

ABSTRACT

Indah Yuni I, Ratih. 2012. The Relationship of Satisfaction Consumers (Consumer Satisfaction) with the Consumer Loyalty of Cosmetic Products of the Consumers Using Garnier Cosmetics. Psychology of Islamic State University of Maulana Malik Ibrahim.

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Key Words : Advrtisement Perception, Consumers' Loyalty

Consumer satisfaction is a State where the desires, expectations and consumer needs are met. Satisfaction of consumers is the cause of the occurrence of consumer loyalty so that customer satisfaction greatly influences consumer loyalty. The phenomenon is surfacing in society today is the use of Indonesia cream bleach and many beauty clinic which facilitate in the treatment of the face in order to meet the increasing consumer satisfaction, especially among teenagers. Cosmetics has the meaning, function and its role, particularly for those with cosmetics can boost self-confidence are high.

These studies use quantitative methods. Research student in SMA Negeri 8 Malang that have the same characteristics with research subjects (n = 17). Try out their results from choosing cosmetic products made from natural and Garnier because is also safe for health. Subject research amounted to 81 people were selected using random purposive.

This research aims to determine the level of satisfaction with the relationship consumer loyalty in consumer cosmetic products users on grad-student Garnier SMA Negeri 8 Malang class X and XI. The hypothesis put forward in the study there is a positive relationship between Satisfaction with the Consumer Loyalty of users of cosmetic products Garnier. Results of the study revealed that Consumers are on the level of Satisfaction with a high percentage of 100%, whereas Consumer Loyalty are on high percentage category also with 89%. Based on the output of the software SPSS 11.8, retrieved result that consumer satisfaction with loyalty among consumers cosmetic products users occurs a significant correlation $r_{xy} = 0,701$; sig = 0.000 & lt; 0.05. in other words, the higher consumer satisfaction then the higher levels of consumer loyaty also against a product or brand.