

## ABSTRAK

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### **ANALISIS PENGARUH *GREEN PRODUCT QUALITY*, *GREEN PRODUCT PRICE*, *GREEN CORPORATE IMAGE*, DAN *SALESPERSON'S GREEN EXPERTISE*, TERHADAP *GREEN CUSTOMERS SATISFACTION* DAN *GREEN CUSTOMERS LOYALTY* DENGAN *ENVIRONMENTAL KNOWLEDGE* SEBAGAI VARIABLE MODERASI PADA PELANGGAN *THE BODY SHOP* DI MEDAN**

(xxi+210 halaman: 26 gambar, 54 tabel, 4 lampiran)

Pertumbuhan industri kosmetik di Indonesia menunjukkan angka yang cukup signifikan. Dalam persaingan setiap bisnis berusaha untuk mencapai keunggulan dari para pesaingnya. Maka dari itu dari setiap industri terus berjuang untuk mempertahankan posisi optimal di pasar. Perlindungan lingkungan menjadi hal yang peting, perusahaan harus lebih bertanggung jawab terhadap lingkungan dan mampu menyesuaikan kegiatan bisnis untuk mengikut sertakan perlindungan lingkungan dan pengelolaan sumber daya alam yang tepat.

Penelitian ini ditujukan untuk menganalisa pengaruh *Green Product Quality*, *Green Product Price*, *Green Corporate Image*, dan *Salesperson's Green Expertise*, terhadap *Green Customers Satisfaction* dan *Green Customers Loyalty* dengan *Environmental Knowledge* sebagai variable moderasi pada pelanggan *The Body Shop* di Medan. Sampel yang digunakan pada penelitian ini dengan karakteristik yaitu pria dan wanita, berdomisili di Medan dengan 110 responden. Dengan karakteristik Pria dan Wanita, berdomisili di Medan, berusia dewasa 18-60 tahun (Kotler dan Armstrong, 2010), memiliki ketertarikan dengan isu seputar lingkungan, pernah membeli dan menggunakan produk *The Body Shop* dalam 1 tahun terakhir, mengetahui bahwa *The Body Shop* merupakan kosmetik dengan konsep *Green Sustainability*, dan pernah mengunjungi *physical store* dari *The Body Shop* lebih dari 2 kali dalam 1 tahun terakhir. Pengolahan dan penganalisaan ata dalam penelitian ini yaitu dengan menggunakan SPSS versi 25 sebagai *software* untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa dari pengolahan data yang telah dilakukan, pada objek *The Body Shop* diperoleh hasil 6 hipotesis diterima terdapat hubungan yang signifikan antara *green customer satisfaction* terhadap *green customer loyalty*, *green product quality*, *green product price*, *green corporate image*, *salesperson's green expertise* terhadap *green customer satisfaction*, dan *environmental knowledge* terhadap *green customer loyalty*.

Referensi: 97 (1996-2021)

**Kata Kunci:** *Green Product Quality*, *Green Product Price*, *Green Corporate Image*, dan *Salesperson's Green Expertise*, *Green Customers Satisfaction*, *Green Customers Loyalty*, *Environmental Knowledge*.

## ABSTRACT

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**ANALYSIS OF THE INFLUENCE OF GREEN PRODUCT QUALITY, GREEN PRODUCT PRICE, GREEN CORPORATE IMAGE, AND SALESPERSON'S GREEN EXPERTISE, ON GREEN CUSTOMERS SATISFACTION AND GREEN CUSTOMERS LOYALTY WITH ENVIRONMENTAL KNOWLEDGE AS VARIABLE MODERATION ON THE BODY SHOP CUSTOMERS IN MEDAN**

(xxi+210 pages: 26 images, 54 tables, 4 attachments)

The Indonesian cosmetics business is expanding, and the numbers are pretty considerable. Every company competes by trying to outdo its rivals in quality. As a result, every industry still faces challenges in retaining its ideal place in the market. Environmental protection is becoming more crucial, and businesses must adapt their operations to incorporate environmental preservation and effective management of natural resources.

This study aims to analyze the effect of Green Product Quality, Green Product Price, Green Corporate Image, and Salesperson's Green Expertise, on Green Customer Satisfaction and Green Customer Loyalty with Environmental Knowledge as a moderating variable for customers of The Body Shop in Medan. The sample used in this study with the characteristics of men and women, domiciled in Medan, and 110 respondents. With the characteristics of Men and Women, domiciled in Medan, adults aged 18-60 years (Kotler and Armstrong, 2010), have an interest in environmental issues, have bought and used The Body Shop products in the last 1 year, know that The Body Shop is cosmetics with the concept of Green Sustainability, and have visited the physical store of The Body Shop more than 2 times in the last 1 year. Data processing and analysis in this study is by using SPSS version 25 as software for processing data.

These empirical findings indicate that from the data processing that has been done, on the object of The Body Shop, the results of 6 hypotheses are accepted. There is a significant relationship between green customer satisfaction and green customer loyalty, green product quality, green product price, green corporate image, green salesperson's expertise. on green customer satisfaction, and environmental knowledge on green customer loyalty.

References: 97 (1996-2021)

**Keywords:** *Green Product Quality, Green Product Price, Green Corporate Image, dan Salesperson's Green Expertise, Green Customers Satisfaction, Green Customers Loyalty, Environmental Knowledge.*