The Influence Of Green Marketing, Green Perceived Risk, Green Brand Image And Green Satisfaction On Consumer Loyalty Toward Avoskin Products

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Abstract

Green marketing represents a managerial approach that aims to recognize, anticipate and meet the demands of consumers and society in a sustainable and financially profitable manner. When implemented effectively, green marketing strategies tend to foster stronger consumer loyalty. Conversely, inadequate applications can negatively impact customer engagement. This study seeks to examine how green: marketing, perceived risk, brand image, and satisfaction affect consumer loyalty. The study used a descriptive quantitative methodology, utilizing multiple linear regression analysis with the help of SPSS software. A total of 100 respondents were selected through the non-probability sampling method using purposive sampling. These findings show that the four green marketing variables, green perceived risk, green brand image, and green satisfaction have a positive and statistically significant effect on consumer loyalty to Avoskin products.

INTRODUCTION

Public awareness of the importance of green products and their adverse impact on the environment has increased in recent years. This has encouraged changes in consumption patterns, especially in the beauty industry, where consumers are now more selective in choosing skin care products that are made from natural ingredients and packaged in an environmentally friendly manner (Kristiana & Aqmala, 2023). Reporting from Waste4Change, the beauty industry in Indonesia, including skincare products, contributes It is estimated that the volume of plastic waste that appears every year reaches 6.8 million tons, of which 70% has not been handled properly. This condition not only increases concerns about environmental hazards, but also encourages companies to innovate in creating sustainable products (Waste4Change.com, 2023).

This phenomenon creates business opportunities for companies, especially those that are able to adopt sustainability trends by offering environmentally friendly products. This is supported by public awareness of green products influenced by marketing strategies (Prameswari et al., 2023). Companies that implement marketing strategies that highlight the sustainability value as well as eco-friendly attributes of the products offered have the potential to increase competitiveness, attract new market segments, and build consumer loyalty (Alnasser & Alhijris, 2025). In 2020, the level of consumer awareness of eco-friendly products increased by 112%, as interest in more responsible consumption grew. This data shows that the green product market continues to grow and is becoming a strategic opportunity that companies cannot ignore (Kinasih et al., 2023).

This opportunity encourages the popularity of Green marketing strategies among companies. Green marketing is a marketing strategy that integrates sustainability principles in product development, packaging, production processes, and promotional methods to build a

positive image and consumer loyalty (Rizqiningsih & Widodo, 2021). This is in line with research Sofyan & Karmela Fitriani (2023) that states that green marketing strategies affect consumer loyalty. Green brand image also contributes to building consumer loyalty, because brands that have an environmentally friendly image tend to be more trusted and chosen by consumers who care about sustainability issues (Maulidia & Putri, 2023). However, loyalty of consumers is not only influenced by brand image, but also by their perception of risk towards green products, consumers who doubt the effectiveness to quality of eco-friendly products tend to have lower loyalty to the brand (Chen & Chang, 2012). Loyalty itself is a strategic challenge because maintaining and reaching consumers requires an adaptive and trend-relevant approach (Suryanti & Adi, 2023). In addition, green satisfaction with environmentally friendly products also has a role in building loyalty of consumers, consumers who are satisfied with the quality and benefits have the opportunity to use the product regularly and recommend it to others (Roman et al., 2023). Green satisfaction significantly increases customer loyalty, reinforcing the evidence that satisfaction with eco-friendly products is essential to the effectiveness of a company's green marketing strategy (Indriyani & Yani, 2023).

Avoskin, as one of the local brands built by PT. AVO Innovation Technology in 2014 adopted a green marketing strategy, by presenting products made from natural ingredients and sustainable packaging. Since 2020, Avoskin has implemented product reformulation with the concept of clean beauty, ensuring that it is also committed to focusing on the quality of its products through a more eco-friendly formulating and with avoiding alcohol content, SLS-free materials so that there is no testing on animals that have the potential to damage the environment (avoskin.com). Avoskin products apply glass packaging and use plastic derived from sugarcane processing so that it is environmentally friendly and the implementation of this strategy pushed it to reach the fourth position in beauty product sales with total sales of IDR 28 billion.

Figure 1. Best Selling Skincare Brands Chart (Compas.co.id, 2023)

Although the concept of green marketing is becoming more popular and applied by various brands, there is still a gap from previous research on how much it affects consumer loyalty, especially for local brands like Avoskin. Some previous research has shown that awareness of green products is not necessarily followed by long-term loyalty. Factors such as green perceived risk can be an obstacle because consumers may feel doubtful about the effectiveness or safety of products that are claimed to be environmentally friendly (Bernarto et al., 2022). In addition, green brand image and consumer satisfaction also play an important role in building loyalty (Astini, 2017). In the context of Avoskin, there are still not many studies that specifically explore how the interaction between green marketing, green brand image, green perceived risk, and green satisfaction affects consumer loyalty. This creates a research gap that allows for a deeper insight of the factors that collectively and individually contribute to loyalty.

Based on the explanation of these challenges and gaps, this research is focused on efforts to explore the interaction regarding the influence of green marketing, green perceived risk, green brand image, and green satisfaction on consumer loyalty toward Avoskin products. It is expected that this research can offer additional insight into the importance of desire elements in building consumer loyalty to local skincare products such as avoskin. In addition, the data generated from this research can be used as supporting information in designing strategies to build consumer loyalty through a sustainability approach. On the other hand, this research can also enrich the academic literature in the area of green marketing, particularly within the context of local Indonesian brands.

Green Marketing

According to the American Marketing Association (AMA), marketing that is done with the assumption of being environmentally friendly is defined as green marketing (Agustini, 2019). This form of marketing involves a range of activities, including product modifications, adjustments to production and packaging processes, and advertising strategies. Kotler emphasizes that organizations are responsible for identifying the wants, needs, and interests of their target market and fulfilling them in a more effective and efficient manner, while also maintaining or enhancing the well-being of consumers and society. Green marketing is seen as a strategy that leverages environmental issues to promote products. This aligns with Kotler and Keller (2008), who describe green marketing as an initiative aimed at environmentally responsible production (Agustini et al., 2019). Products derived from natural materials are less likely to pollute because they do not produce waste so they are an effort to save the environment (Thoibah et al., 2022). Green products, also referred to as eco-friendly products seek to conserve natural resources for instance, by incorporating content or integrating recycling (Gelderman et al., 2021).

Previous research conducted by Gede et al. (2022); Rito & Azzahra (2020); Jusni & Usman (2022) Green marketing demonstrates a positive effect on loyalty of consumers. Several other previous findings show that the implementation of green marketing strategies has a significant positive impact on increasing loyalty (Kavitha, 2020; Rizqiningsih & Widodo, 2021). These findings indicate that the more effective the company's green marketing strategy, the higher the level of customer loyalty formed.

H1 : It is suspected that green marketing has a positive effect on Consumer Loyalty

Green Perceived Risk

According to Schiffman & Kanuk (2015) explains that consumer risk perception arises when individuals experience uncertainty due to their inability to estimate the consequences arising from a decided purchase action. In short, the perceived perception of risk encourages consumers to avoid purchasing certain products or services to reduce the likelihood of experiencing fraud (Kusumawati & Tiarawati, 2022). According to Chen & Chang (2012), green perceived risk refers to consumer perceptions of possible impacts that can arise from decisions in buying environmentally friendly products. Companies should also keep in mind the fact that consumers are unlikely to compromise on the functionality of the product. Risk perception is defined as the view of uncertainty and the possibility of negative impacts when carrying out certain activities (Suciani et al., 2023).

Chen & Chang (2012) These risks will also affect consumer attitudes. In some ways, the risks faced by clients are observed and perceived to be stronger than the profits they make. The results of the study Arifin et al. (2023) show that risk perception has a significant positive effect on consumer loyalty. While the research Al Amin & Dhewi (2021). Showing results that risk perception has an effect on loyalty of consumers. Formulated below is the hypothesis of this study, based on the literature review and the previously established relationships among the variables:

H2 : It is suspected that green perceived risk affects Consumer Loyalty

Green Brand Image

Green Brand Image is a collection of consumer assumptions on a brand that reflects a commitment to environmental care. Green brand image is essential for businesses because it

increases environmental awareness, has a good influence on green brand preferences and is strongly linked to green brand image loyalty (Lin et al., 2017). According to Chen (2010) Green, brand image is a combination of commitment and environmental concern that is reflected by a brand from consumer perception. Green brand image has a direct relationship with purchasing behavior and contributes to an environmentally friendly competitive advantage (Zameer et al., 2020). It also includes three categories of benefits: functional, symbolic, and experiential, called "green benefits". Meanwhile, it classifies those benefits into two types, namely concrete benefits and psychological benefits (Dangelico & Vocalelli, 2017). These researchers believe that both types are equally valuable. According to the biggest impact on brand placement comes from the combination of the two types (Ha Minh, 2022).

Green Brand image can improve the consumers brand image so that it affects their actions. For example, a strong green brand image significantly impacts overall brand perception, which in turn can influence consumer loyalty toward eco-friendly products (Ha Minh, 2022). Consumers are generally willing to pay more for products with a strong brand reputation, because they feel they are getting more value from the brand (Putri et al., 2024). Brand formation plays a role as a foundation in building consumer perception of the attractiveness of a product, and is seen as a form of mental interaction that is formed when consumers remember a certain brand Alamsyah & Hadiyanti (2017); Maharani (2020) cited in the research (Rahmadhani & Widodo, 2023).

Green brand image was found to be related to consumer loyalty by several previous studies. Research Çavusoglu et al. (2021) conducted the results of the study show that perspectives on eco-friendly practices have a beneficial impact on customer green brand image, green satisfaction and commitment similarly. The research Arham et al. (2024) also explains that green brand image contributes positively to increasing loyalty. The study Phase & Greece (2024) also shows that green brand image has a significant and positive effect on consumer loyalty. Regarding to the literature review and between the relationship variables that have been discussed previously, the hypothesis formulated is as follows.

H3 : It is suspected that green brand image has a positive effect on Consumer Loyalty

Green Satisfaction

According to (Chen, 2010) green satisfaction, it is a fun stage in fulfilling consumer desires by considering environmental concerns related to consumption and use. Satisfied customers make it possible to buy back a product or service compared to dissatisfied customers (Gelderman et al., 2021). Green Satisfaction refers to as a level of satisfaction related to aspects of their environment, health, or expectations (Roman et al., 2023). With growing environmental awareness, consumers are not only willing to purchase products that impact nature, but also become more conscious of environmental issues as members of society. In this context, several scholars have introduced the concept of green consumer satisfaction, which is defined as an indicator of the level of satisfaction derived from the ability of a product or service to fulfill consumer wants, needs, and preferences in a durable, sustainable, and environmentally friendly way (González et al., 2023).

Green satisfaction has been identified as related to consumer loyalty by several previous studies introducing the concepts of green satisfaction among consumers and loyalty of consumers (Gelderman et al., 2021). The findings of the research Indriyani & Yani (2023) findings suggest that green satisfaction exerts a significant and positive influence on loyalty of consumers. This is reinforced by revealing that consumer satisfaction positively impacts on loyalty of consumers (Mai & Cuong, Dam, 2021; Cuong & Khoi, 2019). The hypotheses formulated based on the literature review and the relationship between the variables discussed earlier are as follows:

H4 : It is suspected that green satisfaction has a positive effect on Consumer Loyalty

Customer Loyalty

According to Kotler and Keller (2016), customer loyalty is defined as the determination from within to continue to make repeated transactions in the future, both in good economic situations and bad economic situations (Gelderman et al., 2021). Customer loyalty is commonly known as a strong commitment to buy back a product in the future. Consumer loyalty reflects a

strong emotional bond and inclination toward a particular brand or product, which is formed because a company is perceived to provide the best value. Loyalty makes a positive contribution to the company, especially in the form of sustainable profits (São Paulo & Rahanatha, 2019).
H5 : It is suspected that Green marketing, green perceived risk, green brand image, and green satisfaction have a significant effect on Consumer Loyalty in avoskin products

The framework of this study describes the relationship among variables such as green marketing, green perceived risk, green brand image, green satisfaction, and loyalty of consumers. Consumer loyalty to Avoskin products is considered the result of consumers' experience and perception of the company's green marketing strategy.
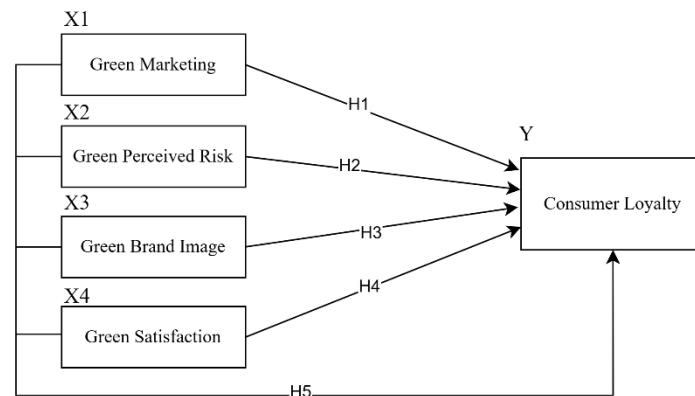

Figure 2. Conceptual Framework.

METHODS

This study employed a quantitative approach with data obtained through a survey using a questionnaire on google forms. This study uses data on the consumer population of Avoskin product users and domiciled in the city of Medan. Because the population size is not known for sure, the sampling method applied is non-probability sampling using the purposive sampling approach. According to, purposive sampling is a technique for selecting samples based on specific criteria. The characteristics of the respondents in this reserach are: 1) consumers who have bought Avoskin products more than twice. 2) live in the city of Medan. The Cochran formula was used in this study to calculate the required sample size, which resulted in a minimum of 96 respondents. The number was then rounded to 100 respondents to obtain more representative results (Scott, 2020; Sugiyono, 2020).

In this study, the independent variables used were Green marketing (X1), green perceived risk (X2), green brand image (X3), green satisfaction (X4) and for the dependent variable used, namely Consumer Loyalty (Y1).

Table 1. Measurement of Variables

Variable	Indicator	Measurement	Reference
Green Marketing (X1)	1. Green Product	Likert scale	(Govender, 2019) in research (Sofyan & Karmela Fitriani, 2023:288)
	2. Green Price		
	3. Green Promotion		
	4. Green Place		
Green Perceived Risk (X2)	1. Product Performance	Likert scale	(Tarabieh, 2021)
	2. Product Function		
	3. Environmental Damage Liability		

	4. Negative Environmental Impacts		
Green Brand Image (X3)	1. Environmental Commitment Benchmark.	Likert scale	(Chen, 2010)
	2. Environmental Reputation.		
	3. Environmental Performance.		
	4. Consistent Environmental Care.		
	5. Trusted Brand In The Environment.		
Green Satisfaction (X4)	1. Happy With Environmental Commitment.	Likert scale	(Chen, 2010)
	2. Believe In Environmental Performance.		
	3. Environmentally Friendly.		
	4. Satisfied with environmental concerns.		
Consumer Loyalty (Y)	1. Repeact Purchase	Likert scale	Kotler and Keller (2016) cited in the study (Rahmadhani & Widodo, 2023)
	2. Retention		
	3. Referrals		

The information obtained from the survey form will be examined through multiple linear regression modeling equations, hypothesis testing, including T tests, F tests and coefficients of determination with SPSS Statistics 27 Software tools. If the validity test indicates that the r-value is greater than the value in the table 0.195. Therefore, the entire statement can be said to be valid. Furthermore, reliability tests are performed to ensure each statement item of each variable has good consistency.

RESULTS AND DISCUSSION

Data Description

As shown in Table 2, the respondents' profile indicates that most participants were female (83%) and largely consisted of individuals aged 13–24 years (97%). Most of the respondents bought Avoskin products 2-3 times (54%) and were students or students (93%).

Table 2. Demographics

Characteristics	Criterion	Respondents	Percentage
Gender	Man	17	17
	Woman	83	83
	Total	**100**	**100**
Age	13-24 years old	97	97
	25-35 years old	3	3
	Total	**100**	**100**
	2-3 times	54	54
	3-5 times	40	40

Aura Sabbrina, et al

The Influence Of Green Marketing, Green Perceived Risk, Green Brand...

How often to buy avoskin products	> 5 times	6	6
	Total	**100**	**100**
Employment Status	Students	93	93
	Private Employees	5	5
	And more	2	2
	Total	**100**	**100**

Source: Processed Data, 2025

Validity and Reliability Tests

Validity and reliability testing was used to ensure that the survey form instruments used in this research were feasible and trustworthy. The validity test uses a correlation of the r-value calculated > 0.195, so that according to the validity test results, all items in the questionnaire are considered valid. Furthermore, the reliability test uses Cronbach's Alpha, where the results of reliable instruments can be used to collect data to meet the requirements of the research variables by obtaining an alpha value of > 0.6.

Table 3. Result of Validity and Reliability Tests

Validity Test					Reliability Test	
Variable	Items	r-value	r-table	Information	Cronbach Alpha	Decision
Green Marketing	GM_1	0.763	0.195	Valid	0.774	Reliable
	GM_2	0.804	0.195	Valid		Reliable
	GM_3	0.744	0.195	Valid		Reliable
	GM_4	0.778	0.195	Valid		Reliable
Green perceived risk	GP_1	0.842	0.195	Valid	0.847	Reliable
	GP_2	0.795	0.195	Valid		Reliable
	GP_3	0.836	0.195	Valid		Reliable
	GP_4	0.847	0.195	Valid		Reliable
Green Brand image	GBI_1	0.873	0.195	Valid	0.9	Reliable
	GBI_2	0.835	0.195	Valid		Reliable
	GBI_3	0.821	0.195	Valid		Reliable
	GBI_4	0.879	0.195	Valid		Reliable
	GBI_5	0.818	0.195	Valid		Reliable
Green Satisfaction	GS_1	0.8	0.195	Valid	0.831	Reliable
	GS_2	0.775	0.195	Valid		Reliable
	GS_3	0.831	0.195	Valid		Reliable
	GS_4	0.851	0.195	Valid		Reliable
Consumer Loyalty	Y1	0.774	0.195	Valid	0.764	Reliable
	Y2	0.87	0.195	Valid		Reliable
	Y3	0.829	0.195	Valid		Reliable

Source: Processed Data, 2025

Classic Assumption Test

Table 4. Result of Normality Test

Normality Test	Requirement	Information

| 0.2 | 0.05 | Normal Distribution |

Source: Processed Data, 2025

Table 5. Result of Multicollinearity Test

Independent variable	Collinearity Statistic	
	Statistics	VIP
Green Marketing (X1)	0.436	2.291
Green Perceived Risk (X2)	0.808	1.238
Green Brand Image (X3)	0.415	2408
Green Satisfaction (X4)	0.7	1.428

Source: Processed Data, 2025

Regarding the results of the normality test presented in Table 4 using the One-Sample Kolmogorov-Smirnov method, a significance value (Sig. 2-tailed) of 0.200 was obtained, which exceeds the 0.05 significance level. Thus, it can be concluded that the residuals are normally distributed, indicating that the regression model is appropriate for further analysis. Furthermore, table 5 The results of the multicollinearity test show that all variables, namely Green Marketing (X1), Green Perceived Risk (X2), Green Brand Image (X3), and Green Satisfaction (X4) have a VIF score below 10 and a tolerance above 0.1. With the explanation above, it can be inferred that this model does not exhibit any symptoms of multicollinearity.
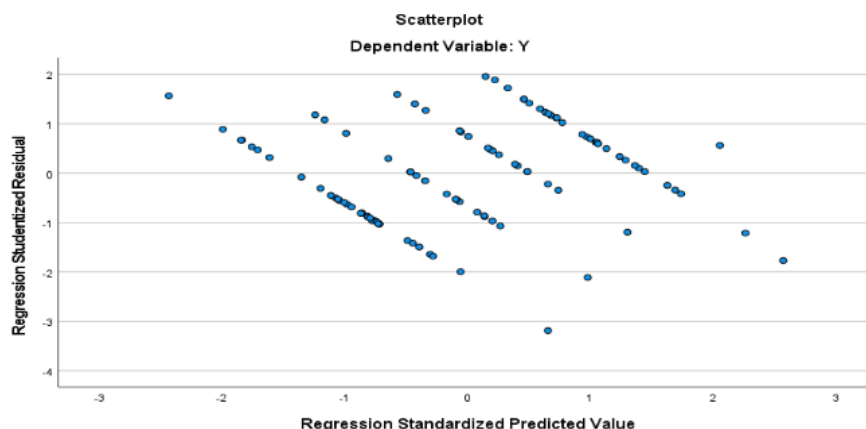

Figure 3. Results of Heteroscedasticity Test
Source: Processed data, 2025

Based on the test graph in Figure 2, it appears that the distribution of the dots occurs randomly without forming a specific pattern, either above or below the zero line on the Y axis.

Hypothesis Testing

Table 6. Hypothesis Test Result

Model	B	t	Sig.t
(Constanta)	-2.852	-2.945	0.004
X1 (Green Marketing)	0.213	5.360	0.000
X2 (Green Perceived Risk	0.176	5.103	0.000
X3 (Green Brand Image)	0.238	9.140	0.000
X4 (Green Satisfaction)	0.259	7.141	0.000
F	52.952		
Sig.F	0.000		
R Squared	0.690		
Adjusted R Square	0.677		

Source: Processed Data, 2025

Regarding the findings from the multiple linear regression result shown in the table above, the regression formula was derived used to identify the following predictive factors: Y = -2.852 + 0.213 + 0.176 + 0.238 + 0.259 + e

Regarding on table 6, the results of multiple linear analysis are obtained that all independent variables, namely Green Marketing (X1), Green Perceived risk (X2), Green Brand Image (X3), Green Satisfaction (X4) positively affect the dependent variable, namely consumer loyalty (Y) This is because it is shown by the findings of the t-test owned by each independent variable (Sig.t) of 0.000 which is smaller than (0.05) and evident from the calculated t-value (X1 = 5.360), (X2 = 5.103), (X3 = 9.140), (X4 = 7.140) > t table 1.985. Thus, partially each of the variables X1, X2, X3, X4 has a significant influence on loyalty of consumers.

Furthermore, Table 6 presents the outcome of the F test, with an F value of 52.952 > F table 2.47. In addition, the significance test (F-test) shows a p-value of 0.000. Since this value is below the significance threshold (α = 0.05), it can be concluded that there is a simultaneous significant effect of the four independent variables on the dependent variable, namely consumer loyalty.

As for table 6, the the output of the coefficient of determination (R Square) show a value of 0.690 or 69% which indicates that the value of the coefficient shows Green Marketing (X1), Green Perceived risk (X2), Green Brand Image (X3), Green Satisfaction (X4) to consumer loyalty in avoskin products is quite closely related, and the adjusted value of R Square or the value of the determination coefficient shows that the relationship between Green Marketing (X1), Green perceived risk (X2), Green Brand Image (X3), Green Satisfaction (X4) on consumer loyalty in avoskin products accounted for 0.677 or 67% while the remaining 33% were influenced by additonal variables not explore in this research.

Regarding the analysis that has been conducted, the following findings are obtained, First the results of the analysis confirm that green marketing exerts a significant and positive influence on loyalty of consumers to avoskin products. This indicates that implementing green marketing strategies in Avoskin products can increase consumer loyalty in use and can also increase public awareness about the importance of sustainability and environmental impact. These results are consistent with the findings of previous studies Rito & Azzahra (2020) obtained by those who stated the influence of green marketing on loyalty of consumers. This is also in line with research Rizqiningsih & Widodo (2021) showing that green marketing results affect consumer loyalty in a Case Study at Starbucks Coffee Surabaya City.

The results of the second analysis discussed the influence of green perceived risk on consumer loyalty with the result that green perceived risk was proven to have a positive and significant influence on Consumer Loyalty, which means that consumers are more loyal to brands that are considered to have awareness and responsibility for environmental impacts, as reflected in Avoskin's commitment to maintaining sustainability. The result in this research are consistent with research Marakanon & Panjakajornsak (2017) findings on the influence of perceived risk and consumer trust on loyalty to environmentally friendly electronic products in Thailand. Empirical findings state that green perceived risk affects loyalty of consumers.

Furthermore, the third analysis highlights the effect of green brand image on loyalty of consumers. The results of the study show that green brand image has a significant and positive influence on loyalty of consumers. These findings indicate that the stronger the eco-friendly brand image that Avoskin has, the greater the level of consumer loyalty to its products. Consumers view Avoskin as a brand that not only focuses on product quality, but also shows concern for environmental sustainability. The result in this study align with research Çavusoglu (2021) and Phase & Greece (2024) which states that green brand image positively affects consumer loyalty.

The final analysis results concern the effect of green satisfaction on loyalty of consumers. The results obtained are that green satisfaction has been proven to have a positive and significant influence on loyalty of consumers. This implies that the higher the level of consumer satisfaction with the environmentally friendly aspects offered by Avoskin in managing its business, the greater

the consumer loyalty to the product. The findings in this research are in line with Mai & Cuong Dam (2021) showing that green satisfaction positively impacts on loyalty of consumers. Similarly, research findings conducted by Cuong & Khoi (2019) those who stated that green satisfaction had a notable and positively influence effect on consumer loyalty in store studies in Vietnam.

The simultaneous test in this study obtained findings indicating that the four independent variables, which include green marketing, green perceived risk, green brand image, and green satisfaction collectively exert a significant or influence on the dependent variable, namely consumer loyalty in Avoskin products.

CONCLUSION

The study concludes that, individually, green marketing, green perceived risk, green brand image, and green satisfaction each have a positive and significant impact on consumer loyalty to Avoskin products. Simultaneously, these four independent variables have demonstrated a positive and significant influence on consumer loyalty to Avoskin products. These findings show that implementing green marketing concepts and Avoskin's commitment to sustainability principles can have an impact on increasing loyalty to environmentally friendly products. Because consumer loyalty can be interpreted as a firm and sustainable commitment from consumers to continue to consistently use the services or products they intend to choose in the future, which ultimately encourages the repurchase of the same product or brand continuously.

For further research, it is recommended to conduct studies on other types of relevant industries, such as the facial care industry, other local cosmetics, It can include other variables that allow to be factors affecting consumer loyalty, in addition to the theoretical approaches of different and latest experts, so that it is expected to enrich scientific insights in the field of marketing, especially related to consumer behavior towards environmentally friendly products.

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