

ABSTRACT

As environmental concerns continue to influence consumer preferences, green marketing has emerged as a critical strategy for companies operating in the Fast-Moving Consumer Goods (FMCG) sector. This study investigates the impact of green marketing on customer loyalty by analyzing three key dimensions: environmental advertisement, eco-label, and eco-branding. Using Le Minerale—a bottled water brand in Indonesia—as a case study, a quantitative approach was applied with data collected from 110 respondents. The analysis reveals that green marketing significantly affects customer loyalty, with eco-labels showing the strongest influence, followed by environmental advertisements. While eco-branding demonstrated a positive correlation with loyalty, it did not significantly predict it in the regression analysis. These findings contribute to the academic understanding of green marketing's role in loyalty formation and offer practical insights for FMCG companies aiming to build lasting consumer relationships through sustainable practices.

Keywords: Green marketing, customer loyalty, FMCG sector, sustainability, eco-label, environmental advertising, eco-branding