

## Sustainable Marketing Strategy: Building Brand Image And Customer Loyalty In The Eco-Friendly Era

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Article Info	ABSTRACT
<p><b>Keywords:</b> Sustainable Marketing Strategy, Brand Image, Customer Loyalty, Environmentally Friendly.</p>	<p>In the context of modern business competition, demands on companies to implement environmentally friendly practices are increasing, both from the consumer and regulatory side. This study aims to develop sustainable marketing strategies to improve brand image and customer loyalty in the environmentally friendly era. This research uses a qualitative approach with descriptive methods. The research results show that sustainable marketing helps companies build a positive brand image and increase customer loyalty by integrating social and environmental responsibility into marketing strategies. This approach attracts consumers who care about sustainability issues, creates deep emotional connections, and increases trust. Loyal customers tend to make repeat purchases, recommend products to others, and are more tolerant of potential problems. Sustainability is now an important aspect of marketing strategy, where companies that adopt it not only help protect the environment, but also build a positive image and customer loyalty. Steps such as adopting environmentally friendly practices, communicating efforts transparently, and ensuring the environmental impact of products is as small as possible are essential. Sustainability certification and standards also provide official recognition of a company's commitment. By integrating sustainability into all aspects of operations, companies not only gain customer trust, but also contribute to global sustainability goals, making it a must for business continuity and growth.</p>
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### INTRODUCTION

Sustainability has become a significant trend in the business world, with more and more companies participating in the movement (Sutrisno, 2018). Attention to the concept of sustainability is increasing as people become more aware of the importance of protecting the environment and living a more environmentally friendly lifestyle. Many consumers now prefer products and services from companies that adopt sustainable practices (Ilmi & Zulkarnain, 2023). This trend is supported by the drive to reduce negative impacts on the environment, so companies are actively responding by integrating sustainability principles into their operations (Rachman et al., 2022).

Apart from consumer demand factors, adopting sustainability also provides various strategic benefits for businesses (Mastarida, 2022). Companies that implement

environmentally friendly practices not only meet consumer needs but can also improve operational efficiency, reduce long-term production costs, and strengthen brand reputation and image (Yandi et al., 2023). With increasing regulatory pressures related to the environment, adopting sustainability has become an important element in companies' efforts to remain competitive and survive in the market. This change is not only part of the business strategy, but also the foundation for achieving a balance between economic profit and social responsibility (Khairani, 2024).

Sustainable marketing is a marketing approach that is in line with the principles of sustainability, which aims not only to meet customer and company needs, but also to be environmentally and socially responsible (Martin & Schouten, 2014). This concept emphasizes that marketing is not only about short-term profits, but also about maintaining a balance between profitability and social responsibility, so as to ensure the ability of future generations to meet their own needs (Murphy, 2005). Implementing sustainable marketing involves more than just selling environmentally friendly products. This strategy focuses on developing long-term relationships with consumers, maintaining the company's reputation, and ensuring future business sustainability (Peterson et al., 2021).

In implementing sustainable marketing, companies need to consider three main pillars: economic, social, and environmental (Shaputra, 2013). From an economic aspect, companies must continue to be able to create value and profits that support business growth. The social aspect requires companies to contribute positively to society, such as through corporate social responsibility (CSR) and creating ethical jobs. Meanwhile, the environmental aspect emphasizes the importance of efforts to reduce the negative impact of business operations on the ecosystem (Kurniawan, 2024). By considering these three aspects in a balanced way, companies can build a more sustainable business model, relevant to current global challenges, and continue to be in demand by consumers who are increasingly concerned about sustainability (Sheth & Parvatiyar, 2021).

Increasing consumer awareness of environmental issues has driven significant changes in market preferences. Today's consumers tend to prefer companies that have a strong commitment to sustainability and environmental responsibility (Nopriyanto, 2024). Positive image related to environmentally friendly efforts is one of the important factors influencing purchasing decisions. For consumers, choosing products from companies that focus on sustainability provides a sense of concern for the environment, while encouraging a more responsible lifestyle (Yulianti, 2020). With more and more consumers prioritizing sustainability values, companies need to adapt by integrating environmentally friendly practices into their marketing strategies (Purwanti et al., 2023).

In order to meet consumer expectations, companies are now focusing on building a brand image that is synonymous with sustainability. This strategy includes various efforts, ranging from reducing carbon footprints, using environmentally friendly materials, to transparency in sustainable business practices (Fatia & Hananto, 2024). Companies that succeed in building a sustainability-based brand image will not only increase customer loyalty but also gain a competitive advantage in an increasingly competitive market (Nikmah & Siswahyudianto, 2022). Thus, investing in sustainable marketing is not only about

meeting current consumer trends, but also about creating a strong foundation for long-term business sustainability (Suryahanjaya et al., 2024).

When consumers feel comfortable and confident in the brand image of a company that prioritizes sustainability and environmental friendliness, this can create strong loyalty (Rahman, 2023). Consumers who feel that their values are in line with the values promoted by the company tend to be more loyal in using the company's products or services (Sugiarto, 2016). They see that buying from these companies not only benefits themselves, but also supports a larger cause, namely environmental protection and sustainability. This sense of attachment strengthens the emotional connection between consumers and brands, so that consumers tend to choose products from that company over competitors who do not apply similar principles (Warindrasti & Pratama, 2021).

Customer loyalty based on sustainability values also has a positive impact on the sustainability of the company's business (Fadhilla & Hakim, 2024). Loyal consumers tend to leave positive reviews, recommend products to others, and are even willing to pay more for products they consider environmentally friendly. In the long term, this loyalty helps companies build a stable customer base and supports sustainable business growth (Maulyan et al., 2022). In addition, companies that continue to strengthen their brand image through environmentally friendly innovation will find it easier to survive in a dynamic market, because customer loyalty is a strategic asset that is difficult for competitors to imitate (Firmansyah, 2023).

This study aims to develop a sustainable marketing strategy to improve brand image and customer loyalty in businesses that increasingly prioritize sustainability and environmental principles. This study will analyze the application of the concept of sustainable marketing with a focus on the integration of economic, social, and environmental aspects in the company's marketing strategy, as well as identifying key elements that build a positive brand image through environmentally friendly efforts and their impact on customer loyalty. The benefits of this study are expected to help companies understand the importance of sustainable marketing as a tool to strengthen brand image and gain customer loyalty, as well as provide guidance for decision makers in designing sustainable business policies. This research also contributes to the development of sustainable marketing theory and practice in the modern era which is increasingly concerned with environmental issues.

## METHOD

This study uses a qualitative research type with a descriptive approach. Qualitative research focuses on understanding phenomena in depth and naturally, without any manipulation of the observed phenomena (Sugiyono, 2010). In this context, a qualitative descriptive approach is used to study issues related to the implementation of sustainable marketing strategies, as well as the working methods that apply in companies in an effort to improve brand image and customer loyalty in the environmentally friendly era. Researchers try to record, analyze, interpret, and describe real conditions that occur in the field. Descriptive research aims to holistically understand the behavior, perceptions, motivations, and actions

of companies and consumers involved in the sustainable marketing process, through language-based descriptions and words in a natural context (Moleong, 2010).

The secondary data sources used in this study include relevant literature such as scientific journals, books, articles, previous research reports, and documents related to sustainable marketing and customer loyalty. This study will integrate various theoretical and empirical views from existing studies to strengthen the analysis conducted. Secondary data obtained from this literature will help provide a more comprehensive picture of how companies in various sectors have succeeded or are trying to implement the concept of sustainable marketing in improving brand image and customer loyalty.

## RESULT AND DISCUSSION

### Benefits of Positive Brand Image and Customer Loyalty for Companies Adopting Sustainable Marketing

Sustainable marketing is a strategic approach that integrates the principles of social and environmental responsibility into every aspect of product and service promotion. By focusing on sustainability, companies not only strive to meet current consumer needs, but also consider the long-term impact on the environment and society (Durlista & Wahyudi, 2023). Through sustainable marketing, companies can create awareness and education among consumers about the importance of environmentally friendly products. This approach not only builds a positive brand image, but also differentiates the brand in an increasingly competitive market, where consumers are increasingly discerning and concerned about sustainability issues (Ahmadi, 2024).

By adopting sustainable marketing, companies can increase deeper and more sustainable customer loyalty. Consumers who value sustainability tend to feel emotionally attached to brands that reflect their values (Andriani & Marpaung, 2024). They are more likely to choose to purchase products from brands that demonstrate a commitment to sustainable practices, such as the use of recycled materials, reducing carbon footprints, and supporting social initiatives. This loyalty can result in repeat purchases, word-of-mouth recommendations, and support in overcoming reputational challenges, thereby strengthening the brand's position in the long term. Here are the benefits of a positive brand image and customer loyalty for companies that adopt sustainable marketing:

#### Benefits of a Positive Brand Image

##### 1. Higher Consumer Attraction

A positive brand image related to sustainability not only attracts environmentally conscious consumers, but also creates a more loyal and growing market segment. Modern consumers are increasingly discerning and selective in choosing products, especially with the increasing awareness of environmental impact. Companies that actively promote their sustainability commitments through consistent and transparent marketing can build deep emotional connections with consumers who share similar values. This relationship leads to increased customer loyalty, which not only impacts retention, but also expands the customer base through strong recommendations and word of mouth. As a result, the company is able to expand its market share by appealing to a wider segment of consumers

seeking environmentally friendly and socially responsible products, while strengthening its position in the increasingly competitive global marketplace .

#### 2. Increased Trust

A good brand image plays a crucial role in building trust among consumers, especially in the context of sustainable practices. When companies consistently demonstrate their commitment to sustainability through environmentally friendly products and services, consumers feel more confident that they are not only purchasing a product, but also supporting values they believe in. This trust is often rooted in transparency and accountability, where companies that are open about their production processes, sourcing materials, and the environmental impact of their products can strengthen consumer confidence. Additionally, with increasing awareness of environmental issues, consumers are more likely to choose brands that demonstrate social responsibility. This creates greater loyalty, where consumers not only return to shop, but also recommend the brand to others. Thus, a positive brand image that focuses on sustainability not only increases consumer choice, but also strengthens the company's position as a responsible leader in the market.

#### 3. Strong Reputation

Implementing sustainable marketing effectively can build a company's reputation as a leader in social responsibility, which in turn attracts media and stakeholder attention. When companies commit to integrating sustainability principles into their business strategies, they not only demonstrate concern for the environment, but also for the well-being of society. This often attracts media attention, which sees the company as a positive example in an increasingly competitive business world. When news about sustainability initiatives and their positive impacts spreads, companies not only gain greater visibility, but also build an image as an ethical and responsible entity. Media and stakeholders, including investors and consumers, are increasingly looking for companies that demonstrate a real commitment to sustainability, making them more attractive options for financial support and collaboration. With a strong reputation as a leader in social responsibility, companies can create a significant competitive advantage, helping them grow and innovate in the long term .

#### 4. Collaboration Opportunities

A positive brand image, especially when it comes to sustainability, can open up valuable collaboration opportunities with organizations including non-governmental organizations (NGOs), governments, and other like-minded companies. When companies are known as responsible entities committed to sustainable practices, they are more likely to attract attention and support from those who also focus on social and environmental issues. This collaboration not only strengthens the brand image, but also allows for the sharing of resources, knowledge and networks, which can increase the impact of the sustainability initiatives undertaken. For example, partnerships with NGOs can provide access to broader programs and support in raising community awareness, while collaboration with governments can help implement policies that support sustainability. By building these mutually beneficial partnerships, companies not only expand their reach but also contribute to greater positive change in society.

## 5. Competitive Differences

Companies with a strong image in sustainability have a significant competitive advantage, allowing them to differentiate themselves from competitors in an increasingly crowded marketplace. In today's business world, where consumers are increasingly aware of the environmental impact of their choices, companies that successfully build a positive reputation for sustainability can attract customers who value social responsibility and ethics. A good image in sustainability not only creates appeal, but also builds higher customer loyalty, as consumers are more likely to choose brands that align with their values. Additionally, companies that excel in sustainability often gain easier access to partnership opportunities, support from stakeholders, and even incentives from governments that support sustainable practices. Thus, the differentiation built through a sustainable image not only strengthens the company's position in the market, but also creates a more loyal customer base, which contributes to the company's long-term growth and sustainability.

### **Benefits of Customer Loyalty**

#### 1. Better Customer Retention

Customers who are loyal to sustainable brands are less likely to switch to competitors, which significantly provides revenue stability for the company. When consumers feel connected to a brand's sustainability values, they develop a deep sense of trust and emotional attachment, making them more likely to continue choosing that brand's products despite attractive offers from competitors. This loyalty is reinforced by the belief that by choosing the brand, they are contributing to a larger purpose, namely protecting the environment and supporting ethical business practices. With a loyal customer base, companies not only enjoy more consistent revenue, but also reduce marketing and customer acquisition costs, which are often required to attract new customers. Additionally, these loyal customers often become brand advocates, recommending products to friends and family, which can increase market share organically.

#### 2. Repeat Purchase

Strong customer loyalty often leads to repeat purchases, which significantly increases a company's revenue and profitability. When customers feel satisfied and engaged with a brand, they are more likely to return for further transactions, which not only ensures a steady stream of revenue, but also allows companies to plan and manage resources more effectively. These repeat purchases are invaluable, as the cost of acquiring a new customer is typically higher than the cost of retaining an existing customer. Additionally, loyal customers are often willing to pay more for products they trust, especially if those products align with the sustainability values they support. The existence of this loyal customer base also allows companies to optimize their marketing strategies, focusing on retention and improving customer experience rather than just finding new customers. Thus, customer loyalty not only increases revenue, but also strengthens the company's financial position in the long term, creating a mutually beneficial ecosystem for both the company and the customer.

### 3. Brand Advocacy

Loyal customers often act as brand advocates, actively recommending products and services to others, which creates positive word of mouth. When consumers feel connected to a brand, especially one that practices sustainability principles, they invest not only in the product, but also in the values the brand represents. A deep sense of satisfaction with product quality and social commitment drives them to share positive experiences with their friends, family and social networks. These word-of-mouth recommendations have a much greater impact than traditional advertising, as consumers tend to trust reviews and recommendations from people they know. In other words , this loyalty not only enhances the brand image, but also attracts new customers who may not have previously been familiar with the product. Additionally, the support of these brand advocates often creates a community around the brand, which can strengthen brand identity and increase customer engagement, creating a positive cycle that benefits the company in the long run.

### 4. Tolerance Towards Problems

Highly loyal consumers tend to be more supportive and tolerant of possible mistakes, which is invaluable to a company, especially in a crisis. When a brand faces challenges, whether it is related to its product, service, or communication, loyal customers who have built an emotional connection are more willing to understand and give it a second chance. They often see the brand not just as a provider of a product, but as part of their community or values. This support can come in the form of understanding, a willingness to continue purchasing, or even providing constructive feedback that helps the company correct mistakes. With the support of loyal customers, companies can more easily manage crises, formulate solutions, and restore their reputation. This also gives the company time and space to correct mistakes without losing a valuable customer base.

### 5. Participation in New Initiatives

Loyal customers tend to be more open to new products and sustainability initiatives launched by companies, providing significant support for innovation. When consumers have built a positive relationship with a brand, they feel more trusting and willing to try new products or services offered, especially if those products reflect the company's commitment to sustainability. The courage to innovate becomes more likely because of this loyalty, as loyal customers often expect companies to continually evolve and adapt to their needs and values. With the support of existing customers, companies can not only test new products with more confidence, but also gain valuable feedback that can be used to refine those innovations. Additionally, loyal customers who feel involved in the innovation process often become more active brand advocates, promoting new products to others and helping to create positive buzz in the marketplace .

By adopting sustainable marketing, companies not only succeed in building a positive brand image, but also create solid long-term relationships with customers. This approach allows companies to connect with consumers who share similar values, thereby increasing brand loyalty and trust. When customers feel like they are contributing to a larger purpose—sustainability—they are more likely to return to shop, recommend products to others, and provide support during a crisis. These relationships not only provide revenue stability, but

also open up opportunities for future innovation and collaboration. As a result, companies can achieve sustainable success, ensuring growth that is not only financially profitable, but also socially and environmentally responsible.

### **Developing Sustainable Marketing Strategies in Building Brand Image and Customer Loyalty**

Sustainable marketing is a promotional approach that emphasizes social and environmental responsibility, with the primary goal of creating a market that supports environmentally friendly products and services. In this context, companies are not only focused on financial gain, but are also committed to reducing negative impacts on the environment and improving the welfare of society. Sustainable marketing involves strategies that include the use of sustainable raw materials, efficient production practices, and transparent communication about the environmental impact of products. By highlighting sustainability values in marketing messages, companies can attract consumers who are increasingly aware of environmental and social issues, while building stronger and more sustainable relationships with customers. There are several strategies that sustainable marketing can take in building brand image and customer loyalty.

#### **1. Adopting environmentally friendly practices in sustainable marketing**

In an era of increasing environmental awareness, adopting eco-friendly practices has become a key strategy in sustainable marketing. Customers now prefer products and brands that are not only of high quality, but also have a commitment to environmental sustainability. By implementing environmentally friendly practices, companies not only contribute to environmental protection, but can also enhance their brand image. For example, companies can reduce the use of single-use plastic by replacing product packaging with more environmentally friendly ones, such as using recycled or biodegradable materials. This not only reduces the negative impact on the environment, but also provides added value to consumers who care about environmental issues.

Additionally, companies can involve consumers in their sustainability initiatives, such as packaging return programs or tree planting programs. By giving customers the opportunity to participate, companies can create a stronger sense of ownership and engagement. Consumers will feel more connected to brands that demonstrate social and environmental responsibility, increasing their loyalty. For example, a brand that commits to planting a tree every time they sell a particular product can create a compelling story and highlight the positive value of their product. The use of technology can also strengthen sustainability efforts. For example, companies can leverage digital technologies to track and communicate the environmental impact of their products. By providing transparent information about supply chains and product carbon footprints, companies can build trust with consumers. This transparency shows that companies not only claim sustainability, but are also able to prove it with accurate data.

#### **2. Communicating sustainability efforts transparently**

Transparently communicating sustainability efforts is a crucial step in building customer trust and loyalty. As society becomes more aware of environmental and social issues, consumers are now more critical of sustainability claims made by companies. Therefore, companies must provide clear and accurate information about their sustainability

practices. This includes explaining their production processes, raw material sources , and steps taken to reduce environmental impact. By being transparent, companies can demonstrate their commitment to sustainability and differentiate themselves from competitors. One way to communicate these efforts is through detailed sustainability reporting. These reports can include quantitative and qualitative data that demonstrate the company's progress toward achieving sustainability goals. For example, information about reducing carbon emissions, using renewable energy, or the amount of waste recycled can provide a clear picture of a company's positive impact on the environment. Additionally, displaying certification or recognition from third-party agencies can add credibility and strengthen the sustainability claims made.

Social media and digital platforms also play an important role in sustainability communications. Through this channel, companies can directly interact with consumers, answer questions, and discuss their sustainability initiatives. Visual content, such as videos or infographics, can be used to convey messages in an engaging and easy-to-understand way . Inspiring stories from employees or partners involved in sustainability initiatives can also help create an emotional connection with the audience. However, it is important to ensure that such communications are not simply “greenwashing,” which is an attempt to create a greener image without real action. Consumers are increasingly savvy and can detect discrepancies between claims and reality. Therefore, companies need to maintain consistency between their communications and practices. By providing transparent and responsible information, companies can build a strong reputation as sustainability leaders, increase customer loyalty, and create a lasting positive impact in society.

### 3. Integrating sustainability into mission, values and brand

Integrating sustainability into a company's mission, values and brand is a strategic move that not only reflects a commitment to the environment, but also provides a competitive advantage in the marketplace. By making sustainability a core part of their corporate identity, companies can build a strong and relevant image in the eyes of consumers. A clear mission focused on sustainability shows that the company is not only profit-oriented, but also cares about the social and environmental impacts of its operations. Corporate values that include sustainability must be reflected in every aspect of operations and business decisions. For example, if a company is committed to using environmentally friendly raw materials, this value must be implemented in the supply chain, supplier selection, and production processes. Thus , sustainability is not just a slogan, but is realized in real practice. When employees and other stakeholders understand and feel these values, they will be more motivated to contribute to the company's goals.

In a brand context, integrating sustainability means creating a narrative that emphasizes the company's role in promoting sustainability. Marketing content can highlight green initiatives, such as renewable energy use, recycling programs, or contributions to local communities. Brands with a strong sustainability story are more likely to appeal to consumers who care about environmental and social issues. Additionally, sustainability can be a significant differentiator in an increasingly saturated market, where consumers are looking for brands that not only meet their needs but also align with their personal values.

Integrating sustainability also involves collaborating with a variety of stakeholders, including local communities, governments, and non-governmental organizations. By building strategic partnerships, companies can strengthen their sustainability efforts and expand their positive impact. For example, collaboration on a tree planting program or waste reduction campaign can benefit both the company and the community.

4. Ensuring the environmental impact of products and services produced is as small as possible

Ensuring the environmental impact of the products and services produced is as small as possible is an important component of an effective sustainability strategy. In today's business context, where consumers are increasingly concerned about environmental issues, companies must commit to reducing their ecological footprint at every stage of the product life cycle. The first step in reducing environmental impact is to conduct a comprehensive assessment of the supply chain and production process. This includes identifying the resources used, the energy consumed, and the waste generated during the production process. One way to reduce environmental impact is to apply sustainable design principles. Product design that takes environmental factors into account can lead to the use of more environmentally friendly raw materials, reduced packaging materials, and increased energy efficiency. For example, companies can invest in technologies that allow the use of recycled materials or more environmentally friendly biomass materials. By integrating sustainability from the design stage, companies can create products that not only meet consumer needs but also have minimal environmental impact.

Furthermore, companies also need to focus on waste management and recycling. Developing an efficient waste management system can help reduce the amount of waste that ends up in landfills. Companies can adopt packaging return programs, where consumers are encouraged to return product packaging for recycling or reuse. In this way , companies not only reduce their negative impact on the environment but also create positive engagement with consumers who are increasingly concerned about sustainability. In addition, transparency in communicating the environmental impact of products is essential. Companies should provide clear information about how their products are produced, what materials are used, and what steps are taken to reduce environmental impact. Providing environmental labels or certifications that demonstrate compliance with sustainability standards can increase consumer confidence and encourage them to choose more environmentally friendly products.

5. Certification and Setting Sustainable Standards

Sustainability certification and standards play an important role in encouraging companies to adopt environmentally friendly and socially responsible practices. This certification provides official recognition of a company's efforts to meet certain criteria related to sustainability, and is often recognized by consumers, business partners, and government agencies. By having an internationally recognized certification, companies can demonstrate their commitment to sustainability and enhance their reputation in an increasingly competitive market. One well-known example of certification is ISO 14001, which focuses on environmental management systems. This certification helps companies

to systematically identify, manage and reduce the environmental impacts of their activities. By following these standards, companies not only improve their environmental performance, but can also optimize operational efficiency and reduce costs. Additionally, this certification can increase consumer confidence, who are increasingly considering sustainability factors in their purchasing decisions.

Sustainability standards can also cover social and economic aspects, such as Fair Trade or B Corp certification. Fair Trade certification ensures that products are produced with the welfare of farmers and workers in mind, and provide fair prices for them. On the other hand , B Corp is a certification given to companies that meet high standards in terms of social and environmental impact. By committing to these standards, companies show that they care not only about profits, but also about the impact they have on society and the environment. In addition to reputational benefits, having certification and complying with sustainability standards can also open up opportunities for access to new markets. Many consumers and large companies are now looking for business partners who are committed to sustainability, so this certification can be a significant selling point. In many countries, there are also regulations that encourage or require companies to meet certain sustainability standards, so having certification can help companies comply with regulations and avoid sanctions.

## CONCLUSION

Sustainable marketing is a strategic approach that integrates social and environmental responsibility in the promotion of environmentally friendly products and services, aiming to create a market that supports sustainable practices. By focusing not only on financial returns, but also on reducing negative environmental impacts and improving societal well-being, companies can build stronger relationships with consumers who are increasingly aware of social and environmental issues. Through the use of sustainable raw materials and efficient production practices, as well as transparent communication, sustainable marketing is able to attract loyal customers and encourage positive changes in consumption behavior. Thus, sustainable marketing not only increases sales, but also contributes to collective awareness and broader behavioral change in society. Sustainability is becoming a key element in modern marketing strategies, and companies that adopt it not only contribute to environmental protection, but also gain a competitive advantage. Adopting environmentally friendly practices, transparently communicating sustainability efforts, and integrating sustainability values into a company's mission and brand are important steps to building a positive image and customer loyalty. In addition , ensuring the environmental impact of products and services produced is as small as possible is a moral responsibility that is increasingly being considered by consumers. Sustainability certifications and standards, such as ISO 14001 and Fair Trade, provide official recognition of a company's commitment and open access to wider markets. However, it is important to remember that sustainability must be accompanied by real action, avoiding greenwashing practices that can damage a company's reputation.

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