



**ANALYSIS OF CONSUMER SATISFACTION AND LOYALTY BASED
ON THE GREEN MARKETING CONCEPT OF PT UNILEVER
INDONESIA Tbk**

Yepri Endika^{1*}, Eny Sulistyowati², Faizul Farkhan³

^{1,2,3}STIE Isti Ekatana Upaweda Yogyakarta

***Email: jeffmahadika@gmail.com**

Abstract

This study aims to comprehensively analyze how PT Unilever Indonesia Tbk implements green marketing concepts and how these are articulated in their annual reports from 2020 to 2024, as well as their connection to consumer satisfaction and loyalty. Employing a qualitative approach with a case study design, this research focuses on document analysis, particularly the company's annual reports, as the primary data source. Green marketing analysis indicators include corporate commitment, green products, green place/distribution, and green promotion. Concurrently, consumer satisfaction indicators refer to company statements regarding positive consumer responses and a focus on sustainability preferences, while consumer loyalty is measured by claims of brand strengthening, consumer involvement in sustainability programs, and brand differentiation. The analysis reveals that PT Unilever Indonesia Tbk consistently integrates sustainability principles into their core business, reflecting green marketing as a holistic strategy aimed at building trust, meeting ethical expectations, and ultimately driving consumer satisfaction and loyalty. Narratives within the annual reports explicitly link green initiatives to positive consumer responses and enhanced brand loyalty, indicating that the company views green marketing as a crucial element in fostering long-term relationships with its customers. This study is expected to provide valuable insights into corporate sustainability communication strategies and their implications for consumer behavior within the Indonesian market context.

Keywords: *Green Marketing, Consumer Satisfaction, Consumer Loyalty, Annual Reports, PT Unilever Indonesia Tbk, Qualitative Analysis*

INTRODUCTION

In today's era, awareness to issue environment the more increasing among global society. Change climate, pollution and degradation source Power natural push consumer for more care to impact environment from products and services they provide consumption. Phenomenon This trigger change method view in the business world, where companies No only focus on profit, but also be responsible answer to sustainability social and environmental. In context this , green marketing or marketing green become an important strategy that integrates values environment to in various aspect operational and communication marketing (PT Unilever, 2023) . Concept This No only product focused friendly environment, but also includes not quite enough answer in the production process, packaging sustainable, and transparent communication about commitment environment company.

The implementation of green marketing does not only seen as trend while, but also as need strategic for build image positive and fulfilling hope increasingly consumers care to environment. Consumers tend choose products and brands that are aligned with values personal they, including in matter commitment to

environment (Almond, 2017) . Various study show existence connection positive between implementation of green marketing by companies and improvement intention buy consumer as found in studies English (Puspitasari et al., 2021) . Therefore that, ability company for adopt practice green and communicate it in a way effective is very important for attract and retain customers. Success in marketing green can create superiority competitive , differentiation products , as well as increase mark brand in the eyes consumer (Tbk, 2022) . As one of the company big in Fast-Moving Consumer Goods (FMCG) industry in Indonesia, PT Unilever Indonesia Tbk show commitment strong to sustainability. In report annually, the company in a way consistent convey efforts for reduce impact environment, start from use material sustainable raw materials, efficiency energy, management waste, up to development product friendly environment. Commitment This in harmony with Unilever's global vision for become a "purpose-led, future-fit" company , which means merge objective glorious with readiness For face future challenges , including challenge environment (Tbk, 2020) .

Implementation of green marketing by PT Unilever Indonesia Tbk play a role important in to form perception consumers. The company does not only produce various product House stairs and maintenance personal, but also invest in campaign that prioritizes sustainability. Innovation product with packaging that can recycled repeat , use material natural , as well as educational programs about style life sustainable , is part from marketing strategy green they (Tbk, 2024) . Efforts This aiming create harmony between values company with preference increasingly consumers care to not quite enough answer environment. Research by juliantari (Juliantari et al., 2019) show that green marketing elements , such as product friendly environment and promotion green , has impact positive to decision purchase consumers , which shows potential Unilever's big green marketing strategy in influence behavior consumers .

The success of the green marketing strategy is reflected in level satisfaction and loyalty consumers. Consumers who feel that company care to the issues they consider important, such as environment, tends to own level more satisfaction high. Satisfaction This potential push loyalty term long , where consumers No only buy product in a way repeat , but also recommend product to others (PT Unilever, 2023) . Research results by Zahra and Rohman (SK Zahra & Rohman, 2024) strengthen view This with find that green marketing has an impact positive to satisfaction customers , who then influence loyalty customers . Therefore that 's important For analyze The impact of Unilever Indonesia's green marketing on satisfaction and loyalty consumer in period time certain.

Even though PT Unilever Indonesia Tbk has Lots invest in initiative sustainability and marketing green, still a little research that is specific analyze the impact of this strategy to satisfaction and loyalty consumers in Indonesia. Existing research tend general or only focus on aspects sustainability without to study connection direct between green marketing and behavior consumer (Unilever Indonesia, 2021) . As example , study by nur aini and cen you (nur aini & cen lu, 2025) investigate awareness consumer to product friendly environment , but No connect it in a way deep with the impact of the company's green marketing strategy to satisfaction and loyalty to brand certain . Therefore there it is emptiness in necessary research filled For more understand influence marketing green by company big such as Unilever Indonesia towards Consumer.Period between 2020

to 2024 is important time For studied , covering the COVID-19 pandemic period which changed landscape economic and social , as well as the years post-pandemic where awareness about sustainability the more increase (Unilever Indonesia, 2021) ; Tbk, 2022) . Companies sued For more responsive to change need consumers and global challenges. Analysis period This will give better understanding dynamic about how Unilever Indonesia's green marketing strategy has adapt with changing market conditions.

Study This aiming for to study in a way deep connection between implementation of green marketing by PT Unilever Indonesia Tbk with level satisfaction and loyalty consumers. Research This will investigate How various green marketing elements, such as product friendly environment, communication green, and image responsible company answer, influence perception and behavior purchase repeat consumers. Research results This expected give outlook important for PT Unilever Indonesia Tbk in optimize marketing strategy green they, as well as become reference for other companies that want to adopt approach similar.

Study this will also contribute to the literature academic regarding green marketing, satisfaction consumers , and loyalty consumers , especially in Indonesian market context. With focus on one player major in FMCG industry , study This expected can give implications relevant managerial and recommendations practical for companies that want to develop in a way sustainable while fulfil hope increasingly consumers critical and conscious environment.

LITERATURE REVIEW

Green Marketing

Green marketing is growing rapid in line with existence attention consumer to issues health and environment . The meaning of green marketing (green marketing) green) is one of the business For creation performance based on the environment and health known at the end 1980s and early 1990. Reasons Why company using green marketing as one of the opportunities that can used For reach goals from company . Marketing green (green marketing) is effort technique promotion For make changes that show fulfillment hierarchical and objective individual For maintain , secure , and regulate the actual climate . Advertiser will find answer For boundaries ecological with display procedures , items and advantages in field convenience administratively so that the company still competitive (Rizal & Harsono, 2022) . PT Unilever Indonesia Tbk , in report annually , in explicit state his commitment to practice business sustainability and innovation responsible product answer environment , such as use material standard renewable and reduction footsteps carbon (PT Unilever, 2023) .

Green Marketing Dimensions

Various researcher has identify dimensions key from *green marketing* . Generally , the dimensions This includes:

1. *Green Product* : Refers to products that are designed and manufactured with impact minimal environment , using material standard sustainable , economical energy , no poisonous , and can recycled repeat or unraveled in a way life . Innovation Unilever Indonesia products such as packaging recycle rework and reformulate more products friendly environment is example real from dimensions This Unilever Indonesia, 2024)

2. *Green Price* : Price is mark a product or services measured in quantity certain . Based on mark said , someone or company with willing give goods or the services it has to party others . Internally , the price goods and services determine market demand . Prices can influence Power competition a company . Price not may random . Sales product general can improved with reduce price , but product with price tall show performance uniquely , so if you raise price with image class one , sales will increased . Dahlstrom (2011) in particular empirical show that price is indicator quality the most useful product (Rizal & Harsono, 2022) .
3. *Green Place/Distribution* : Channel efficient and friendly distribution environment , including optimization logistics For reduce emissions , usage efficient transportation , and encourage chain sustainable supply . Unilever Indonesia strives For optimize chain supply for efficiency and sustainability (Tbk, 2022) .
4. *Green Promotion* : Communication marketing that highlights benefit environment from products and commitments sustainability company . This Can in the form of advertising , digital campaigns , or educational programs consumers who promote style life green . Report Unilever Indonesia's annual report consistent highlight campaigns and initiatives sustainability they as part from promotion (Tbk, 2020) .

Green Marketing Strategy

Green marketing strategy is approach usage - focused marketing draft friendly environment in various aspect marketing, such as design products, packaging, messages, and promotions. Objectives from this strategy is for increase awareness and concern consumer to environment as well as increase sale friendly product environment. Green marketing strategies involve merger principle sustainability to various aspect marketing and can help company improve brand image and increase loyalty customer . Examples of possible green marketing strategies adopted by the company is create product with material standard friendly environment , promotion friendly offer environment , friendly price environment , and location friendly sales environment . In synthesis , green marketing strategies play a role role important in increase awareness environment and improve sale friendly product environment . Therefore that , the company that wants to increase awareness environment and improve sale the product must ensure that the product own appropriate attributes with needs and expectations consumer as well as promote the product with effective way For increase awareness and interest consumer to product friendly environment (Mitra Fatia et al., 2024)

Satisfaction Consumer

Satisfaction consumer is difference between the expected consumer (value hope) with given situation company in business For fulfil hope consumers (Mowen , 2001). Engel, Blackwell and Miniard (1995) also define satisfaction consumer that is evaluation selected consumption as alternative when product or service at least fulfil or exceed hope consumers . Kotler and Keller (2008) define satisfaction consumer as feeling consumers , good That in the form of pleasure or the disappointment that arises from compare appearance A product connected with hope consumer on product said . Satisfaction consumers are also perception individual to performance a product or service associated with hope consumer (Schiffman in Siagian , 2004). Kotler (2000) stated that satisfaction consumer is level feeling somebody after compare performance or the results he got feel

compared to with the hope is , where If performance also failed in fulfil hope customer will feel No satisfied and if performance in accordance with fulfillment hope consumer , customer will satisfied . This means that consumers will to form more perception pleasant about A product or services that have been rated positive by consumers (Exreana Karundeng et al., 2021) .

Theory Perception Consumer

Theory perception consumers , in context psychology and marketing refers to the process used by individuals For selecting , organizing , and interpreting information received about a products , services , or experience . This process influence decision consumer in buy , use , or arrange products , and (Exreana Karundeng et al., 2021) influence behavior post-purchase. Perception consumer can defined as method consumer see and attach meaning in all incoming information input in life everyday (Simamora , 2008). Every information input will processed by consumers in a way selective selecting (the most important / relevant input) , organizing , and interpreting or interpreting information input so that give description objects that have truth subjective (personal in nature). In context marketing , theory perception consumers are very important Because influence How consumer perceive a products , services , or experience . Perception This can influenced by various factors , including ethnocentrism consumers , who expressed effect from intention buy related with products from the country of origin and from countries that are considered resemble or different from that . Ethnocentrism consumer related with emotion nationalism that influences attitude about products and intentions buy . In practice , theory perception consumer used by companies For increase quality products and experiences customer (Mitra Fatia et al., 2024) .

Loyalty Consumer

Loyalty consumer can seen with How consumer return use the products we have and don't feel disappointed on products that have been purchased said . In reach A satisfaction customer said, a company rated must capable in give , fulfill as well as operate A good service that can give satisfaction Customer . Satisfaction Customers are very necessary For increase sale in a way sustainable. Loyalty consumer to goods and services is part from behavior purchase Consumers. Loyalty consumer can interpreted as A behavior consumer in do purchase in repetitive on a product or service . Loyalty consumer will be greatly influenced by the satisfaction experienced Good Because quality service or because of its quality products (Yulita et al., 2024).

Connection between Satisfaction and Loyalty

Satisfaction is a word from Language Latin , namely satis which means enough or enough and facere which means to do or do . So the product services that can satisfying is products and services that are capable give something that consumers are looking for up to the level Enough . Kennedy and Young (in Supranto, 2001: 11) states aspects satisfaction user services, including availability, responsiveness, convenience, accuracy time (time lines) . Kanning and Bergmann, 2009; HOQ and Amin (2010) stated that satisfaction customer is the most influential factor to loyalty customer . According to Oliver (1997, in Ishak and Lutfi, 2011), in term long satisfaction will impact on the formation of loyalty customers. According to Kotler and Keller (2007:177), the relationship between satisfaction and loyalty is moment Where consumer reach level satisfaction the highest that causes bond

strong emotions and commitment term long with brand company . From the concept the show that existence connection between satisfaction to loyalty consumer (A Akbar, 2016).

The Relationship Between Green Marketing, Satisfaction , and Loyalty Consumer

In general theoretically , green marketing is expected can to form and improve satisfaction as well as loyalty consumers . When the company such as PT Unilever Indonesia Tbk implementing green marketing consistent and transparent , they create mark for consumers who go beyond attribute functional products . Consumers who care environment will feel mark addition from friendly product responsible environment and processes answer . This is will increase perception the value received (perceived value) by consumers, which in turn will trigger satisfaction .

Study previous

Study previous many support connection this . (Yuliana & Pantawis, 2022) find that quality products and the implementation of green marketing have an impact positive to satisfaction consumers , who in turn increase possibility purchase repeat . Likewise , Nurhayati in study show that the implementation of green marketing and corporate social responsibility has an effect positive to knowledge consumers , who in turn increase decision purchase product green (Nurhayati et al., 2016) . Mohammadi's research analyzed the impact of green marketing strategies on loyalty consumers , with focus on the company export food . The result show that green marketing strategies have influence significant to loyalty brand (Mohammadi et al., 2023) . Consumers will feel satisfied If hope they related aspect environment product fulfilled or even exceeded. Satisfaction this, which is enriched with harmony values personal with values friendly brand environment , will become strong foundation For build loyalty term long. Loyalty This No only realized in form purchase over and over , but also through advocacy brand (recommendation) positive) and resistance to brand possible competitors not enough show commitment to sustainability. Therefore that, *green marketing* can become bridge strategic between commitment environment company with results business in the form of satisfaction and loyalty consumers.

METHODS

Approaches and Types Study

Study This will use approach qualitative. Approach qualitative chosen For understand in a way deep green marketing phenomenon PT Unilever Indonesia Tbk from perspective various parties , including understanding to corporate narrative and strategy in report yearly , and potential interpretation Consumer. Approach This allow researcher For explore complexity phenomenon, looking for meaning , and understanding context in a way holistic.Type research that will be used is studies case study. Study case chosen Because study This focus on one entity specifically , namely PT Unilever Indonesia Tbk , for analyze in a way deep practice *green marketing* them and how matter the in a way narrative and conceptual can connected with satisfaction as well as loyalty Consumer . Approach studies case allow researcher For maintain characteristics holistic and meaningful from incident life real , such as complex corporate strategies.

Research period and data sources

Study This in a way specific focus on analysis documents and narratives originating from PT Unilever Indonesia Tbk . Period study covers 2020 to 2024. Election period This based on availability report the attached annual report of PT Unilever Indonesia Tbk , which includes range time said, allowing analysis trends and developments corporate green marketing initiatives in context change market and social dynamics during period said . Research Data Source This will relying on secondary data as source primary . Secondary data will obtained from Report Data Annual Report of PT Unilever Indonesia Tbk 2020 – 2024, Documents Supporter others , Literature and Journals Scientific.

Instrument Study

In study qualitative, instrument main is researcher That himself (human instrument). Researcher will act as data collector, analyze documents , and interpret meaning. For guide the analysis process document, researcher will use guidelines analysis document (document analysis protocol) containing a list of questions or category relevant thematic with objective study.

Table 1. Matrix Qualitative Data Analysis

| Indicator | Variables |
|--|--|
| Green Marketing (Green Marketing) | <ul style="list-style-type: none"> • Commitment Corporate to sustainability / Environment . • Green Product (Environmentally Friendly Product). • Green Place / Distribution (Distribution / Environmentally Friendly Place). • Green Promotion (Environmentally Friendly Promotion) |
| Satisfaction Consumer | <ul style="list-style-type: none"> • Company Statement regarding Response Consumers . • Focus on Needs and Preferences Consumer Related Sustainability . • Confession or Awards That Impact Consumers |
| Loyalty Consumer | <ul style="list-style-type: none"> • Company Statement regarding Strengthening Brand / Bond Consumers . • Involvement Consumer in the Sustainability Program . • Differentiation Brand Through Sustainability |

Source : Report data processing Annual 2020-2024

RESULT AND DISCUSSION

Green Marketing Analysis of PT Unilever Indonesia Tbk (2020-2024)

Table 2. Green marketing

| Indicator | Description |
|--|---|
| Commitment Corporate to Sustainability / Environment | <ul style="list-style-type: none"> • Statement vision , mission , or mark companies that are explicit mention sustainability , environment , or not quite enough answer social / environmental . • Appointment objective sustainability as priority strategic company . • Allocation source Power or investment For initiative sustainability . • Involvement in global initiative or national related sustainability (e.g. , SDGs, Coalition Business) . |
| Green Product (Environmentally Friendly Product) | <ul style="list-style-type: none"> • Innovation product new or reformulation products that claim more friendly environment (for example , materials natural , biodegradable, water/ energy saving) . • Use material standard sustainable , certified (e.g. , RSPO for oil palm oil , FSC for paper) . • More packaging design sustainable (for example , reduction plastic , packaging recycle re - packaging Contents reusable , biodegradable packaging) . • Cycle life sustainable products (e.g. , information recycle repeat on the packaging) . |
| Green Place / Distribution (Distribution / Environmentally Friendly Place) | <ul style="list-style-type: none"> • Effort For optimize chain supply for more efficient and sustainable (e.g. , reduction emission carbon in logistics , usage energy renewable in facilities production) . • Initiative management waste from operational company . • Involvement in the recycling program repeat or management waste post-consumption at the level community . |
| Green Promotion (Environmentally Friendly Promotion) | <ul style="list-style-type: none"> • Campaign marketing or advertisements that highlight aspect environment from product or commitment sustainability company . • Education consumer about importance style life sustainable and how Unilever products support it . • Statement about award or confession related practice sustainability company . • Transparency information sustainability in communication company . |

Source : Report data processing Annual 2020-2024

Analysis results document show that Commitment Corporate to Sustainability / Environment is foundation main from Unilever Indonesia's *green marketing*

strategy . Report annual in a way consistent highlight vision company as "purpose-led, future-fit," which emphasizes integration objective glorious with sustainability business. Statements this, like focus on mitigation problem environment in a way together and allocation investment For initiative sustainability, shows that sustainability No just an additional program , but the core of identity corporate. Emphasis on commitment level tall This in line with study Noskova who showed that image responsible company answer environment can increase equity brand , which in turn can contribute to the perception positive consumer (Nosková et al., 2024) .

Next, the implementation Unilever Indonesia's *green marketing* comes true through initiative Green Product , Green Place/Distribution , and Green Promotion . In aspect *Green Products*, report annual in a way explicit discuss innovation and reformulation product with feature friendly environment, such as packaging recycle reuse and use material standard sustainable. Efforts *Green Place/Distribution* seen from optimization chain supply and initiative management waste, including the "Waste Management" program which involves society . While that, *Green Promotion* done through an educational campaign consumer about style life sustainable and awards received company related sustainability. Consistency in to communicate effort This through report annual show transparency, which is element important in build trust Consumers . Findings This consistent with studies Puspitasarin said that element *green marketing* like product green and promotion green own influence positive to decision purchase , implies that initiative This designed For resonance consumer (Puspitasari et al., 2021) .

Analysis report annual indicates that PT Unilever Indonesia Tbk in a way explicit to hook effort *green marketing* they with Satisfaction Consumers and Loyalty Consumer . Statement such as " our commitment ... to get response positive from consumers " (PT Unilever, 2023) or " our investment ... is trusted can Keep going build trust consumers " (Unilever Indonesia, 2024) is claim direct company about impact positive from initiative sustainability in perception and bond consumers . The company also highlighted How innovation product sustainable designed For fulfil preference increasingly consumers aware environment. Narrative This show that Unilever sees *green marketing* as booster satisfaction and loyalty, not only obligation . This is supported by research by Dinar and Rusdi (2023) which confirmed role positive *green marketing* in increase satisfaction and loyalty Customer. Alignment values between companies and consumers through practice green This create bond more emotional in , push No only purchase repetitive but also advocacy brand , so that strengthen loyalty consumer in Long term (Dinar Pramadhani & Rusdi Hidayat Nugroho, 2024) .

Analysis Satisfaction Consumers of PT Unilever Indonesia Tbk (2020-2024)

Table 3. Satisfacyion consumer

| Indicator | Description |
|---|--|
| Company Statement regarding Response Consumer | Claim or statement explicit that consumer give response positive to initiative sustainability or product green . Use phrase like " get " appreciation consumer " , " fulfill hope consumer " , " build trust consumer " related with green marketing efforts . Indications that innovation product friendly environment welcomed either by the market or segment consumer certain . |

| | |
|---|---|
| Focus on Needs and Preferences Consumer Related Sustainability | The narrative shows company understand or respond increasing awareness / preference consumer to issue environment . The initiative is designed For answer concern specific consumer about impact environment . |
| Confession or Awards That Impact Consumers | Mention award related satisfaction customer or image brand positive consequence initiative sustainability . |

Source: Report data processing Annual 2020-2024

Satisfaction consumer is key success term long for every company , which was formed from perception consumer to how much Good performance product or service in fulfil or beyond hope they (Trenggana & Cahyani, 2022) . In context *green marketing*, satisfaction consumer No only depends on the features functional product, but also on how values sustainability company in harmony with awareness and preference environment Consumers. Analysis to report annual report of PT Unilever Indonesia Tbk from 2020 to 2024 reveals strategies and claims company related effort they in increase satisfaction consumer through initiative *green marketing*.

One of indicator important things found in report annual is Company Statement regarding Response Consumer to initiative sustainability they. PT Unilever Indonesia Tbk in a way consistent to communicate that effort sustainability they get response positive from consumers. For example , in *Report Annual 2023* (PT Unilever, 2023) , stated that "Our commitment to contribute to society and the environment is an integral part of growth sustainable business , which also earns response positive from "Consumer Statement ." kind of This show that company in a way active monitor or at least claim existence resonance positive from the market to practices green they . The emphasis on "building trust consumers" through investment in innovation product sustainable and chain supply friendly environment , as stated in *Report 2024 Annual* (PT Unilever, 24) , in general direct to hook effort environment with formation perception fundamental positive for satisfaction . When consumers feel that a brand care to the issues they consider important (such as environment), things That can create " satisfaction ethical " which complements satisfaction functional.

Next, the report annual also reflects Focus on Needs and Preferences Consumer Related Sustainability as booster satisfaction. Unilever Indonesia shows understanding will shift preference increasingly consumers care environment, especially in context post-pandemic (Unilever Indonesia, 2021) . This is realized through innovation designed product For answer concern specific consumers, such as innovation packaging that reduces use plastic or which can recycled repeat, which is direct mentioned in *Report 2021 Annual* Efforts This show that satisfaction consumer achieved No only with fulfil need basic, but also with in harmony with values that develop in society. In addition that, information about Confession or Awards that Impact Consumers can also found, although Possible No always in a way direct related with satisfaction customer specific. However, the award sustainability accepted company, if communicated in a way effective, can increase perception consumer about credibility and excellence brand, which is No direct contribute to satisfaction they Because has choose proven brand responsible

answer. Overall narrative This in harmony with study previously by Zahra and Hardiyanto who showed study show that knowledge consumer to brand green as well as knowledge consumer to environment will influence attitude consumer to intention buy on product green. The Theory of Planned Behavior also has influence to intention buy consumers on products green (SR Zahra & Hardiyanto, 2022) .

Analysis Loyalty Consumers at PT Unilever Indonesia Tbk (2020-2024)

Table 4. Loyalty Consumer

| Indicator | Description |
|---|---|
| Company Statement regarding Strengthening Brand / Bond Consumer | <ul style="list-style-type: none"> • Claim that initiative sustainability contribute to " loyalty" brand ", " a more intimate relationship strong with consumer ", or " purchase repeated " . • Narratives that indicate that consumer choose Unilever brand because commitment its sustainability . • Statement about growth market share or sales volume associated with green marketing strategies. |
| Involvement Consumer in Sustainability Program | <ul style="list-style-type: none"> • Initiatives that encourage participation active consumer in the recycling program repeat or activity socio-environmental which shows bond more from just purchase . • Statement regarding " community " or " advocate" the brand " that was formed from caring consumers environment . |
| Differentiation Brand Through Sustainability | <ul style="list-style-type: none"> • The narrative shows How sustainability become differentiator main for Unilever brands in the market and drive consumer For choose brand the . |

Source : Report data processing Annual 2020-2024

Loyalty consumer is peak from connection a successful brand , reflects No only purchase repetitive but also commitment emotional and advocacy brand . D nature context *green marketing*, loyalty can formed when consumer feel that values personal they in line with commitment sustainability A company. Analysis report annual report of PT Unilever Indonesia Tbk from 2020 to 2024 shows How company in a way explicit and also implicit to hook initiative *green marketing* they with effort build and maintain loyalty consumer.

One of indicator main loyalty consumers who can traced in report annual is Company Statement regarding Strengthening Brands and Bonds Consumers. Unilever Indonesia in general consistent emphasize that brands they become more strong in the market, no only through promotion traditional and innovation products , but also through emphasis on larger goals big or *purpose-led* (Tbk, 2022) . In *Report 2024 Annual*, the company in a way clear state that " our investment in innovation product sustainable and development chain friendly supply environment show commitment term our long, trusted can Keep going build trust " Consumer Statement." This is very crucial , because trust is foundation strong for loyalty (PT Unilever, 24) . When consumers trust commitment environment a brand, they tend more reluctant switch to competitors, even If There is more offers interesting. This consistent with findings (Bhaswara & Patrikha, 2021) which emphasizes that *green marketing* contribute to the improvement loyalty customers. More continue, report

annual is also possible mention improvement market share or sales volume in a segment products that stand out aspect sustainability, which is No direct show behavior purchase repeat as manifestation loyalty.

Besides that, indicator Involvement Consumer in Sustainability Program and Differentiation Brand Through Sustainability also shows Unilever's efforts in grow loyalty . Report annual report of PT Unilever Indonesia Tbk often describe programs that are not only is internal, but also involves participation active community, such as the "Waste Management" program (PT Unilever, 24) . Involvement kind of This can creating a sense of ownership and bond emotional in consumers, changing they from just buyer become an " advocate " brand " that recommends product or support initiative company . Brands that have objective clear and impact positive on the environment will more easy differentiate yourself in a competitive market (Tbk, 2022) . When consumers choose Unilever because awareness environment they , this show more loyalty in, beyond attribute functional product solely . Phenomenon This supported by research Mulyono prove that Green Marketing, Awareness Environment and Brand Image have an influence positive and significant to Loyalty Consumers in Yogyakarta. BrandImage own influence the biggest, so that company should more focus inbuilding image strong brand as a friendly brand environment, besides implement strategy marketing more green effective and improve education awareness environmentforconsumers (Mulyono et al., 2025) .

CONCLUSION

This study analyze in a way qualitative how PT Unilever Indonesia Tbk to articulate draft *green marketing* and its relation with satisfaction as well as loyalty consumers, based on report annual from 2020 to 2024. Conclusion show that *green marketing* is an integrated core strategy full in operational and communication company, not just initiative side. Commitment corporate to "purpose-led, future-fit" sustainability becomes foundation strong underlying all over initiative green, start from innovation product friendly environment, optimization chain efficient and responsible supply answer , until campaign promotions that educate and involve Consumers . Narrative in report annual in a way consistent highlight How efforts This No only aiming for fulfil regulation or reduce impact environment, but also in a explicit claimed as booster main in build trust, creating response positive, and in the end increase satisfaction and loyalty consumers. The company views that with fulfil hope consumer to responsible product answer environment and involve they in initiative sustainability, bond brand can reinforced and preference purchase repeat can created.

Although report annual has show transparency in initiative , Unilever can more specific in presenting data and metrics quantitative about impact real from every green marketing program towards environment and also on perception as well as behavior consumers. More information concrete about How every innovation product or recycling program repeat in a way direct correlated with satisfaction and retention consumer will strengthen claim they.

Report annual show the existence of a program that involves society. However, Unilever can deepen involvement This with create more many interactive platforms that allow consumer for no only participate but also provide input direct to initiative sustainability company. Develop a forum or survey periodically which

is specific measure satisfaction and loyalty related aspect green will provide valuable data For repair sustainable. In addition report annual and campaign big , make sure green marketing message inserted in a way consistent and relevant at every point touch consumers , starting from design packaging , information products in the store, up to service customers. Using more languages easy understood and personal in communication about sustainability can help bridge gap between commitment company and understanding as well as appreciation consumer everyday, so that strengthen satisfaction and loyalty they in a way sustainable.

Study furthermore can adopt approach method mixture with combine analysis in - depth qualitative (as done in study this) with quantitative data. This can done through survey direct to consumer for measure in a way statistics level satisfaction and loyalty they to product Unilever green, as well as test influence dimensions *green marketing* is felt consumers . For get more perspective area, future research can comparing Unilever Indonesia's *green marketing* strategy with other FMCG companies in Indonesia or even with company from sector different which also highlights sustainability. Comparison This can to reveal practice best , challenge general, and differences in response consumer between industry or brand. Besides that, research can focus on segment consumer certain (for example, Generation Z, millennials, or consumers in urban/rural areas) for see How response to *green marketing* and its impact on loyalty varies between group demographics.

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