The Power of Green Satisfaction: Driving Loyalty through Environmental Image of Green Brand in Indonesia

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Introduction: As global concern for environmental sustainability increased, businesses were under pressure to adopt greener practices. Starbucks Coffee, known for its environmental commitments, provided a rich context to explore how consumers perceived and responded to green branding. This study investigated the relationship between green image and green loyalty, with green satisfaction acting as a mediating variable. The research aimed to understand whether a positive environmental image could cultivate consumer loyalty through satisfaction with eco-friendly practices.

Methodology: This study employed a quantitative research design using a structured questionnaire distributed to 240 purposively selected Starbucks customers in Indonesia. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) to examine the mediating role of green satisfaction in the relationship between green image and green loyalty.

Results: Findings indicated that green image alone did not significantly influence green loyalty unless mediated by green satisfaction. Green satisfaction emerged as a crucial affective bridge that strengthened the consumer's emotional bond with the brand, ultimately encouraging loyalty. The results also suggested that environmentally conscious branding needed to be supported by meaningful consumer experiences to generate lasting commitment.

Conclusion: The study's findings indicate that a strong green image alone is insufficient to foster customer loyalty; it must be accompanied by tangible satisfaction with the brand's environmental practices. Green satisfaction, which arises from customers' positive emotional responses to a brand's sustainability efforts, mediates the relationship between green image and green loyalty. While a brand's green image can attract customers initially, it is the real, positive experiences related to sustainability—such as ethical sourcing or eco-friendly packaging—that enhance green satisfaction. This emotional satisfaction then plays a key role in translating perceptions of the brand into loyal behavior, increasing the likelihood of repeat purchases and brand advocacy.

Practical Value: This research highlighted that brands must go beyond simply communicating their environmental values and focus on ensuring that customers are genuinely satisfied with the brand's sustainability efforts. Effective green strategies should emphasize not only the authenticity of the brand's environmental commitment but also the tangible, impactful actions that customers can perceive and experience. By doing so, brands can foster stronger emotional connections with their customers, making satisfaction a critical factor in driving loyalty. As consumer expectations for environmental responsibility continue to grow, prioritizing both authenticity and tangible impact in green initiatives becomes essential for long-term loyalty-building.

Direction for Future Research: Future studies could explore how demographic or cultural factors influenced the green satisfaction–loyalty relationship. Longitudinal research was also recommended to assess the stability of this relationship over time, especially as corporate environmental policies evolved. Additionally, comparative studies across different green brands could enrich understanding of consumer expectations in various sectors.

Keywords: green image, green satisfaction, green loyalty, green marketing, Indonesia