

***The Infuelcer Of Green Marketing And Brand Image On Consumer Loyalty  
(Case Study At KFC Jember )***

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Increasing public awarenes of environmental issue encourages companies to implement marketing strategies oriented towards environmental concerns or green marketing. In addition, a positive brand image is also an importan factor in bulding consumer loyalty. This study aims to analyze the influence of green marketing and brand image on consumer loyalty at KFC Jember. The research method used is quantitative method with a survey approach. Data collection was carried out by distributing questionnaires to 60 respondents who are KFC Jember consumers and have made purchases more than one. The data analysis technique in this study uses multiple linier regression using the SPSS program. The results of the study show that partially green marketing has a positive and significant effect on consumer loyalty with a calculated t value of  $3.972 > t \text{ table } 2.002$  and a significance value of  $0.000 > 0.05$ , brand image also has a positive and significant effect on consumer loyalty with a calculated t value of  $2.526 > 2.002$  and a significance value  $0.014 > 0.05$  silmutaneously, green macketing and brand image have a positive and significant effect on consumer loyalty at KFC Jember with a calculated F value  $37.432 > 3.159$ . This finding indicates that the consistent implementation of green marketing strategies and strong brand image can increase consumer loyalty.

*Keywords: green marketing, brand image, consumer loyalty*