

Research Articles

# Analysis of the Influence of Green Marketing, Consumer Attitudes, Digital Marketing on Customer Loyalty with Customer Satisfaction as an Intervening Variable

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## Abstract

The purpose of this study was to determine the variables that make customers feel satisfied and loyal to Local Franchise Restaurants in Indonesia. The variables studied were Green Marketing, Consumer Attitude, Digital Marketing, Customer Loyalty and Customer Satisfaction as an Intervening Variable. The sample of this study was 110 respondents. The quantitative research method used SEM AMOS. From the results of the analysis of this study, it appears that this study supports the theory or research results which state that Green Marketing, Positive Customer Attitudes and Digital Marketing have an effect on Customer Loyalty. And Local Franchise Restaurant Customers have the same Satisfaction and Loyalty Standards as Foreign Franchise Restaurant Customers, namely considering Green Marketing, Customer Attitudes and Digital Marketing. The results of the study are as follows a) that Green Marketing is a consideration of Customer Satisfaction Customers. b) the Customer Attitude variable affects the customer satisfaction variable. In order for Customer Attitude to be positive, Restaurant employees must be quick in responding to customer needs or requests. Waiters are sensitive to customer needs and desires and when finished saying thank you, can provide satisfaction to customers. c) the Digital Marketing variable affects the customer satisfaction variable. Promotion with Digital Marketing makes it very easy for customers to buy food products by utilizing technological advances. d) the Green Marketing variable affects the customer loyalty variable. Customers already understand the importance of Green Marketing in managing a business. e) the Customer Attitude variable affects the customer loyalty variable. Management and employees must be able to perform well so that their customers are loyal to repurchase the company's products, buy various new products and recommend to others. f) the Digital Marketing variable affects the customer loyalty variable. Digital Marketing is improved to be able to attract loyal customers. g) the customer satisfaction variable affects customer loyalty. Customer satisfaction will make customers loyal to it. h) the Green Marketing variable indirectly affects customer loyalty. Green Marketing affects customer loyalty through customer satisfaction with Restaurant products. i) the Customer Attitude variable indirectly affects customer loyalty through customer satisfaction, on restaurant products. j) the Digital Marketing variable indirectly affects customer loyalty through customer satisfaction with restaurant products.

## Keywords

Green Marketing, Consumer Attitude, Digital Marketing, Customer Loyalty, Customer Satisfaction

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## 1. Introduction

The role of customers is very important in business, effective marketing is customer-centered or referred to as Consumer Driver [3]. After Covid 19, businesses began to move forward, and the dynamics of customer desires also moved forward. The development of the world that implements Green management [6] also influences customer views, as well as the progress of digital marketing, making customers demand ease in shopping, according to their wishes. Therefore, customer satisfaction that is fulfilled will make customers Loyal to the product. From the results of the observation, the variables Green Marketing [1], Consumer Attitudes, Digital Marketing Towards Customer Loyalty were studied with Customer Satisfaction as an Intervening Variable. The object of the study took Local Franchise Restaurants. To find out whether customers want Green Marketing standards, Digital Marketing like the standards desired by customers of Foreign Franchise Restaurants.

In this study the instruments used are as follows: Green Marketing instruments [5] include: environmentally friendly products, premium prices, environmentally friendly distribution, and environmentally friendly promotions. Consumer Attitude instruments include: Product Brands, Product Knowledge, A person's feelings towards the product, Shopping Convenience, and Comparing the price of a product.

Digital Marketing [4] Instruments include Accessibility, Interactivity, Entertainment, Credibility, Irritation.

Customer Satisfaction Instruments [7] include: 1. Overall customer satisfaction 2. Confirming expectations 3. Purchase intention 4. Willingness to recommend Customer Loyalty Instruments include: 1. Making regular repeat purchases 2. Buying across 2 product lines (buying more than 1 product), 3. Referring others (recommending to others), 4. Demonstrating immunity to competitive pull (refusing to switch if there is another competitor) [4]

## 2. Method

This research was conducted with a Quantitative approach that is associative in nature. Associative research is a method used to determine the influence or relationship between two or

more variables [2]. And this is in accordance with the purpose of the study, namely to determine how much influence Green Marketing (variable X1), Consumer Attitude (variable X2), Digital Marketing (variable X3) has on customer loyalty (Y1) with customer satisfaction (Y2) as an intervening variable. The data used are primary data and secondary data [2]. This research was conducted on the islands of Java, Bali, Sumatra, at Indonesian Local Franchise Restaurants. This research was conducted for 6 months.

In this study, data collection was conducted by distributing questionnaires to customers [8]. The number of Likert Scales used was five scales by eliminating doubts in each question. The average value of measurement with this scale can be mapped on the following scale range: Score 1: very dissatisfied, Score 2: dissatisfied, Score 3: neutral, Score 4: satisfied, Score 5: very satisfied [2].

### Hypothesis

Based on the problem formulation above, the research hypothesis is as follows:

H1: Green Marketing has a positive and significant influence on customer loyalty.

H2: Consumer attitude has a positive and significant influence on customer loyalty.

H3: Digital Marketing has a positive and significant influence on customer loyalty.

H4: Green Marketing has a positive and significant influence on customer satisfaction.

H5: Consumer attitudes have a positive and significant influence on customer satisfaction.

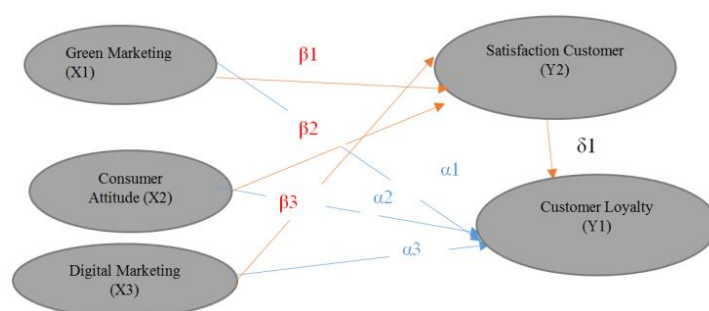
H6: Digital Marketing has a positive and significant influence on customer satisfaction.

H7: Green marketing and customer satisfaction have a positive and significant effect on customer loyalty.

H8: Consumer Attitude and Service Quality have a positive and significant influence on Customer Loyalty.

H9: Digital Marketing and Product Quality have a positive and significant effect on Loyalty Customer.

H10: Customer satisfaction has a positive and significant effect on customer loyalty.



Source: Author (2024)

Figure 1. Path diagram.

After the SEM assumptions are met, the next step is to test the suitability and statistical tests. In SEM analysis there is no single statistical test tool to measure or test the hypothesis regarding the model [2]. There are several types of suitability indices that measure the level of suitability between the hypothesized model and the data presented, including the following:

a. Chi-Square ( $\chi^2$ ) Statistics

Chi-Square is very sensitive to sample size, namely to samples that are too small (<50) or to samples that are too large (>200). Therefore, the use of Chi-Square is only appropriate when the sample size is between 100-200 samples. If the sample size is outside this range, the significance test will be less reliable, so the test needs to be equipped with other test tools [2]. The basis for decision making in this Chi-Square test is as follows [2].

1) By comparing the calculated  $\chi^2$  with the  $\chi^2$  table

If  $\chi^2 \text{ count} \leq \chi^2 \text{ table}$ , then the sample covariance matrix is not different from the estimated covariance matrix.

If  $\chi^2 \text{ count} > \chi^2 \text{ table}$ , then the sample covariance matrix differs from the estimated covariance matrix.

2) By looking at the probability figures (p) on the AMOS output

If  $p \geq 0.05$  then the sample covariance matrix is not different from the estimated covariance matrix.

If  $p < 0.05$  then the sample covariance matrix differs from the estimated covariance matrix.

b. GFI (Fitness Index)

Theoretically, the GFI number ranges from 0 (poor fit) to 1.0 (perfect fit) with the guideline that the closer the GFI result is to 1, the better the model is at explaining the existing data. According to Ferdinand [2] the expected GFI value is  $\geq 0.90$ .

c. AGFI (Adjusted Fit)

The recommended acceptance level is when the AGFI (Adjusted Goodness of Fit) has a value equal to or greater than 0.90.

d. CMIN or DF

CMIN or DF is the Chi-Square value divided by the degrees of freedom. Byrne in Ghazali (2008:67) states that the ratio value  $> 2$  is a measure of fit. The Chi-Square statistic value  $x^2$  divided by DF is called the relative value  $x^2$ . A relative value of  $x^2$  that is less than 2.0 or sometimes even less than 3.0 is an indication of acceptable fit between the model and the data [2].

e. TLI (Tucker Lewis Index)

TLI is an alternative incremental fit index that compares the tested model with the base model. The recommended TLI value as a reference for accepting a model is  $> 0.95$ , and a value very close to 1 indicates a very good fit [2].

f. CFI (Comparative Fit Index)

The magnitude of this index is in the range of 0–1, where the value approaching 1 indicates the highest level of fit. The recommended value is  $CFI > 0.95$  [2].

g. RMSEA (Root Mean Square Error of Approximation)

RMSEA is an index that can be used to compensate for

Chi-Square statistics in large samples. The RMSE value  $\leq 0.08$  is a model acceptance index that indicates a close model fit based on the degrees of freedom [2] Interpretation and modification of the model

If the model has been declared accepted, then it can be considered to modify the model to improve the theory or goodness of fit [9]. If the model is modified, then the model is only cross-validated (estimated with separate data) before the modified model is accepted [2].

### 3. Discussion

Loyalty is a deep commitment from customers to re-subscribe or make repeat purchases of selected products/services consistently in the future [10], even though situational influences and marketing efforts have the potential to cause changes in behavior [13]. Loyalty there are several attributes that form customer loyalty [12], namely:

- 1) Making regular repeat purchases indicates that loyal customers are customers who make repeat purchases of a particular company's products within a certain period of time.
- 2) Cross-purchasing of 2 product lines (buying more than 1 product), where loyal customers not only buy one product from a particular company but also buy various other products and if the company releases a new product, loyal customers will buy that product too.
- 3) Refers others (recommendations to others), shows that loyal customers will recommend and tell positive things about the company's products to coworkers or other customers. Even convincing coworkers or other customers to buy products from the company rather than products from other places.
- 4) Demonstrating immunity to competitive pull (refusing to switch if there are other competitors), where loyal consumers will refuse to recognize or use products from other companies because these consumers believe that their company's products are the best.

Satisfaction is a word from Latin, namely satis which means enough and facere which means to do [13]. So, a product or service that can satisfy is a product or service that is able to provide something sought by customers to a sufficient level. In the context of consumer behavior theory, satisfaction is more defined from the perspective of consumer experience after consuming or using a product or service. Satisfaction as a person's feelings of pleasure and disappointment that arise after comparing the perception of implementation (the results of a product) with their expectations [12].

According to Engel [7], "consumer satisfaction is a post-purchase evaluation where the chosen alternative at least provides the same results (outcomes) or exceeds consumer expectations, while dissatisfaction arises when the results obtained do not meet consumer expectations". The compo-

nents of consumer satisfaction (expectations and perceived performance/results) can be concluded that in general consumer expectations are consumer estimates or beliefs about what they will receive if they buy or consume a product (goods or services). While perceived performance is the consumer's perception of what they receive after consuming the purchased product. According to Irawan (2009), "satisfied consumers are consumers who feel they have obtained value from suppliers, producers or service providers".

According to Rangkuti (2006), "customer satisfaction with a service is determined by the level of customer interest in the service after the customer experiences the implementation of the service as shown in the image below.

#### (1) Factors That Influence Customer Satisfaction

According to Mowen & Minor (in Maharani, 2007), there are two factors that influence customer satisfaction, namely:

#### (2) Customer Expectations

Customer expectations are standards set as a basis for assessing the actual performance of a product. The level of performance expected from a product is influenced by the nature of the product itself, promotional factors, other products, and customer characteristics. The customer's previous experience with a product and the characteristics of the product will also influence customer expectations of the product's performance.

#### (3) Consumption Experience

Consumption experience is the awareness and feelings experienced by customers during and after using a product or service. The three elements of the consumption experience are product use, consumption implementation, and feelings about the overall consumption experience.

Factors that influence customer satisfaction according to [13] are product quality, price, service quality, emotional factors and convenience. Product quality consists of six elements, namely performance, durability, features, reliability, consistency, and design. Service quality has five dimensions, namely: reliability, responsiveness, assurance, empathy, and real. Pride, self-confidence, symbols of success, part of an important group of people and so on are examples of emotional values that underlie customer satisfaction [16]. Service customers will be more satisfied if it is relatively easy, comfortable and efficient to obtain products and services.

This research instrument was conducted on the variables of Green Marketing, Customer Attitude, Digital Marketing, customer satisfaction, and customer loyalty. The independent variables are Green Marketing, Customer Attitude, and Digital Marketing, while customer satisfaction is an intervening variable and the dependent variable is the customer loyalty variable. The author distributed questionnaires to 110 respondents.

#### Green Marketing Variable Validity Test

The results of the calculation of the correlation coefficient of each item's score on the Green Marketing instrument questions as from the calculation data in SPSS. By using 110 respondents with  $dk = 134 - 4 - 1 = 129$ , the  $r_{table}$  value is 0.1946. The question item is said to be valid if the  $r_{table}$  value >

$r_{table}$ . The results of the output analysis can be seen as follows:

**Table 1.** Green Marketing Variable Validity Test.

Questionnaire No.	count	r table	Information
GM1	0.719	0.1946	Legitimate
GM2	0.575 years	0.1946	Legitimate
English: GM3	0.588	0.1946	Legitimate
English: GM4	0.452	0.1946	Legitimate
English: GM5	0.497	0.1946	Legitimate
English: GM6	0.631	0.1946	Legitimate

Source: Processed data (2024)

From the Table 1, it can be seen that all statements of the price variable questionnaire are valid for use on the research object because all calculated  $r$  values are >  $r_{table}$ .

#### Reliability Test of Green Marketing Variables

The presentation of the reliability of the measuring instrument is carried out using Cronbach's alpha statistics to determine the reliability of the measuring instrument used.

**Table 2.** Reliability Test of Green Marketing Variables.

Cronbach's Alpha	N of Items
,656	4

Source: Processed data (2024)

#### Validity Test of Customer Attitude Variables from table 2:

The results of calculating the correlation coefficient of scores for each question item on the service quality instrument. The question item is said to be valid if the  $r_{count}$  value >  $r_{table}$ . The output analysis can be seen as follows:

**Table 3.** Validity Test of Customer Attitude Variables.

Questionnaire No.	count	r table	Information
English: SP1	0.592	0.1946	Legitimate
SP2	0.458	0.1946	Legitimate
SP3	0.449	0.1946	Legitimate
SP4	0.514	0.1946	Legitimate

Source: Processed data (2024)

From the [table 3](#), it can be seen that all statements in the Customer Attitude variable questionnaire are valid for use on the research object because all calculated  $r$  values are  $> r$  table.

#### Customer Attitude Variable Reliability Test

The presentation of the reliability of the measuring instrument is carried out using Cronbach's alpha statistics to determine the reliability of the measuring instrument used.

**Table 4.** Reliability Test of Customer Attitude Variables.

Cronbach's Alpha	N of Items
,650	4

Source: Processed data (2024)

From the [table 4](#), with the following basis for decision making:

- 5) If Cronbach's alpha  $> 0.60$  then the statement is reliable.
- 6) If Cronbach's alpha  $< 0.60$ , then the statement is not reliable.

To see the results of the overall reliability test of the questions, look at the Cronbach's alpha table which has a value of 0.650, because  $0.650 > 0.60$  (reliable requirement), then the question construct, namely the Customer Attitude variable, is reliable.

#### Validity Test of Digital Marketing Variables

The results of calculating the correlation coefficient of scores for each question item on the Digital Marketing instrument. The question item is said to be valid if the  $r$ count value  $> r$ table. The output analysis can be seen as follows:

**Table 5.** Validity Test of Digital Marketing Variables.

Questionnaire No.	count	r table	Information
DM1	0.487	0.1946	Legitimate
DG2	0.284	0.1946	Legitimate
DM3	0.412	0.1946	Legitimate
DM4	0.487	0.1946	Legitimate
DM5	0.433	0.1946	Legitimate
DM6	0.611	0.1946	Legitimate

Source: Processed data (2024)

From the table, it can be seen that all statements of the Digital Marketing variable questionnaire are valid for use on the research object because all calculated  $r$  values are  $> r$  table.

#### Reliability Test of Digital Marketing Variables

The presentation of the reliability of the measuring instrument is carried out using Cronbach's alpha statistics to determine the reliability of the measuring instrument used.

**Table 6.** Reliability Test of Variable D.

Cronbach's Alpha	N of Items
,725	6

Source: Processed data (2024)

#### Validity Test of Customer Satisfaction Variables

The results of calculating the correlation coefficient of scores for each question item on the customer satisfaction instrument. The question item is said to be valid if the  $r$ count value  $> r$ table. The output analysis can be seen as follows:

**Table 7.** Validity Test of Customer Satisfaction Variables.

Questionnaire No.	count	r table	Information
KP1	0.532	0.1946	Legitimate
KP2	0.616	0.1946	Legitimate
KP3	0.581 years	0.1946	Legitimate
KP4	0.595	0.1946	Legitimate
KP5	0.537 years	0.1946	Legitimate
KP6	0.709	0.1946	Legitimate

Source: Processed data (2020)

From the table, it can be seen that all statements of the customer satisfaction variable questionnaire are valid for use on the research object because all calculated  $r$  values are  $> r$  table.

#### Customer Satisfaction Variable Reliability Test

The presentation of the reliability of the measuring instrument is carried out using Cronbach's alpha statistics to determine the reliability of the measuring instrument used.

**Table 8.** Reliability Test of Customer Satisfaction Variables.

Cronbach's Alpha	N of Items
,635	6

Source: Processed data (2024)



With the following basis for decision making:

- 7) If Cronbach's alpha  $> 0.60$  then the statement is reliable.
- 8) If Cronbach's alpha  $< 0.60$ , then the statement is not reliable.

To see the results of the overall reliability test of the questions, see the Cronbach's alpha table which has a value of 0.635, because  $0.635 > 0.60$  (reliable requirements), then the question construct which is the customer satisfaction variable is reliable.

#### Validity Test of Customer Loyalty Variables

The results of calculating the correlation coefficient of scores for each question item on the customer loyalty instrument. The question item is said to be valid if the count value  $> r_{table}$ . The output analysis can be seen as follows:

**Table 9.** Validity Test of Customer Loyalty Variables.

Questionnaire No.	count	r table	Information
LP1	0.471	0.1946	Legitimate
LP2	0.661	0.1946	Legitimate
LP3	0.566 years	0.1946	Legitimate
LP4	0.629	0.1946	Legitimate
LP5	0.510	0.1946	Legitimate
LP6	0.763	0.1946	Legitimate

Source: Processed data (2024)

From the table, it can be seen that all statements of the customer loyalty variable questionnaire are valid for use on

the research object because all calculated r values are  $> r_{table}$ .

#### Customer Loyalty Variable Reliability Test

The presentation of the reliability of the measuring instrument is carried out using Cronbach's alpha statistics to determine the reliability of the measuring instrument used.

**Table 10.** Reliability Test of Customer Loyalty Variables.

Cronbach's Alpha	N of Items
.653	6

Source: Processed data (2024)

With the following basis for decision making:

- (1) If Cronbach's alpha  $> 0.60$  then the statement is reliable.
- (2) If Cronbach's alpha  $< 0.60$ , then the statement is not reliable.

To see the results of the overall reliability test of the questions, look at the Cronbach's alpha table, which is 0.653, because  $0.653 > 0.60$  (reliable requirement), then the question construct in the form of a customer loyalty variable is reliable.

#### Hypothesis Testing

Hypothesis testing is done by looking at the significance value of each relationship. The significance level ( $\alpha$ ) set is 5%, which means the tolerance limit of the tolerable error is 5%. In other words, the confidence level of this hypothesis test is 95%. If the p value  $< 0.05$ , then it can be said that the independent variable has a significant relationship with the dependent variable.

**Table 11.** Hypothesis Test Results.

Ha	Model	Estimating	English	P Value	Decision
1	Green Marketing→Customer Satisfaction	0.641	2.240	0.015	Ha1 accepted
2	Consumer Attitude→Customer Satisfaction	0.020	3,237 people	0.001	Ha2 accepted
3	Digital Marketing→Customer Satisfaction	0.122	2,176 people	0.030	Ha3 accepted
4	Green Marketing→Customer Loyalty	0.419	2,966 people	0.009	Ha4 accepted
5	Consumer Attitude→Customer Loyalty	0.016	3,993 people	0.000	Ha5 accepted
6	Digital Marketing→Customer Loyalty	0.065 years	2,524 people	0.011	Ha6 accepted
7	Customer satisfaction→Customer loyalty	0.138	3,083 people	0.000	Ha7 accepted

Source: Processed Data (2024)

#### Hypothesis 1

Based on [table 11](#) above it can be said that the Green Marketing variable with a p value of 0.015 which is smaller

than 0.05, and an at value (CR) of 2.240 which is greater than the t table of 1.96 so it can be said that the Green Marketing variable affects the customer satisfaction variable (Ha1 is

accepted), with a beta coefficient of 0.641 which means that every increase in the Green Marketing variable by one unit will increase customer satisfaction by 0.641.

#### Hypothesis 2

Based on [table 11](#) above it can be said that the Customer Attitude variable with a p value of 0.001 which is smaller than 0.05, and a t value (CR) of 3.237 which is greater than the t table of 1.96 so it can be said that the Customer Attitude variable affects the Customer Satisfaction variable (Ha2 is accepted), with a beta coefficient of 0.020 which means that every increase in the Customer Attitude variable by one unit will increase Customer Satisfaction by 0.020.

#### Hypothesis 3

Based on [table 11](#) above it can be said that the Digital Marketing variable with a p value of 0.030 which is smaller than 0.05, and an at value (CR) of 2.176 which is greater than the t table of 1.96 so it can be said that the Digital Marketing variable affects the customer satisfaction variable (Ha3 is accepted), with a beta coefficient of 0.122 which means that every increase in the Digital Marketing variable by one unit will decrease customer satisfaction by 0.122.

#### Hypothesis 4

Based on [table 11](#) above it can be said that the Green Marketing variable with a p value of 0.009 which is smaller than 0.05, and an at value (CR) of 2.966 which is greater than the t table of 1.96 so it can be said that the Green Marketing variable affects the customer loyalty variable (Ha4 is accepted), with a beta coefficient of 0.419 which means that every increase in the Green Marketing variable by one unit

will increase customer loyalty by 0.419.

#### Hypothesis 5

Based on [table 11](#) above it can be said that the Customer Attitude variable has a p value of 0.000 which is smaller than 0.05, and a t value (CR) of 3.993 which is greater than the t table of 1.96, so it can be said that the Customer Attitude variable has an effect on the Customer Attitude variable towards customer loyalty (Ha5 is accepted), with a beta coefficient of 0.016 which means that every increase in the Customer Attitude variable by one unit will increase customer loyalty by 0.016.

#### Hypothesis 6

Based on [table 11](#) above it can be said that the Digital Marketing variable has a p value of 0.011 which is smaller than 0.05, and a t value (CR) of 2.524 which is greater than the t table of 1.96, so it can be said that the Digital Marketing variable has an effect on the customer loyalty variable (Ha6 is accepted), with a beta coefficient of 0.065 which means that every increase in the Digital Marketing variable by one unit will decrease customer loyalty by 0.065.

#### Hypothesis 7

Based on [table 11](#) above it can be said that the customer satisfaction variable with a p value of 0.000 which is smaller than 0.05, and a t value (CR) of 3.083 which is greater than the t table of 1.96 so it can be said that the customer satisfaction variable affects the customer loyalty variable (Ha7 is accepted), with a beta coefficient of 0.138 which means that every increase in the customer satisfaction variable by one unit will increase customer loyalty by 0.138.

**Table 12.** Standardized Indirect Effects.

	Product Quality	Quality of Service	Price	Customer satisfaction	Customer Loyalty
Customer satisfaction	,000	,000	,000	,000	,000
Customer Loyalty	,081	,006	,170	,000	,000

Source: processed data

#### Hypothesis 8

Based on the data in [table 11](#) above it can be said that the standardized indirect effect value which is a test of intervening variables where the variables that theoretically affect the relationship between independent and dependent variables become indirect relationships. It can be seen that Green Marketing has an indirect effect on customer loyalty of 0.170.

#### Hypothesis 9

Based on the table above, it can be said that the standardized indirect effect value which is an intervening variable test where the variables that theoretically affect the relationship between independent and dependent variables become indi-

rect relationships. It can be seen that service quality has an indirect effect on customer loyalty of 0.006.

#### Hypothesis 10

It can be said that the standardized indirect effect value which is an intervening variable test where the variables that theoretically affect the relationship between independent and dependent variables become indirect relationships. It can be seen that product quality has an indirect effect on customer loyalty of 0.081.

#### Standardized Total Effect

The results of measuring the total influence between variables are shown in the following table:

**Table 13.** Standardized Total Effect.

	Product Quality	Quality of Service	Price	Customer satisfaction	Customer Loyalty
Customer satisfaction	,318	,025	,670	,000	,000
Customer Loyalty	,233	,029	,145	,254	,000

Source: processed data

Based on the measurement results, it is known that the variable that has the largest total influence on the customer satisfaction and customer loyalty variables is price with values of 0.670 and 0.145 respectively.

The following is a regression equation that can be formed from the table above:

My Model

$$\text{Customer Satisfaction} = 0.670 \text{ Green Marketing} + 0.025 \text{ Customer Attitude} + 0.318 \text{ Digital Marketing}$$

Model II

$$\text{Customer Loyalty} = 0.145 \text{ Green Marketing} + 0.029 \text{ Customer Attitude} + 0.233 \text{ Digital Marketing} + 0.254 \text{ Customer Satisfaction}$$

## 4. Conclusion

Based on the discussion in the previous chapter, the results of the study answer the research title, namely Green Marketing, Customer Attitudes, Digital Marketing have an effect on Customer Loyalty with Customer Satisfaction as an Intervening Variable. With the following conclusions:

- (1) The Green Marketing variable affects the customer satisfaction variable, as indicated by the acceptance of Ha1. This means that Green Marketing is a consideration for Customer Satisfaction.
- (2) Ha2 is accepted, so it can be said that the Customer Attitude variable affects the customer satisfaction variable. In order for the Customer Attitude to be positive, Restaurant employees must be quick in responding to customer needs or requests. Waiters are sensitive to customer needs and desires and when finished saying thank you, can provide satisfaction to customers.
- (3) Ha3 is accepted, meaning that the Digital Marketing variable has an effect on the customer satisfaction variable. Promotion with Digital Marketing makes it very easy for customers to buy food products by utilizing technological advances.
- (4) Ha4 is accepted, so it can be said that the Green Marketing variable affects the customer loyalty variable. Customers already understand the importance of Green Marketing in managing a business.
- (5) Ha5 is accepted, so it can be said that the Customer

Attitude variable affects the customer loyalty variable. Management and employees must be able to perform well so that their customers are loyal to repurchase the company's products, buy various new products and recommend to others.

- (6) Ha6 is accepted, so it can be said that the Digital Marketing variable affects the customer loyalty variable. Digital Marketing is improved to be able to attract loyal customers.
- (7) Ha7 is accepted, so it can be said that the customer satisfaction variable has an effect on customer loyalty. Customer satisfaction will make customers loyal to it.
- (8) Ha8 is accepted, so it can be said that the Green Marketing variable indirectly affects customer loyalty. Green Marketing affects customer loyalty through customer satisfaction with Restaurant products.
- (9) Ha9 is accepted, so it can be said that the Customer Attitude variable indirectly influences customer loyalty through customer satisfaction, in restaurant products.
- (10) Ha10 is accepted, so it can be said that the Digital Marketing variable indirectly influences customer loyalty through customer satisfaction with restaurant products.

The results of this study indicate that theoretically this study as a whole supports several theories that have been presented in the early part of the study. From the results of the analysis it can be seen that this study has succeeded in proving the hypothesis that has been proposed previously. From the results of the analysis of this study it can be seen that this study supports the theory or research results which state that Green Marketing, Positive Customer Attitudes and Digital Marketing have an effect on Customer Loyalty. And Local Franchise Customers have the same Satisfaction and Loyalty Standards as Foreign Franchise Restaurant Customers, namely considering Green Marketing, Customer Attitudes and Digital Marketing.

### Suggestion

Based on the conclusions above, the suggestions that the author can convey are as follows:

- (1) The company maintains its performance by maintaining customer loyalty through new innovations. According to Mikhail Porter's marketing theory, Low cost leadership and good market by improving the quality of its products [14].
- (2) As the company grows, it is recommended that the



company improve Green Marketing, Maintain positive Customer Attitude, implement Digital Marketing and price stability in order to be competitive [11].

- (3) With good customer satisfaction, it is recommended to continue to improve so that customer loyalty increases.
- (4) For further research, this research can be continued by adding research variables and increasing the number of questions in the questionnaire or developing research indicators so that they are useful for the wider community and produce better research results [15].

## Conflict of Interest

The author declares that there is no conflict of interest.

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