



FIRM ETHICALITY, GREEN MARKETING, AND BRAND LOYALTY: MODERATING EFFECTS OF BRAND REPUTATION, ENVIRONMENTAL CONCERN, AND SOCIAL INFLUENCE

De Roger Baggio Bryant ¹, Mahir Pradana, ^{2*}, Nurafni Rubiyanti ³

¹Polytechnic University of Cávado and Ave Portugal

Email : rogerbaggio@student.telkomuniversity.ac.id

²Prodi Administrasi Bisnis, Fakultas Ekonomi dan Bisnis, Universitas Telkom,

Email : mahirpradana@telkomuniversity.ac.id

³Prodi Administrasi Bisnis, Fakultas Ekonomi dan Bisnis, Universitas Telkom,

Email : nrubiyanti@telkomuniversity.ac.id

*email Koresponden: mahirpradana@telkomuniversity.ac.id

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Abstract

This study examines the influence of firm ethicality, green marketing, and corporate social responsibility (CSR) on brand loyalty toward Tokopedia, it also explores the moderating roles of brand reputation, environmental concern, and social influence. A survey of 56 Tokopedia users was analyzed using partial least squares structural equation modeling (PLS-SEM). Results show that firm ethicality significantly and positively influenced brand loyalty. In contrast, green marketing and CSR did not show significant effects, nor did any of the hypothesized moderating relationships. Interestingly, social influence, although not proposed as a direct predicator, demonstrated a significant direct effect on brand loyalty, highlighting the roles of normative and informational influence in e-commerce. Assessment of the measurement model confirmed satisfactory construct reliability, convergent validity, and discriminant validity. The structural model exhibited predictive relevance. The findings indicate that corporate ethics and social influence are key factors in fostering loyalty within Indonesia's digital marketplace.

Keywords: Brand loyalty, firm ethicality, social influence, e-commerce, CSR.

Abstrak

Studi ini mengkaji pengaruh etika perusahaan, pemasaran hijau, dan tanggung jawab sosial perusahaan (CSR) terhadap loyalitas merek terhadap Tokopedia, juga mengeksplorasi peran moderasi reputasi merek, kepedulian lingkungan, dan pengaruh sosial. Survei terhadap 56 pengguna Tokopedia dianalisis menggunakan pemodelan persamaan struktural kuadrat terkecil parsial (PLS-SEM). Hasil menunjukkan bahwa etika perusahaan secara signifikan dan positif memengaruhi loyalitas merek. Sebaliknya, pemasaran hijau dan CSR tidak menunjukkan efek yang signifikan, begitu pula hubungan moderasi yang dihipotesiskan. Menariknya, pengaruh



sosial, meskipun tidak diusulkan sebagai predikat langsung, menunjukkan efek langsung yang signifikan terhadap loyalitas merek, yang menyoroti peran pengaruh normatif dan informasional dalam e-commerce. Penilaian model pengukuran mengonfirmasi reliabilitas konstruk yang memuaskan, validitas konvergen, dan validitas diskriminan. Model struktural menunjukkan relevansi prediktif. Temuan menunjukkan bahwa etika perusahaan dan pengaruh sosial merupakan faktor kunci dalam menumbuhkan loyalitas dalam pasar digital Indonesia.

Kata kunci: Loyalitas merek, etika perusahaan, pengaruh sosial, e-commerce, CSR.

1. INTRODUCTION

In recent years, Indonesian e-commerce has grown tremendously, emerging as a key player in the global digital economy [1]. This rapid expansion is driven by the increasing internet penetration, a digitally engaged population, and the development of diverse payment options catering to local preferences [2]. The Indonesian e-commerce market is highly competitive, with both domestic and international companies vying for market share. This competition forces companies to focus on building brand loyalty through exceptional customer experiences and ethical practices [3].

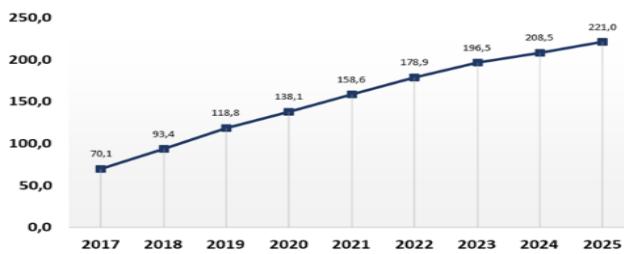


Figure 1. E-commerce Users in Indonesia 2017-2025* (millions)

Tokopedia has implemented various strategies to attract and guarantee customer retention. The company leverages data-driven personalized marketing to understand customer behavior and their preferences. This includes using customer feedback integration to enhance customer satisfaction and engagement and the use of loyalty programs to encourage repeat purchases and customer retention [2]. To retain its large user base, Tokopedia prioritizes a seamless and enjoyable shopping experience through enhanced customer service and an appealing platform interface, aligning with effective Customer Relationship Management (CRM) [2]. However, it is worth noting that those efforts alone don't fully explain Tokopedia's significant 33.5% share of the Indonesian e-commerce market. In fact, a 2022 survey by Kadence International revealed that safety, product quality, authenticity, and efficient shipping are crucial driving factors of customer loyalty in a competitive market. While competitors like Shopee lead the pack in promotions with 81% of respondents choosing it, Tokopedia achieved the highest user satisfaction index with 89.68%, suggesting that solely relying on traditional tactics may no longer be sufficient to sustain user loyalty, highlighting the need for a more comprehensive approach [4].

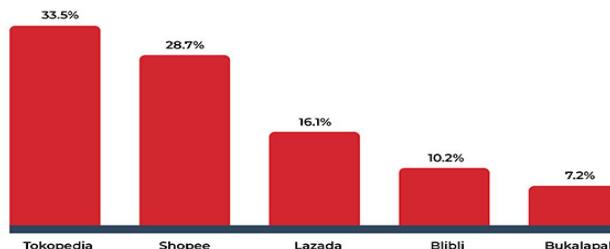


Figure 2. E-commerce Users in Indonesia 2017-2025* (millions)

2. THEORETICAL BACKGROUND

2.1 Literature Review

Modern consumers are increasingly aware of the social and environmental impact of their purchasing decisions; they seek products and services that align with their values [5]. While existing research have individually explored the effects of firm ethicality, green marketing, and Corporate Social Responsibility (CSR) on consumer behavior, a need to investigate their combined effects on brand loyalty remains crucial, particularly within the context of rapidly expanding e-commerce markets such as Indonesia. Reference [6] established a positive and significant relationship between perceived ethicality, CSR, green marketing, and brand loyalty.

Consumer loyalty is broadly defined as a conscious or unconscious psychological commitment and behavioral tendency to repurchase a product or resubscribe to a service [7]. It reflects customer's purchasing habits and their prolonged emotional and cognitive attachment to a brand [8]. In this context, various factors have been identified as antecedents of brand loyalty, namely convenience, price, band image, and consumer satisfaction. Nevertheless, it is essential to make the distinction between true loyalty and repeated purchase as one is more of a behavioral loyalty and the other stems from an emotional attachment to a particular brand. This distinction becomes particularly relevant when it pertains to eco-conscious customers, whose loyalty may be shaped by ethical considerations rather than conventional brand attachment. As such, understanding brand loyalty within the proper context requires a thorough analysis to capture the complex cause and effects between loyalty and the various factors affecting it [9].

2.2 Hypothesis development

The theory of reasoned action suggests that consumer attitudes, when shaped by CSR and ethical behavior significantly influence their purchase intentions and brand loyalty [10]. Researchers also found that firms perceived as ethical can accumulate moral capital through strong emotional ties, serving as a safeguard against potential negative events. Reference [11] demonstrated the positive effect of business ethics and CSR on brand love. Ethics, as a science is concerned with moral reflection, in business practices it can translate into values such as fairness, trust, respect, and social [12] [6]. In fact, consumers' loyalty tends to be stronger towards brands they perceive as ethical and trustworthy [13]. Based on the discussion above, this study proposes the following hypothesis:

H1: Firm ethicality positively influences brand loyalty toward Tokopedia.

Amid emerging environmental concerns across the globe, companies are now facing growing pressure to adopt more sustainable practices. The term green marketing has been coined to encompass a holistic perspective that incorporates environmental concerns into various aspects of business approaches including marketing, product development, pricing,



distribution, and communication [6]. Empirical studies demonstrated that green marketing fosters long-term customer engagement through factors such as brand equity, trust, and a proactive approach to addressing customer needs [14] [6]. Green marketing methods have been proven to significantly and positively affect customer intentions and brand satisfaction, which are key antecedents of brand loyalty [15] [16]. Therefore, the study hypothesizes:

H2: Green marketing positively influences brand loyalty toward Tokopedia.

As a construct, CSR is defined as the voluntary incorporation of social and environmental concerns into a company's operations and its interactions with stakeholders [17]. Reference [6] hypothesized a positive relationship between CSR and brand loyalty, then later proved that CSR initiatives manifested through ethical corporate behavior and green marketing orientations promote value creation and customer retention. Moreover, firms that actively implement CSR strategies in their business operations tend to foster stronger consumer trust and loyalty, ultimately leading to sustained sales growth [18]. Therefore, this study proposes the following hypothesis:

H3: CSR initiatives positively influence brand loyalty toward Tokopedia.

Empirical evidence suggests that a positive brand reputation amplifies the positive impact of perceived ethical conduct on consumer loyalty [19]. Consumers are more inclined to trust and remain loyal to brands that not only demonstrate ethical behavior but also possess a strong, reputable image [20]. Furthermore, a positive reputation can create a reservoir of trust and goodwill [21]. This phenomenon can be attributed to the notion that reputation acts as a signal of credibility. Therefore, the following hypothesis is proposed:

H4: Brand reputation strengthens the relationship between firm ethicality and brand loyalty.

The term environmental concern refers to the awareness and worries individuals have regarding environmental problems, which can lead to the development of ecological attitudes and values [22]. Several authors argue that environmental concern may indirectly amplify the effect of green marketing by influencing consumers' attitudes and behaviors, particularly among those sensitive to ecological issues [22] [23]. In fact, Consumers with heightened environmental awareness tend to exhibit stronger loyalty towards brands that embrace sustainability, suggesting that environmental concern amplifies the impact of green marketing strategies in fostering brand loyalty [14]. The explanation above leads to the following hypothesis:

H5: Environmental concern strengthens the relationship between green marketing and brand loyalty.

According to Social Influence Theory (SIT) consumers fall under two main types influences, informational and normative, either accepting information from others as evidence of reality, or conforming to group expectations [24]. Research suggests that social influence affects the relationship between CSR and brand loyalty, amplifying its effects when consumers perceive CSR behaviors as endorsed by their social circles [7]. Generally, the perception of social pressure can shape customers' purchasing decisions. This phenomenon is called informational social influence and is particularly prevalent under uncertainty [24]. Consequently, the present hypothesis is proposed:

H6: Social influence strengthens the relationship between CSR and brand loyalty.



3. METHODOLOGY

In this research, a model was developed to evaluate the effect of firm ethicality, green marketing, and CSR on brand loyalty. Recognizing that these relationships can be complex, this study further investigates the moderating effects of brand reputation, environmental concern, and social influence, which are hypothesized to strengthen the influence of the antecedents on brand loyalty. Conducted as an exploratory analysis, the focus is on Tokopedia users across Indonesia. By validating the proposed theoretical framework (as depicted in Figure 3), the aim is to contribute valuable insights for both academic literature and practical applications for businesses operating in similar context.

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3.1 Sample and data collection

Data were collected via online questionnaire (Google Forms) distributed to Tokopedia users across Indonesia. Two linguistically equivalent versions (English and Indonesian) were proposed to maximize reach. A hybrid sampling approach was adopted combining convenience sampling and snowball recruitment for accessibility and referral expansion [25]. From the initial pool of 63 responses, 56 were retained following data validation checks. To protect respondents' confidentiality, all the personal identifiers were removed, with all the risks related to the research assessed as minimal.

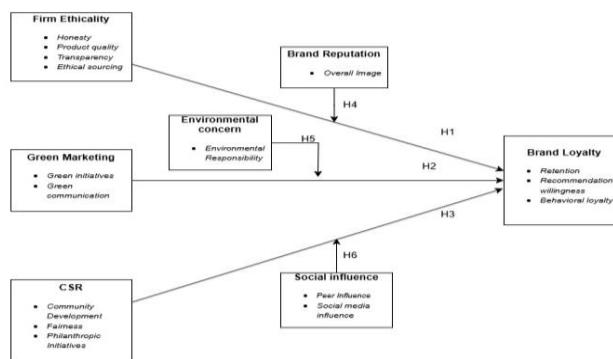


Figure 3. Framework of thought

3.2 Measurement scale



Survey design was established through content validity based on literature-grounded constructs. The first part of the survey was screened via demographic criteria such as usage frequency, age, gender, education, and occupation. The latter part of the questionnaire was focused on indicator assessment using a five-point Likert scale ("strongly agree", "agree", "neutral", "disagree", "strongly disagree"). Factors influencing this decision include the size of the collected data sample, data quality, enhanced accuracy, burden reduction on participants. Reference [26] indicated that the five-point scale enhances clarity, offers a higher reliability score and increases response rate by minimizing respondent frustration.

3.3 Operationalization of constructs

Experimental research methodology involves manipulating one variable to observe and measure its effect on another variable [27]. The process of variable operationalization involves adopting a reliable approach, specifying the appropriate measurement scale and determining the various measurement techniques [28]. For this study, the independent variables are firm Ethicality, green marketing and CSR; while the dependent variable is brand loyalty. Furthermore, brand reputation, environmental concern and social influence are considered moderating variables. In essence, Moderating variables essentially answer the question: "Under what circumstances does X affect Y?".

3.4 Data analysis

PLS-SEM will be used to empirically test the hypothesized relationships, following recommendations for predictive and exploratory research with complex latent variables [29]. The measurement model assessment is confirmed if composite reliability is greater than 0.7 and Cronbach's alpha is superior to the psychometric threshold of 0.6. Convergent validity and discriminant validity are considered acceptable with an $AVE > 0.5$; $HTMT < 0.90$. Meanwhile, structural paths are evaluated with bootstrapped t-statistics (5000 samples), coefficient of determination (R^2), used to gauge model fit (0.19 = weak, 0.33 = moderate, 0.67 = substantial), f^2 effect size, and Stone-Geisser's Q^2 (blindfolding procedure; $Q^2 > 0$ indicates predictive capability) [29].

4. RESEARCH RESULTS AND DISCUSSION

4.1 Respondent profile

Respondent profiles were filtered across five categories namely, gender, age, occupation and education level, frequency of use. Men accounted for the larger portion at 58.45%, with women at 41.55%. The largest age demographic was comprised by individuals between 25 and 34 years old, making up for 47.05% of all the surveyed participants, followed by those aged 18-24. In terms occupation, a significant majority of respondents were students. Among 69.9%, 50.3% of the participating students claim to have obtained a bachelor's degree, while 22.1% have finished high school.

**Table I. Convergent Validity Results**

Construct	Cronbach's alpha	Composite reliability	AVE
Firm ethicality	0.801	0.869	0.626
Green marketing	0.892	0.921	0.823
CSR	0.751	0.852	0.661
Brand reputation	0.916	0.946	0.854
Environmental concern	0.821	0.870	0.692
Brand loyalty	0.684	0.809	0.539

4.2 Measurement model

In this study, social influence as a construct was modeled formatively to ensure consistency with the causal nature of its indicator structure. For that reason, the evaluation focuses on outer weights significance (bootstrapped t-tests) and collinearity assessment (VIF). All the items were retained despite the fact that only one of the three indicators showed significant outer weights ($p < 0.05$, $t \geq 1.96$). Justifying factors include, a strong theoretical ground, acceptable collinearity (VIF = 1.201-1577 < 3.3 threshold). For reflective constructs, reliability was assessed using Cronbach's alpha and composite reliability, meanwhile convergent validity was confirmed through AVE.

Convergent validity was established for all the reflective constructs, with each composite reliability exceeding the 0.70 threshold and AVE values greater than 0.50 (TABLE I.). Discriminant validity was evaluated using Heterotrait-Monotrait Ratio, applying conservative criterion [30]. As displayed in TABLE II. below, all HTMT values are smaller than 0.90, demonstrating distinct construct dimensionality.

4.3 Structural model

The structural model reflects the proposed relationships in the theoretical framework. It is evaluated according to the model's predictive capabilities and the significance of the structural paths. Predictive capabilities were assessed through the endogenous construct's coefficient of determination ($R^2 = 0.475$). Effects sizes all exceeded the conventional threshold ($f^2 > 0.02$), indicating that firm ethicality showed medium influence, while other constructs exerted small effects [30]. Collinearity evaluation confirmed the model's robustness (VIFS = 1.053-2.033 < 3.3). Moreover, the predictive relevance of the model was assessed using PLSpredict procedure. Result shows that the value of ($Q^2 = 0.269$) is greater than zero, indicating a positive predictive relevance for data collection performance.



The data collected for this study was analyzed using SEM-PLS 4.0, path coefficients (results of bootstrapping with 5000 resamples), p-values and t-statistics, were examined to evaluate the hypothesized relationships. The results in TABLE IV. indicate varying levels of support for the proposed hypotheses, where p-value of the path coefficient is under a significant value of 0.05 ($p<0.05$). Among all the constructs, ethicality had the highest path coefficient and t-statistics value suggesting that the proposed hypothesis is supported. H2, H3, H4, H5, and H6 all

Table II. Conservative Criterion

Construct	HTMT Ratio				
	1	2	3	4	5
1. Brand Loyalty					
2. Brand reputation	0.489				
3. CSR	0.450	0.700			
4. Environmental concern	0.370	0.538	0.459		
5. Firm Ethicality	0.570	0.619	0.766	0.499	
6. Green marketing	0.323	0.373	0.450	0.167	0.634

4.4 Discussion

Results from the structural analysis demonstrated that firm ethicality was the strongest driver of brand loyalty ($\beta=0.327$, $t=1.975$, $p=0.048$), indicating a significant effect on the endogenous construct, hence the proposed hypothesis (H1) is supported. This finding aligns with the stakeholder theory suggesting that businesses should extend their focus beyond just maximizing profit, denoting that consumer attachment can be fostered through transparent policies, product quality, honest communication, and ethical sourcing [6].

Interestingly enough, the direct effect of social influence on brand loyalty, although not originally hypothesized was significant and even had the largest path coefficient ($\beta=0.520$, $t=3.952$, $p=0.000$). This result confirms the social influence theory [24], in positing that peer recommendations and reviews affect purchasing behaviors on platforms like Tokopedia. Prior findings also indicate that social influence significantly contributes to stronger consumer loyalty to a favorite brand within various contexts, remaining relevant in developed and developing countries [31].

Contrary to expectation, green marketing ($\beta=-0.025$, $t=0.140$, $p=0.888$) and CSR ($\beta=-0.001$, $t=0.245$, $p=0.807$) did not have significant effects on brand loyalty, hence hypotheses H2 and H3 were not supported. Literature suggests that, while environmental consciousness is growing, not all consumers prioritize green attributes when making purchase decisions [32]. In



fact, factors such as price, convenience, and product quality often remain primary drivers of choice [33]. Similarly, [34] indicated that in some instances, consumers might not prioritize a company's social behavior when making purchasing decisions depending on local cultures. In the case of Indonesia, while CSR towards customers, the environment, and society appears significant, the influence on purchase intention might not be as strong as in other contexts, and might even be further mediated by brand attitude [10].

All the moderators failed to support the proposed hypotheses:

- Brand reputation x firm ethicality → brand loyalty ($\beta=-0.051$, $t=0.485$, $p=0.628$); H4 not supported
- Environmental concern x green marketing → brand loyalty ($\beta=0.061$, $t=0.629$, $p=0.529$); H5 not supported

Table III. Explanatory Power

Structural Path	R ²	R ² adjusted	f ²	f effect size	Q ²
Firm Ethicality → Brand loyalty	0.577	0.495	0.155	Medium	0.269
Green marketing → Brand loyalty			0.025	Small	
CSR → Brand loyalty			0.040	Small	

- Social influence x CSR → brand loyalty ($\beta=0.130$, $t=1.295$, $p=0.195$); H6 not supported

The results shown above indicates that brand reputation, environmental concern, and social influence don't strengthen the influence of the exogenous variables on brand loyalty as proposed in hypotheses H4, H5, H6. Given Tokopedia's already robust reputation [1], it is possible that marginal variations in its reputation don't amplify the effect of ethicality on its customer loyalty. In the same way, environmental concern doesn't necessarily lead to selective loyalty unless awareness is paired with tangible actions. Social Influence x CSR interaction was nonsignificant, perhaps because in some cases, peer influence can supersede CSR initiatives if the latter is perceived as insincere or self-serving [35].

5. CONCLUSION AND SUGGESTIONS

The aim for this study was to examine the influence of firm ethicality, green marketing, and CSR on brand loyalty among Tokopedia users. Additional variables namely, brand reputation, environmental concern, and social influence were conceptualized to moderate these effects. While only one proposed hypothesis (H1) was statistically supported, the analysis revealed an unexpected yet robust direct effect of social influence on brand loyalty, despite not being hypothesized. The finding highlights the importance of collective opinions and



perception in driving consumer attachment toward a brand, particularly within collectivists societies like Indonesia.

Contrary to theoretical expectations, the effects of green marketing and CSR on brand loyalty were not statistically significant. These results suggest that attributes that are either visible and personally relevant such as trust and peer validation supersede corporate messaging on sustainability and altruism. Furthermore, the hypothesized moderating effects did not yield statistical significance either. Consequently, it appears that these contextual factors may not currently amplify the influence of firm ethicality, green marketing, or CSR on customer loyalty within Tokopedia Indonesia at least.

Limitations include a modest sample size ($n=56$) and minor measurement challenges, notably one construct's Cronbach's α marginally below the conventional threshold of 0.70. For future analysis, more refined indicators and investigating additional moderators is recommended. Nevertheless, the findings still offer practical insight to platforms like Tokopedia to prioritize transparency, ethical governance, and particularly social engagement mechanisms.

Table IV. Structural Model Results

Structural Path	Hypothesis Test			
	Path coefficient	p-value	t-statistics	Result
H1 Ethicality → Brand loyalty	0.327	0.048	1.975	Supported
H2 Green marketing → Brand loyalty	-0.025	0.888	0.140	Not supported
H3 CSR → Brand loyalty	-0.001	0.807	0.245	Not supported
H4 Brand reputation x Ethicality → Brand loyalty	-0.051	0.628	0.485	Not supported
H5 Environmental concern x green marketing → Brand loyalty	0.061	0.529	0.629	Not supported
H6 Social Influence x CSR → Brand loyalty	0.130	0.195	1.295	Not supported

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