

Sustaining Customer Loyalty Through Customer Engagement In Environmentally Friendly Brands: Study Of The Body Shop's Social Media Purchase

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Abstrak: Penelitian ini bertujuan untuk mengkaji signifikansi dimensi pelanggan terhadap kepuasan pelanggan, kepercayaan, dan loyalitas pelanggan. Merek ramah lingkungan sedang populer saat ini. Penelitian ini dilakukan dengan penelitian kuantitatif dengan menggunakan sampel sebanyak 198 orang. Sampel dianalisis secara statistik menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa perhatian sadar dan hubungan sosial tidak berpengaruh signifikan terhadap kepuasan pelanggan. Sedangkan partisipasi antusias, pro lingkungan, pro komunitas berpengaruh signifikan terhadap kepuasan pelanggan. Penelitian ini menunjukkan bahwa kepuasan pelanggan berpengaruh signifikan terhadap kepercayaan. Kepuasan dan kepercayaan pelanggan juga menunjukkan pengaruh yang signifikan terhadap loyalitas pelanggan.

Abstract: This research is aimed to examine the significance of the dimension of customer towards customer satisfaction, trust, and customer loyalty. The environmentally friendly brand is popular nowadays. This study was done by quantitative research using a total of 198 samples. The samples were analyzed statistically using the PLS-SEM. The results show that conscious attention and social connection have no significance effect towards customer satisfaction. On the other hands, enthused participation, pro-environmental, pro-community have significant effect to customer satisfaction. This research shows that customer satisfaction has significant effect to trust. Customer satisfaction and trust also shows significant effect to customer loyalty.



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INTRODUCTION

Plastic waste has become an issue in Indonesia. As stated by World Bank Group (2021), Indonesia is producing about 7.8 million ton of plastic waste every year. These plastic wastes are polluting Indonesia's land, river and even sea. Indonesia is the second-largest plastic polluter on the world after China, therefore Indonesian government raise the regulation to manage the solid waste. One of the methods is plastic recycling (Ministry of Environment and Forestry, 2020).

Environmentally friendly brand is popular now because the awareness of global warming issue. People tends to choose products that is recyclable and not tested on animals. As stated from Alamsyah,

et.al. (2018), customer that aware of environmentally friendly brands called green consumerism. One of the examples of environmentally brand is The Body Shop. The Body Shop is using the ingredients and packaging that safety for the earth, and they are not doing animal testing for their products.

Euromonitor (2021) said that one of the Build Back Better is one of the Top 10 Global Consumer Trends for 2021, which also includes environmental awareness and sustainability. Customers are looking for projects with a clear purpose that promote the triple bottom line of profit, earth, and people. Indonesia is among the top three global producers of plastic garbage. (Tempo, 2021). This is making many people is more

awake about the environmental issue and shifting into Green Brands. In Indonesia, The Bodyshop always make campaign to support environment such as bringing back bottle to the store and we can have points, and other campaign.

According to a survey conducted by WWF Indonesia and Nielsen, 63% of Indonesians are willing to pay more for green brands. There are several factors that discourage individuals from using green products because they believe that they are pricey. The factor that influencing the 61 percent of the society for using the green brands is because of the sense of responsibility (Firmansyah, 2018).

Customer engagement usually described as the key to success in the new relational marketing process and considered customer engagement if they wish to create a long-lasting relationship with customer. Engaging with customers helps to establish new interactions based on an experimental process. This process not only with their current customers but also the potential customers (Marino and Presti, 2018).

This journal focus was on customer engagement, customer satisfaction, trust and customer loyalty using the respondents in only one environmentally friendly brand. Since the data were collected using 198 respondents, the generalization of the results could be limited. In addition, this research is using quantitative research approach and doesn't using qualitative approach such as in-depth interview or focus group discussion. This research is conducted in Indonesia and there are still limited study on the topic.

The previous research is about the significance of customer engagement towards customer satisfaction and customer loyalty. This journal's purpose is to search of significance of customer engagement towards customer satisfaction, trust, and customer loyalty. This journal is using The Body Shop Indonesia as the study object.

The purpose of this study is to analyze the customer engagement of The Body Shop's customer with the dimension of conscious attention, enthused participation, social connection, pro-environment and pro-community and the effect of the dimension of customer engagement towards customer

satisfaction, trust, and customer loyalty of The Body Shop Indonesia.

Customer engagement is mutual interaction within customer and the brand. This interaction not only limited to purchase interaction and traditional transaction (Li, et.al., 2020). In the technology era, customer engagement usually described about how the customer is associated with the brand with the online interaction such as website, blog, and social media platform (Arora, et.al., 2021).

Barsade in Sharma (2022) states the dimension of customer engagement are conscious attention, enthused participation, and social connection. Rather and Camilleri (2019) said that Customer-brand engagement is defined as conscious attention, enthusiastic participation, and social connection. Pro-environmental (transactional) and pro-community behaviors are yet another aspect of customer engagement (non-transactional). By combining two streams of sustainability and customer engagement, these aspects of customer interaction are known as sustainable customer engagement behavior (SCEB) (Chuah, et.al., 2020).

According to Vivek et.al (2014) in Marino and Presti (2018), conscious attention, enthusiastic participation, and social connection are the three dimensions that make up customer engagement, which increases customer pleasure. Conscious attention refers to a customer's level of interest in interacting with the object of their interaction. The customer's fervent response when using or interacting with the object of their engagement is known as enthusiastic involvement. Social connection is the improvement of interaction based on including others and putting involvement as the main priority.

Research conducted by Marino and Presti (2018), according to a study on mobile instant messaging applications in Italy, while social connection did not significantly affect consumer happiness, conscious attention and enthusiastic engagement do. Based on that description, then formed the following hypothesis:

H1: *Conscious attention has a positive effect to Customer Satisfaction*

H2: *Enthusied Participation has a positive effect to Customer Satisfaction*

H3: *Social Connection has a positive effect to Customer Satisfaction*

Another dimension of customer engagement behavior is sustainable customer engagement behavior. Study by Chuah, et.al (2020) said that SCEB is redefined as a concept that includes pro-environmental (transactional) and pro-community (non-transactional) behaviors by combining sustainability and customer involvement. Hollebeek (2011) in Chuah, et. al. (2020) refers that customer engagement is defined as the degree of a specific customer's motivating, brand-related, and context-dependent mental state, which is characterized by a range of cognitive, emotional, and behavioral activity during direct brand encounter. On the other hands, Corral-verdugo, et.al. (2010) in Chuah, et.al (2020) said that sustainable behavior is a set of actions aimed at protecting socio-physical resources on this planet. Sustainable behavior can be said that it is synonymous with pro environmental behavior.

Research by Chuah, et.al. (2020) in the study of multiple airlines using the data of facebook's page followers of airlines showed that sustainable customer engagement behavior (pro-environmental and pro-community) has significant effect with customer satisfaction. Based on that description, formed the following hypothesis:

H4: *Pro Environmental has a positive effect to Customer Satisfaction*

H5: *Pro Community has a positive effect to Customer Satisfaction*

Long-term customer retention is a function of customer satisfaction. Customer satisfaction is a customer's assessment of our performance as a whole and develops because of interaction with a potentially

beneficial connection. Research of Marino and Presti (2018) shows that customer engagement dimension significantly affects customer satisfaction.

Consumer loyalty is defined as a strong bond between the customer and the brand that enables future purchases. Consumer loyalty is also defined as a steadfast commitment to future repurchases of the favored goods. Another crucial element for the success of the business is customer loyalty (Dam and Dam, 2021).

Trust is a major feature of customer and company relationship. Brand trust indicate how willing the customer to rely on brand and on its promises. Brand trust itself considered as an important antecedent of brand loyalty (Atulkar, 2019). According to Shin, et.al (2019), Brand trust is consumer's willingness to rely on a brand and become a key mediator for a long-term relationship that leads into brand loyalty.

Previous research conducted by Fida, et.al (2020) in the study of Islamic bank in The Sultanate of Oman stated that customer satisfaction has a significant effect towards customer loyalty. Another research conducted by Diputra and Yasa (2021) on the study of Samsung user in Denpasar stated that customer satisfaction has a significant effect towards customer loyalty. The research by Diputra and Yasa (2021) also stated that customer satisfaction has significant effect to trust.

Previous research conducted by Bernarto, et.al (2020) in the study of customer of coffee shops in Indonesia said that trust has a significant effect towards customer loyalty. Based on that description, then formed the following hypothesis:

H6: *Customer Satisfaction has a positive effect to Customer Loyalty*

H7: *Customer Satisfaction has a positive effect to Trust*

H8: *Trust has a positive effect to Customer Loyalty*

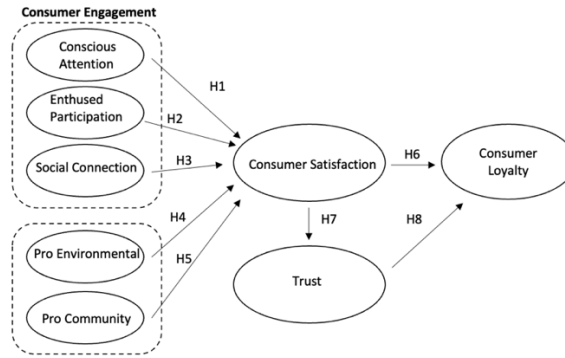


Figure 1. Research Model.

METHODS

In this study, the target population was all customers of The Body Shop Indonesia that already make purchase and following the social media (Instagram) of The Body Shop. The data were collected using questionnaire. There was a total of 198 respondents involved. Questionnaire was distributed in various city in Indonesia through google form. Data then analyzed using PLS-SEM approach using SmartPLS Programs. The indicators are measured using Likert Scale where 1 is Strongly Disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree.

Data analysis of this research is consisting of outer and inner model analysis. For the outer stage of analysis is using validity and reliability test. Reliability test is using composite reliability that should be higher than 0.70. Composite reliability is more suitable for PLS-SEM because it doesn't assume that all indicators are all equally

reliable. Indicator that exhibits very low loading of 0.40 and lower should be eliminated from the reflective scales (Hair, et.al., 2011). For the convergent validity, the threshold is $AVE \geq 0.50$ (Sarstedt et.al., 2021). Final stage of the research is the inner model. The inner model that is analysed in this research are collinearity, path coefficient and significance between each constructs. The collinearity's threshold is $VIF \leq 3$ for no collinearity issues, $VIF 3-5$ for possible collinearity issues, $VIF \geq 5$ for critical collinearity issues.

Hypothesis testing is using the bootstrapping with 5000 subsamples, one-tailed test with 0.05 significance level. The t-value of the test must be more than 1.65. Bootstrap sample of PLS-SEM can provide the standard error for each path model coefficient so the t-value can be performed to measure the significance of path model relationships (Hair, et.al., 2011).

RESULTS AND DISCUSSION

Respondent Profile. There was a total of 198 respondents is participating in this

research. There were 92.9% female and 7.1% male customers. Their age varies, 30.3% of 17-24 years old, 64.1% 25-40 years old, and 5.6% of 41-66 years old.

Table 1. Respondent Profile

		Percentage	Number
Gender	Male	7.1%	14
	Female	92.9%	184
Age	17-24 y.o	30.3%	60

	25-40 y.o.	64.1%	127
	41-56 y.o.	5.6%	11
Domicile	Jabodetabek	90.4%	179
	Lampung	7.1%	14
	Others	2.5%	5
Education	< S1	23.2%	46
	S1	73.7%	146
	S2	3%	6
Job	Students	11.6%	23
	Employee	42.9%	85
	Government	3.5%	7
	Business	26.8%	53
	Professional	6.1%	12
	Housewife	8.1%	16
	Others	1%	2
Purchase in last 6 months	1x	49.5%	98
	2-3x	40.9%	81
	>4x	9.6%	19

Source: Results of data processing

Measurement Model. In the measurement model, the validity and reliability were evaluated. The validity assessment was done by AVE (averaged variance extracted). Then the reliability was

measured by composite reliability. The further assessment is for the outer loading. The following table 2 shows the results of the evaluation of reliability, validity, composite reliability, and outer loading.

Table 2. Validity and Reliability Test

Construct	Item	Outer Loading
Conscious Attention (CR = 0.829, AVE = 0.623)		
CA 1	Every post that the body shop makes through the social media attract my attention	0.707
CA 2	I like to pay close attention when the body shop share promotion through Social Media services	0.683
CA 3	I like to learn about the product offered through the social	0.949

	media of The Body Shop	
Enthusied Participation (CR = 0.874, AVE = 0.699)		
EP 1	I spend lot time interacting through social media of The Body Shop	0.783
EP 2	I'm excited about this interaction with the body shop through a social media	0.866
EP 3	I'm particularly involved when I interacted with The Body Shop through social media	0.857
Social Connection (CR= 0.842, AVE=0.642)		
SC 1	I love talking with to my friends about the products of The Body shop	0.766
SC 2	I enjoy doing the purchase through the social media of The Body Shop	0.904
SC 3	Discussing about the products is more interesting when buying products of The Body Shop with my friends	0.722
Pro Environmental (CR = 0.837, AVE = 0.633)		
PE 1	I would like to buy products from The Body Shop	0.803
PE 2	I intend to purchase environmentally	0.701

	friendly products of Body Shop	
PE 3	I am willing to pay The Body Shop products to protect Earth	0.874
Pro Community (CR = 0.859, AVE = 0.674)		
PC 1	I intend to Like the post of The Body Shop's social media	0.641
PC 2	I intend to comment positively the post of The Body Shop's social media	0.887
PC 3	I intend to Share the post of The Body Shop's social media	0.908
Customer Satisfaction (CR = 0.839, AVE = 0.569)		
CS 1	The Body Shop's update on social media always meets my expectation	0.794
CS 2	Considering my experiences, I am happy with the offers of The Body Shop's social media	0.753
CS 3	The promo of The Body Shop has the level I expected	0.851
CS 4	The products of The Body Shop have the level I expected	0.594
Customer Loyalty (CR = 0.835, AVE = 0.629)		
CL 1	I prefer using The Body Shop's brand over other brands	0.818

CL 2	I am committed to The Body Shop	0.839
CL 3	I will be using The Body Shop's products in the next few years	0.716
Trust (CR = 0.844, AVE = 0.576)		
T 1	I trust The Body Shop's brand	0.748
T 2	I feel The Body Shop can be trusted	0.757
T 3	I feel The Body Shop offers a safe product	0.780
T 4	I think The Body Shop has given as promised	0.750

Source: Results of data processing

Next is discriminant analysis using Heretroit-Monotrait (HTMT) Ratio. Sarstedt et.al. (2021) recommends for using HTMT methods rather than Fornell-Laker criterion or cross loading for analysing the

discriminant validity. The threshold for this analysis is $HTMT < 0.90$ for conceptually similar constructs or $HTMT < 0.85$ for conceptually different constructs.

Table 3. Evaluation of HTMT Ratio

	CA	CL	CS	EP	PC	PE	SC	T
CA								
CL	0.112							
CS	0.241	0.481						
EP	0.531	0.590	0.626					
PC	0.182	0.315	0.527	0.435				
PE	0.313	0.350	0.675	0.469	0.340			
SC	0.194	0.313	0.183	0.402	0.196	0.256		
T	0.248	0.394	0.289	0.396	0.165	0.153	0.145	

Source: Results of data processing.

Structural Model. The structural model evaluation in this research consisted

of collinearity statistic (VIF), and hypothesis testing using path coefficients.

Table 4. Collinearity Statistic

CS Predictor		CL Predictor		T Predictor	
Construct	VIF	Construct	VIF	Construct	VIF
CA	1.275	CS	1.060	CS	1.000
EP	1.544	T	1.060		
SC	1.125				
PE	1.200				
PC	1.211				

Source: Results of data processing

The next analysis is hypothesis testing using standardized path coefficient using

bootstrapping. The t-test of one tailed test must be more than 1.65 (Hair, et.al., 2011).

Table 5. Hypothesis testing

Hypothesis	Standardized Path Coefficient	t-value	Decision
H1: Conscious attention has a positive effect to Customer Satisfaction	-0.015	0.244	Not Supported
H2: Enthused Participation has a positive effect to Customer Satisfaction	0.313	2.851	Supported
H3: Social Connection has a positive effect to Customer Satisfaction	-0.074	1.068	Not Supported
H4: Pro Environmental has a positive effect to Customer Satisfaction	0.358	5.032	Supported
H5: Pro Community has a positive effect to Customer Satisfaction	0.245	2.722	Supported
H6: Customer Satisfaction has a positive effect to Customer Loyalty	0.306	2.487	Supported

H7: Customer Satisfaction has a positive effect to Trust	0.237	3.333	Supported
H8: Trust has a positive effect to Customer Loyalty	0.259	2.417	Supported

Source: Results of data processing

DISCUSSION

The first hypothesis which stated that conscious attention has positive effects with customer satisfaction is not supported in this research. The finding is different with research conducted by Marino et.al. (2018) which revealed that conscious attention is related to customer satisfaction (standard coefficient = -0.015, t-value = 0.244). The hypothesis which stated that enthused participation has positive effect with customer satisfaction is supported in this research. This is also stated by Marino et.al. (2018) in their research that enthused participation is related to customer satisfaction (standard coefficient = 0.313, t-value = 2.851). Social connection is also not supported with the hypothesis three, which is social connection has a positive effect with customer satisfaction. In this research along with research conduct by Marino et.al. (2018), found that social connection did not have a significant effect to customer satisfaction (standard coefficient = -0.074, t-value = 1.068).

The result of this research shows that the enthused participation shows the significant effect to customer satisfaction, but the conscious attention and the social connection doesn't show the significant effect to the customer satisfaction of The Body Shop's social media engagement. This could be because of the using of social media itself just for the private experience such one to one relationship rather than social experience like relation between customer to customer and customer and organization

(Mario et.al., 2018). The conscious attention that doesn't have positive effects to the customer satisfaction shows that customers not really care about the post and promotion of The Body Shop. Customers are look forward more about other values that brought by the brand, not only the social media's posts.

The hypothesis which stated that pro-environmental and pro-community has positive effects with customer satisfaction is supported in this research (standard coefficient = 0.358, t-value = 5.032, standard coefficient = 0.245, t-value = 2.722). This concludes that pro-environmental and pro-community have significant effect to customer satisfaction. Chuah, et.al., (2020) said that pro-environmental and pro-community is positively related to customer satisfaction.

The result is stated that customer satisfaction has significant effect to customer loyalty (standard coefficient = 0.306, t-value = 2.487). This supported the hypothesis stated that customer satisfaction has a positive effect with customer loyalty. The correlation between customer satisfaction and customer loyalty also stated in the study of Fida, et.al. (2020), that customer satisfaction has a significant effect towards customer loyalty. The research by Diputra and Yasa (2021) also shows that customer satisfaction has a significant effect on customer loyalty. The higher satisfaction level, make the higher customer loyalty of the brand. Customer loyalty is determined by customer satisfaction with the product

and the service of the brands. When customers are satisfied with the products, the value, and the experience, they will be loyal to use The Body Shop for their daily products.

Customer satisfaction has a significant effect to trust. The hypothesis that customer satisfaction has a positive effect with trust is supported by this research (standard coefficient = 0.237, t-value = 3.333). Research by Diputra and Yasa (2021) shows that customer satisfaction has a positive and significant effect to trust. The higher the customer satisfaction, the higher trust of the brand. Customer satisfaction with The Body Shop's products can grow the customer perception of the products and make customer to trust the brand.

Trust has a significant effect to customer loyalty. This hypothesis is supported by this research (standard coefficient = 0.259, t-value = 2.417). This is the same direction with the research conduct by Benarto, et.al. (2020). When the brand trust increases, the brand loyalty also increases. This shows that the impact of the trust can increase the loyalty from the customers. When the customer already trusts the brand they use, customer keeps on repeat for using the brand. In this case, when customer already trust the products and brand value of The Body Shop's products, customer keeps purchase the products.

CONCLUSION

The finding of this research shows that conscious attention and social connection have no significant effect to customer satisfaction. The social connection that has no significant affect to the customer satisfaction is in line with the research conduct by Marino et.al. (2018). Conscious attention has no significant effect to customer satisfaction is different result with the research conduct by Marino et.al. (2018), this factor can because the different subject of the study. On the other hands, enthused participation, pro-environmental and pro-community significantly affect the customer

satisfaction. The findings is in line with the research that conducted by Marino et.al. (2018) and Chuah et.al. (2020). This indicates that The Body Shop's customer is excited about their experiences and supported the environmentally friendly brand and willing to share to their relation about the experiences. The next conclusion is customer satisfaction has significant effect to trust. The finding is in line with the research conducted by Diputra and Yasa (2021). When customer is satisfied with their products from The Body Shop, they are willing to keep purchasing the products from The Body Shop. The research also shows that customer satisfaction and trust have significant effect to customer loyalty. This finding is in line with the research conducted by Fida et.al. (2020) and Benarto et.al. (2020). When the customer satisfied and already trust The Body Shop's brand, they are going to commit and use the products for several years.

The managerial implication of this study shows that the findings of this research also indicated that if one company want to increase the customer satisfaction, they must increase the enthused participation by making the customer is excited and interested in the interaction of social media. The other factor that can be increasing the customer satisfaction is making customer intend to buy the environmentally products and sharing their experience to their friends using social media. Another finding from this research shows that the brand can always be updated about their promotion that related to the products itself and sharing the value of the products using the social media because it can be increasing the customer loyalty of The Body Shop's customers. Conscious attention and social connection is not giving much effect to customer satisfaction, so The Body Shop can keep it up with the current condition. Because the research shows that it doesn't support the positive effect, there will be no effect if the brand is rising it.

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