

**PENGARUH GREENWASHING DALAM HUBUNGAN
ANTARA GREEN BRAND IMAGE, RELIGIUSITAS,
KEPUASAN PELANGGAN DAN BRAND LOYALTY PADA
KONSUMEN AIR MINUM DALAM KEMASAN MEREK
AQUA**

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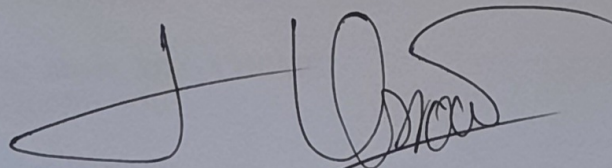
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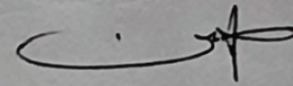
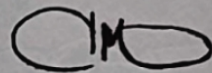
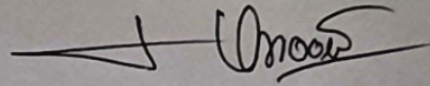
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ABSTRAK

Industri air minum dalam kemasan merupakan sektor perindustrian yang memiliki pertumbuhan cukup pesat di Indonesia, AQUA merupakan salah satu merek air minum dalam kemasan yang selama ini menjadi pemimpin pasar dan telah mendapatkan banyak penghargaan sebagai brand air minum dalam kemasan terbaik di Indonesia. Keberhasilan AQUA sebagai pemimpin pasar dalam industri air minum dalam kemasan di Indonesia menimbulkan pertanyaan penting mengenai faktor – faktor yang dapat membentuk dan mempertahankan loyalitas konsumen terhadap merek tersebut.

Penelitian ini bertujuan untuk menguji pengaruh green brand image, religiusitas, kepuasan pelanggan, dan fenomena greenwashing terhadap brand loyalty konsumen AQUA. Penelitian ini menggunakan pendekatan kuantitatif. Jenis data yang digunakan adalah data primer yang berasal dari kuesioner dengan menggunakan skala pengukuran 1-5 yang bernilai positif. Jumlah sampel dalam penelitian ini sebanyak 348 responden, yang diperoleh dengan mengadopsi pendekatan hair *et al.* Teknik pengambilan sampel dalam penelitian menggunakan *Cluster sampling* untuk mengelompokkan wilayah atau daerah domisili responden yang mewakili populasi dan ditetapkan sebagai sampel. Untuk menguji instrumen dan hipotesis, peneliti menggunakan analisis *Structural Equation Modeling* (SEM) yang berbasis varians yaitu *Partial Least Square* (PLS) versi 3.2.9.

Hasil penelitian ini menunjukkan bahwa, *pertama*, green brand image memiliki pengaruh terhadap brand loyalty. *Kedua*, religiusitas memiliki pengaruh terhadap brand loyalty. *Ketiga*, kepuasan pelanggan memiliki pengaruh terhadap brand loyalty. *Keempat*, green brand image memiliki pengaruh terhadap kepuasan pelanggan. *Kelima*, religiusitas memiliki pengaruh terhadap kepuasan pelanggan. *Keenam*, kepuasan pelanggan memiliki pengaruh dalam memediasi hubungan antara green brand image dan brand loyalty. *Ketujuh*, kepuasan pelanggan memiliki pengaruh dalam memediasi hubungan antara religiusitas dan brand loyalty. *Kedelapan*, greenwashing tidak memiliki pengaruh sebagai moderasi dalam hubungan green brand image dan brand loyalty. *Kesembilan*, greenwashing memiliki pengaruh sebagai moderasi dengan memperlemah hubungan religiusitas dan brand loyalty. *Kesepuluh*, greenwashing tidak memiliki pengaruh sebagai moderasi dalam hubungan kepuasan pelanggan dan brand loyalty.

Berdasarkan hasil penelitian maka perusahaan disarankan untuk memperhatikan upaya keberlanjutan yang mereka lakukan secara serius dan transparan sehingga konsumen dapat merasakan efek positif dari upaya tersebut dan menciptakan green brand image yang positif yang sejalan dengan norma keagamaan yang ada di masyarakat. Selain itu penelitian ini menyoroti pentingnya kepuasan pelanggan dalam membentuk loyalitas, sehingga perusahaan disarankan untuk memperhatikan betul tingkat kepuasan pelanggan sehingga loyalitas pelanggan akan semakin kuat dan membuat konsumen sulit berpindah ke merek lain.

Kata kunci: green brand image, religiusitas, kepuasan pelanggan, brand loyalty, greenwashing, air minum dalam kemasan

ABSTRACT

The bottled drinking water industry is an industrial sector that is growing quite rapidly in Indonesia. AQUA is one of the bottled drinking water brands that has been a market leader and has received many awards as the best bottled drinking water brand in Indonesia. AQUA's success as a market leader in the bottled drinking water industry in Indonesia raises important questions regarding the factors that can form and maintain consumer loyalty to the brand.

This research aims to examine the influence of green brand image, religiosity, customer satisfaction, and the greenwashing phenomenon on AQUA consumer brand loyalty. This study uses a quantitative approach. The type of data used is primary data originating from a questionnaire using a measurement scale of 1-5 which has a positive value. The number of samples in this study was 400 respondents, which were obtained by adopting the approach of Hair et al. The sampling technique in the research uses cluster sampling to group respondents' regions or domiciles which represent the population and are designated as samples. To test the instruments and hypotheses, researchers used variance-based Structural Equation Modeling (SEM) analysis, namely Partial Least Square (PLS) version 3.2.9.

The results of this research show that, first, green brand image has an influence on brand loyalty. Second, religiosity has an influence on brand loyalty. Third, customer satisfaction has an influence on brand loyalty. Fourth, green brand image has an influence on customer satisfaction. Fifth, religiosity has an influence on customer satisfaction. Sixth, customer satisfaction has an influence in mediating the relationship between green brand image and brand loyalty. Seventh, customer satisfaction has an influence in mediating the relationship between religiosity and brand loyalty. Eighth, greenwashing does not have a moderating effect on the relationship between green brand image and brand loyalty. Ninth, greenwashing has a moderating effect by weakening the relationship between religiosity and brand loyalty. Tenth, greenwashing does not have a moderating effect on the relationship between customer satisfaction and brand loyalty.

Based on the research results, companies are advised to pay attention to their sustainability efforts seriously and transparently so that consumers can feel the positive effects of these efforts and create a positive green brand image that is in line with religious norms that exist in society. Apart from that, this research highlights the importance of customer satisfaction in forming loyalty, so companies are advised to pay close attention to the level of customer satisfaction so that customer loyalty will become stronger and make it difficult for consumers to switch to other brands.

Kata kunci: green brand image, religiosity, customer satisfaction, brand loyalty, greenwashing, bottled drinking water

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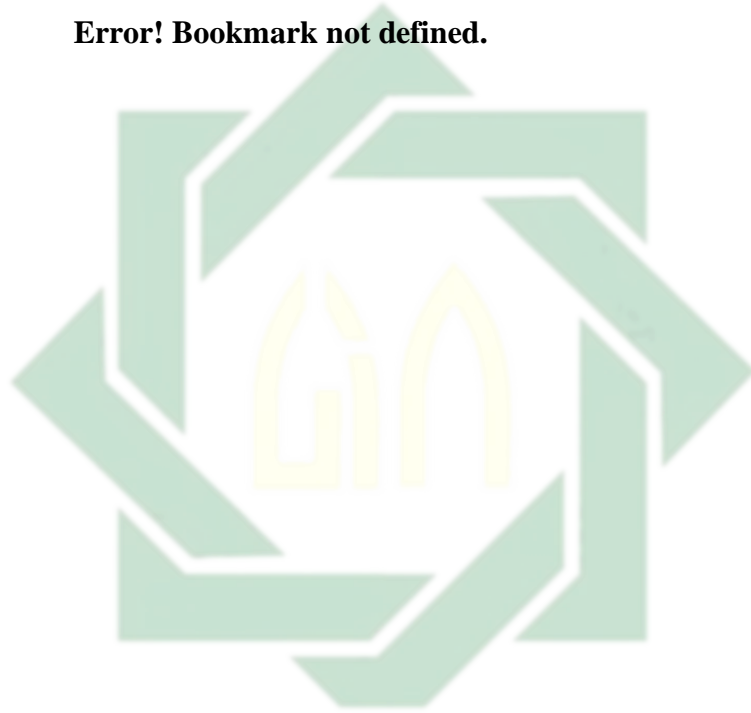


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