

LIST OF TABLES

Table 1.1 Certification of The Body Shop Critical Materials	14
Table 1.2 The Body Shop Packaging Indicator from 2021 to 2022.....	Error!
Bookmark not defined.	
Table 1.3 Hand & Body Lotion Starting Price Comparison	15
Table 1.4 Hand & Body Lotion Starting Price Comparison to Green Industry	16
Table 2.1 Previous Research.....	30
Table 3.1 Research Characteristics.....	47
Table 3.2 Operational Variables.....	50
Table 3.3 Sample Scale for Likert Scale Questions	52
Table 3.4 Outcome of The Validity Test.....	58
Table 3.5 Reliability Test Outcome	59
Table 3.6 Scores Classification	61
Table 4.1 Questionnaire Respondents Report	65
Table 4.2 Range Value.....	69
Table 4.3 Response Distribution Based on Green Marketing Variable.....	69
Table 4.4 Response Distribution Based on Brand Image Variable.....	75
Table 4.5 Response Distribution Based on Customer Loyalty Variable.....	79
Table 4.6 Summarized result of Descriptive Analysis	83
Table 4.7 Outer Loading Results	85
Table 4.8 AVE Score	86
Table 4.9 Cross Validity Test Result	87
Table 4.10 Fornell-Larcker AVE Score.....	88
Table 4.11 Heterotrait-Monotrait (HTMT) AVE Score.....	89
Table 4.12 Cronbach Alpha Score.....	90
Table 4.13 R-Square Result	91
Table 4.14 Bootstrapping Test Result	93
Table 4.15 Hypothesis Testing Result Table	96
Table 5.1 Field Difficulties	104