



## Influence Of Green Marketing, Product Quality, and Promotion On Consumer Satisfaction at Skincare Stores In BELOPA

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### ABSTRACT

**Purpose:** This study aims to examine the effects of green marketing, product quality, and promotion on consumer satisfaction at a skincare store in Belopa, Luwu Regency, South Sulawesi. **Methodology:** A quantitative research approach was used through a survey method by distributing questionnaires to consumers with a sample size of (n=30), and the data were analyzed using statistical techniques. **Results:** The results show that all variables have a significant effect on consumer satisfaction, both simultaneously and partially, with product quality as the most dominant factor. **Findings:** Consumers place high value on product effectiveness and environmental responsibility, which contribute to their satisfaction. **Novelty & Originality:** The novelty of this study lies in integrating green marketing with traditional marketing variables in the context of a local skincare business, particularly in Belopa, a region rarely examined in prior research. **Conclusions:** In conclusion, improving product quality, implementing effective green marketing strategies, and optimizing promotional activities can enhance consumer satisfaction and loyalty. **Type of Paper:** This paper is an empirical research paper.

## INTRODUCTION

The global and Indonesian cosmetics industry is experiencing rapid growth, leading to increasing competition among both local and international brands. The rising entry of new products into the Indonesian market requires business actors to continuously innovate in order to remain competitive. This condition is further strengthened by growing public awareness of skincare as an essential part of daily life for both women and men. Various skincare products such as facial cleansers, moisturizers, serums, and sunscreens have become essential needs, reflecting the high level of consumer interest in this sector (Aini et al., 2023).

The rapid development of the skincare industry has also resulted in increasingly diverse consumer preferences. Consumers tend to consider product effectiveness, brand image, and product ingredients when making purchasing decisions. In this context, companies are not only required to offer high-quality products but also to implement effective marketing strategies to attract and retain customers. One of the emerging approaches is green marketing, which emphasizes environmentally friendly products and sustainable business practices.

Previous studies indicate that green marketing has a positive relationship with customer satisfaction and loyalty (Upe & Usman, 2022). In addition, product quality is identified as a key factor influencing consumer satisfaction (Yuliyanto, 2020), while promotion plays an important role in shaping consumer awareness and purchasing decisions (Budiarno et al., 2022). Although these variables have been widely studied, most previous research examines them separately or focuses on large-scale companies.

However, there is still a research gap in examining the simultaneous effect of green marketing, product quality, and promotion on consumer satisfaction, particularly in the context of local retail skincare businesses. Therefore, this study was conducted to analyze how these three variables jointly influence consumer satisfaction at a skincare store.

The objective of this study is to determine and analyze the influence of green marketing, product quality, and promotion on consumer satisfaction. The findings are expected to provide practical insights for business actors in improving marketing strategies, product quality, and promotional effectiveness in order to enhance consumer satisfaction and loyalty.

### **Marketing Theory**

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through the creation and exchange of valuable products with others. In marketing aspects include two or more people where an exchange of goods or services occurs to meet the needs of each party. Good marketing starts with deeply understanding the needs and characteristics of the target market so that the applied strategy is on target. Appropriate market segmentation will make it easier for companies to customize products and promotions that suit consumer preferences (Philip Kotler, 2016)

### **Green Marketing Theory (*Green marketing*)**

Green marketing or *green marketing* is a marketing approach that emphasizes the development and promotion of environmentally friendly products, with the aim of minimizing negative environmental impact while meeting the needs of consumers who are increasingly concerned about sustainability. According to (Peattie, 1992), *green marketing* encompasses a series of marketing activities that focus not only on economic profit aspects but also consider social and environmental responsibility in the processes of production, distribution, and product consumption. With increasing consumer awareness of environmental issues, green marketing has become an important strategy for companies to build a positive image and competitive advantage. Furthermore, the main pillars of green marketing are transparency and honest communication regarding the environmental benefits of products, enabling consumers to make more environmentally conscious decisions (Peattie, 2001).

Green marketing is gaining new attention in the business world, and green marketing is a strategic marketing approach that has recently emerged and attracted the attention of many stakeholders (Yosepha, 2020)

According to (Gani et al., 2022) green marketing is supported by 4 components, namely green product, green price, green place, and green promotion which is known as the green marketing mix. The indicators of green marketing are explained as follows:

1. Green Product: Products that do not harm humans or the environment and do not involve cruelty to animals.
2. Green Price: Companies apply higher prices compared to similar competing products.
3. Green Place: Companies utilize existing marketers and distributors appropriately.
4. Green Promotion: Promotions that increase environmental awareness and reduce the use of environmentally unfriendly promotional materials.

### **Product Quality Theory Product**

Quality and price are two important factors that are interrelated in influencing consumer decisions. Product quality is usually defined as the extent to which a product meets or exceeds consumer expectations, encompassing aspects such as reliability, durability, and performance (Garvin, 1978). Meanwhile, price is not just a monetary value but also reflects consumer perception of the value received from the product. A price that is too low can create a perception of low quality, while a high price not supported by adequate quality can reduce consumer purchase interest. Therefore, companies need to set prices that are balanced with product quality to create value that satisfies consumers and maintains competitiveness in the market (Philip Kotler, 2016).

Product quality is the company's effort to meet consumer needs through the products offered. Product quality evaluates the combination of characteristics that determine how well a product can meet customer needs requirements, or the extent to which characteristics meet customer needs. (Retno Djohar Juliani, Dewi Fatmasari, 2024). Product quality refers to the ability of a product to perform its functions, such as durability, reliability, accuracy, ease of use, and ease of repair. (Hubbina et al., 2023) According to (Razak, 2019) there are 8 product quality indicators, namely, (1) Performance Core characteristics of the core product, such as accuracy, ease, and comfort., (2) Additional features, special features, or benefits, (3) Features of the product (such as internal or external features) that complement the product's function or that serve to increase consumer interest in the product. or that serve to increase consumer interest in the product., (4) Reliability: The probability that a product will perform well, fail, or not be usable. The lower the probability of failure, the more reliable the product is., (5) Conformity: The extent to which design and operating characteristics meet standards according to specific predetermined specifications, or the extent to which the product is free from identified defects. As with any other product received by consumers, it must be based on mutual agreement, (6) Durability : how long a product can be used before eventually it must be replaced. eventually it must be replaced., (7) Serviceability: Competence, convenience, speed, and ease of satisfactory complaint handling., (8) Aesthetics: Product appearance that is identical to the pattern, shape, and attractive product appeal., and (9) Perceived Quality: Regarding the product's image and reputation, as well as the company's responsibility.

### **Promotion Theory**

Promotion is one of the important elements in the marketing mix that functions to inform, persuade, and remind consumers about the products or services offered by the company. Promotion includes various marketing communication activities such as advertising, personal selling, sales promotion, public relations, and direct marketing, which aim to build consumer awareness and interest, and encourage them to make purchases. Effective promotion not only increases sales in the short term but also helps build a positive brand image and strengthen customer loyalty in the long term. Therefore, promotion strategies must be designed appropriately by considering market characteristics and business objectives to be achieved. (Belch and Belch, 2012).

Promotions that can satisfy consumers will result in repeat purchases, which means an increase in sales (Mahmoud et al., 2024)(Catherine et al., 2026). Good promotions can create consumer satisfaction and help maintain distance from competitors (Kotler, 2010:297). Quality promotion is the consumer's perception of satisfaction during the transaction process. The indicators of promotion are as follows, (1) Advertising (*Advertising*), frequency and appeal of advertisements on social media (Instagram, TikTok, etc.), (2) Sales promotion (*Sales Promotion*) in the form of discounts, bonuses, *bundling* product Skincare, (3) Personal selling (*Personal Selling*) which is the courtesy and ability consumers in explaining products, (4) Publicity (*Public Relations*): Positive store image in the community, and (5) Digital promotion (*Online Promotion*) in the form of rapid response and interaction with customers *online*.

### **Consumer Satisfaction Theory**

Consumer satisfaction is an important concept in marketing that describes the extent to which the product or service received by the consumer meets their expectations. Consumer satisfaction is

an emotional response that arises after consumers compare their initial expectations with the actual performance of the product or service received (Schiebler et al., 2025). If the product's performance meets or exceeds expectations, consumers will be satisfied, whereas if the performance is below expectations, consumers tend to be disappointed. Consumer satisfaction not only influences repurchase decisions but also plays a role in building loyalty and a positive brand image. Therefore, companies need to continuously improve product and service quality to maintain high levels of consumer satisfaction. (Oliver, 1997).

Satisfaction is a function of the difference between perceived performance and expectations. If performance does not meet expectations, the customer will be disappointed. If performance meets expectations, the customer will be very satisfied. Satisfied customers remain loyal to the services they receive over time (Djaddang, 2024). The indicators of customer satisfaction are:

1. Service meets customer expectations as stated on the advertising banners and brochures, and ensures customers are not disappointed every time they use the products or services sold.
2. Customer trust in the products and services provided is always guaranteed so that the Company does not disappoint its customers; it is important to sell the best products with consumers who are talented.
3. Happiness in after-sales service is a form of customer gratitude after receiving service. Pleasure is expressed not only in the form given but also in the emotions received by the client.

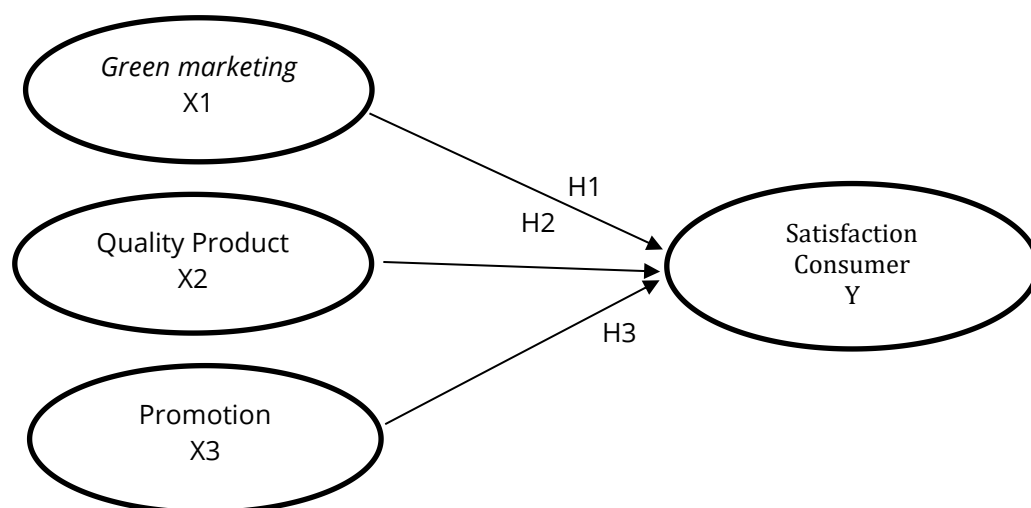
Based on the problem formulation and the theories explained above, the author proposes the following hypothesis:

H1: Green marketing has a positive and significant effect on consumer satisfaction at skincare stores in Belopa.

H2: Product quality has a positive and significant effect on consumer satisfaction at skincare stores in Belopa.

H3: Promotion has a positive and significant effect on consumer satisfaction at skincare stores in Belopa.

**Figure: Conceptual Framework**



## METHOD

### Research Method

This study employed a quantitative research design aimed at examining the influence of green marketing, product quality, and promotion on consumer satisfaction at a skincare store in

Belopa. The research was conducted at a skincare store located in Belopa District, Luwu Regency, South Sulawesi, over a period of two months. The variables in this study consisted of independent variables, namely green marketing, product quality, and promotion, and the dependent variable, namely consumer satisfaction. Each variable was measured using indicators adapted from relevant literature and assessed through a Likert scale questionnaire. The population in this study comprised all consumers of the skincare store, totaling 30 individuals. Given the relatively small population size, this study applied a saturated sampling technique, where all members of the population were included as the research sample. Thus, the sample consisted of 30 respondents with diverse demographic backgrounds, including variations in age and occupation.

Data collection was carried out using structured questionnaires distributed directly to respondents. The instrument was designed to capture respondents' perceptions of green marketing practices, product quality, promotional activities, and their level of satisfaction. Prior to the main data collection, a pilot test was conducted to evaluate the clarity, validity, and reliability of the questionnaire. The pilot test involved a number of respondents with similar characteristics to the research sample. The validity of the instrument was assessed using item-total correlation, while reliability was measured using Cronbach's Alpha. The results indicated that the questionnaire items met the acceptable validity and reliability criteria, thus confirming that the instrument was appropriate for use in the main study. This study was conducted in accordance with ethical research standards. All respondents participated voluntarily and were informed about the purpose of the study prior to completing the questionnaire. The confidentiality and anonymity of the respondents were strictly maintained, and the data collected were used solely for research purposes.

The data analysis technique used in this study was quantitative statistical analysis. Data obtained from the questionnaires were processed using descriptive and inferential statistics. Multiple linear regression analysis was applied to determine the effect of independent variables on the dependent variable, both simultaneously and partially. Additionally, hypothesis testing was conducted using t-tests and F-tests to assess the significance of the relationships between variables. The results of the analysis were then interpreted to provide conclusions and recommendations relevant to improving marketing strategies and consumer satisfaction.

### **Operational Definition of Variables**

Operational definitions are intended to provide an explanation of the indicators used in this study. The operational definitions and indicators are as follows: Green marketing is a marketing strategy that includes fundamental decisions related to marketing activities, the marketing mix, and marketing allocation with an environmentally friendly orientation. Product quality is defined as the extent to which a product meets or exceeds customer expectations, including aspects such as reliability, durability, and performance. Promotion is one of the important elements in the marketing mix that functions to inform, persuade, and remind consumers about the products or services offered by the company.

### **Data Collection Techniques**

To obtain valid and relevant data, this study uses several data collection techniques. Documentation is used to obtain secondary data, such as the number of consumers at the skincare store in Belopa. Questionnaires are used as a structured method to collect information consisting of a series of written or verbal questions answered by respondents. The questionnaire items are measured using a Likert scale with five response categories to determine the degree of agreement or disagreement. The scale consists of Strongly Agree (score 5), Agree (score 4), Neutral (score 3), Disagree (score 2), and Strongly Disagree (score 1), allowing the data to be quantified and analyzed numerically.

### Research Instrument

A research instrument is a tool used to measure observed phenomena, both social and natural. In this study, the instrument used is a questionnaire distributed to consumers of the skincare store in Belopa. The questionnaire was developed systematically and contains items related to the research variables, namely green marketing, product quality, promotion, and consumer satisfaction. The instrument serves as a crucial component in obtaining accurate field data and supports the research process.

### Data Analysis Technique

Data analysis in this study uses both descriptive and quantitative methods. The descriptive method involves tabulating, describing, and relating the data to existing theories to draw conclusions. The quantitative method involves processing data into numerical form and analyzing it statistically using the Statistical Package for Social Science (SPSS). Prior to analysis, instrument testing is conducted through validity and reliability tests. The validity test determines whether questionnaire items are valid by comparing the calculated correlation value ( $r$ -calculated) with the  $r$ -table value at a significance level of 0.05 ( $df = n-2$ ). An item is considered valid if  $r$ -calculated is greater than  $r$ -table. The reliability test measures the consistency of the instrument using Cronbach's Alpha, where a value greater than 0.60 indicates that the instrument is reliable.

Multiple linear regression analysis is used to examine the influence of more than one independent variable on the dependent variable. The regression equation is formulated as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3,$$

Where:

$Y$  = represents consumer satisfaction

$\alpha$  = constant

$\beta_1$ – $\beta_3$  are regression coefficients

$X_1$  = green marketing

$X_2$  = product quality

$X_3$  = promotion

Hypothesis testing is conducted using  $t$ -tests and  $F$ -tests. The  $t$ -test (partial test) is used to determine the individual effect of each independent variable on the dependent variable at a significance level of 0.05. If the  $t$ -calculated value is greater than the  $t$ -table value, the hypothesis is accepted. The  $F$ -test (simultaneous test) is used to determine whether all independent variables simultaneously influence the dependent variable. If the  $F$ -calculated value is greater than the  $F$ -table value at a significance level of 0.05, the hypothesis is accepted.

The coefficient of determination ( $R^2$ ) is used to measure the extent to which the independent variables explain the variation in the dependent variable. A value of  $R^2$  close to 1 indicates that the regression model has a strong ability to explain the variation in consumer satisfaction.

## RESULTS AND DISCUSSION

### RESULTS

#### Respondent Characteristics

In this study, which was conducted over a period of three months, the data were collected through participant involvement using questionnaires, and the results are presented in the attached tables.

### Respondent Characteristics Based on Age

The characteristics of respondents based on age aim to identify or describe their age range. Respondents can be grouped into several age categories, namely <20 years, 20–30 years, and >30 years.

**Table 1. Respondent Characteristics Based on Age**

| Age   | Amount | Percentage(%) |
|-------|--------|---------------|
| <20   | 6      | 20%           |
| 20-30 | 20     | 66,7%         |
| >30   | 4      | 13,3%         |
| Total | 30     | 100%          |

Source: Data processed SPSS version 24, 2026

Based on Table 1, it is known that out of a total of 30 respondents involved in this study, the majority are aged 20–30 years, totaling 20 people or 66.7%. This age group represents the largest segment in the study and reflects that the younger generation tends to use skincare products.

### Respondent Characteristics Based on Gender

Respondent characteristics based on gender indicate the sex of the respondents. They can be grouped into two categories, namely male and female.

**Table 2. Respondent Characteristics Based on Gender**

| Gender | Amount | Percentage (%) |
|--------|--------|----------------|
| Man    | 10     | 33,3%          |
| Women  | 20     | 66,7%          |
| Total  | 30     | 100%           |

Source: Data processed SPSS version 24, 2026

Based on Table 2, it is known that out of a total of 30 respondents involved in this study, the majority are female, totaling 20 people or 66.7%. This indicates that participation in this study is dominated by women.

### Respondent Characteristics Based on Purchase Duration

Based on the length of purchasing or using skincare products, the 30 respondents can be categorized according to the benefits or suitability they experience when using skincare.

**Table 3. Respondent Characteristics Based on Purchase Duration**

| Purchase Duration | Amount | Percentage (%) |
|-------------------|--------|----------------|
| <6 months         | 5      | 16,7%          |
| 6 month-1 year    | 19     | 63,3%          |
| >1 year           | 6      | 20%            |
| Total             | 30     | 100%           |

Source: Data processed SPSS version 24, 2026

Based on the table, out of a total of 30 respondents, the majority have made purchases within the period of 6 months to 1 year, totaling 19 people or 63.3%. This indicates that most respondents are consumers with considerable experience and a relatively consistent relationship with the products or services studied. Overall, the data show that respondents are predominantly not new customers, so the assessments provided in this study are based on actual usage experience over a certain period of time.

## Data Analysis

### Validity Test

The statements and the total number of items for each variable, namely green marketing (X1), product quality (X2), promotion (X3), and consumer satisfaction (Y), were analyzed to determine the strength of the relationship between the variables.

**Table 4. Validity Test Results**

| Variable  | Item | R-count | R-Table | Condition       | Information |
|-----------|------|---------|---------|-----------------|-------------|
| <b>X1</b> | GM1  | 0,826   | 0,361   | R-count>R-table | Valid       |
|           | GM2  | 0,920   | 0,361   | R-count>R-table | Valid       |
|           | GM3  | 0,840   | 0,361   | R-count>R-table | Valid       |
|           | GM4  | 0,749   | 0,361   | R-count>R-table | Valid       |
|           | GM5  | 0,940   | 0,361   | R-count>R-table | Valid       |
| <b>X2</b> | KP1  | 0,893   | 0,361   | R-count>R-table | Valid       |
|           | KP2  | 0,841   | 0,361   | R-count>R-table | Valid       |
|           | KP3  | 0,908   | 0,361   | R-count>R-table | Valid       |
|           | KP4  | 0,910   | 0,361   | R-count>R-table | Valid       |
|           | KP5  | 0,940   | 0,361   | R-count>R-table | Valid       |
|           | KP6  | 0,749   | 0,361   | R-count>R-table | Valid       |
|           | KP7  | 0,826   | 0,361   | R-count>R-table | Valid       |
|           | KP8  | 0,910   | 0,361   | R-count>R-table | Valid       |
| <b>X3</b> | P1   | 0,910   | 0,361   | R-count>R-table | Valid       |
|           | P2   | 0,940   | 0,361   | R-count>R-table | Valid       |
|           | P3   | 0,920   | 0,361   | R-count>R-table | Valid       |
|           | P4   | 0,940   | 0,361   | R-count>R-table | Valid       |
| <b>Y</b>  | KK1  | 0,908   | 0,361   | R-count>R-table | Valid       |
|           | KK2  | 0,852   | 0,361   | R-count>R-table | Valid       |
|           | KK3  | 0,840   | 0,361   | R-count>R-table | Valid       |

Source: Data processed SPSS version 24, 2026

The r-table value of 0.361 is obtained from the Product Moment (Pearson) correlation table, which is determined based on the sample size and the level of significance used in the study. With a total of 30 respondents, the degrees of freedom (df) are calculated using the formula  $df = n - 2$ , resulting in  $df = 28$ . At a significance level of 0.05 (two-tailed), the r-table value for  $df = 28$  is 0.361. This value is then used as a reference in the validity test, where an item is considered valid if the calculated r-value is greater than the r-table value. Table 4 shows that all statement items in the research instrument for variables X1, X2, X3, and Y are valid, as indicated by the comparison between the calculated r-values and the r-table value, where all items have r-calculated values greater than the r-table value.

### Reliability Test

The stability and consistency of respondents' answers to questions related to the constructs in the questionnaire are measured using reliability analysis.

**Table 5. Reliability Test**

| Variable              | Cronbach's Alpha | Reliability value | Information |
|-----------------------|------------------|-------------------|-------------|
| Green marketing       | 0,920            | 0.60              | Reliabel    |
| Quality Product       | 0,959            | 0.60              | Reliabel    |
| Promotion             | 0,958            | 0.60              | Reliabel    |
| Consumer Satisfaction | 0,877            | 0.60              | Reliabel    |

Source: Data processed SPSS version 24, 2026

The Cronbach's Alpha values for variables X1, X2, X3, and Y are all greater than 0.60, indicating that the instruments used in this study meet the acceptable reliability criteria.

### Classical Assumption Test

#### Normality Test

The normality test is conducted to determine whether the data are normally distributed. In this study, normality was tested using the Kolmogorov-Smirnov Test. Data are considered normally distributed if the significance value is greater than 0.05.

**Table 6. One-Sample Kolmogorov-Smirnov Test (Normality Test)**

| One-Sample Kolmogorov-Smirnov            |                         |  |             | Unstandardized Residual |
|------------------------------------------|-------------------------|--|-------------|-------------------------|
| N                                        |                         |  |             | 30                      |
| Normal Parameters <sup>a,b</sup>         | Mean                    |  |             | .0000000                |
|                                          | Std. Deviation          |  |             | .28158782               |
| Most Extreme Differences                 | Absolute                |  |             | .130                    |
|                                          | Positive                |  |             | .113                    |
|                                          | Negative                |  |             | -.130                   |
| Test Statistic                           |                         |  |             | .130                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                         |  |             | .200 <sup>d</sup>       |
| Monte Carlo Sig. (2-tailed) <sup>e</sup> | Sig.                    |  |             | .212                    |
|                                          | 99% Confidence Interval |  | Lower Bound | .202                    |
|                                          |                         |  | Upper Bound | .223                    |

Source: Data processed SPSS version 24, 2026

Based on Table 6, the significance value (Monte Carlo Sig. (2-tailed)) is 0.200. This value is greater than 0.05, indicating that the research variable data are normally distributed and meet one of the criteria in the classical assumption test.

### Multiple Linear Regression Test

Multiple linear regression is used to analyze the collected data. This model explains the relationship between green marketing, product quality, and promotion as independent variables, and consumer satisfaction as the dependent variable. The estimated model equation is:

$$y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Based on the data obtained and processed using SPSS 24, the results can be seen in the following table:

**Table 7. Multiple Linear Regression**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|------------|-----------------------------|------------|---------------------------|-------|------|
|            | B                           | Std. Error | Beta                      | t     | Sig. |
| (Constant) | 7.235                       | 3.958      |                           | 1.828 | .079 |
| TotalX1    | 5.485                       | 1.468      | .349                      | 3.736 | .001 |
| TotalX2    | 7.301                       | 1.852      | .465                      | 3.943 | .001 |
| TotalX3    | 4.666                       | 1.834      | .221                      | 2.544 | .004 |

Source: Data processed SPSS version 24, 2026

Based on the results in the multiple linear regression table, the regression equation can be written as follows:

$$\text{TOTALY} = 7.235 + 5.485(\text{TOTALX1}) + 7.301(\text{TOTALX2}) + 4.666(\text{TOTALX3})$$

From this equation, several interpretations can be made:

- The constant ( $\alpha = 7.235$ ) indicates that if all independent variables (green marketing, product quality, and promotion) are zero, the estimated value of consumer satisfaction (TOTALY) is 7.235. This represents the baseline effect or external factors that still contribute to consumer satisfaction.
- Variable X1 (green marketing = 5.485) has a positive and significant effect on TOTALY. This means that every 1-unit increase in TOTALX1 is expected to increase TOTALY by 5.485, assuming other variables remain constant.
- Variable X2 (product quality = 7.301) also has a positive and significant effect on TOTALY. Every 1-unit increase in TOTALX2 is expected to increase TOTALY by 7.301, assuming other variables remain constant.
- Variable X3 (promotion = 4.666) has a positive and significant effect on TOTALY. Every 1-unit increase in TOTALX3 is expected to increase TOTALY by 4.666, assuming other variables remain constant.

## Hypothesis Testing

### t-Statistic Test

The t-test is a statistical method used to analyze data and test research hypotheses quantitatively. This test evaluates the relationship, influence, or differences between variables and determines whether the results are statistically significant. The decision criterion for the t-test is: if the significance value (p-value)  $< 0.05$ ,  $H_0$  is rejected; if the significance value  $> 0.05$ ,  $H_0$  is accepted, indicating that the regression coefficient is not significant.

Based on the t-test analysis, all independent variables significantly influence consumer satisfaction. To determine the t-table value for this study, the degrees of freedom (df) are calculated as the total number of data minus the number of variables ( $30 - 4 = 26$ ). The significance level used is 5% ( $\alpha = 0.05$ ). Referring to the t-table, with  $df = 26$  and  $\alpha = 0.05$ , the t-table value is 1.706.

- Variable X1 (green marketing) has a t-calculated value of 1.828, which is greater than the t-table value of 1.706 ( $3.736 > 1.706$ ), with a significance of  $0.01 < 0.05$ , meaning  $H_1$  is accepted.
- Variable X2 (product quality) has a t-calculated value of 3.736, which is greater than the t-table value of 1.706 ( $3.943 > 1.706$ ), with a significance of  $0.01 < 0.05$ , meaning  $H_2$  is accepted.
- Variable X3 (promotion) has a t-calculated value of 2.544, which is greater than the t-table value of 1.706 ( $2.544 > 1.706$ ), with a significance of  $0.04 < 0.05$ , meaning  $H_3$  is accepted.

### F-Statistic Test

The F-test is a statistical test used in regression analysis to determine whether all independent variables in the model simultaneously have a significant effect on the dependent variable.

**Table 8. F-Statistic Test**

| Model      | Sum of Squares | df | Mean Square | F      | Sig.              |
|------------|----------------|----|-------------|--------|-------------------|
| Regression | 97.567         | 3  | 32.522      | 67.731 | .000 <sup>b</sup> |
| Residual   | 2.299          | 26 | .088        |        |                   |
| Total      | 99.867         | 29 |             |        |                   |

Source: Data processed SPSS version 24, 2026

Based on the results presented in Table 4.8, the F-calculated value is 67.731, which is greater than the F-table value of 2.98, with a significance level (p-value) of 0.000. Since the significance value

is less than 0.05 ( $0.000 < 0.05$ ), it can be concluded that the regression model consisting of green marketing, product quality, and promotion variables has a significant effect on consumer satisfaction.

### Correlation Coefficient (R) and Determination (R<sup>2</sup>)

The following table presents information obtained from the collected data, which has been processed into a calculation model using SPSS 24.

**Table 9. Coefficient of Determination**

| R                 | R Square | Adjusted R Square |
|-------------------|----------|-------------------|
| .950 <sup>a</sup> | .902     | .891              |

Source: Data processed by SPSS version 24

Based on the table above, the correlation coefficient (R<sup>2</sup>) value is 0.95 or 95%, which means that the variables of green marketing, product quality, and promotion are able to explain 95% of consumer satisfaction, while the remaining 5% (100% – 95%) can be explained by other variables not included in this research model.

## DISCUSSION

### The Effect of Green Marketing on Consumer Satisfaction

Based on the data processing and analysis, it can be concluded that green marketing has a positive and significant effect on consumer satisfaction. This is evidenced by a t-calculated value of 1.828, which is greater than the t-table value of 1.706, with a significance value of  $0.01 < 0.05$ , indicating that H1 is accepted. This suggests that the more effectively green marketing strategies are implemented, the higher the level of satisfaction experienced by consumers. In this context, consumers consider not only product quality but also the company's environmental responsibility and care.

These findings are consistent with previous studies (M. D. Astuti et al., 2021; Bela Riyanto, 2024; Yuliana & Pantawis, 2022b), which reported that green marketing, particularly in the dimension of green products, has a positive and significant effect on consumer satisfaction. Therefore, implementing environmentally oriented marketing strategies plays an important role in increasing consumer satisfaction and fostering positive attitudes toward products.

However, several previous studies have reported contradictory findings, indicating that green marketing does not always have a significant effect on consumer satisfaction. This may occur because consumers tend to prioritize the functional benefits of products, such as quality and price, over environmental aspects. In addition, low environmental awareness and skepticism toward green marketing claims (greenwashing) can reduce the effectiveness of green marketing strategies in influencing consumer satisfaction (Hadirahmanto & Nuvriasari, 2025; Persakis Antonios, Theodoros Nikolopoulos, Negkakis, · Ioannis C, Pavlopoulos, 2025).

### The Effect of Product Quality on Consumer Satisfaction

The results indicate that product quality has a significant effect on consumer satisfaction. Data analysis shows that product quality has a positive and significant impact, as evidenced by a t-calculated value of 3.736, which is greater than the t-table value of 1.706, and a significance value of  $0.01 < 0.05$ , meaning H2 is accepted. This suggests that improving product quality is aligned with an increase in consumer satisfaction.

The dominance of product quality compared to other variables can be explained by the nature of skincare products, where consumers place primary importance on the effectiveness, safety, and suitability of the product for their skin. Unlike promotion or green marketing, which mainly influence initial interest or perception, product quality directly affects the actual user

experience. If the product delivers visible results and meets expectations, consumers are more likely to feel satisfied regardless of promotional intensity. This indicates that functional value outweighs symbolic or communication-based factors in shaping satisfaction.

These findings are consistent with previous research (Mahira & Prasetyo Hadi, 2021), which emphasized that product quality is a crucial factor in shaping customer satisfaction. Product quality dimensions, such as reliability, conformity to specifications, and durability, strongly influence consumer satisfaction levels. Statistical t-test results further confirm that product quality significantly affects consumer satisfaction, reflecting that the products offered meet good quality standards.

Additional studies (W. Y. Astuti et al., 2024) also show that higher perceived product quality leads to higher consumer satisfaction, reaffirming that product quality is a key factor in creating and enhancing consumer satisfaction. Moreover, Putri (2021) reported that product quality and service quality together influence 41.6% of consumer satisfaction, with the remaining percentage affected by other factors outside the variables studied.

### **The Effect of Promotion on Consumer Satisfaction**

Data analysis also shows that promotion has a positive and significant effect on consumer satisfaction. This is supported by a t-calculated value of 2.544, which is greater than the t-table value of 1.706, and a significance of  $0.04 < 0.05$ , meaning H3 is accepted. These results align with the findings of Frisel Exel Desber Akakip and Heny Ariwijaya (2019), which indicated that promotion positively and significantly affects consumer satisfaction. Statistical testing further confirms this, with a t-calculated value of 6.525 greater than the t-table value of 1.706 and a significance of  $0.000 < 0.05$ , leading to the rejection of the null hypothesis ( $H_0$ ) and acceptance of the alternative hypothesis ( $H_1$ ).

Thus, promotion has been proven to significantly influence consumer satisfaction partially. Practically, effective promotion increases consumer satisfaction, while suboptimal promotion can reduce it. This is supported by a positive coefficient of 0.364, indicating that a 5% increase in promotion has the potential to increase consumer satisfaction by 0.364.

These findings are consistent with Nwabali (2022), who emphasized the crucial role of promotion in shaping consumer satisfaction. Therefore, implementing the right promotional strategies not only attracts consumer attention but also contributes significantly to increasing customer satisfaction.

Based on the research findings, there are several practical implications for skincare store managers in Belopa. Product quality is the main factor in increasing consumer satisfaction; therefore, it must be maintained in terms of safety and suitability to customer needs. In addition, green marketing strategies should be developed by providing transparent information to enhance consumer trust. Promotional activities should also emphasize the actual advantages of the products in order to support sustainable consumer satisfaction.

## CONCLUSION

The results of the study show that green marketing, product quality, and promotion have a positive and significant effect on consumer satisfaction at Belopa Cosmetic Store. Satisfaction increases because consumers value environmental responsibility, product quality that meets expectations, and effective promotional activities. These findings confirm that all three factors play an important role in enhancing both consumer satisfaction and loyalty.

From a theoretical perspective, this study reinforces that consumer satisfaction is influenced not only by functional factors but also by environmental values and marketing communication, highlighting the importance of integrating green marketing with conventional marketing strategies. However, this study has limitations, particularly the small sample size and limited variables examined.

Therefore, future research is recommended to use a larger sample, broader coverage, and include additional variables such as brand image, price, and distribution. Future studies may also consider incorporating mediating or moderating variables to produce findings that are more reliable and robust.

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