

INTISARI

Penelitian ini bertujuan menganalisis pengaruh kinerja *green brand image*, *green brand satisfaction*, *green brand trust* dan *green brand awareness* terhadap *green brand preference* terhadap *green cosmetic* Oriflame di kota Yogyakarta. Obyek dari penelitian ini adalah *green cosmetic* merek Oriflame, sedangkan subyeknya adalah konsumen yang pernah membeli dan menggunakan *green cosmetic* merek Oriflame. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Sebelum dilakukan analisis data terlebih dahulu dilakukan uji kualitas instrumen meliputi uji validitas dan uji reliabilitas.

Hasil analisis yang dilakukan menunjukkan *green brand image*, *green brand satisfaction*, *green brand trust* dan *green brand awareness* secara simultan berpengaruh signifikan terhadap *green brand preference*. *Green brand image* berpengaruh positif dan signifikan terhadap *green brand preference*. *Green brand satisfaction* tidak berpengaruh signifikan terhadap *green brand preference*. *Green brand trust* berpengaruh positif dan signifikan terhadap *green brand preference*. *Green brand awareness* berpengaruh positif dan signifikan terhadap *green brand preference*.

Kata kunci: *green brand image*, *green brand satisfaction*, *green brand trust* dan *green brand awareness*.

ABSTRACT

This research is to analyze the effect of green brand image, green brand satisfaction, green brand trust and green brand awareness toward green brand preference of green brand cosmetic Oriflame brand in Yogyakarta. The object of the research is Oriflame green cosmetics product , meanwhile the subject is the consumer that has bought and used Oriflame green brand cosmetics. The sample collecting was done with purposive sampling technique. The data analysis was done with double linier regression. Before the data analysis was done, instrument quality examination including validity and reliability examination had been done first.

The result of the analysis shows that green brand image, the satisfaction of green brand, the trust toward green brand and the awareness of green brand simultaneously have significant influence toward green brand preference. The green brand image has positive influence and significant influence toward green brand preference. The satisfaction of green brand has no significant influence toward green brand preference. The trust toward green brand has positive and significant influence toward green brand preference. The awareness of green brand has positive and significant influence toward green brand preference.

Keyword: green brand image, green brand satisfaction, green brand trust dan green brand awareness.