ABSTRACT

The rise of ethical consumerism and environmental consciousness within Indonesia’s digital economy has redefined brand loyalty dynamics in the e-commerce sector. This study investigates how firm ethicality, green marketing, and corporate social responsibility (CSR) influence consumer brand loyalty toward Tokopedia, one of Indonesia’s largest online marketplaces. Moreover, it explores how brand reputation, environmental concern, and social influence moderate these relationships. This research employs a quantitative, causal design using data collected from 122 Tokopedia users via structured questionnaires. Analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test eight hypotheses. The results indicate that firm ethicality has a significant positive effect on brand loyalty toward Tokopedia. In contrast, green marketing initiatives and CSR activities showed no significant direct influence. Among the proposed moderators, environmental concern strengthens the relationship between green marketing and brand loyalty. Brand reputation and social influence, however, do not exhibit any significant moderating effects. Interestingly, social influence emerged as the most impactful direct predictor of brand loyalty, despite not being hypothesized as such. The findings offer a more nuanced understanding of ethical and sustainability-driven loyalty in the context of emerging e-commerce markets.

Keywords: Firm Ethicality, Green Marketing, Corporate Social Responsibility (CSR), Consumer Brand Loyalty.