AN ANALYSIS OF COMMUNICATION TOOLS TOWARDS BRAND TRUST ON GREEN MARKETING ASPECT (CASE STUDY: STARBUCKS)

THESIS

Submitted to International Program Industrial Engineering Department in Partial Fulfillment of Requirement for Bachelor Degree of Industrial Engineering Universitas Islam Indonesia



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For the sake of Allah SWT, I confess this work is on my own work except for the excerpts and the summaries that each of their sources has already been cited and mentioned. If in the future my confession is proved to be wrong and dishonest resulting the violence of the legal regulation of the papers and the intellectual property rights, then I would have the will to return my degree to be drawn back to Universitas Islam Indonesia.

Yogyakarta, October 2018



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ii

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iii

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iv

DEDICATION PAGE

Alhamdulillahirabbil'alamin

To my beloved parents, brother, and sister
Thank you for all of the supports and doa

To kindness supervisor, Prof. Ir. R. Chairul Saleh M.Sc., Ph.D.
Thank you for the knowledge and the guidance

And all of my friends, IP TI UII batch 2014

And International Program Industrial Engineering Universitas Islam Indonesia

MOTIVATION PAGE

"For indeed, with hardship willl be ease, indeed with hardship will be ease"
(QS. Ash-Sharh: 5-6)

"And whoever fears Allah - He will make for him a way out, and will provide for him from where he does not expect. And whoever relies upon Allah - then He is sufficient for him. Indeed, Allah will accomplish His purpose. Allah has already set for everything a [decreed] extent"
(QS. At-Talaaq: 2-3)

PREFACE

Assalamualaikum Warahmatullahi Wabarakatuh

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ABSTRACT

As the awareness of environmental problems is increasing, consumers prefer environmentally friendly products or services to reduce negative environmental effects. In order to respond to these environmental demands, companies should develop new corporate strategies with these green alternatives, such as green marketing. Green marketing divided into green marketing mix and strategy. To improve long-term relationship with customer is to develop and maintain communication and cooperation with the public using green promotion as part of green marketing mix. The purpose of this research is to determine whether brand trust are influenced by the type of communication tools on green marketing. For this purpose, conceptual models have been proposed using survey methods for data collection. Using a sample of consumers who have experienced in buying Starbucks products, this study uses structural equation modeling (SEM) to verify the proposed hypothesis and processed by AMOS Software. There are 5 variables which are advertising, sales promotion, public relation, direct marekting, and interactive marketing as a exogenous variable and brand trust as endogenous variable, for each variables have indicator. The result of this research show that advertising and public relation has a significant affect on brand trust.

Keywords: Green, Marketing, Promotion, Communication-tools, Brand-trust

TABLE OF CONTENTS

AUTHENTICITY STATEMENT ..... **Error! Bookmark not defined.**
THESIS PROPOSAL OF SUPERVISOR iii
THESIS APPROVAL OF EXAMINATION COMMITTEE iv
DEDICATION PAGE v
MOTIVATION PAGE vi
PREFACE vii
ABSTRACT ix
TABLE OF CONTENTS x
LIST OF TABLES xii
LIST OF FIGURES xiii
CHAPTER 1: INTRODUCTION 1
1.1 Background 1
1.2 Research Question 4
1.3 Research Objective 4
1.4 Research Limitation 4
1.5 Research Benefit 4
1.6 Systematical Writing 5
CHAPTER II: LITERATURE REVIEW 7
2.1 Inductive Study 7
2.2 Deductive Study 13
2.2.1 Marketing 13
2.2.2 Green Marketing 15
2.2.3 Communication Tools 21
2.2.4 Brand Trust 23
2.2.5 Survey 24
2.2.6 Questionnaire Testing 25
2.2.7 SEM (Structural Equation Modelling) 27
2.3 Conceptual Model (Framework) 31
CHAPTER III: RESEARCH METHODOLOGY 36
3.1 Research Object 36

3.2 Types of Data 36
3.3 Use of Tools 37
3.4 Data Collection Method 37
3.5 Data Processing 38
3.6 Result Analysis 43
3.7 Conclusion and Recommendation 43
CHAPTER IV: DATA COLLECTING AND DATA PROCESSING 44
4.1 Data Collecting 44
4.1.1 Questionnaire Results 44
4.1.2 Validity & Reliability Test 50
4.2 Data Processing 53
4.2.1 Development of Theoretical Models 54
4.2.2 Development of Path Diagram 57
4.2.3 Conversion of Path Diagram into the Equation 58
4.2.4 Model Input and Estimation 62
4.2.5Identification 62
4.2.6 Model Evaluation 63
4.2.7Model Interpretation 72
4.3 Hypothesis testing 73
CHAPTER V: DISCUSSION 75
5.1 The Influence of Advertising toward Brand Trust 75
5.2 The Influence of Sales Promotion toward Brand Trust 75
5.3 The Influence of Public Relation toward Brand Trust 76
5.4 The Influence of Direct Marketing toward Brand Trust 76
5.5 The Influence of Interactive Marketing toward Brand Trust 76
CHAPTER VI: CONCLUSION AND RECOMMENDATION 77
6.1 Conclusion 77
6.2 Recommendation 77
REFERENCES 79
APPENDIXES 81

LIST OF TABLES

Table 2.1 SLR Source ……...7
Table 3.1 Likert Scale ……37
Table 4.1 Characteristics of Respondents ……...43
Table 4.2 Questionnaire Result ……..44
Table 4.3 Validity Test ……....50
Table 4.4 Variable and the Definition ……53
Table 4.5 Indicator of Variables ……..54
Table 4.6 SEM Output ……62
Table 4.7 Validity & Reliability Result ……...62
Table 4.8 Normality Test ……64
Table 4.9 Mahalanobis d-squared ……....65
Table 4.10 Goodness of Fit Indices ……69
Table 4.11 Standardized Residual Covariance ……70
Table 4.12 Estimation Result ……..72

LIST OF FIGURES

Figure 2.1 CK-Chart of the Research ……...8
Figure 2.2 Exogenous and Endogenous Latent Variables ……..28
Figure 2.3 Example of Structural Model ……29
Figure 2.4 Example of Measurement Model ……..30
Figure 2.5 Conceptual Model ……34
Figure 4.1 Reliability Test ……..52
Figure 4.2 Path Diagram ……56
Figure 4.3 Structural Equation Model ……57
Figure 4.4 Endogenous Variable ……58
Figure 4.5 Exogenous variable ……...59
Figure 4.6 Computation of Degree of Freedom ……..61
Figure 4.7 Structural Model ……69

CHAPTER 1

INTRODUCTION

1.1 Background

Higher competitive market in the business sector is a challenge for companies to have a defense strategy to maintain consumers. Through quality products and services such as better service, and high empathy for consumers to participate in the competition. Consumer needs is a very important thing to be considered and satisfied by the producers of the products offered. The providers of products must pay attention to changes in consumer needs or widening the consumer needs. Product providers in order to win competition from its competitors also require an appropriate business strategy.

Business strategy can improve in terms of marketing, Gronroos (2008) stated that marketing is considered a specialist function in managing certain decision-making areas to create exchanges that satisfy the consumers and the firm's goals alike. Other definitions are the consumer's value concept, marketing as managing consumers relationships, and marketing as an organizational function. In addition, an intermediate stage between what is done and what should be achieved to survive in competitive market.

Nowadays, being exposed to the environmental problems that plague the world, customers are consider green options to be integrated in their behavior that can do good for the environment. The consequence of this attitude is an increasing number of organizations that are admit their environmental responsibility (Martinez, 2015). This competitive environment has forced company to be proactive in building sustainable relationships with customers. As the awareness of environmental problems is increasing, consumers prefer environmentally friendly products or services intended to

reduce negative environmental effects. Environmentally conscious customers have also shown a greater tendency to pay a premium price to firm their implementation on green practices. Green practices can provide emotional benefits for customers who appreciate green practices. Thus the company can improve long-term relationships with its customers (Jang, Kim, & Lee, 2015). In order to respond to these environmental demands, companies should develop new corporate strategies then can guarantee fulfillment with these green alternatives, such as green marketing.

Businesses in any fields have understood that they cannot carry on without being sensitive towards environmental problems. Therefore, businesses have to considerate environmental issues while preparing their strategies and long-term plans (Durmaz & Yasar, 2016). There are a set of factors and solutions that enable customers to meet their needs and achieve the goals set by the company called green marketing mix which part of green marketing. To improve long-term relationship with customer is to develop and maintain communication and cooperation with the public by using green promotion. Promotion is one parts of marketing mix that helps disseminate information, encourage the process and affects the purchase decision process (Isoraite, 2016). FuiYeng & Yazdanifard (2015) stated in order to improve green movements and raise public attention to environmental problems. Environmental promotion as green techniques for introducing their products to environmentally responsible consumers.

Unfortunately in promoting their products even with green practices, consumers often do not believe even though they have made efforts to make their operations more environmentally friendly. According to studies on consumer's perceptions of green practices, businesses are not sufficiently communicate the activities which are perceived to be important to consumers (Jang, Kim, & Lee, 2015). Ricci et. al, (2018) stated that trust in brand has been recognized as an important factor to explain food/beverages behavior. It can represent a 'shortcut' to tackle the overwhelming amount of information that needs to be considered by consumers while buying. Trusting has been found to be a factor influencing perceived risks and benefits associated with products. They believe that trust can be a means to guide consumer choice under such ambiguity.

Brand-loyal consumers may be willing to pay more for a brand. This uniqueness may derive from brand communication, service quality brand trust when customers interact and use the brand. In summary, brand performance outcomes and customer brand relationship constructs such as brand trust that may result from brand communication (Zehir, Sahin, Kitapci, & Ozsahin, 2011).

For example, in Starbucks Corporation, coffee shop network and the largest coffee shop company in the world. They have adopted numerous green practices such as recycling paper cups, reducing waste by offering reusable mugs and tumblers, decreasing energy and water consumption, doing activities donating trees, participate in earth hour by turning off their store lights, and other green activities. They have a promotion where the customer using their Tumbler the customer will get 50% discount for each date that have been determined. Therefore, it will give positive effect also for the environment because it can reduce the use of plastic or paper cups. They actively promote their products and show their activity with the public through the social media. Coffee is one of the most popular beverages worldwide and it has played an important role in consumer culture. This research could identify whether the way of Starbucks communicates their products using communication tools to consumers are likely affect brand trust. The communication tools have variables and each variable has indicator. Therefore, this research will investigate how to recognize the relationship of the five variables to brand trust with the attributes or indicators that follow them. The five variables are included in exogenous variables and brand trust as endogenous variables. Such situation gives a problem, how far is the relationship between the five variables to the brand trust followed by the indicators. The next issue is to find out how much influences of those variables toward brand trust, the conceptual model design is needed to clarify the direction of the relationship between exogenous and endogenous variables.

Therefore, based on the identification of the problem there were several way to solve this problem by defining the variable and the indicator of communication tools and brand trust to build a model and then test the hypotheses on variable relationships and gain new insights from the data. This research is conducted by Structural Equation Modeling (SEM) using AMOS software, Structural equation modeling as a method for

multivariate statistical analysis technique that is used to analyze structural relationships among variables.

1.2 Research Question

1. What is the model of conceptual design of communication tools towards brand trust?
2. What is the relationship between variables of communication tools towards brand trust in the conceptual model?

1.3 Research Objective

1. Designing the model of conceptual design of communication tools towards brand trust.
2. Determining the relationship between variables of communication tools towards brand trust in the conceptual model.

1.4 Research Limitation

1. The study is focused on green marketing in the discussion of communication tools.
2. Research is carried out based on the conceptual model that has been built.
3. The object of the research was carried out on consumers of Starbucks Coffee Yogyakarta.

1.5 Research Benefit

The research can provide the development of scientific knowledge, especially in the field of green marketing technology and structural equation modeling which focus on communication tools toward brand trust. In addition, this research can be a recommendation for companies that apply green marketing to increase consumer awareness of the environment.

1.6 Systematical Writing

The systematical writing in this research are follows:

CHAPTER II LITERATURE REVIEW

This chapter is the focus to determine the current study of the related previous research. The chapter contains information about the result of related previous research and supporting literatures underlying the research.

CHAPTER III RESEARCH METHODOLOGY

This chapter consists of research methodology. In this chapter, there will be described the detailed series of research object, system development, research design, research procedure, and data collecting, processing, and analyzing method.

CHAPTER IV DATA COLLECTING AND PROCESSING

This chapter describes the data collection and processing, analysis and results, including images and graphics obtained. This chapter is a reference for the discussion of the results that will be written in Chapter V.

CHAPTER V DISCUSSION

This chapter discusses about the result of the previous chapter. It will be the core discussion in order to get a comprehensive understanding about the whole research.

CHAPTER VI CONCLUSION AND SUGGESTION

This chapter provides short and precise statements described in the previous chapter. A suggestion related to the current study in purpose of the advancement in the future research is given based on the limitations of the current research.

REFERENCES

APPENDIX

CHAPTER II

LITERATURE REVIEW

This chapter will explain the literature studies that divided into two studies, which are inductive study and deductive study. Inductive study is a study from previous reputable research. Inductive studies are obtained from journals that have been summarized in the systematic literature review (SLR), which can be used as a reference in this study. And, deductive study is study that would be explained about the basic theory from the books or journals that have relation with research that would be conducted.

2.1 Inductive Study

The results of inductive literature studies that have been summarized using the SLR method can be seen in Table 2.1.

Table 2.1 SLR Source

No	Publisher	Total	Indexed Paper	Percentage
1	Emerald Insight	9	9	16%
2	Elsevier	13	12	24%
3	SAGE Publications	5	5	9%
4	NTC Publications	3	3	6%
5	Others	20	7	36%
6	Book	5	-	9%
	Total	55	36	100%

Based on the literature study that has been obtained, then it can be compiled a CK-Chart, which is a method in the form of flow chart to determine the general topic, system, sub-issues, methodology, and parameters or result that used in this research. The CK-Chart can be seen in Figure 2.1 below.

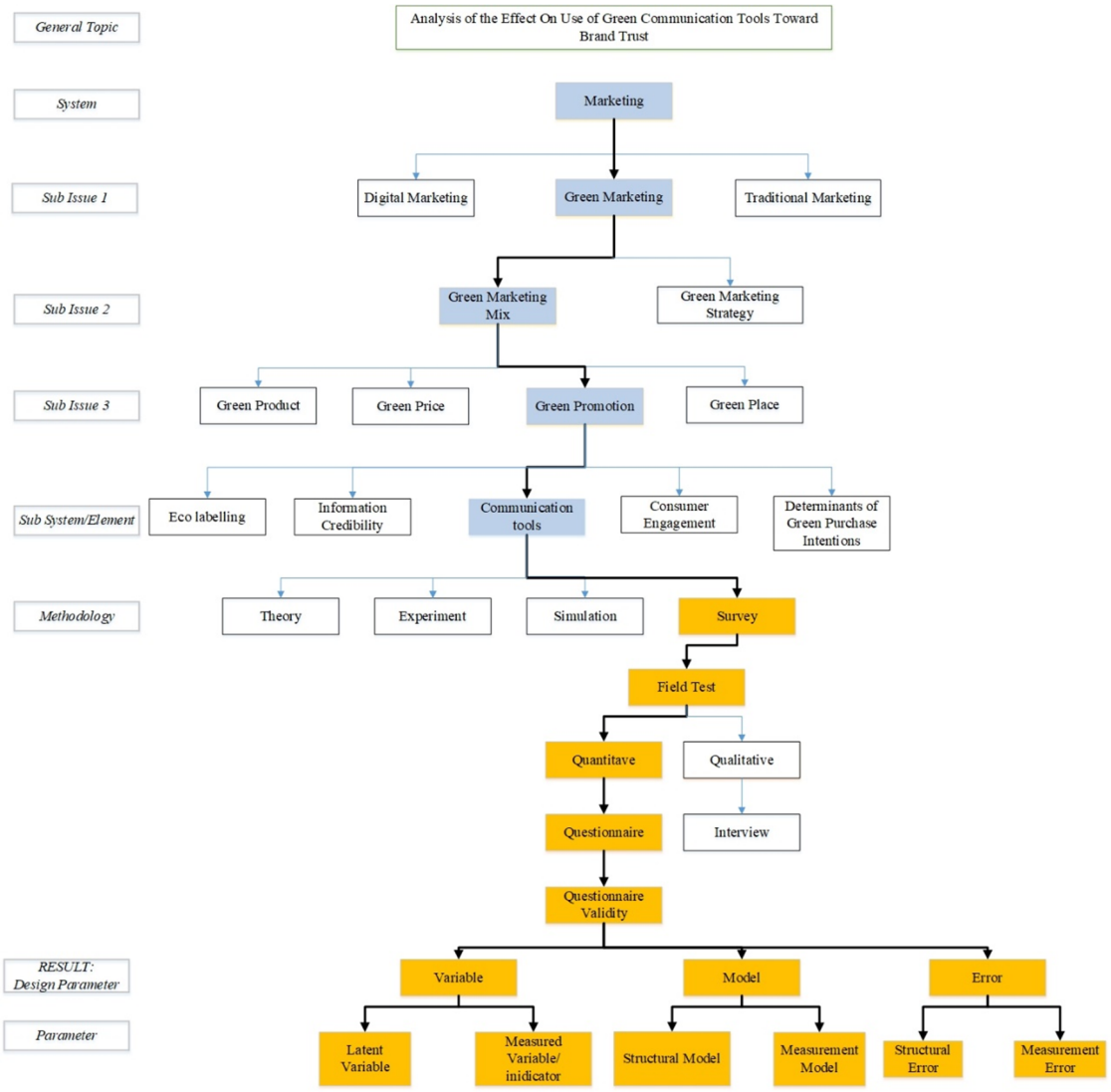


Figure 2.1 CK-Chart of the Research

There are several previous research that related to the topics contained in the CK-Chart, there are green marketing and green communication. The first research is derived from Bailey, Mishra, & Tiamiyu (2016), this research assessed Indian consumers' response to green marketing communications, based on their green consumption values. Green refers to consumers' tendency to express their

environmental concern through their consumption behaviors. This study applies this construct in a marketing communications context. The data to test the models were collected in a survey conducted among a convenience sample of 284 Indian consumers processed by Mplus. The results showed that green can enhance understanding of consumers' green attitudes and intentions. Green consumption values have an impact on how Indian consumers respond to advertising and public relations stimuli, as Green influences perceptions of green brand trust, attitudes toward green marketing communications, and green brand support and purchase intentions.

Zhang, Li, Cao, & Huang (2018) conducted the research about the influence of greenwashing perception on purchasing intentions the mediating role of green word-of-mouth which aimed to explore whether and how greenwashing perception affects green purchasing intentions, and study the mediating role of green WOM and the moderating role of green concern, with other possible mediating and moderating mechanisms, such as green skepticism and environmental knowledge, neglected. This research conducted by using a questionnaire survey on 553 consumers of batteries in China, they tested the relationships with hierarchical regressions. The result with the collection of 553 questionnaires from consumers in battery industry in China, found that greenwashing perception is negatively correlated with green purchasing intentions, and that green WOM played a partial mediating role, while green concern strengthened the negative relationship between greenwashing perception and green purchasing intentions.

Chang (2015) studies the influence of green viral communication on green purchase intentions, this paper aimed to incorporate the diffusion of innovation theory and conformity theory to explain consumers' green purchase intentions. To this end, a conceptual model has been proposed and subjected to empirical verification with the use of a survey method. Using a sample of Taiwanese consumers who had the actual purchase experience of green detergents, this study employed structural equation modeling to verify the hypothesis proposed that processed by Mplus. The empirical results suggested that green viral communication was positively related to normative interpersonal influence, informational interpersonal influence and green purchase intention. Informational interpersonal influence also had a positive impact on green purchase intention. However, the relationship between consumer's normative interpersonal influence and green purchase intention was not supported. Thus, this study

concluded that green marketers must strengthen their green viral communications skills to enhance consumers' purchase intentions. In addition, this study also contributes to the literature by stating that consumers' susceptibility to informational interpersonal relationships is an important mediator in the green viral communication and green purchase intentions relationship.

Hajli (2013) conducted a research about the impact of social media on consumer which aimed to investigate the role of social media and how they can influence the consumer's intention to buy and impact on a user's trust in a social commerce environment. The contribution of this research is to highlight the role of social media and its influence on trust building in e-commerce. The research shows how social media and social factors influence trust and intention to buy through social networking sites. The study conducted a survey on individuals in order to validate the proposed model. The model has been validated by SEM-PLS by Smart PLS, demonstrating the role of social media in the development of e-commerce into social commerce. The study was conducted through online and paper questionnaires. The participants are mostly resident in the UK and London (85%), although the research attracted some international participants. The data were emerging from a survey that showed how social media could facilitate the social interaction of consumers, leading to increased trust and intention to buy. The results also showed that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site was also identified as a contributory factor.

The next research is from Grimmer & Woolley (2014) , the objective of this research was to examine whether consumers purchase intentions are influenced by the type of green marketing communications message to which they are exposed, and whether this effect is moderated by their level of environmental involvement (EI), measured across cognitive, affective and behavioral attitude components. A sample of university students (N = 171) were exposed to one of three print advertisements showing a typical advertisement for the product, an advertisement promoting a personal benefit to product purchase and an ad promoting a pure environmental benefit. Subsequent analyses were conducted using two-way ANOVA, with type of environmental advertisement and EI as the IVs and purchase intention as the DV. Results revealed no difference in purchase intention across the three types of

advertisement; however, it was found that participants' level of environmental affect moderated the effect of the advertisements on purchase intention. Participants with higher environmental affect have showed greater purchase intention when exposed to the pure environmental advertisement; those with a lower level of affect have showed greater purchase intention when exposed to the personal environmental advertisement.

Nguyen, Lobo, & Greenland (2016) conducted a research that investigated the influence of consumers' collectivism and long-term orientation (LTO) cultural values on their purchase intention in relation to environmentally friendly products. This research adopted a hypo-deductive research design. A unique conceptual model was developed by linking cultural values to key determinants of green purchase behavior. This model was then tested using a quantitative survey of 682 shoppers in popular Vietnamese electrical appliance stores. To assess the measurement model fit, all constructs were subjected to CFA (maximum likelihood estimation) using AMOS 23.0. The results revealed that green consumers are females who prioritize group connectedness and benefits, and who emphasize future rewards, hard work and persistence. Such targeted consumers tend to focus their attention on environmental benefits of green products, they place emphasis on social norms and also downplay barriers of green purchases.

Jirangkul (2017), conducted a research best practices based on a high-performance organizational model with six causal factors. Employing a quantitative methodology, this study constructed a structural equation model based on a sample of 477 people working in two public organizations in Thailand. To analyze the data, structural equation modeling was performed by using the LISREL software. The research findings revealed a good fit of the empirical data to the theoretical model. Culture and engagement had indirect effects on people and change management, resulting in strong organizations. High-performance organizations (HPOs) were indirectly affected by employee and design management. Therefore, employee management, which was a crucial mediator variable in the full excellent organizational model, must be approached and established for successful management according to this study.

There are two different strategies for place brand communication to have a positive effect on attracting residents and visitors. It is expected that the effect is mediated by the place brand image. In order to test the conceptual model that explains these relationships, data was gathered from a nationwide survey of Dutch place marketing professionals and analyzed using structural equation modeling. The empirical analysis showed that both physical place brand communication and word-of-mouth place brand communication have similar positive effects, mediated by the place brand image, on attracting both residents and visitors. There is no evidence that the effects were significantly different for attracting residents and visitors. Finally, traditional place brand communication has neither a direct effect on the place brand image nor a mediated effect by the place brand image on the attraction of residents and visitors (Braun, Eshuis, & Klijn, 2014).

Brands are important in the consumer markets. They are the interface between consumers and the company, and consumers may develop trust and loyalty to brands. The aim of this study was to investigate the effects of brand communication and service quality in building brand loyalty through brand trust. They have applied regression analysis via SPSS. Brand communication and service quality are independent variable and brand trust is dependent variable. Overall consideration, automotive industry was selected as the relational exchange context for this research. Data were collected through random questionnaires from the randomly selected 258 consumers. The study was based on the development and administration of a self-administered survey and conducted in Turkey. The findings indicated that brand communication creates and develops trust-based relationship platform between brand and customer. Service quality has positive effects on brand trust. Brand trust has positive effects on brand loyalty. According to the above analysis, brand trust has full mediating effects on the relationship between brand communication and brand loyalty (Zehir, Sahin, Kitapci, & Ozsahin, 2011).

An empirical study showed some evidence of a positive relationship between brand communication and brand satisfaction, and stronger evidence of a positive relationship between brand satisfaction and brand trust. Existing researches on these constructs and collecting behavior are useful in explaining this result. Some

implications for advertising strategy are provided and several avenues for further research are suggested to build on this study. The research model investigates the effects of brand communication on brand trust through brand satisfaction in mobile phone brands. Data were collected from a convenience sample of master students (N = 550) enrolled at a major institute in Kocaeli, Turkey. Partial least squares approach was used to calculate the structural parameters. The study showed that one-way and two-way brand communications have positive effects on brand satisfaction. Brand satisfaction has a significantly positive influence on brand trust. It means brand communication and brand satisfaction are the antecedents of brand trust. (Azize, Cemal, & Hakan, 2012).

Based on previous research above, then the research that will be conducted is related to the marketing communication tools or brand communication toward brand trust on green marketing aspect. The difference of this research with the previous research is in determining the variables/indicator that will affect and its state of the art of this research. This research more focus or specific on what communication tools that used by Starbucks and those communication tools as a variables. Therefore, in this study the variables that are affected is brand trust. The variables that will be reviewed toward brand trust include, advertising, sales promotion, public relation /publicity, direct marketing, and interactive marketing. To determine the relationship of these variables toward brand trust, it will be processed using SEM with AMOS software. The data collection using survey method with questionnaire.

2.2 Deductive Study

2.2.1 Marketing

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing is the

activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing activities are required to benefit society as a whole. This inclusive definition explicitly recognizes other achievements of the discipline beyond those of instrumental rationality. Marketing is also considered to be a science, an educational process and a philosophy rather than a mere management system. It allows anyone to market anything to do well or to take society at large into account (Tellez, 2017).

Marketing is about meeting the customers need. It includes advertising, selling and delivering products to people. Through traditional marketing companies directly target and find customers, while through digital marketing their objective is to have people find them. Success of a digital marketing highly depends on the customers having access to the Internet and being familiar with the channels used to target them, be those social networks or websites. On the other hand, traditional methods like newspapers, magazines, TV or radio or street marketing are accessible for the large majority of people. Some traditional methods, like events and street marketing in general. In summary, traditional Marketing uses strategies like direct sales, TV, radio, mail, print advertisement in newspapers or magazines and printed materials like billboards, posters, catalogs or brochures. Digital Marketing is the promotion of products through one or more forms of electronic media. For example, advertising via the Internet or website, social networking sites, and mobile phones (Das & Lall, 2016).

Marketing can be systemically defined as a complex function of anthropogenic entities, function that integrates provisional marketing and operational marketing activities, with aim to increasing the value offered to all stakeholders, to nature, and to sustainable competitiveness of entities with human operators. (Pater & Cristea, 2018). Marketing activities can bridge the divide between themselves and their potential market, based on Kotler & Keller (2012), marketers find many opportunities by identifying trends within the rapidly changing global picture, marketers must monitor six major environmental forces: demographic, economic, social-cultural, natural, technological, and political-legal. In the natural environment, marketers need to be aware of the public's increased concern about the health of the environment. Many

marketers are now embracing sustainability and green marketing programs that provide better environmental solutions as a result.

2.2.2 Green Marketing

Given the environmental problems (i.e., global warming, environmental degradation, habitat destruction, air and water pollution, resources depletion) customers are considering green options to integrate in their behavior that can do good to the planet. The consequence of this attitude is that an increasing number of organizations are admitting their environmental responsibility. In order to respond to these environmental demands, companies should develop new corporate strategies then can guarantee fulfillment with these green alternatives, such as green marketing. Green marketing has become one of the most relevant concepts. By developing green marketing strategies companies can develop and make possible any exchange to please environmental requirements of customers (Martinez, 2015).

Nowadays, green products, eco-friendly products or green marketing has become an emerging topic of marketing research. People are concentrated on environmental protection from the negative effects of product consumption, manufacturing, and increasing waste byproducts. Recently, a large portion of consumers have shown their interest in purchasing environmental friendly products. Consumers of green products strongly believe that the current environment is going to worsen day by day and that the world is facing a grave security problem. Moreover, the non-green consumers also realize that the environmental problems will resolve themselves. Hence, consumer's perceptions of environmental problems perhaps influence themselves to pay more for green products. The most reliable evidence of customer attitudes towards green marketing is their interest to pay more for environmental friendly products (Chhay, Mian, & Suy, 2015).

Green marketing consists in the activities conceived to produce and facilitate the commercialization of products or services to satisfy human desires and needs, yet

causing a minimum impact in the environment. Product and package modifications, as well as changes in manufacturing processes and advertising, are some examples in this regard (Simao & Lisboa, 2017). The objective of the green marketing is to lessen the impact on the natural environment during the process of planning and implementations of products or services, price, place and promotion and points out that the goal for green marketing is to create profit and maintain the social responsibility. In general, green marketing can be applied to much broader concept; consumer goods, industrial goods and services (Hasan & Ali, 2015).

Some authors characterized many elements of green marketing and also regard it as a real and complete strategy. Many factors in green marketing, but Rahmawati, Hadiwidjojo, Noermijati, & Solimun (2014) defined green marketing as green products that produced by the green company, and also manipulated elements of the traditional marketing mix (called 4P‟s). Implementation of green marketing strategy requires a fundamental approach, a comprehensive and integrated in all functional aspects of marketing, including marketing mix as a whole, such as product design, pricing, location and promotion. Based on the research that conducted by Dangelico & Vocalelli (2017), stated that green marketing can be classified into 2 elements, there are:

A. Green Marketing Strategy

Marketing strategy entails four different steps: segmentation, targeting, positioning and differentiation. In the following, the characteristics of each of these steps for Green Marketing will be analyzed.

1.) Segmentation and Targeting

Through segmentation and targeting, a company identifies the group or groups of consumers to serve. An analysis of reviewed studies highlighted that, in the Green Marketing domain, there are two main approaches for segmenting consumers: according to consumer's characteristics or according to purchase's ones.

2.) Positioning and Differentiation

A green brand can be positioned through various attributes that will contribute to differentiate it from competitors. This positioning can be based on functional or emotional product attributes. A positioning strategy based on the functional characteristics of products can be enhanced by environmental benefits coming from production processes or product usage. The success of a positioning strategy exclusively according to its functional attributes may be limited by the fact that, generally, better product environmental performance does not guarantee individual benefits to the buyer.

B. Green Marketing Mix

For the company, in order to receive favorable responses from their target markets, many tools are used. These tools comprise the marketing mix. In fact, it is a set of tools that institutions use to achieve their marketing goals. Marketing mix is a set of controllable elements of marketing tools and marketing strategies of a company in combining these elements. A set of marketing mix variables can be controlled by the marketing companies and institutions in their target market and its composition are required for the reaction. Elements of the marketing mix are a set of marketing tools for achieving the goals of the institute of marketing (Pour, Nazari, & Em, 2013).

Marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. After identifying the market and gathering the basic information about it, the next step is the direction of market programming, is to decide upon the instruments and the strategy to meet the needs of the customers and the challenge of the competitors. It offers an optimum combination of all marketing ingredients so that companies can realize goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., Product, Price, Place, Promotion (Isoraite, 2016). According to the Bhalerao &

Deshmukh (2015), for each definition of 4p (product, price, promotion, and place) are:

1.) Green Product

A green product is defined as a product that was manufactured using toxic-free ingredients and environmentally-friendly measures, and which is certified as such by an acknowledged organization. Product is the center of green marketing mix and the most essential part whole green marketing strategy. However, it should be considered in brain that green product is not limited to the last object only but involves all the elements of the product, such as the materials it used, the production process, the package of the product, etc. In business, the terms “green product” and “environmental product” are used generally to explain those that effort to protect or boost the natural environment by conserving energy and/or resources and reducing or eliminating use of noxious agents, pollution, and waste.

2.) Green Price

Price refers to the amount paid by the customer to purchase a product. The price of a product is influenced by several factors like cost of material, product differentiation, competition, market share and the customer's perceived value of a product. When it comes to pricing the question arises as to how firms ensure green marketing while pricing their products. In this discussion it would be quite convincing that green products are relatively costlier than non-green products. The cost of absorbing environmental concerns is relatively high compared to conventional ones. It can be argued that green marketing pricing should be affordable to a common customer. Rather green pricing differs industry to industry. So when customers have option to purchase a green product, its price should never be demotivating.

3.) Green Place

Place is generally referred to as the distribution channel or distribution network. Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. Place can be any physical store as well as virtual stores. The

process involved in transferring products from the producer to the consumer is known as physical distribution. Green place in that sense can be anything which minimizes the customers and the manufacturer's effort in acquiring and selling a product respectively. Many firms now a days have started selling their products online. This really cuts down the customers cost to practically visit a market place, select a store and then purchase the product. Firms have come up with their own websites which displays the merchandise and the customers have to place the order online and get the delivery of product within few days. The challenge in selling a product on a green place would be in terms of sensing the features of a product and experiencing it. The green place should be enough in convincing the smart customer about the product features. Green place will definitely influence the scope of distribution partners and will also benefit the end user in making the product available at a relatively lower cost.

4.) Green Promotion

Firms undertake promotional activities so as to create awareness about the product/services they make. It always has been an expectation from the top management of organizations to have an optimum promotional budget that creates good awareness and influences the target audiences for further purchases. Talking in terms of green promotion would then be meeting this optimum level. The optimum level needs to be taken forward not only in terms of the promotional expenses but also the different ways in which promotion is being affected.

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, public relations, sales promotions, direct marketing and on-site promotions, videos and presentations by keeping people, planet and profits in mind. Significant promotion tools green advertising as promotional messages that may appeal to the wants and desires of environmentally concerned consumers. The objective of green advertisements is to influence consumers' purchase behavior by encouraging them to buy products that do not hurt the environment and to direct their interest to the positive consequences of their

purchase behavior, for themselves as well as the environment. Marketing communication is defined as a cross-functional activity. Green promotion involves communicating information on the environmental commitments and the efforts made by companies to consumers. This element in the green marketing mix includes various activities like paid advertising, public relations, sales promotions, direct marketing and on□site promotions (Mahmoud, 2018).

Marketing promotion represents organizations seeking to build brand knowledge and corporate awareness. Promotion Strategies include advertising, public relations, personal selling, viral advertising and communication between the organization and customers. Companies green their promotion methods by targeting certain customer segments with specific green value propositions (Zhu & Sarkis, 2016). It is worth exploring how taking into account the new media and integrated marketing strategies caters to new and constantly changing consumer needs, and how adopting distinct approaches allow green marketing managers to improve communication with consumers in personalized and interactive manner. Related to the green promotion that cares for the environment, in build a communication between consumers and companies using green communication also, for example reduce the paper use. Based on the research that conducted by Kumar (2015) there are five issues of green promotion related to the green communication:

a. Eco-labeling

   Eco-labels are tools to indicate and communicate the environmental performance of a product with the aim of supporting consumer decision making for environmentally friendly products by providing transparency and enhancing trust in the environmental identities of products. Eco-labeling become crucially important for informing consumers about the environmental background of products or services to make them aware of environmentally harmful products and change their preferences in favor of environmentally friendly products. Through eco-labeling, consumers can understand the environmental impact of their purchase

decisions while producers can inform the market about their green initiatives (Gocer & Oflac, 2017).

b. Information credibility

Information credibility in a general way as the extent to which individuals believe in the postings they read (Yin, Sun, Fang, & Lim, 2018).

c. Communication tool

Communication tools will describe all types of different tools to deliver planned messages via different media to audiences in order to build brand. Communication as an approach to ensure that brand personality, messages and position are derived from a unique strategy and are delivered to the customer with synergy among all communication elements (Ekhlassi, Maghsoodi, & Mehrmane, 2012).

d. Consumer engagement

Consumer engagement is an important strategic challenge for firms when they are managing customer relationships to generate profit. Consumer engagement is the consumer's intensity, participation, connection, and investment in an organization's brand, offerings, or activities– is a vital element of firm performance (Heinonen, 2017).

e. Determinants of green purchase intentions

Green purchase intention has a significance relationship between environmental knowledge, attitudes, environmental concern and social influence and green purchase intention. Purchase intention can be defined as the possibility; a consumer will purchase a product or service in future. A positive purchase intention drives to consumer for actual purchase action or a negative purchase intention restrain to consumer not to purchase that. An increase in purchase intention means an increase in the possibility of purchasing (Mahmoud, 2018).

2.2.3 Communication Tools

The green company could be defined as a company whose purpose, activities and its own material existence are in full harmony with the natural and cultural environment, and whose employees strictly follows ethical rules in relation and communication among themselves and with the company's stakeholders. Therefore, to be recognized in the market as a green company the company needs to build a strong reputation. Building a reputation is a lengthy process that needs to be carefully planned and controlled. It is therefore necessary to understand and know the factors that build the reputation of a "green" company in society. How to communicate with the public can affect corporate identity, these factors form corporate identity and directly influence the formation of the corporate image of an organization. The communication of the company with the public plays the key. Since corporate communication is so important for development of a "green" reputation (Biloslavo & Trnavcevic, 2009).

The reputation of a "green" company is achieved when the majority of stakeholders (both internal and external) considers a company to be truly committed to nothing less than a long-term, ideal goal of "zero": zero emissions, zero waste, and zero environmental impact. In build a communication as a green company between consumers and companies related to the communication tools, for example not using brochure or pamphlet to promote the product but can use other tools such as social media, web-site where there is no negative impact for environmental.

Based on Kotler & Keller (2012) the marketing communication consist of eight major modes of communication, there are advertising, sales promotion, events & sponsorship, public relation & publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling. Based on Ekhlassi et al. (2012) there are six marketing communication tools, advertising, sales promotion, personal selling, events & sponsorship, public relation, customer service, and direct marketing. For this research will use advertising, sales promotion, public relation, direct marketing, and interactive marketing as variable that related to the starbucks company.

2.2.4 Brand Trust

Brand trust as consumers' willingness to rely on the ability of the brand to perform its stated function. Brand trust also as the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer. Since consumers believe that a brand's positive intentions towards their welfare and interests is essential for it to be perceived as trustworthy (Li, Kashyap, Zhou, & Yang, 2008).

Brand trust is conceptualized as the confident expectations of the brand's reliability and intentions in situations entailing risk to the consumer. Brand trust definition has two main characteristics. First, their view of brand trust focuses on the perceived performance of the brand, which is close to the reliability dimension of our definition. However, they ignore the motivational aspects associated with the concept, which may limit the conceptual richness of the phenomenon. The definition of brand trust proposed reflects two distinct components: (1) brand reliability, and (2) brand intentions. Brand reliability is essential for trusting a brand because the accomplishment of the value promise that the brand represents to the market leads the consumer to be confident about the occurrence of future satisfaction. Underlying this dimension of brand trust is a sense of predictability that the brand satisfies the individual's needs in consistently positive ways. Brand intentions are based on the consumer' belief that the brand would hold the consumer's interest when unexpected problems with the consumption of the product arise. Therefore, it describes the consumer's belief that the brand's behavior is guided or motivated by favorable and positive intentions towards the consumer's welfare and interests, in the event of future problematic situations with the consumption of the product (Guillen, Alema, & Ballester, 2003).

Individuals with high levels of brand trust tend to assume that the trusted brand will do its best to reduce any negative and harmful consequences that may be created by the same factors which initially caused the brand to be perceived as highly risky. In other words, trust may provide assurance to individuals about future interactions with the same brand despite having problems with its products. Such assurance reduces the uncertainty related to using otherwise high risk products, and thus, the presence of trust

weakens the negative effect of product risk on perceived value of the same products (Carnevale, Loureiro, & Kabadayi, 2018).

2.2.5 Survey

According to Glasow (2005) defined a survey as a means for gathering information about the characteristics, actions, or opinions of a large group of people. Surveys can also be used to assess needs, evaluate demand, and examine impact. The term survey instrument is often used to distinguish the survey tool from the survey research that it is designed to support. Survey tool can use a questionnaire as a data collection. There are 2 types of questionnaires, namely a questionnaire that is directly filled with the physical form and an online questionnaire. Here are the purpose of using the survey method :

a. Eksplorative
   Researchers are still looking for the problem to be studied.
b. Descriptive
   The researcher conducts careful and careful measurements of certain social phenomena based on the facts.
c. Explanatory or confirmatory
   To explain causal relationships and hypothesis testing.
d. Evaluation
   To find out how far the objectives formed at the beginning of the program are achieved or have signs to be achieved.
e. Predict or predict certain events in the future
f. Operational research
   Knowing variables related to operational aspects of a program.
g. Development of social indicators
   The development of this indicator can be developed based on surveys conducted periodically.

2.2.6 Questionnaire Testing

Questionnaire testing is a step that is used in order to determine the validity and reliability of the questions that will be asked to the respondent.

A. Validity Test Questionnaire

This test is done to find out the validity of the statement. A valid statement will then be distributed to the respondent. While those that are not yet valid need to be repaired in the form of changes or omissions. The formula for testing the validity of the questionnaire is shown by Equation 2.1:

$$r_{xy} = \frac{N(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{\{N \Sigma x^2 - (\Sigma x)^2\}\{N \Sigma y^2 - (\Sigma y)^2\}}} \quad \text{...(2.1)}$$

Where:

N	=	The total of instrument
X	=	Respondent score on the instrument (question)
Y	=	Total score all of the instrument (question) on every respondent
r_{xy}	=	Correlation coefficient between variables X and variable Y
Σxy	=	The number of multiplications between variables X and Y
Σx^2	=	The sum of the squares of the X value
Σy^2	=	The sum of the squares of the Y value
$(\Sigma x)^2$	=	The number of X values is then squared

$(\Sigma y)^2$ = The number of Y values is then squared

The basis used in making decisions on each of the questions said to be valid or not is as follows:

- If r count ≥ r table, then the question or statement can be said to be valid.
- If r count <r table, then the question or statement cannot be said to be invalid.

B. Reliability Test Questionnaire

Reliability is an indicator that shows the suitability of the measuring instrument with what is measured. The formula used to determine the reliability of a research instrument can be calculated using the following Cronbach alpha formula is shown by Equation 2.2:

$$\alpha = [\frac{k}{(k-1)}][1 - \frac{\Sigma \sigma_j^2}{\sigma^2}] \quad ...(2.2)$$

Where:

α = Instrument reliability

k = Total question item that testing

$\Sigma\sigma_j^2$ = Value of the variance of the j

σ^2 = Total variance

Before using the Cronbach alpha formula, first determine the number of variance items, the formula that can be used is shown by Equation 2.3:

$$\sigma^2 = \frac{\Sigma x^2 - \frac{(\Sigma x)^2}{N}}{N} \quad ...(2.3)$$

Where:

σ^2	=	Instrument Variance
Σx^2	=	Number of X Squares
Σx	=	Number of Scores for each instrument

Therefore, the basis for making decisions on these measuring instruments wheter it is reliable or not as follows:

- If r alpha ≥ 0.6 , then the variable can be said to be reliable.
- If r alpha < 0.6, then the variable cannot be said to be reliable.

2.2.7 SEM (Structural Equation Modelling)

SEM can be used in handling research problems to treat unobservable and difficult to measure variables (wong, 2013). Most of the success of SEM, can be attributed to the ability of methods to evaluate the measurement of non-measurable variables, while also examining the relationship between these variables (Babin, Hair, & Boles, 2008).

In using SEM there are several assumptions. SEM assumptions are:

1. Sample size

   The minimum recommended sample size in the use of SEM is as much as 100 or using a comparison of 5-10 times the number of observations for each estimated parameter or indicator used. The estimation technique used is the maximum likelihood in accordance with the provisions of the sample tested is 100 to 200.
2. Normality

   Normality and linearity Data distribution must be analyzed to see whether normality assumptions are met. Normality can be tested through image histogram data. Linearity test can be done through scatterplots from the data that

is by selecting the data pair and seeing the pattern of its spread to predict whether there is linearity.

3. Outliers

   Outliers, which are observations with extreme values both univariate and multivariate that arise because of the combination of unique characteristics that they have and look very much different from other observations.

A. Data Analysis using SEM Method

Based on the Hair, Black, Babin, & Anderson (2014) there are the key terms to develop an understanding of the concepts and terminology used in structural equation modelling:

1. SEM variable

   The variables in each SEM affect each other. Variables contained in SEM include:

   a. Latent variable

      In SEM the variables of concern are latent variables. Latent variable or the latent construct is a variable that is not directly measured. There are two types of latent variables, namely:

      1) Exogenous

         The exogenous latent variable is denoted ξ "ksi". The independent variable (independent latent variable) in all equations that exist in SEM, with a circle symbol with arrows going out.

      2) Endogenous

         The endogenous latent variable is denoted η "eta". The dependent variable (dependent latent variable) at least one equal in the model, with a circle symbol with arrows going out and in.

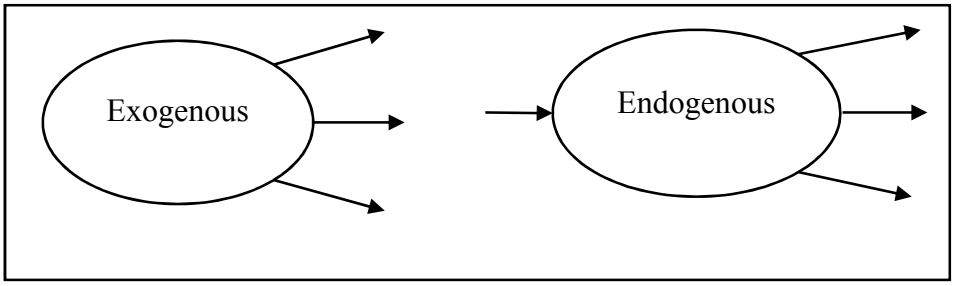


Figure 2.2 Exogenous and Endogenous Latent Variables

b. Measured/Manifest variable

Observed variables are variables that can be observed or can be measured empirically and referred to as indicators. Observed variables are effects or measures of latent variables. Observed variables related to exogenous variables are given mathematical notation with label X, while those related to endogenous latent variables are labelled Y.

2. SEM model

The models contained in SEM include:

a. Structural model

Set of one or more dependence relationships linking the hypothesized model's constructs. The structural model is most useful in representing the interrelationships of variables between constructs. Parameters that show the exogenous latent variable regression are labeled with γ "gamma", whereas for endogenous latent variable regression are labeled with β "beta", and covariance matrix of exogenous latent variables are labeled with Φ "Phi". The example of structural model can be shown in Figure 2.3.

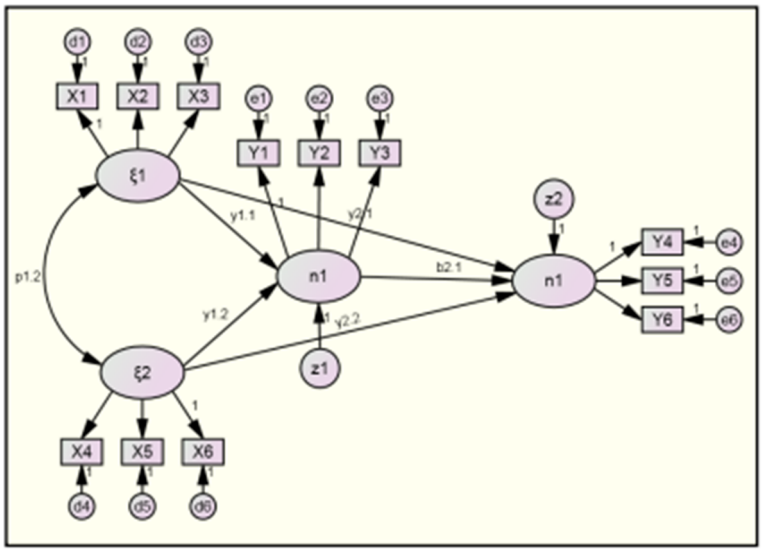
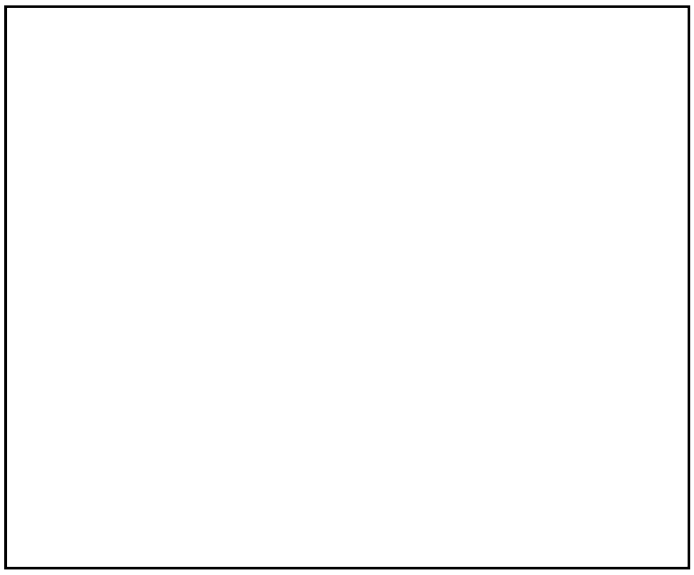


Figure 2.3 Example of Structural Model

b. Measurement model

A SEM model that (1) specifies the indicators for each construct and (2) enables an assessment of construct validity. The first of the two major steps in a complete structural model analysis. The load factors or factor loadings that connect latent variables to observed variables are symbolized by λ ("lambda"). The example of measurement model can be shown in Figure 2.4.



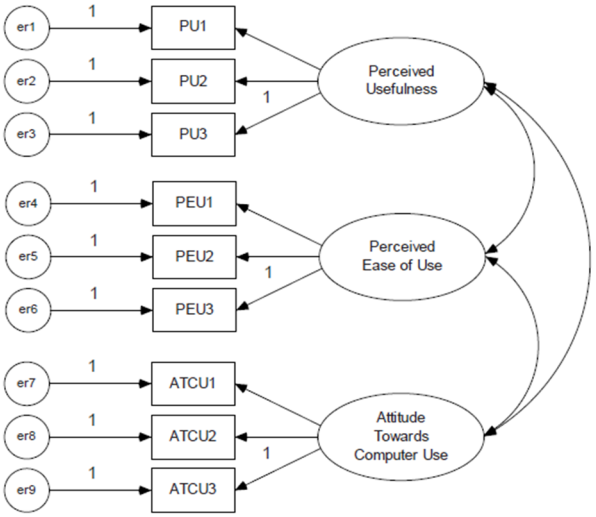


Figure 2.4 Example of Measurement Model

3. Error

   Errors in SEM include:

   a. Structural error

      Symbolized by ζ "zeta" to obtain a consistent parameter estimate, a structural error is assumed not to correlate with the exogenous variables of the model. However, structural errors can be modelled correlating with other structural errors.

   b. Measurement error

      The observed variable X is represented by δ "delta" and the observed variable Y symbolized by ε "epsilon". Degree to which the variables we can measure do not perfectly describe the latent construct(s) of interest. Sources of measurement error can range from simple data entry errors to definition of constructs (e.g., abstract concepts such as patriotism or loyalty that mean many things to different people) that are not perfectly defined by any set of measured variables. For all practical purposes, all constructs have some measurement error, even with the best indicator variables. However, the researcher's objective is to minimize the amount of measurement error. SEM can take measurement error into account in order to provide more accurate estimates of the relationships between constructs.

2.3 Conceptual Model (Framework)

Based on various studies that have been conducted, the concept of a research model will be made to facilitate research. The conceptual model that will be made is about communication tools that affect brand trust. There are several variables that will be used as a consideration to determine the effect on brand trust.

Green advertising marketing claims that a product is made of environmentally sound materials or is contained in an environmentally sound package. With a higher consumer awareness of environmental issues, firms obviously adopt 'green' strategies and start making environmental claims in their advertising campaigns with the desire of gaining an edge over their competitors. Green advertising to be an approach which indicated signs of shift in consumer attention to green products (Khandelwal & Bajpai, 2011). Environmental (or green) advertisements refer to all appeals that include ecological, environmental sustainability, or nature-friendly messages that target the needs and desires of environmentally concerned stakeholders. Some of the green advertisements have an educational content (e.g. helping stakeholders understand the nature of environmental issues), others are purely commercial in nature (e.g. inducing people to buy the company's products and become regular customers), and still others are image-focused (e.g. enhancing the firm's green profile) (Leonidou, Leonidou, Palihawadana, & Hultman, 2011). Green advertising strategies can be integrated to communicate environmental issues, promote consumer involvement, promote sustainable development and raise consumers' environmental concerns. Based on the explanation above, the hypothesis can be proposed that advertising has an influence on brand trust. **(H_1)**.

The establishments invest a large part of their budget in sales promotion. The intention is to give the product greater appeal and value. Although a lot of sales promotion alternatives exist, traditionally the most widely used is immediate price reduction. The implementation of an adequate sales promotion may guarantee an increase in sales in a short period of time. This justifies the tendency of establishments to invest a large part of their budget in these actions. This has allowed sales promotion to acquire a greater prominence (Alvarez & Casielles, 2005). In green advertising, sales promotions can be conducted to communicate cost reduction to consumers in exchange

for involvement in pro-social-environmental behavior or at least, the intention to act pro-environmentally (Jimenez & Yang, 2008). Based on the explanation above, the hypothesis can be proposed that sales promotion has an influence on brand trust. **(H_2)**.

Green public relation play on these sentiments to ensure that our lifestyles are not so destructive and that we may continue to enjoy good material as we strive toward progress and thus greater happiness. Industry, as has been shown, does not hesitate to remind the public of its contribution to progress via good material and the economic turmoil that would result if this progress were hampered with environmental concerns. Green public relation is a response to specific events, such as contributing to environmental care activities, carried out environmental care activities (Nakajima, 2001). Based on the explanation above, the hypothesis can be proposed that public relation/Publicity has an influence on brand trust. **(H_3)**.

Many kinds of tools are used in direct marketing. The Internet is also an effective tool used in direct marketing applications. Direct marketing applications carried out on the Internet are grouped in to two technical terms: web and e-mail. Web has got a technology of which feedbacks can be measured in every step ranging from presentations, advertisement and supporting services and even order-sale procedures, all of which are the activities of the companies to exist on the Internet. Direct marketing includes responses to the client's ability to move are obtained by the effect of direct marketing. Direct marketing is used through the agency of advertisement media. This point allows an organization to reach a client outside of the sales environment, and therefore, information and communication technologies are required. The last point is that response and action toward direct marketing attempts are measured. Direct marketing is one of the methods whereby a product is made available to the target mass and the message is presented to him/her in a proper way (Hasiloglu & Cinar, 2008). Based on the explanation above, the hypothesis can be proposed that direct marketing has an influence on brand trust. **(H_4)**.

Interactive marketing is one of the most important concepts in contemporary business world to survive in the market place. Because nowadays every marketers are facing lot of challenges due to technological competence, high competition, market

fragmentation and market proliferation. So every organization is putting the customer first, anticipating needs and being nice to the customer (Dushyenthan, 2012). Interactive marketing is combination of conventional marketing's planning and methods of handling of relations' with consumers and technologies, which enables establishment of interactive mutual relations and attraction of new consumers. Interactive marketing means not only individual communication with a consumer. It involves personalized products and proposals responding to consumer's needs which are not imparted yet (Virvilaite & Belousova, 2005). Based on the explanation above, the hypothesis can be proposed that interactive marketing has an influence on brand trust. **(H_5)**.

Based on the description above, it can be described the idea of how the independent/exogenous variables (x) influence the dependent/endogenous variable (y). The framework will provide the basis for developing the research findings and recommendations for the study. The framework explains the major communication tools as independent variables that influence the dependent variable of brand trust. The conceptual model will be shown in Figure 2.5 below.



Figure 2.5 Conceptual Model

CHAPTER III

RESEARCH METHODOLOGY

This chapter will explain the methodology that will be used in this research. In this chapter will consist of several sub-chapters including research focus, research place, conceptual model, variable and indicator research, source of research data, data collection method, analysis method.

3.1 Research Object

This research will be conducted at Starbucks. The location selection is based on the type of company that supports environmental activities. The data will obtained from the respondents who have experienced in buying Starbucks products or familiar with Starbucks coffee.

The focus in this study is related to green promotion which refers to communication tools used by companies. In this study there are several variables that will be used and will be reviewed toward brand trust.

3.2 Types of Data

The kind of data used in this study consisted of primary data and secondary data.

a. Primary Data

   Primary data is data obtained directly from the object of research. The primary data of this study were obtained from questionnaires filled out by respondents,

including identity, and respondent's responses according to the results of filling out the questionnaire.

b. Secondary Data

Secondary data is data obtained indirectly or through other parties. Secondary data of this study were obtained from literature studies, journals, and textbook. The secondary data used to compile the information related to the topic that discussed in this study to complete the research.

3.3 Use of Tools

This study uses several tools to help data processing, including:

a. Google Form

This tool is used for compiling and distributing questionnaires.

b. Microsoft Excel

This tool is used to help processing data on the results of questionnaires and existing supporting data.

c. SPSS Software

This tool is used to test the validity when testing the questionnaire item test.

d. AMOS Software

This tool is used to process the results of data from the questionnaire and perform SEM calculations.

3.4 Data Collection Method

Data retrieval was carried out using a survey method with questionnaire. Questionnaire is a collection of questions given to respondents. The questionnaire used has been tested with 15 questions according to the number of indicators.

The questionnaire has a list of statements related to research. The questionnaire consists of several answer choices in the form of a Likert scale. Likert scale is one method that can be used to measure a person's perceptions, opinions, and attitudes regarding occurred social phenomena. Likert scale is presented by giving a statement to the respondent and asked for an answer with a score of 1 to 5. With the following information can be shown in Table 3.1.

Table 3.1 Likert Scale

No	Information	Likert Scale
1.	Strongly Disagree	1
2.	Disagree	2
3.	Not Sure	3
4.	Agree	4
5.	Strongly Agree	5

3.5 Data Processing

This research was conducted by structural equation modeling using Amos software. Therefore, it will construct a model to know the relationship between the variables of communication tools towards brand trust. Before running some SEM steps, the step that needs to be done is to build a questionnaire based on the variables and indicators that have been designed and then distribute the questionnaire for further analyzed. After the data are collected then validity and realibility are run by using SPSS,

1. Validity Test

   Validity test is objected to measure the accuracy of the questionnaire that has been made. This test is done by comparing the number r count and r table. If r count is greater than r table then the item is said to be valid , conversely if r count is smaller than r table then the item is said to be invalid.

2. Realibity Test

   Realibility test is designated to find out whether the questionnaire is reliable for a study. This test is done by comparing the cronbach alpha number with the provision the minimum cronbach alpha value is 0.6. Means if the Cronbach alpha value obtained from the calculation of SPSS is greater than 0.6 then it is concluded that the questionnaire is reliable, conversely if the Cronbach alpha value is smaller than 0.6 then it is not reliable.

Based on Waluyo (2016) in making SEM modeling it is necessary to take the following steps:

1. Development of theoretical models

   The first step that must be done in developing the SEM model is to develop a research model with strong theoretical support through various literature reviews from scientific sources related to the developed model. Without a strong theoretical basis, SEM cannot be used. SEM is not used to influence a causality theory that already has a theory, because with the development of a scientifically justified theory is the main requirement in using the SEM model.

2. Development of path diagrams to show causality relationships. The research model that has been built in the first stage will be described in a path diagram that will make it easier to see the causality relationships to be tested. In the path diagram the relationship between constructs will be expressed through arrows. A straight arrow shows a direct causal relationship between one construct and another. While the curved lines between constructs and arrows at each end show correlation. The constructs in the path diagram can be divided into two groups, namely:

   a. Exogenous construct (known as source variable or independent variable that is not predicted by other variables contained in the model. The

exogenous construct is the construct that is directed by a line with one end of the arrow.

b. Endogenous construct which is a factor that is predicted by one or several constructs. Endogenous constructs can predict one or several other endogenous constructs, but the endogenous construct can only be causally related to the endogenous construct.

3. The specification equation of the measurement model, which determines which variables measure which construct, and determines a series of matrices that show hypothesized correlations between constructs and variables. Size components identify latent variables and structural components to evaluate the causal relationship hypothesis. Between the latent variables in the causal model and showing a test of all the hypotheses of a model as a whole.

4. Selection of input matrix and estimation techniques SEM uses data input which only uses matrix / covariance or correlation matrix for the overall estimation. Covariance matrices are used because they have advantages in presenting valid comparisons between different populations or different samples and cannot be presented by correlation. The appropriate sample size ranges from 100 to 200 respondents, while the minimum sample size is 5 respondents per parameter estimate.

5. Assess identification problems

   Problem identification is basically a problem about the inability of the model developed to produce unit estimations. One solution to this identification problem is to give more constraints to the model being analyzed and this means eliminating the estimated coefficient. Therefore, it is strongly recommended that every time an estimation is made an identification problem occurs, then the model should be reconsidered, among others, by developing more construct models.

Assessment of model identification is done by calculating the degrees of freedom values of the model. There are three types of models based on the

degrees of freedom. First, just-identified model, which is a model with a degree of freedom value of exactly 0. Second, over-identified model, which is a model with positive degrees of freedom. This model is the goal for all structural models. Third, under-identified model, which is a model with negative degrees of freedom values. This model shows that the information available does not meet the needs so that the results cannot be estimated.

6. Evaluate the model

   The first stage in evaluate the model is feasibility test of measurement model. The measurement model is an examination of reliability and validity with the aim of knowing the consistency and accuracy of the data collected from the use of indicators. The formula to calculate the validity (variance extracted) and realibity (construct realibility) test can be shown by Equation 4.1 and 4.2 below.

$$\text{AVE} = \frac{\sum standard\ loading^2}{\sum standard\ loading^2 + \sum \varepsilon_j} \qquad ...(4.1)$$

$$\text{CR} = \frac{(\sum Standard\ loading)^2}{(\sum Standard\ loading)^2 + \sum \varepsilon_j} \qquad ...(4.2)$$

   Second stage is test model assumption, there are normality assumption and outlier assumption and the last stage in evaluate the model is feasibility test of structural model which is testing of various criteria for goodness of fit is carried out, after ensuring that the data used has gone through SEM assumptions. After conducting conformity tests and statistical tests, several conformity indices and cut-off values are generally used to test whether a model will be accepted or rejected, namely:

   a. Chi-Square Statistics ($\chi 2$) follow statistical tests related to significant requirements. The smaller the better.
   b. Probability, the values greater than 0.05 is a good fit.
   c. Chi-Square divided by degree of freedom must be less than 2.

d. Root Mean Square Error of Approximation The average difference per degree is expected to occur in the population and not in the sample. 0.05 < RMSEA ≤ 0.08 is adequate fit, 0.08 < RMSEA ≤ 0.1 is acceptable fit.

e. Root Mean Square Residual (RMR) A value of RMR less than 0.05 is indicate that the model is fit.

f. Goodness-of-Fit Index (GFI) Values range from 0-1, with a higher value is better. GFI ≥ 0.90 is good fit, while 0.80 ≤ GFI <0.90 is marginal fit.

g. Adjusted Goodness of Fit Index (AGFI) Values range from 0-1, with a higher value is better. AGFI ≥ 0.90 is good fit, while 0.80 ≤ AGFI <0.90 is marginal fit.

h. Incremntal Fit Index and Normed Fit Index (IFI or NFI) Values range from 0-1, with a higher value is better. IFI ≥ 0.90 is good fit, while 0.80 ≤IFI <0.90 is marginal fit.

i. Comparative Fit Index (CFI) Values range from 0-1, with a higher value is better. CFI ≥ 0.90 is good fit, while 0.80 ≤ CFI <0.90 is marginal fit.

7. Model interpretation & modification

If the estimation model is done the results are still not good, the author can still make modifications to the model developed if it turns out that the resulting estimation has a large residual, rare modification can only be done if the researcher has strong theoretical justification, because SEM is not intended to produce theory, but testing the model that has the correct theoretical basis, therefore to give an interpretation of whether the theory-based model tested can be accepted directly or need modification, the researcher must direct his attention to the predictive power of the model by observing the amount of residuals produced. If the standardized residual covariance matrix has a value outside the ring -2.58 ≤ standardized residual ≤ 2.58, then the estimated model needs to be modified.

One of the tools to make a better model is through modification index (MI), this index can be a guideline for responding to the model. Modifications among variable models cannot be done without a strong theory, for example from previous research. This modification can only be done between error

indicators on each exogenous variable, the process will decrease the value chi square (X) is significant.

3.6 Result Analysis

The resulting analysis in this research is to design the model of conceptual design of communication tools towards brand trust and to know the relationship between variables of communication tools towards brand trust in the conceptual model.

3.7 Conclusion and Recommendation

The last stage is the conclusion to answer the question about the problem formulation in this research. Furthermore, there is also a recommendation for further research and suggestion for the company can be carried out in this research.

CHAPTER IV

DATA COLLECTION AND DATA PROCESSING

This chapter will explain the process of collecting and also processing data that used in this research. This step begins with a questionnaire validation test and reliability test. Furthermore, data collection and analysis of the models will be built.

4.1 Data Collection

4.1.1 Questionnaire Results

The data collecting is conducted by filling the online questionnaire using google form. The target respondents of the questionnaire is Starbucks consumers, and questionnaire that distributed to consumers consist of 15 statements. The number of respondents in this questionnaire totaled 143 consumers who had already bought or knew about Starbucks Coffee. The characteristics and responses of respondents who have filled out the questionnaire can be seen in the Table 4.1 and Table 4.2 below.

Table 4.1 Characteristics of Respondents

Characteristics	Total	Percentage

Characteristics	Total	Percentage
Gender		
Female	84	59%
Male	59	41%
Age		
17 - 20 years old	23	16%
21 - 24 years old	115	80%
25 - 28 years old	5	4%
Occupation		
Students	114	80%
Employee	18	12.5%
Entrepreneur	6	4.1%
Jobseeker	3	2%
Housewife	1	0.7%
Lawyer	1	0.7%

Based on the table above it is identified from 143 respondents, the most respondents are women with the highest age of 21-24 years old and most of them are students.

Table 4.2 Questionnaire Result

No	A 1	A 2	A 3	SP 1	SP 2	SP 3	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
1	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4
2	3	4	4	4	3	3	4	4	4	4	4	4	3	3	3	3
3	4	4	4	4	4	4	4	3	3	3	3	3	2	3	3	4
4	5	5	5	5	4	3	5	4	5	4	5	5	5	5	5	5
5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

No	A1	A2	A3	SP1	SP2	SP3	PR1	PR2	PR3	DM1	DM2	IM1	IM2	IM3	BT1	BT2
7	4	5	5	5	5	5	4	3	5	4	4	4	4	4	4	4
8	5	5	5	5	4	4	4	3	4	4	5	5	4	4	5	5
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
10	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	5
11	5	4	5	5	4	3	3	3	4	5	4	4	3	3	4	5
12	3	3	4	3	3	3	3	3	4	3	3	3	4	3	3	3
13	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	5
14	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
15	5	5	5	4	4	4	5	5	4	4	4	5	4	4	4	5
16	3	4	5	5	3	4	4	5	5	5	4	3	3	5	4	3
17	2	5	1	1	4	4	5	1	3	3	2	5	3	4	4	2
18	3	3	3	3	2	2	3	3	3	3	3	4	3	4	3	3
19	4	4	2	3	2	3	3	3	3	3	2	3	2	3	3	4
20	4	5	3	4	4	4	4	3	4	4	4	4	3	4	4	4
21	3	1	2	1	2	2	2	1	3	3	2	2	1	2	3	3
22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4	3
24	3	3	4	4	4	4	4	4	4	4	3	4	3	3	4	3
25	2	3	2	3	3	3	3	3	4	3	3	3	3	3	3	2
26	4	3	5	3	5	4	4	4	4	4	4	4	4	3	4	4
27	4	3	4	4	4	4	4	4	3	4	3	3	3	4	4	4
28	4	5	5	4	4	4	4	3	5	5	3	3	3	5	4	4
29	2	4	4	4	4	5	4	2	3	3	5	4	4	4	4	2
30	3	2	5	2	5	5	5	5	4	4	2	3	3	3	4	3
31	2	4	5	2	4	2	4	4	5	2	3	4	4	4	4	2
32	2	2	1	5	2	3	4	2	3	4	1	5	3	3	3	2
33	3	4	4	3	3	4	4	4	4	4	4	4	4	3	4	3
34	2	5	1	5	1	5	5	5	5	4	5	5	5	2	5	2

No	A 1	A 2	A 3	SP 1	SP 2	SP 3	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
35	3	2	3	2	4	3	5	4	4	4	2	4	4	3	3	3
36	3	3	5	5	5	5	5	5	5	4	4	4	5	4	5	3
37	4	5	5	5	5	5	4	5	5	5	2	4	3	5	5	4
38	3	3	3	4	3	3	3	3	4	4	3	3	3	3	3	3
39	3	3	3	4	4	4	4	4	3	4	3	4	4	3	3	3
40	4	5	4	5	5	4	5	5	5	5	5	5	4	5	5	4
41	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	5
42	4	4	4	5	5	4	4	4	4	5	4	4	4	4	4	4
43	3	4	5	4	5	4	4	4	4	5	4	4	4	4	4	3
44	2	3	5	5	4	4	4	3	3	5	5	4	3	3	4	2
45	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4
46	4	4	2	3	4	3	4	2	3	4	3	4	2	4	4	4
47	3	3	4	4	3	3	3	4	3	3	3	3	4	3	3	3
48	5	4	5	5	5	5	4	5	4	4	4	4	5	4	5	5
49	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
50	4	4	5	4	4	4	4	3	5	5	4	4	3	4	4	4
51	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5
52	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4	4
53	4	5	5	5	5	5	5	4	3	4	5	5	4	4	4	4
54	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2
55	3	4	3	4	4	4	4	3	4	4	3	4	3	4	4	3
56	4	5	4	5	5	5	5	5	5	5	4	4	4	5	5	4
57	3	3	4	3	3	3	3	3	4	3	3	3	3	3	3	3
58	3	4	2	5	2	4	4	4	5	4	4	5	4	1	3	3
59	3	3	5	5	5	5	5	4	4	4	4	5	3	4	4	3
60	3	3	3	3	4	3	3	4	4	3	3	3	3	3	3	3
61	3	4	2	4	4	3	4	3	4	4	2	2	2	4	4	3
62	4	3	4	4	3	3	4	2	4	3	2	4	3	3	4	4

No	A 1	A 2	A 3	SP 1	SP 2	SP 3	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
63	4	4	3	4	3	4	4	3	3	4	4	3	3	3	4	4
64	4	2	4	4	2	4	4	4	2	2	4	4	4	2	4	4
65	5	1	1	5	5	5	5	5	5	5	5	5	1	5	5	5
66	4	5	5	2	2	2	2	4	4	4	4	3	2	4	3	4
67	4	4	3	4	2	3	3	4	3	1	4	5	4	4	4	4
68	3	3	4	3	4	4	4	3	3	2	4	4	3	3	4	3
69	3	4	4	2	4	4	4	4	5	5	3	4	5	4	4	3
70	3	4	3	4	3	5	4	3	3	4	4	3	3	4	4	3
71	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
72	5	4	2	4	4	3	3	4	5	5	3	4	3	4	4	5
73	4	4	5	4	4	4	5	5	4	4	4	5	5	4	4	4
74	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
75	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4	4
76	4	3	5	4	3	3	5	4	5	4	3	5	4	4	4	4
77	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5	5
78	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
79	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4	4
80	3	5	5	5	4	4	4	4	4	4	4	4	4	4	4	3
81	5	3	5	4	5	5	4	4	5	5	4	4	4	5	5	5
82	4	3	5	4	4	4	5	4	4	5	4	5	5	4	4	4
83	4	4	5	5	5	4	4	4	4	4	4	4	4	5	4	4
84	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
85	2	4	4	3	4	4	4	4	5	4	4	3	4	3	4	2
86	3	4	4	4	3	3	3	4	4	4	4	4	4	4	4	3
87	3	3	4	3	3	3	3	3	4	3	3	4	4	3	3	3
88	2	3	4	3	3	2	5	3	4	3	3	5	3	4	4	2
89	2	1	3	2	4	4	4	3	4	4	3	3	3	3	3	2
90	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

No	A 1	A 2	A 3	SP 1	SP 2	SP 3	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
91	4	3	4	3	4	3	4	4	5	5	5	4	4	3	3	4
92	3	4	5	4	4	3	3	4	5	4	4	4	4	4	4	3
93	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4
94	5	3	4	4	5	5	4	3	4	4	4	4	5	4	4	5
95	2	3	3	4	4	2	3	4	2	3	3	4	4	3	2	2
96	3	2	4	4	4	3	4	4	4	3	4	4	4	4	4	3
97	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	3
98	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
99	3	5	5	5	5	4	4	4	4	5	5	5	3	5	4	3
100	3	4	3	2	4	3	4	2	5	3	2	4	3	3	3	3
101	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
102	4	4	4	4	4	5	4	4	4	5	5	5	4	4	5	4
103	3	3	4	3	2	3	4	4	4	3	2	4	3	3	3	3
104	4	3	4	3	3	2	2	4	3	4	2	3	3	3	4	4
105	5	5	5	3	4	3	3	2	4	4	3	4	3	3	3	5
106	4	4	5	4	5	4	5	4	5	5	4	4	4	4	4	4
107	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4
108	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4
109	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5
110	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
111	3	4	3	3	3	4	4	3	4	3	3	4	3	3	3	3
112	3	3	3	3	3	3	3	1	4	3	3	4	3	3	3	3
113	2	5	5	5	3	4	4	3	4	1	3	3	3	5	4	2
114	2	2	1	4	3	3	3	4	4	3	3	4	4	4	4	2
115	2	3	1	3	1	3	1	2	1	1	3	1	3	3	3	2
116	3	3	5	5	4	4	4	4	4	4	4	4	4	4	4	3
117	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4	4
118	3	3	4	4	4	4	4	3	4	3	4	4	4	4	4	3

No	A1	A2	A3	SP1	SP2	SP3	PR1	PR2	PR3	DM1	DM2	IM1	IM2	IM3	BT1	BT2
119	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4
120	5	4	3	5	5	4	5	5	4	5	5	4	5	5	5	5
121	4	5	5	5	5	4	5	4	4	5	4	5	4	5	5	4
122	4	4	4	5	4	4	4	5	2	2	3	2	3	3	4	4
123	4	5	5	4	5	4	4	4	5	5	5	5	5	4	5	4
124	2	4	3	4	3	3	3	4	4	4	5	5	3	3	3	2
125	5	5	5	5	5	5	5	4	5	5	5	5	4	4	4	5
126	4	4	3	4	5	5	5	5	4	4	5	5	4	5	5	4
127	4	4	5	3	3	4	4	3	3	3	3	4	4	3	4	4
128	2	4	4	4	3	5	4	3	4	3	3	4	2	4	3	2
129	4	3	5	2	2	1	2	2	3	4	4	4	4	3	3	4
130	4	4	4	4	3	3	3	3	3	4	4	4	4	3	3	4
131	2	2	5	2	3	3	5	4	4	4	3	4	4	3	3	2
132	4	5	5	5	4	4	4	3	4	4	4	4	3	4	4	4
133	5	5	3	4	5	4	4	5	5	5	4	4	5	4	4	5
134	5	5	5	5	5	5	5	5	5	5	4	4	4	3	3	5
135	5	5	4	4	3	5	5	5	5	4	4	4	4	4	4	5
136	4	4	3	4	4	3	4	3	4	4	3	3	3	4	4	4
137	3	3	3	3	3	3	3	2	3	3	3	3	3	3	4	3
138	4	4	4	5	4	3	5	4	3	4	5	4	4	3	4	4
139	4	5	4	5	4	3	4	4	4	4	4	4	3	4	4	4
140	3	3	2	2	3	2	2	4	5	4	3	3	5	3	3	3
141	4	4	3	3	3	2	4	4	4	4	4	4	4	4	4	4
142	3	5	4	4	4	5	5	4	3	4	4	4	4	4	4	3
143	4	4	4	4	4	3	4	4	4	4	3	3	4	4	4	4

4.1.2 Validity & Reliability Test

Validity and reliability test are aimed to find out whether the questionnaire is valid and reliable in this research. Validity refers to the meaning, truth, and suitability of the test score. Validation of an instrument includes empirical data collection and logical argumentation to show that certain conclusions are appropriate. While reliability which means consistency is a common feature of a measurement instrument.

a. Validity Test

This test is done by comparing the numbers r count and r table. If r count is greater than r table, then the statement is valid instead if r count is smaller than r table then the statement is invalid. If there is an invalid statement, then it will be corrected by changing the statement or omitting the statement. In this test 143 data were obtained from the number of respondents who had answered. Validity Test conducted by SPSS software. The results obtained can be seen in the Table 4.3.

Table 4.3 Validity Test

		A1	A2	A3	.	BT1	BT2	Total
A1	Pearson Correlation	1	.469**	.411**	.	.450**	.516**	.653**
	Sig. (2-tailed)		.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
A2	Pearson Correlation	.469**	1	.408**	.	.513**	.476**	.647**
	Sig. (2-tailed)	.000		.000		.000	.000	.000
	N	143	143	143		143	143	143
A3	Pearson Correlation	.411**	.408**	1	.	.412**	.379**	.625**
	Sig. (2-tailed)	.000	.000			.000	.000	.000
	N	143	143	143		143	143	143
SP1	Pearson Correlation	.424**	.489**	.355**	.	.501**	.582**	.708**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
SP2	Pearson Correlation	.491**	.371**	.512**	.	.633**	.605**	.773**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143

		A1	A2	A3	.	BT1	BT2	Total
PR1	Pearson Correlation	.350**	.409**	.331**	.	.474**	.634**	.718**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
PR2	Pearson Correlation	.328**	.358**	.367**	.	.491**	.618**	.736**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
PR3	Pearson Correlation	.419**	.326**	.394**	.	.466**	.555**	.724**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
DM1	Pearson Correlation	.334**	.353**	.331**	.	.446**	.451**	.622**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
DM2	Pearson Correlation	.517**	.379**	.372**	.	.478**	.509**	.722**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
IM1	Pearson Correlation	.434**	.470**	.411**	.	.466**	.591**	.741**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
IM2	Pearson Correlation	.343**	.380**	.318**	.	.431**	.531**	.679**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
IM3	Pearson Correlation	.338**	.355**	.402**	.	.350**	.492**	.647**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	143	143	143		143	143	143
BT1	Pearson Correlation	.450**	.513**	.412**	.	1	.724**	.737**
	Sig. (2-tailed)	.000	.000	.000			.000	.000
	N	143	143	143		143	143	143
BT2	Pearson Correlation	.516**	.476**	.379**	.	.724**	1	.811**
	Sig. (2-tailed)	.000	.000	.000		.000		.000
	N	143	143	143		143	143	143

		A1	A2	A3	.	BT1	BT2	Total
Total	Pearson Correlation	.653**	.647**	.625**	.	.737**	.811**	1
	Sig. (2-tailed)	.000	.000	.000		.000	.000	
	N	143	143	143		143	143	143

**. Correlation is significant at the 0.01 level (2-tailed).

To find out the value of R table is obtained from DF = N-2 with a probability of 0.05. Where N is the number of respondents used. Value of DF (141) or R table with a probability of 0.05 that is 0.164. From these calculations, it can be explained that R count > R table. From the results that have been tested, it can be concluded that all data is valid.

b. Reliability Test

This test is done by comparing the Cronbach alpha numbers that the minimum Cronbach alpha value is 0.6. It means that if the Cronbach alpha value obtained from the SPSS results is greater than 0.6 the questionnaire is reliable, otherwise if the Cronbach alpha value is smaller than 0.6 then it is not reliable. The result can be seen in Figure 4.1.

Reliability Statistics

Cronbach's Alpha	N of Items
.924	15

Figure 4.1 Reliability Test

Based on the reliability test results above, it is recognize that the Cronbach alpha number is 0.924. So the number is greater than the minimum value of Cronbach Alpha 0.6, therefore it can be concluded that the research instrument used is reliable.

4.2 Data Processing

After the questionnaire has been tested towards its accuracy and feasibility through validity and reliability test from primary data of the respondents, then the data can be processed to conform research needs. Data processing and analysis will be carried out using the Structural Equation Modeling (SEM) method using Amos software.

4.2.1 Development of Theoretical Models

After the research objectives are determined, then it can be built a theory-based model. These theories will be justifications for each aspect in SEM. This theory-based model consists of several variables of communication tools and the relationship between each of these variable, some of those variables can be shown in Table 4.4.

Table 4.4 Variable and the Definition

Variable	Definition of Variable Dimensions
Advertising	Advertising is a process of sending messages that are not personal but through the media.
Sales Promotion	Sales promotion is a series of short-term activities that aim to increase the sale of a product in the short term. Sales promotion includes; discounts, coupons, product samples, and other forms.
Public Relation/Publicity	Public relations or publicity are activities that include press releases / kits, press conferences, events, sponsorships, and contributions.
Direct Marketing	Direct marketing is a form of communication that is carried out directly to customers and prospects of customers, by telephone, email or the internet.

Variable	Definition of Variable Dimensions
Interactive Marketing	Interactive marketing is activities and programs that are online that aim to bind potential customers and customers, can directly or indirectly improve image, brand awareness, and increase sales of products and services.

Based on the table above, 5 constructs can be formed, and each construct has several indicators. And the explanation will be presented in the Table 4.5 below.

Table 4.5 Indicator of Variables

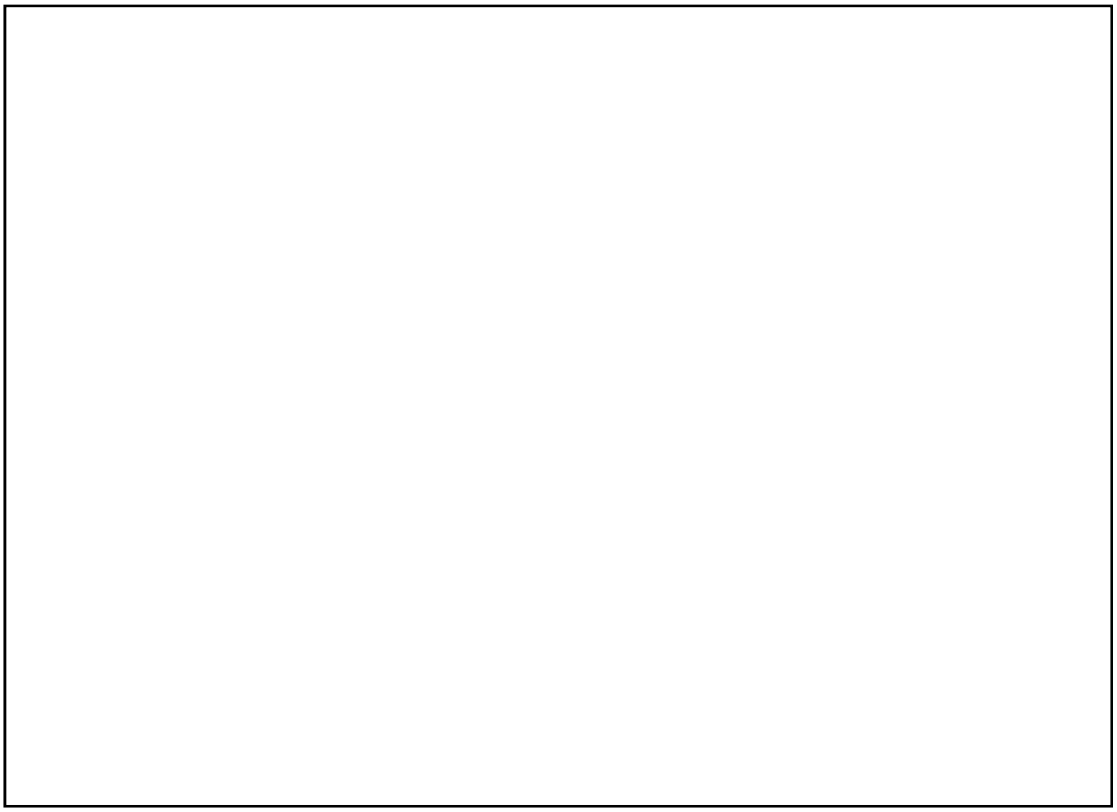
No	Construct	Indicator	Variable	Instrument Number
1	Advertising	a. Easy to finding the information about products and using environmentally friendly advertising media	X1	A1
		b. Tumblr as an advertising media offered is aimed for environmental concern	X2	A2
		c. Attractive Tumblr Design	X3	A3
2	Sales Promotion	a. Promotion/Discount give positive impact on the environment	X4	SP1
		b. Interested in promotion/discounts offered by Starbucks	X5	SP2
3	Public Relation	a. The events or activities will be concerned about the environment	X6	PR1
		b. Liked the events or activities	X7	PR2

No	Construct	Indicator	Variable	Instrument Number
		held by Starbucks that environmentally concern		
		c. Intend to participate in the events that held by Starbucks	X8	PR3
4	Direct Marketing	a. Routine direct marketing interaction by giving a message to care for the environment	X9	DM1
		b. Routine direct marketing through social media to send promo message	X10	DM2
5	Interactive Marketing	a. Conduct online campaigns or activities that have a positive impact on the environment	X11	IM1
		b. Liked the online campaigns that have a positive impact on the environment	X12	IM2
		c. Intend to participate in the online campaigns that held by Starbucks	X13	IM3
6	Brand Trust	a. Believe that Starbuck is a company that cares about the environment	Y1	BT1
		b. Believes that activities/messages conducted by Starbucks to	Y2	BT2

No	Construct	Indicator	Variable	Instrument Number
		increase public awareness of the environment		

4.2.2 Development of Path Diagram

According to the theories that have been built, then a path diagram of causality relationships between factors will be made. Path diagrams usually consist of two important elements, namely the construct and the relationship between them. Each construct represents a variable and is usually described as an oval and the observed variables are represented as rectangles or squares while the relationship between constructs is usually represented by an arrow. The path diagram of this research can be shown in Figure 4.2.



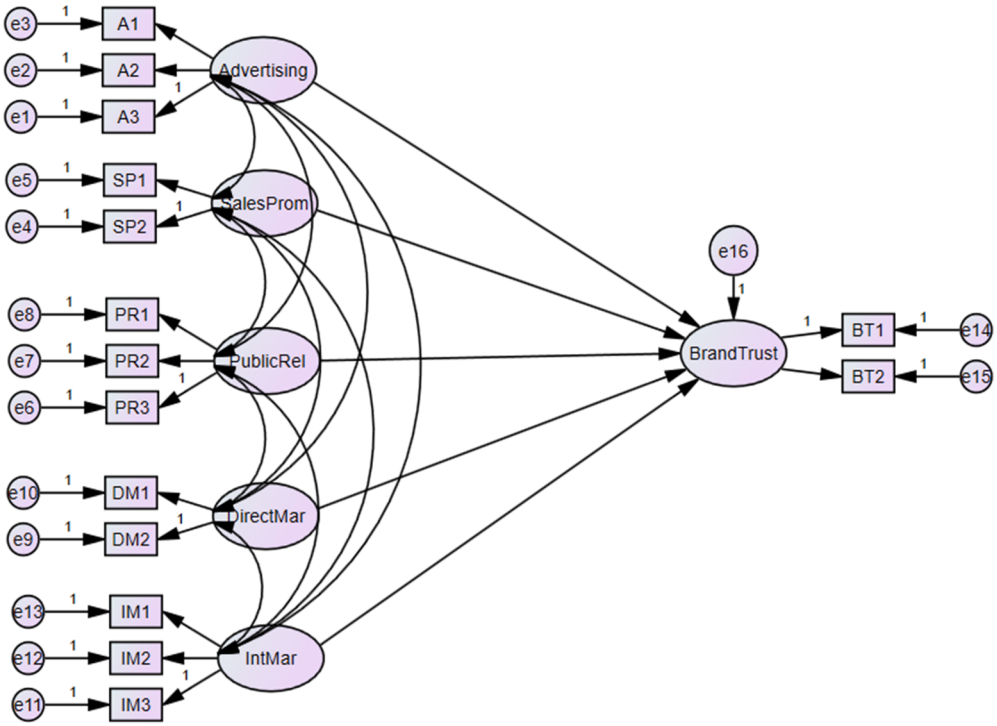


Figure 4.2 Path Diagram

4.2.3 Conversion of Path Diagram into the Equation

The path diagram that has been created then will be translated into equations for the structural model and measurement model.

a. Structural equation model

   This equation is to express the causality relationship between various constructs. Structural equation model can be shown in Figure 4.3.

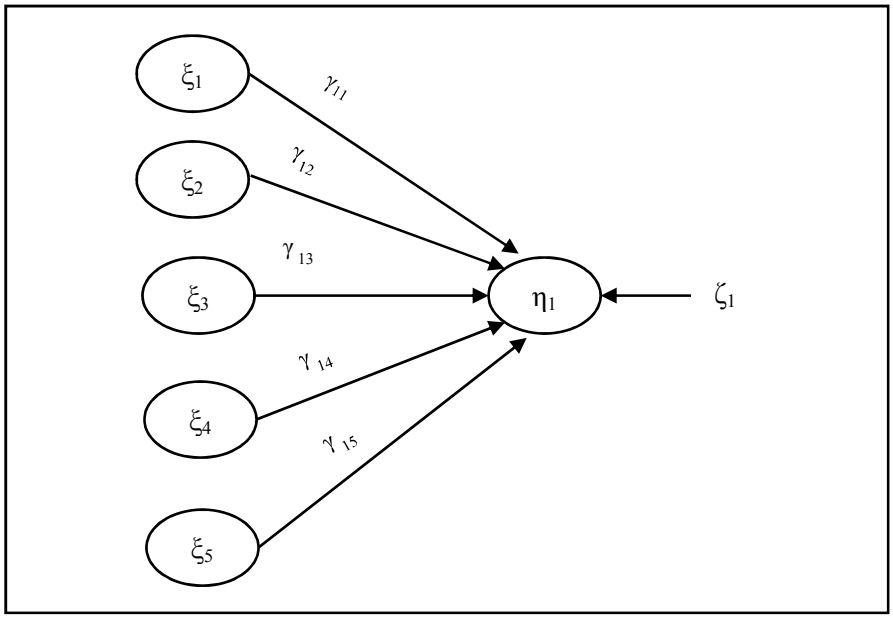


Figure 4.3 Structural Equation Model

The equation of the structural model above can be written as follows:

$$\eta_1 = \gamma_{11}\,\xi_1 + \gamma_{12}\,\xi_2 + \gamma_{13}\,\xi_3 + \gamma_{14}\,\xi_4 + \gamma_{15}\,\xi_5 + \zeta_1$$

Information:

η_1 = Brand trust

ξ_1 = Advertising

ξ_2 = Sales promotion

ξ_3 = Public Relation

ξ_4 = Direct marketing

ξ_5 = Interactive marketing

ζ_1 = Structural error in brand trust

b. Measurement equation model

The measurement model is a sub-section of the complete model that includes the relationship between the manifest variable and latent. The measurement model is divided into 2 types, there are:

1) Measurement equation model for endogenous variable

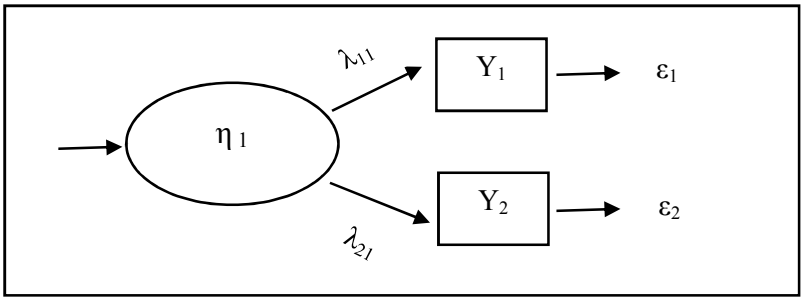


Figure 4.4 Endogenous Variable

The Measurement equation model for endogenous variable above can be written as follows:

$Y_1 = \lambda_{11} \eta_{1+} \varepsilon_1$

$Y_2 = \lambda_{21} \eta_{1+} \varepsilon_2$

2) Measurement equation model for exogenous variable

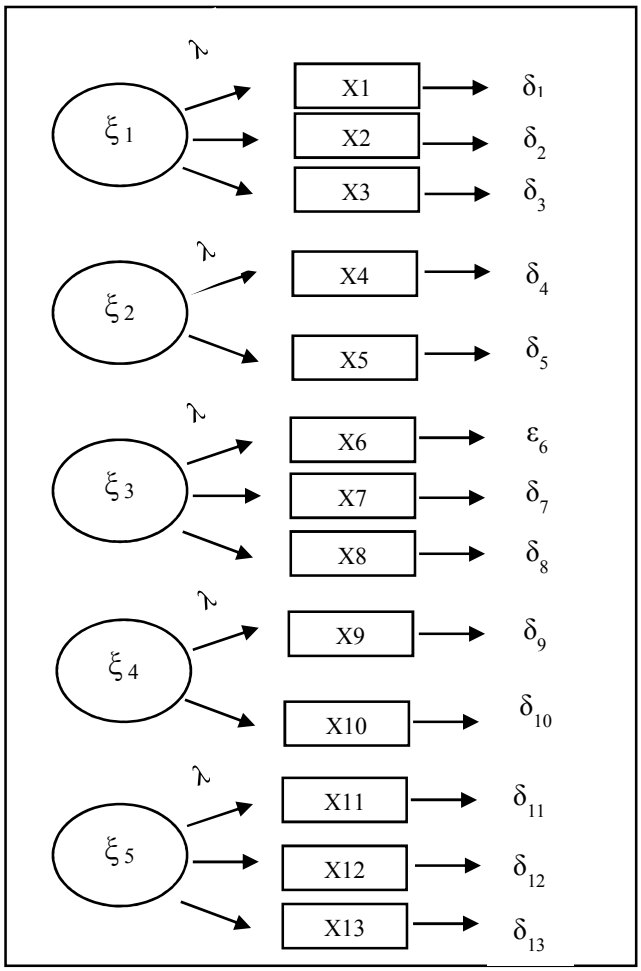


Figure 4.5 Exogenous variable

The Measurement equation model for exogenous variable above can be written as follows:

$X_1 = \lambda_{11} \xi_1 + \delta_1$

$X_2 = \lambda_{21} \xi_1 + \delta_2$

$X_3 = \lambda_{31} \xi_1 + \delta_3$

$X_4 = \lambda_{42} \xi_2 + \delta_4$

$X_5 = \lambda_{52} \xi_2 + \delta_5$

$X_6 = \lambda_{63} \xi_3 + \delta_6$

$X_7 = \lambda_{73} \xi_3 + \delta_7$

$X_8 = \lambda_{83} \xi_3 + \delta_8$

$X_9 = \lambda_{94} \xi_4 + \delta_9$

$X_{10} = \lambda_{104} \xi_4 + \delta_{10}$

$$X_{11} = \lambda_{115}\xi_5 + \delta_{11}$$
$$X_{12} = \lambda_{125}\xi_5 + \delta_{12}$$
$$X_{13} = \lambda_{135}\xi_5 + \delta_{13}$$

4.2.4 Model Input and Estimation

Selection of input matrix and estimation techniques SEM uses data input which only uses matrix / covariance or correlation matrix for the overall estimation. Covariance matrices are used because they have advantages in presenting valid comparisons between different populations or different samples and cannot be presented by correlation. The appropriate sample size ranges from 100 to 200 respondents for the technique of maximum likelihood estimation, while the minimum sample size is 5 respondents per parameter estimate.

For this study the amount of data used is 143 sample sizes, it means that it has exceeded the minimum size of 100 sample sizes. Number of indicators in this study is 15 indicators, if the requirement minimum 5 respondents per parameter estimate the data needed is only 75 sample sizes. Therefore sample size that has been collected has qualified.

4.2.5 Identification

The problem of identification in principle is the problem of the inability of the model developed to produce good estimates. The AMOS tool can handle directly if there is an identification problem, if the estimation cannot be done, the program will give a message to the computer monitor about the possible reasons why the program cannot do estimation.

Based on the output of data analysis in the Figure 4.6 below, the results come to conclusion that the model built is over identified. With the number of samples n = 143, the total number of distinct sample is 120 while the number of parameters to be estimated is 45. From these results, the degree of freedom produced is 120-45 = 75, it means 75> 0 that the model is over identified, so that the model can be estimated. The computation of degree of freedom from AMOS output can be shown in Figure 4.6.

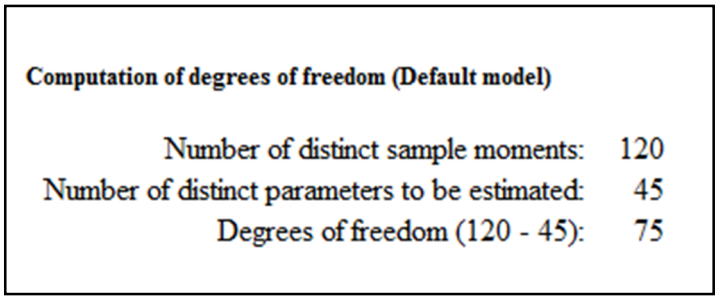


Figure 4.6 Computation of Degree of Freedom

4.2.6 Model Evaluation

In this step the accuracy of the model is evaluated whether the model meets the criteria of goodness of fit. An evaluation of the model's accuracy is basically done when the model is estimated by AMOS. The feasibility test of the model is reviewed from two sides, namely the feasibility test of the measurement model, and the feasibility test of the structural model.

a. Feasibility test of measurement model

   Also often referred to as confirmatory factor analysis (CFA). The measurement model is an examination of reliability and validity with the aim of knowing the consistency and accuracy of the data collected from the use of indicators. Feasibility tests on the measurement model function to see whether a variable has been correctly measured by each indicator. A variable can be said to be truly measured by each indicator if it has a variance extracted value (AVE) ≥ 0.5 and

construct reliability (CR) ≥ 0.7. Here is the analysis of SEM output for data quality test can be shown in Table 4.6.

Table 4.6 SEM Output

			Estimate
A3	<---	Advertising	0.612
A2	<---	Advertising	0.657
A1	<---	Advertising	0.698
SP2	<---	SalesProm	0.724
SP1	<---	SalesProm	0.629
PR3	<---	PublicRel	0.689
PR2	<---	PublicRel	0.794
PR1	<---	PublicRel	0.787
DM2	<---	DirectMar	0.873
DM1	<---	DirectMar	0.691
IM3	<---	IntMar	0.69
IM2	<---	IntMar	0.735
IM1	<---	IntMar	0.788
BT2	<---	BrandTrust	0.906
BT1	<---	BrandTrust	0.8

From the value of standardized regression weights on the results of AMOS output, then it can be calculated using calculations on Microsoft excel for value variance extracted and construct reliability. The result can be shown in Table 4.7 below.

Table 4.7 Validity & Reliability Result

No	Variable	Indicator	Standard Loading	Standard Loading^2	Measurement Error (1- Std Loading^2)	CR	AVE
1	Advertising	A1	0.698	0.5	0.5	0.7	0.5
		A2	0.657	0.43165	0.568		
		A3	0.612	0.375	0.6		
		$\sum$	1.967	1.35	1.6		
		$\sum^2$	3.869				

No	Variable	Indicator	Standard Loading	Standard Loading^2	Measurement Error (1- Std Loading^2)	CR	AVE
2	Sales Promotion	SP1	0.6290	0.395641	0.604359	0.7	0.5
		SP2	0.7240	0.524176	0.475824		
		$\sum$	1.353	1	1		
		$\sum^2$	1.8				
3	Public Relation	PR1	0.787	0.619369	0.380631	0.80	0.6
		PR2	0.794	0.630436	0.369564		
		PR3	0.689	0.474721	0.525279		
		$\sum$	2.27	1.724526	1.275474		
		$\sum^2$	5.1529				
4	Direct Marketing	DM1	0.691	0.477481	0.522519	0.76	0.6
		DM2	0.873	0.762129	0.237871		
		$\sum$	1.564	1.23961	0.76039		
		$\sum^2$	2.446096				
5	Interactive Marketing	IM1	0.788	0.620944	0.379056	0.78	0.55
		IM2	0.735	0.540225	0.459775		
		IM3	0.691	0.477481	0.522519		
		$\sum$	2.214	1.63865	1.36135		
		$\sum^2$	4.901796				
6	Brand Trust	BT1	0.8	0.64	0.36	0.84	0.73
		BT2	0.906	0.820836	0.179164		
		$\sum$	1.706	1.460836	0.539164		
		$\sum^2$	2.910436				

In the table above, it can be seen that the value of construct reliability of the five variables is greater than the cut-off value of 0.7, the indicators has good internal consistency. Then for extracted variance values it will be smaller than the value of construct reliability. Because the five variables obtain values of more than 0.5 indicate that the number of variances of the indicators extracted by latent variables is more than the error variances.

b. Test model assumptions

Before testing at the structural model there are several assumption test with normality and outlier assumption.

1) Normality assumption

To perform normality tests in AMOS can be seen from the value of skewness and kurtosis. The normality test has 2 types, univariate and multivariate normality. Data is said to be normally distributed if it has a value of CR skewness and kurtosis in the range of ± 2.58 at the significance level of 0.01 both univariate and multivariate. And the results of the normality test can be seen in the Table 4.8 below.

Table 4.8 Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
BT1	1.000	5.000	-.278	-1.359	.061	.149
BT2	2.000	5.000	-.208	-1.015	-.153	-.375
IM1	1.000	5.000	-.370	-1.805	-.329	-.803
IM2	1.000	5.000	-.662	-3.234	.741	1.809
IM3	1.000	5.000	-.429	-2.096	.275	.672
DM1	1.000	5.000	-.647	-3.160	.705	1.722
DM2	1.000	5.000	-.885	-4.320	1.025	2.503
PR1	1.000	5.000	-.377	-1.843	-.331	-.809
PR2	1.000	5.000	-.738	-3.603	.599	1.462
PR3	1.000	5.000	-.631	-3.080	.253	.618
SP1	1.000	5.000	-.720	-3.517	.014	.034
SP2	1.000	5.000	-.563	-2.751	-.156	-.382
A1	2.000	5.000	-.160	-.779	-.811	-1.979
A2	1.000	5.000	-.610	-2.977	.046	.113
A3	1.000	5.000	-.898	-4.382	.200	.488
Multivariate					115.356	30.542

Based on the table above, it can be concluded that some indicators for testing normality univariate and multivariate are mostly normally distributed because the value of the critical ratio (c.r) for kurtosis and skewness is within ± 2.58 Although some data are found that are not normally distributed in the IM2, DM1, DM2, PR2, PR3, SP1, A2, and A3 indicator for the univariate. Whereas for kurtosis, all distributions are normal because they are in the range of ± 2.58.

Analysis of abnormal data tends to cause chi square to increase and probability levels to decrease. This happens because the data used are entered as it is, which is obtained from primary data, thus allowing the response of each individual that obtain diverse data. According to the Shah & Goldstein (2006) stated that Non-normal data may result in inflated goodness of fit statistics and underestimated standard errors, although these effects are lessened with larger sample sizes, and in this research we use maximum likelihood estimation which is the sample size of this research is 143. Khine (2013) also stated that maximum likelihood methods are robust against non-normality, it is still important to assess whether the data satisfy the assumption of normality. Since multivariate normality is related to univariate normality, both types of normality need to be examined.

2) Outlier Assumption

Outliers are observations that have unique characteristics that look very different from other observations and appear in the form of extreme values for a single variable (univariate outliers) or a combination variable (multivariate outliers). Evaluation of multivariate outliers needs to be done because even though the data analyzed shows there are no univariate outliers, but if they are mutually combined, multivariate outliers can occur. This can be observed in the output of the AMOS 22 program.

The multivariate outliers test is carried out at the level of $p < 0.001$ if mahalanobis d-squared in AMOS 22 computation there is a greater than the chi-square value in the degree of freedom of the number of variables and at the significance level of 0.001, the data shows multivariate outliers. And the results of the outlier test can be seen in the Table 4.9 below.

Table 4.9 Mahalanobis d-squared

Observation number	Mahalanobis d-squared	p1	p2
65	71.372	.000	.000
34	62.706	.000	.000
17	55.276	.000	.000
32	51.460	.000	.000
66	38.880	.001	.000
58	38.838	.001	.000
113	38.517	.001	.000
115	37.865	.001	.000
95	36.634	.001	.000
31	33.925	.003	.000
122	33.051	.005	.000
30	33.003	.005	.000
67	32.935	.005	.000
37	31.971	.006	.000
64	29.516	.014	.000
129	28.863	.017	.000
44	28.370	.019	.000
104	28.161	.021	.000
16	27.007	.029	.000
140	26.019	.038	.000
21	25.653	.042	.000
61	24.934	.051	.000
124	24.586	.056	.000
88	24.390	.059	.000
134	23.871	.067	.000
128	23.813	.068	.000
138	23.459	.075	.000
131	23.059	.083	.000
114	22.082	.106	.000
29	21.715	.116	.001
94	20.662	.148	.017
100	20.318	.160	.029
62	19.961	.173	.048
135	19.857	.177	.041
4	19.430	.195	.084
105	18.849	.221	.211
99	18.800	.223	.176
11	18.753	.225	.144
35	18.735	.226	.110
72	18.347	.245	.191
69	18.327	.246	.150
91	18.251	.250	.132

Observation number	Mahalanobis d-squared	p1	p2
76	18.134	.256	.128
89	18.012	.262	.127
120	17.960	.265	.106
85	17.719	.278	.140
46	17.613	.284	.135
28	17.175	.308	.268
68	16.589	.344	.545
36	16.035	.380	.795
81	15.774	.397	.860
133	15.259	.433	.961
70	15.076	.446	.972
103	14.795	.466	.987
112	14.272	.505	.999
7	14.125	.516	.999
126	14.044	.522	.999
102	13.965	.528	.999
59	13.889	.534	.999
19	13.696	.549	.999
123	13.613	.555	.999
8	13.570	.558	.999
48	13.420	.570	.999
141	13.401	.571	.999
127	13.203	.587	.999
18	12.958	.606	1.000
3	12.726	.623	1.000
82	12.565	.636	1.000
53	12.440	.645	1.000
51	12.425	.647	1.000
142	12.143	.668	1.000
96	11.924	.685	1.000
63	11.559	.712	1.000
15	11.409	.723	1.000
39	11.290	.732	1.000
26	11.153	.742	1.000
78	10.747	.770	1.000
54	10.468	.789	1.000
92	10.365	.796	1.000
60	9.985	.821	1.000
121	9.943	.823	1.000
125	9.641	.842	1.000
136	9.460	.852	1.000
137	9.235	.865	1.000
77	9.132	.871	1.000

Observation number	Mahalanobis d-squared	p1	p2
139	9.074	.874	1.000
40	8.861	.885	1.000
130	8.766	.889	1.000
2	8.611	.897	1.000
50	8.510	.902	1.000
52	8.386	.907	1.000
24	7.991	.924	1.000
47	7.907	.927	1.000
83	7.892	.928	1.000
43	7.869	.929	1.000
143	7.848	.930	1.000
111	7.784	.932	1.000
73	7.754	.933	1.000
27	7.722	.934	1.000
33	7.586	.939	1.000

From the table above, there are 15 indicators detected, therefore the CHIINV value is 37.69. The result is 8 observations or cases that are categorized as outliers because the value is greater than the value of CHIINV, 37.69. But this case does not need to be issued, according to the Waluyo (2016) stated that the data will still be included in the subsequent analysis if there are no specific reasons for issuing the case.

c. Feasibility test of structural model

Structural feasibility test model is aimed to see the relationship between variables that have been defined in the construction of the model, whether the relationship between variables has a significant effect, and how much the relationship between these variables. Structural model testing is also often referred as a hypothesis test. To assess the significance of a relationship between variables, researchers can see the p value from the calculation of the regression value of the relationship. For structural models can be seen in the Figure 4.6 below.

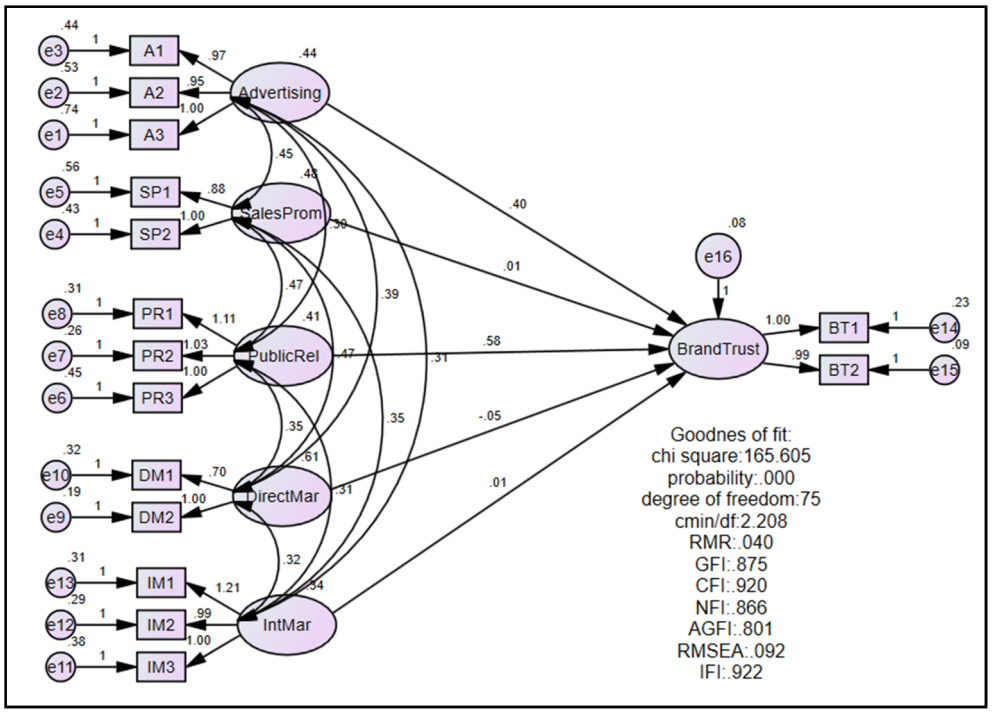


Figure 4.6 Structural Model

After the SEM assumptions are made, the next step is testing by using several conformity indices to measure the proposed model. Some of these indices can be shown in Table 4.10.

Table 4.10 Goodness of Fit Indices

No	Type of Goodness of Fit Indices	Goodness of Fit Indices	Cut of Value	Model Result	Category
1		Probability	≥ 0.05	0.00	
2		Cmin/df	≤ 2.0	2.2	
3	Absolute Fit Indices	Chi-square	*Small	165.605	
4		GFI	≥ 0.90	0.87	Marginal
5		RMSEA	< 0.1	0.09	Good Fit
6		RMR	≤ 0.05	0.04	Good Fit
7	Incremental Fit Indices	AGFI	≥ 0.90	0.80	Marginal
8		IFI	≥ 0.90	0.92	Good Fit
9		CFI	≥ 0.90	0.92	Good Fit
10		NFI	≥ 0.90	0.86	Marginal

Based on the explanation in the table above, from the nine criteria there are only four values that match the criteria, which is RMR and RMSEA from absolute fit indices, IFI and CFI from incremental fit indices. Some others are in the marginal fit category whose results are close to the predetermined conditions. Haryono (2017) stated that the use of 4 to 5 criteria for goodness of fit is considered to be sufficient to assess the feasibility of a model, provided that each group of goodness of fit is an absolute fit indices and incremental fit indices are represented. From the statement above it can be concluded that the overall model can be accepted.

4.2.7 Model Interpretation

If the model is good enough, then the next step in modeling structural equations is to interpret, and vice versa if it is not good then it is necessary to modify the model. The main purpose of modifying the model is to improve the fit of a model, and is done by removing or adding relationships in the model. To give an interpretation of whether the theory-based model tested can be accepted directly or need modification, the researcher must direct his attention to the predictive power of the model by observing the amount of residuals produced. If the standardized residual covariance matrix has a value outside the ring -2.58 ≤ standardized residual ≤ 2.58, then the estimated model needs to be modified. The result of standardized residual covariance matrix can be seen in Table 4.11 below.

Table 4.11 Standardized Residual Covariance

	BT2	BT1	IM1	IM2	IM3	DM1	DM2	PR1	PR2	PR3	SP1	SP2	A1	A2	A3
BT2	.00														
BT1	.00	.00													
IM1	.35	-.28	.00												
IM2	.11	-.31	-.13	.00											

	BT2	BT1	IM1	IM2	IM3	DM1	DM2	PR1	PR2	PR3	SP1	SP2	A1	A2	A3
IM3	.03	-.89	.10	.07	.00										
DM1	.31	.80	-.42	.85	.56	.00									
DM2	-.25	.06	.14	.05	-.63	.00	.00								
PR1	.28	-.64	-.10	-.78	-.88	-.54	-.57	.00							
PR2	.06	-.51	-.94	1.65	-.23	.50	-.17	.46	.00						
PR3	.25	-.03	.72	-.21	1.87	1.48	.71	-.63	-.15	.00					
SP1	.21	.04	1.60	.43	-.38	-1.30	-.57	.52	-.67	.59	.00				
SP2	-.42	.63	-.44	-.55	-.41	.22	.60	.08	-.01	-.31	.00	.00			
A1	.08	.01	-.01	-.70	-.48	-.29	.67	-.47	-.76	.84	-.07	-.05	.00		
A2	-.01	1.00	.66	-.02	-.04	.16	-.53	.43	-.17	.02	.92	-1.04	.10	.00	
A3	-.72	.20	.33	-.43	.76	.17	-.29	-.15	.21	1.04	-.25	.83	-.18	.06	.00

Based on the table above the table shows that there is no standard covariance residual matrix that has a value outside the ring -2.58 ≤ standard residual ≤ 2.58, so the model that is estimated does not need to be modified. And the model has been accepted through the feasibility test of the goodness of fit, modification of the model will not be carried out. Then, it will be continued in the next analysis.

4.3 Hypothesis testing

Furthermore, after all the steps in SEM are carried out, then the next step is hypothesis testing. Data analysis in the hypothesis can be seen from the regression weight value based on the value of the critical ratio of more than 1.96 and the value of the probability is less than 0.05. If it meets these conditions it can be said that the hypothesis is accepted or has a significant effect. The estimation results for each exogenous variable with endogenous variables will be presented in Table 4.12 below.

Table 4.12 Estimation Result

		Estimate	S.E.	C.R.	P	Label
BrandTrust	<--- Advertising	.404	.193	2.096	.036	par_10
BrandTrust	<--- SalesProm	.009	.197	.044	.965	par_11
BrandTrust	<--- PublicRel	.578	.203	2.840	.005	par_12
BrandTrust	<--- DirectMar	-.052	.121	-.432	.666	par_13
BrandTrust	<--- IntMar	.012	.204	.060	.952	par_14

Based on the results of the regression weight analysis above, it is showed that advertising and public relations have a significant effect on brand trust because their critical ratio is more than 1.96 and the probability less than 0.05. Whereas sales promotion, direct marketing, and interactive have no significant effect on brand trust.

CHAPTER V

DISCUSSION

5.1 The Influence of Advertising toward Brand Trust

C.R value on the influence of advertising towards brand trust is 2.096, it means that C.R value is more than the critical value (1.96) or with a significant level (p value) of 0.036 where below the significant value of 0.05. Therefore, the hypothesis confirmed that advertising affects the brand trust can be accepted. Based on the estimated value, the results show that advertising has a positive and significant effect on brand trust and the values is 0.404. It can be interpreted that the number of 0.404 means that Advertising rises by 1 unit of application in the form of using advertising media that are environmentally friendly and with the existence of a Starbucks tumbler. Then it will cause the contribution to the brand trust to increase by 0.404 times. The results of respondents' answers showed Advertising with Performance indicators in the form of ease in finding information about Starbucks by using environmentally friendly advertising media and tumbler sales as one of the marketing media showing the percentage of the dominant questionnaire was in the medium range. For this reason, it is necessary to more focus on improving the activities on the Advertising indicators.

5.2 The Influence of Sales Promotion towards Brand Trust

C.R value on the influence of sales promotion on brand trust is 0.044 below the critical value of 1.96 or with a p value of 0.965 above 0.05. Therefore, the hypothesis stated that sales promotion affects the brand trust is rejected, it means that there is insignificant value between sales promotions towards brand trust.

5.3 The Influence of Public Relation toward Brand Trust

C.R value on the influence of public relation towards brand trust is 2.840, it means that C.R value is more than the critical value (1.96) or with a significant level (p value) of 0.005 where below the significant value of 0.05. Therefore, the hypothesis stated that public relation affects the brand trust can be accepted. Based on the estimated value, the results show that public relation has a positive and significant effect on brand trust and the values is 0.578. It can be interpreted that the number 0.578 means that Public Relation rises by 1 unit of its application in the form of activities carried out by Starbucks which have a positive impact on the environment. Then it will cause the contribution to the brand trust to increase by 0.578 times. The results of respondents' answers showed Public Relation with Performance indicators in the form of activities carried out by Starbucks which have a positive impact on the environment showing the percentage of the dominant questionnaire was in the high range. For this reason, it is necessary to increase the activities on the Public Relation indicators.

5.4 The Influence of Direct Marketing toward Brand Trust

C.R value on the influence of direct marketing on brand trust is - 0.432 below the critical value of 1.96 or with a p value of 0.666 above 0.05. Therefore, the hypothesis stated that direct marketing affects the brand trust is rejected, it means there is insignificant value between direct marketing towards brand trust. While in the Sadek, Redding, & Tantawi (2015), showed different results that direct marketing variables have a significant influence on brand trust.

5.5 The Influence of Interactive Marketing toward Brand Trust

C.R value on the influence of interactive marketing on brand trust is 0.060 below the critical value of 1.96 or with a p value of 0.952 above 0.05. Therefore, the hypothesis stated that interactive marketing affects the brand trust is rejected, it means there is insignificant value between interactive marketing towards brand trust.

CHAPTER VI

CONCLUSION AND RECOMMENDATION

6.1 Conclusion

Based on the calculation above, a conclusion can be drawn to answer the problem identification. It is stated in the following statement:

1. The conceptual design of the model consists of five communication tools variables that influence the brand trust, which consists of 15 indicators. These variables include advertising which consist of 3 indicators, sales promotion has 2 indicator, public relation has 3 indicators, direct marketing has 2 indicators, interactive marketing has 3 indicators, and brand trust has 2 indicators.
2. Variables that have a significant relationship or have an influence on brand trust are advertising and public relation and the value of the effect are 0.404 and 0.578 toward brand trust, which have positive effect on brand trust. While variables that do not have a significant relationship or have no influence on brand trust are sales promotion, direct marketing and interactive marketing.

6.2 Recommendation

Several recommendations that can be given in this study are as follows:

1. In terms of maintaining and increasing consumer trust that Starbucks coffee does green practices, Starbucks has made good efforts to build good communication with consumers for long-term relationships. For some variables that are not significant on trust in green practices that are done by Starbucks maybe because not all Starbucks consumers know the activities that carried out by Starbucks. Because of the possibility even though someone as a loyal customer of Starbucks doesn't follow social media run by Starbucks. Hence, it better to have

direct publications than social media by introducing their activities that have a positive impact on the environment for consumers who visit Starbucks coffee shops, therefore there may be public awareness to participate in Starbucks activities as well as building long-term relationships with the Starbucks coffee consumers.

2. For the future research, the research could be continued with the same theme. It is expected to be able to develop this research model become more complex and a better model with a smaller chi square value where the data can be normally distributed by deleting the outlier data. Model development can be done by adding variables, additions to the indicator, or the number of samples used in subsequent studies. It can also use similar research, which uses the same independent variables and dependent variables as the variables used by current researchers but different a number of samples or tools. So that it can find out whether there are similarities with the results of this study or not.

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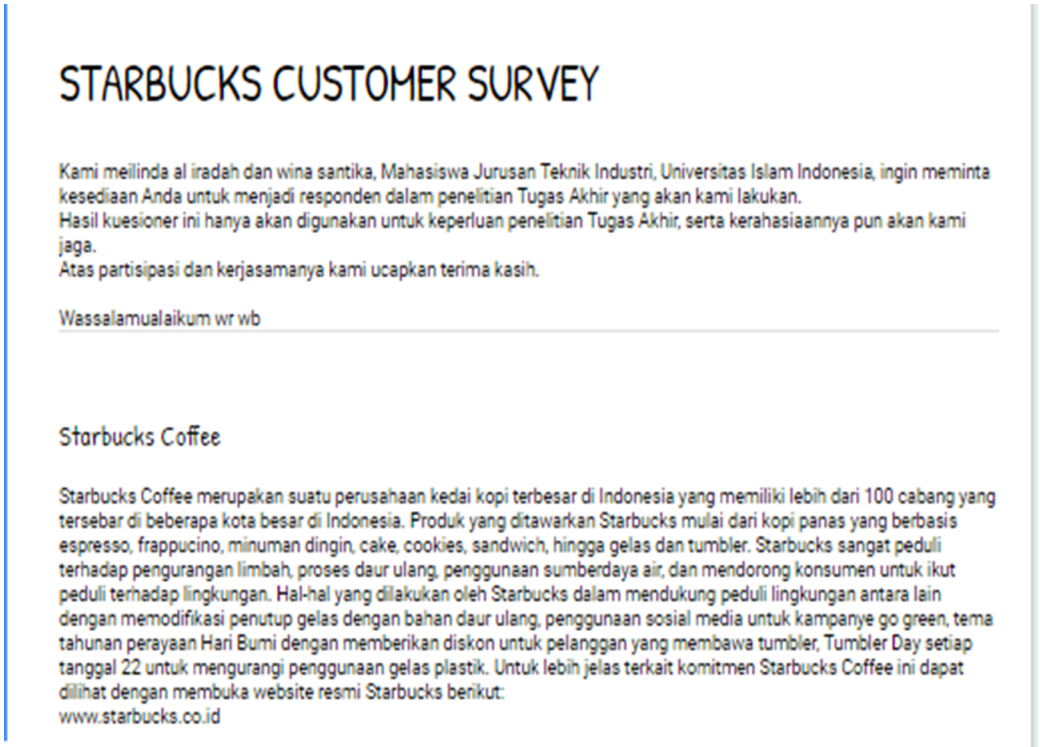
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APPENDIXES

APPENDIX 1. Questionnaire Design



STARBUCKS CUSTOMER SURVEY

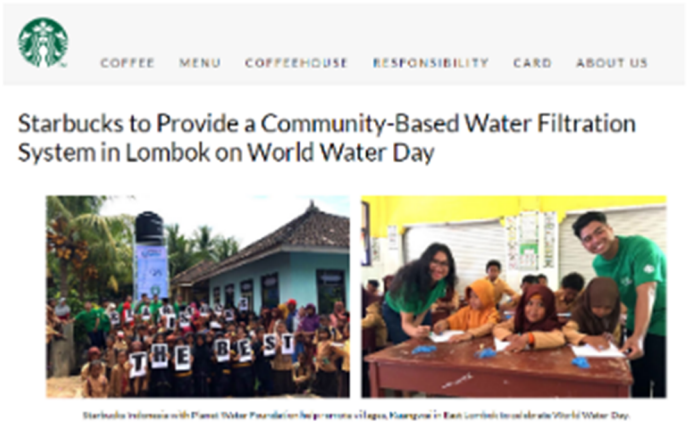
Kami meilinda al iradah dan wina santika, Mahasiswa Jurusan Teknik Industri, Universitas Islam Indonesia, ingin meminta kesediaan Anda untuk menjadi responden dalam penelitian Tugas Akhir yang akan kami lakukan.
Hasil kuesioner ini hanya akan digunakan untuk keperluan penelitian Tugas Akhir, serta kerahasiaannya pun akan kami jaga.
Atas partisipasi dan kerjasamanya kami ucapkan terima kasih.

Wassalamualaikum wr wb

Starbucks Coffee

Starbucks Coffee merupakan suatu perusahaan kedai kopi terbesar di Indonesia yang memiliki lebih dari 100 cabang yang tersebar di beberapa kota besar di Indonesia. Produk yang ditawarkan Starbucks mulai dari kopi panas yang berbasis espresso, frappucino, minuman dingin, cake, cookies, sandwich, hingga gelas dan tumbler. Starbucks sangat peduli terhadap pengurangan limbah, proses daur ulang, penggunaan sumberdaya air, dan mendorong konsumen untuk ikut peduli terhadap lingkungan. Hal-hal yang dilakukan oleh Starbucks dalam mendukung peduli lingkungan antara lain dengan memodifikasi penutup gelas dengan bahan daur ulang, penggunaan sosial media untuk kampanye go green, tema tahunan perayaan Hari Bumi dengan memberikan diskon untuk pelanggan yang membawa tumbler, Tumbler Day setiap tanggal 22 untuk mengurangi penggunaan gelas plastik. Untuk lebih jelas terkait komitmen Starbucks Coffee ini dapat dilihat dengan membuka website resmi Starbucks berikut:
www.starbucks.co.id

Contoh Gerakan Peduli Lingkungan yang dilakukan oleh Starbucks Coffee



Judul gambar



Data Responden

Deskripsi (opsional)

Nama *

Teks jawaban singkat

Jenis Kelamin

- Perempuan
- Laki-Laki

Umur *

- 17-20 tahun
- 21-24 tahun
- 25-28 tahun
- > 28 tahun

Pekerjaan *

- Pelajar/Mahasiswa
- Karyawan
- Wirausaha
- Lainnya...

Pengaruh Communication Tools terhadap Brand Trust

Keterangan:
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Ragu-ragu
4 = Setuju
5 = Sangat Setuju

Advertising

Salah satu strategi pemasaran yang membahas produk melalui suatu media

Saya mudah menemukan informasi tentang produk starbucks dan media iklan yang digunakan ramah lingkungan *

1	2	3	4	5
○	○	○	○	○

Saya mengetahui dalam mempromosikan starbucks melalui media tumbler bertujuan untuk peduli lingkungan *

1	2	3	4	5
○	○	○	○	○

Saya tertarik untuk membeli tumbler starbucks karena desain tumbler starbucks yang menarik dan mendukung salah satu gerakan peduli lingkungan *

1	2	3	4	5
○	○	○	○	○

Sales Promotion

Serangkaian kegiatan jangka pendek yang bertujuan untuk meningkatkan penjualan suatu produk (ex: diskon, promo, kupon)

Saya mengetahui promo atau diskon yang ditawarkan starbucks bertujuan untuk peduli lingkungan (ex:promo setengah harga dengan membawa tumbler) *

1	2	3	4	5
○	○	○	○	○

Saya tertarik dengan promo atau diskon yang ditawarkan starbucks karena memberikan dampak positif bagi lingkungan *

1	2	3	4	5
○	○	○	○	○

Public Relation/Publicity

Suatu kegiatan kontribusi starbucks (ex; Kegiatan yang melibatkan masyarakat)

Saya mengetahui adanya kegiatan yang dilakukan oleh starbucks memiliki dampak positif bagi lingkungan *

1	2	3	4	5
○	○	○	○	○

Saya menyukai kegiatan yang dilakukan oleh starbucks akan peduli lingkungan *

1	2	3	4	5
○	○	○	○	○

Saya berkeinginan untuk berpartisipasi dalam kegiatan peduli lingkungan yang dilakukan oleh starbucks *

1	2	3	4	5
○	○	○	○	○

Direct Marketing

Merupakan bentuk komunikasi yang dilakukan secara langsung kepada pelanggan dan prospek pelanggan, melalui media sosial dan website.

Saya menyukai starbucks dalam mempromosikan produknya secara langsung melalui media sosial dengan adanya pesan akan peduli lingkungan *

1	2	3	4	5
○	○	○	○	○

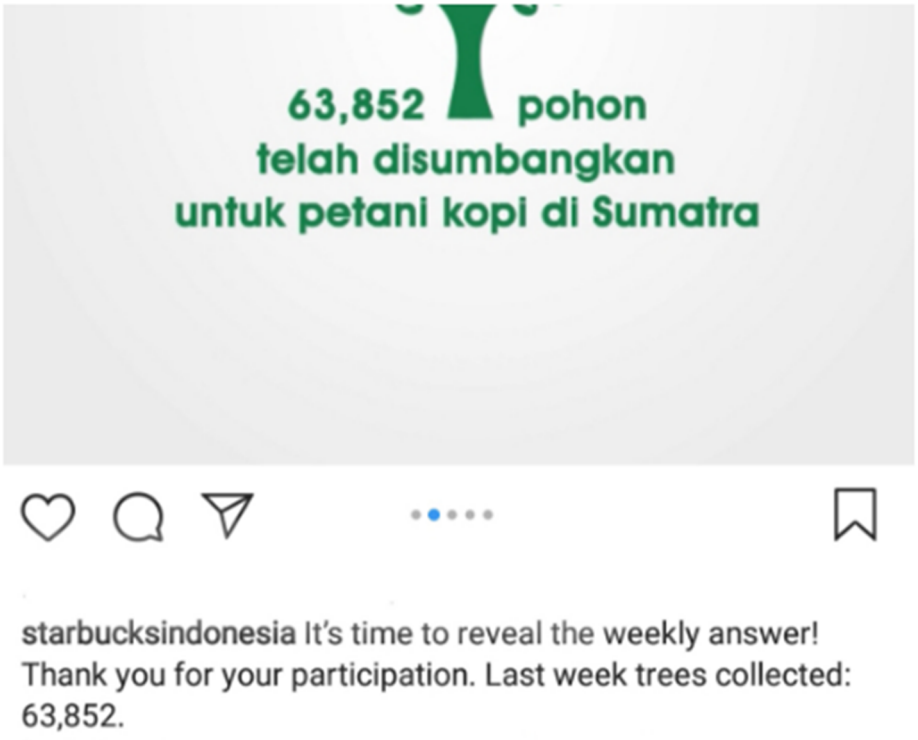
Saya menyukai starbucks dalam mengirim pesan promo/kupon secara langsung melalui media sosial dilakukan secara rutin *

1	2	3	4	5
○	○	○	○	○

Interactive Marketing

Merupakan kegiatan-kegiatan dan program/kampanye yang bersifat online yang bertujuan untuk mengikat pelanggan

Judul gambar



Saya mengetahui starbucks melaksanakan kegiatan/kampanye online yang memberikan dampak positif bagi lingkungan *

1	2	3	4	5
○	○	○	○	○

Saya meyukai kegiatan/kampanye online tersebut karena memberikan dampak positif bagi lingkungan dan pesan yang disampaikan menarik *

1	2	3	4	5
○	○	○	○	○

Saya berkeinginan berpartisipasi dalam kampanye online tersebut karena informasi yang disampaikan jelas *

1	2	3	4	5
○	○	○	○	○

APPENDIX 2. Questionnaire Result

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
1	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4
2	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	3	4	4	4	3	3	4	4	4	4	4	4	3	3	3
3	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	4	4	4	4	4	4	3	3	3	3	3	2	3	3
4	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	5	5	5	5	4	3	5	4	5	4	5	5	5	5	5
5	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
7	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	5	5	5	5	5	4	3	5	4	4	4	4	4	4
8	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	5	5	5	5	4	4	4	3	4	4	5	5	4	4	5
9	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
10	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4
11	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	5	4	5	5	4	3	3	3	4	5	4	4	3	3	4

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
12	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	3	3	4	3	3	3	3	3	4	3	3	3	4	3	3
13	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4
14	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
15	Laki-Laki	17-20 tahun	Pelajar/ Mahasiswa	5	5	5	4	4	4	5	5	4	4	4	5	4	4	4
16	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	3	4	5	5	3	4	4	5	5	5	4	3	3	5	4
17	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	2	5	1	1	4	4	5	1	3	3	2	5	3	4	4
18	Laki-Laki	17-20 tahun	Pelajar/ Mahasiswa	3	3	3	3	2	2	3	3	3	3	3	4	3	4	3
19	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	4	4	2	3	2	3	3	3	3	3	2	3	2	3	3
20	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	4	5	3	4	4	4	4	3	4	4	4	4	3	4	4
21	Laki-Laki	21-24 tahun	Karyawan	3	1	2	1	2	2	2	1	3	3	2	2	1	2	3
22	Laki-Laki	17-20 tahun	Pelajar/ Mahasiswa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
23	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	3	4	3	4	3	4	4	3	4	4	4	4	4	4	4

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
24	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	3	3	4	4	4	4	4	4	4	4	3	4	3	3	4
25	Laki-Laki	17-20 tahun	Pelajar/ Mahasiswa	2	3	2	3	3	3	3	3	4	3	3	3	3	3	3
26	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	4	3	5	3	5	4	4	4	4	4	4	4	4	3	4
27	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	4	3	4	4	4	4	4	4	3	4	3	3	3	4	4
28	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	4	5	5	4	4	4	4	3	5	5	3	3	3	5	4
29	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	2	4	4	4	4	5	4	2	3	3	5	4	4	4	4
30	Perempuan	21-24 tahun	Pelajar/ Mahasiswa	3	2	5	2	5	5	5	5	4	4	2	3	3	3	4
31	Perempuan	21-24 tahun	Jobseeker :)	2	4	5	2	4	2	4	4	5	2	3	4	4	4	4
32	Laki-Laki	21-24 tahun	Pelajar/ Mahasiswa	2	2	1	5	2	3	4	2	3	4	1	5	3	3	3
33	Perempuan	17-20 tahun	Pelajar/ Mahasiswa	3	4	4	3	3	4	4	4	4	4	4	4	4	3	4
34	Laki-Laki	17-20 tahun	Pelajar/ Mahasiswa	2	5	1	5	1	5	5	5	5	4	5	5	5	2	5
35	Perempuan	21-24 tahun	Jobseeker	3	2	3	2	4	3	5	4	4	4	2	4	4	3	3

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
36	Perempuan	21-24 tahun	Wirausaha	3	3	5	5	5	5	5	5	5	4	4	4	5	4	5
37	Perempuan	21-24 tahun	Karyawan	4	5	5	5	5	5	4	5	5	5	2	4	3	5	5
38	Perempuan	21-24 tahun	Swasta	3	3	3	4	3	3	3	3	4	4	3	3	3	3	3
39	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	3	3	4	4	4	4	4	3	4	3	4	4	3	3
40	Perempuan	21-24 tahun	Karyawan	4	5	4	5	5	4	5	5	5	5	5	5	4	5	5
41	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4
42	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	4	5	5	4	4	4	4	5	4	4	4	4	4
43	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	4	5	4	5	4	4	4	4	5	4	4	4	4	4
44	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	3	5	5	4	4	4	3	3	5	5	4	3	3	4
45	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5
46	Laki-Laki	17-20 tahun	Pelajar/Mahasiswa	4	4	2	3	4	3	4	2	3	4	3	4	2	4	4
47	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	3	4	4	3	3	3	4	3	3	3	3	4	3	3

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
48	Laki-Laki	21-24 tahun	Karyawan	5	4	5	5	5	5	4	5	4	4	4	4	5	4	5
49	Perempuan	17-20 tahun	Pelajar/Mahasiswa	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
50	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	5	4	4	4	4	3	5	5	4	4	3	4	4
51	Laki-Laki	17-20 tahun	Pelajar/Mahasiswa	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5
52	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	4	4	5	4	4	4	4	4	5	4	4
53	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	5	5	5	5	5	5	4	3	4	5	5	4	4	4
54	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2
55	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	4	3	4	4	4	4	3	4	4	3	4	3	4	4
56	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	5	4	5	5	5	5	5	5	5	4	4	4	5	5
57	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	3	4	3	3	3	3	3	4	3	3	3	3	3	3
58	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	4	2	5	2	4	4	4	5	4	4	5	4	1	3
59	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	3	5	5	5	5	5	4	4	4	4	5	3	4	4

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
60	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	3	3	3	4	3	3	4	4	3	3	3	3	3	3
61	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	4	2	4	4	3	4	3	4	4	2	2	2	4	4
62	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	3	4	4	3	3	4	2	4	3	2	4	3	3	4
63	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	3	4	3	4	4	3	3	4	4	3	3	3	4
64	Laki-Laki	21-24 tahun	Karyawan	4	2	4	4	2	4	4	4	2	2	4	4	4	2	4
65	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	1	1	5	5	5	5	5	5	5	5	5	1	5	5
66	Perempuan	25-28 tahun	Ibu Rumah Tangga	4	5	5	2	2	2	2	4	4	4	4	3	2	4	3
67	Perempuan	21-24 tahun	Apa aja boleh	4	4	3	4	2	3	3	4	3	1	4	5	4	4	4
68	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	3	4	3	4	4	4	3	3	2	4	4	3	3	4
69	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	4	4	2	4	4	4	4	5	5	3	4	5	4	4
70	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	4	3	4	3	5	4	3	3	4	4	3	3	4	4
71	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
72	Perempuan	21-24 tahun	Karyawan	5	4	2	4	4	3	3	4	5	5	3	4	3	4	4
73	Perempuan	25-28 tahun	Karyawan	4	4	5	4	4	4	5	5	4	4	4	5	5	4	4
74	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
75	Laki-Laki	21-24 tahun	Wirausaha	4	4	3	4	3	4	4	3	4	4	4	4	4	4	4
76	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	3	5	4	3	3	5	4	5	4	3	5	4	4	4
77	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	4	5	4	5	4	5	5
78	Perempuan	21-24 tahun	Pelajar/Mahasiswa	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
79	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	4	4	4	4	4	4	3	3	3	4	4
80	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	5	5	5	4	4	4	4	4	4	4	4	4	4	4
81	Laki-Laki	17-20 tahun	Pelajar/Mahasiswa	5	3	5	4	5	5	4	4	5	5	4	4	4	5	5
82	Laki-Laki	17-20 tahun	Pelajar/Mahasiswa	4	3	5	4	4	4	5	4	4	5	4	5	5	4	4
83	Laki-Laki	25-28 tahun	Karyawan	4	4	5	5	5	4	4	4	4	4	4	4	4	5	4

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
84	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
85	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	4	4	3	4	4	4	4	5	4	4	3	4	3	4
86	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	4	4	4	3	3	3	4	4	4	4	4	4	4	4
87	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	3	4	3	3	3	3	3	4	3	3	4	4	3	3
88	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	3	4	3	3	2	5	3	4	3	3	5	3	4	4
89	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	1	3	2	4	4	4	3	4	4	3	3	3	3	3
90	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
91	Perempuan	21-24 tahun	Wirausaha	4	3	4	3	4	3	4	4	5	5	5	4	4	3	3
92	Laki-Laki	21-24 tahun	Wirausaha	3	4	5	4	4	3	3	4	5	4	4	4	4	4	4
93	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5
94	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	5	3	4	4	5	5	4	3	4	4	4	4	5	4	4
95	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	3	3	4	4	2	3	4	2	3	3	4	4	3	2

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
96	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	2	4	4	4	3	4	4	4	3	4	4	4	4	4
97	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4
98	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
99	Perempuan	21-24 tahun	Karyawan	3	5	5	5	5	4	4	4	4	5	5	5	3	5	4
100	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	4	3	2	4	3	4	2	5	3	2	4	3	3	3
101	Perempuan	21-24 tahun	Wirausaha	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
102	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	4	5	4	4	4	5	5	5	4	4	5
103	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	3	4	3	2	3	4	4	4	3	2	4	3	3	3
104	Perempuan	21-24 tahun	Karyawan	4	3	4	3	3	2	2	4	3	4	2	3	3	3	4
105	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	5	5	5	3	4	3	3	2	4	4	3	4	3	3	3
106	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	5	4	5	4	5	4	5	5	4	4	4	4	4
107	Perempuan	21-24 tahun	Karyawan	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
108	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4
109	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5
110	Perempuan	21-24 tahun	Karyawan	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
111	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	4	3	3	3	4	4	3	4	3	3	4	3	3	3
112	Laki-Laki	17-20 tahun	Pelajar/Mahasiswa	3	3	3	3	3	3	3	1	4	3	3	4	3	3	3
113	Perempuan	21-24 tahun	Pelajar/Mahasiswa	2	5	5	5	3	4	4	3	4	1	3	3	3	5	4
114	Perempuan	21-24 tahun	pengacara	2	2	1	4	3	3	3	4	4	3	3	4	4	4	4
115	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	3	1	3	1	3	1	2	1	1	3	1	3	3	3
116	Perempuan	21-24 tahun	Wirausaha	3	3	5	5	4	4	4	4	4	4	4	4	4	4	4
117	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	5	5	5	4	4	4	4	4	4	4	4
118	Laki-Laki	21-24 tahun	Karyawan	3	3	4	4	4	4	4	3	4	3	4	4	4	4	4
119	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	5	5	5	5	5	5	5	4	5	5	5	5	5	5

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
120	Perempuan	21-24 tahun	Honorer	5	4	3	5	5	4	5	5	4	5	5	4	5	5	5
121	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	5	5	5	5	4	5	4	4	5	4	5	4	5	5
122	Laki-Laki	25-28 tahun	Pelajar/Mahasiswa	4	4	4	5	4	4	4	5	2	2	3	2	3	3	4
123	Laki-Laki	25-28 tahun	Karyawan	4	5	5	4	5	4	4	4	5	5	5	5	5	4	5
124	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	4	3	4	3	3	3	4	4	4	5	5	3	3	3
125	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	5	5	5	5	5	4	5	5	5	5	4	4	4
126	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	4	4	3	4	5	5	5	5	4	4	5	5	4	5	5
127	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	5	3	3	4	4	3	3	3	3	4	4	3	4
128	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	2	4	4	4	3	5	4	3	4	3	3	4	2	4	3
129	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	3	5	2	2	1	2	2	3	4	4	4	4	3	3
130	Perempuan	17-20 tahun	Pelajar/Mahasiswa	4	4	4	4	3	3	3	3	3	4	4	4	4	3	3
131	Perempuan	17-20 tahun	Pelajar/Mahasiswa	2	2	5	2	3	3	5	4	4	4	3	4	4	3	3

No	Jenis Kelamin	Umur	Pekerjaan	A1	A2	A3	SP 1	SP 2	PR 1	PR 2	PR 3	DM 1	DM 2	IM 1	IM 2	IM 3	BT 1	BT 2
132	Perempuan	17-20 tahun	Pelajar/Mahasiswa	4	5	5	5	4	4	4	3	4	4	4	4	3	4	4
133	Perempuan	21-24 tahun	Pelajar/Mahasiswa	5	5	3	4	5	4	4	5	5	5	4	4	5	4	4
134	Perempuan	21-24 tahun	Karyawan	5	5	5	5	5	5	5	5	5	5	4	4	4	3	3
135	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	5	5	4	4	3	5	5	5	5	4	4	4	4	4	4
136	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	3	4	4	3	4	3	4	4	3	3	3	4	4
137	Laki-Laki	21-24 tahun	Pelajar/Mahasiswa	3	3	3	3	3	3	3	2	3	3	3	3	3	3	4
138	Laki-Laki	17-20 tahun	Pelajar/Mahasiswa	4	4	4	5	4	3	5	4	3	4	5	4	4	3	4
139	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	5	4	5	4	3	4	4	4	4	4	4	3	4	4
140	Perempuan	21-24 tahun	Pelajar/Mahasiswa	3	3	2	2	3	2	2	4	5	4	3	3	5	3	3
141	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	3	3	3	2	4	4	4	4	4	4	4	4	4
142	Perempuan	21-24 tahun	Karyawan	3	5	4	4	4	5	5	4	3	4	4	4	4	4	4
143	Perempuan	21-24 tahun	Pelajar/Mahasiswa	4	4	4	4	4	3	4	4	4	4	3	3	4	4	4

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An analysis of communication tools toward brand trust on green marketing with structural equation modeling

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Abstract

Increased environmental awareness, consumers can choose environmentally friendly products to have a positive impact on the environment. To address this issue, Green alternative strategies such as green marketing can be developed for companies as a new strategy. Green marketing is divided into green marketing mix and strategy. To improve long-term relationship with customer is develop and maintain communication and cooperation with the public using green promotion which is part of green marketing mix. The purpose of this research to determine whether brand trust are influenced by the type of communication tools on green marketing. For this purpose, conceptual models have been proposed using survey methods for data collection. Using a sample of consumers who have experience buying coffee products in the famous coffee shop, this study uses structural equation modeling (SEM) to verify the hypothesis and processed by AMOS Software. There are 5 variables which are advertising, sales promotion, public relation, direct marekting, and interactive marketing as an exogenous variable and brand trust as endogenous variable, for each variables have indicator. The result of this research show that advertising and public relation has a significant affect on brand trust.

Keywords: (Green; Marketing; Promotion; Communication-tools; Brand-trust)

1 Introduction

1.1 Background

Higher competitive market in the business sector is a challenge for companies to have a defense strategy. Product providers in order to win competition from its competitors also require an appropriate business strategy. In developing business strategy, it can improve in the marketing strategy.

Nowadays, consider about environmental problems that occur in the world, customers can choose green options into their attitude that can give positive impact to the environment (Martinez, 2015). Companies are forced to be active in building relationships with customers in today's competitive environment. Increased environmental awareness, consumers can choose environmentally friendly products to have a positive impact on the environment (Jang, Kim, & Lee, 2015). To address this issue, Green alternative strategies such as green marketing can be developed for companies as a new strategy.

There are a set of factors to meet the customer needs and achieve the goals that set by the company called green marketing mix which part of green marketing. To improve long-term relationship with customer is develop and maintain communication and cooperation with the public using green promotion (Isoraite, 2016). Unfortunately in promoting their products even with green practices, consumers often do not believe even though they have made their operations more environmentally friendly. Based on research on consumer perception about green practices, businesses are not efficiently to communicate their green practices/activities which are influential to consumers (Jang, Kim, & Lee, 2015).

For example, one of the largest coffee shop company in the world. They have done a variety of green practices such as recycling paper cups, offering mugs or glasses that can be used more than once so that waste

can be reduced, saving energy and water consumption, doing activities for environment, celebrate earth hours, and other green activities. In this research to find out whether the way Coffee shop communicates their products using communication tools to consumers are likely affect brand trust. Where the communication tools have variables and each variables have indicator. Therefore this research will investigate how to know the relationship of the five variables to brand trust with the attributes or indicators that follow. The five variables are included in exogenous variables and brand trust as endogenous variables. Such a situation gives a problem, how far is the relationship between the five variables to the brand trust followed by the indicators. The next issue is to find out how much influence those variables toward brand trust, the conceptual model design is needed to clarify the direction of the relationship between exogenous and endogenous variables. This research conducted by Structural Equation Modeling (SEM) using AMOS software, Structural equation modeling as a method for technique of multivariate statistical analysis that is used to analyze structural relationships among variables.

1.2 Research Question

3. What is the model of conceptual design of communication tools toward brand trust?
4. What is the relationship between variables of communication tools toward brand trust in the conceptual model?

2 Literature Review

There are several studies found in articles or related to the topics on the ck-chart, the articles are about green marketing mix in promotion: Communication tools.

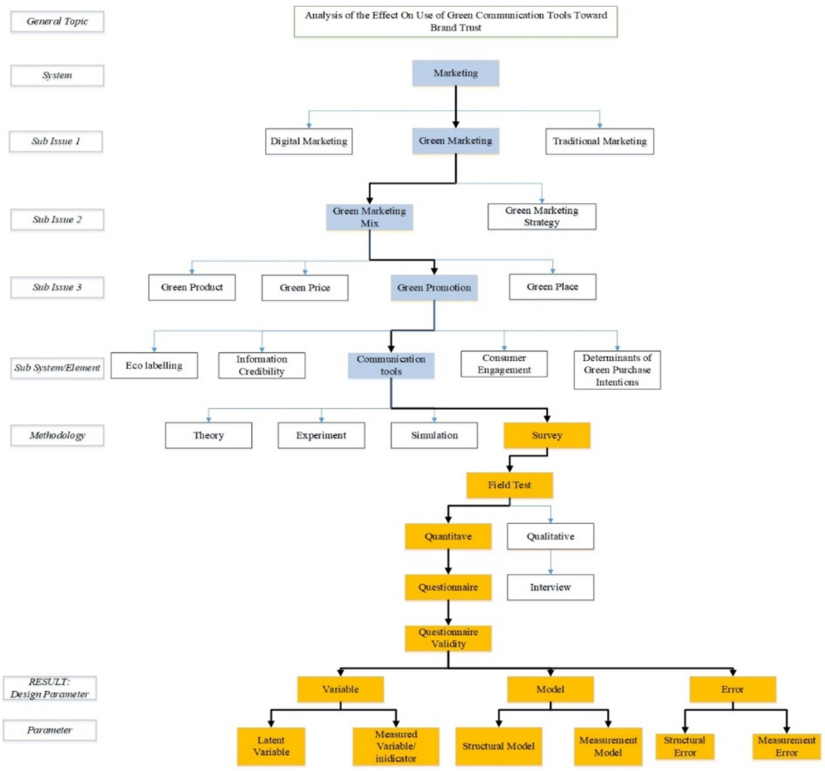


Figure 1. Ck-Chart

2.1 Marketing

Marketing is a process as an organization's function to generate, deliver value to customers and to build customer relationships in ways that can give profit for the organization. (Tellez, 2017).

Marketing can be systemically defined as a complex function of anthropogenic entities, function that integrates provisional marketing and operational marketing activities, with aim to increasing the value offered to all stakeholders, to nature, and to sustainable competitiveness of entities with human operators. (Pater & Cristea, 2018). Marketing activities can bridge the divide between themselves and their potential market, based on Kotler & Keller (2012), marketers find many opportunities by identifying trends in a global environment that can change at any time, and marketers must consider six environmental forces, namely demography, economy, socio-culture, nature, technology, and politics-law. Today, many marketers carry out green marketing programs that have a positive impact on the environment as a result.

2.2 Green Marketing

With the environmental problems customers are choosing green options in their behavior that can do good to the planet. To address this issue, green alternatives strategy such as green marketing should developed by the company as a new strategy. Companies can develop to meet customer environmental requirements with a green marketing strategy (Martinez, 2015).

In green product marketing research or green marketing has become a new emerging topic. People are concentrated on environmental protection from the negative effects of product consumption, manufacturing, and increased waste by products. Consumer interest in buying environmental products has been demonstrated. What green product consumers believe is a deteriorating environment. Therefore, consumers can pay more for environmentally friendly products because of consumer perceptions about environmental problems. (Chhay, Mian, & Suy, 2015).

Green marketing is an activity that produces a product or service but has little impact on the environment to meet consumer needs. Modifying product processing, how to advertise a product is the example (Simao & Lisboa, 2017). The goal of green marketing is during the product manufacturing process and planning, and sales promotion must have a minimal environmental impact and as a social responsibility (Hasan & Ali, 2015).

2.3 Green Marketing Mix

Marketing mix is the marketing strategy as decision variables that used by the firm to market its goods and services. Green marketing mix is focus about the environment which is the process more environmentally friendly. Green marketing mix consist of green product, green promotion, green price, and green place.

Related to the green promotion that cares for the environment, in build a communication between consumers and companies was aimed to give positive impact to the customer. Based on the research that conducted by Kumar (2015) there are five issues of green promotion related or green communication, which are eco-labelling, information credibility, communication tools, consumer engagement, determinants of green purchase intentions.

2.4 Communication Tools

Communication tools are a number of different tools for delivering messages planned through the media to the public or prospective buyers to build brands. Communication as an approach to customers comes from a unique strategy to ensure that brand personality, message and position. (Ekhlassi, Maghsoodi, & Mehrmane, 2012).

Based on Kotler & Keller (2012) the marketing communication consist of eight major modes of communication, there are advertising, sales promotion, events & sponsorship, public relation & publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling. Based on Ekhlassi et al. (2012) there are six marketing communication tools, advertising, sales promotion, personal selling, events & sponsorship, public relation, customer service, and direct marketing. For this research will use advertising, sales promotion, public relation, direct marketing, and interactive marketing as variable that related to the coffee shop company.

2.5 Brand Trust

Brand trust is where consumers can depend on the brand's ability in accordance with consumer expectations. Brand trust is also an expectation for every consumer that the products they trust are reliable. (Li, Kashyap, Zhou, & Yang, 2008).

3 Methodology/Materials

3.1 Data Collection Method

This research will be conducted at one of the largest coffee shop in the world. The location selection is based on the type of company that supports environmental activities. The data will obtained from the respondents who have experience buying their products.The focus in this study related to green promotion which refers to communication tools used by companies. In this study there are several variables that will be used and will be reviewed toward brand trust.

Data retrieval was carried out using a survey method with questionnaire. Questionnaire is a collection of questions given to respondents. The questionnaire used has been tested with 15 questions according to the number of indicators. The questionnaire to be used has a list of statements related to research. The questionnaire consists of several answer choices in the form of a Likert scale. Likert scale is one method that can be used to measure a person's perceptions, opinions, and attitudes regarding social phenomena that occur. Likert scale is by giving a statement to the respondent and asked for an answer with a score of 1 to 5.

In this study, data processing software were used, namely, SPSS (Statistical Product and Service Solution), and Structural Equation Modeling (SEM) will be used in order to analyze the data. The SEM method were processed using AMOS 22 software. There are several step in SEM method, those step include development of theoretical models, development of path diagram, conversion of path diagram into the equation, model input & estimation, identification, model evaluation, and model interpretation.

3.2 Conceptual Model (Framework)

The conceptual model that will be made is about communication tools that affect brand trust. There are several variables that will be used as a consideration to determine the effect on brand trust.

Green advertising claim that a product makes their process more environmentally friendly which always considers green practices. With increasing consumer awareness about the environment, companies are implementing green strategies and in the advertisements they spread to consumers through several media by making environmental claims aim to be superior to their competitors. Green advertising is the approach shown in consumer attention to green products (Khandelwal & Bajpai, 2011). Based on the explanation above, the hypothesis can be proposed that advertising has an influence on brand trust. **(H_1)**.

In green advertising, sales promotions can be conducted to communicate cost reduction to consumers in exchange for involvement in pro-social-environmental behavior or at least, the intention to act pro-environmentally (Jimenez & Yang, 2008). Based on the explanation above, the hypothesis can be proposed that sales promotion has an influence on brand trust. **(H_2)**.

The role in green public relations as an activity to provide awareness as a community not to take actions that can damage the environment so we can enjoy this nature in a sustainable and longer term. Green public relation is a response to specific events, such as contributing to environmental care activities, carried out environmental care activities (Nakajima, 2001). Based on the explanation above, the hypothesis can be proposed that public relation/Publicity has an influence on brand trust. **(H_3)**.

In the direct marketing application the tool used is the Internet. The direct marketing application used on the Internet consists of web and e-mail. Direct marketing is a method for presenting messages precisely. Where an organization can reach consumers outside the sales environment so that information technology to communicate is needed (Hasiloglu & Cinar, 2008). Based on the explanation above, the hypothesis can be proposed that direct marketing has an influence on brand trust. **(H_4)**.

One of the most important concepts in the world of business today to survive on the market is interactive marketing. Due to the many challenges faced by every marketer because of the high competition for technological progress. Therefore it is required to understand every need and be able to be kind to consumers

(Dushyenthan, 2012). Interactive marketing is expected to form interactive reciprocal relationships and new consumer attractiveness (Virvilaite & Belousova, 2005). Based on the explanation above, the hypothesis can be proposed that interactive marketing has an influence on brand trust. **(H_5)**.

Based on the description above, it can be described the idea of how the independent/exogenous variables (x) influence the dependent/endogenous variable (y). The framework will provide the basis for developing the research findings and recommendations for the study. The framework explains the major communication tools as independent variables and brand trust as the dependent variable. The conceptual model will be shown in Figure 2 below.

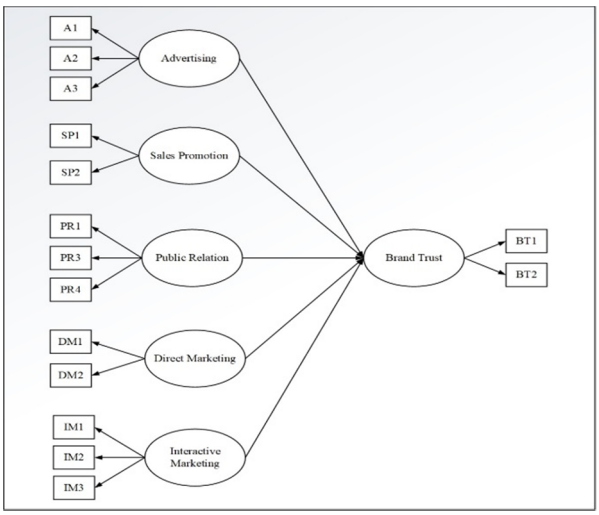


Figure 2. Conceptual Model

4 Results and Findings

4.1 Data Collecting

The data collecting is conducted by filling the online questionnaire using google form. The target respondents of the questionnaire is Coffee shop consumers, and questionnaire that distributed to consumers consist of 14 statements. The number of respondents in this questionnaire totaled 143 consumers who had already bought or knew of Coffee shop products. The characteristics and responses of respondents who have filled out the questionnaire can be seen in the Table 1 below.

Table 1: Characteristics of Respondents

Characteristics	Total	Percentage
Gender		
Female	84	59%
Male	59	41%
Age		
17 - 20 years old	23	16%
21 - 24 years old	115	80%
25 - 28 years old	5	4%
Occupation		
Students	114	80%
Employee	18	12.5%
Entrepreneur	6	4.1%

Characteristics	Total	Percentage
Jobseeker	3	2%
Housewife	1	0.7%
Lawyer	1	0.7%

From the spss calculation found that all the data from the questionnaire or the indicator is valid because R count > R table, where the R table is 0.164 and all the R count more than 0.164. For reliability test the output show that Cronbach alpha number is 0.924. So the number is greater than the minimum value of Cronbach Alpha 0.6, therefore it shows that the research instruments used are reliable.

4.2 Data Processing

After the questionnaire has been tested the accuracy and feasibility of the test through validity and reliability test from primary data of the respondents. Then the data can be processed to conform research needs. Data processing and analysis will be carried out using the Structural Equation Modeling (SEM) method using Amos software.

4.2.1 Development of Theoretical Models

After the research objectives are determined, then it can build a theory-based model. These theories will be justifications for each aspect in SEM. This theory-based model consists of several variables of communication tools and the relationship between each of these variable, some of those variables can be shown in Table 2.

Table 2: Variable and the Definition

Variable	Definition of Variable Dimensions
Advertising	Advertising is a process of sending messages that are not personal but through the media.
Sales Promotion	Sales promotion is a series of short-term activities that aim to increase the sale of a product in the short term. Sales promotion includes; discounts, coupons, product samples, and other forms.
Public Relation/Publicity	Public relations or publicity are activities that include press releases / kits, press conferences, events, sponsorships, and contributions.
Direct Marketing	Direct marketing is a form of communication that is carried out directly to customers and prospects of customers, by telephone, email or the internet.
Interactive Marketing	Interactive marketing is activities and programs that are online that aim to bind potential customers and customers, can directly or indirectly improve image, brand awareness, and increase sales of products and services.

Based on the table above, 5 construct can be formed and each construct has several indicators. And the explanation will be explained in the Table 3 below.

Table 3: Indicator of Variables

No	Construct	Indicator	Variable	Instrument Number

No	Construct	Indicator	Variable	Instrument Number
1	Advertising	*d.* Easy to finding the information about products and using environmentally friendly advertising media	X1	A1
		e. Tumblr as an advertising media offered is aimed for environmental concern	X2	A2
			X3	A3
		f. Attractive Tumblr Design		
2	Sales Promotion	*c.* Promotion/Discount give positive impact on the environment	X4	SP1
		d. Interested in promotion/discounts offered by Coffee shop	X5	SP2
3	Public Relation	*d.* The events or activities will be concerned about the environment	X6	PR1
		e. Liked the events or activities held by Coffee shop that environmentally concern	X7	PR2
		f. Intend to participate in the events that held by Coffee shop	X8	PR3
4	Direct Marketing	*c.* Routine direct marketing interaction by giving a message to care for the environment	X9	DM1
		d. Routine direct marketing through social media to send promo message	X10	DM2
5	Interactive Marketing	*d.* Conduct online campaigns or activities that concern the environment	X11	IM1
		e. Liked the online campaigns that concern the environment	X12	IM2
		f. Intend to participate in the online campaigns that held by Coffee shop	X13	IM3
6	Brand Trust	*c.* Believe that Starbuck is a company that cares about the environment	Y1	BT1
		d. Believes that activities/messages conducted by Coffee shop to increase public awareness of the environment	Y2	BT2

4.2.2 Development of Path Diagram

According to the theories that have been built, then a path diagram of causality relationships between factors will be made. In path diagrams usually consist of two important elements, namely the construct and the relationship between them. Each construct represents a variable and is usually described as an oval and the observed variables are described as a rectangles while the relationship between constructs is usually represented by an arrow. The path diagram of this research can be shown in Figure 2.

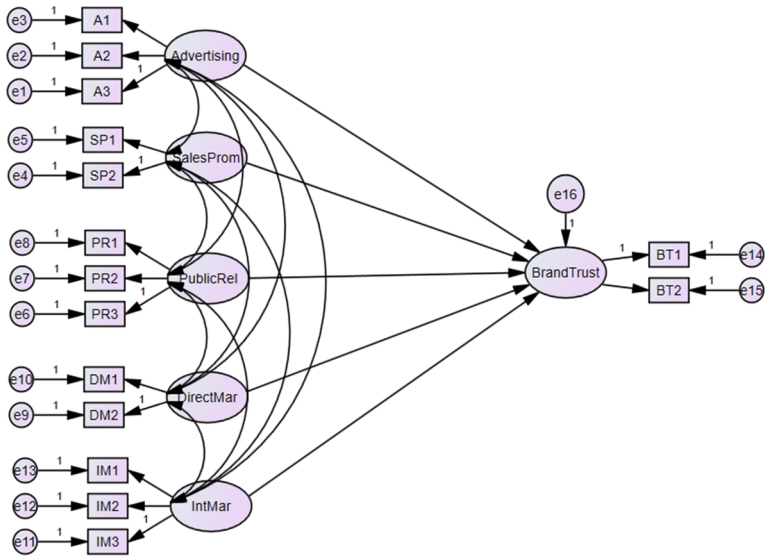


Figure 3. Path Diagram

4.2.3 Conversion of Path Diagram into the Equation

The path diagram that has been created then will be translated into equations for the structural model and measurement model.

c. Structural equation model
This equation is to express the causality relationship between various constructs.

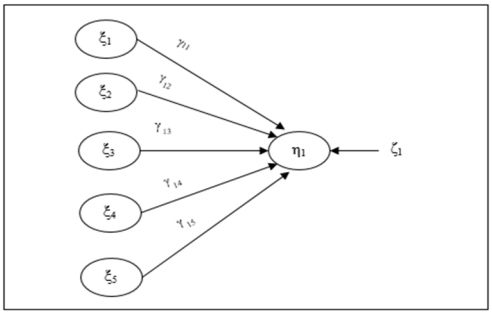


Figure 4. Structural Equation Model

The equation of the structural model above can be written as follows:

"$\eta_1 = \gamma_{11}\,\xi_1 + \gamma_{12}\,\xi_2 + \gamma_{13}\,\xi_3 + \gamma_{14}\,\xi_4 + \gamma_{15}\,\xi_5 + \zeta_1$"

Information:

η_1 = Brand trust

ξ_1 = Advertising

ξ_2 = Sales promotion

ξ_3 = Public Relation

ξ_4 = Direct marketing

ξ_5 = Interactive marketing

ζ_1 = Structural error in brand trust

d. Measurement equation model

The measurement model is a sub-section of the complete model that includes the relationship between the manifest variable and latent. The measurement model is divided into 2 types, there are:

3) Measurement equation model for endogenous variable

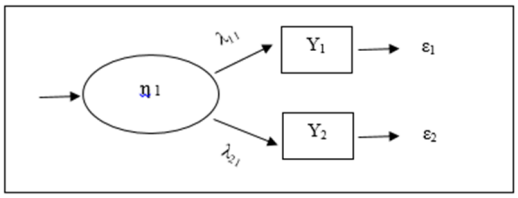


Figure 5. Endogenous Variable

The Measurement equation model for endogenous variable above can be written as follows:

$$Y_1 = \lambda_{11}\,\eta_1 + \varepsilon_1$$

$$Y_2 = \lambda_{21}\,\eta_1 + \varepsilon_2$$

4) Measurement equation model for exogenous variable

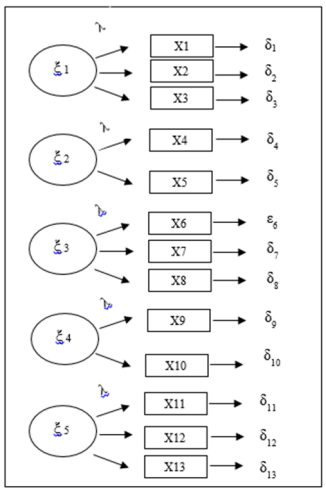


Figure 6. Exogenous Variable

The Measurement equation model for exogenous variable above can be written as follows:

$$\text{“}X_1 = \lambda_{11}\,\xi_1 + \delta_1\text{”} \qquad \text{“}X_8 = \lambda_{83}\,\xi_3 + \delta_8\text{”}$$
$$\text{“}X_2 = \lambda_{21}\,\xi_1 + \delta_2\text{”} \qquad \text{“}X_9 = \lambda_{94}\,\xi_4 + \delta_9\text{”}$$
$$\text{“}X_3 = \lambda_{31}\,\xi_1 + \delta_3\text{”} \qquad \text{“}X_{10} = \lambda_{104}\,\xi_4 + \delta_{10}\text{”}$$
$$\text{“}X_4 = \lambda_{42}\,\xi_2 + \delta_4\text{”} \qquad \text{“}X_{11} = \lambda_{115}\,\xi_5 + \delta_{11}\text{”}$$
$$\text{“}X_5 = \lambda_{52}\,\xi_2 + \delta_5\text{”} \qquad \text{“}X_{12} = \lambda_{125}\xi_5 + \delta_{12}\text{”}$$
$$\text{“}X_6 = \lambda_{63}\,\xi_3 + \delta_6\text{”} \qquad \text{“}X_{13} = \lambda_{135}\,\xi_5 + \delta_{13}\text{”}$$
$$\text{“}X_7 = \lambda_{73}\,\xi_3 + \delta_7\text{”}$$

4.2.4 Model Input and Estimation

Selection of input matrix and estimation techniques SEM uses data input which only uses matrix / covariance or correlation matrix for the overall estimation. Covariance matrices are used because they have advantages in presenting valid comparisons between different populations or different samples and cannot be presented by correlation. The ranges of sample size from 100 to 200 respondents for the technique of maximum likelihood estimation, while the minimum for the sample size is 5 respondents per parameter estimate.

For this study the amount of data used is 143 sample sizes, it means it has exceeded the minimum size of 100 sample sizes. And for the number of indicators in this study is 15 indicators, if the requirement minimum 5 respondents per parameter estimate the data needed is only 75 sample sizes. Therefore sample size that has been collected has qualified.

4.2.5 Identification

The problem of identification in principle is the problem of the inability of the model developed to produce good estimates. The AMOS tool can handle directly if there is an identification problem, if the estimation cannot be done, the program will give a message to the computer monitor about the possible reasons why the program cannot do estimation.

Based on the output of data analysis in the Figure 4.6 below, the results obtained that the model that has been built is over identified. With the number of samples n = 143, the total number of distinct sample is 120 while the number of parameters to be estimated is 45. From these results, the degree of freedom produced is 120-45 = 75, it means 75> 0 that the model is over identified, so that the model can be estimated.

4.2.6 Model Evaluation

d. Feasibility test of measurement model

Also often referred to as confirmatory factor analysis (CFA). The measurement model is an examination of reliability and validity with the aim of knowing the consistency and accuracy of the data collected from the use of indicators. Feasibility tests on the measurement model function to see whether a variable has been correctly measured by each indicator. A variable can be said to be truly measured by each indicator if it has a variance extracted value (AVE) ≥ 0.5 and construct reliability (CR) ≥ 0.7. From the value of standardized regression weights on the results of AMOS output, then it can be calculated using calculations on Microsoft excel for value variance extracted and construct reliability. The result can be shown in Table 4 below.

Table 4: Validity & Reliability Result

No	Variable	Indicator	Standard Loading	Standard Loading^2	Measurement Error (1- Std Loading^2)	CR	AVE
1	Advertising	A1	0.698	0.5	0.5	0.7	0.5
		A2	0.657	0.43165	0.568		
		A3	0.672	0.452	0.548		
2	Sales Promotion	SP1	0.629	0.395641	0.604359	0.7	0.5
		SP2	0.724	0.524176	0.475824		
3	Public Relation	PR1	0.787	0.619369	0.380631	0.8	0.6
		PR2	0.794	0.630436	0.369564		
		PR3	0.689	0.474721	0.525279		
4	Direct Marketing	DM1	0.691	0.477481	0.522519	0.76	0.6
		DM2	0.873	0.762129	0.237871		
5	Interactive Marketing	IM1	0.788	0.620944	0.379056	0.78	0.55
		IM2	0.735	0.540225	0.459775		
		IM3	0.691	0.477481	0.522519		
6	Brand Trust	BT1	0.8	0.64	0.36	0.84	0.73
		BT2	0.906	0.820836	0.179164		

e. Test model assumptions

Before testing at the structural model there are several assumption test with normality and outlier assumption.

1) Normality assumption

Based on the AMOS output, it can be concluded that some indicators for testing normality univariate and multivariate are mostly normally distributed because the value of the critical ratio (c.r) for kurtosis and skewness is within ± 2.58 although some data are found that are not normally distributed indicator for the univariate. Whereas for kurtosis, all distributions are normal because they are in the range of ± 2.58.

Analysis of abnormal data tends to cause chi square to increase and probability levels to decrease. This happens because the data used is data that is entered as it is, which is obtained from primary data, thus allowing the response of each individual that obtain diverse data. According to the Shah & Goldstein (2006) stated that data that is not normally distributed can produce high goodness of fit even though this effect will decrease if using a larger sample size and in this research we use maximum likelihood estimation which is the sample size of this research is 143. Khine (2013) also stated that the maximum likelihood method has a high effect on abnormal data, but it is still necessary to consider whether the data meets both multivariate and univariate.

2) Outlier Assumption

From the AMOS output the amount of the indicator is 15 items, therefore the CHIINV value is 37.69. The result is 8 observations or cases that are categorized as outliers because the value is greater than the value of CHIINV, 37.69. But this case does not need to be issued, according to the Waluyo (2016) stated that the data will still be included in the subsequent analysis if there are no specific reasons for issuing the case.

f. Feasibility test of structural model

Structural feasibility test model aims to see the relationship between variables that have been defined in the construction of the model, whether the relationship between variables has a significant effect, and how much the relationship between these variables. Structural model testing is also often referred to as a hypothesis test. To assess the significance of a relationship between variables, researchers can see the p value from the calculation of the regression value of the relationship. For structural models can be seen in the Figure 7 below.

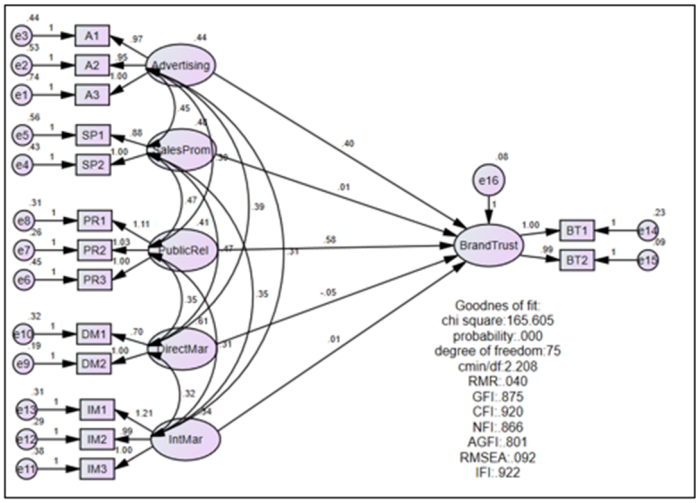


Figure 7. Structural Model

After the SEM assumptions are made, the next step is testing by using several conformity indices to measure the proposed model. Some of these indices can be shown in Table 5.

Table 5: Goodness of Fit Indices

No	Type of Goodness of Fit Indices	Goodness of Fit Indices	Cut of Value	Model Result	Category
1		Probability	≥ 0.05	0.00	
2		Cmin/df	≤ 2.0	2.2	

No	Type of Goodness of Fit Indices	Goodness of Fit Indices	Cut of Value	Model Result	Category
3		Chi-square	*Small	165.605	
4	Absolute Fit Indices	GFI	≥ 0.90	0.87	Marginal
5		RMSEA	< 0.1	0.09	Good Fit
6		RMR	≤ 0.05	0.04	Good Fit
7		AGFI	≥ 0.90	0.80	Marginal
8	Incremental Fit	IFI	≥ 0.90	0.92	Good Fit
9	Indices	CFI	≥ 0.90	0.92	Good Fit
10		NFI	≥ 0.90	0.86	Marginal

Based on the explanation in the table above, from the nine criteria there are only four values that match the criteria, which is RMR and RMSEA from absolute fit indices, IFI and CFI from incremental fit indices. Some others are in the marginal fit category whose results are close to the predetermined conditions. Haryono (2017) stated that the use of 4 to 5 criteria for goodness of fit is considered to be sufficient to assess the feasibility of a model, provided that each group of goodness of fit is an absolute fit indices and incremental fit indices are represented. From the statement above it can be concluded that the overall model can be accepted.

4.2.7 Model Interpretation

If the model is good enough, then the next step in modeling structural equations is to interpret, and vice versa if it is not good then it is necessary to modify the model. The main purpose of modifying the model is to improve the fit of a model, and is done by removing or adding relationships in the model. To give an interpretation of whether the theory-based model tested can be accepted directly or need modification, the researcher must direct his attention to the predictive power of the model by observing the amount of residuals produced. If the standardized residual covariance matrix has a value outside the ring -2.58 ≤ standardized residual ≤ 2.58, then the estimated model needs to be modified.

Based on the output from AMOS the table standardized residual shows, there is no standard covariance residual matrix that has a value outside the ring -2.58 standard residual ≤ 2.58, so the model that is estimated does not need to be modified. And the model has been accepted through the feasibility test of the goodness of fit, modification of the model will not be carried out. Then, it will be continued in the next analysis.

4.3 Hypothesis testing

Furthermore, after all the steps in SEM are carried out, then the next step is hypothesis testing. Data analysis in the hypothesis can be seen from the regression weight value based on the value of the critical ratio of more than 1.96 and the value of the probability is less than 0.05. If it meets these conditions it can be said that the hypothesis is accepted or has a significant effect. The estimation results for each exogenous variable with endogenous variables will be presented in Table 6 below.

Table 6: Estimation Result

			Estimate	S.E.	C.R.	P
BrandTrust	<---	Advertising	.404	.193	2.096	.036
BrandTrust	<---	SalesProm	.009	.197	.044	.965
BrandTrust	<---	PublicRel	.578	.203	2.840	.005
BrandTrust	<---	DirectMar	-.052	.121	-.432	.666
BrandTrust	<---	IntMar	.012	.204	.060	.952

Based on the results above of the regression weight analysis above show that advertising and public relations have a significant effect on brand trust because their critical ratio is more than 1.96 and the probability

less than 0.05. Whereas sales promotion, direct marketing, and interactive have no significant effect on brand trust.

4.4 Discussion

a. The Influence of Advertising toward Brand Trust

C.R value on the influence of advertising toward brand trust is 2.096, it means C.R value is more than the critical value (1.96) or with a significant level (p value) of 0.036 where below the significant value of 0.05. Therefore the hypothesis that advertising affects the brand trust can be accepted. Based on the estimated value, the results show that advertising has a positive and significant effect on brand trust and the values is 0.404. It can be interpreted that the number 0.404 means that Advertising rises by 1 unit of application in the form of using advertising media that are environmentally friendly and with the existence of a Coffee shop tumbler. Then it will cause the contribution to the brand trust to increase by 0.404 times. The results of respondents' answers showed Advertising with Performance indicators in the form of ease in finding information about Coffee shop by using environmentally friendly advertising media and tumbler sales as one of the marketing media showing the percentage of the dominant questionnaire was in the medium range. For this reason, it is necessary to more focus on improving the activities on the Advertising indicators.

b. The Influence of Sales Promotion toward Brand Trust

C.R value on the influence of sales promotion on brand trust is 0.044 below the critical value of 1.96 or with a p value of 0.965 above 0.05. Therefore the hypothesis that sales promotion affects the brand trust is rejected, it means there is insignificant value between sales promotions towards brand trust.

c. The Influence of Public Relation toward Brand Trust

C.R value on the influence of public relation toward brand trust is 2.840, it means C.R value is more than the critical value (1.96) or with a significant level (p value) of 0.005 where below the significant value of 0.05. Therefore the hypothesis that public relation affects the brand trust can be accepted. Based on the estimated value, the results show that public relation has a positive and significant effect on brand trust and the values is 0.578. It can be interpreted that the number 0.578 means that Public Relation rises by 1 unit of its application in the form of activities carried out by Coffee shop which have a positive impact on the environment. Then it will cause the contribution to the brand trust to increase by 0.578 times. The results of respondents' answers showed Public Relation with Performance indicators in the form of activities carried out by Coffee shop which have a positive impact on the environment showing the percentage of the dominant questionnaire was in the high range. For this reason, it is necessary to increase the activities on the Public Relation indicators.

d. Influence of Direct Marketing toward Brand Trust

C.R value on the influence of direct marketing on brand trust is - 0.432 below the critical value of 1.96 or with a p value of 0.666 above 0.05. Therefore the hypothesis that direct marketing affects the brand trust is rejected, it means there is insignificant value between direct marketing towards brand trust.

e. The Influence of Interactive Marketing toward Brand Trust

C.R value on the influence of interactive marketing on brand trust is 0.060 below the critical value of 1.96 or with a p value of 0.952 above 0.05. Therefore the hypothesis that interactive marketing affects the brand trust is rejected, it means there is insignificant value between interactive marketing towards brand trust.

5 Conclusion

Based on the calculation above, a conclusion can be drawn to answer the problem identification. It is stated in the following statement. The conceptual design of the model consists of five communication tools variables that influence the brand trust, which consists of 15 indicators. These variables include advertising which consist of 3 indicators, sales promotion has 2 indicator, public relation has 3 indicators, direct marketing has 2 indicators, interactive marketing has 3 indicators, and brand trust has 2 indicators.

Variables that have a significant relationship or have an influence on brand trust are advertising and public relation which have positive effect on brand trust. While variables that do not have a significant relationship or have no influence on brand trust are sales promotion, direct marketing and interactive marketing.

In terms of maintaining and increasing consumer trust that Coffee shop done some green practices, Coffee shop has made good efforts to build good communication with consumers for long-term relationships. For some variables that are not significant on trust in green practices that are done by Coffee shop maybe because not all Coffee shop consumers know the activities that carried out by Coffee shop. Because of the possibility even as a loyal customer of Coffee shop they are not follow some social media that run by Coffee shop. So it's better to have direct publications also by introducing their activities that have a positive impact on the environment for consumers who visit Coffee shop, therefore there may be public awareness to participate in Coffee shop activities and can develop long-term relationships also between Coffee shop and the consumers.

For the future research, can continue this research with the same theme is expected to be able to develop this research model become more complex and a better model with a normal data. Model development can be done by adding variables, additions to the indicator, or the number of samples used in subsequent studies. It can also use similar research, which uses the same independent variables and dependent variables as the variables used by current researchers but different a number of samples or tools. So it can find out whether there are similarities with the results of this study or not.

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