

THE INFLUENCE OF GREEN ADVERTISING ON CUSTOMER LOYALTY SENSATIA BOTANICALS IN SURABAYA

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ABSTRACT

Green advertising has emerged as a strategic approach for businesses to promote their environmentally friendly products and practices while appealing to environmentally conscious consumers. This study aims to investigate the impact of green advertising on customer loyalty, focusing on Sensatia Botanicals in Surabaya, Indonesia. Through a combination of quantitative methods, data will be collected from customers to explore their perceptions of Sensatia Botanicals' green advertising initiatives and their effects on loyalty towards the brand. The findings of this research will contribute to the understanding of how green advertising influences customer loyalty in the context of a specific company operating in Surabaya. This study also provides insights for businesses seeking to develop effective green advertising strategies to enhance customer loyalty and contribute to sustainable business practices.

Keywords: *Green Advertising, Customer Loyalty, Sensatia Botanical*

1. Introduction

In recent decades, there has been an increased awareness of environmental concerns within populations around the world. Moreover, a comprehensive international study conducted by UNESCO underscores the extremely high level of awareness pertaining to these concerns, especially prevalent among the younger demographic who show a keen interest in environmental conservation and advocate for concrete measures to address climate change, as reported by UN News. The increasingly sophisticated technological landscape and the widespread availability of information have also contributed significantly to this strengthening of awareness. Driven by this heightened awareness, the global community is increasingly advocating for specific initiatives and regulations that promote environmental sustainability, covering sectors such as industry and business, as stated by the Columbia Climate School. Consumers are increasingly aware of the detrimental consequences of business operations on the environment and are showing increased discernment in choosing the commodities and services they use. This shift is forcing companies to embrace more environmentally conscious business methodologies, including the implementation of green marketing tactics. (Polonsky, 1994) explains in his work “Introduction to Green Marketing” that green marketing is characterized as “all efforts designed to initiate and facilitate transactions aimed at meeting human needs, while minimizing adverse effects on the environment.” Polonsky emphasizes that green marketing not only includes advocacy of environmentally friendly goods but also entails corporate accountability for environmental preservation through improved governance and sustainable business protocols. Green marketing is designed to attract environmentally conscious consumers, while enhancing a company's image as a socially and environmentally responsible entity.

The formation of customer loyalty is an important element for the company's continued success over time. According to Sitisna (2003), loyalty can be described as a positive attitude towards a brand that is shown through consistent brand purchases. This

loyalty is evident in the tendency of customers to consistently choose products or services from the same company and recommend them to others. With increasing emphasis on environmental issues, green marketing plays an important role in fostering and upholding customer loyalty. Research by (Nguyen-Viet & Nguyen, 2024) shows that contemporary consumers are interested not only in the quality and price of a product or service, but also in values that match their beliefs, such as environmental concerns. By embracing and advocating eco-friendly practices, companies not only attract new customers who prioritize environmental concerns but also strengthen the loyalty of their current customer base. Consumers show a tendency to exhibit higher levels of loyalty towards brands that are perceived to be socially responsible and actively contribute to the well-being of the environment. A recent study conducted by (Majeed et al., 2022) investigated how strategies in green marketing impact consumers' propensity towards environmentally conscious purchases. The findings of the study conducted by (Majeed et al., 2022) showed a substantial positive correlation between the utilization of green marketing tactics and consumers' propensity to engage in environmentally friendly purchasing behavior. In addition, the implementation of green marketing strategies has the potential to give organizations a competitive advantage. In a competitive market, product differentiation based on environmental characteristics can serve as an important determinant in consumer choice during the purchasing process. By fostering stronger emotional bonds between brands and consumers through the promotion of environmental values, businesses can grow a loyal customer base that shows resistance to switching to alternative brands. The beauty industry represents one sector that is actively engaged in green marketing initiatives.

The beauty industry and green marketing represent emerging sectors in the contemporary era. In the beauty sector, green marketing signifies efforts to develop ecologically sound products, using natural or organic components, while also reducing adverse ecological effects. This entails strategies such as utilizing recycled materials, minimizing waste, adopting eco-friendly packaging, and prioritizing sustainability. The beauty industry is leading the way in embracing green marketing due to consumers' increasing concern for the environment and health, leading them to choose products that are eco-friendly and safe with minimal reported side effects. Governments and international organizations have introduced various regulations and standards that require cosmetic companies to reduce their environmental footprint. One example is the European Union, which has strict regulations regarding chemicals in cosmetics and packaging that must meet certain environmental standards (Limbu & Ahamed, 2023) Such regulations force companies to innovate to create safer and more sustainable products. Many companies see green marketing as a way to differentiate their brand from competitors. By promoting environmentally friendly products, companies can improve their brand image and attract consumer segments that care about the environment. Integrating green approaches can enhance a company's reputation among consumers, foster trust and cultivate customer loyalty. The topic of green marketing in the beauty industry has garnered increasing relevance and significance in recent times. This phenomenon is driven by growing awareness among consumers regarding environmental and health concerns, the increasing popularity of animal cruelty-free trends, vegan products, and the mounting pressure on companies to embrace a more sustainable and eco-friendly approach to business. An example of an industrial entity that incorporates green marketing into its promotional strategy is Sensatia Botanical.

Sensatia Botanical is known as a company with products that focus on skincare and beauty. Sensatia Botanical has garnered praise for its range of natural and organic offerings

which is what makes Sensatia Botanical distinctive. Founded in Bali, Indonesia, the brand underscores the utilization of indigenous components and sustainable methodologies in its product formulations, encompassing a diverse selection of skincare products. Sensatia Botanicals has become renowned for its commitment to excellence, utilization of environmentally conscious ingredients, and advocacy for sustainable business models. Consequently, this research has significance for Sensatia Botanical's ability to effectively compete, survive, and expand its presence in the market. Future analysis will explore the factors that influence customer loyalty among Sensatia Botanical's customers in Surabaya.

2. Literature Review

2.1 Green Marketing

Green marketing involves developing and marketing products that are considered safe for the environment. Green marketing encompasses a wide range of activities, including product modifications, changes to the production process, changes to packaging, as well as modifying advertising (Polonsky, 1994). Green marketing involves marketing products or services that are environmentally friendly and serve to protect and preserve the environment (Peattie & Crane, 2005). Green marketing encompasses certain characteristics such as marketing products that are safe for the environment, developing and marketing products that can minimize harm to the environment, producing, promoting, and packaging products in an appropriate manner so as to protect the environment. The purpose of green marketing is not only to see profit as the main goal of the company but also an additional concern for the environment (Arseculeratne & Yazdanifard, 2013). Green marketing as “the application of marketing tools to facilitate changes that satisfy organizational and individual goals in maintaining, protecting, and conserving the physical environment” (Juliana et al., 2017). Green marketing has developed into a new topic related to a motivation of people as consumers interconnected with effectiveness, cooperative behavior and strategic alliances where green marketing is a marketing program that covers broadly about environmentally based marketing which includes corporate policies, practices and marketing procedures that explicitly focus on environmental friendliness with the aim of generating revenue and providing exchanges or transactions that satisfy organizational and individual goals (Rajeev, 2016).

2.2 Brand Image

According to Kotler & Keller (2012), brand image is the perception and belief made by consumers, as reflected in the associations that occur in consumer memory. According to Surachman (2008), brand image is a perception of a brand which is a reflection of consumer memory of their associations with the brand. Brand image is a perception formed in consumers' minds about a brand based on their experience with the brand (Chadwick & McGowan, 1972). Brand image is the consumer's perception and interpretation of the brand resulting from the impression of the brand and the information presented to them David A. Aaker (2002). According to Kotler & Keller (2016), brand image is the perceptions and beliefs held by consumers, as reflected in the associations embedded in consumers' memories. According to Surachman (2008), brand image is the perception of a brand which is a reflection of consumer memory of their associations with the brand. According to Aaker (1997), brand image is how

the brand is perceived by consumers which then affects the associations that arise in the minds of consumers.

2.3 Customer Loyalty

Reichheld and Sasser (1990) Customer loyalty is a state in which consumers are psychologically committed to continuing to make purchases from a particular brand or company. Oliver (1999) Customer loyalty is a condition in which consumers have a preference or emotional attachment to a brand, which causes them to tend to choose that brand again in repeat purchase situations. Jacoby and Kyner (1973) Customer loyalty is the intention or tendency of consumers to continue to buy certain products or brands over a long period of time. According to Kotler and Keller (2016), customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. According to Griffin (2005), customer loyalty is a concept that emphasizes consistent purchasing behavior for a product or service over time by a decision-making unit. According to Tjiptono (2014), customer loyalty is a situation where consumers have a positive attitude towards products or producers (service providers) and are accompanied by consistent repurchase patterns.

2.5 Green Marketing on Customer Loyalty

Green marketing has a positive influence on customer loyalty because it can increase customer satisfaction and company image (Rahbar & Wahid, 2011). Green Marketing can help build customer loyalty by positioning the company as an environmentally responsible company, which can improve the company's image and reputation in the eyes of customers (Polonsky, 1994). According to Arseculeratne and Yazdanifard (2014), Green Marketing can increase Customer Loyalty by meeting customer preferences and demands for environmentally friendly products, as well as by building stronger relationships with customers who care about the environment. Green Marketing can increase customer loyalty by increasing customer satisfaction and building a positive brand image in the minds of customers (Chen, 2010). Green Marketing can influence Customer Loyalty indirectly through increasing positive brand associations and customer satisfaction (Pappu & Quester, 2016). From this statement we can hypothesize that:

H1: Green Marketing has a significant effect on Customer Loyalty

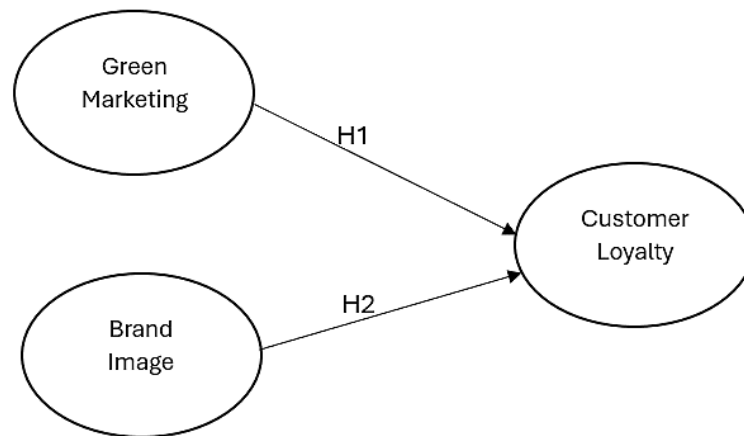
2.6 Brand Image on Customer Loyalty

David A. Aaker (1996) states that a positive brand image can increase customer loyalty because customers tend to remain loyal to brands that they trust and that they perceive to have a positive image. A strong brand image helps create an emotional attachment between the customer and the brand, which in turn drives customer loyalty (Keller, 2001). They suggest that brand image affects customer loyalty both directly and indirectly through customer satisfaction. A positive brand image increases customers' trust and emotional attachment to the brand (Chaudhuri & Holbrook, 2001). A strong and positive brand image increases customer loyalty by strengthening customer perceptions of brand quality and credibility (Nguyen-Viet & Nguyen, 2024). They found that brand image contributes to customer loyalty through self-identification with the brand. When customers feel that the brand reflects their personal identity, they are more likely to remain loyal to the brand (Kressmann et al., 2006). From this statement we can hypothesize that:

H2: Brand Image has a significant effect on Customer Loyalty

3. Research Method

The type of approach used in this research is a quantitative approach. The population used is Sensatia Botanicals customers in Surabaya. The sampling technique used is non-probability sampling using a questionnaire as the main tool in data collection. In this study, researchers will use snowball sampling techniques, where researchers select respondents who will help researchers to distribute and fill out questionnaires. In this study, the respondents collected amounted to 100 Sensatia Botanicals customers in Surabaya according to the characteristics of the respondents. The research model can be seen below:



Source: Suryawan et al., (2022)

4. Results and Discussion

4.1 Results

This study uses multiple regression in testing between variables. The statistical analysis tool used to answer the formulation of this research problem is SPSS. After the questionnaire is returned, the next step that must be taken is descriptive statistical analysis. Respondents who filled out the questionnaire were mostly women, this can be seen from a total of 100 respondents, 73 respondents (73%) of whom were women while 27 respondents (27%) were men. This shows that most of Sensatia Botanicals' consumers in Surabaya are women.

4.1.1. Validity Test

In the research data, the number of samples is 100 samples with a significance value of 5%. Based on the r table, the value of r at a significance level of 5% and a sample size of 100 is 0.195. The basis for the test decision used is:

- r count (correlation coefficient value) > r table = Valid
- r count (correlation coefficient value) < r table = Not valid

Table 1. Validity Test

		Correlations		
		Green Marketing	Brand Image	Customer Loyalty
Green Marketing	Pearson Correlation	1	.705**	.918**
	Sig. (2-tailed)		<.001	<.001

	N	100	100	100
Brand Image	Pearson Correlation	.705**	1	.815**
	Sig. (2-tailed)	<.001		<.001
	N	100	100	100
Customer Loyalty	Pearson Correlation	.918**	.815**	1
	Sig. (2-tailed)	<.001	<.001	
	N	100	100	100

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

Variabel	N Hitung	N Tabel	Status
X1	0,918	0,195	Valid
X2	0,815	0,195	Valid
Y	1	0,195	Valid

Source: own calculation

Based on data analysis and testing on variable X, the Pearson Correlation data is obtained whose calculated r value is > 0.195 so that the data has a valid status.

4.1.2. Reliability Test

According to Sujarweni (2014), it is explained that the reliability test can be carried out on all question items in a questionnaire or research questionnaire together. The decision-making procedure in the reliability test refers to the Cronbach Alpha value. If the Cronbach Alpha value is greater than 0.60, the questionnaire or questionnaire is considered to have sufficient reliability or consistency. Conversely, if the Cronbach's Alpha value is less than 0.60, the questionnaire or questionnaire is considered not to have adequate or inconsistent reliability. Thus, Cronbach's Alpha value is used as a guide to determine the reliability of a questionnaire or questionnaire in measuring the construct under study. In the reliability test, there are terms of consideration to determine whether the data is consistent or not, namely:

- $r \text{ count (cronbach alpha)} > r \text{ table} = \text{Reliable (Consistent)}$
- $r \text{ count (cronbach alpha)} < r \text{ table} = \text{Not Reliable (Consistent)}$

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.592	3

Because the overall r count (cronbach alpha) (0.592) $> r \text{ table}$ (0.195) which is clarified by the value of cronbach alpha at each assessment point (X1 to Y) $> r \text{ table}$, the decision using the significance level or $\alpha = 5\%$, the questionnaire is reliable (consistent). Descriptive multicollinearity test helps ensure that the basic assumptions of multiple linear regression are met before conducting further regression analysis. The following is a multicollinearity test on variables X and Y with the following decision basis:

Tolerance value decision basis:

- If the Tolerance value > 0.10, it means that there is no multicollinearity in the regression model
 - If the Tolerance value < 0.10, it means that there is multicollinearity in the regression model
- VIF value decision basis:
- If the VIF value < 10.00, it means that there is no multicollinearity in the regression model
 - If the VIF value > 10.00, it means that there is multicollinearity in the regression model

Table 3. Multicollinearity Test

Coefficients ^a												
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	21.763	2.004		10.861	<.001						
	Green Marketing	3.274	.219	.682	14.930	<.001	.918	.835	.484	.503	1.990	
	Brand Image	2.039	.279	.334	7.301	<.001	.815	.596	.237	.503	1.990	

Dependent Variable: Customer Loyalty

Based on the "Coefficients" output table in the "Collinearity Statistics" section, it is known that

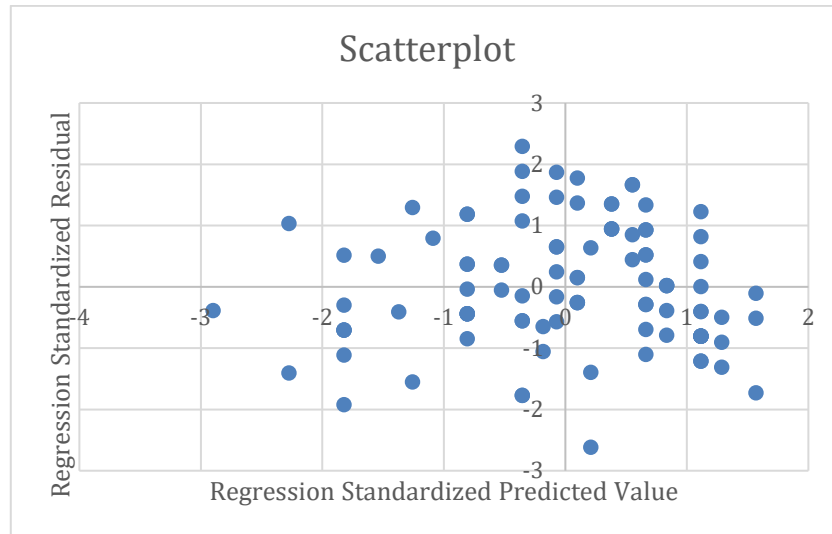
- The Tolerance value for variable X1 is 0.503 > 0.10 and the VIF value is 1.990 < 10.00
- The Tolerance value for variable X2 is 0.503 > 0.10 and the VIF value is 1.990 < 10.00

In conclusion, referring to the basis for the decision to take the test, variables X1 and X2 do not occur multicollinearity.

4.1.3. Heteroscedasticity Test

The heteroscedasticity test in statistics aims to evaluate whether the variation of the dependent variable is unstable across different levels of the independent variables in a regression model. If the heteroscedasticity test indicates the presence of significant heteroscedasticity, some actions that can be taken include using estimation techniques that are more resistant to heteroscedasticity, such as robust estimation methods or data transformation (Marwan et al., 2023). In the heteroscedasticity test, there are several parameters that determine which data points are scattered above and below the line or zero, the distribution of points does not form a pattern, and the points are evenly distributed not accumulating in one point.

Table 4. Heteroskesdasticity Test



Based on the figure, it is known that:

- The data points are spread above and below or around 0.
- The dots do not just collect above or below
- The spread of points does not form a pattern (Marwan et al, 2023).

So that based on these criteria there is no heteroscedasticity problem, meaning that a good and ideal regression model is obtained.

4.1.4. Normality Test

The Kolmogorov-Smirnov normality test is a technique often used in statistics to evaluate whether a sample of data conforms to a normal distribution. The purpose of this test is to assess how well the data sample meets the assumption of a normal distribution, which is important because many statistical methods rely on this assumption. The Kolmogorov-Smirnov normality test is a useful tool in analyzing data to ensure that the basic assumptions of the statistical methods used are met (Usmadi, 2020).

Table 5. **Kolmogorov-Smirnov Normality Test**

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.43503432	
Most Extreme Differences	Absolute	.083	
	Positive	.083	
	Negative	-.056	
Test Statistic		.083	
Asymp. Sig. (2-tailed) ^c		.085	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.088	
	99% Confidence Interval	Lower Bound	.081
		Upper Bound	.095
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

The Kolmogorov-Smirnov normality test refers to the significance value. If the significance value is greater than 0.05, the data is normally distributed. Based on the Kolmogorov-Smirnov Normality Test output table, it is known that the significance value is 0.088 which means > 0.05 so that the data is normally distributed.

4.1.5. Multiple Linear Regression Test: F Test

The simultaneous F test is a statistical method used in regression analysis to evaluate whether a group of independent variables jointly affect the dependent variable. This test aims to test the overall significance of the independent variables in the regression model (Yuliara, 2016).

Table 6. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5176.350	2	2588.175	427.681	<.001 ^b
	Residual	587.010	97	6.052		
	Total	5763.360	99			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Brand Image, Green Marketing						

The table shows the results of the F test. The F test is used to determine the relationship between the independent variables simultaneously on the dependent variable (Ghozali, 2016). The significance value in the F test shows a value of 0.001 which means <0.05. This value indicates that all X variables (Brand Image, Green Marketing) are simultaneously significantly related to variable Y (Customer Loyalty).

4.1.6. Correlation and Determination Coefficient

The correlation coefficient is a statistical measure that indicates the strength and direction of the relationship between two variables. The range of correlation coefficient values is from -1 to 1, where a positive value indicates a positive relationship where the two variables move in the same direction, a negative value indicates a negative relationship where the two variables move in opposite directions, and a value of zero indicates no linear relationship between the two variables (Yuliara, 2016). The range of the coefficient of determination is from 0 to 1, where a higher value indicates that the regression model better explains the variation in the dependent variable. The correlation coefficient gives an idea of the linear relationship between two variables, while the coefficient of determination gives an idea of how well the regression model fits the data and how much variation in the dependent variable can be explained by the independent variables.

Table 7. Correlation and Determination Coefficient

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948 ^a	.898	.896	2.46001
a. Predictors: (Constant), Brand Image, Green Marketing				
b. Dependent Variable: Customer Loyalty				

The table shows the results of the correlation coefficient I analysis and the coefficient of determination (R Square). The correlation coefficient shows the value of the relationship between the independent variable and the dependent variable. Meanwhile, the coefficient of determination shows how strong the influence given by the independent variable on the dependent variable. The correlation coefficient value is 0.948, which means that the relationship between variable X and variable Y is strong. Meanwhile, the coefficient of determination is 0.898 or 89.8%, which means that variable X has a strong influence on variable Y. Meanwhile, the remaining 10.2% is the influence of other variables that have not been studied.

4.1.7. T Test

The t test is a statistical method used in regression analysis to assess the significance of each individual regression coefficient in a model. The goal is to determine whether the independent variable has a significant effect on the dependent variable, considering other independent variables in the model (Marcus et al., 2012).

Table 8. T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.763	2.004		10.861	<.001
	Green Marketing	3.274	.219	.682	14.930	<.001
	Brand Image	2.039	.279	.334	7.301	<.001
a. Dependent Variable: Customer Loyalty						

The table shows the values generated from the multiple linear regression analysis. Of the five independent variables included in the analysis model, all were significant at $\alpha = 5\%$. The equation obtained:

$$Y = 21.763 + 3.274X_1 + 2.039X_2.$$

The constant value (a) shows a negative value of 21.763. The positive sign indicates a unidirectional influence between the independent variable and the dependent variable. If all X variables are zero or do not change, then the value of Sensatia Botanicals Customer Loyalty is 21,763. Meanwhile, the regression coefficient value shows positive and negative values. A detailed explanation of the regression coefficient value of each variable is as follows:

- H1: the regression coefficient value for variable X1 is 3.274. The positive sign indicates a unidirectional influence between variable X1 and Y.
- H2: the regression coefficient value for variable X2 is 2.039. The positive sign indicates a unidirectional influence between the X2 variable and Y.

4.2 Discussion

From the above findings it can be concluded that both hypotheses are supported. It was found that Green Marketing and Brand Image have a significant effect on Customer Loyalty. The first hypothesis states that Green Marketing has a significant influence on Customer Loyalty. The t test results show a value smaller than 0.05, this indicates that Green Marketing has a positive influence on Customer Loyalty. Among the two hypotheses Green Marketing has the greatest influence on Sensatia Botanicals consumer loyalty in Surabaya. Furthermore, Sensatia Botanicals can continue to maintain Green Marketing because this has been proven to influence customer loyalty. Green Marketing that Sensatia Botanicals has implemented is in terms of Sustainable Packaging, Carbon Neutrality and Renewable Energy. The second hypothesis states that Brand Image has a significant influence on Customer Loyalty. The t test results show a value smaller than 0.05, this indicates that Brand Image has a positive influence on Customer Loyalty. Between the two hypotheses, Brand Image has a small but significant influence on Sensatia Botanicals consumer loyalty in Surabaya. Furthermore, Sensatia Botanicals can continue to maintain Brand Image because this has been proven to have an effect on customer loyalty.

5. Conclusion

Based on the findings of this study, there are several implications that can be taken from Sensatia Botanicals to increase Customer Loyalty in Surabaya:

1. Green Marketing: One of the Green Marketing efforts that Sensatia Botanicals can develop is a take-back program, establishing a return program for used packaging, by ensuring that the packaging is properly recycled or recycled. This program increases consumer awareness about the importance of recycling and waste reduction, encouraging consumers to participate more actively in environmentally friendly practices. As well as giving consumers the opportunity to participate in programs they deem important can strengthen their relationship with the brand.
2. Brand Image: One of the Brand Image efforts that can be developed by Sensatia Botanicals is a social responsibility program through local community projects. Engage and support local environmental and social projects, such as beach clean-ups, tree planting, or educational programs. Corporate Social Responsibility (CSR) has a close relationship with brand image. Effective implementation of CSR can increase consumers' positive perception of a brand and provide various benefits to the company.

By implementing this strategy, Sensatia Botanicals can strengthen its green marketing efforts, enhance brand reputation, and make a more significant impact on environmental sustainability.

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