

ABSTRACT

This research aims to determine the effect of green marketing and products on consumer satisfaction and loyalty at The Body Shop. The sampling technique used purposive sampling with a sample size of 205 respondents. Types and sources of data using primary and secondary data. The data collection technique uses an online questionnaire. The data analysis technique used to answer the hypothesis is using PLS SEM with the SmartPLS 3 tool. The results of the research show that green marketing has a positive and significant effect on consumer loyalty The Body Shop, the product has a positive and significant effect on consumer loyalty, green marketing has a positive but not significant effect on consumer loyalty which is mediated by consumer satisfaction, and products have a positive but not significant effect on consumer loyalty which is mediated by consumer satisfaction.

Keywords: Green Marketing, Products, Consumer Satisfaction, Consumer Loyalty