

## INTISARI

Diperoleh data dari data Market Research Future (2021), *market size* dari kosmetik *cruelty-free* diperkirakan akan mencapai USD 10 miliar pada tahun 2021. Dalam lingkup yang lebih luas, nilai dari market kosmetik global diperkirakan mencapai 500 milyar euro pada 2018, dan akan bertambah seiring berjalannya waktu (Shahbandeh, 2019). Berangkat dari itu, disusunlah penelitian ini yang bertujuan untuk mengetahui faktor-faktor apa saja yang secara signifikan memengaruhi intensi pembelian produk perawatan pribadi (*Personal Care Product*) *cruelty-free* pada masyarakat di Indonesia.

Sebuah kuesioner disusun sebagai instrumen penelitian berdasarkan konsep *Theory of Planned Behavior* (TPB). Setelah melalui tahap *pilot study*, kuesioner disebar secara daring. Didapatkan 325 responden berasal dari latar belakang sosiodemografi berbeda. Kemudian data diolah menggunakan analisis *Partial Least Square Structural Equation Modelling* (PLS-SEM) karena bentuk dari penelitian ini adalah untuk memprediksi perilaku berdasarkan model dan teori yang sudah ada sebelumnya.

Hasil dari penelitian ini yaitu faktor yang secara signifikan memengaruhi intensi pembelian PCP *cruelty-free* adalah *perceived behavioral control*, *attitude towards behavior*, dan *subjective norm*. Untuk variabel *attitude towards behavior* juga dipengaruhi secara signifikan positif oleh *hedonism*, *environmental value*, dan *product knowledge*.

**Kata kunci:** *Cruelty-Free*, *No Animal Testing*, *Theory of Planned Behavior*, Intensi Pembelian, Intensi Pembelian Etis

## ABSTRACT

*According to Market Research Future (2021) data, the market size of cruelty-free cosmetics is expected to reach USD 10 billion in 2021. In a broader scope, the value of the global cosmetics market is estimated to reach 500 billion euros in 2018, and will increase over time (Shahbandeh, 2019). Therefore, this research is conducted to find out what factors significantly influence the purchase intention of cruelty-free personal care products among people in Indonesia.*

*A questionnaire was prepared as a research instrument based on the Theory of Planned Behavior (TPB) concept. After going through the pilot study stage, the questionnaire was distributed online. It was found that 325 respondents came from different sociodemographic backgrounds. Then the data is processed using Partial Least Square Structural Equation Modelling (PLS-SEM) analysis because the form of this research is to predict behavior based on pre-existing models and theories. The results of this study are the factors that significantly affect the purchase intention of cruelty-free PCP are perceived behavioral control, attitude towards behavior, and subjective norm. The attitude towards behavior variable is also significantly positively influenced by hedonism, environmental values, and product knowledge.*

**Keywords:** *Cruelty-Free, No Animal Testing, Theory of Planned Behavior, Purchase Intention, Ethical Purchase Intention*