

ABSTRACT

This study aims to investigate the relationship between green marketing, brand image, and consumer loyalty. Using 255 respondents in Bandung, the results show that green marketing has a positive and significant effect on consumer loyalty, while brand image acts as a mediator variable in this relationship. The results show that green marketing strategies that focus on environmental aspects and brand image can increase consumer loyalty to a brand. This study provides insights for businesses to develop effective green marketing strategies that can increase consumer loyalty and improve their brand image.

Keywords: *Green Marketing, Brand Image, Starbucks, Consumer Loyalty.*