ABSTRACT

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ANALYSIS OF FACTORS INFLUENCING PURCHASING INTENTION OF KOREAN COSMETICS SOLD IN INDONESIA

(v, pages: 20 tables, 5 figures; 13 appendices)

In Indonesia, cosmetic market are very competitive because there are a lot of national and international competitors who are competing in this market. This study's objectives is to examine and comprehend the variables affecting Indonesian consumer's decision to buy Korean cosmetics. The data for this study was acquired by the distribution of surveys using Google forms, and the methodology used is quantitative research. Participants in this study are active female Universitas Pelita Harapan students who utilize Korean cosmetic brands as part of their daily makeup routine. Using Smart PLS 3.3.3, measurements for this experiment were made. The inner model of this study is composed of measurements of multicollinearity, R-square, T-statistics, and P-value tests, whereas the outer model is composed of measures of validity and reliability. Structural equation modelling was also carried out to test the relationship established in the theoretical underpinnings of the study. According to the study's findings, Brand Name, Product Quality, Product Design, and Promotion significantly influence the purchasing intention of Korean cosmetics sold in Indonesia.

Keywords: Service Quality; Korean Cosmetic Product, Purchasing Intention, Brand Name, Product Quality, Product Design, and Promotion

References: 62 sources (1975 – 2022)