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The Influence of Active Ingredient Literacy, Attitude, Subjective Norms, and Perceived Behavioral Control on the Purchase Intention of South Korean Skincare Products in Indonesia among Gen Z.
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ABSTRACT

South Korean skincare, commonly referred to as K-Beauty, has become increasingly popular among Indonesian consumers, particularly Generation Z, due to rapid product innovation, the Korean Wave, and extensive exposure through social media. This trend is important to examine because purchasing decisions may be influenced by popularity and online recommendations without sufficient understanding of active ingredients, which can affect informed product selection. Therefore, this study aimed to analyze the partial and simultaneous influence of Active Ingredient Literacy, Attitude, Subjective Norms, and Perceived Behavioral Control on Purchase Intention toward South Korean skincare products among Generation Z in Indonesia.

This study used a quantitative cross-sectional design. Data collection was conducted in June 2026 through an online questionnaire distributed via Google Forms. A total of 100 Indonesian Generation Z respondents aged 18–29 years who were familiar with or had been exposed to South Korean skincare products participated in this study. The data were analyzed using descriptive statistics, simple linear regression, classical assumption tests, and multiple linear regression.

The results showed that Active Ingredient Literacy and Attitude partially influenced Purchase Intention, while Subjective Norms and Perceived Behavioral Control did not partially influence Purchase Intention in the multiple regression model. Attitude was the strongest predictor of Purchase Intention. However, Active Ingredient Literacy, Attitude, Subjective Norms, and Perceived Behavioral Control simultaneously influenced Purchase Intention. Therefore, purchase intention toward South Korean skincare products among Generation Z in Indonesia was mainly shaped by consumers' understanding of skincare active ingredients and favorable attitudes toward the products.

Keywords: active ingredient literacy; purchase intention; South Korean skincare; Generation Z; Theory of Planned Behavior.

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INTISARI

Perawatan kulit asal Korea Selatan, yang umum dikenal sebagai K-Beauty, semakin populer di kalangan konsumen Indonesia, khususnya Generasi Z, karena inovasi produk yang pesat, Korean Wave, serta paparan luas melalui media sosial. Fenomena ini penting untuk diteliti karena keputusan pembelian dapat dipengaruhi oleh popularitas dan rekomendasi daring tanpa pemahaman yang memadai mengenai bahan aktif, sehingga dapat memengaruhi pemilihan produk secara tepat dan rasional. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh parsial dan simultan *Active Ingredient Literacy* (literasi bahan aktif) dan komponen *Theory of Planned Behavior* (TPB) yang meliputi sikap (*Attitude*), norma subjektif (*Subjective Norms*), dan persepsi kontrol perilaku (*Perceived Behavioral Control*) terhadap niat beli (*Purchase Intention*) produk perawatan kulit Korea Selatan pada Generasi Z di Indonesia.

Penelitian ini menggunakan desain kuantitatif dengan pendekatan cross-sectional. Pengambilan data dilakukan pada bulan Juni 2026 melalui kuesioner daring yang didistribusikan menggunakan Google Forms. Sebanyak 100 responden Generasi Z di Indonesia berusia 18–29 tahun yang familiar atau pernah terpapar produk perawatan kulit Korea Selatan berpartisipasi dalam penelitian ini. Data dianalisis menggunakan statistik deskriptif, regresi linear sederhana, uji asumsi klasik, dan regresi linear berganda.

Hasil penelitian menunjukkan bahwa Active Ingredient Literacy dan Attitude berpengaruh secara parsial terhadap Purchase Intention, sedangkan Subjective Norms dan Perceived Behavioral Control tidak berpengaruh secara parsial dalam model regresi berganda. Attitude merupakan prediktor paling kuat terhadap Purchase Intention. Namun, Active Ingredient Literacy, Attitude, Subjective Norms, dan Perceived Behavioral Control secara simultan berpengaruh terhadap Purchase Intention. Dengan demikian, niat beli produk perawatan kulit Korea Selatan pada Generasi Z di Indonesia terutama dibentuk oleh pemahaman konsumen mengenai bahan aktif skincare dan sikap positif terhadap produk.

Kata kunci: literasi bahan aktif; niat beli; perawatan kulit Korea Selatan; Generasi Z; Theory of Planned Behavior.