee is appropriate, thereby creating consumer satisfaction at Starbucks Coffee Jember. *Green price* reflects the quality of the product, this is an indicator of satisfaction for a consumer, setting the right price for

green products will increase consumer satisfaction. Consumer satisfaction occurs when the value derived from the product or service purchased is commensurate with the costs incurred (Yulisetiarini et al., 2022). Customers have also acknowledged that the price at Starbucks Coffee guarantees guaranteed product quality (Paryani, 2011) . The results of this research are in line with the results of research conducted by Astuti et al. (2021) , Hati and Kartika (2015) that *green prices* have a positive effect on consumer satisfaction.

The research results show that service quality has a significant positive effect on consumer satisfaction at Starbucks Coffee Jember with a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_2 is accepted, indicating that the quality of service provided by Starbucks Coffee Jember is good, thereby creating consumer satisfaction. Service quality can be measured based on the extent to which Starbucks Coffee is able to meet consumer expectations and needs, therefore it is important to improve quality service to create consumer satisfaction. This research is in line with research conducted by Yulisetiarini et al. (2022), Yulisetiarini and Mawarni (2021) , that service quality has a positive effect on consumer satisfaction.

The research results show that *green prices* do not have a significant positive effect on customer loyalty at Starbucks Coffee Jember with a significance value of $0.0277 > 0.05$ so that H_0 is accepted and H_3 is rejected, indicating that *the green price* applied cannot guarantee customer loyalty at Starbucks Coffee Jember. According to Hanafi (2021) stated that one of the factors that influences customer loyalty is consumer satisfaction so that it can strengthen the reason why H_3 is rejected, meaning that one of the things that can make consumers loyal to Starbucks Coffee Jember is the level of consumer satisfaction with the implementation of *the green price* given if consumer satisfaction has not been met. , then customer loyalty cannot be achieved. This research is not in line with research by Chairunnisa et al. (2019) shows that *green prices* have a significant effect on customer loyalty.

The research results show that service quality does not have a significant positive effect on customer loyalty with a significance value of $0.344 > 0.05$ so that H_0 is accepted and H_4 is rejected, indicating that the quality of the service provided cannot guarantee customer loyalty at Starbucks Coffee Jember. According to Hanafi (2021) stated that one of the factors that influences customer loyalty is consumer satisfaction so that it can strengthen the reason why H_4 was rejected, meaning that one of the things that can make consumers loyal to Starbucks Coffee Jember is the level of consumer satisfaction with the quality of the service provided if consumer satisfaction has not been met, then customer loyalty cannot be achieved. Good service quality does not always

make customers loyal, even though satisfaction has been achieved due to mismatched expectations and changes in consumer preferences. The results of this research are in line with Qomariah (2012) , Sitorus and Yustisia (2018), Narotama (2019) , Supriyanto et al. (2021) service quality does not have a positive and significant effect on customer loyalty. However, this research is not in line with the research of Naini et al . (2022), Yulisetiarini and Mawarni (2021), service quality has a positive and significant effect on customer loyalty.

The research results show that consumer satisfaction has a significant positive effect on customer loyalty with a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_5 is accepted, indicating that the higher consumer satisfaction, the greater the loyalty of Starbucks Coffee Jember customers. The results of this research are in line with research by Yulisetiarini et al. (2022) shows that consumer satisfaction partially has a positive effect significant to Consumer loyalty.

The research results show that *green prices* have a significant positive effect on customer loyalty through consumer satisfaction with a $_{\text{calculated t value}} > t$ $_\text{table}$ or $2.097 > 1.660$ with a significance level of 0.05, which means that consumer satisfaction can mediate the influence of *green prices* on customer loyalty. These results are in line with research by Chairunnisa et al. (2019) shows that *green prices* have a significant effect on customer loyalty through consumer satisfaction.

The research results show that service quality has a significant positive effect on customer loyalty through consumer satisfaction with a $_{\text{calculated t value}} > t$ $_\text{table}$ or $2.969 > 1.660$ with a significance level of 0.05, which means that consumer satisfaction can mediate the influence of service quality on customer loyalty. This research is in line with research by Anggraini and Budiarti (2020), Yulisetiarini and Mawarni (2021) showing that service quality has a positive and significant effect on customer loyalty.

6. CONCLUSIONS

Green prices have a significant effect on consumer satisfaction. Service quality has a significant effect on consumer satisfaction. Consumer satisfaction has a significant effect on customer loyalty. *Green prices* have a significant effect on customer loyalty through consumer satisfaction. Service quality has a significant effect on customer loyalty through consumer satisfaction. The findings in this research are that *green prices* do not have a significant effect on customer loyalty. Service quality does not have a significant effect on customer loyalty.

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