

The Influence of Green Marketing and Brand Image on Repurchase Intention Mediated by Consumer Satisfaction

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Abstract

This study uses a quantitative method with the aim of proving the influence of Green Marketing and Brand Image both directly and indirectly on Repurchase Intention which is mediated by the variable Consumer Satisfaction. Methodology/approach: Data were collected using purposive sampling technique and analyzed using descriptive and inferential analysis techniques with the help of Smart PLS software. This study used 100 respondents from consumers of Fast Food Top Brand 2022 restaurants in DKI Jakarta as primary data, and secondary data researchers obtained through various references related to research. So that data processing obtains the results that (1) Green Marketing has a positive and significant effect on Repurchase Intention, (2) Brand Image has a positive and significant effect on Repurchase Intention, (3) Green Marketing has a positive and significant effect on Consumer Satisfaction, 4) Brand Image has an effect positive and significant effect on consumer satisfaction, 5) consumer satisfaction has a positive and significant effect on repurchase intention. Conclusion Data were collected using purposive sampling and analyzed through descriptive and inferential statistical techniques with the help of Smart PLS software. The results show: Green Marketing has a positive and significant effect on Repurchase Intention. Brand Image has a positive and significant effect on Repurchase Intention. Green Marketing has a positive and significant effect on Consumer Satisfaction. Brand Image has a positive and significant effect on Consumer Satisfaction. Consumer Satisfaction has a positive and significant effect on Repurchase Intention. Contribution: This research can contribute to companies that will implement green marketing, the development of green marketing management, and the discipline of marketing management, as well as environmental sustainability to slow down global pollution.

Keywords: *Green Marketing, Brand Image, Fast Food Top Brand 2022, Repurchase Intention, and Consumer Satisfaction.*

1.Introduction

1.1 Background

The 21st century can be considered less fortunate due to climate change, which has resulted in serious global warming across the world. The threat of global warming has increased global awareness of the importance of preserving the environment. This is evidenced by the figure below, which reflects the enthusiasm of countries worldwide to study climate change and green marketing, which are expected to contribute to anticipating changes that may impact the business world as a result of global warming.

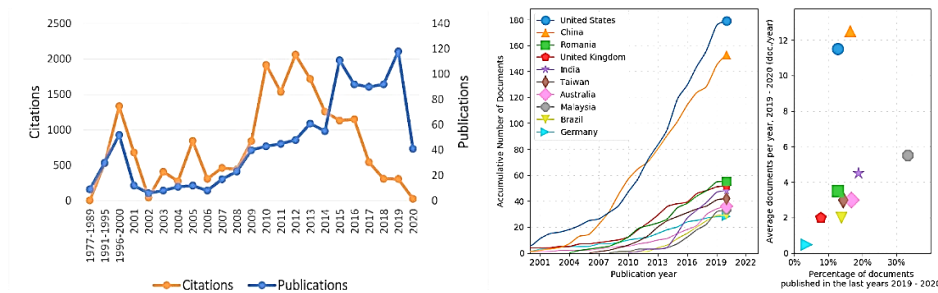


Figure 1. Publication and Citations Trend On Green Marketing Research (1977-2020)

Source: Saleem et al., 2021

Currently, more and more people are realizing the importance of an environmentally friendly lifestyle, including in the way they consume food. As a result, many people are now becoming critical of the food products they consume. They pay attention to which products are produced through processes that are more environmentally responsible. This phenomenon then creates the potential for an eco-friendly business ecosystem (green business), green marketing, and also environmentally friendly packaging (green packaging). Unfortunately, green business practices are still not widely developed. Many people think that green marketing refers only to the promotion or advertising of a product by adding environmental characteristics. Recyclable products, refillable items, ozone-friendly, and environmentally friendly characteristics are usually associated with green marketing. Today, many companies have realized that green marketing is one of the important components in running their businesses.

Competition in the fast-food restaurant industry is very tight, especially among major players such as KFC, McDonald's, Hoka-hoka Bento, A&W, and Richeese Factory. These companies compete to position themselves as the best in the eyes of consumers and the general public. The increasing number of fast-food franchises in Indonesia is not without reason; it is driven by the rising consumption patterns of Indonesian society toward fast food and beverages. Overall, in 2022, fast-food sales in Indonesia increased by 18% (Liputan6, n.d.).

Almost all people worldwide enjoy food and beverages from fast-food restaurants. Based on YouGov's assessment, an American fast-food brand (Quick Service Restaurant/QSR) was ranked the best in Indonesia. YouGov compiled the brand index based on several indicators, including impression, quality, value for money, satisfaction, recommendation, and reputation. The ranking of QSR brands in Indonesia was calculated from March 1, 2020, to February 28, 2021. Today, competition is not only oriented toward increasing sales volume but also toward meeting consumer needs and creating loyalty. Businesspeople increasingly understand that consumers are vital to the survival of the company. Consumers must be maintained and retained so they do not switch to competitors. Products with strong brands have superior capabilities in creating consumer preferences and loyalty.

Kotler & Armstrong (2020) mention that in a competitive market, the battle does not only lie in pricing and products but also in consumer perception. Several products with relatively similar quality, models, and features may hold different values in the market due to differences in consumer perceptions. Such perceptions are reflected through the brand, as a brand grows in the minds of consumers.

The lack of information regarding green marketing in fast food makes consumers reconsider and seek other, more affordable fast-food restaurants. Product prices are relatively more expensive because the ingredients used are environmentally friendly. Moreover, consumers' lack of knowledge about green products and green pricing is a major factor contributing to decreased consumer loyalty. When visiting fast-food outlets, green place features such as banners or green promotional campaigns about the company's concern and calls for environmental care are rarely found. This is further illustrated by the 2022 Fast Food Top Brand composition.

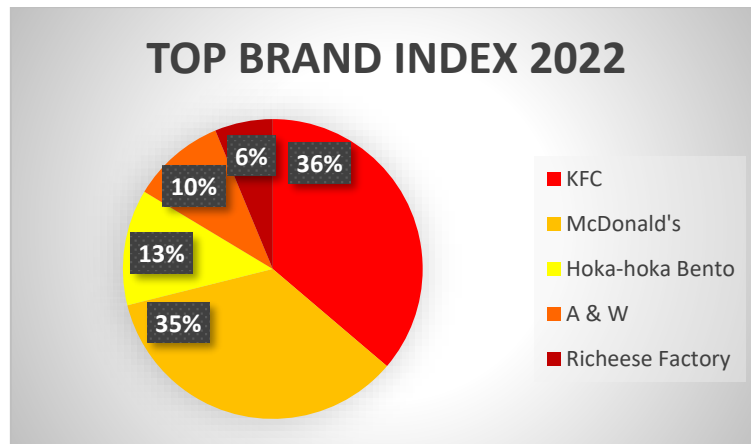


Figure 2. Top Brand Fast Food 2022

Source: Processed Data (*Top Brand Index*)

KFC dominates the market share in Indonesia, based on the official Top Brand Index site, which conducted both offline and online surveys of fast-food restaurants in 2022. KFC Indonesia ranked first in the Top Brand Index with a TBI percentage of 36%, higher than other fast-food brands in Indonesia such as McDonald's (35%), Hoka-Hoka Bento (13%), A&W (10%), and Richeese Factory (6%). The growth of fast-food franchise businesses is closely related to consumer behavior, which favors eating out, whether alone, with friends, or with family. The Top Brand Index (2022) highlights five marketing aspects of these top fast-food brands, including price, brand image, and service, as shown in Table 1.

Table 1. Marketing Aspects of the Five Top Fast-Food Brands Covering Price, Brand Image, and Service.

Aspek Pemasaran	KFC	A & W	Hoka-Hoka Bento	McDonald's	Richeese Factory
Harga	Combo Winger Rp 30. 000	Paket Gratis 1 Rp 45. 000	Hoka Hemat Rp 33. 000	Panas 1 Rp 33. 500	Combo 1 Fire Chicken Rp 44. 000
Citra Merek	Jagonya Ayam	Classic American Refreshment Since 1919	Sekarang Kamu dan HokBen Hanya Sejarak Sumpit	I'm Lovin it	Life Is Great Cheese Make It Better
Pelayanan	• Dine In • Take Away • Drivethru • Pesan Antar • Ojek Online • Birthday Package Untuk Anak	• Dine In • Take Away • Drivethru • Ojek Online	• Dine In • Take Away • Pesan Antar • Ojek Online	• Dine In • Take Away • Drivethru • Pesan Antar • Ojek Online • Work Space • Birthday Package Untuk Anak	• Dine In • Take Away • Ojek Online
9 Green Programs	• Menanam Pohon • Green Campaign • Mengurangi Penggunaan Kertas	• Green Campaign • Mengurangi Penggunaan Kertas	• Green Campaign • Mengurangi Penggunaan Kertas	• Green Campaign • Renewable Energy • Mengurangi Penggunaan Kertas	• Green Campaign • Mengurangi Penggunaan Kertas

● Mengurangi Penggunaan Air ● <i>Green Product</i> ● Mempromosikan <i>Go Green</i> ● Melakukan Program Perbaikan	● Mengurangi Penggunaan Air ● <i>Green Product</i> ● Mempromosikan <i>Go Green</i>	● Mengurangi Penggunaan Air ● <i>Green Product</i> ● Mempromosikan <i>Go Green</i>	● Mengurangi Penggunaan Air ● <i>Green Product</i> ● Mempromosikan <i>Go Green</i>	● Mengurangi Penggunaan Air ● <i>Green Product</i> ● Mempromosikan <i>Go Green</i>
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Source: Processed Data (*Website Fast Food*)

Beyond these marketing aspects, one example of a fast-food product that reflects green marketing strategies is the straw. Recently, several fast-food restaurants have stopped providing plastic straws in order to reduce non-biodegradable plastic waste. The solution is that many fast-food restaurants now provide stainless-steel straws that can be reused. Naturally, these eco-friendly straws are sold since they are reusable. For those unwilling to buy reusable straws, consumers are encouraged to drink without plastic straws to help protect the environment from plastic waste. According to Liputan6 (2022), one of the fast-food chains has already stopped providing straws and asked its customers to drink directly from the cup.



Figure 3. Examples of Eco-Friendly Straws, Packaging, and Tableware

Source: Processed Data (from various articles)

Several studies have found that green marketing directly influences repurchase intention, such as (Prameka & Kurniawan, 2021), (Yunus, 2020), (Ahfa et al., 2022), (Mahmoud, 2018), (Nastiti & Indriani, 2021), and (Tan et al., 2022). Yunus (2020) also proved that green marketing influences repurchase intention through consumer satisfaction. This is interesting to study further because some research shows different results, suggesting that green marketing does not influence repurchase intention.

Another independent variable besides green marketing is brand image, which directly affects repurchase intention. This is supported by research from (Anggraini & Sumiati, 2022), (Cahyono, 2021), (Fikriando & Syafrizal, 2020), (Natasya, 2020), (Huang et al., 2019), and (Munir, 2021). Other studies also show that brand image affects repurchase intention through consumer satisfaction (Hatami et al., 2020; Dewi & Ekawati, 2019; Saputra & Ekawati, 2020; Dwipayana & Sulistyawati, 2018; Nyarmiati, 2021; Arfiandi & Sukresna, 2017).

The mediating variable, consumer satisfaction, also affects repurchase intention. This is supported by research from Saputra & Ekawati (2020), Dwipayana & Sulistyawati (2018), Hatami et al. (2020), Natasya (2020), Nyarmiati (2021), and Arfiandi & Sukresna (2017).

Today's consumers are more discerning in choosing products or even brands. The implementation of green marketing allows consumers not only to obtain safe products but also to take part in environmental responsibility. Therefore, it is interesting to investigate whether a strong brand image combined with the adoption of a new green marketing strategy can create consumer satisfaction amidst the rising environmental and health issues faced by fast-food top brands in 2022, ultimately encouraging consumers to engage in repurchase intention.

1.2 Research Objectives

To determine, prove, and analyze whether green marketing and brand image directly influence repurchase intention as well as indirectly influence it when mediated by consumer satisfaction.

1.3 Research Benefits

The results of this research are expected to provide benefits for related parties, including educating consumers regarding eco-friendly packaging products, offering new insights into the application and influence of green marketing on companies, and contributing to the field of marketing. It can also serve as an application of marketing theories and concepts studied in academia, especially regarding green marketing, brand image, consumer satisfaction, and repurchase intention.

2.literature review

2.1 Theoretical Foundation

2.1.1 Green Marketing

Green Marketing refers to marketing that uses environmental issues as a strategy to market products. Within companies, green marketing encompasses several aspects, such as production processes, pricing, promotion, and distribution. This aligns with Keller (2020), who stated: “Green Marketing as the movement which is directed towards organizations’ production of environmentally responsible products.”

According to Sakar in Amoako et al. (2021), green marketing is broadly defined as promotion. The American Marketing Association (AMA), in Yazdanifard & Mercy (2020), defines green marketing as the marketing of environmentally friendly products, which involves activities such as modifying products, changing production processes, packaging, advertising strategies, and increasing awareness of compliance with inter-industry marketing standards. Mintu & Lozada (2015) define green marketing as a marketing tool to facilitate change that provides individual goals and organizational satisfaction while maintaining, protecting, and conserving the physical environment.

2.1.2 Brand Image

According to Kotler (2020, p. 63), a brand is a complex symbol that can convey six levels of meaning, namely: Attributes – a brand brings specific attributes to consumers’ minds. Benefits – the attributes must be translated into functional and emotional benefits. Values – a brand conveys the producer’s or manufacturer’s values. Culture – a brand can represent a culture. Personality – a brand can project a particular personality. User – a brand can give an impression of a specific type of consumer.

According to Ranguti (2020, p. 2), brands can also be divided into other concepts, including: Brand Name – the pronounceable part of a brand, e.g., Aqua, Honda, Indomie, Nokia. Brand Mark – the recognizable part of a brand that cannot be pronounced, such as logos, lettering design, or special colors (e.g., Daihatsu symbol). Trademark – a legally protected brand or part of a brand due to its ability to produce something distinctive, protecting sellers’ exclusive use of a brand name or mark. Copyright – the legally protected right to produce, publish, and sell written works, music, or art.

2.1.3. Consumer Satisfaction

According to Kotler and Keller (2020, p. 196), consumer satisfaction is defined as the pleasure or disappointment of a person after comparing a product’s perceived performance (or outcome) against their expectations. If performance falls short of expectations, the consumer is dissatisfied. If it meets expectations, the consumer is satisfied. If it exceeds expectations, the consumer is highly satisfied or delighted.

Tjiptono (2020, p. 353) explains that the word “satisfaction” comes from the Latin “satis” (meaning enough or adequate) and “facio” (meaning to do or make). Simply put, satisfaction can be interpreted as the effort to fulfill something or to make something adequate.

According to Nugroho (2017), consumer satisfaction is one of the essential elements in improving a company's marketing performance. The satisfaction felt by consumers can increase their purchasing intensity. Optimal consumer satisfaction fosters loyalty in the minds of satisfied consumers.

2.1.4 Repurchase Intention

According to Hellier et al. (2015, p. 198): "Repurchase intention is the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances."

Thus, repurchase intention is an individual's consideration of buying a service again from the same company, considering current and potential future conditions.

According to Peter & Olson (2015, p. 223), repurchase intention is the act of buying conducted more than once or multiple times. Consumer satisfaction may encourage repurchase, loyalty to the product, or loyalty to the store, which in turn motivates consumers to share positive word-of-mouth with others.

High repurchase intention reflects high consumer satisfaction when deciding to adopt a product. The decision to adopt or reject a product arises after consumers try it and develop a liking or disliking toward it. A favorable perception arises when consumers perceive the product as high-quality and able to meet (or exceed) their expectations.

Kotler & Armstrong (2020, pp. 135–150) identified the following main factors influencing repurchase intention: **ultural Factors:** Culture and social class influence repurchase decisions. Perceptions, desires, and behavior learned from childhood shape differences among consumers. Nationality, religion, race, and geography also play roles. **Psychological Factors:** Shopping experiences, past events, attitudes, and beliefs influence buying decisions. Learning experiences may lead to behavior change. **Personal Factors:** Personality, age, occupation, economic situation, and lifestyle shape perception and decision-making. For restaurants, service quality is key. **Social Factors:** Reference groups (small groups influencing norms, attitudes, and behavior) play a significant role in consumers' choices.

2.2 Previous Studies

Table 2. Previous Studies

N o	Nama Peneliti dan Tahun Penelitian	Sampel dan Alat Uji	Variabel	Hasil Penelitian
1.	(Prameka & Kurniawan, 2021)	208 responden - Analisa regresi bergsnda	<i>Green Product</i> (X1)	Signifikan (+)
			<i>Green Price</i> (X2)	Signifikan (+)
			<i>Green Promotion</i> (X3)	Signifikan (+)
			<i>Green Place</i> (X4)	Signifikan (+)
			<i>Repurchase Intention</i> (Y)	
2.	(Yunus, 2020)	284 responden - Analisis deskriptif dan analisis jalur (<i>path analysis</i>)	<i>Green Marketing</i> (X)	- Tidak Langsung Signifikan (+) - Langsung Tidak Signifikan (-)
			<i>Repurchase Intention</i> (Y)	Haurs melalui variabel intervening
			Kepuasan Konsumen (Z)	Signifikan (+) sebagai

				variabel intervening
3.	(Ahfa et al., 2022)	100 responden - SPSS 25	<i>Green Marketing</i> (X1)	Signifikan (+)
			<i>Product Hygiene</i> (X2)	Signifikan (+)
			<i>Brand Identity</i> (X3)	Signifikan (+)
			<i>Repurchase Intention</i> (Y)	
4.	(Mahmoud, 2018)	341 responden - Analisis regresi berganda	<i>Green Product</i> (X1)	Signifikan (+)
			<i>Green Price</i> (X2)	Signifikan (+)
			<i>Green Place</i> (X3)	Signifikan (+)
			<i>Green Promotion</i> (X4)	Signifikan (+)
			<i>Purchase Intention</i> (Y)	
5.	(Nastiti & Indriani, 2021)	120 responden - IBM SPSS 22	<i>Green Marketing</i> (X1)	- Signifikan (+) (X2) - Signifikan (+) (Y1) - Signifikan (+) (Y2)
			<i>Corporate Social Responsibility</i> (X2)	- Signifikan (+) (Y1) - Signifikan (+) (Y2)
			<i>Product Image</i> (Y1)	Signifikan (+) (Y2)
			<i>Consumer Purchase Intention</i> (Y2)	
6.	(Tan et al., 2022)	300 responden - SPSS-AMOS	<i>Green Brand Knowledge</i> (X1)	Signifikan (+)
			<i>Attitude</i> (X2)	Signifikan (+)
			<i>Environmental Knowledge</i> (X3)	Signifikan (+)
			<i>Brand Image</i> (Y1)	- Signifikan (+) - Variabel mediasi
			<i>Green Trust</i> (Y2)	- Signifikan (+) - Variabel mediasi
			<i>Purchase Intention</i> (Z)	
7.	(Anggraini &		<i>Brand Image</i> (X1)	Signifikan (+)

	Sumiati, 2022)	415 responden - IBM SPSS	<i>Food Quality</i> (X2)	Signifikan (+)
			<i>Price</i> (X3)	Signifikan (+)
			<i>E- Word Of Mouth</i> (Y)	Signifikan (+)
			<i>Repurchase Intention</i> (Z)	
8.	(Cahyono, 2021)	96 responden. - SPSS	<i>Product Quality</i> (X1)	Signifikan (+)
			<i>Price</i> (X2)	Signifikan (+)
			<i>Promotion</i> (X3)	Signifikan (+)
			<i>Brand Image</i> (X4)	Signifikan (+)
			<i>Purchase Intention</i> (Y)	
9.	(Fikriando & Syafrizal, 2020)	170 responden - Analisis regresi berganda	<i>Store Atmosphere</i> (X1)	Signifikan (+)
			<i>Brand Image</i> (X2)	Signifikan (+)
			<i>Consumer Innovativeness</i> (X3)	Signifikan (+)
			<i>Repurchase Intention</i> (Y)	
10 .	(Munir, 2021)	200 responden - SPSS	Citra Perusahaan (X1)	Signifikan (+)
			Asal Negara (X2)	Signifikan (+)
			Keragaman Produk (X3)	Signifikan (+)
			Minat Beli Ulang (Y)	
11 .	(Natasya, 2020)	166 responden - Statistik deskriptif persentase dan analisis jalur	Kepuasan Konsumen (X1)	Signifikan (+)
			<i>Brand Image</i> (Y)	- Signifikan (+) - Variabel mediasi
			Minat Beli Ulang (Z)	
12 .	(Huang et al., 2019)	267 responden - Uji reliabilitas dan validitas	<i>Brand Image</i> (X)	- Signifikan (+) ke Y - Signifikan (+) ke Z
			<i>Perceived Value</i> (Y)	Signifikan (+)
			<i>Repurchase Intention</i> (Z)	
13 .	(Dewi & Ekawati, 2019)	112 responden - Analisis path	<i>Brand Image</i> (X)	Signifikan (+)
			Kepuasan Konsumen (Y1)	- Signifikan (+) - Variabel mediasi

			<i>Repurchase Intention (Y2)</i>	
14 .	(Dwipayana & Sulistyawati, 2018)	95 responden - Analisis path	Kepercayaan (X)	Signifikan (+)
			Kepuasan (M)	- Signifikan (+) - Signifikan (+) melalui variabel mediasi
			Niat Beli Ulang (Y)	
15 .	(Nyarmiati, 2021)	150 responden - AMOS 21	<i>Service Quality (X1)</i>	- Signifikan (+) - Signifikan (+) melalui variabel mediasi
			<i>Product Quality (X2)</i>	- Signifikan (+) - Signifikan (+) melalui variabel mediasi
			<i>Brand Image (X3)</i>	- Signifikan (+) - Signifikan (+) melalui variabel mediasi
			<i>Perceived Value (X4)</i>	- Signifikan (+) - Signifikan (+) melalui variabel mediasi
			<i>Customer Satisfaction (Y)</i>	- Signifikan (+) - Sebagai variabel mediasi
			<i>Repurchase Intention (Z)</i>	
16 .	(Saputra & Ekawati, 2020)	100 responden - Analisis jalur	<i>Brand Image (X)</i>	- Signifikan (+) ke Y1 - Signifikan (+) ke Y2
			<i>Consumer Satisfaction (Y1)</i>	Signifikan (+) ke Y2
			<i>Repurchase Intention (Y2)</i>	
17 .	(Arfiandi & Sukresna, 2017)	200 responden - Teknik Model Persamaan Struktural	<i>Brand Image</i>	Signifikan (+) ke Y1
			<i>Product Attribute</i>	Signifikan (+) ke Y1
			<i>Attitude Toward Bundling</i>	Signifikan (+) ke Y1
			<i>Consumer Satisfaction (Y1)</i>	Signifikan (+) ke Y2

		(SEM)	<i>Repurchase Intention (Y2)</i>	
18	(Muhammad Akmal Hatami, Nazar Muhammad Fadlullah, Safira Citra Fatina, Tegar Putra Nugraha, 2020)	250 responden <i>Exploratory factor analysis</i> dan <i>structural equation model</i>	<i>Perceived Quality</i>	Signifikan (+) ke Y1
			<i>Brand Image</i>	Signifikan (+) ke Y1
			<i>Brand Preference (Y1)</i>	Signifikan (+) ke Y2
			<i>Customer Satisfaction (Y2)</i>	Signifikan (+) ke Y3
			<i>Repurchase Intention (Y3)</i>	

Source: data diolah

2.3 Research Model

The research model used can explain the relationship between theory and other important factors in research problems. The model connects research variables theoretically, namely the relationship between independent variables and dependent variables. The chosen independent variables are green marketing promotion (X1) and brand image (X2). The dependent variable is repurchase intention (Y), mediated by consumer satisfaction (Z). The research model is shown below:

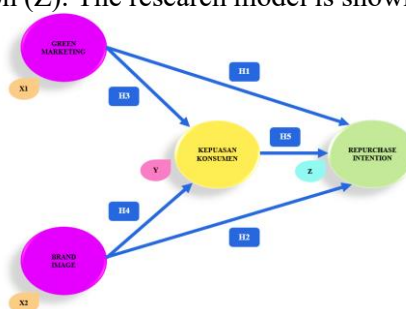


Figure 4. Model penelitian

Source: data diolah

Hypotheses

H1: There is an influence of green marketing on repurchase intention of fast-food top brand 2022 products.

H2: There is an influence of brand image on repurchase intention of fast-food top brand 2022 products.

H3: There is an influence of green marketing on repurchase intention through consumer satisfaction of fast-food top brand 2022 products.

H4: There is an influence of brand image on repurchase intention through consumer satisfaction of fast-food top brand 2022 products.

H5: There is an influence of consumer satisfaction on repurchase intention of fast-food top brand 2022 products.

3. Research Methodology

This study uses Lemeshow's formula because the total population is unknown; therefore, the Lemeshow formula is a solution when the population size cannot be determined. According to Sujarweni (2015), the following formula can be used to determine the sample size when the population is unknown. In this research, the sample size was 100 respondents because SmartPLS is suitable for data processing with relatively small samples.

3.1 Data Analysis Techniques

According to Sugiyono (2021, p. 147), data analysis involves grouping data based on variables and respondent types, tabulating the data according to variables from all respondents, presenting the data for each variable studied, performing calculations to answer the research questions, and conducting calculations to test the proposed hypotheses. In this study, the researcher used two types of data analysis

techniques: descriptive statistics and inferential statistics. Data processing was assisted with Partial Least Squares (SmartPLS) software, which is suitable for confirming theories when sample sizes are relatively small (Ghozali, 2018)..

3.2 Descriptive Statistics

According to Sugiyono (2021, p. 147), descriptive statistics are used to analyze data by describing or illustrating the data that has been collected as it is, without making general conclusions or generalizations.

3.3 Inferential Statistics

Inferential analysis explains the use of statistical tools to draw final conclusions from data sets. Inferential data analysis consists of two types: parametric and non-parametric. Parametric inferential analysis tests population parameters through statistics or tests a population with sample data (Sugiyono, 2021).

3.4 Mediation Test: Variance Accounted For (VAF)

The VAF (Variance Accounted For) method was used in this study to measure the strength of mediation effects. A resampling approach with higher statistical power can be performed using PLS (Hair et al., 2017).

4. Results And Discussion

4.1 Respondent Data Description

4.1.1 Respondents by Activity Location

Based on the questionnaire data collection, the results show that all respondents were active in DKI Jakarta:

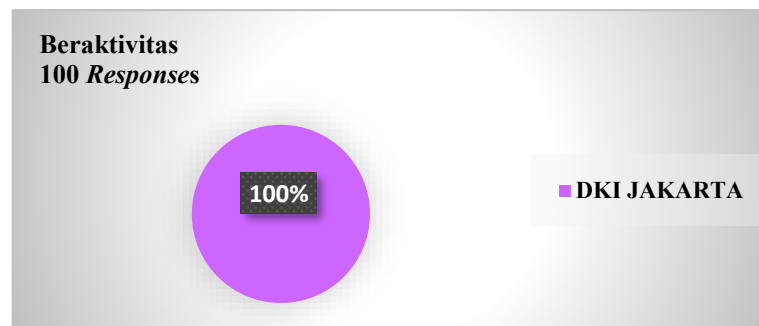


Figure 5. Respondents by Activity Location

Source: hasil data kuesioner

4.1.2 Respondents by Gender

From the data, 60 respondents were female and 40 were male. This indicates that in this study, consumers of Fast Food Top Brand 2022 were predominantly female

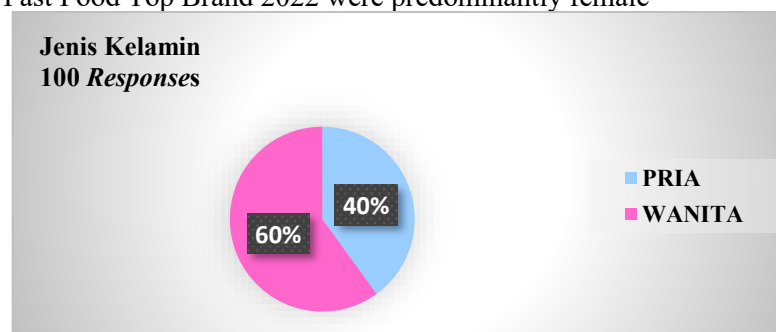


Figure 6. Respondents by Gender

Source: hasil data kuesioner

4.1.3 Respondents by Age

Based on the questionnaires, the respondents were classified into age groups (figure in original).

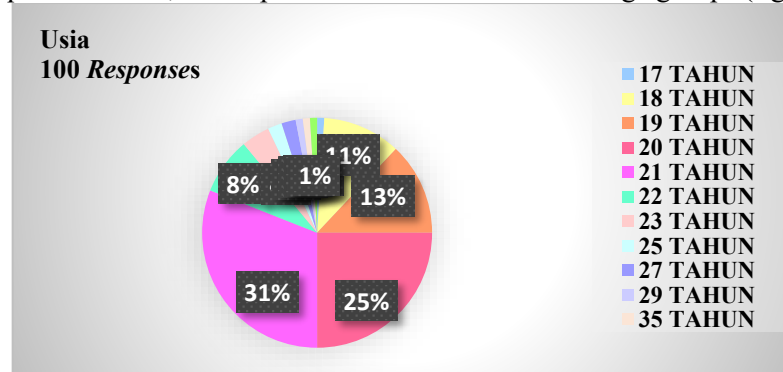


Figure 7. Respondents by Age

Source: hasil data kuesioner

4.1.4 Respondents by Selected Fast Food Top Brand 2022

The results show the distribution of respondents' choices among the Top Brand fast food restaurants (figure in original).

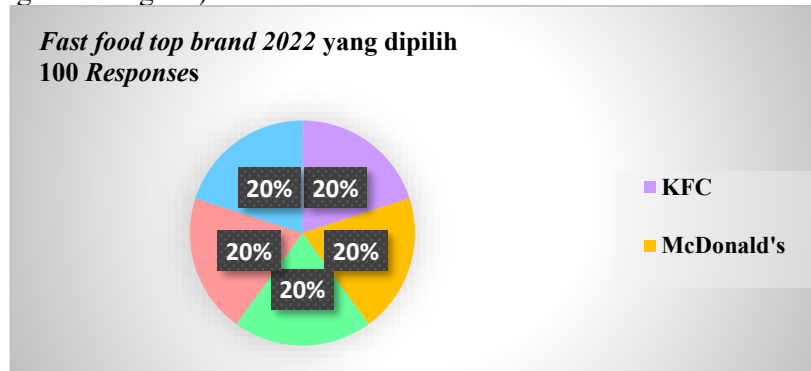


Figure 8. Respondents by Selected Fast Food Top Brand 2022

Source: hasil data kuesioner

4.1.5 Respondents by Frequency of Purchase

Based on the questionnaire results, the respondents had made varying numbers of purchases at Fast Food Top Brand 2022 restaurants (figure in original).

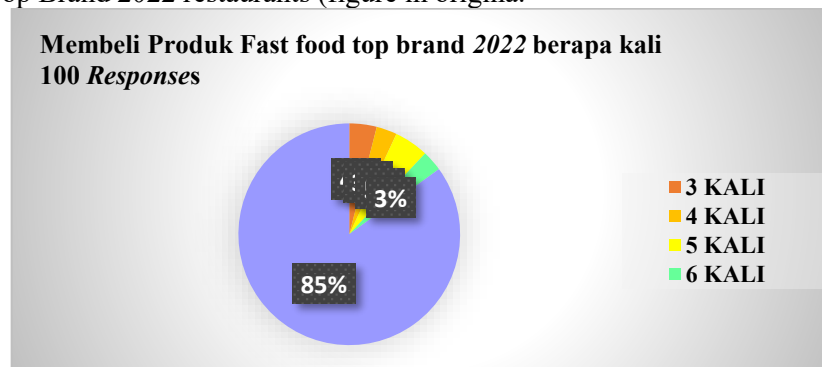


Figure 9. Respondents by Frequency of Purchase

Source: hasil data kuesioner

4.2.Measurement Model (*Outer Model*)

Validity testing was conducted using SmartPLS by constructing the initial path diagram. The testing model was designed to obtain the convergent validity value, i.e., the loading factor of each indicator in the variables: green marketing, brand image, repurchase intention, and consumer satisfaction. The results formed a path diagram (Figure 10 in original).

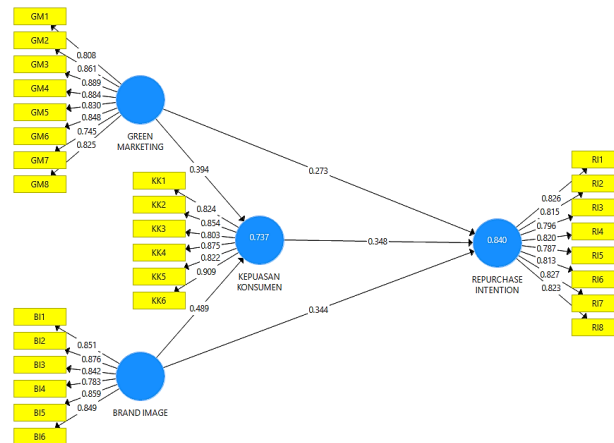


Figure 10. Outer Model

Source: hasil *output* SmartPLS

4.3 Structural Model (*Inner Model*)

The inner model was built to examine the relationship between the variables (Figure 11 in original).

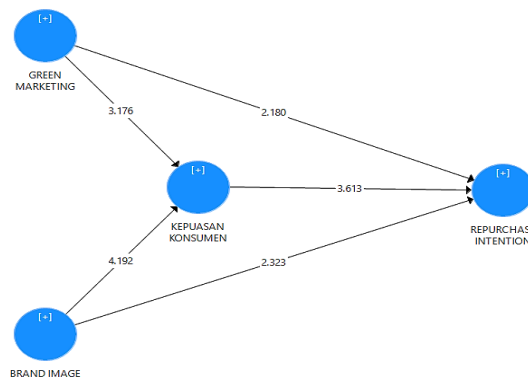


Figure 11. Inner Model

Source: hasil *output* SmartPLS

4.4 Uji *T-statistics*

The T-statistics test serves to determine whether each independent variable has a significant influence on the dependent variable. This was conducted using SmartPLS output. A significant effect is indicated when the calculated t-value exceeds the t-table value, with a significance level of 5% (0.05). With df = 96 (100 – 4 variables), the t-table value was 1.985.

Table 3. T-Statistic

	<i>Original Sampel (O)</i>	<i>Sampel Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T-statistics (O/STDEV)</i>	<i>P Values</i>
GM → RI	0.273	0.265	0.125	2.180	0.030
BI → RI	0.344	0.364	0.148	2.323	0.021
GM → KK	0.394	0.395	0.124	3.176	0.002
BI → KK	0.489	0.490	0.117	4.192	0.000

KK → RI	0.348	0.336	0.096	3.613	0,000
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Source: hasil *output* SmartPLS

All five hypotheses were supported, as all P-values < 0.05, meaning that the independent variables significantly influenced the dependent variable.

4.5 Discussion

4.5.1 Effect of Green Marketing on Repurchase Intention

The hypothesis testing confirmed that green marketing (X1) has a positive and significant effect on repurchase intention (Y). H1 was accepted. The original sample value was 0.273 (27.3%), with a t-value of 2.180 (greater than 1.985) and a P-value of 0.030 (<0.05). Thus, green marketing positively and significantly influences repurchase intention for Fast Food Top Brand 2022.

4.5.2 Effect of Brand Image on Repurchase Intention

Brand image (X2) had a positive and significant effect on repurchase intention (Y). H2 was accepted. The original sample value was 0.344 (34.4%), with a t-value of 2.323 (>1.985) and a P-value of 0.021 (<0.05). Thus, brand image significantly influences repurchase intention for Fast Food Top Brand 2022.

4.5.3 Effect of Green Marketing on Repurchase Intention via Consumer Satisfaction

Green marketing (X1) positively and significantly affected repurchase intention (Y) through consumer satisfaction (Z). H3 was accepted. The original sample value was 0.137 (13.7%), with a t-value of 2.659 (>1.985) and P-value 0.008 (<0.05). This proves that green marketing indirectly influences repurchase intention through consumer satisfaction.

4.5.4 Effect of Brand Image on Repurchase Intention via Consumer Satisfaction

Brand image (X2) positively and significantly affected repurchase intention (Y) through consumer satisfaction (Z). H4 was accepted. The original sample value was 0.170 (17%), with a t-value of 2.490 (>1.985) and P-value 0.013 (<0.05). VAF calculation showed 25.8%, meaning consumer satisfaction is a partial mediator. Other mediators may include: quality, brand loyalty, brand awareness, brand equity, and brand association.

4.5.5 Effect of Consumer Satisfaction on Repurchase Intention

Consumer satisfaction (Z) positively and significantly influenced repurchase intention (Y). H5 was accepted. The original sample value was 0.348 (34.8%), with a t-value of 3.613 (>1.985) and P-value 0.000 (<0.05). This confirms that consumer satisfaction strongly influences repurchase intention for Fast Food Top Brand 2022.

5. Conclusion And Suggestion

5.1 Conclusion

Data were collected using purposive sampling and analyzed through descriptive and inferential statistical techniques with the help of SmartPLS software. The results show:

Green Marketing has a positive and significant effect on Repurchase Intention. Brand Image has a positive and significant effect on Repurchase Intention. Green Marketing has a positive and significant effect on Consumer Satisfaction. Brand Image has a positive and significant effect on Consumer Satisfaction. Consumer Satisfaction has a positive and significant effect on Repurchase Intention.

5.2 Suggestions

Based on the results and conclusions, the following suggestions are provided: For fast-food top brand companies in 2022, it is expected that they continue to enhance green marketing strategies, such as advertising products via websites (without hardcopy) and ensuring product taste quality aligns with consumer expectations. Companies should also improve empathy, assurance, and tangible aspects of their services to maintain consumer satisfaction and encourage repeat purchases. Fast-food top brands are also expected to improve the payment process in restaurants to make it faster and easier.

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