



The Influence of *Green Marketing* on Customer Loyalty Through Customer Satisfaction as an Intervening Variable (Case Study on Cafe Sudut Temu in Slawi)

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Abstract . This study aims to examine the effect of green product, green price, green promotion, and green place on customer loyalty, with customer satisfaction as an intervening variable at Cafe Angle Temu in Slawi. The study uses a descriptive quantitative method with Structural Equation Modeling (SEM) analysis assisted by AMOS software. The total number of respondents was 437 customers of Cafe Corner Temu in Slawi. The results indicate that green promotion has a positive effect on customer satisfaction, with a CR value of 6.045 ($CR \geq 1.96$) and $p = 0.000$ ($p \leq 0.05$). In contrast, green product does not significantly affect customer satisfaction ($CR = -0.505$, $p = 0.614$), green price has no effect ($CR = -0.233$, $p = 0.816$), and green place is also not significant ($CR = 1.908$, $p = 0.056$). Regarding the path to customer loyalty, green place has a positive effect on customer loyalty ($CR = 8.827$, $p = 0.000$). Meanwhile, green product ($CR = 0.002$; $p = 0.998$), green price ($CR = 1.528$; $p = 0.126$), green promotion ($CR = -1.518$; $p = 0.129$), and customer satisfaction ($CR = 0.426$; $p = 0.670$) do not show a positive effect on customer loyalty.

Keywords: Customer Loyalty; Customer Satisfaction; Green Place; Green Price; Green Product

1. Introduction

In an era of increasing environmental awareness, the concept of *green marketing* has become a strategy widely implemented by various companies, including in the food and beverage industry, such as *cafes*. *Green marketing* refers to marketing efforts that emphasize environmentally friendly products and services, from raw materials and production processes to presentation. Modern consumers tend to be more concerned about the environmental impact of business activities, so *cafes* that implement environmentally friendly practices. The environment has its own appeal to customers. As a result, many businesses are seeking to capitalize on growing environmental concerns among the public by adopting environmentally sound practices in their business operations (Reza Amal Saputra & Taufik Hidayah, 2024).

According to Kotler and Armstrong (2018) in M. Astuti *et al.* (2021:1315), the marketing mix, known as the 4Ps, consists of four main elements: product, price, place, and promotion. Each of these elements plays a vital role in creating value for consumers. Companies must create products that meet consumer needs, set appropriate prices, provide strategic locations, and implement effective promotions (Astuti *et al.*, 2021).

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The following is a list of prices and products available at Cafe Sudut Temu in Slawi as an illustration of the variety of menus offered to consumers.

Table 1 Products and Prices at Cafe Sudut Temu.

Coffee	Price	Coffee	Price
	Hot		Ice
Americano	10,000	Americano Ice	12,000
Cappuccino Latte	15,000	Kopsu Ice	13,000
Espresso One Shot	10,000	Butterscotch Kopsu Ice Cream	17,000
Espresso Double Shot	12,000	Es Kopsu Caramel	1,5000
Longblack	10,000	Hazelnut Kopsu Ice	15,000
Mochacino Latte	15,000	Palm Sugar Kopsu Ice	15,000
Manual brew	Price	Pandan Kopsu Ice	15,000
Aeropress	12,000	Vanilla Kopsu Ice	15,000
Japanese Ice	12,000	Longblack Ice	12,000
Arabica/Robusta Ground Coffee	8,000		
Vietdrip Hot/Ice	12,000		
V60	13,000		

Source: Processed Data , 2025

Based on table 1, the price of coffee drinks in this cafe varies between Rp8,000 to Rp17,000, with a fairly complete menu selection ranging from classic coffee such as Americano and Espresso to Iced Coffee Milk variants with various flavors, which shows an affordable and diverse pricing strategy to reach various consumer segments.

The success of an environmentally friendly marketing strategy depends not only on product attributes, but also on the communication of values and brand consistency in conveying commitment to the environment Ikhwan (2021). Customer loyalty to environmentally friendly products is a crucial aspect supporting a company's long-term sustainability. Strong loyalty not only plays a role in maintaining sales stability but also contributes to building a positive company reputation and creating a loyal customer base. This level of loyalty can be influenced by various factors, including consumer perceptions of the authenticity of the company's commitment to environmental sustainability and the effectiveness of its *green marketing strategy implementation* (Arifin et al., 2022).

Table 2 Products and Prices at Cafe Sudut Temu.

Non-Coffee	Price	Non-Coffee	Price
Mineral Water	4,000	Lemon Tea	8,000
Avocado Smoothies	12,000	Lemonade	7,000
Bubble Gum	12,000	Lecy Yakult	15,000
Iced Caffé Latte	12,000	Milo	8,000
Chocolatos	8,000	Mango Smoothies	12,000
Choco Banana	15,000	Mango Tea	8,000
Chocolate	12,000	Nutrisari	7,000
Creamy Vanilla	12,000	Orange Yakult	15,000
Dancow	10,000	Red Velvet Hot/Ice	12,000
Frisian Flag	8,000	Lychee/Mango/Orange Squash	13,000
Good Day	8,000	Strawberry	12,000
Hot/Iced Green Tea	12,000	Taro	12,000
Hazelnut Choco	12,000	Thai Tea	12,000
Iced Tea	5,000	Hot/Iced Tiramisu	12,000
Korean Strawberry Milk	13,000	Vanilla Latte Ice	12,000
Lecy Tea	10,000		

Source: Processed Data , 2025

Based on table 2, the price of non-coffee drinks in this cafe ranges from IDR 4,000 to IDR 15,000, with a menu variation that includes soft drinks such as mineral water and iced tea to contemporary drinks such as the Yakult series, smoothies, and latte flavor variants, which reflects a product diversification strategy to meet diverse consumer tastes.

Table 3 Products and Prices at Cafe Sudut Temu

Snack	Price	Heavy Food	Price
Fried Meatballs	10,000	All Noodle Variants	6,000
Cireng filled with chicken	10,000	Aci Meatballs	15,000
Dim Sum	10,000	Indomie Nyemek	12,000
Beef Kebab	12,000	Dok-dok noodles	12,000
Chocolate Banana Kebab	15,000	Grilled Chicken Rice	15,000
French fries	10,000	Fried Chicken Rice	15,000
Fried Nuggets	10,000	Oil Chicken Rice	15,000
Grilled fish cake	11,000	Crushed Chicken Rice	15,000
Mix Package	12,000	Rica-rica Chicken Rice	18,000
Fried Dumplings	10,000	Fried rice	15,000
Grilled Banana	12,000	Topping (Chicken/Meatballs/Sausage)	(3000)
Melted Chocolate Banana	10,000	Sardine Rice	12,000
Risoles Mayo	6,000	Omelette Rice	14,000
Toast	12,000	Scrambled Rice	12,000
Maryam Bread	10,000-13,000	Rice Bowl Chicken Karage Teriyaki	20,000
Snail House	10,000	BBQ Katsu Rice Bowl	20,000
Fried Sausage	10,000	Black Pepper Egg Sausage Rice Bowl	17,000
		Seblak	13,000
		Spaghetti Bolognese	20,000

Source: Processed Data , 2025

Based on table 3, the prices of snacks and main meals at this cafe are quite affordable, with snacks ranging from Rp6,000 to Rp15,000 and main meals ranging from Rp6,000 to Rp20,000, reflecting the diversity of menu choices from light to filling to meet the needs of consumers from various groups.

Additionally, flexible pricing strategies, such as offering discounts for customers who bring their own *tumblers* or offering *bundled* menu packages based on environmentally friendly products, can be attractive and increase customer satisfaction. If customers feel the price offered is commensurate with the quality and environmental value provided, they will be more likely to remain loyal and return to *the cafe*. To maintain environmental sustainability, efforts are needed to implement more environmentally friendly consumption patterns. *Cafes*, especially in the beverage and food sectors, need to be encouraged to produce more sustainable products (Upe & Usman, 2022).

Cafe Sudut Temu in Slawi is one business that has begun implementing *green marketing principles* in its operations, such as using organic raw materials, reducing single-use plastics, and adopting environmentally friendly concepts in its interior and exterior design. However, the effectiveness of this strategy in increasing customer loyalty still requires further research. Customer loyalty is a crucial factor in business sustainability, especially in the highly competitive *cafe* industry. *Green marketing* encompasses all service and facility activities implemented sustainably to meet human needs and desires without negatively impacting the environment. This approach emphasizes a balance between consumer satisfaction and responsibility for environmental sustainability (Septiani & Widiyanesti, 2024).

Table 4 . Data Customer from January to December 2024

No	Month	Customer
1	January	2,500
2	February	2,450
3	March	1,800
4	April	1,700
5	May	1,550
6	June	2,300
7	July	2,350
8	August	2,300
9	September	2,450
10	October	1,600
11	November	2,500
12	December	2,600
	Amount	26,100

Source: Meeting Corner Cafe in Slawi Year 2024

Based on customer data for one year, it appears that the number of customers fluctuates each month. The highest number of customers was recorded in December, at 2,600, while the lowest number occurred in May, at 1,550. From January to May, the number of customers tended to decline, then increased again in June and July. From June to September, the number of customers remained relatively stable at 2,300 to 2,500. Another decline occurred in October, but the number increased again in November and reached its highest level in December. The total number of customers for the year reached 26,100. This pattern suggests that there are influences of time, promotions, or other factors that influence the number of customers each month. This information is important for evaluation and the development of more targeted service and marketing strategies.

Cafe Sudut Temu, located on Jl . DR. Soetomo, Prenam, Dukuhwringin, Slawi District, Tegal Regency, Central Java, has the potential to be a comfortable hangout spot, but still faces challenges in implementing *green marketing*. There are no visible efforts in sustainability aspects, such as the use of environmentally friendly packaging, waste management, or environmentally-based promotions that can increase customer satisfaction. If green marketing strategies are not implemented properly, customers who care about environmental issues may be less satisfied, which could potentially decrease their loyalty to this *cafe*. This study is important to analyze the extent to which *green marketing* can increase customer satisfaction and loyalty at Sudut Temu.

According to Tjiptono in Manihuruk (2023:13), satisfaction is a condition when someone feels sufficient or has their needs met. This word comes from the Latin "*satis*" (enough) and "*facio*" (to make), so satisfaction can be interpreted as an effort to achieve sufficiency or make something adequate (Manihuruk, 2023) . Customer satisfaction acts as an *intervening variable* linking *green marketing* to customer loyalty. Customer satisfaction arises when their expectations regarding *the cafe's eco-friendly concept* are met or even exceeded. If customers are satisfied with the added value provided by *green marketing* , they are likely to become loyal customers. Conversely, if customers do not feel the benefits of this strategy, their loyalty to *the cafe* may not increase significantly. This is in accordance with what was explained by Yuliana and Pantawis (2022:80). Currently, consumer preferences are becoming more critical in choosing a product or service offered by a company, both in terms of quality, brand, product packaging, service, and also the price offered (Yuliana & Pantawis, 2022).

The proliferation of *cafes* in Slawi is driven by a combination of lifestyle changes, economic, socio-cultural, infrastructure, and innovation. Coffee is now part of the modern lifestyle, making *cafes* a place to socialize. Economic growth increases people's purchasing power, while business opportunities in this sector attract many entrepreneurs. *Cafes* have become comfortable public spaces, fueled by social media trends that promote the coffee lifestyle. Improved infrastructure and amenities like *Wi-Fi* facilitate access and comfort. Finally, menu innovations and attractive interior designs are key draws for customers.

In an era of increasingly fierce business competition, a cafe needs a strong strategy to attract and retain customers. A successful cafe not only offers delicious coffee but also a unique and memorable experience. Furthermore, it's crucial for cafes to continuously innovate and adapt to evolving market trends. Fierce competition forces every cafe to develop a competitive advantage that sets it apart from the rest.

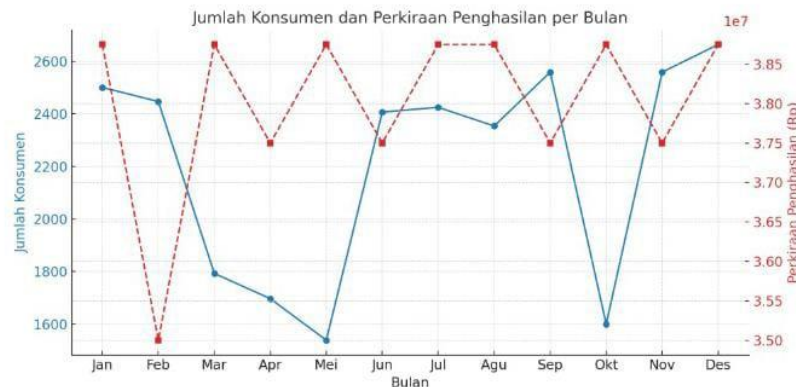


Figure 1. Sales and Turnover Data for the Last Year

Based on sales data calculated with an assumed daily income of Rp1,250,000, the total annual income is estimated to reach Rp450,000,000, with an average monthly income of around Rp37,500,000 – Rp38,750,000. Based on this data, it appears that the number of consumers fluctuates throughout the year. The month with the highest number of consumers is December with 2,664 people, likely due to the year-end holidays, Christmas, and New Year celebrations that increase consumption. Conversely, the month with the lowest number of consumers is May with 1,539 people, which may be due to post-Ramadan and Eid savings.

Sharp declines were seen in March, April, and October. March saw a decline of approximately 26.7% compared to February, likely due to the absence of major holidays that stimulate consumption. April also saw a decline, with 1,697 customers, which could be due to weather or economic conditions. October recorded the second-lowest number of customers after May, with only 1,600 customers, possibly due to the absence of holidays or special events. Conversely, significant increases occurred from September to December, peaking in December. This could be attributed to holiday preparations and year-end celebrations.

Several factors influence these fluctuations, including the holiday season and major holidays, weather conditions, and marketing strategies. Consumer numbers typically increase during long holiday months like December, July, and September, while declines occur after the holiday period, such as in March, April, and May. Weather also plays a role, particularly during the rainy season at the beginning of the year, which makes people less likely to travel. Furthermore, if marketing strategies are suboptimal or competitors offer something more attractive, consumers may turn to other destinations.

To address fluctuations, several strategies can be implemented, such as increasing promotions during months with declining sales, such as March, April, May, and October. Discounts, bundling, and loyalty programs can attract more customers. Adapting menus to seasonal trends and utilizing social media and digital marketing through Instagram, TikTok, and WhatsApp can increase customer awareness. Furthermore, analyzing regular sales data helps design more effective strategies. Recent research shows that data-driven marketing strategies and seasonal promotions are effective in increasing customer loyalty and mitigating the impact of sales fluctuations.

Cafe Sudut Temu has adopted a *digital marketing concept* through Instagram. The information on Instagram includes information about their products, purchase *vouchers*, and *discounts*. However, the cafe faces challenges due to its lack of *green promotion practices*. Cafe Sudut Temu rarely offers discounts and promotions on Instagram, so it is hoped that Cafe Sudut Temu will focus more on implementing *green promotions in the future*.

Based on the results of data processing from 30 respondents to 44 questionnaire statements, the average Likert score for each variable was obtained as follows:

- Green Product* of 72.5% , shows that consumers quite agree that the products offered by this cafe are environmentally friendly and have a quality that matches the price.
- Green Price* of 74.75% indicates that the price of environmentally friendly products is assessed according to the benefits and quality received by consumers.
- Green Promotion* of 72.75% , shows that the promotional activities carried out are quite interesting, informative, and reach the target market.

- d. *Green Place*, which is included in the general category (others), has a percentage of 73.0% , indicating that the location and accessibility of green products are considered easy for consumers to reach.
- e. *Customer Loyalty* of 75.5% reflects the existence of quite strong loyalty from consumers towards the product, including in terms of repeat purchases, brand loyalty, and recommendations to others.
- f. *Customer Satisfaction* of 74.5% shows that consumers are satisfied in terms of product quality, service, benefits, and costs incurred.

All variables in this study had percentage levels above 70%, indicating that each factor has a fairly strong and significant influence on consumer experience and behavior . These variables are worthy of further research to analyze the effect of green marketing on customer loyalty, with customer satisfaction as an intervening variable. Based on this phenomenon, this study aims to analyze the extent to which green marketing influences customer loyalty, with customer satisfaction as an intervening variable, at the Sudut Temu Cafe in Slawi. The results of this study are expected to provide insight for cafe owners and similar industries in optimizing environmentally friendly marketing strategies to increase customer loyalty.

Green Marketing

According to the American Marketing Association (AMA) in (Aprianto et al., 2022), *green marketing* is a marketing process that focuses on products considered environmentally safe. This concept emphasizes the importance of corporate responsibility in maintaining ecosystem balance through sustainable marketing practices. By implementing *green marketing*, companies not only strive to meet consumer needs but also participate in environmental preservation. A well-maintained environment reflects the success of a marketing strategy that prioritizes not only short-term profits but also considers the long-term impact on business sustainability and ecosystem balance.

Green marketing has become a crucial element for companies to remain competitive sustainably, as public awareness of environmental issues increases. A *green marketing approach* to product design encourages companies to integrate environmental awareness into every stage of their operations. This includes formulating environmentally friendly strategies, sustainable planning, efficient preparation, waste-free production processes, and distribution and sales that consider ecological impacts. By implementing these principles, companies not only contribute to environmental sustainability but also increase their competitiveness in the market (Irsalina & Susilowati, 2023).

2. Method

This research was conducted from January to June 2024, located at Cafe Sudut Temu, Slawi. The population consisted of all cafe customers who had used the cafe's products or services, particularly those with experience with green marketing strategies, with an average of 2,175 customers. To determine the sample, the researcher used the Slovin formula with a 4.27% error rate, resulting in 437 respondents, who were then used as the research sample for Structural Equation Modeling (SEM) analysis using AMOS software (Setiawan, 2014; Yulianto & Raharjo, 2021).

Data were collected through a closed-ended questionnaire distributed using Google Form, with a Likert scale of 1–5 to measure respondents' attitudes and opinions. This study examines the effect of *green marketing* on customer loyalty, with customer satisfaction as an intervening variable. The independent variable, *green marketing*, consists of four dimensions: *green product*, *green price*, *green promotion*, and *green place*, each measured through specific indicators related to the quality, price, promotion, and distribution of environmentally friendly products. The intervening variable, customer satisfaction, is measured through the match between expectations and reality of services and products, while the dependent variable, Customer Loyalty, is measured through repurchase intention, willingness to recommend, and commitment to the brand.

Before SEM analysis is conducted, several assumptions are tested, namely sample adequacy, which should be at least 100–200 or 5 times the number of estimated parameters (Hair et al., 1998); data normality, with skewness values < 2 and kurtosis < 7 for a normal distribution (Curran et al., in Ghazali & Fuad, 2005); and outliers, which are tested using Mahalanobis Distance and compared with the Chi-Square value at a significance level of 0.001. Extreme observations can be excluded to maintain the quality of the analysis, while model evaluation is carried out through Goodness of Fit (GoF), using various fit indices to assess the suitability of the SEM model to the data (Hair et al., 1998).

Validity testing was conducted using Exploratory Factor Analysis (EFA), with a minimum value of 0.50 for each indicator to be considered valid (Hair et al., 2019). Reliability testing was conducted using Cronbach's Alpha, with a minimum value of 0.70 and a maximum of 0.90, to ensure the internal consistency of each variable and indicator used (Hair et al., 2019). All variables were analyzed using SEM to systematically identify the causal relationship between green marketing, customer satisfaction, and customer loyalty.

3. Results and Discussion

Table 5. Results of Instrument Validity Test

<i>Green Product</i>	<i>Green Price</i>	<i>Green Promotion</i>	<i>Green Place</i>	<i>Customer Loyalty</i>	<i>Customer Satisfaction</i>	Note
0.855	0.879	0.857	0.919	0.898	0.820	Valid
0.860	0.862	0.870	0.925	0.907	0.818	
0.860	0.864	0.887	0.912	0.901	0.842	
0.887	0.873	0.867	0.916	0.881	0.870	
0.881	0.887	0.886		0.895	0.890	
0.887	0.882	0.897		0.851	0.867	
0.869	0.880	0.904			0.874	
0.798	0.811	0.850			0.879	
					0.871	
					0.829	

Source: AMOS Data Processing Results

Based on the validity test results of 44 statement items from six research variables using calculated *r* and table *r* values, it is known that all items have calculated *r* values greater than table *r*, namely 0.094. All indicators in the variables Green Product, Green Price, Green Promotion, Green Place, Customer Satisfaction, and Customer Loyalty are declared valid. This means that each statement in the questionnaire is able to measure what should be measured and is worthy of use in further research.

Table 7. Results of the Discriminant Test

Variables	AVE	CR	Information
<i>Green Product</i>	0.744	0.959	Valid & Reliable
<i>Green Price</i>	0.753	0.961	
<i>Green Promotion</i>	0.770	0.964	
<i>Green Place</i>	0.843	0.955	
Customer Loyalty	0.790	0.958	
Customer satisfaction	0.733	0.965	

Source: AMOS Data Processing Results

Based on the results of the reliability test conducted on all statement items in each variable, the Cronbach's Alpha value was obtained which indicated that all variables were declared reliable. The Cronbach's Alpha value for the Green Product variable was 0.951, Green Price was 0.952, Green Promotion was 0.957, Green Place was 0.937, Customer Loyalty was 0.947, and Customer Satisfaction was 0.959. Since all Cronbach's Alpha values were above the minimum standard of 0.6, it can be concluded that all instruments in this study had a good level of internal consistency and were suitable for use in further analysis.

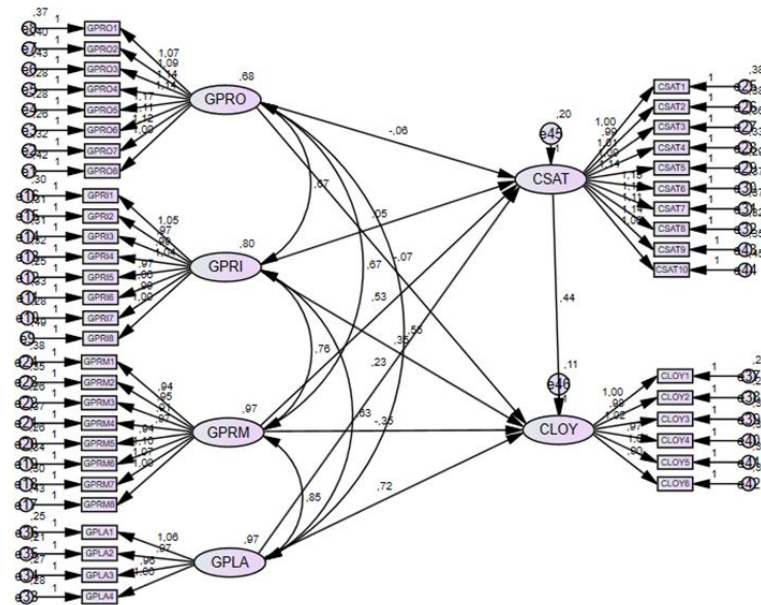


Figure 2. First Development Model

The following is a summary of the feasibility test of the green marketing model on customer loyalty through customer satisfaction as an intervening variable:

Table 8. First *Goodness of Fit* Test

Goodness of Fit Index	Cut Off Value	Analysis Results	Model Evaluation
Chi-Square (df=887)	$\leq 957,398$	3976,969	Not Good Yet
Probability	≥ 0.05	0,000	
CMIN/DF	≤ 2.00	4,484	
RMESIA	≤ 0.08	0.089	
GFI	≥ 0.90	0.665	
AGFI	≥ 0.90	0.626	
TLI	≥ 0.95	0.858	
CFI	≥ 0.95	0.866	

Source: AMOS Data Processing Results

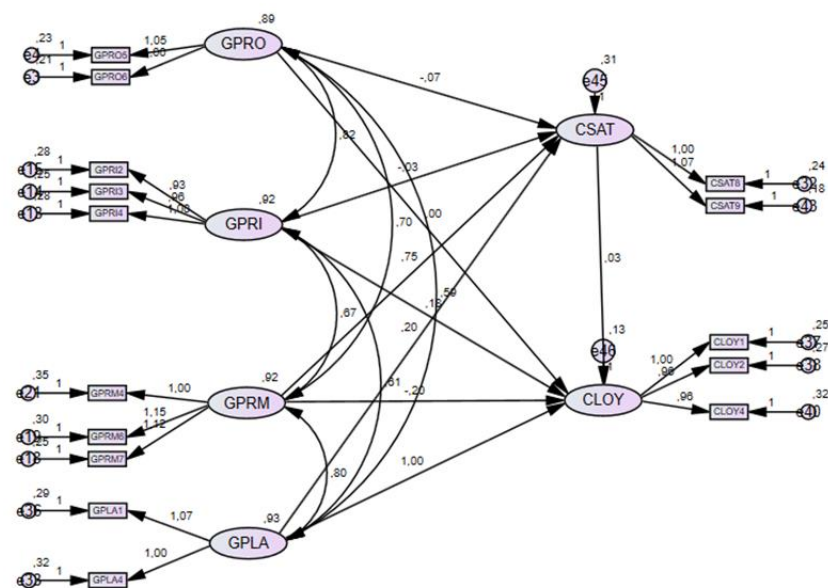


Figure 3. Thirtieth Development Model

The following is a summary of the feasibility test of the green marketing model on customer loyalty through customer satisfaction as an intervening variable:

Table 9. Results of the Thirty-Fourth *Goodness of Fit* Test

Goodness of Fit Index	Cut Off Value	Analysis Results	Model Evaluation
Chi-Square (df=75)	$\leq 96,217$	94,794	Good
Probability	≥ 0.05	0.061	
CMIN/DF	≤ 2.00	1,264	
RMESIA	≤ 0.08	0.025	
GFI	≥ 0.90	0.973	
AGFI	≥ 0.90	0.956	
TLI	≥ 0.95	0.995	
CFI	≥ 0.95	0.997	

Source: AMOS Data Processing Results

Based on the results of the Goodness of Fit (GoF) analysis obtained from data processing using AMOS, the overall research model meets the criteria for good fit with the data. The Chi-Square value of 94.794 with 75 degrees of freedom is still below the critical limit of 96.217, indicating that the model is not significantly different from the data (evaluation: good). The Probability value of 0.061 also meets the requirements ≥ 0.05 , indicating that the model is suitable for use. The CMIN/DF ratio of 1.264 is below the maximum limit of 2.00, which indicates good model fit.

Other indices also showed excellent results, including RMSEA of 0.025 (<0.08), GFI of 0.973 (≥ 0.90), AGFI of 0.956 (≥ 0.90), TLI of 0.995 (≥ 0.95), and CFI of 0.997 (≥ 0.95). All of these values indicate that the structural model used in this study has a very good fit with the data, so it can be used as a basis for analyzing relationships between variables and testing hypotheses.

Table 10. Hypothesis Test Results

		Estimate	SE	CR	P	Label
CSAT	<---GPRO	-,072	,142	-,505	,614	par_10
CSAT	<---GPRI	-,029	,125	-,233	,816	par_12
CSAT	<---GPRM	,749	,124	6,045	***	par_14
CSAT	<---GPLA	,197	,103	1,908	0.56	par_16
CLOY	<---GPRO	,000	,129	,002	0.998	par_11
CLOY	<---GPRI	,176	,115	1,528	0.126	par_13
CLOY	<---GPRM	-,202	,133	-1,518	0.129	Par_15
CLOY	<---GPLA	,997	,113	8,827	***	par_17
CLOY	<---CSAT	,027	,064	,426	0.670	par_24

Source: AMOS Data Processing Results

The analysis results show that of all the tested paths, only two had a significant effect. Green Promotion (GPRM) had a significant positive effect on Customer Satisfaction (CSAT) with an estimated value of 0.749 and $p < 0.001$. Similarly, Green Place (GPLA) had a significant effect on Customer Loyalty (CLOY) with an estimated value of 0.997 and $p < 0.001$. Conversely, Green Product (GPRO) and Green Price (GPRI) had no significant effect on Customer Satisfaction or Loyalty. Green Promotion also had no significant effect on Customer Loyalty. Furthermore, the relationship between Customer Satisfaction and Customer Loyalty was also insignificant ($p = 0.670$). That only environmentally friendly promotions and places are able to provide a real influence in increasing customer satisfaction and loyalty.

4. Discussion of Research Findings

The results of the study indicate that green promotion has a positive effect on customer satisfaction, with $CR = 6.045$ and $p = 0.000$. This finding aligns with previous research by Rahmawati et al. (2022), which stated that promotions emphasizing environmental values increase customers' positive perceptions and their satisfaction. Critically, these results confirm that communication strategies that emphasize environmentally friendly aspects are effective in building satisfaction, although their effectiveness may be influenced by consumers' level of environmental awareness.

In contrast, green product, green price, and green place did not significantly influence customer satisfaction. Green product had a $CR = -0.505$ ($p = 0.614$), green price $CR = -0.233$ (p

= 0.816), and green place CR = 1.908 ($p = 0.056$). These results differ from several previous studies, such as those conducted by Setiawan (2021) and Prasetyo (2020), which showed that product quality and environmentally friendly prices can increase satisfaction. This difference can be explained critically through the research context: Cafe Sudut Temu customers may be more responsive to informative promotions than to product attributes or price itself, thus indicating that promotional communication factors are more dominant than physical product factors in the cafe context.

Regarding the path to customer loyalty, the analysis results show that only green places have a significant positive effect (CR = 8.827; $p = 0.000$). This means that easy access and distribution of environmentally friendly products can encourage customer loyalty. This finding supports research by Handayani (2019), which emphasized the importance of convenient location and distribution in building loyalty. Critically, this indicates that customers pay attention not only to promotional or product aspects, but also to the physical experience and ease of obtaining environmentally friendly products.

Meanwhile, the variables green product, green price, green promotion, and customer satisfaction did not significantly influence customer loyalty. This contrasts with basic green marketing theory, which states that satisfaction is an important mediator of loyalty (Kotler & Keller, 2016). Critically, this may occur because customer loyalty at Cafe Sudut Temu may be more influenced by external factors such as location, product availability, and customer experience, rather than perceptions of product attributes or price. In other words, loyalty in the context of this cafe is more behavioral and situational, rather than solely psychological.

Overall, the findings of this study emphasize that, in the context of Cafe Sudut Temu, an effective green marketing strategy should prioritize informative promotions and easy product access, while product and price factors have less influence on customer satisfaction and loyalty. This provides a basis for management to design a more targeted strategy that takes into account the unique context of consumer behavior in the cafe.

5. Conclusion

Based on the discussion results, it can be concluded that most of the hypotheses in this study **were not proven significant**. Green products and green prices were proven to **have no significant effect** on customer satisfaction or customer loyalty (H1, H2, H5, and H6 were rejected). A similar thing also happened with green promotion, which only **had a significant effect on customer satisfaction** (H3 accepted), but has no effect on customer loyalty (H7 rejected). Green place is the only variable that shows a **positive and significant effect** good for customer loyalty (H8 is accepted), although it does not have a significant effect on customer satisfaction (H4 is rejected). Meanwhile, customer satisfaction **was not proven to have an effect** on customer loyalty (H9 was rejected). Thus, only two paths were proven to be significant, namely green promotion on satisfaction, and green place on customer loyalty.

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