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The Influence of Service Quality, Green Customer Value, and Green Brand Awareness on Green Customer Loyalty Through Customer Satisfaction Within Sidoarjo Eiger's Customer

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ABSTRACT

The increasing awareness of environmental sustainability has intensified competition among brands offering eco-friendly products. The wide range of green product choices makes it easier for consumers to switch from one brand to another. Therefore, companies must be able to maintain customer loyalty. This study aims to analyze the influence of Service Quality, Green Customer Value, and Green Brand Awareness on Green Customer Loyalty, with customer satisfaction as a mediating variable. This research employs a descriptive quantitative approach, with the population consisting of Eiger consumers in Sidoarjo. The sample was selected using a non-probability sampling technique with the purposive sampling method, resulting in 96 respondents. Data analysis was conducted using the Partial Least Square (PLS) method with SmartPLS 3.0 software. The results indicate that Service Quality, Green Customer Value, and Green Brand Awareness significantly influence customer satisfaction, which in turn enhances Green Customer Loyalty.

1. INTRODUCTION

Environmental degradation and climate change have become increasingly urgent global challenges, largely driven by unsustainable patterns of consumption. These issues are no longer abstract but manifest in alarming statistics such as the 0.27 to 0.9 million tons of waste entering Indonesian seas annually primarily composed of single-use plastics. This underscores the pressing need for consumers to adopt more sustainable consumption behaviors to reduce their ecological footprint (Utami, 2020).

In response to this crisis, there has been a growing global shift in consumer awareness and preferences toward environmentally friendly products (Papashvili, 2023). This shift is not only a reaction to environmental threats but also a form of consumer activism, where individuals increasingly choose brands that align with sustainability values. As a result, businesses are challenged to foster *green customer loyalty*, a concept referring to customers' commitment to continue purchasing from brands that actively support environmental sustainability (Leal Filho et al., 2022).

Green customer loyalty goes beyond traditional loyalty metrics; it reflects a deeper emotional and ethical engagement. Factors such as service quality, perceived environmental value (green customer value), and brand recognition in sustainable practices (green brand awareness) have been identified as significant determinants of green loyalty (Tan & Quang, 2023). Furthermore, customer satisfaction often mediates the relationship between these factors and loyalty outcomes, making it a critical variable in understanding green purchasing behavior.

Eiger, a well-known Indonesian outdoor adventure brand, represents an ideal case study for investigating green customer loyalty. As a company committed to environmentally responsible production, through the use of sustainable materials and educational campaigns—Eiger exemplifies how green branding can be integrated into both product strategy and consumer engagement. Given the increasing consumer inclination toward eco-friendly brands, understanding the loyalty dynamics in this context becomes highly relevant (Zeng et al., 2023).

Previous studies on green loyalty offer mixed results. For instance, while some research shows a positive relationship between service quality and green loyalty (Mardhiyah & Astuti, 2021), others find no significant correlation (Rukmana et al., 2021). Similarly, the impact of green customer value and green brand awareness on loyalty outcomes varies across studies, highlighting the need for a more integrated analysis involving mediating factors like customer satisfaction.

Based on this, the current research seeks to examine the influence of Service Quality, Green Customer Value, and Green Brand Awareness on Green Customer Loyalty, with Customer Satisfaction as a mediating variable. This study also aims to fill the gap in the literature by testing these variables simultaneously, something rarely done in prior research which typically focused on partial models.

H1: Service Quality Has a Positive and Significant Influence on Green Customer Loyalty

Service Quality is an effort to provide perfect service to meet customer expectations and desire (Rukmana et al., 2021). Therefore, companies need to pay more attention to customer service in depth by improving service quality. This is crucial because customer satisfaction is increasingly recognized as a major factor in maintaining business continuity and winning competition in the market. The higher the quality of service, the greater the possibility of achieving several good results that are important for the company (Irma & Kristaung, 2023). The results of previous research conducted by (Mardhiyah & Astuti, 2021) (Wajong Vania Pacifika, 2023) prove that service quality has a positive effect on green customer loyalty.

H2: Green Customer Value Has a Positive and Significant Influence on Green Customer Loyalty

Green customer value is a method for evaluating product quality by considering environmental issues (Siregar et al., 2024). From this definition, it can be seen that green customer value means that after a long time, customers can distinguish and find the benefits of this product compared to other products. The higher the green customer value felt by consumers, the higher the consumer interest in green products. According to Keller, green customer value is something that is highly considered by consumers who understand the concept of being environmentally friendly. From the results of research conducted (Mombeuil & Diunugala, 2023)(Green et al., 2024)(Sabaru et al., 2022), it is stated that green customer value has a significant effect on green customer loyalty.

H3: Brand Awareness Has a Positive and Significant Influence on Green Customer Loyalty

Brand awareness is a common goal for all promotional strategies. By creating brand awareness, marketers hope that the brand will be remembered whenever a need category arises, which then becomes a consideration for various choices in decision making. Brand awareness is very important in determining consumer loyalty to a product. Macdonald and Sharp stated that brand awareness is the main measure for customers who make low, general, and repetitive purchasing decisions. Customer purchasing decisions and intentions can also be more influenced if a product is able to increase brand awareness. Brand awareness has a significant influence on green customer loyalty, meaning that the higher the brand awareness or consumer brand awareness, the higher the consumer loyalty. Previous research conducted by (Sabaru et al., 2022)(Safrina et al., 2023) proved that brand awareness has a significant influence on green customer loyalty.

H4: Service Quality Has a Positive and Significant Influence on Customer Satisfaction

Service Quality is defined as the extent to which there is a difference between reality and customer expectations of the service they receive. If the service provided meets or exceeds customer expectations, then the service quality is considered good. Conversely, if the service received is lower than expected, then the service quality is considered less than satisfactory (Fayza Karunia Asadanie, 2022). Service quality is very important for the company's image because they interact most directly with customers. Therefore, they must be able to provide the

best satisfactory service, with the aim of making customers satisfied with the service provided (Dzikiryantos & Rochim, 2022). Service quality is essential for business success and to survive in the competition. Companies that want to survive and grow must be able to provide high quality services to satisfy their customers. Quality, according to the American Society for Quality Control, is defined as the totality of characteristics of a product or service that bear on its ability to satisfy stated or stated requirements. The results of previous research conducted by (Dzikiryantos & Rochim, 2022) (Mardhiyah & Astuti, 2021) proved that service quality has a significant influence on customer satisfaction.

H5: Green Customer Value Has a Positive and Significant Influence on Customer Satisfaction

Green Customer value definition of perceived green customer value refers to how well customers view the green products they purchase by comparing the benefits they get with the sacrifices they make to get the green products they need (Tifany Ekaputri & Sudarwanto, 2021). The value of environmentally friendly customers also builds the credibility of a company based on environmental concerns. Understand the value of environmentally friendly perception as a consumer analysis of the benefits and value of an environmentally friendly product as a parameter of the features of this product compared to other products and creates a sense of customer satisfaction. Green customer value is also felt to be interpreted as the overall consumer assessment of the benefits of an environmentally friendly product (Al Amin & Dhewi, 2021). Research conducted by (Al Amin & Dhewi, 2021)(Tifany Ekaputri & Sudarwanto, 2021) states that green customer value has a significant effect on customer satisfaction.

H6: Green Brand Awareness Has a Positive and Significant Influence on Customer Satisfaction

Green Brand awareness is an opportunity to identify and remember the characteristics of companies and brands that are committed to environmental conservation. Green brand awareness refers to how well consumers understand and perceive brands that are committed to environmentally friendly practices. As a result, environmentally friendly brand awareness increases consumer perceptions of product quality and consumer trust in environmental values and brand concern for the environment. According to Kotler and Keller, it is the consumer's ability to identify a brand in various situations, such as through brand understanding or brand recall (Gultom et al., 2021). Research conducted (Siregar et al., 2024)(Firmansah et al., 2021) states that green brand awareness has a positive effect on customer satisfaction.

H7: Customer Satisfaction Has a Positive and Significant Influence on Green Customer Loyalty

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing expectations of product performance with actual results. If the product does not meet expectations, customers will feel dissatisfied. Customers have certain expectations, and if the

product performance exceeds expectations, they will feel very satisfied or happy (Dianti, 2017). When customers are satisfied with a product, they tend to buy other products based on their positive experience in using it (Pattilasa & Dwiridotjahtjono, 2023). Customer satisfaction is closely related to customer loyalty, because a high level of satisfaction provides various benefits for the company, such as strengthening the relationship between the company and customers, building a solid foundation for customer satisfaction, generating positive word-of-mouth recommendations, and encouraging customers to return to buy or use the services offered by the company. According to Fecikova in Sahabuddin, satisfaction is the result of customer evaluation of a product or service by comparing their expectations of the product or service. Previous research conducted by (Siregar et al., 2024)(Firmansah et al., 2021) showed that customer satisfaction has a positive influence on Green Customer Loyalty.

H8: Customer Satisfaction Mediates the Relationship Between Service Quality and Green Customer Loyalty

Service quality is an effort by service providers to meet customer needs and desires quickly and on time. According to (Rukmana et al., 2021), service quality is defined as a comparison between consumer expectations of a service and the real experience they feel. From this definition, it can be concluded that good service quality is a service that is able to meet customer expectations and needs optimally. Excellent service contributes to meeting customer expectations, which can ultimately increase their loyalty. According to Kotler and Keller, service is defined as any form of action provided by one party to another, which is intangible and does not affect the ownership of an item. Service quality is determined by the difference between customer expectations of the service they will receive and the actual experience they gain. Research conducted by (Dianti, 2017)(Irma & Kristaung, 2023) shows that service quality has a significant influence on green customer loyalty through customer satisfaction.

H9: Customer Satisfaction Mediates the Relationship Between Green Customer Value and Green Customer Loyalty

Green customer value is how customers assess the combined benefits of a product, what they get and what they give (Green et al., 2024). According to Keller, the value of environmentally friendly consumers is highly considered by customers who understand the concept of being environmentally friendly. Green customer value as a consumer analysis of the benefits and value of environmentally friendly products based on their attributes compared to other products. The results of research conducted by (Kognisi et al., 2021b)(Green et al., 2024) stated that green customer loyalty has a significant influence on green customer loyalty through customer satisfaction.

H10: Customer Satisfaction Mediates the Relationship Between Green Brand Awareness and Green Customer Loyalty

Green Brand awareness is the ability of consumers to remember brands that are environmentally responsible. Another definition of green brand awareness is related to the ability of customers to recognize and remember that a brand is environmentally friendly (Mombeuil & Diunugala, 2023). According to Elisari and Sukaatmadja, brand awareness or

brand awareness is the first step in building a brand for goods. Brand awareness includes stages from ignorance of a brand to the belief that the brand is the only choice in a particular product or service category. Once a brand carves a strong place in the minds of customers, it becomes difficult for other brands to replace it. Hence, customers remember which brand they purchased even though different marketing messages are sent to them every day. The more customers are familiar with a product brand, the better the perception of Pureit brand. The results of research conducted by (Penerbitan, 2022) prove that green brand awareness has a significant influence on green customer loyalty through customer satisfaction.

Based on the description above, this research has differences from previous research. The novelty in this research lies in the use of five variables, namely service quality, green customer value, and green brand awareness towards green customer loyalty through customer satisfaction simultaneously. Previously, research only used several variables separately. Therefore, this research aims to determine the influence of service quality, green customer value, and green brand awareness on green customer loyalty through customer satisfaction among Eiger Sidoarjo consumers.

Problem formulation: The influence of Service Quality, Green Customer Value, and Green Brand Awareness on Green Customer Loyalty through customer satisfaction.

Research question: Does service quality affect customer satisfaction? Does service quality affect green customer loyalty? Does green customer value affect customer satisfaction? Does green customer value affect green customer loyalty? Does green brand awareness affect customer satisfaction? Does green brand awareness affect green customer loyalty? Does customer satisfaction affect green customer loyalty? Does service quality have an indirect effect on green customer loyalty through customer satisfaction? Does green customer value have an indirect effect on green customer loyalty through customer satisfaction? Does green brand awareness have an indirect effect on green customer loyalty through customer satisfaction?

Figure 1

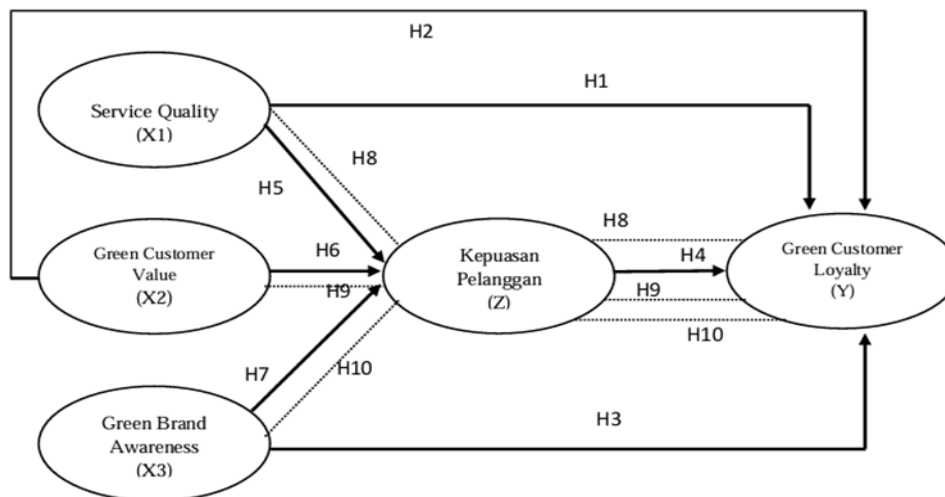


Figure 1. Conceptual Framework

RESEARCH METHODS

In the context of the study examining purchasing behaviors at the Eiger Adventure Store in Sidoarjo, understanding the population and the adopted sampling methodology is crucial for ensuring the reliability and validity of the research outcomes. The population for this study comprises all individuals who made purchases at the Eiger Adventure Store during the designated observation period. However, due to the absence of an exact count of total visitors and the dynamic nature of customer traffic, a structured sampling approach is required to ensure the feasibility and representativeness of the sample used.

Recognizing the limitations posed by this fluctuating population, the study employs an accidental sampling technique, a type of non-probability sampling. This method involves selecting respondents based on their immediate availability and willingness to participate at the time of data collection. Accidental sampling is particularly suitable in situations where access to the full population list is not possible and quick data acquisition from relevant participants is necessary (Alam et al., 2020).

To determine the appropriate number of respondents, the Slovin formula was used, which is a common approach in research dealing with unknown or infinite populations. The formula is defined as:

$$n = \frac{Z^2 \times P \times (1-p)}{d^2} = \frac{(1.96)^2 \times 0.5 \times (1-0.5)}{(0.1)^2} = \frac{3.8416 \times 0.25}{0.01} = 96.04$$

Since the exact number of consumers (N) could not be determined, the formula was simplified using a proportion-based estimation, with a 10% margin of error and a 95% confidence level. The calculation yielded a sample size of 96 respondents, which was deemed sufficient to represent the targeted population and meet the analytical requirements of the study. Below is the operational definition in **Table 1**.

Table 1. Operational Definition

Variable	Operational Definition	Indicator
Quality Service (X1)	Quality service is an effort to meet the needs and desires of customers and ensure that information is conveyed quickly and in accordance with customer requests (Printed, 2021)	1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy
Green Costumer Value (X2)	Costumer value or green customer value is a combination of advantages and disadvantages experienced by consumers when using goods or services to meet certain needs (Safrina et al., 2023)	1. This brand is eco-friendly. 2. Its performance meets expectations. 3. I bought it for being green. 4. I chose it for being greener.
Green Brand Awareness (X3)	According to theory (Anis Nusron & Adji Achmad Subadar, 2023), brand awareness is the first step in building a product brand. Brand awareness consists of feeling unfamiliar with the brand to the belief that the brand is unique to a certain type of goods or services	1. Brand Recall 2. Recognition 3. Consumption

Green Customer Loyalty (Z)	Green Consumer loyalty is a decision made by customers about whether they will maintain a relationship with a service provider or continue to use and purchase services offered by a company or brand (Fatwa & Chaniago, 2022).	<ol style="list-style-type: none"> 1. Repeat purchase 2. Giving recommendations 3. Customer loyalty 4. Positive reviews
Costumer's Satisfaction (Y)	Satisfaction, according to Kotler(Bagus Nyoman Udayana & Lukitaningsih, 2022), is defined as the level of perception at which a person can describe the results of a comparison between the performance of the product (service) received and expected	<ol style="list-style-type: none"> 1. Product 2. Price 3. Promotion 4. Employee Service

2. RESULTS & DISCUSSION

The measurement analyses the respondents in this study came from various demographic backgrounds, including gender, age, and domicile, which may influence their perception of service quality and customer loyalty. In terms of gender, the respondents consisted of both male and female individuals, each of whom may have different perspectives on Green Customer Value and Green Brand Awareness.

Most respondents were in the productive age range (16–30 years), which was grouped into three categories: 16–20 years, 21–25 years, and 26–30 years. This group represents active consumers who tend to be more aware of environmental issues. Regarding domicile, respondents came from both within and outside the Sidoarjo area, reflecting a wide reach of Eiger Adventure Store's customer base. The complete distribution of respondent profiles is presented in Table 2.

Tabel 2. Profile Respondent

No.	Variable	Category	Amount	Presentase
1.	Gender	Male	68	70.8%
		Famale	28	29.2%
2.	Age	16-20	43	44.8%
		21-25	43	44.8%
		26-30	10	10.4%
3.	Domicile	Sidoarjo	75	78.1%
		Outside Sidoarjo	21	21.9%

The measurement analyses conducted included convergent validity, discriminant validity, and composite reliability. This was done to bring out the validity and reliability of the model and to determine whether the measurement tools were fit for use (Singh, Kaur, and Dana 2024).

Validitas Konvergen (Convergent Validity) The extent to which indicators can explain latent variables is measured using convergent validity. The value of external pressure can be considered good if the value is more than 0.70. If the value is less than 0.70, the indicator should be eliminated and calculated again. The initial test results show that some indicators have a value below 0.70, including the indicator on (X1)-fullfilment (X1.1), so it is necessary to retest. The value of the outer additions fulfils the convergent validity test, as shown in **Table 3**.

Table 3. Outer Loading Value

	X1	X2	X3	Y	Z
Service Quality	0,840				
Green Costumer Value		0,843			
Green Brand Awareness			0,862		
Green Customer Loyalty				0,882	
Customer Satisfaction					0,872

Source: Smart-PLS output processed data (2025)

One way to assess convergent validity is Average Variance Extracted (AVE). If each construct has an AVE value of more than 0.5, the model criteria can be considered good (Sukmanawati and Purwati 2022). If each variable has an AVE value of more than 0.5, the constructs of this study have good discriminant variables. This is indicated by the AVE values found in **Table 4**

Table 4. Average Variance Extracted (AVE)

Question Item	Average Variance Extracted (AVE)
Service Quality (X1)	0,705
Green Customer value (X2)	0,711
Green Brand Awareness (X3)	0,744
Green Costumer Loyalty (Y)	0,778
Customer Satisfaction (Z)	0,761

Source: Smart-PLS output processed data (2025)

Discriminant Validity The cross-loading value is used to test discriminant validity. The crossload value for each variable must be greater than $> 0,70$. The crossload value of each indicator is considered valid if the crossload value of each variable is smaller than the cross load value of other variables. Table 4 shows that the crossloading value of each latent variable indicator is greater than the value of other latent variables. Therefore, the crossloading value of each indicator can be considered in accordance with the discriminant validity criteria.

Table 5. Crossloading Value

	X1	X2	X3	Y	Z
Service Quality	0,840	0,726	0,713	0,736	0,723
Green Costumer Value	0,727	0,843	0,729	0,760	0,755
Green Brand Awareness	0,731	0,748	0,862	0,769	0,750
Green Customer Loyalty	0,775	0,800	0,786	0,882	0,795
Customer Satisfaction	0,752	0,781	0,758	0,787	0,872

Source: Smart-PLS output processed data (2025)

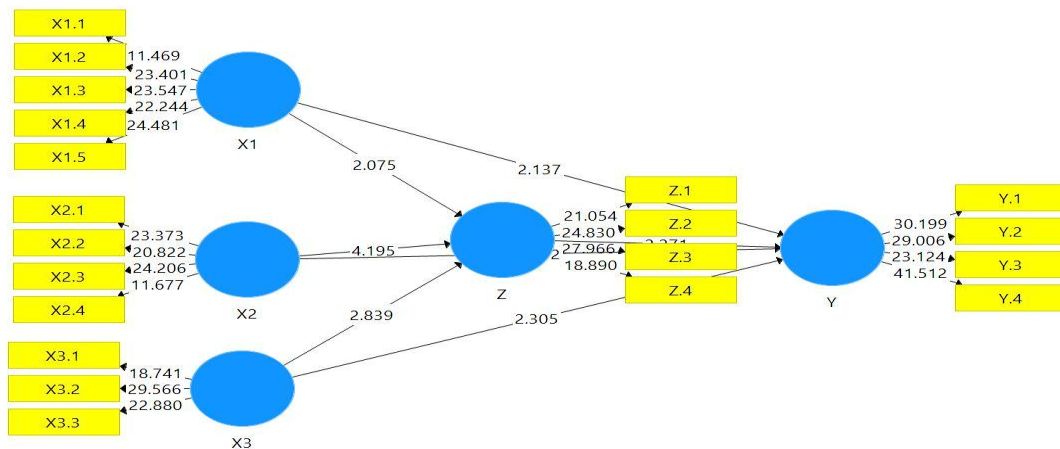
Composite Reliability and Cronbach's Alpha test is used to prove that the instrument measures the accuracy, consistency, and accuracy of the construct. All latent variables can be considered reliable if the composite reliability value and Cronbach's alpha are greater than > 0.7 . The value of all constructs can be considered reliable if the value is greater than 0.7.

Table 6. Cronbach's Alpha and Composite Reliability Test Results

Question Item	Cronbach's Alpha	Composite Reliability
Service Quality (X1)	0,895	0,923
Green Customer value (X2)	0,865	0,908
Green Brand Awareness (X3)	0,828	0,897
Green Costumer Loyalty (Y)	0,905	0,933
Customer Satisfaction (Z)	0,895	0,927

Source: Smart-PLS output processed data (2025)

Measurement Model Analysis (Inner Model) which is based on substantive theory, is carried out to determine the causal or causal relationship between latent variables. Inner model measurement is done by looking at the R-Square, Q-Square, F-Square and path coefficient values.

**Figure 2. Bootstrapping Test Result**

R-Square Test The number of independent variables compared to the dependent variable can be calculated using R-Square. The model is considered strong if the R-Square value is 0.75, a model of 0.50 is considered moderate, and a model of 0.25 is considered weak.

Table 7. R-Square Test results

	R Square	R Square Adjusted
Green Costumer Loyalty (Y)	0,890	0,885
Customer Satisfaction (Z)	0,848	0,844

Source: Smart-PLS output processed data (2025)

The R-Square value of 0.890 indicates that the Service Quality, Green Customer Value, and Green Brand Awareness variables are able to explain 89% of their influence on Green Customer Satisfaction (Y), while the remaining 11% is influenced by other variables outside the study. For Green Customer Loyalty (Z), the R-Square value of 0.848 indicates that these variables together with Green Customer Satisfaction can explain 84.8% of their influence, with 15.2%

influenced by other variables. With an R-Square value > 0.50 , this model belongs to the strong structure category.

Q-Square Test higher than 0 indicates that the model has lower predictive relevance, while a Q-Square value lower than 0 indicates that the model has lower predictive relevance.

Table 8. Q-Square Test Results

	SSO	SSE	Q ² (=1-SSE/SSO)
Green Costumer Loyalty (Y)	388.000	139.302	0.641
Customer Satisfaction (Z)	388.000	156.409	0.597

Source: Smart-PLS output processed data (2025)

Based on Table 7, the Q-Square value shows results > 0 , which is 0.641 for variable Y and 0.597 for variable Z. This value indicates that the model has good predictive ability. This value indicates that the model has good predictive ability. In percentage terms, the Q² value of 0.641 indicates that variable Y can be explained by the model by 64.1%, while the Q² value of 0.597 indicates that variable Z can be explained by the model by 59.7%. Thus, this study has good predictive relevance.

F-Square Test is used to measure the influence between variables based on the magnitude of the effect. The F-Square value is small if more than 0.02, moderate if more than 0.15, and large if more than 0.35.

Table 9. F-Square Test Results

	Green Costumer Loyalty (Y)	Customer Satisfaction (Z)
Service Quality (X1)	0,056	0,077
Green Customer value (X2)	0,133	0,249
Green Brand Awareness (X3)	0,110	0,111
Green Costumer Loyalty (Y)		
Customer Satisfaction (Z)	0,086	

Source: Smart-PLS output processed data (2025)

In table 8, this study shows that Green Brand Awareness on Green Customer Loyalty has a moderate effect size of 0.249, while Service Quality and Green Customer Value on Green Customer Loyalty have a small effect size with F-Square values of 0.077 and 0.111 respectively.

Path Coefficient is carried out with the initial value of the sample, the t-statistic value, and the p value. The initial value of the sample can be said to be in accordance with the direction of the hypothesis and has a positive effect if the value is positive. The t-statistic value indicates that the model can be used to see the hypothesised effect of each path relationship between exogenous and endogenous variables. Based on $\alpha = 5\%$ with a two-sided test direction, the t-table is 1.96, which indicates that the hypothesis is accepted if the t-statistic value is greater than the t-table. However, if the t-statistic value is smaller than the t-table, the exogenous latent variable is considered to have an influence on (Hair et al., 2017).

Table 10. Path Coefficient Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Service Quality -> Y	0.178	2.033	0.043
Service Quality -> Z	0.235	2.022	0.044
Green Customer value -> Y	0.312	3.109	0.002
Green Customer value -> Z	0.447	4.109	0.000
Green Brand Awareness -> Y	0.253	2.231	0.026
Green Brand Awareness -> Z	0.282	2.880	0.004
Customer Satisfaction -> Y	0.250	2.279	0.023

Source: Smart-PLS output processed data (2025)

Based on Table 10, the results of the Original Sample (O), T-Statistic, and P Values from bootstrapping show that all independent variables in this study, namely Service Quality (X1), Green Customer Value (X2), and Green Brand Awareness (X3), have a positive effect on Green Customer Loyalty (Y), either directly or through the mediating variable Customer Satisfaction (Z).

H1: Service Quality Affects Green Customer Loyalty. The analysis results indicate that service quality has a significant influence on green customer loyalty at Eiger Adventure Store Sidoarjo. This finding suggests that the better the service provided by the store, the higher the level of customer loyalty toward its products and the company's efforts in promoting sustainability and environmental awareness. Among the service quality indicators, assurance emerged as the most dominant factor. Eiger Adventure Store Sidoarjo is perceived as being capable of providing a sense of security, trust, and confidence to its customers, particularly in relation to its environmentally friendly initiatives. The assurance offered makes customers feel comfortable and confident in continuing to support Eiger's sustainability-oriented products. The results of this study are in line with previous studies which state that service quality has a positive influence on green customer loyalty (Mardhiyah & Astuti, 2021) (Wajong Vania Pacifika, 2023) (Irma & Kristaung, 2023). Quality services that provide assurance to customers not only create satisfaction but also build a positive perception that the company cares about sustainability. This encourages customers to continue to support the company's green initiatives.

H2: Green Customer Value Affects Green Customer Loyalty. The analysis results indicate that Green Customer Value has a significant influence on Green Customer Loyalty at Eiger Adventure Store Sidoarjo. This finding suggests that the greater the perceived environmental value customers receive from the company's products or services, the stronger their loyalty toward the company. The most influential indicator of Green Customer Value is the brand's environmental performance that meets customer expectations. When the company successfully meets customer expectations regarding environmental aspects, it enhances both trust and satisfaction. Customers perceive the company as having a genuine commitment to sustainability, which encourages them to continue using its products or services. This result is

in line with previous research which states that Green Customer Value positively affects Green Customer Loyalty (Kognisi et al., 2021b)(Kognisi et al., 2021a)(Al Amin & Dhewi, 2021). Customers' perceived green value not only feels more satisfied, but they also build long-term relationships with the company. By providing consistent environmental value, companies can encourage stronger customer loyalty.

H3: Green Brand Awareness Affects Green Customer Loyalty. The analysis results show that Green Brand Awareness has a significant influence on Green Customer Loyalty at Eiger Adventure Store Sidoarjo. This finding confirms that the higher the customer awareness of a brand's commitment to environmental sustainability, the greater the opportunity to enhance their loyalty toward the offered products or services. The most dominant indicator of Green Brand Awareness is brand recognition. When customers can easily recognize a brand as part of an environmentally sustainable initiative, they tend to develop greater trust and confidence in the company's commitment. This ease of recognition strengthens the emotional connection between the customer and the company, ultimately increasing their loyalty. This result is in line with previous research which shows that Green Brand Awareness contributes positively to Green Customer Loyalty (Produk et al., 2022)(Mukaromah et al., 2019). The brand's ability to be recognised as a supporter of green initiatives not only builds trust but also encourages customers to continue supporting the company's products and services in the long term.

H4: Service Quality Affects Customer Satisfaction. The analysis results indicate that Service Quality has a substantial influence on Customer Satisfaction at Eiger Adventure Store Sidoarjo. This finding suggests that the better the service perceived by the customers, the higher their level of satisfaction with the products or services provided by the company. Among the service quality indicators, assurance emerged as the most dominant factor. When the company is able to provide customers with a sense of security, trust, and comfort, it positively shapes their perception of the overall service quality. The trust that is established through such assurance directly contributes to an increase in customer satisfaction. The results of this study are in line with previous studies which state that Service Quality plays an important role in creating a satisfying customer experience (Lengkong et al., 2021). Superior service quality not only provides immediate satisfaction but also strengthens the relationship between customers and companies.

H5: Green Customer Value Affects Customer Satisfaction. The analysis results show that Green Customer Value has a significant influence on Customer Satisfaction at Eiger Adventure Store Sidoarjo. This finding confirms that the greater the perceived environmental value customers receive from the company's products or services, the higher their level of satisfaction. The most dominant indicator of Green Customer Value is the brand's environmental performance meeting customer expectations. When the company successfully meets customer expectations regarding sustainable environmental initiatives, it generates a stronger sense of satisfaction. Customers feel that the value they receive is not only functionally beneficial but also reflects a commitment to environmental sustainability. This result is in line with previous research which states that Green Customer Value plays an important role in increasing Customer Satisfaction(Kognisi et al., 2021b)(Dzikiryantos & Rochim, 2022). The green value

provided by the company not only provides direct satisfaction but also builds positive perceptions that strengthen customer relationships with brands.

H6: Green Brand Awareness Has an Effect on Customer Satisfaction. The analysis results indicate that Green Brand Awareness has a significant influence on Customer Satisfaction at Eiger Adventure Store Sidoarjo. This finding confirms that the higher the customers' awareness of a brand's commitment to environmental sustainability, the greater their satisfaction with the products or services offered. The most dominant indicator of Green Brand Awareness is brand recognition. When customers can easily identify a brand as a pioneer or supporter of green initiatives, it fosters trust and confidence in the brand. This recognition positively impacts the customer experience, ultimately leading to increased satisfaction. The results of this study are in line with previous studies which state that Green Brand Awareness plays an important role in influencing Customer Satisfaction (Kognisi et al., 2021a) (Hidayat & Mardiyana, 2024). Awareness of the environmental value a brand offers not only creates satisfaction but also strengthens the emotional connection between the customer and the company.

H7: Customer Satisfaction Affects Green Customer Loyalty. The analysis results indicate that Customer Satisfaction has a significant influence on Green Customer Loyalty at Eiger Adventure Store Sidoarjo. This finding suggests that the higher the level of customer satisfaction with environmentally sustainable products or services, the more likely customers are to remain loyal to the brand. The most dominant indicator of Customer Satisfaction is satisfaction with the brand's environmental performance. When customers feel satisfied with the company's environmental efforts, it fosters trust and a sense of commitment, encouraging them to continue supporting the brand in the long term. This result is consistent with previous research which states that Customer Satisfaction plays an important role in creating Green Customer Loyalty (Tifany Ekaputri & Sudarwanto, 2021) (Gultom et al., 2021). Satisfaction with a service or product that is in line with sustainability values not only builds loyalty but also encourages customers to recommend the brand to others.

H8: Customer Satisfaction Mediates the Relationship Between Service Quality and Green Customer Loyalty. The analysis results reveal that Customer Satisfaction mediates the relationship between Service Quality and Green Customer Loyalty at Eiger Adventure Store Sidoarjo. In other words, high service quality can enhance customer satisfaction, which in turn significantly contributes to customer loyalty toward environmentally sustainable products or services. The most dominant indicator of Service Quality is assurance, which reflects the company's ability to provide trust, comfort, and security to its customers. When customers are satisfied with the quality of service they receive, they are more likely to support and remain loyal to brands that demonstrate a strong commitment to environmental sustainability. This result is in line with previous research which shows that Service Quality not only directly affects Green Customer Loyalty, but also indirectly through Customer Satisfaction (Sambodo Rio Sasongko, 2021) (Irma & Kristaung, 2023). By ensuring that customers are satisfied with the services provided, companies can strengthen customer loyalty while supporting an

environmentally friendly brand image.

H9: Customer Satisfaction Mediates the Relationship Between Green Customer Value and Green Customer Loyalty. The analysis results indicate that Customer Satisfaction mediates the relationship between Green Customer Value and Green Customer Loyalty at Eiger Adventure Store Sidoarjo. This finding suggests that the environmentally friendly value perceived by customers from a product or service not only directly influences their loyalty but also indirectly through increased customer satisfaction. The most dominant indicator of Green Customer Value is the brand's environmental performance meeting customer expectations. When customers feel that the brand meets their expectations regarding environmental sustainability, it enhances their satisfaction, which in turn encourages continued loyalty to the brand. This result is in line with previous research which shows that Green Customer Value positively influences Green Customer Loyalty through Customer Satisfaction (Dzikiryantos & Rochim, 2022) (Kognisi et al., 2021b). By providing environmental value that meets customer expectations, companies can build strong satisfaction, which in turn strengthens customer loyalty to environmentally friendly brands.

H10: Customer Satisfaction Mediates the Relationship Between Green Brand Awareness and Green Customer Loyalty. The analysis results indicate that Customer Satisfaction mediates the relationship between Green Brand Awareness and Green Customer Loyalty at Eiger Adventure Store Sidoarjo. This suggests that customer awareness of environmentally committed brands not only directly influences their loyalty but also indirectly through increased satisfaction. The most dominant indicator of Green Brand Awareness is brand recognition. When customers can easily identify a brand as a supporter of green initiatives, it builds trust and satisfaction with the brand. This satisfaction becomes a key factor that drives customers to continue supporting and remaining loyal to the brand over the long term. This result is in line with previous research which shows that Green Brand Awareness positively influences Green Customer Loyalty through Customer Satisfaction (Penerbitan, 2022) (Putra, 2021). By increasing brand awareness and ensuring customer satisfaction, companies can build stronger loyalty to green brands.

3. CONCLUSION & SUGGESTION

Based on the results of the research conducted, it can be concluded that Green Brand Awareness has a significant influence on Green Customer Loyalty. This indicates that customer awareness of environmentally friendly brands is one of the main reasons customers remain loyal to products or services that support sustainability. Furthermore, Green Customer Value also has a significant effect on Green Customer Loyalty. The environmental value perceived by customers particularly in terms of the brand's environmental performance meeting expectations plays a crucial role in building customer loyalty toward the brand. In addition, Service Quality influences Green Customer Loyalty, with the assurance indicator emerging as the most dominant. The sense of security, trust, and comfort provided by the company contributes significantly to maintaining customer loyalty toward environmentally conscious products or services. Moreover, Customer Satisfaction is proven to mediate the relationship between the

three independent variables (Green Brand Awareness, Green Customer Value, and Service Quality) and Green Customer Loyalty. This finding confirms that customer satisfaction serves as a key element in strengthening the customer brand relationship in the context of sustainability.

This study is expected to serve as a reference for Eiger Adventure Store in developing marketing strategies that are more focused on sustainability and customer satisfaction. Future researchers are encouraged to Explore additional variables beyond the scope of this study that may also affect Green Customer Loyalty, such as the influence of culture, technology, or perceived risk. Conduct comparative studies at other Eiger stores or in similar industries across different regions, in order to broaden the understanding of customer preferences and behavior in various contexts. Apply both quantitative and qualitative approaches to capture a more comprehensive perspective on customer loyalty toward environmentally friendly brands.

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