

The Factors Affecting Customer Satisfaction in Green Skin Care Product that Generate Customer Loyalty

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ABSTRACT

Customer satisfaction is one of the supporting factors for customer loyalty in the use of skin care products. This phenomenon has opened up wide opportunities for marketers and businessmen to introduce and market their products, the intended consumers, namely young Indonesians today, where their habit is to like natural and environmentally friendly skin care products. This research was conducted to provide novelty in the green skin care product industry to capture perceived quality perceptions, and to identify possible perceptions of existing risks, customer trust and brand image that affect customer satisfaction so as to form customer loyalty in using green skin care products. The research data was conducted using quantitative method and surveys conducted offline and online. Data collection was carried out through an online questionnaire distributed to 200 respondents who used skincare products and resulted in 153 respondents who were analyzed using PLS-SEM (Smart PLS 3.0). The results showed that customer satisfaction is the most influential factor on customer loyalty, brand image is the second, customer trust is the third, perceived quality is the fourth, and the least priority is perceived risk. Finally, the explanation of the dissolved implications fully supports the results of this study.

Keywords: Perceived Quality, Perceived Risk, Brand Image, Customer Trust, Customer Satisfaction, Customer Loyalty, Green Skincare Product

1. INTRODUCTION

Green Products are increasingly popular among people because of the high awareness of the benefits received and customer's demand to buy environmentally friendly products (Carcevellon et al., 2011). There are various kinds of environmentally friendly products ranging from electronics, household furniture, automotive, and cosmetic products (Norazah & Norbayah, 2014; Nooraita & Rozaihad, 2011). According to Ali et al. (2016), cosmetic products are classified into several categories, such as skincare, body & oral care cosmetics, makeup, hair-care, and fragrance. Asia dominates global skincare sales, collecting 51% of world sales value and 6% of the combined annual growth rate (CAGR) between 2012-2017 (Morganti et al., 2019). Skincare brands are mostly established in multi-channel retailers targeting the widest consumer reach in Asia (Euromonitor, 2018). Research that has been conducted estimates that Generation Y currently accounts for one-third of buyers, but by 2022 it will reach 47% of total buyers (Courtland Consulting, 2018). According to Ramadhani et al. (2019), the growth of the cosmetics industry is predicted to continue to grow many times in line with the trend of people who are starting to pay attention to skincare products as their primary needs and continuous innovation from skincare products. Environmentally friendly skincare products were pioneered in 2000 and popular in 2005, where many local and imported environmentally friendly skincare products have emerged (Yoesmanam, 2015). According to Susanti & Wardana (2014), the reason companies are committed to producing environmentally friendly products such as (1)

improving company image, (2) following environmental trends, (3) obtaining competitive advantage, (4) finding new markets or new opportunities, (5) increasing product value.

Customers started being aware of the natural environment, but it hasn't followed with green product purchasing (Setiyonovita & Syahrivar, 2017). These conditions and opportunities are utilized by companies to be able to provide customer satisfaction with the use of environmentally friendly skincare products to increase the intensity of long-term product purchases called customer loyalty. Luarn & Lin (2003) suggested that customer loyalty is vital in the survival of the company because it can increase revenue in order to maximize the profit generated. Therefore, get new customers to create loyalty to the products offered requires more cost and time than maintaining existing customers (Tu et al., 2012). According to Hur et al. (2013), the important factor on customers loyalty is through customer satisfaction with perceived experience on the used product which meet customer expectations and customer needs.

The research on customer loyalty has been conducted in many previous studies (Yu-Te Tu et al., 2012; Lee, Wong, 2015; Banyte & Dovaliene, 2014; Chen et al., 2015; Chang & Cher-Min, 2010; Luarn & Lin, 2003; Marakanon & Panjakajornsak, 2017; Hur et al., 2013) but are limited to research objects related to customer products, electronic products, mobile commerce, and hybrid vehicles, which provides an opportunity to explore more deeply the factors that shape customer loyalty to environmentally friendly skincare products.

Environmentally friendly skincare products are made from natural ingredients and cruelty-free in making their products and are better for all skin types. Using natural ingredients, customers believed that environmentally friendly skincare also has excellent product quality, can overcome problematic skin, and reduce the risk of dependency. Some environmentally friendly skincare products also make their packaging with cassava that is readily biodegradable and reduces plastic waste. When using green skincare products, customers are satisfied with the organic material contained in them and play an active role in environmental preservation. Also, Rina (2016) stated that the importance of maintaining customer trust in the credibility of green products affects customer satisfaction; thus, customers will repurchase in the long run. It is expected that the company can minimize the risks that customers will accept because it will affect the level of customer satisfaction (Ghotbabadi et

al., 2016). Improving the quality of products and services can increase customer satisfaction and significantly impact customer satisfaction (Rivai & Wahyudi, 2017). According to Chang & Fong (2010), the high quality of green products leads to higher customer satisfaction, directly affecting customers loyalty. When brand image is maintained and improved, customer satisfaction would rise (Susanti & Wardana, 2014).

This research aims to examine the correlation between perceived quality, perceived risk, brand image, customer trust, and customer satisfaction toward customers' loyalty to green skincare products. According to Won-Moo et al. (2013), customer loyalty can be seen from the intensity of long-term product purchases. Understanding the brand's image, customer trust, perceived quality, perceived risk, and consumer satisfaction in environmentally skincare green products can increase consumer loyalty; this study provides insight to marketers and helps the government in environmental conservation campaigns.

2. THEORETICAL BACKGROUND

2.1 Green Product

Business is an activity performed by individuals or organizations involving production and sales activities for the sake of a profit. Humans play an important role in creating a good environment. Some business activities today are inseparable from the issue of adverse environmental impacts, either during production or its consumption causing environmental pollution. In order to minimize environmental pollution, humans as producers and consumers have begun to switch to using environmentally friendly products or commonly known as Green Product (Savitri et al., 2016). Setiyonovita & Syahrivar (2017) stated that green products contain a safe composition and that the packaging can be recycled; therefore, it can lower the environment's negative effect. Green products are intended to leave a positive effect on consumers by minimizing environmental effects and paving the way to transition toward sustainability (Ramadhani et al., 2019). Furthermore, green products are meant in reducing excessive use of natural resources and environmental effects in the production process (Albino et al., 2009; Okada & Mais, 2010). Consumers who have started to shift using Green Product are aware that the quality of Green Product is better and different. An example is environmentally safe skincare items, which are listed as cruelty-free, consisting of creams, soaps, shampoos, bath gels, lotions, moisturizers, scrubs, masks, and other face,

hair and body-care products that use vegetarians or sustainably and ethically resourced ingredients (Cipriani, 2017). Alvin (2018) believed that many cosmetics skincare, especially Korean products and local green product-based cosmetics companies, are penetrating the Indonesian market. Environmentally safe skincare product contains fewer chemicals and more natural ingredients, such as plant extract and essential oils, certified by assessment agency and recyclable packaging (Cervellon et al., 2017). Ariyant I & Iriani (2014) stated that environmentally friendly skincare products consisted of 2 variants, specifically natural skincare and organic skincare.

2.2 Perceived Quality

Perceived quality refers to consumers evaluation of product superiority. According to Durianto (2004), perceived quality is referred to as the comparison of the whole quality or superiority perceived by consumers on products or services regarding their various interests. High perceived quality indicates that consumers have identified the differences and advantages of these products with similar products after a long period of time (Kurniawan, 2017). According to Krisno and Samuel (2013), many researchers have the view that perceived quality is something that precedes customers satisfaction. High perceived quality can be useful for a brand to strengthen its existence, become the basis for consumers who willingly pay premium prices, become an incentive to attract consumers interest, steps to strengthen differentiation, and this can also be a reason for consumers to make purchases (Aaker, 2008). Perceived quality is a key factor for companies to create a competitive advantage in their industry (Kurniawan, 2017).

2.3 Perceived Risk

Perceived risk and risk-taking are components of cost selection and an integral component of decision making (Conchar et al., 2004). Conchar et al. (2004) state that consumers should improve their understanding of underlying outcomes and the value of risk in order to validate subjective expectations on alternate risk weights around the mix risk dimensions, which includes a two-sided link between consumer loyalty and perceived risk. According to Johnson et al. (2008), perceived risk impacts consumer satisfaction, whereas perceived risks are affected by customer satisfaction for future purchases.

2.4 Brand Image

Brand image refers to how a brand is perceived in

customers' minds regarding environmental-care commitments (Chen, 2009). According to Hart et al. (2005), brand image represents the market share's perception and an abstract view of the linked product, resulting from a pre-planned marketing activity or market engagement. Brand image implies how customers perceive the brand when they hear, see, or learn about it (Supranto & Limakrisna, 2011). In general, the image of brands attributes and benefits associated with brands that have their characteristics and are different from competitors (Webster & Keller, 2004).

2.5 Customers Trust

Trust is the credence and confidence mentioned by customers in an organization and considers what needs to be delivered (Deutschi, 1958). There is a belief of an inherent relationship among customers with a company because of the higher level of trust among one another in a company and the level of commitment to customer trust (Rauyrueen & Miller, 2007). Two aspects of trust consist of; credibility, referring to other party's confidence in the expertise of fulfilling their duties; and benevolence which focuses on other party's persistence and seriousness in fulfilling the agreement (Ganesan, 1994). Thus, trust is the basis of a marketing strategy to create good relationships with consumers. Pratama (2014) stated trust as one of the main factors affecting purchases and trust refers to the individual's belief that consumers will behave based on their expectations.

2.6 Customers Satisfaction

According to Suyanto (2007), customer satisfaction refers to consumers being satisfied or dissatisfied with a product base in its performance and expectations. The feeling of satisfaction by consumers occurs after evaluating the product usage experience (Caditte et al., 2006). Tjiptono (2006) mentioned customer satisfaction as the comparison of customers' initial and after expectation and perception of using the product, whereby regular purchases and willingness to spread positive word-of-mouth will occur if they are satisfied (Hasan, 2013).

2.7 Customers Loyalty

Loyalty signified the decision-making behavior that drives continuous purchases from a specific business (Kalalo, 2013). Customer loyalty is the result of maintaining and maximizing relationships with customers and expanding relationships through efforts to create word-of-mouth promotion (Bernard, 2009). Customer loyalty is one way to create barriers to entry

because the emergence of new entrants in business is natural. As long as demand remains, and there is room for profit, the business will attract new entrants (Iwantono, 2001). Customer satisfaction implies the extent of customers' behavior toward selecting and using a product for a long-extended time, and with a small probability of shifting to a competitor's product unless there is an added value such as price and attributes (Hermawan, 2011).

2.8 Hypothesis development

Moslehi & Haeri (2016) identified the perceived quality has a significant effect on customer satisfaction, thereby causing purchase intensity in the future. The correlation of perceived quality in relation to customer satisfaction is shown to be present (Ranjbarian, 2012; Rivai&Wahyudi, 2017). Based on the findings, it is recommended that variables related to customer satisfaction other than perceived quality should be considered to understand customer loyalty better. Chang & Fong (2010) stated that through the green products' concept, a positive correlation among perceived quality and customer satisfaction was discovered, whereby companies should have concern on products' quality in regards to environmental values to gain competitive advantage and product differentiation so customers will be satisfied with the product. Based on the explanation above, the hypothesis is developed as follows:

H1. Perceived quality has positive effect on customer satisfaction

According to Cheng & Lee (2011), the correlation of perceived risk and customer satisfaction is mentioned to be present. The study's finding show customer satisfaction is significantly affected by perceived risk (moral hazard, financial risk, and time risk). Similar to Afwa et al. (2014), Ghotbabadi et al. (2016) mention that customers satisfaction is significantly affected by perceived risks. From these findings, reducing the loss and risk burden from product use can lead to customer satisfaction, making it easier for customers to make decisions for future purchases. Mulyono (2015) identified the positive relationship between perceived risk and customer satisfaction. The results indicated how a high level of risk received by customers is directly proportional to the satisfaction generated. This is influenced by customer trust in the product value. Therefore, companies and marketing need to consider factors that determine the perceived risk that influence an increase in customer satisfaction. This way, the customers would have the chance to make a repeat

order later on. Hence, the hypothesis is as follows:

H2. Perceived risk has positive effect on customer satisfaction

According to Afwa et al. (2014), customer significant is greatly impacted by customer trust. The study's findings showed how the increase in customer confidence could have an impact on their satisfaction. According to Aini (2018), consumer trust affects and has a substantial effect on customer satisfaction. Kolonio&Soepono (2019) explained the significant

influence on customer trust with customer satisfaction and proved that customers who believe in a product have satisfaction and have the potential to use the product again. Applying a good company image and precise information needed, and the quality of the product after use will cause customer trust to influence customer satisfaction. Hence, the hypothesis is as shown:

H3. Customer trust has positive effect on customer satisfaction

Brand image directly and significantly impacts the formation of customer satisfaction (Susanti&Wardana, 2014). This shows that the more positive the brand image perceived by the customer it would increase the perceived customer satisfaction. Previous studies claimed that satisfaction is positively and significantly impacted by a brand's image (Tu et al., 2013). It is identified that to determine the significance of brand' image and customer satisfaction correlation is through consumers' responses toward various products' salespeople (Samuel & Wibisono, 2019). Therefore, we tested the following hypothesis:

H4. Brand image has positive effect on customer satisfaction

According to Setiawan & Sayuti (2017), customer satisfaction is substantially affected by customer satisfaction. This shows that when more customers are satisfied with an item or service, they will be more loyal. Tu et al. (2002) confirm that customers loyalty is significantly affected by customer satisfaction; hence, high satisfaction leads to loyalty. According to research conducted, customer satisfaction is a determining variable that can determine future perceptions that shape customer loyalty, manifested by the repeated use of goods or services and recommending to others about perceived quality and benefits. Therefore, we tested the following

hypothesis:

H5. Customer satisfaction has a positive effect on customer loyalty.

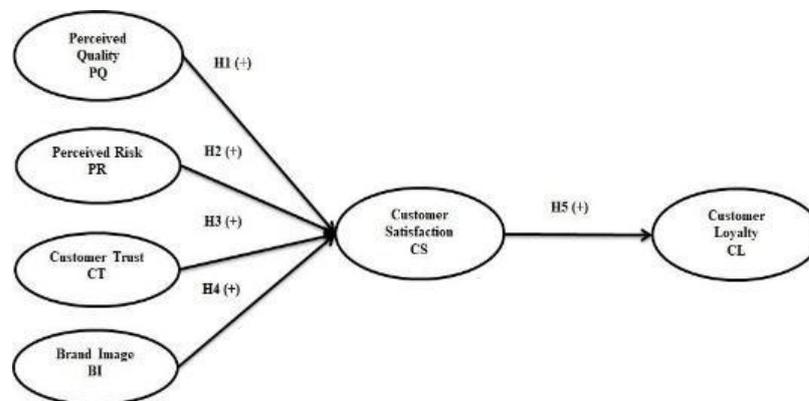


Fig 1: Research Model

3. RESEARCH METHODS

3.1 Measurement

The questions in the questionnaire were slightly changed to fit the scope of the research, namely green skincare products. The final questionnaire was distributed to selected respondents using social media, especially WhatsApp, Instagram and YouTube. The questionnaire was made in 3 parts. In the first part, the respondents will be given a screening question. In the second part, the respondents will fill out a questionnaire regarding the demographic data of the respondent: gender, age, latest education, what green skincare product was used, how long it took, and the costs incurred when using it. The final section will focus on the questions related to the tested variables on a Likert scale. Questionnaire items were adopted from the previous studies (see Appendix 1). There were five variables involved; perceived quality was measured by four items adapted by Chen & Chang (2013) & Lutfiani (2016), perceived risk which consisted of 4 items adapted by Halim & Kempa (2016) & Pahlevi (2014), four items of brand image adapted by Bambang (2010) & Lutfiani (2016), customers trust which was constructed in 3 items adapted by Chen & Chang (2013) & Pahlevi (2014), customers satisfaction was measured by five items adapted by Tariq (2014); Chang & Fong (2010) & Chen et al. (2015) and four items of customers loyalty adapted by Kotler & Armstrong (2001). The data collection method uses a 5-points Likert scale ranging from strongly disagree to strongly agree.

3.2 Data collection and Analysis

The research data was conducted using a quantitative method and surveys conducted online and offline. Using the convenience sampling method, women and men in Jakarta and its surrounding areas used green skincare products. The questionnaires were distributed to as many as 200 respondents, but 153 data were filled, returned, and processed. Data processing was done using the PLS – SEM (Partial Least Square – Structural Equation Modeling) with SmartPLS 3.0 to assess the hypothesis.

4. FIGURES/CAPTIONS

4.1 Result

The respondents' demography was described in table 1, which was dominated by women (85%). Age was dominated by between 21 to 30 years old (95%). The level of education was dominated by undergraduates (83%). The brand used by most consumers was dominated by The Body Shop (54%). The length of use of green skincare was dominated by almost two years (39%). The costs spent on green skincare by consumers were dominated by almost IDR 599,000 (36%).

Two methods used for Smart PLS are the measurement model and structural model. In determining the validity and reliability of the research model, measurement model is applied. The structural model knows the hypothesis that is built whether it can be accepted or rejected.

Characteristics		Total	Percent (%)
Gender	Male	22	15%
	Female	131	85%
Age	< 20 years old	4	2%
	21 -30 years old	146	95%
	31 – 35 years old	2	1,5%
	36 – 40 years old	1	0,5%
Education	S1	127	83%
	S2	26	17%
Brand of green skincare used	Lush	20	13%
	Innisfree	34	22%
	The Body Shop	81	54%
	L'Occitane	2	1%
	Khiels	16	10%
Length of using green skincare	< 1 months – 3 months	9	6%
	4 months – 6 months	21	14%
	7 months – 1 months	15	10%
	1 yr – 2 yrs	60	39%
	> 2 yrs	48	31%
Costs incurred for Green skincare	IDR 100.000 – 299.000	19	12%
	IDR 300.000 – 599.000	56	36%
	IDR 600.000 – 999.000	46	30%
	IDR 1.000.000 – 1.999.000	22	15%
	IDR > 2.000.000	10	7%

Table 1. Respondent Characteristics

The item/indicator score with the construct score demonstrates the assessment model's convergent validity with reflexive indicators. If the individual indicator's value is above 0.70, it is reliable. However, external loads of 0.60 are still acceptable for the testing stage of scale development (Ghozali, 2006). Other than examining the cross-loading value, the average variance extracted (AVE) value of individual indicator could determine the discriminant validity, and the value should be higher than 0.5 to be valid. The construct is measured by the indicator block of composite reliability, and is considered reliable if the

composite reliability value is above 0.60. From the outer loading result, AVE and Composite Reliability tests in the research can be seen in Table 2 and Table 3.

Table 2. Validity and Reliability Test Result

Variable	Indicator	Mean	Factor Loading	AVE	Composite Reliability
Perceived Quality (PQ)	PQ 1.1	3.835	0.786	0.605	0.785
	PQ 1.2		0.765		
	PQ 1.3		0.810		
	PQ 1.4		0.750		
Perceived Risk (PR)	PR 2.1	2.940	0.434	0.397	0.596
	PR 2.2		0.343		
	PR 2.3		0.463		
	PR 2.4		0.443		
Customer Trust (CT)	CT 3.1	3.861	0.752	0.718	0.868
	CT 3.2		0.887		
	CT 3.3		0.825		
	CT 3.4		0.917		
Brand Image (BI)	BI 4.1	4.083	0.795	0.715	0.799
	BI 4.2		0.901		
	BI 4.3		0.838		
Customer Satisfaction (CS)	CS 5.1	4.050	0.926	0.769	0.925
	CS 5.2		0.874		
	CS 5.3		0.892		
	CS 5.4		0.863		
	CS 5.5		0.828		
Customer Loyalty (CL)	CL 1.1	3.701	0.922	0.678	0.843
	CL 1.2		0.703		
	CL 1.3		0.841		
	CL 1.4		0.822		

Table 3. Discriminant Validity Test Result

	BI	CL	CS	CT	PQ	PR
BI	0.836					
CL	0.578	0.824				
CS	0.781	0.679	0.847			
CT	0.595	0.521	0.703	0.746		
PQ	0.701	0.523	0.793	0.750	0.766	
PR	-0.347	-0.410	-0.517	-0.358	-0.431	0.840

From Table 2, it is known that all 5 of 6 variables have met the convergent validity as they have a loading value of more than 0.50 so that all questionnaire items pass the validity test. The AVE parameter provides AVE values above 0.5 for all constructs; namely, the quality of service has AVE values for 5 of 6 variables above 0.5, which means that all constructs have high discriminant validity. For the composite reliability value, each research variable value is >0.7, indicating five from six variables have a high reliability level. From Table 3, the study consists of valid variables, which are shown from the discriminant validity in compiling their respective variables.

Table 4. Hypothesis Test Result

Hypothesis	Path	Coefficient	T-stat	P-values	Conclusion
H1	Perceived Quality > Customer Satisfaction	0.174	2.569	0.006	Supported
H2	Perceived Risk > Customer Satisfaction	0.137	1.202	0.228	Not Supported
H3	Customer Trust > Customer Satisfaction	0.360	2.494	0.013	Supported
H4	Brand Image > Customer Satisfaction	0.576	4.532	0.000	Supported
H5	Customer Satisfaction > Customer Loyalty	0.690	8.507	0.000	Supported

Table 4 shows the test results of the hypothesis. This study used a 95% confidence level so that the criteria for determining whether a hypothesis is significant or accepted in this study is the t-value > 1.96 and p-value < 0.05. The hypothesis would be rejected if t-value < 1.96 and p-value > 0.05. This can be seen from the fifth hypothesis, three hypotheses can be accepted, and 1 hypothesis is not supported.

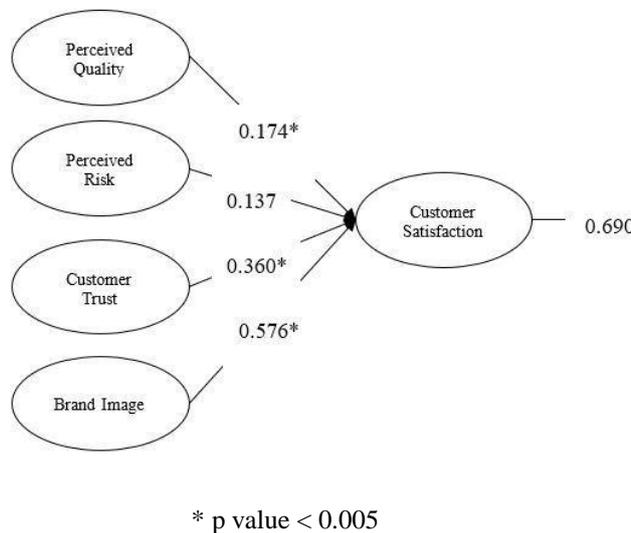


Fig 2: Hypothesis Test Result

4.2 Discussion

This study empirically validated existing marketing theories to become a new context for green products becoming a trend lately. According to the results of this study, the majority of the respondents were millennials who used green skincare items for an extended period. The millennial generation likes new

things by following the latest trends and attracting attention (Carissa et al., 2020). It has motivated companies to innovate to create new ways to produce green products that are environmentally friendly and make faces glowing with no significant side effects like other skincare products.

Customer satisfaction is seen as a driving factor for customers to come back and use the product, known as customer loyalty. In general, customer satisfaction is related to perceived quality, the risk to be accepted, customer trust in the brand and product, and the brand image of the product, making customers come back to use the product (Dharmayana&Rahanatha, 2017). Consumer satisfaction closely relates to the tested variables; perceived quality, perceived risk, customer trust, and brand image. Based on the research results, the quality perceived by customers is directly proportional to the level of customer satisfaction. Service and the quality of product are the competitive strategies used to win, especially in fulfilling customer expectations in order to be loyal to brands and companies (Ofela& Agustin, 2016). Based on the research results, a substantial correlation of brand image and customer satisfaction with green products was present. Through the creation of positive brand image, it will make consumers satisfied and have a close relationship with customer loyalty (Salim & Dharmayanti, 2014). In addition, a positive brand image will also increase the likelihood of choosing a brand, thus it will result in better loyalty and reduce the level of competition in the market (Pramono, 2011).

According to the results of the study, there is a substantial association between customer trust and customer satisfaction. Increasing a good image will increase trust and provide satisfaction for its customers, thereby fostering loyalty (Muzammil et al., 2017). Trust can also arise after customers are satisfied with the products that have been used, such as believing that the product is of high quality and safe, friendly service and full of integrity, hence meeting the needs and expectations of customers (Mahendra&Indriyani, 2018). On the research result, perceived risk had a significant relationship with customer satisfaction. Consumers can first understand the risks that will be received before deciding to buy a product. Other studies have shown that the lower the perceived risk perceived by customers; the more customer trust will increase (Dewi&Rastini, 2016). Green Perceived Risk was also found to have a negative and substantial impact toward Green Consumer Loyalty. This illustrates how customers'

lower Green Perceived Risk felt on a commodity; the more satisfied consumers are in using the product (Raditya et al., 2015). Furthermore, risk perceptions are derived from consumers' negative perception of various activities due to real negative results. The risks' level faced by consumers was high, but consumer satisfaction continued to increase. This is because the security in the marketplace is relatively safe; therefore, consumers feel some risks still make consumer satisfaction high. Besides that, if the price offered in the marketplace is cheaper, consumers will take risks and the satisfaction received by consumers for the goods being sold will increase (Rosita, 2018). This suggests that if risk perception positively influences customer satisfaction, then consumers are satisfied with minimal shopping risks.

Consumer loyalty is shown to be positively effective on the satisfaction of consumers. When companies' products exceed customer expectations, the higher the level of satisfaction felt by customers and will grow and increase customer loyalty going forward (Soegoto, 2013). Therefore, to increase customer loyalty, customer loyalty managers need to make green products a "satisfying" brand where consumers could feel the overall benefit. With the high level of customers satisfaction, loyalty would also high; hence, satisfaction leads to loyalty (Pramudyo, 2012).

5. CONCLUSION

Early in this study, it was concluded that perceived quality satisfaction, perceived risk, brand image, customers' trust, and customer satisfaction would influence customers' loyalty in using green skincare products. By the end of this study, it is proven that consumers tend to use skincare products. Consumers would also believe brands providing skincare green products and offer the best products. Their trust in brands and products, as well as the brand image from the product, will affect consumer satisfaction and make those consumers make a significant product purchase.

6. IMPLICATIONS

These findings implicate the importance of both of the sectors, namely academically and in terms of business. First, the study contributes to filling the gaps in the presence and offers a marketing concept based on customer satisfaction, resulting in customer loyalty in green skincare products. Second, for the term of business, this study suggests for marketing players to gain more knowledge as well as for business people. Due to how significantly effective customer loyalty is toward customer satisfaction, it has become the

primary focus for marketing players and business people. It is reported that products and services provided lead to satisfaction, which are based on consumers' expectations and needs; therefore, resulting in customer loyalty marked with purchases or use of a product and repeat services as well as recommending them to others (Kurriwati, 2015). Note that skincare products must meet consumer needs and answer consumer skin problems with a good and safe composition. Both marketers and business people must offer a unique and safe green skincare product concept to attract consumers; therefore, consumers are interested and decide to make a purchase of the product. Coupled with facts that show changes in consumer behavior who want environmentally friendly skincare products that provide perfect results for their skin. Consumers who have used green skincare products will provide a review of their experience on social media, making other consumers who see and hear the review obtain information and insight and become interested in trying to use the green skincare product. Perceived quality, perceived risk, brand image, and customer trust are crucial; therefore, they can provide customer satisfaction and experience using these products. Another suggestion, green skincare products can be innovated with other natural ingredients and packaged as attractive as possible and cooperate with Korean influencers or artists to increase sales for the company. This is because there are many millennial and generation X who admire Korean artists because their skin is smooth, white and well-groomed (Izzati, 2019)

Furthermore, social activity as an independent variable dominates the audience's behavioral intentions. According to Duffy & Mair (2018), social activities can be held through community events such as seminars, bazaars and charities related to nature. The hope of consumers in using green skincare products in addition to providing a good effect on their skin is that they can participate in preserving nature and the environment by not destroying nature and are no animal tested and reducing skin care actions that can torture their skin (Nilasari&Kusumadewi, 2016). Both marketers and business entrepreneurs must have indicators to measure the level of consumer satisfaction; therefore, if a consumer is not satisfied, an observation will be immediately carried out to find these factors and improve them and make future innovations so that consumers remain loyal to the product and brand as well as not changing their choice to other brands. This is because the services provided after consumers use the product are very important to

retain consumers and get new consumers later.

7. SUGGESTIONS

There are some drawbacks found from this study that future research could resolve. The first thing to do is to collect a larger sample. Therefore, it is expected that in future studies, the sample can be expanded. There are opportunities for further researchers to expand and develop marketing in various regions. Not only respondents already have experience using green skincare products but also respondents who have not used it; thus, it is necessary to add another variable. The variable is such as brand awareness. Second, by adding independent variables such as promotion through advertisements on social media and influencer endorsers. In addition, independent variables such as the effect of price and promotion can have an influence on customer satisfaction. Third, paying close attention toward customer satisfaction indicators is important through regular customer feedback and the effectiveness of the marketing so that green skin care products are still in demand. Fourth, in addition to customer satisfaction, one of the factors that support customer loyalty is customer relationship management. This is very decisive for retaining consumers and expanding the customer base in the future. In addition, business people can continue to seek information about environmental sustainability while still making optimal efforts to protect the environment by innovating green skincare products according to consumer expectations and maintaining consumer confidence. By maintaining integrity, there is consistency between words and actions in marketing green skincare products; thus, consumers will consider, choose and switch to buying green skincare products.

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