

## **ABSTRACT**

*The Purpose of this study is to know the impacts of green brand image and green satisfaction on green trust and its implication on the customer's loyalty on gallon bottled mineral water products AQUA at North Serpong, South Tangerang. Data were collected from 150 respondents who consume gallon bottled mineral water products AQUA at North Serpong, South Tangerang using a questionnaire. Data analysis which is used is statistical analysis in the form of Structural Equation Modeling with program LISREL 8.8.*

*The results indicated that green brand image does significantly affect green satisfaction, while green brand image does negative affect green trust. Green satisfaction does significantly affect green trust, and green trust does significantly affect customer's loyalty on gallon bottled mineral water products AQUA at North Serpong, South Tangerang.*

**Keywords :** *Green Brand Image, Green Satisfaction, Green Trust, Customer Loyalty*



## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *green brand image* dan *green satisfaction* terhadap *green trust* serta implikasinya terhadap *customer loyalty* pada produk air mineral kemasan galon AQUA di wilayah Serpong Utara, Tangerang Selatan. Data dikumpulkan melalui 150 responden yang mengkonsumsi air mineral kemasan galon AQUA dengan menggunakan kuesioner di Serpong Utara. Analisis data yang digunakan adalah analisis statistik dalam bentuk *Structural Equation Modeling* dengan program LISREL Versi 8.8.

Hasil penelitian ini menunjukkan bahwa *green brand image* berpengaruh signifikan terhadap *green satisfaction*, sementara *green brand image* berpengaruh negatif terhadap *green trust*. *Green satisfaction* berpengaruh signifikan terhadap *green trust*, dan *green trust* berpengaruh signifikan terhadap *customer loyalty* pada produk air mineral kemasan galon AQUA di wilayah Serpong Utara, Tangerang Selatan. .

**Kata kunci :** *Green Brand Image, Green Satisfaction, Green Trust, Customer Loyalty.*

