THE INFLUENCE OF GREEN MARKETING ON REPURCHASE INTENTION AND CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

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Abstract:

This research aims to determine the direct influence of green marketing on repurchase intention and customer loyalty and how much customer satisfaction is a mediating variable between Green Marketing on Repurchase Intention and Customer Loyalty on Uniqlo products. The research method used uses a quantitative approach with the explanatory research type. The sample used was 270 respondents, and data collection was done using a questionnaire. The dependent variable in this research is Green Marketing (X). In contrast, the independent variables are Repurchase Intention and Customer Loyalty (Y), while the Customer Satisfaction variable is a Mediation variable (Z). Data analysis used in this research uses the Smart Partial Least Square (PLS) method. The study's hypothesis testing yielded significant findings. Firstly, green marketing positively impacts customer satisfaction, loyalty, and repurchase intention for Uniqlo products, supported by prior research. Secondly, customer satisfaction and loyalty are interlinked, as validated by existing literature. Thirdly, the influence of green marketing through customer satisfaction and repurchase intention significantly affects customer loyalty. These findings emphasize the importance of green marketing strategies in enhancing customer relationships and brand loyalty for Uniqlo products.

Keywords: Green Marketing, Repurchase Intention, Customer Loyalty, Customer Satisfaction

INTRODUCTION

The environment is a surrounding condition that can influence the development and behavior of living things. Environmental and weather conditions are changing constantly, and this is due to global warming or what is better known as global warming (Putra & Suryani, 2015). One of the causes of global warming is the continuous use of dangerous products and waste from industry, which causes environmental pollution. Fashion has become quite an essential part of the lifestyle in Indonesia. Fashion is one of the sub-sectors of the creative economy that provides added value to the creative economy. It can be seen that the added value is IDR 154.6 trillion. Then, this amount contributed to forming the Creative Economy Gross Domestic Product (GDP) of 18.15% or 1.34% of the National GDP. Growth in the fashion creative economy subsector reached 2.8%. If we look closely at GDP growth, fashion can be a priority subsector of the creative economy in Indonesia (BPS Bekraf, 2016).

Green marketing strategy is modifying the "4Ps" (product, price, place and promotion) to communicate environmentally friendly aspects and qualities. The increasing number of Indonesian customers aware of choosing environmentally friendly products will result in efforts to reduce environmental waste. Green marketing is a marketing mix planning process that takes advantage of changes in consumer awareness of products or services that are more environmentally friendly by

changing products, manufacturing methods and packaging that are more environmentally friendly in order to satisfy and meet consumer needs and reduce negative impacts on the environment and also encourage consumers to care more about the environment (Widodo et al., 2015). UNIQLO is a fast fashion brand that implements various green marketing strategies. So far, UNIQLO has implemented 26 green marketing strategies (UNIQLO Indonesia, 2022). In a global economy and business environment where competition is fierce, organizations must be consumer-oriented because if not, they can experience fatal consequences (Firman et al., 2020).

Customer satisfaction is essential for companies to improve performance. Stratified customers have a significant retention rate, which leads to the repurchase of products from the company. In a global economy and business environment where competition is fierce, organizations must be consumer-oriented because if not, they can experience fatal consequences (Firman et al., 2020). Based on the explanation above, there is an increase in Indonesian customers who are aware of choosing environmentally friendly products so that efforts are made to reduce environmental waste.

METHODS

This research uses explanatory research. Explanatory research was carried out using a quantitative approach. This research uses primary data. Primary data in this research was obtained from questionnaires directly to consumers using UNIQLO products as research subjects. The questionnaire will be distributed to 270 Uniqlo product customers. The method used is SEM (Structural Equation Model).

RESULT AND DISCUSSION

Respondent characteristics describe the condition of the respondents in this study, including gender, occupation, income, and age. The respondents were customers who had purchased Uniqlo products more than three times in one year.

Validity Test.

Table 1. Validity Test Results

Variable	AVE value	AVE Square Root Value	Conclusion
Green Marketing	0,631	0.794	Valid
Repurchase Intention	0,607	0.778	Valid
Customer Loyalty	0,689	0.778	Valid
Customer Satisfaction	0,828	0.908	Valid

Source: Data Processed 2023

Table 1 above shows that all variables have a squared AVE value that is more significant than the AVE value, so it can be concluded that all constructs in this research model meet the criteria for discriminant validity. However, one variable has the highest discriminant validity test results: the Repurchase Intention variable.

Direct Effect Test.

Table 2. Results of Direct Effect Test on Output Path Coefficient

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Interpretation
GM > KP	0,695	0,691	0,040	17,553	**0,000**	Significant positive
GM > LP	0,314	0,313	0,070	4,478	**0,000**	Significant positive

GM > RI	0,367	0,366	0,062	5,964	**0,000**	Significant positive
KP>LP	0,215	0,214	0,069	3,122	**0,002**	Significant positive
KP>RI	0,497	0,498	0,057	8,673	**0,000**	Significant positive
RI>LP	0,199	0,200	0,076	2,635	**0,009**	Significant positive

Source: Data Processed 2023

Based on the data in the table above, it can be seen that:

1. The influence of the Green Marketing variable on customer satisfaction (X1 > Y) is significant and positive. (because it has a p-value of less than 0.05 and the original sample value is positive).
2. The influence of the Green Marketing variable on customer loyalty (X1 > X2) is significant and positive (because its p value is less than 0.05, and the original sample value is positive).
3. The influence of the Green Marketing variable on Repurchase Intention (X1 > Z) is significant and positive (because its p-value is less than 0.05, and the original sample value is positive).
4. The influence of the customer satisfaction variable on customer loyalty (Y>X2) is significant and positive (because the p-value is less than 0.05, and the original sample value is positive).
5. The influence of the customer satisfaction variable on repurchase intention (Y>Z) is significant and positive. (because it has a p-value of less than 0.05 and the original sample value is positive).
6. The influence of the Customer Loyalty Variable on Repurchase Intention (X2>Z) is significant and positive (because it has a p-value of less than 0.05 and the original sample value is positive).

Indirect Effect Test.

Table 3. 12 Indirect Effect Test Results Output Specific Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	t Statistics	P Values	Interpretation
GM > RI > LP	0.218	0.216	0.048	4.572	**0,000**	Significant positive
GM > RI > KP	0.319	0.322	0.049	6.506	**0,000**	Significant positive
GM > LP > KP	0.048	0.049	0.020	2.381	**0.033**	Significant positive

Source: Data Processed 2023

From the table above, it can be seen that:

1. Green Marketing positively and significantly affects Customer Loyalty through Customer Satisfaction. (in the indirect influence test, the p-value is <0.05, with the original sample value being optimistic).
2. Green Marketing positively and significantly affects Repurchase Intention through Customer Satisfaction. (in the indirect influence test, the p-value is <0.05, with the original sample value being optimistic).
3. Green Marketing positively and significantly affects Customer Loyalty through Repurchase Intention. (in the indirect influence test, the p-value is <0.05, with the original sample value being optimistic).

CONCLUSION

Based on the results of research in discussions in several chapters and data analysis, namely research entitled "The Role of Customer Satisfaction in Mediating the Influence of Green Marketing and Customer Loyalty on Repurchase Intention in Uniqlo Products," it can be concluded as follows:

1. Hypothesis testing results (H1) have proven green marketing to customer satisfaction with Uniqlo products. The results of calculations that this researcher has carried out are shown by the significant value of 0.000, which is smaller than 0.5, and the t-statistic value of 16.066, which

means that the hypothesis in this study accepts H1. These results are in line with research conducted by Irkhamni (2017). Green marketing has been proven to have a significant influence on customer satisfaction.

2. Hypothesis testing results (H2) have proven that green marketing affects customer loyalty for Uniqlo products. The results of calculations that this researcher has carried out are shown by the significant value of 0.000, which is smaller than 0.5, and the t-statistic value of 6.076, which means that the hypothesis in this study accepts H2. These results follow research conducted by Krisopras and Giantari (2016), stating that the existence of Corporate Social Responsibility (CSR) in a company that is part of Green Marketing significantly affects loyalty.

3. Hypothesis testing results (H3) have proven green marketing on Repurchase Intention for Uniqlo products. The results of calculations that this researcher has carried out are shown by the significant value of 0.000, which is smaller than 0.5, and the t-statistic value of 5.058, which means that the hypothesis in this study accepts H3. These results follow research conducted by Osiyo and Samuel (2018) showing that green marketing positively and significantly affects repurchase intention. Thus, "There is a positive influence of green marketing on interest in repurchasing Starbucks coffee in Starbucks packaging" is accepted.

4. Hypothesis testing results (H4) have proven customer satisfaction and customer loyalty for Uniqlo products. The results of calculations that this researcher has carried out are shown by the significant value of 0.000, which is smaller than 0.5, and the t-statistic value of 4.924, which means that the hypothesis in this study accepts H4. The results of this study follow research conducted by Zameer et al. (2019) and also research (El-Adly, 2019). If there is a positive influence from Customer Satisfaction to Customer Loyalty, then the consumer or buyer is considered to have a relationship obtained from purchasing the oil product. Therefore, it will be a supporting statement for the results of this hypothesis.

5. Hypothesis testing results (H5) have proven customer satisfaction regarding repurchase intention for Uniqlo products. The results of calculations that this researcher has carried out are shown by the significant value of 0.000, which is smaller than 0.5, and the t-statistic value of 7.730, which means that the hypothesis in this study accepts H5. The results of this research follow Park and Thangam (2019), where they found a positive influence between these two variables.

6. Hypothesis testing results (H6) have proven customer loyalty towards repurchase intention for Uniqlo products. This researcher carried out calculations that show this, and the significant value of 0.010, which is smaller than 0.5, and the t-statistic value of 2.578 mean that the hypothesis in this study accepts H6. It means that the customer loyalty variable has a positive and significant effect on repurchase intention for Uniqlo products.

7. The results of simultaneous testing of the hypothesis (H7) of the green marketing variable through customer satisfaction have proven that there is a positive and significant influence on repurchase intention. The results of calculations carried out by this research are shown by the significant value of 0.000, which is smaller than 0.05, and the t-statistic of 6.506, which shows that the hypothesis in this research accepts H7. It means that the green marketing variable through customer satisfaction positively and significantly affects repurchase intention among Uniqlo product customers.

8. The results of simultaneous testing of the hypothesis (H8) of the green marketing variable through customer satisfaction have proven that there is a positive and significant influence on customer loyalty. The results of calculations carried out by this research are shown by the significant value of 0.000, which is smaller than 0.05, and the t-statistic of 4.572, which shows that

the hypothesis in this research accepts H8. It means that the green marketing variable through customer satisfaction positively and significantly affects customer loyalty for Uniqlo product customers.

9. The results of simultaneous testing of the hypothesis (H9) of the green marketing variable through repurchase intention have proven that there is a positive and significant influence on customer loyalty. The results of calculations carried out by this research are shown by the significant value of 0.000, which is smaller than 0.05, and the t-statistic of 2.381, which shows that the hypothesis in this study accepts H9. It means that the green marketing variable through repurchase intention positively and significantly affects customer loyalty for Uniqlo product customers.

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