Green marketing in the coffee shop: Gen Z repurchase intention through customer satisfaction

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Abstract. The coffee shops in Sleman Regency, Yogyakarta, have not widely applied the green marketing mix in their business. Besides, no existing study exists on green marketing mix toward repurchase intention with customer satisfaction as a mediation variable. This study aimed to examine the impact of a green marketing mix on repurchase intention through customer satisfaction as a mediating variable in coffee shops. This research focuses on Gen Z consumer behavior based on the 6Ps green marketing mix. The result analysis used the Structural Equation Model Partial Least Square as a method and involved 150 respondents who filled out an online questionnaire. The results show a significant and positive impact of green price and green physical evidence on repurchase intention, with customer satisfaction as a mediating variable. Gen Z on green price, willing to spend extra money for good quality green products offered by coffee shops, while green physical evidence may add more green conceptual terms such as greenery or live plants.

1 Introduction

Coffee shops nowadays have changed, giving customers access to a more elegant and cozy setting. Coffee shops not only offer a location to get coffee, but they also support environmental sustainability. For instance, they were using biodegradable plastic cups to serve drinks. This made the coffee shop an informational hub, encouraging customers to be more aware of its environmental impact.

The coffee shop industry in Yogyakarta's Special Region is expanding quickly due to shifting consumer demands and coffee consumption habits. Coffee shops are the third site in urban life where people congregate, unwind, and form relationships after homes and workplaces [1]. Coffee shops prioritizing consumer needs and satisfaction are vital in supporting the eco-friendly movement, which, in turn, helps attract customers. Gen Z, known for its growing awareness of environmental issues, often prefers products that do not harm the environment. Adopting eco-friendly marketing strategies, namely a marketing mix, is an innovation that has arisen in response to increasing environmental damage due to company activities [2]. However, applying a green marketing mix in coffee shop operations in Yogyakarta is still very limited and rarely used.

Green marketing tools are rarely used, and no further research has been conducted on the coffee shop business in Yogyakarta. By focusing on eco-friendly products and services, the green marketing mix serves as a tool to evaluate customer satisfaction and repurchase intention. However, only a few coffee shop businesses have adopted this approach. This research focused on Gen Z consumers because of their sensitivity to environmental issues and adaptability to changes, especially concerning the environment. The green marketing mix used is 7Ps consisting of green product, green price, green place, green promotion, green people, green process, and green physical evidence toward repurchase intention via consumer satisfaction.

The primary purpose of this study was to analyze the impact of a green marketing mix on repurchase intention through consumer satisfaction as mediation variables in coffee shops by Gen Z consumers. This study used PLS-SEM, a methodology capable of handling complex models with numerous variable indicators and constructs. For coffee shops, this research provides valuable insights that can be used to improve the green marketing mix in their business, enhance service quality, and build customer loyalty.

2 Literature Review

2.1 Green Marketing

Due to the current pandemic, businesses have been forced to compete against each other creatively, which has been beneficial to increasing their revenues. No matter how much competition there is, marketing innovation has

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always been essential for success in the future, regardless of time. The first evolution phase occurred in 1975 when the American Marketing Association (A.M.A) conducted its first workshop on ecological marketing. Green marketing is defined by A.M.A. as analyzing the positive and negative impacts of marketing on pollution, energy consumption, and the depletion of other resources [3]. This marked the start of the first phase of green marketing evolution, and at this time, all marketing efforts focused on the environment [4]. Green marketing innovation has been acknowledged to a greater extent as a solution for the problems of sustainable development [5].

Green marketing is a tool to reduce any business's negative environmental impacts by embracing the innovative approach of green concept, production, packaging, labeling, and consumption of environmentally friendly goods [4]. Green marketing has gained rapidity due to the depletion of natural resources, which has led to significant environmental harm. While it is not a new concept, the rise in socially aware consumers and the growing demand for eco-friendly products indicate the green movement's growing influence [6].

A green marketing strategy focuses on environmental considerations and aligns with the American Marketing Association's guidelines, benefiting businesses and the environment. In this study, coffee shops were categorized according to their implementation of green marketing strategies, namely retailing, social marketing, and environments.

1. Retailing: Green marketing promotes products that do not cause environmental harm.
2. Social marketing involves creating and marketing products specifically designed to minimize environmental impact or enhance environmental quality.
3. Environments: Green marketing encompasses efforts to produce, promote, package, and certify products that address a company's environmental concerns.

The green marketing mix generates substantial sales by encouraging consumers to choose eco-friendly products [7]. Companies adopt green marketing strategies to enhance their public image, reduce environmental impact, and fulfill the growing green consumer market [8]. The increasing focus on environmental factors has driven the development of green marketing centered around the green marketing mix.

On the consumer side, as their lifestyles change, so do their expectations. Some changes in their consumption habits have also been noticed. Green marketing's role, also referred to as the usage of green products, which has been an extension of the environmental approach, has become an option for many consumers. Consumers' points of view are changing about companies with social responsibilities such as energy efficiency, organic products, and recyclable goods as consumers become increasingly concerned about the environment [3]. It would be advantageous if coffee shops applied green marketing in their operational business.

2.1.1 Green Product

According to [2], a green product is environmentally conscious and has minimal negative environmental impact. It often involves packaging from recycled materials and locally sourced, sustainable resources. Today, Gen Z consumers are drawn to environmentally friendly products, seeing them as healthier, organic, and of superior quality while contributing to environmental sustainability.

Consumers highly value the advantages of green factors—specifically, taste and freshness, safety and health considerations, and energy consumption. In response to growing consumer knowledge about green products or services, coffee shops have responded to customer expectations by offering organic or ethically farmed coffee and tea, along with local goods and ingredients [9].

2.1.2 Green Price

Price is the amount someone needs to pay to buy an item. Price is an essential element in the marketing mix. The context of green prices generally means that there will be an additional higher cost that consumers have to pay because the product is of better quality and environmentally friendly. Gen Z's willingness to pay was very close to their awareness of environmental issues. Consumers who possess eco-friendly habits are often likely to pay more for the products they purchase [10]. Green products are generally more expensive than regular items due to their environmental protection features [11]. Research conducted by [3] explained that a fundamental principle of green marketing is that consumers are generally willing to pay a premium for eco-friendly alternatives.

2.1.3 Green Place

Green places are analyzed from two perspectives: environmentally friendly green distribution and logistics activities related to the company's operations. Green places contribute to reducing the transportation system's impact, such as reducing pollution and energy use that adversely affect the environment. On the other hand, the location and accessibility of the coffee shop may also impact most customers, who are likely to choose an eco-friendly coffee shop and might prefer alternatives closer to home.

2.1.4 Green Promotion

Green promotions aim to increase consumer awareness of the environment and ecological problems [19]. Green promotion impacts the issue in three ways: promoting environmentally related products, eco-lifestyle products, and organic products, and creating an image of a socially responsible company. These green product promotions will change consumers' attitudes and help them become familiar with eco-friendly products. Examples of

upgrades usually done by coffee shops are using less plastic and switching to Tumblr for every coffee purchase.

2.1.5 Green People

Green people are defined as everybody who does anything for green products or services. Those designated as green people want an attitude and approach to sustainability in everything they do. According to [12], green people, in this sense, are parties (labor, consumers, and the public) that engage in professional ethical interactions to support preserving sustainable environments.

2.1.6 Green Process

The process is how services are delivered. Therefore, special care must be taken to ensure the operation is performed precisely for what was created. It is necessary to apply the principles of ecology throughout the system, as this will build an atmosphere where green marketing may succeed overall. In the green process, operational procedures must be adapted to minimize the operation of functional equipment use and reduce greenhouse gas emissions [12].

2.1.7 Green Physical Evidence

Intangible services can be realized through visualization of services using green physical evidence. Among value propositions, green tangible evidence is related to providing the value for which consumers care more about directly observable appearance and style (i.e., cleanliness of the natural environment, material type, and design technology application, or any other benefits that could be associated with environmental preservation).

2.2 Customer Satisfaction

Customers always tend to repurchase a product or service if they are satisfied. Consumer satisfaction is a benchmark for success in running a coffee shop business. Buying expectations are related to consumer satisfaction. One approach is to ensure that a company can deliver above and beyond its customers' expectations and perceptions, increasing customer satisfaction. The higher the customer's perception of the quality of service and products, the higher the customer satisfaction.

The buyer will be satisfied if the product or service remains at the level the consumer expects. On the other hand, if they have a usable version of your product or service, that satisfies them as a buyer. Consumers are satisfied when the expected value matches the perceived value. The consumer will be delighted if the expected value exceeds the perceived value. However, if the expected value is higher than the perceived value, then consumers will feel dissatisfied. Therefore, retaining as many customers as possible is essential because acquiring new customers is higher than having existing customers.

2.3 Repurchase Intention

Repurchase Intention is the tendency of a consumer to repurchase a product based on previous experience with a particular product repeatedly within a certain period. When deciding to repurchase a product, consumers are influenced by the quality of service provided by workers and the value and benefits obtained post-consumption. Attractive facilities must be present to make consumers come back again to visit the coffee shop. Repurchase intention indicators include:

1. The interest in buying a thing for a person is known as transactional interest.
2. Referral interest is how likely a person is to recommend products.
3. A person with referential interests acts as though they have a primary preference for a product; if only the products change, so do their preferences.
4. Exploratory interest is searching for information about a product that interests the buyer.

2.4 Gen Z

Gen Z is a generation of someone born between 1995 and 2010 [13]. The generation that was born is known as Generation Z, and it is most proficient in the use of technology and is closely related to social media. The use of Gen Z in this study is that they are more sensitive to accepting changes, where the adaptation of Gen Z to change is more quickly absorbed than other generations. Besides, Gen Z consumers are more educated than other generations, which may lead to the fact that this generation could be more concerned with green products and the protection of the environment [23].

Gen Z is used in this study because they are more open to change, but every generation before or after will handle change differently. Products that make a good impression are the most important to Gen Z. This expectation leads millennials, mainly Gen Z, to seek reliable and transparent food outlets and brands and consume those that provide them with what they expect. Furthermore, Gen Z's product preferences are also moderated by the atmospheric characteristics and service quality [14].

3 Method, Data, and Analysis

3.1 Research Design

This study analyzes the effect of a green marketing mix on repurchase intention. The distribution of closed and open questionnaires with Likert Scale measurement (score 1-5) through Google Forms is intended for Gen Z consumers who have visited 18 coffee shops in Sleman Regency, Special Region of Yogyakarta, for the past six months and use the PLS-SEM model as the research object.

The object of research was obtained through preliminary studies. Cluster sampling research in Sleman Regency, Yogyakarta, has two districts with the highest coffee shops: Depok and Ngaglik. The total number of

coffee shops in the two districts is 75. Coffee shops were eliminated using the Exponential Comparison Method from 75 to only 18 coffee shops—elimination based on Google Maps rating (min 4.0+) and review (at least 50 reviews).

3.2 Population and Sample

The population in this study is coffee shop consumers in the Special Region of Yogyakarta. Respondents in this study range from 18-27 years of Gen Z, who like coffee shops and are aware of the environmentally friendly movement. In addition, the criteria for respondents must have purchased and visited at least once at each selected coffee shop.

A sample size of 100 to 150 persons is generally sufficient for analysis. Ten times the maximum number of arrows or paths in the model must be multiplied to determine how many cases one needs for this kind of empirical research. More generally, this can be accomplished using conventional sample size estimation, such as the 10-time rule procedure often applied in PLS-SEM [15].

3.4 Variable Research

A linear literature study of topics carried out in previous research is the benchmark for this research. These variables are packaged and will be a reference for researchers researching the green marketing mix and repurchase intentions in Table 1.

Table 1. Research Variable.

Code	Indicator	Variable
A1	The materials used are environmentally friendly and easily recyclable	Green Product
A2	The products offered are of high quality and do not harm the surrounding environment.	
A3	Primary and secondary packaging is made from environmentally friendly and recyclable materials.	
A4	Coffee shops help take actions that support environmental conservation.	
B1	Consumers are willing to support environmental sustainability by paying a slightly higher price for green products.	Green Price
B2	The price paid by consumers is proportional to the quality of the product provided by the coffee shop.	
C1	The coffee shop is strategically located to reach all target markets.	Green Place
C2	Easy road access for consumers to reach the coffee shop visited.	
C3	The coffee shop has a large parking area to facilitate consumers.	
D1	The coffee shop offers discounts for customers who bring a Tumblr	Green Promotion
D2	Coffee shop cooperates with other parties to support the 3R movement (Reduce, Reuse, Recycle)	
E1	Consumers participate in the energy and electricity-saving movement	Green People
E2	Workers educate consumers on green products.	
F1	The production process does not pollute the environment and is safe for consumers.	Green Process
F2	The coffee shop no longer provides paper receipts to support the environmentally friendly movement.	
F3	The coffee shop provides a place for consumers to dispose of waste going through the recycling process.	
F4	Minimization of waste (gas, liquid, solid) to the environment by the coffee shop	
G1	The green concept is a suitable concept for a green coffee shop	Green Physical Evidence
G2	The location of live plants in the coffee shop adds to the impression of greenery and nature.	
G3	Consumers like the green atmosphere presented by coffee shops	
CS1	The value of consumer expectations must be equal to the value consumer perception value so that satisfaction occurs	Customer Satisfaction
CS2	Consumers feel satisfaction when buying a product.	
RI1	Consumers repurchase products at the same coffee shop	Repurchase Intention
RI2	Consumers will recommend coffee shops to others.	
RI3	Consumers plan to buy the same product in the future.	
RI4	Consumers quickly get information about coffee shops through friends/relatives / social media/websites.	

3.3 PLS-SEM Model

In this study is using PLS-SEM. There was no solid theoretical foundation for PLS-SEM, some assumptions (non-parametric) were ignored, and the coefficient of determination (R^2) value was used as a measure of

prediction model accuracy — research may be necessary to substantiate theory when utilizing this approach for a PLS-SEM analysis PLS-SEM is intended to be used when the aim is to test predictive relationships between constructs as can be inferred from their relationship or influence on other sets of constructs. The following PLS-SEM model was used in this study in Fig 1.

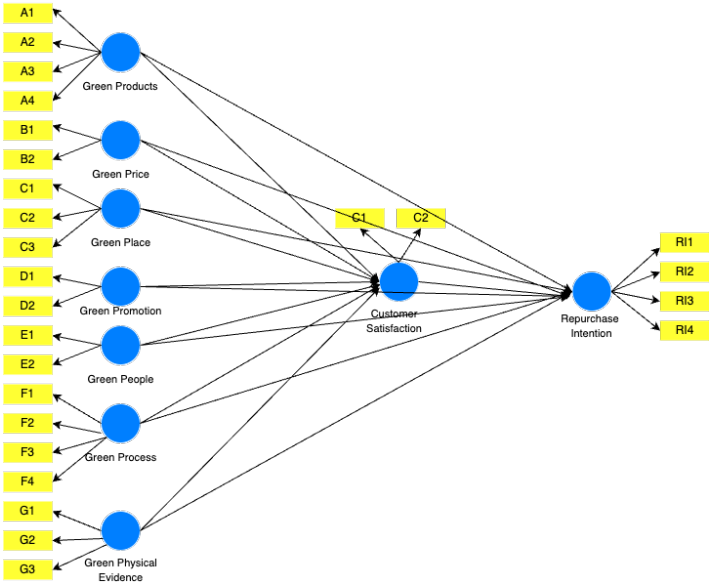

Fig 1. PLS-SEM Model.

4 Result and Discussion

4.1 Result

In this study, only four coffee shop samples were willing to be interviewed, and the name of the coffee shop is confidential, so each pair of separate coffee shops is given initials. So, each coffee shop is only given initials. The four coffee shops above can be known as green marketing references based on their application directly in each coffee shop. According to the A.M.A.'s classification of green marketing, the four coffee shops are categorized as:

1. Coffee Shop A is classified as social marketing. With the concept of creating a more usable product to result in less environmental impact or by making packaging recyclable and using packaging creation to achieve this.
2. Coffee Shop B is classified as social marketing. Collect through a third party, and benefits to coffee shops for marketing reduce waste and negative impacts in place of plastic straws.
3. Coffee Shop C is classified as an environment. The responsive coffee shop to environmental matters always tries hard to produce, promote, and package with green principles.
4. Coffee Shop D is classified as retailing. Green marketing is only done when it can be made so, through which it keeps its environment and the rest of consumers.

This study obtained results from 150 respondents of Gen Z. Based on the results, coffee shop customers are female students between the ages of 21-24 who live in Kota Yogyakarta and have an average income of Rp1,000,000-Rp3,000,000. Purchasing expenses in coffee shops range from Rp20,000-Rp30,000 with the frequency of purchases 2-4 times, and the rest are explained by the profile of respondents in Table 2.

Table 2. Respondent's Profile Result.

No	Respondents' Characteristics	Total	Percentage
	Sex		
1	Men	48	32%
	Women	102	68%

2	**Age**		
	18-20	55	36.7%
	21-24	69	46%
	25-27	26	17.3%
3	**Domicile**		
	Yogyakarta City	78	52%
	Sleman Regency	35	23.3%
	Gunung Kidul Regency	12	8%
	Kulon Progo Regency	7	4.7%
	Bantul Regency	18	12%
4	**Jobs**		
	Students/College Students	95	63.3%
	Self-employee	41	27.3%
	Entrepreneur	14	9.3%
	Civil-employee	0	0%
5	**Income (per month)**		
	<Rp500,000	48	32%
	IDR 1,000,000-IDR 3,000,000	74	49.3%
	IDR 3,600,000 - IDR 6,000,000	22	14.7%
	>IDR 6,000,000	6	4%
6	**Purchasing expenses in Coffee Shops**		
	IDR 20,000-IDR 30,000	79	52.7%
	IDR 30,000-IDR 50,000	71	47.3%
7	**Frequency of Purchasing in Coffee Shops**		
	1-2 times	30	20%
	2-4 times	67	44.7%
	>5 times	53	35.3%

The Content Validity Ratio (CVR) test is one technique for evaluating questionnaire content validity. CVR is done by a panel of experts known as Subject Matter Experts (S.M.E.) with a minimum score of 0.75 for eight panelists. The indicator is removed if the CVR value exceeds the minimum value. The CVR results showed that indicators C1, C2, and C3 in the green place variable; E1 in green people; G3 in green physical evidence, and RI3 in the repurchase intention variable were below the minimum value, so these indicators removed from the questionnaire.

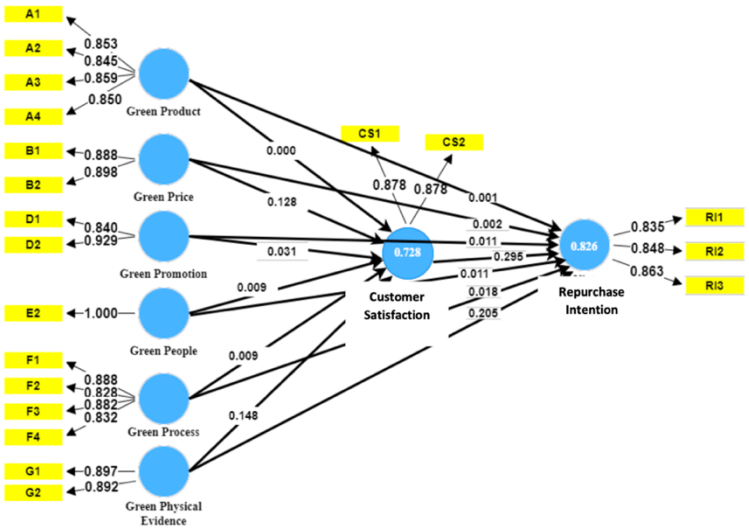

Fig 2. PLS-SEM Result

The outer model evaluation consists of a convergent validity test (including loading factor with a value ≥ 0.5 and Average Variance Extracted with a value at least 0.5), discriminant validity (cross-loading), and composite reliability with a value with a value of ≥ 0.7. The inner model evaluation consists of the path coefficient and R^2. Path coefficient when the t-count > t-table (1.977) shows a positive variable and p-value to calculate the significance of a variable. If the variable has a p-value < 0.05, then the variable is significant. The R-square test is used to find how much variance can be explained in an indicator variable by the variance in a latent variable. Outer and inner model evaluation has been conducted, for summary shown in Table 3.

Table 3. Summary result of the outer and inner model evaluation.

Variable	Indicator	Loading Factor	AVE	Composite Reliability	R^2
Green Products	A1	0.853	0.726	0.894	-
	A2	0.845			
	A3	0.859			
	A4	0.850			
Green Price	B1	0.888	0.798	0.747	-
	B2	0.898			
Green Promotion	D1	0.840	0.784	0.810	-
	D2	0.929			
Green People	E2	1.000	1.000	1.000	-
Green Process	F1	0.888	0.736	0.885	-
	F2	0.828			
	F3	0.882			
	F4	0.832			
Green Physical Evidence	G1	0.897	0.799	0.749	-
	G2	0.892			
Customer Satisfaction	CS1	0.878	0.771	0.703	0.728
	CS2	0.878			
Repurchase Intention	RI1	0.835	0.720	0.808	0.826
	RI2	0.848			
	RI4	0.863			

4.2 Discussion

Table 4. Summary result of path coefficient.

Variable	t-statistic	p-value	
Green Product -> Customer Satisfaction -> Repurchase Intention	0.115	0.909	Not significant
Green Price -> Customer Satisfaction -> Repurchase Intention	2.372	0.018	Significant
Green Promotion -> Customer Satisfaction -> Repurchase Intention	1.291	0.197	Not significant
Green People -> Customer Satisfaction -> Repurchase Intention	1.100	0.271	Not significant
Green Process -> Customer Satisfaction -> Repurchase Intention	0.916	0.360	Not significant
Green Physical Evidence -> Customer Satisfaction -> Repurchase Intention	2.690	0.007	Significant

Hypothesis test analysis is based on the path coefficient determined by the original sample, t-statistic, and p-value. Green products are not significant. Most coffee shops still use cups and straw plastics. The high operational cost is directly related to the coffee shops having to cut down on prices to be profitable. On the other hand, if a product is too expensive compared to a non-green alternative, the benefit obtained by buying it might not be that significant, even though Gen Z customers are willing to pay more [16]. Research by [17] shows that eco-friendly products' market share did not display significant growth, which did not fulfill consumers' perspectives on green products. As long as the shop can meet all the criteria, using green products in a coffee shop can satisfy its consumers and be environmentally friendly. For green products, demand will grow if it is positive. For green products to be perceived as useful, they must benefit the environment and offer certain consumer advantages like health and satisfaction [16]. Coffee shops must upgrade their green products to persuade consumers to buy them. The reason is that, unlike earlier generations, Gen Z is committed to environmental sustainability and actively supports retailers who strive to offer eco-friendly products [18]. So, coffee shops can make innovations to their products to be more eco-friendly. As much as possible, coffee shops implement green marketing in their business operations. However, there are still numerous coffee shops in Sleman Regency that have not implemented this business strategy. This can be an advantage and unique selling point for

coffee shops to introduce and sell green products to consumers.

Green price with respondents' Income per month of Rp1.000.000-Rp3.000.000 from respondents to purchases at coffee shops with a budget of Rp20.000-Rp30.000 stated that respondents are still classified as price sensitive. Gen Z customers are highly price-sensitive because green products are typically more expensive than non-green products. Based on [19] explains that consumers are interested in paying less for green products. However, Gen Z is also sensitive to value quality. Product quality is more critical in making purchases, and customers are typically willing to spend extra for products of good quality. This satisfaction of purchasing indicates that wherever Gen Z consumers shop, they will return as long as the quality is right. They are willing to afford higher costs, so there will be an intention to repurchase in the future.

The green promotion carried out by coffee shops is based on the recorded frequency of respondents visiting coffee shops, where most of them visit coffee shop A, which has as many as 103 respondents. Coffee shop A is indeed quite strong in implementing green promotion. For example, the number of environmentally friendly promotions and implementations in coffee shops other than coffee shop A is still low. Many coffee shops do not aggressively conduct green promotions because they tend to focus on their company's operations. Research conducted by [20] found that green promotion does not affect customer satisfaction because it has yet to be carried out intensively. It is one of the reasons that some respondents are not satisfied with the promotions offered by the coffee shop. So, they do not intend to repurchase. Green promotion can be advised for coffee shops to intensify the promotion of green products to appeal to consumers. According to research conducted by [19], green promotion is one of the crucial factors in consumer behavior. The study shows that consumers have faith in green promotional offerings, consistent with the increasing use of green promotional tools. Coffee shops might use strategies that highlight their products' environmental advantages, encourage green lifestyles, educate consumers about environmental issues, offer information on sustainability, and even solve environmental problems [19]. By doing those strategies, coffee shops can slowly introduce their green products to consumers, for instance, discounts for customers who bring tumblers for every purchase and suggest durable disposable items, such as biodegradable cups or stainless straws so that the repurchase intention can happen and customer feel satisfied.

The green people were followed by students aged 21 – 24 as survey participants in coffee shops. Educating consumers (especially consumers in Yogyakarta) is still very challenging. The awareness of coffee shop consumers in Yogyakarta regarding the environmentally friendly movement is still slightly applied. Awareness must be done by themselves, and coffee shops are only an intermediary for consumers. However, coffee shops and consumers are responsible for environmental concerns and actively engage in the process by providing and purchasing green products. If coffee shop keeps on educating green for both its workers and consumers, then indeed, consumers will feel satisfied with the coffee shops, so they will make a repurchase in the future. People need to acknowledge and act regarding the consequences of waste on the surroundings and the environment [21]. Collaborate with local communities to arrange activities or workshops where community members can practice sustainability by learning, for example, discussing the significance of caring about environmental issues. Doing these practices will gain customer's attention and make them more aware of eco-friendly green products.

The green process still needs to be widely applied in coffee shops. Coffee shops failed to treat their waste so that environmental preservation would not be directly affected. Interviews at a coffee shop, which solves problems by selling kitchen waste to third parties, are beneficial for the company. Green process procedures are vital for coffee shops to implement environmentally friendly products. Meanwhile, customer satisfaction can persist at about the same level as any value of the green process [17]. So, repurchase intention can be expected. Therefore, only a few coffee shops have applied this, but it is still underutilized and requires further studies. As coffee culture is gaining popularity, consumption is increasing. Considering these trends, coffee shops should seek partnerships with intermediaries to help manage waste effectively. On the other hand, government intervention and policies are crucial in fighting waste. Good laws and initiatives can make people responsible and promote sustainability practices [21].

Green physical evidence refers to using natural and sustainable materials for product and facility decoration, including company buildings/facilities and cleanliness. Respondents frequently visited the top three coffee shops, and respondents assumed that coffee shops had a green concept compared to others. The green concept in coffee shops in Yogyakarta usually took the form of nature-themed and live plants on each corner. Consumers will feel at home because they are comfortable with the concept and impression of live plants or greenery given by the coffee shop. According to [22], a green atmospheric servicescape can communicate environmental friendliness through eco-friendly signs and visually appealing interiors, layouts, and facilities. Coffee shops in Yogyakarta should attract consumers with the idea of a green concept that satisfies them so that repurchase intention can occur.

4.2.1 Study Limitations

This study contains several limitations which indicate possible areas for future investigations. First, this study was carried out after the pandemic, which changed people's lifestyles and offered different opportunities and challenges in various industries [23]. Due to the continuously changing environment, Gen Z seems to exhibit specific shared values, traits, lifestyles, and behaviors that make them different from the rest of the generations [24]. The lack of environmental responsibility is one of the barriers to performing environmentally responsible behaviors [16]. This limitation can change

Gen Z's behavior, make them less aware of environmental concerns, and not actualize green marketing daily. However, it is possible that the environmental knowledge and beliefs of Generation Z can turn into green purchasing behavior in the future, even if they are in fact, as of now, not actively engaging in changing their attitudes in action. This study needs future research to examine Gen Z's actual perspective on green marketing to reduce some bias. Adding green awareness is quite significant as it potentially serves as the first step to creating awareness for Gen Z about issues surrounding the environment and its impacts on their lifestyle, increasing their demand for more eco-friendly goods, and more participation regarding the conservation of the environment [25]. Besides, adding green knowledge could make consumers understand the issues concerning the natural environment [19]. Second, this research has limitations in terms of the number of respondents. A small sample size and a lack of diversity in the respondents could affect the findings of this study. This study needs further research with bigger respondents and wider demographic diversity. Third, following existing trends, this research may be different in the future. This research has been done as a response of the coffee shop to Gen Z consumers' behavior, which was observed during the recovery phase from the pandemic. Hence, further study should be undertaken to enable adaptation to the dynamics of social conditions or economic differences that might arise.

5 Conclusion and Suggestion

The results indicate that green products, green promotion, green people, and green process variables have a negative and insignificant impact on repurchase intentions, with customer satisfaction as a mediation variable. In contrast, green price and physical evidence variables positively and significantly affect repurchase intention through Gen Z customer satisfaction as a mediation variable in coffee shops. The low green awareness of both consumers and coffee shops may cause insignificant variables. Consumer green consciousness is the level of environmental awareness and willingness to act (such as purchasing eco-friendly items) among customers [26]. Unfortunately, this awareness is not widely applied by consumers or coffee shops, so it will be more challenging to use green marketing. This might be a barrier to this research. As for suggestion, the green prices variable, if Gen Z consumers have a positive experience with green products, they will be willing to pay for premium products [16]. For green physical evidence, variables can be combined with experiencescape. Experiencescape is an important notion. There are five elements of experiencescape: social, cultural, sensory, functional, and natural [27]. As a suggestion for future research, additional indicators for the green marketing mix must be added so that all variables can fulfill customer satisfaction and repurchase intention.

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