

ABSTRAK

PENGARUH *PURCHASE EXPERIENCE*, *CONSUMER INNOVATIVENESS*, *VANITY SEEKING*, *VARIETY SEEKING*, SIKAP TERHADAP VIDEO TUTORIAL *MAKEUP*, DAN *BRAND IMAGE* PADA MINAT BELI

Dela Fransiska Apriyanti

Fakultas Ekonomi

Universitas Sanata Dharma

Yogyakarta

2015

Penelitian ini bertujuan untuk mengetahui pengaruh *purchase experience*, *consumer innovativeness*, *vanity seeking*, *variety seeking*, sikap terhadap video tutorial *makeup*, dan *brand image* pada minat beli. Data dikumpulkan melalui survei terhadap populasi perempuan di Yogyakarta, Sleman, dan Kebumen yang berusia 15-45 tahun (300 responden). Penelitian ini merupakan penelitian kuantitatif yang menggunakan *purposivesampling*, analisis regresi linier berganda dan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa (1) *purchaseexperience* berpengaruh positif pada sikap terhadap video tutorial *makeup*, (2) *consumer innovativeness* tidak berpengaruh positif pada sikap terhadap video tutorial *makeup*, (3) *vanity seeking* berpengaruh positif pada sikap terhadap video tutorial *makeup*, (4) *variety seeking* berpengaruh positif pada sikap terhadap video tutorial *makeup*, (5) sikap terhadap video tutorial *makeup* berpengaruh positif pada *brand image*, dan (6) *brand image* berpengaruh positif pada minat beli.

Kata kunci: *purchase experience*; *consumer innovativeness*; *vanity seeking*; *variety seeking*; sikap; *brandimage*; minat beli

ABSTRACT

THE INFLUENCE OF PURCHASE EXPERIENCE, CONSUMER INNOVATIVENESS, VANITY SEEKING, VARIETY SEEKING, ATTITUDE ON MAKEUP TUTORIAL VIDEOS, AND BRAND IMAGE TOWARDS BUYING INTEREST

Dela Fransiska Apriyanti

Faculty of Economics

Sanata Dharma University

Yogyakarta

2015

This research attempts to learn the influence of purchase experience, consumer innovativeness, vanity seeking, variety seeking, attitude on makeup tutorial videos, and brand image towards buying interest. Data was collected through surveys from population of women in Yogyakarta, Sleman, and Kebumen, aged between 15-45 years old (N=300). This research is quantitative research using purposive sampling, multiple linear regression analysis, and simple linear regression analysis. The results show that (1) purchase experience has positive influence towards attitude on makeup tutorial videos, (2) consumer innovativeness does not have positive influence towards attitude on makeup tutorial videos, (3) vanity seeking has positive influence towards attitude on makeup tutorial videos, (4) variety seeking has positive influence towards attitude on makeup tutorial videos, (5) attitude on makeup tutorial videos has positive influence towards brand image, and (6) brand image has positive influence towards buying interest.

Keywords: purchase experience; consumer innovativeness; vanity seeking; variety seeking; attitude; brand image; buying interest