

Abstract

Electrical energy needs in Indonesia is increasing every year, especially for household electrical customers. More than 50% of household electricity consumption is for air conditioner (AC). Each air conditioner unit have devastating effects on the environment such as global warming, consequently environmental issue, make the presence of a new business concept by using green technology. Panasonic is one of the companies that apply the concept of green technology on air conditioner with inverter technology. Panasonic offers high-quality products by developing environmental friendly technology and human friendly technology that has potential for ozone depletion to zero (0).

This research is a quantitative research by taking 220 as respondents. Selection of the sample using a nonprobability sampling with convinience sampling technique. Data analysis using SEM (Structural Equation Modeling). The analysis concludes that the variable green product quality and green corporate image has a positive effect on customer satisfaction and loyalty.

Keyword: *green marketing, green product quality, green corporate image, green customer satisfaction, green customer loyalty*