



Green Satisfaction as a Bridge to Improved Green Customer Loyalty

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Abstract: *This study aims to examine the impact of green product quality, green brand image, green satisfaction, and green trust on green consumer loyalty. It also investigates the mediating role of green satisfaction in the relationship between green product quality, brand image, trust, and consumer loyalty. Employing a quantitative approach, the research focuses on consumers of The Body Shop beauty products in D.I. Yogyakarta. Primary data were collected through questionnaires from 160 respondents and analyzed using SEM SmartPLS. Findings reveal that a green brand image has a significant influence on both green satisfaction and green consumer loyalty. Green satisfaction likewise has a significant positive effect on green consumer loyalty. Additionally, green trust has a significant impact on green satisfaction. However, the effects of green trust on consumer loyalty, as well as green product quality on both satisfaction and loyalty, were found to be insignificant. Further analysis reveals that green satisfaction mediates the relationships between green brand image and consumer loyalty, as well as between green trust and consumer loyalty. Conversely, green satisfaction does not mediate the effect of green product quality on consumer loyalty. These results suggest that while brand image and trust enhance loyalty through satisfaction, product quality alone does not have a significant mediated impact on loyalty.*

Keywords: *Green brand image; Green satisfaction; Green customer loyalty; Green product quality; Green trust.*

1. Introduction

As environmental problems escalate, public awareness of the importance of environmental protection and sustainability is also increasing, and the concept of green consumption is gradually gaining acceptance (Jilani et al., 2021; Puspita et al., 2024). These changes represent a process of transformation towards more environmentally friendly development, which is now the primary focus for many companies (Styawati et al., 2023). This has an impact on an increasing number of businesses implementing green marketing strategies to offer products that support environmental sustainability (Islam, 2018). The essence of green marketing is to provide environmentally friendly products to meet the needs of environmentally conscious consumers (Saputra & Saggaff, 2024). The implementation of this strategy not only involves participating in environmental responsibility but can also increase consumers' positive views of the company, creating market opportunities, competitive advantages, and enhancing product value (Chen, 2013; Ha et al., 2022). There are many benefits of green marketing, so companies must continue to maintain and improve it.

One of the key factors in achieving long-term financial success for a company is building customer loyalty (Liu & Wang, 2017). Therefore, increasing and maintaining green consumer loyalty is one of the most effective steps to ensure the long-term success of green marketing for various businesses (Nguyen-Viet, 2023). Green loyalty refers to the level of intention to make a purchase driven by a strong attitude of caring for the environment and a sustainable commitment to an entity, such as a product, service, or brand (Amrita et al., 2024). Green loyalty refers to customer behavior in maintaining relationships with companies or products that are involved in environmental protection efforts (Issock et al., 2020). Customers who are loyal to green products exhibit committed and consistent behavior, repeatedly purchasing products from green companies, recommending them to others, and are willing to pay higher prices (Baktash & Talib, 2019; Oesman et al., 2024). The explanation emphasized that green loyalty is a crucial aspect that companies must achieve for the sustainability of the green business concept they operate, as well as to contribute to maintaining environmental sustainability.

One of the companies that carries the concept of environmentally friendly business and marketing is The Body Shop. The Body Shop is an eco-friendly beauty and cosmetics company. Based on Table 1. Regarding The Body Shop sales, the Body Butter category decreased from 2020 to 2024, although it remains high compared to other categories within the brand. This shows the development of product sales that is not in line with the company's expectations. Every company certainly expects sales to increase year after year. This decline in sales is a problem faced by The Body Shop company, the cause of which must be investigated. Next, solutions are sought by implementing the right marketing strategy. These conditions can be caused by various factors that need to be investigated, such as product quality, price, trust, satisfaction, and loyalty. Therefore, further research is necessary to overcome this issue.

Table 1. Beauty Product Brand Rating Top Brand Index Version

Brand	2020	2021	2022	2023	2024
The Body Shop	42.50	44.40	41.50	39.50	38.40
Oriflame	14.20	15.30	17.50	17.20	15.40
Mustika Ratu	10.10	12.00	14.30	13.50	15.20
Wardah	9.20	9.30	9.30	8.20	10.90
Dove	7.80	8.10	8.50	7.90	6.20

Source: Top Brand Index

Green consumer loyalty research discusses eco-friendly products such as water bottles (Wong et al., 2023), beauty (Sagala & Simanjorang, 2024), food and beverage (Sofyan & Fitriani, 2023), (Iskamto et al., n.d.), buffer (Salsabilla & Isharina, 2024), clothes (Safitri et al., 2024), tourism (Jain & Nuangjamnong, 2024), hotel (Aly, 2023), and other types of products (Ditahardiyani et al., 2023). Factors that affect green loyalty include product quality, trust, brand image, and green satisfaction. The quality of green products is a crucial factor in fostering green consumer loyalty (Sagala & Simanjorang, 2024; Wong et al., 2023). The same goes for green brand image (Astuti, 2022); (Chen et al., 2020), green trust

(Chrisjatmiko, 2018) and satisfaction (Salsabilla & Isharina, 2024); (Sofyan & Fitriani, 2023). However, there are still differences in the research results regarding the effect of green trust on loyalty. Some argue that the green belief and the quality of green products influence the loyalty of green consumers (Bashir et al., 2020), while others claim that it has no effect (Creignou & Nuangjamnong, 2022; Salsabilla & Isharina, 2024; Wong et al., 2023). The difference in the results of this study represents a research gap that requires further investigation to find solutions to overcome it.

Based on business phenomena, namely the decline in sales of The Body Shop products, and being able to compete with other brands. Another problem is the inconsistency of research results on the effect of green trust on green consumer loyalty. Therefore, the purpose of this study is to investigate the influence of green brand image on green satisfaction, the relationship between green belief and green satisfaction, and the impact of green product quality on green satisfaction. Additionally, it examines the relationship between green brand image, green trust, green product quality, and green satisfaction, and their impact on green consumer loyalty. The role of green consumer satisfaction in mediating the influence of brand image, trust, and product quality on green consumer loyalty.

2. Literature Review & Hypotheses Development

2.1. Natural RBV theory (Natural Resource-Based View)

The Natural Resource-Based View (NRBV), also known as the Natural RBV, is an extension of the traditional Resource-Based View (RBV) theory. This perspective incorporates the natural environment as a strategic element that can contribute to a firm's competitive advantage. It highlights the importance of integrating environmental considerations into business strategies, suggesting that firms that effectively manage and leverage environmental resources can achieve both superior performance and sustainable environmental benefits. In essence, NRBV positions environmental responsibility not just as a moral obligation, but as a valuable source of differentiation and long-term competitiveness (Hart, 1995).

The Natural RBV theory posits that companies must establish a harmonious relationship with their surrounding natural environment. This effort aims to enhance the company's long-term performance and competitiveness (Rehman et al., 2021). In its development, the researchers noted that many organizations in the past did not prioritize the environmental aspect in their business activities. However, attention to the environment is now a crucial factor that can significantly impact an organization's overall success (Kraus et al., 2020). This commitment to environmental responsibility enhances public trust and stakeholder perception, thereby reinforcing the company's image as a socially responsible and forward-thinking organization (Fosu et al., 2024). In turn, this positive image supports broader social initiatives and strengthens the firm's reputation, enabling it to attract better talent, loyal customers, and long-term investors. Thus, green innovation and corporate image act as crucial mediators in translating environmental CSR efforts into tangible improvements in a company's overall social performance. This demonstrates that sustainability and environmental concern are no longer optional, but a strategic necessity for modern companies.

2.2. Green Consumer Loyalty

Consumer loyalty is a highly held commitment to consistently repurchase or patronize selected products/services in the future, thereby leading to repeat purchases of the same brand, despite situational influences and marketing efforts that may potentially lead to switching behaviors (Pahlevi & Suhartanto, 2020). Green customer loyalty is driven by customers' desire to maintain relationships with institutions involved in environmental issues and commit to consistently purchasing preferred products in the future. The intention is to buy back, the desire is to recommend, and the willingness is to pay a higher price, as well as to purchase another product from the same company (Bourdeau et al., 2024). This loyalty not only reflects satisfaction with the product but also demonstrates the alignment of values between consumers and companies, especially in terms of commitment to the environment. Consumers who have green loyalty tend to be more loyal even when faced with higher prices or competitors' product choices. They view support for eco-friendly brands as a personal contribution to sustainability. Therefore, companies need to build emotional relationships and shared values to maintain this loyalty.

2.3. Green Product Quality

Green product quality refers to the attributes, design, and packaging of products that support energy efficiency, pollution prevention, waste recycling, and environmental friendliness. A product is considered high-quality if it meets the needs and requirements of customers and is free from defects or damage (Johnson & Ettl, 2001). Green product quality includes product attributes, design, and packaging that support energy efficiency, pollution prevention, waste recycling, and environmental friendliness. The quality of green products is judged not only by their ability to meet consumer needs, but also by their environmental impact throughout the product's life cycle. Products that are durable, easy to repair, and energy-efficient are considered to be of higher quality. Recyclable or biodegradable packaging is also an important indicator. In addition, the clean production process and the use of eco-friendly materials demonstrate a commitment to sustainable quality. Environmental certification labels also strengthen the credibility of green product claims. The quality of green products also increases consumer trust and loyalty, and creates a competitive advantage. Green product quality plays a crucial role in the modern marketing era, which emphasizes sustainability and social responsibility. Environmentally high-quality products must not only be defect-free and meet customer expectations, but must also be designed with their ecological impact in mind from the early stages of production to post-consumption. This includes the selection of environmentally friendly raw materials, energy efficiency during the production process, and packaging that can be recycled or degraded naturally. Products with green quality are also expected to minimize waste and carbon emissions, as well as utilize resources efficiently.

2.4. Green Brand Image

A green brand image refers to the consumer's perception of a brand about the environmental quality of the product and the brand's sustainable practices (Chen, 2010). The image of a

green brand is a positive perception of consumers towards brands that are considered to care about the environment, pay attention to natural resources, and contribute to sustainability. By implementing sustainable practices throughout the supply chain (Belz & Peattie, 2009). A green brand image is becoming increasingly important in building differentiation and fostering consumer loyalty amid growing awareness of environmental issues. A green brand image is formed when consumers perceive that a brand consistently demonstrates concern for the environment through its various activities, including the production process, the use of environmentally friendly materials, and its commitment to corporate social responsibility. Consumers who have a positive perception of green brands tend to trust and feel proud to use products from the brand, as they believe these products contribute to environmental preservation. In addition, a green brand image can also strengthen a company's competitive advantage by creating an emotional bond and shared value between the brand and its consumers. Companies that manage to build a green image will find it easier to attract a segment of the market that cares about sustainability, as well as reduce price resistance because consumers are willing to pay more for products that are considered ethical and responsible. In the long run, a green brand image contributes to increasing brand equity, expanding market reach, and creating a positive corporate reputation in the eyes of the public. Therefore, a marketing strategy that emphasizes green values must be accompanied by a real commitment, not just greenwashing, in order to build trust and credibility in the eyes of consumers.

2.5. Green trust

Green trust refers to a consumer's willingness to rely on a product or brand based on the belief that it is environmentally responsible, reliable, and competent in delivering eco-friendly value (Wong et al., 2023). This trust emerges when consumers perceive that a company consistently upholds sustainability principles, such as reducing environmental harm, using renewable resources, or engaging in ethical production practices. Green trust is especially critical in markets where consumers are increasingly skeptical of greenwashing or false environmental claims. As such, building genuine green trust requires transparency, consistency, and demonstrated commitment to ecological goals. Trust is a fundamental prerequisite for establishing and sustaining long-term relationships between companies and their customers. In the context of green marketing, trust becomes a powerful driver of consumer loyalty and advocacy. When consumers trust that a brand's environmental claims are credible, they are more likely to make repeat purchases and promote the brand to others. Thus, green trust plays a central role in shaping both individual purchasing decisions and broader brand equity (Delgado-Ballester & Munuera-Alemán, 2001).

2.6. Green Consumer Satisfaction

Green consumer satisfaction refers to a consumer's belief that the purchase and use of a product or service will effectively fulfill their needs, goals, or desires related to environmental concerns and sustainability values. This type of satisfaction goes beyond mere functional utility—it reflects the consumer's alignment with a brand's environmental performance and ethical stance. When consumers perceive that a product not only performs well but also contributes positively to environmental preservation, they are more likely to

experience a deeper sense of satisfaction. Satisfaction serves as a reliable predictor of future consumer behavior, particularly in terms of repeat purchases and brand loyalty. In the context of green marketing, this suggests that companies that successfully deliver environmentally responsible products are more likely to foster ongoing customer engagement and loyalty through enhanced green satisfaction (Oliver, 2006).

2.7. Hypotheses

Previous studies have shown that green product quality has a significant impact on green satisfaction; consumers tend to feel more satisfied when green products not only fulfill their environmental expectations but also meet functional standards. High product performance, combined with eco-friendly features, reinforces consumers' belief that they are making responsible and effective purchasing decisions, which enhances their overall satisfaction with the product (Restiana, 2021; Sagala & Simanjorang, 2024; Wong et al., 2023). In addition to product quality, green brand image and green trust are also key factors influencing green satisfaction. A strong green brand image reflects a company's environmental values and strengthens the emotional connection between the consumer and the brand (Astuti, 2022). Similarly, green trust consumers' confidence in a brand's environmental claims plays a vital role in fostering satisfaction (Bashir et al., 2020; Wong et al., 2023). When consumers believe that a brand is genuinely committed to sustainability, they are more likely to experience a sense of reassurance and satisfaction with their choice.

H₁: Green brand image has a positive effect on green satisfaction

H₂: Green beliefs have a positive effect on green satisfaction

H₃: The quality of green products has a positive effect on green satisfaction

Satisfaction is a crucial factor in fostering consumer loyalty. When companies focus on improving customer satisfaction, their loyalty levels also increase (Humairoh et al., 2023; Lee, 2020; Sagala & Simanjorang, 2024; Salsabilla & Isharina, 2024; Wong et al., 2023). Previous research shows that satisfaction significantly affects consumer loyalty to Green Hotels (Çavusoglu et al., 2020). Green trust is an important predictor of increased green consumer loyalty (Bashir et al., 2020). Another very important factor to increase green loyalty is the image of a green brand (Astuti et al., 2023). Companies that strive to build a positive image of themselves and their brand will receive positive feedback from consumers (Çavusoglu et al., 2020; Maddinsyah & Zakaria, 2022). Based on this description, hypotheses 4 to 7 can be formulated as follows:

H₄: Green brand image has a positive effect on green consumer loyalty

H₅: Green confidence has a positive effect on green consumer loyalty

H₆: The quality of green products has a positive effect on green consumer loyalty

H₇: Green satisfaction has a positive effect on green consumer loyalty

Several previous studies have highlighted the mediating role of green satisfaction in the relationship between various antecedents and brand loyalty in the context of environmentally conscious consumer behavior. For instance, Wong et al. (2023) investigated how green satisfaction mediates the impact of green product quality, corporate image, and green trust on the development of green loyalty. Their findings suggest that when consumers feel satisfied with environmentally friendly products and perceive the brand as trustworthy

and socially responsible, they are more likely to develop loyalty toward that brand. This highlights the strategic importance of cultivating green satisfaction as a means to establish long-term consumer loyalty.

Previous studies demonstrated that consumer satisfaction acts as a mediating variable in the relationship between green brand image and consumer loyalty. This implies that a positive perception of a brand's environmental efforts must first translate into customer satisfaction before it can effectively lead to loyalty (Gelderman et al., 2021; Karim & Rabiul, 2024; Moise et al., 2021). In both studies, green satisfaction functions as a psychological bridge that connects consumers' environmental perceptions with their behavioral intentions. Based on this empirical foundation, hypotheses 8 to 10 can be proposed to examine the mediating effect of green satisfaction on the relationships among green product quality, brand image, green trust, and green brand loyalty. Based on this, hypotheses 8 to 10 can be formulated as follows:

H₈: Green satisfaction can play a role in mediating the influence of green brand image on green consumer loyalty

H₉: Green satisfaction can play a role in mediating the influence of green trust on green consumer loyalty

H₁₀: Green satisfaction can play a role in mediating the influence of green product quality on green consumer loyalty

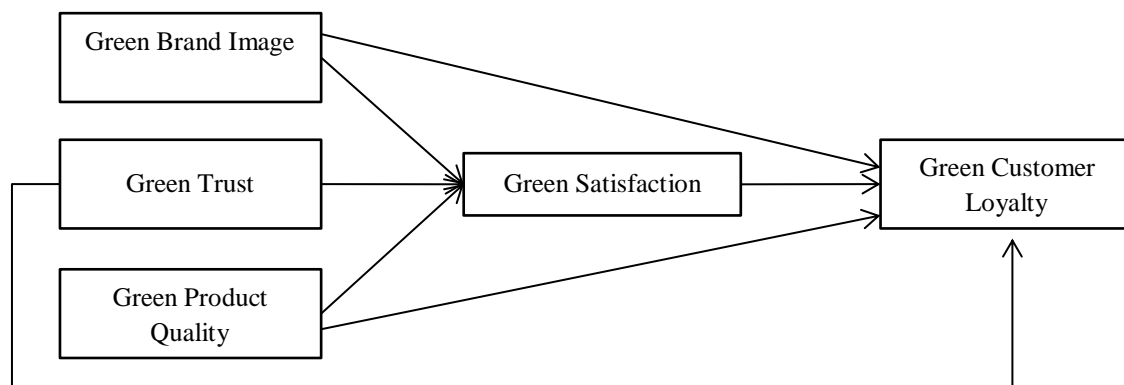


Figure 1. Research Model

3. Method

This study uses a quantitative approach. Quantitative research is conducted with an organized approach, which enables the data to be categorized for generalization purposes. This process involves collecting data, testing hypotheses, and developing and applying mathematical and theoretical models to inform decision-making. In addition, quantitative research aims to identify phenomena that can be analyzed and look for relationships or cause-and-effect between the various variables involved. The population of this study consists of consumers of beauty products, specifically those from The Body Shop in Yogyakarta Province. A sample is a subgroup of population elements selected to participate in a study (Malhotra, 2010). The sample of this study consists of consumers of The Body Shop products in Yogyakarta Province. The sampling technique employs the objective sampling

technique, also known as purposive sampling, with a minimum age criterion of 17 years, including both men and women, who have purchased The Body Shop products at least twice. The source of data for this research is primary data, specifically data created by researchers to address research problems (Sekaran & Bougie, 2016). The data analysis of this study used PLS Structural Equation Modeling (SEM) software.

Table 2. Research Instrument

Variables	Instrument
Green Brand Image (Chen, 2010)	<ul style="list-style-type: none"> a. The brand is regarded as the best benchmark of environmental commitment, re-environmental friendly to satisfy. b. The brand is professional about its environmental reputation. c. The brand is successful about environmental performance. d. The brand is well established in environmental concerns. e. The brand is trustworthy about environmental promises.
Green Trust (Chen, 2010)	<ul style="list-style-type: none"> a. You feel that this brand's environmental commitments are generally reliable. b. You feel that this brand's environmental performance is generally dependable. c. You feel that this brand's environmental argument is generally trustworthy. d. This brand's environmental concern meets your expectations. e. This brand keeps promises and commitments for environmental protection.
Green Product Quality (Chang & Fong, 2010)	<ul style="list-style-type: none"> a. The products of this company meet or exceed the requirements of environmental regulations. b. The products of this company consume the least amount of resources and energy. c. The products of this company are easy to recycle, disassemble, decompose, and reuse. d. The products of this company result in minimal environmental damage.
Green Satisfaction (Chang & Fong, 2010)	<ul style="list-style-type: none"> a. I am satisfied with my decision to purchase the green products of this company. b. I am glad to purchase the green products of this company. c. I believe that I am doing the right thing in purchasing these green products. d. I feel that I contribute to environmental protection and sustainable development.
Green Customer Loyalty (Chang & Fong, 2010)	<ul style="list-style-type: none"> a. I will continue to shop with this company. b. I am willing to recommend my family and friends to shop with this company. c. I can accept the higher price of the green products, even though the price of other general products (not green products) is cheaper than that of green products.

4. Results & Discussion

The study involved as many as 160 respondents, categorized by gender, age, education, and income level. Based on the female gender, as many as 103 (64.4%) individuals fall within this category. The most common age group is 30-35 years, followed by 24-29 years, >36 years, and 17-23 years. Judging from the level of education, the majority hold bachelor's degrees, with 70 people (43.8%), and the least are senior high school graduates, with 31 people (19.3%). The highest monthly income of respondents is Rp. 5-7 million. The characteristics of the respondents in this study are summarized in Table 3. The analysis employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, utilizing SmartPLS software for assistance. The analysis process is carried out through several stages, namely: validity and reliability tests, discriminant tests, structural model testing (inner model), and direct and indirect influence tests between variables.

Table 3. Respondent Characteristics

Profile of Respondent		Total	Percentage (%)
(1)	(2)	(3)	
Respondent age:	1. 17-23 years		
	2. 24-29 years	27	16.9
	3. 30-35 years	49	30.6
	4. > 36 year	60	37.5
		24	15.0
Gender	4.1. Female		
	4.2. Male	103	64.4
		57	35.6
Education:	1. Senior High School	31	19.3
	2. Diploma	40	25.0
	3. Bachelor' Degree	70	43.8
	4. Postgraduate	19	11.9
Income/month	1. Rp. 3-5 million		
	2. Rp. 5-7 million	43	26.9
	3. > Rp 7 million	67	41.9
		50	31.2

Table 4. Loading Factor Test Results

Variable	Indicator	Loading Factor	Information
Green brand image	GBI1	0.707	Valid
	GBI2	0.704	Valid
	GBI3	0.829	Valid
	GBI4	0.824	Valid
	GBI5	0.729	Valid
Green satisfaction	GS1	0.865	Valid
	GS2	0.748	Valid
	GS4	0.864	Valid
Green trust	GT1	0.820	Valid
	GT2	0.733	Valid
	GT3	0.815	Valid
	GT4	0.782	Valid
	GT5	0.751	Valid
Green product quality	GPQ1	0.716	Valid
	GPQ2	0.783	Valid
	GPQ3	0.855	Valid
	GPQ4	0.715	Valid
Green customer loyalty	GCL1	0.903	Valid
	GCL2	0.875	Valid
	GCL3	0.727	Valid

Source: Primary Data (2025)

Table 5. Average Variance Extracted (AVE) Test Results

Variable	AVE	Information
Green Brand Image	0.579	Valid
Green Satisfaction	0.685	Valid
Green Trust	0.610	Valid
Green product quality	0.592	Valid
Green consumer loyalty	0.704	Valid

Source: Primary Data (2025)

Based on Table 5, all variables in this study had an AVE value above 0.50. This indicates that each construct has met the criteria of good convergent validity. The highest AVE value was found in the green consumer loyalty variable, at 0.704, indicating that it explains more than 70% of the variance in the indicator. Meanwhile, the lowest AVE value is found in the green brand image, at 0.579, but it is still above the recommended minimum limit, so it remains valid.

Table 6. Reliability and Cronbach's Alpha Test Results

Variables	Composite Reliability	Cronbach's Alpha	Information
Green brand image	0.836	0.819	Reliable
Green satisfaction	0.790	0.770	Reliable
Green trust	0.866	0.842	Reliable
Green product quality	0.771	0.769	Reliable
Green customer loyalty	0.801	0.785	Reliable

Source: Primary Data (2025)

Based on Table 6, all constructs in this model have a Composite Reliability value above the minimum value of 0.70. This shows that each construct has excellent internal consistency. Additionally, the entire construct demonstrates a Cronbach's Alpha value above the minimum threshold of 0.70, indicating that each indicator within a single construct has a high level of reliability in measuring that construct.

Table 7. HTMT Ratio (Heterotrait-Monotrait) Test Results

Indicator	GBI	GS	GT	GPQ	GCL
Green brand image					
Green satisfaction	0.754				
Green trust	0.807	0.673			
Green product quality	0.808	0.476	0.323		
Green customer loyalty	0.746	0.890	0.496	0.489	

Source: Primary Data (2025)

Based on Table 7, the results of the Heterotrait-Monotrait Ratio test show that the entire value of the relationship between variables is below 0.90. The entire HTMT value in this model ranges from 0.323 to 0.890, indicating that all construct pairs have met the criteria of discriminant validity, as none of the values exceed 0.90.

Table 8. R-Square Test Results

Variabel	R-square	R-square adjusted
Green satisfaction	0.420	0.408
Green customer loyalty	0.549	0.537

Source: Primary Data (2025)

Table 8 shows that the R-squared value for the green satisfaction construct is 0.420, indicating that 42.0% of the variance in green satisfaction can be explained by the variables of green brand image, green product quality, and green trust. The remaining 58.0% is attributed to variables outside the model. Meanwhile, the R-squared value for the green consumer loyalty construct is 0.549, indicating that 54.9% of the variation in green consumer loyalty can be explained by the green satisfaction construct, green brand image, green product quality, and green trust. The R-squared value of 0.25 is considered weak, 0.50 is moderate, and 0.75 is considered strong.

Table 9. F-Square Test Results

Variable	f ² values	Information
Green brand image-> Green satisfaction	0.083	Small effect
Green trust -> Green satisfaction	0.065	Small effect
Green product quality -> green satisfaction	0.006	No effect
Green brand image ->Green customer loyalty	0.099	Small effect
Green trust -> Green customer loyalty	0.021	Small effect
Green product quality -> Green customer loyalty	0.000	No effect
Green satisfaction -> Green customer loyalty	0.384	Large effect

Source: Primary Data (2025)

Table 9 presents the results of the analysis, indicating that the effect of green satisfaction on green consumer loyalty has an f² value of 0.384, which falls within the large category. Meanwhile, the green brand image variables on green satisfaction and green consumer loyalty showed f² values of 0.083 and 0.099, which fell into the category of small influence but still contributed positively to the model. Likewise, the effects of green trust on green satisfaction (0.065) and green consumer loyalty (0.021) are also small influences. On the contrary, the test results showed that the quality of green products did not have a significant influence on green satisfaction (f² = 0.006) or green consumer loyalty (f² = 0.000); therefore, it can be concluded that its contribution to this model is statistically low. The value of f² ≥ 0.02 is considered small, ≥ 0.15 medium, and ≥ 0.35 large. Therefore, this model indicates that green satisfaction has a significant influence on loyalty, while most other factors have a minimal to no effect.

Table 10. Q-Square Test Results

Variable	Q ² predict	Information
Green Satisfaction	0.387	Strong Categories
Green Consumer Loyalty	0.347	Medium Category

Source: Primary data (2025)

Table 11. VIF (Variance Inflation Factor) Test Results

	GS	GCL
Green brand image	3.009	3.260
Green satisfaction		1.723
Green trust	2.010	2.141
Green product quality	1.734	1.744

Source: Primary Data (2025)

Table 12. Direct Effect Test Result

	Original sample	T statistics	P values	Results
GBI => GS	0.382	3.382	0.001**	H ₁ : Accepted
GT => GS	0.276	3.050	0.002**	H ₂ : Accepted
GPQ => GS	0.077	0.935	0.350	H ₃ : Rejected
GBI =>GCL	0.381	3.567	0.000**	H ₄ : Accepted
GT => GCL	-0.142	1.854	0.064	H ₅ : Rejected
GPQ => GCL	-0.015	0.205	0.837	H ₆ : Rejected
GS => GCL	0.547	7.281	0.000**	H ₇ : Accepted

** Sig < 5%

Based on Table 10, the Q² value on the green satisfaction variable is 0.387, which falls into the strong category, while the Q² value on the green consumer loyalty variable is 0.347, which falls into the medium category. Based on Table 11, the total VIF value in this model is less than 5, which means that there is no multicollinearity between the predictor variables. The highest VIF score is 3.260, and the lowest score is 1.723, all of which are still within safe limits. This indicates that the constructs in the model do not exhibit excessive linear relationships with one another and can be interpreted independently.

Based on the results of the direct influence test, it was found that green brand image had a significant effect on green satisfaction (p = 0.001) and green consumer loyalty (p = 0.000), and green satisfaction also had a significant effect on green consumer loyalty (p = 0.000). Additionally, green confidence was found to have a significant impact on green satisfaction (p = 0.002). However, the relationships between green confidence and green consumer loyalty (p = 0.064), green product quality and green satisfaction (p = 0.350), and green product quality and green consumer loyalty (p = 0.837) showed insignificant results. Thus, it can be concluded that the variables of green brand image, green trust, and green satisfaction play a significant role in influencing green consumer loyalty, while green product quality does not exert a direct and significant influence in this model.

Table 12. Mediation Test (Indirect Effect) Result

	Original sample	T statistics	P values	Results
GBI =>GS =>GCL	0.209	2.850	0.004**	H ₈ : Accepted
GT=> GS => GCL	0.151	2.909	0.004**	H ₉ : Accepted
GPQ => GS => GCL	0.042	0.921	0.357	H ₁₀ : Rejected

** Sig < 5%

Based on the results of the indirect influence test, it was found that green brand image had a significant effect on green consumer loyalty through green satisfaction (p = 0.004), as well as green trust had a significant effect on green consumer loyalty through green satisfaction (p = 0.004) as a mediating variable. These results indicate that green satisfaction successfully mediates the relationships between brand image, trust, and consumer loyalty. In contrast, the indirect influence of green product quality on loyalty through green satisfaction was not significant (p = 0.357); therefore, it can be concluded that there was no mediating effect on the relationship.

The results of testing seven hypotheses regarding direct influence showed that four hypotheses had a significant influence, while three hypotheses were insignificant. Meanwhile, the results of the indirect influence test, also known as the mediation role test, reveal three hypotheses, with two significant and one insignificant finding. The results of Hypothesis Test 1 show that the green brand image has a positive and significant effect on green satisfaction. This result indicates that as the image of the green brand improves, so does green satisfaction. This indicates that for consumers, an environmentally friendly brand image is perceived as a company that can serve as an example for others in terms of environmental responsibility. In addition, brands that are trustworthy, successful,

established, and professional in their management of environmental sustainability are important predictors of green consumer satisfaction (Astuti, 2022; Kewakuma et al., 2021). The results of this study align with the basic principles of the Resource-Based View theory, where the green brand image is positioned as an intangible asset that meets the criteria of VRIN (valuable, rare, inimitable, and non-substitutable). An eco-friendly brand image contributes to increased green satisfaction, which reflects superior performance resulting from strategic resource management. In the context of RBV, the company's ability to build an environmentally oriented brand reputation becomes a sustainable competitive advantage, as it is difficult for competitors to replicate and is of high value in the eyes of consumers who care about sustainability.

The results of Hypothesis Test 2 show that green confidence has a positive and statistically significant effect on green satisfaction. This means that if green trust increases, green satisfaction also increases. Therefore, hypothesis 2 is accepted. Consumers who believe in eco-friendly brands or products will get the expected smoothness. Companies must increase consumer confidence by enhancing commitment, performance, and environmental trust to boost green consumer satisfaction (Bashir et al., 2020; Wong et al., 2023). The results of this study align with the Resource-Based View (RBV) theory, which emphasizes the importance of strategic resource management in achieving a sustainable competitive advantage. In this context, green trust is an intangible asset that holds strategic value because it reflects consumer trust in the company's integrity and environmental commitment. This trust is valuable because it can increase satisfaction (green satisfaction) and loyalty, rare because not all companies succeed in building it, and inimitable and non-substitutable because it is formed from reputation, experience, and long-term consistency. Thus, the company's ability to build green trust reflects its use of internal resources that align with the RBV principle to generate a sustainability-based competitive advantage.

The results of Hypothesis Test 3 indicate that the quality of green products has a positive but non-significant effect on green satisfaction. This result suggests that as the quality of green products improves, green satisfaction also increases, albeit not significantly. Therefore, hypothesis 3 is rejected. This suggests that the quality of green products is not a primary factor in determining green consumer satisfaction. Although insignificant, this influence can be attributed to the fact that green products, which meet or exceed environmentally friendly standards, are easy to recycle, cause minimal environmental damage, and use limited resources and energy, are not important considerations in providing satisfaction (González-Viralta et al., 2023).

The results of Hypothesis Test 4 indicate that the green brand image has a positive and significant effect on green customer loyalty. Therefore, hypothesis 4 is accepted. This suggests that the green brand image is a significant factor in fostering green consumer loyalty. The results of this study align with research indicating that a green brand image can influence green satisfaction and that this image plays a crucial role in efforts to enhance green customer loyalty (Astuti, 2022; Çavusoglu et al., 2020). Although the test results show that the influence of green brand image on green customer loyalty is positive and statistically significant, these findings still make an empirically important contribution. In practice, an

eco-friendly brand image remains a factor considered by consumers when forming loyalty, although its direct influence may be mediated by variables such as green satisfaction or trust. This aligns with previous research, which suggests that a green brand image can indirectly strengthen customer loyalty by increasing consumer satisfaction with the sustainability values embodied by the brand. Empirically, consumers who view brands as environmentally conscious entities tend to exhibit loyalty in the form of repurchases, a willingness to recommend, and a tolerance for higher prices. Factors such as the consistency of green communication, the authenticity of the company's environmental commitments, and brand reputation also affect consumers' perception of brand image. Therefore, while the direct influence of green brand image on loyalty may be insignificant, a strong brand image still has a strategic contribution to building long-term loyalty, especially when it is supported by product quality, trust, and positive customer experiences. This reinforces the importance of a holistic approach in building sustainability-based consumer loyalty (Zhang & Ismail, 2024).

The results of Hypothesis Test 5 show that green trust has a positive but nonsignificant effect on green loyalty. This positive influence means that as green trust increases, green consumer loyalty also increases, although the increase is not statistically significant. Therefore, hypothesis 5 is rejected. It is not significant that green trust, which encompasses commitment, success, trust, establishment, and professionalism in terms of environmental sustainability, is not a key factor in consumers' loyalty to green brands. This discrepancy may be due to contextual differences, consumer characteristics, or the presence of mediating variables such as green satisfaction (Creignou & Nuangjamnong, 2022). Therefore, further investigation is needed to explore the conditions under which green trust effectively drives green customer loyalty.

The test results of Hypothesis 6 show that the quality of green products has a positive but non-significant effect on green consumer loyalty. Therefore, hypothesis 6 is rejected. This research aligns with studies that suggest the quality of green products does not impact green consumer loyalty. Empirically, this suggests that while consumers appreciate environmentally friendly product attributes, these features do not necessarily translate into repeat purchases or long-term loyalty unless supported by other factors, such as trust, satisfaction, or an emotional connection. In practice, consumers may expect green product quality to be a given and may be more influenced by experiential factors, brand values, or perceived authenticity of a company's environmental commitment. If green product quality does not exceed expectations or is perceived as equal to conventional alternatives, consumers may not feel compelled to remain loyal. Moreover, green consumers may also be more critical and have higher expectations regarding ethical transparency and company behavior beyond product features alone. These results underscore the importance of companies adopting a more integrated approach by combining green product quality with a strong brand image, trust-building efforts, and consistent value delivery to effectively enhance green consumer loyalty (Creignou & Nuangjamnong, 2022; Yuwanti et al., 2023).

The results of hypothesis 7 testing showed that green satisfaction had a positive effect on green consumer loyalty. This positive influence means that the relationship between these

two variables is one-way; if green satisfaction increases, green consumer loyalty will also increase. Therefore, hypothesis 7 is accepted. The significance of this influence indicates that satisfaction, pleasure, and confidence in environmentally friendly products are key factors in fostering consumer loyalty. This research supports previous research that green satisfaction affects the loyalty of green consumers. Empirically, these findings reinforce the notion that consumer satisfaction is not merely a transactional response but a key emotional and cognitive state that fosters long-term behavioral commitment. In the context of green products, satisfaction often stems from both the functional performance of the product and the consumer's belief that their purchase supports environmental sustainability. When consumers are pleased with the eco-friendly features, quality, and values communicated by the brand, they are more likely to develop trust, exhibit repurchase intentions, and engage in advocacy behaviors, such as recommending the product to others. Moreover, green satisfaction serves as a bridge between initial purchase behavior and sustained loyalty, especially in markets where environmental values influence consumer decision-making. Therefore, companies aiming to build green loyalty must ensure that their products deliver not only ecological benefits but also a high level of consumer satisfaction through performance, consistency, and emotional engagement ([Çavusoglu et al., 2020](#); [Humairoh et al., 2023](#); [Sagala & Simanjorang, 2024](#); [Salsabilla & Isharina, 2024](#); [Wong et al., 2023](#)).

Testing the mediating role of green satisfaction for the influence of green brand image, brand trust, and green product quality on green consumer loyalty. The results of hypothesis 8 testing showed that green satisfaction plays a role in mediating the influence of green brand image on green consumer loyalty. This means that the image of a green brand has a direct or indirect effect on green consumer loyalty. This indicates that green brand image not only directly influences loyalty but also indirectly through green satisfaction. A strong green image enhances consumer satisfaction, which in turn strengthens their loyalty. Thus, companies must ensure that their green branding efforts are supported by satisfying consumer experiences to effectively build long-term loyalty. This highlights the importance of green satisfaction as a key mechanism in translating brand image into loyal consumer behavior. Consumers who perceive a brand as environmentally responsible are more likely to feel satisfied, which in turn fosters emotional attachment and encourages repeat purchases. Without satisfaction, a green image alone may not be enough to retain consumers. Therefore, brands must align their environmental messaging with the actual performance of their products and the overall customer experience. Strengthening both image and satisfaction can create a more sustainable and loyal customer base in the green market segment ([Assaker et al., 2020](#)).

Hypothesis 9 suggests that green satisfaction plays a mediating role in the relationship between green trust and green consumer loyalty. This shows that there is a direct or indirect influence of green belief on green consumer loyalty. This implies that trust alone may not guarantee loyalty unless it is accompanied by positive consumer experiences and satisfaction. Therefore, companies should not only focus on building consumer trust through green claims and transparency but also ensure that those expectations are met to generate

satisfaction, which then solidifies long-term loyalty (Wardani & Ratnawati, 2024; Zhang et al., 2023).

Hypothesis 10 suggests that green satisfaction is unable to mediate the relationship between green product quality and green consumer loyalty. This indicates that although green product quality may contribute to consumer perceptions, it does not significantly influence loyalty through the mechanism of satisfaction. In other words, high-quality green products alone may not lead to greater satisfaction that results in loyalty, suggesting the presence of other influencing factors such as emotional connection, brand values, or trust. Interestingly, these findings contrast with some previous studies, which found that green satisfaction could mediate the relationship between green product quality and green loyalty. The discrepancy may arise due to differences in consumer expectations, product categories, or market context (Wong et al. 2023). It suggests that consumers might consider green product quality as a basic requirement, not a differentiating factor that drives satisfaction and loyalty. Therefore, companies must not rely solely on product quality but should also focus on delivering consistent brand experiences, building trust, and fostering emotional engagement to strengthen consumer loyalty.

5. Conclusion, Limitation, and Suggestions for the Future

This study found that a green brand image is positively and significantly associated with green satisfaction and green customer loyalty. Likewise, Green's trust in green satisfaction is positive and significant. Green satisfaction has a significant impact on green customer loyalty. However, this study also found that green product quality does not significantly affect green satisfaction or green customer loyalty. Green trust is also not a significant factor in green customer loyalty. The results of the mediation variable role test showed that green satisfaction acted as a mediator between green brand image and green customer loyalty, as well as between green trust and green customer loyalty. However, this is not the case with green product quality and green customer loyalty; green satisfaction cannot play a mediating role.

This study has several limitations; First, it focuses only on cosmetic products, which may limit the generalizability of the findings to other types of products. Future research should consider exploring other green product categories, such as food, fashion, or environmentally friendly services like hotels and tourist attractions. Second, some variables in this study showed inconsistent effects, so further research is needed to re-test the model in different contexts or with different consumer groups. Lastly, future studies could investigate other factors that may influence green consumer loyalty, such as environmental awareness, green self-efficacy, and environmental attitude (Ahmad et al., 2022). These suggestions can help improve the understanding of green consumer behavior more broadly.

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