

ABSTRAK

PENGARUH GREEN MARKETING DAN CUSTOMER EXPERIENCE TERHADAP BRAND IMAGE DAN LOYALITAS PELANGGAN

Studi pada *The Body Shop* Kota Surakarta

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh positif dan signifikan *green marketing* terhadap *brand image The Body Shop*, (2) pengaruh positif dan signifikan *customer experience* terhadap *brand image The Body Shop*, (3) pengaruh positif dan signifikan *green marketing* terhadap loyalitas pelanggan *The Body Shop*, (4) pengaruh positif dan signifikan *customer experience* terhadap loyalitas pelanggan *The Body Shop*, (5) pengaruh positif dan signifikan *brand image* terhadap loyalitas pelanggan *The Body Shop*, (6) pengaruh positif dan signifikan *green marketing* terhadap loyalitas pelanggan *The Body Shop* melalui *brand image*, (7) pengaruh positif dan signifikan *customer experience* terhadap loyalitas pelanggan *The Body Shop* melalui *brand image*. Populasi dalam penelitian ini adalah seluruh pelanggan *The Body Shop* di Surakarta. Sampel dalam penelitian ini adalah sebagian pelanggan *The Body Shop* di Surakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 124 responden dengan membagikan kuisioner *online* melalui *google form*. Teknik analisis data menggunakan *Partial Least Square* dan aplikasi *WarpPLS 7.0*. Hasil penelitian ini menunjukkan bahwa : (1) *green marketing* berpengaruh positif dan signifikan terhadap *brand image The Body Shop*, (2) *customer experience* berpengaruh positif dan signifikan terhadap *brand image The Body Shop*, (3) *green marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan *The Body Shop*, (4) *customer experience* tidak berpengaruh positif dan signifikan terhadap loyalitas pelanggan *The Body Shop*, (5) *brand image* berpengaruh positif dan signifikan terhadap loyalitas pelanggan *The Body Shop*, (6) *brand image* memediasi sebagian pengaruh *green marketing* terhadap loyalitas pelanggan pada *The Body Shop*, (7) *brand image* memediasi penuh pengaruh *customer experience* terhadap loyalitas pelanggan pada *The Body Shop*.

Kata kunci : *Green Marketing, Customer Experience, Brand Image, Loyalitas Pelanggan*

ABSTRACT
**THE INFLUENCE OF GREEN MARKETING AND CUSTOMER
EXPERIENCE TOWARDS BRAND IMAGE AND CUSTOMER
LOYALTY**

Study on The Body Shop Consumers at Surakarta Region

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This Study aims to determine : (1) the positive and significant influence of green marketing towards brand image of The Body Shop, (2) the positive and significant influence of customer experience towards brand image of The Body Shop, (3) the positive and significant influence of green marketing towards customer loyalty of The Body Shop, (4) the positive and significant influence of customer experience towards customer loyalty of The Body Shop, (5) the positive and significant influence of brand image towards customer loyalty of The Body Shop, (6) the positive and significant influence of green marketing towards customer loyalty of The Body Shop through brand image, (7) the positive and significant influence of customer experience towards customer loyalty of The Body Shop through brand image. The population in this study were all customers of The Body Shop in Surakarta. The sample in this study were some of The Body Shop's customers in Surakarta. The sampling technique used purposive sampling. The number of sampling in this study were 124 respondents by distributing online questionnaires with google form. Data analysis technique using Partial Least Square and using WarpPLS 7.0 application. The results of this study indicates that : (1) green marketing positively and significantly influenced brand image of The Body Shop, (2) customer experience positively and significantly influenced brand image of The Body Shop, (3) green marketing positively and significantly influenced customer loyalty of The Body Shop, (4) customer experience did not influenced positively and significantly customer loyalty of The Body Shop, (5) brand image positively and significantly influenced customer loyalty of The Body Shop, (6) brand image partially mediated the influence of green marketing towards customer loyalty at The Body Shop, (7) brand image fully mediated the influence of customer experience towards customer loyalty at The Body Shop.

Keywords : Green Marketing, Customer Experience, Brand Image, Customer Loyalty