

ABSTRACT

Plastic pollution has emerged as a pressing global concern, including in Indonesia. Urban centers such as Bandung generate significant waste volumes, with the beauty industry contributing through its use of single-use packaging. Growing environmental consciousness, particularly among Generation Z, has driven businesses to adopt eco-friendly marketing approaches like green advertising. Sensatia Botanicals stands out as a local brand that has embraced sustainability principles from the outset.

This research explores the influence of green advertising on customer loyalty, using brand image as a mediating factor among Generation Z consumers familiar with Sensatia Botanicals in Bandung. Employing a quantitative methodology, the study applied non-probability sampling and collected responses from 385 participants. The data were analyzed using the Structural Equation Modeling (SEM) technique via SmartPLS 4. Results indicate that green advertising significantly enhances brand image, which in turn positively affects customer loyalty. Furthermore, brand image serves as a meaningful mediator between green advertising and consumer loyalty. These insights highlight the effectiveness of sustainable marketing, reinforced by strong brand positioning, in fostering loyalty among environmentally aware younger consumers.

Keywords: *Green Advertising, Brand Image, Customer Loyalty.*