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Article

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THE ANALYSIS OF GREEN MARKETING AND BRAND IMAGE ON REPEAT PURCHASE ON CONSUMERS OF COFFEE SHOP IN BANDUNG

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Abstract

Manuscript type: *Research Article*

Research Aims: *This research was conducted to examine the influence of green marketing and brand image to the repeat purchase of consumer of coffee shop in Bandung.*

Design/Methodology/Approach: *Data were collected through online survey that targeted the consumer of coffee shop in Bandung area. A method of successive interval (MSI) and Partial Least Square (PLS) was used as a method to analyse this data*

Research Findings: *The results shows that green marketing and brand image have a significant effect on repeat purchases simultaneously and separately. Based on these results, consumers of coffee shops in Bandung were able to explain that 65.6% of repeated purchases were influenced by green marketing and brand image while the remaining 34.4% was influenced by other factors.*

Theoretical Contribution/Originality: *By understanding that the green marketing and brand image can influencing the repeat purchase of consumer of coffee shop in Bandung, one can compare future studies especially in the field of marketing management materials.*

Practitioner/Policy Implication: *The results of this research can be used to help practitioner to develop and improve marketing strategies more effectively and efficiently, especially for coffee shop that target people in the city of Bandung as their consumers.*

Research Limitation/Implication: *geography, number of sample, simple method*

Keywords: green marketing, brand image, repeat purchase, coffee shop, consumer in Bandung

INTRODUCTION

Global warming is currently a critical issue in the world; it is caused by human activities that are not accompanied by environmental impact analyses, human habits such as littering, over-exploitation of the environment, and a lack of attention to the environment for the next generation's

sustainability, as well as many industries which produces a lot of plastic waste and disposal of waste that causes pollution (Global Sustainable Development Report, 2019).

Based on Ritchie & Roser (2019), the amount of global plastic waste production from 1950 to 2015 tends always to show an increase. In 1950,

world waste production was up to 2 million tons per year. Meanwhile, 65 years later, in 2015, waste production was already at 381 million tons per year. This figure has increased more than 190 times, with an average increase of 5.8 tons per year. In addition, the problem of plastic waste at sea is in the spotlight. This is due to research on plastic waste in the ocean by Jambeck et al. (2015). The results of his research show that Indonesia is ranked 2nd out of 192 countries as a contributor to marine plastic waste (Detik.com, 2020).

This This is also one of the factors that cause damage to the environment, which is still a big problem for Indonesia, namely the disposal of plastic waste. Plastic has become a dangerous and difficult waste to manage because it takes tens or even hundreds of years for plastic waste to decompose completely. However, the problem is that the negative impact of plastic waste is as significant as its function. In addition, from the production process to the disposal stage, plastic waste increases greenhouse gases into the atmosphere. Plastic production activities require around 12 million barrels of oil and 14 million trees annually. The production process is not energy-efficient and causes 21% of Indonesia's 133 million hectares of forest to be lost (Kompas, 2018)

Today, increasing public awareness of the environment has led to the emergence of thoughts of efforts to reduce the impact of global warming, namely by being smarter and more selective in buying products or smart consumers (Signh, 2012). Consumer behaviour has evolved into smart consumers so that companies are expected

to be able to adapt to the needs of consumers who are increasingly concerned about environmental problems. The green marketing strategy forms a positive image of a product's brand and becomes a role model in accommodating consumer behaviour, thereby influencing the purchase decision of a product that is offered (Shabbir et. al, 2020)

In the current era of globalization, the culinary business is a very promising business. In addition to offering high profits, this culinary business will never die if it is accompanied by innovation (Ferreira, 2020). One of them is the culinary cafe business. Cafes are used as an alternative place to fill spare time, meetings, and so on. Currently, in Bandung, there are many cafes with their own characteristics, both domestic and foreign cafes.

Currently, coffee shops are also starting to care about the environment, where they use a green strategy in running their business, or in simple terms, they do business using a strategy that still cares about the environment (Davis, 2019). Some coffee shops at Bandung have offered a 10% discount if consumers bring their own tumbler and use recycled fiber for food packaging. The coffee shop is also continuously working to reduce the materials used in packaging, find new ways to encourage repeated use of tumblers, and implement recycling solutions for the tumblers (Boz et al., 2020).

So, considering that the earth is currently experiencing damage from an environmental perspective and an increasingly rapid industrial development, it is necessary to have consumer awareness of the importance of choosing or

buying environmentally friendly products. Several coffee shops in the city of Bandung have implemented a green marketing concept with tumblers that are used as places for packaging coffee drinks, using water appropriately and not wasteful. Therefore, this study aims to examine the influence the concept of green marketing and brand image has on repurchase decisions and to determine public awareness of green products that have been carried out.

LITERATURE REVIEW

Green Marketing

Hawkins & Mothersbough (2010) defines green marketing as (1) the development of products whose production processes, use, or disposal do not cause harmful impacts to the environment than traditional product marketing; (2) A process of marketing products that are assumed to be safe for the environment; (3) binding product purchases to environmental organizations or events. According to Priansa (2017), green marketing involves three main concepts. First, through its marketing activities, the organization or company tries to satisfy the needs and desires of consumers. Second, marketing activities are carried out in a more efficient and effective manner compared to competitors. Third, green marketing activity has a minimal impact on the destruction of the natural environment so as to improve the welfare of consumers and society. Hult et al. (2012) then explain that green marketing is a strategic process that involves stakeholder assessment to create long-term relationships with customers while maintaining, supporting, and preserving the natural

environment in running the company. From these definitions, it can be concluded that green marketing is a marketing company that does not only pay attention to the results achieved by the company but also pays attention to the environment.

Based on Priansa (2017), the goal of green marketing has three stages. The first stage is Green which aims to communicate that the brand or company is concerned about the environment. The second stage is Greener, where the company tries to change the consumer-style in consuming or using products to be more concerned about the environment. The third stage is Greenest, where the company changes the consumer culture towards a more environmentally friendly direction. The expected consumer culture is a concern for the environment in all activities without being affected by the company's products offered.

Furthermore, Kotler & Keller (2012) explain the dimensions of green marketing, which is the development of the marketing mix:

1. Green Product (green product) is a complex characteristic, both palpable and intangible, including packaging, color, price, company performance, and retailers accepted by the buyer to satisfy wants and needs without violating environmental rules.
2. Green Price (Price) is the value of a good and service measured by an amount of money considering the environment where usually the price for green

products is more expensive because it carries a prestigious image.

3. Green Place (Place) reflects the activities of companies that make products available to consumers who are aware of the environment.
4. Green Promotion (Promotion) reflects activities that communicate product excellence and change consumer perceptions of environmentally friendly products.

Brand Image

Brand Image is a set of beliefs, ideas, and impressions that a person has about a brand (Kotler & Keller, 2012). Furthermore, Kotler & Armstrong (2015) explain that a brand image is a set of beliefs in a brand. According to this definition, Brand Image is a set of beliefs in a name, symbol, or design, and the impression a person has on a brand is formed based on information about the facts that are then used by the brand, so that this impression appears relatively long-term formed in the minds of consumers.

Kotler & Keller (2014) determine that there are three factors that form a brand image. First, the strength of brand association depends on how information enters consumers' memories and how this information persists as part of the brand image. Second is the favourability of brand association which depends on the process of creating a profitable brand association, where consumers can believe in the attributes given, or they can satisfy the needs and desires of consumers. The third is the uniqueness of brand association, where a brand must have a

competitive advantage which is the reason for consumers to choose a particular brand. The uniqueness of brand association can be based on product attributes, product functions, or the image that consumers enjoy.

Furthermore, Li (2011) divides the variables that must be considered in forming a brand image into three parts:

1. Corporate Image, which is a set of associations that consumers perceive of a company that makes a product or service.
2. User Image, which is an association that is perceived by consumers to users who use a product or service.
3. Product Image which is a set of associations that consumers perceive a product.

Repeat Purchase

According to Hawkins & Mothersbaugh (2010), repeat purchases are repurchases as an activity to buy back by consumers for a product with the same brand without being followed by meaningful feelings for the product. Repeat purchase is the desire and action of consumers to repurchase a product, because of the satisfaction received according to the wishes of a product. A brand that is already in the customer's heart will cause the customer to continue purchasing or repurchasing. Furthermore, according to Juniwati (2015), repurchase interest is a post-purchase consumer action. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product. The decision to adopt or reject a product arises after consumers try a product. The definition of repurchase interest in Wijaya & Sugiarto research

(2015) can be measured using the following indicators:

1. Willingness of consumers to make purchases.
2. The desire of consumers to make purchases in the future.
3. The desire of consumers to make repeat purchases.

Furthermore, according to Kotler & Amstrong (2016) the main factors that influence a person's interest in making repeat purchases are culture, psychology, personality, and social. Hawkin & Mothersbaugh (2010) stated that repeat purchase has three dimensions:

1. Purchase preference which is a person's tendency to buy a product.
2. Positive recommendations which are a person's tendency to recommend to others.
3. Customer commitment, which describes the behaviour of a person who has a major commitment to the product, this can only be replaced if something happens to his preferred product

RESEARCH METHOD

This study is a quantitative study using associative methods with a population of coffee shop consumers in Bandung with 300 samples. This research uses an online survey to collect data about demography, green marketing, brand image, and repeat purchase (See Appendix 1). The coffee industry selected in this study because based on Prasetyo (2020) coffee in Indonesia has become an industry and is projected to continue to grow, and by 2020 it is estimated that coffee shops will grow 10 to 15 percent. The number of

coffee shops in Indonesia in the last three years has tripled from 1,083 outlets in 2016 to 3,000 outlets by the end of 2019. The majority are in big cities such as Jakarta, Surabaya, Medan, and Bandung (Prasetyo, 2020).

In Bandung, there are many coffee shops with their own characteristics, both domestic and international coffee shops. The characteristics of a coffee shop used in this study are a coffee shop that cares about the environment and has a green strategy program. Specifically, the coffee shop used in this study is a coffee shop that has a program to improve the recycling process by promoting reusable tumblers and using recycled fiber for food packaging. Then, the coffee shop also offers a discount if consumers bring their own tumbler where these programs are carried out to educate and change the consumption behaviour of coffee shop consumers who initially consume beverage products with regular disposable packaging to become consumers who use a personal tumbler that can be used repeatedly.

Research Model

Consumers are getting smarter in responding to the issue of global warming, which is getting more intense. Green marketing is one of the solutions and breakthroughs that are effective in reducing global warming. Companies that are able to build strong green marketing will easily build a positive image in the minds of consumers. As research conducted by Wisana et al. (2017), green marketing affects consumer repurchase interest. This consumer repurchase interest is strengthened due to consumer attitudes. This means that when respondents give a positive

response to the implementation of green marketing, the more it will affect the repeat purchase. According to Mahmoud (2018) and Mahmoud et al. (2017), who explore the effect of green marketing mix (green product, green price, green place, and green promotion) on consumer's purchase intention in Sudan, showed that those variables have a positive and significant relationship with consumer's purchase intention. According to Kuntari (2017), who explores the effect of green marketing mix on repeat purchase interest in house products, showed that green marketing had a positive effect on repurchase interest, with the green place variable being the largest effective contributor to the repurchase interest.

Then the formation of a brand image will have an effect on consumer repurchase interest. This is because consumers tend to repurchase a company product that has a positive image. With a positive image, it will generate interest in repurchasing a product from the company. Therefore, it is very important for companies to maintain their brand image. According to Mendrika (2017), brand image has a positive effect on repeat purchases.

As a result, Green Marketing (X1), Brand Image (X2), and Repeat Purchase (Y) are not only partially, but also simultaneously, according to this study. Figure 1 illustrates this:

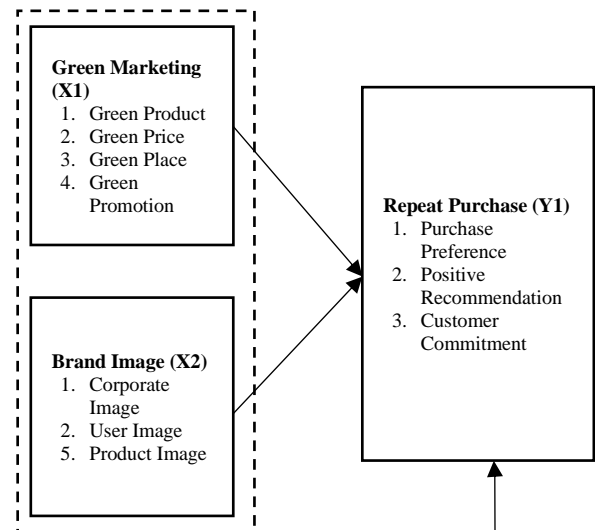


Figure 1. Research Model

Based on the formulation, literature review and research model, the following hypotheses can be formulated:

H1: Green Marketing will have a significant effect on Repeat Purchase

H2: Brand Image will have a significant effect on Repeat Purchase

H3: Green Marketing and Brand Image will simultaneously affect Repeat Purchase.

To get response about green marketing (X1), Brand image (X2), and Repeat Purchase (Y), this study using questionnaire. The questionnaire is measured using a Likert scale. The Likert scale is a scale designed to examine how strongly the subject agrees on a question (Sekaran & Bougie, 2017). Respondents are asked to give their agreement of a statement from 1 until 5, with 1 indicating strongly disagree and 5 indicating strongly agree. From the Likert measurement scale, ordinal data will be obtained.

The data from the questionnaire analysed using descriptive statistical techniques, namely, Method of Successive Interval (MSI) and Partial Least Square (PLS). The MSI was used in order to analyse the data statistically and transformed into an interval scale. Furthermore, the PLS is used to make predictions. According to Ghazali (2008), the PLS is a powerful analysis method which in this method is not based on many assumptions and distribution-free (does not assume certain data, it can be nominal, category, ordinal, interval and ratio). The PLS is used to predict the relationship between constructs, in addition to obtain latent variable values that aim to make predictions. Latent variables are linear aggregates of the indicators. The weight estimate for creating a latent variable score component is obtained based on how the inner model (a structural model that connects between latent variables) and the outer model (the measurement model, namely the relationship between indicators and their constructs) is specified. The result is that the residual variance of the dependent variable (both the latent variable and the indicator) is minimized (Ghozali, 2008).

Furthermore, the hypothesis analysed by looking at the probability value and t-statistic.

For validity and reliability analysis, based on result of 23 questions will determined by each variable to ensure the consistency of each construct. For this purpose, this research using convergent validity, discriminant validity, Cronbach's Alpha, and composite reliability.

The green marketing variable has four dimensions measured in this study, namely green

product, green price, green place, and green promotion. The brand image variable has three dimensions that are measured in this research, namely product image, company image, and user image. The repeat purchase variable has three dimensions measured in this research, namely purchasing preferences, positive recommendations, and customer commitment. Measurement of variables also uses a questionnaire instrument with a Likert scale model so that respondents are free to express their agreement and disagreement with the question being researched in good condition.

Respondents

Data was taken through an online survey using Google Form and distributed through email and WhatsApp. In the beginning, there was a total of 300 respondents who are the consumer of coffee shops in Bandung. According to Table 1, it is known that 58% of respondents were male, and 42% of the respondents were female. In distributing questionnaires, the percentage results were mostly male. The parameter for age shows that most respondents in an age range from 21 – 30 years old with a percentage of 85,8%. Based on the jobs, most of the respondents are students 58,5% and employees 30,2%.

Table 1. Respondents Demographic

Gender	%	Age	%
Female	58	17-20	8,5
Male	42	21-30	85,8
		31-40	4,8
		41-50	0,9
Job	%	Expense	%
Students	58,5	< 1 million	17,9
Employees	30,2	1-2 million	32,1
Entrepreneur	7,5	2-3 million	37,7
Lecturer	3,8	3-5 million	7,6

> 5 million	4,7
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The last parameter is the expense per month. There are 17,9% of respondents have expense less than 1 million Rupiah monthly, 32,1% of respondents have expense between 1 million Rupiah until 2 million Rupiah monthly, 37,7% of respondents spend between 2 million Rupiah until 3 million Rupiah each month, 7,6% of respondents have expense between 3 million Rupiah until 5 million Rupiah monthly, and only 4,7% respondents who have expense more than 5 million Rupiah monthly.

RESULTS AND DISCUSSION

Instrument Validity and Reliability

According to Table 2, it shows that each item of the research variable has an outer loading value more than 0.5. The data shows that the outer loading value of the variable indicator is not below 0.5. This means all items are acceptable and suitable to use in the modelling. According to loading factor score, loading factor for Repeat Purchase (Y) is larger than Green Marketing (X1) and Brand Image (X2) (more than 0,8). It shows that the correlation between repeat purchase indicators and repeat purchase variables is high or consumer will do repeat purchase if they have interest to prefer buying the product, interest to make a purchase, interest to recommend the product to others, and interest to become a customer.

Table 2. Convergent Validity Measurement

Construct Variable	Item	Outer Loading
	X1-1	0,624
	X1-2	0,682

Green Marketing (X1)	X1-3	0,695	
	X1-4	0,722	
	X1-5	0,526	
	X1-6	0,566	
	X1-7	0,627	
	X1-8	0,831	
	X1-9	0,788	
	Brand Image (X2)	X2-1	0,562
		X2-2	0,754
		X2-3	0,602
X2-4		0,674	
X2-5		0,626	
X2-6		0,687	
X2-7		0,706	
X2-8		0,705	
X2-9		0,770	
X2-10		0,794	
Repeat Purchase (Y)	Y1-1	0,847	
	Y1-2	0,825	
	Y1-3	0,865	
	Y1-4	0,874	

Furthermore, a reliability analysis (See Table 3) of each item was carried out to determine whether the value of using the scale on each item was reliable (Hair et al., 1998). Cronbach's Alpha is often used in reliability analysis to determine the extent to which each item can be treated as a single latent construct. Cronbach's Alpha values greater than 0.6 are considered adequate for survey instruments (Hair et al., 2006; Malhotra et al., 2007). As a result, the composite data reliability of Cronbach's Alpha per construct is more than 0.7. It means that these items have reliability in measuring the research model.

Table 3. Composite Reliability dan Cronbach's Alpha

Construct	Composite Reliability	Cronbach Alpha
Green Marketing (X1)	0,860	0,879

Brand Image (X2)	0,850	0,851
Repeat Purchase (Y)	0,866	0,875

An indicator is declared to meet discriminant validity if the cross-loading value of the indicator on the variable is the largest compared to other variables. Table 4 is the cross-loading value of each indicator.

Table 4. Discriminant Validity

Item	GM (X1)	BI (X2)	RP (Y)
X1-1	0,624	0,336	0,328
X1-2	0,682	0,490	0,443
X1-3	0,695	0,597	0,552
X1-4	0,722	0,392	0,403
X1-5	0,526	0,257	0,295
X1-6	0,566	0,372	0,377
X1-7	0,627	0,392	0,432
X1-8	0,831	0,471	0,508
X1-9	0,788	0,520	0,555
X2-1	0,373	0,562	0,432
X2-2	0,456	0,754	0,500
X2-3	0,307	0,602	0,379
X2-4	0,412	0,674	0,388
X2-5	0,482	0,626	0,479
X2-6	0,581	0,687	0,622
X2-7	0,377	0,706	0,508
X2-8	0,505	0,705	0,700
X2-9	0,410	0,770	0,693
X2-10	0,495	0,794	0,551
Y1-1	0,558	0,691	0,847
Y1-2	0,651	0,656	0,825
Y1-3	0,452	0,648	0,865
Y1-4	0,558	0,684	0,874

Based on Table 4, each indicator in the variable has the largest cross-loading value on the variable it forms compared to the cross-loading value on other variables. Based on the results, it can be seen that it is stated that the indicators used in this

study have good discriminant validity in compiling their respective variables.

Inferential Analysis

An inferential analysis is used to analyse the sample data, and the results will be generalized to the population from which the sample was drawn. Processing the sample data using the processing of the frequency distribution of each variable, by classifying the scores of the respondents' answers. The score is obtained by calculating each item for each variable by first determining the width of the score interval (the lowest and highest score of each question item). In this study, the scale used for answers used the Likert scale, then transformed into classes or certain intervals to be very good, good, not good, not good, and very bad.

For green marketing variable, the results of the calculation of the field data obtained are shown in Appendix 2. Based on Appendix 2, it can be concluded that green marketing on coffee shop consumers has an average percentage of the overall response of respondents strongly agree 33.3%, agree 35.5%, disagree 8.9%, disagree 0.8%, and disagree 0.04%. Respondents' assessment of green marketing has a mean of 78.53%, the respondents give good responses to green products, green prices, green places, and green promotions. Item 2 or reducing plastic and paper materials for product packaging have a higher score (82,86%) and item 7 reducing materials that impact environmental air pollution has lower scores (70,36%).

Next, for the brand image variable, based on Appendix 3, it can be concluded that the brand

image of coffee shops has an average percentage of the overall responses of respondents strongly agree 30.3%, agree 34%, disagree 9.6%, disagree 1.4%, and disagree 0.05%. Respondents' assessment of brand image has a mean of 75.71%, the respondents give good response to the product image, company image, and user image. Item 10 or brand known to the public have a higher score (90,54%), and item 17 or level of dependence with the product have a lower score (55,89%).

Lastly, the repeat purchase variable based on Appendix 4, it can be concluded that repeat purchase at coffee shop consumers has an average percentage of overall respondents' responses strongly agree 21.43%, agree 37.14%, disagree 12.46%, disagree 1.96% and disagree with 0.22%. Respondents' assessment of repeat purchases has a mean of 73.21%, the respondents give good responses to purchasing preferences, positive recommendations, and customer commitment. Item 20 or preference interest has a higher score (79,64%), and item 23 or interest to be a customer has a lower score (67, 14%).

Overall, based on the calculation of the length of the interval class using a formula from Sudjana (2013), respondents' assessment of all variables is included in the good assessment category or agree.

Discussion

This study aims to determine the effect of green marketing and brand image on repeat purchases. The hypothesis in this study can be seen from the calculation of the model using the PLS bootstrapping technique. From the results of the bootstrapping calculation, the T statistical value

for each relationship or path will be obtained. This hypothesis testing is accepted if the t-statistic > t-table with a value of 1.96. The results of the calculations for testing the hypothesis in this study are described in Table 8.

Table 8. Hypothesis Testing Results

Hypothesis	T Statistic (O/STERR)	P Value
H1 X1 → Y	7,652	0,000
H2 X2 → Y	3,133	0,002
R Square		

According to Table 8 above, the results of hypothesis testing in the t-statistic column are accepted hypotheses because t-statistics > t-table. Based on the PLS calculation results, it shows that the perception of green marketing has a positive effect on repeat purchases. The t-statistic value of green marketing is greater than the t-table, with a value of 7,652 > 1.96. So, H1 is accepted. In this case, the respondent's assessment of green marketing has a mean of 78.53%, for coffee shop consumers in Bandung, the respondents respond well to green products, green prices, green places, and green promotions on repeat purchases. This indicates that the green marketing variable has a positive and significant effect on repeat purchases. Therefore, the better green marketing is applied, the consumers will make repeated purchases. This is in accordance with the opinion of Wisana et al. (2017) in their research that proves green marketing has a significant positive effect on repeat purchases. Application of good green marketing with a clear objective will encourage consumers to make

repeat purchases, consumers are able to easily find green marketing campaigns are carried out clearly will make consumers indirectly would be interested in buying back coffee shop. Packaging as one of the indicators of green marketing really reflects the company's brand image, and consumers will get a different and enjoyable experience when buying products at the coffee shop.

Furthermore, the perception of brand image has a significant effect on repeat purchases, because the t-statistic value of brand image is greater than the t-table with a value of $3.133 > 1.96$. So, H2 is accepted. In the respondent's assessment of the brand image has a mean of 75.71%, for coffee shop consumers in Bandung, the respondents respond well to product image, company image and user image to repeat purchases. This result is in accordance with the opinion of Mendrika (2017) in his research that proves that the brand image variable has a significant effect on the repeat purchase variable. Based on the analysis, showing the better the brand image of a coffee shop, the potential customers make repeat purchases will increase and vice versa if consumers see the brand image of the coffee shop does not have a positive image of the customer is not interested make repeat purchases.

Furthermore, the value of R-square showed the ability of independent variables (X) to explain the dependent variable (Y). According to Table 8, it shows the R-square value is 0,656, and that means 65,6% of repeat purchases were explained by the green marketing and brand image factor.

According to Table 9, Sig. value is 0,000 and the F calculation value of 75,400. These results show that the variables of green marketing and brand image simultaneously have an effect on repeat purchases and the magnitude of the influence of green marketing and brand image on repeat purchases is 75.4%, the rest is influenced by other factors not examined in this study.

Table 9. F-test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	617,768	2	308,884	75,400	,000 ^b
	Residual	421,951	103	4,097		
	Total	1039,718	105			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the results of the research obtained, there are several implications, namely green marketing and brand image have been proven to affect repeat purchases positively and significantly. Therefore, marketers can use green marketing as an effective way to apply to companies. Through a business concept that is environmentally friendly or known as green marketing, it will create a special interest for consumers who buy these products because they do not endanger the environment, and a good brand image as well will affect repeated purchases.

Academic Implications

Based on the research results, green marketing has a significant positive effect on repeat purchase which align with Mahmoud (2018) and Mahmoud et al. (2017) findings. Kuntari (2017) found that the green place variable was the largest effective contributor to the repurchase interest. In

this research, it became the lowest effective contributor, and the green product was the largest effective contributor to the repurchase interest. It because in coffee shops, consumers focus more on the packaging which not use plastic and prefer to use packaging that is easily recycled and reusable. For brand image, this research has results that align with Mendrika (2017), who found that brand image has a positive effect on repeat purchase. This research also reveals that the product image was the largest effective contributor to the repurchase interest because, in the coffee shop industry, the consumer tends to repurchase product which known by consumer and the brand which is already known by the public. This research contributes to give insight that dimensions that have the largest contribution from green marketing and brand image to repeat purchase of coffee are the green product and product image. So, further research can explore what green marketing and brand image dimension that has the largest contribution to repeat purchase on other types of food and drink or other industry.

Managerial Implication

Learning how green marketing and brand image influence the repeat purchase of coffee shop consumers in Bandung will help practitioners develop their marketing strategy to increase repeat purchases. In the green marketing items, one item gets a low score from the respondent, namely green place (reducing materials that impact environmental air pollution), so the company must be able to carry out various more creative innovations in decorating places with natural ingredients. The item that gets a high

score from the respondent, namely green product (reducing plastic and paper materials for product packaging), so the company must replace their packaging using environmentally friendly material. In brand image items, the items which get a low score from the respondents is the user image (level of dependence with the product), it is because people prefer to use plastic products that are simpler and cheaper. So, companies must be able to make promotion which can educate consumers about the green product and the benefit of using green products. The item which gets a high score from respondents is product image (a brand known to the public), so the company should increase attractive promotions and emphasizes that the products offered have environmentally friendly values so that customers are interested in each product offered and make the product is known a green product.

In repeat purchase items, the customer commitment (interest to become a customer or commit) is the items which have a low score from the respondents, so the company must be able to make promotion such as a discount for member or gift for loyal customers to make customer commit to the products offered. On the other hand, the items which get a high score from the respondents is purchase preference (preference interest), so the company must be able to do marketing with various innovations regarding the products to be issued and various interesting and innovative campaigns regarding environmentally friendly to attract customers' desire.

CONCLUSION

The purpose of this research is to examine the influence of green marketing and brand image on

the repeat purchase of coffee shop consumers in Bandung. The coffee industry selected in this study because, based on Prasetyo (2020), coffee in Indonesia has become an industry and is projected to continue to grow 10 to 15 percent in 2020. The characteristics of a coffee shop used in this study are a coffee shop that cares about the environment and has a green strategy program (has a program recycling process by promoting reusable tumblers and using recycled fiber for food packaging).

Based on the results of the study, it was stated that the Green Marketing (X1), Brand Image (X2), and Repeat Purchase (Y) variables had a simultaneous and partial effect. The Likert scale is used in this study to get a response from respondents. From the Likert measurement scale, ordinal data will be obtained. To transform the ordinal data, this study uses MSI to analyse the data statistically and transformed it into an interval scale. Furthermore, the PLS is used to make predictions. The hypothesis analysed by looking at the probability value and t-statistic. For validity and reliability analysis, this research using convergent validity, discriminant validity, Cronbach's Alpha, and composite reliability.

The green marketing variable has four dimensions measured in this study (green product, green price, green place, and green promotion). Respondents' assessment of green marketing has a mean of 78.53%, which means the respondents give good responses to green products, green prices, green places, and green promotions. Next, for the brand image variable, respondents' assessment of brand image has a mean of 75.71%, which means the respondents

give good responses to the product image, company image, and user image. Last, the repeat purchase variable, respondents' assessment of repeat purchases has a mean of 73.21%, which means the respondents give good responses to purchasing preferences, positive recommendations, and customer commitment. The hypothesis testing is accepted if the t-statistic $>$ t-table with a value of 1.96. The calculations for testing the hypothesis in this study show that the green marketing variable and brand image variable partially have a significant positive effect on repeat purchases, and the green marketing variable and brand image variable simultaneously affect repeat purchases.

This study has several limitations that can be assessed for future research. First, this research has a limited sample, so for further research, it is expected that the researcher will expand the sample so that the estimation results are more comprehensive and can include things that are closer to reality. Second, this research uses a simple method to analyse data, so future research is expected to carry out tests with a more developed model so that the results of the study can provide a better picture. Third, further research is expected to develop this research by taking other variables that can affect repeat purchases for environmentally friendly products, such as consumer confidence, consumer perceptions, or purchase interest. Finally, future research is expected to expand the scope of the research area, for example, by taking locations outside areas other than Bandung.

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Appendix

Appendix 1. Variable

Variable	Dimension	Item
Green Marketing (X1)	Green Product	1. Using packaging that is easily recycled and the results of recycled reuse 2. Reducing plastic and paper materials for product packaging
	Green Price	1. Price 2. Design 3. Taste
	Green Place	1. Location 2. Reducing materials that have an impact on air environmental pollution 3. Using raw materials from nature in designing outlets
	Green Promotion	1. Selling promotion
	Brand Image (X2)	Product Image
Company Image		1. Competence of the company 2. Company experience 3. Good corporate reputation 4. Having a brand that is better than competitors
User Image		1. Level of dependence with the product 2. Customers always remember the brand 3. Customers always believe in the brand
Repeat Purchase (Y)	Purchase preference	1. Preference interest 2. Purchase Interest
	Positive recommendations	1. Interest to recommend
	Customer commitment	1. Interest to commit
Demo-graphy		1. Gender 2. Age 3. Job 4. Expense per month

Appendix 2. Respondents' Answer Score on Statement Items in the Green Marketing Variable (X1)

No	Item Question		Respondents' Response					Score		%
			5	4	3	2	1	Actual	Ideal	
1	Item 1	F	55	37	11	3	0	462	560	82,5
2	Item 2	F	54	41	8	3	0	464	560	82,86
3	Item 3	F	33	46	21	4	2	422	560	75,36
4	Item 4	F	42	55	9	0	0	457	560	81,61
5	Item 5	F	36	58	12	0	0	448	560	80
6	Item 6	F	17	57	31	1	0	408	560	72,86
7	Item 7	F	13	53	37	3	0	394	560	70,36
8	Item 8	F	42	53	9	2	0	453	560	80,89
9	Item 9	F	44	47	12	3	0	450	560	80,36
Accumulation		F	336	447	150	19	2	3958	5040	78,53
		%	33,3%	35,5%	8,9%	0,8%	0,04%			78,53

Appendix 3. Respondents' Answer Score on Statement Items in the Brand Image Variable (X2)

No	Item Question		Respondents' Response					Actual Score	Ideal Score	%
			5	4	3	2	1			
1	Item 10	F	84	21	1	0	0	507	560	90,54
2	Item 11	F	39	57	7	1	2	448	560	80
3	Item 12	F	43	52	9	0	2	452	560	80,71
4	Item 13	F	50	47	5	1	3	458	560	81,79
5	Item 14	F	39	56	10	1	0	451	560	80,54
6	Item 15	F	23	55	24	4	0	415	560	74,11
7	Item 16	F	22	52	25	5	2	405	560	72,32
8	Item 17	F	5	21	55	14	11	313	560	55,89
9	Item 18	F	13	57	23	9	4	384	560	68,57
10	Item 19	F	21	58	20	3	4	407	560	72,68
Accumulation			339	476	179	38	28	4240	5600	75,71%
			30,3%	34%	9,6%	1,4%	0,5%			75,71%

Appendix 4. Respondents' Answer Score on Statement Items in the Repeat Purchase Variable (Y)

No	Item Question		Respondents' Response					Actual Score	Ideal Score	%
			5	4	3	2	1			
1	Item 20	F	45	42	16	2	1	446	560	79,64
2	Item 21	F	16	62	24	3	1	407	560	72,68
3	Item 22	F	23	55	21	6	1	411	560	73,39
4	Item 23	F	12	49	32	11	2	376	560	67,14
Accumulation			96	208	93	22	5	1640	2240	73,21
			21,43%	37,14%	12,46%	1,96%	0,22%			73,21