

PENGARUH *GREEN MARKETING MIX* TERHADAP NIAT PEMBELIAN ULANG DENGAN VARIABEL MEDIASI KEPUASAN KONSUMEN GEN Z DI *COFFEE SHOP*

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INTISARI

Kopi menjadi gaya hidup baru bagi konsumen saat ini dan semakin banyak peminatnya. Konsumsi kopi semakin meningkat disertai dengan perkembangan *coffee shop* yang merajalela. *Coffee shop* juga tak jarang mengedukasi konsumen terkait kelestarian lingkungan yang berkelanjutan. Salah satunya adalah dengan penerapan *green marketing mix* yang terdiri dari *green product*, *green price*, *green place*, *green promotion*, *green people*, *green process*, dan *green physical evidence* yang dijadikan acuan untuk melihat strategi bisnis sehingga dapat menarik pelanggan. Konsumen yang merasa puas dalam pengalamannya membeli suatu produk atau jasa dapat dilihat dari kesediaan konsumen untuk melakukan pembelian ulang di *coffee shop* tersebut.

Penelitian ini bertujuan untuk mengetahui adanya pengaruh *green marketing mix* terhadap niat beli ulang konsumen melalui variabel kepuasan konsumen khususnya untuk *coffee shop* yang berada di Kabupaten Sleman Daerah Istimewa Yogyakarta. Analisis pengaruh dilakukan dengan menggunakan metode *Structural Equation Model Partial Least Square* dari 150 responden. Responden didominasi oleh mahasiswa perempuan berusia 21-24 tahun yang berdomisili di Kota Yogyakarta dengan pendapatan per bulannya berkisar Rp1.000.000-Rp3.000.000, sedangkan biaya yang dikeluarkan dalam pembelian di *coffee shop* berkisar Rp20.000-Rp30.000 dengan frekuensi pembelian sebanyak 2-4 kali.

Hasil analisis menunjukkan bahwa *green product*, *green promotion*, *green people*, dan *green process* berpengaruh secara negatif dan tidak signifikan terhadap variabel niat pembelian ulang melalui variabel mediasi kepuasan konsumen, sedangkan untuk *green price* dan *green physical evidence* berpengaruh terhadap niat pembelian ulang melalui mediasi kepuasan konsumen.

Kata Kunci: *Green Marketing Mix*, Kepuasan Konsumen, Niat Pembelian Ulang, *Coffee Shop*, PLS-SEM

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THE EFFECT OF GREEN MARKETING MIX ON REPURCHASE INTENTION WITH GEN Z CUSTOMER SATISFACTION AS MEDIATION VARIABLE IN COFFEE SHOP

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ABSTRACT

Coffee has become a new lifestyle for today's consumers and increasingly in demand. Coffee consumption is increasing accompanied by the rapid development of coffee shops. Coffee shop also often educate consumers regarding sustainable environmental sustainability. Green marketing mix which consists of green product, green price, green place, green promotion, green people, green process, and green physical evidence which is used as a reference to see business strategies so as to attract customers. Consumers who feel satisfied in their experience of buying a product or service can be seen from the willingness of consumers to make repurchases at the coffee shop.

This study aims to determine the effect of green marketing mix on consumer repurchase intentions through consumer satisfaction variables, especially for coffee shops located in Sleman Regency, Yogyakarta Special Region. The influence analysis was carried out using the Structural Equation Model Partial Least Square method from 150 respondents. Respondents are dominated by female students aged 21-24 years who live in the city of Yogyakarta with monthly income ranging from Rp1,000,000-Rp3,000,000, while the costs incurred in purchasing at coffee shops range from Rp20,000-Rp30,000 with a frequency of purchase of 2-4 times.

The results of the analysis show that green product, green promotion, green people, and green process have a negative and insignificant effect on the repurchase intention variable through the mediating variable of customer satisfaction, while green price and green physical evidence have an effect on repurchase intention through the mediation of customer satisfaction.

Keywords: Green Marketing Mix, Customer Satisfaction, Repurchase Intention, Coffee Shop, PLS-SEM

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