

## **ABSTRACT**

*The research aims to know that influence of green marketing on perceived value and purchase decision at starbucsk (case study on Students Muhammadiyah University of Yogyakarta). This research exist 160 respondents as sample of this research by using purposive sampling method. The data collection method conducted by questionnaire. The data was analyzed by using structural equation modeling.*

*Results showed that Green Marketing has direct and significantly effect on Perceived Value, Perceived Value has direct and significantly effect on Purchase Decision, Green Marketing has direct and significantly effect on Purchase Decision, and Green Marketing has significantly effect on Purchase Decision through the Perceived Value as mediator variable.*

**Keywords :** *Green marketing, Perceived Value, Purchase Decision*