ABSTRAK

Penelitian ini dilakukan untuk mencari pengaruh dari *green brand communication* dan *green brand trust* terhadap *green brand loyalty* dan *resistance to negative information* yang dimediasi oleh *green brand attachment*. Konsumen saat ini memiliki kesadaran yang lebih besar terhadap dampak dari perilaku konsumtif mereka terhadap lingkungan hidup, kesadaran tersebut menyebabkan mereka menjadi lebih sensitif dalam memilih produk dan brand, terutama yang memiliki sejarah atau kontroversi dalam pencemaran lingkungan, tidak terkecuali APP Sinarmas. Kondisi tersebut dapat mengancam loyalitas konsumen terhadap produknya, terutama jika mereka memiliki resistensi yang rendah terhadap berita atau informasi negatif, oleh karena itu mencari faktor yang dapat mempengaruhi loyalitas konsumen dan resistensi terhadap informasi negatif merupakan hal yang sangat penting. Jenis penelitian ini adalah kuantitatif dengan sampel penelitian sebanyak 350 sampel yang didapatkan dengan teknik teknik *sampling non-probability* dan metodenya *purposive sampling*, teknik pengumpulan data yang digunakan adalah kuesioner berbasis *online*, dan analisa data dilakukan dengan metode PLS-SEM. Penelitian ini menemukan bahwa *green transparency* berpengaruh positif terhadap *green brand prominence, self-green brand connection,* dan *green brand trust, green competence enhancement* berpengaruh positif terhadap *green brand prominence* dan *green brand trust*, namun tidak berpangaruh terhadap *self-green brand connection*, *green brand trust* berpengaruh positif terhadap *green brand prominence* dan *self-green brand connection, green brand prominence* dan *self-green brand connection* berpengaruh secara positif terhadap *green brand loyalty* dan *resistance to negative information*, *green transparency* dan *green competence enhancement* berpengaruh positif terhadap *green brand prominence* dan *self-green brand connection* yang dimediasi oleh *green brand trust, green transparency* dan *green competence enhancement* berpengaruh positif terhadap *green brand loyalty* dan *resistance to negative information* melalui mediasi *green brand prominence* namun tidak signifikan yang dimediasi oleh *self-green brand connection*. Penelitian ini juga menunjukkan bahwa APP Sinarmas sudah melakukan pekerjaannya dengan baik dalam memelihara *green brand loyalty* dan *resistance to negative information* konsumennya.

Kata kunci: *Green brand transparency, Green Competence Enhancement, Self-Green brand Connection, Green brand Prominence, Green brand Trust, Green brand Loyalty,* dan *Resistance to Negative Information*

ABSTRACT

This study was conducted to find the effect of *green brand communication* and *green brand* trust on *green brand* loyalty and resistance to negative information mediated by *green brand* attachment. Consumers currently have greater awareness of the impact of their consumptive behavior on the environment, this awareness causes them to be more sensitive in choosing products and brands, especially those with a history or controversy in environmental pollution, and APP Sinarmas is no exception. These conditions can threaten consumer loyalty to their products, especially if they have low resistance to negative news or information, therefore looking for factors that can affect consumer loyalty and resistance to negative information is very important. This type of research is quantitative with a research sample of 350 samples obtained using non-probability sampling techniques and purposive sampling methods, data collection techniques used are online-based questionnaires, and data analysis is carried out using the PLS-SEM method. This study found that green transparency has a positive effect on *green brand* prominence, self-*green brand* connection, and *green brand* trust, green competence enhancement has a positive effect on *green brand* prominence and *green brand* trust, but has no effect on self-*green brand* connection, *green brand* trust has a positive effect on *green brand* prominence and self-*green brand* connection, *green brand* prominence and self-*green brand* connection has a positive effect on *green brand* loyalty and resistance to negative information, green transparency and green competence enhancement has a positive effect on *green brand* prominence and self - *Green brand* connection through mediation of *green brand* trust, green transparency and green competence enhancement has a positive effect on *green brand* loyalty and resistance to negative information through mediation of *green brand* prominence but not significant through mediation of self-*green brand* connection n. This research also shows that APP Sinarmas has done a good job in maintaining *green brand* loyalty and resistance to negative information of its consumers.

Keywords: *Green brand transparency, Green Competence Enhancement, Self-Green brand Connection, Green brand Prominence, Green brand Trust, Green brand Loyalty,* and *Resistance to Negative Information*