



**THE INFLUENCE OF GREEN MARKETING, BRAND IMAGE, PRODUCT
QUALITY ON CUSTOMER LOYALTY REVIEWED ON ISLAMIC
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Abstract

This study aims to analyze the influence of Green Marketing, Brand Image, and Product Quality on customer loyalty reviewed from the Islamic business perspective of the study on consumers of MS Glow in Bandar Lampung. The approach in this study is to use quantitative research methods. The population in this study is all customers in Bandar Lampung MS Glow unknown number (unknown population). The number of samples used in this study was 96. The results of this study show that Brand Image and Product Quality individually have a positive and significant impact on customer loyalty. Although Green Marketing does not have a significant individual influence, the three variables of Green Marketing, Brand Image, and Product Quality simultaneously contribute to customer loyalty, implying a complex interaction in which brand image plays an important role when combined with green initiatives and guaranteed product quality.

Keywords: Green Marketing, Brand Image, Product Quality, Customer Loyalty



INTRODUCTION

Lifestyle is a person's pattern of life in the world that is expressed in their activities, interests, and opinions (Paendong, 2016). Lifestyle or lifestyle is a person's pattern of life in the world that is reflected in activities, interests, and opinions. Lifestyle changes will affect the choice of models and brands of products to be purchased by consumers. So, it can be concluded that lifestyle or lifestyle reflects the whole person who interacts in their environment. Therefore, it can be concluded that lifestyle is a person's life pattern expressed in activities, interests, and opinions in spending money and how to allocate time.

The phenomenon of the use of skin cosmetic products or skincare in Indonesia is currently experiencing a very significant increase. Many people began to be interested in doing self-reward (self-care), both men and women, from teenagers to the elderly, who live in rural and urban areas (Resty et al., 2024). The underlying reason why the phenomenon of skincare use is so widespread in Indonesia is inseparable from the ease of getting skincare products; many companies or business actors compete to innovate to create skincare products that vary in terms of price, benefits offered, and product quality. And facial wash is one of the most basic products and is often used by various circles.

Skin care is usually associated with women, but with the passage of time, men have also begun to use skin care, and it has not become a strange thing for men. The guidance of life has led them (men) to start paying attention to appearance because cleanliness and good looks of men become a plus. Caring for the skin today is very important because caring for the face from an early age is important in order to get healthy skin, so that pollutants that cause disease can be avoided. It's good that you take care of your skin early, that is, starting from adolescence. Skin care done from a young age becomes an investment for later old age (Muhliza et al., 2025).

Skincare is in great demand by various levels of society in Indonesia, including the lower middle class to the top, because skincare has important benefits for their survival. In the market, there are various skincare brands available, such as Ms Glow, Scarlet, Wardah, and many more. The reason for choosing Ms Glow products, that Ms Glow products have the best local product ratings and have many enthusiasts because they provide promising results, this is evidenced by the many positive reviews and testimonials from users. Ms Glow comes with complete products such as skincare for women and skincare for men, body lotion, loose powder, clay mask, and moisturizer. Ms Glow products contain natural ingredients and are BPOM and safe to use for pregnant women



and nursing mothers. The brand consistently continues to innovate, as demonstrated by the launch of various new products such as specific facial washes, Dual Serum Mist, and New toners, while maintaining its massive distribution strength with thousands of stores and hundreds of thousands of partners across the country. In addition, based on the 2024 Top Brand Award report, MS Glow is still recognized as one of the skincare brands with strong sales, proving customer loyalty and high brand awareness in the highly competitive beauty market.

Top Brand Index

BEARD & HAIR SERUM FOR MEN (Fase 1)		
Brand	TBI	
MS Glow	45.60%	TOP
Kahf	29.70%	TOP
Wak Doyok	9.50%	
His Erha	9.00%	
Cave Beard	6.00%	

Sumber: Top Brand Award (www.topbrand-award.com)

Figure 1

Top Men's Skincare Brands by Top Brand Award In 2024

Source: www.topbrand-award.com, October 2024

Based on the Top Brand Index data above for the Beard & Hair category Serum for Men, Ms Glow brand occupies the top position with the acquisition of TBI of 45.60%. This figure far surpasses its closest competitor, Kahf, which is in second place with 29.70%. This dominant position of MS Glow indicates that the brand has very strong brand awareness, purchasing power, and/or loyalty in the men's mustache and hair serum market, making it the clear market leader in this phase of the survey and gaining recognition as a TOP Brand. The high percentage of TBI MS Glow shows a significant market share in this category, almost matching the combined percentage of the four brands below it. This success reflects the successful marketing strategy and penetration of MS Glow products in the men's grooming segment, specifically for beards and hair. The results of this survey confirmed MS Glow's position as not only a recognized brand, but also the most voted and trusted by male consumers in the Top Brand Award measurement period.

MS Glow continues to strengthen its position as one of the leading local skincare and cosmetic brands in Indonesia by focusing on product innovation and developing a massive business network. The brand consistently launches new



products that meet the needs of the urban market, such as the Dual Serum Mist, which combines serum and face mist, and the MS Glow For Men product line, which has recorded dominance in the men's grooming market. In addition to product innovation, its strength lies in the expansion of MS Glow Aesthetic Clinics in various major cities and the use of aggressive digital marketing strategies, including the use of influencers and e-commerce, supported by thousands of partners throughout Indonesia to ensure widespread product availability and maintain high brand awareness.

This achievement reflects MS Glow's success in building a strong Mind Share, Market Share, and Commitment Share in the midst of market competition. Mind Share is a brand's strength in positioning itself in the minds of customers in certain product categories. Whereas, Market Share shows the strength of the brand in the market is closely related to customer purchasing behavior. Commitment Share means the brand's ability to create incentives for future repurchases by customers. These three criteria results can be used as a Top Brand Index by calculating the weighted average of each parameter.

In addition, the growing public knowledge about environmental issues and readiness to accept environmentally friendly products require the implementation of new marketing techniques by companies. Therefore, many companies have combined the concept of the environment in green marketing, or so-called green marketing. Green marketing is an approach for marketers to incorporate elements of environmental issues into their marketing strategies. Green marketing is the process of developing a marketing mix of environmentally friendly products by utilizing consumer knowledge about environmental issues and lowering the effects of a product (Wati, 2023).

Green marketing is the marketing of green products and emphasizes environmentally friendly products. Green marketing consists of green product, Green price, green place, and green promotion (Gani et al., 2022). Where companies must use environmentally friendly products, the price of environmentally friendly products is relatively expensive, packaging is easy to decompose, distribution of products that ensure the environment with production waste does not pollute the environment, as well as green promotion to invite customers to use environmentally friendly products.

When Green marketing has been carried out, it is necessary to have a brand image contained in the product. The decision to purchase certain goods and services is sometimes the result of a long and complicated process that includes searching for information, comparing different brands, conducting experiments, and other activities. Brand image is a form of brand identity of a product offered



to customers that can distinguish a product from competitors' products. Brand image is the way consumers view a brand as a picture of what is in the mind or mind of consumers about a brand (Budihardja & Sitinjak, 2022). It can be concluded that the brand image (Brand Image) is a result of consumer perception of a particular brand, which is based on consideration and comparison with several other brands of the same type of product. Brand image is also a measure of product strength and product uniqueness, so that consumers can easily remember the product.

Brand Image is a belief and perception that consumers use as a reflection of the association attached to the consumer's memory. Brand image has an important role in the industry; without a positive and strong image, it will be difficult for companies to retain their customers, find new customers, and ask them to pay more with high prices (Rizqiningsih & Widodo, 2021).

The last factor that influences consumers to take the product is the factor of Product Quality or product quality. According to Miguna and Nurhafifah, product quality is everything that we can offer by the manufacturer to note, can be used, purchased, and can also be consumed by consumers and manufacturers in accordance with the needs of certain consumers (Astuti & Matondang, 2020). Product quality is a totality that has the characteristics of a product or service that can indicate a measure that looks at how high the level of consumer confidence in the products they use and how long that trust can last (Herliana & Mustakim, 2025). Product quality is also one of the main things that is considered in the company. Quality is one of the important policies in improving the competitiveness of the main product to give satisfaction to consumers who exceed or at least equal the quality of products from competitors. Product Quality is the overall characteristics and properties of a product or service that depend on its ability to satisfy the expected needs of customers.

Ultimately, the main goal of any business is to build customer loyalty. Loyal customers not only make repeat purchases but also tend to be less price-sensitive, recommend products to others, and provide constructive feedback. Customer loyalty is an indicator of long-term business health. Loyalty is defined as the likelihood of customers buying back and their willingness to become partners with the company.

The focus of research on customer loyalty to MS Glow in Bandar Lampung is based on several interesting phenomena that indicate the existence of potential problems. First, the market for men's skin care products, especially facial wash, in Bandar Lampung shows rapid growth with the emergence of various local and



international brands. In the midst of this intense competition, the ability of a brand to retain customers (loyalty) becomes a crucial indicator of business sustainability. Although Ms Glow has been fairly well known among male consumers, there have been no in-depth, specific studies on the factors that significantly influence the decision of consumers in Bandar Lampung to remain loyal to using this product, especially when compared to the many alternatives available. This lack of in-depth understanding of loyalty drivers could hinder MS Glow's marketing strategy and product development in the future.

In today's digital era, consumers have very wide access to information and tend to easily switch brands if they find offers or products that feel better. Consumer behavior in Bandar Lampung, as one of Indonesia's major cities, is also heavily influenced by online trends and reviews. Therefore, it is important to identify whether consumer loyalty to MS Glow is formed due to superior product quality, compliance with Sharia values, effective promotion, or other factors such as Brand Image and product quality. Without systematic research, companies may face challenges in understanding why consumers stay or switch, leading to inefficiencies in the allocation of marketing resources and the risk of losing significant market share in the Bandar Lampung region.

Several related studies, the effect of Green Marketing strategies on customer loyalty. Performed by (Rizqiningsih & Widodo, 2021), The effect of Green Marketing and Service Quality on customer loyalty with Customer Satisfaction as an Intervening variable. The results showed that the results of this study concluded that green marketing has a direct positive and significant effect both on customer satisfaction and customer loyalty, the value of the total contribution (R - Square) of green marketing and service quality to customer loyalty of 0.782 stated changes that occur on customer loyalty can be explained by the two exogenous variables in this%; while the remaining 21.8% described other variables that are not included in this research model.

Research conducted by (Icha Yohana and Widyawati, 2024), The effect of Green Marketing and product quality on the repurchase of Avoskin products with satisfaction as an Intervening variable. The results showed that green marketing has a positive and significant effect on customer satisfaction with Avoskin products. This shows that the concept of green marketing is applied by PT. AVO Innovation Technology influences on increasing the satisfaction felt by Avoskin product customers. The effect of Green Marketing on satisfaction results in a T statistic of $4.424 > 1.96$ and a p value of $0.000 < 0.5$. This means that Green Marketing has a significant effect on satisfaction. Based on these results, H1,



which suggests that Green Marketing has a significant effect on satisfaction, is acceptable.

Research conducted by (Rani and Akhmad, 2024)., Brand Image as a mediator variable influence of Green Marketing on consumer loyalty; Empirical Study of a global Coffeeshop in Bandung. The results showed that green marketing effect on consumer loyalty, as evidenced by the value of the p-value 0.000 ($0.000 < 0.05$) with t-statistics of 8.452 ($8.452 > 1.96$), which can be interpreted as green marketing effect on consumer loyalty coffee shop in Bandung, or can be concluded if H1 is not rejected. Research conducted by (Liana et al., 2024), The Influence of Product Quality on Consumer Loyalty Through Consumer Satisfaction in Shopee Companies. Original sample (0.216) and p - p-value ($0.070 > 0.05$). Any change in product quality will increase customer loyalty. In the confidence interval <95% there is no effect of product quality on increasing consumer loyalty, which lies at -0.021 to 0.444. However, the existence of product quality in increasing consumer loyalty has no effect on the structural level (F square = 0.040).

Research on the effect of green marketing strategy, brand image, and product quality on customer loyalty has been conducted in various contexts. However, there is a significant research gap when it comes to specific products, such as Skincare, especially in emerging markets such as Bandar Lampung. Most existing studies tend to focus on more established industries in the implementation of green marketing or products with higher consumption value, leaving a gap in the understanding of how these factors interact with more affordable and frequently used personal care products. In addition, the dynamics of consumers in Bandar Lampung, with demographic characteristics and levels of environmental awareness that may differ from other major cities in Indonesia, have not been fully explored within this framework. Therefore, a study focusing on Ms Glow in Bandar Lampung will fill the knowledge gap regarding the adoption and effectiveness of green marketing strategies on specific consumer products in regional markets.

The Novelty of this research lies in its specific and contextual application. Although the concepts of green marketing, brand image, and product quality are well known, this study uniquely tested the interaction of these three on customer loyalty in the context of MS Glow products. This focus on specific brands allows for a deeper analysis of how consumers' perceptions of MS Glow's "eco-friendly" attributes often combine with perceived product quality and overall brand image to shape loyalty. Taking the study location in Bandar Lampung is also a novelty



point in itself, given that the characteristics of the market and consumers in this region can provide new insights into the effectiveness of sustainable marketing strategies outside the main metropolitan areas. Thus, this study not only enriches the existing literature but also provides practical implications for personal care product marketers who want to build loyalty through green marketing approaches and quality product development in regional markets.

In the context of the Indonesian market, local brands began to intensively work on market segments that care about the environment and halal products. One of the relevant brands in particular is MS Glow products, which positions itself with an Islamic image and commitment to natural and environmentally friendly ingredients. This phenomenon is interesting to study because it shows how specific values (halal and eco-friendly) are integrated into marketing strategies. The location of the study in Bandar Lampung is interesting because it is one of the big cities in Sumatra that has unique market dynamics and consumer characteristics, where awareness of environmental issues and preference for halal products are increasing. Therefore, this study aims to analyze in more depth how the green marketing strategy, brand image, and product quality of MS Glow simultaneously affect customer loyalty in Bandar Lampung.

LITERATURE REVIEW

Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a psychological theory developed by Icek Ajzen that aims to predict and explain human behavior (Crismono et al., 2023). The essence of TPB is that a person's intention to perform a behavior is the most direct predictor of the behavior itself. This intention, in turn, is influenced by three main components, namely the attitude towards the behavior, the subjective norm, and the control of the behavior. In other words, the more positive a person's attitude, the greater the perceived social support, and the higher the perceived control, the stronger the person's intention to engage in a particular behavior, ultimately increasing the likelihood that the behavior actually occurs.

Green Marketing

Green marketing or green marketing is a marketing strategy that focuses on promoting products, services, or business practices that are environmentally friendly or have a positive impact on the environment (Mulyono & Sunyoto, 2025). This concept covers the entire life cycle of a product, from product design, selection of sustainable raw materials, energy-efficient and low-waste production processes, the use of recyclable or biodegradable packaging, to communication



strategies that highlight the environmental benefits of the product. The goal is not only to attract consumers who are increasingly concerned about environmental issues, but also to build a positive brand image, increase customer loyalty, and contribute to overall environmental sustainability (Zed et al., 2025).

Brand Image

Brand image is the perception, belief, and overall impression consumers have of a brand, both products and services (Rahardjo, 2020). This image is not only formed from the company's marketing strategy, but is also greatly influenced by the direct experience of consumers in interacting with the brand, such as product quality, customer service, visual design (logo, packaging), to the reputation circulating in the community. In other words, brand image is a mental representation of the brand in the minds of consumers that is subjective and can be the main differentiator of the brand from competitors in the market.

Product Quality

Product Quality refers to the overall characteristics and features of a product or service that affect its ability to meet customer needs and expectations, whether expressed explicitly or implicitly (Valentino & Marvianta, 2024). It includes various aspects such as performance, durability, reliability, accuracy, ease of Use and repair, as well as other valuable attributes that collectively determine how well the product functions and satisfies the consumer. High product quality is often a crucial factor in building customer satisfaction, trust, and ultimately, long-term loyalty to a brand or company (Alim et al., 2025).

Customer Loyalty

Customer loyalty is a deep commitment of a customer to make a consistent re-purchase of a preferred product or service in the future, despite situational influences and marketing efforts that have the potential to cause behavioral change (Ma'rufah, 2023). This reflects a strong emotional and rational bond between customers and a brand or company, which not only encourages repeat purchases but also triggers positive recommendations to others, as well as resistance to competitors' offers. This loyalty is built through repeated positive experiences, satisfaction with the quality of the product or service, a high perception of value, and a strong relationship with the brand (Hafidz & Muslimah, 2023).

RESEARCH METHOD

The approach in this study is to use quantitative research methods. The nature of this study is explanatory (explanatory research) because it aims to



explain the causal relationship between the independent variables (Green Marketing, Brand Image, and Product Quality) to the dependent variable (customer loyalty). Using a quantitative approach, this study will test hypotheses and measure the extent to which the independent variable affects the dependent variable.

Researchers used two sources of data to support this study, namely primary data and secondary data. The population in this study is all consumers of MS Glow in Bandar Lampung unknown number (unknown population). The number of samples used in this study was 96.

In this study, there are two data collection techniques used, including questionnaires and observation. Data collected through questionnaires in this study will be analyzed using SPSS 25 software. The initial phase of the analysis includes checking the completeness of the data and testing the validity and reliability of the questionnaire instruments to ensure accuracy and consistency of the data. After that, a descriptive statistical analysis will be carried out to describe the characteristics of the respondents and the distribution of data from each variable of the study. Furthermore, to test the hypothesis, multiple linear regression analysis will be applied. This method will be used to identify and measure the effect of independent variables individually and simultaneously on the dependent variable. Hypothesis testing will involve the interpretation of the significance value (p-value) and regression coefficients to determine the direction and strength of the relationship between variables.

RESULTS AND DISCUSSION

Validity Test

In conducting the validity test, the significance level of 0.05 or 5% seen from ($R \text{ count} > R \text{ table}$) to determine whether a study is valid or not, and then the score of a question is declared valid.

Table 1
Validity Test

Variables	Item	R count	R table	Description
Green Marketing (X1)	X1.1	0,682	0,2006	Valid
	X1.2	0,604	0,2006	Valid
	X1.3	0,626	0,2006	Valid
	X1.4	0,617	0,2006	Valid
	X1.5	0,665	0,2006	Valid
	X1.6	0,641	0,2006	Valid



	X1.7	0,559	0,2006	Valid
	X1.8	0,767	0,2006	Valid
Brand Image (X2)	X2.1	0,855	0,2006	Valid
	X2.2	0,760	0,2006	Valid
	X2.3	0,734	0,2006	Valid
	X2.4	0,734	0,2006	Valid
	X2.5	0,749	0,2006	Valid
	X2.6	0,797	0,2006	Valid
	X2.7	0,712	0,2006	Valid
	X2.8	0,627	0,2006	Valid
Product Quality (X3)	X3.1	0,621	0,2006	Valid
	X3.2	0,749	0,2006	Valid
	X3.3	0,735	0,2006	Valid
	X3.4	0,574	0,2006	Valid
	X3.5	0,651	0,2006	Valid
	X3.6	0,680	0,2006	Valid
	X3.7	0,722	0,2006	Valid
	X3.8	0,558	0,2006	Valid
Consumer Loyalty (Y)	Y.1	0,701	0,2006	Valid
	Y.2	0,567	0,2006	Valid
	Y.3	0,604	0,2006	Valid
	Y.4	0,658	0,2006	Valid
	Y.5	0,720	0,2006	Valid
	Y.6	0,714	0,2006	Valid
	Y.7	0,731	0,2006	Valid
	Y.8	0,594	0,2006	Valid

Source: Output SPSS 2025

Based on the information from Table 1 above, it is found that if the value of R is calculated > from the R table, the results obtained from the four variables are valid. That way, all existing variables with questions that support the study in accordance with the validity test.

Reliability Test

The research questionnaire was declared reliable if the variable value of Cronbach's alpha was > 0.60.



Table 2
Reliability Test

Table with 4 columns: Variabel, Cronbach's Alpha, Coefisien Alpha, and Description. Rows include Green Marketing (X1), Brand Image (X2), Product Quality (X3), and Consumer Loyalty (Y).

Source: Output SPSS 2025

Based on Table 2 above, if the variable has been tested statistically Cronbach's Alpha value calculation results are > 0.6, it can be concluded that all variables are said to be reliable.

Classical Assumption

Normality Test

This normality test can be done by the Kolomogorov-Smirnov Normality Test, while the main capital of decision-making based on probability (asymptotic significance) is the probability value > 0.05, then the distribution of the regression model is normal and not probability < 0.05, then the distribution of the regression model is not normal.

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test

Table with 2 columns: Unstandardized Residual and values. Rows include N, Normal Parameters (Mean, Std. Deviation), Most Extreme Differences (Absolute, Positive, Negative), Test Statistic, and Asymp. Sig. (2-tailed).

- a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Output SPSS 2025



Based on Table 3, on the value of the asymp.Sig (2-tailed) gives a result of 0.116, while the significant value used is 0.05 or 5%. The conclusion is that there is a normal distribution of values because $0.116 > 0.05$.

Multicollinearity Test

The multicollinearity test is a test to measure whether the regression model can correlate between independent variables (independent).

Table 4

Multicollinearity Test

Collinearity Statistics

Tolerance	VIF
0,975	1,025
0,889	1,125
0,894	1,119

Source: Output SPSS 2025

The description of Table 4 explains the multicollinearity test on tolerance value > 0.1 and VIF value of each variable < 10 . In conclusion, the data did not cause symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test is a test to test each observation against each other's.

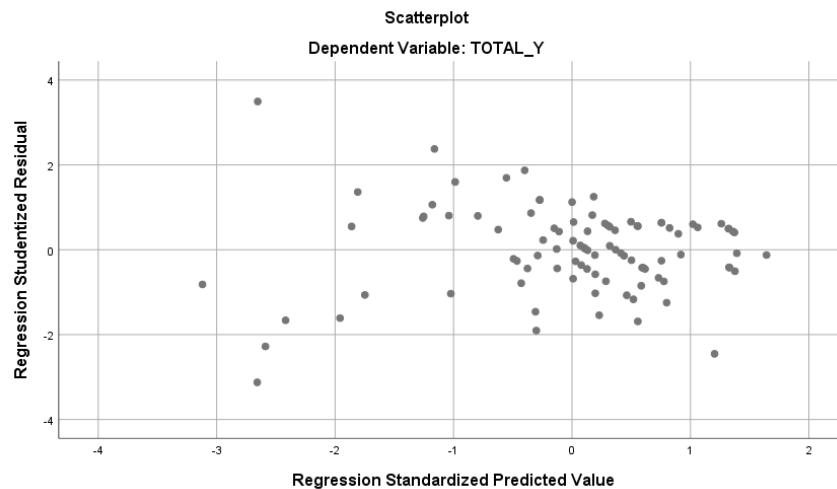


Figure 1

Heteroscedasticity Test

Source: SPSS Output 2025

As can be seen from Figure 1, in the scatterplot graph, there is a random point spread around the number 0. In conclusion, there is no heteroscedasticity in the regression model, so the regression model is feasible to use.

Hypothesis Test

Multiple Linear Analysis

Table 5
Multiple Linear Analysis Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,591	3,011		2,521	0,013
	Green Marketing (X1)	-0,083	0,066	-0,064	-1,268	0,208
	Brand Image (X2)	0,767	0,049	0,833	15,818	0,000
	Product Quality (X3)	0,101	0,050	0,106	2,012	0,047

a. Dependent Variable: TOTAL_Y

Source: Output SPSS 2025

Based on Table 4.4, about multiple linear regression analysis test can be concluded as follows:

$$Y = 7,591 - 0,083X1 + 0,767X2 + 0,101X3$$

The value of the regression coefficient on the Green Marketing variable is 0.083 with a negative direction, which means that if every 1% increase in Green Marketing is predicted to decrease customer loyalty by 0.083, assuming other variables remain. The value of the regression coefficient on the brand Image variable is 0.767 with a positive direction, which means that if every 1% increase in Brand Image is predicted to increase customer loyalty by 0.767, assuming other variables remain. The value of the regression coefficient on the variable Product Quality is 0.101 with a positive direction, which means that if every 1% increase in Product Quality is predicted to increase customer loyalty by 0.101, assuming other variables remain.

The Significance of Individual Parameters (T)

A T-test to understand how far one explanatory or independent variable (X) affects an individual to explain the variation of the dependent variable (Y).



The T-test is determined by the value of the sig. < 0.05 or ≥ 0.05 , then the variable X simultaneously affects the variable Y, the test is performed using a significance of 5%.

Based on Table 5, the conclusion is that if $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_a is accepted, and if $t \text{ count} < t \text{ table}$, then H_0 is accepted and H_a is rejected. With the provision of the magnitude of the table t with the value of $\alpha = 0.05$ and $df = (n-k)$ or $(96-3) = 93$.

1. The Effect of Green Marketing on Customer Loyalty

Known significant value of Green Marketing (X1) of 0.208 ($0.208 > 0.05$) and the value of t count $-1.268 < 1.661$. So H_0 is accepted and H_a is rejected. This means that from these two values can be interpreted that the variable Green Marketing has no negative effect and is not significant to customer loyalty.

2. The Influence of Brand Image on Customer Loyalty

It is known that the significant value of Brand Image (X2) is 0.000 ($0.000 < 0.05$) and the calculated t value is $15.818 > 1.661$. So H_0 was rejected, and H_a was accepted. This means that from these two values can be interpreted that the brand Image variables have a positive and significant effect on customer loyalty.

3. Effect of Product Quality on Customer Loyalty

Known significant value of Product Quality (X3) of 0.047 ($0.047 < 0.05$) and the value of t count $2.012 > 1.661$. So H_0 was rejected, and H_a was accepted. This means that from these two values can be interpreted that the variable Product Quality has a positive and significant effect on customer loyalty.

Coefficient Of Determination (R²)

Testing using the R² test is a test for measuring the extent to which the ability of the research model to explain the type of independent variable in explaining the dependent variable. The value of the coefficient of determination is between the numbers 0 and 1. So the smaller the value of R², here its ability to explain the change of the independent variable to the dependent variable is said to be to perfect.



Table 6
Coefficient Of Determination Test

Model Summary table with columns: Model, R, R Square, Adjusted R Square, Std. Error of the Estimate, Durbin-Watson

a. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2
b. Dependent Variable: TOTAL_Y

Source: Output SPSS 2025

Based on Table 6 test results R2 or adjusted R Square of 0.766 means that the contribution of the independent variable (X) affects the dependent variable (Y) by 76.6%, while the remaining 23.4% influenced by other variables outside the research equation model

F Test

F test is used to show whether all variables (X) are independent or independent in the model affect together with the dependent variable (Y) or bound.

Table 7
F Test Results
ANOVA

ANOVA table with columns: Model, Sum of Squares, df, Mean Square, F, Sig.

a. Dependent Variable: TOTAL_Y
b. Predictors: (Constant), TOTAL_X3, TOTAL_X1, TOTAL_X2

Source: Output SPSS 2025

Based on table 7 with a significant value of 0.000 so that it is smaller than 0.05 (0.000 < 0.000) it can be concluded that together the variables of Green Marketing, Brand Image and Product Quality can affect customer loyalty variables, and shows that the regression equation formed is good.

The effect of Green Marketing on customer loyalty at MS Glow consumers in Bandar Lampung

The results of this study prove that H1 was rejected, where the variable Green Marketing does not have a negative and significant influence on customer



loyalty. This is because environmentally friendly marketing practices build not necessarily be able to build a positive image of the company in the eyes of consumers who are increasingly aware of the issue of sustainability (Saputra & Saggaff, 2024). When customers see that a brand is committed to environmental protection through transparent products, processes and communications, they do not develop a stronger sense of trust and emotional identification (Taali & Maduwinarti, 2024). Green marketing practices, which include eco-friendly products, good business ethics, and transparent communication, build a positive brand image and increase customer satisfaction. When consumers feel that a brand cares about environmental issues and aligns with their personal values, this strengthens their trust and commitment, which ultimately encourages repeat purchases and recommendations to others, creating deep loyalty, or what is often called green loyalty.

These results are inconsistent with The Theory of Planned Behavior (TPB), because TPB emphasizes that individual attitudes (including attitudes toward green marketing) along with subjective norms and perceived behavioral control, collectively form behavioral intentions, which then become strong predictors of actual behavior. If the company's Green Marketing efforts succeed in shaping positive consumer attitudes, improving subjective norms, and strengthening perceived behavioral control (ease in choosing environmentally friendly products), then supposedly green buying intentions will increase, which will ultimately logically lead to a positive and significant increase in customer loyalty; results showing no significant negative influence indicate that the influence of Green Marketing is stalled at the attitude or intention level, or that there are other factors outside the TPB (such as high prices, distrust of Green claims, or unsatisfactory product quality) that weaken or even break the expected positive relationship between intention and actual loyalty.

In line with research conducted by (Rustam & Sukati, 2023) terlihat hasil yang didapatkan hasil Green Marketing tidak berpengaruh positif dan tidak signifikan terhadap loyalitas pelanggan. However, this study is not in line with research conducted by (Upe & Usman, 2022) that said, there is a significant and positive relationship between green marketing variables and customer loyalty.

The influence of Brand Image on customer loyalty to consumers MS Glow in Bandar Lampung

The results of this study prove that H2 is accepted, where the variable Brand Image has a positive and significant influence on customer loyalty. This indicates that the perception or image of the brand that customers have that



directly or strongly contributes to their loyalty to the brand (Sofyansyah, 2025). A good brand image, which reflects product quality, consistent values, a responsible corporate reputation, or a certain social status, will make customers feel confident and comfortable when interacting with the brand, thereby reducing risk perception. This confidence and comfort fosters deep satisfaction, which then translates into loyalty, where customers tend to make repeat purchases, are reluctant to move to competing brands, and voluntarily become promoters of those products or services to others. Thus, the stronger and more positive the brand image in the eyes of consumers, the greater the ability of the brand to significantly retain loyal customers (Firatmadi, 2017).

In line with the theory of TPB, where the brand image serves as the main driver for the formation of attitudes towards consumer behavior. A strong and positive brand image that includes favorable associations regarding quality, reliability and emotional value will result in a very positive evaluation from consumers of the act of buying and using the brand on an ongoing basis. This positive evaluation reinforces the behavioral intention to repurchase, and when the intention is supported by the perception of ease in acquiring the brand, the intention will transform into a consistent actual behavior, namely customer loyalty, thus showing that the brand image is the Cognitive-Affective psychological foundation that triggers the chain of loyalty behavior as predicted by the TPB framework.

This research is in line with (Apriliani, 2019) which states that individual brand image variables have a significant influence on customer loyalty variables. But not in line with research from (CAROLINE, 2018) say Brand image does not affect consumer brand loyalty CV. Indo Makmur who purchased IMAparts brand AC spare parts.

The effect of Product Quality on customer loyalty to consumers MS Glow in Bandar Lampung

The results of this study prove that H3 is accepted, where the variable Product Quality has a positive and significant influence on customer loyalty. Product quality has a crucial role in shaping customer loyalty because it directly affects their satisfaction and experience (Valentino & Marvianta, 2024). When customers consistently receive products of high quality that meet or even exceed their expectations in terms of performance, reliability, durability, and aesthetics they tend to develop a positive perception of the brand. This positive perception then translates into higher trust and satisfaction, which is a key foundation for customer loyalty. Superior quality products reduce the likelihood of complaints or dissatisfaction, encourage repeat purchases, and even inspire word-of-mouth



recommendations, thus creating a positive cycle that strengthens the relationship between customer and brand in the long run (Musman, 2024).

According to The Theory of Planned Behavior (TPB), individual behavior is driven by intention, which in giran intention is influenced by attitudes towards behavior, subjective norms, and perceived behavioral control. In this context, when customers feel the high quality of the product, this will form a positive attitude towards the purchase and use of the product. This positive attitude, along with subjective norms, as well as perceived behavioral controls such as customers finding it easy to continue buying such products due to availability and previous positive experiences, will collectively increase the customer's intention to continue buying the product. Over time, this strong and sustained intention will manifest as positive and significant customer loyalty, indicating that the higher the quality of the product, the more likely the customer will remain loyal.

This research is in line with (Purwianti et al., 2023), the results concluded that product quality has a positive effect on customer loyalty, Product quality has a role in explaining the quality of products in meeting customer needs that will have an impact on customer loyalty. But not in line with (Salsabila Nur Azizah & Natal Indra, 2024) said product quality variables have no significant effect on customer loyalty results.

The effect of Green Marketing, Brand Image, Product Quality on customer loyalty to consumers MS Glow in Bandar Lampung

Based on the results of simultaneous testing, that together variables Green Marketing, Brand Image and Product Quality can affect customer loyalty variables. Collectively, the variables of Green Marketing, Brand Image, and Product Quality have great potential to significantly influence customer loyalty. Green Marketing, with its focus on environmentally friendly and socially responsible business practices, can build a positive perception in the eyes of consumers who are increasingly concerned about sustainability issues. When this is combined with a strong and positive Brand Image, which reflects the company's values and overall customer experience, consumers ' trust and emotional connection to the brand will increase. Furthermore, superior Product Quality ensures that a product or service meets or even exceeds customer expectations, resulting in high satisfaction and reducing the likelihood of switching to a competitor. Thus, the synergy between environmental awareness, good brand reputation, and product excellence creates a solid foundation for the creation of a superior customer experience, ultimately driving retention and building long-term customer loyalty.



In line with The Theory of Planned Behavior, effective Green Marketing will shape customers' positive beliefs about the environmental and social benefits of a product or brand, which then reinforces their attitudes (part of TPB). Meanwhile, a strong and positive Brand Image will increase customers' perception of perceived behavioral control (part of TPB), making them feel more capable and comfortable choosing the brand. Finally, High Product Quality not only meets customer expectations, but also builds normative beliefs that choosing a quality product is socially acceptable or even expected. Synergistically, these three variables will strengthen purchase intentions which will ultimately manifest in Customer Loyalty, where customers consistently choose and recommend products or brands that are aligned with their values and expectations in terms of sustainability, image, and quality.

This research is in line with research conducted by (Rizky Maharani, Anzu Elvia Zahara, 2023) with the results of the study concluded that H_a is accepted and H_o rejected which means there is a significant influence between the variables of green marketing, brand image and product quality simultaneously to the variable customer loyalty KFC Jamtos.

CONCLUSION

Overall, the results of research on MS Glow consumers in Bandar Lampung show that Brand Image and Product Quality are positive and significant determinants of customer loyalty, in line with the principles of Theory of Planned Behavior (TPB) where these two variables strongly shape consumer attitudes and re-purchase intentions. In contrast, Green Marketing was found to have no negative and significant influence on customer loyalty, implying that its positive influence may be hampered by external factors, leading to Ms Glow's environmental initiatives not yet fully translating into measured loyalty commitments. However, when all three variables of Green Marketing, Brand Image, and Product Quality were tested simultaneously, they were shown to significantly affect customer loyalty, confirming that the synergy between superior product quality, trusted brand image, and corporate sustainability initiatives collectively creates a solid psychological and performance foundation for long-term loyalty.

The main implication of the results of this study is the need for strategic focus in marketing efforts MS Glow in Bandar Lampung, where management should prioritize strengthening Brand Image and Product Quality because both are proven to be the most effective and significantly tested driver of customer



loyalty. Especially for the green Marketing aspect, although it does not have a negative effect, the inability to create loyalty independently indicates that the company must reevaluate its communication strategy to be more transparent and credible in claiming sustainability practices so that it can integrate these environmental values into an already strong brand image. Thus, MS Glow is advised to use Brand Image and Product Quality as the main line (according to TPB) to maintain loyalty, while making Green Marketing a consistent and authentic added value to create long-term competitive differentiation.

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