

## ABSTRAKSI

Tesis ini berjudul “Pengaruh *Green Brand Image* terhadap *Green Trust*, *Green Satisfaction* dan *Green Loyalty* Konsumen Produk Kosmetik YVES ROCHER di Yogyakarta”. Tujuan penelitian ini untuk menjelaskan pengaruh *green brand image* terhadap *green trust*, *green satisfaction* dan *green loyalty*, serta mencari variabel yang paling berpengaruh dalam membentuk *green trust*, *green satisfaction* dan *green loyalty* konsumen produk kosmetik YVES ROCHER di Yogyakarta. Keterkaitan keempat aspek tersebut digambarkan dalam model penelitian ini dengan menetapkan *green brand image*, *green trust* dan *green satisfaction* sebagai variabel eksogen dan *green loyalty* konsumen produk kosmetik YVES ROCHER sebagai variabel endogen.

Subyek penelitian melibatkan sampel konsumen yang menggunakan produk kecantikan YVES ROCHER sebanyak 200 responden dan sampel diperoleh melalui teknik *purposive sampling* dan *convenience sampling*. Penelitian ini menggunakan metode deskriptif dan metode statistik. Hal ini bertujuan agar penelitian yang dihasilkan lebih akurat, sehingga dapat dicari solusi yang tepat. Metode deskriptif dilakukan dengan menggunakan instrumen kuisisioner, selanjutnya kuisisioner diolah menggunakan bantuan komputer melalui program SEM AMOS versi 21. Metode pengujian statistik dilakukan dengan menggunakan syarat uji validitas dan reabilitas data, serta penilaian *Goodness of Fit* dengan taraf signifikansi 0.05.

Hasil dari penelitian ini menunjukkan bahwa berdasarkan uji validitas dan reabilitas data semua indikator dinyatakan valid dan reliable, begitu juga dengan penilaian *Goodnes of Fit* yang menunjukkan model penelitian baik, hasil penelitian menunjukkan *green brand image* berpengaruh positif terhadap *green trust*, *green satisfaction* dan *green loyalty*. *Green trust* berpengaruh positif terhadap *green satisfaction* dan *green loyalty*, *green satisfaction* berpengaruh positif terhadap *green loyalty*.

Kata kunci : *Green Brand Image*, *Green Trust*, *Green Satisfaction*, *Green Loyalty*, Produk “YVES ROCHER”.

## ABSTRACT

This thesis entitled “Influence of Green Brand Image of the Green Trust, Green Satisfaction and Green Loyalty Consumer Cosmetic Products YVES ROCHER in Yogyakarta”. The purpose of this study to clarify the effect of green brand image of green trust, green satisfaction and green loyalty, and to find the most influential variable in shaping the green trust, green satisfaction and green loyalty consumer cosmetic products YVES ROCHER in Yogyakarta. Linkage fourth aspect is described in this research model to establish green brand image, green trust and green satisfaction as exogenous and green loyalty consumer cosmetic products YVES ROCHER as an endogenous variable.

Subjects Study involved a sample of consumers who use beauty products YVES ROCHER 200 respondents and a sample is obtained through purposive sampling and convenience sampling. This research uses descriptive method and statistical methods, it is intended that the research produced more accurate, so it can look for a proper solution. Descriptive method is done by using a questionnaire instrument, then processed using computer-assisted questionnaire through SEM program AMOS version 21. The method of statistical tests performed using the terms validity and reliability of data, as well as evaluating Goodness of Fit with 0.05 significance level.

The results of this study indicate that based on the validity and reliability data for all indicators declared valid and reliable, as well as ratings Goodness of Fit that showed model of excellent research, the results showed green brand image positive effects on green trust, green satisfaction and green loyalty, green trust positive effect on green satisfaction and green loyalty, green satisfaction positive effect on green loyalty.

Keywords : Green Brand Image, Green Trust, Green Satisfaction, Green Loyalty, Product “YVES ROCHER”.