



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 4, Issue 2, June 2024

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, June, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

**Green Beauty Loyalty: Investigating the Role of Perceived Value,
Product Quality, and Customer Satisfaction in Environmentally
Friendly Cosmetic Products**

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ABSTRACT

The purpose of this research is to determine the influence of perceived value, product quality on customer satisfaction and customer trust to build customer loyalty in environmentally friendly cosmetic products. This quantitative research method collects data through questionnaires. A total of 255 respondents were sampled using purposive sampling technique. The objects taken in this research were respondents who had purchased environmentally friendly cosmetic products at least 3 times in DKI Jakarta and were at least 18 years old. This research uses SPSS version 23 software and SEM (Structural Equation Model) from AMOS software to carry out the analysis and processing of research data. The results obtained in this research show that brand perceived value and product quality have a positive and significant effect on customer satisfaction and customer trust. Apart from that, customer satisfaction and customer trust have a positive and significant effect on customer loyalty.

Perceived Value, Product Quality, Customer Satisfaction, Customer Trust, Customer Loyalty

ARTICLE INFO

Article history:

Received

22 March 2024

Revised

27 April 2024


Accepted

25 May 2024

Keywords

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INTRODUCTION

Indonesia will become one of the top five cosmetic markets in the world in the next 10–15 years due to its position as the country with the largest economy in Southeast Asia (Rizaty, 2021). Sales of cosmetics and beauty products are expected to increase by at least 10% per year. In 2023, Indonesia's GDP growth rate is expected to increase to 4.5 -5.3% (Bank Indonesia, 2023). Statista (2023) reports sales of beauty products have grown significantly since 2017, amounting to 11.99 percent, contributing IDR 19 trillion. Apart from that, exports of beauty products also showed strong growth from 2013 to 2017 amounting to 3.56 percent.

Personal care products and cosmetics have become an important part of consumers' daily routines. Generally, the ingredients contained in it are a

complex mixture containing various chemicals. Some of these include preservatives, colorants, binders, fragrances, UV filters, and solvents. Some of the chemicals most often used in cosmetic products are parabens and triclosan (Moscoso-ruiz et al., 2021).

According to Bilal et al (2020), investigations evaluating the effects of parabens on aquatic biota have demonstrated the ability of these chemicals to harm several aquatic wildlife, such as Japanese medaka fish and rainbow trout. Triclosan is commonly used in some antibacterial products, such as facial cleansers. Triclosan, which does not break down easily, tends to accumulate and interact with other chemicals in waterways, so that it can form dioxin compounds which are toxic.

Animal testing of cosmetics has always been a controversial issue. Despite its important role in developing and ensuring product safety, this method is also considered a serious violation of the right to life of experimental animals (Wang et al., 2020). A survey conducted by CNN Indonesia among students in big cities showed that their knowledge and concern for non-animal labels when testing products is still low (Wuisan et al., 2022).

Based on information from femaledaily.com, environmentally friendly cosmetic products tend to be more expensive than conventional cosmetic products. This is caused by several factors such as the use of raw materials that are more expensive and rare compared to conventional cosmetic products, high certificate costs, high production costs and a complicated recycling process (Ankayama, 2023).

According to Amberg and Fogarassy (2019) eco-friendly cosmetics are a multi-faceted construct that is usually aimed at the following: environmental preservation, responsible use of non-renewable resources, and conservation of fauna and species. According to a report from Popmama, there are six products that apply the concept of environmentally friendly cosmetics, including Mineral Botanica, Trope Cosmetic, Secondate Beauty, SASC, Rose All Day, and Runa Beauty. In general, environmentally friendly cosmetic products use minimal chemicals and do not test on animals (Shafa, 2021).

Based on a survey by Compas.co.id, (2022), sales data of the top ten local brands with the best selling eyebrow pencils in 2022, shows that environmentally friendly cosmetics, namely Rose All Day, is in sixth place and SASC is in last place. This shows that there are still many customers who use conventional cosmetics.

Based on several customer reviews on femaledaily.com (2023) regarding environmentally friendly cosmetic products, namely Mineral Botanica, in the lip care category, there are still many customers who do not feel the match between

what they perceive and what they receive, this makes customers reluctant to make repeat purchases. Kotler and Amstrong (2018) argues about Kotler and product quality is the characteristic of a product or service that has the ability to fulfill both needs and desires. The characteristics of environmentally friendly product quality are minimal chemicals, coloring additives or other non-natural mixtures (Amberg & Fogarassy, 2019).

Research conducted by Lu et al (2019) shows that customer satisfaction has an important intervention role in the relationship between perceived value and trust and loyalty. Based on the top brand index 2023 in the personal care category, it can be seen that environmentally friendly cosmetic products are not included in this list. This shows that there are still many customers who have not purchased environmentally friendly cosmetic products repeatedly.

Sitorus and Yustisia (2018) argues about higher customer trust will increase customer loyalty. Based on the sales volume on Shopee e-commerce, it can be seen that sales of environmentally friendly cosmetic products, namely lipstick from Secondate Beauty, are still relatively low, namely 2.7% compared to the Implora brand with sales of 32.8% (Ramadhani, 2022). This shows that conventional cosmetics customers make more repeat purchases (loyalty) compared to environmentally friendly cosmetics customers.

Based on all the descriptions and arguments presented above, this research was conducted with the aim of comprehensively testing the influence of perceived value and product quality on customer loyalty through customer satisfaction and customer trust with environmentally friendly cosmetic products.

Perceived Value

According to Prior (2021) Perceived value is a subjective interpretation of a company's value proposition to customers involving consideration of potential costs, benefits, and the likelihood that the offering will enable customers to meet their purchasing needs and requirements. Perceived value as the customer's overall value towards the usefulness of a product which is based on perceptions about what is received and what is given (Uzir et al., 2021). According to Akel (2022) Perceived value is based on the customer's total consumption experience, especially in the service sector. The value perceived by customers can not only be obtained directly from the product or service itself, but also from the consumption experience.

Product Quality

Product quality is a characteristic of a product or service that has the ability to fulfill both needs and desires (Kotler & Amstrong, 2018). According to Uzir et al (2021) product quality is the suitability of the performance and function of a product. Keller (2019) argues about product quality is a product's ability to carry

out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole.

Customer Satisfaction

Uzir et al (2021) stated that customer satisfaction is an assessment or psychological satisfaction of customers after using a particular product. Customer satisfaction is a key concept in modern marketing thinking and practice, which emphasizes satisfaction and obtaining profits in return for customers (Yi & Nataraajan, 2018). According to Rather dan Hollebeek (2019) stated that customer satisfaction can help an organization and company increase their profits and gain a competitive advantage.

Customer Trust

Barbosa et al (2022) argues that customer trust influences every aspect of a customer's relationship with a brand and can indirectly impact the success of a company. Trust is a powerful purchasing consideration for customers. Customer trust is a consumer's belief in establishing long-term relationships with parties who have trusted them (Abidin, 2020). According to Kotler dan Keller (2019) consumer trust is as follows: "Trust is the willingness of a firm to rely on a business partner. It depends on a number of interpersonal and interorganizational factors, such as the firm's perceived competence, integrity, honesty and benevolence."

Customer Loyalty

Wirtz and Lovelock (2018) stated that customer loyalty as customer loyalty to achieve company profits. When customers are not loyal to a company, companies need to give customers reasons to combine purchasing a product with the company in order to create value for customers to become and remain loyal. According to Rather and Hollebeek (2019) Customer loyalty refers to the customer's intention to stay with the organization and their high level of commitment to the organization. According to Abidin (2020), it is important to know that loyalty is a customer commitment that forms customer loyalty to a product or service, resulting in customers continuously buying the chosen product and service.

Perceived Value and Customer Satisfaction

Perceived value has a direct relationship to customer satisfaction. According to Kusumawati and Rahayu (2020) it was found that perceived value has a positive and significant impact on customer satisfaction. Research conducted by Tran et al (2020) shows that perceived value directly influences customer satisfaction. Hossain et al (2021) argues that it is known that perceived value has a positive and significant influence on customer satisfaction. The

higher the value perceived by the customer, the greater the customer will feel satisfied.

H1: Perceived value has a positive and significant effect on customer satisfaction

Perceive Value and Customer Trust

Customers who perceive value are more likely to trust the business or brand and are more likely to return or recommend it to others. Based on research conducted by Watanabe et al (2020), it shows that Perceived Value has a significant effect on customer trust. Apart from that, the research explains that perceived value is measured through four dimensions, namely functional, economic, social and emotional. According to research by Jayashankar et al (2018), it was found that perceived value has a positive and significant influence on customer trust. Furthermore, research conducted by Sharma and Klein (2020) shows that there is a strong relationship between perceived value and customer trust. The higher the customer's perceived value, the greater the customer's trust.

H2: Perceived value has a positive and significant effect on customer trust

Product Quality and Customer Satisfaction

Product Quality influences customer satisfaction because product quality is the superiority of the product offered by the company based on its suitability to customer tastes or its suitability to customer needs and requirements. According to research conducted by Gani and Hillebrandes Oroh (2021) it shows that product quality partially has a significant effect on customer satisfaction. Garvin's eight product quality dimensions in Performance, Features, Reliability, Conformity, Durability, Serviceability, Aesthetics and Perceived Quality are product quality dimensions that influence customer satisfaction (Hoe, 2018). Meanwhile, according to research by Taufik et al (2022), product quality has a significant effect on customer satisfaction. The higher the product quality, the more customer satisfaction will increase.

H3: Product quality has a positive and significant effect on customer satisfaction

Product Quality and Customer Trust

Product quality greatly influences customer trust because product quality reflects the extent to which the product meets or exceeds customer expectations. According to research conducted by Kim et al (2021) it shows that customer trust is significantly influenced by product quality. Based on research conducted by Marakanon and Panjakajornsak (2017)), it shows that product quality has a very significant direct positive influence on customer trust. Apart from that, according to research by Samudro (2018), product quality has significant effect on customer trust. The higher the quality of the product, the more it will increase customer trust.

H4: Product quality has a positive and significant effect on customer trust

Customer Satisfaction and Customer Trust

Customer satisfaction is a factor that generates customer trust in companies that offer products or services. Based on research conducted by Setiawan et al (2020), it is stated that customer satisfaction has a significant effect on customer trust. According to research conducted by Production et al (2020), it shows that customer satisfaction is positively related to customer trust. Meanwhile, according to research by Mahmoud et al (2018), it is explained that there is a significant positive relationship between customer satisfaction and customer trust. The more satisfaction a customer feels with a product, the stronger the customer's trust in the product they own.

H5: Customer satisfaction has a positive and significant effect on customer trust

Customer Satisfaction and Customer Loyalty

Customer satisfaction will influence the level of customer loyalty. Yunus (2018) conducted research and one of the hypotheses was to test the relationship between customer satisfaction and customer loyalty. The research results show that customer satisfaction has a significant effect on customer loyalty. According to research conducted by Masturoh and Djumahir (2020), customer satisfaction has a positive and significant impact on customer loyalty. Based on research conducted by Naini et al (2022), it is explained that customer satisfaction directly has a significant effect on customer loyalty. The higher customer satisfaction, the higher customer loyalty.

H6: Customer satisfaction has a positive and significant effect on customer loyalty

Customer Trust and Customer Loyalty

Customer trust can create customer loyalty. Based on research conducted by Sitorus dan Yustisia (2018), it shows that customer trust has a significant positive effect on customer loyalty. Singh (2020) conducted research and one of the hypotheses was to test the relationship between customer trust and customer loyalty. The results of this research show that customer trust will have a positive effect on customer loyalty. Meanwhile, according to research by Yunus (2018) it is known that customer trust has a positive and significant impact on customer loyalty. The higher a customer's trust in a product, the higher the level of customer loyalty to a brand.

H7: Customer trust has a positive and significant effect on customer loyalty

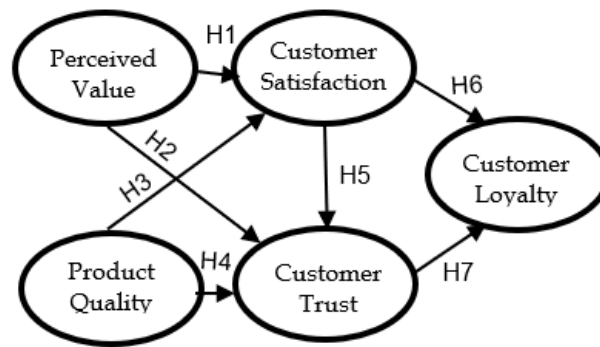


Figure 1.

Research Framework

Source: Data processed by author (2024)

RESEARCH METHODE

In this research, quantitative techniques will be employed for systematic data collection, coupled with statistical analysis to identify correlations among variables. The utilization of quantitative methods aims to offer precision and clarity in gauging the impact of the independent variable on the dependent variable. This research was conducted over a period of six months, starting from September 2023 to February 2024 in the DKI Jakarta area.

Data and Sample

The research sample was selected from this population using non-probability sampling methods, especially purposive sampling and will be analyzed using structural equation model (SEM). Determination of the number of samples is determined by the requirements determined by Hair Jr et al (2021) where the number of samples taken is a minimum of 5 times to 10 times the number of parameters used in the research. So the researcher determined the number of samples to be taken in this research was a minimum of 250 samples. The characteristics that will be used in this research include:

- a. Users of environmentally friendly cosmetics (a little chemicals and cruelty free).
- b. Aged between 18 and 60 years.
- c. Domiciled in DKI Jakarta.

Data Collection Techniques

In this research, the data source used is primary data. Primary data in this research was collected from surveys through distributing questionnaires which were given directly to respondents to obtain information about the variables studied in this research. This data was collected by researchers themselves

through distributing questionnaires to a minimum of 250 respondents who use environmentally friendly cosmetics.

Data Analysis Techniques

The purpose of data analysis techniques is to interpret and draw conclusions from the amount of data collected. Researchers used SPSS version 23.0 to test validity and reliability and AMOS software to test Confirmatory Factor Analysis (CFA), and hypothesis test.

RESULT AND DISCUSSION

Respondent Characteristics

Table 1.
Characteristics of Respondents Based on the Type of Environmentally Friendly Cosmetic Products Used

No	Types of Product	Amount	%
1	Mineral Botanica	48	18,8%
2	Trope Cosmetic	13	5,1%
3	SeconDate Beauty	53	20,8%
4	SASC	15	5,9%
5	Rose All Day	110	43,1%
6	Runa Beauty	14	5,5%
7	Others	2	0,8%
	Total	255	100%

Table 1 shows that the majority of respondents buy environmentally friendly cosmetic from Rose All Day products.

Table 2.
Characteristics of Respondents Based on Period of Use of Environmentally Friendly Cosmetic Products

No	Usage Period	Amount	%
1	< 1 years	173	67,8%
2	1 - 3 years	79	31%
3	4 - 6 years	3	1,2%
	Total	255	100%

Table 2 shows that most respondents have used environmentally friendly cosmetic product for < 1 years.

Table 3.

Characteristics of Respondents Based on Number of Purchases of Environmentally Friendly Cosmetic Products in the Last Year

No	Purchase Amount	Amount	%
1	3 times	125	49%
2	4 times	81	31,8%
3	5 times	26	10,2%
4	>5 times	23	9%
	Total	255	100%

Table 3 shows that most respondents have purchased environmentally friendly cosmetic products 3 times in the last year.

Table 4.

Characteristics of Respondents Based on Gender

No	Gender	Amount	%
1	Male	11	4,3%
2	Female	244	95,7%
	Total	255	100%

Table 4 shows that the majority of respondents are women, meaning that women dominate the interest in using environmentally friendly cosmetic products compared to men.

Table 5.

Characteristics of Respondents Based on Age

No	Age	Amount	%
1	18-29 years	207	81,2%
2	30-47 years	47	18,4%
3	48-60 years	1	0,4%
	Total	255	100%

Table 5 shows that the majority of respondent who use environmentally friendly cosmetic products are aged 18-29 years.

Table 6.

Characteristics of Respondents Based on Domicile

No	Domicile	Amount	%
1	South Jakarta	24	9,4%
2	Central Jakarta	46	18%
3	West Jakarta	53	20,8%
4	East Jakarta	48	18,8%

5	North Jakarta	84	32,8%
	Total	255	100%

Table 6 shows that the majority of respondent who use environmentally friendly cosmetic products live in North Jakarta.

Table 7.
Characteristics of Respondents Based on Last Education

No	Last Education	Amount	%
1	<High School	2	0,8%
2	HighSchool/Equivalent	138	54,1%
3	Diploma	8	3,1%
4	S1	100	39,2%
5	S2	6	2,4%
6	S3	1	0,4%
	Total	255	100%

Table 7 shows that the majority of respondents who environmentally friendly body care products have a high school education.

Table 8.
Characteristics of Respondents Based on Employment Status

No	Employment Status	Amount	%
1	Student	135	52,9%
2	Entrepreneur	61	23,9%
3	Government Employees	26	10,2%
4	Private Employees	33	12,9%
	Total	255	100%

Table 8 shows respondent who use environmentally friendly cosmetic products are student.

Table 9.
Characteristics of Respondents Based on Marital Status

No	Marital Status	Amount	%
1	Not married yet	218	85,5%
2	Married	37	14,5%
3	Divorce	0	0%
	Total	255	100%

Table 9 shows that the majority of respondents who environmentally friendly body care products are unmarried.

Validity and Reliability Test

Based on Table 10, the factor loading values for all indicators in this study are declared valid. Then, the Cronbach's Alpha value for all variables is > 0.7 . So the measurements in the reliability test are declared reliable.

Table 10.
Validity and Reliability Test Result

Name	Variables dan Indikator	Factor Loading	Cronbach Alpha
	<i>Perceived Value</i>		0.957
PV2	This cosmetic product is more environmentally conscious than other cosmetic products.	0.935	
PV3	This cosmetic product has more environmental benefits than other cosmetic products.	0.932	
PV1	The environmental function of this cosmetic product provides excellent value for you.	0.930	
PV4	I think this environmentally friendly cosmetic product is reliable.	0.914	
PV5	I think this environmentally friendly cosmetic product meets my needs well	0.918	
	<i>Product Quality</i>		0.966
PQ3	This environmentally friendly cosmetic product is of high quality.	0.945	
PQ2	My current eco-friendly cosmetics are definitely of excellent quality.	0.944	
PQ4	This environmentally friendly cosmetic product is a superior product.	0.942	
PQ5	This environmentally friendly cosmetic product has excellent quality.	0.939	

PQ1	The eco-friendly cosmetics I use currently are of consistently high quality	0.922	
<i>Customer satisfaction</i>			0.932
CS3	I prefer environmentally friendly cosmetics because I am satisfied with their use.	0.934	
CS1	I prefer to buy more eco-friendly cosmetics because it gives me the highest level of satisfaction.	0.916	
CS5	I prefer environmentally friendly cosmetics because it indicates a higher status.	0.883	
CS4	I prefer environmentally friendly cosmetics because they fulfill my need for a healthy life.	0.883	
CS2	I am satisfied with the use of eco-friendly cosmetics due to the absence of animal testing.	0.853	
<i>Customer Trust</i>			0.956
CT2	In my opinion, this environmentally friendly cosmetics has sufficient experience in marketing the products and services it offers.	0.931	
CT5	I believe that this eco-friendly cosmetics accepts the needs of its customers and delivers them all.	0.926	
CT3	For me, environmentally friendly cosmetics prioritizes the interests of its current and future customers.	0.925	
CT4	In my opinion, eco-friendly cosmetics will not take any action that will harm customers.	0.923	
CT1	I declare that the information provided by this eco-friendly cosmetic is correct.	0.903	

	<i>Customer Loyalty</i>		0.957
CL4	I say positive things about this eco-friendly cosmetic to others.	0,944	
CL3	I would pay a higher price for the benefits I currently get from my eco-friendly cosmetics.	0,933	
CL2	I encourage my friends and family to choose these eco-friendly cosmetics.	0,927	
CL5	I consider this eco-friendly cosmetic as the first choice for my cosmetics.	0,910	
CL1	I will continue to use these eco-friendly cosmetics in the future.	0,904	

Confirmatory Factor Analysis (CFA) Test

Based on Table 11 shows the results of the Confirmatory Factor Analysis (CFA) test, all index values comply with the suitability requirements and are declared fit.

Table 11.
Confirmatory Factor Analysis (CFA) Test Results

Indeks	Cut off Value	Result	Model Evaluation
P	$\geq 0,05$	0,091	<i>Fitted</i>
CMIN/DF	$\leq 2,00$	1,284	<i>Fitted</i>
GFI	$\geq 0,9$	0,961	<i>Fitted</i>
RMSR	$< 0,05$	0,012	<i>Fitted</i>
RMSEA	$\leq 0,08$	0,033	<i>Fitted</i>
AGFI	$\geq 0,9$	0,936	<i>Fitted</i>
TLI	$\geq 0,9$	0,995	<i>Fitted</i>
CFI	$\geq 0,9$	0,996	<i>Fitted</i>

Hypothesis Test

Based on table 12, the t-value results conclude that H1 is accepted because the t value > 1.96 means that perceived value is stated to have a positive and significant influence on customer satisfaction. H2 is accepted because the t value > 1.96 means that the perceived value stated to have a positive and significant effect on customer trust. H3 is accepted because the t value > 1.96 means that product quality is stated to have a positive and significant effect on customer

satisfaction. H4 is accepted because the t value > 1.96 means that product quality is stated to have a positive and significant effect on customer trust. H5 is accepted because the t value > 1.96 means that customer satisfaction is stated to have a positive and significant effect on customer trust. H6 is accepted because the t value > 1.96 means that customer satisfaction is stated to have a positive and significant effect on customer loyalty. H7 is accepted because the t value > 1.96 means that customer trust is stated to have a positive and significant effect on customer loyalty.

Table 12.
Hypothesis Test Result

Hypot hesis	Indepe ndent Variabl e	Depende nt Variable	C.R.(t- value)	P	Standardiz ed Regression Weight	Hypoyhesi s Test Result
H1	PV	CS	2.035	0.042	0.167	Accepted
H2	PV	CT	2.744	0.006	0.170	Accepted
H3	PQ	CS	8.152	***	0.698	Accepted
H4	PQ	CT	7.288	***	0.536	Accepted
H5	CS	CT	5.862	***	0.300	Accepted
H6	CS	CL	5.862	***	0.293	Accepted
H7	CT	CL	10.185	***	0.637	Accepted

The Relationship Between Perceived Value and Customer Satisfaction

The perceived value variable on customer satisfaction has a standardized regression weights value of 0.167 and C.R. (Critical Ratio) of 2.035, which means greater than 1.96, means perceived value is stated to have a positive and significant influence on customer satisfaction. Thus, the first hypothesis which states that perceived value has a positive and significant effect on customer satisfaction is accepted. This shows that a positive perceived value will influence customer satisfaction in purchasing environmentally friendly cosmetic products. The results of this study are in accordance with research conducted by Kusumawati dan Rahayu (2020), Tran et al (2020), and Hossain et al (2021) who found that perceived value has a positive and significant relationship with customer satisfaction.

The Relationship Between Perceived Value and Customer Trust

The perceived value variable on customer trust has a standardized regression weights value of 0.170 and C.R. (Critical Ratio) is 2.744, which means it is greater than 1.96, so the perceived value is stated to have a positive and significant effect on customer trust. Thus, the second hypothesis which states that perceived value has a positive and significant effect on customer trust is accepted. This shows that perceived value will influence customer trust in purchasing environmentally friendly cosmetic products. The results of this study are in accordance with research conducted by Watanabe et al (2020), Jayashankar et al (2018), and Sharma and Klein (2020) who found that perceived value has a positive and significant relationship with customer trust.

The Relationship Between Product Quality and Customer satisfaction

The product quality variable on customer satisfaction has a standardized regression weights value of 0.698 and C.R. (Critical Ratio) is 8.152, which means it is greater than 1.96, so product quality is stated to have a positive and significant influence on customer satisfaction. Thus, the third hypothesis which states that product quality has a positive and significant effect on customer satisfaction is accepted. This shows that positive product quality will influence customer satisfaction in purchasing environmentally friendly cosmetic products. The results of this research are in accordance with research conducted by Gani and Hillebrandes Oroh (2021), Hoe (2018), and Taufik et al (2022) who found that product quality has a positive and significant relationship with customer satisfaction.

The Relationship Between Product Quality and Customer Trust

The product quality variable on customer trust has a standardized regression weights value of 0.536 and C.R. (Critical Ratio) of 7.288, which means it is greater than 1.96, then product quality is stated to have a positive and significant influence on customer trust. Thus, the fourth hypothesis which states that product quality has a positive and significant effect on customer trust is accepted. This shows that a positive product quality will influence customer trust when purchasing environmentally friendly cosmetic products. The results of this study are in accordance with research conducted by Gani and Hillebrandes Oroh (2021), Hoe (2018), and Taufik et al (2022) who found that product quality has a positive and significant relationship with customer trust.

The Relationship Between Customer Satisfaction and Customer Trust

The customer satisfaction variable towards customer trust has a standardized regression weights value of 0.300 and C.R. (Critical Ratio) of 5.862, which means greater than 1.96, means customer satisfaction is stated to have a positive and significant effect on customer trust. Thus, the fifth hypothesis which

states that customer satisfaction has a positive and significant effect on customer trust is accepted. This shows that positive customer satisfaction will influence customer trust when purchasing environmentally friendly cosmetic products. The results of this study are in accordance with research conducted Setiawan et al (2020), Production et al (2020), Mahmoud et al (2018), who found that customer satisfaction has a positive and significant relationship with customer trust.

The Relationship Between Customer Satisfaction and Customer Loyalty

The customer satisfaction variable towards customer loyalty has a standardized regression weights value of 0.293 and C.R. (Critical Ratio) of 5.862, which means greater than 1.96, means customer satisfaction is stated to have a positive and significant effect on customer loyalty. Thus, the sixth hypothesis which states that customer satisfaction has a positive and significant effect on customer loyalty is accepted. This shows that positive customer satisfaction will influence customer loyalty when purchasing environmentally friendly cosmetic products. The results of this study are in accordance with research conducted Sitorus and Yustisia (2018), Masturoh and Djumahir (2020), and Naini et al (2022) who found that customer satisfaction has a positive and significant relationship with customer loyalty.

The Relationship Between Customer Trust and Customer Loyalty

The customer trust variable towards customer loyalty has a standardized regression weights value of 0.637 and C.R. (Critical Ratio) of 10.185, which means greater than 1.96, means customer trust is stated to have a positive and significant effect on customer loyalty. Thus, the seventh hypothesis which states that customer trust has a positive and significant effect on customer loyalty is accepted. This shows that positive customer trust will influence customer loyalty when purchasing environmentally friendly cosmetic products. The results of this study are in accordance with research conducted Sitorus and Yustisia (2018), Singh (2020), and Yunus (2018) who found that customer trust has a positive and significant relationship with customer loyalty.

CONCLUSION

This research tests several hypotheses about the factors that influence customer satisfaction, customer trust and loyalty. The first finding shows that perceived value positively and significantly influences customer satisfaction and customer trust, this emphasizes continuing to increase the perceived value of their products and ensuring that customers are satisfied and confident with their experience. The second finding highlights that product quality also has a positive and significant effect on customer satisfaction and customer trust, emphasizing the need for companies to improve the high quality of their products. The third

finding shows that perceptions of customer satisfaction also have a positive impact on customer trust. Additionally, the study found that customer satisfaction and customer trust also influence customer loyalty, it is important for companies to actively strengthen customer satisfaction and trust as part of their strategy to increase customer loyalty. In conclusion, customer satisfaction and customer trust plays a key role in building customer loyalty, and factors such as perceived value and product quality play an important role in this process.

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