

ABSTRACT

This research aims to examine the factors that influence consumer purchase intentions toward organic cosmetics in Indonesia. The research design used in this research is explanatory research with a quantitative approach. The subjects of this research are consumers of organic products in Indonesia. The collection method of respondents' data is using online questionnaires. The data sampling technique in this study used a purposive sampling method. The number of respondents who volunteered and met the criteria as participants in this study were 180 respondents. The data in this research were analyzed using regression analysis. The results of this study prove that attitude and past experience have no effect on buying interest in organic cosmetics. Meanwhile, perceived environmental concern, subjective norms, perceived behavioral control, and consumer value have a positive and significant effect on buying interest in organic cosmetics. Moreover, this research provides some recommendations for companies in beauty industries regarding the steps to introduce organic cosmetics products to targeted consumers.

Keywords: Purchase Intention, Organic Cosmetic, Theory of Planned Behavior, Attitude, Subjective Norm, Perceived Behavioral Control, Perceived Environmental Concern, Past Experience, Consumer Value

INTISARI

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi niat pembelian konsumen pada kosmetik organik di Indonesia. Desain penelitian yang digunakan adalah explanatory research dengan pendekatan kuantitatif. Subjek penelitian ini adalah konsumen produk organik di Indonesia. Pengambilan data responden menggunakan kuesioner daring. Teknik penyampelan data dalam penelitian ini menggunakan metode purposive sampling. Jumlah responden yang sukarela dan memenuhi kriteria sebagai partisipan penelitian ini ada sebanyak 180 responden. Data dalam penelitian ini dianalisis menggunakan analisis regresi. Hasil penelitian ini membuktikan bahwa attitude dan past experience tidak berpengaruh pada minat beli kosmetik organik. Sedangkan, perceived environmental concern, subjective norms, perceived behavioral control, dan consumer value berpengaruh positif dan signifikan terhadap minat beli kosmetik organik. Dalam penelitian ini terdapat saran dan rekomendasi untuk perusahaan di industry kecantikan terkait langkah-langkah memperkenalkan produk kosmetik organik kepada konsumen yang ditargetkan.

Kata kunci: attitude, perceived environmental concern, subjective norms, perceived behavioral control, past experience, consumer value, niat beli dan kosmetik organik.