



The Impact Of Green Brand Image Implementation And Legal Compliance On Customer Loyalty At MSME Grama Sphere Medan

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ABSTRACT

This study aims to analyze the influence of Green Brand Image and Legal Compliance in Business on Consumer Loyalty in MSMEs Grama Sphere Medan. In an era of increasing consumer awareness of sustainability issues and the importance of legal compliance, these two factors are considered to play an important role in shaping consumer trust and loyalty. This study uses a quantitative approach with an associative method, involving 80 respondents who have made at least two purchases at Grama Sphere. The data collection technique was carried out through a questionnaire with a Likert scale, and data analysis was carried out using multiple linear regression in SPSS 27. The results of the study indicate that both partially and simultaneously, Green Brand Image and Legal Compliance have a positive and significant effect on Consumer Loyalty. The coefficient of determination (R^2) value of 60.8% indicates that the independent variables are able to explain variations in consumer loyalty substantially. The implications of these findings suggest that MSMEs need to strengthen their environmentally friendly brand image and maintain legal compliance as a strategy in building long-term loyalty. This study contributes to the local literature on sustainable marketing and ethical and legal-based business practices.

INTRODUCTION

In the era of globalization and increasing public awareness of environmental issues, consumers are now increasingly selective in choosing products or services that not only meet

functional needs but also reflect sustainable values (Carrete et al., 2012). One concept developing in the business world is green brand image, namely a brand image associated with environmental concern (Chen, 2010). An environmentally friendly brand image can be an important factor in building consumer trust and loyalty, especially among the younger generation who are more concerned about sustainability issues (Zulfikar, 2024). On the other hand, legal compliance is also a crucial aspect of business operations, especially for Micro, Small, and Medium Enterprises (MSMEs) (Jomon, 2024). MSMEs that comply with the law regarding licensing, taxation, and business standards not only strengthen their business legitimacy but also increase consumer trust in the integrity and professionalism of those businesses (Khuan et al., 2024). As a creative and sustainability-oriented business, the MSME Grama Sphere Medan offers significant opportunities to develop consumer loyalty through the implementation of green business principles and sound legal compliance. However, the extent to which green brand image and legal compliance in business influence consumer loyalty remains a relevant question requiring further research.

This research is important because consumer loyalty is a long-term asset that can drive the growth and sustainability of MSMEs. By understanding the influence of these two variables on loyalty, Grama Sphere Medan and other MSMEs can formulate more effective and sustainable marketing and operational strategies. In the context of increasing consumer awareness of sustainability and legal compliance issues, MSMEs like Grama Sphere in Medan have begun implementing green business strategies that emphasize environmental sustainability and compliance with legal regulations. Despite adopting a green brand image and conducting legally compliant operations, consumer loyalty to Grama Sphere has not shown strong stability. Customer retention rates remain fluctuating, while some consumers do not fully understand or appreciate the value of legal compliance and green branding.

In recent years, public awareness of environmental issues has increased. Consumers now consider not only price and quality, but also the extent to which the brands they choose care about the environment (Lee, 2011). This gave birth to the concept of Green Brand Image, namely the image of a brand that is known to care about environmental preservation (Majeed et al., 2022). On the other hand, legal compliance in business, such as compliance with permits, taxation, and environmental regulations, is an important aspect in building consumer trust (Lange & Gouldson, 2010). MSMEs that comply with the law tend to be perceived as more responsible, professional, and trustworthy (Elpina, 2024). The Grama Sphere Medan MSME is one of the businesses that has begun adopting sustainable business practices and demonstrating regulatory compliance. However, consumer loyalty in today's highly competitive era is determined not only by product quality but also by consumer perceptions of social responsibility and business legality.

Although Grama Sphere has made efforts to build a green brand image and demonstrate compliance with applicable regulations, consumer loyalty to the brand has not significantly increased. This situation raises several important questions: Is the communicated green image truly embedded in consumer perception? Is compliance with the law a consumer consideration in determining brand loyalty? And to what extent do the two factors, namely green brand image and legal compliance, jointly influence consumer loyalty to Grama Sphere.

This research is important to conduct because it reflects a response to increasing consumer environmental awareness and the need for legal compliance in the business world, especially in the MSME sector (Purwoko et al., 2023). Focusing on Grama Sphere Medan as a case study, this research examines how green brand image and compliance with business regulations influence consumer loyalty. In addition to contributing to the development of sustainable marketing strategies and strengthening brand positioning, this research also fills a gap in local literature in this area. The findings of this study are expected to serve as a strategic reference for MSMEs in building long-term relationships with consumers through ethical, legal, and environmentally friendly approaches.

LITERATURE REVIEW

Green Brand Image

Green Brand Image refers to consumer perceptions of brands committed to environmental sustainability (Majeed et al., 2022). A brand with a green image is typically associated with environmentally friendly values, sustainable resource use, and concern for the ecosystem (Alamsyah et al., 2020). Green brand image is a positive consumer perception of a brand that demonstrates a commitment to environmental issues (Chen et al., 2017). A green brand image creates trust and loyalty because consumers tend to support environmentally responsible businesses (Widyastuti et al., 2019). As an MSME in the creative sector and oriented towards environmentally friendly products (e.g., recycled or natural products), strengthening a green image is important in building loyalty among environmentally conscious consumers.

Legal Compliance in Business

Legal compliance in business is the extent to which a company or MSME complies with applicable rules and regulations, including taxation, business licensing, consumer protection, and environmental protection (Khuan et al., 2024). Legal compliance reflects business ethics and managerial integrity in conducting business operations. Compliance with regulations conveys a sense of professionalism, transparency, and trustworthiness, thus strengthening long-term relationships with consumers (Efunniyi et al., 2024). Consumers tend to be more loyal to businesses that conduct business practices legally and ethically. Legal compliance creates a sense of security for consumers (Al-Mutawa et al., 2025).

Consumer Loyalty

Consumer loyalty is a consumer's ongoing commitment to repurchase or continue using the same product or service, despite situational or marketing pressures from competitors (Khan, 2013). Loyalty is the result of high and consistent satisfaction. Factors influencing loyalty include product quality, brand image, company ethical values, and trust in the business (Park et al., 2017). Based on the literature review above, the following hypotheses are proposed:

- H.1 Green Brand Image has a positive and significant effect on Consumer Loyalty at Grama Sphere Medan MSMEs.
- H.2 Legal Compliance in Business has a positive and significant effect on Consumer Loyalty at Grama Sphere Medan MSMEs.
- H.3 Green Brand Image and Legal Compliance simultaneously have a positive and significant effect on Consumer Loyalty at Grama Sphere Medan MSMEs.

METHODS

This research is a quantitative study with an associative approach to determine the influence of two independent variables (Green Brand Image and Legal Compliance in Business) on one dependent variable (Consumer Loyalty). The sampling technique uses purposive sampling, with the criteria of consumers who have made at least two purchases at MSME Grama Sphere Medan. The number of samples is 80 respondents. The Questionnaire Data Collection Technique uses a Likert scale. Data were analyzed using multiple linear regression. Statistical Tests using Validity and Reliability Tests: Using Pearson Product Moment and Cronbach's Alpha. Classical Assumption Tests namely Normality Test (Kolmogorov-Smirnov), Multicollinearity Test (VIF), Heteroscedasticity Test (Glejser Test). Multiple Linear Regression Tests: t-test (partial effect), F-test (simultaneous effect), Coefficient of Determination (R^2): Explains how much the independent variable explains the variation of the dependent variable. Data were processed using IBM SPSS Statistics 27 statistical software.

RESULTS

Validity testing was conducted to ensure that each item in the questionnaire was truly capable of measuring the intended variable. Validity was determined by comparing the calculated r value to the table r of 0.361 (based on a certain number of respondents and a significance level of 5%). The test results showed that all statements in the three variables, namely: Green Brand Image (X1), Legal Compliance in Business (X2), and Consumer Loyalty (Y), had a calculated r value that exceeded the table r value. Therefore, all statement items were declared valid and could be used to measure each variable in this study.

Validity Test

Table 1. Validity Test Results

Variables	Statement	R_{value}	R_{table}	Conclusion
Green Brand Image (X1)	X1.1	0,492	0,361	Valid
	X1.2	0,753		Valid
	X1.3	0,528		Valid
	X1.4	0,736		Valid
	X1.5	0,558		Valid
	X1.6	0,657		Valid
	X1.7	0,775		Valid
	X1.8	0,765		Valid
	X1.9	0,708		Valid
Legal Compliance in Business (X2)	X2.1	0,797	0,361	Valid
	X2.2	0,782		Valid
	X2.3	0,864		Valid
	X2.4	0,815		Valid
	X2.5	0,718		Valid
Consumer Loyalty (Y)	Y.1	0,721	0,361	Valid
	Y.2	0,814		Valid
	Y.3	0,910		Valid
	Y.4	0,837		Valid
	Y.5	0,923		Valid

Reliability Test

Reliability testing aims to assess the internal consistency of the research instrument for each variable. This test uses the Cronbach's Alpha value indicator, with a minimum threshold of 0.60 for reliability. Referring to Table 2, all variables in this study had Cronbach's Alpha values exceeding 0.70.

Table 2. Reliability Test Results

Variables	Statement	Cronbach's Alpha Calculation Results	Cronbach Alpha	Conclusion
Green Brand Image (X1)	X1.1	0,844	0,60	Reliabel
	X1.2	0,817		Reliabel
	X1.3	0,843		Reliabel
	X1.4	0,819		Reliabel

Variables	Statement	Cronbach's Alpha Calculation Results	Cronbach Alpha	Conclusion
	X1.5	0,838		Reliabel
	X1.6	0,830		Reliabel
	X1.7	0,814		Reliabel
	X1.8	0,816		Reliabel
	X1.9	0,829		Reliabel
Legal Compliance in Business (X2)	X2.1	0,816	0,60	Reliabel
	X2.2	0,818		Reliabel
	X2.3	0,789		Reliabel
	X2.4	0,807		Reliabel
	X2.5	0,856		Reliabel
Consumer Loyalty (Y)	Y.1	0,905	0,60	Reliabel
	Y.2	0,882		Reliabel
	Y.3	0,853		Reliabel
	Y.4	0,877		Reliabel
	Y.5	0,850		Reliabel

Normality Test

Data normality was tested using the Kolmogorov-Smirnov One-Sample method on unstandardized residual values. The test results showed an Asymp. Sig. (2-tailed) value of 0.200, which exceeds the significance limit of 0.05. This indicates that the residual distribution is normal. Therefore, the assumption of normality in the regression has been met.

Table 3 Results of Normality Test Results of the One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	Conclusion
Test Statistic	0,108	
Asymp. Sig (2-tailed)	0,021	Normal

Multicollinearity Test

Based on the results of the multicollinearity test, a tolerance value of 0.531 and a Variance Inflation Factor (VIF) value of 1.884 were obtained for the Green Brand Image and Legal Compliance in Business variables. Since the tolerance value is greater than 0.10 and the VIF value is less than 10, it can be concluded that there is no multicollinearity in both variables, so both meet the classical assumptions and are suitable for use in regression analysis.

Table 4. Normality Test Results Multicollinearity Test Results

Model	Collinearity Statistics		Conclusion
	Tolerance	VIF	
Green Brand Image	.531	1.884	Non Multikolinieritas
Legal Compliance in Business	.531	1.884	Non Multikolinieritas

Heteroscedasticity Test

Based on the results of the heteroscedasticity test, no heteroscedasticity problems were found in the regression model, as all independent variables had significance values above 0.05. Thus, the classical assumption regarding equality of residual variances was met.

Table 5. Heteroscedasticity Test Table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.653	.979		.667	.507
	Green Brand Image	.038	.039	.149	.963	.339
	Legal Compliance in Business	-.026	.053	-.076	-.493	.624

Hypothesis Testing

From Table 6, the multiple linear regression equation from the results of this study can be seen as follows :

Table 6. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Sig.
		B	Std. Error	
1	(Constant)	.375	1.702	.826
	Green Brand Image	.298	.068	.000
	Legal Compliance in Business	.398	.092	.000

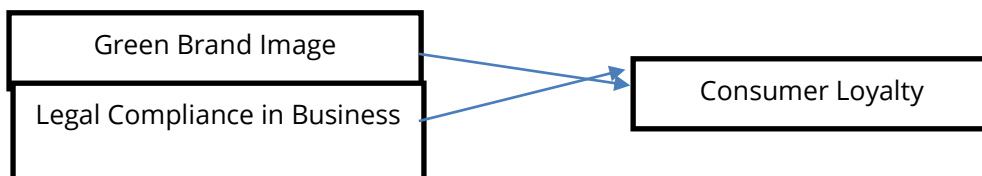
Multiple Regression Analysis

Based on the calculation of multiple linear regression analysis, the following results were obtained

$$Y = 0,375 + 0,298 X_1 + 0.398 X_2$$

The constant (0.375) indicates that if Green Brand Image (X1) and Legal Compliance (X2) are zero, then consumer loyalty (Y) is at a baseline value of 0.375. This means that there is a minimum level of loyalty that remains, even if the other two variables are absent.

Figure 1. Proposed Model



Hypothesis Test

Table 7. t Test

Variables	t _{table}	t _{value}	Sig	Decision
Green Brand Image	1.99045	4.390	0.000	Accepted
Legal Compliance in Business	1.99045	4.349	0.000	Accepted

Green Brand Image t-value (4.390) > t-table (1.99045) and Sig (0.000) < 0.05. This means that statistically there is a significant influence between Green Brand Image on the dependent variable (e.g.: customer loyalty, purchase intention, etc. depending on the research context). The proposed hypothesis is accepted. Legal Compliance in Business: t-value (4.349) > t-table (1.99045) and Sig (0.000) < 0.05. This shows that Legal Compliance in Business also has a significant influence on the dependent variable. The proposed hypothesis is accepted.

Table 8. F test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	402.483	2	201.241	60.600	.000 ^b
	Residual	259.023	78	3.321		
	Total	661.506	80			

The regression model used is statistically significant, with a high F-value and a very small p-value. Approximately 60.8% of the total data variation (402,483 / 661,506) can be explained by the model. This indicates the model has good predictive power.

Coefficient of Determination

Table 9. Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.598	1.82231

The R value of 0.780 indicates a strong positive correlation between the independent and dependent variables. The R Square of 0.608 means that 60.8% of the variation in the dependent variable can be explained by the model, while the Adjusted R Square of 0.598 indicates that the model is quite good without overfitting. The Std. Error of the Estimate of 1.82231 indicates that the average model prediction error is around 1.82 units from the actual value.

DISCUSSION

This study aims to determine the effect of Green Brand Image and Legal Compliance in Business on Consumer Loyalty at the Grama Sphere Medan MSME. The results of the data processing indicate that both independent variables, both partially and simultaneously, have a positive and significant influence on the dependent variable, namely consumer loyalty. The discussion of each hypothesis is explained as follows :

H1: Green Brand Image has a positive and significant effect on Consumer Loyalty at Grama Sphere Medan MSMEs

Based on the analysis, it was found that Green Brand Image has a positive and significant effect on consumer loyalty. This indicates that the better the green brand image built by Grama Sphere Medan MSMEs, the higher the level of consumer loyalty. Today's consumers are increasingly concerned about environmental issues and prefer products and brands committed to sustainability (Papadopoulou et al., 2022). Brand images that demonstrate environmental awareness (such as the use of eco-friendly materials, sustainable production processes, and the promotion of green values) create positive perceptions in the eyes of consumers (Alamsyah et al., 2020). This perception impacts emotional attachment, trust, and ultimately consumer loyalty to the products or services offered.

These results align with previous theories stating that a strong brand image aligned with consumer values (especially sustainability) will increase loyalty (Agu et al., 2024). This

demonstrates that Grama Sphere has successfully built a brand identity that is not only profit-oriented but also socially and environmentally responsible.

H2: Legal Compliance in Business Has a Positive and Significant Influence on Consumer Loyalty of Grama Sphere Medan MSMEs

The analysis also shows that legal compliance in business has a positive and significant influence on consumer loyalty. This legal compliance includes adherence to business permits, taxes, product standards, consumer protection, and environmental regulations. Consumers feel more secure and confident in continuing to use products from MSMEs proven to operate legally and ethically. Legal compliance demonstrates a company's professionalism and integrity, thereby strengthening its credibility in the eyes of consumers. In the context of Grama Sphere Medan MSMEs, this adds value in building long-term relationships with consumers. These results also support previous literature stating that consumers are increasingly selective and value legality and transparency in business practices. By demonstrating a commitment to the law, MSMEs demonstrate that they respect consumer rights and fully fulfill their social responsibilities (Elpina, 2024).

H3: Green Brand Image and Legal Compliance Simultaneously Have a Positive and Significant Influence on Consumer Loyalty of Grama Sphere Medan MSMEs

A simultaneous analysis of the two independent variables shows that together, Green Brand Image and Legal Compliance have a positive and significant influence on consumer loyalty. This indicates that these two factors complement each other in shaping consumer perceptions and behaviors toward a brand. When MSMEs are not solely profit-oriented but also consider sustainability and legal aspects, consumers feel more confident and proud to be part of that brand. A green brand image strengthens emotional value, while legal compliance strengthens rational value (He & Lai, 2014). The combination of the two creates deep trust, which is the foundation for long-term loyalty.

Of the three hypotheses tested, all were found to have a positive and significant influence on consumer loyalty. This provides strategic implications for Grama Sphere Medan MSMEs to continue strengthening their eco-friendly brand image and maintaining legal compliance as part of their marketing and brand-building strategies. These two aspects not only serve as a means of differentiation but also foster sustainable consumer loyalty amidst increasingly fierce market competition.

CONCLUSION

Based on the results of research conducted on Grama Sphere MSMEs in Medan, several important points can be concluded as follows:

1. The Influence of Green Brand Image on Consumer Loyalty (H1)

The analysis results show that Green Brand Image has a positive and significant influence on consumer loyalty. This means that the better the green brand image displayed by Grama Sphere MSMEs, such as environmental awareness, the use of environmentally friendly materials, and sustainability in business practices, the higher consumer loyalty to the products or services offered.

2. The Influence of Legal Compliance in Business on Consumer Loyalty (H2)

The research findings also show that legal compliance in business has a positive and significant influence on consumer loyalty. This indicates that consumers place greater trust and loyalty in MSMEs that operate legally, transparently, and in accordance with laws and regulations.

3. The Simultaneous Influence of Green Brand Image and Legal Compliance on Consumer Loyalty (H3)

Simultaneously, Green Brand Image and Legal Compliance have been shown to have a positive and significant influence on consumer loyalty. The combination of an

environmentally friendly brand image and legal compliance creates a strong positive perception in the minds of consumers, thereby increasing their trust and commitment to continue using products from Grama Sphere MSMEs. The results of this study provide an understanding that MSMEs need to focus not only on product quality but also on building a green brand image and ensuring that all business processes are carried out in accordance with the law. This strategy has been proven to strengthen consumer loyalty, which ultimately supports long-term business sustainability.

LIMITATION

This research was conducted solely on the Grama Sphere MSME, located in Medan. Therefore, the results cannot be broadly generalized to other MSMEs in other regions or industrial sectors. This study only examined two factors: green brand image and legal compliance in business, as determinants of consumer loyalty. However, many other factors can also influence loyalty, such as product quality, price, service, and emotional and social factors not examined in this study.

Data were obtained based on consumer perceptions of the green brand image and legal compliance of the Grama Sphere MSME. Perceptions are subjective and can be influenced by personal experience, limited information, or cognitive biases, which can affect the accuracy of the results. This study used a cross-sectional approach (data collected at a single point in time), thus unable to capture the dynamics of changes in consumer perceptions and loyalty over time. The analysis used was solely quantitative and focused on examining the relationships between variables through regression. This study did not incorporate a qualitative approach to delve deeper into the motives or reasons behind consumer loyalty behavior.

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