

INTISARI

Penulisan tesis ini dilakukan untuk meneliti pengaruh faktor-faktor psikografis pada sikap konsumen terhadap video tutorial *makeup* dan niat beli konsumen. Berbagai faktor yang diteliti adalah karakteristik-karakteristik konsumen meliputi materialisme, *vanity-seeking*, dan ke-inovatif-an; sikap konsumen terhadap video tutorial dan niat beli konsumen setelah menonton video tutorial.

Pengumpulan data dilakukan dengan menyebarkan kuisisioner secara *online*. Kuisisioner disebarkan di berbagai kota seperti Jakarta, Tangerang, Bandung, dan Yogyakarta dengan dibantu oleh asisten tesis yang berada di tiap-tiap kota yang dituju. Kuisisioner diberikan kepada 125 responden dengan teknik *purposive sampling*. Uji validitas dan reliabilitas dilakukan dalam menguji instrumen. Uji hipotesis dilakukan dengan analisis regresi linear berganda. Tujuannya untuk mengetahui kekuatan dan arah hubungan variabel bebas dengan variabel terikat.

Hasil yang diperoleh menunjukkan adanya ketidaksesuaian dan juga kesesuaian hasil dengan pertanyaan penelitian dan pengujian hipotesis. Diperoleh bahwa Materialisme, *Vanity-seeking*, dan Ke-inovatif-an Konsumen memiliki hubungan positif tetapi tidak signifikan dengan Sikap Konsumen terhadap Video Tutorial *Makeup*, dan Sikap Konsumen terhadap Video Tutorial *Makeup* berpengaruh positif signifikan pada Niat Beli Konsumen.

Kata kunci : Materialisme, Vanity-seeking, Ke-inovatif-an Konsumen, Sikap, Niat Beli, Video Tutorial, Makeup

ABSTRACT

This study was conducted to investigate the influence of psychographic factors on consumer attitude toward makeup tutorial video and purchase intention. As this research done to analyze today's phenomena which is makeup tutorial video can meet consumer's need, as consumer like to watch makeup tutorial video and they likely to buy the product. Some of factors to researched are consumer's characteristics include materialism, vanity-seeking, and innovativeness; consumer's attitude toward makeup tutorial video and purchase intention after watching tutorial video.

Data collected by distributing online questionnaires in several city, such as Jakarta, Tangerang, Bandung, and Yogyakarta with the help of thesis assistants in each city. Questionnaires were given to 125 respondents using purposive sampling. Validity test and reliability test is done as data instrument testing, and hypothesis testing is done by using multiple linear regression. The aim is to measure the strength and the direction of the relationship between independent variables and dependent variables.

The results show the suitability and unsuitability of results of the research questions and hypothesis testing. The results show that Materialism, Vanity-seeking, and Consumer Innovativeness have a positive relationship with insignificant effect on Consumers Attitude toward Makeup Tutorial Video, and Consumers Attitude toward Makeup Tutorial Video has a positive significant effect on Consumers Purchase Intention.

Keyword : Materialism, Vanity-seeking, Consumer Innovativeness, Attitude, Purchase Intention, Tutorial Video, Makeup