The Antecedents of Green Perceived Value and Green Brand Image, and Their Effects on Green Customer Satisfaction and Loyalty: A Survey of Customers of The Body Shop in Greater Bandung Area

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Abstract

Paper Aims: This study aims to examine the influence of green perceived quality as an antecedent to green perceived value and green brand image, along with its impact on customer satisfaction and loyalty among The Body Shop customers in the Greater Bandung Area.

Originality: Previous studies have limitations in exploring the antecedents of green perceived value and green brand image, as well as their impact on green customer satisfaction and loyalty. While prior research primarily focuses on traditional value-based or brand image perceptions, this study extends the literature by incorporating a 'green' dimension. By analyzing these constructs in the context of The Body Shop’s green products, this research offers novel insights into the topic.

Research Method: Data were collected through accidental sampling from 402 respondents aged 15–55 years who have purchased and used products from The Body Shop. This study employed both descriptive and verificative methods. The analysis was conducted using Lisrel 8.8, a Structural Equation Modeling (SEM) software.

Main Findings: Findings indicate that green perceived quality significantly influences green perceived value (71.26%) and green brand image (71.27%). Furthermore, both green perceived value and green brand image collectively affect green customer satisfaction (72.12%), which in turn has a strong impact on customer loyalty (77.46%).

Implications for Theory and Practice: This study contributes to green marketing and consumer behavior theory by identifying key factors that influence customer satisfaction and loyalty in the green market. It validates the role of green perceived quality as a precursor to green perceived value and green brand image, both of which exert a significant influence on customer loyalty, with customer satisfaction acting as a key mediator. From a practical perspective, the findings suggest that businesses should emphasize sustainability-driven marketing, enhance digital engagement, and promote customer education to foster trust and long-term loyalty.

*Keywords:*  Green Perceived Quality, Green Perceived Value, Green Brand Image, Green Customer Satisfaction, Green Customer Loyalty.

1. Introduction

Environmental problem, especially those involving plastic trashes, has increased in Indonesia as a result of population growth, technological development, and high consumption pattern. Indonesia produces 35.93 million tons of rubbish in 2022, with 17.89% of that amount is plastic waste, according to data from the Ministry of Environment and Forestry (KLHK) (Tempo, 2021). Cosmetic employs single-use plastic packaging, which pollute the environment and is hard to broken down, making it one of the industry that contribute most to plastic trash (Defitri, 2022).

To tackle this issue, Indonesia has developed policies in line with Sustainable Development Goals (SDGs), particularly Goal 12 regarding responsible consumption and production. For instance, KLHK targets 30% reduction of waste and an enhancement of waste management up to 70% by year 2025 (Sdgshebat, 2024:1). Aligned with these initiatives, various regulation has been enforced to support environmental sustainability.

Furthermore, the increasing consumer awareness on environmental concerns has fueled the emergence of green consumerism, where society prefer more sustainable and eco-friendly products (Priyanka and Septrizola, 2019). Young customers aged 20–39 years becomes the key market segment in this trend, as they tend to select sustainable brands and willing to spend more on green products (First Insight, 2021). Hence, young generations has potential to serve as main drivers in the shift towards more sustainable consumption and production. In response, numerous companies establish brands that emphasize green values as their identity to strengthen their competitive edge in the market, such as The Body Shop.

The Body Shop is a beauty global company founded by Anita Roddick in Brighton, United Kingdom, in the year 1976. Emphasizing sustainability value and community empowerment, this company obtained B Corp certification in the year 2019 as a form of its commitments. In Indonesia, The Body Shop has been operating under PT Monica Hijau Lestari since 1992, with more than 52 outlet across major city. To build customer loyalties, they introduced the Love Your Body Club program, which offer several advantage for members.

However, based on the Top Brand Index (TBI) 2024 data, which is awarded to top brand in Indonesia, evaluated through three key aspects: brand awareness, last usage, and repurchase intentions, The Body Shop is experiencing a decline in customer loyalty. Despite some category managed to stay at the top, they experienced a declining trends in the past five years. While many others fail to reach the top as they fall behind the conventional brand. The Body Shop's revenue also exhibits fluctuation from year 2020 to 2023, with an upsurged of 9.16% in the year 2021 due to digital adaptations throughout COVID-19 pandemic, but then suffered a significant downturn in the year 2022 and 2023. This downturn coincides with the decreasing Top Brand Index (TBI), reflecting sales instabilities and limited market shares.

Besides empirical data, a pre-survey was conducted on 50 The Body Shop customers in the Greater Bandung area to understand green customer loyalty. Based on the survey results, the total average value of the four dimensions of loyalty is categorized as low. The lowest-scoring dimensions were repurchase behavior and willingness to pay a higher price for green products. These findings indicate that customers tend not to repurchase or pay premium prices if a cheaper alternative is available.

This study makes an important theoretical contribution to the understanding of green customer behavior by examining the relationships between green perceived quality as the antecedent of green perceived value and green brand image, and their impact on green customer satisfaction and loyalty. While existing research on customer loyalty often focuses on traditional value-based or brand image perceptions, this study extends the literature by incorporating a "green" dimension. Therefore, the research offers new insights into how environmentally conscious factors can influence customer loyalty and satisfaction, contributing to both theory and practice in the field of customer behavior.

Customer loyalty is the main objective of companies in retaining customers and customer satisfaction plays a crucial role in fostering loyalty. Satisfied customers tend to repurchase, recommend product, and remain loyal even when competitors offer alternatives (Suki, 2017). Satisfaction also contributes to repurchase intention and helps build long-term relationships between customers and companies (Wilson, 2022; Gallarza et al. & Mpinganjira et al. in Issock, 2020). Therefore, ensuring customer satisfaction is a primary strategy for enhancing loyalty.

Besides, product quality also becomes key factor in shaping loyalty. Good product quality increases satisfaction, loyalty, and customer repurchase intentions, which positively impacts business performance (Johnson & Ettlie; Eskildsen et al. in Wong et al., 2023). Zeithaml in Effendi & Adriani (2023) added that reliable products enhance customer trust and perceived value, which strengthens customer loyalty toward brand. Additionally, customer perceived value and brand image also influence customer loyalty. Perceived value increases when products meet customer expectations and provide appropriate benefits (Kinanthi & Sisilia, 2024). Strong brand image can enhance consumer trust in products and help brands remain recognizable in long term.

This research was carried out for several reasons. First, there is a growing need to understand the unique drivers of loyalty within the context of eco-conscious consumers. Second, the Greater Bandung Area was selected as the research location due to its importance as a major economic hub in West Java, which is undergoing significant development in cultural, tourism, and sustainable industries. Third, the presence of several The Body Shop stores in Bandung area shows that Bandung is an important and significant market potential for this company who emphasize about environmental and sustainability issues.

The research will focus on analyzing the perceptions and behaviour of The Body Shop's customers in the Greater Bandung area, with specific focus to Green Perceived Quality, Green Perceived Value, Green Brand Image, Green Customer Satisfaction, and Green Customer Loyalty. Through this study, the author aims to provide insights into the factors influencing customer satisfaction and loyalty towards The Body Shop's green products, with implications for improving the company's positioning in the market.

1. Conceptual Structure
	1. **Green Perceived Quality to Green Perceived Value**

Based on various previous researches, Green Perceived Quality has significant influence to Green Perceived Value. A high green quality reflects reliability and environmental benefits of a product, which in the end increase customer’s perception towards value they received. According to Nguyen (2021), in American Customer Satisfaction Framework (ACSF) model, perceived value is a main determinant of customer satisfaction, which is preceded by perceived quality.

Esmaeli et al. (2017) also found that green perceived quality has significant effect to green perceived value and green brand image.When customers assume a product has superior ecological quality, they tend to assess that product provide greater benefits compared with sacrifices they make. Therefore, the higher Green Perceived Quality leads to the higher Green Perceived Value, which eventually contribute to customer satisfaction and loyalty to eco-friendly products.

Hypothesis 1 (H1). Green Perceived Quality affect Green Perceived Value.

* 1. **Green Perceived Quality to Green Perceived Value**

Green Perceived Quality has significant influence to Green Brand Image, where quality perceived by customers will shape a positive perception towards brand of an eco-friendly product. Customers tend to associate product with high quality as a brand that can be trusted and responsible for environment, thus strengthening that brand’s positive image.

A research by Setyawan et al. (2020) shows that perceived quality has significant influence to brand image, where customers with high perceived quality are more likely to choose products with good brand image. Esmaeli et al. (2017) also found that green perceived quality not only affects value perceived by customers but also directly increase green brand image.

In addition, research by Sari et al. (2020) emphasizes that product quality that matches customers expectations will create a stronger and more positive brand image. Therefore, the higher green perceived quality of a product, the better green brand image formed, which in the end can increase customer loyalty to eco-friendly products.

Hypothesis 2 (H2). Green Perceived Quality affect Green Brand Image.

* 1. **Green Perceived Value and Green Brand Image to Green Customer Satisfaction**

Green Perceived Value and Green Brand Image are significantly related to each other, where a high level of perceived value helps shaping a strong and positive brand image, which reflects customer’s interpretation of the brand’s products, services, and communication. On the other hand, companies with strong and positive brand image also create a high perceived value.

A research by Dedy (2020) examined the influence of Green Perceived Value and Green Brand Image on Green Brand Equity through Green Satisfaction and Green Trust. The findings indicate that both Green Perceived Value and Green Brand Image significantly affect Green Brand Equity, both partially and simultaneously, through Green Satisfaction and Green Trust.

In addition, Apriliani & Aqmala (2021) and Suryani et al. (2022) analyzed the impact of Perceived Value and Brand Image on Purchase Decisions. Their study revealed that Brand Image and Perceived Value variables collectively have a simultaneous influence on Purchase Decisions. Therefore, it can be inferred that Green Perceived Value and Green Brand Image together also play a crucial role in shaping customer satisfaction. When customers perceive a brand with a high value and associate it with a positive brand image, their overall satisfaction with the brand is likely to increase.

Hypothesis 3 (H3). Green Perceived Value and Green Brand Image simultaneously affect Green Customer Satisfaction

* 1. **Green Perceived Value to Green Customer Satisfaction**

Green Perceived Value has significant influence to Green Customer Satisfaction, where customers who feel they gain greater benefits from eco-friendly product compared with sacrifices they make will be more satisfied with their purchasing decision.

A research by Suhartanto et al. (2021) found that green perceived value positively affects green customer satisfaction, as the higher perceived value leads to the higher level of satisfaction. This is in line with the findings of Roman-Augusto et al. (2023), which show that green perceived value contributes to the formation of trust and customer satisfaction towards sustainable product.

In addition, Amin and Dhewi (2021) emphasize that green perceived value has significant positive effect to customer satisfaction, which in the end increase their loyalty to eco-friendly brand. Therefore, the greater green value perceived by customers, the higher satisfaction they feel towards the product, which in turn will strengthen the long-term relationship between customer and green brand.

Hypothesis 4 (H4). Green Perceived Value affect Green Customer Satisfaction.

* 1. **Green Brand Image to Green Customer Satisfaction**

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Hypothesis 4 (H4). Green Perceived Value affect Green Customer Satisfaction.

* 1. **Green Customer Satisfaction to Green Customer Loyalty**

Green Customer Satisfaction has significant influence to Green Customer Loyalty, where satisfied customers with green products tend to have emotional attachment and tendency to continue using and recommending that product. Customer satisfaction increases trust and commitment toward green brand, which in the end strengthen their loyalty.

A research by Pahlevi and Suhartanto (2020) shows that green customer satisfaction has direct and significant impact to green customer loyalty, which is reflected in repurchase intention and brand advocacy. This is strengthened by findings of Issock et al. (2019), who found that more than 50% variation in green customer loyalty can be explained by customer satisfaction and trust.

Moreover, a study of Wong et al. (2023) affirms that the higher the level of customer satisfaction to green product leads to the bigger the possibility they stay loyal and actively support the brand. Therefore, creating high customer satisfaction toward green product becomes an important strategy for company in building long-term customer loyalty and strengthening brand position in green market.

Hypothesis 6 (H6). Green Customer Satisfaction influence Green Customer Loyalty.

* 1. **Theoretical Model**

This study formulated and introduced a research model based on previous studies by integrating green perceived quality as the antecedent variable to two independent variables: green perceived value and green brand image. The dependent variable in this study is green loyalty, with green satisfaction as a mediating variable. The proposed conceptual framework, as illustrated in Figure 1, demonstrates that green loyalty is influenced by green customer satisfaction. Furthermore, the model also indicates that green satisfaction is directly affected by green perceived value and green brand image, which are preceded by green perceived quality.

**GREEN PERCEIVED QUALITY (X)**

**GREEN CUSTOMER LOYALTY (Z)**

**GREEN PERCEIVED VALUE (Y1)**

**GREEN BRAND IMAGE
(Y2)**

**GREEN CUSTOMER SATISFACTION
(Y3)**

**Figure 1**: Conceptual Structure of Research

1. Method

This study adopts a descriptive and verificative quantitative approach with survey design, utilizing a questionnaire measured on Likert scale from 1 (strongly disagree) to 5 (strongly agree). The questionnaire comprised 97 questions, divided into three sections. The first section included six questions on sociodemographic data, the second contained five questions on purchasing behavior, and the third featured 18 statements on green perceived quality, 19 on green perceived value, 16 on green brand image, 18 on green customer satisfaction, and 15 on green customer loyalty. Online platform facilitate efficient data collection from large number of respondents in short time (Newman et al., 2021). Therefore, questionnaire was developed and distributed through online survey platform (Google Forms).

A preliminary pilot study with 50 customers was conducted to refine the questionnaire for better clarity. The final version was shared through social media channels, including WhatsApp, Instagram, and email. The survey was conducted between July and December 2024, gathering response from 427 participants. However, only 402 met the inclusion criteria for data analysis, which required respondents to be aged 17-55, reside in the Greater Bandung, and have purchased The Body Shop product at least twice in past year.

1. Results

Of the 402 respondents, the majority, 55.22%, are aged between 20 and 29 years old, followed by 25.62% aged between 30 and 44 years old, and 13.18% between 45 and 54 years old. In terms of gender, 69.15% identified as female, while 30.85% identified as male. Regarding education, most respondents, 68.41%, have completed a Diploma or Bachelor's degree, followed by 17.66% who hold a Master's degree, and 13.68% who have completed high school or an equivalent qualification. In terms of occupation, 44.03% are private-sector employees, 26.12% are students, 13.93% are civil servants, and 10.95% are entrepreneurs. Concerning income, the largest group, 32.59%, earns between 5 to 9.99 million rupiahs, followed by 28.36% who earn between 1 to 2.99 million rupiahs, and 25.62% who earn between 3 to 4.99 million rupiahs. Regarding purchase behavior, 92.29% reported making purchases twice, while 7.71% reported purchasing more than twice. The majority, 74.13%, prefer buying through offline stores, whereas 25.87% use online stores. As for average spending per purchase, 65.67% reported spending between 200,000 to 399,999 rupiahs, while 24.88% spent 199,000 rupiahs or less. The most commonly purchased products include bath soap (20.90%), hand & body lotion (18.66%), and body mist (15.17%).

The validity measurement is assessed based on questionnaire items, indicated by a loading factor from the results of Confirmatory Factor Analysis (CFA) for each dimension of the latent variable, which must be greater than 0.5 and statistically significant with a t-value exceeding the t-table value of 1.96 (Hair et al., 2019).

Reliability is a measure that indicates the extent to which a research instrument is free from bias or errors, ensuring consistent measurement over time and across various items within the instrument. A reliable instrument remains stable and produces relatively consistent results even when measurements are repeated. In Structural Equation Modeling (SEM) or CFA, reliability assessment is primarily conducted using Construct Reliability (CR), with a minimum acceptable value of 0.7. Additionally, an evaluation of convergent validity is necessary, which is assessed through Variance Extracted (VE), with a minimum required value of 0.5 (Hair et al., 2019).

**Table 1**: Confirmatory Factor Analysis Result (Software Lisrel 8.8)

| Variable | Dimension | Loadings | t-value > t table 1,96 | Adapted From | Variance Extract | Construct Reliability |
| --- | --- | --- | --- | --- | --- | --- |
| Green Perceived Quality(X1) | Best benchmark | 0,8517 | 10,7475 | Chen & Chang (2012), Yu & Fang (2009), Wibowo et al. (2022) | 0,9153 | 0,7305 |
| Reliability | 0,9154 | 12,1187 |
| Durability | 0,7825 | 9,4412 |
| Very good quality | 0,8640 | 10,9998 |
| Green Perceived Value (Y1) | Environmental price | 0,9305 |  | Abdou et al. (2022)Chen dan Chang (2012)Ng. et al. (2014)Hidyantari et al. (2022) | 0,9726 | 0,8766 |
| Environmental performance | 0,9313 | 18,1473 |
| Environmental concern | 0,9533 | 19,8853 |
| Environmentally friendly | 0,9534 | 19,8979 |
| Environmental benefit | 0,9122 | 16,8763 |
| Green Brand Image (Y2) | Credibility | 0,8328 |  | Minh-Tri Ha (2021)Salehzadeh et al. (2024)Lee et al. (2018)Butt et al. (2017)Wang et al. (2018) | 0,9491 | 0,7888 |
| Professional | 0,9219 | 12,6213 |
| Successful | 0,8765 | 11,5451 |
| Well Established about Environment | 0,9019 | 12,1348 |
| Trustworthy | 0,9048 | 12,2054 |
| Green Customer Satisfaction (Y3) | Feeling content | 0,9579 |  | Jalees et al. (2021)Suki (2017)Yuniati et al. (2020)Hidyantari et al (2022) | 0,9750 | 0,8863 |
| Satisfied with the purchasing decision | 0,9601 | 24,0613 |
| Satisfied with contributions to the environment | 0,9527 | 23,0023 |
| Satisfied with environmental care | 0,9339 | 20,7448 |
| Satisfied with environmental performance | 0,9012 | 17,8357 |
| Green Customer Loyalty (Z) | Recommending | 0,9339 |  | Suki (2017)Gelderman et al. (2021)Pahlevi dan Suhartanto (2020)Cavusoglu et al (2020) | 0,962 | 0,8636 |
| Repurchasing | 0,9553 | 20,8372 |
| Preference for buying sustainable brand | 0,9528 | 20,5933 |
| Willingness to pay a premium | 0,8663 | 14,7419 |

Source: Output Lisrel (2024)

* 1. **Structural Model Evaluation, Hypothesis Testing and Model Fit Assessment**



**Figure 2**: The structural model with standardized path coefficients for each pathway and t-test values

1. Sub Structure I (The Influence of Green Perceived Quality to Green Perceived Value)

The hypothesis testing was conducted partially on each independent or exogenous variable, specifically examining the influence of Green Perceived Quality (X) on Green Perceived Value (Y1).

Structural Equation I

GPV = 0.8442\*GPQ, Errorvar.= 0.2874 , R² = 0.7126

 (0.08668) (0.05427)

 9.7386 5.2949

**Table 2**: Hypothesis Testing of Green Perceived Quality (X) on Green Perceived Value (Y1)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Hypothesis | Path Coefficient | tvalue | ttablel | Decision | Result |
| H1: X 🡪 Y1 | 0.8442 | 9.7386 | 1.97 | Rejected H0 | Accepted and Significant |

Source: Output Lisrel (2024)

Based on the calculation results on Table 2, the t-value for green perceived value is 9.7386. The obtained t-statistic falls within the rejection region of H₀, as the t-value is greater than the t-table value of 1.97 (t-value = 9.7386 > 1.97). Thus, the decision is to reject H₀. Therefore, the statistical test results indicate that green perceived quality has a positive influence on green customer satisfaction, with a path coefficient of 0.8442, meaning that every increase in green perceived quality will enhance consumer green customer satisfaction by 0.8442.

1. Sub Structure II (The Influence of Green Perceived Quality to Green Brand Image)

The hypothesis testing was conducted partially on each independent or exogenous variable, specifically examining the influence of Green Perceived Quality (X) on Green Brand Image (Y2).

Structural Equation II

GBI = 0.8442\*GPQ, Errorvar.= 0.2873 , R² = 0.7127

 (0.09830) (0.06450)

 8.5883 4.4542

**Table 3**: Hypothesis Testing of Green Perceived Quality (X) on Green Brand Image (Y2)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Hypothesis | Path Coefficient | tvalue | ttablel | Decision | Result |
| H2: X 🡪 Y2 | 0.8442 | 8.5883 | 1.97 | Rejected H0 | Accepted and Significant |

Source: Output Lisrel (2024)

Based on the calculation results on Table 2, the t-value for green brand image is 8.5883. The obtained t-statistic falls within the rejection region of H₀, as the t-value is greater than the t-table value of 1.97 (t-value = 8.5883 > 1.97). Thus, the decision is to reject H₀. Therefore, the statistical test results indicate that green perceived quality has a positive influence on green customer satisfaction, with a path coefficient of 0.8442, meaning that every increase in green perceived quality will enhance consumer green brand image by 0.8442.

1. Sub Structure III (The Influence of Green Perceived Value and Green Brand Image to Green Customer Satisfaction)
2. Simultaneous Testing

Regarding green customer satisfaction, the hypothesis states that green perceived value and green brand image influence green customer satisfaction simultaneously.

The following is the structural model for Sub-Structure III:

 GCS = 0.6669\*GPV + 0.2335\*GBI, Errorvar.= 0.2788 , R² = 0.7212

 (0.008719) (0.08434) (0.04571)

 7.6990 2.7684 6.0990

To determine the simultaneous influence of green perceived value and green brand image influence green customer satisfaction, hypothesis testing was conducted by examining the F-statistic (F-test).

**Table 4**: Simultaneous Hypothesis Testing of Y1 dan Y2 on Y3

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Hipotesis | R2 | Fhitung | Ftabel | Decision | Result |
| H3: Y1 and Y2 🡪 Y3 | 0.7212 | 516.066 | 2.393 | Rejected H0  | Accepted and Significant |

Source: Output Lisrel (2024)

Based on the calculation results, the coefficient of determination (R²) was found to be 0.7212, indicating that the variables green perceived value and green brand image influence collectively influence green customer satisfaction by 72.12%. Thus, it can be concluded that the contribution of these two variables to green satisfaction is significant. Meanwhile, the influence of other factors outside the variables included in this model is 27.88%, reflecting the impact of external factors not covered in this study.

These findings confirm that the first structural model is acceptable. The following section presents the calculations of direct and indirect effects, as well as the contribution of each variable to green customer satisfaction.

**Table 5**: Contribution of Y1 dan Y2 on Y3

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Coefficient | Influence | Total |
| Direct | Indirect |
| Y1 | Y2 | Total |
| Green Perceived Value (Y1) | 0.6669 | 44.48% |  | 11,10% | 11,10% | 55,57% |
| Green Brand Image (Y2) | 0.2335 | 5.45% | 11,10% |  | 11,10% | 16,55% |
| The simultaneous influence of Y1 anf Y2 on Y3 | 72,12% |
| External Variables on Y3 | 27,88% |

Source: Output Lisrel (2024)

Table 5 illustrates the influence of green perceived value (Y1) and green brand image (Y2) on green customer satisfaction (Y3), amounting to a total of 72.12%. Green perceived value (Y1) contributes 55.57% to Y3, consisting of a direct effect of 44.48% and an indirect effect of 11.10% through its relationship with green brand image (Y2). Meanwhile, green brand image (Y2) has a total influence of 16.55% on Y3, comprising a direct effect of 5.45% and an indirect effect of 11.10%, which stems from its interrelation with green perceived value (Y1). The simultaneous influence of both Y1 and Y2 on Y3 reaches 72.12%, while external variables contribute the remaining 27.88%. Among these factors, green perceived value (Y1) exerts the highest impact (55.57%), followed by green brand image (Y2) (16.55%), indicating that perceived value plays a more dominant role in influencing Y3 compared to brand image.

1. Partial Testing

The hypothesis testing was conducted partially on each independent or exogenous variable, specifically examining the influence of green perceived value (Y1) on green customer satisfaction (Y3), and green brand image (Y2) on green customer satisfaction (Y3).

**Table 6**: Contribution of Y1 and Y2 on Y3

| Hypothesis | Path Coefficient | tvalue | ttablel | Decision | Result |
| --- | --- | --- | --- | --- | --- |
| H4: Y1 🡪 Y3 | 0.6669 | 7,6990 | 1,97 | Rejcted H0 | Accepted and Significant |
| H5: Y2 🡪 Y3 | 0.2335 | 2,7684 | 1,97 | Rejcted H0 | Accepted and Significant |

Source: Output Lisrel (2024)

The results of this study indicate that green perceived value (Y1) and green brand image (Y2) have a positive and significant influence on Y3. First, green perceived value (Y1) is proven to significantly affect Y3, with a t-value of 7.6990, which is greater than the t-table value of 1.97. Therefore, the null hypothesis (H₀) is rejected, confirming that an increase in green perceived value will enhance Y3 with a path coefficient of 0.6669. This suggests that the higher the perceived value of environmentally friendly products, the stronger its impact on Y3.

Furthermore, green brand image (Y2) also has a positive and significant effect on Y3. The analysis results show a t-value of 2.7684, exceeding the t-table value of 1.97, leading to the rejection of H₀. With a path coefficient of 0.2335, this finding confirms that a strong green brand image contributes to the enhancement of Y3. This implies that companies that cultivate a positive green image can positively influence customer behavior and perception toward environmentally friendly products.

Additionally, the simultaneous influence of green perceived value (Y1) and green brand image (Y2) on Y3 reaches 72.12%, indicating that these two factors play a dominant role. Green Perceived Value (Y1) contributes the highest impact, accounting for 55.57% of the total influence, while Green Brand Image (Y2) contributes 16.55%. This emphasizes that customers place more importance on the value they perceive from green products compared to the brand image itself. Meanwhile, external variables account for 27.88% of the influence on Y3, suggesting the existence of other contributing factors beyond this study.

Overall, the findings of this study highlight that green perceived value and green brand image are crucial factors in influencing Y3. Companies aiming to improve customer responses toward environmentally friendly products should prioritize enhancing the perceived value of their green offerings while also building a strong and credible green brand image. By doing so, they can effectively drive positive customer behavior and strengthen their market positioning in the green product industry.

1. Sub Structure IV (The Influence of Green Customer Satisfaction to Green Customer Loyalty)

The following is the structural model for Sub-Structure III:

GCL = 0.8801\*GCS, Errorvar.= 0.2254 , R² = 0.7746

(0.06345) (0.04058)

13.9588 5.5543

**Table 7**: Partial Hypothesis Testing of Y3 on Z

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Hypothesis | Path Coefficient | tvalue | ttablel | Decision | Result |
| H6: Y3 🡪 Z | 0,8801 | 13,9588 | 1,97 | Rejected H0 | Accepted and Significant |

Source: Output Lisrel (2024)

Based on the calculation results on Table 7, the t-value for green satisfaction is 13.9588. The obtained t-statistic falls within the rejection region of H₀, as the t-value is greater than the t-table value of 1.97 (t-value = 13.9588 > 1.97). Thus, the decision is to reject H₀. Therefore, the statistical test results indicate that green satisfaction has a positive influence on green loyalty, with a path coefficient of 0.8801, meaning that every increase in green customer satisfaction will enhance green customer loyalty by 0.8801.

1. Model Fit Assessment (Goodness of Fit)

The results of the Goodness of Fit (GOF) measures indicate a well-fitting model, as evidenced by the following criteria:

**Table 8**: Results of the Structural Model Goodness of Fit Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| GOF Measure | Nilai Cut-off Value | Computational Result | Test Finding |
| Chi-Square | df = 292$X\_{table}^{2}= $332,85 | 301,3066 | Not Fit  |
| Probalibilitas(signifikansi) | ≥ 0,05 | 0,0005073 | Not Fit |
| RMSEA | < 0,08 | 0,05683 | Fit |
| GFI | > 0.90 | 0.8003 | Marginal Fit |
| AGFI | > 0.90 | 0.7550 | Marginal Fit |
| CMIN/DF | ≤ 2 | 1.253 | Fit |
| NFI | > 0.90 | 0.9776 | Fit |
| NNFI | > 0.90 | 0.9948 | Fit |
| IFI | > 0.90 | 0.9954 | Fit |
| RFI | > 0.90 | 0.9748 | Fit |
| CFI | > 0.90 | 0.9954 | Fit |
| RMR | < 0.08 | 0.02788 | Fit |
| SRMR | < 0.08 | 0.04695 | Fit |

The goodness of fit test results indicate that the overall model demonstrates a good fit. Although the chi-square value (301.3066) is lower than the table value (332.85) but still has a significance level of < 0.05, other fit indices such as CMIN/DF (1.253 ≤ 2), NFI (0.9776 > 0.9), NNFI (0.9948 > 0.9), IFI (0.9954 > 0.9), CFI (0.9954 > 0.9), and RMSEA (0.05683 < 0.08) confirm a well-fitting model (Ghozali and Ali, 2021). RMSEA, as the primary indicator of model fit, falls within the acceptable range, further supporting the conclusion that the tested structural model aligns with theoretical expectations and exhibits a satisfactory level of fit (Alavi et al., 2020; Hox & Bechger, 2015).

1. Discussion

Hypothesis 1 is accepted, demonstrating that customers' perception of green product quality strongly influences their perceived value of the product. Based on the results of the analysis, Green Perceived Quality (GPQ) has a significant effect on Green Perceived Value (GPV), with a t-value of 9.7346, which exceeds the critical threshold of 1.96. Generally, higher product quality leads to a better perceived value, as customers associate reliable, durable, and environmentally friendly products with greater benefits.

These findings are in line with previous international studies that emphasize the positive relationship between perceived quality and perceived value. Research by Esmaeli et al. (2017) found that green product quality significantly enhances customer perceived value, leading to greater satisfaction and purchase intention. Similarly, Nguyen (2021) emphasized that perceived quality is a key driver in shaping customer perceptions of value, particularly in the context of environmentally friendly products.

This study reinforces the argument that customers evaluate green products not only based on their environmental attributes but also on functional and emotional benefits. When a product is perceived as durable, reliable, and meeting high-quality standards, customers are more likely to recognize its superior value. Therefore, ensuring high green product quality is essential for increasing perceived value, which in turn influences customer satisfaction and loyalty.

Hypothesis 2 is accepted, demonstrating that customers' perception of green product quality plays a crucial role in shaping a brand’s environmental image. Based on the results of the analysis, Green Perceived Quality (GPQ) has a significant effect on Green Brand Image (GBI), with a t-value of 8.5883, which exceeds the critical threshold of 1.96. Generally, a higher perceived quality of green products strengthens the brand image, as customers associate superior product quality with credibility, trustworthiness, and environmental responsibility.

These findings align with previous international research that emphasizes the positive relationship between perceived quality and brand image. A study by Esmaeli et al. (2017) found that higher green perceived quality significantly enhances a brand’s image by increasing customer trust and confidence in its environmental commitment. Similarly, Setyawan et al. (2020) highlighted that brands perceived as offering high-quality green products tend to develop a stronger and more favorable brand image in the minds of customers.

This study reinforces the argument that building a strong green brand image requires more than just marketing efforts—it necessitates delivering high-quality, eco-friendly products that align with customer expectations. When customers perceive a brand’s products as durable, reliable, and environmentally beneficial, they are more likely to associate the brand with credibility, professionalism, and trustworthiness. Consequently, ensuring high green product quality is essential for enhancing a brand’s image, which ultimately influences customer preference and loyalty.

Hypothesis 3 is accepted, demonstrating that customers who perceive high value in green products and have a positive brand image tend to experience greater satisfaction. Based on the results of the analysis, Green Perceived Value (GPV) and Green Brand Image (GBI) simultaneously have a significant effect on Green Customer Satisfaction (GCS), with an F-value of 3433.642, far exceeding the critical threshold of 2.393. Generally, when customers recognize that a green product provides environmental, functional, and social benefits that justify its price,while also positively seeing the brand image, they are more likely to feel satisfied with their purchase decision.

These findings align with previous international research, which emphasizes the strong relationship between perceived value and green brand image. A study by Dedy (2020) confirm that green perceived value and green brand image significantly influence brand equity through mediating factors like green satisfaction and trust. Similarly, Suryani et al. (2022) and Apriliani & Aqmala (2021) found that brand image and perceived value collectively impact consumer purchase decision.

This study reinforces the argument that customer satisfaction in the green market is strongly influenced by the combination of perceived value and brand image. When customers perceive high value in green products and associate them with a strong brand image, their satisfaction increases. Therefore, businesses must focus on enhancing both the perceived value of green products and its overall green brand image to ensure higher customer satisfaction and long-term brand loyalty.

Hypothesis 4 is accepted, demonstrating that customers who perceive high value in green products tend to experience greater satisfaction. Based on the results of the analysis, Green Perceived Value (GPV) has a significant effect on Green Customer Satisfaction (GCS), with a t-value of 7.6490, which exceeds the critical threshold of 1.96. Generally, when customers recognize that a green product provides environmental, functional, and social benefits that justify its price, they are more likely to feel satisfied with their purchase decision.

These findings align with previous international research, which emphasizes the positive relationship between perceived value and customer satisfaction. A study by Suhartanto et al. (2021) found that green perceived value plays a crucial role in shaping customer satisfaction, as it enhances the overall customer experience and meets their expectations for eco-friendly products. Similarly, Roman-Augusto et al. (2023) emphasized that higher perceived value in green products leads to greater satisfaction, as customers feel they are contributing positively to environmental sustainability while also receiving high-quality products.

This study reinforces the argument that customer satisfaction in the green market is strongly influenced by perceived value. When customers believe that a product’s environmental friendliness, performance, and pricing align with their expectations, they develop a stronger sense of satisfaction. Therefore, businesses must focus on enhancing the perceived value of green products through innovation, quality improvement, and sustainability initiatives to ensure higher customer satisfaction and long-term brand loyalty.

Hypothesis 5 is accepted, demonstrating that a strong green brand image positively influences customer satisfaction. Based on the results of the analysis, Green Brand Image (GBI) has a significant effect on Green Customer Satisfaction (GCS), with a t-value of 2.7684, which exceeds the critical threshold of 1.96. Generally, a well-established and credible green brand image enhances customer trust, leading to higher satisfaction levels as customers perceive that the brand aligns with their environmental values and expectations.

These findings align with previous international research, which emphasizes the positive relationship between brand image and customer satisfaction. A study by Guede and Prieto (2021) found that a positive green brand image significantly enhances customer satisfaction, as it fosters trust and emotional attachment to the brand. Similarly, Shakir et al. (2021) emphasized that brands that successfully project an environmentally responsible image tend to create higher levels of customer satisfaction, as consumers feel they are contributing to sustainability through their purchases. Additionally, Song et al. (2019) suggested that a strong green brand image helps differentiate a brand from competitors, leading to higher customer satisfaction and long-term loyalty.

This study reinforces the argument that a strong brand image is essential for maintaining high customer satisfaction in the green market. When customers perceive a brand as credible, trustworthy, and committed to sustainability, they are more likely to feel satisfied with their purchase decisions. Therefore, businesses should focus on strengthening their green brand image through transparent communication, sustainable practices, and consistent product quality to enhance customer satisfaction and long-term loyalty.

Hypothesis 6 is accepted, demonstrating that higher customer satisfaction leads to greater loyalty among green consumers. Based on the results of the analysis, Green Customer Satisfaction (GCS) has a significant effect on Green Customer Loyalty (GCL), with a t-value of 13.9588, which exceeds the critical threshold of 1.96. Generally, when customers are highly satisfied with a green product, they are more likely to repurchase, recommend the product to others, and remain loyal to the brand.

These findings align with previous international research, which emphasizes the positive relationship between customer satisfaction and customer loyalty. A study by Pahlevi and Suhartanto (2020) found that green customer satisfaction significantly influences green customer loyalty, as satisfied customers tend to develop stronger emotional connections with brands that align with their values. Similarly, Issock et al. (2019) emphasized that higher levels of customer satisfaction lead to an increased likelihood of repeat purchases and brand advocacy, particularly in the green product market. Additionally, Wong et al. (2023) suggested that green customer satisfaction plays a crucial role in shaping long-term loyalty by reinforcing trust and brand commitment.

This study reinforces the argument that customer satisfaction is a key driver of loyalty in the green market. When customers feel satisfied with a brand’s environmental responsibility, product performance, and overall experience, they are more likely to remain loyal. Therefore, companies should focus on enhancing customer satisfaction through continuous improvement in green product quality, ethical branding, and superior customer service to strengthen long-term customer retention and advocacy.

1. Conclusion

Based on the analysis of research findings on green customer loyalty, this study concludes that green perceived quality, green perceived value, green brand image, and green customer satisfaction are key determinants directly influencing loyalty. The findings confirm these factors significantly impact green customer loyalty, with green customer satisfaction playing a crucial mediating role. The results demonstrate that while green perceived quality and green perceived value directly influence loyalty, their effect is amplified through customer satisfaction. Additionally, green brand image enhances trust and reinforces loyalty among environmentally conscious consumers.

This research contributes to the academic literature by proposing a new conceptual framework that integrates these key drivers of green customer loyalty, expanding the understanding of green consumer behavior and loyalty. It also expands the literature on sustainable marketing by examining the mediating role of green customer satisfaction and contributes to the global discourse on sustainability and consumer behavior. The study provides new insights into the importance of customer satisfaction as a mediating factor, emphasizing the necessity of delivering high-quality green products that align with consumer expectations. Furthermore, it reinforces the relevance of sustainability in consumer decision-making and highlights the crucial role of green brand image in shaping consumer perceptions and strengthening loyalty. The research model demonstrates that the effect of green perceived quality and value on loyalty is stronger when mediated by customer satisfaction, underscoring the need for businesses to prioritize consumer experience in their green marketing strategies.

From a managerial perspective, this study emphasizes the strategic implications for businesses aiming to enhance customer loyalty in the green product industry. Companies should focus on improving product quality and perceived value, building a credible and transparent green brand image, and effectively communicating their environmental initiatives. They should enhance their commitment to sustainability, utilize digital platforms for communication and education, and implement interactive engagement strategies. Educating consumers on the impact of their purchases, implementing sustainability-focused campaigns, and offering eco-friendly incentives can further strengthen green customer loyalty. This study also provides insights into how businesses operating in emerging markets can enhance their green marketing strategies, capitalizing on the increasing consumer demand for eco-friendly products. By incorporating sustainability into their core strategies, businesses can enhance consumer trust, satisfaction, and loyalty, leading to sustained market growth and brand equity.

* 1. **Limitation and Future Perspective**

This study, while valuable in examining green customer loyalty in Indonesia's FMCG sector, has limitations. Its geographically restricted scope and reliance on cross-sectional data limit generalization and the ability to track evolving consumer behaviors. Future research should expand geographically and utilize longitudinal studies to capture broader trends.

The study's focus on specific variables, excluding factors like regulatory policies and social influence, is another limitation. Reliance on self-reported survey data also risks response bias. Future research should incorporate additional variables and utilize mixed-method approaches, such as qualitative interviews, to enhance data validity.

Finally, the study's focus on the FMCG industry restricts its broader applicability. Future research should explore green customer loyalty in diverse sectors like electronics and automotive, providing more comprehensive insights for sustainability-driven businesses.

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