

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi intensi konsumen terhadap kosmetik dan produk skincare The Body Shop Lippo Mall Jember. Pengumpulan data dilakukan dengan menggunakan observasi, wawancara dan kuesioner, 60 tanggapan diperoleh dari konsumen kosmetik dan produk skincare The Body Shop Lippo Mall Jember. Penelitian ini menggunakan metode kuantitatif yang dianalisis menggunakan regresi linier berganda dengan bantuan software SPSS. Hasil penelitian menunjukkan bahwa secara pasial sikap, norma subjektif dan persepsi kontrol perilaku berpengaruh positif dan signifikan terhadap intensi konsumen untuk membeli kosmetik dan produk skincare The Body Shop Lippo Mall Jember. Dengan mempelajari intensi konsumen dapat memahami potensi pasar industri kosmetik dan produk skincare sehingga dapat merangsang pertumbuhan industri kosmetik dan produk skincare di Indonesia maupun dunia.

Kata kunci : produk, sikap, kontrol perilaku, norma subjektif



ABSTRACT

This study aims to analyze the factors that influence consumer intentions towards cosmetics and skincare products at The Body Shop Lippo Mall Jember. Data was collected using a questionnaire, 60 responses were obtained from consumers of cosmetics and skincare products at The Body Shop Lippo Mall Jember. This study uses a quantitative method which was analyzed using multiple linear regression with the help of SPSS software. The results of the study indicate that passively attitudes, subjective norms and perceptions of behavioral control have a positive and significant effect on consumer intentions to buy cosmetics and skincare products at The Body Shop Lippo Mall Jember. By studying consumer intentions, they can understand the market potential of the cosmetic and skincare industry so that they can stimulate the growth of the cosmetics and skincare product industry in Indonesia and the world.

Keywords: *product, attitude, behavior control, subjective norm*

