

## ABSTRAK

Istilah *green generation* melekat dengan Gen Z, generasi dengan kesadaran yang lebih tinggi terhadap lingkungan dibandingkan generasi yang lebih tua (Wang dkk., 2022). Generasi ini sangat dekat dengan tren mengonsumsi kopi di *coffee shop* yang membuat mereka memiliki beberapa preferensi atau tuntutan dari *coffee shop* yang mereka datangi (Dan, 2022; Wardani dkk., 2022). Oleh karena itu, *coffee shop* harus dapat beradaptasi dan merespon dengan baik terhadap tuntutan perilaku Gen Z. Penelitian ini mengidentifikasi variabel *Perceived Marketplace Influence*, *Economic Value*, *Emotional Value*, *Attitude Towards Behavior*, *Perceived Behavioral Control*, dan *Subjective Norm* dalam memprediksi niat pembelian produk di *coffee shop* yang menuju *green marketing*. Penelitian ini menggunakan metode kuantitatif dengan instrumen penelitian berupa kuesioner. Kriteria responden yang ditetapkan dalam penelitian ini yaitu responden penelitian berusia antara 17-28 tahun (Gen Z) dan pernah mengunjungi setidaknya satu dari 20 *coffee shop* di Kabupaten Sleman yang menjadi objek penelitian dengan frekuensi pembelian minimal satu kali. Metode penentuan sampel penelitian yang digunakan adalah *non probability sampling* berupa *purposive sampling*. Sementara itu, metode yang digunakan untuk pengolahan dan analisis data penelitian adalah *Partial Least Square – Structural Equation Modeling*. Terdapat 200 data responden yang diolah dalam proses analisis data penelitian. Berdasarkan analisis data penelitian yang menggunakan *Partial Least Square – Structural Equation Modeling*, didapatkan hasil berupa terdapat lima hipotesis penelitian yang diterima dan satu hipotesis penelitian yang ditolak. Hasil ini digunakan dalam perancangan rekomendasi masukan untuk menyusun strategi pemasaran *coffee shop* yang menuju *green marketing*.

**Kata Kunci:** *theory of planned behavior, perceived marketplace influence, economic value, emotional value, Gen Z, green marketing, coffee shop, partial least square-structural equation modeling*

## ABSTRACT

The term green generation is attached to Gen Z, a generation with a higher awareness of the environment than older generations (Wang et al., 2022). This generation is very close to the trend of consuming coffee in coffee shops, which makes them have several preferences or demands from the coffee shops they visit (Dan, 2022; Wardani et al., 2022). Therefore, coffee shops must be able to adapt and respond well to the behavioral demands of Gen Z. This research identifies the variables Perceived Marketplace Influence, Economic Value, Emotional Value, Attitude Towards Behavior, Perceived Behavioral Control, and Subjective Norm in predicting product purchase intentions in coffee shop that is heading towards green marketing. This research uses quantitative methods with research instruments in the form of questionnaires. The respondent criteria set in this research were research respondents aged between 17-28 years (Gen Z) who had visited at least one of the 20 coffee shops in Sleman Regency, which were the object of research with a purchase frequency of at least once. The method for determining the research sample used was non-probability sampling in the form of purposive sampling. The method used for processing and analyzing research data is Partial Least Square - Structural Equation Modeling. As many as 200 respondent data were processed in the data analysis. Based on the analysis of research data using Partial Least Square - Structural Equation Modeling, the results obtained showed five research hypotheses that were accepted and one rejected research hypothesis. These results are used to design input recommendations for developing coffee shop marketing strategies toward green marketing.

**Keywords:** theory of planned behavior, perceived marketplace influence, economic value, emotional value, Gen Z, green marketing, coffee shop, partial least squares-structural equation modeling