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# **The Effectiveness of Green Marketing Strategy on Customer Loyalty through Consumer Satisfaction in Muslim Fashion**

<sup>1st</sup> Sudadi Pranata  
*Universitas Catur Insan Cendekia  
Cirebon*  
Cirebon, Indonesia  
[Sudadi.pranata@cic.ac.id](mailto:Sudadi.pranata@cic.ac.id)

<sup>2nd</sup> Chandra Lukita  
*Universitas Catur Insan Cendekia  
Cirebon*  
Cirebon, Indonesia  
[chandralukita@cic.ac.id](mailto:chandralukita@cic.ac.id)

<sup>3th</sup> Reza Rahmadi Hasibuan  
*Universitas Perwira Purbalingga  
Purbalingga, Indonesia*  
[rezarahmadi56@gmail.com](mailto:rezarahmadi56@gmail.com)

<sup>4th</sup> Dewi Laily Purnamasari  
*Universitas Catur Insan Cendekia  
Cirebon*  
Cirebon, Indonesia  
[dewilaily@cic.ac.id](mailto:dewilaily@cic.ac.id)

<sup>5th</sup> Oryz Agnu Dian Wulandari  
*Universitas Catur Insan Cendekia  
Cirebon*  
Cirebon, Indonesia  
[orzy.wulandari@cic.ac.id](mailto:orzy.wulandari@cic.ac.id)

***Abstract***—This study aims to evaluate the influence of green marketing strategies on customer loyalty by considering the mediation role of customer satisfaction, as well as the influence of religious, social, and ethical values in the context of Muslim fashion consumers. The approach used is a Systematic Literature Review (SLR) referring to the PRISMA 2020 protocol. A total of 34 scholarly articles published between 2015 and 2025 that meet the inclusion criteria were systematically analyzed to identify the relationship patterns among the studied variables.

The results show that green marketing strategies have a positive effect on customer loyalty, but this influence is significantly strengthened when mediated by customer satisfaction. Satisfaction arises not only from product benefits but also from the alignment of the brand's values with the religious and social principles believed by Muslim consumers. Additionally, spiritual and ethical

values have been proven to play an essential role in shaping attitudes and loyalty towards environmentally friendly products.

This study makes a conceptual contribution to the development of value-based green marketing and enriches the study of Muslim consumer behavior in developing countries. These findings provide a foundation for a more ethical, contextual, and sustainable green marketing strategy.

**Keywords**—*green marketing, customer satisfaction, customer loyalty, Muslim consumers, religious values, eco-friendly fashion, systematic literature review.*

## I. INTRODUCTION

Global awareness of environmental issues has led to significant transformations in business practices, including in marketing sectors. One emerging

approach in response to this phenomenon is green marketing, which refers to strategies for promoting and selling products and services oriented towards sustainability and environmental responsibility. Amid increasing consumer attention to business ethics and the environmental impact of consumption activities, green marketing has become not only a promotional tool but also a means to build long-term relationships with customers. In developed countries, this strategy has been successfully implemented and proven effective in shaping purchase intentions and customer loyalty to eco-friendly products. However, the implementation of similar strategies in developing countries like Indonesia still faces challenges, mainly due to the complexity of social, cultural, and religious values that underlie consumer behavior.

Previous studies have shown that green marketing has great potential in shaping consumer attitudes. For instance, AbdelRaheem (2021) found that green marketing campaigns highlighting moral messages and eco-friendly packaging can increase purchase interest. Similarly, Hojnik et al. (2020), using the Theory of Planned Behavior (TPB), demonstrated that attitudes, subjective norms, and perceived behavioral control can explain consumers' intentions toward green products. On the other hand, a study by Chwialkowska et al. (2024) emphasized the importance of social values and knowledge as key influences in shaping attitudes toward green marketing. These studies provide a rich picture of how psychological and sociological factors shape consumer responses to green marketing strategies, but most of them have been conducted in developed countries. Therefore, there is a gap in the literature regarding how green marketing strategies can build customer loyalty, particularly in the context of Muslim consumers in developing countries.

The Muslim fashion context in Indonesia, particularly in West Java, offers a unique space for exploring green marketing because it combines religious, ethical, and ecological dimensions in one consumption entity. Islamic values, which emphasize responsibility for the environment (khalifah on earth), prohibition of excessiveness (israf), and the importance of justice and honesty, align with the fundamental principles of green marketing. Additionally, the rapid growth of the Muslim fashion market in Indonesia offers a strategic

opportunity to implement sustainable business practices that are not only profit-oriented but also based on moral values. In this framework, customer satisfaction becomes an important variable that bridges the gap between green marketing strategies and customer loyalty to brands. As Nguyen et al. (2021) explained, satisfaction and trust in a brand are key components in building loyalty, especially in the context of green products embedded with values.

However, a green marketing approach that solely focuses on informative or visual aspects may not necessarily generate long-term loyalty unless it is accompanied by satisfaction perceived by consumers. This is emphasized in studies by Kumar and Ghodeswar (2015) and Muñoz (2025), which show that perceived value and satisfaction play crucial roles in shaping brand loyalty. In the Muslim fashion sector, where consumers pay close attention to the alignment of products with religious and social values, the positive consumption experience is not only measured by product quality but also by the brand's commitment to sustainability and social justice. Therefore, understanding the mediation of customer satisfaction in the relationship between green marketing and loyalty is crucial, particularly among consumers with a strong religious background.

Equally important is the dimension of religious, social, and ethical values, which significantly influence the behavior of Muslim consumers. In a study by Moisaner (2007), green consumption is viewed as a social act involving symbolic narratives and collective meaning. Therefore, purchasing decisions are not merely economic actions but also expressions of values and identity. Muslim consumers, especially in urban areas like West Java, tend to link their consumption choices to Islamic values such as justice, blessings, and responsibility toward God's creation. This is reinforced by research by Aman et al. (2012) and Wahid et al. (2011), which show that personal values and beliefs about the environmental impact of consumption play a dominant role in shaping attitudes toward green products. In this context, green marketing that touches on the spiritual and social aspects of consumers will have a greater chance of building strong and sustainable loyalty.

Considering these findings, this study is important and relevant as it aims to answer the need for a contextual green marketing approach, especially among Muslim fashion consumers in West Java. This research fills the gap in the literature, which has mostly been dominated by studies in developed countries, and presents a new perspective that integrates sustainability, customer satisfaction, and Islamic values. Moreover, this study also provides practical contributions for Muslim fashion businesses in formulating more authentic, effective, and value-aligned communication and branding strategies.

### Research Objectives

The objectives of this study are to analyze the influence of green marketing strategies on customer satisfaction, examine the extent to which customer satisfaction mediates the relationship between green marketing and customer loyalty, and evaluate how religious, social, and ethical values of Muslim consumers affect this relationship. This study uses a quantitative approach with theoretical models that have been proven relevant in previous studies, such as the Theory of Planned Behavior, Theory of Consumption Values, and Brand Trust Model. With a comprehensive research design based on the social reality of Muslim consumers in Indonesia, the results of this study are expected to make significant theoretical and practical contributions to the development of green marketing literature and customer loyalty.

## II. METHOD

This study employs the Systematic Literature Review (SLR) approach to identify, evaluate, and systematically synthesize findings from previous studies related to the influence of green marketing strategies on customer satisfaction and loyalty, particularly in the context of Muslim consumers. The research design follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) 2020 guidelines, which provide a transparent and systematic structure for reporting the results of a literature review. Data sources were obtained from the Scopus database, focusing on publications between 2015 and 2025 to ensure relevance with the latest trends and theories in green marketing. Keywords used in the search include: green

marketing AND green purchase intention OR green product AND sustainability, covering both theoretical and empirical studies related to green marketing strategies and consumer behavior.

From the initial search, a total of 165 articles were identified from the Scopus database. After an initial screening, 8 articles were automatically excluded as they did not fall within the publication period, and 18 others were eliminated because they were outside the academic journal tiers (Q1–Q4), resulting in a total of 139 articles eligible for further selection. The second screening phase excluded 77 articles due to their irrelevance to the research focus, leaving 62 articles for further review. Of these, only 31 articles ultimately met the eligibility criteria for full analysis. Additionally, 3 articles from other valid sources were added, bringing the total number of studies analyzed in this SLR to 34.

Inclusion criteria for selecting articles were: (1) articles published in reputable international journals, (2) publication period between 2015–2025, (3) studies using empirical or theoretical approaches relevant to the topics of green marketing, customer satisfaction, and loyalty, and (4) availability of full abstract and article content. Exclusion criteria included: (1) articles in the form of editorials or opinions, (2) studies that only examined green marketing without connections to loyalty or satisfaction, and (3) research that did not use human populations (e.g., system simulations or pure technical approaches).

The selection process was carried out systematically with each stage documented in the PRISMA flow diagram attached. Data from the selected articles were coded using an article review template, including: research title, authors, publication year, study location, theories used, research methods, key findings, and relevance to this study. This process follows systematic review practices as demonstrated in studies by Chwialkowska et al. (2024), Hojnik et al. (2020), and Sedky & AbdelRaheem (2021), prioritizing transparency in the selection and analysis of literature data.

Next, the compiled data was analyzed thematically, categorizing the key findings into theoretical and empirical categories, such as: the relationship between green marketing and purchase intention, the mediating

role of customer satisfaction, and the influence of social and religious values in shaping loyalty. The relationships between variables were analyzed descriptively and critically, highlighting the convergences and gaps across studies, and adjusted to the context of Muslim consumers in Indonesia. The analysis also considered the methodological backgrounds of each study (e.g., SEM approach, regression, surveys, or qualitative) to provide weight and nuance to the interpretation of results. With this design, the study not only presents a systematic literature map but also provides conceptual and practical contributions to green marketing studies in a local, religious, and ethical context.

### III. RESEARCH AND DISCUSSIONS

#### Green Marketing Strategies and Consumer Responses

Most of the reviewed articles emphasize that green marketing strategies have a significant impact on purchase intention and product value perceptions. In a study by Sedky and AbdelRaheem (2021), it was found that advertisements containing moral messages and eco-friendly packaging contribute significantly to consumer purchase decisions. This study used a quantitative approach in Egypt with multiple regression analysis of 400 respondents. The findings showed that consumers were more interested in green products when promotional messages emphasized sustainability and ethics.

Hojnik et al. (2020), in their study in Slovenia, used the Theory of Planned Behavior (TPB) to demonstrate that attitudes, subjective norms, and perceived behavioral control significantly influence the intention to buy eco-friendly products. This study involved 705 respondents and employed the SEM approach. The results reinforce that green marketing strategies that address psychological and social aspects can positively shape consumer attitudes toward green products.

Meanwhile, a cross-country study by Chwialkowska et al. (2024) showed that social values and knowledge have a greater influence than emotional values in shaping perceptions of green marketing. This study indicated that green marketing strategies that are informative and educational are more successful in raising consumer awareness about sustainable

consumption, especially in segments with high environmental literacy.

#### Customer Satisfaction as a Mediator Between Green Marketing Strategy and Loyalty

Several studies emphasize that customer satisfaction is a significant mediating variable between green marketing strategies and customer loyalty. Research by Nguyen et al. (2021) showed that effective green marketing can strengthen customer loyalty by building trust in the brand through genuine practices, not greenwashing. This study used the Brand Trust Model with 400 respondents from Vietnam, and the results indicated that brand trust strengthens the perception of green marketing and leads to higher loyalty.

Kumar and Ghodeswar (2015) also highlighted that perceived value and customer satisfaction are important pathways that connect a company's green orientation with brand loyalty. These findings suggest that a company's consistency in promoting green marketing will enhance customer's positive perceptions, thus strengthening satisfaction and loyalty.

Jaiswal and Kant (2018) showed that functional, social, emotional, and epistemic values are key determinants in satisfaction with green products. If a product is considered to offer real benefits, is easy to understand in terms of information, and meets ethical and social expectations, then consumers will experience a satisfying consumption experience.

#### Customer Loyalty to Green Products

There is a strong trend in the literature that customer loyalty to green products is not merely formed from rational preferences but from meaningful consumption experiences. Wahid et al. (2011), in their study in Malaysia, found that positive attitudes and personal values such as responsibility for the environment, as well as the belief that individual actions have a real impact on the ecosystem, are strong predictors of loyalty to green products. This research used a quantitative approach with logistic regression on 384 respondents.

Furthermore, research by Kautish and Sharma (2019) found that personal involvement in environmental issues strengthens the relationship between attitudes

toward green products and the intention to repurchase. In this case, loyalty arises from consumption experiences that not only meet needs but also align with the consumer's identity and personal values.

#### Influence of Religious, Social, and Ethical Values of Muslim Consumers

The aspect of religious and ethical values has been a significant finding in almost all articles examining the Muslim context. Moisander (2007) stated that green consumption is a symbolic representation of collective values, not just an individual expression. In the context of Muslim communities, consumption of eco-friendly fashion products is often linked to values of responsibility toward God's creation and trust in the earth.

Sedky and AbdelRaheem (2021) also showed that the moral messages contained in green marketing campaigns can positively shape perceptions among Muslim consumers. Emphasizing sustainability, honesty, and compliance with Sharia principles becomes a strong attraction in building consumer loyalty to Muslim fashion brands.

Additionally, a study by Aman et al. (2012) demonstrated that environmental awareness, supported by value-based education, can encourage attitude and loyalty changes. In Muslim societies, the concept of *halalan thayyiban* — which requires products to be not only halal in process but also good from a social and environmental perspective — becomes an essential foundation in consumption decisions.

#### IV. CONCLUSIONS

This study highlights the importance of integrating green marketing strategies, customer satisfaction, and religious as well as social values in building customer loyalty, especially in the context of Muslim fashion consumers in West Java. Through a Systematic Literature Review (SLR) of 34 relevant articles, the study found that green marketing positively influences customer loyalty, but this impact is significantly strengthened when mediated by customer satisfaction. Satisfaction arises not only from the functional aspects of the product but also from the alignment of the brand's values with the religious, ethical, and

environmental principles embraced by Muslim consumers.

The study provides a significant contribution to green marketing literature by expanding the understanding of the factors that shape customer loyalty in a specific cultural and religious context. Additionally, the findings enrich studies on Muslim consumer behavior in developing countries, which have received less attention in global literature. By showing that green marketing strategies must align with local and spiritual values, this study emphasizes the importance of contextual approaches in designing brand communications and green marketing policies.

Theoretical contributions include the integration of various consumer behavior models such as the Theory of Planned Behavior (TPB), Theory of Consumption Values, and Brand Trust Model into a more comprehensive conceptual framework. This allows for better mapping of causal relationships between green marketing strategies, consumer perceptions, consumption experiences, and brand loyalty, especially in segments with unique values like Muslim communities.

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