

Measuring the Contribution of Brand Image, Brand Trust, and Brand Loyalty to Sustainable Purchasing Behavior: A Case Study of The Body Shop in Malang

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Abstract: This study aims to analyze the influence of Brand Image, Brand Trust, and Brand Loyalty on sustainable purchasing behavior among The Body Shop consumers in Malang. Using a quantitative approach with bootstrapping analysis in the Structural Equation Modeling (SEM) model, this study tested the direct relationship between variables based on primary data from 200 respondents. The results show that Brand Trust and Brand Loyalty have a significant and positive influence on sustainable purchasing, with path coefficients of 0.375 (t -statistic = 3.462) and 0.445 (t -statistic = 3.386), respectively, and a p -value = 0.000, indicating these two variables as the main drivers in the context of sustainable marketing. However, Brand Image does not show a significant direct influence, although it still plays a role as a foundation for forming initial perceptions. This finding confirms that the success of a sustainable marketing strategy depends not only on brand image, but more strongly on credibility and long-term emotional bonds with consumers. Thus, companies are encouraged to build transparency, consistency, and authentic customer experiences to strengthen trust and loyalty as the key to transforming attitudes into sustainable actions.

INTRODUCTION

The cosmetics industry in Indonesia is experiencing rapid growth along with increasing public awareness of the importance of self-care and appearance. The economic potential for personal care products in Indonesia is enormous with consistent growth, where consumers are increasingly choosing cruelty-free products as a lifestyle choice that supports environmental conservation ([Amalia & Darmawan, 2023](#)). This is driving a shift in consumer preferences, especially among the younger generation, who are willing to pay more for brands that align with the values of sustainability and social responsibility ([Suttharattanagul & Manotungvorapun, 2026](#)).

This growth is driven by various factors, including rising incomes, urbanization, and

changing lifestyles. The global beauty industry has proven highly resilient to economic fluctuations, with sales volumes maintained thanks to consistent and increasing product use among both men and women ([Dirgantari et al., 2022](#)). Amidst the competitive market, brands strive to differentiate themselves not only through product quality but also through their ability to build and maintain consumer trust ([Monfort et al., 2025](#)). Sustainable business practices encompassing environmental, social, and economic dimensions not only increase customer retention but also create a competitive advantage by fostering brand loyalty ([Monfort et al., 2025](#)). Amidst intense competition in the cosmetics industry, many brands have begun to adopt the concept of sustainability as a means of product differentiation and to appeal to consumers who are increasingly concerned about environmental and social issues ([Grădinaru et al., 2022](#)). This paradigm shift requires companies to focus not only on financial profits but also on considering the social and environmental impacts of their entire supply chain as part of a triple bottom line strategy ([Grădinaru et al., 2022](#)).

This phenomenon aligns with increasing consumer awareness of the environmental impact of the products they consume. Modern consumers no longer consider only product quality but also the ethical and sustainable values embraced by the brand. This sustainable purchasing behavior is crucial for companies to understand how consumer perceptions of brand image and the level of trust that is built can mediate their purchase intentions amidst industry competition that is predicted to reach significant market value in the coming years ([Aurellia et al., 2023](#); [Suyanto & Dewi, 2023](#)). This shows that sustainability is no longer just a temporary trend, but has become fundamental in modern marketing strategies that affect the entire product lifecycle. The Body Shop is an international cosmetics brand that has long been known for its commitment to sustainability and social responsibility. The brand consistently integrates ethical principles into its business strategy, such as through its Community Fair Trade program and anti-animal cruelty advocacy, to meet the demands of consumers who are increasingly concerned about the environmental and social impacts of cosmetic products ([Adil et al., 2024](#); [Grădinaru et al., 2022](#)).

However, to understand in-depth the factors that encourage consumers in Malang City to continue choosing The Body Shop among various other cosmetic product alternatives, an empirical study is needed regarding the role of brand image, brand trust, and brand loyalty in shaping sustainable purchasing behavior. This study focuses on analyzing how consumer perceptions of ethical brand image, level of trust in sustainability claims, and loyalty formed from consumption experiences significantly influence sustainable purchasing decisions ([Agu et al., 2024](#); [Lee & Jeong, 2022](#)).

In Malang, The Body Shop's presence has attracted the attention of consumers who are increasingly critical of sustainability issues. Malang, as an educational city with a relatively well-educated population, presents a good market potential for sustainability-based products. However, the exact factors that motivate consumers in Malang to make sustainable purchases of The Body Shop products remain unknown.

LITERATURE REVIEW

Brand Image

Brand image is defined as a set of associations formed in the minds of consumers about a brand that reflects their perceptions and beliefs about the attributes and benefits offered, thus distinguishing the brand from its competitors in the market ([Agu et al., 2024](#)). According to Keller, brand image refers to a set of associations connected to a brand and stored by consumers in their memory ([Prados - Peña et al., 2022](#)). Brand image is formed through a series of

information and consumer experiences collected over time, including promotions, product use, and word-of-mouth communication ([Desmaryani et al., 2023](#)). A strong and positive brand image plays an important role in shaping consumer preferences for sustainable products, as brand associations that reflect environmental and social responsibility can increase the product's appeal in the eyes of ethically conscious consumers ([Ashwini & Aithal, 2023](#); [Suttharattanagul & Manotungvorapun, 2026](#)). Previous research has shown that a positive brand image significantly influences consumer attitudes and behavior, where sustainable marketing activities can increase customer satisfaction, trust, and loyalty ([Gong et al., 2023](#)). This occurs because brand image helps consumers form perceptions of the company's tangible and intangible aspects, which ultimately influence their purchasing decisions ([Lee & Rhee, 2023](#)). Consumers tend to prefer brands that align with their sustainability and social responsibility values, as a strong brand image facilitates product differentiation and enhances consumers' ability to identify how a brand can ethically meet their needs ([Adam et al., 2022](#); [Suttharattanagul & Manotungvorapun, 2026](#)). In addition, brand image serves as a mental representation that allows consumers to distinguish one brand from its competitors based on beliefs and associations that have been embedded in memory ([Samosir et al., 2023](#)).

Brand Trust

Brand trust is defined as the willingness of consumers to rely on a brand's ability to fulfill its promises and its performance consistently, which includes aspects of competence in product quality and integrity in company behavior ([Monfort et al., 2025](#)). In a transaction situation full of uncertainty, brand trust describes consumers' confidence that the brand will provide product quality according to expectations and will not exploit consumers unintentionally ([Tripopsakul & Puriwat, 2022](#)).

Brand trust is a crucial component in building long-term relationships between consumers and brands. According to Morgan and Hunt, trust consists of two main dimensions: credibility and benevolence, where credibility reflects confidence in the brand's expertise and honesty, while benevolence indicates the brand's good intentions in acting in the consumer's best interests ([Imran & Gunawa, 2025](#)). The credibility dimension encompasses consumers' perceptions of the company's technical expertise and honesty in conveying information, while the benevolence dimension relates to the belief that the company has genuine intentions to act in the consumer's best interests without ulterior motives ([Agu et al., 2024](#)). High brand trust encourages consumers to reduce perceived risks related to product performance and the veracity of ethical claims, thereby facilitating the formation of long-term commitment and loyalty to the brand ([Nagendra et al., 2024](#)). In the context of sustainable purchasing, brand trust is crucial because consumers need to be confident that the brand's sustainability claims are truly fulfilled. Consistency and honesty in brand messaging play a crucial role in strengthening perceptions of integrity and competence. Effective communication of sustainability commitments not only enhances brand image but also solidifies the foundation of consumer trust ([Monfort et al., 2025](#)).

The Body Shop has built consumer trust through transparency in its production processes, independent certifications (such as Leaping Bunny for animal-testing-free products), and publicly accessible social responsibility reports. This trust is a crucial foundation for encouraging consumers to make sustainable purchases.

Brand Loyalty

Brand loyalty is defined as a deep consumer commitment to repurchase or reuse

products/services from a particular brand consistently in the future, resulting in repeat purchases of the same brand despite situational influences and marketing efforts from competitors that could potentially lead to switching behavior. This loyalty includes components of psychological attitudes and behavioral intentions that arise as a result of satisfaction and trust formed through ongoing positive consumer experiences ([Aisyah, 2023](#)). Behavioral loyalty is reflected in consistent repeat purchases, while attitudinal loyalty describes the psychological attachment and intention to maintain a relationship with a brand despite the presence of more attractive alternatives situationally ([Zhang et al., 2025](#)). Behavioral loyalty is reflected in consistent repeat purchases, while attitudinal loyalty describes the psychological attachment and intention to maintain a relationship with a brand despite the presence of more attractive alternatives situationally. Consumers who have high attitudinal loyalty tend to show resistance to offers from competitors, because they feel emotionally attached and believe that their chosen brand is able to provide better value in accordance with their expectations and principles ([Agu et al., 2024](#)). Consumers who feel emotionally and ethically connected to a brand are more likely to make repeat purchases and provide positive recommendations, because they believe that their support for the brand is part of the contribution to solving social and environmental problems ([Agu et al., 2024](#)). This is in line with the view that brand loyalty arises as a result of authenticity and ongoing trust, where positive dispositions towards the brand encourage re-engagement and repeat purchases ([Lyu et al., 2026](#)).

In the context of The Body Shop, brand loyalty is not only reflected in the frequency of purchases, but also in consumers' support for the values embraced by the brand. Consumers who are loyal to The Body Shop tend not only to purchase products consistently, but also become advocates for the brand by recommending it to others and defending the brand against criticism. The relationship between attitudinal loyalty and behavioral loyalty is mutually reinforcing, where preference and positive emotional connection to the brand ultimately drive tangible manifestations in the form of consistent repeat purchases ([Le, 2021; Meeprom et al., 2023](#)).

Sustainable Purchasing Behavior

Sustainable purchasing behavior is defined as the actions of consumers who consciously consider environmental and social impacts in the purchasing decision-making process, where preference is given to products that minimize ecological damage and support social justice ([Maulidah et al., 2024](#)). Consumers who adopt this behavior tend to evaluate the entire product life cycle, from raw material sourcing, production processes, to waste disposal stages, to ensure that their consumption choices are aligned with the principles of sustainability and ethical responsibility ([Agu et al., 2024](#)). Consumers who have a sustainable consumption value orientation show higher purchase intentions towards brands that are able to credibly communicate environmental and social commitments ([Suttharattanagul & Manotungvorapun, 2026](#)). In the context of the cosmetics industry, cruelty-free purchasing practices are often a key indicator of ethical purchasing behavior, where consumers avoid products tested on animals as a form of moral responsibility towards living beings ([Dodanwala & Weerasekera, 2023](#)).

Sustainable purchasing behavior refers to purchasing decisions that consider the environmental and social impacts of products and their production processes, so that consumers consider not only functional utility but also the ethical implications of their consumption on the planet and society ([Agu et al., 2024](#)). Consumers who adopt this behavior demonstrate a willingness to sacrifice convenience or pay a premium price to minimize their carbon footprint and support fair business practices ([Drennan et al., 2023](#)). This behavior encompasses various

aspects such as preferences for environmentally friendly products, ethically produced products, products with recyclable packaging, and products not tested on animals.

The level of adoption of sustainable purchasing behavior is influenced by various factors, including: Psychological factors such as perceived value, pro-environmental attitudes, and purchase intentions that are influenced by trust in brand sustainability claims ([Agu et al., 2024; Demaj & ISUFI, 2024](#)). Social factors that include subjective norms and the influence of reference groups in shaping perceptions regarding the appropriateness of responsible consumption choices. Situational factors related to product availability, affordability, and ease of access to information about product impacts, where infrastructure or cost constraints are often the main obstacles for consumers to translate good intentions into real purchasing actions. In addition, effective marketing strategies and transparent communication regarding sustainability commitments play an important role in bridging the gap between intentions and actual behavior, because consumers need assurance that their values are in line with the company's business practices ([Anjorin et al., 2024](#)). This study adopts a quantitative approach with an explanatory research design to explain the influence of independent variables, namely brand image, brand trust, and brand loyalty on the dependent variable, namely sustainable purchasing behavior among The Body Shop consumers in Malang ([Anjorin et al., 2024; Tran & Le-Anh, 2025](#)).

METHOD

This study used a quantitative approach with an explanatory research design to test causal relationships between variables. Data were collected through questionnaires and analyzed using Structural Equation Modeling with SmartPLS software (Eunike et al., 2025; Maulidah et al., 2024).

The population in this study was all The Body Shop consumers in the Malang area who had purchased products. The sampling technique used was non-probability sampling with a purposive sampling method to ensure respondents met the predetermined criteria (Demaj & ISUFI, 2024). These criteria included being at least 17 years old, having purchased The Body Shop products within the last three months, and residing in the Malang area (Adialita et al., 2024). The sample was drawn using the Slovin technique to determine a representative sample size from an unknown population, with a margin of error set at 5% (Maulidah et al., 2024).

Based on these calculations, the minimum sample size used in this study was 200 respondents, which were then analyzed using PLS-SEM analysis to test the validity and reliability of the instrument and the influence between variables (Maulidah et al., 2024; Puriwat & Tripopsakul, 2022).

RESULT AND DISCUSSION

This study employed a Partial Least Squares Structural Equation Modeling (PLS-SEM)-based data analysis approach, which encompasses two main evaluation stages. First, *the outer model* (measurement model) was tested to assess the validity and reliability of the indicators within each construct. Second, *the inner model* (structural model) was evaluated to test the significance and direction of the relationships between constructs according to the proposed hypothetical framework.

1. Outer Model

The outer model is used to evaluate the relationship between latent variables and their

measuring indicators to ensure the validity and reliability of the instrument. Testing encompasses three main aspects: convergent validity, discriminant validity, and construct reliability, which collectively ensure the quality of the measurements in the research model.

a) Convergent Validity

Convergent validity is a measure used to assess the extent to which indicators within a latent construct are interrelated and consistently reflect the same concept. A construct is said to have good convergent validity if the *loading factor value* for each indicator reaches at least 0.5, according to Hair et al. (2022). This indicates that the construct is able to explain more than 50% of the variance in its indicators, thus concluding that the measurement instrument used is accurate and precise in representing the intended latent variable.

Table 1. *Outer Loading Results of Convergent Validity Test*

Indicator	Brand Image	Brand Loyalty	Brand Trust	Sustainable Purchases	Information
BI1	0,667				Valid
BI2	0,799				Valid
BI3	0,737				Valid
BI4	0,819				Valid
BI5	0,818				Valid
BL1		0,838			Valid
BL2		0,840			Valid
BL3		0,870			Valid
BL4		0,777			Valid
BL5		0,861			Valid
BT1			0,595		Valid
BT2			0,683		Valid
BT3			0,559		Valid
BT4			0,668		Valid
BT5			0,761		Valid

SP1	0.603	Valid
SP2	0.688	Valid
SP3	0.736	Valid
SP4	0.633	Valid
SP5	0.594	Valid

Data Source Processed by SEM-PLS 4.0. 2026

Based on the data above, it is known that all loading factor values are above 0.5 so the data is declared valid.

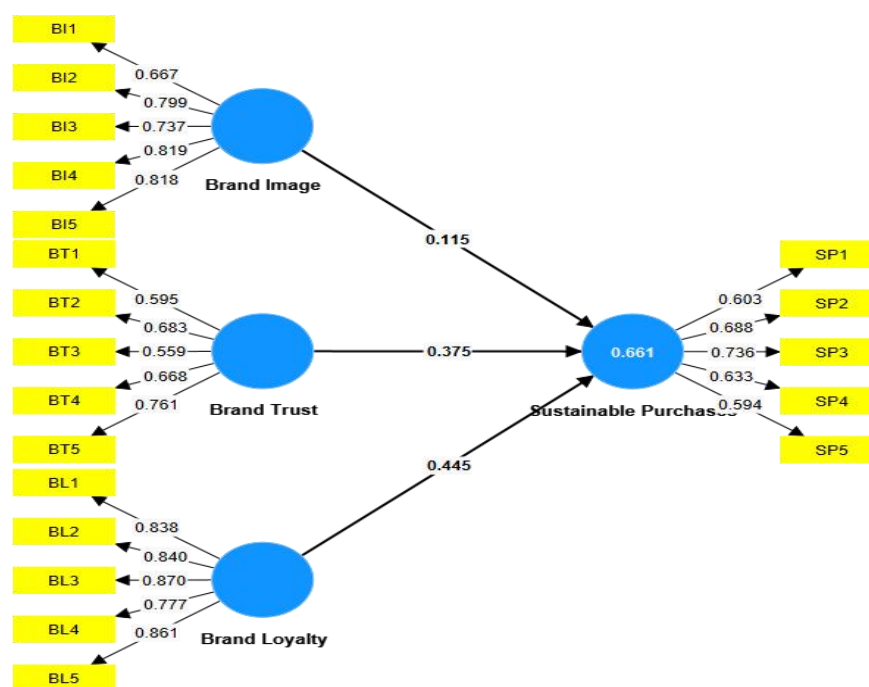


Figure 1: Outer Model Results

Source : Data processed by SEM-PLS, 2026

b) Construct Reliability

Construct reliability can be analyzed using one of two methods: Cronbach's alpha and composite reliability. Both methods are used to test the reliability of indicators within a variable.

1) Cronbach's Alpha and Composite reliability

Cronbach's Alpha is one of the main measures for testing the reliability of a construct in PLS-SEM analysis. A high Cronbach's Alpha value indicates that the indicators in a latent variable have high consistency in measuring the same construct, making it suitable for use in the analysis. However, in the PLS-SEM approach, *composite reliability* is prioritized because it does not assume equal weighting between

indicators. To assess construct reliability in PLS-SEM, *Cronbach's Alpha* and *Composite Reliability* are used, with a standard of ≥ 0.7 as the ideal limit (Nunally & Bernstein, 1994; Hair et al., 2022). However, in exploratory research, values above 0.6 are acceptable, especially if supported by strong theoretical arguments. Although *Cronbach's Alpha* tends to be conservative, *Composite Reliability* is more appropriate for latent variables and is recommended as the primary reference.

Table 2: Cronbach's Alpha and Composite Reliability Values

Variables	Cronbach's alpha	Composite reliability (rho_c)	Information
Brand Image	0.828	0.879	Reliable
Brand Loyalty	0.893	0.922	Reliable
Brand Trust	0.673	0.790	Reliable
Sustainable Purchases	0.664	0.787	Reliable

Source: Data Processed by Sem-PLS 4.0. 2026

Based on the results of the reliability analysis, all variables in this study were declared reliable. The *Cronbach's Alpha* values for the four variables were above 0.6, with three of them (Brand Image, Brand Loyalty, and Sustainable Purchases) approaching or exceeding 0.7, indicating good internal consistency. Meanwhile, the more accurate *Composite Reliability* in the context of PLS-SEM showed values above 0.7 for all variables, namely 0.879 (Brand Image), 0.922 (Brand Loyalty), 0.790 (Brand Trust), and 0.787 (Sustainable Purchases), confirming that the constructs have strong reliability. Thus, all constructs were declared feasible and stable for use in further analysis.

2) Model Fit Test

The Model Fit Test is carried out by looking at the estimated output results of Smart PLS version 4.0 compared to the criteria as explained in the following table.

Table 3: Fit Model

	Estimated model	Rule of Thumb	Information
SRMR	0.099278215	Less than 0.10	Fit
d_ULS	2.069794425	> 0.05	Fit
d_G	1.088119772	> 0.05	Fit
Chi-square	276,1027739	276,102 > 37,65	Fit

NFI 0.581459997 Approaching Value 1 Fit

Source: Data Processed by Sem-PLS 4.0. 2026

Based on the results of the model feasibility test, all indices indicate that this model is fit and acceptable for further analysis. The SRMR value (0.099) is smaller than 0.10, d_ULS (2.07) and d_G (1.09) are greater than 0.05, and the Chi-square value (276.10) exceeds the limit of 37.65, indicating the model's suitability to the data. Although the NFI (0.58) has not yet optimally approached 1, it is still within the limits of acceptance in the context of exploratory research. The results of the model feasibility test indicate that the data in this study are representative enough to analyze the relationship between latent variables, with a level of confidence that the model built is in accordance with the empirical data and has adequate predictive power.

2. Inner Model

The Inner Model in PLS-SEM is used to evaluate the causal relationship between latent variables, with assessment based on significance (through bootstrapping), the coefficient of determination (R^2) which shows the amount of explained variance, and the effect size (f^2) as a measure of the substantive influence of an independent variable on the dependent variable.

a. R Square (R^2)

R^2 in PLS-SEM describes the ability of independent latent variables to explain the variance of the dependent variable, with values ranging from 0 to 1. The higher the R^2 value, the stronger the model's predictive power on the dependent variable.

Table 4: R Square (R^2) Test Results

Variables	R-square	R-square adjusted
Sustainable Purchases	0.661	0.641

Source: Data Processed by Sem-PLS 4.0. 2026

The R^2 value of 0.661 indicates that the independent variables, namely *Brand Image*, *Brand Trust*, and *Brand Loyalty*, are able to explain 66.1% of the variation in *Sustainable Purchases*, while the remaining 33.9% is influenced by other factors outside the model. The adjusted R^2 value of 0.641 confirms that the model remains stable and does not experience *overfitting*, because a small decrease from R^2 to R^2 adjusted indicates good consistency and generalization. Thus, the model has strong predictive power and can be relied upon for further analysis.

b. Significance (Hypothesis Testing)s

The significance test in PLS-SEM aims to determine whether the relationship between latent variables in the model is statistically significant. This test is performed using the *bootstrapping technique*, a repeated *resampling method* to estimate the *standard error* and calculate the *t-statistic* or *p-value*. A relationship is considered significant if the *p-value* is <0.05 (at a 5% significance level), meaning the proposed hypothesis is accepted.

A significant path coefficient indicates that the independent variable has a statistically supported influence on the dependent variable. The following presents the results of *the bootstrapping test* for the direct effect in the model.

Table 5: Hasil Path Coefficient Bootstrapping Direct Effect

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Brand Image -> Sustainable Purchases	0,115	0,142	0,123	0,930	0,176
Brand Loyalty -> Sustainable Purchases	0,445	0,434	0,131	3,386	0,000
Brand Trust -> Sustainable Purchases	0,375	0,372	0,108	3,462	0,000

Source: Data Processed by Sem-PLS 4.0. 2026

Bootstrapping test results show that the relationship between *Brand Image* and *Sustainable Purchases* is not significant ($p\text{-value} = 0.176$; $t\text{-statistic} = 0.930$), which indicates that brand image does not have a strong enough statistical impact on sustainable purchasing behavior in this model. On the other hand, *Brand Loyalty* shows a significant positive influence on *Sustainable Purchases* with a coefficient of 0.445, $t\text{-statistic}$ of 3.386, and $p\text{-value}$ of 0.000, meaning that the higher the consumer loyalty to the brand, the greater their tendency to make sustainable purchases. Similarly, *Brand Trust* also provides a significant positive influence with a coefficient of 0.375, $t\text{-statistic}$ of 3.462, and $p\text{-value}$ of 0.000, confirming that trust in the brand is an important factor in driving sustainable purchasing decisions. Thus, in this model, only *Brand Loyalty* and *Brand Trust* have a statistically significant influence on *Sustainable Purchases*, while *Brand Image* does not provide a strong enough contribution.

DISCUSSION

The Influence of Brand Image on Sustainable Marketing

Brand image plays a strategic role in shaping consumer perceptions of a company, particularly in the realm of sustainable marketing. Brands known for consistently implementing sustainable values, possessing a strong identity, and offering quality products with environmentally friendly practices tend to garner greater consumer attention and support. This can raise awareness of the importance of sustainability while building trust in the company's commitment. Consumers who perceive a brand as a pioneer in sustainability are generally more likely to choose that product, even if the price is relatively higher.

However, based on the findings of the PLS-SEM analysis, although conceptually Brand Image is believed to be influential, its relationship with sustainable purchasing behavior *is not* statistically significant ($p\text{-value} = 0.176$). This means that in the context of The Body Shop consumers in Malang, brand image itself is not strong enough to directly encourage sustainable purchasing actions. Factors such as *Brand Trust* and *Brand Loyalty* are proven to be more dominant as the main drivers of consumer decisions.

Therefore, while it is crucial to continue building a positive brand image, its impact on sustainable consumer behavior is likely to be indirect, namely through strengthening trust and loyalty. For a truly effective brand image, a company needs to balance it with transparency, integrity, and concrete evidence of its sustainability efforts. With this holistic approach, brands can create a greater and more lasting influence on consumer purchasing decisions.

The Influence of Brand Trust on Sustainable Marketing

Brand trust plays a crucial role in supporting the success of sustainable marketing . Brand trust reflects the level of consumer confidence that a brand is consistent, transparent, and has integrity in realizing its commitment to sustainability. In a consumer environment that is increasingly aware of environmental issues and business ethics, purchasing decisions are no longer determined solely by functional factors such as price or quality, but also by the values represented by the brand. When consumers believe that a brand truly carries out sustainable practices such as the use of natural raw materials, environmentally friendly production processes, or transparency in the supply chain, they will be more motivated to support the brand through concrete actions, namely by purchasing its products sustainably.

The findings of the previous statistical analysis strengthen the position of Brand Trust as a key factor: the relationship between *Brand Trust* and *Sustainable Purchases* is proven to be highly statistically significant with a $p\text{-value} = 0.000$, $t\text{-statistic} = 3.462$, and a path coefficient of 0.375. This means that any increase in consumer trust in a brand has the potential to increase their tendency to make sustainable purchases. In the case study of The Body Shop consumers in Malang, *Brand Trust* was identified as one of the two most dominant variables along with *Brand Loyalty* that directly drive this consumer behavior.

Therefore, building brand trust is not simply a reputation-boosting effort, but rather a strategic element that directly contributes to the success of sustainable marketing. Companies are encouraged to not only convey sustainability messages but also provide tangible evidence such as environmental certifications, regular sustainability reports, and honest and measurable campaign communications. With this approach, brand trust acts as a link between a company's sustainability claims and positive consumer responses, making it a key foundation for building an effective and sustainable *sustainable marketing strategy*.

The Influence of Brand Loyalty on Sustainable Marketing

Brand loyalty *has* a strong and significant influence on sustainable marketing . Brand loyalty reflects the level of consumer commitment to continue supporting, using, and recommending a brand over time, especially when the brand is perceived as consistent in implementing sustainable values. In the context of consumers who are

increasingly concerned about environmental and social issues, loyalty is not only built on product quality or price, but also on the alignment between the consumer's personal values and the values embraced by the brand. Brands that consistently demonstrate a commitment to sustainability such as the use of natural raw materials, recycled packaging, or community empowerment programs will be better able to create deep emotional attachments, thereby strengthening consumer loyalty.

The results of the previous statistical analysis showed that the relationship between *Brand Loyalty* and *Sustainable Purchases* was highly significant, with a $p\text{-value} = 0.000$, $t\text{-statistic} = 3.386$, and a path coefficient of 0.445. This means that the higher a consumer's loyalty to a brand, the greater their tendency to make sustainable purchases. In a case study of The Body Shop consumers in Malang, *Brand Loyalty* proved to be one of the two most dominant variables—along with *Brand Trust*—that directly drive sustainable purchasing behavior. Consumers who feel emotionally attached and loyal to a brand will more easily accept and support the sustainability initiatives offered, even if it means having to pay a little more.

Thus, building brand loyalty is not just about customer retention, but also about creating consumer alliances that support the sustainability agenda. Companies can strengthen this loyalty through consistent customer experiences, transparent communication, and engagement with tangible social and environmental issues. When loyalty is established, consumers become not just buyers but also brand advocates who actively promote sustainable values. In a *sustainable marketing strategy*, *brand loyalty* plays a key role in transforming attitudes into sustainable actions, making it a crucial element in building long-term success.

CONCLUSION

Based on the findings of statistical analysis and in-depth description of the influence of *Brand Image*, *Brand Trust*, and *Brand Loyalty* on *sustainable purchasing*, it can be concluded that brand trust and loyalty are the two most dominant factors in driving sustainable purchasing behavior. Although brand image plays a role in forming initial perceptions, its direct relationship to sustainable purchasing is not significant, while *Brand Trust* (with $p\text{-value} = 0.000$, $t\text{-statistic} = 3.462$, coefficient = 0.375) and especially *Brand Loyalty* (coefficient = 0.445, $t\text{-statistic} = 3.386$) are proven to strongly influence consumer decisions. This shows that consumers do not only look at the image, but rather assess the credibility and long-term commitment of a brand to sustainability. Thus, an effective *sustainable marketing strategy* must focus on building trust through transparency and concrete actions, as well as strengthening loyalty through consistent consumer experiences, so that positive attitudes towards sustainability can be converted into sustainable purchasing actions.

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