REPEAT PURCHASE INTENTION OF STARBUCKS CONSUMERS IN INDONESIA: A GREEN BRAND APPROACH

NAMJERA PONOVLJENE KUPOVINE POTROŠAČA STARBUCKSA U INDONEZIJI: PRISTUP ZELENE MARKE

TRŽIŠTE

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ABSTRACT

This study develops and tests the repeat purchase intention model (with a green brand approach). The model considers four determinants; perceived image, satisfaction, trust, and attitude. The model is tested using data and a survey of 203 Starbucks customers in Indonesia. The analysis was carried out by employing Structural Equation Modeling. The data was processed with AMOS 21. The results confirm that the company's green brand image is positively and significantly related to consumer satisfaction, trust, and attitude. On the other hand, consumer satisfaction and trust are shown to have insignificant influence on repeat purchase intention.

SAŽETAK

U radu se razvija i testira model namjere ponovljene kupovine (iz perspektive zelene marke). U modelu se razmatraju četiri čimbenika, a to su: percipirani imidž, zadovoljstvo, povjerenje i stav. Model je testiran korištenjem podataka dobivenih iz Indonezije anketiranjem 203 potrošača marke Starbucks. Analiza je provedena primjenom SEM-a, tj. modeliranjem strukturnih jednadžbi. Podaci su obrađeni statističkim softverom AMOS-21. Rezultati potvrđuju kako je imidž zelene marke pozitivno i značajno povezan sa zadovoljstvom potrošača, povjerenjem i stavom. S druge strane, zadovoljstvo potrošača i povjerenje nemaju značajan utjecaj na namjeru ponovljene kupovine.

1. INTRODUCTION

Climate change resulting from global warming has reached extreme levels, calling for immediate attention (Grant, 2008), since it affects the lives of people more and more seriously. Global warming is a phenomenon in which the temperature of the Earth steadily rises on a global scale, having both direct and indirect effects on humans and other inhabitants of the Earth (the phenomenon includes increasing atmospheric, oceanic, and land temperature). An IRCC report has even mentioned that there is a 90% assurance of temperature rise every decade (Situmorang, 2011). The cause of this phenomenon is human activities, which promote the occurrence of greenhouse gas effects. The allegedly dominant triggers or contributors to these greenhouse gases are industrial activities, motor vehicle gas emission, and continuous over-exploitation and burning of forests.

The public today has become more aware of environmental preservation issues. Communities have the felt impacts of global warming. For instance, consumers in Malaysia consider several products, such as glass, cleaning detergents, aerosol sprays, pesticides, and plastics as products which are not green (Rahbar & Wahid, 2010). As a result, consumers have begun to limit their use of the aforementioned products. Furthermore, consumers tend to choose products which apply recycling systems, provide information about their lower chemical content, or are made from organic ingredients (Lenidou, Lenidou & Kvasova, 2010). An individual's awareness of current environmental issues has been touted as a key factor in the development of a green attitude (Conraud-Koellner & Rivas-Tovar, 2009).

Businesses have to start paying more attention to environmental issues and adjusting their strategies so that they can apply environmentally-friendly policies. The term "green marketing" is familiar in the marketing world. The application of green marketing is aimed at two general objectives, namely, a better condition of the environment and higher consumer satisfaction (Ottman, Stafford & Hartman, 2006). One of the US-based coffee chains, Starbucks, has applied the green concept to its operation (Jang, Kim & Lee, 2015).

In developed countries, consumers often demand that a company becomes a green company: that it runs a green business that will lead to the realization of their corporate social responsibility (Samarasinghe, 2012). Unlike what has happened in most developed countries, some countries, such as in China and Indonesia, are not aware of the need for having green businesses. In China, the focus of the Starbucks business is more on profit than on caring for the environment. This can be seen from the characteristics of their business operation, which deals only minimally with environmental issues. The Starbucks business in China still relies on profit by focusing on family-oriented business (Peterson, 2014). In Indonesia, public awareness of green consumerism is still low, and people tend to think that there is no advantage in green consumption. This observation is supported by Bali Climate Change Conference survey data collected in 2007, which mentioned that 86% of adults in Indonesia living in big cities such as Jakarta, Surabaya, and Bandung never got information related to corporate social responsibility (Solihin, 2009). As a pioneering green company, Starbucks has long been educating consumers about shrinking their environmental footprint through its "Tumbler Starbucks on the Go" program. The program invites customers to use a Starbucks tumbler to reduce disposable cup waste. As a reward to the customers who bring a tumbler, Starbucks will give a discount. With this program, Starbucks is able to share its commitment to the environment with Indonesian consumers.

It is worthy to emphasize the green brand image of Starbucks in Indonesia because, amid the low awareness of Indonesian consumers of environmental issues, Starbucks is one of the pioneers of green consumerism in the country and has assumed the responsibility for creating green con-

sumers. Starbucks has a program called "Take A Mug Pledge" to educate and change consumer behavior from consuming Starbucks coffee using a regular disposable cup to using a personal tumbler, which can be bought from a Starbucks outlet and used repeatedly. Consumers using a Starbucks tumbler will get a 50% discount for Starbucks beverages on the 22nd of every month and a 20% discount every time they buy beverages using the Starbucks tumbler.

This paper studies: (1) the effect of green brand image on green brand product satisfaction; (2) the effect of green brand image on green brand product trust; (3) the effect of green brand consumer satisfaction on the repeat purchase intention of Starbucks customers in Indonesia; (4) the effect of green brand consumer trust on the repeat purchase intention of Starbucks customers in Indonesia; and (5) the effect of green brand consumer attitude on the repeat purchase intention of Starbucks costumers in Indonesia.

This study aims at building a conceptual model to empirically describe and confirm the increase in repeat purchase intention through a green brand approach.

2. LITERATURE REVIEW

2.1. Green brands

The word *green* has been increasing in popularity in recent years (Cherian & Jacob, 2012). The word *green* is defined as a market niche which demands more environmentally friendly products/services (Grant, 2008). The American Marketing Association defines green marketing as the marketing of products which are perceived as environmentally friendly. Retnawati (2011) explains that the core principle of a green marketing campaign is a holistic marketing strategy which in practice translates into a long-term campaign strategy aimed at brand and consumer loyalty building. Therefore, an understanding

of the application of green marketing strategies is imperative for all the stakeholders of a business (Dahlstorm, 2011).

A green brand is a part of a green marketing concept in which brand management is closely associated with environmental awareness. A green brand can be defined as a brand which offers significant environmental benefits in comparison to existing brands and which increases the desire to be more environmentally friendly (Grant, 2008). Green brand products often present themselves as environmentally friendly and organic (Parker, Segev & Pinto, 2010). Hartmann, Ibanez and Sainz (2005) define *green* as a group of attributes and functions of a brand which is related to the reduction of harmful environmental effects by the use of that brand and which is perceived as the voice of environmental sustainability.

For more than a decade, not only have environmental issues become increasingly public issues, but they have also become research issues (Rahbar & Wahid, 2011). The application of green concepts in businesses is not limited to one area only. Several studies have shown that green concepts are used in consumer products (Chen, Lai & Wen, 2006), in construction (Eichholtz, Kon & Quigley, 2013; Stenberg & Raisanen, 2006), in intellectual models of businesses (Chen, 2008b), and in many more areas.

The increase in the adoption of green marketing strategies is attributed to the fact that they have been proven beneficial to businesses. Dahlstrom (2011) explains that that green marketing strategies provide the following benefits:
(1) Environmental benefits. Green marketing influences environmental changes. The use of green marketing reduces the use of fossil fuels, the excessive exploration of nature, and the level of pollution.
(2) Economic benefit. Green marketing reduces the exploitation of nature, such as illegal and uncontrolled logging. Uncontrolled deforestation creates problems such as floods, landslides, and pollution. These might cause natural disasters and have financial effects on

the country. Disaster risk management is important for the prevention economic losses caused by natural disasters, hence the development would not be hampered.

(3) Strategic benefit. A company's strategy to be environmentally friendly enhances the company's image.

(4) Product benefit. Green products improve the quality of products. Green products are beneficial to the health of the customers.

(5) Production process benefit. The focus of production process is the organization's efforts to produce a good quality product. Green marketing will make the process of production cheaper. A production process that focuses on green marketing will make the process efficient, will use environmentally friendly materials, and will be able to recycle the waste products.

(6) Supply chain benefit. Green marketing affects the relationship between the company and the entire network of entities which are directly or indirectly interlinked and are interdependent in serving consumers. This strategy is used to reduce waste in the supply chain in the enterprise by analyzing the usage and route of the delivery process.

In their study, Chen *et al.* (2006) discovered that a focus on green products increases the competitive edge of a business.

2.2. Green brand image, green brand satisfaction, and green brand trust

Building a strong and positive image is highly important for any brand-owning company. Striving for positive brand image is a communication strategy of a business (Mayer, Riley & Gilingwater, 2012). Brand image is formed by the many brand identities attributed to a certain brand. The formed brand image describes how the consumer thinks about or perceives a product (Cretu & Brodie, 2007).

The image of a brand influences the purchasing attitude of consumers, particularly when they are gathering information on a product (Mayer et al., 2012). During the information gathering phase, consumers not only search for quality products but they also take brand image into consideration. A consumer is likely to purchase products with a brand that suits his or her personality. Several researchers believe that compatibility between brand image and the consumer's personality is related to the consumer's attitude (Hosany & Martin, 2012). Consumers will choose products whose perceived brand image represents their personality (Ahn, Ekinci & Li, 2013) and will even be loyal to the brand of the product (Kressmann et al., 2006).

Chen (2010) developed a new concept known as green brand image and defined as a set of perceptions consumers have about a product which can be related to commitment, and which is focused on saving the environment. From this definition, it is clear that the level of commitment to the environment that a company possesses is highly related to the perception of consumers of the green symbol attributed to the product of the company.

Consumer satisfaction is always an important consideration for marketers. Schnaars (1991) explains that the basic aim of a business is to create customer satisfaction. As such, efforts have been made to compile a theoretical framework which explains the determinant formation process and the consequences of having customer satisfaction (Yi, 1990). Kotler (2006) defines customer satisfaction as a feeling of fulfillment or lack thereof which occurs in a consumer when she compares her perceived performance and the actual performance of a product. In the context of green marketing, Chen (2010) formulates his own definition of customer green brand satisfaction. Satisfaction of green brand is a comfort level associated with the fulfillment of consumption to satisfy the desires of consumers based on environmental impact, sustainability expectations, and the need to "be green". Customer satisfaction is the key to building a competitive advantage for

a company (Rahimic & Ustovic, 2012), especially when the satisfaction is derived from the use of products which are environmentally friendly.

The term *trust* is initially used to explain a relationship approach. In the context of the relationship between the organization and its stakeholders, Greenwood and Van Buren (2010) define trust as the reliance of one person, group, or company to a task voluntarily accepted on the part of another person, group, or company to act in a way that ethically justifiable--namely, making the right moral decisions and actions based on ethical analysis principles for all others involved in the joint venture.

The use of green marketing can increase consumer trust in green products (Chen & Chang, 2013). Trust in the green brand defines the desire to rely on a product, service, or brand, based on belief or the expectation of results in terms of its credibility, merit, and the ability of its environmental performance (Chen, 2010). The dimensions used in this study are reliability, credibility, and responsibility (Morgan & Hunt, 1994; Delgado-Ballester, 2001; Zarantonello, 2008).

The influence of green brand image on green brand satisfaction and trust

A brand image reflects the image of a brand from the consumer perspective and sees the promise a brand has made to its consumers. Brand image consists of consumers' associations with merits and personal characteristics of a product of the brand. Various studies confirm that the company's level of environmental protection affects its image (Chen, 2008a). It is expected that the more positive the image of a brand, the more effect it has on consumer satisfaction (Flavian, Torres & Guinalu, 2005; Chen 2010; Chang & Tu, 2005; Martenson, 2007) and on trust in the brand (Flavian et al., 2005; Chen 2010). Hence, in the green approach, the image of the brand is seen as a driving factor of customer satisfaction (Chen, 2010).

In their research, Flavian et al. (2005) find that the image of the company has a positive and signifi-

cant impact on consumer trust. Chen (2010) finds that an environmentally friendly brand image will build consumer trust in the brand. Therefore, the hypotheses are as follows:

H1: green brand image has a positive and significant effect on consumer satisfaction.
H2: green brand image has a positive and significant effect on consumer trust.

The effect of green brand satisfaction and trust on repeat purchase intention

Consumers who are satisfied with a certain product or service have a tendency to consume the product or service repeatedly. This creates consumer loyalty. Loyal consumers will eventually increase profitability. Several previous studies have concluded that customer satisfaction positively and significantly relates to repeat purchase intention (He, Cha & Tse, 2008; Yang, 2009; Boonlertvanich, 2009). Garbarino and Johnson (1999) believe that trust is positively and significantly related to consumer interest in the future. Therefore, the hypotheses are:

H3: Green brand satisfaction has a positive and significant effect on repeat purchase intention.
H4: green brand trust has a positive and significant effect on repeat purchase intention.

Consumer attitude and repeat purchase intention towards a green brand

The action of an individual can be predicted through her attitude (Cherian & Jacob, 2012). Attitude towards a green brand is defined as the evaluation made by the consumer in a brand-centered environment.

Hellier, Geurden, Carr & Rickard (2003) define repeat purchase intention as an individual's assessment about repeated purchases from the same company or brand. Intention indicates the amount of interest and effort an individual exerts to finally take an actual action. Spruyt et al. (2007) argue that prediction in consumer behavior is directly influenced by consumer attitudes.

Attitude towards a green brand is defined as an environment-centered evaluation which is made by a consumer about a product.

Based on the above, the proposed hypothesis is as follows:

H5: A positive attitude towards a green brand has a positive and significant effect on repeat purchase intention.

Research model

Below is the model used in this study:

nesia. The data were collected in two ways: (1) by means of an online questionnaire and (2) by means of a direct survey of Starbucks consumers. This study uses a purposive sampling technique according to the following criteria: that (1) the respondents have purchased coffee at Starbucks and (2) the respondents understand that Starbucks implements green marketing.

The number of respondents targeted was 350 people. Out of 350 questionnaires, 203 were completed and returned, and all of them were counted as valid (response rate: 58%). The type

Figure 1: Model of empirical research
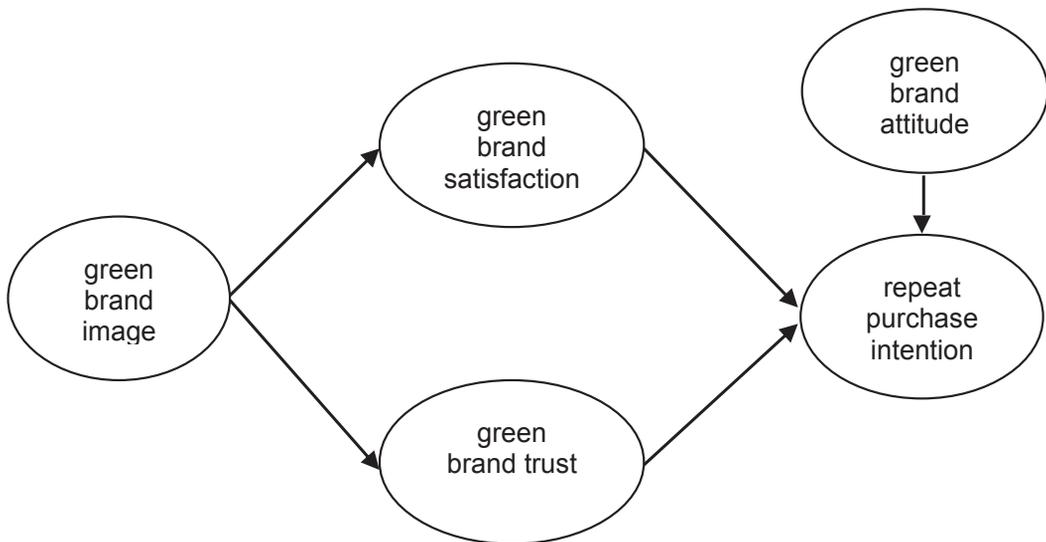
Source: Model developed in this research, 2014

3. METHODOLOGICAL APPROACH

3.1. Research design

This study is based on a survey which was conducted between July and September 2013. The population is all Starbucks customers in Indo-

of questionnaire given to the respondents in this study was a closed questionnaire, inquiring about the perceptions of each respondent. The measurement used in this study is a scale of 1 to 10, where 1 indicates strong disagreement and 10 indicates strong agreement.

3.2. Description of the respondents

There were a total of 203 respondents, 101 of whom were male and 102 were female. Most respondents were aged between 20 and 27 years at the time of the survey. One hundred and forty-nine respondents had bachelor's degrees, and 54 of them had master's degrees. The breakdown of the respondents' occupations is as follows: 2 respondents were teachers, 4 respondents were lecturers, one respondent was a chef, 63 respondents were students, 6 respondents were civil servants, 63 respondents were private employees, 61 respondents were entrepreneurs, and 3 respondents were unemployed.

3.3. Operational definition of the research variables

This study employs five main variables: green brand image, green brand satisfaction, green brand trust, attitude towards green brand, and repeat purchase intention.

Table 1: Characteristics of respondents

NO	Characteristics of respondents	Frequency	Percentage
1	SEX		
	Male	101	49.8
	Female	102	50.2
2	Age		
	< 20	20	9.9
	20–27	85	41.9
	28–35	63	31.0
	36–45	35	17.2
	> 45	0	0
3	EDUCATIONAL BACKGROUND		
	Bachelor's Degree	149	73.4
	Master's Degree	54	26.6
4	OCCUPATION		
	Teacher	2	1
	Lecturer	4	2
	Chef	1	0.5
	University student	63	31
	Civil servant	6	3
	Employee	63	31
	Entrepreneur	61	30
	Unemployed	3	1.5

Source: Primary data, 2014

Table 2: Operational definition

Variable	Variable definition	Source	Indicator
Green brand image	a set of perceptions about the brand in the minds of consumers who related to commitment and focus on the environment	Cretu & Brodie (2007) Chen (2008a) Chen (2010)	The brand is considered as a benchmark in the commitment to the environment (X1); the brand has a professional reputation on the environment (X2); the brand has a successful environmental performance (X3).
Green brand satisfaction	the degree of fulfillment of the pleasure in consumption to satisfy consumers' desire to care for the environment, expectation of sustainability, and need for matters relating to being "green"	Chen (2010)	joyful (X4), happy (X5), overall satisfied with a brand that focuses on environmental issues (X6)
Green brand trust	the desire to depend on products, services, or brands that are based on trust in the credibility, merits, and abilities related to environmental performance	Chen (2010)	green brand credibility (X7), the responsibility of green brand (X8), and green brand reliability (X9)
Attitude towards green brand	the environment-centered evaluation of a brand made by the consumer	Hartmann *et al.* (2005)	memorable brand (X10); consumer-preferred brand (X11); brands which I prefer (X12)
Repeat purchase Intention	intention indicates how hard consumers try and how much effort consumers put into performing a behavior	Hair et al. (2010)	an individual's tendency to re-purchase a product (X13); looking for information about a product he is interested in (X14); main preferences about products (X15); and referring to others (X16)

3.4. Analytical techniques

The model used in this research is Structural Equation Modeling (SEM) with Amos 20 statistical techniques as a tool to test the data.

3.5. Validity and reliability

In this study, reliability is measured by using composite reliability. Generally, the minimum value of the composite reliability is 0.5 (Fornell & Larcker, 1981) and (Hatcher, 1994). All variables have reliability, since their respective values are shown to surpass the required value. Composite reliability of green brand image is 0.782; green

brand satisfaction is 0.791; green brand trust is 0.806; attitude towards green brand is 0.761; and repeat purchase intention is 0.806.

There are two measurements of composite validity. The first measurement is convergent validity. The minimum convergent validity requirement in this study is set at 0.5 (Fornell & Larcker, 1981; Hatcher, 1994). Table 3 shows all the indicator values are calculated at more than 0.7. Therefore, all the indicators in this study are valid. The second measurement employed is the Average Variance Extracted (AVE). The following are the AVE values for each variable, respectively: 0.758; 0.769; 0.786; 0.761; and 0.799. The overall AVE values are calculated at above the required value (0.5). Therefore, all variables are confirmed as valid.

Table 3: Validity and reliability

Construct	Item	Convergent validity	Construct reliability	AVE
Green brand image	X1 X2 X3	0.877 0.888 0.846	0.782	0.758
Green brand satisfaction	X4 X5 X6	0.867 0.874 0.889	0.791	0.769
Green brand trust	X7 X8 X9	0.893 0.873 0.894	0.806	0.786
Attitude towards green brand	X10 X11 X12	0.810 0.915 0.888	0.784	0.761
Repeat purchase intention	X13 X14 X15 X16	0.878 0.863 0.922 0.911	0.816	0.799

Source: Primary data, 2014

Convergent validity was also analyzed by comparing composite reliability with the AVE. If the value of composite reliability is greater than the AVE, it can be said that the value of each analyzed variable is valid. It can be concluded from Table 3 that the value of each variable is valid, since AVE < CR.

The table below shows discriminant validity, that is, a comparison of the square root of the AVE to each variable relation. The square root value of the AVE is as follows: green brand image (0.871), green brand satisfaction (0.877), green brand trust (0.887), attitude toward green brand (0.872), and Repurchase Intention (0.894). If the value of AVE square root is bigger than the value of the inter-variable relationship, it shows that every variable in the research instrument is valid. It can be concluded that the value of each variable in this study is valid because the square root of the AVE is greater than the value of the inter-variable relation.

Table 4: Discriminant validity

	Green brand image	Green brand satisfaction	Green brand trust	Attitude toward green brand	Repurchase intention
Green brand image	**0.871**				
Green brand satisfaction	0.669	**0.877**			
Green brand trust	0.689	0.552	**0.887**		
Attitude towards green brand	0.516	0.664	0.662	**0.872**	
Repurchase intention	0.650	0.690	0.599	0.545	**0.894**

4. RESULTS

This study has shown a very good model fit (GFI = 0.917; TLI = 0.984; NFI = 0.962; and RMSEA = 0.050).

The test results show that hypotheses H1, H2, and H5 are supported. The green brand image variable has a positive and significant effect on green brand satisfaction, green brand image has a positive and significant effect on green brand trust, and Attitude towards Green Brand has a significant and positive effect on repeat purchase intention. On the other hand, H3 and H4 indicate that this effect has proven to be insignificant. Green brand satisfaction does not have a significant effect on repeat purchase intention, and green brand trust does not have a significant effect on repeat purchase intention. See the results of the hypothesis testing in Table 5 and the path diagram in Figure 2.

5. DISCUSSION AND ANALYSIS

5.1. Effect of green brand image on green brand satisfaction

The findings in this study show that a positive green brand image has a positive and significant impact on green brand satisfaction, which means that **hypothesis 1 has been proven** (see Table 5). This also reinforces the belief of Chen (2010) about brand image being seen as a driving factor for customer green brand satisfaction. Consumer satisfaction is derived from the image of Starbucks as a green brand. Consumers are satisfied because the products sold by Starbucks are considered to be environmentally conscious.

Table 5: Results of hypothesis testing

	Proposed effect	Path coefficient	Result
H1	Green brand image → green brand satisfaction	0.990	significant
H2	Green brand image → green brand trust	1.024	significant
H3	Green brand satisfaction → repeat purchase intention	0.172	insignificant
H4	Green brand trust → repeat purchase intention	0.011	insignificant
H5	Green brand attitude → repeat purchase intention	0.793	significant

Source: Primary data, 2014

Figure 2: Output of path diagram
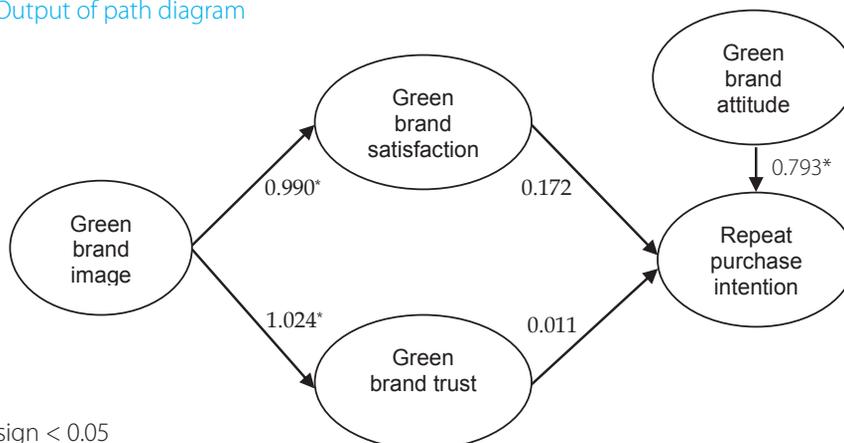
Legend: * sign < 0.05

Source: Model developed in this research, 2014

5.2. Influence of green brand image on green brand trust

Positive green brand image also has a positive and significant effect on green brand trust, which means that hypothesis 2 has been proven (see Table 5). This may imply that consumers assume that Starbucks has credibility regarding the company's concern for the environment. In addition to this, consumers believe that the Starbucks' products are reliable and are environment-centered based on the fact that they implement several green strategies.

5.3. Influence of satisfaction on repeat purchase intention

This study finds that the relation between green brand satisfaction and repeat purchase intention is insignificant, which means that **hypothesis 3 has been rejected** (see Table 5). These results are not in line with the opinion of previous researchers (Yang, 2009; He et al., 2008; Boonlertvanich, 2009). Some of the experts did not directly examine green brand satisfaction. However, the relationship between satisfaction and repeat purchase intention can be generalized in various fields which are studied. This can be explained from the fact that there is a green brand on products of Starbucks which directly affect satisfaction.

The results of this study indicate that consumer satisfaction with Starbucks in Indonesia with green brand is not a good driving factor to suggest repeat purchase intention. The previous results explained that green brand image has an impact on customer satisfaction. Further results indicate that this satisfaction does not translate into consumer repeat purchase intention. Such things may be caused by a variety of factors, such as a lack of consumer understanding of the

green brand and a lack of respondents' knowledge of environmental harm caused by environmentally exploitative products.

5.4. Effect of green brand trust on repeat purchase intention

Green brand trust positively but not significantly influences repeat purchase intention. Therefore, **hypothesis 4 was rejected** (see Table 5). This finding indicates that consumer repeat purchase values of Starbucks products are less related to the consumers' trust that the brand cares about the environment. Companies with green brand products will be able to increase the interest of consumers to repeatedly purchase their products. The findings of this study do not support the opinion of Chen and Chang (2013), who believe that the use of green marketing can increase consumer green brand trust.

5.5. Effect of attitude towards green brand on repeat purchase intention

Positive attitude towards a green brand has a positive and significant influence, which means that **Hypothesis 5 has been proven** (see Table 5). Compared to the satisfaction with and trust in the green brand, positive attitude is a significant driver for consumers to make repeated purchases. Companies should try to promote consumer positive attitude towards a green brand rather than build green brand satisfaction and trust.

6. CONCLUSIONS

From the analyzed driving factors, it can be concluded that (1) green brand image has a positive and significant impact on green brand satisfac-

tion, (2) green brand image has a positive and significant effect on green brand trust, (3) green brand satisfaction does not have a significant influence on repeat purchase intention, (4) green brand trust does not have a significant influence on repeat purchase intention, and (5) attitude towards a green brand has a positive and significant influence on repeat purchase Intention.

There are several reasons why green brand satisfaction and green brand trust did not significantly affect purchase intention: (1) there is a possibility that what is perceived as consumer satisfaction and trust in this study is related to satisfaction and trust of the product image only. Satisfaction and trust is not related to green product quality. Therefore, it does not influence the consumer's intention to buy again; (2) Starbucks contributes positively to the environment, while environmental awareness in Indonesia is still low. However, over time, environmentally friendly consumers will emerge.

The managerial implication of this research is that it can directly influence the behavior of Indonesian consumers: those who are less concerned with environmental issues may become more aware of environment by consuming green products and behaving greenly to show their concern with the sustainability and preservation of the Earth. For Starbucks, this research can be an encouragement to maintain Starbucks' reputation as a pioneer of green business.

The limitations of this study are as follows: (1) the study only focuses on consumers, without trying to explore further in terms of the specific demographic or socio-economic group of people or population in general; (2) in selecting the sample, the study lacks sufficient attention to whether respondents consumed Starbucks' products because they were concerned with Starbucks' green product or because of other motivations.

Recommendations which can be given based on the findings of this study are (1) Starbucks Indonesia needs to improve the green brand image of its products, as well as the importance of green brands for environmental sustainability to the consumer consistently and continuously through consumer outreach; (2) products of Starbucks Indonesia have gained the trust of consumers as products which are environmentally friendly without a negative impact on the global environment; (3) although satisfaction and trust have no significant effect on the repeat purchase intention of consumers on Starbucks products in Indonesia, it is still important to increase the repeat purchase intention by campaigning, promoting and establishing awareness of environmental sustainability so that consumers will realize the benefits of green brand products.

For future research, we recommend the following: (1) if replicating this research model, it is better to use a moderating variable for the influence of satisfaction and intention resulting with trust in product repurchasing. For example, the characteristics of respondents or a pricing variable can be used as a moderating variable; (2) take into account any other control variable; and (3) focus only on specific demographic or socio-economic groups of people or the population in general.

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