

ABSTRACT

Melilea International is one of the companies that sell organic products, ranging from nutrition products, skin care, body care, to the beauty of technology made of natural materials and environmentally friendly. Problems that occur in Melilea International Bandung is Melilea International Organic cosmetics consumers did not used the product for the long term. This study aims to look at how much influence the product quality of customer attitudes organic cosmetics Melilea International Bandung

The method used in this research is quantitative descriptive, where data obtained through questionnaires. The population in this research that consumers Melilea International Bandung who used cosmetic products Melilea International whose number is not known for certain, the sampling technique used accidental sampling. Amount of samples in this study was 150 respondents. Data analysis technique used is a simple linear analysis.

Based on the partial results of hypothesis testing the quality of product is significant effect with a positive value on consumer attitude Melilea International organic cosmetics in Bandung. This is evidenced by $t_{count} > t_{table}$, were $22.813 > 1.9761$. Based on the coefficient of determination, product quality influence on consumer attitudes by 77.79% and the remaining 22.21% influenced by other variabls not examined in this study.

Keywords : product quality, consumer attitude