

Variabel-variabel yang memengaruhi affective dan cognitive component terhadap repurchase intention produk perawatan wajah pada pria muda di Jabodetabek = Variables that Influences Affective and Cognitive Components towards Repurchase Intention of Facial Care Products of Jabodetabek Young Men

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Abstrak

Penjualan produk perawatan wajah pada pria mengalami tren meningkat hingga tahun 2023 (Euromonitor, 2019). Hal ini dipicu oleh banyak pria yang mulai memperhatikan penampilan fisik. Mereka mulai merasa hal tersebut penting untuk dapat tampak lebih menarik maupun atas kecintaan mereka terhadap diri sendiri. Perilaku pria yang mulai merawat diri dapat muncul dari pengaruh sosial, ataupun dorongan dari diri sendiri. Tujuan dari penelitian ini adalah untuk memahami faktor perilaku afektif dan kognitif pada pria muda serta pengaruhnya terhadap repurchase intention produk perawatan wajah di Jabodetabek. Penelitian ini mengumpulkan data dengan metode survei yang membagikan kuesioner via daring. Survei dilakukan pada 333 pria muda berusia 17 - 30 tahun yang pernah melakukan pembelian terhadap produk perawatan wajah yang kemudian diolah menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa word of mouth dan social expectation memengaruhi affective component pria muda di Jabodetabek untuk membeli produk perawatan wajah sementara cognitive component berhasil memediasi antara aesthetic appearance, health concern, dan repurchase intention.

Sales of facial care products in men increase until 2023 (Euromonitor, 2019). This was triggered by many men who began to pay attention to physical appearance. They start to like this, which is important to be able to look more attractive or more likeable. The behavior of men starting to care for themselves can arise from social influences, or encourage from oneself. The purpose of this study was to study the affective and cognitive factors in young men and their effects on the intention to repurchase facial care products in Jabodetabek. This research collected data by survey method which was collected by questionnaire through courage. The survey was conducted on 333 young men aged 17-30 years who had made a repurchase of facial care products which were then processed using Structural Equation Modeling (SEM). The results showed that word of mouth and social expectations influenced the affective component of young men in Jabodetabek to buy facial care products while the cognitive component successfully mediated between aesthetic appearance, health problems, and repurchase intentions.