ANALYSIS OF THE IMPACTS OF GREEN MARKETING AND BRAND IMAGE ON CONSUMER LOYALTY

[Analisis Dampak Green Marketing dan Citra Merek Terhadap Loyalitas Konsumen]

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ABSTRACT

This study aims to see the impacts of green marketing and brand image on consumer loyalty to the Starbucks Coffee brand partially and simultaneously, where the population in this study is Starbucks consumers in DKI Jakarta who have purchased the product before. Then the sample was taken using purposive sampling and out of 90 random sampling data respondents' taken, there were only 78 data respondents' that could be processed. This research is using a quantitative research method with two independent variables; green advertising and brand image and the dependent variable is consumer loyalty. The data analysis technique used is multiple linear regression using the Jamovi program. From the results of data processing it was found that green advertising and brand image partially and simultaneously have a significant impact on consumer loyalty, whereas from the results of the study the brand image variable has a more significant influence on consumer loyalty.

Keywords: *green marketing; brand image; consumer loyalty; quantitative; eco-green*

ABSTRAK

Penelitian ini bertujuan untuk melihat dampak green marketing dan citra merek terhadap loyalitas konsumen pada merek Starbucks Coffee secara parsial dan serentak, dengan populasi dalam penelitian ini adalah konsumen Starbucks di DKI Jakarta yang telah membeli produk sebelumnya. Kemudian sampel diambil dengan menggunakan purposive sampling dan dari 90 data responden yang diambil secara acak, hanya ada 78 data responden yang dapat diproses. Penelitian ini menggunakan metode penelitian kuantitatif dengan dua variabel independen; green advertising dan citra merek dan variabel dependennya adalah loyalitas konsumen. Teknik analisis data yang digunakan adalah regresi linier berganda dengan menggunakan program Jamovi. Dari hasil pemrosesan data ditemukan bahwa green advertising dan citra merek secara parsial dan serentak memiliki dampak yang signifikan terhadap loyalitas konsumen, sedangkan dari hasil penelitian variabel citra merek memiliki pengaruh yang lebih signifikan terhadap loyalitas konsumen.

Kata kunci: green marketing; citra merek; loyalitas konsumen; kuantitatif; eco-green

INTRODUCTION

With the increase of public information and awareness about a sustainable environment these days, many business actors are starting to respond to people's concerns about this by making products that are more environmentally friendly to minimize the impact of environmental damage and provide a competitive advantage to the company's image and in increasing consumer's loyalty. This is what makes green marketing increasingly popular among businesses and the public. In a survey conducted by WWF Indonesia and Nielsen Company during 2016 and 2017, data provided that 63% of respondents in Indonesia were willing to pay more for environmentally friendly products. (www.wwf-scp.org).

Delafrooz et al. (2014), explained green marketing as, "The satisfaction of customer needs, wants and desires in relation to the maintenance and preservation of the environment." This includes eco-labels, eco-brands and environmental advertisements as part of green marketing. Silvia et al. (2014),

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also mentioned that green marketing refers to "The satisfaction of consumer needs, wants and desires in the maintenance and preservation of the environment." Aligns with (Kang & Hur, 2012), that more and more companies are increasing customer satisfaction with environmental needs by adopting green marketing strategies to gain competitive advantage, and creating brand images that can influence customer trust in a product.

In relations of the satisfaction of consumer needs and desire along with the preservation of the environment through green marketing and increasing the brand image to influence the customers trust in a product, leads to Aaker, 1994 in (Tingkir, 2014), mentioned that, "Brand image is a series of associations that exist in the minds of consumers for a brand, usually organized into a meaning." Also quoted from Sangadji & Sopiah (2013), "Brand image is an association that appears in the minds of consumers when remembering a particular brand." Another addition related to brand image and customers' trust in a product is from Kartajaya (2014: 95) states that, "a company's brand can influence customer trust in a product." All of this leads to the more companies creating positive things, the brand image of a company will be increasingly lifted and will create an impression in the minds of consumers. If consumers buy a product from a brand more than once, then consumers are considered to be more loyal to that brand.

Jung and Yoon (2013), define loyalty as "A favorable evaluation held with sufficient strength and stability to induce repeatedly favorable responses to a product/brand or store." The level of customer loyalty to a brand according to Kartajaya (2014: 105) can be known by, (1) continuing to use the brand, (2) making repurchases, (3) then recommending the brand to other customers. The highest level of loyalty is recommending the brand to other people or being brand defender (advocacy).

One of the global companies implementing green marketing in Indonesia is Starbucks by making programs such as using tumblers, recycling, using tissue paper and straws that are environmentally friendly and easy to recycle with the goal by running these programs is to educate its consumers to grow more concern for their environment throughout the world.

For coffee connoisseurs, coffee shops with the Starbucks brand are no stranger to their ears. Quoted from the website starbucks.co.id, "Starbucks was founded in 1974, in Seattle, United States. With up to 30,000 outlets worldwide, and in 2002 through PT Mitra Adiperkasa, Starbucks finally opened its first store in Indonesia. In 2018, Starbucks coffee shops have spread across 326 locations and in 22 cities in Indonesia, and until now it continues to strive to develop its outlets, even Starbucks Indonesia itself has opened Starbucks Reserve outlets such as in DKI Jakarta and Bali, with a more exclusive and luxury image."

Starbucks creates a brand image by establishing a corporate commitment to waste disposal, and the use of appropriate materials, and campaigns to recycle and reuse. With increasing consumer awareness of environmental sustainability, industry players, such as the food and beverage industry are starting to change their marketing strategy by using more environmentally friendly green marketing strategies, and this is done as an effort to maintain consumer loyalty to the brand and to take advantage of existing opportunities. Romadoni (2017), mentioned that, "this is expected by companies to satisfy consumer needs with various strategies and ways with the hope that customers will be satisfied and make repeat purchases." Loyal consumers feel satisfied because their needs have been fulfilled, so consumers will not move to other companies. Several factors and indications that influence this loyalty are green marketing and brand image.

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Starbucks, again as mentioned in its website, with its commitment to making an environmentally friendly company stated in its 2021 Global Environmental & Social Impact Report: "has a target of reducing 50% carbon reduction, 50% water withdrawals will be conserved or replenished in all store operations, packaging to its suppliers, and 50 % reducing waste sent to landfills including packaging used in all store operations, and there are other programs regarding green people, green promotion, to green products which are in line with the 4Ps of the green marketing strategy." With this contribution to the environment, Starbucks also wants to invite its consumers to participate in its vision and mission through their green marketing campaign.

Based on explained above regarding the satisfaction of consumers needs, and also to maintain and preserve the environment, and to gain competitive advantage of a company's brand image and loyalty, this research was conducted to analyze more deeply about the impact of green marketing on consumer loyalty, brand image on consumer loyalty, and analyze the impact of green marketing and brand image on consumer loyalty with the title of "The Impacts of Green Marketing and Brand Image on Customer Loyalty." This research will be conducted on respondents in DKI Jakarta who have purchased Starbucks products previously.

Green Marketing

Polonsky (1994:2), green marketing is:

"All activities designed to complement the needs and desires of consumers in creating customer or consumer satisfaction by taking into account the minimal negative impact on the environment."

According to Delafrooz et al. (2014), "green marketing refers to the satisfaction of customer needs, wants and desires in relation to the maintenance and preservation of the environment. Eco-labels, eco-brands and environmental advertisements are part of green marketing."

Brand Image

Quoted from Sangadji & Sopiah (2013), "Brand image is an association that appears in the minds of consumers when remembering a particular brand."

According to Aaker, 1994 in (Tingkir, 2014), "Brand image is a series of associations that exist in the minds of consumers for a brand, usually organized into a meaning."

(Sutisna, 2003: 83) in (Dedhy Pradana, 2017) states that, "Brand image is the overall perception of a product or a brand that is formed from information and past experience of that product or brand."
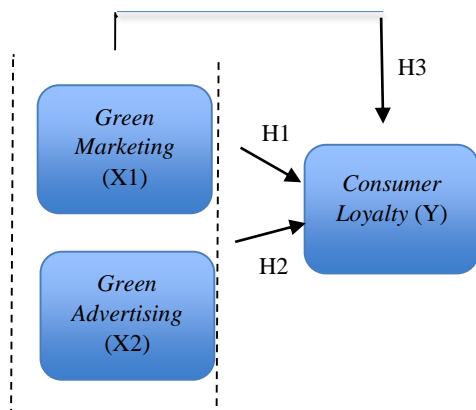
Consumer Loyalty

The definition of consumer loyalty according to Kotler and Keller (2016: 153) is:

"*A deeply held commitment to repurchase a preferred product or service in the future despite situational influences and marketing efforts that have the potential to cause a shift in behavior.*"

Griffin (dalam Sangadji & Sopiah, 2013:105) believes that the characteristics of customer loyalty are divided into three; (1) make regular purchases, (2) recommend products or services to others, and (3) demonstrate immunity from the attractiveness of like-kind products or services from competitors.

Referring to the literature review, here is the following framework:

Picture 1. Research Model

Impacts of *Green Marketing* on Consumer Loyalty

In research conducted by Bhaswara, Y. B. & Patrikha, F. D. (2021), it shows that green marketing has a significant influence on consumer loyalty, consumer loyalty can be formed through good green marketing. Likewise, with research conducted by Kewakuma, et al (2021), showing that green marketing can have a positive and significant influence on the loyalty of The Body Shop consumers.

Silvia, et al. (2014) mentioned that, "green marketing refers to the satisfaction of consumer needs, wants and desires in the maintenance and preservation of the environment." The difference between the green marketing mix and the conventional marketing mix lies in the environmental approach. The green marketing mix considers environmental aspects, while the conventional marketing mix does not pay attention to environmental aspects. The concept of green marketing has marketing mix variables that create brand associations in the minds of consumers in encouraging them to purchase environmentally friendly products.

H1: Green Marketing Has a Positive Impact on Consumer Loyalty.

Impacts of *Brand Image* on Consumer Loyalty

Research conducted by Adnyana & Santika (2021), shows that brand image has a positive and significant effect on brand loyalty, the better the brand image that is owned for a brand, the higher the loyalty to Starbucks. Sawitri & Rahanatha's journal (2019), has the results of brand image having a positive and significant effect on customer loyalty of The Body Shop in Denpasar City. Previous research found by Gadau (2016), brand image results with dimensions of corporate image, user image, product image which together have a positive effect on consumer loyalty to Body Mist The Body Shop products at Ambarukmo Plaza.

H2: Brand Image Has a Positive Impact on Consumer Loyalty.

Impacts of *Green Marketing* dan *Brand Image* on Consumer Loyalty

Chang and Fong (2010), who found that green marketing has a positive and significant impact on customer loyalty which is in line with the results of research by Yusuf Dhuha (2015) and Fonseca (2015).

Based on research from Octoviani (2011), the results of data analysis conducted on University of Indonesia students showed that the green marketing strategy variable had an impact on the loyalty variable. According to research by Sawitri & Rahanatha (2019), green marketing has a positive and significant impact on customer loyalty at The Body Shop in Denpasar City. This shows that the more green marketing campaigns, the more customer loyalty will increase.

H3: Green Marketing and Brand Image Impact Positively and Significantly on Consumer Loyalty.

RESEARCH METHODOLOGY

To answer the aims and objectives of this research, this research uses a quantitative method, where this research aims to find out the relationship or the influence of one to the other variables. This research was conducted within the DKI Jakarta area. The population to

be observed are respondents or consumers who have purchased Starbucks products more than once.

This study uses purposive sampling and random sampling. The rating scale with numbers 1 - 5, where number 1 Strongly Disagree, number 2 Disagree, number 3 Neutral, number 4 Agree, number 5 Strongly Agree are used to sample the measurement. The 5% of errors were added to anticipate the questions error within the questionnaires. According to Hair et al (2010: 101), "the minimum number of samples is at least 5 times and it will be more acceptable if the number of samples is 10 times than the number of variables to be studied and analyzed." Data collection was obtained by distributing questionnaires via the Google Form link (July 6, 2022 - July 22, 2022). Within this study, the number of questionnaires used is 12 questions, in which the Green Marketing variable is 4 questions, Brand Image is 3 questions, and Consumer Loyalty is 5 questions. To get better results, 60 - 120 respondents are required to fill out the questionnaire. The results are that 90 respondents' data were collected, and among those only 78 respondents' data were eligible for processing, which exceeded the minimum number of samples required.

The primary data analysis technique used is Multiple Linear Regression with data processed using Jamovi ver 2.2.5.

FINDINGS AND DISCUSSION

Characteristics of Respondents

Based on the results from the questionnaires spread, it was found that the majority of respondents were women as much as 51.1%, and the majority of the age group between 20-24 years had the highest percentage in participating in filling out the questionnaire with a figure of 58.9%. With the above results it can be concluded that female consumers with the age range above have

more experience in buying Starbucks products.

Respondents within the mentioned age range constituted the majority of students 52.2% with undergraduate education level 45.6%, and the second largest majority of respondents were self-employed 21.1%, with income above Rp. 6,000,000. In this category it can be assumed that the majority of respondents who are students and respondents who have a profession as entrepreneurs are willing to spend more money to buy environmentally friendly products, and respondents in this category understand more about the benefits of green advertising.

While as many as 88.9% of respondents have bought Starbucks products, and within a month they buy products more than once by 62.2%, and 27.8% of respondents buy Starbucks products 2 - 4 times in one month, and as many as 5, 6% of respondents buy products more than 10 times in a month. These results can be said that the majority of respondents are loyal consumers of the Starbucks brand.

Validity and Reliability Test

The feasibility test of the research instrument was carried out through validity and reliability tests. The validity test in this study states that all question items are valid, because all the correlation coefficient values of the variable indicators tested are greater than 0.30 (r > 0.3).

In the reliability test, the results showed that each Cronbach's Alpha value in each research instrument was greater than 0.6 (Cronbach's Alpha > 0.6). So it can be stated that all the variables used in this study have fulfilled the data reliability requirements.

Classic Assumption Test
Normality Test

The researcher used the Kolmogorov-Smirnov Test, where the significance value is above 0.5, so the data is normally distributed

and vice versa. In the normality test that has been carried out the significance value for each variable is 0.40 and 0.67 where these values are > 0.05, so that the normality value is fulfilled. It can be seen in the following table the results of the regression equation for the two independent variables on the dependent variable.

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fulfilled. It can be seen in the following table the results of the regression equation for the two independent variables on the dependent variable.

Table 1.
Regression Equation Normality Test Results 1

Normality Tests		
	Statistic	p
Shapiro-Wilk	0.934	< .001
Kolmogorov-Smirnov	0.100	0.400
Anderson-Darling	1.14	0.005

Source: Processed Data, 2022

Table 2.
Regression Equation Normality Test Results 2

Normality Tests		
	Statistic	p
Shapiro-Wilk	0.964	0.024
Kolmogorov-Smirnov	0.0805	0.678
Anderson-Darling	0.852	0.027

Source: Processed Data, 2022

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between the independent variables. The VIF (Variance Inflation Factor) value is less than 10, and the tolerance value is greater than 0.1 which indicates that there is no multicollinearity in the independent variables (Ghozali, 2016: 104).

Based on the results of the multicollinearity test, the tolerance values obtained are X1 (green marketing) and X2 (brand image) as follows:

Table 3.
Multicollinearity Test Results

	VIF	Tolerance
X1	1.49	0.670
X2	1.49	0.670

Source: Processed Data, 2022

Based on the table above, it can be seen that the tolerance coefficient is 0.67, which means the tolerance coefficient is greater than 0.1 and VIF is smaller than 10, that is 1.4, so it can be indicated that there are no multicollinear symptoms from the regression model, so this model is feasible to give prediction.

Impact of green marketing (X1) on consumer loyalty (Y)

Table 4.
Partial test results X1 (green marketing)

Model Coefficients - X1					
Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	6.61	1.72	3.8	< .001	
Y	0.43	0.08	4.9	< .001	0.486

Source: Processed Data, 2022

Based on the results of the partial test analysis of the impact of green marketing on consumer loyalty in the results above, the regression equation can be obtained as follows:

$$Y = BX + C$$
$$Green\ marketing = 0,433\ (Y) + 6,613$$

Table 5.
Model Fit Measures X1

			Overall Model Test			
Model	R	R²	F	df1	df2	p
1	0.486	0.236	24.1	1	78	< .001

Source: Processed Data, 2022

In the above model to analyze X1 as a predictor of Y, where the R square value of X1 (green marketing) is 23.6% it can be explained the variation of Y (consumer loyalty), and the significance is less than 0.001 so in general consumer loyalty can predict green marketing. This shows that good consumer loyalty can be formed through good green marketing. The influence that occurs between green marketing and consumer loyalty is also positive, which means that there is a unidirectional influence, the better the green marketing is done, the consumer loyalty will increase.

This is also similar to the results of research from Bhaswara & Patrikha (2021) in the journal Effects of Green Marketing and Brand Image on Consumer Loyalty which has a positive influence between green marketing and consumer loyalty.

Impact of brand image (X2) on consumer loyalty (Y)

Tabel 6.
Partial test results X2 (brand image)

Model Coefficients - X2

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	5.568	0.8447	6.59	< .001	
Y	0.360	0.0432	8.33	< .001	0.686

Source: Processed Data, 2022

Based on the results of the partial test analysis of the impact of brand image on consumer loyalty in the results above, the

regression equation can be obtained as follows:

$$Y = BX + C$$
$$Brand\ image = 0,360\ (Y) + 5,56$$

Table 7.
Model Fit Measures X2

			Overall Model Test			
Model	R	R²	F	df1	df2	p
1	0.686	0.471	69.3	1	78	< .001

Source: Processed Data, 2022

In the above model to analyze X2 as a predictor of Y, where the R square value of X2 (brand image) is 47%, it can be explained the variation of Y (consumer loyalty), and the significance is less than 0.001 so in general, consumer loyalty can predict brand image. This shows that good consumer loyalty can be formed through the existence of a good brand image. The influence that occurs between brand image and consumer loyalty is also positive, which means that there is a unidirectional influence, the better the brand image carried out by Starbucks Coffee, the consumer loyalty will increase.

This is also similar to the results of research from I Gusti Ayu Widya Sari & Setiawan (2017) in their journal which has a positive and significant effect on brand image variables on customer loyalty which shows that the better the brand image of Starbucks Coffee, the potential for customer loyalty will increase and vice versa if Starbucks Coffee consumers in Bali do not have a positive mind about the brand image, then the potential for customer loyalty will decrease.

Impact of green advertising (X1) and brand image (X2) on consumer loyalty (Y)

In the simultaneous test results between model 1 (green advertising) and model 2 (brand image), it can be obtained that both variables have a simultaneous influence on variable Y as evidenced by the significance value in the F test which shows 0.001 <0.05. Therefore, it can be concluded that the independent variables (green advertising and brand image)

simultaneously have a significant effect on consumer loyalty.

Table 8.
Simultaneous significance test results

Model Comparison

Comparison

Model	Model	ΔR^2	F	df1	df2	p
1	2	0.247	36.8	1	77	< .001

Source: Processed Data, 2022

The results of multiple linear regression tests as follows:

$$Y = BX1 + BX2 + C$$
$$Loyalty = 0{,}154\ (X1) + 1{,}158\ (X2) + 2{,}45.$$

It is supported by the research of Bhaswara & Patrikha (2021) where simultaneously green marketing and brand image have a joint effect on Starbucks customer loyalty, and the consumer loyalty variable can positively and significantly be explained by the green marketing and brand image variables.

CONCLUSION

Firstly, green marketing partially has a positive effect on consumers at Starbucks, so that H1 in this study is accepted. Therefore, Starbucks can continue to maintain and be creative in improving the green advertising that has been implemented at this time.

Secondly, brand image partially also has a positive effect on consumer loyalty, so that H2 in this study is accepted. By receiving a positive brand image for Starbucks consumers, it is hoped that the company will be able to continue to maintain the positive image that currently exists, and continue to be committed to creating and implementing programs that can maintain consumer loyalty today and in the future.

Simultaneously H3 green marketing and brand image have an impact on Starbucks customer loyalty, therefore H3 in this study is acceptable.

However, the results of this study can also be concluded that, if simultaneously tested green marketing and brand image, it can be seen that brand image has a more significant impact on consumer loyalty. This can be seen in the table below:

Tabel 9.
Model Coefficients - Y

Predictor	Estimate	SE	t	p	Stand. Estimate
Intercept	2.458	1.996	1.23	0.222	
X1	0.154	0.112	1.37	0.175	0.137
X2	1.158	0.191	6.07	< .001	0.607

Source: Processed Data, 2022

In the results of the data above, the results of adding X1 (green marketing) can be seen to have a significant value of 0.175 so that X1 does not play much of a role in Y (consumer loyalty) when combined with X2 (brand image) which has a significance value of 0.001 so that it can be said that the addition of a brand image is more significantly influence towards the consumer loyalty. From the standard estimated result above, it is explained which predictor has the strongest influence on loyalty, and it can be seen that X2 (brand image) has the standard estimation value of 0.607 and is greater than X1 (green marketing), this explains that brand image has a strong influence on loyalty.

Based on the results of the research above, the effect of green marketing and brand image on Starbucks consumer loyalty in DKI Jakarta, it can be concluded that by increasing green marketing and brand image of the company, consumer loyalty will also increase, and the brand image variable has a value significantly stronger towards the customer loyalty, therefore the company must continuously improve the brand image that has been built at this time, by also becoming a company with a positive image in society and being able to sustain the customer loyalty.

Lastly, future research is expected to be able to expand other dependent variables, especially related to the above findings regarding the brand image variable which has

a stronger influence than green marketing on consumer loyalty, and also expand the scope of the sample in larger areas outside DKI Jakarta for broader results.

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