

Green Marketing and Its Impact on Customer Loyalty: The Chain Mediation of Emotional Desire and Satisfaction

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Article Info

Article History:

Submitted 18 June 2025

Revised 6 October 2025

Accepted 10 October 2025

Keywords:

Brand Image, Customer Loyalty,
Customer Satisfaction, Emo-
tional Desire, Green Marketing

Abstract

This study aims to examine the influence of green marketing, brand image, and emotional desire on customer satisfaction and loyalty at McDonald's. The novelty of this research lies in integrating the psychological factor of emotional desire with green marketing and brand image within a single framework, which has rarely been tested simultaneously in the fast-food industry. A quantitative approach with a survey method was employed, involving 225 purposively selected respondents who had made at least two purchases. The data were analyzed using SmartPLS. The findings reveal that green marketing, brand image, and emotional desire significantly affect customer satisfaction. Furthermore, brand image and emotional desire have a direct positive impact on customer loyalty, while emotional desire also exerts an indirect effect on loyalty through satisfaction. In contrast, green marketing and brand image show no indirect influence through satisfaction on loyalty. From a managerial perspective, the results suggest that McDonald's should combine green marketing strategies with brand image reinforcement and emotional engagement, as these factors play a crucial role in improving customer satisfaction and building long-term loyalty.

Dampak Green Marketing terhadap Loyalitas Pelanggan dengan Mediasi Emotional Desire dan Kepuasan

Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh green marketing, citra merek, dan keinginan emosional terhadap kepuasan dan loyalitas pelanggan pada McDonald's. Kebaruan dari penelitian ini terletak pada pengintegrasian faktor psikologis emotional desire dengan green marketing dan citra merek dalam satu kerangka penelitian, yang sebelumnya jarang diuji secara bersamaan dalam industri makanan cepat saji. Pendekatan yang digunakan adalah kuantitatif dengan metode survei, melibatkan 225 responden yang dipilih secara purposive, yaitu pelanggan yang telah melakukan pembelian minimal dua kali. Data dianalisis menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa green marketing, citra merek, dan emotional desire berpengaruh signifikan terhadap kepuasan pelanggan. Selain itu, citra merek dan emotional desire memiliki pengaruh positif langsung terhadap loyalitas pelanggan, sementara emotional desire juga berpengaruh tidak langsung terhadap loyalitas melalui kepuasan. Sebaliknya, green marketing dan citra merek tidak menunjukkan pengaruh tidak langsung melalui kepuasan terhadap loyalitas. Dari sisi manajerial, hasil penelitian ini menyarankan agar McDonald's mengombinasikan strategi green marketing dengan penguatan citra merek serta keterlibatan emosional pelanggan, karena ketiga faktor tersebut berperan penting dalam meningkatkan kepuasan pelanggan dan membangun loyalitas jangka panjang.

JEL Classification: M31, M39, L81, D91

How to Cite: Pramadanti, R., Gultom, M., & Sihombing, R. E. (2025). Green Marketing and Its Impact on Customer Loyalty: The Chain Mediation of Emotional Desire and Satisfaction. *JDM (Jurnal Dinamika Manajemen)*, 16(2), 371-391.

INTRODUCTION

In the modern era, which is increasingly concerned about the environment, the concept of green marketing has become one of the main strategies implemented by various companies to attract consumers' attention. According to Gelderman et al. (2021), Green marketing is an activity designed to generate and facilitate transactions that aim to meet human needs and desires with minimal environmental impact. As one of the largest fast-food restaurant chains, McDonald's has adopted a green marketing strategy to increase its brand appeal and meet the demands of consumers increasingly aware of environmental issues.

The current growing phenomenon shows that consumers are increasingly selective in choosing the products they use, including in the fast-food industry. Issues of climate change, environmental sustainability, and the use of single-use plastic are significant concerns, and McDonald's has responded to this trend with various initiatives such as using environmentally friendly packaging, reducing plastic in food presentation, and implementing renewable energy in its restaurant operations (Nagarajan et al., 2019). According to Prabandaru & Soepatini (2024), Companies implementing authentic green marketing strategies can build consumer trust and increase brand loyalty. These steps aim to create a more responsible brand image that aligns with modern consumer values.

In addition to green marketing, brand image also plays an essential role in influencing consumer decisions. According to Erawan et al. (2024), Brand image is a perception formed in the minds of consumers based on their experience with a product. Consumers consider not only the quality of the product but also how a brand contributes to social and environmental issues. McDonald's campaigns highlight its concern for the environment

and community, such as recycling programs and sustainable raw materials, contributing to building a positive brand image in customers' eyes. Not only that, but in facing the healthy lifestyle trend, McDonald's has also begun to adjust its menu by offering more nutritious and more natural food choices, such as fresh salads and plant-based products, and reducing salt and sugar content in some of its menus (Lee et al., 2024).

On the other hand, emotional or personal desires of consumers are also factors that are no less important in determining customer satisfaction and loyalty. According to Ghorbanzadeh & Rahehagh (2020), emotional consumption experiences can provide greater satisfaction and build stronger relationships between customers and brands. Emotional Desire reflects how consumers feel and experience a brand, which can ultimately influence their purchasing decisions. In recent years, McDonald's has been trying to build emotional connections with customers through product innovations, nostalgia campaigns, and more personalised customer experiences. Examples include launching limited-edition menus that remind consumers of their childhood memories or digital initiatives that make it easier for customers to interact with the brand through a mobile application. In addition, McDonald's also presents a more modern and comfortable restaurant design, provides a more efficient drive-thru service, and expands digital payment options to increase customer convenience (Oladele, 2024). McDonald's has successfully built consumer loyalty and satisfaction through an integrated approach between green marketing, strong brand image, and emotional Desire. The company's efforts in implementing environmentally friendly strategies, such as using environmentally friendly packaging and reducing carbon emissions, are appreciated by consumers and positively impact their satisfaction (Masdar & Hidayat, 2024).

In addition, a consistent and positive brand image strengthens consumer trust in McDonald's products. On the other hand, emotional attachments built through personal experiences and relationships with the brand contribute significantly to purchasing decisions and long-term loyalty. These three factors complement each other and have proven effective in increasing McDonald's value and competitiveness in the eyes of modern consumers who are increasingly concerned about quality, experience, and sustainability (Sofyan & Karmela Fitriani, 2023). With the increasing competition in the fast-food industry, strategies based on green marketing, positive brand image, and emotional customer engagement are key elements in building customer loyalty. This article will discuss how green marketing, brand image, and emotional Desire increase customer satisfaction and loyalty at McDonald's. By analysing the relationship between these three factors in the context of current phenomena, this study is expected to provide insight for companies in developing more effective and sustainable marketing strategies.

According to Wong et al. (2023), The goal of green marketing is to create and support transactions that satisfy consumer demands and preferences while having as little negative influence on the environment as possible. Mazwan et al. (2023) added that implementing an authentic green marketing strategy can increase customer loyalty and build stronger trust in the brand. Meanwhile, Kewakuma et al. (2021) explain that green marketing is not only limited to marketing strategies but also includes sustainable and environmentally friendly product innovations.

Jabeen & Kavitha (2020) argues that green marketing can be measured based on four dimensions: The first is green product, where products are designed and marketed by emphasizing the values of sustainability and environmental concern. The goal is not only to reduce environ-

mental impacts, but also to build a positive image of the company, attract consumers who care about the environment, and create a competitive advantage in the market. Green product marketing strategies focus on transparency, consumer education, and consistent communication of environmentally friendly values; Green Price, which is setting prices that are under the quality of the products offered by the company to consumers; Green Place, which is the distribution of products that makes it easier for consumers to obtain products so that consumers do not need to spend fuel that can damage the environment; and Green Promotion, the use of promotional media as a tool to change public perception to be more environmentally friendly, for example, by using environmentally friendly shopping bags.

Firdaus et al. (2024) state that brand image is customers' perceptions of a brand are shaped by their experiences using a product or service. Harahap & Harahap (2023) mentions that a positive brand image can increase customer loyalty and drive brand preference in the long run. According to Sari & Saputro (2023), A strong brand image can provide a competitive advantage for companies by creating a deeper emotional connection between customers and the products offered.

Meanwhile, Winata Bernadine & Brastoro (2022) stated that consumer perception of a brand is formed through their experiences, information, and interactions with products, services, and marketing communications. Brand image reflects associations embedded in the minds of consumers towards a brand, whether related to quality, trust, emotions, or specific symbols. According to Firmansyah (2019), the dimensions of brand image are memorable brands, where brands stick firmly in consumers' memories so that the brand immediately comes to mind when they need a product or service. It is usually influenced by the consumers' simplicity, uniqueness, consistency, and positive ex-

periences towards the brand. Easily recognisable brands: brands that can be quickly recognised and remembered by consumers because they have strong characteristics, such as names, logos, colours, slogans, or consistent and attractive designs. Brands like this usually have a clear visual identity and message, making them easily distinguishable from competitors. Good brand reputation: positive perceptions of consumers, business partners, and the public towards a brand or company based on experience, product quality, business ethics, and other interactions. This reputation is formed over time and greatly influences business success.

Pham et al. (2021) argue that emotional desire is consumption experiences that involve emotional aspects can create a stronger connection between customers and brands. Hajjid et al. (2022) also confirm that emotional factors play an important role in purchasing decisions and customer satisfaction. According to Yan (2020), strong emotional Desire towards a brand can strengthen affective attachment that directly impacts customer loyalty and advocacy towards the brand. With this theoretical basis, this study will examine how implementing green marketing, brand image, and emotional Desire can increase customer satisfaction and loyalty at McDonald's.

Meanwhile, Taufik & Utama (2023) identified four dimensions of emotional Desire: Joy, Acceptance, Disgust, Fear, Anger, and Surprise. Joy is a positive, happy, or satisfied feeling consumer's feel towards a brand, product, or experience. Marketing strategies emphasizing joy aim to create a pleasant customer experience, build positive associations with the brand, and increase loyalty and repeat purchases. Acceptance and disgust are positive reactions or feelings of comfort that customers feel towards a brand, product, or marketing message. The goal is to foster trust, increase consumer loyalty, and show that the brand aligns with consumer identity

and values. Disgust is a negative emotion that can raise awareness of social, health, or environmental issues, encourage quick action, and show the brand's care. Fear and anger are caused by perceived danger, such as fear of buying something online due to bad reviews. Anger is a strong emotion arising from injustice, disappointment, or unfair treatment, used to arouse consumer emotions about social, political, or environmental issues and encourage action. Surprise and anticipation are emotions that capture attention, leave a lasting impression, and increase recall of a campaign or brand. Anticipation increases customer curiosity, expectation, and engagement, usually around a product launch or major event.

Customer satisfaction is a person compares their expectations with their view of a product's performance or results, they can feel either satisfied or disappointed. The consumer will feel satisfied if the product's performance matches or exceeds expectations. Conversely, dissatisfaction will arise if it does not match. While Lelasari & Bernarto (2023) state that customer satisfaction is the customer's response to the evaluation of a perceived mismatch between previous expectations and the perceived actual performance of the product after its use. Tsabita & Djamaludin (2023) said customer satisfaction results from consumers' evaluation of the products or services they receive, by comparing them to their initial expectations. If the performance of the product or service meets or exceeds expectations, then consumers will feel satisfied; conversely, if it is below expectations, then dissatisfaction will arise. Customer satisfaction reflects the perception and emotional response of consumers, which significantly influences repurchase decisions, loyalty, and the company's image in the eyes of consumers.

According to Jonathan & Sari (2023), there are three dimensions of customer satisfaction. The first is conformity to expect-

tations, which occurs when a customer's experience with a product matches or even exceeds their expectations. Customer expectations can be formed from various factors, such as promotions, reviews, previous experiences, and recommendations from others. Repurchase intention occurs when customers are satisfied with their knowledge and want to return to using the same product in the future. This interest shows that customers are happy for a moment and tend to remain loyal to the product; Willingness to recommend occurs when satisfied customers voluntarily recommend the product to others, such as friends, family, or colleagues.

Customer loyalty is a strong resolve to continuously buy or subscribe to a particular product or service in the future, even in the face of circumstances and marketing campaigns that could persuade consumers to switch. As such, loyalty encompasses more than just repurchasing; it also refers to the customer's resolve to stick with the brand in the face of temptation from rivals (Wicaksana & Ardyana, 2024). According to Sofyan & Karmela Fitriani (2023), this state occurs when consumers have a favorable opinion of a brand, are determined to make additional purchases in the future, and are resistant to pressure from rivals. While Apria & Parahiyanti (2023) said customer loyalty is a form of consumer commitment and loyalty to a brand, product, or company shown through consistent repeat purchases, and willingness to recommend it to others. Loyalty is reflected not only in purchasing behaviour but also in positive attitudes, trust, and customer resistance to the influence of competitors. Customer loyalty is an essential factor in building long-term relationships and business sustainability.

Meanwhile, Sudari et al. (2019) said there are three dimensions in consumer loyalty: repeat (loyalty in purchasing a product), which refers to customer loyalty demonstrated through repeat product purchases. Loyalty arises due to vario-

us factors, such as product quality, good customer service, competitive prices and consistent positive experiences; retention, refers to the ability of a business to retain customers to continue using the product in the long term, where customers reflect how well the company can maintain relationships with customers so that they do not switch to competitors; referrals, refers to customer loyalty demonstrated through their recommendations or referrals to others, such as friends, family, or co-workers. When customers are satisfied with a product, they share their positive experiences, which can attract new customers organically.

This research is important for McDonald's because it provides a deeper understanding of how green marketing, brand image, and emotional desire contribute to customer satisfaction and loyalty. While McDonald's has already invested in environmentally friendly initiatives and brand campaigns, the extent to which these strategies translate into long-term loyalty remains underexplored. Insights from this study can help McDonald's managers design marketing strategies that not only meet sustainability expectations but also build strong emotional connections with consumers in a highly competitive fast-food industry. However, a review of previous studies reveals that most research on green marketing and brand image has primarily focused on their direct influence on satisfaction or loyalty, often neglecting the psychological role of emotional desire as an intervening factor. Moreover, empirical studies that combine these three variables in the fast-food context, especially in developing markets, are still limited. This represents a clear research gap that needs to be addressed.

The novelty of this study lies in integrating emotional desire as a psychological construct with green marketing and brand image within one comprehensive framework, and in testing both their direct and mediating effects on satisfaction and

loyalty in the fast-food industry. This approach distinguishes the study from earlier research that tended to analyze these factors separately or in other industries. By filling this gap, the study not only contributes to theoretical development but also offers practical guidance for McDonald's in strengthening customer loyalty through sustainable and emotionally engaging marketing strategies.

Hypotheses Development

The Relationship between Green Marketing and Customer Satisfaction

Green marketing significantly impacts customer satisfaction because consumers are increasingly aware of the importance of environmental sustainability. According to Kewakuma et al. (2021), consumers who believe eco-friendly products are of high quality and do not harm the environment will be more satisfied with the product. While Alamsyah et al. (2018) and Gelderman et al. (2021) found that green products that still have high quality will increase customer satisfaction, because customers not only get benefits for themselves but also for the environment, companies that implement green marketing strategies well can build a positive image in the eyes of customers and ultimately increase customer satisfaction. Green marketing impacts customer satisfaction by increasing trust, offering high-quality products, and creating an environmentally responsible brand image. Consumers are more satisfied when they feel their purchases positively impact the environment and health.

H1: Green Marketing has a significant effect on Customer Satisfaction.

The Relationship between Brand Image and Customer Satisfaction

Brand image is a customer's perception based on their experiences, opinions, and associations. According to Tahir et

al. (2024), a good brand image increases customer satisfaction by creating positive expectations before using the product and providing quality assurance, making customers more confident in their purchasing decisions. While Firdaus et al. (2024) said that brand image greatly influences customer satisfaction because a brand with a good image creates a sense of security for customers, if customer expectations match their experience, then satisfaction will increase. A brand with a good image assures that the product purchased has a reliable standard. It reduces customer fear or doubt, which ultimately increases satisfaction.

H2: Brand image has a significant effect on Customer Satisfaction.

The Relationship between Emotional Desire and Customer Satisfaction

The emotional drive that arises in customers when they interact with a brand or product, due to the emotional Desire that plays an essential role in shaping customer satisfaction as well as purchasing decisions, is often based not only on logic but also on emotional factors (Pham et al, 2021). According to Ghorbanzadeh & Rahehagh (2020), customer satisfaction is not only influenced by the functional benefits of the product but also by the emotional experience that the brand provides, where customers are more satisfied when they feel valued, understood, and have an emotional attachment to the brand. Meanwhile, Manthiou et al. (2020) argue that emotional Desire significantly influences customer satisfaction because it helps create memorable experiences, builds emotional attachment to the brand, and increases customer loyalty. Brands that understand and fulfill customers' emotional desires will more successfully maintain customer satisfaction and loyalty in the long term.

H3: Emotional Desire has a significant effect on Customer Satisfaction.

The Relationship between Green Marketing and Customer Loyalty

Green marketing is a marketing strategy emphasizing environmentally friendly business practices to meet the needs of customers who care about sustainability. This strategy not only affects customer satisfaction but also significantly impacts customer loyalty. According to Aslam et al. (2023) and Rainanto et al. (2023), companies implementing authentic green marketing strategies can strengthen brand image and customer loyalty. McDonald's has implemented various green initiatives, such as reducing plastic, using recycled packaging, and increasing energy efficiency in its restaurants, so that these efforts increase positive consumer perceptions of the brand, especially from those who care about the environment. While Azzahra & Nurhadi (2021) said McDonald's green marketing, as cutting back on plastic use, encouraging sustainable farming, and offering eco-friendly eating options, has been proven to strengthen customer loyalty, especially those aware of environmental issues. McDonald's green marketing strategy has a positive effect on customer loyalty, where practices such as the use of environmentally friendly packaging, reducing plastic waste, and providing plant-based menus have succeeded in improving brand image and positive perceptions in the eyes of consumers (Sofyan & Karmela Fitriani, 2023). It has an impact on increasing satisfaction and emotional attachment, which ultimately drives sustainable customer loyalty. This loyalty is stronger, especially in consumer segments with high environmental awareness.

H4: Green Marketing has a significant effect on Customer Loyalty.

The Relationship between Brand Image and Customer Loyalty

Brand image influences customer loyalty because a good perception of the brand will create satisfaction, and satis-

faction will create loyalty, so that a positive, strong, and consistent brand image creates a good perception in the minds of customers, which has an impact on trust and satisfaction (Cahyani et al., 2021). Permadhi et al., (2024) said when customers believe in the quality and value offered by a brand, they will tend to make repeat purchases, even recommend it to others, and brands with a good image will be better able to survive the competition because customers will remain loyal even though there are many choices in the market. Companies that can convey a commitment to the environment while maintaining a strong brand image will be more successful in building long-term relationships with customers. These two factors complement each other in influencing consumer perceptions and behavior in the long term, so that brand image is not just about visuals or big names, but about how consumers perceive and feel the brand. When the positive perception follows consumers' expectations and personal values, loyalty will form naturally and sustainably (Nadjwa et al., 2024).

H5: Brand Image has a significant effect on Customer Loyalty.

The Relationship between Emotional Desire and Customer Loyalty

Customer loyalty is not only based on rational satisfaction. Still, it is also greatly influenced by the emotional bond created between customers and brands, so that emotional Desire establishes a kind of chemistry between customers and brands, which can encourage customers to remain loyal even when there are other cheaper or more practical options (Yan, 2020). When customers feel a strong emotional connection to a brand, they not only purchase the product or service because of a functional need, but also because of the emotional needs that the brand fulfills. According to Priyatna & Chandra (2024), argues that customer emotional desires towards a

brand have a significant influence on customer loyalty, when customers feel they have a strong emotional connection with a brand, they are more likely to make repeat purchases and build long-term bonds with the brand and this emotional factor encourages customers to be more loyal, even when faced with cheaper or more accessible alternatives.

H6: Emotional Desire has a significant effect on Customer Loyalty.

The Relationship between Customer Satisfaction and Customer Loyalty

Customer satisfaction plays an essential role in creating customer loyalty. Customers who are satisfied with their experience will be more likely to stick to the same product or service in the future (Solihin & Ahyani 2023). Apria & Parahiyanti (2023) stated that customer satisfaction plays a vital role in driving customer loyalty, so satisfied customers are likelier to remain loyal to the brand, make repeat purchases, and recommend the brand to others. Therefore, companies must focus on creating a satisfying customer experience, ensuring that the products and services they offer meet or exceed customer expectations. Wulandari & Habib (2023) respond that high satisfaction will result in stronger and more sustainable loyalty, which is very important for the company's long-term success, as high customer satisfaction increases the likelihood of customer loyalty. It is because satisfied customers feel that the brand or company provides value that matches their expectations.

H7: Customer Satisfaction has a significant effect on Customer Loyalty.

The Relationship between Green Marketing and Customer Loyalty through Customer Satisfaction

Green marketing is a marketing strategy that emphasizes environmentally friendly products or services and sustainable

business processes. Customers tend to be more satisfied with brands that align with their values, such as concern for the environment. When a company implements green marketing, it creates an image as a socially and environmentally responsible company (Gelderman et al., 2021). Hendriani (2024) states that green marketing affects customer satisfaction through customer loyalty because marketing strategies that focus on environmental sustainability can build a positive image, increase trust, and create emotional relationships based on values between customers and companies, while customer loyalty that is formed from the suitability of these values encourages positive experiences and a more profound sense of satisfaction with the product or brand. Thus, loyalty built through a green marketing approach becomes essential in sustainably creating and increasing customer satisfaction. Green marketing implemented by McDonald's, like employing sustainable business methods and eco-friendly packaging, forms customer loyalty based on shared values regarding environmental concerns. This loyalty then creates customer satisfaction, because they feel they support a responsible brand and are in line with their principles. Thus, green marketing is essential in increasing customer satisfaction by strengthening loyalty to the brand (Prabandaru & Soepatini, 2024).

H8: Green Marketing has a significant effect on Customer Loyalty through Customer Satisfaction.

The Relationship between Brand Image and Customer Loyalty through Customer Satisfaction

Brand image is how customers view and evaluate a brand in terms of product quality, reputation, social responsibility, and the lifestyle it represents. If a brand image is positive and strong, customers tend to have high expectations of the brand. When a brand consistently main-

tains a positive image (e.g., trustworthy, innovative, environmentally friendly, premium), customers will emotionally connect with the brand (Firdaus et al., 2024). Tahir et al. (2024) state that a strong and positive brand image can build customer loyalty because customers trust and feel emotionally attached to the brand. This loyalty then impacts increasing customer satisfaction, because they think they have made the right and meaningful choice. McDonald's strong and consistent brand image creates trust and emotional attachment to customers. It encourages long-term loyalty, a significant factor in increasing customer satisfaction, because they feel their needs and expectations are always met (Andreani et al., 2012).

H9: Brand Image has a significant effect on Customer Loyalty through Customer Satisfaction.

The Relationship between Emotional Desire and Customer Loyalty through Customer Satisfaction

Emotional Desire creates a strong emotional connection between customers and brands. This connection forms customer loyalty that is not only rational but also emotional. Loyalty based on emotion makes customers feel more connected and

understood, thus creating more profound and longer-lasting satisfaction (Rychalski and Hudson 2017). Wicaksana and Ardyan (2024) said that emotional Desire affects customer satisfaction by creating more profound and personal emotional loyalty. When customers feel that the brand understands and fulfills their emotional desires, loyalty will be formed strongly, and from this loyalty comes a more sincere and lasting sense of satisfaction. According to Yulianti (2020), emotional desires are vital in creating deeper relationships between customers and brands. When a brand can fulfill customers' emotional desires, such as comfort, pride, nostalgia, or emotional closeness, this encourages the formation of customer loyalty that is rational and emotional. Loyalty built from this emotional bond makes customers more loyal, engaged, and tolerant of shortcomings, ultimately resulting in higher and more sustainable satisfaction.

H10: Emotional Desire has a significant effect on Customer Loyalty through Customer Satisfaction.

Figure 1 shows the conceptual thinking framework of the research and hypotheses developed based on the relevant literature:

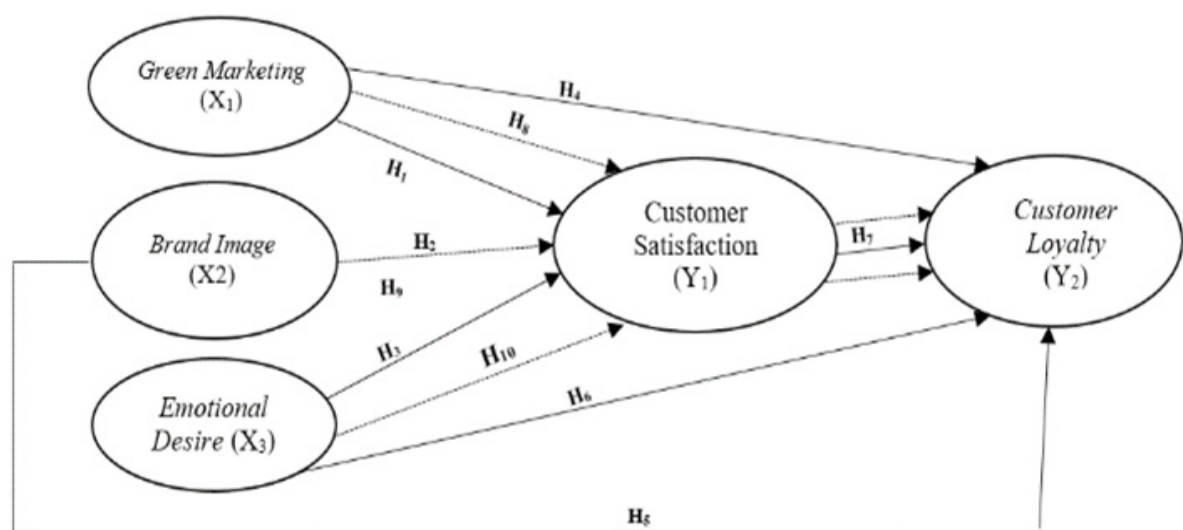


Figure 1. Research Framework

METHOD

Research Design

This study employs a quantitative survey approach to examine the influence of green marketing, brand image, and emotional desire on customer satisfaction and loyalty toward McDonald's. A structured questionnaire was distributed online via Google Forms to obtain primary data from respondents. The explanatory research aims to analyze causal relationships between constructs using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach.

Population and Sample

Research data was collected at McDonald's for two months at the beginning of from February to March 2025. The population in this study comprises customers of McDonald's who have made at least two purchases within the last two months. To enhance sample relevance and avoid overly general responses, the study applied purposive sampling with specific inclusion criteria: Respondents must be aged between 17 and 50 years, reside in urban areas in Indonesia, and they are aware of or concerned about environmental issues, as indicated by their willingness to participate in green-themed surveys. A total of 225 valid responses were collected. The sample size was determined using Hair et al., (2019) guidelines, which suggest a minimum of 10 times the number of structural paths leading to any latent variable in the model. Given that the most complex construct has four predictors, a minimum of 200 samples is adequate, allowing this study to meet both statistical power and representativeness.

Instrument Development

The questionnaire consists of five sections, each corresponding to one construct: Green Marketing (GM), four

items; Brand Image (BI), three items; Emotional Desire (ED), four items; Customer Satisfaction (CS), three items; and Customer Loyalty (CL), three items. All items were measured using a five-point Likert scale: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree. The items were adapted from previous validated studies as follows: Green Marketing (Gelderman et al., 2021), Brand Image (Tahir et al., 2024), Emotional Desire (Ghorbanzadeh & Rahehagh, 2020), Satisfaction & Loyalty (González-Viralta et al., 2023; Mudrika et al., 2024)

Data Collection Procedure

Data collection was conducted from February to April 2025. Respondents were recruited through social media platforms and online communities related to fast food, environmental issues, and digital consumers. Before completing the questionnaire, participants were provided with an informed consent form, and their confidentiality and anonymity were guaranteed. The questionnaire was administered online via a Google Form. This study received ethical approval from the University's Research Ethics Committee before data collection began, following the ethical principles of scientific research. Furthermore, the Smart-PLS 3.0 software analyses the data through several testing procedures, such as model validity and reliability, Discriminant Validity, F, R, Q², and hypothesis testing.

RESULT AND DISCUSSION

Outer Model

In this measurement model analysis at Table 1, PLS-SEM is used to evaluate the reliability and validity of the construct measures. There are two criteria to measure whether the outer model meets the convergent validity requirements for reflective constructs, namely loading factors (>

0.70) and AVE (> 0.50). Based on the loading factor validity test, all values of each construct's manifest variable loadings or indicators are more significant than 0.70, indicating that they have met the validity standards based on the loading values. Meanwhile, the average variance extracted

(AVE) is more than 0.50. The following table presents the descriptive data analyzed to determine customer satisfaction, the influence of green marketing, brand image, and emotional Desire on customer loyalty at McDonald's in Bekasi.

Table 1. Measurement Model Results (Outer Model)

Variable	Indicator	Questionnaire items	Outer Loading	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Green Marketing (X1)	Green Product	GM1	0.757	0.911	0.886	0.595
		GM3	0.764			
	Green Price	GM4	0.780			
		GM5	0.752			
	Green Place	GM6	0.837			
		GM7	0.781			
	Green Promotion	GM8	0.724			
Brand Image (X2)	Memorable brands	BI 9	0.732	0.894	0.858	0.586
		BI10	0.819			
	Easily recognizable brand	BI11	0.719			
		BI12	0.803			
	Good brand reputation	BI13	0.768			
		BI14	0.747			
Emotional Desire (X3)	Joy and sadness	ED15	0.800	0.856	0.777	0.598
	Acceptance and disgust	ED18	0.780			
	Afraid and angry	ED19	0.758			
	Surprise and anticipation	ED21	0.756			
Customer Satisfaction (Y1)	Expectations fit	CS23	0.774	0.804	0.635	0.578
	Interest in returning	CS26	0.738			
	Willingness to recommend	CS27	0.769			
Customer Loyalty (Y2)	Repeat	CL29	0.758	0.895	0.859	0.588
		CL30	0.800			
	Retention	CL31	0.812			
		CL32	0.715			
	Referrals	CL33	0.772			
		CL34	0.740			

Source: Processed Data (2025)

The study's results found that all variables used met the validity and reliability criteria, as indicated by the correlation value of each component. Measurement by looking at the loading factor value is considered to meet the requirements if the value is >0.70 or close to 0.7 and the average

variance extracted (AVE) value ≥ 0.5 , which indicates good agreement between components. The AVE value ranges from 0.578 to 0.598, indicating that all variables meet the AVE standard, so creating latent variables is valid or safe (Hair et al., 2019).

Discriminant Validity – Fornell-Larcker

Discriminant Validity Test tests the validity of discriminants with reflective indicators by looking at the cross-loading value for each variable, which must be > 0.7. Another method that can be used is to compare the square root value of the

average variance extracted (AVE) value of each construct with the correlation between other constructs in the model; then, the model is categorized as having a good discriminant validity value (Hair et al., 2019).

Table 2. Discriminant Validity-Fornell Lacker

	Brand Image	Consumer Loyalty	Consumer Satisfaction	Emotional Desire	Green Marketing
Brand Image	0.766				
Consumer Loyalty	0.742	0.767			
Consumer Satisfaction	0.694	0.739	0.760		
Emotional Desire	0.704	0.831	0.733	0.774	
Green Marketing	0.820	0.762	0.719	0.748	0.772

Source: Processed Data (2025)

Table 2 shows the highest value for each variable, such as brand image (0.766), Consumer Loyalty (0.767), customer satisfaction (0.760), emotional Desire (0.774), and green marketing (0.772). Assume that it is possible to show that the search factor value of each variable is higher than that of other latent constructs. In that case, discriminant validity can be considered valid based on this finding. Consequently, discriminant validity can be considered accurate (Hair et al., 2019).

Coefficient of determination of R-squared (R²)

The Coefficient of determination (R² value) is used to measure the predictive power of the structural model against exogenous variables and endogenous variables. The linear regression test produces R-squared (R²). Hair et al. (2019) state that 0.75 (very strong), 0.5 (moderate), and 0.25 (weak). By using the PLS Algorithm, it was obtained that customer satisfaction (0.617) and customer loyalty (0.759).

Table 3. Determination Coefficient Test (R-squared)

Variable	R Square	R Square Adjusted	Results
Consumer Loyalty	0.759	0.754	Very Powerful
Consumer Satisfaction	0.617	0.612	Medium

Source: Processed Data (2025)

Table 4. Prediction Accuracy Test (Q²)

Variable	SSO	SSE	Q² (=1-SSE/SSO)
Consumer Satisfaction	675.000	446.700	0.338
Consumer Loyalty	1350.000	759.114	0.438

Source: Processed Data (2025)

Table 3 finds the model has a medium power if the variable R-square value is above 0.50 (Hair et al., 2019). The R-squared value for customer satisfaction is 0.617, which can be concluded in the medium category. While the R-squared value for customer loyalty is 0.759, it can be considered a powerful category.

According to (Hair et al., 2019), in addition to measuring the effect size, the guidelines for determining how accurate the prediction is are 0.02 (small), 0.15 (medium), and 0.35 (large). Based on Table 4, the prediction accuracy value for the customer satisfaction variable is 0.338, which can be concluded to be in the medium category. Customer loyalty is 0.438, which can be concluded to be in the large category.

Effect Size (f^2)

The F^2 effect size measurement assessed the impact of the exogenous construct removed on the endogenous construct, categorizing it as weak (0.02), moderate (0.15), high (0.35), or no effect (0.02) (Hair et al., 2019).

The effect size of the model (f^2) is calculated to determine the impact of the omitted constructs on the endogenous constructs. The study found that brand image and green marketing do not affect customer satisfaction and loyalty, and customer satisfaction also does not moderately affect customer loyalty. However, emotional Desire significantly affects customer satisfaction and loyalty.

Table 5. F Test

Variable	F Square	Result
Green marketing -> Customer Satisfaction	0.044	Weak
Green marketing -> Customer loyalty	0.022	Weak
Brand image -> Customer satisfaction	0.035	Weak
Brand image -> Customer loyalty	0.036	Weak
Emotional Desire -> Customer satisfaction	0.173	Medium
Emotional Desire -> Customer loyalty	0.346	High
Customer satisfaction -> Customer loyalty	0.042	Weak

Source: Processed Data (2025)

Path Coefficient Analysis

Significant values were stated in a two-tailed t-test statistic at 0.5%, and the bootstrapping process was used. According to the results, all path coefficients were less than 0.05 ($p < 0.05$). All T-sta-

tistics were found to be higher than the T-table (1.96), and the variable construct had a strong and positive impact on other constructs in the model (Hair et al., 2019). Table 6 shows a reference for assessing the hypothesis.

Table 6. Path Coefficient

Variable	Coefficient	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Green Marketing -> Consumer Satisfaction	0.250	0.254	0.086	2.912	0.004	Supported
Green Marketing -> Consumer Loyalty	0.143	0.136	0.077	1.850	0.065	Not Supported
Brand Image -> Consumer Satisfaction	0.208	0.206	0.070	2.969	0.003	Supported

Brand Image -> Consumer Loyalty	0.170	0.168	0.060	2.820	0.005	Supported
Emotional Desire -> Consumer Satisfaction	0.399	0.399	0.080	5.019	0.000	Supported
Emotional Desire -> Consumer Loyalty	0.485	0.489	0.064	7.573	0.000	Supported
Consumer Satisfaction -> Consumer Loyalty	0.163	0.168	0.069	2.359	0.019	Supported
Green Marketing -> Consumer Satisfaction -> Consumer Loyalty	0.041	0.043	0.024	1.696	0.090	Not Supported
Brand Image -> Consumer Satisfaction -> Consumer Loyalty	0.034	0.035	0.021	1.633	0.103	Not Supported
Emotional Desire -> Consumer Satisfaction -> Consumer Loyalty	0.065	0.066	0.029	2.223	0.027	Supported

Source: Processed Data (2025)

Discussion

The results of the first hypothesis research show a positive path coefficient of 0.250 between Green Marketing and customer satisfaction, a T-statistic of 2.912, higher than the T-table of 1.96, and a P-value of 0.004, lower than 0.05. The regression findings indicate that the first hypothesis is accepted, so it can be stated that green marketing can affect customer satisfaction. According to research by Gelderman et al. (2021), McDonald's can show that they care about the environment while still providing good product quality, and customer satisfaction increases because ethical and practical values are fulfilled at the same time. However, this is different from previous research. Dewi (2020) stated that green marketing does not significantly affect customer satisfaction. In his study, he explained that customers are still dissatisfied if the food is not tasty or the service is bad, so green marketing is only a complement, not the primary determinant of satisfaction.

The results of the second hypothesis study show a positive path coefficient of

0.143 between Green Marketing and customer loyalty, a T-statistic of 1.850 lower than the T-table of 1.96, and a P-value of 0.065 higher than 0.05. The regression findings indicate that the second hypothesis is rejected, so it can be stated that green marketing cannot influence customer loyalty. Adnan et al. (2023) found that green marketing can convey positive values. However, if it does not create a strong emotional connection, customers will not feel attached and can still switch to other competitors. However, this is different from previous research, according to Chea (2024), who states that green marketing significantly affects customer loyalty. In his study, he explained that McDonald's implements environmentally friendly practices in absolute terms (for example, using sustainable raw materials or reducing plastic waste), so customers who care about the environment will trust more and tend to continue choosing McDonald's to form loyalty.

The results of the third hypothesis research show a positive path coefficient of 0.208 between brand image and customer

satisfaction, a T-statistic of 2.969, higher than the T-table of 1.96, and a P-value of 0.003, lower than 0.05. The regression findings indicate that the third hypothesis is accepted, so it can be stated that brand image can affect customer satisfaction. Similar to research, according to Cahyani et al. (2021), McDonald's image as a reliable brand allows customers to give higher tolerance, strengthening their satisfaction. However, in contrast to previous research, Iffat and Tarigan (2023) stated that brand image does not affect customer loyalty. In his study, he explained that if the customer experience at McDonald's does not match the expectations formed by the brand image, then the customer will remain dissatisfied, even though the brand is well-known or positive.

The results of the fourth hypothesis research show a positive path coefficient of 0.170 between brand image and customer loyalty, a T-statistic of 2.820, higher than the T-table of 1.96, and a P-value of 0.005, lower than 0.05. The regression findings indicate that the fourth hypothesis is accepted, so it can be stated that brand image can affect customer loyalty. According to Tahir et al. (2024), McDonald's, which is known globally for its values of consistency and convenience, can retain loyal customers, especially those who feel emotionally attached. However, this is different from previous research. Musharofah and Martiyanti (2024) stated that brand image does not significantly affect customer loyalty. In his study, he explained that even though customers know the brand positively, if the consumption experience is inconsistent or disappointing, loyalty will not be formed, even though the brand image is strong.

The results of the fifth hypothesis research show a positive path coefficient of 0.399 between emotional Desire and customer satisfaction, a T-statistic of 5.019, higher than the T-table of 1.96, and a P-value of 0.000, lower than 0.05. The

regression findings indicate that the fifth hypothesis is accepted, so it can be stated that emotional Desire can affect customer satisfaction. According to Manthiou et al. (2020), McDonald's successfully created an emotional bond, such as greeting customers in a friendly manner or providing a personal experience. Hence, customers are more satisfied overall, even though the price or quality of the food is the same as that of competitors. However, this differs from previous research, according to Aziz and Sudarwanto (2020), who state that emotional Desire does not significantly affect customer satisfaction. In his study, he explained that McDonald's has many transactional and not emotionally attached customers, so emotional Desire is not always a determinant of satisfaction.

The results of the sixth hypothesis research show a positive path coefficient of 0.485 between emotional Desire and customer loyalty, a T-statistic of 7.573, higher than the T-table of 1.96, and a P-value of 0.000, lower than 0.05. The regression findings indicate that the sixth hypothesis is accepted, so it can be stated that emotional Desire can influence customer loyalty. According to Yan (2020), when McDonald's builds a fun and emotional experience, customers will find it harder to turn to competitors. However, this differs from previous research, according to Hidayati and Huda (2023), who stated that emotional Desire does not significantly affect customer loyalty. In his study, he explained that customers can feel happy because of the atmosphere. Still, if the food or service is inconsistent, they will not become loyal customers even though they have had a positive emotional experience.

The results of the seventh hypothesis research show a positive path coefficient of 0.163 between customer satisfaction and customer loyalty, a T-statistic of 2.359, higher than the T-table of 1.96, and a P-value of 0.019, lower than 0.05. The regression findings indicate that the

seventh hypothesis is accepted, so it can be stated that customer satisfaction can affect customer loyalty. According to Septivianto and Sarwoko (2024), if customers feel that their experience at McDonald's is satisfactory, they will prefer to return to McDonald's rather than try other competitors. However, this differs from previous research, according to Setiawan et al. (2023), who stated that customer satisfaction does not significantly affect customer loyalty. In his study, he explained that McDonald's customers could be satisfied with one experience, but not loyal because of the many choices of competitors, attractive promotions elsewhere, or because the satisfaction is not deep enough to form a long-term bond.

The results of the eighth hypothesis research show a positive path coefficient of 0.041 between green marketing and customer loyalty through customer satisfaction, a T-statistic of 1.696 lower than the T-table of 1.96, and a P-value of 0.090 higher than 0.05. The regression findings indicate that the eighth hypothesis is rejected, so it can be stated that green marketing cannot influence customer loyalty through customer satisfaction. According to Jabeen and Kavitha (2020), research states that consumers will be loyal only if they believe that green marketing adds value to their consumption experience. If green marketing does not improve food quality, price, or convenience, then satisfaction does not increase, and loyalty is also not achieved. However, in contrast to previous research, Masdar and Hidayat (2024) stated that green marketing can influence customer loyalty through customer satisfaction. In his study, he explained that customers who appreciate green initiatives tend to feel more satisfied with the product, indirectly increasing loyalty. Therefore, McDonald's customers who appreciate green steps such as recycling, emission reduction, and sustainability programs will be more loyal to the brand.

The results of the ninth hypothesis research show a positive path coefficient of 0.034 between brand image and customer loyalty through customer satisfaction, a T-statistic of 1.633, lower than the T-table of 1.96, and a P-value of 0.103, higher than 0.05. The regression findings indicate that the ninth hypothesis is rejected, so it can be stated that brand image cannot influence customer loyalty through customer satisfaction. Similar to research, according to Rawis et al. (2020), a good brand image can increase temporary satisfaction. Still, the mismatch between expectations and reality can reduce loyalty even though satisfaction is achieved. However, this differs from previous research, according to Erawan et al. (2024), who state that brand image can affect customer loyalty through customer satisfaction. In his study, he explains that customer satisfaction generated by a consistent and reliable brand experience will result in customer loyalty, so that a good brand image strengthens customer satisfaction, which is the basis for long-term loyalty.

The results of the tenth hypothesis research show a positive path coefficient of 0.065 between emotional Desire and customer loyalty through customer satisfaction, a T-statistic of 2.223, higher than the T-table of 1.96, and a P-value of 0.027, lower than 0.05. The regression findings indicate that the tenth hypothesis is accepted, so it can be stated that emotional Desire can influence customer loyalty through customer satisfaction. Similar to research according to Wicaksana and Ardyan (2024), customers become loyal not only because of good products, but because of the emotional attachment built by the brand, where McDonald's uses emotional campaigns (family ads, children, eating together traditions) that arouse emotional Desire. Satisfaction and loyalty grow when customers feel that McDonald's is part of a critical moment. However, this differs from previous research, according

to Aziz and Sudarwanto (2020), who state that emotional Desire does not affect customer loyalty through customer satisfaction. In his study, he explained that customers may like the McDonald's brand and feel satisfied during a particular visit. However, that does not make them loyal to come back, especially if competitors offer similar menus at lower prices or a more attractive atmosphere.

CONCLUSION AND RECOMMENDATION

This study reveals that, in the context of McDonald's consumers, customer satisfaction and loyalty are shaped by both functional and emotional aspects. The results indicate that green marketing has a significant positive effect on customer satisfaction, suggesting that consumers increasingly value environmentally friendly business practices. However, green marketing does not have a direct effect on customer loyalty. This implies that while consumers appreciate McDonald's eco-friendly initiatives, environmental concern alone is not sufficient to make them loyal customers unless it is supported by consistently satisfying experiences.

Furthermore, brand image plays a crucial role in influencing both satisfaction and loyalty. Customers who perceive McDonald's positively in terms of its global reputation, product quality, and service consistency tend to show higher levels of satisfaction and loyalty. Meanwhile, emotional desire emerges as a key psychological factor that strengthens both satisfaction and loyalty. Experiences that evoke joy, comfort, or nostalgia while visiting McDonald's can foster deep emotional attachments, ultimately reinforcing customer loyalty. The findings also reveal that emotional desire indirectly affects satisfaction through loyalty, demonstrating that positive emotional experiences can cultivate long-term relationships between customers and the brand. However, the

study also shows that customer loyalty does not act as a significant mediator between green marketing and brand image on customer satisfaction. This suggests that loyalty alone is not sufficient to generate satisfaction unless accompanied by meaningful, pleasant experiences and tangible perceptions of value derived from green initiatives or brand image.

Based on these findings, several practical implications can be proposed. McDonald's is encouraged to enhance its green marketing strategies with a more emotionally engaging approach and direct customer participation to foster deeper loyalty. The company should also continue to strengthen its brand image through consistent communication, product innovation, and service quality that align with local consumer expectations. Additionally, McDonald's should focus on creating memorable emotional experiences through restaurant ambience, service interactions, or promotional campaigns that evoke positive feelings since these experiences have a strong impact on emotional attachment and long-term loyalty. Maintaining high customer satisfaction must remain a top priority, as it serves as a vital link between marketing strategies and customer loyalty.

Limitations of the Study

Despite its valuable contributions, this study has several limitations. First, the research relies on self-reported data collected through an online survey, which may introduce response bias or social desirability bias, as respondents might provide answers perceived as socially acceptable rather than fully reflecting their actual behavior.

Second, the study used cross-sectional data, meaning all data were collected at one point in time; therefore, causal relationships cannot be firmly established.

Third, the research focused only on McDonald's customers within a limited geographic or cultural context, which may limit the generalizability of the findings to

other brands, industries, or countries. Lastly, the study examined only a few variables green marketing, brand image, emotional desire, satisfaction, and loyalty while other potentially relevant factors such as brand trust, perceived value, service quality, or customer engagement were not included in the model.

Recommendations for Future Research

Future studies are recommended to address these limitations. Researchers could adopt a longitudinal research design to better examine causal relationships and changes in customer attitudes over time. It is also suggested to use mixed methods (quantitative and qualitative approaches) to gain deeper insights into the emotional and experiential aspects of customer behavior. Expanding the study to different cultural or brand contexts would help test the robustness and universality of the proposed model. Moreover, adding variables such as brand trust, perceived value, customer engagement, or service quality could provide a more comprehensive understanding of the mechanisms that drive satisfaction and loyalty. Future researchers may also consider segmenting respondents based on demographic or behavioral characteristics (e.g., frequency of visits or type of purchase) to explore whether emotional and environmental factors affect loyalty differently across customer groups.

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