

## ABSTRACT

*The growing consumer awareness of environmental issues has encouraged fast fashion companies, including Hennes & Mauritz (H&M), to adopt green marketing strategies as a means of maintaining competitiveness. However, the practice of greenwashing, which emphasizes sustainability claims without substantial evidence, often creates a paradox. Instead of reinforcing trust, such strategies may foster consumer skepticism that undermines brand credibility. Against this backdrop, this study aims to analyze the effect of greenwashing on green brand equity by incorporating green brand image and green satisfaction as mediating variables. The research specifically focuses on H&M consumers in Semarang City, who represent the dynamics of fast fashion consumption in a local context that is closely tied to global market trends.*

*This study employed a quantitative approach through an online survey distributed to 100 respondents selected via purposive sampling. Respondents were required to be at least 17 years old, reside in Semarang City, and have prior experience purchasing H&M products. The research instrument utilized a five-point Likert scale to measure respondents' perceptions of the studied variables. The collected data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS 24, enabling the examination of both direct and indirect effects as well as the mediating roles of green brand image and green satisfaction.*

*The findings indicate that greenwashing has a significant negative effect on green brand image and green satisfaction. Furthermore, both mediating variables were found to fully mediate the effect of greenwashing on green brand equity. These results highlight that greenwashing not only diminishes consumer satisfaction and weakens brand image but also erodes overall green brand equity. From a managerial perspective, the study underscores the importance for companies to avoid manipulative communication strategies and instead adopt green marketing practices that are authentic, consistent, and transparent. By doing so, companies can foster consumer trust, strengthen loyalty, and create sustainable competitive advantages within the fast fashion industry.*

*Keywords: Greenwashing, Green Brand Image, Green Satisfaction, Green Brand Equity, Fast Fashion.*