

# ENHANCING CUSTOMER LOYALTY THROUGH ROLE NEUROMARKETING, AND SUSTAINABLE FOOD CONSUMPTION BEHAVIOR: A STUDY OF RESTAURANT PRODUCTS

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## ABSTRACT

*The hotel industry growth, including restaurants, beside a positive impact on the economy, in other side it also has a negative impact on the environment. This research aims to examine the role of neuromarketing in mediating the influence of sustainable consumption behavior on consumer loyalty. This research classified as explanatory research. The population in the study were restaurant consumers at star hotels in Jember City. Sample determination was carried out by purposive sampling. Hypothesis test used Structural Equation Modeling (SEM) with the SmartPLS statistical software. The results show that sustainable consumption behavior has a positive and significant effect on neuromarketing. Sustainable consumption behavior has a positive and significant effect on consumer loyalty. And, neuromarketing has a positive and significant effect on consumer loyalty.*

## INTRODUCTION

Rapid industrial and urban development has increased demand for natural resources and the environment, this has in fact caused serious impacts on environmental sustainability. Apart from that, it also poses an increasing threat to the sustainable development of the community and world economy. Consumers have an important role in the conception of sustainable business development (sustainable business), namely as part of the world population who participate or consider collective action to implement consumption patterns which are referred to as sustainable consumption behavior. Sustainable consumption behavior is environmentally friendly, moderate, civilized and

healthy consumption and includes environmentally friendly consumption and moderate consumption (Simeone & Scarpato, 2020). Sustainable consumption and production is a comprehensive approach based on life cycle thinking. It is increasingly recognized as an analytical perspective for understanding the complex social, economic and political factors driving global environmental change, including the current challenge of global climate change. In addition, it offers many practical approaches and policy tools to achieve resource-efficient and low-carbon economies and to support societies in adapting to global and local environmental changes (Sesini et al., 2020).

Humans as consumers are in a changing consumer era dominated by the market for disposable products whose placement is planned from production. Excessive consumption behavior has caused increasingly serious environmental problems globally. Despite the fact that consumers are essentially responsible for environmental damage, new consumer behavior theories describe consumers who are starting to consider a sustainable development perspective (Riva et al., 2022). Consumers change lifestyles, reduce excessive consumption and thoroughly evaluate appropriate consumption as a boundary dimension of environmental sustainability based on responsible consumption. Sustainable consumption behavior has at least three goals, namely encouraging consumers to choose environmentally friendly products that are beneficial to health or do not cause pollution; dispose of waste appropriately in the consumption process; and to guide changes in consumption concepts and encourage more attention to be paid to environmental protection, resource conservation, and sustainable consumption while striving for comfort and health (Matharu et al., 2021).

The hotel industry growth, including restaurants, beside as a positive impact on the economy, in other side it also has a negative impact on the environment. It is these negative impacts that have attracted the attention of customers, policy makers, and other stakeholders. Environmentally friendly practices are critical to the restaurant industry because they promote financial benefits and improve the economic and environmental sustainability of local communities (Han, 2020). Environmentally friendly practices provide solutions and answers to the problem of the negative impacts of the existence of the restaurant industry, in this case these practices will be able to reduce food waste and single-use plastic; encourage recycling; and offering more locally sourced, organic and vegetarian food options. Eco-friendly practices not only help reduce the restaurant industry's huge carbon footprint but also offer a competitive advantage. Environmentally friendly restaurants, also known as green restaurants, can benefit from increased customer demand, improved brand image, and customer willingness to pay more for customer service. (Kim & Hall, 2020; Liu et al., 2023; Teng & Wu, 2019). Significant consumer interest in organic and sustainable food and environmentally friendly practices has led to the proliferation of green restaurants to meet consumer demand and to address harmful environmental impacts.

Concern for the environment plays an increasingly important role in influencing consumer loyalty because greater environmental concern results in higher levels of perceived quality, satisfaction, and loyalty (Riva et al., 2022). The level of consumer concern for the environment plays an important role in the restaurant industry and consumer behavior with subsequent consequences for the environment. As consumers' general attitudes toward environmental issues change, environmental concern is one of

the most significant determinants in predicting environmentally friendly behavior. Consumers with higher environmental awareness have greater willingness to pay and intention to visit environmentally friendly restaurants (Wu et al., 2021). Several empirical studies provide evidence that consumers who care about the environment tend to revisit or be loyal to restaurants that implement an environmentally friendly restaurant concept (Chaturvedi et al., 2024; González-Viralta et al., 2023). However, translating intentions into actual behavior is often hampered by consumer skepticism, as companies overpromise environmentally friendly attributes in their offerings. This has implications, the implementation of environmentally friendly practices does not always guarantee customer retention and loyalty intentions (Modica et al., 2020; Santika et al., 2023).

Consumer preferences when purchasing products certainly have an impact on business strategy where companies as producers are required to be able to decide which products to produce and how these products are distributed to consumers (Solomon, 2019). Currently, the strategic issue in the business market is the need to look at what consumer preferences are in choosing a product for consumption or why consumers relate to a particular product. Next, marketers will assess aspects related to how the brain responds and gives signals in the consumer purchasing decision process (Martyniuk & Poplavska, 2021). To understand the consumer purchasing decision process and the increasingly diverse consumption environment, contemporary marketing researchers, academics, and scholars have begun to study the key drivers of the consumer purchasing decision process from a multi-disciplinary perspective. Neuromarketing is a new marketing domain as a form of substantial change from the marketing domain, in which there is an element of multi-dimensional assessment of consumer preferences. The assessment in question includes and promises ideas, concepts and practices resulting from various scientific disciplines, namely sociology, psychology and anthropology (Kajla et al., 2024).

Neuromarketing combines knowledge from neuroscience, psychology, economics, and information technology and, using modern tools, investigates the emotions that influence consumer behavior (Singh et al., 2023). Neuromarketing research examines consumers' minds and brains aimed at identifying consumer needs and opinions about certain companies, advertisements, or products. Therefore, neuromarketing can be understood as a subfield of neuroeconomics that addresses marketing-related problems with methods and insights from brain research. With the help of advanced neurological techniques, applied in the field of neuroscience, consumer behavior and preferences can be studied in more depth. Neuromarketing utilizes consumer behavior and neuroscientific research to increase marketing efficiency, the main benefit of which is as a company strategy in optimizing sales. To understand how consumers physically react to marketing messages, neuromarketing research plays an important role in tracking brain activity. So neuromarketing is a form of advancement in the marketing domain that is useful for further investigation into consumer decision-making behavior (Blazquez-Resino et al., 2021).

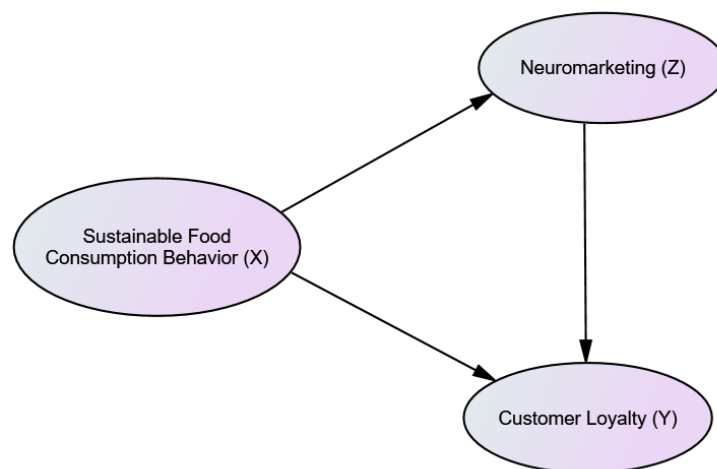
Contemporary marketing academics and researchers in the last decade have conducted many empirical studies with the aim of understanding customer motives, preferences and decisions from the perspective of neuromarketing research (Leeuwis et al., 2022; Singh et al., 2023). Marketers and companies in general are increasingly

investing in neuromarketing because they recognize the importance of loyal customers and are aware of the fact that consumer purchasing decisions can be predicted accurately. The existence of neuromarketing research allows companies to find out what drives customers to make decisions when purchasing a product or service. Neuromarketing integrates the conscious and subconscious expectations and motivations of companies and customers which in the best scenario can lead to purchasing decisions, satisfied customers or even create a bond of loyalty between the customer and the company (Baghsheykhi & Arabiyeh, 2019; Balamurugana & Jeyalakshmi, 2024; Lundqvist, 2020).

Customer loyalty can be defined as a state that arises after a series of positive emotional experiences, satisfaction, and value obtained from a product or service (Kotler & Keller, 2019). In other words, when a customer feels satisfied with a product or service for a longer period of time, in the end it is likely that the customer will become loyal to that product or service. Having loyal customers is the dream of every marketer, company or entrepreneur. This is something that can be built over time, but the journey to gaining loyal customers can be accelerated in quite simple ways. Maintaining customer satisfaction and loyalty means providing good services and products to satisfy the customer's brain and thereby make him loyal to the company. Loyalty behavior is manifested in repeat purchases that originate from desire. This loyalty behavior can take the form of purchase, repurchase, repurchase intentions, retention, and return. Every marketer has an orientation towards retaining customers and creating customer loyalty, requiring the formulation of appropriate marketing strategies and a long time to make this happen (Schultz et al., 2019).

In synthesizing existing theoretical frameworks and empirical findings, the literature review serves to position this research within broader academic discourse. This sets the foundation for the next section of the research, explaining the theoretical framework, research methodology, and empirical insights that collectively contribute to advancing our understanding of the interaction between sustainable consumption behavior and consumer loyalty from a neuromarketing perspective. Referring to this description, this research is intended to examine the role of neuromarketing in mediating the influence of sustainable consumption behavior on consumer loyalty.

Furthermore, to facilitate understanding related to this research, the research conceptual framework is presented as follows.



**Figure 1. Research Model**

Concern for the environment increases awareness of environmental consequences, which in turn drives pro-environmental behavior and intentions such as visiting ‘eco-friendly’ restaurants (Han, 2020). From the perspective of pro-environmental behavior, environmental concerns are likely an important prerequisite for developing ethical and moral standards with respect to what consumers consider acceptable and appropriate in relation to sustainable practices in restaurants. Eco-friendly practices not only help reduce the restaurant industry's huge carbon footprint but also offer a competitive advantage. Environmentally friendly restaurants, also known as green restaurants, can benefit from increased customer demand, improved brand image, and customer willingness to pay more for customer service (Kim & Hall, 2020; Liu et al., 2023; Teng & Wu, 2019). In the context of the restaurant industry, consumers who have a higher level of environmental concern tend to revisit restaurants that implement environmentally friendly practices more often than similar restaurants (Joo et al., 2018; Shin et al., 2017, 2019). Referring to this argument, the following hypothesis is proposed:

H1: Sustainable consumption behavior has significant effect on neuromarketing

H2: Sustainable consumption behavior has significant effect on consumer loyalty

Neuromarketing is a method that examines the customer's decision-making process to buy. Neuromarketing research depends on marketing objectives that can be traced across various fields of application. In one of the earliest studies on neuromarketing, Yadete & Kant (2022) stated that brain activity is influenced by brands. Studies like this have the ability to examine the brain's response to emotional data (tasting) and brand information (label). One of the most important areas of study of customer behavior is the study of customer loyalty. One of the most important marketing theories in the field of loyalty is that a small increase in loyal customers will significantly increase the profitability of a business (Baghsheykhi & Arabiyeh, 2019; Balamurugana & Jeyalakshmi, 2024; Lundqvist, 2020). Referring to this argument, the following hypothesis is proposed

H3: Neuromarketing has significant effect on consumer loyalty

## RESEARCH METHOD

This research can be classified as explanatory research. The population in the study were restaurant consumers at star hotels in Jember City. Sample determination was carried out by purposive sampling. In this research, to test the hypothesis, the research uses Structural Equation Modeling (SEM) with the SmartPLS statistical tool. Structural Equation Modeling (SEM) is an integrated approach between factor analysis, structural models and path analysis.

The research variables can be identified as exogenous variables, namely sustainable consumption behavior (X). The intervening variable (Z) is neuromarketing (Z). Endogenous variable (Y) is consumer loyalty (Y).

**Table 1 Measurements Identification of Research Variable**

No	Variables	Indicators
1	Sustainable Consumption Behavior (X <sub>1</sub> )	a. I carry out daily activities to care for and preserve the environment b. I carry out concrete activities to promote human rights and social justice

		c. I consume local products to support the community's economy
		d. I was motivated to make lifestyle changes in search of more responsible consumption
		e. I am committed to implementing responsible consumption behavior, including in terms of consumption
2	Neuromarketing (Z)	a. Social (I always pay attention to how I shop)
		b. Attention (I can remain attentive while considering a new product)
		c. Technology (I often look for new products or brands by utilizing technology)
		d. Emotion (If I get a product on the market that suits my taste, I am very happy)
		e. Buying behavior (I always pay attention when buying a new product)
3	Consumer Loyalty (Y)	a. I will continue to visit this restaurant in the future
		b. I will tell others about this restaurant
		c. I will eat various foods mentioned in this restaurant menu.
		d. For me, this restaurant is the best choice

## RESEARCH RESULTS AND DISCUSSION

Assessment in SEM-PLS analysis is preceded by a measurement stage on the outside of the SEM model which represents the measurement results both reflectively and formatively. The outer model test is used to determine whether the research instrument can meet the requirements for good research data, namely valid and reliable data (Sarstedt et al., 2017). The results of the outer model testing can be presented in Table 2.

**Table 2 Validity and Reliability Test Results (Outer Loading)**

No	Indicators	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
1	Sustainable Consumption Behavior (X)		0.787	0.949	0.932
	X1	0.863			
	X2	0.890			
	X3	0.916			
	X4	0.874			
	X5	0.891			
2	Neuromarketing (Z)		0.785	0.948	0.931
	Z1	0.888			
	Z2	0.851			



	Z3	0.906			
	Z4	0.918			
	Z5	0.864			
3	Consumer Loyalty (Y)		0.846	0.957	0.939
	Y1	0.898			
	Y2	0.916			
	Y3	0.946			
	Y4	0.919			

Source: Data processed, 2024

Referring to Table 2, it can be stated that all research indicators meet the Convergent Validity criteria, where the loading factor value is greater than 0.5. The test results also show that all research variables can be declared reliable. This can be seen in the Composite Reliability value for each variable being greater than 0.70 and the Average Variance Extracted (AVE) value being greater than 0.50.

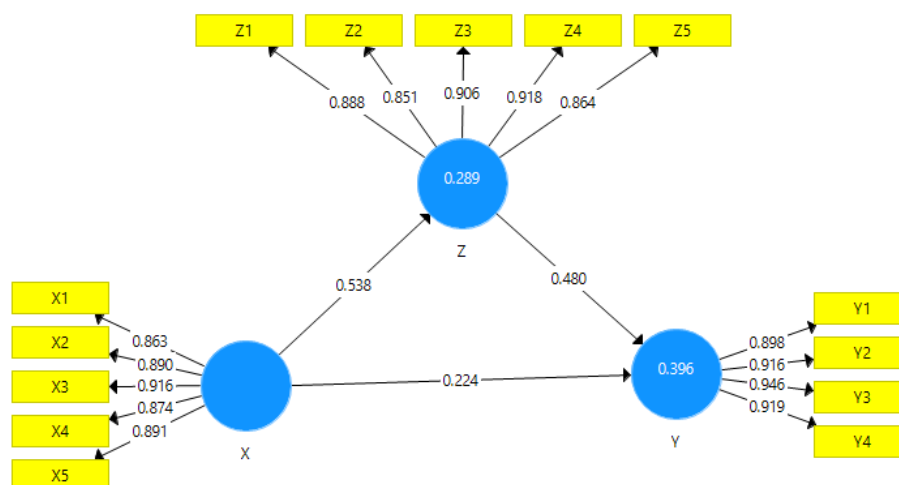
The test results with the SmartPLS program provide SEM-PLS model results as shown in Table 3 which shows the influence of sustainable consumption behavior on consumer loyalty with intervening neuromarketing.

**Table 3 Result of Hypothesis Tes**

Hypothesis	Variable	Path Coefficients	P Values	Conclusion
H1	Sustainable Consumption Behavior → Neuromarketing	0.224	0.005	Accepted
H2	Sustainable Consumption Behavior → Consumer Loyalty	0.538	0.000	Accepted
H3	Neuromarketing → Consumer Loyalty	0.480	0.000	Accepted
H4	Sustainable Consumption Behavior → Neuromarketing → Consumer Loyalty	0.258	0.000	Accepted

Source: Data processed, 2024

The SEM-PLS model test results are as shown in the following figure.



## Figure 2. Analysis Result SEM-PLS

The findings of this research provide evidence that sustainable consumption behavior has a positive and significant effect on neuromarketing. Changes in consumer behavior are a challenge for marketers. The development of a pro attitude towards environmental sustainability has become an interesting issue in consumer purchasing behavior, where consumers are starting to buy products that are oriented towards sustainable products. The level of consumer concern for the environment plays an important role in the restaurant industry and consumer behavior with subsequent consequences for the environment. Concern for the environment is one of the most significant determining factors in predicting environmentally friendly behavior. This shows that marketing strategy interventions are needed that target decision-making processes that are more effective in changing pro-environmental behavior (Nielsen et al., 2021). At this point, it is necessary to apply the neuromarketing concept which aims to gain insight into consumers' motivations, preferences and decision-making processes through neural and behavioral measures (Sawe & Chawla, 2021; Wang & van den Berg, 2021).

Furthermore, evidence was found that sustainable consumption behavior has a positive and significant effect on consumer loyalty. Concern for the environment increases awareness of environmental consequences, which in turn encourages pro-environmental behavior and intentions such as visiting 'eco-friendly' restaurants (Han, 2020). From the perspective of pro-environmental behavior, environmental concerns are likely an important prerequisite for developing ethical and moral standards with respect to what consumers consider acceptable and appropriate in relation to sustainable practices in restaurants. Eco-friendly practices not only help reduce the restaurant industry's huge carbon footprint but also offer a competitive advantage. Environmentally friendly restaurants, also known as green restaurants, can benefit from increased customer demand, improved brand image, and customer willingness to pay more for customer service (Kim & Hall, 2020; Liu et al., 2023; Teng & Wu, 2019). In the context of the restaurant industry, consumers who have a higher level of concern for the environment tend to revisit restaurants that implement environmentally friendly practices more often than similar restaurants (Joo et al., 2018; Shin et al., 2017, 2019).

Finally, research findings prove that neuromarketing has a positive and significant effect on consumer loyalty. Neuromarketing is a method that examines the customer's decision-making process to buy. Neuromarketing research depends on marketing objectives that can be traced across various fields of application. In one of the earliest studies on neuromarketing, Yadete & Kant (2022) stated that brain activity is influenced by brands. Studies like this have the ability to examine the brain's response to emotional data (tasting) and brand information (label). One of the most important areas of study of customer behavior is the study of customer loyalty. One of the most important marketing theories in the field of loyalty is that a small increase in loyal customers will significantly increase the profitability of a business (Baghsheykhi & Arabiyeh, 2019; Balamurugana & Jeyalakshmi, 2024; Lundqvist, 2020).

## CONCLUSION



This research is intended to test the influence of sustainable consumption behavior on neuromarketing and consumer loyalty, where the research findings provide evidence that sustainable consumption behavior has a positive and significant effect on neuromarketing. Sustainable consumption behavior has a positive and significant effect on consumer loyalty. And, neuromarketing has a positive and significant effect on consumer loyalty. Referring to these findings, restaurant management should be able to anticipate changing patterns of consumer behavior, in this case the emergence of the phenomenon of sustainable consumption behavior. Utilizing the neuromarketing concept is considered to be an effective tool for marketers in formulating marketing strategies that suit this consumer behavior phenomenon. The model presented in this research is expected to be a contribution to restaurant management, especially in relation to consumer behavior and consumer loyalty.

This research has limitations, first, the object of this research is only limited to restaurant consumers in the Jember City area, so generalization results have not yet been achieved. Future research can be carried out with broader objects (regional or national). The next limitation is related to the need for a questionnaire that involves qualitative aspects to explain how sustainable consumption behavior is related to neuromarketing and consumer loyalty. This research opens up opportunities for future research agendas to develop existing concepts related to consumer behavior, especially consumer loyalty.

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