

GREEN MARKETING EFFECT ON CUSTOMER LOYALTY WITH BRAND IMAGE AS MEDIATING VARIABLE

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Abstract

This study aims to determine the effect of green marketing on customer loyalty mediated by brand image. Customer loyalty is one of the important roles in the development of the company. In a business, loyal customers have an important role in the progress of a business. Loyal customers are an important asset for the company. This research was conducted on the Pijak Bumi brand which operates in the fashion sector with a research population of 114 respondents who are customers who have purchased at least 2 shoes from Pijak Bumi, customers aged <17 – 40 years and customers who buy at Shopee, Tokopedia, Blibli, Websites and Offline Stores. The method of determining the sample of this research is purposive sampling. Data collection is carried out online through the distribution of the Google Form link. Data were analyzed using SEM-PLS analysis by processing data and testing hypotheses with SmartPLS 3.0 software. Some of the findings in this study are that green marketing has a positive effect on brand image. Furthermore, brand image has a positive effect on customer loyalty. Green marketing has a positive effect on customer loyalty. This research is useful for companies that want to have loyal customers with the application of Green Marketing in forming Brand Image and the importance of customer perceptions of Brand Image that can make customers loyal. Products with good quality and competitive prices as well as promotions can form a positive image of the product that is embedded in the minds of the public. With the image that has been embedded in the community, it ultimately makes people choose to be loyal to the product rather than having to try to use other products.

Keywords: brand image, customer loyalty, green marketing

1. INTRODUCTION

In a business, loyal customers have important roles in the development of a business. Loyal customers can be a long term asset for a company (Sebastian & Rojuaniah, 2020). Companies have to be able to develop strategies to create loyalty to their customers. Due to the high impact on company performance, Sun & Kim (2013) stated that customer loyalty is very important and crucial to company management. Competition happening in the business world is getting tougher with all of its changes, thus companies have to optimize their services to create and maintain customer loyalty (Rifa'i, 2019).

Customer loyalty can be improved through good brand image on the product. Deheshti et al. (2016) conducted research showing that brand image in a brand is believed to be an important component that has an effect on competitive advantage to a brand and creates a good image on the product resulting in customer loyalty to the brand. Research from Wijayanto & Iriani (2013) also shows a positive effect of brand image that consists of superiority and uniqueness on customer loyalty. In line with Setyowati (2017) that shows the positive effect of brand image on customer loyalty. To sum up, when the image of a product launched by the company is getting better, there will be an increase in customer loyalty and vice versa.

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Brand image requires supporting factors to improve, where one of the factors is Green Marketing. Jeong et al. (2014) found that customer perception on green marketing has a positive effect on brand image. Research has also indicated a positive effect of green marketing on customer loyalty (Rejeki & Fauzi, 2015). In recent times, Indonesia and around the world are promoting go-green campaigns in every aspect. Society has become more aware of the environmental condition, therefore businesses have adapted changes in their behavior to overcome the society's "new" challenges (Polonsky, 2017). Environmental sustainability has become the main concern in the current era, making companies join the race in developing environmentally friendly products where many customers are interested in said products (Dangelico & Vocalelli, 2017). Companies are becoming aware of the importance of green marketing as the means to increase competitive advantage to be able to compete in the industry. New business strategies are designed to respond to the changes in market needs and green marketing strategies become popular along with the increasing environmental awareness among consumers (Arseculeratne & Yazdanifard, 2013).

Research from Kim et al. (2021) on the effect of creating shared value (csv) concept on customer loyalty have been mediated by brand image. Where Kim et al. (2020), states that Economic Value have positive effect on brand image, social value also have positive effect on brand value, environmental value have positive effect on brand image (Wu & Wang, 2014), and brand image have positive effect on customer loyalty (Al-Msallam, 2015). In this research, the author will not discuss the effect of csv on brand image, but the effect of green marketing on customer loyalty mediated by brand image instead. The aim of this research is to identify the effect of green marketing on customer loyalty mediated by brand image where there is a problem on the shoe brand "Pijak Bumi" which is the low number of loyal customers and one of the factor is because of the lack of marketing activities by the brand (Hermawan, 2019). Previous research is conducted on a sporting goods company in Korea. This research is conducted on a shoe brand in Indonesia called "Pijak Bumi". The urgency of this research is to increase the number of "Pijak Bumi" loyal customers.

2. IMPLEMENTATION METHOD

This research uses correlational quantitative research models that aim to measure the effect of two or more variables using statistical methods (Creswell, 2018). This research uses correlation method because its aim is to identify the effect of green marketing variable on customer loyalty with brand image as the mediating variable. Green marketing variables will be measured with three variables adopted from Badescu (2013) which are: product indicator with three questions, price indicator with three questions and promotion indicator with three questions. Brand image variable is measured with two indicators adopted from Keller & Swaminathan (2020) which are: Brand association advantage indicator with two questions and brand association uniqueness indicator with two questions. Customer loyalty is measured with three indicators adopted from Lubis et al. (2020) which are: Word of mouth indicator with two questions, reject another indicator with two questions and repeat purchasing indicator with two questions.

The researcher uses questionnaires to collect data. The questionnaire will be distributed using Google Form. The Google Form will be distributed to Instagram followers of Pijak Bumi, Pijak Bumi customers from Shopee, Tokopedia, Blibli and the official website. The sampling method used in this research is purposive sampling because researchers expect that the samples will be able to represent the result of the research. According to Made (2021), purposive sampling technique is a sampling technique where the samples are picked using criteria and measure that have been pre-determined by the researcher and have the key characteristic that is expected to be the representative of the research result.

The sample criteria in this research is customers who have purchased the product minimum two times. The next criteria is that respondents are in the age of 17 – 40 years old. Another criteria is customers who have purchased the product from Shopee, Tokopedia, Blibli and the official

website. The sample population in this research are customers who are based in Jakarta with sociodemographic characteristics that covers gender, age, occupation/education. In total, there are 114 respondents in this research. The total respondents calculation uses the theory from Hair et al. (2017) which is the total number of questions multiplied by six because the total population has yet to be decided. This research is measured with four points Likert Scale which are: 1. STS (Sangat Tidak Setuju/Strongly Disagree), 2. TS (Tidak Setuju/Disagree), 3. S (Setuju/Agree) dan 4. SS (Sangat Setuju/Strongly Agree). The analytical method used in this research is Partial Least Square Structural Equation Model (PLS-SEM) method because there is mediating variable which is the variable that affect the relationship between independent variable and dependent variable, and become an indirect relationship that is not observed or measured (Sugiyono, 2017). The mediating variable in this research is brand image.

Validity test and reliability test will be conducted for the pretest using smartPLS. For the validity test, two tests will be conducted which are convergent validity and discriminant validity. In a convergent validity test, an indicator is acceptable when it has outer loading $\geq 0,55$ (Hair et al., 2010). As shown in Appendix 5 where every indicator is deemed valid. In the discriminant validity test, every indicator in this research is valid because according to Henseler et al. (2015), an indicator is valid when the Average Variance Extracted (AVE) value from the average variance is higher than the correlation involving the latent variable. The AVE value is measured using cross loadings & Fornell-Larcker Criterion. Every indicator in the pre test result shows that every indicator is reliable because the composite reliability is $> 0,7$ and cronbach alpha value is $> 0,6$ (Ghozali, 2014).

This research uses three stages of testing which are Outer Model consisting of validity and reliability test, Inner model consisting of R-Square and goodness of fit and hypothesis testing consisting of Path Coefficients and Specific Indirect Effects.

3. RESULTS AND DISCUSSION

The respondents in this research are customers who are based in Jakarta and have purchased shoes from Pijak Bumi at least twice. From the questionnaires distributed online, there are 114 respondents where 58 respondents (51%) are female and 56 respondents (49%) are male. 88 respondents (77%) are 17 – 25 years old, 26 respondents (23%) are 26 – 40 years old and no respondents are below 17 years old. 40 respondents (35%) are based in West Jakarta, 35 respondents (31%) are based in North Jakarta, 25 respondents (22%) are based in South Jakarta, 8 respondents (7%) are based in Central Jakarta and 6 respondents (5%) are based in East Jakarta. 56 respondents (49%) are students and 54 respondents (47%) are working in private sector and 4 respondents (4%) are entrepreneurs where 112 respondents (98%) are single are 2 respondents (2%) are married. Customers from marketplace Shopee are 66 respondents (58%), Tokopedia 25 respondents (22%), Blibli 18 respondents (16%), website 3 respondents (3%) and outlet 2 respondents (2%).

In the validity test, there are convergent validity tests and discriminant validity tests. In convergent validity test, as shown in Appendix 5 where all of the outer loading values in the research indicator have outer loading values of $\geq 0,55$ and in line with the theory (Hair *et al.*, 2010). The result of the discriminant's validity test can be seen on Appendix 5, where it is in accordance with the theory from which every indicator is valid because the Average Variance Extracted (AVE) from the average variance is higher than the correlation involving the latent variable. The result of the reliability test in this research is as follows: Green marketing variable

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(CR = 0.951; CA = 0.942), Brand image variable (CR = 0.928; CA = 0.896) and Customer loyalty variable (CR = 0.940; CA = 0.923). The indicators in this research are reliable because composite reliability $\geq 0,7$ and cronbach alpha $\geq 0,6$ is in line with the theory from (Ghozali, 2014). The result of the reliability test can be seen in Appendix 5.

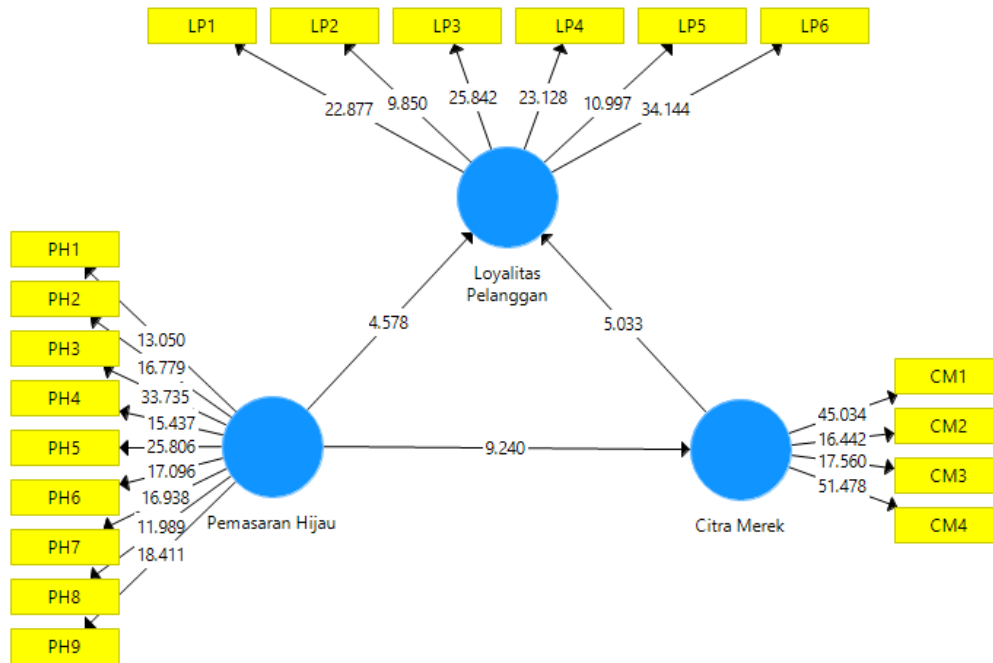


Figure 1 Customer loyalty variable

For the next step, R-square testing is conducted to identify how far an endogenous variable can be explained by an exogenous variable. *Smartpls 3* Below is the result from R-square testing using *Smartpls* software:

Table 1. R – Square

	R Square	R Square Adjusted
Brand Image	0,505	0,500
Customer Loyalty	0,711	0,706

According to Hair *et al.* (2018) the criteria for R-square testing is 0.67 for a strong model, 0.33 for moderate and 0.19 for weak. Brand image variables have an R-square of 0.500. This shows that brand image can be explained by green marketing by 50% (moderate), while the remaining 50% of brand image variable is explained by other variables that are not in this research. Customer loyalty variables have an R-square of 0.706 meaning that green marketing and brand image can explain customer loyalty by 70.6% (strong). While the remaining 29.4% is explained by other variables that are not in this research.

Next is the Goodness of Fit (GoF) test, where the result is as shown below:

Table 2. Goodness of Fit Model

	Saturated Model	Estimated Model
SRMR	0,099	0,099
NFI	0,652	0,652

According to the theory from Hussein (2015), NFI value is deemed fit when GoF small = 0,1, GoF medium = 0,25 and GoF big = 0,38. Hence, the research model has a high goodness of fit in testing the hypothesis, a model is deemed fit because the NFI value is 0.652 where it is >0.38 . Then, the SRMR value is 0.099 making this model fit the the SRMR value is <0.10 and in accordance to the theory from. (Worthington, 2016)

After testing the level of fit of the research model, the next step is to test the relationship between the variables hypothesized in this research. This research uses P-Values and T-Statistics to test the hypothesis. If T-Statistics $>1,96$ and P-Values $< 0,05$ the hypothesis is accepted (Ghozali, 2014). Below is the result of the hypothesis testing:

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Citra Merek -> Loyalitas Pelanggan	0,472	0,456	0,094	5,033	0,000
Pemasaran Hijau -> Citra Merek	0,710	0,703	0,077	9,240	0,000
Pemasaran Hijau -> Loyalitas Pelanggan	0,440	0,448	0,096	4,578	0,000

Hypothesis 1: Green marketing on Brand Image

The original sample (O) value is positive 0.710 and T-statistics value is $9.240 > T$ Table 1.96 and P Values $0.000 < 0.05$. Thus, green marketing has a positive effect on brand image.

Hypothesis 2: Brand Image on Customer Loyalty

The original sample (O) value is positive 0.472 and T-statistics value is $5.033 > T$ Table 1.96 and P Values $0.000 < 0.05$. Thus, brand image has a positive effect on customer loyalty.

Hypothesis 3: The original sample (O) value is positive 0.440 and T-statistics value is $4.578 > T$ Table 1.96 and P Values $0.000 < 0.05$. Loyalitas Pelanggan Thus, green marketing has a positive effect on customer loyalty.

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Table 4. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Pemasaran Hijau -> Citra Merek -> Loyalitas Pelanggan	0,335	0,321	0,076	4,390	0,000

The following is the result from the Specific Indirect Effects test. The original sample (O) value is positive 0.335 and T-statistics value is 4.390 > T Table 1.96 and P Values 0.000 < 0.05. Thus, green marketing has a positive effect on customer loyalty mediated by brand image.

4. CONCLUSION

The conclusion of this research is that brand image is an important supporting factor in strengthening the impact of green marketing to increase customer loyalty. As shown from the results, green marketing has a strong impact on brand image. The value can be high because Pijak Bumi has environmentally friendly products with high quality, competitive price and good promotion creating a good brand image of Pijak Bumi in the customers' minds. It can be concluded that a direct relationship between green marketing on customer loyalty is not as strong as when mediated by brand image. This is because customers will feel more confident to be loyal when there is a good brand image by the brand.

There are limitations in this research that the next researcher can develop. First, this research only covers the Jakarta area and does not represent all of Indonesia. Therefore, the next researcher can cover a wider area. Second, the independent variable is only limited to green marketing. The next research can add more variables that have an effect on both brand image and customer loyalty. Third limitation is the lack of variables that affect customer loyalty. Variables such as repurchase intention & satisfaction can be added in the next research. The criteria for respondents is also still lacking. The criteria can be added with income, monthly expenses and generational grouping.

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There are several managerial implications in this research to increase loyalty to customers. First is how to implement good green marketing. The implementation is by creating high quality environmentally friendly products. A quality product is about product sustainability, comfort when using the product, attractive design and special color selection. Not only the product but also the packaging that is environmentally friendly and recyclable is important according to this research. The brand in this research that Pijak Bumi has to be consistent is setting the price that is fair and affordable. Third, the contents of the promotion have to be interesting and deliver a clear message which is preserving the environment so that the society wants to buy the product after seeing the

promotion. The implementation of a good green marketing will create a good image in the customers' minds, encouraging them to purchase and keep using the brand Pijak Bumi instead of trying other competitors' products as presented in the research.

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