

# The Influence of Customer Experience, Green Brand Image, and Green Product Quality on Green Customer Loyalty of Cosmetic Products

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## Abstract

The rapid growth of Indonesia's cosmetics industry and the shift toward sustainable products make green customer loyalty, influenced by customer experience, brand image, and product quality, crucial for brands to remain competitive and build long-term sustainable relationships. This research investigates the impact of customer experience, green brand image, and green product quality on green customer loyalty of cosmetic products. The study involved a sample of 100 respondents. Data were collected using a non-probability sampling approach, with a questionnaire serving as the research instrument. The instrument test results confirmed that the data were both valid and reliable. According to the Classical Assumption Tests, the data are normally distributed, and the regression model is free from multicollinearity and heteroscedasticity issues. The study's findings reveal that customer experience and green brand image positively and significantly affect green customer loyalty. In contrast, green product quality does not have significant effect on green customer loyalty. The findings imply that enhancing customer experience and strengthening green brand image are critical strategies for increasing green customer loyalty, while green product quality alone may not significantly influence loyalty for cosmetic products.

## Keywords

*Customer Experience, Green Brand Image, Green Customer Loyalty, Green Product Quality.*

## 1. Introduction

The cosmetics industry in Indonesia has experienced significant and rapid growth in recent years, in line with increasing consumer awareness of the importance of self-care and the adoption of healthier and more sustainable lifestyles. According to data from the Ministry of Industry, the number of businesses in the cosmetics sector increased drastically from 726 companies in 2020 to 1,292 companies in 2024, reflecting an increase of around 77% within just four years. This growth indicates the substantial potential of the national cosmetics market, which is becoming increasingly competitive and responsive to global trends.

Consumer behavior in cosmetics has shifted from conventional to green products, driven by growing awareness of natural, skin-safe, and eco-friendly ingredients, which reduces environmental impact and strengthens purchase intentions (Andika & Nuvriasari, 2024). In Indonesia, Npure has gained attention among environmentally conscious Gen Z and millennial consumers, yet rising competition in the green segment underscores the need for companies to actively build and maintain green customer loyalty as a key determinant of long-term success (Ramadhan & Aisjah, 2025).

Green customer loyalty is a long-term commitment in which customers consistently repurchase and recommend products that support environmental sustainability, driven not only by functional satisfaction but also by value alignment, positive experiences, high satisfaction, and strong perceived value (Zhang et al., 2023; Arasyi & Kusumawati, 2023). In an era of increasing consumer selectivity regarding sustainability, fostering green loyalty has become essential for companies to build and maintain enduring relationships (Prayoga et al., 2025). Key factors influencing green loyalty include customer experience, green brand image, and green product quality (Molinillo et al., 2022; Sarko & Sukawati, 2022; Fachreza et al., 2023; Saputra et al., 2023; Ahmad & Esposito, 2023). Customer experience, as a subjective perception across all brand interactions, forms green experience through perceived quality, perceived value, and satisfaction, collectively enhancing loyalty (Lyna & Prasetyo, 2021). Studies show that positive experiences significantly strengthen brand quality perceptions and loyalty, although the effect is strongest when consumers perceive that the value received matches their costs and efforts (Danial et al., 2023; Rahayu et al., 2025).

Green brand image, defined as consumers' perceptions of a brand's commitment to environmental sustainability through its products, packaging, and marketing strategies (Chen et al., 2018; Salsabilla & Isharina, 2024), has been shown to make a significant contribution to increasing customer loyalty toward green products. A positive green brand image can build trust, increase satisfaction, and strengthen repurchase intentions (Çavusoglu et al., 2020; Yuwanti et al., 2023; Firayanti & Nuvriasari, 2025; Putri & Haryanto, 2025). However, some studies have found that green brand image does not always have a direct significant effect on green

customer loyalty, and may require moderation from other variables, such as green rewards, to function optimally (Prayoga et al., 2025).

In addition, green product quality, which reflects the extent to which a product meets high quality standards while minimizing environmental impact during the production process, is also an important determinant of green customer loyalty. Superior green product quality can create added value, enhance consumer trust, and ultimately strengthen long-term loyalty (Sarko & Sukawati, 2022; Fachreza et al., 2023). Nevertheless, this influence is not always consistent, as it may be affected by variations in consumer perceptions regarding price and perceived benefits (Rahmayanti & Arifin, 2022).

Despite the growing interest in green cosmetics, research examining the specific factors that drive green customer loyalty in highly competitive local markets remains limited, particularly for Indonesian brands like Npure, which combines eco-friendly skincare concepts with natural ingredients and sustainable packaging. While previous studies have explored customer experience, green brand image, and green product quality, few have investigated how these factors interact to influence loyalty among consumers who frequently switch brands in response to environmental and experiential cues. This gap highlights the need for a focused analysis of Npure users to understand the mechanisms that sustain loyalty in a green consumerism context. Therefore, this study aims to examine the effects of customer experience, green brand image, and green product quality on green customer loyalty for Npure cosmetic products.

## **2. Literature Review and Hypothesis Development**

### ***2.1. The Influence of Customer Experience on Green Customer Loyalty***

Customer experience refers to the overall perception that customers form based on their interactions with products, services, and brands over time (Kotler & Keller, 2016). It emerges from a combination of emotional, sensory, cognitive, and social elements encountered during the consumption process. According to Zare and Mahmoudi (2020), customer experience results from both emotional and rational perceptions formed during any direct or indirect interaction with a business. In the context of green consumer behavior, customer experience further includes the sensations, feelings, and environmental awareness that arise when using sustainable products (Molinillo et al., 2022). Moreover, customer experience is a dynamic concept influenced not only by product or service offerings but also by environmental changes, consumer behavior, and reciprocal interactions between consumers and brands (Eki & Ramli, 2024). Given this complexity, businesses that effectively capture and retain customer loyalty through positive experiences can maintain relevance in competitive markets, ultimately contributing to long-term profitability and sustainability (Imbug et al., 2018).

Empirical evidence shows that green experiential marketing plays a significant role in shaping experiential value, which in turn directly enhances customer satisfaction, trust, and loyalty (Lee & Peng, 2021). Positive experiences, especially in retail and digital service settings, generate emotional value that strengthens loyalty (Molinillo et al., 2022). Furthermore, customer experience has been found to directly influence loyalty, often mediated by satisfaction and trust, highlighting its pivotal role in fostering enduring consumer relationships (Saputra et al., 2023). This body of research underscores that the strategic management of customer experience, particularly in the sustainable product sector, is crucial for cultivating green customer loyalty, reinforcing the notion that meaningful, well-designed experiences not only enhance immediate satisfaction but also drive long-term engagement and commitment to the brand.

H1: Customer experience has a positive and significant influence on green customer loyalty.

## ***2.2. The Influence of Green Brand Image on Green Customer Loyalty***

Green brand image refers to consumers' perception of how much a brand is committed to environmental responsibility through its products and business practices (Chen et al., 2018). Brand image more broadly can be defined as the overall perception of a brand shaped by information and prior experiences with the brand (Nurchayati et al., 2021). A green brand image develops when consumers perceive that a brand consistently applies sustainable practices, creating a strong environmental identity that reduces the negative effects of greenwashing and enhances customer loyalty (Ahmad & Esposito, 2023). Research indicates that a strong brand image can influence customer loyalty by strengthening product preference and encouraging repeat purchase behavior (Nurjana & Ariani, 2024).

Furthermore, a robust green brand image not only fosters positive perceptions of a company's environmental commitment but also builds customer trust, ultimately reinforcing loyalty toward the brand (Rahayu et al., 2025). Studies show that consumer green behavior affects green brand image, which subsequently improves customer satisfaction and loyalty (Çavusoglu et al., 2020). A strong green brand image enhances brand loyalty by increasing consumer confidence in the authenticity and environmental value of the products (Chen et al., 2018). Green brand image has a positive and significant impact on loyalty, operating both directly and indirectly through satisfaction and trust (Putri & Haryanto, 2025). These findings highlight that maintaining a credible and consistent green brand image is essential for fostering long-term customer commitment and loyalty in environmentally conscious markets.

H2: Green brand image has a positive and significant influence on green customer loyalty.

### 2.3. The Influence of Green Product Quality on Green Customer Loyalty

Product quality represents consumers' perceptions of the value and benefits provided by a product or service (Utami & Widarta, 2025). In the context of sustainability, green product quality refers to the degree to which a product achieves high functional performance while adhering to environmental sustainability principles (Fachreza et al., 2023). This concept emphasizes a product's ability to satisfy customer needs without harming the environment. High-quality green products are expected to deliver strong performance, be safe for the environment, and meet consumers' expectations for sustainable value (Sarko & Sukawati, 2022). When products meet or exceed these expectations, they create positive customer experiences that enhance satisfaction and encourage repeat purchases, gradually fostering long-term loyalty (Lone & Bhat, 2022; Alfionita et al., 2025).

Empirical studies support the significance of green product quality in driving customer satisfaction and loyalty. Sarko and Sukawati (2022) demonstrate that superior green product quality significantly strengthens both satisfaction and loyalty among consumers. Similarly, Fachreza et al. (2023) found that the higher consumers' perceptions of green product quality, the greater their loyalty toward the product. These findings indicate that ensuring excellence in green product design, functionality, and environmental compliance is critical for cultivating positive customer experiences, maintaining satisfaction, and ultimately building enduring customer loyalty. As a result, companies aiming to retain environmentally conscious consumers must prioritize green product quality as a central component of their sustainability and marketing strategies.

H3: Green product quality has a positive and significant influence on green customer loyalty.

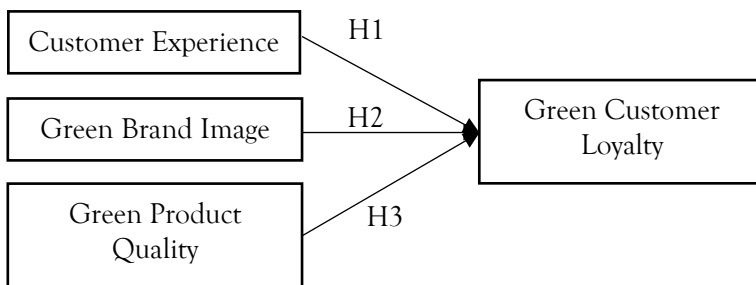


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework of this study, showing the hypothesized effects of customer experience, green brand image, and green product quality on green customer loyalty. Customer experience (H1) is proposed to positively influence loyalty by enhancing satisfaction, trust, and long-term commitment through favorable interactions with the brand. Green brand image (H2)

is expected to strengthen loyalty by shaping perceptions of the brand's environmental responsibility and fostering trust. Meanwhile, green product quality (H3) is hypothesized to support loyalty by delivering high functional and sustainable standards that meet consumer expectations. Together, the framework captures how experiential, perceptual, and product-related factors jointly contribute to the formation and maintenance of green customer loyalty.

### **3. Methods**

This study is a quantitative study that exclusively utilizes numerical data at all stages, from data collection to data analysis (Mufidah et al., 2024), and is categorized as explanatory research aimed at explaining causal relationships among variables, testing the strength of these relationships, and analyzing the influence of independent variables on dependent variables. Both primary and secondary data sources were employed; the former was gathered directly from the original source by distributing questionnaires to one hundred respondents who use Npure green products, while secondary data were obtained from publications of the Ministry of Industry and the official Npure website that had been collected and reported by other parties (Samsu, 2021). The research population is defined as consumers who use and purchase Npure green products, characterized as infinite because the exact number of its members is unknown (Hikmawati, 2020). Therefore, a non-probability sampling technique based on purposeful sampling with particular criteria was used to take a sample that was representative of the population, namely respondents who have purchased and used Npure products at least twice in the last six months through online or offline channels and are at least 17 years old to ensure maturity in judgment.

In this study, the variables were measured using specific indicators to capture their dimensions comprehensively. Customer experience was assessed through sensory experience, affective experience, cognitive experience, physical/behavioral experience, and social experience (Molinillo et al., 2022). Green brand image was measured using indicators such as consumers' perception that the brand is environmentally friendly, environmentally responsible, committed to environmental protection, and communicates its environmental initiatives clearly (Watson et al., 2024). Meanwhile, green product quality was evaluated based on environmentally friendly product features, sustainability-oriented product design, recyclable packaging, pollution prevention and waste reduction efforts, and compliance with environmental regulations (Sarko & Sukawati, 2022).

The data in this study were analyzed using SPSS, starting with validity and reliability tests through the *t*-table and Cronbach's alpha. Classical assumption tests were conducted to ensure normality (Kolmogorov-Smirnov), check for multicollinearity, and detect heteroscedasticity (Glejser test). Hypotheses were tested

using multiple linear regression with t-tests, and the strength of the model was assessed through the coefficient of determination.

#### 4. Results

Table 1 indicates that all of the variables in the customer experience variable ( $X_1$ ), green brand image ( $X_2$ ), green product quality ( $X_3$ ), and green customer loyalty ( $Y$ ) have significant values below 0.05 and r-calculated values higher than the r-table value of 0.1966. Therefore, it can be said that every item on the questionnaire has been deemed legitimate.

**Table 1.** Validity Test

Variable	Item	r-count	Sig.
Customer Experience ( $X_1$ )	X <sub>1.1</sub>	0.837	0.000
	X <sub>1.2</sub>	0.899	0.000
	X <sub>1.3</sub>	0.830	0.000
	X <sub>1.4</sub>	0.899	0.000
	X <sub>1.5</sub>	0.809	0.000
Green Brand Image ( $X_2$ )	X <sub>2.1</sub>	0.748	0.000
	X <sub>2.2</sub>	0.736	0.000
	X <sub>2.3</sub>	0.751	0.000
	X <sub>2.4</sub>	0.556	0.000
Green Product Quality ( $X_3$ )	X <sub>3.1</sub>	0.715	0.000
	X <sub>3.2</sub>	0.883	0.000
	X <sub>3.3</sub>	0.864	0.000
	X <sub>3.4</sub>	0.842	0.000
	X <sub>3.5</sub>	0.826	0.000
Green Customer Loyalty ( $Y$ )	Y.1	0.915	0.000
	Y.2	0.828	0.000
	Y.3	0.937	0.000
	Y.4	0.909	0.000

All of the variables in this study have Cronbach's Alpha values  $\geq 0.60$ , according to the reliability test findings in Table 2 . This indicates that all of the variables are deemed reliable.

**Table 2.** Reliability Test

Variabel	Cronbach's Alpha
Customer Experience ( $X_1$ )	0.908
Green Brand Image ( $X_2$ )	0.645
Green Product Quality ( $X_3$ )	0.884
Green Customer Loyalty ( $Y$ )	0.917

According to Table 3, which displays the results of the One Sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value is 0.055, more than 0.05. This suggests that there is a normal distribution of the data used in this investigation.

**Table 3.** Normality Test Result

Statistics	Test	Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0.0000000
	Std. Deviation	0.36719151
Most Extreme Differences	Absolute	0.088
	Positive	0.052
	Negative	-0.088
Test Statistic		0.088
Asymp. Sig. (2-tailed)		0.055 <sup>c</sup>

According to the multicollinearity test results displayed in Table 4, Tolerance values > 0.1 and VIF values < 10 are found for the customer experience, green brand image, and green product quality variables. Therefore, it can be said that multicollinearity is not present in the regression model that measures the impact of customer experience, green brand image, and green product quality on green consumer loyalty toward Npure cosmetic products.

**Table 4.** Multicollinearity and Heteroscedasticity Test

Variable	Multicollinearity Test		Heteroscedasticity Test
	Tolerance	VIF	Sig.
Customer Experience	0.272	3.676	0.062
Green Brand Image	0.754	1.326	0.084
Green Product Quality	0.240	4.165	0.326

The significance values for the customer experience, green brand image, and green product quality variables are 0.062, 0.084, and 0.326, respectively, according to the Glejser test results in Table 4. It can be concluded that the model used to measure the impact of customer experience, green brand image, and green product quality on green customer loyalty toward Npure cosmetic products does not have a heteroscedasticity problem because the significance values of these three variables are greater than 0.05, according to the Glejser test's decision criteria.

Based on the results of the multiple linear regression analysis in Table 5, the regression equation obtained is as follows:

$$Y = -1387 + 1,030 X_1 + 0,301 X_2 - 0,050 X_3 + e$$

The constant ( $\beta_0$ ) of -1387 implies that if customer experience, green brand image, and green product quality all have a value of zero, green customer loyalty

would be -1.387. The regression coefficient for customer experience ( $X_1$ ) is 1.030, indicating a positive effect on green customer loyalty (Y). In other words, a one-unit increase in customer experience would raise green customer loyalty by 1.030 units. Similarly, the regression coefficient for green brand image ( $X_2$ ) is 0.301, which also shows a positive influence on green customer loyalty, meaning that an increase of one unit in green brand image would result in a 0.301-unit increase in loyalty. In contrast, the regression coefficient for green product quality ( $X_3$ ) is -0.050, suggesting a negative relationship, so a one-unit increase in green product quality would slightly decrease green customer loyalty by 0.050 units.

**Table 5.** Multiple Regression Result

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	-1.387	0.434		-3.193	0.002
Customer Experience	1.030	0.114	0.846	9.047	0.000
Green Brand Image	0.301	0.114	0.148	2.629	0.010
Green Product Quality	-0.050	0.132	-0.038	-0.377	0.707

Based on the results presented in Table 5, the t-test analysis yields several key conclusions. First, for the influence of customer experience on green customer loyalty ( $H_1$ ), the calculated t-value is 9.047 with a significance level of 0.000 ( $p < 0.05$ ). This indicates that the null hypothesis ( $H_{01}$ ) is rejected while the alternative hypothesis ( $H_{a1}$ ) is accepted, confirming that customer experience has a positive and significant impact on green customer loyalty. Second, in examining the effect of green brand image on green customer loyalty ( $H_2$ ), the t-value is 2.629 with a significance of 0.010 ( $p < 0.05$ ), suggesting that  $H_{02}$  is rejected and  $H_{a2}$  is accepted. This result demonstrates that green brand image positively and significantly affects green customer loyalty. Regarding the impact of green product quality on green customer loyalty ( $H_3$ ), the t-value is -0.377 with a significance level of 0.707 ( $p > 0.05$ ), which leads to the acceptance of  $H_{03}$  and the rejection of  $H_{a3}$ . This indicates that green product quality does not have a significant influence on green customer loyalty toward Npure cosmetic products.

**Table 6.** R Square Result

Test	Result
R	0.878
R Square	0.772
Adjusted R Square	0.765
Std. Error of the Estimate	0.37288

The Adjusted R Square value is 0.765, or 76.5%, according to Table 6. This suggests that the factors of customer experience, green brand image, and green product quality all work together to affect 76.5% of the variation in green customer loyalty toward Npure cosmetic items. Meanwhile, factors outside the purview of this study affect the remaining 23.5%.

## 5. Discussion

The first hypothesis test's findings demonstrate that green customer loyalty for Npure products is positively and significantly impacted by the customer experience. This implies that consumers' loyalty is increased when they have a pleasant experience using a product, whereas it is often decreased when they have a negative experience. With the primary components being long-term usage comfort, including safety, compatibility with skin types, and product performance consistency, descriptive analysis reveals that the average score for the customer experience variable falls into the high category. These elements are crucial for establishing enduring relationships between customers and the brand. These findings align with studies by Molinillo et al. (2022) and Daniar et al. (2023) that emphasize the role of positive customer experiences in strengthening loyalty toward green products.

The second hypothesis test indicates that green brand image has a positive and significant effect on green customer loyalty, where better consumer perceptions of Npure's environmentally friendly brand image will increase loyalty, while poor perceptions have the potential to reduce it. Based on descriptive analysis, the green brand image variable received an average rating in the very high category, reflecting Npure's strong environmental commitment, which is trusted by consumers. The dominant factor is transparency of information through the website and Instagram, which strengthens confidence in the authenticity of this commitment. These results are consistent with Putri and Haryanto (2025) and Firayanti and Nuvriasari (2025) findings that demonstrate the positive effect of green brand image on green customer loyalty.

The results of the third hypothesis test show that green product quality does not have a significant effect on green customer loyalty for Npure products, even though consumers rate the overall green product quality as relatively good. Descriptive analysis reveals that the average score for this variable is in the high category, with the most prominent aspect being the Vegan and Cruelty-Free labels, which provide confidence in alignment with environmental and animal ethics values. However, these factors play more of a role in forming an initial positive perception rather than serving as a direct driver of long-term loyalty. These findings support studies by Rahmayanti and Arifin (2022) and Yuwanti et al. (2023) that concluded there is no significant effect of green product quality on green customer loyalty.

The results indicate that cultivating positive customer experiences is crucial for enhancing green customer loyalty, as it directly strengthens satisfaction, trust, and

engagement (Molinillo et al., 2022; Saputra et al., 2023). Maintaining a credible and consistent green brand image further reinforces loyalty by building consumer trust and confidence in the brand's environmental commitments (Ahmad & Esposito, 2023; Rahayu et al., 2025). While green product quality did not show a direct effect on loyalty, ensuring high-quality, environmentally friendly products remains important for supporting perceived value and long-term satisfaction (Sarko & Sukawati, 2022). Collectively, these strategies provide practical guidance for green cosmetic brands seeking to retain environmentally conscious consumers and strengthen sustainable competitive advantage.

## 6. Conclusion

The findings of this study reveal that customer experience and green brand image are significant predictors of green customer loyalty for Npure cosmetic products. Specifically, customer experience has the strongest positive effect, indicating that consumers' interactions, satisfaction, and perceived value play a central role in fostering long-term loyalty. Green brand image also contributes positively, highlighting the importance of consumers' perceptions of the brand's environmental commitment in strengthening loyalty. In contrast, green product quality does not have a significant impact, suggesting that while high-quality eco-friendly products are valued, they alone are insufficient to drive loyalty in a competitive green cosmetics market. Collectively, these variables explain 76.5% of the variation in green customer loyalty, demonstrating a substantial influence of experience and brand perception on consumer commitment.

These results carry important practical implications for marketers and practitioners in the cosmetics industry. Companies like Npure should prioritize enhancing customer experiences and reinforcing their green brand image through transparent communication, sustainable initiatives, and consistent brand interactions, as these factors are more likely to cultivate enduring loyalty than product quality alone. Strategically, focusing on experiential and perceptual dimensions can help retain customers in a highly competitive market where brand switching is common.

Despite these insights, the study has limitations. The sample included both online and offline purchasers, but the proportions were unequal, which may affect the generalizability of customer experience assessments across channels. Additionally, other factors such as green satisfaction and green trust, which previous research has shown to influence green loyalty, were not examined. Future research should address these gaps by exploring additional determinants of green customer loyalty and ensuring balanced sampling across purchase channels to provide a more comprehensive understanding of loyalty drivers in the green cosmetics sector.

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