

ABSTRACT

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FACTORS AFFECTING CUSTOMERS' INTENTION TO PURCHASE THE STARBUCKS' TUMBLER AT GALAXY MALL, SURABAYA

(xv + 123 pages; 10 figures; 39 tables; 6 appendices)

One of the important environmental issues is global warming and its impact to everyday living. With this kind of condition, many companies made a product or a program that could attract people to be more concerned of the environment and be able to contribute in saving the environment.

Starbucks is one of the big and well known company in the world concerned about the environment. This attracted the researcher to investigate about its products and programs regarding the protection of the environment.

This study investigated factors that affect the customer's intention in purchasing Starbucks' tumbler at Galaxy Mall, Surabaya with a sample of 204 Starbucks' regular customers.

Previous studies had shown that Environmental Knowledge, Environmental Behavior, Environmental Attitude, Personal Norms, Social Norms, Functional Value, Emotional Value, and Social Value had a positive and significant effect to Purchase Intention.

This research found that the variables Environmental Attitude, Personal Norms, Functional Value, Emotional Value, and Social Value had positive and significant effects on Purchase Intention. Product Attributes were more dominant than the Personal Attributes. The Social Value factor was the most influential factor compared to other factors that affected the customers' intention to purchase the Starbucks' tumbler.

The improvement that could be taken by Starbucks to increase the Social Value of the tumbler are providing special facility and exclusive seat area in the Starbucks' stores for the tumbler users and also making limited edition designs for the tumbler.

Keywords: Environmental Knowledge, Environmental Behavior, Environmental Attitude, Personal Norms, Social Norms, Functional Value, Emotional Value, Social Value, and Purchase Intention.

References: 87 (1973 – 2014)