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ANALYSIS OF FACTORS THAT INFLUENCE PURCHASE BEHAVIOUR ON LOCAL COSMETICS IN BATAM

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ABSTRACT

Indonesia has become one of the countries with the highest level of cosmetics product sales from year to year. While 5 local cosmetics were sold the most in Indonesia: Wardah 36.7%, Pixy 22.4%, Viva Cosmetics 13.0%, Sariayu 10.7%, and La Tulipe 11.7%. Indonesian local products are no less attractive than imported cosmetic products, because they are not difficult to obtain, affordable prices, materials used in accordance with the climate in Indonesia, the choice of colors according to the skin type of Indonesian's and by purchasing products from Indonesia it helps and it proves how much we support local products.

Seeing the beauty trends greatly affect the community to continue to meet the needs of the beauty community, the authors conducted a study aimed at looking at the big factors that influence buying behavior in local cosmetics. The population used in this study were local cosmetic users in the city of Batam. The object of this research is female consumers who use cosmetics, and the sampling technique used by researchers uses purposive sampling.

Application that helps researchers to analyze Smart PLS 3. There are 384 respondents in this study. Sampling of this study are 5 local cosmetics according to TopBrand (2018), the most commonly used with the highest level of sales. The results of this research hypothesis are H1, H2, H3, H4, H5, H7, and H9 were significantly positive, whereas H6 and H8 were not significant. This research produces quantitative data that can be developed in further research.

Keywords: Local Cosmetics, Perceived Quality, Brand Consciousness, Social Influence, Need of Uniqueness, Traits of Vanity, Purchase Behavior, and Purchase Intention