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The Role of the Green Marketing Mix and Brand Attachment on Brand Satisfaction: A Study of the Avoskin Brand

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ABSTRACT

This study examines the role of the green marketing mix and brand loyalty in driving brand satisfaction among active users of Avoskin skincare products. This study employs a quantitative inferential research design utilizing primary survey data gathered through a 1–4 Likert scale questionnaire. A non-probability purposive sampling technique was used to collect data from 100 respondents aged 18–44 years who had used Avoskin products at least once within the preceding six months. Data analysis was executed using multiple linear regression modeling through SPSS software. The results reveal that the green marketing mix has a positive and statistically significant effect on brand satisfaction ($t = 5.275$, $p < 0.001$). Brand loyalty also demonstrates a positive and statistically significant impact on brand satisfaction ($t = 2.821$, $p = 0.006$). Furthermore, the overall model yields a coefficient of determination (R^2) of 0.486, demonstrating that 48.6% of the total variance in brand satisfaction is jointly explained by the green marketing mix and brand loyalty. The findings of this study suggest that the green marketing mix functions as the primary and most dominant determinant of brand satisfaction relative to brand loyalty in the local skincare market.

Keywords: Green Marketing Mix, Brand Attachment, Brand Satisfaction.

I. Introduction

The national cosmetics industry is experiencing rapid growth, and by 2025, this sector will become one of the strategic contributors to Indonesia's economy (Ministry of Industry, 2025). This growth is accompanied by changes in consumer behavior, particularly among Generation Z and millennials who purchase skincare products regularly, as shown in Figure 1. However, the high consumption of beauty, health, and personal care products has also raised a new issue: an increase in non-biodegradable cosmetic packaging waste (Utami et al., 2022).

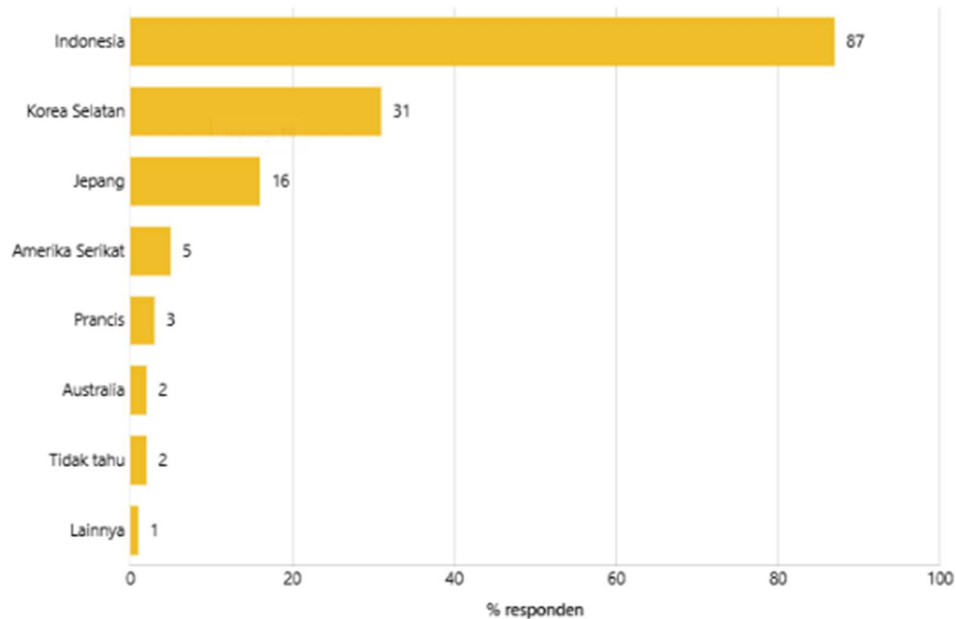


Figure 1. Proportion of Countries of Origin for Skincare Products Frequently Purchased by Indonesian Gen Z and Millennial Respondents (September 20–25, 2024)

Source : <https://databoks.katadata.co.id2025>

According data from the Ministry of Environment and Forestry (KLHK) shows that Indonesia generates approximately 56.63 million metric tons of waste per year, but only 39.01 percent—equivalent to 22.09 million metric tons—is properly managed (KLHK, 2025). Furthermore, the use of plastic-based containers in skincare and cosmetic products in Indonesia significantly contributes to the increase in waste volume and environmental issues (Purbasari and Kristiana, 2021). This situation has triggered a shift in consumer behavior in Indonesia, as consumers are becoming increasingly aware of sustainability issues and are more likely to choose eco-friendly beauty products (Handriana et al., 2025). According to Irawati et al. (2024), consumers now tend to choose products labeled as eco-friendly, not tested on animals (cruelty-free), and from brands that demonstrate a commitment to the environment.

These shifts in consumer preferences are driving companies to focus not only on product quality but also on how they communicate their commitment to the environment. One widely adopted strategy is the green marketing mix—a marketing approach that integrates environmental considerations into the elements of product, price, distribution, and promotion. Through this strategy, companies aim to create added value that not only benefits consumers but also supports environmental conservation efforts. In the context of the national beauty industry, one brand that has garnered significant attention is Avoskin, which operates under PT AVO Innovation & Technology. Founded in 2014 in Yogyakarta, the company champions the “Green & Clean Beauty” concept as its core brand identity. As a brand that positions itself on the value of sustainability, Avoskin has a responsibility to ensure that its business activities do not exacerbate environmental problems, particularly waste from beauty product packaging.

This commitment is realized through the #LoveAvoskinLoveEarth campaign, which focuses on reducing packaging waste. Additionally, Avoskin collaborates with Waste4Change to responsibly manage unused product packaging while raising customer awareness about the importance of sorting and recycling waste. These efforts demonstrate that sustainability practices are not merely a corporate communication strategy but an integral part of the brand’s identity and business operations. The implementation of a green marketing mix by a company is expected to foster positive consumer perceptions of the brand. When consumers perceive that a brand not only offers high-quality products but also demonstrates environmental responsibility, they tend to feel that the value the brand provides aligns with their expectations. This situation

has the potential to increase brand satisfaction—that is, consumers’ satisfaction with the brand. In the highly competitive skincare industry, brand satisfaction is a critical factor because it can influence repeat purchase decisions as well as the long-term relationship between consumers and the brand.

In addition to satisfaction, companies also need to build brand attachment—an emotional bond formed between consumers and the brand through consistently positive experiences. Consumers who are satisfied with a brand tend to develop stronger emotional ties, making them more loyal and more likely to continue using that brand rather than a competitor’s. Previous research has shown that the green marketing mix has a positive effect on brand satisfaction and brand attachment among Warmino consumers in Jakarta (Panjaitan & Kurniaty, 2024). Other studies have also shown that environmentally-based marketing strategies can increase consumer satisfaction across various industrial sectors (Astuti et al., 2021). Meanwhile, studies by Milheiro et al. (2024) and Rakhmawati and Tuti (2023) found that consumers with high levels of satisfaction tend to form stronger emotional attachments to brands. Nevertheless, research examining the relationship between the green marketing mix, brand satisfaction, and brand attachment in the local skincare industry remains relatively limited. Most previous studies have been conducted in the food, beverage, or other consumer goods sectors. In contrast, the skincare industry has distinct characteristics, as it involves higher consumer engagement and a more personal relationship with the brand. Therefore, research on skincare brands that embrace sustainability concepts, such as Avoskin, is crucial. Based on these research gaps and phenomena, this study aims to analyze the effect of the green marketing mix on brand satisfaction and the effect of brand loyalty on brand satisfaction among Avoskin consumers. The results of this study are expected to contribute to the development of research on green marketing and provide insights for companies in designing marketing strategies that can enhance consumer satisfaction and brand attachment.

II. Literature Review and Hypothesis Development

2.1. Green Marketing Mix

The green marketing mix is a marketing strategy that integrates principles of environmental responsibility into every element of the marketing mix. By harmonizing product, pricing, distribution, and promotional activities, organizations can successfully incorporate sustainability principles into their overall marketing mix (Febriani, 2019), thereby strengthening brand image across four key green dimensions (Genoveva, 2021). Each dimension is measured using the following indicators.

a. Green Product

An offering whose design, features, quality, and utility are engineered specifically to champion ecological sustainability.

b. Green Price

The valuation strategy for eco-friendly goods, structured around market demand, manufacturing costs, and sustainable pricing models.

c. Green Place

The logistics and distribution network that ensures eco-conscious products are accessible, properly positioned, and readily available to target markets.

d. Green Promotion

Marketing communications—including ads and sales incentives—that actively emphasize environmental stewardship to build target audience awareness.

Integrating green marketing allows businesses to align their eco-friendly products and operations with consumer expectations, effectively bridging the gap between ethical intentions and purchasing behavior (Dubuc, 2022). As public awareness of environmental issues grows, the implementation of the green marketing mix has become a strategy widely used by companies to build positive consumer perceptions of their brands. Through this strategy, companies not only strive to meet consumer needs but also demonstrate a commitment to environmental sustainability. The goal of green marketing is not merely to achieve profit but also to demonstrate a company's responsibility toward environmental conservation (Pertiwi & Sulistyowati, 2021). Consumers tend to feel more connected to and loyal toward brands that demonstrate a genuine commitment to environmentally friendly practices (Fauzi & Kurniaty, 2024). In the context of the cosmetics and skincare industry, the green marketing mix has been shown to influence green product purchase intention, as demonstrated in a study of Love Beauty and Planet products in Surabaya (Nabilah & Iriantini, 2021). These findings suggest that implementing the green marketing mix can be a relevant strategy for building positive consumer perceptions of a brand, particularly in the increasingly competitive skincare industry.

2.2. Brand Attachment

Brand attachment describes the strength of the emotional bond consumers have with a brand, encompassing strong positive feelings and a deep emotional connection to a specific brand (Mayasari et al., 2024). This bond forms when a brand functions not only as a product identifier but also as a symbol of values, self-identity, and an emotional source for consumers. This connection plays a role in influencing consumers' perceptions, evaluations, and behavior in the long term (Trisno et al., 2024). Brand attachment is also understood as an affective and cognitive structure that encompasses expectations, needs, emotions, and social behaviors arising from consumers' interactions with the brand (Puspita Sari & Budiwidjojo Putra, 2024). When a brand offers relevant symbolic and emotional value, consumers become more attached, which fosters loyalty and leads to positive outcomes such as recommendations and word-of-mouth (Rizki et al., 2025).

Strategically, brand attachment has a significant influence on consumer perceptions and behavior because strong emotional bonds encourage consumers to maintain their relationship with the brand and enhance their contribution to brand equity (Angelina & Kurniawati, 2025). Therefore, brand attachment is viewed as a deeper form of the relationship between consumers and brands that can be formed through positive experiences and the satisfaction consumers feel toward a brand.

2.3. Brand Satisfaction

Brand satisfaction refers to the level of consumer satisfaction with a brand that arises when their experience using a product or service meets or exceeds their pre-existing expectations (Karunia, 2021). This satisfaction reflects a comprehensive evaluation of product quality, customer service, brand image, and the value perceived by consumers, making it a key indicator of a brand's effectiveness in delivering a meaningful experience (Firdausy et al., 2023). In the context of consumer behavior, brand satisfaction serves as the primary driver of loyalty, as satisfied consumers are more likely to make repeat purchases and recommend the brand to others (Milheiro et al., 2024). High levels of satisfaction also indicate that the brand consistently meets consumers' needs and expectations. Furthermore, brand satisfaction also functions as a mediating variable that bridges the influence of marketing strategies or brand attributes on consumers' purchase intentions, thereby playing a strategic role in contemporary consumer behavior models (Panjaitan & Kurniaty, 2024). Therefore, brand satisfaction is an important variable to study because it can illustrate a company's success in building positive relationships with consumers through the marketing strategies it implements.

III. Research Model

The modern personal care and skincare industry is undergoing a structural paradigm shift, driven by evolving consumer expectations regarding sustainability and emotional engagement. In this context, brand satisfaction serves as a critical post-consumption evaluation metric. Historically, traditional marketing literature emphasized functional utility, such as pricing models and core product efficacy, as the primary determinants of customer satisfaction. However, contemporary consumer behavior reveals that satisfaction is increasingly governed by a combination of ethical accountability—expressed through green marketing practices—and deep psychological connections, represented by brand attachment. Previous research has addressed these dimensions, yet several limitations and inconsistencies remain in the existing literature. In the realm of sustainable strategy, early studies such as those by Astuti et al. (2021) and Savitri and Marlena (2023) demonstrated that eco-centric marketing positively influences customer satisfaction. However, these earlier works predominantly treated sustainability as a peripheral promotional tool rather than an integrated, end-to-end marketing framework. Addressing this operational gap, recent works by Mahardika et al. (2025) and Panjaitan and Kurniaty (2024) confirmed that a holistic green marketing mix—encompassing product design, eco-pricing, green distribution, and transparent communication—is required to meaningfully drive customer evaluation in personal care products.

Similarly, regarding emotional relationships, foundational attachment research primarily focused on high-involvement technology sectors, such as smartphones (Ghorbanzadeh & Rahehagh, 2021) or digital service applications (Sudarman, 2025). Expanding this concept to tangible consumer goods, Milheiro et al. (2024), Rakhmawati and Tuti (2023), and Panjaitan and Kurniaty (2024) established that emotional ties directly enhance customer satisfaction. Despite these advances, few studies critically evaluate how strategic green marketing execution and emotional attachment simultaneously operate within emerging local skincare markets, highlighting a distinct gap that requires further empirical investigation. This study is grounded in two complementary theoretical frameworks: Expectation-Disconfirmation Theory (EDT) and Attachment Theory. EDT posits that customer satisfaction occurs when perceived product performance meets or exceeds prior expectations. In this study, the green marketing mix functions as the operational mechanism that aligns product delivery with consumers' growing ethical and environmental standards. Concurrently, Attachment Theory suggests that recurring positive interactions foster an enduring emotional bond, creating psychological closeness. This emotional closeness acts as a favorable perceptual filter, leading consumers to evaluate product performance more positively. Together, these theories provide a robust framework for understanding how structural marketing strategies and emotional bonds jointly influence brand satisfaction.

Building on these theoretical principles and empirical findings, a direct relationship exists between sustainable marketing, emotional attachment, and consumer satisfaction. Executing a comprehensive green marketing mix elevates perceived value and satisfies consumer demands for non-toxic formulations and recyclable packaging, directly reinforcing brand evaluation (Panjaitan & Kurniaty, 2024; Mahardika et al., 2025). Furthermore, higher levels of brand attachment establish deep trust and identity integration, encouraging consumers to interpret their product usage experience as deeply fulfilling (Rakhmawati & Tuti, 2023; Milheiro et al., 2024).

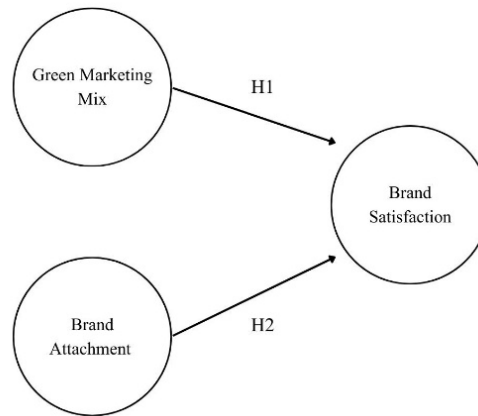


Figure 2. Research Model

Source: Adapted from Panjaitan and Kurniaty (2024) and Rakhmawati and Tuti (2023)

By synthesizing the literature, this review aligns theoretical insights with empirical evidence to address the identified research gaps. Therefore, based on these relationships, the hypotheses proposed in this study are as follows:

H1: The green marketing mix has a positive and significant effect on brand satisfaction.

H2: Brand attachment has a positive effect on brand satisfaction.

Conclusively, this framework integrates ethical marketing execution and emotional consumer bonding into a unified structural model. Theoretically, this study extends Expectation-Disconfirmation Theory and Attachment Theory to the local skincare domain. Practically, it provides actionable insights for brand managers seeking to optimize customer satisfaction through synchronized green marketing strategies and emotional relationship-building initiatives.

IV. Result and Discussion

4.1. Description of Respondent Characteristics

The respondents in this study consisted of consumers who had used Avoskin skincare products at least once in the past six months and were willing to complete the research questionnaire. Based on the data analysis, the author identified 106 participants, of whom 100 met the criteria. In terms of gender, the data showed that the majority of respondents were female (96%), while males accounted for 4%. The predominance of female respondents indicates the strength of Avoskin's market segmentation among women, although the presence of male respondents also suggests a growing trend toward gender-neutral personal care. In terms of age range, respondents were concentrated in the young working-age groups: 51% were aged 18–25 and 45% were aged 26–35, while the 36–44 age group accounted for only 4%. The concentration of respondents in the 18–35 age range—which reached 96%—reflects that Avoskin's primary target consumers are Generation Z and Millennials, who have a strong interest in skincare from an early age. Meanwhile, based on product usage experience, 50% of respondents have been using Avoskin for more than 1 year, 42% for 1–6 months, and 8% for 7–12 months. The fact that the majority of respondents are long-term users reinforces the quality and validity of the data in this study, as the evaluations provided are not merely based on initial perceptions but on consistent and proven real-world usage experiences.

Table 1. Descriptive Statistics

No	Indicator	Variable	Percentage
1	Gender	Female	96,0%
		Male	4,0%
2	Age	18 - 25 years old	51,0%
		26 - 35 years old	45,0%
		36 - 44 years old	4,0%
3	Occupation	Private-Sector Employee	44,0%
		Student	28,0%
		Entrepreneur / Self-Employed	9,0%
		Stay-at-Home Mom	7,0%
		Civil Servant (PNS/BUMN)	6,0%
		Other	6,0%
4	Duration of Use	> 1 Years	50,0%
		1 - 6 Months	42,0%
		7 - 12 Months	8,0%

4.2. Validity Test

The validity test in this study was designed to confirm that each statement in the questionnaire accurately represents the construct being measured. The researcher conducted the test using the Pearson correlation approach by analyzing the relationship between the score of each item and the total score of the relevant variable. The analysis was performed using SPSS software to ensure accurate results. A statement is considered valid if the correlation coefficient (calculated r) is greater than the table r value (0.197 for $N=100$), or if the significance level is less than 0.05. The results of the validity test are presented in the following table.

Table 2. Results of the Validity Test

Variable	Indicator	Calculated r	Table r	Notes
Green Marketing Mix (X1)	GMM1	0,733	0,197	Valid
	GMM2	0,770	0,197	Valid
	GMM3	0,653	0,197	Valid
	GMM4	0,689	0,197	Valid
	GMM5	0,575	0,197	Valid
	GMM6	0,798	0,197	Valid
	GMM7	0,794	0,197	Valid
	GMM8	0,712	0,197	Valid
Brand Attachment (X2)	BA1	0,864	0,197	Valid
	BA2	0,870	0,197	Valid
	BA3	0,867	0,197	Valid
	BA4	0,751	0,197	Valid
Brand Satisfaction (Y)	BS1	0,871	0,197	Valid
	BS2	0,887	0,197	Valid
	BS3	0,861	0,197	Valid
	BS4	0,910	0,197	Valid

Based on the validity test results presented in the table above, all indicators used to measure the variables Green Marketing Mix, Brand Attachment, and Brand Satisfaction obtained calculated r values that

substantially exceeded the table r value of 0.197, with calculated r values ranging from 0.575 to 0.910. These results indicate that each statement in the questionnaire has a strong correlation with the construct it is intended to measure. In other words, each indicator accurately and consistently reflects its underlying concept. Furthermore, all indicators yielded a significance value of 0.000 (< 0.05), indicating that these correlations are statistically significant. These findings further confirm that the research instrument possesses a satisfactory level of validity. Overall, all questionnaire statements meet the validity criteria and are therefore considered suitable for use in further analysis.

4.3. Reliability Test

The reliability test aims to ensure that the research instrument is capable of producing consistent results when used repeatedly. In this study, reliability was measured using Cronbach's Alpha. A variable is considered reliable if its Cronbach's Alpha value exceeds the minimum threshold of 0.70. The results of the reliability test are presented in Table 3.

Table 3 Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Notes
Green Marketing Mix (X1)	0,863	8	Reliable
Brand Attachment (X2)	0,860	4	Reliable
Brand Satisfaction (Y)	0,904	4	Reliable

Based on the reliability test results presented in Table 3, all variables studied—namely, the Green Marketing Mix (X1), Brand Attachment (X2), and Brand Satisfaction (Y)—obtained Cronbach's Alpha values of 0.863, 0.860, and 0.904, respectively. All of these values are significantly above the minimum threshold of 0.70, indicating that the research instruments possess very strong and stable internal consistency in measuring the constructs under study. The high Cronbach's Alpha values for all three variables confirm that each indicator is able to consistently reflect its respective variable without indicating excessive redundancy. However, high reliability does not automatically guarantee construct validity; therefore, additional testing is still necessary to further strengthen the validity of the research findings.

4.4. Test of the Assumption of Normality

The test of the assumption of normality is conducted to verify whether the errors or residuals in the regression model are symmetrically and normally distributed. This test is crucial, given that the normality of the residual distribution is an absolute requirement for the application of parametric statistics. In this study, the test was evaluated using the one-sample Kolmogorov–Smirnov approach with the aid of IBM SPSS Statistics software. The results of the normality test are presented in Table 4.

Table 4. Results of the Normality Assumption Test

Description	Value
Value	100
Sample Size (N)	
Mean	0,000
Standard Deviation	1,350
Most Extreme Differences (Positive)	0,079
Most Extreme Differences (Negative)	-0,075
Test Statistic	0,079
Asymp. Sig. (2-tailed) [p-value]	0,132
Significance Threshold (α)	0,05

Based on the statistical calculations in Table 4.4, the one-sample Kolmogorov–Smirnov test yielded a test statistic of 0.079 and an asymptotic significance coefficient (two-tailed) of 0.132 (N = 100). Since the significance value obtained substantially exceeds the error standard $\alpha = 0.05$ ($0.132 > 0.05$), it can be concluded that the residuals in this research model are normally distributed and free from significant data deviations. The fulfillment of the normality assumption confirms the suitability of the regression model for further testing. Furthermore, this condition enhances confidence in the estimation results, allowing the relationships among the variables in this study to be interpreted more accurately and supported by stronger scientific validity.

4.5. Multiple Linear Regression Analysis and Partial Tests

Multiple linear regression analysis is used to identify and measure the extent of the influence of several independent variables on a single dependent variable. The results of the regression analysis are presented in Table 5.

Table 5. Results of Multiple Linear Regression Analysis and Partial Tests (t-tests)

Variable	B	Std. Error	Beta	t	Sig.
Konstanta	4,259	1,164	–	3,659	< 0,001
Green Marketing Mix (X1)	0,282	0,053	0,497	5,275	< 0,001
Brand Attachment (X2)	0,193	0,068	0,266	2,821	0,006

Based on the data analysis results in Table 4.5 from the regression analysis, the following regression equation was obtained:

$$Y = 4.259 + 0.282 X1 + 0.193 X2$$

Based on the analysis results in Table 4.5, the multiple linear regression equation above can be explained as follows:

- The constant term of 4.259 indicates that when the Green Marketing Mix and Brand Attachment variables are assumed to be zero or remain unchanged, Brand Satisfaction will remain at 4.259. This value reflects the baseline level of brand satisfaction before being influenced by the independent variables.
- The regression coefficient for the Green Marketing Mix (X1) of 0.282 indicates a positive relationship. This means that a one-unit increase in the Green Marketing Mix will increase Brand Satisfaction by 0.282, assuming the other independent variables remain constant. The Green Marketing Mix (X1) recorded a calculated t-value of 5.275, which is greater than the critical t-value (1.985), as well as a value of significance level of < 0.001 . These results confirm that the Green Marketing Mix has a positive and significant effect on Brand Satisfaction. This finding indicates that the more effectively environmentally conscious marketing strategies are implemented, the more significantly consumer satisfaction with the brand will increase.
- The regression coefficient for Brand Attachment (X2), at 0.193, indicates a positive relationship. This means that a one-unit increase in Brand Attachment will increase Brand Satisfaction by 0.193, assuming all other independent variables remain constant. Brand Attachment (X2) yielded a calculated t-value of 2.821, exceeding the critical t-value (1.985), with a significance level of 0.006 ($p < 0.05$). These findings prove that Brand Attachment has a positive and significant effect on Brand Satisfaction. In other words, the stronger the emotional bond and attachment consumers feel toward the Avoskin brand, the higher their level of satisfaction with the brand will be.

4.6. Coefficient of Determination (R-Square) Test

The coefficient of determination (R-Square) test was conducted to measure the extent to which the regression model explains the variation in the dependent variable. In this study, the interpretation is based on the R-Square and Adjusted R-Square values, with the test results presented in Table 6.

Table 6. Results of the Coefficient of Determination (R-Square) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,697	0,486	0,475	1,364

Based on Table 6, an R value of 0.697 was obtained, indicating a strong relationship between the independent variables, taken simultaneously, and the dependent variable. The R-squared value of 0.486 indicates that 48.6% of the variation in the Brand Satisfaction variable (Y) can be explained by the model consisting of the Green Marketing Mix (X1) and Brand Attachment (X2). Meanwhile, the remaining 51.4% is influenced by other factors outside the scope of this study. Meanwhile, the Adjusted R-Square value of 0.475 confirms that the research model's explanatory power remains high and stable after adjusting for the number of independent variables and the sample size used.

4.7. Hypothesis Testing

The findings of this study indicate that the Green Marketing Mix and Brand Attachment have a positive influence on brand satisfaction among Avoskin skincare users. Users no longer rely solely on the functionality of the skincare products themselves but are concerned with how the brand markets its products, paying closer attention to environmental considerations in terms of product, price, distribution, and promotion. Brand satisfaction is also driven by an emotional bond with the brand. These findings are consistent with the study by Panjaitan & Kurniaty (2024), which emphasizes the positive influence of the Green Marketing Mix on brand satisfaction—a finding further supported by the research by Milheiro et al. (2024), who argue that a strong emotional bond between consumers and a brand contributes to increased consumer satisfaction with the brand.

a. The Effect of the Green Marketing Mix on Brand Satisfaction

The significance value of 0.001 indicates that the Green Marketing Mix (X1) has a positive and significant effect on Brand Satisfaction (X2). This finding reveals a fundamental paradigm shift in the behavior of skincare consumers in Indonesia, particularly among Generation Z and Millennials, who make up 96% of the sample in this study. Today's young consumers no longer evaluate beauty products solely based on their cosmetic efficacy; rather, they also critically assess the sustainability values championed by a brand. The dominant influence of the Green Marketing Mix stems from Avoskin's success in translating the "Clean & Green Beauty" concept into tangible actions that consumers can experience firsthand. Through the #LoveAvoskinLoveEarth program—a collaboration with Waste4Change—Avoskin provides solutions to consumers' concerns regarding the national plastic packaging waste crisis. When consumers return empty skincare containers for responsible recycling, they experience a sense of active involvement (customer empowerment) in protecting the environment. This finding aligns with Nguyen-Viet's (2023) research, which argues that Green Marketing has a positive and significant impact on Brand Satisfaction. There has been a shift in consumer focus—they now prioritize not only price and quality but also how brands market their products. A similar point was raised by Nguyen-Viet (2023) in his research, which reinforces that green products have a positive impact on consumer satisfaction.

b. The Effect of Brand Attachment on Brand Satisfaction

The results of the statistical analysis show that the Brand Attachment variable (X2) has a positive and significant effect on Brand Satisfaction (Y), with a calculated t-value of $2.821 > \text{the critical t-value } (1.985)$ and a significance level (Sig.) of $0.006 < 0.05$. These results indicate that the stronger the emotional bond, sense of ownership, and psychological closeness consumers feel toward the Avoskin brand, the higher their level of satisfaction with their experience using the product. In the highly competitive local skincare industry, brand attachment acts as a positive affective filter. Consumers who feel that their identity aligns with Avoskin's image as an innovative local brand from Yogyakarta that cares about the environment will view the products not merely as consumer goods, but as a form of self-expression. This emotional bond fosters a deep sense of trust and comfort. Once consumers feel emotionally connected, they will perceive the functional benefits of Avoskin products more fully, thereby minimizing the risk of disappointment and fostering consistent satisfaction ratings. These research results are consistent with the findings of Ghorbanzadeh and Rahehagh (2021) as well as Sudarman (2025), who state that emotional attachment plays a significant role in strengthening consumer satisfaction with a brand.

V. Conclusion

This study aims to analyze the influence of the Green Marketing Mix and Brand Attachment on Brand Satisfaction. Based on the results of the data analysis, it is concluded that the Green Marketing Mix and Brand Attachment have a positive and significant influence on Brand Satisfaction; therefore, all research hypotheses are accepted. The dominance of the Green Marketing Mix is reflected in a brand's success in integrating environmental sustainability values into its marketing strategy. Consumer satisfaction is built on tangible evidence, such as the use of environmentally friendly raw materials and the implementation of recyclable product packaging. This green commitment has implications for pricing, as consumers perceive Avoskin's product prices as commensurate with the quality and environmental benefits provided, which ultimately drives their willingness to pay a slightly higher price for environmentally conscious products. Furthermore, the ease with which consumers can find products at retail locations that support green concepts, as well as distribution channels that reflect environmental consciousness, further strengthens the brand's accessibility. This success is supported by transparent promotions highlighting environmental responsibility, as well as advertisements and campaigns that actively promote an eco-friendly lifestyle.

On the other hand, brand attachment plays an equally important role in strengthening satisfaction by fostering a close emotional bond between consumers and the brand. This emotional connection and sense of belonging—where consumers view Avoskin as an extension of themselves—has successfully transformed the product's perception from a mere cosmetic necessity into a symbol of personal identity. This sense of connection manifests when consumers feel that Avoskin reflects their personality, which in turn fosters long-term commitment in the form of a strong desire to maintain the relationship and continue using Avoskin products in the future. Ultimately, the synergy between the implementation of a holistic Green Marketing Mix and strong brand attachment leads to high brand satisfaction. This is demonstrated by consumer satisfaction with product quality, the product's ability to meet or even exceed consumer expectations, satisfaction with the decision to choose the brand, and overall satisfaction with using Avoskin products. Based on the findings of this study, skincare companies such as Avoskin are advised to prioritize the implementation and strengthening of the Green Marketing Mix elements in all marketing activities, such as providing eco-friendly packaging, ensuring transparency regarding the green initiatives they have undertaken, launching large-scale campaigns highlighting the importance of eco-friendly products for the skin and the planet, and setting more competitive prices. In addition, companies need to maintain emotional engagement through loyalty programs and personalized interactions to ensure that customer satisfaction levels are sustained over the long term. Given that this study has limitations regarding the variables examined ($R\text{-squared} = 48.6\%$), future studies are advised to explore other variables not yet included in this model, such as Green Brand Image, Green Trust, or Perceived Quality. Furthermore, future research should expand the geographic scope and sample size to enhance the generalizability of the findings.

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