

ABSTRACT

The increasing environmental concerns and plastic waste accumulation in Indonesia, reaching 27.28 million tons of total waste in 2024 with 19.8% consisting of plastic, have intensified pressure on industries, including the beauty sector, to adopt sustainable practices. In this context, green brand reputation becomes a strategic mechanism in strengthening long-term customer relationships. This study analyzes the antecedents of customer loyalty with green brand reputation as an intervening variable, grounded in the Commitment–Trust Theory of Relationship Marketing. The research focuses on consumers of The Body Shop products in Semarang City, where market share trends indicate a gradual decline despite the brand’s strong sustainability positioning.

The conceptual framework integrates eco-friendly product, green marketing, and product quality as independent variables; green brand reputation and purchase decision as mediating variables; and customer loyalty as the dependent variable. Developed based on the Commitment–Trust Theory and prior empirical studies, this research employs a quantitative approach using a structured questionnaire with a 1–10 Likert scale. The sample consists of 212 consumers of The Body Shop in Semarang who have purchased and used eco-friendly products. Data were analyzed using Structural Equation Modeling (SEM) with AMOS 29 software to examine the structural relationships among variables.

The findings reveal that eco-friendly product, green marketing, and product quality significantly influence green brand reputation. Green marketing and product quality also have significant effects on purchase decision. Furthermore, green brand reputation significantly influences both purchase decision and customer loyalty, and emerges as the most dominant variable in shaping loyalty. Purchase decision also significantly affects customer loyalty. This study highlights the strategic role of green brand reputation in mediating sustainable marketing attributes and strengthening long-term customer loyalty.

Keywords: *Eco-Friendly Product, Green Marketing, Product Quality, Green Brand Reputation, Purchase Decision, Customer Loyalty.*