

## **ABSTRACT**

### ***The Influence of Sustainable Perceived Quality and Sustainable Perceived Risk on Customer Loyalty through Customer Trust***

*(A Case Study of Garnier Product Users in South Tangerang)*

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*This study aims to examine and analyze the influence of Sustainable Perceived Quality and Sustainable Perceived Risk on Customer Loyalty through Customer Trust toward Garnier products in the South Tangerang area. The background of this research is based on the growing consumer awareness of sustainability issues, especially in selecting skincare products that are not only effective but also environmentally friendly. Therefore, consumers' perceptions of sustainable quality and risk become crucial aspects that can shape trust and loyalty toward a brand. This research employs a quantitative approach using a survey method, where data is collected through questionnaires distributed to Garnier product users. The analytical technique used is Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS version 3 software. It is expected that the findings of this research will provide a deeper understanding of how sustainability perceptions affect customer loyalty through the development of trust toward the brand.*

**Keywords:** *Sustainable Perceived Quality, Sustainable Perceived Risk, Customer Trust, Customer Loyalty, Garnier, Sustainable Skincare.*