

The Influence of Green Brand Image and Green Satisfaction on Green Brand Equity: The Mediation Role of Green Trust on The Body Shop Consumers in Bandung City

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ABSTRACT

Plastic waste that is difficult to decompose has become a global environmental issue, driving changes in consumer behavior, especially Generation Z who tend to choose environmentally friendly products. This study aims to analyze the effect of green brand image and green satisfaction on green brand equity with green trust as a mediating variable. The population in this study were consumers of The Body Shop products in Bandung City, especially from Generation Z, with a sample consisting of individuals who met the criteria as consumers who had purchased The Body Shop products selected through purposive sampling techniques. The method used was a quantitative approach with SEM-PLS analysis. The results of previous studies showed that green brand image and green satisfaction had a positive effect on green brand equity, with green trust as a significant mediator.

INTRODUCTION

Nowadays, environmental issues have become a major concern in various parts of the world. This is because the increase in carbon emissions, air and air pollution, as well as the increase in industrial waste and household waste have become serious issues that require sustainable solutions. Plastic waste cannot be separated from human life, but basically plastic waste is waste that is difficult to recycle. According to data from the Indonesian Plastic Industry Association (INAPLAS) and the Central Statistics Agency (BPS), the amount of plastic waste in Indonesia reaches 64 million tons each year. Of that amount, around 3.2 million tons end up in the ocean, polluting the aquatic ecosystem. In addition, as many as 10 billion plastic bags are thrown into the environment each year, totaling around 85,000 tons (Indonesia.go.id., 2019). The increasing amount of plastic waste has a serious impact on the environment, such as soil and air pollution and damage to marine ecosystems. This is due to the large population in Indonesia which also contributes to the increase in waste generation. According to GoodStats.com data (2024), Indonesia's population is estimated to reach 281.6 million people. With its large population, Indonesia contributes significantly to the increasing amount of waste produced.



Figure 1. The Ranking of Countries Contributing the Most Waste

Based on data from The ASEAN Post (2025), Indonesia is ranked second as the country that contributes the most plastic waste to the ocean in the world, after China. Several large rivers in Indonesia, such as Brantas, Solo, Serayu, and Progo, are listed as part of the 20 most polluted rivers globally. One of the most concerning river pollution occurs in the Citarum River, West Java, which is polluted due to waste disposal from the industrial sector. Kompas (2018) reported that around 2,700 medium to large-scale industries dump waste into the river, and 53% of them do not manage their waste properly. This condition causes the pollution load to exceed the river's natural capacity to accommodate and decompose waste, so that the process of restoring water quality faces various obstacles (Greenpeace.org, 2018). On the other hand, beauty products are also one of the sources of plastic waste that contributes greatly to environmental pollution, because the material is difficult to decompose and often ends up in the

sea or landfill (Jannah et al., 2024). This condition encourages awareness of the importance of efforts to preserve the environment, especially for Generation Z.

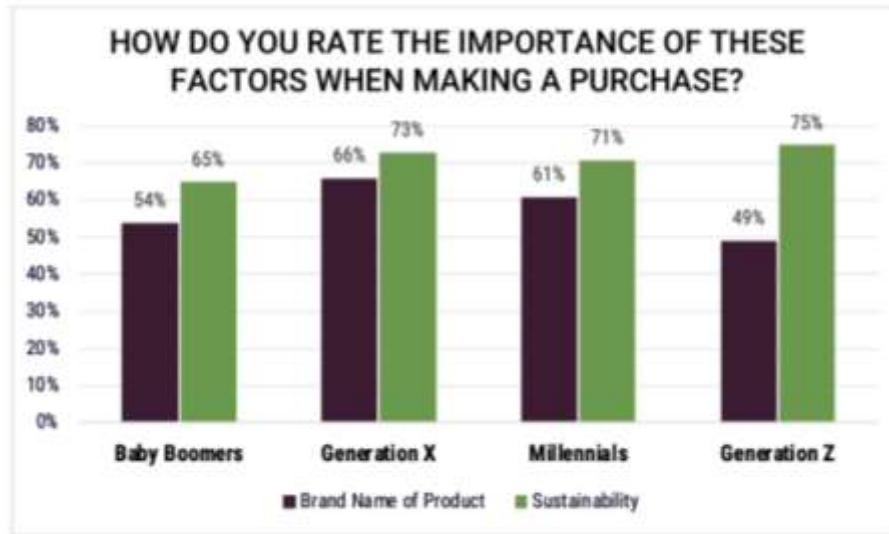


Figure 2. Generations That Care About Sustainability in Purchasing Decisions

Based on data from the World Economic Forum (2022), Generation Z prioritizes sustainability over brands when making purchasing decisions. As many as 75 percent of respondents from Generation Z prefer sustainable products over products from well-known brands. Similar views were also found in 71 percent of Millennials, 73 percent of Generation X, and 65 percent of Baby Boomers. This reflects that Generation Z has a high level of awareness of the importance of using environmentally friendly products or going green. In line with the findings reported by Kompas.com in the Dellanita & Nariswari study (2022), Generation Z in Indonesia shows high concern for various social and environmental issues, such as global warming. They also have knowledge of waste classification, awareness of brands and sustainable fashion trends, and show distinctive consumption patterns in online shopping activities.

Generation Z is a demographic group that includes individuals born between the mid-1990s and early 2010s (Zaman, 2024). Generation Z is concerned about social and environmental issues and has a broader and more inclusive perspective on a global scale (Alfaruqy, 2022). Generation Z not only considers quality but also assesses social and environmental responsibility. If their expectations regarding sustainability aspects are met, they will be more satisfied with the products chosen. The awareness possessed by Generation Z contributes to the formation of a green brand image, especially for brands that make sustainability their main focus. Green Brand Image can strengthen its presence in the perception of Generation Z.

Changes in consumer behavior that are increasingly concerned about environmental sustainability encourage companies to continue to innovate in marketing strategies. One form of innovation applied in the business world is the concept of environmentally friendly marketing, known as green marketing.

Green marketing is a strategy used by companies to promote, price, and distribute products that are environmentally friendly and do not have a negative impact on the environment (Salam & Sukiman, 2021). Green marketing has good prospects to be developed as a choice of socially responsible marketing strategy. Companies that implement green marketing certainly have many advantages over conventional strategies (Asih & Dewi, 2024). Green marketing strategies are implemented in response to increasing market awareness of the importance of sustainability. This encourages companies to not only innovate in products, but also to create values that are oriented towards environmental preservation. Changes in consumer behavior have contributed to the growth of various industrial sectors, one of which is the cosmetics industry. The Body Shop is one of the companies that adopts a green marketing strategy.

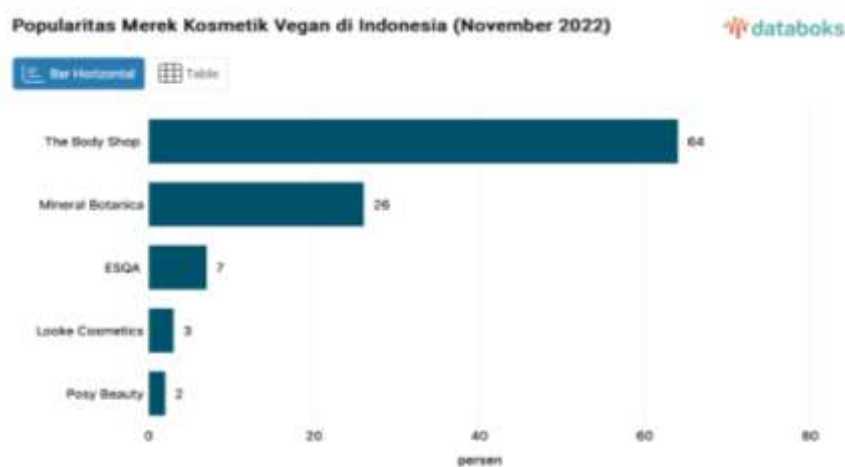


Figure 3. Popularity of Natural Cosmetic Brands in Indonesia

Based on data released by databoks.katadata.co.id, the results of a survey on the popularity of natural cosmetic brands in Indonesia in November 2022 showed that The Body Shop dominated the market with the highest percentage, which was 64%. In second place, Mineral Botanica recorded a market share of 26%. In addition, several other brands such as ESQA have a percentage of 7%, Looke Cosmetics at 3%, and Posy Beauty at 2%. Thus, it can be concluded that The Body Shop has a very strong dominance in the natural cosmetic industry in Indonesia.

The Body Shop implements a green marketing strategy to strengthen its commitment to sustainability by using the green marketing mix concept, which includes green products, green prices, green places, and green promotions. This company presents environmentally friendly products with natural ingredients such as shea butter from Ghana and tea tree oil from Kenya and applies the 3R principle (Reuse, Reduce, Recycle), such as providing refill stations and using recycled packaging. In terms of price, The Body Shop sets a green price, which is higher than conventional products because it prioritizes quality and sustainable ingredients. For distribution, the green place concept is implemented through eco-friendly stores and head offices that use solar panels and waste sorting systems. In addition, green promotion is carried out through campaigns such as Bring Back Our Bottles (BBOB) to reduce plastic waste and sustainability

education through social media and e-commerce. With this strategy, The Body Shop not only increases consumer awareness of environmentally friendly products but also strengthens brand image and customer loyalty (The Body Shop, 2025). Optimal implementation of green marketing can have an impact on brand image formation (Ulfiah et al., 2023).

Green image is a positive consumer view of a brand that shows dedication to carrying out business practices that are oriented towards sustainability and are environmentally friendly. This image reflects the company's concern and responsibility for the environment, which can ultimately increase customer loyalty and influence their decisions in purchasing products (Alam & Islam, 2021). Green image can increase customer loyalty and expand market reach. The Body Shop builds a green image by supporting sustainability, using responsible raw materials, and implementing a policy free of animal testing. In addition, the company reduces waste through recycled packaging and packaging return programs. Marketers need to design a brand image building strategy in every marketing activity and implement various initiatives that support marketing to strengthen brand identity. Thus, brand image has a crucial role in helping companies achieve their target market share. It not only informs consumers but also fosters emotional connections that lead to greater loyalty. This plays an important role in building consumer loyalty and trust (Cahyadi & Kartika, 2024). Research conducted by Mahendra et al. (2025) states that a positive Green Image not only increases brand appeal but also contributes to customer satisfaction with the products or services offered, especially in an environmental context.

According to Jannah et al. (2024) Green satisfaction is the level of satisfaction felt by consumers when their desires, expectations, and needs for environmentally friendly products are met, thus providing a sense of pleasure in the consumption experience that is in line with environmental concerns. In the context of The Body Shop, green satisfaction arises from various aspects, such as the use of natural ingredients, commitment to sustainability, and animal-free testing policies. Based on research conducted by Jannah et al. (2024) states that Green satisfaction has a positive influence on the formation of green trust. Consumers who are satisfied with the quality of the product and its positive impact on the environment tend to have a better experience and appreciate the values brought by the brand. Green trust is an important element in maintaining long-term relationships between brands and their consumers.

Green trust is an important element in maintaining long-term relationships between brands and their consumers. Green trust is derived from the credibility, capability, and goodness of a product due to its environmental friendliness, thus increasing consumers' desire to rely on a product, service, or service (Ravelby et al., 2025). This trust is built when customers believe that The Body Shop not only utilizes the concept of sustainability as a marketing strategy but also consistently applies environmentally friendly values in its operations. Programs such as Bring Back Our Bottles and the commitment to use recycled packaging contribute to increasing customer trust in the brand's honesty and commitment (Wijaya & Harsoyo, 2025). When customers have a high level of green trust, they will not only be more loyal to the brand but also more likely to

recommend the product to others, thus strengthening customer loyalty in the long term. The relationship between green satisfaction and green trust is the main foundation in building green loyalty. Consumers who are satisfied with green products and believe in the brand's commitment to sustainability tend to develop stronger loyalty (Mahendra et al., 2025). Other studies also show that green trust can strengthen the impact of green satisfaction on customer loyalty, especially if the company consistently implements a sustainability strategy (Ravelby et al., 2025). In line with research conducted by Firmansah et al. (2019) stated that green image, green trust, and green satisfaction contribute significantly to green loyalty. Therefore, a positive green brand image and trust in the eyes of customers will provide an advantage for the company in strengthening its brand. Having brand strength, known as brand equity, is an important aspect for a product or company (Suyanto & Pramono, 2020).

Chen (2010) has developed the concept of brand equity into green brand equity, which is defined as a set of brand assets and liabilities related to commitment to the environment and green issues, including brand names and symbols, which can increase or decrease brand value. One company known for implementing a green marketing strategy is The Body Shop Indonesia. The Body Shop is known to be not only profit-oriented, but also pays attention to social (people) and environmental (planet) aspects. The commitment carried out by The Body Shop is a response to environmental problems that are currently happening in the world. The movement carried out by The Body Shop has proven effective, because in addition to providing benefits for the company in terms of business, it also has a positive impact on the environment, animals, and society. The efforts made by this company have made it rank first in the Top Brand Award index for three consecutive years (Suyanto & Pramono, 2020).

Judging from previous research conducted by Jannah et al. (2024) shows that Green Brand Image and Green Satisfaction significantly and positively influence Green Brand Equity, with Green Trust acting as a mediator in the relationship. This means that an increase in the perception of environmentally friendly brands and satisfaction with green products will drive an increase in Green Brand Equity, along with increasing consumer trust in the green brand. Meanwhile, the findings of Suyanto & Pramono (2020) also confirm that Green Brand Image has a positive influence on Green Brand Equity through the mediation of Green Trust, especially in the context of The Body Shop brand in Indonesia. This conclusion emphasizes the importance of the role of Green Trust in strengthening the relationship between green brand image and consumer satisfaction towards increasing brand equity. This shows that building consumer trust in environmentally oriented brands is crucial in increasing overall brand value.

Based on the description above, this study will identify the influence of green brand image and green satisfaction on green brand equity with green trust as a mediator. This study aims to describe the important role of green brand image and green satisfaction in building brand equity. Therefore, this study is entitled "The Influence of Green Brand Image and Green Satisfaction on Green

Brand Equity: The Mediating Role of Green Trust on The Body Shop Consumers in Bandung City".

THEORETICAL REVIEW

Green Marketing

According to Mauliza (2020), Green Marketing is a sustainable effort in designing services and facilities that aim to meet human needs and desires without having a negative impact on the natural environment. Green marketing is a marketing approach that emphasizes environmental sustainability by developing eco-friendly products and implementing promotional strategies that highlight environmentally friendly aspects (Ngoc et al, 2020).

Green Brand Image

According to Bashir et al. (2020) Green brand image can be interpreted as a collection of customer perceptions, concepts, and understandings of a brand, which are related to a commitment to sustainability and environmentally friendly practices. A company's green brand image reflects its commitment to environmental preservation and can be a differentiating factor from competitors (Putri & Haryanto, 2025). Thus, a strong green brand image makes the company stand out and become the main choice for consumers when considering a purchase. Consumers who are convinced of the environmentally friendly aspects of a product tend to prefer that product over competitors' products, especially if they do not find significant differences between the two (Zhou et al., 2021).

Green Satisfaction

According to Firmansah (2021), green satisfaction refers to the extent to which consumers feel satisfied after purchasing and using environmentally friendly products, which can ultimately influence their decision to make repeat purchases. Green satisfaction is the level of satisfaction felt by consumers when their desires, expectations, and needs for environmentally friendly products are met, thus providing a pleasant consumption experience that is in line with environmental concerns (Jannah et al, 2024).

Green Trust

According to Antonius (2019), green trust refers to consumers' willingness to use a product, brand, or service with the belief that its use will provide positive benefits for the environment. In the concept of green trust, building and maintaining trust is a crucial aspect for companies in order to maintain good relationships with their consumers. When consumers have placed their trust in a company, the company will gain added value that can provide benefits for the sustainability of its business (Jannah et al, 2024).

Green Brand Equity

According to Jannah et al (2024) Green Brand Equity is a collection of assets and liabilities owned by a brand related to its commitment to environmental sustainability and concern for ecological aspects. This element

includes the name, symbol, and brand identity that can affect the value of a product or service, both positively and negatively. According to Majeed et al. (2022), green brand equity refers to the assets and responsibilities of a brand related to environmentally friendly characteristics. This aspect can contribute to increasing or decreasing the value of a product or service. Some of the main factors that influence green brand equity include the level of consumer awareness of green brands, customer loyalty to sustainable products, and their level of trust in the environmental claims made by the brand.

Relationship between Green Brand Image and Green Brand Equity

The findings presented by Suyanto & Pramono (2020) indicate that companies need to allocate more resources to improve green brand image, so that they can build strong and positive green brand equity. Thus, it can be explained that if Green Brand Image increases, Green Brand Equity will also experience a significant increase. Likewise, if Green Brand Image decreases, Green Brand Equity will also experience a significant decrease. In line with research conducted by Dedy (2020) which indicates that Green Brand Image has a direct significant influence on Green Brand Equity in the creative tourism industry in West Java. Success in preserving the environment contributes greatly to Green Brand Equity, where higher green brand equity can encourage consumers to pay more for the same quality due to strong brand appeal. Research conducted by Fauzan et al. (2021) states that green brand image has a positive and significant effect on the green brand equity of Starbucks consumers in Yogyakarta.

H1: Green Brand Image has a positive influence on Green Brand Equity

Relationship between Green Brand Image and Green Trust

Based on research by Suyanto & Pramono (2020), it is stated that the green brand image variable has been proven to have a positive effect on green brand trust. This finding shows that The Body Shop Indonesia, which has a good environmentally friendly brand image in the eyes of its customers, has succeeded in strengthening trust in the company's green brand or green brand trust. In line with research conducted by Dedy (2020), it is stated that Green Brand Image has a significant effect on Green Trust in the creative tourism industry in West Java. A good environmental reputation increases the trust of tourists, especially foreign tourists who care about sustainability. The role of Green Brand Image in building tourist trust is very important, considering that tourism is an environmentally based industry and an image that can influence tourist decisions. The results of this study are also supported by the results of research conducted by Winangun & Nurcaya (2020) which states that green brand image has a positive and significant effect on green trust.

H2: Green Brand Image has a positive influence on Green Trust

Relationship between Green Trust and Green Brand Equity

The results of research conducted by Suyanto & Pramono (2020) revealed that the green brand trust variable has a positive effect on green brand equity. Thus, it can be concluded that increasing Green Trust will have a significant impact on increasing Green Brand Equity. Conversely, if Green Trust decreases,

Green Brand Equity will also experience a significant decrease. This finding shows that the greater the customer's trust in green brands, the greater the impact on green brand equity. In line with the findings of Dedy (2020) who said that Green Trust has a significant influence on Green Brand Equity in the creative tourism industry in West Java. Trust in environmental friendliness is generally based on reasons that can be accounted for. The results of this study support and strengthen the research conducted by Fauzan (2021) which states that green trust has a positive and significant effect on the green brand equity of Starbucks consumers in Yogyakarta.

H3: Green Trust has a positive influence on Green Brand Equity

Relationship between Green Satisfaction and Green Brand Equity

Based on research conducted by Dedy (2020) who said that Green Satisfaction has a significant influence on Green Brand Equity. Tourists' decisions to visit are influenced by various considerations, including comfort and environmental awareness at tourist destinations. Customer satisfaction can encourage purchase intentions and increase the likelihood of repeat purchases. Thus, it can be concluded that increasing Green Satisfaction will have a significant impact on increasing Green Brand Equity. Conversely, if Green Satisfaction decreases, then Green Brand Equity will also decrease significantly. The findings in this study support and strengthen the results of research conducted by Fauzan, which states that Green Satisfaction has a positive and significant influence on Green Brand Equity on Starbucks consumers in Yogyakarta (Fauzan et al., 2021).

H4: Green Satisfaction has a positive influence on Green Brand Equity

Relationship between Green Satisfaction and Green Trust

Research conducted by Jannah et al. (2024) states that the influence of Green Satisfaction on Green Trust shows a positive and significant relationship between the two. In other words, there is a relationship between the two, when Green Satisfaction increases, Green Trust will also experience a significant increase. Conversely, if Green Satisfaction decreases, Green Trust will also experience a significant decrease. This finding supports and strengthens research conducted by Astini, Rina, which states that Green Satisfaction has a significant influence on Green Trust (Astini, 2016).

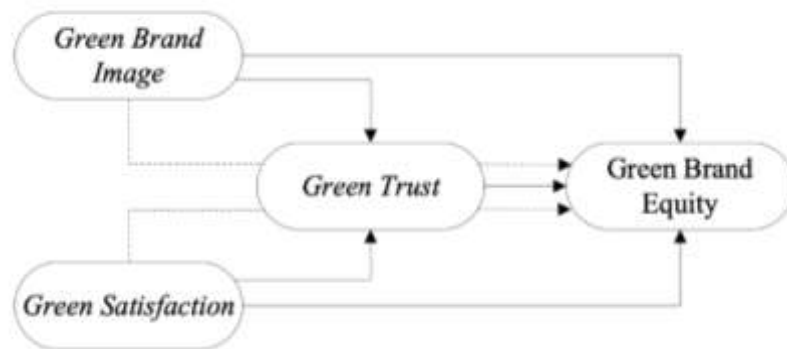
H5: Green Satisfaction has a positive influence on Green Trust

Relationship between Green Brand Image and Green Satisfaction on Green Brand Equity through Green Trust

Research conducted by Jannah et al. (2024) indicates that Green Brand Image and Green Satisfaction have a positive and significant influence on Green Brand Equity with the mediating role of Green Trust. This means that when Green Brand Image or Green Satisfaction increases, Green Brand Equity will also experience a significant increase, which is also accompanied by an increase in Green Trust. Conversely, if Green Brand Image or Green Satisfaction decreases, Green Brand Equity will also experience a significant decrease, accompanied by

a decrease in Green Trust. This study strengthens previous findings, as stated by Astini (2016), which stated that Green Satisfaction has a significant effect on Green Trust. In addition, Mahendra and Sulistyawati (2017) and Fauzan et al. (2021) found that Green Trust has a positive and significant impact on Green Brand Equity, including on Starbucks consumers in Yogyakarta. Furthermore, research conducted by Suyanto & Pramono (2020) revealed that Green Brand Image also has a positive effect on Green Brand Equity, which is mediated by Green Trust, especially in the context of The Body Shop company in Indonesia. Thus, this finding confirms that Green Trust plays an important role in strengthening the relationship between Green Brand Image and Green Satisfaction on Green Brand Equity. This suggests that building consumer trust in eco-friendly brands can increase overall brand equity.

H6: Green Brand Image and Green Satisfaction have a positive influence on Green Brand Equity through Green Trust.



Source: Diadopsi dari Jannah et al. (2024)

Figure 4. Conceptual Framework

METHODOLOGY

This study focuses on consumers of The Body Shop products in Bandung City who come from Generation Z. The sample in the study consisted of individuals selected through purposive sampling techniques with certain criteria, namely domiciled in Bandung, aged between 13 and 27 years, and have used The Body Shop products in the last six months. The use of purposive sampling techniques aims to ensure that the respondents involved are in accordance with the characteristics of the targeted population. The research method used is a quantitative approach, with data collection carried out through online questionnaires distributed using the Google Forms platform. The research instrument uses a Likert scale of 1 - 5 points to measure respondent responses. Data analysis was carried out using the Partial Least Squares (PLS) method based on Structural Equation Modeling (SEM), which is used to evaluate predictive relationships between constructs and test the influence between variables in the research model.

RESULTS AND DISCUSSION

The results of the analysis show that Green Trust significantly mediates the relationship between Green Brand Image and Green Satisfaction on Green Brand Equity. First, Green Brand Image is proven to have a significant positive effect on Green Trust, which in turn increases Green Brand Equity. This means that increasing green brand image not only strengthens green brand equity directly, but also increases consumer trust in the brand, which contributes to strengthening the green brand equity itself. This finding underlines that consumer trust (green trust) in environmentally friendly brands plays an important role in strengthening the relationship between positive green brand image and consumer satisfaction with environmentally friendly products with increased green brand equity.

In more detail, the results of this study confirm that Green Brand Image has a positive and significant effect on Green Brand Equity through the mediation of Green Trust. Increasing positive green brand image will increase consumer trust in the brand, which then has an impact on increasing overall Green Brand Equity. This finding is in line with research by Fauzan et al. (2021) which states that Green Trust mediates the influence of Green Brand Image on Green Brand Equity in Starbucks consumers in Yogyakarta, as well as research by Suyanto and Pramono (2020) which shows that Green Brand Image has a significant effect on Green Brand Equity in The Body Shop Indonesia company, with Green Trust acting as a mediating variable.

In addition, Green Satisfaction was also found to have a positive and significant effect on Green Brand Equity through the mediation of Green Trust. This shows that the level of consumer satisfaction with environmentally friendly products increases trust in the brand, which in turn strengthens green brand equity. This finding supports the results of Astini's (2016) study which revealed a significant effect of Green Satisfaction on Green Trust. In addition, research by Mahendra and Sulistyawati (2017) and Fauzan et al. (2021) also emphasized the importance of Green Trust in increasing Green Brand Equity. Suyanto and Pramono (2020) also emphasized that consumer trust in green brands has a positive contribution to strengthening brand equity.

Overall, these findings underline the important role of Green Trust as a key link between consumers' positive perceptions of Green Brand Image and Green Satisfaction with increased loyalty and green brand equity in the future.

CONCLUSIONS AND RECOMMENDATIONS

Based on previous literature, it can be concluded that green brand image and satisfaction with green aspects have been proven to have a positive and significant effect on green brand equity, both directly and through the mediation role of green trust. This means that the better the public's perception of a brand's environmental commitment and the higher the satisfaction felt with the environmentally friendly efforts made, the stronger the added value and competitiveness of the brand in the eyes of consumers. Consumer trust in environmental commitment is a key factor that strengthens the relationship between image and satisfaction with brand equity.

In general, these findings indicate that the implementation of an environmentally friendly strategy not only provides benefits for environmental sustainability, but is also an effective business strategy to increase trust, loyalty, and brand equity in various sectors. Therefore, companies are advised to continue to strengthen their environmentally friendly image through sustainable product and service innovation, increase consumer satisfaction with green initiatives, and build and maintain public trust in the environmental commitments they carry. These efforts can provide a competitive advantage while supporting sustainable development goals in the long term.

FURTHER STUDY

Further research is still needed to understand in depth how Green Brand Image and Green Satisfaction influence Green Brand Equity, with Green Trust as a mediating variable, especially in the context of The Body Shop in Bandung City.

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