

Analisis pengaruh kualitas produk, citra perusahaan, dan nilai konsumen terhadap loyalitas konsumen berdasarkan implementasi strategi green marketing = analysis of the influence of product quality corporate image and consumer value to consumer loyalty based on implementation of green marketing strategy

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, citra perusahaan, dan nilai konsumen terhadap loyalitas konsumen dalam penerapan strategi green marketing. Penelitian ini mengambil studi kasus produk kosmetik The Body Shop. Data diambil dari 200 responden yang pernah menggunakan paling tidak 1 jenis produk The Body Shop. Analisis data menggunakan dengan metoda analisis structural equation model melalui perangkat lunak Lisrel. Penelitian ini terdiri dari 8 hipotesis Hasil penelitian menunjukkan bahwa nilai emosional, nilai sosial, dan nilai harga memiliki pengaruh positif dan signifikan terhadap kepuasan konsumen. Sedangkan kualitas produk dan citra perusahaan tidak memiliki pengaruh signifikan terhadap kepuasan konsumen. Kualitas produk dan citra perusahaan juga memiliki pengaruh signifikan terhadap loyalitas konsumen. Implikasi manajerial diberikan untuk meningkatkan performa perusahaan.

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ABSTRACT

This study aims to analyze the influence product quality, corporate image, consumer loyalty and consumer value in the implementation of green marketing strategy. This research is a case study of The Body Shop. Data were taken from 200 respondents who had used at least one type of product of The Body Shop. Regression data analysis with structural equation model (SEM) analysis method using the software Lisrel. This study consists of 8 hypothetical results showed that the emotional value, social value, and price value has a positive and significant influence on consumer satisfaction. While product quality and corporate image does not have a significant influence on consumer satisfaction. Product quality and corporate image also has a significant influence on consumer loyalty. Managerial implications are given to improve the performance of the company.;This study aims to analyze the influence product quality, corporate image, consumer loyalty and consumer value in the implementation of green marketing strategy. This research is a case study of The Body Shop. Data were taken from 200 respondents who had used at least one type of product of The Body Shop. Regression data analysis with structural equation model (SEM) analysis method using the software Lisrel. This study consists of 8 hypothetical results showed that the emotional value, social value, and price value has a positive and significant influence on consumer satisfaction. While product quality and corporate image does not have a significant influence on consumer satisfaction. Product quality and corporate image also has a significant influence on consumer loyalty. Managerial implications are given to improve the performance of the company., This study aims to analyze the influence product quality, corporate image, consumer loyalty and consumer value in the implementation of green marketing strategy. This research is a case study of The Body Shop. Data were taken from 200 respondents who had used at least one type of product of The Body Shop. Regression data analysis with structural equation model (SEM) analysis method

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