ABSTRACT

INFLUENCE OF HEALTH VALUE, CONSUMERS KNOWLEDGE, CONSUMER TRUST AND PRODUCT ATTRIBUTES ON QWEENA SKINCARE COSMETIC PRODUCT OF NEGATIVE WORD OF MOUTH (WOM)

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The purpose of this research is to find out of the health value, consumers knowledge, consumer trust and product attributes on qweena skincare cosmetic product of negative word of mouth (WOM) for student in University of Lampung. The type of this research is used eksplanatory research with quantitative approach. Method of data collection is a questionnaire distributed to 100 respondents. The data analyze method are using multiple regression analysis. The results showed that the knowledge of consumers and product attributes affect to negative Word of Mouth (WOM) and significant is while the health value and consumer trust affect to negative Word of Mouth (WOM) but does not significant. Results of testing with multiple regression and partial t test showed that just knowledge of the consumer and the product attributes and significant effect to negative Word of Mouth (WOM) because value $t_{count} > t_{table}$ 5,992 > 1,660 and 4,852 > 1,660. But the F test showed that the independent variables affect the dependent variable simultaneously with the $F_{count} > F_{table}$ 11,109 > 2,467. The conclusion is of four independent variables that affect to negative Word of Mouth (WOM) only 2, they are consumer knowledge and product attributes.

**Key words**: Health Value, Consumers Knowledge, Consumer Trust, Product Attributes, Negative Word Of Mouth (Wom)