ABSTRACT

An Analysis Of Perceptions, Satisfaction Loyalty and Intentions Of Plant Extract Natural Beauty products

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The purpose of this study was to identify the profile of consumer natural beauty cosmetics product and consumer non natural beauty cosmetics, to identify perceive, satisfaction loyalty of customers natural beauty cosmetics and intentions to making natural beauty cosmetics. Data was collected from 105 respondents who had been making natural beauty cosmetics and 105 Respondent Non Natural Beauty Cosmetic. The primary data using a descriptive and survey method approach through questionnaires and interviews. The Samples were gathered using purposive convenience sampling (non probability sampling). The Variables in this study were Consumer Demography, Consumers Perception, Consumer Satisfacton and Loyalty, Consumers Intention. Validity And Reability Test To Conducted On The Questionnaire, Descriptive analysis Was Used Simplify Demographical Data, Perceptions, Attitude Analysis is Using Multiatribut Model, Satisfaction and loyalty is using Structural Equation Modelling (SEM). And Theory Planned Behaviour To analysis Intentions Making Natural Beauty Cosmetic. The results of this study showed most Variables Product is Important for Consumers. Product Was Perceive has Reliable to Effect Disease. Structural Equation Modelling (SEM) And Theory Planned Behaviour showed that all dimensions had significantly contributed in influencing customer Natural Beauty.

Keywords: Natural Cosmetics, Consumer Perception, Customer Satisfaction, Customer Loyalty, Consumer Attitude, Intentions, FishBein MultiAtribut, Structural Equation Modelling, Theory Planned Behaviour.