Product promotion is determined by the degree to which consumers accept the product. Some intangible factors cannot be directly observed. For example, consumers' lifestyles, knowledge, attitudes, and trust will affect consumers' purchasing motivation and decision-making. Understanding the relationship between these factors will help marketers develop effective marketing strategies and communication channels. This study aimed at organic shops in the vicinity of Hsinchu Science Park (Taiwan's high-tech center), and explored the relationship between customers' motivation to purchase organic food and their satisfaction and loyalty after purchase. Analyze three dimensions and design Likert 5-point scales for the three items of purchase motivation, satisfaction, and loyalty. It is distributed to customers of organic food merchants in the vicinity of Taiwan's Hsinchu Science Industrial Park; to conduct a questionnaire survey by random sampling. The questionnaire was issued between March 2020 and May 2020, and this study uses factor analysis to explore whether customers' motivation to purchase organic food has a significant explanation for post-purchase satisfaction and loyalty. The study found. Firstly, consumers mainly consider three factors when buying organic food: "product safety", "recommendation and sharing", and "purchase considerations". Secondly, differences in consumer characteristics and life background will affect purchase motivation. Finally, the purchase motivation is mainly based on the highest product safety factor eigenvalue, and consumers pay the most attention to food safety and health.
Keyword: Keywords: Hsinchu Science Park; Food Safety Events; Organic Food; Customer Satisfaction; Customer Loyalty.