

***The Influence of Green Marketing, Halal Labels, and Product Quality on
Generation Z Consumer Loyalty to Somethinc Products in Jakarta***

By Khansa Kayla Kinania

Abstract

The increasing consumption of beauty products in Indonesia, especially among Generation Z, has driven the growth of increasingly innovative and competitive local brands. Behind this growth, there is a demand product that not only comply with safety and quality requirements, but also consider the sustainability and halal certification. Somethinc, as one of the local skincare brands, has developed numerous environmentally friendly initiatives, halal-labeled products, and quality that is recognized as being on par with international standards. This research seeks to investigate Generation Z consumer loyalty to Somethinc products by examining three key aspects: green marketing, halal labeling, and product quality. This research utilizes a descriptive quantitative approach with a sample size of 100 Generation Z respondents in Jakarta. The research instrument is a Likert scale questionnaire, with data analysis performed using SmartPLS software through outer and inner model tests. The results of this study indicate that green marketing and product quality influence consumer loyalty. Meanwhile, halal labeling does not influence consumer loyalty. This study carries important implications for the strategic importance of marketing approaches that not only highlight aesthetic value but also prioritize sustainability and consumer trust in the halal aspects and quality of products.

Keywords: *consumer_loyalty, green_marketing, halal_label, product quality.*

Pengaruh *Green Marketing*, Label Halal, dan Kualitas Produk terhadap Loyalitas Konsumen Generasi Z pada Produk Somethinc di Jakarta

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Abstrak

Meningkatnya konsumsi produk kecantikan di Indonesia, khususnya di kalangan Generasi Z, mendorong pertumbuhan merek lokal yang semakin inovatif dan berdaya saing. Di balik pertumbuhan tersebut, muncul tuntutan terhadap produk yang tidak sekadar memenuhi aspek keamanan dan kualitas, melainkan juga memperhatikan aspek keberlanjutan dan kehalalan. Somethinc sebagai salah satu merek *skincare* lokal hadir dengan berbagai inisiatif ramah lingkungan, produk berlabel halal, serta kualitas yang diakui setara standar internasional. Penelitian ini dimaksudkan untuk mengidentifikasi loyalitas konsumen Generasi Z terhadap produk Somethinc dengan meninjau tiga aspek utama: *green marketing*, label halal, dan kualitas produk. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan jumlah sampel 100 responden Generasi Z di Jakarta. Instrumen penelitian berupa kuesioner skala Likert, dengan analisis data dilakukan menggunakan perangkat lunak SmartPLS melalui uji *outer* dan *inner model*. Hasil penelitian ini menunjukkan bahwa *green marketing* dan kualitas produk berpengaruh terhadap loyalitas konsumen. Sedangkan label halal tidak berpengaruh terhadap loyalitas konsumen. Implikasi dari penelitian ini menekankan pentingnya strategi pemasaran yang tidak hanya menonjolkan nilai estetika, tetapi juga mengedepankan keberlanjutan dan kepercayaan konsumen terhadap aspek kehalalan dan kualitas produk.

Kata kunci: *green_marketing*, kualitas_produk, label_halal, loyalitas_konsumen.