

How Green Practice Can Drive Green Loyalty of Slow Fashion Consumers?

Adinda Amalia Mahmud¹, Tengku Ezni Balqiah²

^{1,2} Faculty of Economics and Business, University of Indonesia, Jakarta, Indonesia, 10430

ABSTRACT

This research aims to analyze the influence green image and green practice towards product loyalty slow fashion with green trust, green perceived value and green satisfaction as mediating variables brand slow fashion in Indonesia, this research used a quantitative descriptive method with 239 respondents who were product buyers slow fashion in the last 6 months, data was processed using the SmartPLS version 3 application to answer fifteen hypotheses in this research, the results of the study found a positive effect from green practice to green image, green loyalty, green trust, green perceived value and green satisfaction, while research finds that green image has no effect on green trust and green satisfaction, This research succeeded in generating a new paradigm regarding consumer loyalty in using environmentally friendly products and how environmentally friendly practices in the fashion industry can support environmentally friendly efforts. This research provides an overview of environmentally friendly practices in non-service companies.

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*Corresponding Author E-mail:

adinda.amalia11@ui.ac.id



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INTRODUCTION

One industry that can play a role in preserving the environment is the fashion industry, where Indonesia together with Brazil, Bangladesh, India, Turkey and China is one of the largest fashion industry producers in the world with an export value reaching 58.5 trillion rupiah (Zero Waste Indonesia, 2023), but there is a negative side to the world fashion industry where every fashion collection brand it is always updated every season by following the seasons, trends and culture of each region, so that conventional fashion companies will always produce new products every season, and this can affect the amount of waste from mass production. As a result of these problems, currently many producing companies are starting to emerge sustainable fashion, namely a movement based on the moral value that fashion should be an industry that has "value" or value other than money, an industry fashion currently running with huge profits, Slow fashion is a way of thinking about and approaching fashion that prioritizes classic, well-made designs above fast-driven apparel while carefully weighing the resources and processes needed to produce (Hill, 2023). Slow fashion is the opposite of fast fashion, An understanding of and approach to fashion that carefully takes into account the resources and processes required to manufacture clothing is known as "slow fashion.". Companies operating in this field recommend purchasing good quality clothing that can last longer, and respect fair treatment of people, animals and the earth. Brands that carry the concept sustainable fashion or slow fashion in Indonesia include Sare Studio, Osem, Sukkha Citta, Pijak Bumi, Setali Indonesia, Imaji Studio, Rentique, Seratus Kapas, Kana Goods and Hlaih (Yunita, 2023), this is due to the industry slow fashion targeting people who understand the importance of environmental aspects, but this will be a challenge for the company slow fashion is consumer loyalty in using the product slow fashion This is due to differences in industry fast fashion where is the industry fast fashion regularly update their fashion catalog which can attract product consumers slow fashion to switch to using the product fast fashion. Previous research is related green practice to green loyalty done by Ibe-enwo et al. (2019) explained the positive influence

between green practice to green loyalty. These results are supported by research by Muflih et al. (2023) and González-Viralta et al. (2023) explain the positive impact between green practice to green loyalty. Previous research is related green trust to green loyalty done by Ibe-enwo et al. (2019) explains the positive influence between green trust to green loyalty. Previous research is related green perceived value to green loyalty from Khan et al. (2023) which explains the positive influence between green perceived value to green loyalty while related green satisfaction to green loyalty, study conducted by Tharaka & Munasinghe (2022) explains the positive influence between green satisfaction to green loyalty. Ibe-enwo et al. (2019) found green trust as a mediating variable from green practice to green loyalty so it can be assumed that there is a role green trust in the relationship between green practice to green loyalty. Meanwhile variables green perceived value as a mediating variable from green practice conducted by Tharaka and Munasinghe (2022) who found the role of green perceived value as a mediating variable from green practice to green loyalty. Whereas study previously related green satisfaction as a mediating variable carried out by Muflih et al. (2023) who found a role green satisfaction in mediating influence green practice to green loyalty.

This research will emphasize factors that can influence consumer loyalty in using environmentally friendly products, as it is known that purchasing fashion products by considering environmental benefits is peculiar, In addition, previous research related to green loyalty has focused on service companies such as Bank and Hotel, therefore this research can provide an overview of environmentally friendly practices in non-service company especially in the fashion industry.

LITERATURE REVIEW

Green practices is a company's effort to develop environmentally friendly practices to achieve company goals (Po & Jiang, 2023), so as to have loyal consumers, green practice is a step that companies can take to get loyal consumers, product consumers slow fashion has its own preferences in choosing a product, namely the benefits of the product on the environment, its alleged application

green practice by the company can encourage repeat purchases from consumers of the product slow fashion, related previous research green practice to green loyalty done by Ibe-enwo, Igbudu, & Garanti (2019) who found a positive influence between green practice to green loyalty This result is supported by research by Muflih, Iswanto & Purbayanti (2023) who found a positive influence between green practice to green loyalty for Sharia Bank users in Indonesia.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H1: Green practice has positive effect on green loyalty.

Forbes (2023) suggests that one of the benefits of environmentally friendly practices is improving reputation brand, This makes environmentally friendly practices one of the ways companies take to improve their image in the eyes of consumers, related previous research green practice to green image done by Ibe-enwo et al. (2019) who found a positive influence between green practice to green image This result is supported by research by Hameed et al. (2021) which found a positive influence between green practice to green image in the hotel industry.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H2: Green practice positive influence on green image

To increase market consumer confidence slow fashion is unique considering that the target market is individuals who Forbes (2023) stated that one of the benefits of, Environmentally friendly practices are the main aspect that the company always maintains, this is keeping in mind the consumers of the products slow fashion is an individual who understands environmental preservation so that the company must maintain the environmentally friendly practices it carries out, related previous research green practice to green trust conducted by Khan, Afeef, & Shah (2023) who found a positive influence between green practice to green trust These results support previous research by Ibe-enwo, Igbudu, &

Garanti (2019) which found a positive influence between green practice to green trust.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H3: Green practice has positive effect on green trust.

One of the goals the company wants to achieve from implementation green practice is increasing value products and companies in the eyes of consumers, through the perceived value through environmentally friendly practices, consumers can identify the value they sacrifice in achieving the ideal environmentally friendly product (Asker, 2020), related previous research green practice to green perceived value conducted by Tharaka and Munasinghe (2022) who found a positive influence between green practice to green perceived value.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H4: Green practice has positive effect on green perceived value

Man in Cakici (2019) suggests that customer satisfaction can be explained as an evaluation that reflects the positive or negative feelings of consumers towards a product or service after sales, this makes green practice can be a factor that gives rise to consumer satisfaction because green practice is a positive action by the company to protect the environment with the activities carried out, related previous research green practice to green satisfaction conducted by Muflih, Iswanto & Purbayanti (2023) who found a positive influence between green practice to green satisfaction to Sharia Bank customers in Indonesia.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H5: Green practice has positive effect on green satisfaction

Çavusoglu et al., (2020) describe green image as a brand perception that is associated with environmental responsibility and concern for the environment in the minds of consumers, while Sun et al., (2022) stated that consumer trust in

environmentally friendly products is determined by the company's concern for the environment, so that it can be seen in the aspect of environmentally friendly products, green image is one of the factors that can determine consumer trust, related previous research green image to green trust conducted by Hameed, Hussain, & Khan (2021) who found a positive influence between green image to green trust.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H6: Green image has positive effect on green trust

One effort that can be taken by product manufacturers slow fashion to take care of customer satisfaction is to take care of green image company, this is because green image is one of the reasons consumers buy products slow fashion, related previous research green image to green satisfaction conducted by Hameed, Hussain, & Khan (2021) who found a positive influence between green image to green satisfaction.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H7: Green image has positive effect on green satisfaction

One way that companies can take to increase consumer confidence in environmentally friendly products is by increasing consumer perceptions of the value of these products, related previous research green perceived value to green trust conducted by Khan, Afeef, & Shah (2023) who found a positive influence between green perceived value to green trust.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H8: Green perceived value has positive effect on green trust

Green perceived value is the perceived value that consumers can identify the value they sacrifice in achieving the ideal environmentally friendly product, whereas satisfaction is something that consumers can feel when they get positive value

from a product so that it exists perceived value. Positive consumers can make consumers satisfied with the products they use, related previous research green perceived value to green satisfaction conducted by Tharaka & Munasinghe (2022) who found a positive influence between green perceived value to green satisfaction.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H9: Green perceived value has positive effect on green satisfaction

Slow fashion market can be considered as unique considering that the target market is individuals who care about environmental preservation, according to Pahlevi and Suhartanto (2020) who stated that consumer trust in a brand is one of the factors that can maintain consumer loyalty. This makes environmentally friendly practices one of the ways companies take to increase consumer loyalty, related previous research green trust to green loyalty done by Ibe-enwo, Igbudu, & Garanti (2019) who found a positive influence between green trust to green loyalty.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H10: Green trust positive has positive effect on green loyalty

Consumer loyalty in using the product slow fashion can be driven by consumers' perceptions of the value of environmentally friendly products themselves, the existence of additional benefits related to environmental preservation can trigger consumers' desire to continue using environmentally friendly products because they see the environmental benefits of these products, related previous research green perceived value to green loyalty conducted by Khan, Afeef, & Shah (2023) who found a positive influence between green perceived value to green loyalty.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H11: Green perceived value has positive effect on green loyalty

Green satisfaction is something that consumers can feel when they get positive value from an environmentally friendly product, consumer satisfaction in using environmentally friendly products can encourage consumers' desire to buy similar products which leads to the emergence of consumer loyalty in using environmentally friendly products, related previous research green satisfactin to green loyalty conducted by Tharaka & Munasinghe (2022) who found a positive influence between green satisfaction to green loyalty.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H12: Green satisfaction has positive effect on green loyalty

To get loyal consumers, companies must first gain trust from consumers that the products the company offers are truly environmentally friendly so that Environmentally friendly practices are the main aspect that companies always maintain to maintain consumer loyalty in purchasing environmentally friendly products, related previous research green trust as a mediating variable from green practice to green loyalty conducted by Ibe-enwo, Igbudu, & Garanti (2019) who found a role green trust in mediating the relationship between green practice to green loyalty.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H13: Green trust mediates the effect of green practice to green loyalty.

One of the goals the company wants to achieve from implementation green practice is increasing value products and companies in the eyes of consumers, through the perceived value through environmentally friendly practices, consumers can identify the value they sacrifice in achieving the ideal environmentally friendly product (Asker, 2020), so it is hoped that consumers will be able to feel value from using environmentally friendly products, will make consumers loyal and continue to use environmentally friendly

products, related previous research green perceived value as a mediating variable from green practice conducted by Tharaka and Munasinghe (2022) who found the existence of paran from green perceived value as a mediating variable from green practice to green loyalty.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H14: Green perceived value mediates the effect of green practice to green loyalty

Consumer satisfaction with environmentally friendly products is one of the objectives of implementation green practice in companies that are satisfied, the company can expect loyalty from these consumers to make repeat purchases, related previous research green satisfaction as a mediating variable was carried out by Muflih, Iswanto & Purbayanti (2023) who found the role of green satisfaction in mediating influence green practice to green loyalty.

Based on the explanation and research results above, in this study the researcher formulated a hypothesis, namely:

H15: Green satisfaction mediates the effect of green practice to green loyalty.

RESEARCH METHOD

Sample and Data Collection

The research model developed in this research aims to determine the influencing factors green loyalty to product buyers slow fashion, where the research adapts the research model previously used by Muflih et al., (2023) and Hameed et al. (2021) with green practice and green image as an exogenous variable and green trust, green perceived value and green satisfaction as a mediating variable, a research model can be obtained as can be seen in Figure 1:

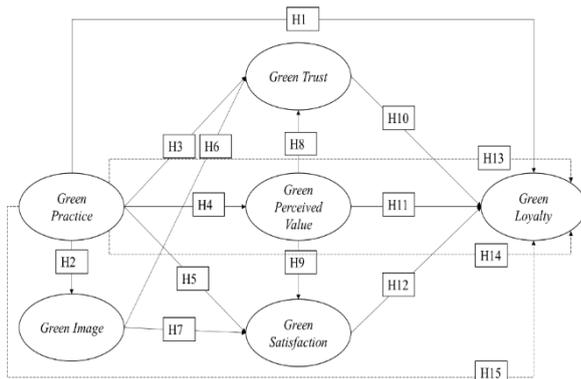


Figure 1. Research Framework.

This research is quantitative research that explains phenomena through the collection of numerical data which is analyzed using mathematical-based methods (especially statistics) (Creswell, 2016). This research uses a survey design, a quantitative method in which a sample or population is surveyed to determine attitudes, opinions, behavior, or characteristics of the population. This study uses a purposive sampling method, which means that the sample is limited to a certain group of individuals who have the ability to provide the

desired information, either because they are the only individuals who choose the information or because they meet the criteria previously determined by the researcher (Sekaran and Bougie, 2019). The goal is to select respondents who are considered to have fresh experience in buying slow

fashion products where the main criteria is consumers who buy products from slow fashion brands who purchased products from slow fashion brands at least 2 purchases in the last 6 months where the demographics of respondents were in the Jabodetabek area with an age range of 18 – 55 years. To calculate the sample size, the author used a minimum sample size based on the following theory from Hair et al. (2019) so this research uses 25 question items, so the minimum sample size for research is 25 questions multiplied by 5 observations, so a minimum of 125 respondents are needed. In this research, data was obtained using an online questionnaire via Google Form with a 1-5 Likert scale with list of statements as research indicators in table 1

Table 1. Research Indicators

<i>Variable</i>	<i>No</i>	<i>Indicator</i>
<i>Green Practice</i>	GPRR1	In my opinion, operating a slow fashion brand that prioritizes quality can reduce water and energy consumption.
	GPRR2	I believe that the waste produced by slow fashion brands can be recycled
	GPRR3	In my opinion, slow fashion brands can protect the environment
	GPRR4	In my opinion, slow fashion brands promote environmental conservation activities
	GPRR5	I assume that slow fashion brands welcome input regarding environmentally friendly practices
<i>Green Image</i>	GIM1	I think slow fashion brands support sustainable development
	GIM2	I think the image of slow fashion brands is superior to regular fashion brands
	GIM3	In my opinion, slow fashion brands are very interesting
	GIM4	I will give positive feedback about slow fashion brands from which I purchase products
<i>Green Trust</i>	GTR1	This slow fashion brand's environmentally friendly activities can be accounted for
	GTR2	I believe the environmentally friendly performance of this slow fashion brand is reliable
	GTR3	I believe the commitment to environmentally friendly practices of the slow fashion brands that I use is very good

<i>Variable</i>	<i>No</i>	<i>Indicator</i>
<i>Green Perceived Value</i>	GTR4	In my opinion, the slow fashion brand's environmentally friendly practice procedures that I use comply with regulations
	GPRV1	I feel that slow fashion brands' eco-friendly practices produce benefits for society and the environment
	GPRV2	I think the environmentally friendly practices of slow fashion brands are very beneficial for business and the environment
	GPRV3	In my opinion, the slow fashion brand where I buy products is better than other brands
<i>Green Satisfaction</i>	GPRV4	The slow fashion brand where I buy products is better at implementing environmentally friendly programs than its competitors
	GS1	I am happy with the decision to choose slow fashion products because of their environmental image
	GS2	I like buying slow fashion products because they are environmentally friendly
<i>Green Loyalty</i>	GS3	I am satisfied with the products from this slow fashion brand because this brand's environmental conservation activities are in line with my wishes
	GL1	I will always buy slow fashion products because they are environmentally friendly
	GL2	I prefer to use a variety of products from slow fashion brands because they have a positive effect on the environment
	GL3	I will continue to buy slow fashion products because it helps preserve the environment
	GL4	I recommend my colleagues to buy products from this slow fashion brand because it is beneficial for the environment.
	GL5	I will convey positive comments about this slow fashion brand to friends and family

Survey results obtained 239 questionnaire answers that met the criteria and the data can be processed using SmartPLS 3 for validity and reliability test, outer model and inner model tests and hypothesis tests, where the research hypothesis uses a one-tail approach because the direction of the relationship between variables is already known based on previous research. In addition this study uses Importance-Performance Matrix Analysis (IPMA) to enrich research results.

RESULT AND DISCUSSION

Based on the data in Table 2, it can be seen that all the indicators used in this research are declared valid, as indicated by a KMO value above 0.5. Thus, all statement indicators for each variable can be used as measuring tools for questionnaires that will be distributed further. For the reliability test, it can be seen that all the variables used in this research are declared reliable, as indicated by a Cronbach's alpha value above 0.6.

Table 2 Validity and Reliability Test Result

Variable	Indicator Notation	Validity			
		SME	Barlett's Test Sig	Anti Image Correlation	Cronbach Alpha
<i>Green Practice</i>	GPR1	0,744	0,000	0,763	0,751
	GPR2			0,724	
	GPR3			0,788	
	GPR4			0,551	
	GPR5			0,751	
<i>Green Image</i>	GIM1	0,639	0,000	0,646	0,611
	GIM2			0,643	
	GIM3			0,665	
	GIM4			0,61	
<i>Green Trust</i>	GTR1	0,749	0,000	0,712	0,817
	GTR2			0,824	
	GTR3			0,826	
	GTR4			0,715	
<i>Green Perceived Value</i>	GPRV1	0,562	0,002	0,573	0,614
	GPRV2			0,516	
	GPRV3			0,636	
	GPRV4			0,527	
<i>Green Satisfaction</i>	GS1	0,639	0,000	0,676	0,609
	GS2			0,619	
	GS3			0,632	
<i>Green Loyalty</i>	GL1	0,700	0,000	0,716	0,800
	GL2			0,881	
	GL3			0,590	
	GL4			0,609	
	GL5			0,767	

Discriminant validity test conducted using Fornell – Larcker in the measurement model, no discriminant validity detected because all correlation values between a variable and the variable itself are greater than the correlation values between a variable and other variables, whereas based on the R2 test On variables green loyalty The R value is obtained2

adjusted is 0.584 (58.4%) so it can be concluded that the variables play a role in forming the variables green loyalty that is green practice, green trust, green perceived value and green image has a moderate contribution in forming the variable green loyalty, f2 test results show the contribution of exogenous variables to the R2 value. It was found that all

exogenous variables had a large influence on the R2 value of the endogenous variable with green satisfaction has the smallest F2 value among other variables, namely 0.054 falls into the small category in forming endogenous variables

used a confidence level of 95%. The path coefficient score indicated by the T-Statistics value must be above 1.64 and the p-value < 0.05. Based on Path Coefficient and T-Statistics In the table above, conclusions can be drawn in Table 3.

To answer the hypothesis in this study, researchers

Table 3 Hypothesis Testing Results

No	Path	Original Sample	T Statistics	P Values	Result
H1	Green practice → green loyalty	0,608	11,39	0,000	Supported
H2	Green practice → green image	0,47	6,911	0,000	Supported
H3	Green practice → green trust	0,333	4,693	0,000	Supported
H4	Green practice → green perceived value	0,339	4,505	0,000	Supported
H5	Green practice → green satisfaction	0,397	5,149	0,000	Supported
H6	Green image → on green trust	0,041	0,571	0,284	Not Supported
H7	Green image → on Green satisfaction	0,015	0,28	0,390	Not Supported
H8	Green perceived value → green trust	0,151	1,859	0,032	Supported
H9	Green perceived value → green satisfaction	0,651	11,449	0,000	Supported
H10	Green trust → Green loyalty	0,221	4,569	0,000	Supported
H11	Green perceived value → Green loyalty	0,427	7,065	0,000	Supported
H12	Green satisfaction → Green loyalty	0,172	2,485	0,007	Supported
H13	Green trust → green practice → green loyalty	0,058	3,144	0,001	Supported
H14	Green perceived value → green practice → green loyalty	0,095	3,296	0,001	Supported
H15	Green satisfaction → green practice → green loyalty	0,029	2,179	0,015	Supported

H1: Green practice has a positive and significant effect on green loyalty

concluded that H1 is accepted green practice positive influence on green loyalty.

Hypothesis testing is carried out by looking at the p-value between variables green practice to green loyalty, with the criteria for fulfilling the hypothesis being path coefficients which is positive, the t-value is above 1.65 and the p-value is below 0.05 and the value path coefficients positive value, the results of testing hypothesis 1 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.608 with a positive coefficient, the t-value is 11.39 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be

These results are in accordance with related previous research green practice to green loyalty performed by Ibe-enwo et al. (2019) who found a positive influence between green practice to green loyalty as well as research by Muflih et al. (2023) who found a positive influence between green practice to green loyalty for Sharia Bank users in Indonesia.

Green practice as a company effort to develop environmentally friendly practices to achieve company goals (Po & Jiang, 2023), so as to have loyal

consumers, green practice is a step that companies can take to get loyal consumers. This result is thought to be due to the characteristics of research respondents who are product consumers slow fashion. In general, those who already know the benefits of being environmentally friendly have their own preferences in choosing a product, namely the benefits of the product on the environment, and its application green practice by brand slow fashion also encourages repeat purchases from consumers, coupled with the application of respondent criteria where respondents in this study are respondents who have made purchases more than once, the results of the questionnaire show that statement "I think the operation brand slow fashion "which prioritizes quality can reduce water and energy consumption" is the statement with the highest score, this indicates that the respondent has a good understanding of the company's environmentally friendly practices and decides to remain loyal to using environmentally friendly products.

H2: Green practice has a positive and significant effect on green image

Based on the results of hypothesis testing carried out by looking at the p-value between variables green practice to green image, to accept the hypothesis it must meet the criteria that have been determined starting from path coefficients positive, t-value above 1.65 to p-value below 0.05, the results of testing hypothesis 2 can be seen in table 4.29 where based on the calculation results, numbers are obtained path coefficient of 0.470 with a positive coefficient, the t-value is 6.91 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H2 is accepted and green practice positive influence on green image. The results of this study support the results of previous related research green practice to green image which was done by Ibe-enwo et al. (2019) who found a positive influence between green practice to green image as well as research by Hameed research et al. (2021) who found a positive influence between green practice to green image in the hotel industry.

This result is thought to be caused by the goodness of the product slow fashion in showing environmentally friendly practices to consumers, as stated by Forbes (2023) that one of the benefits of

environmentally friendly practices is improving reputation brand, so that environmentally friendly practices are also a concern and one of the ways companies take to improve their image in the eyes of consumers, and the research results support this theory where green image influenced by green practice, positive influence of green practice to green image cannot be separated from the respondent's perception of green practice to green image where the questionnaire is based on variables green image. And green practice classified as good, the demographics of respondents where the majority of respondents use the same product, namely from brand Imaji Studio, Sukkha Citta and As Far as the Eye Can See, create a show of consumer familiarity with brand-brand slow fashion certain people who can properly campaign for environmentally friendly practices carried out by brand the.

H3: Green practice has a positive and significant effect on green trust

Hypothesis testing is carried out by looking at the p-value between variables green practice to green trust, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 3 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.333 with a positive coefficient, the t-value is 4.69 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H3 is accepted green practice positive influence on green trust.

This result is due to effort brand slow fashion to continually increase consumer confidence regarding environmentally friendly products that are marketed to the target market for the product slow fashion is a society that understands environmental preservation so as to increase consumer confidence in the market slow fashion fairly unique, Forbes (2023) stated that one of the benefits of, Environmentally friendly practices are the main aspect that the company always maintains, this is keeping in mind the consumers of the products slow fashion is an individual who understands environmental preservation, so companies must maintain environmentally friendly practices to increase consumer confidence in the

company's environmental conservation efforts. Criteria for respondents who purchase products slow fashion more than once also supported the positive influence of green practice to green trust, because without a sense of trust in the company's environmental conservation practices, consumers will not make repeat purchases.

H4: Green practice has a positive and significant effect on green perceived value

Hypothesis testing is carried out by looking at the p-value between variables green practice to green perceived value, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 4 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.339 with a positive coefficient, the t-value is 4.50 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H4 is accepted green practice positive influence on green perceived value. These results are in accordance with related previous research green practice to green perceived value conducted by Tharaka and Munasinghe (2022) who found a positive influence between green practice to green perceived value.

This result is thought to be caused by respondents who feel that there are benefits from environmentally friendly practices for society and the environment, this is in line with consumers' goals in purchasing products slow fashion namely supporting environmental preservation, this makes value in the eyes of consumers one of the goals the company wants to achieve from implementation green practice, increasing value products and companies in the eyes of consumers, through the perceived value through environmentally friendly practices can help consumers to identify the value they sacrifice in achieving the ideal environmentally friendly product (Asker, 2020), This result is also supported by the demographic characteristics of the respondents where based on the results of the questionnaire it was found that the majority of respondents were in the age range of 25-29 years which is a productive age and has access to broad information and can be reached by brand slow fashion, so that these consumers can receive information regarding the environmentally friendly

practices carried out which have an impact on increasing their perception of the value of the product slow fashion that they buy.

H5: Green practice has a positive and significant effect on green satisfaction

Hypothesis testing is carried out by looking at the p-value between variables green practice to green satisfaction, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 5 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.397 with a positive coefficient, the t-value is 5.149 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H5 is accepted and green practice positive influence on green satisfaction.

The results of this study are in accordance with previous research green practice to green satisfaction done by by Muflih et al. (2023) who found a positive influence between green practice to green satisfaction to Sharia Bank customers in Indonesia. This result is thought to be caused by characteristics satisfaction where Man in Cakici (2019) stated that customer satisfaction can be explained as an evaluation that reflects the positive or negative feelings of consumers towards a product or service after sales, these characteristics make satisfaction This is something that arises from post-purchase experiences where respondents in this study have purchased the product slow fashion more than once, green practice is one of the factors that consumers consider when buying environmentally friendly products, so that they are better green practice then consumers will be more satisfied with the quality slow fashion used, its effect green practice to green satisfaction cannot be separated from the perception of respondents who assess that environmentally friendly practices and satisfaction with the use of environmentally friendly products are considered good.

H6: Green image has a positive and significant effect on green trust

Hypothesis testing is carried out by looking at the p-value between variables green image to green trust, with the criteria for fulfilling the hypothesis being

path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 6 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.041 with a positive coefficient, the t-value is 0.571 below the minimum value of 1.65 and the p-value is 0.284 above 0.05, thus it can be concluded that H6 is rejected and no effect can be proven green image to green trust. The results of this study are different from related previous research green image to green trust done by Hameed et al. (2021) who found a positive influence between green image to green trust.

This result is thought to be caused by image from brand slow fashion and the rise of the term green washing namely conditions where companies convey false and misleading information about environmentally friendly activities, so that research respondents feel that the environmentally friendly image displayed by brand slow fashion just as gimmick and part of a promotion without any real action by the company brand slow fashion which can be felt directly by consumers while Sun et al., (2022) stated that consumer trust in environmentally friendly products is determined by the company's concern for the environment, so that without any real action from brand slow fashion make green image has no effect on green trust, the demographics of respondents show the majority it has no effect green image to green trust can be caused by low variable values green image when compared with other variables in this study where brand image is a variable with a value mean lowest among other variables, the questionnaire results showed that the GT2 statement read "I believe in the brand's environmentally friendly performance slow fashion "This is reliable" is the statement with the lowest score, so it can be concluded that there are still many respondents who doubt environmentally friendly performance brand slow fashion although brand slow fashion regularly campaigns for environmentally friendly activities.

The majority of research respondents are the Millennial generation (Age 28-43 Years) as much as 63%, where based on a study conducted by Huston (2024) found impulsive shopping habits by the millennial generation so they are compared to buying based on perceptions of brand and trust in brand respondents prefer goods that are easier to

reach and ask for according to the condition of the respondent at the time of purchase. This result is strengthened by research results which show that green image has no effect on green loyalty, the calculation results show that the path coefficient is 0.012 with a positive coefficient, the t-value is 0.594 below the minimum value of 1.65 and the p-value is 0.276 above 0.05, where green satisfaction is one of the factors that can influence green loyalty so it can be concluded that green image did not have a big role in this research even though it had a relatively good mean value.

H7: Green image positive and significant effect on Green satisfaction

Hypothesis testing is carried out by looking at the p-value between variables green image to green satisfaction, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 7 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.015 with a positive coefficient, the t-value is 0.28 below the minimum value of 1.65 and the p-value is 0.390 above 0.05, thus it can be concluded that H7 is rejected and no effect can be proven green image to green satisfaction. These results are different from previous related research green image to green satisfaction done by Hameed et al. (2021) who found a positive influence between green image to green satisfaction.

This result is thought to be caused by the majority of consumers who have purchased the product slow fashion more than once so that respondents felt that there were other factors that made consumers satisfied with the product slow fashion outside green image, coupled with the characteristics of the respondents in this study where it was found that many respondents made repeat purchases from brand The difference shows that there is an indication that consumer satisfaction causes repeat purchases, not based on image brand that they used before but more about other factors such as wanting to take part in preserving the environment through products slow fashion, This fact is supported by the results of the questionnaire which was found in the variables green satisfaction GS2 statement with the sound "I am happy to buy the product slow fashion because it is environmentally friendly" is the

statement with the lowest value compared to other indicators which shows consumer satisfaction in purchasing the product brand slow fashion not because image environmentally friendly from brand the.

H8: Green perceived value significant positive effect on green trust

Hypothesis testing is carried out by looking at the p-value between variables green perceived value to green trust, with the criteria for fulfilling the hypothesis being path coefficients which is positive, the t-value is above 1.65 and the p-value is below 0.05 and the value path coefficients positive value, the results of testing hypothesis 8 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.151 with a positive coefficient, the t-value is 3.89 above the minimum value of 1.65 and the p-value is 0.032 below 0.05, thus it can be concluded that H9 is accepted green perceived value positive influence on green trust. These results are in accordance with related previous research green perceived value to green trust done by Khan et al. (2023) who found a positive influence between green perceived value to green trust.

This result is thought to be due to good consumer perceptions of brand slow fashion which they use as one of the impacts of environmentally friendly practices carried out by brand slow fashion, This perception is proven to be one of the factors that can increase consumer confidence and proves that oneway companies can increase consumer confidence in environmentally friendly products is by increasing consumer perception of the value of the product. positive influence of green perceived value to green trust cannot be separated from the characteristics of respondents who are loyal users brand slow fashion, This makes consumers trust the product slow fashion has been formed, the statement "I feel the brand's eco-friendly practices slow fashion produces benefits for society and the environment" is the statement with the highest value on the variable green perceived value, So it can be seen that there is trust among respondents regarding environmentally friendly practices brand slow fashion.

H9: Green perceived value significant positive effect

on green satisfaction

Hypothesis testing is carried out by looking at the p-value between variables green perceived value to green satisfaction, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 8 can be seen in table 3 where based on the calculation results, numbers are obtained path coefficient of 0.651 with a positive coefficient, the t-value is 11.44 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H9 is accepted green perceived value positive influence on green satisfaction. These results support previous research by Tharaka & Munasinghe (2022) which found a positive influence between green perceived value to green satisfaction.

Green perceived value is the perceived value that consumers can identify the value they sacrifice in achieving the ideal environmentally friendly product, whereas satisfaction is something that consumers can feel when they get positive value from a product so that it exists perceived value Consumers who have a positive attitude can make consumers satisfied with the products they use. This result is thought to be caused by consumer satisfaction with the product slow fashion what they buy so that they can meet consumer expectations regarding the value sacrificed, plus the existence of repeat purchases made by all respondents creates a role green perceived value to green satisfaction getting stronger, the results of the questionnaire found the statement "I am satisfied with the products from the brand slow fashion "This is because this brand's environmental conservation activities are in line with my wishes" is the statement with the highest value on the variable grand satisfaction, so it can be concluded that respondent satisfaction is driven by fulfilling consumer desires through environmental preservation which is the main value of brand slow fashion.

H10: Green trust has a positive and significant effect on green loyalty

Hypothesis testing is carried out by looking at the p-value between variables green practice to green loyalty, with the criteria for fulfilling the hypothesis

being path coefficients which is positive, the t-value is above 1.65 and the p-value is below 0.05 and the value path coefficients positive value, the results of hypothesis testing 12 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.221 with a positive coefficient, the t-value is 4.56 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H10 is accepted green trust positive influence on green loyalty. These results are in accordance with related previous research green trust to green loyalty performed by Ibe-enwo et al. (2019) who found a positive influence between green trust to green loyalty.

This result is thought to be due to market characteristics slow fashion is considered unique considering that the target market is individuals who care about environmental preservation, according to Pahlevi and Suhartanto (2020) who stated that consumer trust in a brand is one of the factors that can maintain consumer loyalty., This creates consumer confidence in brand slow fashion can be one way for companies to increase consumer loyalty, positive influence of green trust to green loyalty cannot be separated from the characteristics of the respondents, where the respondents are loyal respondents and have made purchases more than once, which would not have happened without consumers' trust in environmental conservation programs.

H11: Green perceived value has a positive and significant effect on green loyalty

Hypothesis testing is carried out by looking at the p-value between variables green perceived value to green loyalty, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of testing hypothesis 11 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.427 with a positive coefficient, the t-value is 7.06 above the minimum value of 1.65 and the p-value is 0.000 below 0.05, thus it can be concluded that H11 is accepted green perceived value positive influence on green loyalty. These results are in accordance with related previous research green perceived value to green loyalty done by Khan et al (2023) who found a positive influence between green perceived value to green

loyalty.

These results prove that consumer loyalty in using the product slow fashion can be driven by consumers' perceptions of the value of environmentally friendly products themselves, the existence of additional benefits related to environmental preservation can trigger consumers' desire to continue using environmentally friendly products because they see the environmental benefits of these products. This result cannot be separated from the results of the questionnaire which found that the variable green perceived value has good value in the eyes of consumers, this good perception encourages consumers to make repeat purchases which leads to consumer loyalty in using the product slow fashion.

H12: Green satisfaction has a positive and significant effect on green loyalty

Hypothesis testing is carried out by looking at the p-value between variables green satisfaction to green loyalty, with the criteria for fulfilling the hypothesis being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of hypothesis testing 10 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.172 with a positive coefficient, the t-value is 2.48 above the minimum value of 1.65 and the p-value is 0.007 below 0.05, thus it can be concluded that H10 is accepted green satisfaction positive influence on green loyalty. These results are in accordance with related previous research green satisfaction to green loyalty conducted by Tharaka & Munasinghe (2022) who found a positive influence between green satisfaction to green loyalty.

Green satisfaction is something that consumers can feel when they get positive value from an environmentally friendly product, consumer satisfaction in using environmentally friendly products can encourage consumers' desire to buy similar products which leads to the emergence of consumer loyalty in using environmentally friendly products, the respondents of this research are loyal consumers who have purchased the product slow fashion more than once so that satisfaction is one of the factors that drives repeat purchases.

H13: Green trust able to mediate influence green

practice to green loyalty.

Hypothesis testing is carried out by looking at the p-value with the criteria for fulfilling the hypothesis being positive path coefficients, t-value above 1.65 and p-value below 0.05, the results of hypothesis testing 13 can be seen in table 4.19. Based on the calculation results, the path coefficient figure is 0.058 with a positive coefficient, the t-value is 3.14 above the minimum value of 1.65 and the p-value is 0.001 below 0.05, thus it can be concluded that H13 is accepted that green trust can mediate the relationship between green practice and green loyalty. These results are in accordance with previous research regarding green trust as a mediating variable from green practice to green loyalty conducted by Ibe-enwo et al. (2019) who found the role of green trust in mediating the relationship between green practice and green loyalty.

These results conclude that the direct path is significant, thus indicating the existence of mediation through green trust with an original sample value of 0.058. This means that the higher the green practice of a slow fashion brand, the higher the consumer loyalty towards using environmentally friendly products. This is supported by consumer trust in the slow fashion brands used.

These results show that to get loyal consumers, companies must first gain trust from consumers that the products the company offers are truly environmentally friendly so that environmentally friendly practices are the main aspect that the company always maintains to maintain consumer loyalty in purchasing environmentally friendly products. This result is thought to be due to the characteristics of respondents who have made purchases more than once so that green trust is one of the factors behind these repeat purchases.

H14: Green perceived value able to mediate influence green practice to green loyalty.

Hypothesis testing is carried out by looking at the p-value with the criteria for fulfilling the hypothesis being positive path coefficients, t-value above 1.65 and p-value below 0.05, the results of hypothesis testing 14 can be seen in table 4.19. Based on the

calculation results, the path coefficient figure is 0.095 with a positive coefficient, the t-value is 3.29 above the minimum value of 1.65 and the p-value is 0.001 below 0.05, thus it can be concluded that H14 is accepted that green perceived value can mediate the relationship between green practice and green loyalty. These results are in accordance with previous research regarding green perceived value as a mediating variable for green practice conducted by Tharaka and Munasinghe (2022) who found the role of green perceived value as a mediating variable for green practice on green loyalty.

These results conclude that there is a significant direct path, thus indicating the existence of mediation through green perceived value with an original sample value of 0.095. This means that the higher the green practice of a slow fashion brand, the higher the consumer loyalty towards using environmentally friendly products. This is supported by the existence of green perceived value or consumers' perception of the value of the slow fashion brand products used.

This result is thought to be caused by environmentally friendly activities which are considered good in the eyes of consumers. One of the goals that companies want to achieve from implementing green practices is increasing the value of products and companies in the eyes of consumers. Through the perceived value of environmentally friendly practices, consumers can identify the value they sacrifice in achieving the ideal environmentally friendly product (Asker, 2020), so it is hoped that with consumers who are able to feel the value of using environmentally friendly products, these consumers will be loyal and continue to use environmentally friendly products. The results of the questionnaire show that the respondents' perceptions of the variables green practice, green perceived value and green loyalty. classified as good, it can be concluded that consumer loyalty as a result of environmentally friendly practices is also driven by consumer perceptions of the value of environmentally friendly products.

H15: Green satisfaction able to mediate influence green practice to green loyalty

Hypothesis testing is carried out by looking at the p-value with the criteria for fulfilling the hypothesis

being path coefficients positive, t-value above 1.65 and p-value below 0.05, the results of hypothesis testing 15 can be seen in table 3 based on the calculation results, numbers are obtained path coefficient of 0.029 with a positive coefficient, the t-value is 2.17 above the minimum value of 1.65 and the p-value is 0.015 below 0.05, thus it can be concluded that H15 is accepted green satisfaction can mediate the relationship green practice to green loyalty. These results are in accordance with related previous research green satisfaction as a mediating variable carried out by Muflih et al. (2023) who found a role green satisfaction in mediating influence green practice to green loyalty.

These results conclude that there is a significant direct path, thus indicating the existence of mediation through green satisfaction with an original sample value of 0.029. That means it's getting higher green practice from brand slow fashion, the higher the consumer's loyalty to the use of environmentally friendly products. This is supported by consumer satisfaction with the product brand slow fashion which is used.

Consumer characteristics slow fashion who care about preserving the environment brand slow fashion make environmentally friendly practices an obligation, Consumer satisfaction with environmentally friendly products is one of the goals of implementation green practice on and hope for loyalty from these consumers to make repeat purchases, this result cannot be separated from the criteria of respondents who have repeatedly made purchases, without a sense of satisfaction from the previous purchase, consumers will not make a second or subsequent purchase for this reason consumer satisfaction can support the influence of environmentally friendly practices on consumer loyalty.

In addition to conducting structural analysis, this study uses Importance-Performance Matrix Analysis (IPMA) to find out more about the role of each research variable, IPMA helps PLS-SEM results through a four-quadrant diagram as depicted in Figure 2. The vertical axis represents the performance of the attributes from poor performance to good performance. The horizontal axis represents the perceived importance of the attributes from not very important to very

important. Hair et al. (2019) stated that for the importance-map creation, four quadrants are illustrated as Q1 (Management is fine), Q2 (Something important that needs to be improved), Q3 (Too much performance for a non-important issue), and Q4 (it does not matter and no performance). These quadrants are delimited using the mean of performance and mean of importance reported in the table of the IPMA results.



Figure 2. Importance Performance Matrix Analysis Map

The results of figure 2 show that green practice, green satisfaction and green perceived value are factors that can increase consumer loyalty and have been well perceived. The results of the IPMA analysis also show that green perceived value is the most valuable variable that can increase customer loyalty.

CONCLUSION

This research concludes that green practice has a positive influence on green loyalty, green image, green trust, green perceived value and green satisfaction, meanwhile green trust, green perceived value and green satisfaction are able to mediate the influence of green practice on the green loyalty of buyers of slow fashion products while the variables green image has no effect on the green trust and green satisfaction variables.

The results of this research show that there is continuity between green trust, green perceived value and green satisfaction which is influenced by green practice on green loyalty. It is hoped that theoretical development regarding green practices applied to the finished goods industry such as fashion can help implement environmentally friendly practices with a wider scope of research objects, where currently research on green practices is dominated by the service sector. This theory can also be developed by conducting qualitative surveys or exploratory research.

The research results show that green practices can increase consumer loyalty. These results show that not only are they beneficial for the environment, but environmentally friendly practices are also very beneficial for companies that implement them. It is hoped that with this research, green practices will not only be carried out by companies that carry the theme environmentally friendly but by other companies from various industries whose impact is more sustainable economic activities, IPMA results show that the most important factor in consumer loyalty to use environmentally friendly products is green perceived value, which can be done by increasing the benefits of slow fashion products for the environment and reducing the costs incurred to obtain slow fashion products.

This research still has many shortcomings and obstacles faced during the writing process, In conducting this research, the author experienced several limitations including the demographics of respondents which are concentrated on the island of Java, so it is possible that there will be different results if the distribution of respondents by region can be different, the sampling technique in this research is limited to only buyers of products from slow fashion brands that have buying a product more than once until the research time is relatively short and limited so the research is not in-depth.

Based on the limitations in implementation and the results obtained, suggestions are given to be able to research other variables not examined in this research which are related to environmentally friendly activities such as environmental perceived knowledge as one of the determining factors of consumer loyalty as in previous research by Vinoth (2023).) who found that user loyalty for environmentally friendly products can be formed from perceived environmental knowledge and further research suggests using different objects and industries that implement environmentally friendly activities such as the automotive industry, especially electric vehicles (EV) or other types of goods such as sports equipment, this research It can also be applied to fast fashion brands to see the extent to which consumers perceive environmentally friendly practices carried out by fast fashion brand

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