

**BINUS UNIVERSITY**

Communication Major

Public Relation Streams

Sarjana Komunikasi Thesis

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***Customer Perception on Organic Skin Care Product:  
Analyzing the Driving Factors of Perception towards Organic Skin  
Care Products and How It influence Purchase Intention***

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**Abstract**

**Objectives:** The study aims to examine the driving factors behind the perception of consumers towards organic product that influence purchase intention

**Method:** This is a qualitative study by conducting in-depth interview to respondents. The author also examines the most common perception towards organic skincare product and also the driving factors that influence purchase intention in Indonesia.

**Result:** Result will be obtained through analyzing primary and secondary data collected

**Conclusion:** The conclusion of this research attained through finding data and research and give further recommendation for parties that will be benefited by this research

**Keywords:** Organic Product, Perception, Purchase Intention