

ABSTRACT

One of the businesses that is currently developing is the food business or often known as culinary. The culinary business has become increasingly popular in Indonesia in recent years. The increasingly modern lifestyle of society has an impact on the movement of fast food with more and more choices. KFC, as a fast food franchise business, experienced a decline in revenue in 2021 and even increased again in 2022, but apart from that, the survey data that has been collected shows that the loyalty of KFC consumers has not been able to be expressed properly.

This research aims to determine the influence of Green Marketing and Brand Image on Customer Loyalty, both simultaneously and partially, for KFC Naughty by Nature Customers.

The population used in this research are individuals who have purchased KFC Naughty by Nature products in South Jakarta, the exact number of which is not known. The sample used in this research was 97 people

This research uses quantitative methods and has gone through a series of tests which include validity, reliability, linear multiple regression, classical assumption tests, hypothesis tests which are divided into t tests, f tests, and coefficient of determination (R²), which reveal the existence of a positive and significant influence. either partially or simultaneously between these three variables. Based on multiple linear regression analysis, this research obtained the equation $Y = -0.607 + 0.293X_1 + 0.680X_2$. The results of the coefficient of determination test (R²) represent that Green Marketing and Brand Image influence Customer Loyalty by 62.3% while the other 37.7% is influenced by other factors.

After conducting research, the suggestions given are for KFC Naughty by Nature South Jakarta to continue to improve the Green Marketing and Brand Image variables until they reach the very good category, add and increase added value to their products either in the form of delicious product taste or further health benefits or reduce the costs that customers have to pay to get the product.

Keywords: *Green Marketing, Brand Image, Customer Loyalty, KFC Nuaghty by Nature*