

**THE EFFECT OF GREEN MARKETING ON CUSTOMER LOYALTY WITH
PERCEIVED AUTHENTICITY AS A MODERATING VARIABLE AT
UNIQLO PAKUWON MALL SLEMAN**

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ABSTRACT

This study aims to examine the effect of green marketing strategy on customer loyalty with perceived authenticity as a moderating variable among Uniqlo consumers at Pakuwon Mall Sleman. The research employed a quantitative explanatory approach using purposive sampling with 106 respondents who had purchased Uniqlo products. Data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS 4. The results indicate that green marketing strategy has a positive and significant effect on customer loyalty. Furthermore, perceived authenticity significantly moderates the relationship between green marketing strategy and customer loyalty by strengthening the effect. These findings suggest that the effectiveness of green marketing depends not only on implementation but also on consumers' perception of the brand's authenticity.

Keywords: green marketing strategy, customer loyalty, perceived authenticity, SEM-PLS, sustainability