



The Impact of Green Brand Innovation, Green Perceived Value and Green Trust on Green Brand Loyalty: The Mediating Role of Green Satisfaction Among Uniqlo Consumers in Pontianak

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ABSTRACT

This study examines the effects of green brand innovation, green perceived value, and green trust on green brand loyalty, with green satisfaction as a mediating variable among Uniqlo consumers in Pontianak. Using Structural Equation Modeling (SEM) with 80 respondents, the results reveal that green brand innovation and green trust significantly influence green satisfaction, while green perceived value directly impacts green brand loyalty. However, green satisfaction does not mediate loyalty. These findings suggest that enhancing consumer engagement, perceived benefits, and transparency can strengthen Uniqlo's green brand positioning and customer loyalty

INTRODUCTION

Environmental concerns have led to a growing emphasis on sustainable consumption and green marketing, reflecting a significant shift in consumer preferences and behaviors. As awareness of environmental issues increases, consumers are becoming more discerning about the products they choose to purchase, favoring brands that demonstrate a commitment to sustainability. This trend has prompted businesses across various sectors to integrate eco-friendly practices into their operations, not only to meet consumer demand but also to enhance brand loyalty and reputation (Negassa, 2023). In the fashion industry, where the environmental impact is particularly pronounced, green branding has become crucial due to the rising consumer awareness of environmental sustainability and the ethical implications of fast fashion (Jalu et al., 2023). Fast fashion brands like Uniqlo are increasingly shifting towards sustainability through innovative approaches, including green innovation, eco-friendly production methods, and circular fashion strategies that promote recycling and waste reduction. However, despite these efforts, the effectiveness of such initiatives in building and maintaining brand loyalty remains underexplored, particularly in the context of emerging markets.

Green Brand Innovation (GBI) is a key concept that reflects a company's commitment to developing eco-friendly products and practices. This innovation not only influences consumer perception but also plays a critical role in fostering brand loyalty (Lin et al., 2017). When consumers perceive a brand as genuinely committed to sustainability, they are more likely to develop a positive attitude towards it, which can translate into increased loyalty and repeat purchases. Similarly, Green Perceived Value (GPV) represents the consumer's evaluation of the environmental benefits provided by a brand, encompassing factors such as product quality, sustainability, and the overall impact on the environment (Negassa, 2023). Consumers who recognize the value of eco-friendly products are more inclined to support brands that align with their values, further reinforcing brand loyalty. Additionally, Green Trust (GT) is essential in fostering confidence in a brand's sustainability claims. Trust plays a pivotal role in consumer decision-making, as it directly impacts satisfaction and loyalty (Salsabilla & Isharina, 2024). When consumers trust that a brand is genuinely committed to sustainable practices, they are more likely to remain loyal, even in the face of competitive alternatives.

Moreover, Green Satisfaction (GS) serves as a mediating variable that enhances consumer trust and strengthens the relationship between green initiatives and brand loyalty (Siregar et al., 2024). When consumers are satisfied with their experiences related to a brand's sustainable offerings, they are more likely to develop a sense of loyalty and advocacy for the brand. This satisfaction is not only derived from the product itself but also from the overall brand experience, including the brand's communication of its sustainability efforts and its responsiveness to consumer concerns. While prior research has examined the impact of green marketing efforts on consumer behavior, particularly in established markets, studies focusing on green brand loyalty in the fashion industry, especially in emerging markets like Indonesia, remain limited (Shafiq

et al., 2024; Rizomyliotis et al., 2021). This gap in the literature highlights the need for further investigation into how green marketing strategies influence consumer loyalty in different cultural and economic contexts.

This study aims to investigate the influence of Green Brand Innovation, Green Perceived Value, and Green Trust on Green Brand Loyalty, with Green Satisfaction as a mediating variable. By focusing on Uniqlo consumers in Pontianak, Indonesia, this research seeks to provide valuable insights into the dynamics of consumer behavior in relation to sustainable branding strategies. Understanding these relationships is essential for brands looking to enhance their loyalty among environmentally conscious consumers, particularly in emerging markets where sustainability is becoming an increasingly important factor in purchasing decisions. The findings of this study could not only contribute to the academic discourse on green marketing and consumer behavior but also offer practical implications for businesses aiming to navigate the complexities of sustainability in the fashion industry. By shedding light on the interplay between green initiatives and consumer loyalty, this research aims to inform strategies that can effectively engage consumers and foster long-term brand loyalty in a rapidly evolving marketplace.

LITERATURE REVIEW

Green Brand Innovation and its Impact on Consumer Behavior

Green Brand Innovation (GBI) refers to a company's ability to develop new environmentally friendly products and services (Lin et al., 2017). It encompasses eco-friendly product design, sustainable production processes, and green technology advancements (Negassa, 2023). Research suggests that consumers favor brands that consistently innovate in sustainability, as they perceive them as industry leaders in environmental responsibility (Jalu et al., 2023).

Brands that introduce innovative green solutions create positive brand associations, leading to higher brand loyalty (Lin et al., 2017). Consumers develop emotional connections with brands that align with their environmental values, increasing repeat purchases and long-term commitment (Negassa, 2023).

H1: Green Brand Innovation Positively Influences Green Brand Loyalty.

Green innovation contributes to consumer satisfaction by meeting their expectations for sustainability and product quality (Siregar et al., 2024). Studies indicate that customers feel more fulfilled and pleased when they purchase from brands that demonstrate a strong commitment to environmental sustainability (Negassa, 2023).

H2: Green Brand Innovation Positively Influences Green Satisfaction.

Green Perceived Value and Consumer Decision-Making

Green Perceived Value (GPV) represents a consumer's evaluation of the worth and benefits of environmentally friendly products (Negassa, 2023). Consumers assess green brands based on their economic, functional, and environmental advantages (Jalu et al., 2023).

Consumers who perceive high value in green products tend to develop stronger loyalty, as they feel their purchase decisions contribute to sustainability

(Negassa, 2023). Green perceived value influences brand trust and long-term attachment (Jalu et al., 2023).

H3: Green Perceived Value positively influences Green Brand Loyalty

Consumers experience higher satisfaction when they believe that a green brand delivers both quality and environmental benefits (Mawaddah et al., 2024). If a brand's sustainability claims align with consumer expectations, they are more likely to be satisfied with their purchase.

H4: Green Perceived Value positively influences Green Satisfaction.

Green Trust and Its Role in Brand Loyalty

Green Trust (GT) is the consumer's belief in a brand's environmental responsibility and credibility in sustainability claims (Salsabilla & Isharina, 2024). Brands that fail to maintain trust risk losing consumer loyalty due to greenwashing concerns (Purnomo, 2024).

Relationship with Green Brand Loyalty: High green trust enhances brand credibility, reducing uncertainty and increasing consumer loyalty (Purnomo, 2024). Trustworthy brands cultivate stronger emotional bonds, resulting in repeat purchases (Salsabilla & Isharina, 2024).

H5: Green Trust positively influences Green Brand Loyalty.

Green trust reduces perceived risks associated with green purchases, leading to higher satisfaction levels (Siregar et al., 2024). Consumers who trust a brand's green claims experience greater confidence in their purchasing decisions.

H6: Green Trust positively influences Green Satisfaction.

Green Satisfaction as a Mediating Factor

Green Satisfaction (GS) plays a crucial role in strengthening the link between green branding efforts and consumer loyalty (Siregar et al., 2024). Satisfied consumers develop stronger brand attachments, leading to higher advocacy and retention rates (Rizomyliotis et al., 2021).

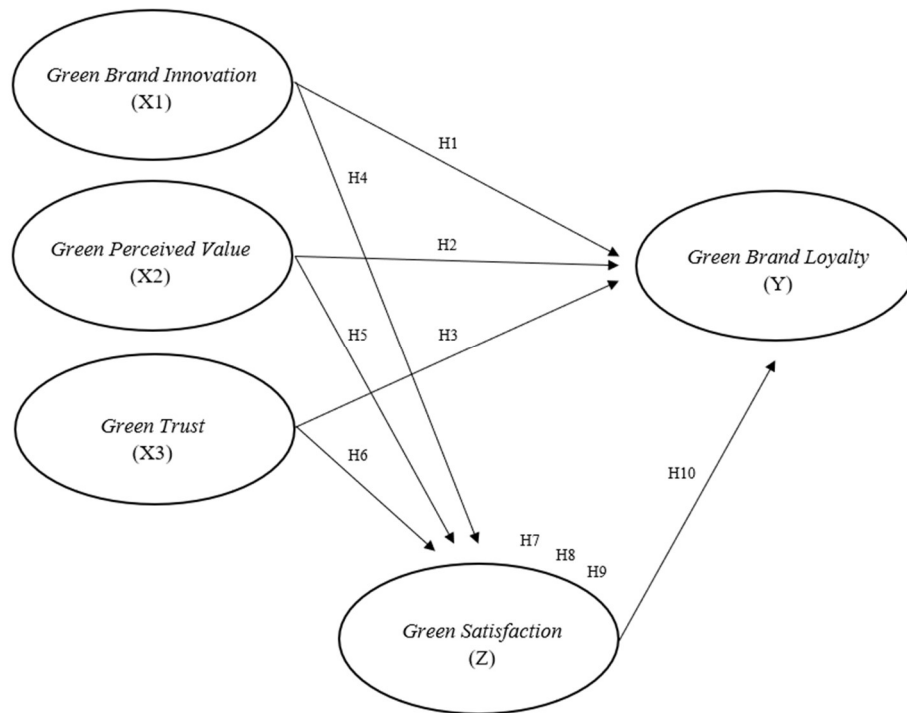
H7: Green Satisfaction mediates the relationship between Green Brand Innovation and Green Brand Loyalty.

H8: Green Satisfaction mediates the relationship between Green Perceived Value and Green Brand Loyalty.

H9: Green Satisfaction mediates the relationship between Green Trust and Green Brand Loyalty.

Satisfied consumers are more likely to continue purchasing from a brand they trust and perceive as sustainable (Mawaddah et al., 2024).

H10: Green Satisfaction positively influences Green Brand Loyalty.



Picture 1. Conceptual Framework

METHODOLOGY

Research Design and Sample

This study employs a quantitative research design using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to analyze the relationships among Green Brand Innovation, Green Perceived Value, Green Trust, Green Satisfaction, and Green Brand Loyalty. Given the constraints in sample size, PLS-SEM is chosen as it is more appropriate for small samples and exploratory research compared to Covariance-Based SEM (CB-SEM), which typically requires a larger dataset (Wilson et al., 2010).

The research focuses on Uniqlo consumers in Pontianak who have purchased or used Uniqlo products in the past six months. A non-probability purposive sampling method is applied, selecting respondents who demonstrate awareness of Uniqlo's green initiatives. A total of 80 respondents participate in this study, which is a minimum threshold for PLS-SEM but necessitates careful interpretation of results.

Research Instruments

Data collection is conducted using a structured questionnaire, designed based on validated measurement scales from previous studies. The questionnaire is divided into two sections:

1. Demographic Information: age, gender, purchase frequency, and awareness of Uniqlo's sustainability practices.
2. Research Variables - Green Brand Innovation (X1), Green Perceived Value (X2), Green Trust (X3), Green Satisfaction (Z), and Green Brand Loyalty (Y).

Each variable is measured using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), with items adapted from established studies (Negassa, 2023; Siregar et al., 2024; Jalu et al., 2023).

Data Collection Process

Primary data is collected through an online survey distributed via Google Forms and social media platforms targeting Uniqlo consumers in Pontianak. Respondents are screened to ensure they have previously purchased Uniqlo products. Data collection occurs over a four-week period, with follow-up reminders sent to maximize response rates.

Hypothesis Testing

The hypotheses are tested by examining path coefficients (β values) and p-values using SmartPLS 4. A hypothesis is supported if the p-value is <0.05 and the β coefficient is positive.

RESULTS

Structural Model Evaluation

The structural model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, and bootstrapping (5,000 resamples) was performed to obtain T-statistics and p-values. The hypotheses were assessed based on path coefficients, significance values ($p < 0.05$), and effect sizes (f^2 values).

Hypothesis Testing Results

Table 1 presents the direct effects of Green Brand Innovation (X1), Green Perceived Value (X2), and Green Trust (X3) on Green Satisfaction (Z) and Green Brand Loyalty (Y).

Table 1. Hypothesis Testing Results (Direct Effects)

Hypothesis	Path	Original Sample (β)	T-Statistic	P-Value	Decision
H1	X1 \rightarrow Z	0.301	2.178	0.029	Accepted
H2	X1 \rightarrow Y	0.105	0.595	0.552	Rejected
H3	X2 \rightarrow Z	0.140	1.354	0.176	Rejected
H4	X2 \rightarrow Y	0.268	1.984	0.047	Accepted
H5	X3 \rightarrow Z	0.363	2.513	0.012	Accepted
H6	X3 \rightarrow Y	0.192	1.184	0.236	Rejected
H7	Z \rightarrow Y	-0.029	0.974	0.330	Rejected

From the results, Green Brand Innovation (X1) and Green Trust (X3) significantly influence Green Satisfaction (Z), while Green Perceived Value (X2) does not. Only Green Perceived Value (X2) significantly affects Green Brand Loyalty (Y), while Green Brand Innovation (X1), Green Trust (X3), and Green Satisfaction (Z) have no direct effect on Green Brand Loyalty.

Findings on the Direct Effects of X1, X2, and X3 on Z and Y:

- Green Brand Innovation (X1) \rightarrow Green Satisfaction (Z) ($\beta = 0.301$, $T = 2.178$, $p = 0.029$)
 - The positive and significant effect indicates that an increase in green innovation efforts leads to higher consumer satisfaction.

- The T-statistic is greater than 1.96, confirming significance.
 - The P-value of 0.029 is below the 0.05 threshold, supporting a strong effect.
2. Green Brand Innovation (X1) → Green Brand Loyalty (Y) ($\beta = 0.105$, $T = 0.595$, $p = 0.552$)
 - The relationship is statistically insignificant, as the T-statistic is less than 1.96 and the P-value is much higher than 0.05.
 - This suggests that green brand innovation alone does not directly translate into customer loyalty, implying the presence of intervening factors that may influence this relationship.
 3. Green Perceived Value (X2) → Green Satisfaction (Z) ($\beta = 0.140$, $T = 1.354$, $p = 0.176$)
 - This relationship is not significant, as the T-statistic is below 1.96 and the P-value exceeds 0.05.
 - This suggests that while consumers might recognize the environmental benefits of green products, their perceived value does not necessarily lead to increased satisfaction.
 4. Green Perceived Value (X2) → Green Brand Loyalty (Y) ($\beta = 0.268$, $T = 1.984$, $p = 0.047$)
 - The positive and significant relationship indicates that higher perceived value leads to stronger loyalty.
 - The T-statistic of 1.984 is close to 1.96, confirming marginal statistical significance.
 - The P-value of 0.047 is below 0.05, reinforcing the significance of the effect.
 5. Green Trust (X3) → Green Satisfaction (Z) ($\beta = 0.363$, $T = 2.513$, $p = 0.012$)
 - The positive and statistically significant effect suggests that consumers who trust a brand's green claims are more likely to be satisfied.
 - The T-statistic is well above 1.96, and the P-value of 0.012 confirms the strength of this relationship.
 6. Green Trust (X3) → Green Brand Loyalty (Y) ($\beta = 0.192$, $T = 1.184$, $p = 0.236$)
 - The relationship is not statistically significant, as the T-statistic is below 1.96 and the P-value exceeds 0.05.
 - This indicates that green trust alone does not directly influence consumer loyalty, suggesting that additional factors mediate this relationship.
 7. Green Satisfaction (Z) → Green Brand Loyalty (Y) ($\beta = -0.029$, $T = 0.974$, $p = 0.330$)
 - The negative β value suggests an unexpected direction of influence.
 - The T-statistic is below 1.96, and the P-value of 0.330 confirms that Green Satisfaction does not significantly impact Green Brand Loyalty.
 - This implies that other variables may play a larger role in determining customer loyalty beyond satisfaction alone.

Mediation Analysis

Table 2 presents the indirect effects of Green Satisfaction (Z) as a mediating variable between Green Brand Innovation (X1), Green Perceived Value (X2), and Green Trust (X3) on Green Brand Loyalty (Y).

Table 2. Hypothesis Testing Results (Indirect Effects)

Hypothesis	Path	Original Sample (β)	T-Statistic	P-Value	Decision
H8	X1 \rightarrow Z \rightarrow Y	-0.002	0.029	0.977	Rejected
H9	X2 \rightarrow Z \rightarrow Y	-0.001	0.023	0.981	Rejected
H10	X3 \rightarrow Z \rightarrow Y	-0.002	0.032	0.975	Rejected

The results indicate that Green Satisfaction (Z) does not mediate the relationship between Green Brand Innovation (X1), Green Perceived Value (X2), and Green Trust (X3) on Green Brand Loyalty (Y). The T-statistics for all indirect effects are below 1.96, and p-values are greater than 0.05, leading to the rejection of mediation hypotheses.

Findings on the Indirect Effects of X1, X2, and X3 on Y through Z

- Green Brand Innovation (X1) \rightarrow Green Satisfaction (Z) \rightarrow Green Brand Loyalty (Y) ($\beta = -0.002$, T = 0.029, p = 0.977)
 - The insignificant mediation effect indicates that Green Satisfaction does not act as a mediator between Green Brand Innovation and Green Brand Loyalty.
 - The T-statistic is very low (0.029), and the P-value is extremely high (0.977), suggesting that satisfaction does not transmit the influence of green innovation to brand loyalty.
- Green Perceived Value (X2) \rightarrow Green Satisfaction (Z) \rightarrow Green Brand Loyalty (Y) ($\beta = -0.001$, T = 0.023, p = 0.981)
 - Similarly, this mediation effect is not statistically significant.
 - The T-statistic (0.023) is far below 1.96, and the P-value (0.981) confirms an extremely weak effect.
 - This means that even if consumers perceive value in Uniqlo's green initiatives, their satisfaction does not necessarily lead to loyalty.
- Green Trust (X3) \rightarrow Green Satisfaction (Z) \rightarrow Green Brand Loyalty (Y) ($\beta = -0.002$, T = 0.032, p = 0.975)
 - Like the other mediation effects, this one is not statistically significant.
 - The T-statistic (0.032) is very low, and the P-value (0.975) is much higher than 0.05, indicating that satisfaction does not explain the link between trust and loyalty.

Model Summary and Interpretation

Based on the findings, Green Perceived Value (X2) significantly enhances Green Brand Loyalty (Y), suggesting that consumers who perceive Uniqlo's green initiatives as valuable are more likely to remain loyal to the brand. Green Brand Innovation (X1) and Green Trust (X3) significantly influence Green Satisfaction (Z), indicating that Uniqlo's eco-friendly innovations and trustworthy green commitments positively affect customer satisfaction. However, neither Green Brand Innovation (X1) nor Green Trust (X3) directly

impacts Green Brand Loyalty (Y), implying that other factors beyond satisfaction may influence loyalty in the green branding context.

The lack of a significant mediation effect suggests that while customers recognize Uniqlo's green initiatives, satisfaction alone does not necessarily translate into loyalty. This could indicate that external factors such as price, competition, and personal values play a crucial role in green brand loyalty formation.

DISCUSSION

The Role of Green Brand Innovation in Customer Satisfaction and Loyalty

The findings indicate that green brand innovation positively influences consumer satisfaction but does not directly lead to brand loyalty. This suggests that while innovative eco-friendly products enhance consumer perceptions of the brand, they do not necessarily result in repeat purchases. Negassa (2023) and Jalu et al. (2023) also found that green brand innovation improves perceived value and brand loyalty, but only when consumers recognize the benefits of the innovations. In contrast, our study reveals that consumer loyalty is not significantly influenced by green brand innovation, implying that other factors, such as perceived value or trust, may mediate this relationship.

Green Perceived Value and Its Impact on Loyalty

Green perceived value was significantly associated with brand loyalty but did not have a substantial impact on satisfaction. This is in line with previous studies by Negassa (2023) and Mawaddah et al. (2024), which suggest that consumers who recognize the benefits of green products are more likely to remain loyal to the brand. However, Siregar et al. (2024) found that green perceived value plays a critical role in shaping consumer satisfaction, which contradicts our findings. One possible explanation is that while consumers appreciate the environmental benefits of green products, they may not always translate these perceptions into higher satisfaction levels due to concerns about price or performance.

The Influence of Green Trust on Satisfaction and Loyalty

Green trust had a strong positive effect on consumer satisfaction, indicating that when consumers trust a brand's environmental claims, they are more satisfied with their purchases. These findings align with Purnomo (2024) and Salsabilla & Isharina (2024), who found that trust in a company's green practices strengthens consumer satisfaction and loyalty. However, green trust did not directly influence brand loyalty, which contrasts with previous studies. This suggests that trust alone is insufficient to drive repeat purchases unless it is coupled with other factors like perceived value or product quality.

Green Satisfaction as a Mediator

Contrary to expectations, green satisfaction did not mediate the relationship between green brand innovation, green perceived value, or green trust and brand loyalty. This contradicts findings by Rizomyliotis et al. (2021) and Indriyani & Yani (2024), who suggested that satisfaction plays a critical role in converting positive brand perceptions into loyalty. Our results imply that while consumers may be satisfied with green products, their purchasing decisions are influenced

by other factors, such as brand reputation, competitive pricing, or additional sustainability commitments.

Managerial Implications

These findings offer practical insights for brands like Uniqlo looking to strengthen their green marketing strategies:

1. **Enhance Green Innovation Communication** – Since innovation improves satisfaction but does not directly drive loyalty, brands should emphasize how their innovations provide tangible consumer benefits, such as cost savings or improved functionality.
2. **Focus on Perceived Value** – Given that perceived value is a key driver of loyalty, Uniqlo should emphasize the economic and environmental benefits of its green products.
3. **Strengthen Green Trust** – While green trust improves satisfaction, it does not directly influence loyalty. Uniqlo should enhance transparency in its supply chain, certifications, and sustainability claims to ensure that trust translates into repeat purchases.
4. **Beyond Satisfaction** – Since satisfaction does not necessarily lead to loyalty, brands should explore other factors that influence consumer commitment, such as brand image, social responsibility, and exclusivity of green offerings (Shafiq et al., 2024).

CONCLUSIONS AND RECOMMENDATIONS

This study examined the influence of green brand innovation, green perceived value, and green trust on green brand loyalty, with green satisfaction as a mediating variable, in the context of Uniqlo consumers in Pontianak. The findings provide important insights into consumer behavior regarding environmentally friendly fashion brands and contribute to the growing body of research on sustainable marketing strategies. Listed below are the key findings of this research:

1. Green brand innovation positively influences green satisfaction but does not significantly impact brand loyalty. While innovative sustainability practices enhance consumer perceptions, they do not necessarily result in repeated purchases unless accompanied by other value-driven factors.
2. Green perceived value directly influences brand loyalty but does not significantly affect satisfaction. Consumers who recognize the benefits of Uniqlo's sustainable products are more likely to remain loyal, but this perception does not necessarily lead to higher satisfaction levels.
3. Green trust strongly affects green satisfaction but does not directly contribute to brand loyalty. Trust in Uniqlo's sustainability claims enhances customer satisfaction, yet it does not guarantee repeat purchases unless combined with additional motivational factors.
4. Green satisfaction does not mediate the relationships between green brand innovation, green perceived value, green trust, and green brand loyalty. This suggests that while satisfaction plays a role in consumer perception, it is not the primary factor driving loyalty.

These results suggest that brand loyalty among Uniqlo's green consumers is primarily driven by perceived value rather than satisfaction or innovation

alone. Consumers need to see tangible benefits, such as durability, affordability, or performance, in addition to environmental impact, before committing to repeat purchases.

Based on the findings, several strategic recommendations can be made to enhance Uniqlo's green brand loyalty among its consumers in Pontianak. First, strengthening green brand innovation is crucial, as it improves satisfaction but does not directly translate into loyalty. To enhance its impact, Uniqlo should focus on communicating the consumer-centric benefits of its sustainable innovations. Highlighting practical benefits, such as improved comfort, durability, and style, can help consumers perceive sustainability as an advantage rather than a compromise. Additionally, engaging consumers in the co-creation of sustainable products or gathering feedback on eco-friendly features can increase their sense of involvement. Leveraging digital platforms to educate consumers about Uniqlo's sustainable production processes and commitment to transparency will also reinforce trust and interest in the brand's green innovations.

Second, enhancing green perceived value is essential, as it significantly influences brand loyalty. To ensure that consumers recognize the value of sustainable products, Uniqlo must implement strategic pricing that makes eco-friendly options affordable and accessible. Introducing exclusive sustainable collections can enhance desirability and create a sense of exclusivity, further strengthening consumer demand. Additionally, Uniqlo can establish green loyalty programs, rewarding customers for purchasing eco-friendly products or recycling old garments, which would reinforce sustainable consumer behavior.

Third, building stronger green trust is necessary to improve long-term consumer commitment, as trust enhances satisfaction but does not directly lead to loyalty. To strengthen credibility, Uniqlo should obtain and prominently display third-party certifications such as OEKO-TEX, GOTS, or B Corp, which validate its sustainability claims. Transparent supply chain reporting, including details on sourcing, labor conditions, and environmental impact, will further reinforce trust. Additionally, educational marketing campaigns, featuring behind-the-scenes content on how sustainable materials and ethical practices are integrated into Uniqlo's products, can enhance consumer confidence in the brand's environmental commitment.

Lastly, addressing the satisfaction-loyalty gap requires Uniqlo to create deeper experiential and emotional connections with consumers. Hosting sustainable fashion events, such as eco-friendly fashion shows or upcycling workshops, can encourage active participation and brand engagement. Implementing personalized sustainability experiences through AI-driven apps can help customers track their environmental impact based on their purchases, fostering a stronger sense of responsibility. Additionally, aligning with local environmental causes and collaborating with sustainability-focused organizations in Pontianak will reinforce Uniqlo's commitment to green initiatives, further strengthening its brand loyalty.

By implementing these recommendations, Uniqlo can bridge the gap between sustainability efforts and consumer loyalty, ensuring long-term commitment from environmentally conscious consumers in Pontianak.

FURTHER STUDY

This research provides valuable insights into the relationship between green brand innovation, green perceived value, green trust, green satisfaction, and green brand loyalty among Uniqlo consumers in Pontianak. However, several limitations should be acknowledged.

First, the study is limited to Uniqlo consumers in Pontianak, which may not fully represent consumer behavior in other regions or countries. Future research should expand the scope by examining other geographic locations to identify potential variations in green consumer preferences.

Second, the sample size of 80 respondents may not be sufficient to generalize the findings to a broader population. Larger sample sizes could provide more robust statistical validation and enhance the reliability of the results.

Third, this study focused on green satisfaction as the only mediating variable, while other potential mediators, such as green purchase intention or green commitment, were not explored. Future research could examine alternative mediating or moderating variables to provide a more comprehensive understanding of consumer behavior.

Lastly, this study primarily relies on quantitative analysis, which may not fully capture the depth of consumer motivations and attitudes toward green brands. A mixed-method approach, integrating qualitative insights such as interviews or focus groups, could enrich the findings and uncover deeper behavioral drivers behind green brand loyalty.

Future research should consider longitudinal studies to track changes in consumer behavior over time, particularly as sustainability trends continue to evolve. Additionally, comparative studies between different fashion brands could provide insights into competitive sustainability strategies and their impact on consumer loyalty.

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