Antecedents Green Loyalty: A Study On Aqua Consumers

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Abstract. This research aims to analyze the influence of green consumer behavior and green satisfaction on green loyalty. The amount of respondents as the sample in this research is 152 respondents. The method used in this study is Structural Equation Modeling (SEM) analysis. Based on the results, variable green consumer behavior has a positive effect on green satisfaction, green consumer behavior has a positive effect on green loyalty, and green satisfaction has a positive effect on green loyalty.

Keywords: green consumer behavior; green satisfaction; green loyalty

1 Introduction

It is undeniable that nowadays, many bottled drinks use plastic. The use of plastic bottles is increasingly prevalent among the public as if it has become a culture to consume drinks in the packaging. There is a surprising fact that the use of plastic bottles has a terrible impact on environmental residues. The garbage from plastic bottles becomes a contributor to flooding disasters because it can clog the water flow to become overflowing. Besides, plastic bottles can threaten the environment as they cause disasters. plastic can decompose depending on the type of plastic used. The decomposing process can last between 450 to 1,000 years. So that plastic bottle waste will be hazardous. About 50 billion plastic bottles are used each year worldwide, so landfill sites will barely be enough to accommodate them all. Plastic is a material that can last forever.

Moreover, 33 percent of plastic materials discarded after one usage, such as bottled water bottles, plastic bags, and straws. The plastic cannot decompose and only become smaller and smaller pieces. Plastic bottles take longer to decompose and become part of environmental pollution that is now getting worse. Reducing the use of plastic bottles will be much safer and healthier. The environmental impact is a consequence of the growing industrial activity. Corrective policies in recent decades have been implemented to repair environmental damage. In order to protect the lives of our world, it is necessary to adopt a preventive approach to environmental pollution [1]. Green marketing is an environmentally friendly marketing product that conducts product customization, modification of production processes, packaging, labeling, advertising strategies, and raising awareness about inter-industry marketing compliance [2]. A recent study stated that there is a gap between environmental trust and customers' environmentally friendly behavior. Consumers are unlikely to be exposed to environmentally friendly advertising if they know environmentally friendly products. The more excellent marketing of environmentally friendly products will encourage customers to conduct environmentally-friendly behaviors. and those who are environmentally conscious will prefer eco-friendly products [3].

2 Method

2.1 Green Consumer Behavior

Consumer Behavior is a study that highlights the process a person or a group experiences in selecting, buying, using, and disposing of a product, service, idea, or experience to meet their needs and desires. Green Consumer Behavior is the behavior of a person who cares about the environment's welfare and by exhibiting environmentally friendly behavior and embracing and buying environmentally friendly products [4]. Ansar further points out that consumers' positive attitudes towards the environment are evident from their shopping habits, such as their concern for CFC-free products and product recycling. With the emergence of environmental awareness, consumers tend to pay more attention to the safety of personal care goods and environmentally friendly products. Over the past few years, consumer awareness and consumer attitudes towards environmentally friendly brands have increased significantly. [6]

2.2 Green Consumer Satisfaction

Over the past few decades, the conceptualization of satisfaction has been gradually refined. Satisfaction occurs when customers are satisfied with the performance of the products they consume. Customer satisfaction is the level at which the customer is satisfied with using the company's products. [7] Green satisfaction can be defined as a level of satisfaction with fulfillment related to pleasant consumption in satisfying customers to their environment, sustainable expectations, and the needs of environmentally friendly products' [8] Consumers will be satisfied with the products they consume for the experience of purchasing products that have environmentally friendly product performance attributes. Customer satisfaction directly affects customer loyalty because after making a purchase, consumers get the benefits of energy savings to feel satisfied. If the consumer is satisfied, then they will buy products and conduct word of mouth promotions. Empirical research shows that there is a significant relationship between green satisfaction and green loyalty [10]

2.3 Green Consumer Loyalty

Having loyal customers is an important asset that must be maintained by the company in order for their company to continue to compete with its competitors. Green loyalty is the level of repurchase intentions driven by a robust environmental attitude and ongoing commitment to an object, such as products, services, companies, brands, groups, or so on [8]. Marketing literature shows that there is a relationship between customer satisfaction and loyalty. Customer satisfaction positively and significantly affects customer loyalty; the higher customer satisfaction, the higher customer loyalty [12]. Seen from the loyalty of consumer attitudes such as the desire to buy. Customer satisfaction can also be defined as evaluative responses to perceived results from specific consumption experiences, based on the assumption that satisfaction results from the quality of service.

2.4 Sample Research

The sample of this research was 152 people. The sampling collection technique is purposive sampling with criteria of the minimum age of 15 years and has consumed AQUA. After confirming and normality testing, it shows that 152 questionnaires could be used for the analysis, using SEM with LISREL software.

3 Result and Discussion

Based on Hooper et al. (2008), the size of the model fit by looking at the chi-square test's value, RMSEA, CFI, and RMR. Therefore, the match test shows a fit or good model. It can be concluded that the model used in this study can be used as the basis for the analysis of the problem of this research. Confirmatory test results from 12 indicators show only ten indicators to analyze the research model—four indicators for Green Consumer Behavior, four indicators for Green Satisfaction, four indicators for Green Loyalty.

Table 1. Goodness of Fit

GOF	The Accepted Goodness of Fit	Model Index	Inform
Chi-Square	The smaller, the better (p-value ≥ 0.05)	28,32 (*p=0,16*)	Good
NCP	The smaller, the better	4,12	Good
GFI	GFI ≥ 0,90 *good fit*	0,91	*Good Fit*
RMR	RMR ≤ 0,05 *good fit*	0,035	*Good Fit*
RMSEA	RMSEA ≤ 0,05 *good fit*	0,030	*Good Fit*
ECVI	Values are small and close to ECVI saturated	4,51	*Good Fit*
NFI	NFI ≥ 0,90	0,92	*Good Fit*
NNFI	NNFI ≥ 0,90	0,93	*Good Fit*
CFI	CFI ≥ 0,90	0,93	*Good Fit*
IFI	IFI ≥ 0,90	0,94	*Good Fit*
RFI	RFI ≥ 0,90	0,96	*Good Fit*
AIC	Small value and close to saturated AIC	11,11	*Good Fit*
CAIC	Small value and close to CAIC saturated	12,11	*Good Fit*
AGFI	AGFI ≥ 0,90	0,93	*Good Fit*
PGFI	Higher grades are better	0,95	*Good Fit*

Table 1 shows the full model testing. It shows (goodness of fit index) $\chi^2 = 28,32$, Probability = 0,16, NFI = 0,92, CFI = 0,93, GFI = 0,91, AGFI = 0,93, and RMSEA = 0,030. While Table 2 shows the hypothesis test, the significance probability is lower than 5% for each relationship between the hypothesized variables. This concludes that from 3 hypotheses, three hypotheses were supported by sample data.
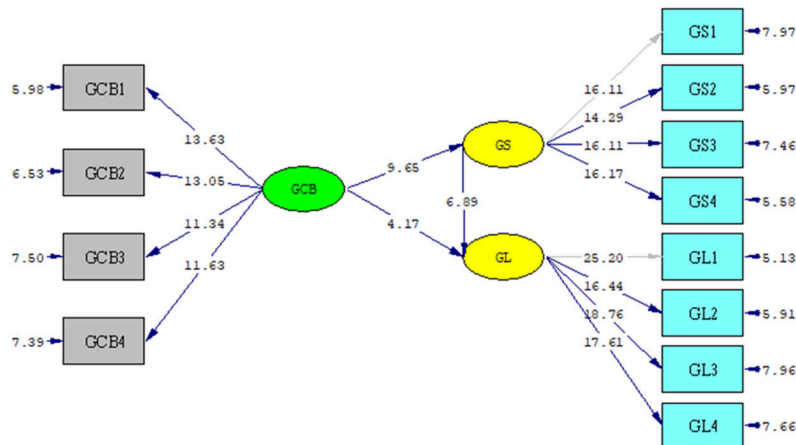

Fig 1. CFA: Basic Model T Value

Based on the test results of the model, the hypothesis proposed in this study is proven. Model testing is conducted to determine the relationship between Green Consumer Behavior, Green Satisfaction, and Green Loyalty. The path diagram of the Structural Model T-Value shows the results of hypothetical tests. The conclusion of the hypothetical test results can be seen in Table 1.8 as follows:

Table 2. Conclusion to the hypothesis

Hypotheses	*Path*	*t-value*	Estimation	Result
HI	GCB ---> GS	9,65	0,54	Support
H2	GCB ---> GL	4,17	0,43	Support
H3	GS --->GL	6,89	0,56	Support

The results of the study found that green consumer behavior affects green satisfaction and green loyalty. It is said that consumer behavior towards environmentally friendly products can affect the level of satisfaction and loyalty. Similarly, Green satisfaction affects green loyalty explaining that the level of satisfaction will affect customer loyalty. People believe green lives are a better and healthier life for current and future generations. Most consumer spending patterns show that they want a product brand that 'go green.' Consumers are motivated to buy products from environmentally friendly companies in their production process. [2] Empirical research shows that there is a significant link between green satisfaction and green loyalty.

4 Conclusion

This research uses questionnaires. Sometimes, the sample's answers do not show real circumstances, so that further research is expected to add samples and other factors regarding green loyalty.

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