

The Influence of Green Marketing and Products on Consumer Satisfaction and Loyalty (Study of The Body Shop Consumers)

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ABSTRACT: The research investigates the impact of green marketing and products on consumer satisfaction and loyalty at The Body Shop. The study used purposive sampling with 205 respondents and collected primary and secondary data through an online questionnaire. Data analysis employed PLS SEM with SmartPLS 3. Results indicate that green marketing significantly influences consumer satisfaction and loyalty at The Body Shop consumer. Additionally, product positively affects consumer satisfaction and loyalty. However, while consumer satisfaction positively influences loyalty, it was not found to be statistically significant. The results of the study also found that the effects of green marketing and products on consumer loyalty are not significantly mediated by consumer satisfaction.

Keywords-Green Marketing, Products, Consumer Satisfaction, Consumer Loyalty

I. INTRODUCTION

Environmental issues are a concern for the entire global community as they can threaten human survival. This has been evidenced by the increasing air pollution causing respiratory problems and water pollution that poses significant risks to human consumption. Many other environmental issues remain unresolved to date, occurring in almost every country, particularly in developing nations like Indonesia. These problems not only impact humans but also affect plants and animals. According to Ahdiat (2023), the majority of young people in Indonesia are concerned about climate change (27.40%), followed by plastic waste pollution (12.98%), and other environmental issues.

The escalating environmental crisis has raised awareness among communities about natural environments, leading to changes in consumer behavior. Consumers are becoming more aware when choosing products they consume. Green consumers consistently purchase environmentally friendly products and represent a solution for consumers (Ismoyowati et al., 2023). According to Nusraningrum et al. (2021), this is evidenced by a survey conducted by Annur (2022), where respondents stated that they now bring their own shopping bags, with a percentage reaching 69.8%. Furthermore, 56.2% of respondents choose to buy eco-friendly products, while 46.4% collect empty product packaging for recycling. Additionally, 45.2% opt for natural and organic products, followed by 42.1% who purchase refillable products, and 36.2% who prefer environmentally conscious brands. Lastly, 32.5% of respondents choose to recycle old clothes for added value. The creation of green consumer segmentation provides opportunities for marketers to target this segment by creating products and campaigns that demonstrate environmental friendliness and awareness, known as green marketing. Green marketing is essentially an effort by companies to market products based on environmental sustainability. The Body Shop, a British cosmetics company, is known for its environmental conservation efforts. Its products are made from natural ingredients. In its marketing process, The Body Shop has values that make it superior to other companies, including its stance against animal testing, support for community fair trade, and self-esteem achievement. The Body Shop, as a large company, is expected to provide satisfactory services and products. This needs to be maintained in every outlet to create customer satisfaction. In addition to green marketing and consumer satisfaction, customer loyalty is also important for The Body Shop. Customer loyalty is an asset that needs to be maintained as it is essential for profit stability or increased sales and is crucial for surviving business competition. Maintaining customer loyalty is challenging. Companies must consistently improve various aspects to maintain consumer loyalty.

In the implementation of green marketing, companies need to understand the factors that can be applied to maintain consumer loyalty. In this case, the term that often arises is green customer loyalty. In short, green customer loyalty is defined as the commitment of consumers to consistently repurchase products to maintain relationships with environmental issues and green businesses. According to Chang, Fong (2010) in

Rahmayanti, Arifin (2022), green customer loyalty is influenced by three factors: green product quality, green corporate image, and green packaging.

II. LITERATURE REVIEW

2.1 The Influence of Green Marketing on Consumer Satisfaction

Green marketing strategies have strong prospects for development by companies. This is related to the worsening environmental pollution issue. Consumers are increasingly aware of this issue, leading to a shift in consumer behavior towards green products and demanding companies to transition to green companies.

Existing literature indicates that green marketing has a significant and positive influence on consumer satisfaction. According to the research conducted by Sofyan et al. (2023), examining the impact of green marketing strategies on the satisfaction and loyalty of McDonald's customers (a case study of McDonald's in Cirebon City), it is concluded that green marketing has a positive and significant influence on consumer satisfaction. This means that the higher the orientation of product marketing towards environmental friendliness, the higher the level of customer satisfaction; conversely, the lower the orientation of product marketing towards environmental friendliness, the lower the level of customer satisfaction.

According to the research conducted by Ikramayosi et al. (2022), which examined the influence of green marketing strategies, brand image, and product quality on consumer satisfaction at The Body Shop, it was found that green marketing has a positive and significant influence on consumer satisfaction. According to the research conducted by Febrianti (2022), green marketing has a significant influence on consumer satisfaction at The Body Shop in Margo City.

H1: There is an influence of green marketing on consumer satisfaction at The Body Shop

2.2 The Influence of Green Marketing on Consumer Loyalty

The increasing awareness of consumers towards environmental sustainability allows companies to switch to green marketing strategies to achieve consumer loyalty. Green marketing influences consumer loyalty because of the shift in consumer behavior towards green consumption. Thus, it can be assured that green consumers will show their loyalty to green companies that implement green marketing.

This is evidenced by research conducted by Upe and Usman (2022) that examined the influence of green marketing on consumer loyalty through consumer satisfaction at Starbucks Coffee in Semarang City. Their research results show that there is a positive relationship between green marketing and consumer loyalty. According to the research conducted by Rustam and Sukati (2023) regarding the analysis of the implementation of relationship marketing and green marketing on consumer loyalty at Navagreen Clinic Batam. The results show that the influence of green marketing is positive but with a small and insignificant value. This indicates that consumer loyalty is not greatly influenced by green marketing strategies.

According to the research by Bhaswara and Patrikha (2021), green marketing has a significant influence on consumer loyalty. This indicates that the better the green marketing offered to consumers, the higher the increase in consumer loyalty. According to the research by Lestari and Syarif (2021), there is a positive influence between green marketing and loyalty; the greater the green marketing, the higher the consumer loyalty.

H2: There is an influence of green marketing on consumer loyalty at The Body Shop.

2.3 The Influence of Consumer Satisfaction on Consumer Loyalty

Consumer satisfaction and loyalty are crucial for companies as they can maintain good relationships with consumers to achieve company goals. Consumer satisfaction measures consumer feelings and expectations while consumer loyalty reflects purchasing behavior and future purchase commitments (Sudari et al., 2019). According to the research by Supriyanto et al. (2021), it was found that "Consumer satisfaction results in increased consumer loyalty."

Consumer satisfaction is closely related to consumer loyalty, where satisfied consumers will become loyal consumers. These loyal consumers will then become marketers for the company by providing recommendations and positive information to other potential consumers (Pertiwi et al., 2022).

According to the research by Oktaviani (2019), consumer satisfaction has a positive influence on consumer loyalty. In this case, loyalty is the most important factor in determining consumer satisfaction for repeat purchases and offering services again to a company.

H3: There is an influence of consumer satisfaction on consumer loyalty at The Body Shop.

2.4 The Influence of Products on Consumer Satisfaction

Products are important in customer satisfaction because good products that can enhance customer satisfaction will be beneficial to sales. Products also serve as a differentiator between one's own products and those of competitors (Wardhana et al., 2021).

According to Hariyono (2023), products have a positive or one-way influence on consumer satisfaction. If there is an improvement or enhancement in the product, consumer satisfaction will also increase, and vice versa.

According to the research conducted by Hamdun and Romadhani (2019), it is stated that there is a significant positive partial influence of the Product variable on the Consumer Satisfaction variable.

H4: There is an influence of products on consumer satisfaction at The Body Shop.

2.5 The Influence of Products on Consumer Loyalty

Product is one component of the marketing mix. Product can be defined as something produced by a company to fulfill the needs and desires of consumers. Products that successfully meet these criteria can open up opportunities to achieve consumer loyalty.

Research conducted by Ningtias (2018) shows that product has a positive and significant influence on customer loyalty. The results of the study by Siregar and Nauli (2019) also prove that product partially has a positive influence on customer loyalty. This means that the better the products offered by the company, the more loyal the customers will be. The research conducted by Zahroh and Oetomo (2020) shows that product has an influence on consumer loyalty.

H5: There is an influence of products on consumer loyalty at The Body Shop.

2.6 The Influence of Green Marketing and Products on Consumer Loyalty Mediated by Consumer Satisfaction

Specifically, consumer satisfaction is identified on one hand as influencing consumer loyalty, but on the other hand, it is influenced by green marketing and product. Therefore, in this study, it is developed as an intervening variable. Thus, the sixth and seventh hypotheses are proposed as follows:

H6: There is an influence of green marketing on consumer loyalty mediated by consumer satisfaction at The Body Shop.

H7: There is an influence of products on consumer loyalty mediated by consumer satisfaction at The Body Shop.

2.7 Structural Model

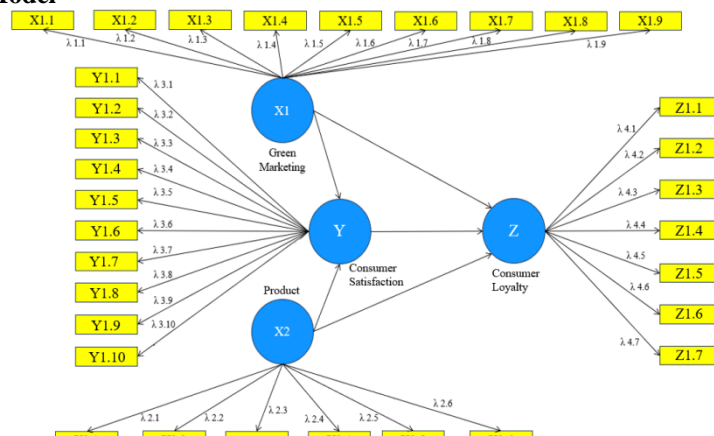


Figure 1. Structural Model
Source: Data Processed (2024)

III. METHODOLOGY

In this research, the author employs quantitative research because the data obtained are numerical. Based on its sources, the data used in this study comprise primary and secondary data.

Population refers to the object or subject of the research that possesses characteristics to be examined. The population does not have to be human; it can also be animals, plants, phenomena, events, or other characteristics and conditions related to the research problem and can be used as a sampling source (Suriani et al., 2023). The population in this study is the entire community that has used The Body Shop products.

Sample is a subset of the population and its characteristics. The sample consists of individuals selected from the population and represents the whole population (Suriani et al., 2023). The sampling technique used in this research is purposive sampling. According to (Suriani et al., 2023), purposive sampling is a sampling technique based on specific considerations. Therefore, the sample in this study consists of 205 individuals who have purchased and used The Body Shop products.

The data analysis technique in this research uses Partial Least Squares (PLS). According to (Evi, Rachbini, 2022), PLS is a type of multivariate statistical analysis whose usefulness is similar to SEM in covariance analysis. This method is excellent for multiple linear analysis and principal component regression because it is more robust. Robust means that the model parameters do not change much when new samples are taken from the total production. The outer model or measurement model aims to specify the relationship between latent variables and their indicators, also known as discriminant validity testing, which can be measured by cross-loading method (Widanengsih, Yusuf, 2022). The inner model in PLS is evaluated using

R² for endogenous variables, the path coefficient values or t-values for significance testing between constructs in the structural model, and using original sample parameters to determine the nature of the relationship between variables (Adila, Dahtiah, 2020).

IV. RESULTS AND DISCUSSION

4.1 Measurement Model (Outer Model)

Convergent validity is an indicator that measures the magnitude of correlation between constructs and latent variables. Standardized loading coefficients represent the magnitude of correlation between each measurement item (indicator) and its construct. The expected value is greater than 0.7 (Kurniati, 2020).

4.1.1 Convergent Validity

4.1.1.1 First Stage Data Processing

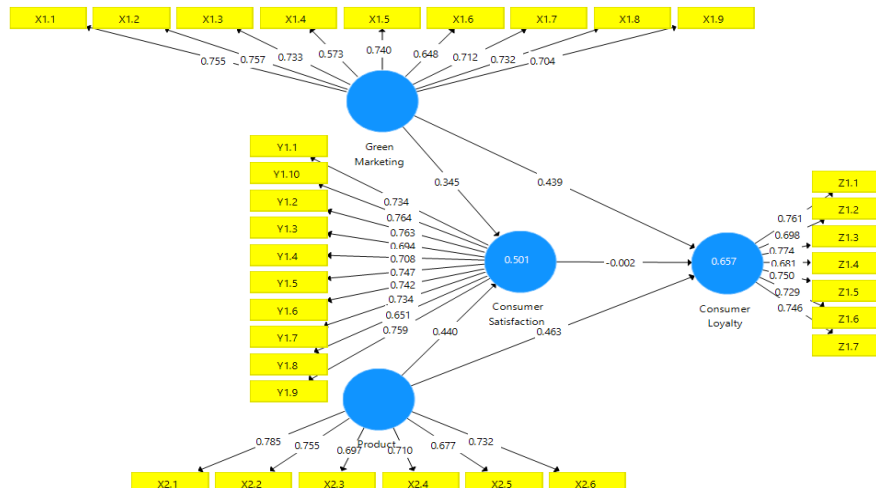


Figure 2. First Stage Data Processing

Source: Data processed (2024)

Based on the loading factor values obtained from the first stage data processing, there are two instruments from the Green Marketing variable (X1) that are not valid (< 0.7), namely X1.4 and X1.6. Two instruments from the Product variable (X2) are declared invalid (< 0.7), namely X2.3 and X2.5. Two instruments from the Consumer Satisfaction variable (Y) are declared invalid (< 0.7), namely Y1.3 and Y1.8. Two instruments from the Consumer Loyalty variable (Z) are declared invalid (< 0.7), namely Z1.2 and Z1.4. Therefore, the loading factor values that do not meet the rule of thumb (< 0.7) must be eliminated from the model.

4.1.1.2 Second Stage Data Processing

To meet the required convergent validity, which is higher than 0.7, the second stage of data processing was conducted. Here are the results of the second stage of data processing.

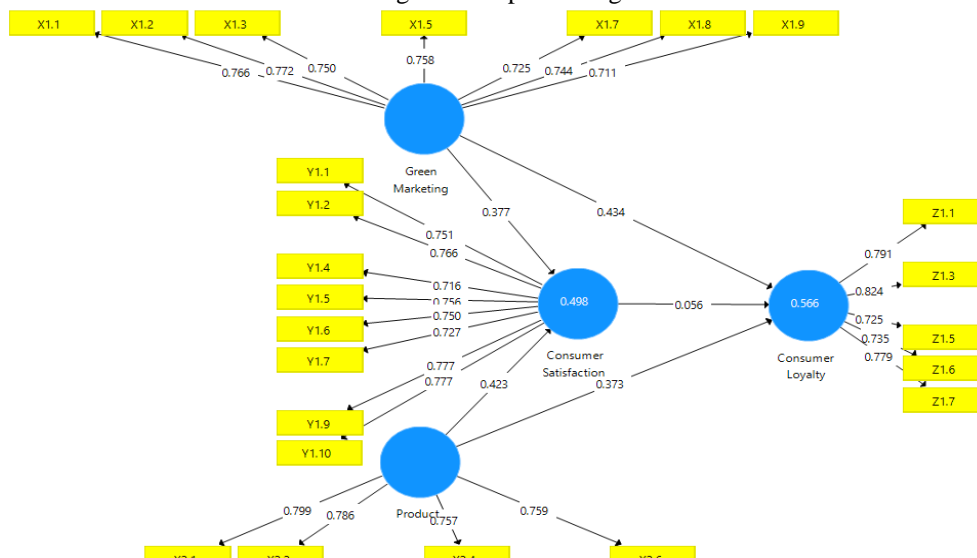


Figure 3. Second stage of data processing

Source: Data processed (2024)

Based on the second-stage data processing above, the loading factor values obtained are as follows.

Table 1. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Green Marketing	X1.1	0.766	0.700	Valid
	X1.2	0.772	0.700	Valid
	X1.3	0.750	0.700	Valid
	X1.5	0.758	0.700	Valid
	X1.7	0.725	0.700	Valid
	X1.8	0.744	0.700	Valid
	X1.9	0.711	0.700	Valid
Product	X2.1	0.799	0.700	Valid
	X2.2	0.786	0.700	Valid
	X2.4	0.757	0.700	Valid
	X2.6	0.759	0.700	Valid
Consumer Satisfaction	Y1.1	0.751	0.700	Valid
	Y1.2	0.766	0.700	Valid
	Y1.4	0.716	0.700	Valid
	Y1.5	0.756	0.700	Valid
	Y1.6	0.750	0.700	Valid
	Y1.7	0.727	0.700	Valid
	Y1.9	0.777	0.700	Valid
	Y1.10	0.777	0.700	Valid
Consumer Loyalty	Z1.1	0.791	0.700	Valid
	Z1.3	0.824	0.700	Valid
	Z1.5	0.725	0.700	Valid
	Z1.6	0.735	0.700	Valid
	Z1.7	0.779	0.700	Valid

Source: Data processed (2024)

Based on the results of the second-stage data processing, by eliminating some invalid instruments, the values of the instruments above already meet the criteria (> 0.7).

The next stage of testing is to observe the Average Variance Extracted (AVE) values, indicating that latent variables can have significant indicator variance. The AVE values generated must be greater than 0.5 in evaluating Convergent Validity. Here is a table showing the AVE values for each variable.

Table 2. Average Variance Extracted (AVE)

Variable	Nilai Average Variance Extracted (AVE)	Conclusion
Green Marketing (X1)	0.558	Valid
Consumer Satisfaction (Y)	0.567	Valid
Consumer Loyalty (Z)	0.596	Valid
Product (X2)	0.601	Valid

Source: Data processed (2024)

4.1.2 Discriminant Validity

4.1.2.1 HTMT

HTMT is an alternative method recommended to assess discriminant validity. This method uses a multitrait-multimethod matrix as the basis for measurement. HTMT values should be less than 0.9 (Setiawan, Setiawan, 2023).

Table 3. HTMT Values

	Green Marketing	Consumer Satisfaction	Consumer Loyalty	Product
Green Marketing				
Consumer Satisfaction	0,691			
Consumer Loyalty	0,792	0,644		
Product	0,673	0,757	0,807	

Source: Data processed (2024)

4.1.2.2 Fornell-Larcker Criterion

This test is conducted by observing and comparing discriminant validity and the square root of the average extracted (AVE). If the square root value of AVE for each construct is greater than the correlation value between constructs and other constructs in the model, it is said to have good discriminant validity (Kurniati, 2020).

Table 4. Fornell-Larcker Criterion

	Green Marketing	Consumer Satisfaction	Consumer Loyalty	Product
Green Marketing	0,747			
Consumer Satisfaction	0,612	0,753		
Consumer Loyalty	0,675	0,557	0,772	
Product	0,555	0,632	0,649	0,775

Source: Data processed (2024)

From the table above, it is evident that the loading values of each indicator are higher than those of other constructs. Therefore, it can be concluded that all constructs have good discriminant validity.

4.1.2.3 Cross Loading

Another testing method can also utilize Cross Loading. According to (Setiawan, Setiawan, 2023), Cross Loading is another method to determine discriminant validity, which involves examining the cross-loading values. The cross-loading values of each construct are evaluated to ensure that the correlation between constructs and measurement items is greater than that of other constructs.

Table 5. Cross Loading

	Green Marketing	Consumer Satisfaction	Consumer Loyalty	Product
X1.1	0,766	0,454	0,505	0,361
X1.2	0,772	0,511	0,549	0,472
X1.3	0,750	0,446	0,506	0,439
X1.5	0,758	0,423	0,538	0,436
X1.7	0,725	0,424	0,479	0,398
X1.8	0,744	0,392	0,465	0,398
X1.9	0,711	0,531	0,480	0,393
Y1.1	0,464	0,751	0,389	0,418
Y1.2	0,451	0,766	0,418	0,471
Y1.4	0,439	0,716	0,452	0,474
Y1.5	0,532	0,756	0,423	0,472
Y1.6	0,443	0,750	0,452	0,544
Y1.7	0,430	0,727	0,347	0,464
Y1.9	0,451	0,777	0,385	0,441
Y1.10	0,468	0,777	0,471	0,509
Z1.1	0,563	0,432	0,791	0,480
Z1.3	0,492	0,432	0,824	0,496
Z1.5	0,541	0,449	0,725	0,496
Z1.6	0,465	0,405	0,735	0,492
Z1.7	0,536	0,428	0,779	0,537
X2.1	0,490	0,494	0,530	0,799
X2.2	0,426	0,519	0,477	0,786
X2.4	0,407	0,513	0,467	0,757
X2.6	0,397	0,435	0,539	0,759

Source: Data processed (2024)

Based on the table, it is apparent that the correlation values of latent variable indices are higher compared to

other latent variables. It can be said that the latent variable indices can determine the block size better than other latent variables.

4.1.3 Composite Reliability

After conducting construct validity testing, the next step is to measure the construct reliability, which is measured with Composite Reliability. A construct is considered reliable if the composite reliability value is above 0.700, the Average Variance Extracted (AVE) value is above 0.500, and the Cronbach's Alpha value is recommended to be above 0.700 (Setiawan, Setiawan, 2023).

Table 6. Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Green Marketing	0,868	0,869	0,898	0,558
Consumer Satisfaction	0,891	0,892	0,913	0,567
Consumer Loyalty	0,830	0,830	0,880	0,596
Product	0,779	0,779	0,858	0,601

Source: Data processed (2024)

Based on the table above, it is concluded that the results of the Composite Reliability testing show values greater than 0.700, the AVE values are greater than 0.500, and Cronbach's Alpha is greater than 0.700, indicating that all variables are deemed reliable.

4.1.3.1 R-Square

In addition to measuring R-Square, to assess whether a model can be predicted or not, it can be measured using Q-Square. If Q-Square is greater than 0, it can be interpreted that the model can be predicted; conversely, if it is less than 0, it cannot be predicted.

Table 8. Q-Square

	SSO	SSE	Q² (=1-SSE/SSO)
Green Marketing	1435,000	1435,000	
Consumer Satisfaction	1640,000	1204,120	0,266
Consumer Loyalty	1025,000	693,237	0,324
Product	820,000	820,000	

Source: Data processed (2024)

Based on the Q² testing above, the predictive relevance value is 0.266 or 26.60%. This indicates that the model is considered appropriate because 26.60% of the data variability is explained by the model, meaning that Equation 1 has a model with predictive relevance.

Based on the Q² testing above, the predictive relevance value is 0.324 or 32.40%. This indicates that the model is considered appropriate because 32.40% of the data variability is explained by the model, meaning that Equation 2 has a model with predictive relevance.

4.2 Goodness of Fit (GoF)

The results of the Goodness of Fit (GoF) test in PLS-SEM must be measured manually. The GoF test result is obtained by multiplying the square root of the average communality values by the square root of the average R-Square values. According to Pangestu and Chandra (2023), the GoF value ranges from 0 to 1, with a recommended communality value of 0.50. To interpret the GoF value, a value of 0.10 is considered a small GoF level, while a GoF value of 0.36 is considered a large GoF value.

Table 9. Goodness of Fit (GoF)

	Composite Reliability	R-Square
Green Marketing	0.898	
Consumer Satisfaction	0.913	0.498
Consumer Loyalty	0.880	0.566
Product	0.858	
Average	0.887	0.532

Source: Data processed (2024)

The formula to calculate the GoF value is as follows:

$$\begin{aligned}
 \text{GoF} &= \sqrt{\text{Com} \times \text{R}^2} \\
 &= \sqrt{0.887 \times 0.532} \\
 &= \sqrt{0.472} \\
 &= 0.687
 \end{aligned}$$

From the calculation result, the GoF value obtained is 0.687 (large GoF), therefore it can be concluded that the

model adequately represents the research sample.

4.3 Structural Model (Inner Model)

After conducting the outer model test, the next step is to test the inner model. The inner model test is conducted to observe the relationships between constructs, significant values, and the R-Square of the research model (Setiawan, Setiawan, 2023).

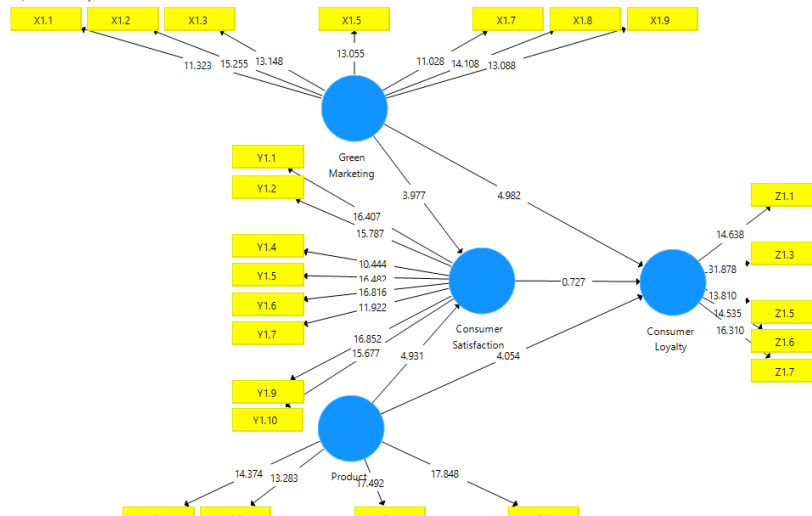


Figure 4. Bootstrapping
Source: Data processed

4.4 Hypothesis Testing Results

If the Path Coefficients value > 0, it indicates that the hypothesis has a positive effect; conversely, if it's less than 0, it indicates a negative effect. The T-Statistics value in hypothesis testing should yield a value > 1.96, and the P-Values in hypothesis testing should result in a value < 0.05 to be considered significant (Maghfiroh, 2021).

Table 10. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Consumer Satisfaction	0,377	0,364	0,093	4,049	0,000
Green Marketing -> Consumer Loyalty	0,434	0,427	0,085	5,133	0,000
Kepuasan Konsumen -> Consumer Loyalty	0,056	0,059	0,074	0,752	0,452
Product -> Consumer Satisfaction	0,423	0,422	0,081	5,228	0,000
Product -> Consumer Loyalty	0,373	0,369	0,086	4,325	0,000

Source: Data processed (2024)

4.4.1 The Influence of Green Marketing on Consumer Satisfaction

Based on the t-test table above, the influence of the Green Marketing variable on Consumer Satisfaction is 0.000 < 0.050, while the t-statistic value is 4.049 > 1.96. This indicates that there is a positive and significant influence between Green Marketing and Consumer Satisfaction. This shows that The Body Shop has implemented green marketing strategies sustainably and without endangering the environment. The Body Shop ensures that its products are made from natural ingredients, the prices of the products are in line with their value, the stores scattered in several countries have environmentally friendly atmospheres, and The Body Shop offices use renewable energy, as well as environmentally friendly promotions or campaigns. These strategies give consumers a positive perception that The Body Shop cares about the environment, thus increasing consumer satisfaction. This research is also in line with the findings of the study conducted by Sofyan et al. (2023), Ikramayosi et al. (2022) and Febrianti (2022) who found that green marketing has a positive and significant effect on consumer satisfaction.

4.4.2 The Influence of Green Marketing on Consumer Loyalty

Based on the t-test table above, the influence of the Green Marketing variable on Consumer Loyalty is 0.000 <

0.050, while the t-statistic value is $5.133 > 1.96$. This can be concluded that there is a positive and significant influence of Green Marketing on Consumer Loyalty. This indicates that The Body Shop has adopted green marketing strategies to change consumer behavior in consuming products, thus forming consumer loyalty such as repeat purchases or recommending The Body Shop products to others such as family, friends, etc. The results of this study are consistent with the research conducted by Upe and Usman (2022), Rustam and Sukati (2023), Bhaswara and Patrikha (2021), and Lestari and Syarif (2021) indicate that green marketing has a positive influence on consumer loyalty.

4.4.3 The Influence of Consumer Satisfaction on Consumer Loyalty

Based on the t-test table above, the influence of the Customer Satisfaction variable on Customer Loyalty is $0.452 > 0.050$, while the t-statistic value is $0.752 < 1.96$. It can be concluded that there is a positive but not significant influence of Customer Satisfaction on The Body Shop's Customer Loyalty. The Body Shop provides quality products at prices that match the quality of the products, friendly service, and neat appearances at every outlet, and easy and efficient transaction processes. This has been proven to influence customer satisfaction and loyalty. However, satisfying customers alone is not enough to maintain customer loyalty, and customers have the freedom to make choices. "The results of this study are in line with the research conducted by Supriyanto et al. (2021), Pertiwi et al. (2022), Oktaviani (2019) which indicate that customer satisfaction has a positive influence on consumer loyalty."

4.4.4 The Influence of Product on Consumer Satisfaction

Based on the t-test table above, the influence of the Product variable on Customer Satisfaction is $0.000 < 0.050$, while the t-statistic value is $5.228 > 1.96$. It can be concluded that there is a positive and significant influence of the Product on Customer Satisfaction. This indicates that The Body Shop has provided various quality products, product features that excel, unique product designs, and distinctive style impressions. The product orientation has successfully met consumer expectations, thus forming customer satisfaction at The Body Shop. The results of this study are in line with the research conducted by Hariyono (2023), Hamdun and Romadhani (2019) which states that products have a positive or one-way influence on consumer satisfaction.

4.4.5 The Influence of Product on Consumer Loyalty

Based on the t-test table above, the influence of the Product variable on Customer Loyalty is $0.000 < 0.050$, while the t-statistic value is $4.325 > 1.96$. This suggests that the hypothesis is accepted, indicating a positive and significant influence of the Product on Customer Loyalty. This shows that The Body Shop has provided various quality products, features that excel, unique product designs, and distinctive style impressions. It has been proven to influence customer loyalty at The Body Shop. The results of this study are consistent with the research conducted by Ningtias (2018), Zahroh and Oetomo (2020), and Siregar (2019) which demonstrate that products have a positive influence on consumer loyalty.

Table 11. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Green Marketing -> Consumer Satisfaction -> Consumer Loyalty	0,021	0,021	0,029	0,736	0,462
Product -> Consumer Satisfaction -> Consumer Loyalty	0,024	0,026	0,033	0,725	0,469

Source: Data processed (2024)

4.4.6 The Influence of Green Marketing on Consumer Loyalty Mediated by Consumer Satisfaction

Based on the t-test table above, the influence of the Green Marketing variable on Customer Loyalty mediated by Customer Satisfaction is $0.462 > 0.050$, while the t-statistic value is $0.736 < 1.96$. This implies that there is a positive but not significant influence of Green Marketing on Customer Loyalty mediated by Customer Satisfaction. It means that the green marketing strategy implemented by The Body Shop can provide satisfaction to customers, which eventually leads to customer loyalty, but this loyalty is not significant. This suggests that customer satisfaction influenced by green marketing does not have a long-term impact on customer loyalty, often causing customers to easily switch to competitors.

4.4.7 The Influence of Product on Consumer Loyalty Mediated by Consumer Satisfaction

Based on the t-test table above, the influence of the Product variable on Customer Loyalty mediated by Customer Satisfaction is $0.469 > 0.050$, while the t-statistic value is $0.725 < 1.96$. This implies that there is a positive but not significant influence of the Product on Customer Loyalty mediated by Customer Satisfaction. This means that the product orientation provided by The Body Shop, such as quality products, product features

that excel, unique product designs, and distinctive style impressions, can create satisfaction for customers, eventually leading to customer loyalty. However, this loyalty is not significant, indicating that customer satisfaction influenced by the product variable does not impact customer loyalty in the long term. This often causes customers to easily switch to competitors.

V. CONCLUSION

Based on the research findings and analysis presented in the previous chapters, the study titled "The Influence of Green Marketing and Products on Customer Satisfaction and Loyalty (A Study on The Body Shop Consumers)" can be summarized as follows:

Green marketing has a positive and significant influence on The Body Shop's customer satisfaction. This indicates that customers provide positive feedback in the form of satisfaction due to the orientation towards green marketing, such as environmentally friendly natural products, appropriately priced products, eco-friendly store environments, and environmentally friendly promotions or campaigns implemented by The Body Shop.

Green marketing has a positive and significant influence on The Body Shop's customer loyalty. This suggests that The Body Shop has adopted green marketing strategies to change consumer behavior in consuming products, thus forming customer loyalty, such as repeat purchases or recommending The Body Shop products to others.

Customer satisfaction has a positive but not significant influence on The Body Shop's customer loyalty. This suggests that The Body Shop's efforts to provide satisfaction, such as quality products, appropriate pricing, friendly service, neat store appearances, and easy and efficient transaction processes, have formed customer satisfaction and loyalty. However, this is not enough to maintain customer loyalty, as customers have the freedom to choose.

Products have a positive and significant influence on The Body Shop's customer satisfaction. This indicates that customers provide positive feedback in the form of satisfaction due to product orientation, such as various quality products, outstanding product features, unique product designs, and distinctive styles applied by The Body Shop.

Products have a positive and significant influence on The Body Shop's customer loyalty. This implies that customers provide positive feedback in the form of loyalty due to product orientation, such as various quality products, outstanding product features, unique product designs, and distinctive styles applied by The Body Shop.

Green marketing has a positive but not significant influence on The Body Shop's customer loyalty mediated by customer satisfaction. This suggests that The Body Shop's green marketing strategy can form customer satisfaction and loyalty, but this loyalty is not significant. This means that customer satisfaction influenced by green marketing does not impact customer loyalty in the long term, often leading customers to switch to competitors.

Products have a positive but not significant influence on The Body Shop's customer loyalty mediated by customer satisfaction. This suggests that The Body Shop's product orientation can form customer satisfaction and loyalty, but this loyalty is not significant. This means that customer satisfaction influenced by product variables does not impact customer loyalty in the long term, often leading customers to switch to competitors.

Competition in the beauty industry is highly competitive, so every industry strives to win the market in various ways. Based on this research, The Body Shop has implemented its strategies, resulting in customer satisfaction and loyalty achievement. However, the level of satisfaction obtained only meets expectations and does not lead to long-term customer loyalty.

To achieve long-term customer loyalty, The Body Shop must understand specific consumer desires, needs, and issues. The Body Shop can also provide more than just satisfaction to customers, such as personal touch or personal experiences.

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