

The Effect of Green Marketing Strategy on Customer Loyalty Mediated by Brand Image

Angeline Stella Ventari Kewakuma¹, Rofiaty², Kusuma Ratnawati³

¹ Correspondence Author : author@umy.ac.id (Times New Roman, Italic or Ctrl+I, font 10)

¹ Master of Management, Faculty of Economics and Business Universitas Brawijaya, Indonesia

² Faculty of Economics and Business, Universitas Brawijaya, Indonesia

³ Faculty of Economics and Business, Universitas Brawijaya, Indonesia

INDEXING

Keywords:

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ABSTRACT

This research aims to know the role of brand image to mediate the influence of green marketing on The Body Shop brand loyalty of beauty products. This research was conducted with 150 respondents in the city of Malang and used the purposive sampling method. Methods of data collection used a questionnaire distributed through google forms. The data analysis technique used was Structural Equation Model (SEM) with Partial Least Square (PLS) approaches. Based on the results, green marketing had a positive and significant impact on brand image. Green marketing had a positive and significant impact on consumer loyalty. The brand image had a positive and significant impact on consumer loyalty. The brand image could significantly mediate the influence of green marketing on consumer loyalty beauty products of The Body Shop. These results revealed that the greater the green marketing gained and perceived by consumers was, the greater the sense of brand image and consumer loyalty arose from The Body Shop's consumers.

Kata kunci:

Green Marketing;
Loyalitas Pelanggan;
Citra Merek;

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran citra merek memediasi antara pengaruh strategi green marketing dengan loyalitas pelanggan dari The Body Shop. Penelitian ini dilakukan kepada 150 responden di kota Malang dengan penentuan sampel menggunakan metode purposive sampling. Metode pengumpulan data dengan bantuan kuesioner melalui google form. Teknik analisis data yang digunakan ialah Structural Equation Model (SEM) dengan pendekatan Partial Least Square (PLS). Berdasarkan hasil penelitian yang dilakukan, ditemukan green marketing berpengaruh positif dan signifikan terhadap citra merek, green marketing berpengaruh positif dan signifikan terhadap loyalitas konsumen, citra merek berpengaruh positif dan signifikan terhadap loyalitas pelanggan dan citra merek secara signifikan mampu memediasi pengaruh green marketing terhadap loyalitas pelanggan The Body Shop. Hal ini menunjukkan semakin besar green marketing yang diperoleh dan dirasakan oleh konsumen maka semakin besar pula rasa citra merek dan loyalitas pelanggan yang timbul dari diri pada konsumen The Body Shop.

Article History

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INTRODUCTION

The cosmetic industry has increased and become one of the industries with a relatively high level of sales. Competition between companies in the beauty and personal care industry market is also increasingly competitive, seen from many types of beauty products that are currently available. Facing an increasingly competitive period, companies must create their uniqueness accompanied by efforts to increase the positive image of the products issued. Thus, they can excel among competitors. According to Perkosmi (Indonesian Cosmetics Company Association), the cosmetic industry in 2018 and 2019 experienced a growth of 10%-15%. A sizeable Indonesian population aged 15-64 years old has become a potential cosmetic market in Indonesia. The Indonesian female population of 15-64 years old in 2018 reached 80.09 million people, growing by an average of 1.3%-1.4% per year. In 2019, the number reached 81.24 million people and will reach 85.61 million people in 2021. Competition in the cosmetic

industry in Indonesia is currently increasing, judging from many foreign cosmetic brands that are slowly entering the Indonesian market share.

One global company that implements environmentally friendly products is also one of the pioneers of green marketing, The Body Shop. This company is engaged in cosmetics and offers natural ingredients, environmentally friendly products, and not tested on animals. The basic principles of eco-friendly owned by The Body Shop were born from ideas to reuse, refill and recycle. The magnitude of business role as a determinant of change is reflected in an approach that directs businesses to measure the success of the three pillars. The supporters are profit, people, and the planet. The company is concerned with profit and attaches importance to social aspects (people) and environmental aspects (planet). The Body Shop's core values are against animal testing, support community trade, activate self-esteem, defends human rights and the planet (www.thebodyshop-usa.com).

According to Nagaraju & Thejaswini in FuiYeng & Yazdanifard (2015), companies are slowly applying green marketing activities in their various projects as part of social awareness. They are required to reach consumers with green marketing messages. The Body Shop has proven the performance of its products that are beneficial to the environment. In 2019, The Body Shop Indonesia received an appreciation from the Ministry of Environment and Forestry of the Republic of Indonesia for its initiative to manage waste responsibly by collecting empty bottles or Bring Back Our Bottle (BBOB). This program initiative is a form of company responsibility to re-manage product packaging that has arrived in the hands of consumers.

The Body Shop got the TOP Brand from its two products, Body Mist, and Body Butter. The Top Brand is rewarded based on the results of a survey conducted by Frontier Consulting Group. The Top Brand Award is calculated by measuring three parameters: a direct survey to customers of a product or service, top-of-mind brand awareness, last usage, and future intention. Therefore, The Body Shop has become the best brand of choice for consumers in Indonesia.

The Body Shop persisted in surpassing the TOP Brand predicate through these two products from 2018 to 2020. The advantages of The Body Shop cannot be separated from its commitment to creating environmentally friendly products that have made it a pioneer in a cosmetic company using natural ingredients. The increase in the brand index of The Body Shop depends on the marketing strategy used by the company. To capture new opportunities that arise and ensure a better standard of living with sustainable development, the concept of green marketing emerged as a concern for environmental damage, which the company then used as one of its marketing strategies (Choudhary and Gokarn, 2013). According to the American Marketing Association (AMA), there are three definitions of green marketing: first, retailing definition: Marketing products presumed to be environmentally safe. Second, social marketing definition is the development and marketing of products designed to minimize harmful effects on the physical environment or improve its quality. The third is environments definition: The efforts to produce, promote, package, and sensitively reclaim products or be responsive to ecological concerns (www.ama.org). Thus, green marketing combines various activities, including modifying products, changes in production processes, changes in packaging.

This study also looks at the relationship of a variable, but it is not sufficient if needed in the relationship between two variables that are causally related. Therefore, the researchers want to fill the research gap by using the mediating variable to control the predictor (X) and the dependent variable (Y). *Customer loyalty* is a follow-up action taken after consumers analyze various alternatives or information from the product. The company can fulfill information from a product by forming a product's brand image to be marketed. According to Kotler and Keller (2008), brand image is a consumer's perception as a reflection of the associations in the minds of consumers. *Brand image* is an association that appears in the minds of consumers when remembering a particular brand.

A positive brand image has an influence on customer loyalty to a product. Nelsen Hengestu & Donant Alananto Iskandar (2017) found that AQUA's good brand image compared to other bottled water brands was the main reason consumers become loyal to AQUA products in the Medan Satria District. The Body Shop always builds a positive brand image with the tagline "Enrich Not Exploit" and the image of products that are pure from nature consistently, strengthening The Body Shop's brand image and representing the superior values of the product to consumers.

Based on the above background, the researchers are interested in conducting more in-depth research on how much influence the green marketing strategy has on customer loyalty by conducting a consumer survey of The Body Shop Indonesia PT Monica Hijau Lestari Sentosa. This study took respondents aged 15 years and over because they were familiar with purchasing products from The Body Shop at that age.

LITERATURE REVIEW

Green Marketing

The term green marketing began to appear in the late 1980s to early 1990s. The American Marketing Association (AMA) held the first seminar on "Ecological Marketing" in 1975 with results published the first book on green marketing with the same title as the seminar's theme. Green marketing is also often referred to as environmental marketing. The American Marketing Association (AMA) defines green marketing in three different definitions: products considered safe for the environment from retailing definition. From social marketing definition, green marketing is the development and marketing of products designed to minimize adverse environmental impacts or improve quality. Then, from the environmental definition, green marketing is an effort made by organizations to produce, promote, package, and claim products in a way that is sensitive or responsive to ecological concerns. According to Charter in Choudhary A. & Gokarn S. (2013), green marketing is defined as a holistic and responsible strategic management process that identifies, anticipates, and meets stakeholder needs that do not affect human welfare or the environment. Green marketing is closely related to sustainable development. According to the World Commission on Environmental Development (1978), *sustainable development* is defined as "meeting the needs of the present without compromising the ability of future generations to meet their needs." The unique idea of a sustainable development strategy is the desire to combine economic and ecological development in decision-making by establishing policies that preserve standards of agricultural progress and environmental conservation. Environmental conservation for present and future generations is a product of green marketing (Vandana et al. I., 2013).

Environmentally friendly products alone are not enough for sustainable development. Environmental awareness is also essential in consuming activities. Consumers have an important task in managing marketing operations in a business. Consumers are starting to become aware of supporting environmental sustainability by using their purchasing power with post-consumption responsibility. The tendency to use environmentally friendly products containing materials that are not harmful to the environment and human health is becoming popular among consumers due to environmental awareness. In this context, people who aim to protect themselves and the environment with their purchasing power are identified as green consumers (Boztepe, 2012).

In marketing activities, the product is the result of a company that can be offered to the market for consumption and is a tool of a company to achieve the company's goals. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste to attract consumers to try and buy the product.

According to Kotler and Armstrong (2001), a product is anything offered to a market for attention, purchase, use, or consumption that can satisfy wants and needs. According to Kotler

& Armstrong (2001), several attributes that accompany and complement the product (product attribute characteristics) are brand (branding), packaging (packing), and product quality (product quality). A brand is a name, term, sign, symbol, or design, or a combination of these, intended to identify the products or services of one seller or group of sellers and differentiate them from those of competitors (Kotler & Armstrong, 2001).

Customer Loyalty

According to Kotler and Keller (2012: 175), “loyalty is a strongly held commitment to repurchase or subscribe to a particular product or service in the future despite situational influences and marketing efforts with the potential to cause behavioral switching. The concept of customer loyalty is also defined as “a deep commitment to repurchase/repeat a product or service preference pattern in the future, which results in the repeated use of the same service, despite the involvement of situational factors and service switching efforts.”

Several characteristics of loyal consumers, according to Kotler and Keller (2012: 207), are:

1. Making regular purchases
2. Recommending other products
3. Demonstrating immunity from the attractiveness of similar products from competitors

Hung et al. (2014) revealed two basic approaches to customer loyalty as behavior and attitudes. Loyalty approach as behavior includes customer consistency in making repeat purchases. Furthermore, Martinez (2015) defined loyalty as follows. “Customer loyalty is deeply held commitment to rebuy a preferred green product or service consistently in the future, despite situational influences and marketing efforts having concern to the environment.” Green loyalty is a customer’s commitment to persist deeply to re-subscribe or repurchase selected green products or services consistently in the future, despite the influence of the situation and marketing efforts that care about the environment.

Brand Image

A brand is a name, term, sign, symbol, or design or a combination of these used to identify the goods and services of a person or group of sellers and differentiate one product from other products (Kotler, 2009). Aaker (2011) also stated that a brand is a name or symbol like a logo, stamp, or packaging to identify the goods or services of the respondent seller or a particular group, thereby distinguishing them from other goods or services produced by its competitors.

Brand image is a particular brand’s rational and emotional perception (Dobni & Zinkhan, 1990). Creating the right brand image for a product will be helpful for marketers because the brand image will affect consumer assessments of alternative brands that are expected to meet consumer needs and provide better and more guaranteed satisfaction. According to Schiffman and Kanuk (2010), consumers always choose a brand based on its image. If consumers do not have experience with a product, they tend to “trust” a preferred or well-known brand. A positive brand image is related to consumer loyalty, consumer confidence in positive brand values, and willingness to seek brands. Company competition is no longer limited to product attributes as product uses but has been associated with brands that can provide a unique image for consumers (Aaker, 2011). At a low level of competition, a brand is just a name. In contrast, at a high level of competition, a brand contributes to creating and maintaining the competitiveness of a product (Pujadi, 2010).

A brand image is more valuable than a product as a difference between one product and another. Items are product attributes related to the brand itself; consumer benefits are the product uses of the brand; and brand personality imagined associations about the brand if the brand personality with humans (Aaker, 2011).

The brand image indicators used in this study are strength, favorite, and uniqueness from the description above. Martinez (2015) stated that green branding is associated with consumers with environmental conservation and has become a sustainable business practice. Norazah Mohd Suki (2015) stated that brand image is a perception and belief held by consumers, always remembered for the first time when hearing the slogan and embedded in the consumers' minds. *Green brand image* is defined as a series of perceptions and associations in the minds of consumers on a particular brand that is committed and concerned about environmental conservation (Martinez, 2015).

The Role of Green Marketing Strategy with Customer Loyalty

Ruga (2017) agreed that the green marketing strategy persuades individuals to become loyal consumers from specific markets. Various strategies. Green marketing is spread through advertising, CSR, radio, promotion, and the product itself. Studies that also support the influence of the green marketing strategy on customer loyalty were also carried out by Deby Anggraini & Suharyono (2017) and Rezky Dwi Satria (2017).

Green Marketing strategy has an essential role in consumer buying behavior and leads to loyalty. Based on the description above, the first hypothesis proposed in this study is:

H1: Green Marketing Strategy has a significant influence on customer loyalty.

The Role of Green Marketing Strategy with Brand Image

For consumers, searching for information about the brand's image is critical because it convinces them to remain loyal to the product. Maulani and Pratama stated that brand image has an essential role in customer's decisions to compare with other products. Kartono and Warmika, in 2018, in their research, also showed that green marketing strategy had a significant and positive effect on brand image. Aldoko and Suharyono (2016) further confirmed that a green marketing strategy positively influenced brand image. Andi Priyono (2017) described positive research results as well. Based on the description above, the second hypothesis proposed in this study is:

H2: Green Marketing Strategy has a significant influence on brand image.

The Role of Brand Image on the Effect of Green Marketing Strategy on Customer Loyalty

The mediating variable is a variable that is between the causal relationship between two variables (Baron & Kenny, 1986). In this study, researchers used a brand image as a mediating variable. The brand image had a mediating role in the green marketing strategy on customer loyalty in Kartono & Warmika's (2018) research. The greater the green marketing obtained and perceived by consumers, the greater the sense of brand image and brand loyalty arising from themselves to consumers.

Astini (2016) also found that the brand image carried out with the Green Marketing strategy had positive implications for customer loyalty.

Based on the description above, the second hypothesis proposed in this study is:

H3: Brand image acts as a mediation on the effect of Green Marketing strategy on customer loyalty.

RESEARCH METHOD

The approach used in this research was quantitative. The type of research used was explanatory research, conducted by explaining the relationship between variables through hypothesis testing (Sugiyono, 2014) The respondents of this study were 150 people. The sampling technique used purposive sampling with the characteristics of the respondents who had been using The Body Shop products, purchased at least 2x a year, lived in Malang, and was aged 15 years old and over. The data collection employed a questionnaire distributed online

through google forms. Furthermore, the questionnaire answers were measured using a Likert scale with a score of 1 to 5. This study used a descriptive analysis technique with the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach, calculated using the SmartPLS 3.0 software. This Partial Least Square approach was based on the study results of theories and hypotheses, and this approach was quantitative.

RESULT AND DISCUSSION

The validity test will be valid if it has a loading factor value above 0.70. Thus, all items used in the questionnaire are valid. The results of the research instrument validity test can be seen in Table 1:

Table 1. Validity Test Results

Variable	Indicator	Loading Factor	Cut Off	Status
Green Marketing	X1.1	0,794	0,70	Valid
	X1.2	0,855	0,70	Valid
	X1.3	0,822	0,70	Valid
	X2.1	0,767	0,70	Valid
Brand Image	Z1.1	0,810	0,70	Valid
	Z1.2	0,781	0,70	Valid
	Z2.1	0,872	0,70	Valid
	Z2.2	0,787	0,70	Valid
	Z3.1	0,869	0,70	Valid
	Z3.2	0,892	0,70	Valid
Customer Loyalty	Y1.1	0,826	0,70	Valid
	Y2.1	0,858	0,70	Valid
	Y2.2	0,930	0,70	Valid
	Y3.1	0,893	0,70	Valid
	Y3.2	0,883	0,70	Valid

Source: Processed data, 2020

Table 1 shows that all statement indicators in the variables of green marketing, brand image, and customer loyalty have a loading factor value greater than 0.70. Thus, all indicators are valid. Testing instrument reliability shows the extent to which a measuring instrument can be trusted. The reliability test is used on the instrument with Cronbach's Alpha coefficient, where if it is more significant than 0.70, then the instrument used is reliable.

Tabel 2. Reliability Test Results

Variabel	Cronbach's Alpha	Composite Reliability	Cut Off	Keterangan
Green Marketing	0,832	0,884	0,70	Reliabel
Brand Image	0,914	0,933	0,70	Reliabel
Customer Loyalty	0,926	0,944	0,70	Reliabel

Source: Processed data, 2020

Table 2 shows that the Cronbach's alpha value of each variable is already above 0.70, as well as the composite reliability value. Thus, the items used in this study are reliable or consistent if used repeatedly. Inner or structural model evaluation is to see the relationship between the constructs, the significance value, and the R square of the research model. Furthermore, an analysis of the inner model with the value of the goodness of fit model is done. This value helps determine the magnitude of the ability of the independent variable in explaining the variant of the dependent variable.

Table 3. Inner Model Test Result

Variable	R ²
Brand Image	0,368
Customer Loyalty	0,079
$Q^2 = 1 - (1 - R_1^2)$ $= 1 - (1 - 0,368) (1 - 0,079)$ $= 1 - 0,582$ $= 0,418$	

Source: Processed data, 2020

Based on Table 3, the R square value of the brand image variable is 0.368. Thus, the green marketing variable can explain the brand image by 36.8%, while other variables outside the research model explain the rest. Furthermore, on the customer loyalty variable, the R square value is 0.079, meaning that the customer loyalty variable can be explained by the green marketing and brand image variables of 7.9%. In contrast, other variables outside the research model explain the rest.

Then, the Q square value of the customer loyalty variable is 0.418 or 41.8%. The overall model of 41.8% can explain the variance of the customer loyalty variable. In other words, the contribution of the green marketing variable and overall brand image to customer loyalty is 41.8%, while other variables outside this research model explain the remaining 58.2%. Thus, the predictive capacity of exogenous constructs to endogenous constructs is strong.

Testing each hypothesis is by looking at (path coefficient) between constructs. The hypothesis is accepted if the t-statistic value is more than 1.96. The researchers used a 5% significance in this study, so the hypothesis can also be seen from the p-value. The hypothesis is accepted if the p-value is less than the significance value (0.05). Direct effect hypothesis testing determines the direct effect of green marketing on customer loyalty, green marketing on brand image, and brand loyalty. In summary, the results of hypothesis testing can be seen in Table 4.

Table 4. Direct Effect Test Result

Variable	Direct Coefficient	t-statistic	t-tabel	P Value	Description
H1: X -> Y	0,327	3,379	1,96	0,001	Significant
H2: X ->Z	0,607	8,780	1,96	0,000	Significant
H5: Z -> Y	0,303	2,955	1,96	0,003	Significant

Source: Processed data, 2020

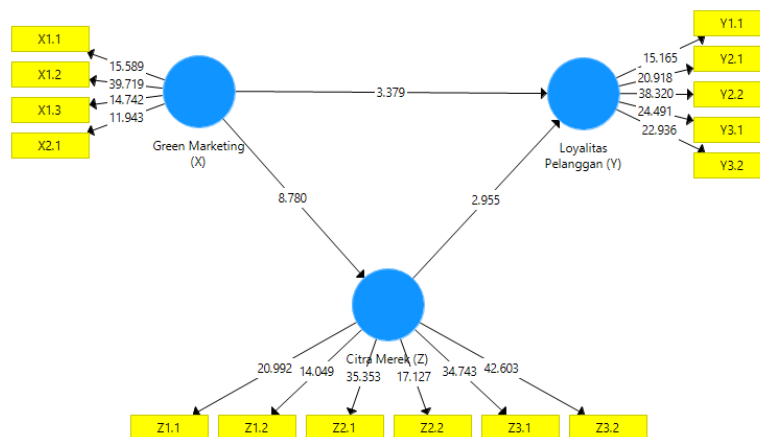


Figure 1. results of the data analysis

Based on figure 1. the results of the data analysis above, the conclusions are as follows:

Hypothesis 1: The Effect of Green Marketing Strategy on Customer Loyalty

The results of data analysis showed that the path coefficient value of the green marketing variable on customer loyalty had a value of 0.327 with a t-statistic of 3.379 and a significance (p-value) of 0.001. Since t-statistic > 1.96 and p-value < 0.05, green marketing strategy had a direct significant effect on customer loyalty. Thus, hypothesis 1 was accepted.

Hypothesis 2: The Effect of Green Marketing Strategy on Brand Image

The results of data analysis showed that the path coefficient value of the green marketing variable on brand image had a value of 0.607 with a t-statistic of 8.780 and a significance (p-value) of 0.000. Since t-statistic > 1.96 and p-value < 0.05, the green marketing strategy directly affected brand image. Thus, hypothesis 2 was accepted.

Hypothesis 3: The Effect of Brand Image on Customer Loyalty

The results of data analysis showed that the path coefficient value of the brand image variable on customer loyalty had a value of 0.303 with a t-statistic of 2.955 and a significance (p-value) of 0.003. Since t-statistic > 1.983 and p-value < 0.05, brand image had a direct significant effect on customer loyalty. Thus, hypothesis 3 was accepted.

The indirect effect hypothesis test was used to test whether there was an effect of the green marketing strategy variable on the customer loyalty through the mediating variable of brand image. The significance test can be seen from the t-statistic and p-value. The criteria state that if t-statistic > t-table (1.96), there is a significant effect between the independent variables on the dependent variable through the mediating variable. The results of the analysis can be seen in Table 5.

Table 5. Indirect Effect Test Result

Variable	Indirect Coefficient	t-statistic	t-tabel	P Value	Description
X ->Z -> Y	0,184	2,905	1,96	0,004	Signifikan

Source: Processed data, 2020

Hypothesis 4: Brand Image Can Mediate Relationship Marketing Strategy to Customer Loyalty

The results of data analysis showed that the indirect effect coefficient of the green marketing strategy variable on customer loyalty through brand image had a value of 0.184 with a t-statistic of 2.905 and a significance (p-value) of 0.004. Since t-statistic > 1.96 and p-value < 0.05, the brand image could mediate the relationship between green marketing strategy and customer loyalty. Thus, hypothesis 4 was accepted.

The data analysis and discussion proved that the green marketing strategy had a significant positive effect on customer loyalty for The Body Shop cosmetic products. The better the green marketing strategy is applied, the more customer loyalty can be increased. The study results are in line with Aniza Oktaviani (2016), a study based on 60 respondent data with various age and occupational categories in one of the malls in Jakarta.

According to Agustina Dwi (2016), green marketing strategies by companies in the midst of worsening environmental issues can form an excellent green brand image in the customers' eyes. Apart from the high costs associated with promotional programs or other distributor channels, a great green marketing strategy will enhance the brand image. Meanwhile, according

to Kotler and Keller (2008), brand image is a consumer's perception of a brand reflecting the associations in the customers' minds. Brand image is an association that appears in the minds of consumers when remembering a particular brand.

The results aligned with field interviews with several respondents who agreed that the brand image they obtained from The Body Shop cosmetic products was already high. This condition was due to implementing strategies that did not damage the environment and reliable product quality. Feeling comfortable and confident in using these products can make consumers loyal to The Body Shop cosmetic products. Not being interested in similar products that are cheaper and recommending these products to others is a picture of consumer or customer loyalty.

Brand image can be a mediating variable between the relationship between green marketing strategy and customer loyalty of The Body Shop cosmetic products. The better the customers' brand image had, the better it could increase customer loyalty with a green marketing strategy. The results align with Kartono & Warmika (2018). The greater the green marketing obtained and perceived by consumers, the greater the sense of brand image and brand loyalty. Astini (2016) also expressed the same thing, who explained that the brand image carried out with the Green Marketing strategy has positive implications for customer loyalty.

The results are also similar to field conditions based on the results of interviews and observations of researchers directly with respondents who agreed that the brand image of The Body Shop's cosmetic products could make green marketing strategies implemented by the company affect customer loyalty. Some of the pictures above are enough to prove that The Body Shop consumers are loyal to the brand. There needs to be consistency from the company to maintain the green marketing strategy that has been carried out so far and continue to strive to preserve the consumer brand image of its products.

CONCLUSIONS AND SUGGESTIONS

The green marketing strategy has a significant positive and significant impact on customer loyalty in The Body Shop cosmetic products. The better the green marketing strategy implemented by the company is, the more customer loyalty will increase. The green marketing strategy had a significant positive and significant effect on brand image in The Body Shop cosmetic products. It means the better the green marketing strategy implemented by the company, the better the brand image.

The brand image had a significant positive and significant impact on customer loyalty in The Body Shop cosmetic products. The better the brand image owned by the consumer is, the higher the customer loyalty will be. Brand image mediated the relationship between green marketing strategy and customer loyalty in The Body Shop cosmetic products. It explains that brand image as a mediating variable made the green marketing strategy on loyalty increase.

This research still has limitations, especially on the object of study that only takes respondents from one product. Hopefully, further researchers will compare two products to the same respondent to generalize research results to other products. Adding the number of samples studied can impact the quality of research results. This study used green marketing variables and brand image as an explanation of customer loyalty variables. Therefore, further researchers should add other variables to increase customer loyalty, such as product quality, price, promotion, and distribution.

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