

# The Effect of Green Product Quality, Green Brand Image and Green Customer Satisfaction on Green Customer Loyalty

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**Abstract:** Environmental conditions that occur such as air pollution, depletion of the ozone layer, and also plastic waste are of concern throughout the world today. This makes consumers begin to switch to quality and environmentally friendly products, so that many companies are starting to compete in meeting consumer needs. Green customer loyalty is a buying behavior that needs to be considered by the company. The purpose of this study is to provide an overview of how green product quality, green brand image, and green customer satisfaction can meet consumer needs for environmental conditions. The research object chosen is Kentucky Fried Chicken (KFC) in Denpasar City which has carried out various environmentally friendly practices. The population of this study are KFC consumers in Denpasar City. The sample used is 160 respondents. Taking samples using non-probability sampling with purposive sampling technique. The instrument of data collection was through the distribution of questionnaires with a Likert scale. The data used in this study is primary data through the distribution of questionnaires. The analysis method uses multiple linear regression analysis techniques. The results showed that green product quality had a positive and significant effect on green customer loyalty, green brand image had a positive and significant effect on green customer loyalty, and green customer satisfaction had a positive and significant effect on green customer loyalty.

**Keywords:** green product quality, green brand image, green customer satisfaction, green customer loyalty.

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## I. INTRODUCTION

Globalization and technological developments provide impetus to the development of product and service innovations so that they become more diverse. Various product and service innovations offered by the company make it easier for consumers to get the goods or services they need. This convenience can trigger an increase in the level of public consumption of goods and services. In addition to population growth, the addition of waste piles is also caused by changes in consumption behavior so that it forms a new pattern. Changes in consumption patterns can be seen from daily behavior, for example the habit of buying fast food or fast food which produces waste in the form of plastic containers, disposable spoons and forks.

The world's public awareness of the importance of environmental conservation is increasing, and there are concerns about the possibility of an environmental disaster that threatens, not only health, but even the survival of humans and their offspring. This is what drives consumer awareness to get products that are feasible, safe, and also products that are environmentally friendly (Putro, 2017). As consumers become more environmentally conscious and their demand for environmentally friendly products and services increases, many industry professionals have begun to become involved in developing and promoting ecologically sustainable products and services while seeking to strengthen their business commitment to the environment. This is one of the opportunities for companies to be able to meet consumer needs by making environmentally friendly products. One of the marketing strategies that can be adopted from these opportunities is green marketing.

One company that implements a green marketing strategy is Kentucky Fried Chicken (KFC). KFC develops fast food restaurant brands with innovative marketing strategies, operational excellence, and consistent double-digit growth in restaurant sales and development. KFC monitors market conditions and overall KFC brand image and gets responses from consumers about the quality of products, services, and facilities through regular surveys called the Brand Image Tracking Study (BITS), which is conducted by an independent survey agency. The results from BITS show that KFC consistently occupies the highest position most remembered by consumers for Top of Mind Awareness compared to other major fast food restaurant brands (KFC Indonesia, 2020).

The top fast-food restaurant brand in Indonesia with the most demand is KFC at 26.4%, followed by MC Donald's at 22.8%. The development of brands in Indonesia until 2020, the most popular for ordering Fast-food food is KFC. In 2019 KFC has succeeded in opening 740 outlets spread across 169 cities/districts throughout Indonesia, namely 137 outlets on the island of Sumatra, 447 outlets on the island of Java, 18 outlets in Maluku and Papua, 53 outlets on the island of Sulawesi, 49 outlets on the island sentences, and 38 outlets in Bali Nusra.

Meanwhile, several sources reveal that plastic straw waste is still ranked 5th in the world as a contributor to plastic waste, including Indonesia, which is generated by sharing business practices, especially restaurants or businesses engaged in fast food (WWF, 2019). Seeing this condition, KFC Indonesia since 2017 has launched the No straw movement, starting with the Greater Jakarta area, and in May 2018 making the no-plastic straw movement a national movement where 630 KFC outlets throughout Indonesia do not directly provide plastic straws by eliminating straw dispensers and invite consumers not to use it unless absolutely necessary. This movement is a form of the company's commitment and concern for the environment where KFC invites consumers to also care about the safety of the ocean and their lives by refusing single-use plastic straws when ordering drinks at KFC restaurants or wherever they enjoy drinks.

According to Heri et al, (2006) consumers who tend to consume environmentally friendly products are called green customers. Green consumer is a moral movement with the aim of preserving the environment so that it is more livable, this movement encourages changes in the behavior of people who previously lacked or even did not care about the environment to become friendly and caring for the environment.

The preliminary survey conducted on 39 respondents, obtained the following data:

**TABLE 1: PRELIMINARY SURVEY**

<b>Variable indicator</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Just Agree</b>	<b>Agree</b>	<b>Strongly agree</b>
The company's products meet the requirements of environmental regulations.	0	2	9	22	6
I consider brands to be committed to protecting the environment.	1	1	10	22	5
I am satisfied with the decision to buy products from environmentally friendly companies.	1	2	17	14	3
I am ready to accept higher prices for eco-friendly products, even though other common products are cheaper.	2	4	22	10	1

Source: *Data processed, 2021*

Table 1 shows the results of the initial survey on respondents who have bought KFC products in the city of Denpasar. The results of the initial survey show that 22 people agree that the company's products meet the requirements of environmental regulations, while 2 others disagree, the rest answered quite agree. In addition, there are 22 people who agree and consider the brand to be committed to protecting the environment, while 1 person does not agree and the rest answers quite agree. Meanwhile, there were 14 people who revealed that they were satisfied with the decision to buy products from environmentally friendly companies, while the other two disagreed and the rest answered quite agree. Finally, 10 people expressed that they are ready to accept higher prices for environmentally friendly products, even though the prices of other common products are cheaper, and 4 others rejected the statement.

Some of the green actions implemented by KFC companies include using local or organic products, reducing plastic straws, planting trees or reforestation and using led lights, and making energy savings that reflect green product quality.

Green product quality is a dimension of product features, product design, and product packages that are involved in saving energy, recycling, preventing waste pollution, and being environmentally friendly (Abdul-Muhimin, 2002 & Chen, 2006 in Chang & Fong, 2010). Product quality and consumer satisfaction are factors that can create consumer loyalty (Wedarini, (2013). Research by Asgharian et al., (2012) found that green product quality has a positive relationship with green customer loyalty. While research conducted by Ariyanto et al., (2015) showed different results that green product quality had no effect on green customer loyalty at the body shop in Surabaya.

Several other studies have found a relationship between green product quality and green customer loyalty (Ahmad et al, 2017; Tarabieh, 2018; Isnanudin et al, 2020). Product quality is very important because it can affect the level of environmental degradation, so that various stakeholders can influence the choice of product features to create environmentally friendly products (de Bakker, 2002). Several environmentally friendly programs implemented by KFC are using packaging that is easily biodegradable and no longer using Styrofoam as proof of social responsibility to the community. One of KFC's goals to implement environmentally friendly products is not only as a form of environmental awareness, but also to improve the green brand image. Green brand image is a brand perception that exists in the minds of consumers related to things that combine commitment and concern for the environment (Chen, 2009). The existence of a brand on a product is a very important aspect to be considered by the company. A brand on a product can cause a message to consumers who know it. The message to consumers that will cause a great opportunity for companies to create a brand image. Companies that have a positive image can help build and maintain loyal relationships with customers, the public, and shareholders (Jeong & Jang, 2014). According to Chrisjatmiko, (2018) increasing consumer perceptions of green image can help increase consumer loyalty to use environmentally friendly products. KFC enhances the brand image by giving significant attention to the green aspect of productivity and consumers become more satisfied with the products produced because environmental impact is seen as a social responsibility. Research conducted by Yasa, (2018) reveals that green image, green satisfaction can increase consumer loyalty in the hospitality industry at Wapa Uma Resort & Spa. Furthermore, it has been found by many studies that product quality has a direct influence on performance and is closely related to consumer satisfaction, brand image, and repurchase intention (Mittal and Walfried, 1998; Eskildsen et. al., 2004).

Consumer satisfaction with the company's products or services is considered the main key to the company's success and long-term competitiveness (Müller, 1991). Green customer satisfaction is the level of pleasant fulfillment associated with consumption in satisfying consumers' environmental desires, sustainability expectations, and green needs (Chen et al., 2015; Tariq, 2014). The emergence of environmental understanding makes consumers not only willing to buy products that have the least impact, but also care more about the environment (Chang and Fong, 2010). In line with previous research, Astuti, (2018) found that green customer satisfaction is a very strong factor in influencing the level of consumer loyalty to environmentally friendly products. The existence of this satisfaction makes consumers will repurchase consistently over time, thus creating loyalty. Companies that have loyal customers will have an impact on the survival of the company. Loyal consumers will give a positive attitude and recommend the product used to their family or closest people which then creates a bond that makes consumers choose a product.

Research conducted by Chang & Fong, (2010) defines green customer loyalty as consumers who want to maintain relationships with companies that are involved in protecting the environment or greening issues, and are committed to consistently repurchasing products in the future. Martinez, (2015) Green marketing can be used by companies to market products and increase green customer loyalty on marketed products. Based on previous research conducted by (Chang & Fong, 2010) which has examined the relationship between green product quality, green corporate image, green customer satisfaction, and green customer loyalty. The results showed that green product quality and green customer satisfaction had a positive effect on green customer loyalty. In addition, according to Martinez (2015) a green brand image that cares about the environment contributes to green customer satisfaction and green customer loyalty.

Various studies have shown that image affects consumer loyalty to a company (Ryu et al., 2008; Sari & Setiawan, 2017; ÇavuÇoğlu, 2020). Companies that have a positive image can help increase consumer loyalty (Jeong and Jang, 2014; Andreassen and Lindestad, 1998; Chen, 2008; Nguyen and Leblanc, 2001; Robertson, 1993). Based on previous research conducted by Isnanudin et al, (2020) on green product quality, and green corporate image on green customer loyalty mediated by green customer satisfaction on Panasonic refrigerator consumers, "found that green product quality, green brand image, and green customer satisfaction have an effect on to green customer loyalty.

## II. CONCEPTUAL MODEL AND HYPOTHESES

Product quality is an important factor that produces consumer loyalty, brand image and customer satisfaction. Previous non-green research, Wedarini, (2013) states that partially product quality has a significant effect on consumer loyalty. Widayatma & Lestari, (2018) also stated that product quality has a positive influence on consumer loyalty. When the quality of the product is high, consumer acceptance will be much greater to buy and bring loyalty to the product (Ganyang, 2019).

The results of research conducted by Chang and Fong, (2010) regarding Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty indicate that there is a positive influence between green product quality and green customer loyalty. The research results of Asgharian et al, (2012) support previous research where the results of the study show that there is a positive influence between green product quality on green customer loyalty. Meanwhile, research conducted by Ariyanto et al., (2015) states that there is no difference between green product quality and green customer loyalty at the body shop Surabaya. While other studies support that there is a positive and significant effect of green product quality on green customer loyalty (Putro, 2017; Tarabieh, 2018). Research conducted by Ahmad et al, (2017) also explains that the green product quality variable has a positive and significant effect on green customer loyalty by distributing 450 questionnaires to consumers who use environmentally friendly electrical and electronic products in Lahore City, Pakistan. Apriati, (2019) the results of his research show that the better the green product in the public's view, the better consumer loyalty to Tupperware in Kebumen will be. Isnanudin et al, (2020) stated that green product quality has a positive and significant influence on green customer loyalty to Panasonic refrigerator consumers in Purworejo Regency.

### **H<sub>1</sub>: Green product quality has a positive and significant effect on green customer loyalty.**

Green brand image is a perception of a brand that is in the minds of consumers related to things that combine commitment with concern for the environment (Chen, 2009). Environmental awareness carried out by consumers and strict international regulations on environmental conditions make companies also have to participate in protecting the environment by creating a positive green brand image. Mourad & Yasser, (2012) explained in their research that green brand image also significantly affects the company's reputation, where a positive image makes a first step towards success to attract consumers and create loyal customers. Martinez, (2015) in his research which measured the green image variable had a positive and significant effect on the green customer loyalty variable on hotel visitors in Spain. A good image will be able to increase the success of a company and vice versa a bad image will worsen the stability of a company. Research conducted by Astuti, (2018) states that green image has a positive relationship with green loyalty to Hotel Visitors at Bali Tropic Resort & Spa.

Through brand image, consumers can reduce the risk of purchase, and gain certain experiences and make repeat purchases in the future, thereby fostering loyalty. Based on research conducted by Yasa, (2018) green brand image has a positive relationship to green loyalty to Wapa at Ume Resort & Spa. In line with this research, several non-green studies also found that there was a positive and significant relationship between brand image variables and consumer loyalty (Sari & Setiawan, 2017; Ganyang, 2019; Arini et al, 2020). Sawitri & Rahanatha, (2019) also revealed in their research entitled "the influence of green marketing and brand image on consumer loyalty" and revealed that brand image has a positive and significant effect on consumer loyalty. Aprinati, (2019) explains that there is a positive and significant influence partially brand image on customer loyalty. Chrisjatmiko, (2018) in his research stated that green loyalty is positively and significantly influenced by green image, so that when the company's image increases, it will create consumer loyalty. Amina, (2019) explains that green image has a positive and significant effect on green loyalty to Wardah products in Bandar Lampung. ÇavuÇoğlu et al, (2020) explain that companies that have a positive green image will establish strong relationships with green consumers and ensure that green consumer loyalty is created for Green Hotel guests in Turkey.

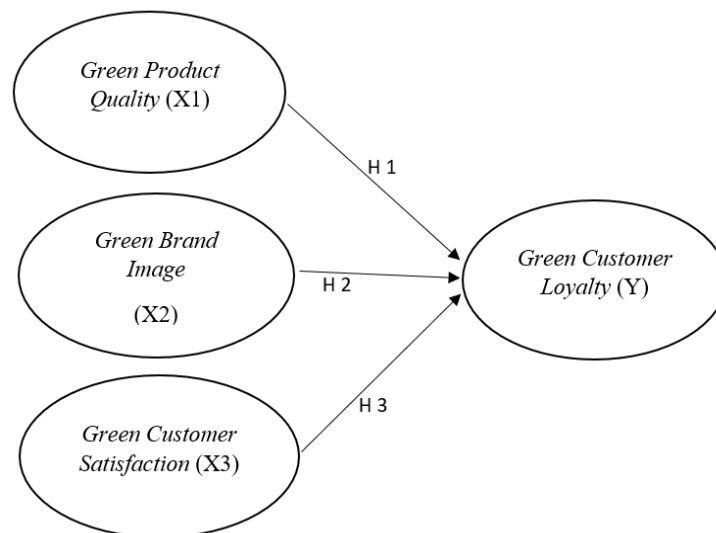
### **H<sub>2</sub>: Green brand image has a positive and significant effect on green customer loyalty**

Green satisfaction is defined as the level of pleasure and satisfaction associated with consumption in order to meet specific needs for products or services that are environmentally responsible (Huang et al, 2014). Satisfied consumers have a higher likelihood of repeat purchases (Zeithaml et al, 1996). From recommending to others to trying and being less receptive to competitors (Fitzell, 1998 in Chang & Fong, 2010). The results showed that there was a positive influence between green customer satisfaction and green customer loyalty conducted by Chang and Fong, (2010) regarding Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty. Chan's research

(2010) shows that there is a positive effect of the green satisfaction variable on green customer loyalty. Asgharian et al, (2012) the results of his research also show that there is a positive influence of green customer satisfaction on green customer loyalty. Research conducted by Martinez, (2015) explains that there is a positive and significant effect on green satisfaction with green loyalty to hotel visitors in Spain. Amina, (2019) in her research shows that green satisfaction has a positive and significant effect on green loyalty to Wardah products in Bandar Lampung.

This research is supported by research conducted by Chrysnaputra & Windayati, (2020). which reveals that green satisfaction has a positive effect on customer loyalty. Supporting previous research, Astuti's research, (2018) revealed that green satisfaction has a positive relationship with green loyalty. Another study was also conducted by Arini et al, (2020) in their research there was a positive and significant influence of consumer satisfaction variables on consumer loyalty to Bank PT. BRI (PERSERO). Ariyanto et al, (2015) in their research entitled "green product quality, green corporate image, green customer satisfaction and green customer loyalty at The Body shop in Surabaya show that there is a positive and significant influence on green customer loyalty the most. Several studies have found a relationship between the green customer satisfaction variable and green customer loyalty, so that the more green consumer satisfaction increases, the higher the level of consumer loyalty towards these environmentally friendly products (Tarabih, 2018; Astini, 2016; Yasa, 2019; Putro, 2017; Chrisjatmiko, 2018; Isnanudin et al, 2020; Widayatma & Lestari, 2018; ÇavuGoğlu, 2020).

**H<sub>3</sub>: Green customer satisfaction has a positive and significant effect on green customer loyalty**



**Figure 1: Conceptual Model**

**III. RESEARCH METHODS**

The location used in this research is Denpasar City, Bali. Because Denpasar City is considered a strategic location and is the center of economic growth of the Province of Bali, where most of the people have followed the times, so this location is considered suitable as a place to conduct research. In this study, the authors used a non-probability sampling method. The choice of this method is because the population probability is unknown, so the sample is done randomly. According to Morissan, (2015:117) purposive sampling is a sampling technique chosen because it has characteristics determined by the author and is selected based on the influence it has. The optimal number of samples according to Hair et al (2010) is between 5-10 times the number of questionnaire indicators, thus in this study a minimum of 140 respondents is required, which comes from the following formula:

$$\begin{aligned} \text{Sample} &= \text{Number of Indicators} \times 10 \\ &= 16 \times 10 \\ &= 160 \end{aligned}$$

Methods of collecting data in this study conducted data collection using the method of distributing questionnaires. The author uses a survey technique, namely by distributing online questionnaires (Google Form) in which there is a list of



questions regarding the problem being studied to people who have bought KFC products in Denpasar City. The questionnaire was measured using a Likert scale with a scale of 1 to 5. The data analysis technique used in this research is multiple linear regression analysis.

#### IV. RESULTS AND DISCUSSION

Based on the results of research conducted on KFC consumers in Denpasar City, it can be seen that the characteristics of the respondents include gender, age, status and latest education which is described in Table 2.

**TABLE 2: RESPONDENT CHARACTERISTIC**

No	Variable	Classification	Total (person)	Percentage (%)
1	Gender	Male	41	25.6
		Female	119	74.4
	Total		160	100
2	Age	17-22 years old	43	26.9
		23-28 years old	81	50.6
		29-33 years old	30	18.8
		34-39 years old	2	1.3
		>40 years old	4	2.5
	Total		160	100
4	Latest Education	Senior High School	59	36.9
		Diploma	37	23.1
		S1	61	38.1
	Total	Master	3	1.9
	Total		160	100

Source: *Primary data processed, 2021*

Based on Table 2, it shows the number of KFC consumers in Denpasar City who were sampled as many as 160 people. When viewed from gender, female sex dominates in this study with a percentage of 74.4 percent. When viewed from the age, those aged 23-28 years dominate with a percentage of 50.6 percent. When viewed from the level of education, the last education level is Bachelor, which dominates with a percentage of 38.1 percent.

Multiple linear regression analysis model is used to obtain a regression coefficient that will determine whether the hypothesis made will be accepted or rejected.

**TABLE 3: RESULTS OF MULTIPLE LINEAR REGRESSION ANALYSIS**

Variabel	Regression Coefficient		T	Sig
	B	Std. Error		
<i>Green Product Quality</i>	0,271	0,065	4,195	0,000
<i>Green Brand Image</i>	0,335	0,063	5,306	0,000
<i>Green Customer Satisfaction</i>	0,519	0,058	8,974	0,000
(Constant)	: -0,298			
F Statistik	: 57,274			
Sig F	: 0,000			
R <sup>2</sup>	: 0,524			

Source: *Primary data processed, 2021*

Table 3 shows the results of multiple linear regression analysis where the regression equation can be made as follows:

$$Y = -0,298 + 0,271 X_1 + 0,335 X_2 + 0,519 X_3$$

#### The Effect of Green Product Quality variable on Green Customer Loyalty

Based on the results of the analysis above, it can be explained that the significance level is  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted, which means that the Green Product Quality variable has a significant positive effect on Green Customer Loyalty. The regression coefficient  $\beta_1$  (Green Product Quality variable) is 0.271, indicating that increasing Green Product Quality will increase Green Customer Loyalty for KFC Consumers in Denpasar City.

The results of this study are in accordance with the theory of planned behavior. According to the theory in deciding buying behavior, consumers will consider information from available alternatives. Green product quality is one of the evaluations made by consumers in determining their behavior. In addition, the results of this study also support the theory of motivation which states that in the process of choosing, in general, consumers will compare the class of a product as the basis for the dimensions of motivation. Based on the 5 dimensions of motivation proposed by Sheth in 1975, the consumer behavior of KFC which is used as a respondent in this study is included in emotional and functional motivation. In these two motivational dimensions, consumers will research the features, functions and uses of products that match their lifestyle. Emotionally based product selection can be further explained using the value expectation theory. In this theory, it shows what motives consumers have so that they can find out and create a motivation to make environmentally friendly purchases.

Previous non-green research, Wedarini, (2013) states that partially product quality has a significant effect on consumer loyalty. Widayatma & Lestari, (2018) also stated that product quality has a positive influence on consumer loyalty. In addition, several studies have shown similar results. First, research conducted by Chang and Fong, (2010) on Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty shows that there is a positive influence between green product quality and green customer loyalty. The research results of Asgharian et al, (2012) support previous research where the results of the study show that there is a positive influence between green product quality on green customer loyalty. Putro's research, (2017) also reveals that green product quality has a positive effect on green product loyalty.

#### **The Effect of Green Brand Image variable on Green Customer Loyalty**

Based on the results of the analysis above, it can be explained that the significance level is  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted, which means that the Green Brand Image variable has a significant positive effect on Green Customer Loyalty. The regression coefficient  $\beta_2$  (Green Brand Image variable) is 0.335, indicating that increasing Green Brand Image will increase Green Customer Loyalty for KFC Consumers in Denpasar City.

According to the theory of planned behavior, consumers will use the information that is possible for them (systematically) before they decide to perform or not to perform certain behaviors. Meanwhile, according to motivation theory, motivation is the result of extracting a person's motives with the results of the evaluation of these motives. One of the media that consumers catch related to a product is through the image of the product and company. In an environmentally friendly context, there is also an image called a green brand image which is a perception developed from interactions between institutions, personal, consumers, and communities related to environmental commitment and concern for the environment (Chen, 2009).

The results of Martinez's research (2015) support this study which shows that green image has a positive effect on green customer loyalty to hotel visitors in Spain by distributing 382 questionnaires. Astuti's research, (2018) is also in line which shows that the green image variable has a positive influence on green loyalty. KFC itself has tried to develop a positive image by carrying out various green practices and actions to care for the environment. Several previous non-green studies showed results in accordance with this study that brand image has a positive and significant relationship to consumer loyalty (sari & Setiawan, 2017; Sawitri & Rahanatha, 2019; Ganyang, 2019; Arini et al, 2020). Aprinati, (2019) stated that the better the brand image, the more customer loyalty to the product. Another study was also conducted by Chrisjtmiko, (2018) that green image has an effect on green customer loyalty. Amina, (2019) explained in her research entitled "the effect of green image, green trust, and green satisfaction on green loyalty to Wardah products in Bandar Lampung" that green image has a positive and significant effect on green loyalty. In line with this research, ÇavuGoğlu et al, (2020) also found that green brand image has a positive influence on green customer loyalty on green hotel visitors in Turkey.

#### **The Effect of Green Customer Satisfaction variable on Green Customer Loyalty**

Based on the results of the analysis above, it can be explained that the significance level is  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted, which means that the Green Customer Satisfaction variable has a significant positive effect on Green Customer Loyalty. The regression coefficient  $\beta_3$  (Green Customer Satisfaction variable) is 0.519, indicating that increasing Green Customer Satisfaction will increase Green Customer Loyalty for KFC Consumers in Denpasar City.

If it is associated with the theory of value expectations, it can be concluded that KFC in Denpasar City has been able to meet the value orientation desired by consumers. Consumer value expectations will affect attitudes which will also affect individual intentions. According to Ajzen (1991) attitudes towards behavior are determined by a combination of individual beliefs about the positive and or negative consequences of performing a behavior with the individual's subjective value for each consequence of that behavior (Lee, 2016). In general, an individual's intention to perform a certain behavior grows stronger according to the positive attitude one has about the behavior.

The results of this study are in accordance with research conducted by Chang and Fong, (2010) regarding Green Product Quality, Green Corporate Image, Green Customer Satisfaction, and Green Customer Loyalty, indicating that there is a positive influence between green customer satisfaction and green customer loyalty. This research is supported by research conducted by Asgharian et al, (2012) which revealed that green satisfaction positively affects customer loyalty. In line with previous research, Astuti's research, (2018) revealed that green satisfaction has a positive relationship with green loyalty at the Bali Tropic Resort & Spa Hotel. Martinez, (2015) in his research found that the higher the level of green consumer satisfaction, the higher the level of green consumer loyalty to visitors at the Spanish Hotel. Amina's research, (2019) reveals that there is a positive and significant effect between green satisfaction and green loyalty on Wardah products in Bnadar Lampung. Ariyanto et al, (2015) in their research on "green product quality, green corporate image, green customer satisfaction, and green customer loyalty at The Body Shop in Surabaya" showed that the higher the level of green consumer satisfaction in fulfilling the desire for environmentalism, the higher the level of consumer satisfaction. Green consumer loyalty level in meeting green customer needs. Another study conducted by Arini et al, (2020) stated that consumer satisfaction has a positive and significant relationship to consumer loyalty to Bank PT. BRI (PERSERO), TBK at KCP Seririt. Several previous studies also support this study which found a relationship that there is a positive and significant effect of green customer satisfaction on green customer loyalty, so that satisfied consumers have a higher probability of making repeat purchases (Putro, 2017; Astini, 2016, Tarabieh, 2018; Chrisjatmiko ; 2018; Widayatma & Lestari, 2018; Isnanudin et al, 2020; ÇavuGoğlu, 2020).

## **V. CONCLUSION AND SUGGESTIONS**

The theoretical implications of the results of this study provide evidence on the development of the science of consumer behavior. Consumer behavior is a variety of activities that people do when choosing, buying, and using goods and services to satisfy their needs and desires. These activities involve mental, emotional, and physical processes that are based on certain motives that are usually hidden from both individual consumers and organizational consumers. Consumer behavior shows a continuous process, since consumers have not made the purchase process and developed marketing management knowledge, especially regarding Green Product Quality, Green Brand Image, Green Customer Satisfaction and Green Customer Loyalty. In addition, the results of this study. Practically it can be a reference for other researchers who want to research about Green Product Quality, Green Brand Image, Green Customer Satisfaction and Green Customer Loyalty. Theoretically, this research also provides an understanding that Green Product Quality, Green Brand Image, Green Customer Satisfaction can significantly increase Green Customer Loyalty, when Green Product Quality, Green Brand Image, Green Customer Satisfaction have the potential to increase Green Customer Loyalty.

Based on the research results that have been described, it can be submitted suggestions for Denpasar City KFC Management should pay attention to environmentally friendly programs by evaluating the implementation of environmentally friendly practices that are carried out and the level of effectiveness of these practices. KFC's green products need to be promoted to add to the good image of the restaurant, one of which is by including on the packaging related to the green product that is applied. Promotions related to environmentally friendly products need to be increased not only at outlets but also through social media. In addition, KFC can also take advantage of bonuses or additional products in the form of information related to environmental protection to educate consumers. Furthermore, the option of using endorsement promotions can also be considered. 2. Future researchers are expected to be able to add other variables that might affect green customer loyalty, the two researchers can then use other objects to expand the scope of the research. This study did not confirm in depth the understanding of respondents' awareness of the green policy implemented by KFC so that further researchers need to examine in depth the application of the green policy carried out by KFC. Further researchers also need to pay attention that the respondents being studied are aware of KFC's green marketing, so that further researchers need to ensure that the research respondents are green consumers who believe in and know about environmentally friendly practices or products implemented by KFC.



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