

ABSTRACT

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FACTORS INFLUENCING POST PURCHASE BEHAVIOR OF CONSUMERS IN ETUDE HOUSE SURABAYA

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Korean beauty industry has witnessed an unprecedented level of growth that has rarely been seen in any other industry for the past several years. However, the Korean cosmetic industry started to veer off this trajectory starting in 2007, as it gradually became more inelastic, which indicated that cosmetic products were increasingly being perceived as more of a necessity than a luxury good.). One of the brand under AmorePasific is Etude House. Etude House is working with PT Interkos Jaya Bhakti as a solo distributor and opened the first store in Indonesia in 2008 in Jakarta. Therefore, the researcher has planned to conduct the study of factors influencing post purchase behavior of consumers in Etude House Surabaya.

The data used in this test were collected from 100 respondents. Five-point Likert type was used to obtain respondent's level of agreement. The eligibility of 100 respondents, they must age between 17-40, based in surabaya, knowing the celebrities endorsment from Etude House products, has used products from Etude House in the last one year, and has bought at least twice from Etude House in the last six month. The study revealed significant results of perceived value and customer satisfaction toward post purchase behavior, while perceived service quality insignificantly effect on perceived value and customer satisfaction. This research used descriptive analysis and multiple linier regressions analysis with SPSS to test the relationship between variables.

This research finding revealed that Etude House must know their value and how to increase their customer satisfaction by paying attention on the perceived product quality with some improvement in their materials, ensure the quality of Etude House product is the best make up product, products of Etude House can be used in all situations and the quality of customers skin is in line with Etude House product.

Keywords: Etude House, Post Purchase Behavior, Customer Satisfaction, Perceived Value, Perceived Service Quality, Perceived Product Quality, Celebrities Endorsement