

ABSTRAK

Kosmetik merupakan salah satu kebutuhan penting untuk sebagian besar wanita dan semakin berkembangnya waktu, penggunaan produk kosmetik cenderung terus meningkat. Sementara itu tingkat pengetahuan masyarakat masih belum memadai. Penelitian ini bertujuan memberi gambaran tingkat pengetahuan dan faktor yang mempengaruhi intensi penggunaan kosmetik tradisional di kalangan mahasiswi Fakultas Farmasi Universitas Sanata Dharma Yogyakarta.

Penelitian ini merupakan studi observasional analitik dengan rancangan *cross sectional*. Responden adalah mahasiswi Fakultas Farmasi Universitas Sanata Dharma Yogyakarta. Penentuan sampel dilakukan dengan metode *purposive sampling*. Instrumen penelitian berupa lembar kuesioner yang digunakan untuk mengukur tingkat pengetahuan responden tentang kosmetik tradisional dan faktor yang mempengaruhi intensi penggunaan kosmetik tradisional di kalangan mahasiswi Fakultas Farmasi Universitas Sanata Dharma Yogyakarta mengacu pada kerangka *Theory Planned Behavior (Attitude, Subjective Norm, Perceived Behavioral Control)*. Analisis data menggunakan analisis regresi logistik dengan bantuan program pengolah data.

Berdasarkan hasil penelitian, sebesar 80% responden memiliki tingkat pengetahuan yang baik. Berdasarkan hasil analisis regresi logistik, faktor-faktor yang secara signifikan mempengaruhi intensi penggunaan kosmetik tradisional adalah *attitude* dan *subjective norm* ($p < 0,05$).

Kata kunci : kosmetik tradisional, pengetahuan, *attitude*, *subjective norm*, *perceived behavioral control*, intensi



ABSTRACT

Cosmetics is one of the important needs for most women and the growing time, the use of cosmetic products continues to increase. Meanwhile, the level of community knowledge is still inadequate. This research allows to illustrate the level of knowledge and factors influencing the use of traditional cosmetics among female students of the Faculty of Pharmacy, Sanata Dharma University, Yogyakarta.

This was an analytic observational study with cross sectional design. Respondent is female student of Faculty of Pharmacy, Sanata Dharma University, Yogyakarta. Sample determination was done by purposive sampling method. The research instrument used to measure the level of respondents knowledge about traditional cosmetics and factors that influencing the traditional use among female students of the Faculty of Pharmacy, Sanata Dharma University, Yogyakarta on the tab of Theory of Behavior of Planned Attitude (Attitude, Subjective Norm, Role of Behavior). Data analysis using logistic regression analysis with the help of data processing program.

Based on research results, 80% of respondents have a good level of knowledge. Based on the results of logistic regression analysis, the factors significantly affect traditional habits and subjective behavior (p <0.05).

Keywords: traditional cosmetics, knowledge, attitude, subjective norm, behavior perception, intention

