

The Impact of Green Marketing Mix on Green Customer Loyalty for Packaged Beverage Products

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Abstract

The trend of adopting a green economy and sustainable industry is increasingly prominent in this era, driven by stricter regulatory demands and growing public awareness of environmental sustainability. Companies are now more focused on environmentally friendly innovations and resource efficiency to meet high regulatory standards and the expectations of consumers who are increasingly concerned about the environmental impact of their products and services. To address the demands of regulations and environmentally conscious consumers, companies must adapt to a green and sustainable economy by producing eco-friendly products. This adaptation needs to be implemented across various industrial sectors, one of which is the packaged food and beverage sector, a significant industry in Indonesia. This study aims to analyze the influence of the green marketing mix (4Ps) on green customer loyalty, mediated by consumer satisfaction with green products, focusing on PT Ultrajaya Tbk. The research primarily tests the proposed hypotheses. The sample for this research consisted of 155 respondents who were selected based on certain criteria. The testing is conducted by examining causal relationships between variables using a quantitative or numerical approach with primary data. The collected data was then processed using the PLS application. This method can be defined as a causal quantitative research methodology. Statistical testing includes two main tests, namely the outer and inner models. The outer model consists of classical assumption tests, Measurement Model, validity tests, and reliability tests. Meanwhile, inner model testing includes hypothesis testing, Model Feasibility Test, Effect Size F square, and R square tests.

In conclusion, the implementation of the green marketing mix can create consumer satisfaction with green products, which ultimately leads to green customer loyalty. (1) The Influence of Green Product on Green Customer Satisfaction : Green products have a positive and significant impact on green customer satisfaction. (2) The Influence of Green Price on Green Customer Satisfaction: Green pricing has a positive and significant effect on customer satisfaction. (3) The Influence of Green Place on Green Customer Satisfaction: Green place positively and significantly influences green customer satisfaction. (4) The Influence of Green Promotion on Green Customer Satisfaction: Green promotion has a positive and significant impact on green customer satisfaction. (5) The Influence of Green Product on Green Customer Loyalty: Green products have a positive and significant impact on green customer loyalty. (6) The Influence of Green Price on Green Customer Loyalty: Green pricing does not directly have a significant impact on customer loyalty. (7) The Influence of Green Place on Green Customer Loyalty: Green place not have a direct significant impact on customer loyalty. (8) The Influence of Green Promotion on Green Customer Loyalty : Green promotion has a positive and significant impact on green customer loyalty. (9) The Influence of Green Customer Satisfaction on Green Customer Loyalty: Green customer satisfaction has a positive and significant influence on green customer loyalty. It is hoped that this research can contribute by providing insights and knowledge regarding the influence of the green marketing mix 4Ps on green customer loyalty within the field of marketing, especially in the context of green marketing. This study is expected to be beneficial for marketing practitioners, particularly in providing information on the application of the green marketing mix 4Ps towards green customer loyalty.

Keywords: Green Marketing Mix, Green Customer Loyalty, Green Customer Satisfaction/1 Packaged Food And Beverage

Introduction Section

The trend of adopting green economy and sustainable industries is increasingly prevalent, driven by stricter regulations and growing public awareness of environmental sustainability. Companies are focusing more on eco-friendly innovations and resource efficiency to meet high regulatory standards and the expectations of consumers concerned about the environmental impact of products and services. Goodall [22] states that in an era of climate change and global environmental crises, transitioning towards a green economy is not just an option but a necessity. The shift in consumer behavior towards environmental awareness in purchasing products indicates that companies need to consider environmental impacts in their marketing strategies. This trend offers opportunities for companies committed to producing and marketing eco-friendly products to attract environmentally conscious consumers.

To meet regulatory demands and eco-conscious consumers, companies must adopt a green and sustainable economy by producing environmentally friendly products. This adaptation should be applied across various industries, including the packaged food and beverage sector, one of the largest in Indonesia. From 2018 to 2022, sales volumes in this sector increased annually, reaching USD 40.11 billion in 2022 Ahdiat [24]. While this growth presents economic opportunities, it also brings negative impacts such as environmental damage from production and packaging waste, highlighting the need for commitment from producing companies. One of the company that committed to addressing environmental issues is P.T. Ultrajaya Tbk. Established in 1950, Ultrajaya offers products like Ultramilk UHT, Teh Kotak, and Sari Kacang Ijo. Ultrajaya's commitment to producing and marketing eco-friendly products is systematic. In 2023, Ultrajaya was ranked among the top four most environmentally friendly food and beverage companies in Indonesia by Katadata Green [23], due to their use of ecofriendly aseptic carton packaging and compressed natural gas in production Katadata Green [23]. Ultrajaya also holds a Forest Stewardship Council (FSC) certification, a respected global system that promotes responsible forest management [34], aligning with their slogan, "Nature in Good Hands." Ultrajaya's green marketing covers various complex aspects, not just one.

Green marketing refers to marketing activities emphasizing environmental safety, including product modification, production processes, packaging, and advertising [19]. The environmental aspect of a product is an important consideration for consumers committed to reducing environmental damage. As public awareness of the environmental impact of products increases, green marketing becomes essential in gaining consumer loyalty. Consumers view this as a reflection of a company's environmental awareness. Implementing green marketing practices can strengthen the company-customer relationship, enhance satisfaction, and create loyalty Kotler [20]. This is supported by Nguyen-Viet[1], who found a significant impact of customer satisfaction on loyalty to green products, such as plantbased milk. Strategic marketing, including the green marketing mix, can play a key role in achieving customer satisfaction and loyalty. The green marketing mix consists of tools and marketing elements that enable companies to serve target markets and achieve organizational goals without harming the environment Mukonza and Swarts,[4]. It includes four main components: green product, green price, green place, and green promotion Gustavo et al [2]; Sohail, [25].

Green Product: According to Kotler [19], a green product is one designed to reduce negative environmental impacts during production, use, or disposal. This means that companies create products with minimal ecological footprints, using sustainable materials and processes. The focus is on lifecycle management, ensuring that the product contributes positively to environmental preservation.

Green Price: The price component involves setting prices that align with both the company's profit goals and consumer expectations. Green products may sometimes be priced higher than conventional products due to the costs of sustainable sourcing, manufacturing, and certification Karunarathna [6]. However, many consumers are willing to pay a premium for products that they perceive as better for the environment.

Green Place: This aspect focuses on product distribution, ensuring that products are easily accessible to consumers while minimizing environmental impacts. Managing logistics sustainably—through practices such as reducing transportation emissions and using eco-friendly packaging—plays a key role. The availability of green products close to consumers can significantly influence purchasing decisions, as customers often prefer nearby alternatives Karunarathna [6].

Green Promotion: Green promotion, also known as environmental advertising, involves promoting the environmental benefits of a product to influence consumers' buying behavior. This can include highlighting the positive impact of green consumption on both individuals and the environment Lindungihutan [7]. By emphasizing eco-friendly aspects, companies can build stronger connections with environmentally conscious consumers and enhance customer loyalty to green products

The green marketing mix 4Ps significantly impacts customer satisfaction and loyalty to green products. Nguyen-Viet [1] demonstrates the importance of the relationship between green marketing factors and green customer loyalty. Adam, Suardia, and Lahay [3] found a significant impact of green marketing elements (price and distribution) on customer satisfaction for micro industry products, although not all elements of the green marketing mix (4Ps) were used. Nguyen-Viet [1] found that the green marketing mix (4Ps) significantly affects green customer loyalty, specifically for plant-based milk products.

2 Literature Review and Hypothesis Model

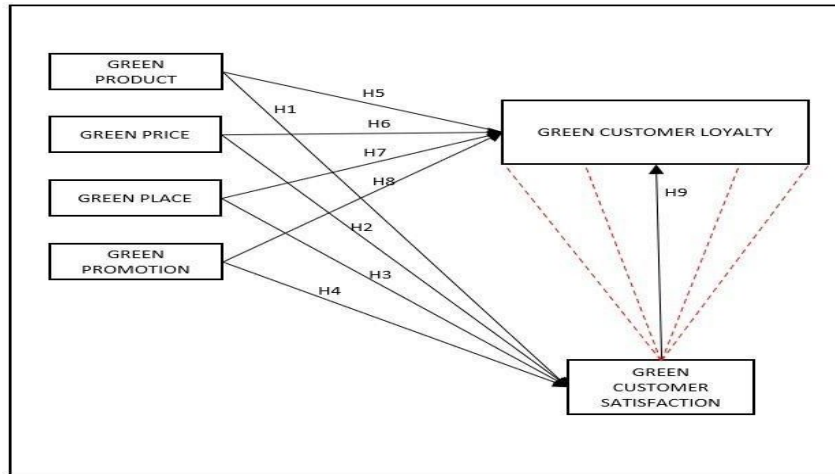


Figure 1. Conceptual model

1. Green Marketing

Kotler [19] defined green marketing as a marketing process targeting eco-friendly products and services. Kotler highlighted that the scope of green marketing goes beyond producing environmentally friendly products; it also involves improving the entire product lifecycle to reduce environmental damage. Kotler introduced the concept of social marketing, which laid the foundation for broader concepts, including green marketing. In his book "Marketing Management," social marketing is defined as the principles of marketing used to influence public behavior to adopt socially beneficial actions, such as promoting health, environmental awareness, and positive social change Keller, n.d., [20]. Green marketing is a subset of social marketing, focusing on encouraging society to adopt environmentally conscious behaviors.

2. Green Marketin Mix 4Ps

The green marketing mix 4Ps is an adaptation of the conventional marketing mix. The green marketing mix consists of marketing elements that allow companies to satisfy target consumers and achieve business objectives without harming the environment Mukonza & Swarts [4]. In another study, it is explained that green product, price, place, and promotion are components of the green marketing mix Gustavo et al.,[2]; Sohail, [25]. Both studies align with and support Kotler's statement that each of the four main marketing mix programs (product, price, place, and promotion) can be planned and executed in a way that is at least less harmful to the environment Kotler [19].

According to Philip Kotler[19], green products are defined as products designed to reduce negative environmental impacts during production, use, and disposal. In line with this earlier statement, green products can also be defined as safe and environmentally friendly products Tsai et al [10]. Unlike conventional product benefits, which focus solely on attributes and quality, the sustainability aspect of green products represents benefits for nature and society alongside individual consumption Nguyen Viet[1]. Green products can be identified through labels, packaging, or the composition of the product. Consumers can distinguish green products from conventional ones by looking at the certifications held by the products. The value offered by green products is the awareness of helping to reduce and prevent environmental damage, inviting consumers to participate in supporting this agenda by purchasing green products. Green products must encompass the entire product life cycle, including the provision of raw materials, production, storage, distribution, use, and post-use activities Tsai et al [10]. In line with this, Agustini et al [15] emphasize that green products must incorporate eco-friendly values at every stage of the product cycle, from design, material procurement, manufacturing, storage, distribution, usage, to post-usage. Based on the aforementioned studies, the researcher concludes that products can be categorized as green products if, at each stage of the product life cycle, they consider and reduce negative impacts and environmental damage. According to the research by Gelderman [8], the indicators of green products consist of:

1. Complying with environmentally friendly regulations.
2. Minimal and controlled use of energy and resources.
3. Easy to recycle, disassemble, decompose, and reuse.
4. Producing minimal damage impacts.

Green pricing refers to the price associated with the environmentally friendly aspects of a product. Due to the value of environmentally friendly quality, green products may set prices that are relatively higher compared to conventional products Karunarathna [6]. Consumer purchasing decisions indicate that price is the most dominant sub-variable, as it has a strong correlation with purchasing decisions Yusiana [11]. Generally, customers are willing to pay more if they perceive that the products they are purchasing can provide additional value. The pricing strategy for green products ideally should align with the additional value they offer compared to conventional products. This statement is supported by Tsai's research, which indicates that consumers tend to be willing to pay more for environmentally friendly products and services Tsai et al [10]. This is further supported by subsequent research stating that customers are willing to pay higher prices for the environmental values of products and services, as they understand that their environmental knowledge influences their ecological behavior Gelderman et al [8].

Green price has an influence on customer satisfaction and loyalty, according to previous research by Gelderman, found that green product pricing strategies significantly impact customer satisfaction and loyalty. Furthermore, in research by Adam & Lahay. (2023), it was found that pricing strategies significantly influence customer satisfaction with green products. However, another study indicates that consumers' willingness to pay decreases as prices increase Kumar et al, [5]. The researcher concludes that the prices of green products should be adjusted according to the costs incurred to achieve environmental value; consumers tend to be willing to pay more as long as the value offered meets their environmental expectations. Price significantly influences customer satisfaction and loyalty towards green products, but there may be a contrary relationship where rising prices lead to decreased interest or satisfaction in purchasing those products. Based on the research by Gelderman [8], the indicators consist of:

1. Acceptable price adjustments.
2. Price fairness.
3. Rational reasons for price adjustments

Green place refers to logistics management activities aimed at reducing carbon footprints by lowering transportation emissions Kaur et al., [30]; Shil,[31]. Other studies support this by stating that marketing products focuses on managing the distribution of products to consumers while minimizing emissions from transportation, carbon footprints, and pollution during product distribution. The location and timing of a product's availability to customers significantly affect purchasing decisions, as customers tend to prefer closer alternatives rather than seeking green products in distant locations Karunarathna [6]. Furthermore, green place involves selecting channels that minimize environmental harm Mukonza & Swarts [4]. Subsequent research adds that green place programs need to expose products to the right consumers, particularly those who are environmentally conscious, and offer guarantees regarding the ecological character of the products Agustini et al [15]. Research by Nguyen-Viet [1] shows that green place strategies significantly influence customer satisfaction and loyalty towards green products. Referring to the research by Viet [1], the indicators consist of:

1. Whether the product can be found in environmentally friendly stores.
2. The environmental reputation of stores that typically sell the products.
3. The availability of products in many environmentally friendly outlets.

Green promotion refers to environmentally friendly promotional programs that communicate efforts, commitments, and achievements of a company regarding environmental preservation Dahlstrom.,[32]. This is reinforced by Kotler, who states that green promotion also involves actions to reduce negative environmental impacts from the company's marketing communications efforts Kotler [19]. Other studies support the assertion that environmentally friendly promotion is an effective awareness tool for communicating, informing, and reminding stakeholders of a company's commitment and achievements towards environmental conservation Mukonza & Swarts, [4]. On the other hand, Raji et al [16] emphasize that marketing communication influences the creation and enhancement of brand equity by customers. This statement is supported by research that concludes empirically that green promotion programs have a significant impact on customer satisfaction with green products Nguyen-Viet [1]. Referring to the research by Nguyen-Viet[1], the indicators consist of:

1. Information about the product.
2. Special offers and promotions.
3. Engaging advertisements.
4. Frequency of advertisements displayed.
5. Where advertisements and information are published .

3. Green Customer Satisfaction

Green Satisfaction is defined as the level of satisfaction related to consumption that fulfills customers' environmentally friendly desires, sustainable expectations, and ecological needs Chen, [27]. Meeting or exceeding previously expected

expectations is crucial for environmental satisfaction Gelderman et al [8]. This aligns with research findings that provide empirical conclusions regarding the relationship between green customer satisfaction and green customer loyalty, indicating that satisfied consumers are more likely to repurchase green products, more tolerant of higher prices, and will recommend them to others Bang Viet [1]; Kang and Hur [17]. Based on the research by Gelderman [8], the indicators consist of:

1. Satisfaction with the decision to purchase green products.
2. Happiness with the purchase of green products.
3. Trust in the purchasing decision.
4. Feeling of contributing to environmental protection.
5. Satisfaction with the performance or environmental value of the product.
6. Pleasure with the performance and environmental value of the product.

4. Green Customer Loyalty

In general, customer loyalty is most often referred to as a strong commitment to repurchase a product in the future Oliver [26]. Meanwhile, green customer loyalty is interpreted as a form of consumer commitment to repurchase or continue using environmentally friendly brands Martínez[9]. Environmental customer loyalty refers to the willingness of customers to maintain relationships with companies that care about the environment or are green, and the commitment of customers to regularly repurchase their chosen products in the future Gelderman [8]. Based on the research by Nguyen-Viet [1], the indicators consist of:

1. Being the primary choice.
2. Making repeat purchases.
3. Recommending the product.
4. Providing positive reviews.

5. The Influence of Green Product on Green Customer Satisfaction

Green product can be defined as products that are safe to use and environmentally friendly Tsai et al [10]. Environmentally friendly products must encompass the entire product life cycle, including raw material sourcing, production, storage, distribution, usage, and post-usage activities Tsai [10]. In a business-to-business context, green product quality significantly affects green customer satisfaction Gelderman [8]. Green product has the weakest influence compared to the other three elements: price, place, and promotion Yusiana [11]. Green products significantly influence the decision to purchase green products Dash [12]. Green products positively and significantly affect green satisfaction Nguyen-Viet [1]. The environmental value of a product that meets or exceeds previous expectations is crucial for environmental satisfaction Gelderman [8]. This study will attempt to support the findings of previous research, therefore the hypothesis we propose is:

H1: “Green product significantly affects green customer satisfaction.”

6. The Influence of Green Product on Green Customer Loyalty

In a business-to-business context, green product quality significantly affects green customer loyalty Gelderman [8]. When businesses pursue environmentally friendly product initiatives, they create attitude-based brand loyalty by designing and producing green products that meet the goals and needs of environmentally conscious customers. As a result, this creates the intention to repurchase, leading to brand loyalty Nguyen-Viet [1]. Green products positively and significantly affect green customer loyalty Nguyen-Viet [1]. In line with prior research findings, this study aims to provide additional support, leading to the following hypothesis:

H5: “Green product significantly affects green customer loyalty”.

7. The Influence of Green Price on Green Customer Satisfaction

Price significantly influences the decision to purchase green products Dash [12]. Customers are willing to pay higher prices for the environmental value of products and services because they understand that their environmental knowledge influences their ecological behavior Gelderman [8]. The perception of green pricing directly affects customer satisfaction Gelderman [8]. Consumer willingness to pay decreases as the price of the product increases Kumar [5]. Consumers are willing to pay more for environmentally friendly products, and promotions with price incentives such as quantity discounts

and frequent coupons can enhance interest and purchasing ability Nguyen-Viet [1]. Green pricing strategies significantly affect consumer satisfaction Adam & Lahay [3]. Based on previous research findings, there are differences in the results regarding the influence of green pricing on satisfaction; most indicate a positive relationship, while some indicate a negative one. Building on the conclusions of previous studies, we seek to validate these results, and thus, our hypothesis is:

H2: “Green pricing significantly affects green customer satisfaction”.

8. The Influence of Green Price on Green Customer Loyalty

Consumers tend to be willing to pay more for environmentally friendly products and services Tsai [10]. Green price positively and significantly influences consumer purchasing decisions. Price is the most dominant subvariable because it has a very strong relationship with purchasing decisions Yusiana [11]. The prices of green products are often higher than those of equivalent conventional products, reflecting the added environmental and social costs Agustini [15]. Gelderman [8] states that the influence of green product prices on customer loyalty is significant but is the least dominant variable. Other research indicates a significant relationship between green price and green loyalty Nguyen-Viet [1]. This research is intended to reinforce the outcomes of earlier investigations, and accordingly, we propose the following hypothesis:

H6: “Green pricing significantly affects green customer loyalty”.

9. The Influence of Green Place on Green Customer Satisfaction

Green place relates to the selection of distribution channels that minimally cause damage Mukonza & Swarts [4]. Additionally, green place means distributing products to consumers according to targets, particularly those who are environmentally conscious, and offering guarantees of the ecological characteristics of the products Agustini [15]. Research by Nguyen-Viet [1] indicates that green place strategies significantly influence satisfaction with green products. In line with prior research findings, this study aims to provide additional support, leading to the following hypothesis:

H3: “Green place significantly affects green customer satisfaction”.

10. The Influence of Green Place on Green Customer Loyalty

Green place relates to the selection of distribution channels that minimally cause damage Mukonza & Swarts, [4]. Additionally, green place means distributing products to consumers according to targets, particularly those who are environmentally conscious, and offering guarantees of the ecological characteristics of the products Agustini [15]. Research by Nguyen-Viet [1] shows that green place strategies significantly influence green loyalty. In line with prior research findings, this study aims to provide additional support, leading to the following hypothesis:

H7: “Green place significantly affects green customer loyalty”.

11. The Influence of Green Promotion on Green Customer Satisfaction

In general, green promotion refers to activities that educate and change consumer perceptions of environmentally friendly products and are expected to communicate information related to the application of environmentally friendly principles concerning corporate activities Agustini [15]. On the other hand, Raji et al [16] emphasize that marketing communication affects the creation and enhancement of brand equity by customers. This is supported by subsequent research stating that green promotion programs significantly affect customer satisfaction with green products Nguyen-Viet[1]. In line with prior research findings, this study aims to provide additional support, leading to the following hypothesis:

H4: “Green promotion significantly affects green customer satisfaction”.

12. The Influence of Green Promotion on Green Customer Loyalty

Green promotion refers to activities that educate and change consumer perceptions of environmentally friendly products and are expected to communicate information related to the application of environmentally friendly principles concerning corporate activities Agustini [15]. Additionally, Raji et al [16] state that in Nguyen-Viet's [1] research, green promotion is a variable that has a significant and positive influence on green customer loyalty. In line with prior research findings, this study aims to provide additional support, leading to the following hypothesis:

H8: “Green promotion significantly affects green customer loyalty”.

13. The Influence of Green Customer Satisfaction on Green Customer Loyalty

Green customer satisfaction can lead to loyal consumer behavior toward environmentally friendly brands in general Saeed & Shafique [18]. The relationship between green customer satisfaction and green customer loyalty indicates that satisfied consumers are more likely to repurchase green products, be more tolerant of high prices, and recommend them to others Nguyen-Viet, [1]; Kang & Hur [17]. This aligns with Gelderman [8], which shows that customer satisfaction significantly influences loyalty to green products. Findings from Nguyen-Viet [1] support this statement, reporting a significant and positive relationship between customer satisfaction with green products and customer loyalty to green products. In line with prior research findings, this study aims to provide additional support, leading to the following hypothesis:

H9: “Green customer satisfaction significantly affects green customer loyalty”.

3. Metodology

Based on the research objectives stated above, this study focuses on testing the proposed hypotheses. The selected variables must be relevant to the research questions and the objectives to be achieved. We chose the green marketing mix 4P variables because they refer to previous research by Nguyen Viet [1], which indicates that these variables are relevant to answer the research question regarding the influence on brand equity for environmentally friendly products, which includes green customer satisfaction and loyalty. In another study [8], all four elements of the green marketing mix are also relevant to the research objectives concerning green customer satisfaction.

The testing is conducted by examining the causal relationships between variables using a quantitative or numerical approach with primary data. This method can be defined as a causal quantitative research method using the Smart PLS application. The object of this research is packaged beverage products categorized as green products that promote themselves as environmentally friendly or eco-friendly. Meanwhile, the subjects of this research are Indonesian citizens who have purchased green products or have subscribed to green products. The research subjects, referred to as respondents, will be selected randomly. The sampling method will use purposive non-probability sampling techniques. Non-probability sampling is a sampling method that does not give equal probabilities to the entire population that will be designated as a sample Sugiyono [29]. The purposive sampling technique involves selecting samples based on considerations aligned with the research criteria. The samples in this research are selected based on the following criteria:

- Age above 17 years.
- Indonesian citizenship.
- Have purchased green packaged beverage products from Ultrajaya at least three times.

The number of respondents is determined based on Hair's statement, as the exact size of the population for this research is unknown. According to Hair et al [21], having too large a sample size complicates achieving goodness of fit, so it is recommended to use a minimum sample size of 5-10 times the number of observations for each parameter. The number of respondents to be observed in this study is between 150-300 respondents. To address potential bias and limitations in the data collection process, researchers need to take proactive steps to minimize the influence of bias and ensure more valid and reliable results. This study use some ways to address various potential biases:

Addressing Selection Bias

- Randomization: Select a sample randomly from the population to ensure that all individuals have an equal chance of being chosen. This helps create a more representative sample.
- Stratification: If there are subgroups in the population, use stratification methods to ensure that all subgroups are proportionally represented in the sample.
- Increase sample size: By enlarging the sample size, the likelihood of selection bias can be minimized.

Addressing Observation Bias

- Use blind or double-blind methods: In experimental research, use blind methods (where the researcher does not know which group receives treatment) or double-blind methods (where both the researcher and participants do not know) to reduce the influence of researcher expectations on the results.
- Standardize data collection procedures: Create clear protocols or guidelines for the data collection process so that all researchers or observers follow the same steps, reducing subjectivity.

Addressing Response Bias

- Anonymity and confidentiality: Assure respondents that their answers will be kept confidential and anonymous. This can encourage more honest responses.
- Neutral and unbiased questions: Use carefully designed questions to avoid influencing or suggesting responses to participants.
- Pre-testing and piloting: Test the research instruments before full implementation to ensure that respondents understand the questions correctly.

Addressing Measurement Bias

- Validate and test instrument reliability: Before using data collection instruments (questionnaires, measurement tools), ensure they have been tested for validity and reliability to produce accurate and consistent data.
- Use proven measurement tools: Use tools or measurement methods that are widely accepted and have been proven effective in similar research.

1. Classical Assumption Test (Multicollinearity Test)

Several methods can be used to detect multicollinearity, including the assessment of tolerance and the Variance Inflation Factor (VIF). A useful guideline for ensuring that a regression model is free from multicollinearity is to maintain a $VIF < 10$ Ghozali [28].

2. Measurement Model (Validity and Reliability Test)

The measurement model is essential for ensuring that the constructs used in the research are accurately measured and consistently applied. This section discusses the validity and reliability tests conducted on the research instruments

3. Validity Test

The validity test measures how accurately the data collected by the researcher reflects the actual situation in the subject being studied. The researcher employs the Smart PLS analysis tool to conduct this validity test. To determine the validity of an item, it is essential to correlate the score of that item with the total score of all items.

4. Convergent Validity

The convergent validity test evaluates how effectively indicators reflect latent constructs. This can be assessed by looking at the loading factor values, where an indicator is deemed valid if its loading factor is > 0.5 . A loading factor above this threshold indicates validity Ringle and Sarstedt [13]. Furthermore, convergent validity can also be assessed using the Average Variance Extracted (AVE) value, which should exceed > 0.5 to meet the criterion.

5. Discriminant Validity

Discriminant validity can be determined by comparing the square root of the Average Variance Extracted (SR of AVE) with the cross-loading values of the indicators. A good discriminant validity is indicated when the SR of AVE exceeds the cross-loading values. Furthermore, an SR of AVE > 0.5 is regarded as valid Ringle and Sarstedt [13].

6. Reliability Test

The reliability test assesses the consistency and stability of a measurement instrument. It ensures that the instrument produces reliable and repeatable results over time. In this study, the reliability is typically measured using Cronbach's alpha, where a value > 0.7 indicates acceptable reliability. Additionally, composite reliability can also be used, with values > 0.7 indicating that the construct is reliable. Consistent results across multiple measurements reflect the dependability of the instrument used in the research.

7. Composite Reliability

Composite reliability evaluates the overall reliability of a set of indicators that measure a latent construct. It provides an estimate of the internal consistency of the indicators. A construct can be considered reliable if it has a Composite Reliability value > 0.5 Ringle and Sarstedt [13]. This measure is particularly useful in ensuring that the indicators accurately reflect the latent construct they are intended to measure, contributing to the overall validity of the research findings.

8. Cronbach's Alpha

The reliability value is represented by the Cronbach's Alpha coefficient, which has a minimum criterion of 0.6.

A questionnaire is considered consistent, reliable, and dependable if this criterion shows a Cronbach's Alpha that is equal to or greater than 0.6. In this study, the analysis technique employed is Cronbach's Alpha. Hair [13] states that a Cronbach's Alpha value > 0.70 indicates reliability.

9. Structural Model (t-test and P Value Test for Hypothesis Testing)

The structural model assesses the relationships between the latent variables and their indicators. To evaluate the significance of these relationships, the t-test and P value are employed as part of the hypothesis testing process. The t-test determines whether the path coefficients are statistically significant, while the P value indicates the probability of observing the data given that the null hypothesis is true. Ringle and Sarstedt [13] state that a P value of less than 0.05 indicates that the hypothesis is statistically significant and can be accepted. If the t-test results in a t-value that exceeds the critical value (typically 1.96 for a two-tailed test at a 95% confidence level), and the P value is below the significance level, the hypothesis can be accepted.

10. Model Feasibility Test (Effect Size of F^2 and R^2)

The model feasibility test assesses how accurately the sample regression function estimates actual values. The evaluation of model fit (Goodness of Fit) can be determined by the Q-square value. The correlation coefficient reflects the strength of the relationship between the independent and dependent variables.

11. Adjusted R^2 Coefficient

The adjusted R^2 coefficient measures the proportion of variance in the dependent variable that can be explained by the independent variables in the model. Unlike the regular R^2 , the adjusted R^2 accounts for the number of predictors used, providing a more accurate representation of model fit. A higher adjusted R^2 indicates a better explanatory power of the model. The coefficient of determination (R^2) measures the proportion of variation in the dependent variable that is explained by variations in the independent variables. This study anticipates that the adjusted R^2 value will range from 0 to 1. A value of adjusted R^2 that is near 0 indicates that the independent variables have a negligible effect on the dependent variable.

4. Result And Discussions

Result

In this study, the Partial Least Square (PLS) data analysis technique was used with the SmartPLS 3.2 application to evaluate hypotheses. The PLS program model under test adheres to a particular plan. To determine the nature of the association between latent variables and their indicators, outer model testing was utilized. Assessments of multicollinearity, validity, and reliability were all included in this testing.

Analysis of Outer Models

Classical Assumption Test (Multicollinearity Test)

According to Ghozali [28], multicollinearity is indicated when the VIF value exceeds 10 or when the tolerance value is less than 0.01. In Table 1, the VIF value for the green product variable with respect to green customer satisfaction is 5.005, and for green customer loyalty, it is 5.784. The VIF value for the green place variable concerning green customer satisfaction is 1.042 and 1.223 for green customer loyalty. The green promotion variable has a VIF of 4.316 for green customer satisfaction and 4.990 for green customer loyalty. The highest VIF value is between the variable (Z) green customer satisfaction and the variable (Y) green customer loyalty, which is 7.450. Based on Ghozali's statement [28], all variables shown in Table 1 have VIF values below the tolerance threshold of 10, indicating that there is no multicollinearity among the variables.

<i>Collinearity statistic (VIF)</i>	<i>Green product (x1)</i>	<i>Green price (x2)</i>	<i>Green place (x3)</i>	<i>Green promotion (x4)</i>	<i>Green customer satisfaction (z)</i>	<i>Green customer loyalty (y)</i>
<i>Green product (x1)</i>					5.005	5.784
<i>Green price (x2)</i>					1.042	1.233
<i>Green place (x3)</i>					3.842	4.579

<i>Green promotion</i> <i>(x4)</i>	4.316	4.990
<i>Green customer</i> <i>satisfaction (z)</i>		7.450
<i>Green customer</i> <i>loyalty (y)</i>		

Source: Processed Primary Data (2024)

Convergent Validity

According to Hair [13], individual indicators are considered valid when the loading factor value is greater than 0.5. As shown in Table 2, all questionnaire items for each variable used in this study have values above 0.5. The average loading factor is 0.9, with the highest value being 0.935 and the lowest 0.882. Therefore, it can be concluded that the convergent validity of the outer loading in this study is valid, as all values exceed 0.5.

<i>Variable</i>	<i>Indicator</i>	<i>Outer Loading</i>
<i>Green Product</i>	GP1	
	GP2	
	GP3	
	GP4	
<i>Green Price</i>	GPR1	0,935
	GPR2	0,950
	GPR3	0,958
<i>Green Place</i>	GPL1	
	GPL2	
	GPL3	
	GPL4	
<i>Green Promotion</i>	GPO1	0,898
	GP02	0,902
	GPO3	0,882
	GPO4	0,882
	GPO5	0,891
<i>Green Customer Satisfaction</i>	GCS1	
	GCS2	
	GCS3	
	GCS4	
	GCS5	
<i>Green Customer Loyalty</i>	GCL1	0.921
	GCL2	0.933
	GCL3	0.899
	GCL4	0.928

Source: Processed Primary Data (2024)

Discriminant Validity

According to Hair et al [14], cross-loading values can be considered valid if they exceed 0.5. Table 3 shows that the indicators have high correlation values with their intended constructs. This is evidenced by the absence of any cross-loading values below 0.5, in line with the criteria established by Hair et al [14]. Therefore, it can be concluded that these indicators demonstrate good discriminant validity.

	<i>Green Product</i>	<i>Green Price</i>	<i>Green Place</i>	<i>Green Promotion</i>	<i>Green Customer Satisfaction</i>	<i>Green Customer Loyalty</i>
GP1	0.893					
GP2	0.893					
GP3	0.893					
GP4	0.893					

GPR1	0.935		
GPR2	0.950		
GPR3	0.928		
GPL1		0.893	
GPL2		0.915	
GPL3		0.902	
GPL4		0.895	
GPO1			0.898
GP02			0.902
GPO3			0.882
GPO4			0.882
GPO5			0.891
GCS1			0.834
GCS2			0.792
GCS3			0.833
GCS4			0.849
GCS5			0.862
GCL1			0.921
GCL2			0.933
GCL3			0.899
GCL4			0.928

Source: Processed Primary Data (2024)

Composite Reliability

Based on the data presented in Table 4, the composite reliability values for the variables are as follows: green product (0.936), green price (0.956), green place (0.945), green promotion (0.951), green customer satisfaction (0.961), and green customer loyalty (0.957). According to Hair et al [14], a variable can be considered reliable if its composite

	<i>Composite Reliability</i>	<i>Reliability</i>
<i>Green product (x1)</i>	0.936	<i>Reliable</i>
<i>Green price (x2)</i>	0.956	<i>Reliable</i>
<i>Green place (x3)</i>	0.945	<i>Reliable</i>
<i>Green promotion (x4)</i>	0.951	<i>Reliable</i>
<i>Green customer satisfaction (z)</i>	0.961	<i>Reliable</i>
<i>Green customer loyalty (y)</i>	0.957	<i>Reliable</i>

reliability value is greater than 0.5. Therefore, it can be concluded that all six variables in this study are reliable.

Source: Processed Primary Data (2024)

Cronbach's Alpha

Based on the data in Table 5, the Cronbach's Alpha values for each variable meet the requirement of being greater than 0.7. Specifically, the values are as follows: green product (0.908), green price (0.932), green place (0.923), green promotion (0.935), green customer satisfaction (0.950), and green customer loyalty (0.940). Thus, it can be concluded that all variables are reliable.

<i>Construct Reliability</i>	<i>Composite Reliability</i>	<i>Reliability</i>
<i>Green product (x1)</i>	0.908	<i>Reliable</i>
<i>Green price (x2)</i>	0.932	<i>Reliable</i>
<i>Green place (x3)</i>	0.923	<i>Reliable</i>
<i>Green promotion (x4)</i>	0.935	<i>Reliable</i>
<i>Green customer satisfaction (z)</i>	0.950	<i>Reliable</i>
<i>Green customer loyalty (y)</i>	0.940	<i>Reliable</i>

Source: Processed Primary Data (2024)

Direct Effect Testing

Based on Figure 2, the T-statistic value for the Green product variable's effect on green customer satisfaction is 2.875 (T-stat > T-table), and the p-value is 0.004 (< 0.005). Therefore, it can be concluded that the green product has a positive and significant effect on green customer satisfaction.

H1: "The green product has a significant effect on green customer satisfaction" (supported).

The T-statistic value for the direct effect of the Green price variable on green customer satisfaction is 4.882 (T-stat > T-table), and the p-value is 0.000. The effect of green price on green customer satisfaction is positive and significant.

H2: "Green price has a significant effect on green customer satisfaction" (supported).

Based on the data displayed in Figure 2, the T-statistic value for the Green place variable's effect on green customer satisfaction is 3.713, and the p-value is 0.000. The effect of green place on green customer satisfaction is positive and significant.

H3: "Green place has a significant effect on green customer satisfaction" (supported).

The calculation results for the direct effect of the Green promotion variable on green customer satisfaction are positive and significant, with a T-statistic value of 3.915 and a p-value of 0.000.

H4: "Green promotion has a significant effect on green customer satisfaction" (supported).

The T-statistic value for the direct effect of the Green product variable on green customer loyalty is 2.875, with a p-value of 0.004. Thus, the effect of the green product on green customer loyalty is positive and significant.

H5: "The green product has a significant effect on green customer loyalty" (supported).

The T-statistic value for the direct effect of the Green price variable on green customer loyalty is 0.394 (< T-table), while the p-value is 0.694 (> 0.005). Since the T-statistic is lower than the T-table (1.976), and the p-value is > 0.005, the direct effect of green price on green customer loyalty is not significant.

H6: "Green price has a significant effect on green customer loyalty" (not supported).

The T-statistic value for the direct effect of the Green place variable on green customer loyalty is 1.594, and the p-value is 0.112. Thus, it can be concluded that green place does not have a significant effect on green customer loyalty.

H7: "Green place has a significant effect on green customer loyalty" (not supported).

The T-statistic value for the direct effect of the Green promotion variable on green customer loyalty is 3.234, and the p-value is 0.001. The direct effect of green promotion on green customer loyalty is positive and significant.

H8: "Green promotion has a significant effect on green customer loyalty" (supported).

The T-statistic value for the direct effect of the Green customer satisfaction variable on green customer loyalty is 4.535, with a p-value of 0.000. The direct effect of green customer satisfaction on green customer loyalty is positive and significant.

H9: "Green customer satisfaction has a significant effect on green customer loyalty" (supported).

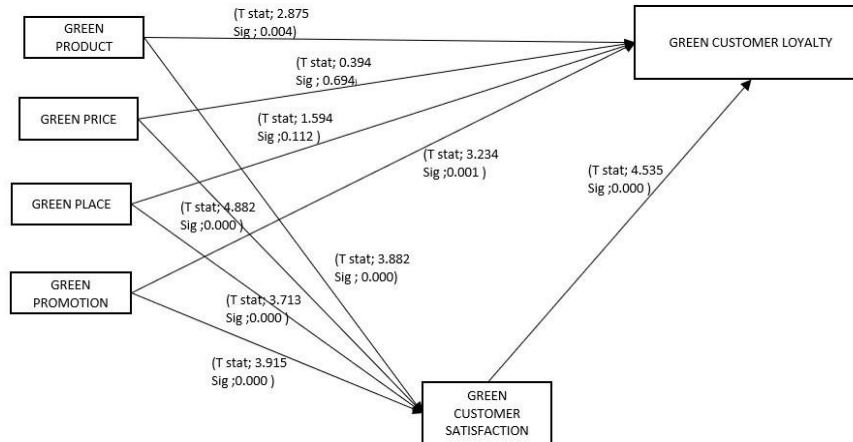


Figure 2. Inner model

Indirect Effect Testing

The data in Table 6 shows the results of the calculation of indirect effects using the bootstrapping technique. Based on the presented data, it indicates significant indirect effects as follows: Green product has a significant influence on green customer loyalty through green customer satisfaction (green product → green customer satisfaction → green customer loyalty = 0.129, p-value < 0.005). Green pricesignificantly influences green customer loyalty through green customer satisfaction (green price → green customer satisfaction → green customer loyalty = 0.064, p-value < 0.005). Green place significantly affects green customer loyalty through green customer satisfaction (green place → green customer satisfaction → green customer loyalty = 0.125, p-value < 0.005). Green promotion significantly impacts green customer loyalty through green customer satisfaction (green promotion → green customer satisfaction → green customer loyalty = 0.120, p-value < 0.005). Thus, it can be concluded that green customer satisfaction partially mediates.

	<i>Original Sample</i>	<i>T Stat</i>	<i>T Table</i>	<i>Ts-Tt</i>	<i>P Values</i>	<i>Sig</i>
Green Product (X1) > Green Cus. Satisfaction (Z) Green Product (X1) > Green Cus. Loyalty (Y)	0.129	3.178	1.976	Ts > Tt	0.002	Positive Significan
Green Price (X2) > Green Cus. Satisfaction (Z) Green Price (X2) > Green Cus. Loyalty (Y)	0.064	3.161	1.976	Ts > Tt	0.002	Positive Significan
Green Place (X3) > Green Cus. Satisfaction (Z) Green Place (X3) > Green Cus. Loyalty (Y)	0.125	2.571	1.976	Ts > Tt	0.010	Positive Significan
Green Promotion (X4) > Green Cus. Satisfaction (Z) Green Promotion (X4) > Green Cus. Loyalty (Y)	0.120	3.211	1.976	Ts > Tt	0.001	Positive Significan

Source:Processed Primary Data (2024)

Total Effect

The overall influence of the relationships between variables in this study indicates partial mediation, where significant effects are observed across all research variables. Specifically, the effect of the independent variable on the mediating variable is significant, the effect of the mediating variable on the dependent variable is significant, and the effect of the independent variable on the dependent variable is also considered significant.

Adjusted Coefficient of Determination (R² Adjusted)

The data provided contains the R-squared (R²) and adjusted R-squared (R² Adjusted) values for two variables: Green Customer Satisfaction and Green Customer Loyalty. Green Customer Satisfaction: R²: 0.866, This indicates that 86.6% of the variation in customer satisfaction can be explained by the model used. This value suggests that the model has good predictive power. R² Adjusted: 0.862, After accounting for the number of predictors in the model, the adjusted R² is slightly lower at 86.2%. This indicates that the model remains robust despite considering its complexity. Green Customer Loyalty: R²:0.887, this value means that 88.7% of the variation in customer loyalty can be explained by the model. This indicates that the model is also highly effective in predicting loyalty. R² Adjusted: 0.884, here, the adjusted R² is 88.4%, which shows that the model still performs well when considering the number of variables used.

	R Square	R Square Adjusted
Green Customer Satisfaction	0.866	0.862
Green Costumer Loyalty	0.887	0.884

Source:Processed Primary Data (2024)

Discussion

1. Green Product's Influence on Green Customer Satisfaction

Green products have a positive and significant influence on green customer satisfaction, as evidenced by a T statistic value of 4.535 (> 1.976) and a p-value (V) < 0.005. This is supported by previous research [1], which stated that there is a significant influence of green product programs on green customer satisfaction. Therefore, eco-friendly elements in products positively impact green customer satisfaction with Ultrajaya's products. Green products have a significant influence that can be attributed to several factors. In the case of Ultrajaya, respondents assess the environmental

performance of the products produced by this company, such as the consistent use of environmentally friendly cardboard across all product lines, as well as the company's sustainable commitment.

2. Green Price's Influence on Green Customer Satisfaction

Green pricing has a positive and significant effect on green customer satisfaction, with a T statistic value of 4.882 (> 1.976) and a p-value ($V < 0.005$). This aligns with two prior studies [1] that found a significant effect of green pricing programs on green satisfaction and [3], which stated that green pricing strategies have a significant impact on green customer satisfaction. Consequently, the pricing of green products can positively affect green customer satisfaction with Ultrajaya's eco-friendly products. Pricing can affect satisfaction because price is closely related to consumer expectations regarding the value of the product. In this study, the contributing factor is likely that consumers feel satisfied with the price adjustments based on the environmental value set by Ultrajaya.

3. Green Place's Influence on Green Customer Satisfaction

The T statistic value from the direct effect of the Green Place variable on green customer satisfaction is 3.713, with a p-value (V) of 0.000. From this data, it is clear that the green place positively and significantly impacts green customer satisfaction. This is also consistent with previous research [1], which concluded that green place programs significantly influence green satisfaction. Thus, the environmentally friendly distribution and placement of Ultrajaya's products positively affect customer satisfaction. This variable is significant to green customer satisfaction due to the well-distributed availability of products, a good shopping experience, and a store environment that aligns with consumer expectations regarding environmental values.

4. Green Promotion's Influence on Green Customer Satisfaction

The T statistic for the direct influence of Green Promotion on green customer satisfaction is 3.915, with a p-value ($V < 0.005$). Therefore, green promotion has a positive and significant impact on green customer satisfaction. This claim is consistent with previous research [1]. Thus, promotion and advertising positively impact green customer satisfaction with Ultrajaya's products. Ultrajaya can effectively brand their products as environmentally friendly. The significant influence between green promotion and green customer satisfaction occurs due to the brand image that the company has built over the years, as well as the promotions they conduct regarding the environmental values of their products.

5. Green Product's Influence on Green Customer Loyalty

The T statistic for the direct influence of Green Product on green customer loyalty is 2.875 (> 1.976), with a p-value ($V < 0.005$). This indicates that green products positively and significantly affect green customer loyalty. This claim is supported by previous research [1]. Thus, the ecofriendly aspects of Ultrajaya's products positively and significantly impact green customer loyalty. Green products have a significant influence that can be attributed to several factors. In the case of Ultrajaya, respondents assess the environmental performance of the products produced by this company, such as the consistent use of environmentally friendly cardboard across all product lines, as well as the company's sustainable commitment. This is likely to create a competitive advantage over rivals, making consumers more inclined to remain loyal to these green products.

6. Green Price's Influence on Green Customer Loyalty

The direct effect of Green Price on green customer loyalty is not significant, as demonstrated by a T statistic < 1.976 and a p-value ($V > 0.005$). This contradicts previous research [1]. Several factors could explain this, such as the diversification of products purchased by respondents, which influences price diversity, as well as differences in perceptions regarding the price adjustments of Ultrajaya's green products among respondents. The insignificant influence of green price may occur due to the products being overly diversified in pricing and the price perceptions expected by consumers, which vary subjectively. The price of environmentally friendly products (green price) does not always have a significant influence on customer loyalty. This is in accordance with a study conducted by Trinanda & Saputri [33].

7. Green Place's Influence on Green Customer Loyalty

There is no significant direct effect of Green Place on green customer loyalty, as demonstrated by a T statistic < 1.976 and a p-value ($V > 0.005$). This finding contrasts with prior research [1]. This discrepancy could be due to respondents who have never purchased Ultrajaya products from eco-friendly stores. This is also due to the wider and more general distribution of products, so they are not only sold in environmentally friendly outlets. Although it shows a positive but insignificant influence, this study supports previous research conducted by Trinanda & Saputri [33], which states that green marketing, including green places, has a positive but insignificant effect on customer loyalty.

8. Green Promotion's Influence on Green Customer Loyalty

Green promotion positively and significantly influences green customer loyalty, as evidenced by a T statistic $>$

1.976 and a p-value (V) < 0.005. Therefore, it can be said that green promotion will positively affect green customer loyalty with Ultrajaya's products. It is likely that the promotions conducted by Ultrajaya effectively attract the hearts and loyalty of their consumers through various agendas such as advertisements, slogans, and environmental campaigns.

9. Green Customer Satisfaction's Influence on Green Customer Loyalty

Green customer satisfaction positively and significantly impacts green customer loyalty, as demonstrated by a T statistic > 1.976 and a p-value (V) < 0.005. This claim is supported by previous research [1]. Therefore, green customer satisfaction positively influences green customer loyalty with Ultrajaya's products. Green customer satisfaction can significantly influence green customer loyalty in the case of Ultrajaya products due to several factors, such as positive experiences in purchasing green products, a sense of contribution to the environment arising from purchases, and the perception of value that is commensurate with environmental performance.

10. Green Product's Influence on Green Customer Loyalty through Green Customer Satisfaction as an Intervening Variable

Green products have a positive and significant influence on green customer loyalty through green customer satisfaction as an intervening variable. This is evidenced by a T statistic > 1.976 and a p-value (V) < 0.005. These results are supported by previous research [1]. Therefore, with green customer satisfaction as an effective mediator, green products will positively impact green customer loyalty.

11. Green Price's Influence on Green Customer Loyalty through Green Customer Satisfaction as an Intervening Variable

Green pricing positively influences green customer loyalty through green customer satisfaction, as demonstrated by an indirect effect with a T statistic > 1.976 and a p-value (V) < 0.005. This claim is supported by previous research [1]. Therefore, green customer satisfaction as a good mediating variable positively impacts the relationship between green pricing and green customer loyalty.

12. Green Place's Influence on Green Customer Loyalty through Green Customer Satisfaction as an Intervening Variable

Green place positively influences green customer loyalty through green customer satisfaction, as demonstrated by a T statistic > 1.976 and a p-value (V) < 0.005. This claim is supported by previous research [1]. Therefore, green customer satisfaction as a mediating variable positively affects the relationship between green place and green customer loyalty.

13. Green Promotion's Influence on Green Customer Loyalty through Green Customer Satisfaction as an Intervening Variable

Green promotion positively influences green customer loyalty through green customer satisfaction, as evidenced by a T statistic > 1.976 and a p-value (V) < 0.005. This claim is supported by previous research [1]. Thus, with green customer satisfaction as a strong mediator, green promotion positively impacts green customer loyalty.

5. Conclusion and Suggestions

Green marketing mix elements, including green products, pricing, placement, and promotion, demonstrate varying impacts on green customer satisfaction and loyalty. Green products play a crucial role in enhancing both satisfaction and loyalty, as eco-friendly products are associated with high levels of satisfaction that lead to increased customer loyalty. Similarly, green pricing significantly impacts satisfaction, suggesting that well-structured pricing for green products meets customer expectations, although it does not directly affect loyalty. Placement of green products, or "green place," also positively influences satisfaction, although it lacks a direct effect on loyalty. However, effective eco-friendly distribution indirectly strengthens loyalty by fostering satisfaction. Green promotion has a clear, positive impact on both satisfaction and loyalty, as well as an indirect effect on loyalty through customer satisfaction, illustrating the power of green marketing communication. Moreover, customer satisfaction itself serves as a pivotal factor, directly enhancing loyalty and mediating the relationship between green product attributes (product, price, place, and promotion) and loyalty. Through this mechanism, green customer satisfaction amplifies the positive influence of green product and marketing attributes on loyalty, ultimately making satisfied customers more loyal to eco-friendly brands.

1. Suggestion for company

Based on findings on the impact of green marketing elements on customer satisfaction and loyalty, the company can implement several strategies to strengthen its market position and build long-term customer loyalty. First, the company should emphasize the quality of green products. Since eco-friendly products have been shown to improve customer satisfaction and loyalty, the company should continually invest in high-quality, sustainable materials and innovative product features. Highlighting sustainability aspects, such as eco-friendly sourcing, recyclability, or energy efficiency,

can enhance customer perception and satisfaction with the product. Second, the company should refine its green pricing strategy. While green pricing does not directly influence loyalty, a well-structured pricing strategy can enhance customer satisfaction. The company can consider a value-based pricing model that emphasizes the additional benefits of eco-friendly products while remaining competitive. Pricing transparency, particularly related to costs that support environmental initiatives, can further boost customer trust and satisfaction.

The company should optimize eco-friendly distribution channels. Since green distribution affects customer satisfaction, the company should ensure that products are distributed through channels aligned with sustainability values. This can be achieved through carbon-neutral shipping options, reduced packaging waste, or supporting local distribution networks to lower the carbon footprint. Fourth, the company can strengthen green promotions. Given that green promotion positively impacts customer satisfaction and loyalty, the company should leverage marketing campaigns to educate customers on the environmental benefits of its products. Promotions can highlight the company's commitment to sustainability through partnerships with environmental organizations or certifications, ultimately fostering loyalty by reinforcing brand values.

Finally, the company can leverage customer satisfaction as a driver of loyalty. Since green customer satisfaction significantly influences loyalty, the company should prioritize the customer experience by gathering feedback on eco-friendly initiatives and making continuous improvements based on this input. Programs that encourage sustainable behaviors, such as discounts for returning used products or loyalty points for eco-friendly purchases, can further enhance satisfaction and loyalty. Through strategic focus on these aspects, the company can strengthen its reputation as a green brand, build lasting customer relationships, and drive long-term loyalty through sustainable business practices.

2. Suggestion for future researchers

For future research on the topic of green customer loyalty for packaged food and beverage products, researchers may consider using other intervening variables such as green customer attitude, green brand trust, and green behavior. Additionally, it is important to acknowledge the limitations of the current research, such as the narrow focus on products from a single company, namely Ultrajaya. It is also recommended that upcoming research specifically utilize various variables from the Green Marketing Mix (7Ps), such as product, price, place, promotion, people, process, and physical evidence. This will provide deeper insights into the factors influencing green customer loyalty. Furthermore, future research should not be limited only to environmentally friendly beverage products from Ultrajaya but should also expand to more general and broader studies on similar topics, including packaged food products, to yield better and more comprehensive findings.

These limitations can provide a more balanced view of the research and suggest areas for future study. For example, research can expand its scope by exploring similar products from other brands and across different market segments, allowing for more comprehensive comparative analysis. The limitation in the number of samples in this research is also a factor that should be considered. Future researchers can use a larger sample size and implement presurveys to test the objectivity and credibility of the respondents. The results of this study should not be completely generalized regarding the same theme, as they are still limited to the observation of a single company. Future researchers are expected to conduct studies that are more general and extensive concerning this green marketing theme.

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