

GREEN MARKETING AND SERVICE QUALITY AS DETERMINANTS OF CONSUMER LOYALTY IN COFFEE SHOP BUSINESSES IN SEMARANG**Abdullah¹⁾, Edwin Zusrony²⁾, Myra Andriana³⁾, Wesly Tumbur ML Tobing⁴⁾**¹²³⁴Universitas Sains dan Teknologi KomputerE-mail: abdullah12warujaya@gmail.com¹⁾, edwin.zusrony@stekom.ac.id²⁾, myra.andriana@stekom.ac.id³⁾, wesly.ol@stekom.ac.id⁴⁾**Abstract**

The purpose of this study is to evaluate the relationship between green marketing and service quality regarding consumer loyalty. This study uses a quantitative method approach. In this study the primary data is used and disseminated directly to the respondents using a Likert scale of 1 to 5 points. The research population is all consumers who have made purchases at 5 coffee shops with the age range of 18-35 and live in the City of Semarang. The sampling used is non-random sampling utilizing purposeful sampling approach. The total number of participants is 70 respondents. The data analysis approach used is the multiple linear regression method and the study data processing used is SmartPLS 4.1.1.8 software. The results of the study indicate that service quality has a positive and significant effect on consumer loyalty and green marketing has no significant direct effect. However, concurrently these variables have a favorable and significant effect on consumer loyalty of coffee shop business in Semarang. The benefits of this study for coffee shop enterprises include as a consideration in building effective marketing strategies, especially through the improvement of service quality and optimization of green marketing in an effort to increase client loyalty.

Keyword: *Green Marketing, Service Quality, Customer Loyalty, Coffe Shop, Semarang City*

1. INTRODUCTION

Today, the food and beverage (F&B) industry is booming especially in beverage business such as coffee cafes. In recent years, the number of outlets has increased dramatically across Indonesia, particularly in major cities like Semarang. This explosion of coffee shops naturally leads to rivalry and entrepreneurs have to think about how they can make sure their businesses are not only running but also viable in the long run. The beverage industry is expanding rapidly, and so is the volume of plastic trash. The industry still relies on single use plastic packaging.

This has led to more firms trying to use the possibilities of environmental consciousness in their businesses. In response to the increasing public concern for environment, they have started to offer healthier and environmentally friendly products and services (Rizqiningsih & Widodo, 2021). Some academic fields have begun to respond and provide solutions to these environmental challenges, including marketing management economics (Istiqomah et al., 2022).

In a competitive market such as coffee shops, firms with identical products and services compete to come up with tactics that can establish a competitive advantage and retain consumers' loyalty (Shalsabilla et al., 2023). Consumers have begun to be selective in the use and purchase of everyday products to maintain environmental sustainability, especially in the use of environmentally friendly products. In society, there is more and more concern when consuming products with recyclable packaging (Firdaus & Yunani, 2024). Moreover, service quality also plays a role in making consumers feel satisfied and comfortable in buying coffee drinks at coffee shops. Naturally course delivering the greatest service to consumers so that they feel satisfied and will make a repeat purchase in the future..

In addition to promotion, service quality is another important aspect that influences consumer purchase decision (Rahmawaty & Solihin, 2023). The service is nice or positive if the service obtained is satisfactory or exceeds expectations. If perceived service is greater than the expectation then service quality is seen as ideal and vice versa (Taufik et al., 2024). Building consumer loyalty, also depends on service quality.

Service quality can be measured in terms of service components. Service quality can be measured by comparing the perception of the consumers of the service received or obtained with the service expected or desired at a site (Hati et al., 2023). With today's business environment becoming increasingly competitive, organizations are thinking on how to acquire new customers as well as maintain existing ones. In other words, consumer loyalty is the key to the sustainability of a corporation.

One of the indicators of how closely a consumer attaches to a brand is consumer loyalty (Chalik et al., 2024). Loyalty is a situation when a customer has a positive attitude towards a brand, is dedicated to it and plans to continue buying it in the future. Positive attitude towards a brand and customer satisfaction based on brand image ultimately encourage consumers to have greater faith in the product, dismissing other product options or keeping loyal to the product they use (Reza & Rahayu, 2022). That is why keeping customers loyal is the essential to retaining or even increasing market share (Firdaus & Yunani, 2024). Coffee shops are one of the industrial areas that are growing rapidly year by year.

Based on GoodStats data, as shown in figure 1, the number of coffee shops in all nations in 2025, Indonesia is in the first position with 461,991 coffee shops, 3 times the number of coffee shops in the United States (145,629). Based on the data of the ten countries with the most coffee shops in the world, 7 countries are in the Asian continent and 4 of them are from Southeast Asia, namely Indonesia, Vietnam, Thailand, and the Philippines (Al-Fajri, 2026).

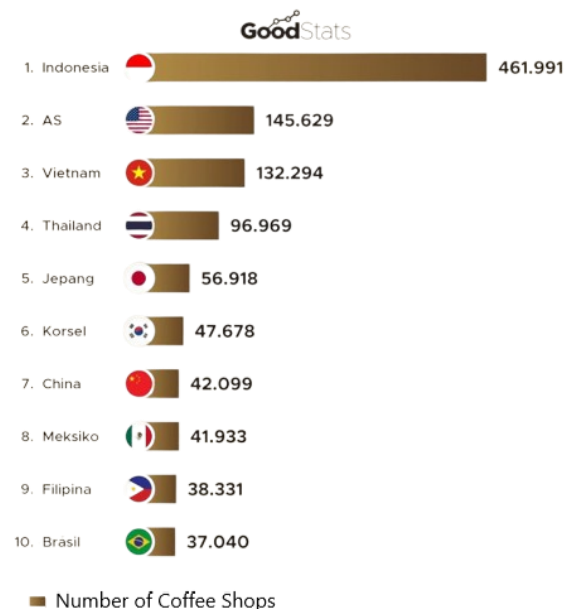


Figure 1. The World's Largest Number of Coffee Shops as of December 2025

Source: Al-Fajri (2026)

The proliferation of coffee shops has intensified competition, necessitating businesses to implement green marketing strategies and provide the best service quality. This is especially true in Semarang, which is experiencing a massive growth in the number of coffee shops. Various

coffee shop concepts are emerging to attract consumers. Therefore, businesses need to understand the factors that influence customer loyalty to compete in this increasingly dynamic market.

Several previous studies have discussed the influence of green marketing and service quality on customer loyalty. However, few of these studies have simultaneously used green marketing and service quality variables to influence customer loyalty in coffee shops in Semarang. Therefore, the author aims to analyze the influence of green marketing and service quality on customer loyalty in coffee shops in Semarang.

2. LITERATURE REVIEW

2.1. Green Marketing

Green marketing is a complete corporate approach that needs environmentally friendly activities throughout the value chain, including manufacturing and distribution, in order to reduce negative effects on natural ecosystems (Hutagalung, 2025). Yahya (2022), defines green marketing as “marketing strategy that is used to sell environmentally friendly products by changing the design, production process, packaging and advertising of the product”. Wu and Chen in Yahya (2022), indicated that green marketing has four components including as:

- a. Green customers refer to consumers who purchase or consume environmentally friendly products, consciously striving to maintain environmental sustainability.
- b. Green production processes emphasize the use of technologies and production methods that reduce pollution and contribute to environmental conservation, in accordance with green marketing principles.
- c. Green financial affairs are accounting strategies that integrate monetary considerations into ecological investments, with the goal of minimizing environmental damage and supporting sustainability.
- d. Reasons for being green refer to the awareness and considerations that drive individuals or organizations to maintain environmentally friendly behavior.

2.2. Service Quality

Service quality is a strategy for fulfilling consumer requirements and expectations supported by appealing promos and exceptional service, this will boost consumer confidence to buy (Rahmawaty & Solihin, 2023). According to Zeithaml in Yurindera (2023), Service quality is a customer assessment of the service standards delivered by service providers so that they are consistently able to meet their wants and preferences. According to Zeithaml in Yurindera (2023), the indices of service quality are split into five, such as:

- a. Tangibility refers to a company's ability to demonstrate its presence to external parties through its appearance and competence.
- b. Reliability refers to a company's capability to deliver services in accordance with promises accurately and dependably.
- c. Responsiveness refers to a company's willingness to assist customers by providing prompt, accurate service, and clear information.
- d. Assurance refers to the knowledge, competence, courtesy, and certainty demonstrated by company employees to foster customer trust.
- e. Empathy refers to providing genuine and personal attention to customers by striving to understand their needs and desires.

2.3. Customer Loyalty

Consumer loyalty is the intention to buy from the same supplier and the willingness to purchase a firm's products or services at different price ranges (Vicario et al., 2025). On the other hand, Sandika et al. (2025), define consumer loyalty as a kind of commitment where consumers are always giving preference to a product. Robinette and Brand in Yurindera (2023), break down the elements of consumer loyalty into five indications including:

- Caring: Companies must be able to recognize and respond to all customer needs, expectations, and problems.
- Trust: This is the belief that develops through consistent interactions, creating mutual trust between the company and the customer.
- Length of patronage: Companies must provide protection to customers, for example through product quality, service, complaint handling, and after-sales service.
- Overall satisfaction: This is a comprehensive assessment that reflects the customer's total experience of purchasing and using a product or service over a specific period.

2.4. Hypothesis

H1: Green Marketing has a positive and significant effect on coffee shop consumer loyalty.

H2: Sales quality has a positive and significant effect on coffee shop consumer loyalty.

H3: Green Marketing and sales quality simultaneously influence coffee shop consumer loyalty.

2.5. Conceptual Model

Based on several theories related to Consumer Loyalty, researchers created a conceptual model, which is shown in Figure 2 below:

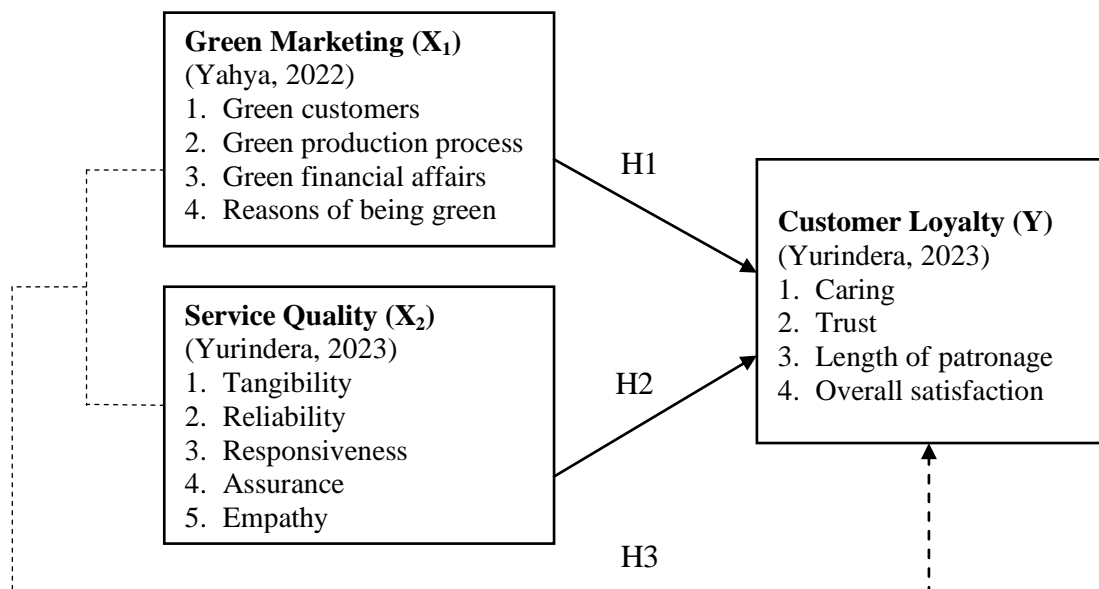


Figure 2. Conceptual Model

3. METODE PENELITIAN

This study adopts a quantitative method. This study intends to examine the independent factors, namely green marketing and service quality, against the dependent variable of client loyalty. The population of this study was coffee shop patrons in Semarang City, aged between 18 and 35 years. sample technique utilized is purposive sample with the criteria of all consumers who make purchases at 5 coffee shops selected by researcher in the City of Semarang. The number of respondents in this survey were 70 persons. Data collection was carried out by distributing a questionnaire directly to 5 coffee shops and measured using the Likert scale of one to five points. The data analysis strategy employed Partial Least Squares-Structural Equation Modeling (PLS-SEM) method and processed with SmartPLS 4.1.1.8 Software.

4. RESULTS AND DISCUSSION

4.1. Respondent Characteristics

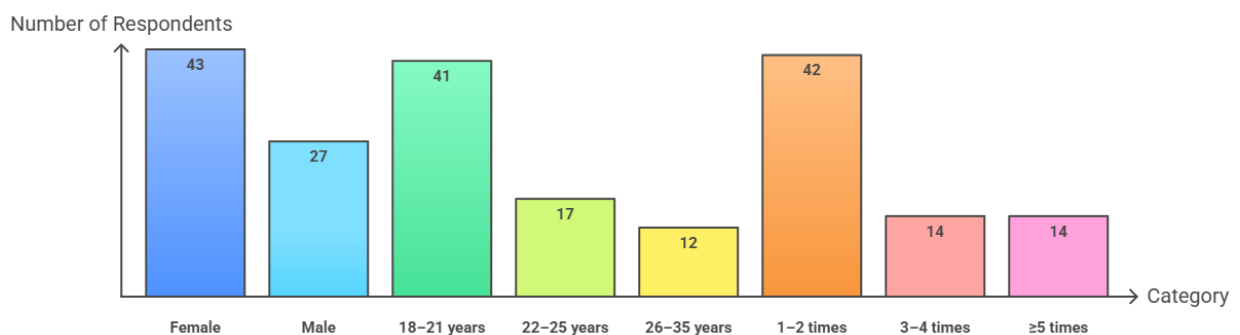


Figure 3. Respondent Characteristics

Visualization of respondent characteristics based on the distribution of questionnaires to 70 respondents who are customers of 5 coffee shops in Semarang. Respondent characteristics based on gender category, obtained results of respondents with the number of females amounting to 61.4% as many as 43 respondents and the number of males amounting to 38.6% as many as 27 respondents. Respondent characteristics based on age category, obtained results of respondents with the number of 18-21 years old amounting to 58.6% as many as 41 respondents, the number of 22-25 years old amounting to 24.3% as many as 17 respondents, and the number of 26-35 years old amounting to 17.1% as many as 12 respondents. Respondent characteristics based on the category of how many times to this coffee shop, obtained results of respondents with the number of 1-2 times amounting to 60% as many as 42 respondents, the number of 3-4 times amounting to 20% as many as 14 respondents, the number of ≥ 5 times amounting to 20% as many as 14 respondents.

4.2. OUTER MODEL

4.2.1. Convergent Validity

Convergent validity is assessed by correlating indicators with their constructs. An outer loading between 0.5 and 0.6 is still acceptable, but a correlation >0.7 indicates a significant effect (Ghozali & Latan, 2015). A loading factor value >0.7 indicates the indicator accurately measures the variable. Figure 4 shows that all indicators have loading factors >0.7 , indicating validity and robustness.

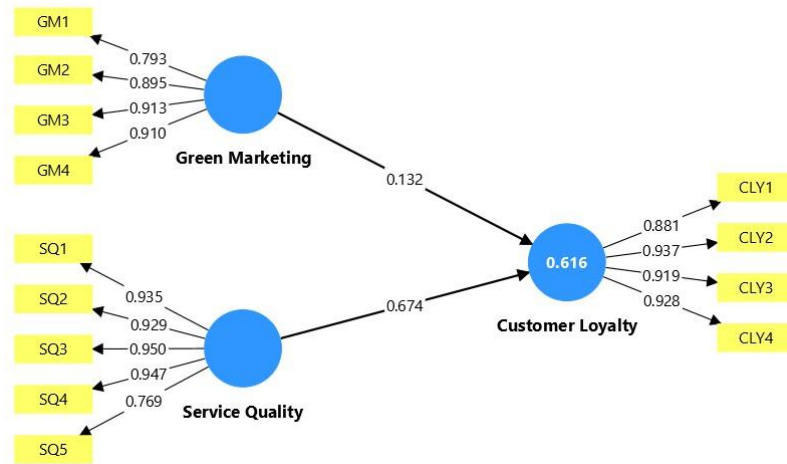


Figure 4. Convergent Validity

4.2.2. Discriminant Validity

The Average Variance Extracted (AVE) value is used to assess construct validity, namely how much variation is explained by the indicators and latent constructs. Discriminant validity is considered achieved if the AVE value is > 0.5 (Sarstedt et al., 2021). The results of the AVE calculation are presented in Table 1.

Table 1. Discriminant Validity Test

Construct reliability and validity - Overview	
	Average Variance Extracted (AVE)
Green Marketing	0.773
Service Quality	0.826
Customer Loyalty	0.840

Based on Table 1, all latent variable indicators have factor loading values above 0.5. This reflects good discriminatory power, where each latent variable is more strongly connected to the same construct than to other constructs.

4.2.3. Composite Reliability

A construct is considered reliable if the Cronbach's Alpha value is >0.7 (Cheung et al., 2024). Table 2 shows that the Cronbach's Alpha and Composite Reliability values for all variables are above 0.70. This confirms that all variables meet the reliability and validity criteria, allowing for further evaluation of the structural model.

Table 2. Composite Reliability Test

Construct reliability and validity - Overview			
	Cronbach Alpha	Composite reliability (rho_a)	Composite reliability (rho_a)
Green Marketing	0.902	0.916	0.931
Service Quality	0.945	0.947	0.959
Customer Loyalty	0.936	0.939	0.954

4.3. INNER MODEL

4.3.1. Multiple Linear Regression Analysis

Multiple linear regression analysis is a test to determine the direction and influence of independent variables on the dependent variable. Based on the results of data processing using SmartPLS software version 4.1.1.8, the regression formula is as follows: $Y = 0.000 + 0.131X_1 + 0.675X_2$.

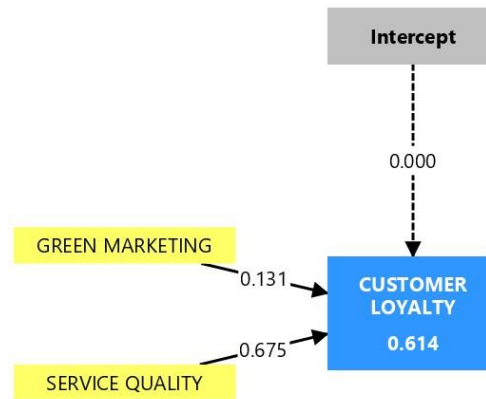


Figure 5. Multiple Linear Regression Test Results

Based on the regression formula in Figure 5, shows the coefficient of the Green Marketing variable (X_1) of 0.131 which indicates that every increase in the Green Marketing variable can increase Consumer Loyalty by 0.131 and vice versa, if Green Marketing decreases, it will decrease Consumer Loyalty by 0.131. The Service Quality coefficient (X_2) has a value of 0.675 which indicates that every increase in Service Quality will increase impulse buying by 0.675 and vice versa if there is a decrease in Service Quality, it will decrease Consumer Loyalty by 0.675.

4.3.2. Hypothesis Testing

In regression analysis, the t-test is used to assess the significance of the model. The significance of each regression coefficient is tested using the t-value, and is declared significant if the p-value is below 0.05. The results of the hypothesis testing are presented in Table 3 below:

Table 3. Summary Coefficients

	Unstandardized coefficients	Standardized coefficients	T-value	P-value
Green Marketing	0.134	0.131	1.050	0.297
Service Quality	0.578	0.675	5.394	0.000
Intercept	1.621	0.000	1.075	0.286

In Table 3, the test results show that the P-Value of the Green Marketing variable is $0.188 \geq 0.05$, which indicates that the Green Marketing variable has a positive and significant influence on Consumer Loyalty and indicates that the first hypothesis is not accepted or rejected. The results of the partial test in the second test, the P-Value of the Service Quality variable is $0.000 \leq 0.05$ which indicates that the Service Quality variable has a positive and significant influence on Consumer Loyalty, so that the second hypothesis can be accepted.

4.3.3. F Test

The Simultaneous Test is used to test whether two independent variables simultaneously have a significant effect on the dependent variable. Based on Table 4, the P-value is $0.000 \leq 0.05$, which proves a significant effect.

Table 4. F Test

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	762.871	69	0.000	0.000	0.000
Error	294.643	67	4.398	0.000	0.000
Regression	468.229	2	234.114	53.236	0.000

4.3.4. Coefficient of Determination Test

Coefficient of determination test (R^2) measures how well a model explains variation in the dependent variable. R-square reflects the structural model's ability to predict causal relationships between latent variables. According to Hair et al. (2019), the R^2 value is categorized as: 0.75 (strong), 0.50 (moderate), and 0.25 (weak). Table 5 shows the adjusted R-square value for Consumer Loyalty of 0.602, meaning that 60.2% of the Consumer Loyalty variable is influenced by Green Marketing and Service Quality. Thus, the model is included in the moderate category.

Table 5. Adjusted R-Square Test Results

R-square	
	Customer Loyalty
R-square	0.614
R-square adjusted	0.602
Durbin-Watson test	1.686

4.4. DISCUSSION

The Influence of Green Marketing on Consumer Loyalty

Based on the results of the analysis of the first hypothesis testing in this study, it was confirmed that the green marketing variable does not have a significant impact on consumer loyalty. The results of the research test found a p-value of $0.297 > 0.05$ and it can be concluded that the first hypothesis is not proven and is rejected. This is supported by research by Firdaus and Greece (2024) which shows that green marketing does not have a significant effect on consumer loyalty directly, but rather through mediating variables such as brand image. This finding is consistent with research by Sofyan and Fitriani (2023), which shows that green marketing does not always have a direct dominant effect on consumer loyalty. This indicates that green marketing is not yet a major factor in shaping consumer loyalty, especially without supporting factors such as satisfaction or brand image.

The Influence of Service Quality on Consumer Loyalty

The results of the second hypothesis testing analysis show a significant impact between the service quality variable and customer loyalty. The research test results found a p-value of $0.000 < \alpha$ of 0.05 and proved that the second hypothesis was proven and accepted. These results are highly relevant to research by Yuanitasari et al. (2022), which found that service quality has a positive and significant effect on customer loyalty at Janji Jiwa Coffee

Shop. These results are also supported by the findings of Syahputro et al. (2022), which also stated that the service quality variable has a positive and significant impact on customer loyalty in the coffee shop industry in Indonesia.

The Influence of Green Marketing and Service Quality on Consumer Loyalty

The findings from the third hypothesis testing analysis indicate that green marketing and service quality simultaneously influence consumer loyalty in a positive and significant manner. The simultaneous test results indicate that green marketing and service quality significantly influence consumer loyalty in coffee shops in Semarang, as evidenced by a significance value of $0.000 < 0.05$, thus supporting the third hypothesis. These results align with previous research showing that green marketing and service quality positively and significantly influence consumer loyalty in the coffee shop industry (Santika et al., 2023).

5. CONCLUSION

Based on the results of this study it can be inferred that the quality of service has a favorable and significant effect on customer loyalty in coffee shops in Semarang. However, the independent analysis of green marketing did not demonstrate significant influence. However, when both characteristics are examined together, both have a positive and significant effect on consumer loyalty. This suggests that the role of service quality is more important in developing loyalty compared to green marketing tactics. It is suggested to coffee shop owners in Semarang to continue to improve the quality of service, such as quickness, friendliness of the personnel, and a comfortable ambiance, as these are the main predictors of loyalty. Green marketing tactics should still be used, but marketed more intensely and in combination with a great customer experience so that their effect on long-term loyalty is noticed.

There are some drawbacks in this study. The sample size was only about 70 people and the sampling approach utilized was purposive sampling, which could introduce bias. In addition, the research was conducted in only five coffee shops in Semarang with respondents aged 18-35 years. Because of this, the findings are not generalizable to other age groups and areas. The green marketing variable was also measured on the basis of consumer perceptions rather than actual conduct. For the next research, it is recommended to add the quantity and scope of respondents such as a wider variety of age groups and geographies. It is also important to use random sampling to obtain more representative results of the population. Future study might also incorporate the mediating variables such as consumer happiness or brand trust. These variables have not been demonstrated to have a substantial impact and a mixed methods approach could be used to further explore consumer perception of green marketing.

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