

# Strategic Framework for Enhancing Green Customer Loyalty in the Bottled Mineral Water Industry in Indonesia

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## Abstract

Recent years have seen a paradigm shift in consumer behavior, with consumers increasingly paying attention to products with lower environmental impacts. This change influences consumers to prefer products and brands committed to green business practices. This study aims to bridge the knowledge gap in strategic management by strengthening green customer loyalty for green products within a specific business environment, particularly in the Java region, Indonesia. This research is descriptive quantitative and implemented as a cross-sectional study. The study is conducted at the individual level. For data analysis, this study applies Partial Least Squares Path Modeling (PLS-SEM), using Smart PLS version 3.2.6. The research population includes residents living on Java Island. The sample size was calculated using Slovin's formula, 400 respondents. The sampling method employed is non-probability sampling, specifically purposive sampling. The results showed that the factors directly influencing green customer satisfaction include green product quality, green branding, green advertising, and green value. Meanwhile, the factors affecting green customer loyalty consist of green product quality, green advertising, green value, and green customer satisfaction. Green customer satisfaction effectively mediates the relationship between green product quality and green customer loyalty.

**Keywords:** Green Product Quality, Green Advertising, Green Value, Green Customer Loyalty, Green Customer Satisfaction.

## 1. Introduction

The business world now faces numerous challenges, one of which is the obligation to develop environmentally friendly businesses (green business) and conserve resources for future generations (Khan et al., 2022). The development of a green economy has become a strategic goal for countries worldwide to ensure sustainable development. A green economy is an inclusive economic growth system, social protection, and natural ecosystem preservation without posing significant risks and ecological scarcity for future generations (Batrancea et al., 2021). As a primary indicator of sustainable development, the efficiency of the green economy has become a focus for academics worldwide (Shuai & Fan, 2020). Implementing a green economy has the potential to provide several benefits for Indonesia, including Gross Domestic Product (GDP) growth estimated at 6.1-6.5 percent annually until 2050 and an increase in Gross National Income (GNI) by 25-34 percent, equivalent to around US\$ 13,890-14,975 per capita by 2045 (Tempo, 2022).



Implementing a green strategy in business operations is seen as a commitment to social responsibility (Zhang et al., 2011). This approach benefits not only consumers but also producers. Diaz-Elsayed et al. (2013) found that adopting a green strategy in manufacturing industries results in a cost-saving advantage of approximately 4.7% in sustainable production costs compared to non-green strategies. Although the green concept is still new and companies are learning how to integrate it into their operations, it serves as an effective area to build a sustainable strategic differentiation over time (Olson, 2008). At the corporate level, green strategy influences decisions across business strategies, operational strategies, organizational strategies, information strategies, application strategies, technology strategies, and supporting infrastructure (Olson, 2008).

Recent years have seen a paradigm shift in consumer behavior, with consumers increasingly paying attention to products with lower environmental impacts. This change influences consumers to prefer products and brands committed to green business practices (Bhardwaj et al., 2020). One consumer product contributing to negative environmental impacts through its packaging is bottled mineral water. Environmentally friendly packaging, such as recyclable glass bottles or biodegradable plastic bottles, has become a popular solution in reducing the negative impacts of the bottled water industry. According to Stockbit, the consumption of Bottled Drinking Water (AMDK) in Indonesia has consistently increased over the years. In 2014, Statista recorded a volume of 21.28 billion liters, rising to 26.25 billion liters in 2019, with an average annual growth of +4.3%. Although consumption dropped in 2020 due to the pandemic, it is projected to rise again to ~27 billion liters by 2027 (Stockbit, 2013).

Indonesia's consumption level remains far below that of the two largest bottled water markets, the United States and China. In the U.S., bottled water consumption reached ~171 liters per capita annually in 2020, while China recorded 84.2 liters per capita in 2019. Indonesia ranks among the world's top five bottled water markets, with a market size of US\$ 10.2 billion or IDR 151 trillion. The Indonesian bottled water market is projected to grow at an average of +4% annually from 2023 to 2027, reaching US\$ 13 billion. In terms of volume, Indonesia's market capacity of 31 billion liters annually contributes about 9% to the global bottled water market, totaling around 350 billion liters (Stockbit, 2013). A significant issue in the bottled water industry, especially for green products, is that these products do not rank first in consumer preferences. In the green product context, brands like Le Minerale or Cleo perform better in manufacturing, packaging, or distribution. However, strong brand loyalty toward brands like Aqua poses a challenge for green products to secure significant market share. Therefore, producers must build strong green customer loyalty to encourage consumers to choose their products despite more popular alternatives.

Understanding how to improve green customer loyalty for green bottled mineral water products directly impacts business growth and positive environmental effects. The factors influencing green customer loyalty in this study are derived from previous research. Studies by Baktash and Talib (2019) and Nguyen-Viet (2022) indicate that green product quality affects green customer loyalty. Current issues related to green product quality include non-compliance with standards set by Indonesia's Food and Drug Authority (BPOM), Ministry of Industry regulations, Indonesian National Standards (SNI), and international certifications for Food Safety Management Systems (FSSC 22000).

The study conducted by Fernando et al. (2017) found that green branding is the most influential factor in driving green customer loyalty. However, a current issue is that green product brands do not rank at the top of the top brand index. If a green product brand fails to achieve a high ranking in this index, it may diminish the product's market appeal and hinder

the growth of green customer loyalty. Sutisna's research (2022) further explains that green advertising has a significant positive impact on green customer loyalty. However, one of the prevailing issues is that green advertising for bottled mineral water products often focuses predominantly on emotionally appealing messages without providing sufficient information about the product's actual environmental impact. While emotional messaging may influence consumers' perceptions of the brand, the lack of factual information about the product's contribution to environmental sustainability can weaken consumer trust and brand credibility, particularly among environmentally conscious consumers.

Additionally, the study by Han et al. (2018) revealed that green customer loyalty is influenced by green value and mediated by green satisfaction. However, a major challenge within the context of green value arises when companies claim to uphold green values but fail to align their actions and practices with these claims. This inconsistency leads consumers to perceive the brand's claims as insincere, potentially reducing green customer loyalty and causing consumers to switch to brands that are more consistent with green values. The role of green customer satisfaction in environmental sustainability is crucial, as it serves as a mediator that facilitates behavioral changes toward more sustainable purchasing decisions. Companies that successfully create positive experiences related to the environmental aspects of their products can foster stronger green customer loyalty.

In many cases, consumers of green bottled mineral water products are not fully satisfied with aspects such as green product quality, green branding, green advertising, and green value, ultimately resulting in weak green customer loyalty toward certain brands. This study aims to bridge the knowledge gap in strategic management by strengthening green customer loyalty for green products within a specific business environment, particularly in the Java region. The findings of this research are expected to provide significant theoretical, managerial, regulatory, and practical implications for enhancing green customer loyalty toward green bottled mineral water products in Indonesia.

The novelty of this research introduces a comprehensive model that examines the interplay between green product quality, green branding, green advertising, and green value in influencing green customer loyalty, with green customer satisfaction as a mediating factor. Unlike previous studies that examine these factors in isolation, this study integrates them into a holistic framework to provide a strategic perspective for enhancing green customer loyalty in the bottled mineral water industry.

## 2. Literature Review

### 2.1. Green Customer Loyalty

According to Tiwari (2023), loyalty is characterized by the intention to repurchase preferred products or services in the future, leading to repeat purchases from the same brand without marketing influences affecting behavior. Customer loyalty generally signifies a strong dedication to continuously repurchasing a product over time (Gelderman et al., 2021). Baktash and Talib (Baktash & Talib, 2019) describe customer loyalty as the repeated purchase of the same product by individuals and their willingness to recommend it to others. This positive attitude is achieved by understanding and fulfilling consumers' needs and expectations. Loyalty is demonstrated by consumers' steadfast commitment to remain loyal despite external circumstances and promotional efforts that might encourage switching behavior. It also reflects consistent purchasing behavior or ongoing patronage of the same brand. Gelderman et al. (Gelderman et al., 2021) define green customer loyalty as consumers' willingness to maintain relationships with environmentally conscious organizations and their commitment

to consistently repurchasing chosen products in the future. The dimensions of green customer loyalty in Gelderman et al.'s study include purchase intentions, word-of-mouth recommendations, and a willingness to pay a premium.

## 2.2. Green Customer Satisfaction

Customer satisfaction results from consumers evaluating their experience after purchasing a product and comparing it with prior expectations (Almaulidta et al., 2015). It serves as a foundation for fostering long-term relationships with consumers (Issock et al., 2020). Customer satisfaction is defined as an assessment of pre-purchase expectations against the actual outcomes after consumption (Suki, 2015). Green customer satisfaction pertains to meeting environmental desires, sustainable product expectations, and consumer needs (Gelderman et al., 2021). According to Pahlevi and Suhartanto (2020), green customer satisfaction reflects the degree of positive feelings derived from a product's ability to fulfill individual needs and desires in an eco-friendly and sustainable manner. The dimensions of green customer satisfaction in Pahlevi and Suhartanto's (Pahlevi & Suhartanto, 2020) research include feelings of happiness, making the right decision, and overall satisfaction. Similarly, Cavusoglu et al. (2021) describe green customer satisfaction as the extent of pleasure resulting from a product's ability to meet green product needs sustainably and environmentally. The dimensions in Cavusoglu et al.'s (Çavusoglu et al., 2021) study include surpassing customers' green needs, complying with environmental regulations, and fulfilling society's sustainability expectations.

## 2.3. Green Product Quality

Green products are identified as products that do not harm the environment, deplete natural resources, and are recyclable or preservable (Suhaily & Darmoyo, 2019). Green product quality pertains to product features, design, and packaging that promote energy conservation, pollution reduction, waste recycling, and eco-friendly practices aimed at reducing negative environmental impacts (Gelderman et al., 2021). Green product quality emphasizes products designed to minimize environmental harm throughout their lifecycle (Tarabieh, 2018). Superior green product quality should be distinctive compared to conventional products (Parlan et al., 2016). The dimensions of green product quality in Gelderman et al.'s (Gelderman et al., 2021) research include product features, product design, packaging, pollution prevention, waste recycling, and eco-friendliness.

## 2.4. Green Branding

A green brand represents a name, symbol, or design that identifies products considered environmentally safe. Incorporating green brand attributes helps consumers distinguish these products from conventional ones (Fernando et al., 2017). Green brands offer an advantage by differentiating green products from competitors' products, creating the perception that these products are unique (Danko & Nifatova, 2022). Green branding serves as a strategic brand positioning approach, involving proactive measures to cultivate a distinct consumer perception and differentiate the brand from competitors by actively promoting its green attributes to the target audience (Gong et al., 2020). Gong et al.'s (Gong et al., 2020) study identifies green emotional positioning and green functional positioning as key dimensions of green branding.

## 2.5. Green Advertising

Green advertising refers to any paid form of presentation and promotion of ideas, products, or services indirectly delivered by specific sponsors (Hilmi & Mulyana, 2020). It is an indirect communication method that conveys product advantages or benefits to generate

positive impressions, influencing consumers' purchasing decisions (Ambitan et al., 2021). Advertising effectively communicates brand identity and product value, aiding in the development of brand equity (Tan et al., 2019). Green advertising, as a modern marketing tool, operates through communication concepts to influence consumers' purchasing behavior by encouraging them to select products that are environmentally safe while highlighting the positive consequences of eco-friendly consumption (Sutisna, 2022). Green advertising encompasses promotional activities that link green products with environmental sustainability, advocate eco-conscious lifestyles, and portray companies as environmentally responsible (Tan et al., 2019). Tan et al.'s (Tan et al., 2019) study outlines the dimensions of green advertising as promoting socially responsible behavior, providing valuable information, encouraging product switching to green alternatives, ensuring honesty in claims, and presenting accurate representations.

### 2.6. Green Value

Green Value represents the benefits obtained by comparing different types of value (De Medeiros et al., 2016). Consumers assess the benefits relative to the costs of a product compared to other alternatives, based on their experiences and evaluations (Karunaratna & Kumara, 2018). This evaluation reflects consumers' overall assessment of a product's utility, considering what is received and what is given in exchange (Han et al., 2018). Green value is defined as consumers' assessment of the advantages obtained from a product relative to the sacrifices made, aligned with their environmental priorities (Pahlevi & Suhartanto, 2020). Green value can also be characterized as a set of environmentally conscious attributes that encourage positive word-of-mouth and motivate reuse intentions (Liu et al., 2020). Pahlevi and Suhartanto's (Pahlevi & Suhartanto, 2020) study highlights the dimensions of green value as providing benefits, emphasizing environmental care, and offering greater environmental advantages.

### 2.7. Conceptual Framework and Hypotheses

The conceptual framework for this result as figure below.

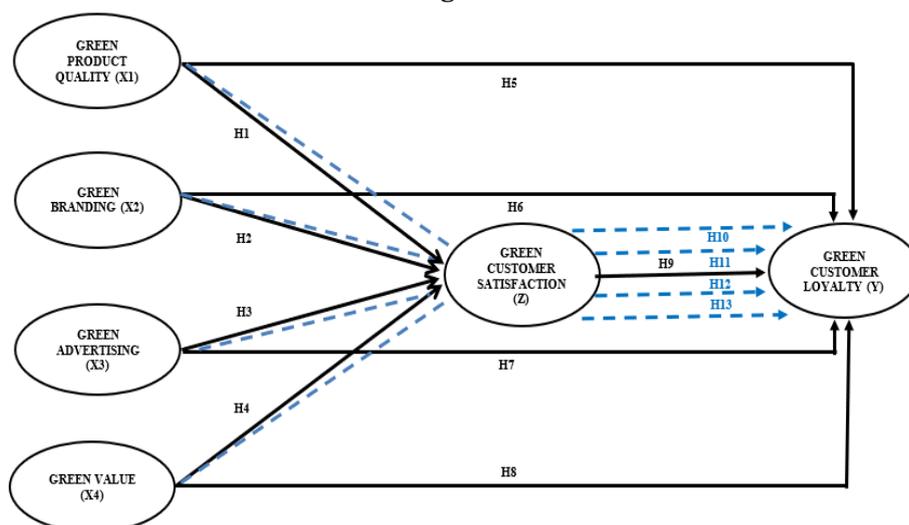


Figure 1. Research Framework

- H1:** Green Product Quality has a significant positive effect on Green Customer Satisfaction.
- H2:** Green Branding has a significant positive effect on Green Customer Satisfaction.
- H3:** Green Advertising has a significant positive effect on Green Customer Satisfaction
- H4:** Green Value has a significant positive effect on Green Customer Satisfaction

- H5:** Green Product Quality has a significant positive effect on Green Customer Loyalty
- H6:** Green Branding has a significant positive effect on Green Customer Loyalty
- H7:** Green Advertising has a significant positive effect on Green Customer Loyalty
- H8:** Green Value has a significant positive effect on Green Customer Loyalty
- H9:** Green Customer Satisfaction has a significant positive effect on Green Customer Loyalty.
- H10:** Green Product Quality has a significant positive effect on Green Customer Loyalty through Green Customer Satisfaction.
- H11:** Green Branding has a significant positive effect on Green Customer Loyalty through Green Customer Satisfaction.
- H12:** Green Advertising has a significant positive effect on Green Customer Loyalty through Green Customer Satisfaction
- H13:** Green Value has a significant positive effect on Green Customer Loyalty through Green Customer Satisfaction.

### 3. Methods

This research is descriptive quantitative and implemented as a cross-sectional study, where data is gathered at a specific moment in time and within a particular location. The study is conducted at the individual level, indicating that the unit of analysis is the individual consumer of green bottled mineral water products. For data analysis, this study applies Partial Least Squares Path Modeling (PLS-SEM). Both the outer model and inner model tests are performed using Smart PLS version 3.2.6. The research population includes residents living on Java Island. The study sample consists of consumers of green bottled mineral water products who reside in urban areas across Java. The sample size was calculated using Slovin's formula, yielding a total of 400 respondents. The sampling method employed is non-probability sampling, specifically purposive sampling. The criteria for respondent selection include individuals aged between 17 and 60 years who live on Java Island, actively consume green bottled mineral water products, and possess awareness and understanding of the significance of consuming environmentally friendly products.

### 4. Results and Discussion

#### 4.1. Research Results

The results of the validity and reliability assessments reveal that the outer loading values are  $\geq 0.70$ , signifying that all research variables are valid. This finding confirms the reliability of the instrument, as indicated by the Cronbach's Alpha values, which meet or exceed the threshold of 0.70. These results imply that the items consistently and accurately measure the same construct. Furthermore, the reliability findings obtained through Composite Reliability (CR) were compared with the Cronbach's Alpha values, as illustrated in the following table.

**Table 1. Cronbach's Alpha**

Variables	Cronbach's Alpha
Green Product Quality	0.937
Green Branding	0.888
Green Advertising	0.858
Green Value	0.831
Green Customer Satisfaction	0.915
Green Customer Loyalty	0.876

Table 1 illustrates that the instrument is considered reliable, as the Cronbach's Alpha value meets or exceeds the threshold of 0.70. This outcome signifies that the items consistently measure the intended construct. Additionally, a common method bias test was performed by evaluating the Variance Inflation Factor (VIF) values, all of which were  $\leq 5$  for the independent variables in the model. Consequently, it can be inferred that each variable successfully passed the collinearity test (Full Collinearity), thereby validating the data for further analysis.

Following this, hypothesis testing was conducted to explore the relationships among variables within the model. This testing assesses whether the relationships proposed in the model are statistically significant and clarifies the direction of the relationships between independent and dependent variables. The hypothesis testing in Smart PLS was carried out using the bootstrapping method. The outcomes of this hypothesis testing are displayed in Table 2 below.

**Table 2. Hypothesis Testing Results**

	Hypotheses	$\beta$	STDEV	T-Value	P Value	Result
H1	Green Product Quality $\rightarrow$ Green Customer Satisfaction	0.558	0.059	9.463	0.000	Accepted
H2	Green Branding $\rightarrow$ Green Customer Satisfaction	0.178	0.059	3.014	0.003	Accepted
H3	Green Advertising $\rightarrow$ Green Customer Satisfaction	0.115	0.046	2.518	0.012	Accepted
H4	Green Value $\rightarrow$ Green Customer Satisfaction	0.074	0.034	2.149	0.032	Accepted
H5	Green Product Quality $\rightarrow$ Green Customer Loyalty	0.355	0.072	4.953	0.000	Accepted
H6	Green Branding $\rightarrow$ Green Customer Loyalty	0.045	0.063	0.721	0.471	Rejected
H7	Green Advertising $\rightarrow$ Green Customer Loyalty	0.234	0.061	3.811	0.000	Accepted
H8	Green Value $\rightarrow$ Green Customer Loyalty	0.190	0.049	3.833	0.000	Accepted
H9	Green Customer Satisfaction $\rightarrow$ Green Customer Loyalty	0.163	0.064	2.534	0.012	Accepted
H10	Green Product Quality $\rightarrow$ Green Customer Satisfaction $\rightarrow$ Green Customer Loyalty	0.091	0.036	2.495	0.013	Accepted
H11	Green Branding $\rightarrow$ Green Customer Satisfaction $\rightarrow$ Green Customer Loyalty	0.029	0.016	1.783	0.075	Rejected
H12	Green Advertising $\rightarrow$ Green Customer Satisfaction $\rightarrow$ Green Customer Loyalty	0.019	0.010	1.835	0.067	Rejected
H13	Green Value $\rightarrow$ Green Customer Satisfaction $\rightarrow$ Green Customer Loyalty	0.012	0.008	1.489	0.137	Rejected

Source: Processed Research Data using Smart PLS (2024)

Based on the hypothesis testing presented in Table 2, the following explanations are provided:

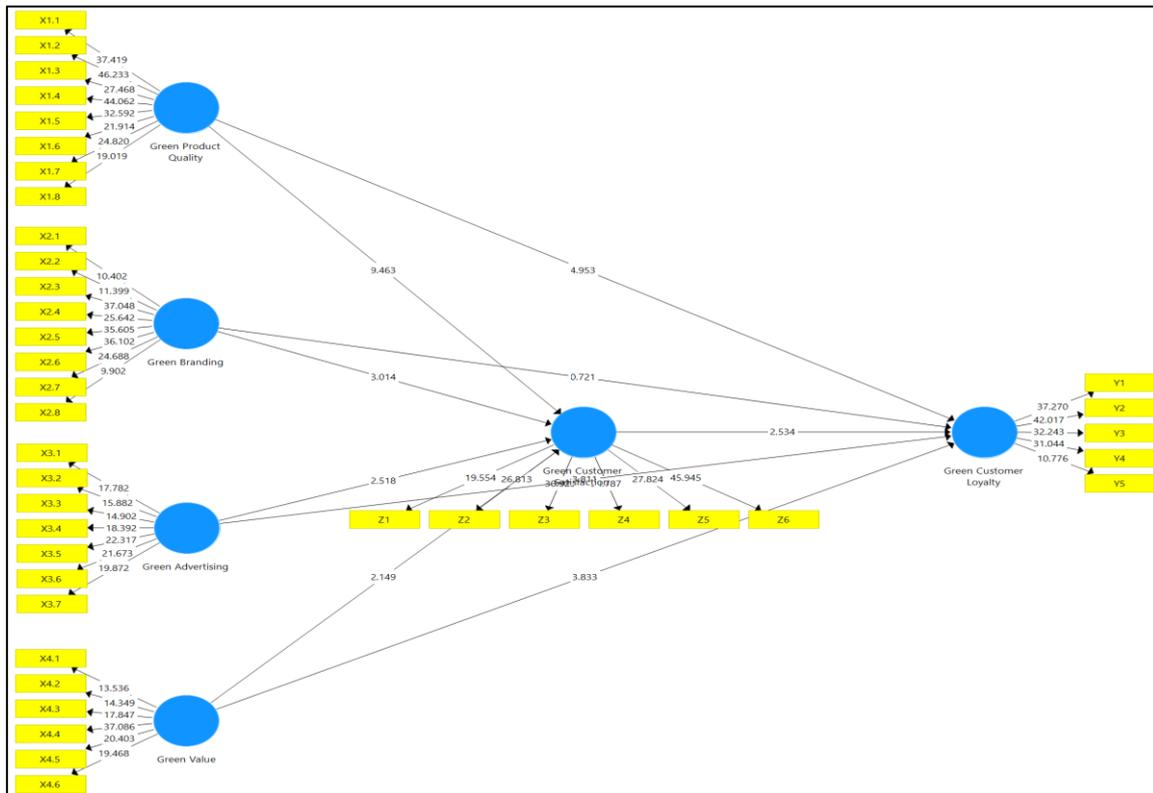


Figure 2. Bootstrapping Results

## 4.2. Discussion

### 4.2.1. The Influence of Green Product Quality on Green Customer Satisfaction and Green Customer Loyalty

Green product quality has a significant positive impact on green customer satisfaction for green bottled mineral water products. Enhancing green product quality serves as an effective strategy to improve green customer satisfaction. As product quality increases, consumers begin to perceive the difference, ultimately resulting in greater satisfaction and providing long-term benefits for the company. Consumers actively consider various factors to ensure that their chosen products align with their values and personal preferences, particularly regarding environmental responsibility. Green customer satisfaction related to green product quality is greatly influenced by the product's ability to meet expectations and needs focused on environmental aspects. Previous studies supporting this finding include Assaker et al. (2020), Pahlevi and Suhartanto (Pahlevi & Suhartanto, 2020), Nguyen-Viet (Nguyen-Viet, 2022), Gelderman et al. (Gelderman et al., 2021), and Ahadun et al. (2021).

Green product quality also significantly and positively affects green customer loyalty. When companies improve green product quality, it directly enhances green customer loyalty for green bottled mineral water products. Product quality and efforts to minimize environmental impact play vital roles in strengthening green customer loyalty, especially among individuals deeply concerned with environmental conservation. When companies take strategic steps to create green products, they not only enhance the intrinsic quality of these products but also foster attitudinal green customer loyalty. Environmentally conscious consumers are more inclined to remain loyal to brands that demonstrate genuine commitment to sustainability and environmental responsibility. Supporting studies include Baktash and Talib (Baktash & Talib, 2019), Assaker et al. (Assaker et al., 2020), Ahadun et al. (Ahadun et al., 2021), Fernando et al. (Fernando et al., 2017), and Nguyen-Viet (Nguyen-Viet, 2022).

#### **4.2.2. The Influence of Green Branding on Green Customer Satisfaction and Green Customer Loyalty**

Green branding has a significant positive effect on green customer satisfaction for green bottled mineral water products. When companies intensify their green branding efforts, consumers respond by increasing their satisfaction with the product. This indicates that consumers value and feel more satisfied with brands that display environmental responsibility. Branding plays a crucial role in predicting the extent to which consumers will feel satisfied with a product or service. Consumers often rely on brands as key indicators to evaluate quality, reliability, and expected satisfaction from products or services (Tarigan & Raja, 2022). This finding is consistent with previous empirical studies that have shown a significant positive relationship between green branding and green customer satisfaction, including studies by Tiwari (Tiwari, 2023), Nguyen-Viet (Nguyen-Viet, 2022), Ikramayosi et al. (2022), Savitri and Marlana (2023), Steven and Pratiwi (2020), and Dipa and Pratama (2017).

However, green branding has a positive but insignificant impact on green customer loyalty. This suggests that green customer loyalty tends to form based on habitual behavior and trust in well-established brands. Although green branding can attract consumer attention, customers accustomed to certain brands are likely to remain loyal to their previous choices due to comfort and trust in consistent quality. Even though green branding may enhance green customer satisfaction by meeting consumers' environmental preferences, improving quality perceptions, and creating positive emotions, these efforts are not always sufficient to influence green customer loyalty for green bottled mineral water products in Java. This finding contradicts several previous empirical studies, including those by Danko and Nifatova (Danko & Nifatova, 2022), Saragih and Prayitta (2023), Fernando et al. (Fernando et al., 2017), Tanwari (2020), and Biswas (2022).

#### **4.2.3. The Influence of Green Advertising on Green Customer Satisfaction and Green Customer Loyalty**

Green advertising has a significant positive impact on green customer satisfaction for green bottled mineral water products. When companies enhance their green advertising strategies, it leads to increased green customer satisfaction for these products. Advertisements that highlight the environmental aspects of a product strongly appeal to environmentally conscious consumers, thereby encouraging and strengthening their satisfaction with the product. Green advertising functions not only as a tool to convey product information but also as an interactive communication channel that facilitates the exchange of information between marketers and consumers. Previous studies supporting these findings include Jalees et al. (2021), Sadewa (2022), Tariq (2014), Shakir et al. (2021), and Hasibuan et al. (2022).

Green advertising also significantly and positively influences green customer loyalty. Enhancing green advertising strategies directly improves green customer loyalty for green bottled mineral water products. Green advertising is a modern marketing tool designed to influence consumer purchasing behavior by encouraging the purchase of environmentally friendly products and shifting attention to the positive impacts of such purchases on both individuals and the environment. High-quality green advertising correlates with stronger green customer loyalty. This finding aligns with prior empirical studies demonstrating a significant positive relationship between green advertising and green customer loyalty, including research by Sutisna (Sutisna, 2022), Hilmi and Mulyana (Hilmi & Mulyana, 2020), Ambitan et al. (Ambitan et al., 2021), Vinoth (2023), and Oematan and Subagio (2015).

#### **4.2.4. The Influence of Green Value on Green Customer Satisfaction and Green Customer Loyalty**

Green value has a significant positive effect on green customer satisfaction for green bottled mineral water products. When companies implement effective green value strategies, it leads to greater green customer satisfaction. Providing green value can substantially enhance consumer satisfaction when using green products. Strategies aimed at improving product quality or adding additional features that effectively meet consumer needs and desires play a crucial role. The importance of green value also lies in its ability to differentiate products from competitors. In an increasingly competitive market, consumers seek products that not only fulfill functional needs but also align with their green values. Supporting studies include Liu et al. (Liu et al., 2020), Pahlevi and Suhartanto (Pahlevi & Suhartanto, 2020), Han et al. (Han et al., 2018), Karunaratna and Kumara (Karunaratna & Kumara, 2018), Paulose and Shakeel (2022), and Issock et al. (Issock et al., 2020).

Green value also significantly and positively affects green customer loyalty. Consumers who perceive ecological benefits from green bottled mineral water products are more likely to remain loyal, making efforts to enhance green value directly contribute to increased brand loyalty. Consumers' perception of green value reflects their evaluation of the benefits gained from a product compared to the sacrifices made, in line with their needs. When consumers feel that the benefits received are proportional to the costs incurred, they are more inclined to remain loyal and not seek alternative brands. Well-informed consumers about a product's green value are more likely to stay loyal because they feel connected to the quality offered by the brand. Previous research supporting these findings includes Mustonen et al. (2016), Liu et al. (Liu et al., 2020), Pahlevi and Suhartanto (Pahlevi & Suhartanto, 2020), Dabija and Bejan (2019), Karunaratna and Kumara (Karunaratna & Kumara, 2018), and Paulose and Shakeel (Paulose & Shakeel, 2022).

#### **4.2.5. The Influence of Green Customer Satisfaction on Green Customer Loyalty**

Green customer satisfaction significantly and positively influences green customer loyalty for green bottled mineral water products. When companies intensify efforts to improve green customer satisfaction through effective environmentally friendly practices, it helps retain and enhance customer loyalty. Satisfaction derived from using green products contributes significantly to strengthening customer loyalty toward those products. Customer satisfaction is a critical factor in ensuring loyalty, as it reflects the extent to which consumer preferences or desires are fulfilled by a particular brand or product. Green customer satisfaction is a key element in building and reinforcing green customer loyalty, as satisfied consumers feel that the product meets or even exceeds their expectations in terms of quality and environmental benefits. This finding is consistent with previous empirical studies, including Pahlevi and Suhartanto (Pahlevi & Suhartanto, 2020), Sun et al. (2022), Assaker et al. (Assaker et al., 2020), Gelderman et al. (Gelderman et al., 2021), Tiwari (Tiwari, 2023), Nguyen-Viet (Nguyen-Viet, 2022), and Cavusoglu et al. (Çavusoglu et al., 2021).

#### **4.2.6. The Green Customer Satisfaction as a Mediator**

Green product quality has a significant positive effect on green customer loyalty through green customer satisfaction for green bottled mineral water products. Satisfied consumers are more likely to remain loyal, make repeat purchases, and recommend the product to others. Improvements in product quality are directly correlated with increased green customer satisfaction, and this heightened satisfaction significantly impacts green customer loyalty. Every enhancement or improvement in product quality not only boosts green customer

satisfaction but also strengthens green customer loyalty. This finding is consistent with previous empirical studies that have demonstrated a significant positive relationship between green customer loyalty and green customer satisfaction. Supporting studies include Suki (Suki, 2015), Suhaily and Darmoyo (Suhaily & Darmoyo, 2019), Rejeki (2019), and Harahap (2021).

Green branding has a positive but insignificant impact on green customer loyalty through green customer satisfaction. Green customer satisfaction does not serve as a significant mediator in enhancing green customer loyalty through green products. Although green branding can elevate green customer satisfaction, if the branding is not well-received or internalized by consumers, the resulting satisfaction will not be significant enough to increase green customer loyalty. Consumers may be satisfied with the environmentally friendly aspects of the product, but if they do not fully trust or connect with the quality promoted by the brand, this satisfaction will not translate into strong green customer loyalty. This finding contradicts several previous empirical studies, including those by Tiwari (Tiwari, 2023), Damayanti and Wahyono (Damayanti & Wahyono, 2015), Awal et al. (2018), and Tyas (2020).

Green advertising also has a positive but insignificant effect on green customer loyalty through green customer satisfaction. Although green advertising can enhance green customer satisfaction, its influence is not strong enough to significantly increase green customer loyalty. While green advertising may initially improve green customer satisfaction, without effective communication and consistent implementation, this satisfaction does not serve as a strong mediator between green advertising and green customer loyalty. This finding contradicts several prior empirical studies, including those by Suhaily and Darmoyo (Suhaily & Darmoyo, 2019), Putra et al. (2024), Qomariyah and Dwiridotjahjono (2024), Faizah and Khuzaini (2017), and Suntari and Wahyuni (2023).

Green value also has a positive but insignificant effect on green customer loyalty through green customer satisfaction. Although green value can increase green customer satisfaction, its impact is not strong enough to significantly improve green customer loyalty. Even though green value can enhance consumers' positive perceptions of green products, green customer satisfaction is often influenced by functional quality and price. Consumers may be satisfied with the product's environmental aspects, but if functional quality and pricing do not meet expectations, that satisfaction will not be sufficient to drive green customer loyalty. In this case, despite high green value, dissatisfaction with functional aspects and pricing can hinder the formation of green customer loyalty. This finding contradicts several previous empirical studies, including those by Han et al. (Han et al., 2018), Amin and Dhewi (2021), Wahyuni and Ihsanuddin (2019), and Arfifahani (2018).

#### 4.2.7. Study Limitations

This study has several limitations that should be acknowledged when interpreting the findings and their practical applications. First, the geographical limitation of this study, which was conducted exclusively on Java Island, may constrain the generalizability of the results to other regions in Indonesia or countries with differing social, economic, and cultural contexts. Variations in environmental awareness, consumer preferences, and market conditions in other locations may influence research outcomes. Second, this study focused only on specific variables, including green product quality, green branding, green advertising, green value, green customer satisfaction, and green customer loyalty. However, other potential factors that might impact green customer satisfaction and green customer loyalty were not examined in this research. Third, the data collection was conducted within a particular timeframe (cross-sectional), which may not capture evolving changes in consumer preferences or market conditions over time.

For future research, several directions can be explored to address these limitations and provide a more comprehensive understanding of green customer loyalty. First, expanding the geographical coverage of the study to include other regions in Indonesia or different countries with diverse social, economic, and cultural backgrounds could yield more generalizable insights. This broader approach could uncover regional differences in environmental awareness and consumer behavior toward green products. Second, incorporating additional variables, such as green image (Ahadun et al., 2021), green price perception (Gelderman et al., 2021), green perceived risk (Pahlevi & Suhartanto, 2020), and perceived experience (Paulose & Shakeel, 2022), could enrich the findings. Third, adopting a longitudinal research design would enable future studies to observe changes in consumer behavior over time, capturing dynamic shifts in market trends and environmental awareness. Lastly, utilizing a mixed-methods approach that combines quantitative and qualitative data could provide deeper insights into consumer motivations and perceptions, allowing companies to develop more effective green marketing strategies.

## 5. Conclusion

Based on the previous discussions, it can be inferred that the factors directly influencing green customer satisfaction include green product quality, green branding, green advertising, and green value. Meanwhile, the factors affecting green customer loyalty consist of green product quality, green advertising, green value, and green customer satisfaction. Green customer satisfaction effectively mediates the relationship between green product quality and green customer loyalty. The novelty of this research lies in the development of a new model that comprehensively illustrates the relationships between variables in building green customer loyalty. This model integrates the direct influence of green product quality, green branding, green advertising, and green value on green customer satisfaction. This new model offers a deeper understanding of how environmentally friendly product quality and green marketing strategies synergistically enhance customer satisfaction and loyalty, an area that has not been extensively explored in the context of green products.

## 6. References

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