

## **Green Marketing Perspective: Enhancing Green Customer Loyalty with Environmental Knowledge as a Moderating Factor in the Local Cosmetic Industry in Indonesia**

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— *Review of* —  
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### **ABSTRACT**

Indonesia is a growing market for cosmetic and personal care products, which provides opportunities for local and global market players in the industry. The sample used in this study was domiciled in Indonesia with 110 respondents. The study was carried out in Sariayu Martha Tilaar and provides an understanding of Green Marketing that is important in the Sustainability Environment. From the results, the important variable in increasing Green Customer Loyalty is Green Customer Satisfaction, suggesting that local cosmetics, especially those in Indonesia, strive to improve product quality and socialization related to environmentally friendly products, campaigns, infographics, and promotions. Moreover, it is anticipated that local cosmetic companies will adopt Green Marketing as a profitable strategy to achieve long-run survival.

**Keywords:** Green Product Quality; Green Product Price; Green Corporate Image; Salesperson's Green Expertise; Green Customers Satisfaction; Green Customers Loyalty; Environmental Knowledge.

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### **1. INTRODUCTION**

Indonesia is a growing market for cosmetic and personal care products, which provides opportunities for local and global market players in the industry. This development can be seen in the technology used to convey information (Ronald and Amelia, 2023). Indonesian consumers' demand for local and global products has continued to increase in recent years. This can also be seen from the increasing trend of cosmetic and personal care product market revenue in the country since 2017. However, because of the COVID-19 pandemic, customers' purchasing behavior for cosmetic and personal care products was negatively impacted. The cosmetic industry and personal care products are products that can be applied to the human body for the purpose of cleansing, beautifying, enhancing attractiveness, or changing its appearance. From fragrances, make-up, and

shampoo to soaps, sunscreens, and toothpastes, cosmetics and personal care products play an important role in all stages of life. Customers understand the needs of cosmetic and personal care products, want them, and have basic health principles. Customers are also starting to prioritize essentials, such as skin care, a balanced diet, and an active lifestyle, with respect to prevention and protection in their health and beauty routines. Improvements in self-care and wellness were also strengthened during the pandemic, leading to the adoption of more holistic solutions to problems such as anxiety. The push for more scientifically formulated, safe, effective, and transparent products has increased consumer demand for pharmaceutical, lab, and dermocosmetic brands, especially in skincare. However, brands and companies looking to increase product sales need to ensure that they can approach health holistically in order to better resonate with consumers. The development highly supports the current technological improvement that must be able to increase human dignity and fairness for both women and men (Amelia and Ronald, 2022).

Indonesia's cosmetics and personal care products industry is attractive to foreign and domestic investors. Based on Beauty Market Survey (BMS) data obtained through Nielsen and Euro Monitor, the value of Indonesia's cosmetics and personal care industry is estimated to reach Rp 36 trillion (approximately USD \$2.7 billion) in 2016, up about 12 percent from the value in 2016. In this industry, it is also important to pay attention to a high level of customer loyalty, so that if customers feel comfortable with the brand, they will be more loyal. Therefore, these companies need to innovate and develop new products in an effort to increase market share.

This study expands Green Marketing as one of the important strategies for cosmetic companies in the long term that not only supports environmental protection but also benefits the company by increasing customer satisfaction and loyalty. Globally, this research is a reference to the fact that sustainable marketing is one of the best strategies in the cosmetics industry in the long run.

## **2. LITERATURE REVIEW**

### **2.1 Green Customers Loyalty**

Green customer loyalty is the cornerstone of building sustainable relationships between companies and customers. Formed from an environmentally friendly perspective, "green customer loyalty" refers to the level of satisfaction related to pleasant, satisfying consumption that meets the wishes of customers and the needs of the customer's environment, and the expectation to be sustainable (Mohd Suki, 2015). According to Noorham *et al.* (2020), customer loyalty is something that makes a brand worth millions or billions, so that customers can appreciate these products as they are and survive by ignoring competitors' gaps, resulting in a constant revenue stream for the company. Loyalty is something that is built based on the right attitude approach to assess customer loyalty to environmentally friendly products (Pahlevi & Suhartanto, 2020). In other words, green customer loyalty is the desire to buy something back and suggest something to others. Green Customer Loyalty is a customer's commitment to endure deeply to resubscribe or repurchase selected environmentally friendly products or services consistently in the future, regardless of the influence of the situation and marketing efforts that care for the environment (Kewakuma *et al.*, 2021).

### **2.2 Green Customers Satisfaction**

Green customer satisfaction is felt when one of the wants, needs, or expectations of goods about the need for environmentally friendly products has been met (Saleem and Sarfraz Raja, 2014). Green customer satisfaction is the customer's feeling that the consumption of products or services provided by the company is within the scope of environmental or green concern without damaging the environment and in accordance with the requirements of environmental regulations and community sustainability, and that product has also achieved goals created to satisfy customer desires (Chang & Fong, 2010). According to Yu *et al.* (2017), customer satisfaction is a psychological term that includes a sense of comfort, well-being, and prosperity that results in customers getting all their desires and expectations from a product or service. Customer satisfaction is the extent to which a product's perceived performance is in accordance with the expectations of buyers or customers. Customer satisfaction is where the achievement of the performance of a product received by consumers finds and is in accordance with expectations or expectations of consumers themselves (Kotler & Armstrong, 2016).

**H1: Green Customers Satisfaction has a significant effect on Green Customers Loyalty**

### **2.3 Green Product Quality**

Green product quality is a dimension of product features, product design, and product packaging involved in energy savings, pollution prevention, recycling waste, and environmental friendliness (Chang and Fong, 2010). Meanwhile, according to Kotler (2000), product quality in general is the ability to show a product in its function, such as overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. Product Quality is at the core of a marketing activity because the product is the output or result of one of the company's activities that can be offered to the target market to meet the needs and desires of consumers. Basically, in buying a product, customers not only buy the product, but they also buy benefits or advantages that can be obtained from the products they buy. Therefore, a product must have advantages over other products, one of which is in terms of the quality of the products offered. Product quality is one of the keys to competition between business actors offered to consumers (Amalia & Putra, 2021). According to Sreenivasulu *et al.* (2014), product quality is the most important factor in repeat purchase intent. Customers will usually make repeat purchases when the quality is high, even though the price is expensive (Sun, 2011).

**H2: Green Product Quality has a significant effect on Green Customers Satisfaction**

### **2.4 Green Product Price**

Green product price defines product price as a customer's assessment and emotions related to whether the difference between the seller's price and the other party's justifiable comparative price is reasonable, acceptable, or justifiable (Konuk, 2018). Green product price is a pricing for environmentally friendly products that balances customer sensitivity to cost against customer willingness to pay more for environmental safety (Grove *et al.*, 1996). In the green product price strategy for environmentally friendly products, Hong *et al.* (2018) said that, environmental issues are usually considered by customers in the analysis of product choice and demand. According to Shen *et al.* (2019), green product price is the unit production for green products that is higher than non-green products, and the quality of green products is more advanced than non-green products. In understanding the price of green products, Hong *et al.* (2018), also consider the environmental awareness of customers and non-green products as a reference, which can also show that differential pricing strategies should be adopted to deal with customers with different

purchasing behaviors. According to Sana (2020), green product price is the main topic in company management companies facing the topic of pricing their goods with the selection of the right factors related to product procurement and marketing.

### **H3: Green Product Price has a significant effect on Green Customers Satisfaction**

#### **2.5 Green Corporate Image**

Green corporate image portrays the image of a green company as sustainability for progress, where the company carries out the regular business operations of a company without disturbing future generations (Bathmanathan and Hironaka, 2016). Green corporate image is a perception developed from interactions between institutions, personnel, customers, and communities related to environmental commitment and environmental concern (Chen *et al.*, 2006). Image is something related to a company's public presentation; it can be conceptually defined as a strategically planned corporate presentation that aims to get positive results from the green corporate image formed when a company leaves an impression by adopting green practices (Alessandri Westcott, 2001). According to Widyastuti *et al.* (2019) green corporate image is where companies with green products tend to portray environmentally friendly purchasing decisions and will certainly influence their customers to get many loyal customers. With a good corporate image, customers will easily believe that the company is running an ethical and environmentally friendly business. According to Chen (2007), green corporate image is where companies that invest in efforts on environmental issues are able to improve corporate image, develop new markets, and increase their profit competitiveness.

### **H4: Green Corporate Image has a significant effect on Green Customers Satisfaction**

#### **2.6 Salesperson's Green Expertise**

Salesperson's green expertise is knowledge about the different features and aspects of green products (Gelderman *et al.*, 2021). According to Newell *et al.* (2016), salesperson's expertise is an important element in creating long-lasting business relationships and is characteristic of attributes that indicate how competent and capable the organization is in creating and delivering products and services. In a salesperson's expertise, customers will intend to buy again from a seller, and then customers will be loyal to the salesperson's work, allowing them to expand their loyalty for the sustainability of the company (Clark *et al.*, 2012). Therefore, Jung *et al.* (2021) define salesperson's expertise as an employee's perception of high-quality salesperson's expertise. Employees are more likely to develop a strong salesperson's brand relationship, which is defined as an employee's brand trust and will have a positive influence on the brand to serve customers better. According to Gammoh *et al.* (2018), a salesperson's expertise is one who has a strong brand image and, identifying with the brand, is more motivated and willing to take appropriate actions to achieve the desired results. According to Oktavia *et al.* (2019), a salesperson's expertise is something that plays a role in the customer buying process, from the beginning to after-sales service. In addition to expertise, other characteristics of a salesperson that may need to be considered are salesperson likeability, a person's ability to be liked by others in building pleasant interactions. A salesperson's green expertise is defined as their level of knowledge, skills, and abilities regarding environmentally friendly products (Tsai *et al.*, 2010).

### **H5: Salesperson's Green Expertise has a significant effect on Green Customers Satisfaction**

## 2.7 Environmental Knowledge

Environmental knowledge includes what customers know about the manufacturing process of a product's environment, its environmental footprint, and how potential solutions can be applied to protect the environment (Jaiswal & Kant, 2018). Currently, there are few efforts to explore how environmental knowledge moderates the link between customer satisfaction and loyalty in green markets, despite its significant role in explaining environmentally friendly behavior. (Hur *et al.*, 2013; Kumar *et al.*, 2013; Martínez, 2015). According to Laroche *et al.*, (2001), knowledge is a person's ability to identify or define a number of symbols, concepts, and behaviors that are ecologically related. Environmental knowledge is something that is used to demonstrate knowledge and awareness about environmental problems and solutions (Zsóka *et al.*, 2013). According to Wang *et al.* (2018), environmental knowledge is a direct predictor of consumers' pro-environmental behavioral intentions and shows that the higher the level of environmental knowledge consumers have, the more likely they are to form environmentally friendly behavior intentions. In addition, there are also factors that can create and shape environmental knowledge, such as not using natural ingredients, no animal testing, sustainable forests, organic products, ozone-friendly products, biodegradability, unleaded petrol, and minimum materials (Alamsyaha *et al.*, 2020).

**H6: The positive effect of green customer satisfaction on green customer loyalty is stronger in high environmental knowledge and weaker in low environmental knowledge.**

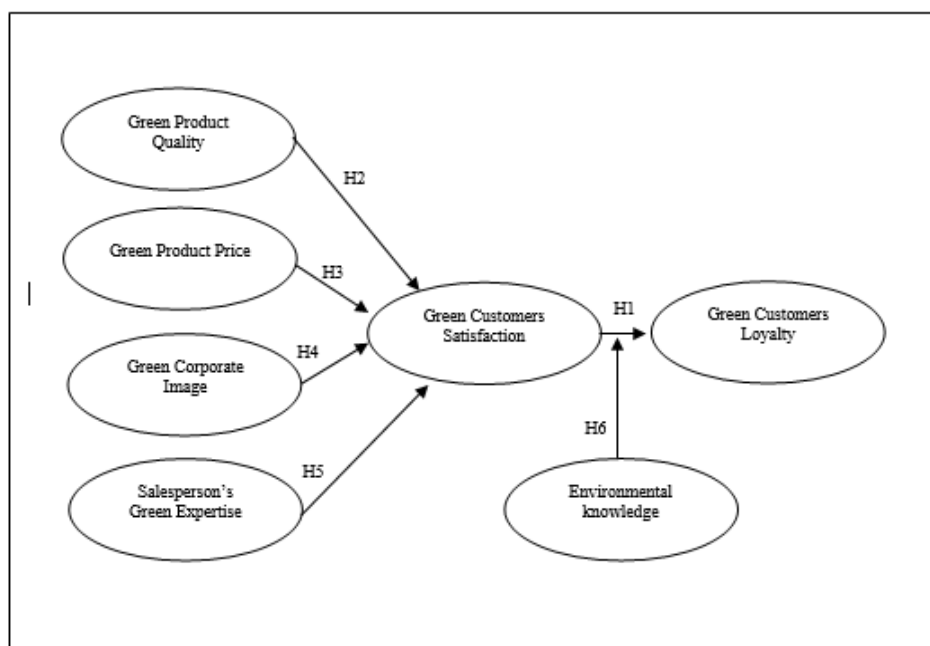


Figure 1. Research Model

## 3. METHODOLOGY

This study adopts the framework shown in Figure 1 to examine the influence of Green Product Quality, Green Product Price, Green Corporate Image, and Salesperson's Green Expertise, on Green Customers Satisfaction and Green Customers Loyalty with Environmental Knowledge as a moderation variable on Sariayu Martha Tilaar (local cosmetic) customers in Indonesia. We collected data from 110 respondents, Sariayu

Martha Tilaar (local cosmetic) customers in Indonesia. Out of a total of 110 respondents, 27.3% are male and 72.7% are female. The sample elements were also purposively drawn to ensure that only those capable of providing the requisite responses were included in the sample. The survey administration lasted for three days, while respondents were allowed one week to complete and return the questionnaire. The research instruments were delivered to respondents within Indonesia. Potential respondents were instructed to complete a self-administered questionnaire that probed their perception of Sariayu Martha Tilaar in respect of the operationalized variables (i.e., Green Product Quality, Green Product Price, Green Corporate Image, and Salesperson's Green Expertise, on Green Customers Satisfaction and Green Customers Loyalty with Environmental Knowledge as a moderation variable). The respondents completed the questionnaire voluntarily.

#### 4. FINDINGS AND DISCUSSION

##### 4.1 Validity and Reliability Test

The data collected from questionnaire is examined by SPSS. The outputs from this process in the form of corrected item-total correlation and Cronbach's alpha represent the validity and reliability from each of the questionnaire based on each variable indicator. To pass validity test, the corrected item-total correlation must be  $> R$  Table and for reliability test, Cronbach's Alpha value must be  $> 0.7$  (Ghozali, 2017).

**Table 1. Validity Test**

Variabel	Kode Item	$r_{hitung}$	$r_{tabel}$	Kriteria
<i>Green Customers Loyalty</i>	GCL 1	0.623	0.196	Valid
	GC L2	0.544	0.196	Valid
	GCL 3	0.616	0.196	Valid
<i>Green Customers Satisfaction</i>	GCS 1	0.648	0.196	Valid
	GCS 2	0.531	0.196	Valid
	GCS 3	0.613	0.196	Valid
<i>Green Product Quality</i>	GPQ 1	0.726	0.196	Valid
	GPQ 2	0.572	0.196	Valid
	GPQ 3	0.676	0.196	Valid
<i>Green Product Price</i>	GPP 1	0.576	0.196	Valid
	GPP 2	0.606	0.196	Valid
	GPP 3	0.575	0.196	Valid
<i>Green Corporate Image</i>	GCI 1	0.547	0.196	Valid
	GCI 2	0.601	0.196	Valid
	GCI 3	0.519	0.196	Valid
<i>Salesperson's Green Expertise</i>	SGE 1	0.520	0.196	Valid
	SGE 2	0.555	0.196	Valid
	SGE 3	0.657	0.196	Valid
<i>Enviromental Knowledge</i>	EK 1	0.564	0.196	Valid
	EK 2	0.469	0.196	Valid
	EK 3	0.500	0.196	Valid
	EK 4	0.645	0.196	Valid

Based on the data validity test in Table 1, all indicators used to estimate each variable are valid, since the value of the factor loading for every question is more than 0.160 (critical  $r$ ).

**Table 2. Reliability Test**

Variabel	Cronbach's Alpha Based on Standardized Items	Critical Number	No. of Items	Keterangan
Green Customers Loyalty	0.784	0.60	3	Reliable
Green Customers Satisfaction	0.649	0.60	3	Reliable
Green Product Quality	0.748	0.60	3	Reliable
Green Product Price	0.722	0.60	3	Reliable
Green Corporate Image	0.663	0.60	3	Reliable
Salesperson's Green Expertise	0.704	0.60	3	Reliable
Environmental Knowledge	0.651	0.60	4	Reliable

From Table 2, all the regressions have the Cronbach alpha value that is higher than 0.60. Therefore, it can be concluded that the statements developing the variables are consistent/reliable and can be used for further analysis.

#### 4.2 Normality Test

Normality test is conducted to test whether in the regression model, residual variable has a normal distribution, or not (Ghozali, 2017). Kolmogorov-Smirnov test is used in this test. If Asymp Value > than 0.05, the residual is normally distributed.

**Table 3. Normality Test**

Equation	Asymp. Sig. (2-tailed)	Critical Number	Description
GCS, EK → GCL	0.052	0.05	Normal
GPQ, GPP, GCI, SGE → GCS	0.058	0.05	Normal

From Table 3, the value of Asymp. Sig is significant which is > 0.05. Therefore, the data collected in this research is normally distributed. It is also supported by P-P Plot figure below, where all the dots are scattered along the diagonal line.

#### 4.3 Multiple Regression and T-Test

**Table 4. Multiple Regression and T-Test**

Variable	Standardised Coef	Sig	Description
GCS*GCL	0.515	0.000	Hypothesis Accepted
GPQ*GCS	0.519	0.000	Hypothesis Accepted
GPP*GCS	0.065	0.475	Hypothesis Rejected
GCI*GCS	0.148	0.106	Hypothesis Rejected
SGE*GCS	0.081	0.373	Hypothesis Rejected

The result of t-test in Table 4 shows that three hypotheses are supported because the t-test is lower than 0.05. So, it can be concluded that H1, H2 and H6 are supported. Also, the other three hypotheses are rejected because the t-test is higher than 0.05. So, it can be concluded that H3, H4 and H5 are rejected.

From Table 4 above, it can also be concluded that Green Customer Satisfaction has the largest and positive influence directly on Green Customer Loyalty with a regression coefficient of 0.515. The biggest positive influence on Green Customer Satisfaction is Green Product Quality (0.519), followed by Green Corporate Image (0.148), Salesperson's Green Expertise (0.081) and finally, Green Product Price (0.065).

#### 4.4 F-Test

**Table 5. F-Test**

Variable	Sig	Standard	Hypothesis
GCS*GCL	0.000	0.05	Hypothesis Accepted
GPQ, GPP, GCI, SGE*GCL	0.000	0.05	Hypothesis Accepted
EK*GCL	0.000	0.05	Hypothesis Accepted

Based on the Table 5, there is a simultaneous influence of Green Product Quality, Green Product Price, Green Corporate Image, and Salesperson's Green Expertise on Green Customers Satisfaction and Green Customers Loyalty with Environmental Knowledge as a moderation variable on Sariayu Martha Tilaar (local cosmetic) customers in Indonesia.

#### 4.5 Moderated Regression Analysis (MRA)

**Table 6. Coefficient Regression Analysis for MRA**

Variable	Standardised Coef	Sig
GCS*GCL	-.844	.314
EK* GCL	-.627	.374
GCS_EK * GCL	1.873	.165

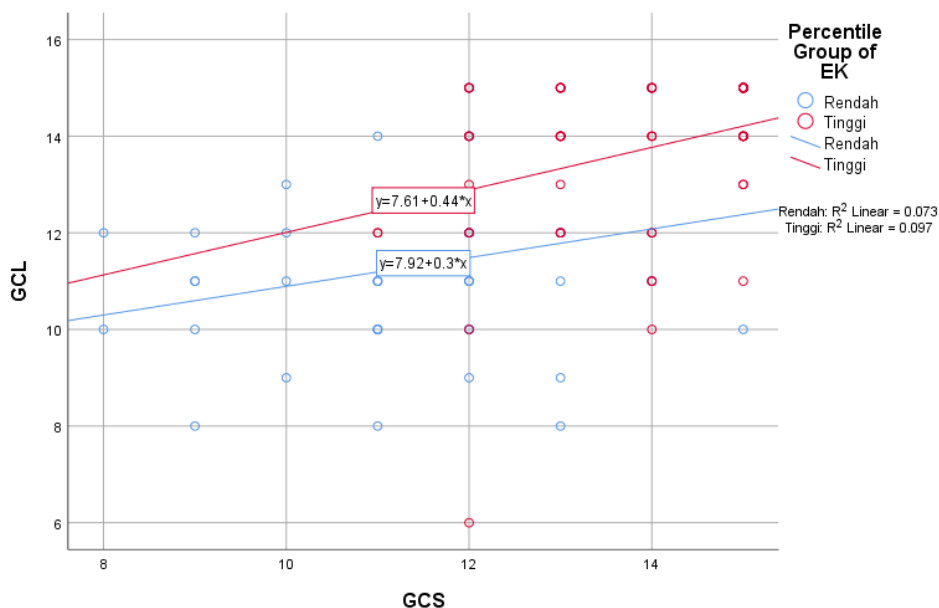
Based on table 6, beta resulting from the effect of GCSEK interaction on GCL is positive, which means that moderation of EK weakens the effect of GCS on GCL. With an insignificant influence due to sig >0.05 (0.165 > 0.05). The existence of EK is a potential moderation, because the influence of EK on GCS in the first output and the influence of GCSEK interaction on the second output results are not significant.

Based on Figure 2 and Table 6, it can be seen that the effect of Environmental Knowledge and Green Customer Satisfaction interaction on Green Customer Loyalty results is negative, which means that moderation of Environmental Knowledge weakens the effect of Green Customer Satisfaction on Green Customer Loyalty. The existence of Environmental Knowledge is a potential Moderation because the influence of Environmental Knowledge on Green Customer Satisfaction in the first output and the influence of the interaction of Green Customer Satisfaction Environmental Knowledge on the second output results are not significant. Consumers with low Green Customer Satisfaction accompanied by the influence of Environmental Knowledge moderation, will increase Green Customer Loyalty, while consumers with high Green Customer Satisfaction accompanied by the influence of Environmental Knowledge moderation, will be even greater. In addition, figure 2 also shows that the influence of Environmental Knowledge moderation will be greater when Green Customer Satisfaction is high.

This study investigates the effects of Green Customers Loyalty through Green Product Quality, Green Product Price, Green Corporate Image, and Salesperson's Green Expertise, on Green Customers Satisfaction with Environmental Knowledge as a moderation variable amongst Sariayu Martha Tilaar (local cosmetic) customers in



Indonesia. The conclusion is that H1, H2 and H6 are supported, while H3, H4, and H5 are rejected.



**Figure 2. Moderated Regression Analysis of Environmental Knowledge**  
 Source: Researcher, 2023

### 5. CONCLUSION

This research has succeeded in contributing globally, especially in strengthening the theory that green marketing is important in shaping customer satisfaction and customer loyalty. Therefore, it is important for companies to use Green Marketing Strategy in the long run. The most important variable in increasing Green Customer Loyalty is Green Customer Satisfaction, but because it is an affection variable, the key variable in this study is Green Product Quality because it is a cognitive variable that has the greatest effect on Green Customer Satisfaction.

First, Green Customers Satisfaction is one of the important variables that affects the level of Green Customers Loyalty. The way to improve these indicators is to actively improve product quality related to environmentally friendly products, campaigns, infographics, socialization related to environmentally friendly products, promotions that can increase customer satisfaction and involve customers in participating in environmentally friendly fabrics through experiences in purchasing Sariayu Martha Tilaar products, and other things to continue to increase customer satisfaction with the product buying experience at Sariayu Martha Tilaar.

Second, Green Product Quality is one of the important variables that affects the level of Green Customers Satisfaction. The way to improve these indicators is to implement programs that carry out the use of easily recyclable packaging as well as support and educate customers in participating in recyclable packaging and providing packaging that can be used or refilled.

Third, Green Product Price is one of the important variables that affects the level of Green Customers Satisfaction. The way to improve these indicators is to continue to ensure and maintain the quality of environmentally friendly products as domestic

products that use affordable Indonesian natural ingredients and increase trust so that customers continue to recognize products as value for money products that are in accordance with the quality of environmentally friendly products.

Fifth, Salesperson's Green Expertise is one of the important variables that affects the level of Green Customers Satisfaction. The way to improve these indicators is to maintain providing good advice to customers regarding the environmental friendliness of the available products in order to increase customer satisfaction and be able to provide reliable explanations by customers in explaining the quality of environmentally friendly products so that it will continue to increase customer confidence in Sariayu Martha Tilaar.

Finally, Environmental Knowledge is one of the variables that affects the level of Green Customers Loyalty. The way to improve these indicators is to provide information about socialization to related customers to make them aware that the use of plastic in beauty products can affect environmental changes related to environmentally friendly products. This will also have a positive impact on Sariayu Martha Tilaar as a company that is consistent with environmentally friendly companies, so customers will feel satisfied if they can be involved and contribute to better environmental change.

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