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Green Product As A Driver Of Consumer Loyalty: Evidence From Rinso Consumers In Indonesia

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Abstract

Growing environmental awareness has encouraged companies to develop environmentally friendly products to strengthen consumer loyalty. However, empirical evidence on the role of green products in fostering consumer loyalty remains limited in the Indonesian household detergent industry. This study aims to examine the effect of green product on consumer loyalty among Rinso consumers in Indonesia. A quantitative approach was employed using a survey of 384 respondents selected through purposive sampling. The collected data were analyzed using IBM SPSS Statistics 25 through multiple linear regression analysis. The findings reveal that green product has a positive and significant effect on consumer loyalty ($\beta = 0.543$, $t = 9.313$, $p < 0.001$). These findings indicate that consumers are more likely to remain loyal to brands that offer environmentally friendly products and demonstrate a commitment to sustainability. Therefore, green product innovation can serve as an effective strategy for enhancing consumer loyalty while supporting sustainable marketing practices.

Keywords: Green Product; Consumer Loyalty; Green Marketing; Sustainability.

INTRODUCTION

Growing concerns over environmental degradation, climate change, and the accumulation of plastic waste have increased public awareness of the importance of sustainable consumption. Today, consumers evaluate products not only based on their quality and price but also on the environmental consequences associated with their production and use. As consumer preferences continue to shift toward environmentally responsible products, companies are encouraged to implement green marketing

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strategies by incorporating sustainability principles into their business practices while delivering value to consumers (Polonsky, 1994; Kotler & Keller, 2016).

Among the various dimensions of green marketing, the concept of green products has become one of the most prominent because it demonstrates a company's commitment to environmental sustainability. These products are developed by incorporating environmentally friendly materials, recyclable packaging, resource-efficient manufacturing practices, and product innovations that minimize environmental harm while supporting sustainable development (Peattie, 1995; Rahnama & Rajabpour, 2017). In addition to reducing environmental impacts, green products provide added value for consumers by strengthening perceptions of product quality, enhancing corporate responsibility, and improving brand credibility (Ottman, 2011) The household detergent industry offers a relevant setting for evaluating the implementation of green product strategies. Rinso, recognized as one of the leading detergent brands in Indonesia, has consistently introduced various environmentally responsible initiatives, such as recyclable packaging and product innovations designed to promote sustainable consumption. Through these efforts, the company demonstrates its commitment to minimizing environmental impacts while addressing the increasing demand for products that reflect environmental responsibility. Despite these initiatives, fostering long-term consumer loyalty remains a challenge, as consumers now have access to a wider range of competing brands that also position sustainability as a key value.

Consumer loyalty is widely recognized as a strategic asset for businesses because loyal customers are more likely to make repeat purchases, remain committed despite competitors' offerings, and recommend the brand to others (Kotler & Keller, 2016). For this reason, identifying the factors that support long-term customer loyalty has become an important topic in both academic research and business practice. Within the framework of sustainable marketing, environmentally friendly products are considered capable of strengthening consumer loyalty by creating positive perceptions of brands that demonstrate environmental responsibility.

A number of previous studies have confirmed the positive contribution of green marketing to consumer loyalty. Bhaswara and Finisica (2021) reported that green marketing has a significant influence on consumer loyalty. Likewise, Lestari and Syarif (2021) found that customer loyalty is positively affected by green marketing, together with brand image and product quality. Similar findings were presented by Upe and Usman (2022), Harjadi et al. (2025), and Arin (2025), who showed that the implementation of green marketing practices helps strengthen consumer loyalty across various industry sectors. Supporting these findings, the systematic literature review conducted by Iswanto et al. (2025).

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Although previous studies have provided valuable insights into the relationship between green marketing and consumer loyalty, several research gaps remain. Most existing studies have investigated green marketing as a multidimensional concept or examined it alongside other determinants, such as brand image, customer satisfaction, lifestyle, and corporate green image. As a result, the independent role of green products in fostering consumer loyalty has received relatively limited attention, particularly within Indonesia's household detergent industry. This limitation highlights the need for further empirical investigation to determine whether green products, as a distinct dimension of green marketing, have a direct contribution to strengthening consumer loyalty.

Considering these research gaps, the present study seeks to analyze the influence of green products on consumer loyalty among Rinso consumers in Indonesia. The results are expected to enrich the existing literature on green marketing by providing empirical evidence regarding the contribution of green products to consumer loyalty. In addition, this study is intended to offer practical recommendations for companies in designing sustainable product strategies that support long-term customer relationships.

REVIEW OF LITERATURE

Green Product

Green product is widely recognized as a fundamental component of green marketing because it demonstrates a company's commitment to implementing environmentally sustainable business practices. In contrast to conventional products, green products are developed by considering their environmental impacts throughout every stage of the product life cycle, beginning with raw material selection and continuing through manufacturing, packaging, distribution, product use, and waste disposal. The main objective of this approach is to reduce environmental harm while maintaining product performance and fulfilling consumer needs (Peattie, 1995; Ottman, 2011).

Rahnama and Rajabpour (2017) explained that green products are characterized by the use of eco-friendly materials, recyclable packaging, and production methods that minimize pollution and reduce the consumption of natural resources. These characteristics not only support environmental conservation but also enhance product value and improve consumers' perceptions of quality. Likewise, Kotler and Keller (2016) argued that environmental attributes have become an increasingly important consideration in consumer decision-making, as many consumers show greater appreciation for brands that demonstrate environmental and social responsibility.

Increasing public awareness of environmental issues has encouraged consumers to seek products that are consistent with the principles of sustainable consumption. In response to these changing preferences, many companies have integrated green product strategies into their marketing activities to strengthen competitiveness while addressing

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market expectations. When consumers perceive a product as environmentally responsible, they are more likely to develop positive attitudes toward the brand because such products represent not only functional benefits but also ethical and sustainability-related values. Within the household detergent industry, green product innovation is reflected in the development of environmentally friendly formulations, the application of recyclable packaging, and the use of ingredients that minimize adverse environmental impacts after product use. These initiatives illustrate a company's commitment to sustainable development while meeting the growing expectations of environmentally conscious consumers. Consequently, green products have become an important strategic element that can influence purchasing decisions and foster long-term consumer relationships with a brand

Consumer Loyalty

Consumer loyalty can be defined as a consumer's long-term commitment to consistently choose and support a particular brand, even when alternative products are readily available in the market. Loyal consumers tend to make repeated purchases, maintain their preference for the brand, and are less likely to be influenced by competitors' promotional activities or product offerings (Kotler & Keller, 2016). Griffin (2005) stated that consumer loyalty is characterized by repeated purchasing behavior, reluctance to switch to competing brands, and a willingness to share positive recommendations with others. These characteristics suggest that loyalty is more than a series of repeated transactions; rather, it reflects a lasting relationship that develops from satisfying consumption experiences. As a result, consumer loyalty is regarded as an important organizational asset because it supports customer retention, encourages positive word-of-mouth communication, and contributes to long-term business sustainability.

The development of consumer loyalty is closely associated with consumers' perceptions of the value and quality delivered by a product. According to Tjiptono (2015), aspects such as product performance, reliability, durability, conformity to expected standards, and ease of use play a significant role in encouraging long-term loyalty. Furthermore, increasing environmental awareness has expanded the criteria consumers use when evaluating products, with sustainability and environmental responsibility becoming important considerations in shaping loyal purchasing behavior.In the present study, consumer loyalty is assessed using three indicators introduced by Kotler and Keller (2016), namely repeat purchase, retention, and recommendation. These indicators are employed to evaluate consumers' intentions to continue purchasing Rinso products, remain committed to the brand despite competing alternatives, and recommend the brand to others based on their overall consumption experience.

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Green Product and Consumer Loyalty

Green products have become an essential component of corporate sustainability initiatives because they allow companies to respond to increasing environmental concerns while continuing to provide products that meet consumers' functional needs. When consumers recognize a product as environmentally responsible, they are more likely to develop positive perceptions of the brand, which can encourage repeat purchasing and strengthen long-term loyalty. Therefore, the value of green products extends beyond their practical benefits by also offering environmental and emotional value that helps build stronger relationships between consumers and brands.

Numerous empirical studies have demonstrated a positive association between green marketing practices and consumer loyalty. Bhaswara and Finisica (2021) found that implementing green marketing strategies significantly enhances consumer loyalty. Likewise, Lestari and Syarif (2021) reported that customer loyalty is positively influenced by green marketing, together with brand image and product quality. These findings suggest that incorporating environmental values into marketing activities can increase consumers' commitment to a particular brand.

Additional evidence was presented by Upe and Usman (2022), who showed that green marketing improves consumer loyalty through both direct effects and indirect effects mediated by customer satisfaction. Similarly, Harjadi et al. (2025) concluded that green products have a significant positive influence on brand loyalty, with brand image serving as a mediating variable. Collectively, these studies indicate that environmentally friendly products can enhance consumer trust and strengthen favorable brand perceptions, which ultimately contribute to long-term loyalty.

Despite these findings, previous research has largely examined green marketing as a multidimensional concept or combined it with other explanatory variables, including brand image, customer satisfaction, lifestyle, and corporate green image. Consequently, relatively little empirical evidence is available regarding the independent effect of green products on consumer loyalty, particularly within Indonesia's household detergent industry. To address this limitation, the present study specifically investigates the influence of green products as an independent variable on consumer loyalty among Rinso consumers in Indonesia..

Hypothesis Development

Green products provide consumers with environmental, functional, and symbolic value that can strengthen positive perceptions of a brand. When consumers recognize a product as environmentally responsible, they are more likely to develop favorable attitudes, continue purchasing the product, and recommend it to others. Empirical evidence from previous studies has consistently indicated that environmentally friendly

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products play an important role in fostering long-term consumer loyalty. Based on these theoretical and empirical considerations, the following hypothesis is formulated:

H1: Green Product has a positive and significant effect on Consumer Loyalty

Research Framework

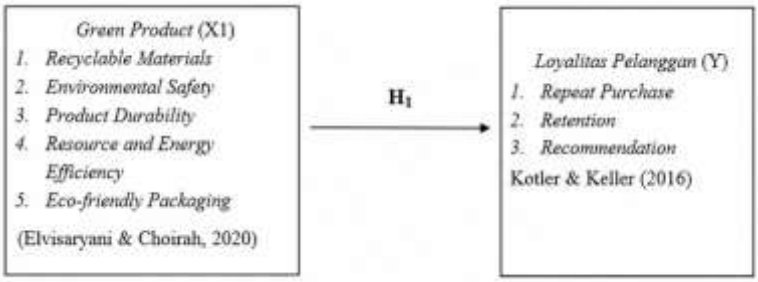


Figure 1. Reserch Framework

Research Method

This research appoints associative research with a quantitative approach. It aims to analyze the influence of Green Product (X on the Consumer Loyalty (Y) of Rinso consumers at PT Unilever Indonesia Tbk. The research is performed to identify the magnitude of the influence both partial and simultaneous of the predictor on outcome variable, based on statistical test results.

RESULTS AND DISCUSSION

Validity Test

Table 1: Summary of Validity Test Outcomes

Variable	Number of Items	Range of Corrected Item–Total Correlation	Criterion	Conclusion
X1	4	0.712–0.735	> 0.30	Valid
Y	5	0.665–0.778	> 0.30	Valid

Source: Data Processed with SPSS 25 (2026)

Construct validity of the items was established through Pearson's correlation coefficient. The analysis indicated that every indicator representing the Green Product and Consumer Loyalty variables fulfilled the required validity standard, as all obtained correlation coefficients (r-values) were higher than the minimum criterion of 0.080. These findings confirm that each measurement item possesses adequate construct validity and is therefore appropriate for inclusion in the subsequent statistical analyses.

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Reliability Assessment

Table 2. Reliability Assesment

Variable	Cronbach's Alpha	Interpretation
X1	0.868	Reliable
Y	0.888	Reliable

Source: Data Processed with SPSS 25 (2026)

The reliability analysis showed that all measurement instruments achieved an acceptable level of internal consistency in assessing the research variables. This result confirms that every indicator produced consistent measurements and can be considered reliable for the purposes of data collection. Consequently, all research instruments were regarded as appropriate for use in the subsequent statistical analyses.

Normality Test

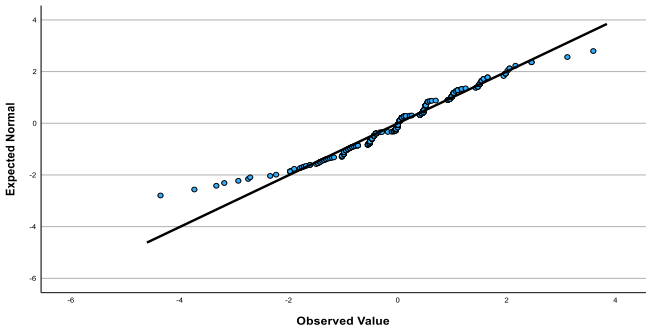


Figure 2. Normality Test

Based on the P–P Plot, the residuals are spotted cluster around the diagonal reference line and generally follow its direction. This distribution confirms that the residuals meet the assumption of normality, indicating that the regression model is appropriate for subsequent analyses.

Multicollinearity Test

Table 3. Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Green Product	.174	5.747

Based on the criteria proposed by Ghozali (2018), the explanatory variables do not suffer from multicollinearity..

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Heteroskedacity Test

Table 4. Heterokedacity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.224	.358		6.216	<,001
	TotalX1	-.044	.022	-.103	-2.020	.044

a. Dependent Variable: ABS_RES

Results signify the regression model is free from the problem of heteroscedasticity, meaning the residual variance is constant (homoscedasticity), and the model is suitable for further analysis assess the impact of Green Product on consumer loyalty.

Regression Analysis

Table 5. Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.628	.522		5.033	<,001
	TotalX1	1.076	.032	.867	33.989	<,001

Results of the regression analysis in table 5, the following regression equation is obtained:

$$Y = 2.628 + 1.076X_1 + e$$

The estimated relationship demonstrates :

1. Constant (a) = 2.628
   Value of 2.628 indicates that consumer loyalty is predicted to be 2,628 when Green Product (X_1) are held constant.
2. Green Product Coefficient (X_1) = 1.076
   The positive coefficient of 1.076 indicates that a one-unit increase in Green Product increases consumer loyalty by 1.076 units, Holding all other independent variables constant.

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Significance Test (t-test)

Table 6. Significance Test (t-test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.628	.522		5.033	<,001
	TotalX1	1.076	.032	.867	33.989	<,001

Value of t-test results, Green Product (X_1) has a positive significant impact on consumer loyalty (t = 33.989, p = <001 < 0.05); therefore, H_1 is accepted.

Simultanous Test (F-test)

Table 6. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5089.178	1	5089.178	1155.248	<,001[b]
	Residual	1682.812	382	4.405		
	Total	6771.990	383			

ANOVA results, the regression model produced an F-value 1155.248 and p-value < 0.001. Since the significance value is p < 0.05, the regression model is statistically significant. Therefore, H_1 is accepted, signaling X1 has a significant effect on Y, and the proposed regression model is interpreting the correlation among predictor and outcome.

Coefficient of Determination (R^2)

Table 7. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.752	.751	2.09887

The Model Summary suggests the regression model has an R 0.867, suggesting a strong positive correlation among X1 and Y. R^2 0.752, indicating 75.2% of the variation in outcome (Y) is explained by the independent variable (X1). The remaining 24.8% of omitted variable effect. Furthermore, the Adjusted R Square 0.751 indicates that the model retains a high The adjusted R-squared reflects the model's ability to explain

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changes in the measured outcome after accounting for the number of predictors. Standard Error of the Estimate is 2.09887, representing the average prediction error of the regression model.

DISCUSSION

Impact of Green Products on Consumer Loyalty

Results of the t-test reveal Green Product has a positive significant influence on consumer loyalty ($\beta = 1.076$, $t = 33.989$, $p < 0.001$), thereby supporting H_1. This finding indicates that consumers who perceive Rinso as an environmentally responsible brand are more likely to maintain their loyalty. Product characteristics such as recyclable packaging, environmentally safe materials, and sustainable product design contribute to strengthening consumer confidence, which in turn encourages repeat purchasing behavior. This conclusion is further supported by the descriptive analysis, where the Green Product variable achieved a high average score (mean = 4.04), suggesting that most respondents expressed positive evaluations of Rinso's commitment to environmental sustainability.

The findings are consistent with the Green Product concept, which emphasizes reducing environmental impacts throughout the product life cycle while providing additional value to consumers. Align with the research carried out by Bhaswara and D.P. (2021) and Harjadi et al. (2025), both of which reported that green product attributes positively contribute to consumer and brand loyalty. In contrast, Rahmayanti and Arifin (2022) found no significant correlation among green product quality and green customer loyalty. These differing results may be explained by variations in the research setting, measurement indicators, and respondent characteristics. Overall, this study suggests that improving environmentally friendly product attributes can serve as an effective strategy for strengthening consumer loyalty toward Rinso products.

CONCLUSION AND RECOMMENDATION

The conclusions drawn from the above discussion are as follows:

1. Green products have a positive impact effect on consumer loyalty.
2. Green promotion doesn’t have a significant impacton consumer loyalty.
3. Environmental information transparency has a positive significant impact on consumer loyalty.
4. Green products, green promotion, and environmental information transparency simultaneously have a positive significant impact on consumer loyalty.

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Recommendations in this research include:

1. In future studies, it is recommended to add other variables beyond those already discussed.
2. For future research, it is recommended to select a different research object from the existing ones.
3. Future research is encouraged to include a larger sample size.

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