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Analysis of Green Customer Satisfaction and Brand Equity on Green Customer Loyalty with Positive Experience as An Intervening Variable

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ABSTRACT

This study aims to examine the effect of green customer satisfaction and brand equity on green customer loyalty with positive experience as an intervening variable on environmentally friendly products (Wall'S) from Unilever. This study uses quantitative methods with primary data through questionnaires distributed to Unilever consumers in the Belitung and Yogyakarta regions. The sampling technique used was purposive sampling with the criteria of having purchased Wall's products from PT. Unilever with data analysis using PLS-SEM (Partial Least Squares Structural Equation Modeling) with the help of SmartPLS software. This study found that green customer satisfaction and brand equity have a positive and significant influence on green customer loyalty. Green customer satisfaction and brand equity have a positive and significant influence on positive experience. In addition, positive experience also acts as a mediator that strengthens the relationship between green customer satisfaction and brand equity on customer loyalty. This study can be used to understand the influence of positive experience and customer satisfaction on brand loyalty in the context of green products, especially in companies like Unilever. This research is relevant for the development of green product marketing strategies in the Fast Moving Consumer Goods (FMCG) industry. The novelty of this research offers a new perspective by including positive experience as a mediating variable that bridges the influence between green customer satisfaction and brand equity on customer loyalty. So this research is expected to contribute to the development of green marketing theory and practice.

Keywords*: Green Customer Satisfaction 1, Brand Equity 2, Green Customer Loyalty 3, Positive Experience 4.*

1. INTRODUCTION

Environmental issues are now one of the biggest challenges faced by many countries, both on a global scale and at the domestic level (Atlantika et al., 2023). Environmental damage has raised public awareness about preserving the environment, influencing their consumption patterns. More consumers are turning to environmentally friendly products. This shift prompted manufacturers to innovate goods that support nature preservation through the 3R principles: reduction, reuse, and recycling(Sabrina et al., 2022).

Advancements in industry, technology, and economics negatively affect the environment, with global warming as a major concern. Many environmental issues, including forest destruction through burning, harm human health via smoke, cause temperature fluctuations, climate instability, and degrade the ozone layer (Kristanti & Ramli, 2024). Global warming prompts worldwide concern for the go green movement, urging lifestyle changes for environmental friendliness. People are more aware of the need

to protect the environment by reducing pollution and waste, particularly plastic from daily consumption activities. (Kristanti & Ramli, 2024).

Customer loyalty is an asset that a company must protect. When customers remain loyal, they will provide material benefits for the company (Sawitri & Rahanatha, 2019). Customer loyalty is even considered one of the main strategic goals for companies. Therefore, companies need to pay more attention to increase customer loyalty. This is due to the tendency of loyal customers to make more purchases compared to disloyal customers. If this happens, the company will earn more stable profits (Sukma P et al., 2021).

Customer experience includes cognitive, emotional, social, and physical aspects that customers experience when interacting with a company. In marketing, it is seen as a blend of rationality and emotions, highlighting the feelings that arise when using a product or service. (Mutiara Priliandani & Tjahjaningsih, 2022).

Consumer experience evolves through various psychological and social aspects. Each individual perceives products or services differently, influenced by internal factors and external conditions. From before to after purchase, consumers encounter interactions that shape their brand perception. (I Putu Asta Wijaya, I Made Adi Suwandana, 2024).

The application of positive experiences enables consumers to differentiate products or services through direct experience. This process consists of five main approaches: First, sense, stimulating the five senses (sight, hearing, touch, smell, and taste). Second, feel, an emotional response that arises when using certain products or services. Third, think, relating to consumers' cognitive abilities in analyzing, evaluating, and creatively thinking about products, services, brands, or companies. Fourth, act, involving changes in behavior, lifestyle, and interaction, where consumers engage more actively before and during product use. Fifth, relate, connecting brands with consumers' identities, relationships, and cultural values. (Desmi Ristia & Marlien, 2022).

Positive experiences help consumers distinguish a product or service through five key elements: sense (stimulating the senses), feel (positive emotions), think (intellectual engagement), act (behavioral and lifestyle changes), and relate (connecting brand with identity, social, and cultural values) (Sabrina et al., 2022).

Green satisfaction is key in an eco-friendly product marketing strategy because it creates a positive experience that strengthens long-term relationships with consumers. This satisfaction drives loyalty, reduces the risk of consumers switching to competitors, and reflects the company's performance. In sustainable products, green satisfaction includes the satisfaction of meeting needs that are in line with environmental concerns.

Brand equity is an additional value attached to a product or service as a result of consumer perception of the brand (Ayu, 2022) The image of brand equity can be seen through consumers' perceptions, feelings, and actions towards a brand, as well as from the price value, market share, and profit that the brand is able to generate for the company. Brand equity is a set of assets sourced from consumers, distribution networks, and the company itself, which provides strength, durability, and competitive differentiation so that it can make the brand superior compared to competitors in the market (Sukmarani, 2022).

Brand equity is a crucial element that contributes to shaping a positive consumer experience, because it can influence their perception of a product or service. Brands that have high equity are generally seen as having superior quality compared to other alternatives in the market (Sukmarani, 2022). Customer-based brand equity has several beneficial, powerful, and unique associations in consumer memory. (Keller, 2015). do Paraphrasing, with o% plagiarism (Ayu, 2022).

Brand equity reflects the level of strength of a brand in the eyes of consumers. Brands that have high equity tend to create expectations of added value as well as a satisfying experience when used. When consumers feel satisfied after using the product, they will be encouraged to make a repurchase and remain loyal to the brand in the future (Dwinanda & Rachmawati, 2021).

Unilever Indonesia is one of the companies in Indonesia that is considered the most environmentally friendly, selected to receive the Indonesia Green Companies Award from the Indonesian Biodiversity Foundation (Sustainability Report Unilever Indonesia, 2019). Unilever Indonesia collaborates with its consumers to reduce environmental impact by providing environmentally friendly products and involving customers in the implementation of environmental campaigns (Al et al., 2023).

Since entering the 21st century, Unilever has affirmed its dedication to sustainability principles. One tangible manifestation of this commitment is through the "Unilever Sustainable Living Plan" program, which contains a series of sustainability targets, including efforts to reduce environmental impact, improve social welfare, and encourage more environmentally friendly consumption behaviors (Juanita et al., 2024)

Unilever's sustainability strategy emphasizes eco-friendly product innovation, such as low-phosphate detergents, microplastic-free body soaps, and sustainable packaging. These efforts not only meet rising consumer environmental awareness boosting sales but also reinforce Unilever's reputation for social and environmental responsibility, fostering long-term customer loyalty (Gandajaya & Mulyadi, 2022). In Indonesia, the eco-friendly detergent market is highly competitive, with brands like Soklin, Daia, Boom, and Attack offering diverse products in powder, liquid, and kri forms (W. N. Putri et al., 2021).

Generation Z, also known as Gen-Z, includes individuals who have grown up during the digital age. This generation was born between 1996 and 2010. (Sekar Arum et al., 2023). This generation is believed to have been familiar with technology since birth, and as they get older, they continue to use it. (Sawitri, 2021). Generation Z, skilled in technology and often involved with the digital realm, is very familiar with fintech.

Consumers who have a high level of green customer satisfaction are more likely to be more selective in owning products (Widhiarini, 2023). Consumers may prefer brands that transparently communicate their commitment to sustainability (Yulianto et al., 2024). Customers who feel that the brand is committed to sustainability and contributing positively to the environment are more likely to remain loyal (Adnan et al., 2023). Brands such as Unilever that always emphasize sustainability in Unilever products can increase brand equity through marketing efforts that are green initiatives. So in this case, Unilever needs to ensure that communication about the benefits of eco-friendly products is clear and

convincing. Products that not only meet consumer needs, but also have a positive impact on the environment will be more attractive to consumers who care about the environment (Mudrika et al., 2024).

From the results of previous research, there are still inconsistencies. The results of the Green customer satisfaction research by previous research (Permatasari et al., 2022) show that green customer satisfaction has a positive and significant effect on customer loyalty. However, in another study (Aprileny et al., 2022), green customer satisfaction does not have a direct effect on customer loyalty.

In addition to green customer satisfaction that shows inconsistencies, it turns out that the results of previous research on brand equity have a positive influence on customer loyalty (Wulan et al., 2021), while in the study (Ramdani, 2022) it shows different results that brand equity has no effect on customer loyalty.

Today, a wide range of eco-friendly products are available on the market, featuring many benefits and options. A prime example is the rapidly growing detergent sector in Indonesia. The competition in this market is highlighted by the hard work of companies such as Soklin, Daia, Boom, and Attack. Each brand presents unique advantages and its various forms, including powdered, liquid, and kri detergents (W. N. Putri et al., 2021).

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2. THEORETICAL FOUNDATION

2.1. Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Martin Fishbein and Icek Ajzen in 1975, states that personal attitudes and social norms play a crucial role in shaping an individual's intention to perform an action, which in turn will influence the behavior shown (Simatupang et al., 2022).

The TRA proposes that individual behavior is primarily influenced by two main factors:

2.1.1. Attitude

Behavior refers to an individual's assessment, both in positive and negative form, of a particular action. If a person believes that a behaviour will produce beneficial consequences, then they tend to form a positive attitude towards that behaviour.

2.1.2. Subjective Norms

Subjective norms reflect an individual's perception of social pressures or expectations from others such as family, friends, or the social environment that affect their tendency to engage in or avoid a particular behavior.

This theory assumes that individuals act rationally in the decision-making process, taking into account the various consequences of an action, as well as being influenced by the social factors that surround it before finally determining the behavior to be carried out (Holly et al., 2022). In other words, TRA predicts that if someone has a strong intention to do something, consumers are more likely to do it, especially if they feel that the other person supports the action.

This study aims to examine the relationship between green customer satisfaction, brand equity, positive experience, and green customer loyalty from the perspective of Theory of Reasoned Action **(TRA).** TRA is a relevant theoretical foundation to understand how these variables affect green customer loyalty through intention, which is influenced by attitudes towards behavior and subjective norms of subjective norms. (Wang et al. 2023).

Green customer satisfaction is related to satisfaction with environmentally friendly products. In TRA, this satisfaction will form a positive attitude towards the product. If consumers are satisfied with the product purchased, it will affect the intention to buy again in the future (Yateno et al., 2023).

Brand equity plays an important role in influencing subjective norms. Brands with a positive image and commitment to sustainability can influence social expectations or norms that exist around consumers (Jia et al., 2023). This social influence can strengthen the intention to choose eco-friendly products from the brand.

Positive experiences play a crucial role in shaping one's intention to behave. When consumers experience satisfaction or pleasure when using eco-friendly products, it can encourage them to make a repeat purchase and share the experience with others. In the long run, this helps strengthen consumer loyalty to environmentally friendly products (Baumeister et al., 2022).

Finally, green customer loyalty describes the level of loyalty to environmentally friendly products. In TRA, the intention to behave acts as a link between positive attitudes

towards the product and subjective norms formed from satisfaction, positive experiences, and brand influence (Wasaya et al., 2022). A strong intention to support sustainability and eco-friendly products will lead to loyalty behaviors, such as repeat purchases and recommendations to others (Hasan et al., 2023).

3. METHODS

3.1. Subjects and Objects of Research

This study involves subjects in the form of consumers who buy Unilever's eco-friendly products in the Belitung area and the Special Region of Yogyakarta, with the research objects including green customer satisfaction, brand equity, positive experience, and green customer loyalty. The sample criteria were determined based on the minimum age of 18 years to ensure an adequate understanding of the concept of green marketing, as well as consumers who have purchased Eco-oriented Unilever products more than once, such as products with recycled packaging or eco-friendly materials.

3.2. Population and Sample

The population in this study includes all customers of PT Unilever Indonesia who are the target of the study because they have characteristics relevant to the purpose of the study. Samples were taken using a non-probability sampling method, especially purposive sampling techniques, with the criteria of consumers who have made repeated purchases of Unilever's eco-friendly products. The determination of the number of samples refers to the formula Hair et al. (2021), which is at least 5 to 10 times the number of variable indicators. With 20 indicators in this study, the minimum sample number set is 100 respondents to ensure the validity of statistical analysis.

3.3. Research Instruments

According to Sugiyono (2019), the Likert Scale is used to measure the attitudes, opinions, and perceptions of individuals and groups towards a social phenomenon. Using this scale, the variables to be studied are elaborated into several specific variable indicators. Furthermore, these indicators are used as the basis for the preparation of instrument items in the form of statements or questions that will be given to respondents to obtain valid and reliable data.

The likert scale used consists of:

1. Strongly Disagree (STS), weighted 1
2. Disagree (TS), weighted 2
3. Neutral (N), weighted 3
4. Agree (S), weighted 4
5. Strongly Agree (SS), weighted 5

The table of the instruments of this research is as follows:

Table 1. Research Instruments

Yes	Variable	Variable Operational Definition	Indicator
1.	Green Customer Satisfaction	Green customer satisfaction is the level of satisfaction felt by consumers after buying and using environmentally friendly products, which can support the decision to make a repurchase. (Herlambang & Rachmawati, 2023)	Happiness in deciding to choose a green brand (Dedy, 2020)
			Trust in buying the right green brand (Dedy, 2020)
			The Pleasure of Buying a Green Brand (Dedy, 2020)
			The satisfaction of buying a green brand (Dedy, 2020)
2.	Brand Equity	Brand Equity is an assessment of a brand based on the quality of its perception, including the relative quality of products and services, performance, finances, customer loyalty, satisfaction, awards, and so on (Zufrie & Sahputra, 2021)	Brand Awareness (Y. E. Putri et al., 2023)
			Quality Perception (Y. E. Putri et al., 2023)
			Brand Associations (Y. E. Putri et al., 2023)
			Brand Loyalty (Y. E. Putri et al., 2023)
3.	Positive experience	Positive experience is a reaction that arises due to interactions and relationships using products as well as the bond between customers and companies and customers with products. (Butarbutar et al., 2020)	Sense (merasakan) (IrawanLubis et al., 2023)
			Feel (Perasaan) (IrawanLubis et al., 2023)
			Think (IrawanLubis et al., 2023)
			Act (IrawanLubis et al., 2023)
			Relate (IrawanLubis et al., 2023)
4.	Green customer loyalty	Green customer loyalty is a customer's commitment to a brand, store, or supplier, based on a positive attitude and reflected in consistent repurchase (Gultom et al., 2020)	Make regular repurchases (Ramanta et al., 2021)
			Buying between lines product (Ramanta et al., 2021)

Yes	Variable	Variable Operational Definition	Indicator
			Refer to others (Ramanta et al., 2021)
			Showing loyalty/immunity to competitive attraction (Ramanta et al., 2021)

3.4. Types and Methods of Data Collection

In this study, primary data was used, the data collection method used non-probability sampling with a purposive sampling model.

3.5. Test Instruments

This study uses validity and reliability tests to assess the quality of the instruments used, with the aim of ensuring the validity and consistency of the data collected through questionnaires. Validity tests are performed to ensure that each item of the instrument accurately reflects the concept to be measured, by relating the value of the item to the total value of the same variable. Meanwhile, reliability tests aim to assess the consistency of data, where an instrument is considered reliable if it provides stable and reliable results when measurements are made repeatedly. If the test results show a non-conformity, the instrument will be corrected and the questionnaire will be redistributed.

3.6. Descriptive Analysis

This study uses two analysis methods. Sugiyono (2019) stated that there are two types of statistics used in data analysis in research, namely descriptive statistics and inferential statistics.

3.6.1 Descriptive Data Analysis Techniques

Descriptive analysis is a statistical method used to describe data that has been collected without the intention of making generalizable conclusions. Sugiyono (2018) stated that this analysis process is divided into two types of descriptions, namely:

3.6.2. Cumulative Description

Describe and analyze data in general based on predefined categories.

3.6.3. Individual Description

Describe and analyze data in detail based on the results of questionnaires grouped according to existing categories.

3.7. Inferential Analysis

This study uses inferential analysis using the Partial Least Square (PLS) method through SmartPLS software version 4.0. The test is carried out in two main stages: the measurement model (outer model) and the structural model (inner model). The outer model evaluates the validity and reliability of indicators through three main criteria: convergent validity (a valid indicator if the correlation value is > 0.50), discriminant validity (an indicator is more correlated with its original construct than other constructs), and composite

reliability (a reliable construct if the value is > 0.70). Next, the fit model is analyzed to ensure the model's suitability. The inner model is used to test the hypothesis and describe the relationships between latent variables, both endogenous and exogenous, through R-square measurements and significance of the path of influence, with a structural formula that explains the interrelationships between constructs in a recursive model.

3.8. Mediation Analysis

Mediation analysis is used to test the role of mediator variables in bridging the influence of independent variables on dependent variables. This process is illustrated through a path diagram that shows the direction of the relationship from the exogenous variable to the mediator, then to endogenous. This analysis considers both direct effects, indirect influences through mediators (Indirect Effect), and total effects (Total Effect), thus providing a more comprehensive understanding of the causal relationships between variables in the study (Wiyono, 2020).

3.9. Analysis of Dominant Factors

Dominant factor analysis is used to identify the variables that have the most influence on the model being studied. In this study, this analysis was carried out using SmartPLS, which is based on Partial Least Squares (PLS), to map the relationship between latent variables. The analysis process begins with testing the validity and reliability of the indicators, then testing the structural model to see the relationship between variables. Dominant factors are measured based on effect size, with the variable that exerts the greatest influence on the dependent variable being considered the dominant factor. The results of this analysis provide insight into the variables that most affect the research outcomes and help improve the proposed model. SmartPLS simplifies analysis by providing clear outputs regarding the contribution of each variable in the model.

4. DISCUSSION

4.1 Respondent Characteristics

The following is a table of respondents' characteristics based on type of class, education, last education, occupation and expenditure of respondents

Table 2. Characteristics of Respondents

Aspects	Category	Frequency	Percentage	Total
Gender	Man	36	35%	100%
	Woman	67	65%	
Age	18 – 23 Years	31	30,1%	100%
	24 – 30 Years	69	67%	
	31 – 35 Years	2	1,9%	
	35 – 40 Years	0	0%	
	> 40 years old	1	1%	

Final Education	High School/Vocational School	63	61,2%	100%
	S1	37	35,9%	
	S2	2	1,9%	
	S3	1	1%	
Work	Student/Student	28	27,2%	100%
	Entrepreneurial	50	48,5%	
	Private Employees	23	22,3%	
	Other	2	1,9%	
Production	IDR 5000 - IDR 10,000	25	24,3%	100%
	IDR 15,000 - IDR 20,000	64	62,1%	
	IDR 20,000 - IDR 30,000	9	8,7%	
	> Rp. 50,000	5	4,9%	

Source: Primary data (2025)

4.2. Descriptive Analysis

Table 3. Respondent Description

Category	x1		x2		z		y	
	F	%	F	%	F	%	F	%
STS	3	0,4	13	1,6	1	0,1	1	0,1
TS	74	9,0	58	7,0	17	2,1	41	4,0
N	256	31,1	219	26,6	153	18,6	250	24,3
S	329	39,9	343	41,6	438	53,2	504	48,9
SS	162	19,7	191	23,2	215	26,1	234	22,7
TOTAL	**824**	**100**	**824**	**100**	**824**	**100**	**824**	**100**

Based on the results of a descriptive analysis of four research variables, it can be concluded that respondents' perception of Wall's products in general is very positive. In the Green Customer Satisfaction (X1) variable, the majority of respondents said they agreed (39.9%) and strongly agreed (19.7%), which shows that consumers are satisfied with the environmentally friendly aspects of Wall's products. The same can also be seen in the Brand Equity (X2) variable, where as many as 41.6% of respondents agree and 23.2% strongly agree, indicating a strong recognition of brand image and quality. The Positive Experience (Z) variable had the highest percentage of approval, with 48.9% agreeing and 22.7% strongly agreeing, reflecting consumers' positive emotional experiences after using the product. Meanwhile, the Green Customer Loyalty (Y) variable showed that 53.2% of respondents agreed and 26.1% strongly agreed, indicating a high level of loyalty to Wall's products. Overall, the high percentage in the category agree and strongly agree across all variables indicates that Wall's sustainability strategy has succeeded in shaping positive

perceptions, strengthening brand equity, providing a pleasant experience, and driving customer loyalty.

4.3. Inferential Analysis

This research went through three main stages: the indicator test (outer model), the Inner Model test, and the hypothesis test.

4.3.1 Outer Moder

The indicator test aims to ensure the validity and reliability of the construct, including Convergent Validity, Discriminant Validity, and Composite Reliability tests. In the convergent validity test, all indicators have a loading factor value above 0.5, indicating that all items are valid in measuring their constructs. Discriminant validity was tested through Fornell-Larcker and cross loading, with results showing that each indicator was more strongly correlated with its construct than with the other, proving that all items were discriminatically valid. For composite reliability, all variables showed values above 0.7 for both Cronbach's Alpha and Composite Reliability, which means that the research instrument was reliable and consistent. At the test stage of the fit model, key indicators such as SRMR (0.054) showed that the model was quite good (fit), while chi-square (642.565) and NFI (0.821) were not fully ideal, but were still in the marginal fit category. The overall results of the analysis show that the proposed structural model is feasible for use in hypothesis testing because it has met the criteria of validity, reliability, and general feasibility of the model.

4.3.2. Inner Model

The inner test model analyzes the relationship between constructs, significance values, and R-Square. The results of the R-Square test showed that the Positive Experience (Z) variable had an R^2 value of 0.303, meaning that Green Customer Satisfaction (X1) and Brand Equity (X2) explained 30.3% of the variation in Z. Meanwhile, the Green Customer Loyalty (Y) variable had an R^2 of 0.721, which means that 72.1% of the Y variation was explained by X1, X2, and Z—while 27.9% was explained by other factors outside the model. The Predictive Relevance (Q^2) test showed a Q^2 value of > 0 for all dependent variables, namely 0.453 for Y and 0.206 for Z. This indicates that the model has good predictive ability against observational data. Thus, the structural model in this study qualifies as a predictively relevant model and can be used for hypothesis testing.

4.4. Hypothesis Test

Structural model testing aims to analyze the relationships between variables in the study. This testing process is carried out using the help of SmartPLS software. The assessment of the hypothesis is directly based on the output results in the form of a visualization diagram and the value on the path coefficient. The criteria used in this test were p-values below 0.05 (significance level 5%) and t-statistical values greater than 1.980, indicating a significant influence between exogenous and endogenous variables. A detailed explanation of the hypothesis test can be found in Table 4.

Table 4. Hypothesis Test

Indicator	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Green Customer Satisfaction -> Green Customer Loyalty	0.196	0.195	0.051	3.825	0.000
Green Customer Satisfaction -> Positive experience	0.244	0.244	0.084	2.890	0.004
Brand Equity -> Green Customer Loyalty	0.171	0.173	0.057	2.976	0.003
Brand Equity -> Positive Experience	0.450	0.456	0.077	5.850	0.000
Positive Experience -> Green Customer Loyalty	0.666	0.663	0.053	12.559	0.000

Source: SmartPLS Output Results (2025)

Analysis using SmartPLS, statistical testing of each hypothetical relationship is carried out through a simulation process. The technique used in this test is the bootstrapping method, which is applied to a sample of data to obtain more stable estimation parameters. The results of the bootstrapping analysis are presented as follows:

4.4.1 The Effect of Green Customer Satisfaction on Green Customer Loyalty

The analysis of the first hypothesis, which shows the influence of Green Customer Satisfaction on Green Customer Loyalty, resulted in a path coefficient value of 0.196. The p-value was recorded at 0.000, smaller than the significance level of 0.005, and the t-statistic was 3.825 which exceeded the critical limit of 1.980. These results show that there is a significant influence between Green Customer Satisfaction and Green Customer Loyalty. Thus, the hypothesis that 'Eco-friendly Customer Satisfaction significantly affects Eco-friendly Customer Loyalty' is acceptable." Accepted.

4.4.2 The Influence of Brand Equity on Green Customer Loyalty

The results of the second hypothesis test showed that Brand Equity had a coefficient value of 0.171, with a p-value of 0.003 which was below the significance level of 0.005, and a t-statistic of 2.976 which exceeded the critical value of 1.980. This finding confirms that Brand Equity has a significant effect on Green Customer Loyalty, hence the hypothesis is accepted.

4.4.3 The Effect of Green Customer Satisfaction on Positive Experience

Testing the third hypothesis showed that Green Customer Satisfaction had a significant effect on Positive Experience, with a coefficient value of 0.244. The p-value obtained was 0.004, below the significance threshold of 0.005, and the t-statistic was 2.890 which

exceeded the critical value of 1.980. These results show that Green Customer Satisfaction has a significant contribution in shaping a Positive Experience. Thus, stating that 'Green Customer Satisfaction has a significant effect on Positive Experience' hypothesis is accepted.

4.4.4 The Influence of Brand Equity on Positive Experience

The results of the fourth hypothesis test show that Brand Equity has a significant influence on Positive Experience, as shown by the value of the coefficient of 0.450. The p-value of 0.000 is below the significance level of 0.005, and the t-statistic of 2.890 meets the critical value of 1.980. These findings confirm that Brand Equity significantly contributes to the formation of Positive Experiences. Therefore, the hypothesis that "Brand Equity has a significant effect on Positive Experience" hypothesis is accepted.

4.4.5 The Effect of Positive Experience on Green Customer Loyalty

Based on the results of testing the fifth hypothesis, it was found that Positive Experience has a significant influence on Green Customer Loyalty. This can be seen from the coefficient value of 0.666, with a p-value of 0.000 which is below the significance threshold of 0.005, and a t-statistic of 12.559 which far exceeds the critical value of 1.980. that "Positive Experience has a significant effect on Eco-Friendly Customer Loyalty", Accepted Hypothesis .

4.5. Mediation Analysis

Table 5. Mediation Analysis

Variabel	Direct Effect (DE)	Indirect Effect (IE)	Total Effect (TE)	Mediation Effect
	X -> Y	X -> Z -> Y	THE + IE	TE - DE
Green Customer Satisfaction (X1)	0,196 (0,000)	0,162 (0,007)	0,358 (0,000)	0,162
Brand Equity (X2)	0,171 (0,000)	0,300 (0,000)	0,471 (0,000)	0,300

Source : SmartPLS Output Results (2025)

The results of the mediation test are described as follows:

4.5.2. The Influence of Green Customer Satisfaction on Green Customer Loyalty Mediated by Positive Experience

The results of the mediation test on the effect of green customer satisfaction on green customer loyalty mediated by positive experience showed a coefficient value of 0.196 for direct effect and 0.162 indirect effect, while when combined, it produced a total effect of 0.358. Therefore, it can be concluded that the Total Effect > Direct Effect, so it can be said that the positive experience variable as a mediation plays a role in mediating the influence of the green customer satisfaction variable on the green customer loyalty variable.

4.5.3. The Influence of Brand Equity on Green Customer Loyalty Mediated by Positive Experience

The results of the mediation test on the influence of brand equity on green customer loyalty mediated by positive experience showed a coefficient value of 0.171 for direct effect

and 0.300 indirect effect, while when combined, it produced a total effect of 0.471. Therefore, it can be concluded that the Total Effect > Direct Effect, so it can be said that the positive experience variable as a mediator plays a role in mediating the influence of the brand equity variable on the green customer loyalty variable.

4.6. Analysis of Dominant Factors

To find out the most dominant factors in influencing the dependent variables, an analysis was carried out on the value of the effect size. The effect size value indicates the contribution of each independent variable to the dependent variable if the variable is removed from the model.

Table 6. Path Coefficient Value

	Green Customer Satisfaction	Brand Equity	Green Customer Loyalty	Positive Experience
Green Customer Satisfaction			0,196	0,244
Brand Equity			0,171	0,450
Green Customer Loyalty				
Positive Experience			0,666	

The analysis of the dominant factors is shown in Table 7

Table 7. Test Effect Size

Variable	Effect Size
Green Customer Satisfaction-> Green Customer Loyalty	0.196
Green Customer Satisfaction -> Positive Experience	0.244
Brand Equity -> Green Customer Loyalty	0.171
Brand Equity -> Positive Experience	0.450
Positive Experience -> Green Customer Loyalty	0.666

Source : SmartPLS Test Results (2025)

Based on the results of the table above, the effect size value is 0.666 for the relationship between the positive experience variable and the green customer loyalty variable. This value indicates that the positive experience variable has a very large influence on the green customer loyalty variable in the structural mode tested. With a value of 0.666, it can be concluded that the positive experience variable makes a strong and significant contribution in explaining the variation that occurs in the green customer loyalty variable.

5. DISCUSSION

5.1. Green Customer Satisfaction Has a Positive Effect on Green Customer Loyalty

The first hypothesis test of the relationship between green customer satisfaction and green customer loyalty resulted in a coefficient value of 0.196, with a p-value of 0.000 below the significance threshold of 0.005, and a t-statistic of 3.825 that exceeded the critical value of 1.980.

Based on a descriptive analysis of the eco-friendly customer satisfaction variable, the statement "I feel happy when I buy products from Wall's that care about the environment" obtained the lowest average score of 3.65. About 10.7% of respondents expressed their disapproval, indicating that a small percentage of consumers are dissatisfied despite Wall's concern for the environment. In contrast, the statement "I believe that Wall's is safe for the environment" obtained the highest average score of 3.72. A total of 61.1% of respondents said they agreed and strongly agreed, which shows that most consumers consider Wall's products to be harmless to the environment, as well as believe that the product is safe and does not cause negative impacts such as pollution or damage.

This research is in line with a study conducted by Permatasari, Astuti, and Liestyana (2022) and a study conducted by Indriyani & Yani (2024) which shows that green customer satisfaction has a positive and significant influence on green customer loyalty. The results of this study are in contrast to a study by Aprileny, Rochim, and Emarawati (2022) and also a study by Ayuningtyas and Rahayu (2023) which found a non-significant impact of green customer satisfaction on green customer loyalty.

5.2. Brand Equity Has a Positive Effect on Green Customer Loyalty

This research reveals that brand equity has a positive and significant influence on green customer loyalty. The second hypothesis test that examined the relationship between brand equity and green customer loyalty resulted in a coefficient of 0.171, with a p-value of 0.003 which is smaller than the significance limit of 0.005, and a t-statistical value of 2.975 which exceeds the critical number of 1.980. Based on these results, it can be concluded that brand equity makes a significant contribution to customer loyalty to environmentally friendly products.

In the descriptive analysis of the brand equity variable, the statement *"I believe that Wall's is a reliable brand"* received the lowest average score of 3.74, with 9.9% of respondents choosing *strongly disagree* or *disagree*. This indicates that a small portion of consumers still doubt the reliability of the Wall's brand. On the other hand, the statement *"Wall's products are easy to recall"* obtained the highest average score of 3.72. A total of 68% of respondents agreed or strongly agreed, indicating that most consumers easily remember Wall's products, reflecting a brand that is well-known and embedded in consumers' memory.

This finding aligns with studies conducted by Wijaya & Widjaja (2024) and by Ariiq Elmo Lavansa & Nurul Azizah (2024), which demonstrate that brand equity has a positive and significant influence on green customer loyalty. However, it contrasts with studies by Ramdani (2022) and Adibrata et al. (2022), which found no significant impact of brand equity on green customer loyalty.

5.3. Green Customer Satisfaction Has a Positive Effect on Positive Experience

This research proves that green customer satisfaction has a positive and significant influence on positive experiences. The third hypothesis test examining the relationship between green customer satisfaction and positive experiences showed a coefficient value of 0.244, with a p-value of 0.004 which was smaller than the significance limit of 0.005, and a t-statistical value of 2.890 which exceeded the critical value of 1.980. Based on these results, it can be concluded that there is a significant influence of customer satisfaction on a positive experience.

Descriptive analysis showed that the statement "I feel good when I buy products from Wall's that care about the environment" obtained the lowest average score of 3.72. As many as 10.7% of respondents stated that they strongly disagree or disagree, which means that most consumers feel happy when they buy Wall's products and remember them with positive experiences. Meanwhile, the statement "I believe that Wall's is safe for the environment" had the highest average score of 3.65, with 61.1% of respondents answering yes and strongly agree. This shows that most consumers consider Wall's products to be environmentally harmless, which also reinforces a positive experience when making a purchase. This trust has a good emotional impact, because consumers feel that their purchase decisions are in line with the environmental values they support".

This research is in line with a study conducted by Maulida et al. (2024) and a study by Annisa et al., (2023) which shows that green customer satisfaction has a positive and significant influence on positive experience. The results of this study are in contrast to a study by Andriani and Sisilia (2020) and also a study by Fachri (2023) which found a non-significant impact of green customer satisfaction on positive experiences.

5.4. Brand Equity Has a Positive Effect on Positive Experience

The results of this study show that brand equity has a positive and significant influence on positive experiences. The fourth hypothesis test related to the relationship between brand equity and positive experience resulted in a coefficient value of 0.450, with a p-value of 0.000 which is below the significance limit of 0.005, and a t-statistical value of 5.850 which far exceeds the critical value of 1.980. Based on these results, it can be concluded that brand equity has significance in developing positive consumer experiences.

Based on a descriptive analysis, the statement "I believe that Wall's is a reliable brand" earned the lowest average score of 3.74, with 9.9% of respondents stating strongly or disagreeing. This shows that only a small percentage of consumers underestimate the Wall's brand. Most respondents actually believe that Wall's is a trustworthy brand, which then forms a positive experience after making a purchase. Meanwhile, the statement "Wall's products are well remembered" recorded the highest average score of 3.83, with 68% of respondents saying they agreed and strongly agreed. These findings reflect the high level of Wall's brand equity, where consumers can easily recognize and remember products".

This research is in line with a study conducted by Cambra-Fierro et al., (2021) and also a study by Zhang et al., (2024) which shows that brand equity has a positive and significant influence on positive experiences. The results of this study are in contrast to a study by Ismail et al. (2021) and also a study by Walukow, V. S., Ellitan, L., & Suhartatik (2021) which found a non-significant impact of brand equity on positive experiences.

5.5. Positive Experience Has a Positive Effect on Green Customer Loyalty

This research proves that positive experiences have a positive and significant influence on eco-friendly customer loyalty. The fifth hypothesis test regarding the effect of positive experiences on eco-friendly customer loyalty showed a coefficient value of 0.666, a p-value of 0.000 which was smaller than 0.005, and a t-statistic of 12,950 which exceeded the threshold of 1.980. Based on these results, it can be concluded that the positive experience felt by consumers plays an important role in environmentally friendly products.

The results of the descriptive analysis showed that the statement "I feel connected to Wall's because of the values it carries, such as environmental desires" obtained the lowest average score of 3.83, with only 3.9% of respondents stating strongly disagree or disagree. This indicates that most consumers feel an emotional closeness to Wall's because of the suitability of the environmental values carried by the brand. The positive experience formed through this connection is an important aspect in building consumer loyalty to green products. Meanwhile, the statement "I feel happy every time I buy an eco-friendly product from Wall's" got the highest average score of 3.97, with 76.7% of respondents saying they agree and strongly agree. These findings show that Wall's manages to create an enjoyable experience through a commitment to hate, which emotionally strengthens consumers' relationship with brands and contributes to increased their loyalty".

This research is in line with a study conducted by Nasution & Adiwijaya (2024) and a study by Tu et al., (2024) which shows that positive experience has a positive and significant effect on green customer loyalty. The results of this study are in contrast to a study by (Sutriani et al., 2024) and also a study by Muhammad Islah Idrus, Syamsu Rijal, and Muh. Ihsan Said Ahmad (2023) who found that the impact of positive experiences on green customer loyalty was not significant.

5.6. The Influence of Green Customer Satisfaction on Green Customer Loyalty Mediated by Positive Experience

The results of the mediation test on the effect of green customer satisfaction on green customer loyalty mediated by positive experience showed a coefficient value of 0.196 for direct effect and 0.162 indirect effect, while when combined, it produced a total effect of 0.358. Therefore, it can be concluded that the Total Effect > Direct Effect, so it can be said that the positive experience variable as a mediation plays a role in mediating the influence of the green customer satisfaction variable on the green customer loyalty variable.

5.7. The Influence of Brand Equity on Green Customer Loyalty Mediated by Positive Experience

The results of the mediation test on the influence of brand equity on green customer loyalty mediated by positive experience showed a coefficient value of 0.171 for direct effect and 0.300 indirect effect, while when combined, it produced a total effect of 0.471. Therefore, it can be concluded that the Total Effect > Direct Effect, so it can be said that the positive experience variable as a mediator plays a role in mediating the influence of the brand equity variable on the green customer loyalty variable.

6. CONCLUSION

Based on the results of the analysis in chapter IV, it can be concluded as follows:

a. Green Customer Satisfaction (X1) affects green customer loyalty (Y). The results of the hypothesis test of the influence of green customer satisfaction on green customer loyalty showed a coefficient value of 0.196 and a p-value of 0.000 < 0.005 and a t-statistic of 3.825 > 1.890. This means that the higher the green customer satisfaction, the higher the level of green customer loyalty in Wall's products. So the first hypothesis is accepted.
b. Brand equity (X2) affects green customer loyalty (Y). The results of the hypothesis test of the influence of brand equity on green customer loyalty showed a coefficient value of 0.171 and a p-value of 0.003 < 0.005 and a t-statistic of 2.976 > 1.890. This means that the higher the brand equity owned by Wall's, the higher the level of green customer loyalty in the product. So the second hypothesis is accepted.
c. Green customer satisfaction (X1) affects positive experience (Z). The results of the hypothesis test of the influence of green customer satisfaction on positive experience showed a coefficient value of 0.244 and a p-value of 0.004 < 0.005 and a t-statistic of 2.976 > 1.890. This means that the higher the level of green customer satisfaction of Wall's products, the stronger the positive experience felt by consumers. So the third hypothesis is accepted.
d. Brand equity (X2) affects positive experience (Z). The results of the hypothesis test of the influence of brand equity on positive experience showed a coefficient value of 0.450 and a p-value of 0.000 < 0.005 and a t-statistic of 5.850 > 1.890. This means that the stronger the customer's perception of the brand equity of Wall's products, the greater the likelihood of customers experiencing a positive experience, so that the fourth hypothesis is accepted.
e. Positive experience (Z) affects green customer loyalty (Y). The results of the hypothesis test of the effect of Positive experience on green customer loyalty showed a coefficient value of 0.666 and a p-value of 0.000 < 0.005 and a t-statistic of 12.559 > 1.890. This means that the stronger the positive experience felt by consumers with Wall's products, the higher the level of green customer loyalty to the product. So the fifth hypothesis is accepted.
f. Positive experience is able to mediate green customer satisfaction with green customer loyalty at Wall's.
g. Positive experience is able to mediate brand equity with green customer loyalty at Wall's.

Wall's needs to increase consumer satisfaction when buying its products by more clearly highlighting efforts to care for the environment. Companies can implement strategies such as using eco-friendly packaging, actively publicizing environmental programs, and including labels or environmental certifications on products. That way, consumers will be more confident that Wall's really cares about the environment, so it can increase the positive consumer experience and increase the average satisfaction on the statement.

Wall's needs to improve the perception of reliability in the eyes of consumers. This can be done by ensuring consistent product quality, improving service to consumers, and communicating product excellence and company reputation more effectively. With this step, trust in Wall's as a reliable brand can be strengthened, so that the value of brand equity is increasing.

To enhance the positive consumer experience, improve communication about its commitment to sustainability. Wall's can educate consumers more often about the sustainability programs that are carried out, both through social media, packaging, and promotion. By strengthening consumers' understanding of the values carried, it is hoped that consumers will feel more connected and get a positive experience after purchasing Wall's products.

Wall's needs to focus on efforts to encourage consumer loyalty in choosing eco-friendly products repeatedly. This can be done by ensuring that Wall's products are not only of high quality, but also continuously highlight aspects of environmental sustainability that are real and can be felt by consumers. Wall's can also develop a green loyalty program that provides incentives for consumers who repurchase environmentally friendly products, thereby significantly increasing green customer loyalty. For the next researcher, he further expanded his research by adding other variables that have not been explained in this study.

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