

INTISARI

Penelitian ini bertujuan untuk menguji *Green Product Quality*, *Green Corporate Image*, *Green Customer Satisfaction*, dan *Green Customer Loyalty The Body Shop* Di Surabaya. Variabel-variabel yang diuji ini adalah variabel-variabel yang dapat mempengaruhi *Green Customer Loyalty*.

Penelitian ini menggunakan pendekatan kuantitatif dengan model SEM (*Structural Equation Modeling*). Penelitian ini menggunakan sampel berupa responden yang pernah membeli dan menggunakan *The Body Shop* minimal tiga kali dalam setahun terakhir, responden yang mengetahui jika merek *The Body Shop* merupakan merek yang ramah lingkungan, responden yang berdomisili di Surabaya, dan responden yang berpendidikan terakhir minimal SMA. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 150 responden.

Temuan penelitian menunjukkan bahwa *Green Product Quality* dan *Green Corporate Image* berpengaruh positif signifikan terhadap *Green Customer Satisfaction*, dan *Green Customer Satisfaction* berpengaruh positif signifikan terhadap *Green Customer Loyalty The Body Shop* di Surabaya. Sedangkan, *Green Product Quality* dan *Green Corporate Image* tidak berpengaruh signifikan terhadap *Green Customer Loyalty The Body Shop* di Surabaya secara langsung.

Kata kunci : *Green Product Quality*, *Green Corporate Image*, *Green Customer Satisfaction*, *Green Customer Loyalty*.

ABSTRACT

This study aimed to examine of Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty, The Body Shop in Surabaya. The variables tested are the variables that can affect the Green Customer Loyalty.

This study uses a quantitative approach with a model SEM (Structural Equation Modeling). This study used a sample of respondents who have bought and used The Body Shop least three times in the last year, respondents who knows if the brand The Body Shop is an eco-friendly brand, respondents who live in Surabaya, and respondents were educated at least high school last. Number of samples used in this study were 150 respondents.

The findings show that Green Product Quality and Green Corporate Image significant positive effect on the Green Customer Satisfaction, and Green Customer Satisfaction significant positive effect on the Green Customer Loyalty The Body Shop in Surabaya. Meanwhile, Green Product Quality and Green Corporate Image no significant effect on the Green Customer Loyalty The Body Shop in Surabaya directly.

Keywords: Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty.