ABSTRACT

THE INFLUENCE OF GREEN MARKETING, CONTENT MARKETING, AND BRAND IMAGE ON BRAND LOYALTY THROUGH CUSTOMER PERCEPTION
(A Survey on UNIQLO, H&M, and ZARA Consumers in Bandung City)

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The aim of this study were to determine and to analyze the influence of green marketing, content marketing, and brand image on brand loyalty through customer perception among consumers of UNIQLO, H&M, and ZARA in Bandung City. The method used in this study was a survey with a descriptive quantitative approach. The sample size in this study consisted of 385 respondents, determined using a purposive sampling technique. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that green marketing, content marketing, and brand image had a significant positive effect on customer perception. Green marketing, content marketing, brand image, and customer perception also had a significant positive effect on brand loyalty. Furthermore, customer perception significantly mediated the effect of green marketing, content marketing, and brand image on brand loyalty among consumers of UNIQLO, H&M, and ZARA in Bandung City.

Keywords: Brand Image, Brand Loyalty, Content Marketing, Customer Perception, Green Marketing

ABSTRAK

PENGARUH *GREEN MARKETING, CONTENT MARKETING* DAN *BRAND IMAGE* TERHADAP *BRAND LOYALTY* MELALUI *CUSTOMER PERCEPTION*
(Survei Pada Konsumen UNIQLO, H&M dan ZARA di Kota Bandung)

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Tujuan penelitian ini adalah mengetahui dan menganalisis pengaruh *green marketing, content marketing* dan *brand image* terhadap *brand loyalty* melalui *customer perception* Pada Konsumen UNIQLO, H&M dan ZARA di Kota Bandung. Metode yang digunakan dalam penelitian ini survei dengan pendekatan deskriptif kuantitatif. Ukuran sampel dalam penelitian ini sebanyak 385 responden dengnan *purposive sampling*. Analisis data menggunakan *Partial Least Square-Structural Equation Model* (PLS-SEM), penelitian menemukan bahwa *green marketing, content marketing,* dan *brand image* berpengaruh positif dan signifikan terhadap *customer perception*. *Green marketing, content marketing, brand image,* dan *customer perception* berpengaruh positif dan signifikan terhadap *brand loyalty*. *Customer perception* mampu memediasi secara positif dan signifikan pengaruh *green marketing, content marketing,* dan *brand image* terhadap *brand loyalty* konsumen UNIQLO, H&M, dan ZARA di Kota Bandung.

Kata Kunci: *Brand Image, Brand Loyalty, Content Marketing, Customer Perception, Green Marketing*