



# Sustainable Consumer Loyalty: The Influence of Green Perceived Value on Green Loyalty through Green Trust and Green Satisfaction among FMCG Consumers in East Java, Indonesia

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**Abstract:** Sustainable consumption has become an essential global agenda, particularly in emerging markets where rapid economic growth and increasing environmental degradation intensify the need for responsible purchasing behavior. In Indonesia, especially East Java, the fast-moving consumer goods (FMCG) sector plays a critical role in shaping sustainable consumption patterns due to its high product turnover and extensive reliance on single-use packaging. This study investigates how Green Perceived Value (GPV) contributes to Sustainable Consumer Loyalty operationalized as Green Loyalty (GL) by examining the mediating roles of Green Trust (GT) and Green Satisfaction (GS). Drawing from the Value-Belief-Norm (VBN) Theory and Expectancy-Disconfirmation Theory, this study proposes that consumers who perceive greater environmental value in products are more likely to trust green claims, feel satisfied with environmental performance, and ultimately demonstrate loyal sustainable behavior. Data were collected from 385 FMCG consumers in East Java, Indonesia, using a structured online survey. The measurement and structural models were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The findings reveal that GPV significantly enhances GT and GS, which in turn positively influence GL. Additionally, both GT and GS act as partial mediators, indicating that sustainable loyalty is shaped not only by perceived environmental value but also by emotional and cognitive evaluations related to trustworthiness and product satisfaction. This study contributes to the sustainability and green marketing literature by providing empirical evidence from an emerging market context where environmental consciousness is growing but skepticism about corporate sustainability remains high. The results offer strategic insights for FMCG companies aiming to strengthen sustainability-driven loyalty through credible, value-oriented, and satisfaction-enhancing green initiatives.

**Keywords:** sustainable consumer loyalty, green perceived value, green trust, green satisfaction, green loyalty.

## Introduction

In this in the contemporary era of heightened environmental consciousness, the fast-moving consumer goods (FMCG) sector has undergone a fundamental transformation. Consumers are increasingly concerned not only with product quality and functionality but also with the environmental and social implications of their purchasing decision (O. P. Oyeyemi, 2024). This shift has created both challenges and opportunities for FMCG companies operating in developing economies like Indonesia, particularly in regions such as East Java where consumer markets are rapidly expanding and environmental awareness is rising (Susilowati, 2024).

East Java represents a critical market context for examining green consumer behavior. As one of Indonesia's largest population centers with significant industrial activity, East Java faces substantial environmental challenges,

including waste management issues and resource consumption pressures. Simultaneously, the region demonstrates growing consumer awareness regarding environmental sustainability, creating a receptive market for environmentally friendly products. This unique combination of environmental urgency and emerging consumer consciousness makes East Java an ideal setting for investigating the mechanisms through which sustainable consumer loyalty develops in the FMCG sector.

The concept of green marketing has emerged as a strategic response to shifting consumer preferences in developing markets (FeketeFarkas, 2020). However, the transition from green marketing intentions to sustained consumer loyalty remains a complex phenomenon. While many studies have examined individual components of green consumer behavior such as green trust, green satisfaction, and green perceived value the integrated relationship between these constructs in determining green loyalty among FMCG consumers remains underexplored, particularly in the Southeast Asian context.

*Green perceived value*, defined as consumers' overall assessment of the benefits and sacrifices associated with environmentally friendly products, serves as a critical antecedent to brand loyalty (C. Pan, 2021). Research demonstrates that green perceived value significantly influences consumer behavior, particularly through its impact on relational constructs such as trust and satisfaction. However, in developing markets like Indonesia, understanding how green perceived value translates into sustained customer loyalty proves especially important, as consumer willingness to pay premium prices for green products varies considerably based on economic factors and perceived value (T. Adialita et al., 2025). The mediating mechanisms through which green perceived value influences loyalty, particularly through green trust and green satisfaction among FMCG consumers in East Java, warrant further investigation.

*Green trust*—consumers' confidence in a brand's environmental claims and commitment to sustainability has emerged as an essential component in building lasting customer relationships (Pahlevi & Suhartanto, 2020). In the FMCG context, trust becomes particularly critical, as consumers must rely on brand representations of sustainability practices without direct observation of production processes. Similarly, *green satisfaction*, encompassing consumers' fulfillment with both the functional and environmental attributes of green products, plays a vital role in fostering long-term loyalty (Guerreiro & Pacheco, 2021).

Research from comparable contexts has demonstrated that satisfaction and trust function as powerful mediators in the relationship between perceived value and loyalty. Furthermore, studies have established that customer satisfaction significantly influences the translation of trust into behavioral loyalty (T.-C. Lee and M. Y.-P. Peng, 2021). Yet the sequential pathways through which green perceived value influences loyalty via these two intermediary variables among FMCG consumers in Indonesia's East Java region have not been comprehensively examined.

Indonesia presents a distinctive context for studying green consumer loyalty. The country contributes significantly to global plastic waste, with consumers facing growing regulatory pressures and corporate accountability measures (Susilowati, 2024). The FMCG sector in Indonesia, particularly in Java Island where production and consumption are concentrated, faces increasing pressure to adopt sustainable practices. Legal compliance in green marketing remains a challenge, with fragmented regulations and inadequate enforcement mechanisms creating uncertainties for both consumers and companies (Istiasih, 2023).

Despite these challenges, research specific to East Java reveals encouraging trends in green consumer adoption. Studies on organic food and eco-friendly product consumption in East Java demonstrate that sustainability values significantly influence consumer purchasing decisions. Environmental knowledge and concern positively affect consumer attitudes and purchase intentions for green products (Susilowati, 2024). Notably, consumer attitudes can act as an important moderating factor, sometimes reducing the direct influence of environmental knowledge on purchase intentions. This suggests that the psychological mechanisms underlying green loyalty formation are nuanced and context-dependent.

The study is grounded in social exchange theory and relationship marketing perspectives, which posit that customer loyalty develops through cumulative positive exchanges and strengthened relational bonds. By examining how green perceived value creates conditions for enhanced trust and satisfaction, which then translate into sustained loyalty, this research contributes to theoretical understanding of sustainability-driven loyalty mechanisms in developing market contexts.

Additionally, this research recognizes the importance of cultural and institutional factors specific to East Java. The region's growing environmental consciousness, coupled with evolving regulatory frameworks and FMCG market

dynamics, creates a compelling context for examining how perceived green value resonates with consumer behavior. The findings from this research are expected to provide valuable insights for FMCG marketers, policymakers, and sustainability advocates in Indonesia and similar developing market contexts. By clarifying the mechanisms through which green perceived value drives loyalty, the study will inform the development of more targeted and effective sustainability-oriented marketing strategies that balance environmental responsibility with consumer value expectations. Grounded in stakeholder theory, relationship marketing theory, and prior green marketing literature, this study advances a structured model that positions green perceived value as a key antecedent of green loyalty, both directly and indirectly through green satisfaction and green trust. To statistically test these proposed causal linkages, the following hypotheses are developed:

*H1: Green perceived value has a positive and significant effect on green loyalty*

Green perceived value (GPV) reflects consumers' overall evaluation of the environmental, functional, and emotional benefits of a green product relative to the sacrifices made (Y. S. Chen & Chang, 2012). When consumers perceive high environmental value, they are more likely to develop long-term commitment and repeat purchase intentions toward the brand. Prior studies have confirmed that GPV significantly enhances green loyalty through positive evaluations and behavioral intentions (S. Y. Chen, 2016; Jiang et al., 2018; Pahlevi & Suhartanto, 2020). Therefore, higher green perceived value is expected to strengthen green loyalty.

*H2: Green perceived value has a positive and significant effect on green trust*

Green perceived value serves as a cognitive foundation for the formation of green trust. When consumers perceive that a product delivers superior environmental value and meets sustainability expectations, their confidence in the firm's environmental claims increase (S. Y. Chen, 2016). Empirical evidence suggests that GPV significantly influences green trust by reducing perceived risk and enhancing credibility (Pahlevi & Suhartanto, 2020; Román-Augusto et al., 2022). Thus, higher green perceived value is expected to positively influence green trust.

*H3: Green perceived value has a positive and significant effect on green satisfaction*

Green satisfaction arises when consumers' expectations regarding environmental performance are fulfilled or exceeded. According to value-based theories, perceived value is a key antecedent of satisfaction (Pan et al., 2021; Riva et al., 2022). In the green marketing context, consumers who perceive higher environmental value from products tend to report greater satisfaction (Pahlevi & Suhartanto, 2020; Suhartanto et al., 2021). Therefore, green perceived value is expected to positively affect green satisfaction.

*H4: Green satisfaction has a positive and significant effect on green loyalty*

Customer satisfaction has long been recognized as a direct predictor of loyalty (Song et al., 2019). In the green context, satisfied consumers are more likely to repurchase, recommend, and remain committed to environmentally friendly brands (Issock Issock et al., 2020; Mahama Braimah et al., 2023; Pahlevi & Suhartanto, 2020). When green products meet consumers' environmental and personal expectations, loyalty behaviors become stronger. Thus, green satisfaction is expected to positively influence green loyalty.

*H5: Green satisfaction has a positive and significant effect on green trust*

Satisfaction has a strong relationship with trust, meaning that the more satisfied consumers are with the performance of the organic products they purchase, the more they trust organic products (Cachero-Martínez, 2020). J. Wang et al., 2018 and Asti et al., 2021 also state that green satisfaction can increase green trust based on pleasant experiences after consuming green products, which is related to their belief that the products are environmentally safe.

*H6: Green trust has a positive and significant effect on green loyalty*

Trust is a fundamental determinant of long-term relational commitment (Amin & Tarun, 2020). In green marketing, green trust reduces uncertainty regarding environmental claims and strengthens consumers' attachment to the brand (Y. S. Chen, 2013; Pahlevi & Suhartanto, 2020). Empirical studies consistently show that green trust significantly enhances green loyalty (Román-Augusto et al., 2022; Wasaya et al., 2021). Hence, green trust is expected to positively affect green loyalty.

*H7: Green satisfaction mediates the effect of green perceived value on green loyalty*

Perceived value does not directly translate into loyalty without an emotional evaluation process. Green perceived value first influences consumers' satisfaction, which subsequently drives loyalty behavior (Pahlevi & Suhartanto, 2020; Román-Augusto et al., 2022). Satisfaction functions as a psychological mechanism that converts cognitive

value perception into behavioral commitment. Therefore, green satisfaction is expected to mediate the relationship between green perceived value and green loyalty.

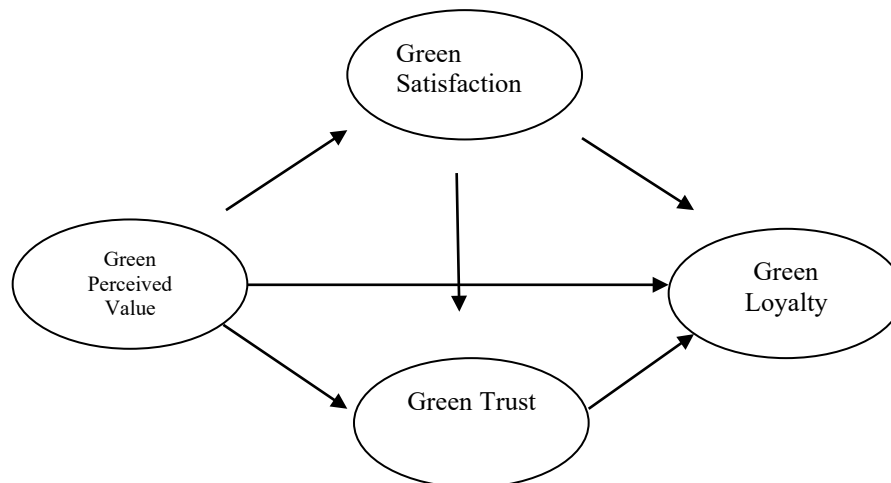
*H8: Green trust mediates the effect of green perceived value on green loyalty*

The research results of Suhartanto et al. (2021) provide a strong basis to support the hypothesis that Green Trust (GT) has a positive and significant effect on Green Loyalty (GL), and that GT mediates the relationship between Green Perceived Value (GPV) and GL. When consumers, especially younger generations, believe that a product is truly environmentally friendly and does not engage in greenwashing practices, this trust fosters greater loyalty to that product or brand..

*H9: Green trust (GT) mediates the effect of green satisfaction on green loyalty (GL).*

The relationship between satisfaction and loyalty may be strengthened when trust is present. Satisfied consumers who also trust the environmental integrity of a brand are more likely to demonstrate consistent loyalty behaviors (Assaker et al., 2020; Pahlevi & Suhartanto, 2020). Trust reinforces satisfaction by reducing perceived risk and strengthening relational commitment. Therefore, green trust is expected to mediate the relationship between green satisfaction and green loyal

**Figure 1: Research Framework**



**Source:** Sanita et al. (2025)

## Materials and methods

### Research Design

This study employs a quantitative survey approach designed to examine the direct and indirect effects of Green Perceived Value (GPV) on Green Loyalty (GL) mediated by Green Trust (GT) and Green Satisfaction (GS) among FMCG consumers in East Java, Indonesia. The research model is tested using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for predictive studies, complex mediation models, and does not require multivariate normality (Hair et al., 2019). The methodological approach follows the structure of sustainability and behavioral studies published in the OIDA International Journal of Sustainable Development.

### Research Object and Study Area

The object of this research was consumers of FMCG products produced by PT Unilever Indonesia Tbk. The study was conducted in East Java, Indonesia, a province characterized by high population density, strong purchasing power, and significant environmental challenges related to FMCG consumption and plastic waste. East Java was selected due to its strategic importance as one of the largest consumer markets in Indonesia and its relevance to sustainability issues addressed by FMCG companies.

### **Population and Sample**

The population of this study consisted of consumers who use and purchase Unilever FMCG products in East Java. A purposive sampling technique was applied to ensure that respondents met the research criteria. The criteria included:

- (1) residing in East Java,
- (2) having purchased Unilever FMCG products within the last six months, and
- (3) being aware of environmental or sustainability-related claims associated with the products.

The final sample size for this study is 385 valid respondents. The rationale behind this sample size is based on the statistical formula for unknown populations proposed by Charan and Biswas (2013). Given the uncertainty regarding the exact number of Unilever consumers in East Java, the sample size was calculated using a 95% confidence level ( $Z = 1.96$ ), an assumed population proportion of 0.50 to provide maximum variance, and a 5% degree of accuracy ( $d = 0.05$ ), resulting in a required minimum of 384.16, which was rounded to 385 respondents. This number also aligns with Roscoe's (1975) recommendation that a sample size between 30 and 500 is appropriate for most behavioral research. Furthermore, this size significantly exceeds the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) suggested by Hair et al. (2019), who recommend a sample-to-indicator ratio (e.g., 10:1 or 20:1). With 385 respondents, the study ensures high statistical power and stability for testing the complex mediation and moderation models involving multiple latent constructs. To ensure representative distribution, the sample was proportionally distributed across four key regions in East Java-Surabaya, Malang Regency, Banyuwangi, and Malang City based on annual waste generation data from BPS (2024), reflecting areas with the highest FMCG consumption intensity.

A total of 385 respondents participated in this study, representing a diverse and active consumer group of FMCG users in East Java. The age profile is dominated by younger individuals, particularly those aged 18–25 years (71.69%), followed by consumers aged 26–35 years (10.13%), 36–45 years (6.23%), and 46 years and above (11.95%). This distribution highlights the strong presence of Gen Z within the sample—an important demographic known for high digital engagement, quick adoption of product information, and growing awareness toward sustainability issues.

In terms of gender, the respondents consist of 68.05% females and 31.95% males, showing that female consumers are more engaged in FMCG purchasing activities within the studied region. The educational background of respondents is relatively varied, ranging from high school graduates to university students and degree holders, reflecting an informed and literate consumer segment capable of evaluating product quality, environmental claims, and brand messaging related to sustainability.

The occupational status of participants also shows substantial diversity. The largest group consists of students (52.47%), reflecting the youthful age dominance of the sample. Other occupations include private employees (17.66%), housewives (7.53%), entrepreneurs (5.45%), students/pelajar (4.68%), civil servants (3.38%), and individuals currently unemployed (3.12%). Additionally, 5.71% of respondents reported other forms of employment. This composition ensures that the sample represents both non-earning and income-earning consumers, capturing a broad socioeconomic spectrum within the FMCG market.

Respondents also demonstrated varying levels of purchasing power, as reflected in differences in monthly income or allowance. Their purchasing behavior shows active engagement across product categories, with Personal Care products accounting for 48.05% of purchases, followed by Home Care (20%), Beauty & Wellbeing (16.10%), Nutrition (12.21%), and Ice Cream (3.90%). These purchasing patterns underscore frequent exposure to FMCG brands and sustainability claims, particularly in daily-use product categories.

All participants engaged voluntarily and provided informed consent before completing the questionnaire. Ethical research principles such as anonymity, confidentiality, and responsible data management—were rigorously maintained throughout the data collection process to ensure compliance with academic standards for human subject research.

### **Data Collection Method**

Primary data were collected using a structured questionnaire distributed online. The questionnaire was designed to capture respondents' perceptions of environmental value, trust, satisfaction, and loyalty toward Unilever's FMCG products. Prior to the main data collection, the instrument was reviewed to ensure clarity and relevance. Only fully completed questionnaires were included in the final analysis.

To ensure the integrity and objectivity of the findings, several procedural and statistical remedies were implemented to mitigate internal biases, particularly Common Method Bias (CMB) and social desirability bias, which are inherent in self-reported survey research. Procedurally, the questionnaire was designed using clear and unambiguous language, and respondents were provided with strict guarantees of anonymity and confidentiality. This approach encouraged honest responses and reduced the tendency of participants to provide socially acceptable answers. Furthermore, the survey items were carefully randomized to prevent respondents from guessing the underlying theoretical constructs. Statistically, a post-hoc bias detection was conducted using the full collinearity assessment approach. The empirical results demonstrated that the Variance Inflation Factor (VIF) values for all indicators including those for Green Knowledge, Perceived Value, Trust, Satisfaction, and Loyalty ranged from 1.000 to 3.216. These values are well below the stringent threshold of 3.3, confirming that the dataset is free from pathological collinearity and that CMB does not artificially inflate the structural relationships. By combining these procedural safeguards with rigorous statistical validation during the PLS-SEM evaluation, the potential for internal biases to distort the empirical conclusions was effectively minimized.

### **Measurement of Variables**

All constructs were measured using indicators adapted from established studies in green marketing and sustainability literature, consistent with the instruments used in the dissertation.

- Green Perceived Value (GPV) was measured by items reflecting consumers' evaluation of environmental benefits relative to the sacrifices made when purchasing FMCG products.
- Green Trust (GT) measured consumers' confidence in the credibility, reliability, and environmental commitment of Unilever's green practices.
- Green Satisfaction (GS) assessed consumers' overall satisfaction with the environmental performance and sustainability attributes of the products.
- Green Loyalty (GL) captured consumers' intention to repurchase, recommend, and maintain long-term commitment to environmentally friendly FMCG products.

**Table 1: Measurement Scales, Sources, and Example Dimensions of Constructs**

<b>Construct</b>	<b>Source</b>	<b>Dimensions / Item Themes</b>
<b>Green Perceived Value (GPV)</b>	Chen (2016); Suhartanto (2020)	environmental benefit, functional value, emotional value, sustainable value
<b>Green Trust (GT)</b>	Roman Augusto (2021)	reliability, honesty, environmental credibility
<b>Green Satisfaction (GS)</b>	Lam et al. (2016)	satisfaction with environmental performance, product experience
<b>Green Loyalty (GL)</b>	Suhartanto (2020)	repurchase intention, advocacy, preference consistency

**Source:** Synthesized and compiled by the authors (2025)

All items were measured using a **five-point Likert scale**, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*).

### **Data Analysis Technique**

This study employed a quantitative survey approach, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. This method was chosen for its suitability in handling medium-sized samples, complex structural models, and data that do not meet multivariate normality assumptions (Hair et al., 2019). To ensure a rigorous analytical framework, the PLS-SEM process was conducted through the following five stages:

#### **1. Model Specification**

The first stage involved defining the structural (inner) and measurement (outer) models. The structural model illustrates the hypothesized relationships between latent constructs, specifically the paths from Green Perceived

Value to Green Loyalty, mediated by Green Trust and Green Satisfaction. Simultaneously, the measurement model specifies the link between these latent variables and their respective indicators. This specification ensures that the theoretical model is accurately translated into a mathematical structure, allowing for the empirical testing of how ecological perceptions influence consumer commitment in the FMCG sector.

## 2. Data Collection and Preparation

To maintain data integrity, a rigorous preparation phase was implemented. This involved screening the dataset for missing values, which were addressed using mean substitution or casewise deletion to prevent bias in the final estimation. Data suitability was also confirmed by ensuring the sample met the minimum requirements for PLS-SEM power. To further reduce potential bias, participation was voluntary, and anonymity was strictly assured. Additionally, the use of previously validated measurement items and a randomized item order helped minimize common method bias and social desirability.

## 3. Algorithm Calculation

The SmartPLS 4.0 algorithm utilized an iterative process to estimate the scores of latent variables. The algorithm alternates between the measurement and structural models, updating the weights and loadings of indicators until convergence is reached (i.e., when changes in weights fall below a predefined threshold). This iterative sequence focuses on maximizing the explained variance of endogenous constructs. By using this approach, the study can reliably identify the most influential factors driving green consumer behavior without requiring strict distributional assumptions.

## 4. Evaluation of Measurement and Structural Models

The evaluation was conducted in two distinct stages. First, the measurement model was assessed for indicator reliability, internal consistency, and construct validity. Reliability was confirmed through outer loadings and Composite Reliability (CR) values exceeding 0.70. Convergent validity met the AVE threshold of 0.50, while discriminant validity was supported using the Fornell–Larcker criterion and cross-loading analysis. Second, the structural model demonstrated strong explanatory power; the results showed that Green Loyalty achieved an  $R^2 = 0.735$  (substantial prediction) and Green Satisfaction achieved an  $R^2 = 0.433$  (moderate prediction), indicating that the model effectively explains the variance in green consumer loyalty.

## 5. Bootstrapping

Finally, a non-parametric bootstrapping procedure with 5,000 subsamples was employed to evaluate the significance of the path coefficients. Since PLS-SEM is a distribution-free method, parametric significance tests are not applicable. Bootstrapping allows for the generation of t-values and p-values to test the research hypotheses. This stage is crucial for validating the mediating effects and the moderating role of Green Knowledge, ensuring that the results are statistically significant and provide a robust basis for the study's conclusions.

### *Structural Model Evaluation*

The measurement model was assessed to ensure indicator reliability, construct reliability, and convergent validity. Indicator reliability was confirmed through outer loading values that predominantly exceeded the recommended threshold of 0.70, while items above 0.50 were retained based on theoretical relevance. Convergent validity was supported by Average Variance Extracted (AVE) values greater than 0.50 for all constructs.

Internal consistency reliability was demonstrated by Composite Reliability (CR) and Cronbach's Alpha values exceeding 0.70 (Hair et al., 2019), indicating that all constructs were measured consistently. The study utilized validated scales to measure Green Perceived Value (GPV), Green Trust (GT), Green Satisfaction (GS), and Green Loyalty (GL), with all indicators adapted from reputable prior research.

Discriminant validity was confirmed using the Fornell–Larcker criterion and cross-loading analysis, ensuring that each construct was distinct from the others. The overall results indicate that the measurement model met the required criteria for reliability and validity, supporting its suitability for subsequent structural model analysis.

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**Table 2:**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Green Loyalty	0.911	0.913	0.931	0.692
Green Perceived Value	0.927	0.931	0.941	0.666
Green Satisfaction	0.904	0.921	0.923	0.633
Green Trust	0.913	0.914	0.935	0.743

**Source:** Processed Primary Data using SmartPLS 4.0 (2025)

## Results and discussion

### Influence of Green Perceived Value, Green Satisfaction, and Green Trust on Green Loyalty

Table 3 presents the results of hypothesis testing regarding the relationships among green perceived value (GPV), green satisfaction (GS), green trust (GT), green loyalty (GL). The results reveal that all hypothesized relationships are positive and statistically significant, confirming the robustness of the proposed green consumer behavior model.

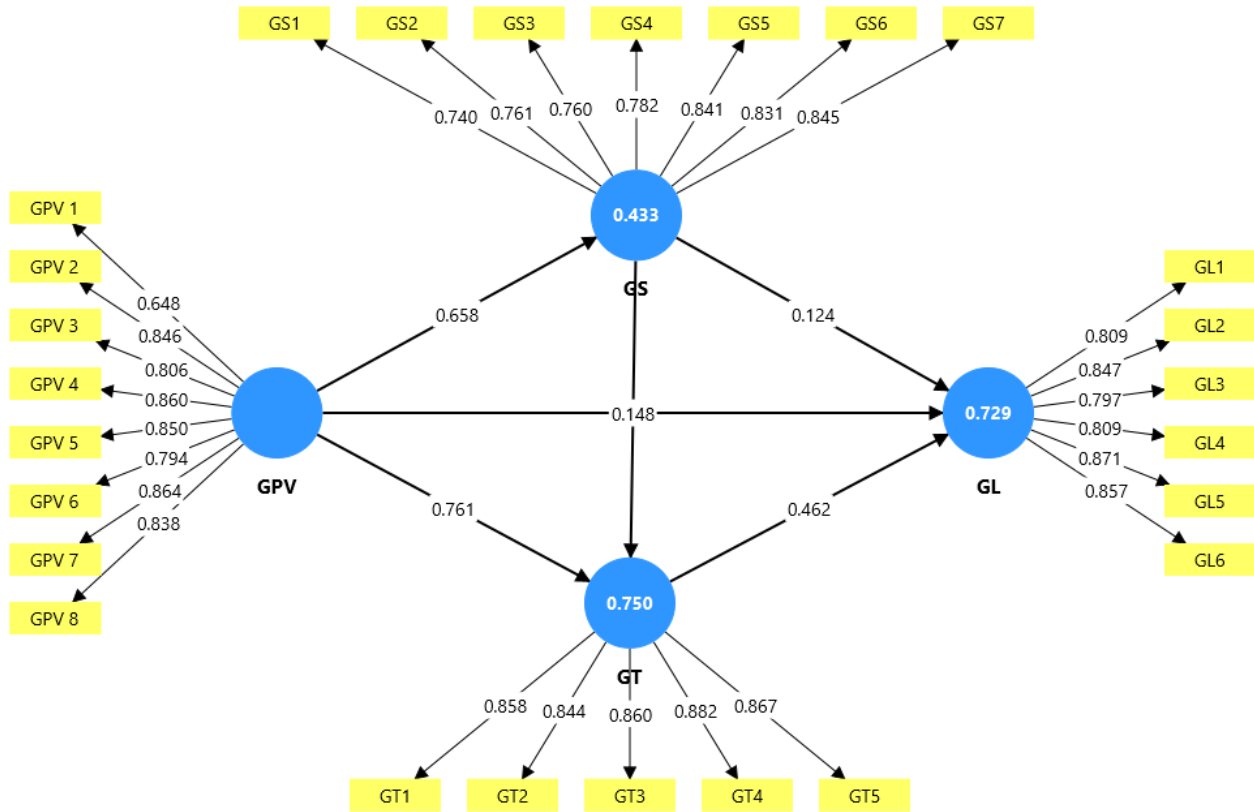
**Table 3: Results of Hypothesis Testing**

Structural Relationship	Path Coefficient ( $\beta$ )	T Statistics ( O/STDEV )	P Values	Decision
Green Perceived Value → Green Loyalty	0.329	5.528	0.000	Supported
Green Perceived Value → Green Trust	0.761	19.432	0.000	Supported
Green Trust → Green Loyalty	0.432	7.187	0.000	Supported
Green Perceived Value → Green Trust → Green Loyalty	0.329	6.646	0.000	Supported (Indirect Effect)
Green Perceived Value → Green Satisfaction	0.658	19.644	0.000	Supported
Green Satisfaction → Green Loyalty	0.109	2.192	0.029	Supported
Green Perceived Value → Green Satisfaction → Green Loyalty	0.072	2.154	0.032	Supported (Indirect Effect)
Green Satisfaction → Green Trust	0.148	3.548	0.000	Supported
Green Satisfaction → Green Trust → Green Loyalty	0.064	3.238	0.001	Supported (Indirect Effect)

**Source:** Processed Primary Data using SmartPLS 4.0 (2025)

The model also displays the standardized factor loadings and path coefficients that form the empirical foundation for the hypothesis testing results.

**Figure 1: Structural Equation Model (PLS-SEM Output)**



Source: SmartPLS 4.0 Output Analysis (2025)

Figure 1 presents the structural model estimated using SmartPLS 4.0. The model displays the standardized factor loadings for each indicator, representing the outer model, and the path coefficients between constructs, representing the inner model. The R values for Green Satisfaction (0.433), Green Trust (0.750), and Green Loyalty (0.735) indicate moderate to substantial explanatory power for the endogenous variables within the context of PT Unilever Indonesia Tbk consumers. All path coefficients are positive and significant, confirming the hypothesized relationships and the robustness of the conceptual framework in explaining the formation of green loyalty.

**Green Perceived Value and Green Loyalty: The Role of Value-Belief-Norm**

The first hypothesis confirms that Green Perceived Value (GPV) has a significant positive effect on Green Loyalty (GL) ( $\beta = 0.329, p < 0.001$ ). This finding indicates that when consumers perceive that the sacrifices (price, effort) made to purchase Unilever products are commensurate with the environmental benefits received, they develop a strong commitment to the brand. Analytically, this relationship can be explained through Value-Belief-Norm (VBN) Theory. GPV acts not merely as a cognitive calculation of benefits, but as a trigger for consumers' internal values. When consumers validate that a product aligns with their personal sustainability values, it activates a "personal norm" or moral obligation to remain loyal to the brand. This is consistent with findings by Chen (2016) and Pahlevi & Suhartanto (2020), who argue that in the context of green products, loyalty is driven more by the alignment of values than by transactional benefits. Furthermore, aligned with the Theory of Reasoned Action (TRA), the positive attitude formed by high perceived value directly translates into the behavioral intention to repurchase (Fishbein & Ajzen, 1975).

**Green Perceived Value and Green Trust: Signaling Credibility**

The second hypothesis confirms that Green Perceived Value (GPV) has a significant positive effect on Green Trust (GT) ( $\beta = 0.761, p < 0.001$ ). This finding indicates that when consumers perceive high environmental value and tangible eco-friendly benefits from Unilever products, their confidence in the company's environmental integrity

significantly increases. Analytically, this relationship can be explained through Signaling Theory. In the green product market, consumers frequently face information asymmetry and skepticism regarding greenwashing. GPV functions as a credible signal that reduces this uncertainty. When a company successfully delivers verifiable green value, it dismantles skepticism and builds a solid foundation of trust. This is consistent with findings by Chen & Chang (2012) and Román-Augusto et al. (2022), who emphasize that trust is not built on promotional rhetoric, but on the delivery of concrete environmental value that consumers can verify

### **Green Trust and Green Loyalty: The Dominance of Credibility**

The third hypothesis confirms that Green Trust (GT) has a significant positive effect on Green Loyalty (GL) ( $\beta = 0.432$ ,  $p < 0.001$ ). This finding indicates that consumers who strongly believe in the reliability and integrity of a brand's environmental claims are highly likely to exhibit long-term retention and repurchase behaviors. Analytically, this relationship can be explained through Trust-Commitment Theory. Trust acts as the central mechanism that binds the consumer to the brand, especially in an environment full of unobservable credence qualities like environmental impact. Once trust is firmly established, it creates a "cognitive lock-in" that translates into a strong behavioral commitment to stay loyal. This is consistent with findings by Chen (2013) and Issock et al. (2020), which demonstrate that in ethical consumption, credibility and trust are the most decisive drivers of consumer loyalty, insulating the brand from competitors.

### **The Mediating Role of Green Trust: Converting Value into Commitment**

The fourth hypothesis confirms that Green Trust significantly mediates the relationship between Green Perceived Value (GPV) and Green Loyalty (GL) ( $\beta = 0.329$ ,  $p < 0.001$ ). This finding indicates that the environmental value perceived by consumers does not exclusively drive loyalty directly; rather, it first builds a crucial layer of trust, which subsequently secures long-term loyalty. Analytically, this relationship can be explained through the Value-Belief-Norm (VBN) framework and Relationship Marketing paradigms. GPV serves as the initial cognitive evaluation (the value), which then shapes the consumer's belief in the brand's integrity (the trust). Only when this trust is solidified does the consumer feel a normative obligation to remain loyal. This is consistent with findings by Suhartanto et al. (2021) and Román-Augusto et al. (2022), proving that trust acts as the indispensable psychological bridge converting perceived green attributes into sustained loyalty.

### **Green Perceived Value and Green Satisfaction: Validation through Expectancy-Confirmation**

The fifth hypothesis confirms that Green Perceived Value (GPV) has a significant positive effect on Green Satisfaction (GS) ( $\beta = 0.658$ ,  $p < 0.001$ ). This finding indicates that when consumers find that the environmental and functional benefits of a product match or exceed the sacrifices they made, they experience a high level of satisfaction. Analytically, this relationship can be explained through Expectancy Disconfirmation Theory (ECT). GPV acts as the fulfillment of the consumer's prior expectations. When Unilever products deliver real environmental benefits alongside effective functional utility, it generates a positive affective response. This is consistent with findings by Lam et al. (2016) and Suhartanto et al. (2021), who argue that in the green market, satisfaction emerges when the perceived value successfully validates both the consumer's ethical principles and practical needs.

### **Green Satisfaction and Green Loyalty: Satisfaction as a Foundational Affect**

The sixth hypothesis confirms that Green Satisfaction (GS) has a significant positive effect on Green Loyalty (GL) ( $\beta = 0.109$ ,  $p = 0.029$ ). This finding indicates that consumers who feel emotionally fulfilled and satisfied with their eco-friendly product experience are more inclined to remain loyal to the brand, although the strength of this direct effect is relatively moderate compared to trust. Analytically, this relationship can be explained through the Theory of Reasoned Action (TRA). The positive affective state (satisfaction) shapes a favorable attitude towards the brand, which sequentially forms the intention to repurchase. However, the relatively lower coefficient ( $\beta = 0.109$ ) suggests that satisfaction operates more as a hygiene factor. This is consistent with findings by Pahlevi & Suhartanto (2020) and Issock et al. (2020), who argue that while satisfaction is a necessary precursor for loyalty, emotional fulfillment alone must be supported by deeper cognitive trust to prevent brand switching in the FMCG sector.

### **The Mediating Role of Green Satisfaction: The Affective Pathway**

The seventh hypothesis confirms that Green Satisfaction significantly mediates the relationship between Green Perceived Value (GPV) and Green Loyalty (GL) ( $\beta = 0.072$ ,  $p = 0.032$ ). This finding indicates that part of the loyalty formed from perceived green value is processed through the consumer's emotional satisfaction with the

product's performance. Analytically, this relationship can be explained through Expectancy Disconfirmation Theory (ECT) integrated with consumer behavioral models. The realization of green value provides positive disconfirmation, leading to a state of satisfaction, which in turn nurtures loyalty. However, the smaller effect size confirms that the affective pathway is complementary rather than dominant. This is consistent with findings by Augusto et al. (2022) and Issock et al. (2020), validating that satisfaction acts as an intermediate emotional bridge linking perceived value to loyal behavior.

### **Green Satisfaction and Green Trust: Experience Building Credibility**

The eighth hypothesis confirms that Green Satisfaction (GS) has a significant positive effect on Green Trust (GT) ( $\beta = 0.148$ ,  $p < 0.001$ ). This finding indicates that a positive and satisfying post-purchase experience with a green product significantly enhances the consumer's confidence in the brand's overall environmental claims. Analytically, this relationship can be explained through Relationship Marketing Theory. Satisfaction serves as experiential evidence. When a consumer repeatedly experiences satisfaction finding the product both safe and eco-friendly this accumulated positive affect transitions into a firm cognitive belief in the brand's integrity. This is consistent with findings by Román-Augusto et al. (2022) and Suhartanto et al. (2021), who argue that trust is essentially the residue of consistently satisfying consumer experiences over time.

### **Green trust mediates the effect of green satisfaction on green loyalty**

The final hypothesis confirms a serial mediation where Green Satisfaction (GS) and Green Trust (GT) sequentially mediate the path from Green Perceived Value (GPV) to Green Loyalty (GL) ( $\beta = 0.064$ ,  $p = 0.001$ ). This finding illustrates a comprehensive psychological progression: consumer satisfaction serves as the initial affective foundation that leads to the formation of trust, which ultimately locks in brand loyalty. Analytically, this serial relationship can be explained through Relationship Marketing Theory. Satisfaction represents the consumer's positive evaluation of their experience with Unilever's green products, but this emotional state must mature into a more stable cognitive belief, namely Trust, to effectively trigger long-term Loyalty. Within the framework of Trust-Commitment Theory, trust acts as the critical mechanism that reduces perceived risk and reinforces the relationship after a satisfying experience. This is consistent with findings by Issock et al. (2020) and Suhartanto et al. (2021), demonstrating that sustainable green loyalty is an evolutionary process where emotional satisfaction must be validated by cognitive trust to withstand competitive market pressures and skepticism. Consequently, for consumers in East Java, loyalty is not merely a result of being satisfied, but is the culmination of a relational journey where satisfaction builds the credibility necessary for enduring commitment.

### **Theoretical and Practical Implications**

This study provides valuable theoretical and practical contributions to the green marketing literature and for practitioners in the Fast-Moving Consumer Goods (FMCG) industry striving to strengthen sustainable consumption behavior in Indonesia. Theoretically, this study validates that the formation of Green Loyalty is not an instantaneous or direct process, but rather a gradual psychological mechanism driven by value evaluation. The research findings prove that Green Perceived Value (GPV) acts as the fundamental foundation that triggers an affective evaluation in the form of emotional fulfillment (Green Satisfaction) and a cognitive evaluation in the form of belief in brand integrity (Green Trust). The confirmation of the mediating roles of satisfaction and trust enriches the theoretical understanding of how the perception of ecological value is converted into long-term relational commitment.

Furthermore, the results of this study provide theoretical depth regarding consumer resilience mechanisms against negative issues in the green market. The proven role of Green Trust as a key element emphasizes that amidst market skepticism toward greenwashing practices, corporate credibility and consistency serve as the primary shields protecting consumer loyalty. Additionally, the validation of the moderating role of Green Knowledge contributes the crucial insight that environmental literacy acts as a cognitive catalyst. Consumers with high environmental knowledge are proven to be more rational and critical in internalizing sustainability values, resulting in loyalty that is substantially more robust and resistant to both competitive product alternatives and greenwashing issues.

Practically, corporate leaders and strategic marketers, particularly at PT Unilever Indonesia Tbk, must focus on creating authentic and measurable green value. Practitioners are advised to actualize tangible eco-friendly innovations ranging from raw materials and production processes to packaging rather than relying solely on symbolic marketing communication claims. To maintain and manage Green Satisfaction and Green Trust, the company must ensure absolute consistency between sustainability promises and actual product performance. Moreover, the company must proactively enhance consumer Green Knowledge through transparent, informative

labeling and continuous environmental education campaigns. For corporate-level policymakers, anticipating greenwashing issues by providing concrete evidence (such as ecological certifications and sustainability reports) is an essential strategic step to secure consumer loyalty in the highly competitive FMCG market.

### **Constraints and Prospective Investigations**

Despite its theoretical and empirical contributions, this study acknowledges several inherent limitations that provide opportunities for future scholarly inquiry. The cross-sectional design employed in this research captures a snapshot of consumer perceptions at a single point in time, which may limit the ability to fully understand the dynamic evolution of constructs such as Green Trust and Green Loyalty. Since environmental perceptions and sustainability trends are highly susceptible to shifting information and global socio-economic changes, longitudinal or experimental designs are recommended for future investigations to examine these behavioral trajectories over an extended period.

Furthermore, the focus of this study was exclusively on users of PT Unilever Indonesia Tbk products in the East Java region. Given that the Fast-Moving Consumer Goods (FMCG) sector is characterized by low-involvement purchasing cycles, the generalizability of these findings to high-involvement industries—such as eco-tourism or green electronics may be limited. Future studies could broaden the sampling frame across different geographical locations and industries to improve external validity. Comparative analyses or multi-group assessments could also explore how cultural differences or regional environmental literacy levels impact the efficacy of green marketing models.

Potential variables representing consumer resistance or market skepticism, such as perceived greenwashing, ethical consumption orientation, or brand boycott attitudes, were not integrated into the current model. While this study validated the moderating role of Green Knowledge, future research could explore more complex mediation–moderation frameworks. Integrating these critical variables would refine the understanding of innovation and sustainability dynamics, particularly in explaining how consumer loyalty persists or collapses in the face of corporate reputation crises or negative environmental issues.

### **Conclusion and Recommendations**

This study offers significant theoretical contributions to the green marketing literature by validating the psychological mechanisms underlying the formation of consumer loyalty within the Fast-Moving Consumer Goods (FMCG) sector. Theoretically, the findings successfully confirm the urgency of Value-Belief-Norm (VBN) Theory and Expectancy Disconfirmation Theory (ECT) in explaining how the perception of ecological value transmutes into long-term relational commitment. The researcher concludes that Green Perceived Value (GPV) acts as a fundamental stimulus that triggers a dualism of evaluation: an affective evaluation through Green Satisfaction (GS) and a cognitive evaluation through Green Trust (GT). The statistical significance across all nine hypothesized paths proves that green loyalty is not an instantaneous causality but rather a sequential process in which trust emerges as a more dominant mediating variable than satisfaction. This emphasizes that amidst information asymmetry and market skepticism regarding greenwashing practices, brand credibility serves as the primary shield protecting loyalty. Furthermore, the validation of the moderating role of Green Knowledge provides the insight that environmental literacy functions as a cognitive catalyst that intensifies the relationship between value and loyalty, rendering consumers more rational and immune to negative environmental issues.

On a practical level, the results of this study provide an empirical foundation for PT Unilever Indonesia Tbk to recalibrate its green marketing strategies from mere symbolic claims toward authentic and measurable green value creation. The company is urged to actualize tangible ecological innovations across the entire value chain from raw material sourcing to packaging circularity to ensure the fulfillment of ethical expectations that underlie consumer satisfaction and trust. Absolute consistency between sustainability pledges and the reality of product performance is the key to maintaining a relationship equilibrium. Moreover, the company must be proactive in elevating consumer environmental knowledge through transparent labeling and literacy campaigns as a brand defense strategy. By providing verifiable empirical evidence, such as ecological certifications, the company not only secures market share but also builds reputational resilience in the hypercompetitive FMCG industry.

Furthermore, the reliability of these strategic recommendations is bolstered by the study's rigorous approach to mitigating internal biases inherent in self-reported quantitative research. Recognizing that internal biases—such as Common Method Bias (CMB) and social desirability can distort structural relationships, this study neutralized these threats through anonymous data collection protocols and full collinearity assessments. Statistical validation confirmed that all Variance Inflation Factor (VIF) values remained well below the stringent threshold of 3.3,

specifically ranging from 1.000 to 3.216. This evidence ensures that the validated path coefficients accurately reflect the authentic behavioral intentions of consumers in East Java, rather than being artifacts of the research method. Consequently, the study's findings regarding the sequential mediation of green satisfaction and trust, as well as the moderating role of green knowledge, are empirically robust. By utilizing the PLS-SEM bootstrapping procedure, the conclusions are not bound by restrictive assumptions of data normality, ensuring that the significance of the findings is derived from the actual data distribution. Ultimately, this careful mitigation of potential data distortions provides a highly reliable foundation for the conclusions offered, ensuring that the observed relationships between green perceived value and loyalty are both authentic and methodologically sound.

Despite providing robust empirical justification, this study possesses inherent constraints that open discourse for prospective investigations. The adoption of a cross-sectional design limits the model's ability to capture the temporal evolution of consumer behavior; therefore, a longitudinal approach is highly recommended for future researchers to map the trajectory of attitudinal changes over time. Additionally, the research locus, which is exclusively focused on the FMCG sector in East Java, presents an opportunity for external validity testing in high-involvement industries such as eco-friendly automotive or sustainable tourism. Future research agendas should also integrate resistance variables, such as perceived greenwashing, ethical consumption orientation, or brand boycott attitudes, to produce a more critical and comprehensive understanding of how loyalty persists or collapses amidst global environmental reputation crises. Through the integration of authentic strategies and broader research depth, a culture of innovation and sustainability can be maintained effectively.

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