



Strengthening Green Loyalty: How Green Marketing, Green Perceived Value, and Environmental Concern Drive Green Satisfaction (A Study of Uniqlo's Consumer in Bandung Metropolitan)

Eka Septiarini^{1*}, Horas Djulius², Dudung Juhana³

¹Doctoral Student at Universitas Pasundan Bandung

²Lecturer at Universitas Pasundan Bandung

³Lecturer at Sekolah Tinggi Ilmu Ekonomi Pasundan

Corresponding author e-mail address: eka.septiarini@lecture.unjani.ac.id

Abstract

The objective of this study is to identify, examine, and analyze the influence of green marketing on green customer satisfaction, the influence of green perceived value on green customer satisfaction, the influence of environmental concern on green satisfaction, and the influence of green satisfaction on green customer loyalty of Uniqlo consumers in Bandung Metropolitan. Data were collected from respondents aged between 17 and 55 years old, residing in the Bandung Metropolitan area, and having purchased Uniqlo's green products at least twice in the past year. The analysis was performed using Lisrel - Structural Equation Modeling version 8.8. The findings reveal that green marketing, green perceived value, and environmental concern simultaneously contribute 73.6% to green customer satisfaction with Uniqlo in Bandung Metropolitan, while the remaining 26.4% is influenced by other variables. Partially, green marketing contributes 18.5%, green perceived value 24.4%, and environmental concern 30.7% to green satisfaction. Additionally, green satisfaction has been proven to have a significant influence of 79.9% on green loyalty among Uniqlo consumers in Bandung Metropolitan.

Keywords: Green Marketing, Green Perceived Value, Environmental Concern, Green Satisfaction, Green Loyalty

1. Introduction

Global environmental changes have become a major issue attracting widespread attention, particularly in the context of sustainable development. Various environmental problems, such as increasing waste generation, water and air pollution, and global warming, pose serious challenges to ecosystem sustainability and societal well-being (Indonesia Environment and Energy, 2023).

In Indonesia, waste management still faces multiple obstacles, with approximately 33.24% of waste being improperly managed (National Waste Management Information System, 2022). Household waste is the primary contributor, followed by plastic and organic waste, as well as industrial waste, exacerbating environmental degradation. This highlights the need for innovative approaches in waste management, one of which is adopting the circular economy concept as a sustainability strategy (Green Growth Bappenas, 2024).

The circular economy aims to extend product life cycles, reduce waste, and optimize the reuse of available resources. This concept aligns with Indonesia's Green Economy Strategy 2025–2045, which emphasizes reducing natural resource exploitation and improving efficiency in raw material utilization (Norman, 2022). The transition from a linear economy model of "take-make-dispose" to a circular economy is expected to balance economic growth and environmental preservation.

One of the sectors contributing significantly to environmental pollution is the fashion industry, particularly fast fashion. Over the past decade, textile waste production has increased significantly, driven by economic growth and high consumption patterns (H. T. Nguyen et al., 2020). Fast fashion, characterized by the mass production of inexpensive clothing, has drastically increased textile waste, making it the second-largest polluting industry after the oil sector (Bick et al., 2018).

Globally, clothing consumption is projected to reach 102 million tons by 2030 (Sangrawati et al., 2022). Unfortunately, most garments are only used for a short period, with 66% ending up as waste, 19% being incinerated,

and only 15% being recycled (Ruiz, 2024). Furthermore, the fashion industry accounts for 10% of global carbon emissions and consumes 20% of the world's total water usage (Gazzola et al., 2020).

In Indonesia, the fashion industry has also experienced rapid growth. As the fourth most populous country in the world, the textile industry is one of the key sectors supporting the national economy (Worldometers, 2023). However, this expansion has also led to an increase in textile waste, which currently constitutes 2.5% of the total national waste volume (National Waste Management Information System, 2022). If this trend continues, the negative environmental impact will become even more severe and difficult to control.

As awareness of the environmental impact of fast fashion increases, the concept of sustainable fashion has emerged as an alternative solution. Sustainable fashion promotes higher-quality products with longer lifespans and the use of more environmentally friendly materials (Štefko & Steffek, 2018). However, public awareness of sustainable fashion remains relatively low. Studies indicate that only 28% of Indonesians have a deep understanding of sustainable fashion products (Katadata Insight Center, 2021). Therefore, effective green marketing strategies are needed to enhance consumer awareness and interest in sustainable fashion.

Research by (Cameron & Kafi, 2019) highlights that global consumers are becoming increasingly aware of the importance of transparency in clothing production processes. Environmentally conscious consumers tend to prefer brands that implement sustainability principles. Although eco-friendly fashion trends are gaining traction, the compound annual growth rate (CAGR) in this sector declined by -3.24% in 2020 (Business Wire, 2020). This indicates ongoing challenges in educating consumers and fostering collective awareness of responsible consumption.

As one of the leading global fast fashion brands, Uniqlo has begun transitioning to more sustainable business practices through green marketing strategies and environmental awareness campaigns. However, the company faces several challenges in maintaining consumer loyalty. In 2020, Uniqlo's revenue declined by 109.6 billion yen (-26.9% YoY), with an operational loss of 12.7 billion yen (Fast Retailing, 2022). This downward trend continued in 2022, with a 17.4% drop in operating profit (Fast Retailing, 2022). Several factors contributed to this decline, including consumer dissatisfaction with products, changes in consumption patterns due to the pandemic, and increasing demand for more sustainable fashion products (Fatimah, 2023).

In response to shifting consumer behavior trends post-pandemic, Uniqlo launched the "Unlocking The Power of Clothing" initiative in 2021. This campaign aims to reinforce the company's commitment to sustainability by incorporating recycled materials, reducing production waste, and implementing clothing recycling programs (Uniqlo Sustainability Report, 2022). However, further research is needed to evaluate the effectiveness of these strategies in enhancing consumer loyalty and satisfaction. By understanding the factors influencing consumer behavior and the effectiveness of green marketing strategies, this research aims to contribute to the development of a more environmentally responsible fashion industry that prioritizes long-term sustainability.

2. Conceptual Structure

2.1. Green Marketing, Green Perceived Value and Environmental Concern to Green Satisfaction

Yazdanifard & Mercy (2011) found that effective green marketing strategies not only enhance environmental awareness but also positively impact customer satisfaction by adding value to green products. Furthermore, Suki (2019) revealed that green perceived value, which includes customers' perceptions of the functional and emotional benefits of green products, has a direct effect on customer satisfaction and increases brand trust. Additionally Martinez (2022) asserted that the higher consumers' environmental awareness, the greater their satisfaction with green products, as their purchasing decisions align with their sustainability values. Thus, the combination of green marketing implementation, customers' perceived value of green products, and environmental concern collectively contributes to improving customer satisfaction with sustainable products. Therefore, the researcher proposes a hypothesis

H1: Green marketing, green perceived value and environmental concern simultaneously have a positive effect to green satisfaction.

2.2. Green Marketing to Green Satisfaction

Effective green marketing can enhance consumer satisfaction with green products. Clear and transparent communication about the environmental benefits of a product can increase consumer trust and satisfaction (Kang & Namkung, 2018; Wang et al., 2019; White et al., 2019). Furthermore, research shows that the green marketing mix, including product, price, promotion, and distribution, positively impacts green customer satisfaction (Joshi & Rahman, 2019).

Moreover, effective marketing communication, such as the use of eco-friendly packaging and advertising, enhances consumer satisfaction as it fosters a sense of participation in environmental protection efforts. Research also indicates that green promotion and green pricing have a significant impact on increasing green customer satisfaction, followed by the quality of green products and the competence of sales personnel in conveying sustainability values. Considering what was observed regarding green marketing and green satisfaction, the present study proposed the following hypothesis:

H2: Green marketing positively influences green satisfaction of Uniqlo’s customer.

2.3. Green Perceived Value to Green Satisfaction

The higher the consumers’ green perceived value, the higher their satisfaction levels. Consumers who perceive that green products offer greater benefits than the costs incurred tend to be more satisfied (Gleim et al., 2013; Joshi & Rahman, 2019; Wang et al., 2019). Other studies reveal that high green perceived value reflects the alignment between consumer expectations and green product attributes, thereby increasing satisfaction (H. T. Nguyen et al., 2020).

Based on previous studies, green perceived value is a crucial factor in determining consumer satisfaction with environmentally friendly products. Research indicates that the higher the value a product provides and the more it aligns with consumer expectations, the greater the satisfaction experienced, both functionally and emotionally. Green products that meet expectations and offer tangible benefits in supporting environmental sustainability can significantly enhance customer satisfaction. Considering what is stated from previous studies about green perceived value and green satisfaction the present study presents the following hypothesis:

H3: Green perceived value positively influences green satisfaction of Uniqlo’s customer.

2.4. Environmental Concern to Green Satisfaction

Consumers with a high level of environmental concern are more likely to be satisfied with green products because these products align with their values and beliefs (Liobikienė & Bernatoniene, 2017; H. T. Nguyen et al., 2020; White et al., 2019). Research findings indicate that individuals with strong environmental concerns tend to be more selective in choosing green products, which positively affects their satisfaction (Wang et al., 2019).

Consumers with high environmental concern evaluate a product’s compliance with green standards before making a purchase. They experience greater satisfaction when green products align with their personal principles. Furthermore, the present study presents the following hypothesis:

H4: Environmental concern positively influences green satisfaction of Uniqlo’s customer.

2.5. Green Satisfaction to Green Loyalty

Green satisfaction significantly contributes to green loyalty. Consumers who are satisfied with green products are more likely to repurchase and recommend them to others (Joshi & Rahman, 2019; H. T. Nguyen et al., 2020; Wang et al., 2019). Other studies also state that high green satisfaction strengthens customer commitment to green brands, thereby increasing long-term loyalty (Gleim et al., 2013).

Based on previous studies, it can be concluded that green satisfaction plays a crucial role in fostering green loyalty, where consumers who are satisfied with eco-friendly products tend to make repeat purchases and recommend them to others. Green products that meet consumer expectations create positive experiences that strengthen consumers’ emotional attachment to the brand, even amid market competition. Therefore, the researcher proposes a hypothesis:

H5: Green satisfaction positively influences green satisfaction of Uniqlo’s customer.

2.6. Theoritic Model

The proposed conceptual framework, as illustrated in Figure 1, demonstrates that green loyalty is influenced by consumers' green satisfaction. Furthermore, the model also indicates that green satisfaction is directly affected by green marketing, green perceived value, and environmental concept.

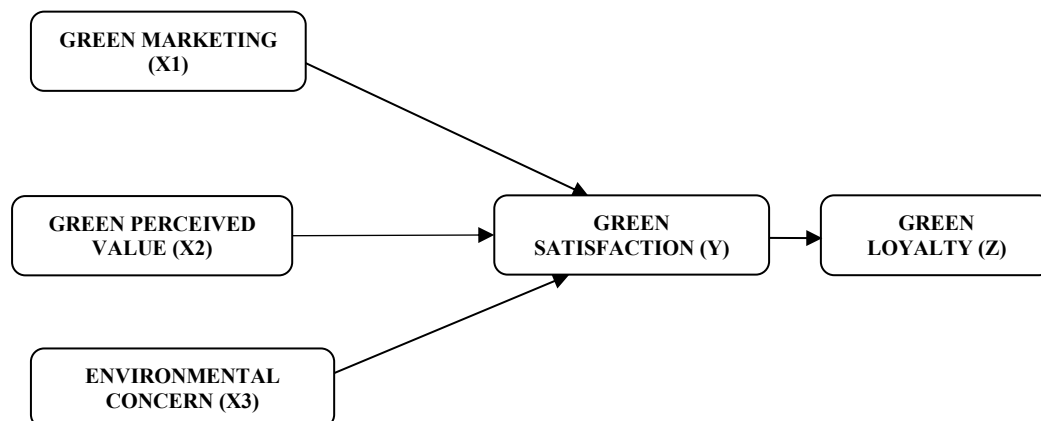


Figure 1: Conceptual Structure of Research

3. Method

This study employs a descriptive and verificative quantitative method with a survey design, utilizing a questionnaire measured on a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of 129 questions and was divided into two parts. The first part presented 9 questions about sociodemographic data. The second part presented 47 statements referring to green marketing, 24 statements referring to green perceived value, 15 questions statements referring to environmental concern, 18 statements referring to green satisfaction and 16 statements referring to green loyalty. An online platform is a valuable tool for researchers, allowing data collection from many individuals in a short period (Newman et al., 2021). Thus, a questionnaire was designed, and data was collected using an online survey platform (Google Forms).

4. Results

4.1 Sociodemography Result

Of the 384 respondents, most respondents corresponding to 40.36% of them, are aged between 25 and 32 years old, followed by 27.34% between 17 and 24 years old and 17.71% aged between 33 and 40 years old. Regarding to gender 71.59% identified themselves as female, and 28.41% identified as male. Concerning education 57,29% complete their undergraduate degree, 20.83% completed their postgraduate degrees and followed 20.83% complete higher education. Most of respondents are private sector workers 46,88%, business owner 23.44%, followed by civil servant 10.42%. As for the average income, 39.06% most of the participants reported income above 3 to 5 million rupiah, 26.04 % answered above 5 to 10 million rupiah and 15.62% of the respondents claimed to earn above 1 to 3 million rupiah and Lisrel-Structural Equation Modeling was used to analyze the data and model proposed by the study.

4.2 Descriptive Result

The classification of respondents' mean scores is categorized into five levels: scores ranging from 1.00 to 1.80 (20% - 36%) are classified as very Poor, 1.81 to 2.60 (36.2% - 52%) as poor, 2.61 to 3.40 (52.2% - 68%) as fair, 3.41 to 4.20 (68.2% - 84%) as good, and 4.21 to 5.00 (84.2% - 100%) as very Good (Alavi et al., 2020).

The recapitulation of 384 respondents' answers regarding Uniqlo's green marketing variable shows an average score of 3.38, which falls into the fairly good to good category. Consumers' perception of Uniqlo's green value received an average score of 3.39, also classified as fairly good to good. Meanwhile, environmental concern obtained an average score of 3.41, which is categorized as good. In terms of green customer satisfaction, the recorded average score is 3.34, placing it in the fairly good to good category. Similarly, green loyalty achieved an average score of 3.35, also classified as fairly good to good. Overall, based on respondents' feedback, various aspects of Uniqlo's green marketing are perceived as fairly good, although there is still room for improvement in certain dimensions.

4.3 Verificative Result

4.3.1 Validity and Reliability Measurement

The validity measurement is assessed based on questionnaire items, indicated by a loading factor from the results of Confirmatory Factor Analysis (CFA) for each dimension of the latent variable, which must be greater than 0.5 and statistically significant with a t-value exceeding the t-table value of 1.96 (Hair et al., 2019).

Reliability is a measure that indicates the extent to which a research instrument is free from bias or errors, ensuring consistent measurement over time and across various items within the instrument. In Structural Equation Modeling (SEM) or CFA, reliability assessment is primarily conducted using Construct Reliability (CR), with a minimum acceptable value of 0.7. Additionally, an evaluation of convergent validity is necessary, which is assessed through Variance Extracted (VE), with a minimum required value of 0.5 (Hair et al., 2019).

Table 1: Confirmatory Factor Analysis Result (Software Lisrel 8.8)

Variable	Dimension	Loadings	t-value > t table 1,96	Adapted From	Variance Extract	Construct Reliability
Green Marketing (X1)	Product	0.749	16.78	Al-Majali & Tarabieh (2020); Novela et al. (2018); Vilkaite-Vaitone & Skackauskiene (2019)	0.561	0.920
	Place	0.724	16.00			
	Place	0.720	15.89			
	Promotion	0.768	17.40			
	People	0,753	16.92			
	Process	0.740	16.49			
	Physical Evidence	0.754	16.95			
Green Perceived	Policy	0.759	17.10	Kisieliauskas & Jančaitis (2022);	0.563	0.865
	Provided Information	0.774	17.60			
	Functional Value	0.750	16.38			
	Social Value	0,86	17.51			

Variable	Dimension	Loadings	t-value > t table 1,96	Adapted From	Variance Extract	Construct Reliability
Value (X2)	Emotional Value	0.716	15.37	Majeed et al. (2022); Nor Azam et al. (2022); Suki et al. (2022)		
	Conditional Value	0.739	16.05			
	Epistemic Value	0.762	16.75			
Environmental Concern (X3)	Egoistic Concern	0.792	16.70	Chan (2018); Cruz & Manata (2020); Halkos et al. (2018); Imaningsih et al. (2019)	0.548	0.781
	Altruistic Concern	0.824	17.53			
	Biospheric Concern	0.582	11.45			
Green Satisfaction (Y)	Happy to purchase green product	0.720	15.85	Çavusoglu et al. (2021); Chrisjatmiko (2018); Nguyen et al. (2017)	0.577	0.872
	Glad to purchase green product	0.752	1,86			
	Satisfied with the purchase decision	0.797	18.32			
	Satisfied with product's environmental contribution	0.737	16.37			
	Overall satisfied with the product	0.791	18.12			
Green Loyalty (Z)	Repeat Purchase	0.728	15.79	Bekar et al. (2020); Mudrika et al. (2024); Pahlevi & Suhartanto (2020); Wong et al. (2023)	0.526	0.816
	First Decision	0.758	16.02			
	Recommendation	0,25	15.62			
	Future Decision	0.691	14.61			

Source: Output Lisrel (2024)

4.3.2 Structural Model Evaluation, Hypothesis Testing and Model Fit Assesment

1) Sub Structure I (The Influence of Green Marketing, Green Perceived Value, Environmental Concern to Green Satisfaction)

a. Simultaneous Testing

Regarding green satisfaction, the hypothesis states that green marketing, green perceived value, and environmental concern influence green satisfaction simultaneously.

The following is the structural model for Sub-Structure I:

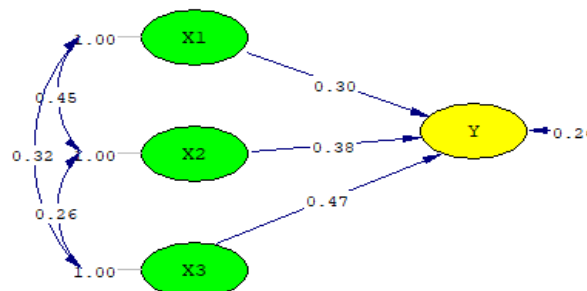


Figure 2: The structural model with standardized path coefficients for each pathway and t-test values

Structural Equation I:

$$Y = 0.298 X1 + 0.383 X2 + 0.465 X3, \text{Errorvar.} = 0.264, R^2 = 0.736$$

(0.0475)	(0.0493)	(0.0497)	(0.0434)
6.260	7.777	9.358	6.066

To determine the simultaneous influence of green marketing, green perceived value, and environmental concern on green satisfaction (Y), hypothesis testing was conducted by examining the F-statistic (F-test).

Table 2: Simultaneous Hypothesis Testing of X1, X2, and X3 on Y

Hipotesis	R ²	F _{value}	F _{table}	Decision	Result
H1: X1, X2 and X3 → Y	0.736	353.131	2.628	Rejected H ₀	Accepted and Significant

Source: Output Lisrel (2024)

Based on the calculation results, the coefficient of determination (R^2) was found to be 0.736, indicating that the variables green marketing, green perceived value, and environmental concern collectively influence green satisfaction by 73.6%. Thus, it can be concluded that the contribution of these three variables to green satisfaction is significant. Meanwhile, the influence of other factors outside the variables included in this model is 26.4%, reflecting the impact of external factors not covered in this study.

These findings confirm that the first structural model is acceptable. The following section presents the calculations of direct and indirect effects, as well as the contribution of each variable to green satisfaction.

Table 3: Contribution of X1, X2, and X3 on Y

Variable	Coefficient	Influence					Total
		Direct	Indirect			Total	
			X ₁	X ₂	X ₃		
Green Marketing (X ₁)	0.298	8.9%		5.1%	4.5%	9.6%	18.5%
Green Perceived Value (X ₂)	0.383	14.7%	5.1%		4.6%	9.7%	24.4%
Environmental Concern (X ₃)	0.465	21.6%	4.5%	4.6%		9.1%	30.7%
The simultaneous influence of X1, X2, and X3 on Y							73.6%
External Variables on Y							26.4%

Source: Output Lisrel (2024)

Table 3 illustrates the influence of green marketing on green satisfaction, amounting to 18.5%, which comprises a direct effect of 8.9% and an indirect effect of 9.6% due to its interrelation with other independent variables (X). The influence of green perceived value on green satisfaction is 24.4%, consisting of a direct effect of 14.7% and an indirect effect of 9.7% resulting from its association with other independent variables. Meanwhile, the influence of environmental concern on green satisfaction reaches 30.7%, with a direct effect of 21.6% and an indirect effect of 9.1% due to its interrelation with other independent variables. Among these factors, environmental concern contributes the highest effect (30.7%), followed by green perceived value (24.4%), while green marketing has the smallest impact (18.5%).

b. Partial Testing

The hypothesis testing was conducted partially on each independent or exogenous variable, specifically examining the influence of green marketing (X1) on green satisfaction (Y), green perceived value (X2) on green satisfaction (Y), and environmental concern (X3) on green satisfaction (Y).

Table 4: Contribution of X1, X2, and X3 on Y

Hypothesis	Path Coefficient	t _{value}	t _{tablel}	Decision	Result
H2: X ₁ → Y	0.298	6.26	1.97	Rejected H ₀	Accepted and Significant
H3: X ₂ → Y	0.383	7.78	1.97	Rejected H ₀	Accepted and Significant
H4: X ₃ → Y	0.465	9.36	1.97	Rejected H ₀	Accepted and Significant

Source: Output Lisrel (2024)

The results of this study indicate that green marketing, green perceived value, and environmental concern have a positive and significant influence on green customer satisfaction. First, green marketing is proven to positively affect green satisfaction, with a t-value of 6.26, which is greater than the t-table value of 1.97. Thus, the null hypothesis (H₀) is rejected, indicating that an increase in green marketing will enhance green customer satisfaction by 0.298.

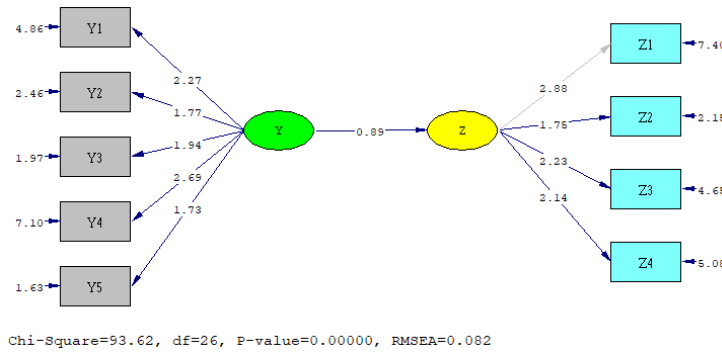
Furthermore, green perceived value is also found to have a positive impact on green customer satisfaction. The analysis results show a t-value of 7.78, which again exceeds the t-table value of 1.97, leading to the rejection of H₀. With a path coefficient of 0.383, this finding confirms that the higher the customer's perception of the green value of a product, the greater their level of green satisfaction.

Additionally, environmental concern has the most significant influence on green customer satisfaction. With a t-value of 9.36, far exceeding the t-table threshold of 1.97, this study demonstrates that environmental concern contributes positively to green satisfaction, with a path coefficient of 0.465. This implies that the higher the customer's environmental awareness, the greater their green satisfaction.

Overall, the findings of this study emphasize that green marketing strategies, green perceived value, and environmental concern are crucial factors in enhancing customer satisfaction with green products. Therefore, companies aiming to improve customer satisfaction in the context of green products should focus on developing effective green marketing strategies, enhancing customers' perceived green value, and promoting environmental awareness and concern.

2) Sub Structure II (The Influence of Green Satisfaction to Green Loyalty)

The following is the structural model for Sub-Structure II:



Chi-Square=93.62, df=26, P-value=0.00000, RMSEA=0.082

Figure 3: Sub Structure II Diagram Model
Source: Output Lisrel (2024)

Structural Equation II:

$$Z = 0.894Y, \text{Errorvar.} = 0.201, R^2 = 0.799$$

(0.0635) (0.0441)

14.084 4.562

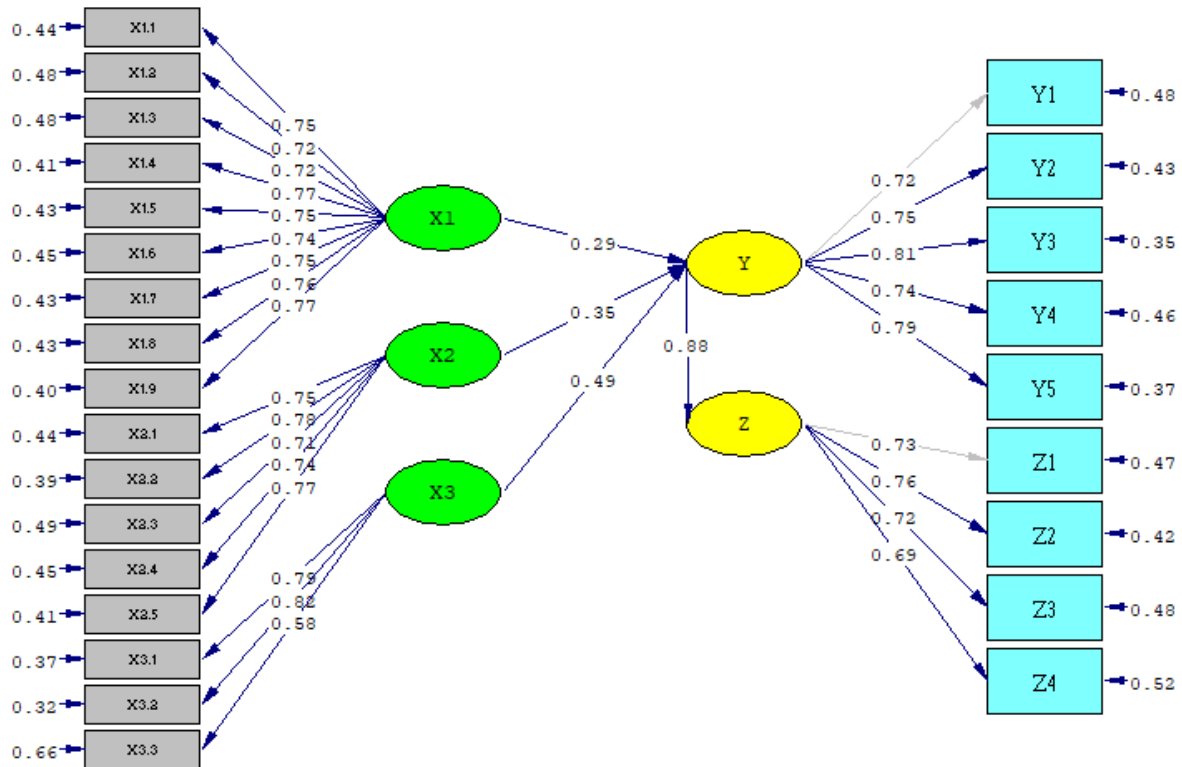
Table 5: Partial Hypothesis Testing of Y on Z

Hypothesis	Path Coefficient	t _{value}	t _{table}	Decision	Result
H5: Y → Z	0.894	14.08	1.97	Rejected H ₀	Accepted and Significant

Source: Output Lisrel (2024)

Based on the calculation results on Table 5, the t-value for green satisfaction is 14.08. The obtained t-statistic falls within the rejection region of H₀, as the t-value is greater than the t-table value of 1.97 (t-value = 14.08 > 1.97). Thus, the decision is to reject H₀. Therefore, the statistical test results indicate that green satisfaction has a positive influence on green loyalty, with a path coefficient of 0.894, meaning that every increase in green satisfaction will enhance consumer green loyalty by 0.894.

3) Model Fit Assessment (Goodness of Fit)



Chi-Square=628.66, df=292, P-value=0.00000, RMSEA=0.055

Figure 4: Overall Structural Model Diagram: The Influence X1, X2, X3 on Y and Its Implications for Z
Source: Output Lisrel (2024)

The results of the Goodness of Fit (GOF) measures indicate a well-fitting model, as evidenced by the following criteria in Table 6.

Table 6: Results of the Structural Model Goodness of Fit Analysis

GOF Measure	Nilai Cut-off Value	Computational Result	Test Finding
Chi-Square	df = 292 $\chi^2_{table} = 332.85$	446.826	Not Fit
Probability (Significance)	≥ 0.05	0.000	Not Fit
RMSEA	< 0.08	0.036	Fit
GFI	> 0.90	0.919	Fit
AGFI	> 0.90	0.903	Fit
CMIN/DF	≤ 2	1.530	Fit
NFI	> 0.90	0.972	Fit
NNFI	> 0.90	0.989	Fit
IFI	> 0.90	0.990	Fit
RFI	> 0.90	0.968	Fit
CFI	> 0.90	0.990	Fit
RMR	< 0.08	0.501	Fit
SRMR	< 0.08	0.043	Fit

Source: Output Lisrel (2024)

The goodness of fit test results indicate that the overall model is fit. Although the chi-square value is greater than the table value with a significance level of < 0.05 , other fit indices such as $CMIN/DF < 2$, $GFI > 0.9$, $NFI > 0.9$, and $RMSEA < 0.08$ demonstrate a good model fit (Ghozali dalam Ali, 2021). RMSEA, as the primary indicator of good fit, has a value of $0.036 < 0.08$, supporting the conclusion that the tested structural model aligns with expectations and exhibits a good fit (Alavi et al., 2020; Hox & Bechger, 2015).

5. Discussion

Hypothesis 1 is accepted, demonstrating that, green marketing (X1), green perceived value (X2) and environment concern (X3) simultaneously and significantly influence green satisfaction (Y). This finding aligns with previous studies by Yazdanifard & Mercy (2011), Suki (2019), and Martinez (2022), which suggest that the combination of green marketing implementation, customers' perceived value of green products, and environmental concern collectively contributes to improving customer satisfaction with sustainable products. Therefore, the researcher proposes this hypothesis.

Hypothesis 2 is accepted, confirm that green marketing (X1) positively and significantly influences green satisfaction (Y). This finding is consistent with previous research, which shows that green marketing significantly impacts customer satisfaction and green consumption behavior (Ahmed et al., 2024; Jiang et al., 2023). Transparent communication of a company's green initiatives enhances customers' positive perceptions and strengthens brand loyalty toward green brands (Gelderman et al., 2021). Other studies further support that green marketing has a positive correlation with customer satisfaction (Giwa-Amu, 2023; Mudrika et al., 2024). More aggressive green marketing campaigns and government policy support are needed to strengthen this impact. Additionally, businesses implementing green marketing strategies are more likely to thrive in an increasingly environmentally conscious market (Lopes et al., 2024; Majeed et al., 2022).

Hypothesis 3 is accepted, confirm that green perceived value (X2) positively and significantly influences green satisfaction (Y). This finding aligns with previous studies that indicate green perceived value significantly impacts consumers' satisfaction, as consumers evaluate eco-friendly products based on their functional, social, emotional, epistemic, and conditional benefits (Kushwah et al., 2019; Pahlevi & Suhartanto, 2020). (Yue et al., 2020) found that green perceived value contributes to green consumption intentions, with social value being a key factor in shaping customer satisfaction. Green consumers tend to associate eco-friendly product consumption with positive social identity (Khan & Mohsin, 2017). Moreover, customer satisfaction with green products is influenced by the balance between price, time, and effort spent compared to the benefits received (Fauziyah et al., 2023; Yusiana & Widodo, 2020). Products with high environmental value increase consumer trust in the brand (Román-Augusto et al., 2022). Consumers are more satisfied when the environmental, social, and emotional benefits they receive align with the price they pay, even though concerns about quality and pricing persist (Al Amin & Dhewi, 2021). (Zainurrafiqi et al., 2021) further confirmed that functional, social, and emotional values contribute to customer satisfaction, emphasizing the need for brands to ensure real benefits, foster community engagement, and create positive consumer experiences.

Hypothesis 4 is accepted, confirm that environmental concern has a significant positive effect on green satisfaction (Y). Attitudes, personal norms, and consumer awareness of environmental issues, such as pollution and resource conservation, drive pro-environmental behaviors, including the purchase of green products (Chen et al., 2015; Cruz & Manata, 2020). With rising awareness of climate change and ecosystem degradation, consumers increasingly prioritize sustainability in their purchasing decisions, enhancing satisfaction with eco-friendly products (Cruz & Manata, 2020). Altruistic consumers experience higher satisfaction when their choices align with moral values, such as supporting ecological balance and the well-being of future generations, while also avoiding guilt associated with using environmentally harmful products (Li et al., 2021; Prakash et al., 2019). Research has shown that higher environmental concern leads to greater satisfaction with green products, particularly when brands demonstrate a strong commitment to sustainability through eco-friendly materials (Chan, 2018; Khaw et al., 2023). Vinoth (2023); Wu et al. (2019) found that individuals with high environmental concern report higher green satisfaction as they perceive their purchases as contributing to environmental preservation. However, transparency is crucial, as consumers tend to be skeptical of green claims that lack verifiable evidence, which can reduce their overall satisfaction (Watson et al., 2023).

Hypothesis 5 is accepted, confirm that green satisfaction (Y) positively and significantly affects green loyalty (Z). Consumers who are satisfied with eco-friendly products tend to remain loyal and recommend them to others (Pahlevi & Suhartanto, 2020). Green consumers exhibit stronger loyalty when products meet their functional and emotional expectations and provide tangible benefits such as energy efficiency and reasonable pricing (Al Amin & Dhewi, 2021; Suhaily & Darmoyo, 2019). Purchasing green products that align with sustainability values further enhances both satisfaction and loyalty (Çavusoglu et al., 2021; Sofyan & Lumban Batu, 2023). Brands that maintain transparency in their environmental commitments and product quality are more effective in retaining customer loyalty (Chrisjatmiko, 2018; Dabija, 2018; García-Salirrosas & Rondon-Eusebio, 2022).

6. Conclusion

The primary objective of this study is to analyze consumer loyalty towards Uniqlo's green products in Bandung Metropolitan and to verify the proposed research hypotheses. Hypotheses 1 to 5 indicate a positive and significant influence. The findings reveal that green marketing, green perceived value, and environmental concern collectively contribute 73.6% to green customer satisfaction with Uniqlo in Bandung Metropolitan, while the remaining 26.4% is influenced by other variables. Partially, green marketing contributes 18.5%, green perceived value 24.4%, and environmental concern 30.7% to green satisfaction. Additionally, green satisfaction has been proven to have a significant influence of 79.9% on green loyalty among Uniqlo consumers.

From a practical perspective, this study provides valuable implications for Uniqlo in strengthening its green marketing efforts, enhancing green perceived value, increasing environmental concern, and improving green satisfaction and loyalty. To reinforce green marketing, Uniqlo should actively communicate its environmental initiatives through educational and transparent campaigns, including the use of sustainable raw materials and clothing recycling programs. Green perceived value can be improved by highlighting the functional, aesthetic, and environmental benefits of green products while ensuring competitive pricing. Environmental concern can be strengthened by encouraging consumer participation in sustainability programs, such as returning used clothing or collaborating with green communities.

To enhance green satisfaction, Uniqlo must ensure that its eco-friendly products provide tangible comfort and benefits that align with consumer expectations, while also strengthening advocacy through campaigns and incentives for consumers supporting sustainability. Green loyalty can be fostered by creating a sustainable shopping ecosystem, such as loyalty programs based on eco-friendly actions or rewards for customers contributing to Uniqlo's green initiatives. Through consistent and innovative strategies, Uniqlo can further solidify its brand image as an environmentally responsible company while increasing customer satisfaction and loyalty.

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