

# Dampak Green Marketing Mix, Green Image, Green Satisfaction, dan Green Trust pada Green Customer Loyalty: Green Cosmetics Indonesia = Impact of Green Marketing Mix, Green Image, Green Satisfaction, and Green Trust on Green Customer Loyalty: Indonesia's Green Cosmetics

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## Abstrak

Penelitian ini bertujuan untuk menguji pengaruh strategi green marketing mix, green image, green satisfaction, dan green trust pada green customer loyalty di pasar green cosmetics lokal Indonesia. Model pengukuran dibuat berdasarkan tanggapan valid dan reliabel dari kuesioner online pelanggan produk green cosmetics terkait green marketing mix, green image, green satisfaction, green trust, dan green customer loyalty menggunakan 6-poin Skala Likert dengan bantuan PLS-SEM. Hasil penelitian ini menunjukkan bahwa green product memiliki pengaruh positif pada green image dan green satisfaction. Green price memiliki pengaruh positif pada green image, green satisfaction, dan green customer loyalty. Green place memiliki pengaruh positif pada green image, green satisfaction, dan green trust. Green promotion memiliki pengaruh positif pada seluruh dimensi green brand equity dimana green public relation menunjukkan peran besar dalam penentuan hubungan antar keduanya. Green image memiliki pengaruh positif pada green satisfaction dan green trust. Green satisfaction memiliki pengaruh positif pada green trust dan green customer loyalty. Green trust memiliki pengaruh positif pada green customer loyalty.

.....This study aims to examine the impact of green marketing mix, green image, green satisfaction, and green trust on green customer loyalty in Indonesia's local green cosmetics market. A measurement model created based on valid and reliable responses from online questionnaire from sustainable cosmetics product's customer for green marketing mix, green image, green satisfaction, green trust, and green customer loyalty using 6-point Likert Scale with the help of PLS-SEM. The results of this study indicate that green product has a positive effect on green image and green satisfaction. Green price has a positive influence on green image, green satisfaction, and green customer loyalty. Green place has a positive influence on green image, green satisfaction, and green trust. Green promotion has a positive influence on all dimensions of green brand equity where the green public relations show a large role in determining the relationship between the two. Green image has a positive influence on green satisfaction and green trust. Green satisfaction has a positive effect on green trust and green customer loyalty. Green trust has a positive influence on green customer loyalty.