

Analisis faktor-faktor intensi pembelian oleh perempuan muda terhadap produk natural skincare = Factors influencing young female consumers intention to purchase natural skincare products

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Abstrak

Pasar produk kecantikan yang ramah lingkungan serta preferensi masyarakat terhadap produk yang alami di dunia saat ini sedang mengalami perkembangan. Sementara itu, perempuan usia muda merepresentasikan perkembangan segmentasi konsumen terhadap produk kecantikan dan perawatan yang ramah lingkungan. Meskipun demikian, penelitian mengenai perilaku konsumen terhadap produk natural skincare saat ini masih sedikit. Oleh karena itu, penelitian ini dilakukan untuk memahami intensi perilaku perempuan muda terhadap pembelian produk natural skincare di Jabodetabek Indonesia. TPB Theory of Planned Behavior, yang mana sering digunakan dalam penelitian terdahulu terhadap perilaku konsumen digunakan sebagai dasar teori dalam penelitian. Selanjutnya, variabel yang digunakan untuk memprediksi perilaku konsumen terhadap produk natural skincare dipengaruhi oleh empat faktor lainnya: kesadaran kesehatan, pengetahuan terhadap produk, persepsi harga, dan persepsi ketersediaan. Survei terhadap 227 responden dilakukan melalui kuesioner yang terstruktur. Data kemudian dianalisa menggunakan Structural Equation Modeling SEM. Hasil yang diperoleh adalah kesadaran kesehatan, persepsi harga dan persepsi ketersediaan memiliki pengaruh terhadap sikap perempuan muda terhadap produk natural skincare. Selanjutnya, sikap terhadap produk natural skincare dan norma subjektif terbukti memiliki pengaruh pada sikap terhadap pembelian produk natural skincare. Sementara itu, hanya norma subjektif yang tidak memiliki pengaruh terhadap intensi perempuan muda untuk membeli produk natural skincare.

.....The market of green beauty products and consumer preference for naturally derived ingredients are expanding worldwide. In addition, young women represent an emerging ecological segment for green beauty and personal care products. However, there are still few researches about consumer behavior towards natural skincare products. Hence, the purpose of this research is to investigate young female consumers' behavioral intention with regard to purchasing natural skincare products in Jabodetabek, Indonesia. The Theory of Planned Behavior was used for the research as it is one of the most widely used theories for investigating consumers' behavioral intention. This research also used attitude towards natural skincare product as an additional variable to predict TPB. The variable was influenced by four more factors health consciousness, product knowledge, perceived price, and perceived availability to predict attitude towards natural skincare products. The survey for this research was collected from 227 respondents through structured questionnaires. The data was analyzed using SEM Structural Equation Modeling . Results have confirmed that health consciousness, perceived price, and perceived availability influence young female consumers attitude towards natural skincare products. The results also showed that attitude towards natural skincare products and subjective norm positively influence attitude towards purchasing natural skincare products. Meanwhile, subjective norm does not have any influences in purchasing intention.