

Green Marketing And Consumer Loyalty Of Electric Bicycles In Bengkulu City

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Abstract

This study aims to analyze the role of green marketing in the electric bicycle industry in Bengkulu City and examine the process of forming consumer loyalty through user perception and trust. The background of the study is based on the increasing public awareness of environmental issues and the need for environmentally friendly transportation modes amidst the significant growth of motorized vehicles. The approach used in this study is qualitative with a phenomenological design. Research two informants consisting of electric bicycle consumers and business actors selected using a purposive sampling technique. Data were collected through in-depth interviews, observation, and documentation, then analyzed using an interactive analysis model that includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation, technical triangulation, and member checking. The results of the study indicate that the role of green marketing implemented by businesses, such as emphasizing energy efficiency, eco friendly design, environmental education-based promotions, and communicating sustainability values, contributes to the formation of positive consumer perceptions. These perceptions subsequently influence the emergence of trust in product quality and the environmental commitments claimed by businesses. Consistently built trust encourages consumer loyalty, demonstrated through repeat purchases, recommendations to others, and preference for certain brands. This study concludes that the relationship between green marketing, perception, trust, and loyalty is integrative and contextual within the socio-economic dynamics of Bengkulu City. These findings provide theoretical implications for the development of qualitative-based green marketing studies as well as practical implications for businesses in strengthening sustainable marketing strategies.

Keywords: Green Marketing, Consumer Perception, Trust, Consumer Loyalty, Electric Bicycles, Bengkulu City

INTRODUCTION

Global climate change triggered by human activities, such as increased greenhouse gas emissions from the transportation sector, has become an important issue in recent years (Nambulee et al., 2023). The use of fossil fuel-powered vehicles is known to contribute significantly to increasing global temperatures, air pollution, and environmental degradation. Therefore, the transformation towards a more environmentally friendly and sustainable transportation system has become an important agenda in development policies in various countries, including Indonesia. One of the developing alternatives is electric vehicles, which are considered capable of reducing carbon emissions because they do not produce direct emissions during their operation and can reduce dependence on fossil fuels. The development of electric vehicles is also in line with efforts to achieve the Sustainable Development Goals (SDGs), particularly in the aspects of clean energy and environmental protection (Cappelli & Cini, 2021).

In the context of urban mobility, electric bicycles are beginning to be seen as an efficient, economical, and environmentally friendly transportation solution, especially for short- to medium-distance travel. In addition to offering energy efficiency and lower operating costs, electric bicycles also have symbolic value as a representation of an eco- friendly lifestyle. Consumers who use electric bicycles consider not only utility but also concern for environmental sustainability issues (Sun, 2022). This condition indicates that consumer preference for environmentally friendly products is increasing, thus encouraging companies to implement marketing strategies that emphasize sustainability aspects, or what is known as the green marketing concept (Nasib et al., 2026).

The phenomenon of using electric bicycles is also starting to develop in Bengkulu City as part of a change in people's mobility patterns to be more efficient and environmentally friendly. The



characteristics of urban areas with relatively short travel distances make electric bicycles a potential transportation alternative. However, the implementation of green marketing by electric bicycle business actors still shows varying levels of understanding and consistency. Some consumers buy electric bikes more driven by economic considerations and trends than environmental awareness. This condition raises questions about the extent to which green marketing strategies are able to build consumer trust and loyalty towards electric bicycle brands, especially when consumers still question product quality, battery life, and the clarity of the ecological benefits offered (Q. Zhang et al., 2024).

On the other hand, field data shows that public interest in electric bicycles in Bengkulu City experienced a decline in early 2025, with sales reportedly dropping by around 50 percent due to the instability of the regional economic conditions. This decline indicates that consumer loyalty to electric bicycles has not yet been fully established and is still influenced by situational factors such as economic conditions and product perceptions. In fact, consumer loyalty is a commitment to make repeat purchases and continue to choose a brand even though there are other alternatives in the market (Amin et al., 2026). Therefore, it is important to examine in depth how the implementation of green marketing can build consumer trust and loyalty towards electric bicycles in Bengkulu City, so that the implemented marketing strategy not only increases short-term sales but also builds long-term relationships between brands and consumers (Wijaya et al., 2026).

LITERATURE REVIEW

Green Marketing

Green marketing has emerged as a strategic response to the growing public awareness of environmental sustainability and ecological preservation (Long et al., 2024). Green marketing refers to all marketing activities designed to satisfy consumer needs while minimizing negative environmental impacts through environmentally friendly production, distribution, and consumption processes (Duong, 2022). Green marketing emphasizes not only profit oriented business activities but also corporate responsibility toward environmental sustainability and social welfare (Lu et al., 2022). This concept has become increasingly relevant in the sustainable transportation industry, particularly in the electric bicycle sector, where consumers are beginning to prioritize eco-friendly products in their purchasing decisions (F. Zhang et al., 2025).

From a consumer behavior perspective, green marketing can shape positive consumer perceptions through the provision of environmentally friendly products, reduced carbon emissions, and sustainable lifestyle support (Gelderman et al., 2021). Green marketing strategies are generally implemented through green product, green price, green promotion, and green distribution dimensions. Green products emphasize environmentally safe materials and energy efficiency, while green promotion focuses on communicating ecological benefits to consumers. Previous studies have demonstrated that effective green marketing communication significantly enhances consumer trust and strengthens long-term customer loyalty (Prakash & Thakur, 2025).

Furthermore, the rapid growth of environmental concerns and climate change awareness has accelerated the implementation of green marketing practices worldwide (Duong, 2022). Electric bicycles are considered one of the most sustainable transportation alternatives because they consume less energy and produce lower emissions than conventional vehicles. Companies that successfully integrate environmental values into their marketing strategies tend to achieve competitive advantages and stronger corporate images (Rosidah et al., 2024). Recent studies also indicate that green marketing positively influences consumer satisfaction and loyalty by creating emotional attachment toward environmentally friendly products (Amiri Sardari et al., 2024).

Consumer Loyalty

Consumer loyalty refers to a consumer's long-term commitment to repurchase and consistently use a particular product or brand (Priani, 2025). Loyalty is reflected not only in repeated purchases but also in positive attitudes, recommendations to others, and resistance to competing brands. According to (Shandra et al., 2025), consumer loyalty represents a deeply held commitment to repurchase a preferred product despite situational influences and marketing efforts from

competitors. In the context of environmentally friendly transportation, consumer loyalty plays an essential role because products such as electric bicycles are still in the growth stage of market adoption and require strong consumer trust (Girsang & Purba, 2025). Consumers who are satisfied with product quality, energy efficiency, and environmental benefits are more likely to remain loyal to electric bicycle brands. Research conducted by (Katijah et al., 2026) found that perceptions of environmental sustainability and corporate environmental responsibility significantly influence emotional and behavioral loyalty among consumers.

Consumer loyalty is also influenced by positive product experiences (Apriliani et al., 2024). In the electric bicycle industry, factors such as operational efficiency, cost savings, convenience, and contribution to environmental protection strengthen emotional relationships between consumers and products (Liu et al., 2025). Studies have shown that environmentally conscious consumers are more likely to remain loyal to products that support sustainable lifestyles because these products align with their personal values and beliefs (Tarigan et al., 2023). Therefore, loyalty toward electric bicycles is influenced not only by product quality but also by sustainability perceptions created through green marketing strategies (Cantika & Arianto, 2024).

Electric Bicycles and Green Consumer Behavior

Electric bicycles are one of the most rapidly growing innovations in sustainable transportation worldwide, including in Bengkulu. The increasing use of electric bicycles is driven by consumer demand for cost-efficient, practical, and environmentally friendly transportation alternatives. This phenomenon provides significant opportunities for businesses to implement green marketing strategies to attract and retain environmentally conscious consumers (Saputra & Yuniarinto, 2023).

Green consumer behavior refers to consumer tendencies to prefer products with lower environmental impacts compared to conventional products (Hermawan & Arianto, 2025). Consumers with high environmental concern generally consider sustainability aspects before making purchasing decisions (Yulinda et al., 2025). Based on the Value-Belief-Norm Theory proposed environmentally responsible behavior develops through personal values, beliefs, and moral norms that encourage individuals to support environmental preservation activities (Srisattayakul, 2022). Consequently, electric bicycle consumers are more responsive to marketing strategies emphasizing ecological and sustainability benefits.

Recent studies reveal that green consumer behavior has a strong relationship with consumer loyalty toward sustainable transportation products. Consumers with strong environmental awareness are not only willing to purchase environmentally friendly products but are also more likely to recommend them to others and continue repurchasing them in the future (Treiblmaier & Petrozhitskaya, 2023). This finding indicates that green marketing can serve as an effective strategic instrument in strengthening consumer loyalty toward electric bicycles in Bengkulu City.

Relationship between Green Marketing and Consumer Loyalty

The relationship between green marketing and consumer loyalty can be explained through Relationship Marketing Theory, which emphasizes the importance of establishing long-term relationships between companies and customers. Effective green marketing strategies enhance consumer trust because companies are perceived as having genuine commitments toward environmental sustainability. When consumers perceive both functional and ecological benefits from a product, their satisfaction and loyalty levels tend to increase (Terichy & Purba, 2026).

In the electric bicycle industry, green marketing implementation can be achieved through environmentally friendly materials, carbon emission reduction campaigns, and educational promotions regarding sustainable transportation benefits. Research conducted by (Ilyas, 2022) demonstrated that green trust and green satisfaction play critical roles in developing green consumer loyalty. Consumers who believe that companies genuinely apply sustainability principles are more likely to maintain long-term relationships with those brands.

Several empirical studies have also confirmed that green marketing has a positive and significant effect on consumer loyalty. (Purba et al., 2026) found that green communication strategies increase perceived customer value, which subsequently enhances brand loyalty. Similarly, (Shaheen,

2025) explained that a strong green corporate image strengthens emotional attachment between consumers and environmentally friendly products. Therefore, implementing green marketing strategies in the electric bicycle industry in Bengkulu City has significant potential to improve consumer loyalty through enhanced trust, satisfaction, and positive corporate image

METHODOLOGY

This research was conducted in January 2026 in Bengkulu City with a focus on consumers using electric bicycles and Uwinfly dealerships located on Jalan S. Parman. Bengkulu City was chosen as the research location because it is the center of government, education, trade, and service activities at the provincial level with quite high community mobility and relatively close distances between activity centers, making electric bicycles an efficient and affordable transportation alternative. This research uses a qualitative approach with a phenomenological orientation combined with a case study strategy to understand the experiences, perceptions, and meanings that consumers have towards the use of electric bicycles in their daily lives while also examining the application of green marketing in the real context in Bengkulu City. The research subjects consisted of consumers using electric bicycles and business actors or electric bicycle dealers who were selected using a purposive sampling technique based on certain criteria relevant to the research objectives. Data collection was conducted through in-depth interviews, non-participatory observation, and documentation, while data analysis used the Miles and Huberman interactive analysis model.

Which includes data reduction, data presentation, and conclusion drawing. To ensure data validity, this study used source triangulation, technical triangulation, and member checking techniques to ensure that the data and interpretations produced are in accordance with the informants' experiences and can provide a credible understanding of the role of green marketing in building consumer loyalty for electric bicycles in Bengkulu City.

RESULTS and DISCUSSION

Green Marketing in the Use of Electric Bicycles in Bengkulu City

Green marketing emphasizes the integration of environmental aspects into all elements of the marketing mix, including green products, green prices, green places, and green promotions, with the goal of not only achieving economic benefits but also creating sustainable environmental and social value. The results of this study indicate that green marketing practices among electric bicycle businesses in Bengkulu City focus more on green promotion, conveying messages about energy efficiency, zero emissions, and environmental friendliness in promotional activities. Consumers view electric bicycles as environmentally friendly products because they do not produce direct emissions, but in practice, most consumers place more emphasis on economic benefits such as operational cost efficiency than on ecological benefits. This shows that the value perceived by consumers is more functional and economic. In addition, a green pricing strategy that emphasizes long-term cost savings is considered more effective than simply prioritizing an environmental narrative (Hu et al., 2024). This study also shows that green marketing can increase consumer trust if supported by consistent product quality, information transparency, and good after-sales service (Zafar, 2022). Thus, green marketing acts as an initial stimulus that forms positive perceptions and purchasing interest, while long-term loyalty is more influenced by satisfaction and experience of using the product (Chen et al., 2021).

Consumer Loyalty in Using Electric Bicycles in Bengkulu City

Consumer loyalty among electric bicycle users in Bengkulu City has developed as a multidimensional phenomenon encompassing behavioral, attitudinal, and emotional dimensions. Behavioral loyalty is reflected in repeat purchases, use of service at the same location, and a tendency to stick with the same brand as long as the product meets consumer expectations (Shandra et al., 2025). Attitudinal loyalty is evident in consumers' belief that electric bicycles are the right transportation choice for local mobility and their trust in certain business operators. Meanwhile, emotional loyalty arises from a sense of pride in using a vehicle that is considered modern and

environmentally friendly. However, consumer loyalty in Bengkulu City is still dominated by rational considerations such as cost efficiency and convenience of use. Therefore, the loyalty of electric bicycle consumers can be categorized as developing loyalty, namely loyalty that is formed through satisfaction and trust, but is not yet fully driven by an ideological commitment to sustainable values (Adji & Hakim, 2025).

Phenomenological Interpretation

A phenomenological approach is used to understand consumers' subjective experiences in interpreting the use of electric bicycles. From a transcendental phenomenological perspective, consumer experience shows that electric bicycles are not only perceived as a means of transportation, but also as objects that have ecological and practical meaning in everyday life. Meanwhile, the hermeneutic phenomenological perspective emphasizes that meaning is formed in the social context and life experiences of consumers. The results of the study show that positive perceptions of electric bicycles are formed through the interaction between green marketing claims and actual experience of using the product. When the user experience matches promotional claims, consumer trust increases and fosters loyalty. Thus, the relationship between green marketing, perception, trust, and loyalty is a process of meaning construction that develops through consumer experience within the local social and economic context. Overall, consumer loyalty to electric bicycles in Bengkulu City is influenced not only by marketing strategies but also by the user experience, economic value, and perceived social meaning.

CONCLUSION

This study demonstrates that green marketing plays a significant role in shaping consumer behavior toward electric bicycles in Bengkulu City. The findings reveal that green marketing is not merely utilized as a promotional approach but also serves as a strategic mechanism for communicating environmental responsibility, energy efficiency, and sustainable lifestyle values. Such marketing practices contribute to the development of favorable consumer perceptions regarding the practicality, economic benefits, and environmental advantages of electric bicycles.

The study further indicates that positive consumer perceptions are strengthened through direct product experiences, including ease of use, operational efficiency, and low maintenance costs. These positive experiences foster consumer trust by confirming the consistency between marketing claims and actual product performance. Trust subsequently becomes a critical factor in encouraging long-term consumer commitment.

Consumer loyalty is reflected in continued usage intentions, repurchase decisions, and positive word-of-mouth recommendations. Loyalty is reinforced not only by product-related benefits but also by social and economic considerations that support the adoption of electric bicycles as a sustainable transportation alternative.

Overall, the findings suggest a sequential relationship in which green marketing contributes to positive consumer perceptions, positive perceptions strengthen consumer trust, and trust ultimately leads to consumer loyalty. This study highlights the importance of integrating sustainable marketing practices with consistent product performance and customer experience to build long-term consumer relationships. The results provide practical implications for electric bicycle businesses seeking to enhance customer retention and strengthen market competitiveness through sustainability-oriented strategies.

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