

ABSTRACT

With the increasing consumer awareness of environmental issues, companies are now focusing on providing eco-friendly products. Outside is the popular brands known for its eco-friendly oat milk products. In two years, Outside has successfully competed with others. However, to strengthen its brand equity, Outside needs to pay attention to aspects that influence it.

This study employs the green marketing mix to measure its impact on green customer-based brand equity and analyzes the relationships between its dimensions: green brand image, green satisfaction, green trust, and green loyalty. It also focuses on how elements of the green marketing mix influence green loyalty through these dimensions, addressing a gap in previous research.

This research employs a quantitative method by applying multivariate methods and descriptive analysis, with 500 sample size. Using SmartPLS 3.0 software, the data is analyzed with the Structural Equation Model data analysis tool.

The results of this study indicate that there is a positive and significant influence of the green marketing mix on green CBBE, and each element of the green marketing mix on green loyalty, through green satisfaction, green brand image, and green trust. The model used in this study can predict green loyalty by 61.3%.

The results of this study expected to serve as a consideration for Outside, to offer more special promotions to their consumers. This approach aims to enhance consumer satisfaction with Outside's eco-friendly products, ultimately increasing green loyalty among consumers.

Keywords: Green Marketing Mix, Customer-Based Brand Equity, Green Brand Image, Green Satisfaction, Green Trust, Green Loyalty.