

Abstrak

Penelitian ini bertujuan untuk meneliti tentang *relational benefits* dan dampaknya terhadap *customer satisfaction*, *green brand loyalty*, dan *green brand evangelism*. Metode kuantitatif digunakan dengan menggunakan metode pengumpulan data melalui survei dengan menggunakan kuesioner dengan teknik *purposive sampling*. Kriteria responden penelitian ini yaitu konsumen merek the Body Shop Indonesia, memiliki pendidikan minimal SMA, dan berjenis kelamin wanita berjumlah 224 responden. Penelitian ini menguji pengaruh *confidence benefit*, *socialization benefit*, *self-expression benefit*, *altruistic benefit* terhadap *customer satisfaction*. Kemudian, menguji pengaruh dari *customer satisfaction* terhadap *green brand loyalty*. Terakhir, menguji pengaruh dari *green brand loyalty* terhadap *green brand evangelism*. Penelitian ini menemukan bahwa *confidence benefit*, *socialization benefit*, dan *self-expression benefit* berdampak terhadap *customer satisfaction*. Selanjutnya, *customer satisfaction* memiliki pengaruh terhadap *green brand loyalty*. Terakhir, penelitian ini juga menemukan bahwa *green brand loyalty* berpengaruh terhadap *green brand evangelism*. Pelaku bisnis dapat memanfaatkan *relational benefits* untuk membangun hubungan dengan konsumen, membangun kepuasan dari konsumen, dan meningkatkan *loyalty* dari konsumen yang dapat berujung kepada *brand evangelism* dari konsumen.

Kata Kunci : *Confidence benefit*, *Socialization benefit*, *self-expression benefit*, *altruistic benefit*, *customer satisfaction*, *green brand loyalty*, dan *green brand evangelism*

Abstract

This research aims to examine relational benefits and their impact on customer satisfaction, green brand loyalty, and green brand evangelism. A quantitative method is employed by collecting data through surveys using questionnaires with a purposive sampling technique. The criteria for the respondents are consumers of The Body Shop Indonesia, with a minimum education level of high school, and female gender. This study tests six hypotheses, such as the effects of confidence benefit, socialization benefit, self-expression benefit, and altruistic benefit on customer satisfaction. Then, it tests the influence of customer satisfaction on green brand loyalty. Lastly, it examines the impact of green brand loyalty on green brand evangelism. This study found that confidence benefits, socialization benefits, and self-expression benefits have an effect on customer satisfaction. Then, customer satisfaction has an effect on green brand loyalty. Finally, this study also found that green brand loyalty has an effect on green brand evangelism. The findings of this research are expected to contribute to the academic literature in the business field by providing a deeper understanding of how the use of relational benefits influences consumer satisfaction and loyalty. Business practitioners can utilize relational benefits to build relationships with consumers, enhance customer satisfaction, and increase consumer loyalty, which can lead to consumer brand evangelism.

keywords : Confidence benefit, Socialization benefit, self-expression benefit, altruistic benefit, customer satisfaction, green brand loyalty, and green brand evangelism