

ABSTRAK

**PENGARUH GREEN MARKETING, BRAND TRUST, INOVASI PRODUK
TERHADAP LOYALITAS PELANGGAN PRODUK EIGER DIMEDIASI
KEPUASAN PELANGGAN**

Dominikus Devandra Adistya Wibowo
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green marketing* terhadap loyalitas pelanggan produk Eiger, 2) pengaruh *brand trust* terhadap loyalitas pelanggan produk Eiger, 3) pengaruh inovasi produk terhadap loyalitas pelanggan produk Eiger, 4) pengaruh *green marketing* terhadap kepuasan pelanggan produk Eiger, 5) pengaruh *brand trust* terhadap kepuasan pelanggan produk Eiger, 6) pengaruh inovasi produk terhadap kepuasan pelanggan produk Eiger, 7) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan produk Eiger, 8) pengaruh *green marketing* terhadap loyalitas pelanggan produk Eiger dimediasi kepuasan pelanggan, 9) pengaruh *brand trust* terhadap loyalitas pelanggan produk Eiger dimediasi kepuasan pelanggan, 10) pengaruh inovasi produk terhadap loyalitas pelanggan produk Eiger dimediasi kepuasan pelanggan. Teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *goggle form* yang disebarakan kepada 100 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 3. Hasil penelitian ini menunjukkan bahwa 1) *green marketing* berpengaruh terhadap loyalitas pelanggan produk Eiger, 2) *brand trust* tidak berpengaruh terhadap loyalitas pelanggan produk Eiger, 3) inovasi produk tidak berpengaruh terhadap loyalitas pelanggan produk Eiger, 4) *green marketing* berpengaruh terhadap kepuasan pelanggan produk Eiger, 5) *brand trust* berpengaruh terhadap kepuasan pelanggan produk Eiger, 6) inovasi produk berpengaruh terhadap kepuasan pelanggan produk Eiger, 7) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan produk Eiger, 8) kepuasan pelanggan memediasi sebagian pengaruh *green marketing* terhadap loyalitas pelanggan produk Eiger, 9) kepuasan pelanggan memediasi penuh pengaruh *brand trust* terhadap loyalitas pelanggan produk Eiger, 10) kepuasan pelanggan memediasi penuh pengaruh inovasi produk terhadap loyalitas pelanggan produk Eiger

Kata Kunci: *Green Marketing*, *Brand Trust*, Inovasi Produk, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

THE INFLUENCE OF GREEN MARKETING, BRAND TRUST, AND PRODUCT INNOVATION ON CUSTOMER LOYALTY OF EIGER PRODUCTS MEDIATED BY CUSTOMER SATISFACTION

Dominikus Devandra Adistya Wibowo

Management Study Program, Faculty of Economics

Sanata Dharma University

Yogyakarta, Indonesia

2026

This study aims to examine: (1) the effect of green marketing on customer loyalty toward Eiger products; (2) the effect of brand trust on customer loyalty toward Eiger products; (3) the effect of product innovation on customer loyalty toward Eiger products; (4) the effect of green marketing on customer satisfaction with Eiger products; (5) the effect of brand trust on customer satisfaction with Eiger products; (6) the effect of product innovation on customer satisfaction with Eiger products; (7) the effect of customer satisfaction on customer loyalty toward Eiger products; (8) the mediating role of customer satisfaction in the relationship between green marketing and customer loyalty toward Eiger products; (9) the mediating role of customer satisfaction in the relationship between brand trust and customer loyalty toward Eiger products; and (10) the mediating role of customer satisfaction in the relationship between product innovation and customer loyalty toward Eiger products. This study employed a non-probability sampling technique with a purposive sampling approach. Data were gathered through a Google Forms questionnaire distributed to 100 respondents who met the predetermined criteria. The data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. The findings revealed that: (1) green marketing significantly influenced customer loyalty toward Eiger products; (2) brand trust had no significant effect on customer loyalty toward Eiger products; (3) product innovation had no significant effect on customer loyalty toward Eiger products; (4) green marketing significantly influenced customer satisfaction with Eiger products; (5) brand trust significantly influenced customer satisfaction with Eiger products; (6) product innovation significantly influenced customer satisfaction with Eiger products; (7) customer satisfaction significantly influenced customer loyalty toward Eiger products; (8) Customer satisfaction partially mediates the effect of green marketing on customer loyalty toward Eiger products.; (9) Customer satisfaction fully mediates the effect of brand trust on customer loyalty toward Eiger products; and (10) Customer satisfaction fully mediates the effect of product innovation on customer loyalty toward Eiger products.

Keywords: Green Marketing, Brand Trust, Product Innovation, Customer Satisfaction, Customer Loyalty.