

GREEN MARKETING ANALYSIS IN IMPROVING CONSUMER LOYALTY

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ABSTRACT

The coffee shop industry in Indonesia is facing fierce competition at a time increasing awareness consumer on environmental issues, so that the implementation of green marketing is an important strategy to increase loyalty consumers. This study aims to analyze green marketing implementation and its influence on loyalty consumers in coffee shop business actors. Method qualitative with a case study approach is used through interview in-depth, observation, and document study. The results of the study show that the implementation of green products, green processes, and green places is significant increase perception positive and loyalty consumers. Effective green marketing education and promotion also play an important role in shaping awareness consumers . However, business actors face constraint in the form of high costs, limitations knowledge, and support suppliers that are not optimal. The implications of this research emphasize importance training, collaboration with suppliers, and utilization of digital technology to strengthen green marketing strategies and sustainability of coffee shop businesses. This study contributes theoretical and practical in the development of sustainable marketing in the sector service.

Keywords: green marketing, loyalty consumer, sustainable marketing.

INTRODUCTION

The coffee shop industry in Indonesia shows very rapid growth in recent years due to driven by change style life urban society and the increasing national coffee consumption. In addition , the market value of coffee in Indonesia is projected reached 11.58 billion US dollars in 2025 (Rahmah et al. 2023) .This indicates huge economic opportunity for coffee shop business actors. However, this growth is also accompanied by increasingly fierce business competition. tight , both from international chains such as Starbucks and local coffee shops that continue to emerge and innovate in concept as well as service (Nurhasanah and Dewi 2020) . In the middle intense competition, behavior consumers are also experiencing transformation significant (Djaelani, Negari, and Cuaca 2020; Husriadi and Ode Muhammad

Sardin 2024) . Generation Young people, especially Gen Z and millennials, are now not only looking for quality of taste and experience unique, but also increasingly care about environmental issues and sustainability in choosing product and also services, including coffee shops (Ko and Jeon 2024) . The concept of green marketing is becoming increasingly relevant as a marketing strategy innovative capable attract and retain loyalty consumers by highlighting values environmentally friendly, starting from the use of materials sustainable raw materials , plastic waste reduction until education consumers about the importance of sustainability (Jankovic, Panajotovic, and Djurovic 2024) . Therefore, the adoption green marketing strategies are not only a business necessity for differentiation in a crowded market. but also as a form of response to demands modern consumers are increasingly environmentally conscious (Husriadi, Muh., Ikrar Muadsim 2016; Kesa et al. 2025) . Although urgency the implementation of green marketing is increasing acknowledged, the reality on the ground shows that many coffee shop business actors in Indonesia are still face challenges in implementing this concept optimally (Avrinella Silaban, Sinulingga, and Author 2021; Husriadi, Muh., Fari Aus 2025) .

Most of the business actors tend view green marketing as only the use of materials environmentally friendly or waste reduction without understand in a way deep dimensions strategic and communicative that can strengthen loyalty consumer (Hwang 2024) . The lack of knowledge related to aspects of green marketing that really have an impact on behavior consumer cause initiatives undertaken are often of a nature partial and less integrated (Muh. Husriadi, Citra Ayu Ningsi 2016; Yang and Chai 2022) . This condition gives rise to gap between the potential of green marketing in building loyalty consumers and practices actual applied by coffee shop business actors in Indonesia. In line with this , previous research including findings (Avrinella Silaban, Sinulingga, and Author 2021; Fahmi 2022; Mazwan et al. 2023) that green marketing in general focus on the sector manufacturing and retail with little detailed study specific examine the coffee shop industry. These studies are more highlight perception consumer in a way general without dig in a way deep connection between implementation of green marketing and loyalty consumers in the context of local coffee shops . In addition, there are lack of empirical research that integrates green marketing aspects with variables loyalty consumer in a way comprehensively on the coffee shop business in Indonesia.

This gap shows the need for more focused studies to understand how green marketing strategies can be optimized in building loyalty consumers in the coffee shop industry thereby contributing significant for the development of theory and practice sustainable marketing in the sector this service. Therefore, this study presents a new approach with a focus specific to the effects of green marketing on loyalty consumers in the coffee shop industry. Where, this study is a field that is still seldom under review in a way in-depth . Contribution The theoretical basis of this research lies in the expansion understanding about implementation of green marketing in the sector services , especially in the context of coffee shops which have

characteristics unique compared to sector manufacturing or retail. In practice, the research results are expected to be a reference for coffee shop business actors in designing marketing strategies that are not only environmentally friendly but also effective in increasing loyalty consumers. In addition, this research also plays an important role in supporting environmental sustainability efforts through strengthening the role of the sector business small and medium as agents changes that contribute to sustainable development. Therefore, this study aims to analyze implementation of green marketing strategies in coffee shop business actors and identify its effect on loyalty consumers. With an empirical approach, this study attempts to exploring how aspects of green marketing can strengthen connection term long between coffee shops and their consumers. In addition, this study will also provide recommendations practical that can be adopted by business actors use increase loyalty consumer continuously through implementation of environmentally friendly marketing strategies.

RESEARCH METHODS

This research uses design qualitative with a case study approach to obtain understanding deep about implementation of green marketing in coffee shop business actors in Kendari city. The research procedure includes election informant key from business actors and consumers as well as followed by observation directly on site effort. Then interview in-depth and study of documents related to the activity marketing environmentally friendly. The collected data analyzed in a way inductive through stages data reduction, data display, and retrieval conclusion with thematic analysis technique so that it can be identified patterns and meanings relevant to loyalty consumers.

RESEARCH RESULT

5.1 Implementation of Green Marketing

Based on the results of this study show that the application of green marketing in coffee shop business actors includes three aspects main, namely product environmentally friendly (green product), waste reduction (green process), and design and location environmentally friendly (green place).

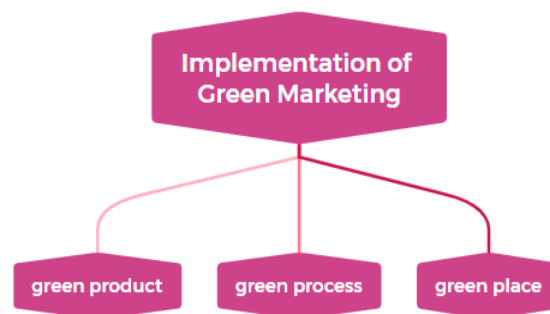


Figure. 1. 3 Aspects of green marketing implementation

Based on results interview with respondents key that product environmentally friendly realized through the use of materials standard organic and biodegradable packaging that reduces the negative impact on the environment. For example , some coffee shops are replacing packaging plastic with biodegradable materials in a way experience at a time prioritize sustainable and fair trade certified coffee sources . This is also seen in waste reduction carried out by implementing efficient and environmentally friendly production processes , such as reusing coffee grounds as raw materials . air fresheners or organic fertilizers and management of plastic and paper waste in a way separately to support the recycling program . In addition , the design and location of the coffee shop are also adjusted to reflect commitment to sustainability such as the use of recycled materials in interiors, lighting energy saving , and placement of outlets in areas that support accessibility environmentally friendly .

This is in line with the research results (Ahmed et al. 2023) that the implementation of green products and green places significant increase interest purchase and loyalty consumers. For example , integrating various initiatives environmentally friendly such as the use of biodegradable packaging and reducing waste that has an impact positive on attachment emotional customers towards the brand . Meanwhile, building image positive through practice ethical and sustainable including the use of packaging compost and engagement active in environmental communities that strengthen loyalty customers and trust public . Furthermore , research (Adnan, Widowati, and Nuryakin 2023) that green places and green processes have an impact on decisions purchase consumers in coffee shops that confirm importance environmental aspects in marketing strategy sector this service . Therefore , the implementation of green marketing is holistic not only meets demands increasingly consumers environmentally conscious but also an advantage competitive in the increasingly competitive coffee shop industry competitive .

5.2 Perception and Response Consumer

Based on the results of this study show that perception and response Consumers in green marketing at coffee shops in Kendari city show level awareness and attitude significant positive impact on products and practices environmentally friendly . In addition , consumers are not only aware of importance sustainability but also shows strong preference for products that carry environmental values that ultimately strengthen their loyalty to the brand so that This finding was successful build understanding and attitude positive consumers towards green marketing which has implications for increasing loyalty and behavior sustainable purchasing . Likewise , the effectiveness green marketing education and promotion are factors key in forming perception consumers . Consumers who get clear information and education regarding the benefits product environmentally friendly people tend to be more trusting and loyal.

This is in line with the research results (Ansu-Mensah 2021) that green marketing has effect on decision purchases . This is seen in green awareness and green product innovation as important mediators in the process. However , even though consumer own attitude positive , price and accessibility product environmentally friendly is still a consideration key in decision making purchase . Therefore, the results of this study confirm that green marketing supported by education can effectively improve awareness, attitude positive, and loyalty consumers in the coffee shop industry, as well as strengthening business position in an increasingly competitive market competitive and sustainability - oriented.

5.3 Factor Drivers and Barriers

Based on the results of this study show that motivation The main thing for coffee shop business actors in implementing green marketing is to build image positive and creative superiority competitive in an increasingly competitive market environmentally conscious . Business actors realizing that consumers now prefer the brand that shows commitment to sustainability processes so that green marketing becomes an important differentiation strategy. However , the implementation of green marketing faces obstacle significant , especially regarding investment costs high initial for adopting environmentally friendly technologies and sustainable production processes. In addition , the lack of knowledge and understanding of business actors about aspect technical and strategic green marketing inhibits optimal implementation . Support from adequate suppliers and infrastructure are also factors crucial . Many business people are experiencing difficulties get material standard eco-friendly at a price competitive and quality guaranteed as well as face limitations facility supporters such as an effective waste management system . This is in line with the research results (Uniyal 2024) that the constraints of production costs and understanding consumers towards value adding green marketing becomes a challenge the main thing to do overcome through education and transparency communication . In addition , (Tao et al. 2024) shows that consistency green marketing practices and supply chain management sustainable supply is factor key success , but often hampered by unstructured regulations and large investments.

CONCLUSION

The conclusion of this study confirms that the application of green marketing in coffee shop business actors is... significant contribute to improving loyalty Consumers. Aspects product environmentally friendly , waste reduction , and design and location that supports the image green becomes a factor the main thing appreciated by consumers . Perception positive consumers towards green marketing initiatives , supported by effective education and promotion , strengthening connection emotional and loyalty customers . However , business actors face challenge in the form of high investment costs , limitations knowledge , as well as support suppliers and infrastructure that are not yet optimal. However , the motivation to build image positive and advantages competitive encourage business actors to

continue develop marketing strategy green on an ongoing basis. Based on findings It is recommended that coffee shop business actors increase their understanding and capacity related to green marketing through structured training and workshops . In addition , it is important to establish partnership strategic with suppliers product environmentally friendly ensure availability material quality and affordable raw materials . The use of digital technology and social media must also be optimized for education consumers and transparency communication , avoid greenwashing practices .

Further research recommended to explore variable additional factors such as social media influence and psychographics consumers , as well as expand studies to various regions to improve generalization results . With these steps , green marketing can be an effective strategy that not only improves loyalty consumers , but also supports environmental sustainability in general. real and sustainable.

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