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ANALYSIS THE FACTORS OF ONLINE PURCHASE INTENTIONS TOWARDS WOMENS COSMETICS PRODUCT IN BATAM CITY

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ABSTRACT

In this modern time more womens wants to look attractive and confident by looking presentable. 80% of Indonesian womens uses cosmetics everyday in doing their activities. They oftenly purchase these cosmetics using online platform both sourced from abroad and locally. A few recommended cosmetics product brands are Sephora, Sociolla and Althea Korea. This research intention is to study the factors that affects the online purchase intentionn of womens in Batam City. The independent variabel in this research is *utilitarian value*, *hedonic value*, *social value*, dan *precieved risk*. The dependent variabel in this research is *purchase intention*, and the mediating variabel in this research is *satisfaction*.

Data collection in this study was carried out by distributing questionnaires to 300 respondents and 254 data were returned and processed using PLS. The results of this study state that *utilitarian value*, *hedonic value*, *social value*, *perceived risk* and *satisfaction* have a significant effect on *purchase intention*.

Keywords: *utilitarian value*, *hedonic value*, *social value*, *perceived risk* *satisfaction*, *purchase intention*.