

ABSTRACT

The intent is to analyze any factors that shape consumer perception towards environmentally friendly cosmetic product. The population in this study are the women who use environmentally friendly cosmetic products in the city of Palembang. The sample used is 100 Respondents with purposive sampling method. Data analysis techniques used are KMO - Kaiser Meiyer Olikin, Total Variance, Component Matrix. The result of this research in 7 variables can form consumer perception because it can be done factor analysis can be seen the result of research that is desire factor, trust factor, preference factor, ethical factor, awareness factor, treatment factor, and social welfare factor constituting consumer perception.

Keywords : Desire, Trustworthiness, Preference, Awarness, Ethical, Ininitiative, Social Welfare ,Green Product, Consumer Perception.