

**PERBANDINGAN MINAT BELI PRODUK KECANTIKAN MEREK MAKE
OVER DAN MAYBELLINE NEW YORK DI KALANGAN MAHASISWA
KABUPATEN SLEMAN, PROVINSI DIY**

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Penelitian ini bertujuan untuk mengetahui minat beli konsumen pada produk Make Over, dan Maybelline New York. Metode penelitian dengan metode lapangan yang merupakan penelitian studi kasus, pengambilan data menggunakan kuesioner. Populasi dalam penelitian ini adalah mahasiswi yang belum pernah membeli dan mengetahui informasi produk kecantikan merek Make Over dan Maybelline New York yang diantaranya yaitu Universitas Islam Indonesia, Universitas Ahmad Dahlan, Universitas Atma Jaya Yogyakarta, Universitas Teknologi Yogyakarta, dan Universitas Amikom Yogyakarta sebanyak 93.437. Sampel dalam penelitian ini adalah mahasiswi yang belum pernah memakai produk Make Over dan Maybelline New York, serta mempunyai minat beli terhadap kedua produk tersebut. Teknik pengambilan sampel menggunakan *accidental sampling*. Teknik Analisis data dengan analisis deskriptif dan uji beda mean. Berdasarkan hasil penelitian dan analisis data yang telah dilakukan, dapat ditarik kesimpulan yang sesuai dengan perumusan masalah, yaitu berdasarkan uji statistik diketahui bahwa pada kategori minat beli produk Maybelline New York memiliki kategori paling tinggi dibandingkan produk Make Over. Artinya terdapat perbedaan minat beli pada produk kecantikan merek Make Over dan Maybelline New York.

Kata kunci: Minat beli, Produk Kecantikan, Mahasiswa, Kabupaten Sleman, Yogyakarta

**THE COMPARISON OF PURCHASE INTENTION OF MAKE OVER AND
MAYBELLINE NEW YORK BRANDS OF BEAUTY PRODUCTS IN
STUDENTS OF SLEMAN DISTRICT, SPECIAL REGION OF
YOGYAKARTA PROVINCE**

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This research aims to know the customer's purchase intention on Make Over and Maybelline New York products. The research's method used is field method which is a case study research, data collection using questionnaire. Population in this research are female students who have not buy and know information of Make Over and Maybelline New York brands of beauty products namely Indonesian Islamic University, Ahmad Dahlan University, Atma Jaya Yogyakarta University, Yogyakarta Technology University, and Amikom Yogyakarta University as many as 93.437. The sample in this research are female students who have not used Make Over and Maybelline New York products, and have purchase intention in both of the products. The sampling technique used is accidental sampling. Data analysis technique using descriptive analysis and mean differential test. Based on the research results and data analysis that have been done, conclusions can be drawn in accordance with the problems' formulation, which is that based on the statistics tests, it is known that in the purchase decision category of Maybelline New York products has the highest category compared to Make Over products. This means that there is a difference in the purchase intention of Make Over and Maybelline New York brands of beauty products.

Keywords: Purchase Intention, Beauty Products, Students, Sleman District, Yogyakarta