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## Analysis Of The Effect Of Green Product And Corporate Social Responsibility (Csr) On Brand Loyalty Of Two Most Popular Handbody Brands With Brand Awareness As A Mediation Variable

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**Abstract:** The study, titled Analysis of the Influence of Green Products and Corporate Social Responsibility (CSR) on Brand Loyalty of the Two Most Popular Handbody Brands with Brand Awareness as a Mediating Variable. Examines the influence of green product attributes and CSR initiatives on brand loyalty, with brand awareness as a mediating variable. The research focuses on two popular handbody brands, Nivea and Love and Beauty Planet, which emphasize eco-friendly practices and social responsibility. Employing a quantitative explanatory research method, the study collected data from 250 respondents in the Soloraya region using a structured questionnaire. Results indicate that both green product attributes and CSR initiatives significantly enhance brand awareness, which in turn positively impacts brand loyalty. Additionally, brand awareness serves as an effective mediator between green practices, CSR, and brand loyalty, providing valuable insights for sustainable brand management strategies. These findings contribute to marketing literature and offer practical implications for enhancing customer loyalty through green marketing and CSR initiatives.

**Keyword:** Green Product, Corporate Social Responsibility (CSR), Brand Loyalty, Brand Awareness, Sustainable Packaging

### INTRODUCTION

The development of the industrial era like today, beauty products have their own appeal, especially for women. Women's awareness of the importance of maintaining and caring for healthy skin tends to increase due to changes in lifestyle. Women tend to have a desire to look attractive. The growth of women's interest in beauty products has an impact on the rate of the beauty industry quoted from [kompas.id \(https://lodi.id/2023/07/06/bagaimana-laju-industri-kecantikan-saat-ini/\)](https://lodi.id/2023/07/06/bagaimana-laju-industri-kecantikan-saat-ini/). The development of the industrial era like today, beauty products have their own appeal, especially for women. Women's awareness of the importance of maintaining and caring for healthy skin tends to increase due to changes in lifestyle. Women tend to have a desire to look attractive. The growth of women's interest in beauty products has an impact on the rate of the beauty industry quoted from [kompas.id](https://lodi.id/2023/07/06/bagaimana-laju-industri-kecantikan-saat-ini/)

People who are aware of the importance of environmentally friendly products tend to choose products that implement the ecofriendly concept. So that there is an opportunity for brand loyalty to emerge. Brand loyalty is a loyal attitude that consumers have towards a brand (Afittama & Nasir, 2024). Consumers tend to make repeat purchases because they are aware of brands that implement green products or good corporate social responsibility. Green products according to the results of the study Ogiemwonyi (2022) A product with extended durability, free from toxic substances, has a minimal environmental footprint and lowers health risks. The beauty industry is becoming more attentive to environmental concerns and is moving towards sustainable products. For example, sustainable products are those that decompose naturally and are free of chemicals that could harm the environment or consumers' skin (Subiantoro & Budidharmanto, 2021).

The implementation of ecofriendly products (environmentally friendly products) which are currently booming in the beauty industry, is also supported by CSR programs aimed at building a more environmentally friendly beauty industry. CSR is the main thing in evaluating products and building a positive consumer image of a company (Fatma & Khan, 2023). The CSR program is realized in activities such as the use of herbal ingredients that do not contain chemicals that damage the skin or the natural environment, and minimizing the use of disposable waste. Raising public awareness about green products and promoting the use of environmentally friendly items should be a higher priority for companies and government agencies (Nasir et al., 2019). Brand awareness refers to the capacity of potential customers to recognize and remember a brand as associated with a particular product (Abou-Shouk & Soliman, 2021). In this case, public awareness of environmentally friendly products is expected to encourage brand loyalty of a brand.

Soloraya consists of Surakarta City, Sukoharjo Regency, Karanganyar Regency, Klaten Regency, Wonogiri Regency, Boyolali Regency, and Sragen Regency. The population of Soloraya based on data from the Central Statistics Agency or BPS is 6,883.16 thousand people. The researchers selected Soloraya due to the fast-paced growth of the beauty industry in the region. This is evident from various beauty events held in Soloraya, such as Solo Meet Beauty and Happy Beauty Day. This shows the active role of the community in Soloraya in the beauty industry, especially among teenagers and adult women.

The novelty in this study is the existence of brand awareness as a mediating variable that connects the variables of green product and CSR to brand loyalty. Several studies have shown a gap in research results regarding the relationship between variables. This was also expressed by Ahadun et al., (2021) that the level of green product usage has no relationship with brand loyalty. However, there are differences of opinion from experts, some experts say that there is a significant positive relationship between green products and brand loyalty. Green products not only increase customer satisfaction but also increase customer loyalty (Chang & Fong, 2010). In addition to green products, there are other variables, namely CSR (Corporate Social Responsibility). Many researchers are researching CSR. According to Rivera et al., (2019) CSR has an intensive relationship with brand loyalty. CSR tends to increase customer loyalty, increase customer satisfaction and increase brand commitment (Kotler et al., 2022:494). However, according to Fatma & Khan (2023) The CSR carried out has no effect on brand loyalty.

This research seeks to examine the impact of green products and Corporate Social Responsibility (CSR) on brand loyalty, using brand awareness as a mediating factor. The study focuses on two of Indonesia's leading handbody brands that have embraced sustainability by adopting green products and eco-friendly CSR initiatives. The brands analyzed in comparison are Nivea and Love Beauty and Planet. This research explores both the direct and indirect effects of green products and CSR on brand loyalty. The findings are anticipated to offer theoretical contributions to the advancement of marketing management, particularly in areas related to sustainable practices. Furthermore, this study is anticipated to offer practical insights for

companies aiming to boost consumer loyalty through green marketing and CSR strategies. Thus, this study can be an important reference for industry players and researchers in the future.

### **The influence of green products on brand awareness**

Green products focus on environmentally friendly benefits such as product recycling and eliminating environmental information gaps (Kotler et al., 2022:502). According to Fakhri (2019) (in the Moeliono et al., 2020:1) In the current condition, society has a good awareness of environmentally friendly products, which are considered safe for health and products that have minimized the risk of environmental pollution. The role of avoiding violence to nature in green products fosters awareness of environmentally friendly products (Pancić et al., 2023). Currently, consumer awareness of the environment is increasing, by supporting and using eco-friendly products. This is shown by the large number of consumer interests in choosing the green product option (Kotler et al., 2022:500). This research centers on raising public awareness about environmentally friendly products.

Hypothesis 1 : *Green products influence brand awareness.*

### **The influence of CSR on brand awareness**

Corporate social responsibility is a form of connection, contribution, business management and decision making based on the concept of environmental sustainability, social aspects and ethical demands (Sultoni, 2019:6). Awareness of the importance of corporate social responsibility is beginning to grow, as many people wish to experience the positive impacts of a company's presence. In research Ismael (2022) stated that corporate social responsibility positively influences brand awareness. If the implementation of corporate social responsibility is carried out properly by the company, it will create a good image in society, this will encourage public awareness of the brand or product produced by the company (Prayoga et al., 2022).

Hypothesis 2 : *Corporate social responsibility influences brand awareness.*

### **The influence of brand awareness on brand loyalty**

According to research Sánchez Garza et al., (2024) said that brand awareness has a significant positive relationship to brand loyalty. A strong brand will create brand awareness and brand loyalty (Kotler & Armstrong, 2018:265). Brand loyalty is the conscious behavior of consumers who repeat purchases of a product (Solomon, 2022:582). Consumers' ability to remember brands, recognize brands will make consumers more aware of a brand. Brand awareness is an important factor in building brand loyalty, which allows consumers to choose to make repeat purchases of products they already know. The higher the brand awareness of a product, the more positive impact it will have on brand loyalty (Dila & S.E. Nur Achmad, 2022).

Hypothesis 3 : *Brand awareness influences brand loyalty.*

### **The influence of green products on brand loyalty**

Green products have a strong and positive relationship with brand loyalty. (Rohman, 2022). Research results according to Yuwanti et al., (2023) found that green products have a positive yet insignificant relationship with brand loyalty. Green products focus not only on environmental concerns but also on raising public awareness about the importance of purchasing eco-friendly products as part of efforts to protect the environment and support sustainability. The existence of innovation and transformation regarding green products in business makes consumers have to understand more about green products (Sedky & AbdelRaheem, 2022). The responsibility carried by green products can increase brand loyalty, because consumers tend to choose brands that are in line with the concept of being

environmentally friendly. This is in line with research Apriati & Dr. Sulisriptiono (2021) which states that increasing the implementation of green products will affect loyalty.

Hypothesis 4 : *Green products have a direct impact on brand loyalty.*

**The influence of CSR on brand loyalty**

Corporate social responsibility can develop into product performance perceptions, so that products with beneficial corporate social responsibility implementation tend to have high performance (Kotler et al., 2022). According to Irmawati & Sandy (2022) Corporate social responsibility has a strong and positive relationship with consumer satisfaction. And research according to Rivera et al., (2019) stated that corporate social responsibility has a direct, positive relationship with brand loyalty. Implementing innovative and efficient CSR initiatives can enhance brand loyalty by inspiring consumers. Inspiring consumers in programs implemented in corporate social responsibility implemented by the company.

Hypothesis 5 : *Corporate social responsibility has a direct impact on brand loyalty.*

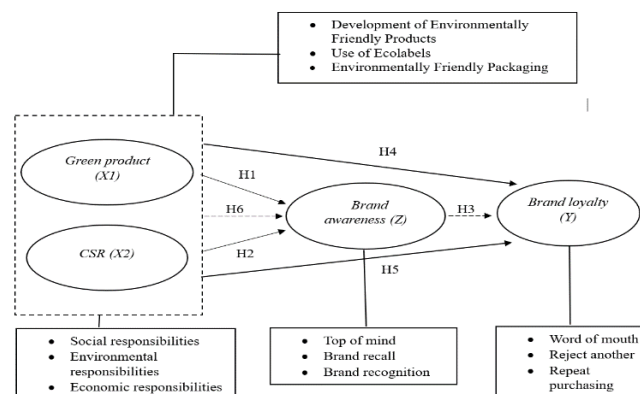
**The influence of green products and corporate social responsibility on brand loyalty with brand awareness as a mediating variable**

Research according to Ismael (2022) suggests that future research should explore the impact of corporate social responsibility on brand loyalty, with brand awareness as a mediating factor. Research according to (Yohana F. C. P. Meilani Innocentius Bernarto, Margaretha P. Berlianto, & Ian N. Suryawan, 2020) stated that brand awareness is linked to brand loyalty. This relationship exists because customers recognize that if a product is high-quality and beneficial, they are likely to remain loyal to it.

Consumer awareness of environmentally friendly products makes consumers interested in purchasing green products (Alamsyah & Muhammed, 2018). Green product refers to environmentally friendly products, which do not cause or harm the ecosystem. Public awareness of the importance of environmental protection promotes eco-friendly consumption. As a result, people become more selective in choosing brands, often favoring those that embrace green product concepts, as brand awareness influences their purchasing decisions.

Study results according to Anggorawati et al., (2021) states that brand awareness acts as a mediator in the relationship with corporate social responsibility. Implementing sustainable CSR programs can enhance public awareness of a brand, making it easier for consumers to recognize and remember the brand if the CSR initiatives resonate with them. In this case, brand awareness has a role to build brand awareness of green products and corporate social responsibility. So the researcher formulates the following hypothesis:

Hypothesis 6: *Brand awareness plays a role in mediating between green products and corporate social responsibility which has an effect on brand loyalty..*



Source: Research Results  
**Figure 1. Model framework**

**METHOD**

This study is an explanatory type of research. Explanatory research is conducted to gather data from past or present contexts regarding the relationships between variables, aiming to test hypotheses concerning these variables (Sugiyono, 2023:57). This research uses a quantitative approach. According to Sugiyono (2023:16) Quantitative research is a method applied to test hypotheses grounded in positivist philosophy, focusing on a population and sample and utilizing statistical analysis for evaluation.

A sample represents a subset of the population, encompassing certain characteristics intended for study Sugiyono (2023:127). Thus, the selected sample must accurately represent the overall population. The sample in this study is consumers who use Nivea or Love and Beauty Planet handbody products in Soloraya. According to Roscoe (1975) that the number of feasible samples in the study is 30-500. The number of samples in this study was 250 samples.

**Table 1. Questionnaire Items**

<b>Variable</b>	<b>Indicators</b>	<b>Source</b>
<b>Green product (X1)</b>	Development of environmentally friendly products	M. Wang et al., (2021)
	Use of ecolabels	
	Eco-friendly packaging	
<b>Corporate social responsibility (X2)</b>	<i>Social responsibilities</i>	Kotler et al., (2024:623)
	<i>Environmental responsibilities</i>	
	<i>Economic responsibilities</i>	
<b>Brand awareness (Z)</b>	<i>Top of mind</i>	A. Aaker, (1991:62)
	<i>Brand recall</i>	
	<i>Brand recognition</i>	
<b>Brand loyalty (Y)</b>	<i>Word of mouth</i>	Solomon, (2022:167)
	<i>Reject another</i>	
	<i>Repeat purchasing</i>	

Source: Primary Data, 2024

An operational definition of a variable provides an explanation of the variable's meaning as interpreted by the researcher, grounded in an established theory (Machali, 2021:62). Reliability testing aims to measure the accuracy, consistency and precision of an instrument to measure a construct (Ghozali, 2021:69). In Smart PLS, the convergent validity test utilizes reflective indicators evaluated by the loading factor of each measured indicator. Validity is determined by a loading factor value greater than 0.7 for each indicator, which is considered valid (Ghozali, 2021:68).

Reliability test can be measured using Cronbach's Alpha or composite reliability. A variable is declared reliable if it has a Cronbach's alpha or composite reliability value > 0.7 (Ghozali, 2021:70). Multicollinearity test is used to test formative constructs by calculating the Variance Inflation Factor (VIF) value. The recommended VIF value is <10 or <5. Tolerance value is >0.10 or >0.20 (Ghozali, 2021:71). The data analysis method used is using statistical calculation techniques. This study uses the Partial Least Square (PLS) method. PLS assumes that all variants are useful variants to explain so that the latent variable estimation process (Ghozali, 2021:5).

The Indirect Effect test is utilized to examine the impact of independent variables on dependent variables through a mediating or intervening variable. This test is conducted using the Bootstrapping technique. The criteria for determining significance in the indirect effect are a T-Statistic value greater than 1.96 and a P-Value of 0.05, indicating significance. (Ghozali, 2021:147). The Direct Effect Test is used to test the formulated hypothesis. The Direct Effect Test can be seen that all first order constructs have a significant effect. With the criteria of the resulting T-statistic value >1.97 or significant at 0.05 (Ghozali, 2021:128).

## RESULTS AND DISCUSSION

### Respondent demographics

The survey results indicate that the majority of respondents are women (70.8%) aged 18-25 (84.4%), suggesting high popularity for this handbody product among young people. Regarding educational background, most respondents have a high school education (62.8%), with fewer holding a bachelor’s degree (33.6%) or a master’s degree (1.6%). When selecting a brand, respondents showed equal preference for the Nivea and Love Beauty and Planet handbody brands, with each brand used by 50% of respondents. In terms of income, most respondents (30.4%) have an income of more than IDR 2,000,000 per month, but there are also those who earn less than IDR 500,000 (21.2%). In terms of spending on handbody, the majority (43.6%) prefer products priced below IDR 300,000, indicating that most of them prefer affordable options in purchasing this beauty product.

**Table 2. Respondent demographics**

<b>Gender</b>	<b>Number of Respondents (People)</b>	<b>Presentase (%)</b>
Male	73	29,2%
Female	177	70,8%
<b>Age (Years)</b>		
<18 years	9	3,6%
18-25 years	211	84,4%
26-30 years	24	9,6%
>30 years	6	2,4%
<b>Last education</b>		
SMP	5	2%
SMA/K	157	62,8%
S1	84	33,6%
S2	4	1,6%
<b>Handbody Brands Used</b>		
<i>Nivea brand handbody</i>	125	50%
<i>Love and beauty planet brand handbody</i>	125	50%
<b>Income in one month</b>		
<Rp500.000	53	21,2%
Rp500.001-Rp1.000.000	44	17,6%
Rp1.000.001-Rp1.500.000	29	11,6%
Rp1.500.001-Rp2.000.000	48	19,2%
>Rp2.000.0000	76	30,4%
<b>Handbody Purchase Expenses</b>		
<Rp300.000	109	43,6%
Rp300.001-Rp500.000	67	26,8%
Rp500.001-Rp1.000.000	53	21,2%
Rp1.000.001-Rp1.500.000	16	6,4%
>1.500.0000	5	2%

Source: Processed primary data, 2024

## Nivea Brand Handbody Data Analysis

### Outer Model

#### Convergent Validity Test

According to Ghozali (2021:35), convergent validity is determined by the correlation between an indicator score and its construct. An indicator is considered valid if its correlation value exceeds 0.70. Based on the data in Table 3, two indicators fall below this threshold: CSR.1, with a value of 0.668, CSR.6 at 0.684, and BA.5 at 0.654, indicating that these indicators do not meet convergent validity. Invalid indicators are removed from the model, while indicators with a loading factor value above 0.70 are considered valid and fulfill the criteria for convergent validity.

**Table 3. Results of Convergent Validity Analysis of Nivea Brand Handbody**

	Validitas Konvergen	Keterangan
GP.1	0,859	Valid
GP.2	0,881	Valid
GP.3	0,855	Valid
GP.4	0,803	Valid
GP.5	0,778	Valid
GP.6	0,741	Valid
CSR.1	0,668	Tidak Valid
CSR.2	0,865	Valid
CSR.3	0,831	Valid
CSR.4	0,859	Valid
CSR.5	0,753	Valid
CSR.6	0,684	Tidak Valid
BA.1	0,875	Valid
BA.2	0,861	Valid
BA.3	0,876	Valid
BA.4	0,883	Valid
BA.5	0,654	Tidak Valid
BA.6	0,731	Valid
BL.1	0,758	Valid
BL.2	0,748	Valid
BL.3	0,828	Valid
BL.4	0,788	Valid
BL.5	0,848	Valid
BL.6	0,811	Valid

Source: Processed primary data, 2024

#### Discriminant Validity

The discriminant validity test can be seen using the heterotraid-homotraid (HTMT) method. The HTMT value <0.90 is the value of all constructs declared discriminantly valid (Ghozali, 2021:95). The convergent validity values are presented as follows:

**Table 4. Results of the Discriminant Validity Analysis of the Nivea Brand Handbody**

	Brand Awareness	Brand Loyalty	CSR	Green Product
Brand Awareness				
Brand Loyalty	0,865			
CSR	0,518	0,649		
Green Product	0,597	0,716	0,721	

Source: Processed primary data, 2024

### Nivea Brand Handbody Reliability Test

According to the data in Table 5, the Cronbach's alpha values are as follows: brand awareness at 0.905, brand loyalty at 0.748, CSR at 0.867, and green product at 0.802. The composite reliability values are 0.941 for brand awareness, 0.857 for brand loyalty, 0.909 for CSR, and 0.882 for green product. These results indicate that all constructs demonstrate good reliability, with both Cronbach's alpha and composite reliability values exceeding 0.70.

**Table 5. Results of the Nivea Brand Handbody Reliability Test Analysis**

Variables	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,905	0,941
Brand Loyalty	0,748	0,856
CSR	0,867	0,909
Green Product	0,802	0,882

Source: Processed primary data, 2024

### Multicollinearity Test

The multicollinearity test is assessed through the variance inflation factor (VIF), where values should with a value of <10 or <5 with a tolerance value of >0.10 or >0.20 (Ghozali, 2021:71). The VIF values are presented in the following table:

**Table 6. Results of Multicollinearity Test Analysis of Nivea Brand Handbody**

	VIF	Information
BA.1	2.792	Valid
BA.2	2.968	Valid
BA.3	3.047	Valid
BL.1	1.644	Valid
BL.2	1.657	Valid
BL.4	1.340	Valid
CSR.2	2.156	Valid
CSR.3	2.364	Valid
CSR.4	2.433	Valid
CSR.5	1.725	Valid
GP.1	1.964	Valid
GP.4	1.619	Valid
GP.5	1.720	Valid

Source: Processed primary data, 2024

### Inner Model Assesment

According to the data in Table 7, the effect of green products on brand awareness has a T-Statistic of 3.518 and a significance level of 0.000, thus supporting the first hypothesis (H1). The effect of CSR on brand awareness has a T-Statistic of 2.240 and a significance level of 0.026, supporting the second hypothesis (H2). The impact of brand awareness on brand loyalty has a T-Statistic of 5.882 and is significant at 0.000, confirming the third hypothesis (H3). The effect of green products on brand loyalty has a T-Statistic of 2.021 and a significance level of 0.044, confirming the fourth hypothesis (H4). The effect of CSR on brand loyalty has a T-Statistic of 2.114 and a significance level of 0.035, confirming the fifth hypothesis (H5). The effect of green products on brand loyalty, with brand awareness as a mediating variable, has a T-Statistic of 2.998 and a significance level of 0.003, thus supporting the sixth hypothesis (H6). Similarly, the effect of CSR on brand loyalty, mediated by brand awareness, has a T-Statistic of 2.024 and a significance level of 0.044, also supporting the sixth hypothesis (H6).

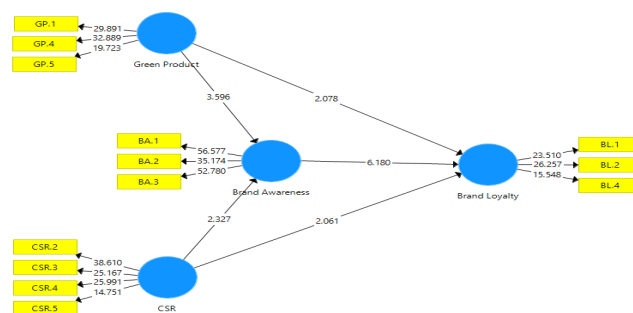
**Table 7. Results of Inner Model Analysis of Nivea Brand Handbody**

	Original Sample (O)	(STDEV)	T Statistics	P Values	Information
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Green Product -> Brand Awareness	0,371	0,106	3,518	0,000	Significant
CSR -> Brand Awareness	0,240	0,107	2,240	0,026	Significant
Brand Awareness -> Brand Loyalty	0,545	0,093	5,882	0,000	Significant
Green Product -> Brand Loyalty	0,180	0,106	2,021	0,044	Significant
CSR -> Brand Loyalty	0,166	0,078	2,114	0,035	Significant
Green Product -> Brand Awareness -> Brand Loyalty	0,202	0,068	2,998	0,003	Full Mediated
CSR -> Brand Awareness -> Brand Loyalty	0,131	0,065	2,024	0,044	Full Mediated

Source: Processed primary data, 2024



Source: Research Results

Gambar 2. PLS Output of Strukturak Model

**Love and Beauty Planet Brand Handbody Data Analysis**  
**Outer Model**  
**Convergent Validity Test**

According to Ghozali, (2021:71) The indicator is considered valid if it has a correlation value >0.70. As for the results of the convergent validity analysis, Based on data from table 8. it is known that all indicators have a loading factor value of >0.70. Indicators that have a value >0.70 have met convergent validity. So, it can be concluded that each question represents each variable that meets the requirements for research.

Table 8. Results of Convergent Validity Analysis of Love and Beauty Planet Brand Handbody

	Convergent Validity	Information
GP.1	0,839	Valid
GP.2	0,852	Valid
GP.3	0,811	Valid
GP.4	0,812	Valid
GP.5	0,833	Valid
CSR.1	0,751	Valid
CSR.5	0,787	Valid
CSR.6	0,796	Valid
BA.3	0,818	Valid
BA.5	0,760	Valid
BA.6	0,803	Valid
BL.2	0,793	Valid
BL.5	0,785	Valid
BL.6	0,806	Valid

Source: Processed primary data, 2024

### Discriminant Validity

The discriminant validity test can be seen using the (HTMT) method. The HTMT value <0.90 is a value that is stated to be discriminantly valid (Ghozali, 2021:71). Based on the data from table 9. it is known that each variable meets the HTMT value of <0.90 so that it can be said that all constructs are declared valid discriminantly. The discriminant value of brand loyalty to brand awareness is 0.829, the discriminant value of CSR to brand awareness is 0.878, the discriminant value of green product to brand awareness is 0.848. The discriminant value of CSR to brand loyalty is 0.844, the discriminant value of green product to brand loyalty is 0.856. The discriminant value of green product to CSR is 0.87

**Table 9. Results of Discriminant Validity Analysis of Love and Beauty Planet Brand Handbody**

	Brand Awareness	Brand Loyalty	CSR	Green Product
Brand Awareness				
Brand Loyalty	0,829			
CSR	0,878	0,844		
Green Product	0,848	0,856	0,879	

Source: Processed primary data, 2024

### Love and Beauty Planet Handbody Brand Reliability Test

Based on the data from table 10. it is known that the cronbach's alpha value of the brand awareness variable is 0.831, the brand loyalty variable is 0.817, the CSR variable is 0.795, and the green product variable is 0.893. The composite reliability value of the brand awareness variable is 0.899, the brand loyalty variable is 0.891, the CSR variable is 0.879, and the green product variable is 0.921. It can be concluded that all constructs have good reliability with cronbach's alpha values and composite reliability values > 0.70.

**Table 10. Results of the Love and Beauty Planet Reliability Test Analysis**

Variables	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,831	0,899
Brand Loyalty	0,817	0,891
CSR	0,795	0,879
Green Product	0,893	0,921

Source: Processed primary data, 2024

### Multicollinearity Test

The multicollinearity test can be seen from the variance inflation factor (VIF) value with a value of <10 or <5 with a tolerance value of >0.10 or >0.20 (Ghozali, 2021:71). The VIF values are presented in the following table:

**Table 11. Results of Multicollinearity Test Analysis of Nivea Brand Handbody**

	VIF	Information
BA.3	1.899	Valid
BA.5	1.845	Valid
BA.6	2.007	Valid
BL.2	1.641	Valid
BL.5	1.883	Valid
BL.6	2.199	Valid
CSR.1	1.830	Valid
CSR.5	1.822	Valid
CSR.6	1.527	Valid
GP.1	2.561	Valid
GP.2	2.414	Valid

GP.3	2.292	Valid
GP.4	1.980	Valid
GP.5	2.173	Valid

Sumber: Data primer diolah, 2024

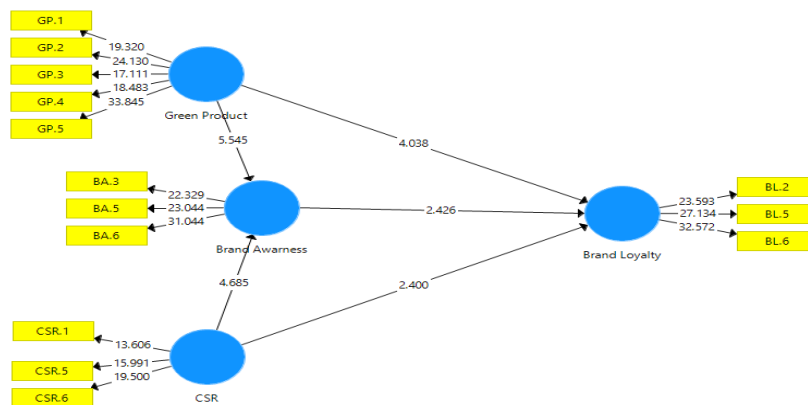
**Inner Model Assesment**

According to the data in Table 12, the effect of green products on brand awareness shows a T-Statistic of 4.685 with a significance of 0.000, confirming the first hypothesis (H1). The effect of CSR on brand awareness has a T-Statistic of 5.545 and is significant at 0.000, supporting the second hypothesis (H2). Brand awareness’s impact on brand loyalty has a T-Statistic of 2.426 with a significance of 0.016, confirming the third hypothesis (H3). The influence of green products on brand loyalty has a T-Statistic of 4.038 with a significance of 0.000, supporting the fourth hypothesis (H4). CSR’s effect on brand loyalty has a T-Statistic of 2.400 and a significance of 0.017, validating the fifth hypothesis (H5). The influence of green products on brand loyalty through brand awareness as a mediating factor has a T-Statistic of 2.090 and a P-Value of 0.037, supporting the sixth hypothesis (H6). Similarly, CSR’s impact on brand loyalty, mediated by brand awareness, has a T-Statistic of 2.238 with a P-Value of 0.026, thus supporting the sixth hypothesis (H6) as well.

**Table 12. Results of the Inner Model Analysis of the Love and Beauty Planet Brand Handbody**

	Original Sample (O)	(STDEV)	T Statistics	P Values	Information
Green Product -> Brand Awareness	0,440	0,079	4,685	0,000	Significant
CSR -> Brand Awareness	0,394	0,084	5,545	0,000	Significant
Brand Awareness -> Brand Loyalty	0,231	0,095	2,426	0,016	Significant
Green Product -> Brand Loyalty	0,388	0,096	4,038	0,000	Significant
CSR -> Brand Loyalty	0,235	0,098	2,400	0,017	Significant
Green Product -> Brand Awareness -> Brand Loyalty	0,91	0,043	2,090	0,037	Full Mediated
CSR -> Brand Awareness -> Brand Loyalty	0,102	0,045	2,238	0,017	Full Mediated

Source: Processed primary data, 2024



Source: Research Results

**Gambar 3. PLS Output of Struktural Model**

This study examines the influence of green product attributes and corporate social responsibility (CSR) initiatives on brand awareness and brand loyalty of two popular handbody brands, namely Nivea and Love and Beauty Planet. For the Nivea brand, the results show that both green product attributes and CSR activities significantly increase brand awareness, confirming the role of environmentally friendly practices and social responsibility in building a strong brand image. This increase in brand awareness then contributes to brand loyalty, with green product attributes and CSR directly influencing consumer loyalty to the Nivea brand. In addition, brand awareness acts as an effective mediator, strengthening the relationship between environmentally friendly initiatives, CSR, and brand loyalty.

In contrast, although green product initiatives and CSR activities also have a positive impact on brand awareness for the Love and Beauty Planet brand, their effects on brand loyalty are different. Although increased brand awareness drives loyalty, green product and CSR attributes alone do not have a significant direct effect on customer loyalty for this brand. Instead, brand awareness mediates this relationship, indicating that consumer loyalty to Love and Beauty Planet is highly dependent on their awareness of the brand's green and CSR efforts, rather than on these attributes directly.

These findings provide insights that can be applied by brand managers and marketers, especially for the Nivea brand. Since green product attributes have a positive impact on brand awareness, Nivea is advised to continue developing green products with ecolabels and sustainable packaging to increase consumer trust and preference. In addition, sustainable CSR activities are also needed to strengthen consumer trust and loyalty. To increase brand loyalty through brand awareness, Nivea can invest in strategies that increase brand recognition, such as top-of-mind awareness initiatives, and strengthen green elements in its products. Meanwhile, Love and Beauty Planet is advised to focus on increasing consumer awareness of green efforts and CSR, as these factors drive loyalty indirectly through increased brand awareness. Campaigns that highlight commitments to sustainability and social responsibility can increase brand recognition, build stronger relationships with consumers, and promote loyalty through increased awareness.

## CONCLUSION

This study has several limitations that may affect the generalizability of the findings. First, the absence of specific area segmentation in Solo Raya means that variations between regions are not fully captured, thus limiting the geographical applicability of the results of this study. Second, the relatively small sample size may affect the strength and representativeness of the conclusions. With a larger sample, the results of this study could be more representative and increase statistical power, allowing for more accurate identification of relationships. Future studies are recommended to involve larger and more diverse samples and consider area segmentation to reflect potential differences across locations.

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