

Intisari

Produk kosmetik menjadi kebutuhan esensial dan saat ini tren pembelian kosmetik beralih ke pembelian daring melalui *marketplace* karena lebih efisien. Namun, maraknya penjualan kosmetik di *non-official store marketplace* harus diwaspadai, terutama karena harga yang ditawarkan lebih murah. Kondisi ini mendorong masyarakat cenderung memiliki niat membeli kembali kosmetik di *non-official store marketplace*. Maka dari itu, penting untuk mengkaji pengetahuan dan sikap masyarakat Indonesia terhadap niat membeli kembali kosmetik di *non-official store marketplace*.

Penelitian ini menggunakan desain penelitian *cross-sectional* dengan populasi sampel yang berada di wilayah Indonesia dan berusia ≥ 18 tahun. Sampel sejumlah 403 responden dikumpulkan menggunakan metode *convenience sampling* secara *online* melalui *Google Form*. Data diambil dengan kuesioner yang telah dimodifikasi dan dikembangkan dari penelitian sebelumnya yang relevan. Kuesioner terdiri dari 4 bagian, yaitu sosiodemografi, pengetahuan, sikap, dan niat membeli kembali dengan total 21 pertanyaan. Kemudian, data dianalisis secara deskriptif untuk melihat gambaran riwayat pembelian, pengetahuan, sikap, dan niat membeli kembali. Selain itu, dilakukan analisis *Spearman's Rank* untuk menganalisis hubungan pengetahuan dengan sikap, serta regresi linier berganda untuk melihat pengaruh pengetahuan dan sikap terhadap niat membeli kembali.

Hasil penelitian menunjukkan responden didominasi perempuan (81,4%), domisili Pulau Jawa (81,9%), pendidikan terakhir SD/SMP/SMA/Sederajat (60%), dan berstatus pelajar/mahasiswa (66%). Mayoritas responden berbelanja kosmetik di Shopee (62,3%), dengan jenis produk perawatan wajah (*skincare*) (36,1%), bermerek Wardah (14,4%), dan pernah membeli kosmetik di *non-official store* (72,7%). Hasil penelitian menunjukkan bahwa 76,4% responden memiliki pengetahuan terkait kosmetik dan penjualan kosmetik di *marketplace* yang tinggi dan sejumlah 54,6% responden memiliki sikap positif terhadap pembelian kosmetik di *non-official store*. Tidak ada hubungan signifikan antara pengetahuan dengan sikap. Pengetahuan dan sikap berpengaruh negatif dan signifikan terhadap niat membeli kembali kosmetik di *non-official store*, dengan koefisien regresi sebesar 0,017 dan 0,030. Secara bersama-sama, keduanya berpengaruh sebesar 13%.

Kata kunci : kosmetik, niat membeli kembali, *non-official store*, pengetahuan, sikap

Abstract

Cosmetic products are essential needs and currently the trend of purchasing cosmetics has shifted to online purchases through marketplaces because it is more efficient. However, the rampant sales of cosmetics in non-official store marketplaces must be watched out for, especially because the prices offered are cheaper. These conditions encourage people to repurchase cosmetics at non-official stores marketplace. Therefore, it is important to examine the knowledge and attitudes of Indonesian people towards the intention to repurchase cosmetics at non-official stores marketplaces.

This study used a cross-sectional research design with a sample population in Indonesia aged ≥ 18 years. A sample of 403 respondents was collected using convenience sampling method online through Google Form. Data was collected using a questionnaire that had been modified and developed from previous relevant research. The questionnaire consisted of 4 sections, sociodemographics, knowledge, attitude, and repurchase intention with 21 questions. Then, the data was analyzed descriptively to see the description of purchase history, knowledge, attitudes, and repurchase intentions. Spearman's Rank analysis was used to analyze the relationship between knowledge and attitude, multiple linear regression was conducted to determine the relationship between knowledge and attitude influence the repurchase intention.

The research respondents were dominated by female (81.4%), domiciled in Java Island (81.9%), last education was elementary/junior high/high school/equivalent (60%), and status as students (66%). The majority of respondents shopped for cosmetics at Shopee (62.3%), primarily skincare products (36.1%), Wardah brand (14.4%), and had bought cosmetics at non-official stores (72.7%) The results showed that 76.4% of respondents had high knowledge related to cosmetics and cosmetic sales in the marketplace and 54.6% of respondents had a positive attitude towards purchase cosmetics in non-official stores. There is no significant relationship between knowledge and attitude. Knowledge and attitude have a negative and significant influence on repurchase intention to cosmetics in non-official stores, with regression coefficients of 0.017 and 0.030. Together, both have a 13% influence on repurchase intention.

Keywords : attitude, cosmetic, knowledge, non-official store, repurchase intention