

The Impact of Digital Marketing Strategies and Environmentally Friendly Innovations on Brand Loyalty at The Body Shop Thamrin Plaza

Anjeli¹, Hommy Dorthy Ellyany Sinaga²

Program Studi Manajemen, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya^{1,2}
Jl. Merapi No 8, Pusat Ps., Kec. Medan Kota, Kota Medan, Sumatera Utara
Correspondence Email: anjelili2004@gmail.com¹, omisinaga@gmail.com²

ABSTRACT

This study is motivated by the low level of customer involvement and loyalty at The Body Shop Thamrin Plaza Medan, despite the company's ongoing promotions, programs, and recycling workshops. This study investigates whether digital marketing strategies and environmentally friendly innovations affect brand loyalty at The Body Shop Thamrin Plaza Medan. Using a quantitative approach, 100 customers were surveyed through incidental sampling and a structured questionnaire. The data were tested for validity and reliability, met the classical assumptions of normality and multicollinearity, and were then analyzed using multiple linear regression on SPSS version 25. The t-test shows that digital marketing strategies have a significant positive effect on brand loyalty ($\beta = 0.408$, $t = 4.703$, $p < 0.05$) and environmentally friendly innovations also have a significant positive effect ($\beta = 0.456$, $t = 4.765$, $p < 0.05$). The simultaneous F test indicates that both variables collectively explain 58.8% of the variation in brand loyalty ($F = 69.278$, $p < 0.05$). The findings indicate that integrating targeted, personalized digital content with routine green initiatives strengthens customer engagement and repeat purchase behavior. Managers are advised to enhance content personalization, link CRM with automated responses, schedule regular sustainability programs, and offer participation incentives to build sustained brand loyalty.

Keywords: Brand Loyalty, Digital Marketing Strategies, Environmentally Friendly Innovation, Retail Marketing Medan, The Body Shop Thamrin Plaza Medan

INTRODUCTION

In the era of globalization, the development of information and communication technology has changed the scope of marketing in general. Multinational companies are now leveraging digital platforms to reach audiences globally with more efficient costs and wider coverage. Social media, websites, and mobile applications have become the main channels for brand-customer interaction, creating opportunities for companies to appear relevant and responsive in the eyes of consumers worldwide. At the same time, global awareness of environmental issues continues to rise alongside the increasing reports of climate change, plastic pollution, and depletion of natural resources. Raising public awareness about environmental preservation requires a holistic and sustainable approach (Nurjanah & Candra, 2024). Modern society tends to choose eco-friendly products in their consumption activities, so businesses, whether they like it or not, must create eco-friendly products (Usada U & Murn AW, 2020). 84% of Indonesia's population claims to have purchased or used Eco-Friendly products. 50% of respondents stated that they prefer product packaging that is environmentally friendly. Meanwhile, 46% of respondents tend to use reusable utensils. Although seemingly simple, this step still contributes to reducing plastic consumption (Yonatan, 2024).

58% of Asia Pacific participants (including Indonesia) are willing to invest time and money to support companies that positively contribute to the environment, while 53% stated they have stopped purchasing products that have a negative impact on society and ecosystems (Nariswari, 202s2). Around 72% of the Indonesian population uses the internet, especially through smartphones, for online shopping (Fitri & Mahadi, 2023). 86% of respondents reported having made purchases through social media platforms; TikTok Shop (45%) leads, followed by WhatsApp (21%), Facebook Shop (10%), and Instagram Shop (10%).

The creation of innovative and environmentally friendly plastics is very important. Various environmental, health, and economic issues posed by conventional plastics have inspired many scientists to create biodegradable plastics, also known as bioplastics (Singh et al., 2024). Governments, NGOs, and consumers are demanding companies to adopt sustainable and environmentally friendly production practices. Companies that innovate with renewable raw materials, energy-efficient production processes, and easily degradable packaging are now seen as more socially responsible.

The Body Shop is a pioneer in the sustainable beauty industry since it was founded in 1976. The brand is known for its cruelty-free products and commitment to ethical sourcing of raw materials. With a long history of advocating for animal rights and fair practices for local producers, The Body Shop has built a reputation as a brand that not only pursues profit but also sustainability. Globally, The Body Shop leverages social media, blogs, and interactive websites to disseminate sustainability initiatives. Educational content on refill programs, packaging recycling, and the exploration of natural ingredients is routinely published. This digital approach fosters a community of environmentally conscious customers who remain loyal to the brand. Entering the Indonesian market, The Body Shop tailors its digital content to the culture. The campaign "Refill, Reuse, Repeat" is adapted and promoted through national influencers. In-store, stores in major cities provide refill facilities and a program for collecting used packaging for recycling.

The Body Shop Thamrin Plaza Medan occupies a strategic position in the shopping center, attracting upper-middle-class consumers. This outlet routinely holds geo-targeting based digital promotions and offers refill in-store services. Based on the obtained data, since Thamrin Plaza is a flagship store in the office and business area, it has a special loyalty member count of approximately 8,817 people.

Integrated offline and online activities create a personalized shopping experience and support loyalty. Collaborative efforts with the environmental community in Medan through clean-up events and workshops bring sustainability values to the local realm. Consumers view The Body Shop not only as a shopping place but also as a social change agent. Direct involvement in environmental activities strengthens the sense of ownership towards the brand. Below are the detail data of peoples in Indonesia.

Table 1. Details Data in Indonesia (Percentage)

Data	Value
Share of Indonesians who have used eco-friendly products	84%
Internet penetration for online shopping in Indonesia	72%
Consumers who purchased via social commerce (TikTok/WA/IG/Facebook)	86%
Typical engagement rate observed for @thebodyshopindo Instagram	0.01%

Brand loyalty shows that consumers are more likely to consistently choose one brand even when other alternatives are available. A high level of loyalty brings long-term benefits, such as stable revenue, lower customer acquisition costs, and positive word-of-mouth effects. Brand loyalty is an emotional attachment accompanied by the urge to behave positively towards the halal brand (Andita et al., 2021). Successful companies that build loyalty can endure longer in the face of competitive pressure and changing market trends. Loyalty also exists when customers resist the pressure to switch to other brands (Jung et al., 2020). Brand loyalty is a concept generated by comparing various brands of similar products. Consumers choose the products that best fit their needs, such as price and quality, through a comparison process (Zhang et al., 2023).

The main issue of this research lies in the unclear contribution of various digital marketing initiatives of The Body Shop Thamrin Plaza Medan towards consumer brand loyalty. Although various promotions have been conducted on social media, location-based advertising, and online loyalty programs have been intensively implemented, the results are not very satisfactory. Digitally, The Body Shop Indonesia's Instagram account (@thebodyshopindo) has recorded 825.2K followers with an engagement rate of only 0.01%, where the average likes per post reach 118 and comments 2. The chatbot implemented on The Body Shop Indonesia's official website is capable of responding 24/7, reducing customer wait times by about 60% and achieving an average user satisfaction score of 4.01 out of 5 in the chatbot service satisfaction study in Indonesia (Ferdianto, 2024). Likewise, the effects of each digital strategy that has been used to increase loyalty, which reflects customers' emotional attachment, have not yet been systematically explained, making it difficult to determine which strategies truly cultivate consumer fondness and a sense of ownership. On the other hand, in-store environmentally friendly initiatives such as refill services and upcycling workshops have received positive responses, but their role in enhancing loyalty tends to prompt consumers to make repeat purchases and recommend the brand still remains unclear (Indra et al., 2024). It is still unclear how much the program contributes to repurchase intent and brand advocacy among customers in Medan. In addition, the lack of understanding regarding the interaction between digital marketing strategies and environmentally friendly innovations creates a strategic gap; the company has not been able to integrate these two aspects to maximize brand loyalty at local outlets.

The integration of the right digital marketing strategies can provide a middle ground for companies to achieve growth while supporting sustainability. Digital marketing is a blanket term for targeted, measurable, and interactive marketing of goods or services using digital technology to reach and convert prospects into customers and retain them. (Sinaga et al., 2022). Marketing is an activity carried out to understand market needs, determine pricing, identify distribution channels, and establish promotional strategies for products that will be marketed to consumers (Sinaga, 2023). Marketing strategy is the company's effort to achieve certain objectives, because the potential for selling is very limited to the number of people who are aware of it (Sikki et al., 2021). Modern consumers, especially millennials and Gen Z, not only evaluate product quality but also the ecological values promoted by the brand. Educative digital content about environmental conservation efforts can strengthen engagement and create long-term emotional bonds. Practically, digital marketing strategies include content marketing, search engine marketing, social media ads, and collaborations with influencers. Digital analytics provide real-time data related to consumer behavior and preferences, allowing for strategy adjustments (Sinaga et al., 2024). From traffic monitoring to retargeting, companies can assess the effectiveness of campaigns and significantly improve marketing ROI.

Digital marketing strategies play a crucial role in enhancing loyalty by providing personal and relevant interactions. Digital marketing strategies is the company's strategy to achieve a marketing goal online by utilizing digital technology (Mavilinda et al., 2021).

On the other hand, in the current era that is developing now adds a new dimension to digital marketing, where consumer interactions are no longer limited to a two-dimensional screen, but can occur in an immersive three-dimensional virtual world (Sinaga & Brahmana, 2025). Through segmented email marketing, push notifications, and exclusive content, consumers feel appreciated according to their preferences. Digital loyalty programs, such as point and reward systems, further motivate consumers to make repeat purchases. Digital marketing strategies represent the ability to utilize inputs and resources, such as financial resources and loyalty, to generate customer capabilities, efficient sales, and desirable marketing outcomes (Prayogo et al., 2023). The digital marketing strategies with e-commerce and collaboration with local marketplaces serves as the backbone of The Body Shop's online sales in Indonesia. Chatbots and instant messaging services also enhance customer service responsiveness. This approach addresses the needs of Indonesian consumers who prioritize convenience and speed when shopping.

In the city of Medan, internet penetration and the adoption of digital marketing strategies with e-commerce are rapidly growing alongside the development of digital infrastructure. The character of Medan consumers, which combines modern values and local traditions, demands relevant marketing strategies. The use of appropriate advertising and collaboration with local community stakeholders in Medan further strengthens the sustainability message. The Body Shop Indonesia maximizes social media platforms such as Instagram, Facebook, and TikTok with sustainability content and influencer collaborations to spark engagement and user-generated content. They also implement content marketing and SEO through educational blogs, email marketing featuring exclusive promotions, as well as paid advertising and retargeting on Google Ads and Meta with dynamic product ads to boost conversions. On the customer service side, the integration of WhatsApp Business API and a 24/7 chatbot accelerates customer response by up to 60%. For e-commerce, The Body Shop manages the official website thebodyshop.co.id and a mobile app integrated with the loyalty program 'Love Your Body Member'. They form partnerships with Tokopedia and Shopee through official stores featuring cashback, vouchers, and flash sales, as well as taking advantage of social commerce through Instagram Shop, Facebook Shop, and live shopping on TikTok. This omnichannel approach expands reach, increases transactions, and strengthens customer loyalty in the digital era.

The level of content personalization in The Body Shop's digital marketing strategies at Thamrin Plaza Medan is still limited, resulting in posts and advertisements directed at consumers often feeling irrelevant to the characteristics of Medan consumers. The level of personalization in digital marketing refers to how deeply the content created, including text, visuals, and offers or promotions, is tailored to the specific characteristics of certain segments. The term 'inappropriate' here means that the posted content still takes a one-size-fits-all approach similar to outlets in Jakarta or Surabaya, thus failing to address the tastes and needs of Medan consumers. A specific example is The Body Shop's Instagram post promoting 'hydrating mist for tropical weather' without mentioning the pollution in Medan or the habits of office workers in Medan who return late at night, when they actually need extra antioxidant products.

The lack of segmentation based on demographic and psychographic data makes marketing messages less effective in raising awareness and belief in the brand, resulting in suboptimal loyalty development. Without understanding what the local community likes, efforts to gain more consumers will only end poorly. This media channel makes it difficult for companies to see the complete picture of how each platform contributes to the overall growth of loyalty, such as customer liking and emotional attachment. Because it is unclear how best to measure emotional relationships with consumers, content strategies become inconsistent, and opportunities to build strong connections are missed. Based on previous research conducted by Saputra & Shihab Saggaff (2024) It

shows that digital green marketing strategies have a positive and significant impact on brand image and customer loyalty. Delays in following up on consumer interest, such as comments on social media or inquiries through chatbots, indicate a lack of integration between digital marketing platforms, automated systems, and CRM. If we are slow to respond and the answers appear impersonal, customers are often reluctant to buy again and will not recommend the products to others. Without automated systems to follow up on online conversations until they convert into purchases, many opportunities from digital programs will be missed.

Environmentally friendly innovations in Indonesia are also demonstrated through upcycling workshops and recycling campaigns involving local communities. The Body Shop collaborates with environmental organizations to hold educational activities and real actions in various cities. Consumer involvement in these programs creates a deep emotional bond with the brand. Environmentally friendly innovations are realized through reducing the use of single-use plastics, selecting organic raw materials, and designing packaging that is refillable or biodegradable. Every small step in the production process has the potential to reduce carbon footprints and negative impacts on the environment. Innovations also foster fresh thinking that leads to value creation (Aprillia et al., 2023). Environmental innovation not only brings positive impacts to the environment by minimizing waste and reducing pollution and emissions, but it can also enhance company profitability by adopting innovative production methods and efficient resource use (Nadeem et al., 2020). Sustainable products are beginning to become a distinguishing factor in a competitive market, attracting consumers who want to contribute to nature preservation through their shopping choices. Conversely, environmentally friendly innovations influence consumers through the ethical values promoted by brands. Consumers who believe that their chosen products do not harm nature will continue to support those brands. Environmentally friendly innovations are recognized as practices that can significantly reduce environmental damage and contribute to ecological sustainability as well as economic profitability (Rasheed et al., 2024).

Consumer involvement in sustainability programs such as packaging recycling or refill services strengthens emotional commitment and reduces the likelihood of switching to competitors. Environmentally friendly innovation initiatives like refill services and upcycling workshops at The Body Shop Thamrin Plaza Medan are still implemented infrequently and not uniformly across all product lines. Without a definite schedule for restocking items, consumers will find it difficult to obtain the products they desire from The Body Shop. As a result, the perception that The Body Shop is truly committed to sustainability becomes weaker, thus brand loyalty based on environmental values has not been optimally formed.

Consumer awareness and understanding of environmentally friendly innovations are still low. Information about organic raw materials, energy-efficient production processes, and product carbon footprints is not always communicated clearly at the point when consumers ask staff about the composition. This affects customers' emotional attachment, as without educational explanations, consumers find it difficult to appreciate The Body Shop's sustainability efforts as part of the brand identity. The lack of measurable performance for environmentally friendly innovations hinders the evaluation of their impact on loyalty. There is currently no system in place to track consumer participation in recycling or refill programs along with repeat purchase frequency and recommendations to others. This lack of empirical data complicates management's efforts to optimize environmentally friendly innovation to truly drive repurchase intention and support for the brand. The collaboration between digital marketing and environmentally friendly innovation can create a synergistic effect that strengthens brand loyalty. Online content showcasing the product journey from raw materials to reused packaging is very engaging. This conveys a consistent message to consumers about the

brand's relationship with sustainability and deepens their sense of trust. Based on previous research conducted by Jinliang et al. (2023) shows that environmentally friendly innovation and sustainability have a significant positive impact on brand loyalty.

The novelty of this research lies in the use of digital marketing strategies based on environmental innovation present at The Body Shop Thamrin Plaza Medan. Although many studies have examined the effects of digital marketing strategies and environmentally friendly innovation separately, research that investigates the impact of the integration of both on brand loyalty in a local market like Medan is still limited. This study is expected to provide strategic insights to strengthen brand loyalty and positioning of The Body Shop Thamrin Plaza Medan in the local market. The research gap lies in the lack of studies that examine digital marketing strategies and environmentally friendly innovation. Most previous research has only separated digital marketing strategies or eco-friendly innovations without analyzing the interaction between the two in forming brand loyalty in Medan. Therefore, this study is conducted to see whether there is an influence of digital marketing strategies and environmentally friendly innovation on brand loyalty at The Body Shop Thamrin Plaza Medan.

LITERATURE REVIEW

Brand Loyalty

Brand loyalty is a key factor in increasing a company's market share (Pamungkas, 2019). Brand loyalty is an asset for the company in creating consumer sustainability in purchasing the company's products/services (Muna et al., 2021). Brand loyalty is at the core of brand equity, which is central to marketing, as brand loyalty is a measure of a customer's attachment to a brand (Suntoro & Silintowe, 2022). Based on the experts above, it can be concluded that brand loyalty is the level of consumer allegiance to a brand, demonstrated through repeat purchases and consistent preference for that brand, even in the presence of many other options in the market.

According to Suntoro & Silintowe (2022) there are 4 indicators of brand loyalty as follows:

1. Measuring Liking Brand
Measuring Brand Liking is the initial stage of brand loyalty that assesses consumers' positive attitudes and enthusiasm through satisfaction surveys, Net Promoter Score, and social media sentiment analysis. The results help identify key factors such as product quality, purchasing experience, and after-sales service to make marketing campaigns more targeted, encourage trials of new products, and strengthen short-term customer retention.
2. Preference for Brand
Affective Attachment is a deep emotional bond when the brand's core values align with the consumer's identity and lifestyle. This relationship is built through meaningful experiences at all touchpoints, from packaging design, community activities, to engaging storytelling and consistency in delivering personalized experiences that strengthen the sense of togetherness. As a result, consumers demonstrate stronger loyalty even in the face of cheaper or more accessible alternatives.
3. Trust
Trust is formed from consumers' belief that a brand keeps its promises regarding product quality, service quality, and social responsibility. Consumers are more tolerant of price changes or minor shortcomings if they are confident that the brand maintains standards of quality and honest communication. Transparency in the production process, reporting environmental impact, and quick responses to complaints strengthen trust. High trust reduces churn and makes loyalty more resistant to market fluctuations and reputation crises.

4. A Sense of Respect for a Brand That Evokes Closeness in Customer Emotions
Brand respect and emotional closeness mark the peak of loyalty when consumers not only like and trust a brand, but also admire it as a life partner. Respect grows from appreciation of the social, cultural, or personal values that the brand embodies, while emotional closeness is built through personal interactions such as humanistic loyalty programs, relevant messaging, and engaging storytelling. At this stage, every purchase becomes an expression of emotional bonding, making consumers brand advocates and remaining loyal even when competition changes drastically.

Digital Marketing Strategies

Digital marketing strategies is the use of the internet and other interactive technologies to create and connect dialogue between identified companies and consumers (Tyasari & Patrikha, 2023). Marketing strategy is a weapon for companies in facing dynamic business competition. The main goal of a company is to achieve profit, and this can also serve as a benchmark for the success or failure of a company in achieving its objectives (Widyaningrum, 2016). Digital Marketing is an activity of promotion, whether to promote a brand, product, or service using digital media (Tajudinnur et al., 2022). Based on the experts above, it can be concluded that digital marketing strategies is a directed plan used by businesses or organizations to promote products, services, or brands through various digital platforms such as social media, search engines, email, websites, and applications. According to Tajudinnur et al. (2022) there are 4 indicators of digital marketing strategies as follows:

1. Incentive Program
The Incentive Program encourages consumers to take specific actions on digital channels by offering direct rewards such as discounts, vouchers, or loyalty points, thus increasing conversion rates and engagement.
2. Site Design
Website design ensures an optimal user experience through responsive layouts, intuitive navigation, and high loading speed, making it easier for visitors to find information and reducing the bounce rate.
3. Interactive
Interactive emphasizes two-way communication between brands and audiences through features like live chat, polling, comments, and user-generated content, which enhance engagement and provide real-time insights.
4. Transaction
The transaction prioritizes the smoothness of the online purchasing process with secure payment methods, a streamlined checkout flow, and instant confirmation, thereby increasing customer trust, conversion rate, and repeat purchases.

Environmentally Friendly Innovation

Environmentally friendly innovation is an action taken by an individual or institution that includes thinking, development, and implementation of new ideas that are environmentally conscious, aimed at minimizing ecological risks to the environment (Nduru & Sumiati, 2025). Environmentally friendly innovation is the application of new technologies or devices in business activities aimed at creating products with high energy efficiency, minimizing pollution, or utilizing recycled waste as raw materials to produce eco-friendly products (Sari & Gantino, 2022). Environmentally friendly innovation, known as green innovation, is an effort made in industry that can be implemented in all aspects and developed sustainably in line with its growth from an environmental perspective (Pradnyandana & Yasa, 2017). Based on the experts above, it can be concluded that environmentally friendly innovation is the process of creating or developing new

products, technologies, services, or methods aimed at reducing negative impacts on the environment and supporting ecological sustainability.

According to Sari & Gantino (2022) there are 3 indicators of environmentally friendly innovation as follows:

1. New technology is used in the manufacturing process to reduce energy, water, and waste.
New technology is used in the manufacturing process to reduce energy, water, and waste. By adopting closed-loop systems, smart sensors, and advanced automation, every stage of production is monitored in real time to cut energy waste and minimize water consumption and waste.
2. Use fewer compounds that are non-polluting or hazardous.
Using fewer non-polluting or hazardous compounds Through the principles of green chemistry, raw materials are replaced with bio-based or environmentally friendly alternatives, thereby reducing toxic emissions, lowering risks for workers, and making the final products safer for consumers.
3. Choose environmentally friendly packaging (recyclable)
Choose eco-friendly packaging (recyclable) Packaging is designed to be minimalistic with as much recyclable material or biodegradable material as possible, supporting the circular economy and reducing waste footprint in every distribution cycle.

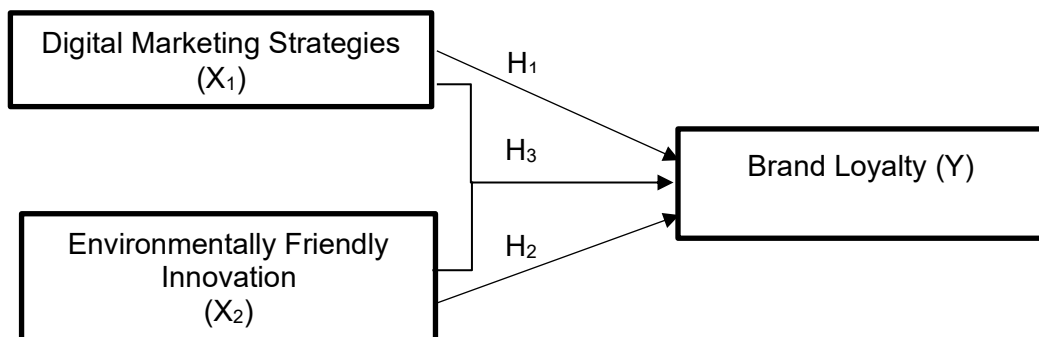


Figure 1. Theoretical Framework

The hypothesis in this research is:

- H₁: It is suspected that there is an influence of Digital Marketing Strategies on Brand Loyalty.
- H₂: It is suspected that there is an influence of Environmentally Friendly Innovation on Brand Loyalty.
- H₃: It is suspected that there is an influence of Digital Marketing Strategies and Environmentally Friendly Innovation on Brand Loyalty.

RESEARCH METHOD

This research was conducted at The Body Shop Thamrin Plaza Medan, located at Jalan M.H Thamrin Blok 2 No.75R, Kelurahan Sei Rengas II, Kecamatan Medan Area, Kota Medan, North Sumatra 20212, Indonesia. This type of research is quantitative research. The research was conducted by creating a questionnaire statement and distributing it to consumers, as well as processing the data using the SPSS (Statistical Product and Service Solutions) software application. The population in this study consists of buyers who make purchases at The Body Shop Thamrin Plaza Medan. Due to the unknown number of the population, the hair formula will be used, which states that the minimum

sample size is 5 times and the maximum is 10 times the number of indicators. The population is the entire object being studied, while the sample is only a part of that population (Sinaga, 2023). In the research, there are 11 indicators, the number of indicators used is: Minimum sample = number of indicators x 5 = 11 x 5 = 55 respondents, Maximum sample = number of indicators x 10 = 11 x 10 = 110 respondents. In this study, the researcher determined that the number of samples to be used is 100 buyers who made purchases at The Body Shop Thamrin Plaza Medan. This research uses incidental sampling technique. Incidental sampling is a sample determination technique based on coincidence, meaning anyone who happens to meet the researcher can be used as a sample, if the person encountered is deemed suitable as a data source (Sugiyono, 2022).

RESULTS

In this study conducted with a regression analysis model, where regression analysis will process data with the aid of SPSS version 25 with 100 respondents who made purchases at The Body Shop Thamrin Plaza Medan. This study uses validity tests as a tool to measure whether the questionnaire is valid or not, and reliability tests. The results of the study through validity and reliability tests indicate that the value of Rhitung on the indicators of the Digital Marketing Strategies variable, Environmentally Friendly Innovation, and Brand Loyalty is greater than Rtable, thus stated to be valid. Meanwhile, the results of the reliability test show that the Cronbach's Alpha value of each of the above variables has exceeded 0.60, thus according to the standards it can be concluded that all variables are reliable or dependable.

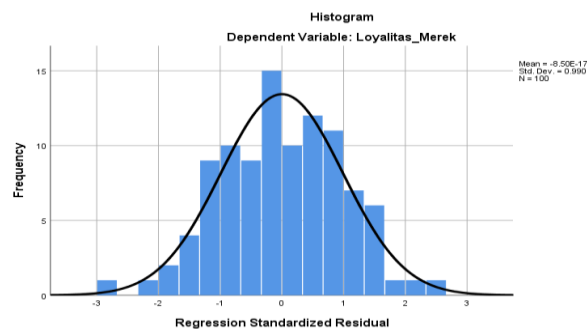


Figure 2. Normality Test Results
Source: Data processed,2025

The results of the histogram normality test show that the research data is normally distributed, as indicated by the direction of the data line following the histogram line in the histogram normality test.

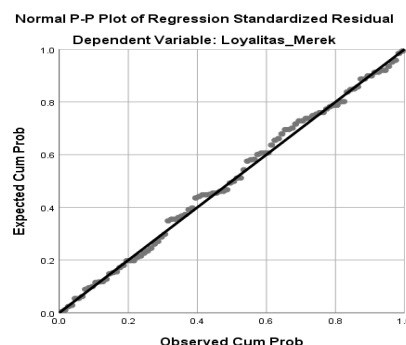


Figure 3. Normal Probability Plot of Regression
Source: Data processed,2025

Pada gambar 3 di atas menunjukkan bahwa titik data berada di sekitar garis diagonal dan mengikuti arah garis diagonal, sehingga model regresi memenuhi asumsi normalitas.

Table 2. Multicollinearity Test

Variable	Tolerance	VIF
Digital Marketing Strategies (X1)	0.542	1.844
Environmentally Friendly Innovation (X2)	0.542	1.844

Source of Processed Data 2025

Based on the table above, the correlation value for the Digital Marketing Strategies and Environmentally Friendly Innovation variables has a tolerance value (0.542) > 0.1 and a VIF value (1.844) < 10, so it can be concluded that the Digital Marketing Strategies and Environmentally Friendly Innovation variables do not have multicollinearity.

Table 3. Multiple Linear Regression Test

Model		Unstandarized Coefficients
		B
1	(Constant)	7.308
	Digital Marketing Strategies	.408
	Environmentally Friendly Innovation	.456

Source of Processed Data 2025

$$\text{Brand Loyalty} = 7.308 + 0.408 \text{ Digital Marketing Strategies} + 0.456 \text{ Environmentally Friendly Innovation} + e$$

Based on this equation, it can be concluded that the constant 7.308 statistically means that if Digital Marketing Strategies and Environmentally Friendly Innovation have a value of 0, then Brand Loyalty remains at 7.308. The regression coefficient of the Digital Marketing Strategies variable (X1) of 0.408 shows that for every increase in the Digital Marketing Strategies variable by 1 unit, Brand Loyalty will increase by 0.408 units and its coefficient is positive, thus it can be concluded that Digital Marketing Strategies has a positive effect on Brand Loyalty at The Body Shop Thamrin Plaza Medan. The regression coefficient of the Environmentally Friendly Innovation variable (X2) of 0.456 shows that for every increase in the Environmentally Friendly Innovation variable by 1 unit, Brand Loyalty will increase by 0.456 units and its coefficient is positive, so it can be concluded that Environmentally Friendly Innovation has a positive effect on Brand Loyalty at The Body Shop Thamrin Plaza Medan.

Table 4. t Test

Variabel	t	Sig
Digital Marketing Strategies	4.703	.000
Environmentally Friendly Innovation	4.765	.000

Source of Processed Data 2025

In the table above, Digital Marketing Strategies (X1) shows that the t-count value (4.703) > t-table (1.9847) with a significance level (0.000) < 0.05, thus it can be concluded that Digital Marketing Strategies has a positive and significant partial effect on Brand Loyalty at The Body Shop Thamrin Plaza Medan. Meanwhile, Environmentally Friendly Innovation (X2) shows that the t-count value (4.765) > t-table (1.9847) with a significance level (0.000) < 0.05, thus it can be concluded that Environmentally Friendly Innovation

has a positive and significant partial effect on Brand Loyalty at The Body Shop Thamrin Plaza Medan.

Based on the research conducted on the F Test, it shows that the calculated F value (69.278) > table F value (3.09) with a significant level (0.000) < 0.05, thus it can be concluded that Digital Marketing Strategies and Environmentally Friendly Innovation have a simultaneous effect on Brand Loyalty at The Body Shop Thamrin Plaza Medan.

Based on research conducted on the Coefficient of Determination, it shows that the obtained R Square value is 0.588. This test result indicates that 58.8% of Brand Loyalty is influenced by the variables of Digital Marketing Strategies and Based on research conducted on the Coefficient of Determination, it shows that the obtained R Square value is 0.588. This test result indicates that 58.8% of Brand Loyalty is influenced by the variables of Digital Marketing Strategy and Environmentally Friendly Innovation, while the remaining 41.2% is influenced by other variables not examined in this study like customer trust, perceived value, and customer experience.

DISCUSSION

Digital Marketing Strategies on Brand Loyalty

The results of the analysis show that digital marketing strategies have a positive and significant effect on brand loyalty at The Body Shop Thamrin Plaza Medan ($\beta = 0.408$; $t = 4.703$, $p < 0.05$). Targeted ads, personalized emails, and a 24/7 chatbot help customers feel noticed and supported by The Body Shop Thamrin Plaza Medan. When messages are tailored to a shopper's needs and questions are answered quickly, shoppers are more likely to like the brand, trust it, and keep choosing it. The findings of this study are in line with research conducted by Sudirjo et al. (2023) where the results show that effective digital marketing strategies can have a positive impact on customer loyalty.

Environmentally Friendly Innovation on Brand Loyalty

Environmentally friendly innovation has also been shown to have a significant positive effect on brand loyalty ($\beta = 0.456$; $t = 4.765$, $p < 0.05$). Recycling workshops and biodegradable packaging make customers proud to support The Body Shop's green efforts and feel involved in the brand's sustainability. These activities create an emotional bond because shoppers see their actions as helping the environment. However, the programs happen inconsistently and information about product materials and carbon footprints is not communicated clearly, which weakens customers' understanding and trust. The results of this study are in line with research conducted by Jinliang et al. (2023) where the results show that environmentally friendly innovation and sustainability have a significant positive effect on brand loyalty.

Digital Marketing Strategies and Environmentally Friendly Innovation on Brand Loyalty

The simultaneous test shows that both variables together explain 58.8% of the variation in brand loyalty ($F = 69.278$, $p < 0.05$). The study shows that combining digital marketing with green innovations can strengthen loyalty: The Body Shop should use all channels (store, website, social media) to tell a clear sustainability story from ethical sourcing and energy-efficient production to refillable packaging. Short videos, blog posts, and customer shares on Instagram or TikTok can invite shoppers to join the brand's environmental efforts. This joined-up communication helps customers buy again and encourages them to recommend the brand to others. The findings of this study are in line with research conducted by Afif Setiantono & Ali (2025) where the results show that

digital marketing strategies, customer relationship management, and value propositions have a positive and significant effect on brand loyalty.

CONCLUSION

This research shows that the variables of digital marketing strategies and environmentally friendly innovation both have a positive and significant impact on brand loyalty at The Body Shop Thamrin Plaza Medan. Partially, every increase in the score of the digital marketing strategy and every increase in the score of environmentally friendly innovation adds to brand loyalty. Simultaneously, these two variables can explain brand loyalty at that outlet. Recommendations that can be given to The Body Shop include the need to enhance the sophistication of content personalization by segmenting consumers based on age, lifestyle, habits, and local needs. For example, showcasing skincare products for night workers or extra antioxidants to combat air pollution in Medan. Integrating customer relationship management systems with automated chat services will ensure quick and personalized responses to every comment or question. Regarding the environmentally friendly innovation variable, it is recommended to create recycling workshops announced well in advance through social media and in-store materials. Providing incentives in the form of loyalty points or vouchers for customers who actively participate in the program at least twice a month will increase participation.

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