

## INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *perception packaging*, *utilitarian brand benefits* dan *hedonic brand benefits* terhadap *brand satisfaction* kosmetik merek Etude House di Surabaya. Penelitian dilakukan pada 4 gerai Etude House di Surabaya yang meliputi : Etude House Grand City Mall, Etude House Lenmarc, Etude House Ciputra World dan Etude House Tunjungan Plaza Surabaya.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modelling* (SEM) dengan *software* LISREL versi 8.7. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling* dengan jenis *convenience sampling*. Data diperoleh melalui survei dengan menanyakan langsung kepada responden melalui kuesioner. Jumlah sampel dalam penelitian ini adalah 100 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *Perception Packaging* terhadap *Utilitarian Benefits*, *Utilitarian Benefits* terhadap *Brand Satisfaction*, *Sensorial Pleasure* terhadap *Brand Satisfaction*, serta *Sexual Attractiveness* terhadap *Brand Satisfaction* kosmetik merek *Etude House* di Surabaya. Sedangkan pengaruh *Social Interaction Success* terhadap *Brand Satisfaction* serta *Relief from Self-Dissatisfaction* terhadap *Brand Satisfaction* tidak terbukti.

Kata kunci: *Perception Packaging*, *Utilitarian Benefits*, *Sensorial Pleasure*, *Sexual Attractiveness*, *Social Interaction Success*, *Relief from Self-Dissatisfaction* dan *Brand Satisfaction*

## **ABSTRACT**

*This study aims to know and examine the influence of perception packaging, utilitarian brand benefits and hedonic brand benefits towards brand satisfaction on cosmetic brands named Etude House in Surabaya. This research was undertaken in 4 of Etude House's outlets in Surabaya, including : Etude House Grand City Mall, Etude House Lenmarc, Etude House Ciputra World and Etude House Tunjungan Plaza Surabaya.*

*Data processing using Structural Equation Modelling (SEM) with LISREL 8.7 software version. Sampling techniques used in this research are non probability sampling techniques with this type of convenience sampling. This research uses surveys to gather data by asking directly to respondent through the questionnaire. The number of samples in this study are 100 respondents.*

*The results of this study demonstrate the influence of the Perception Packaging toward Utilitarian Benefits, Utilitarian Benefits toward Brand Satisfaction, Sensorial Pleasure toward Brand Satisfaction, and Sexual Attractiveness toward Brand Satisfaction on cosmetic brands named Etude House in Surabaya. While the influence of Social Interaction Success toward Brand Satisfaction and Relief from Self-Dissatisfaction toward Brand Satisfaction rejected.*

*Key words: Perception Packaging, Utilitarian Benefits, Sensorial Pleasure, Sexual Attractiveness, Social Interaction Success, Relief from Self-Dissatisfaction dan Brand Satisfaction*