

ABSTRACT

The increasing awareness of environmental issues, especially among Generation Z, has encouraged consumers to prioritize environmentally friendly products. The Body Shop as a cosmetic brand that prioritizes sustainability values, adopts a green marketing mix strategy to foster consumer loyalty. This study aims to analyze the effect of green marketing mix on green loyalty by testing the mediating role of green brand image, green trust, and green satisfaction.

This study uses a quantitative approach with a survey method of 435 active consumers of The Body Shop in Bandung. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

The results showed that green marketing mix has a significant positive effect on green brand image, green trust, and green satisfaction, which in turn increases green loyalty. The three variables also significantly mediate the relationship between green marketing mix and green loyalty. The originality of this study lies in the integrative testing of three mediators simultaneously, which offers theoretical contributions to the development of green marketing and practical insights for the cosmetics industry in designing sustainable marketing strategies that focus on consumer loyalty.

Keywords: *Green Marketing Mix, Green Brand Image, Green Trust, Green Satisfaction, Green Loyalty.*