

## ABSTRAK

PERBEDAAN SIKAP KONSUMEN TERHADAP *GREEN COSMETICS* DAN  
*NON GREEN COSMETICS*Studi pada *Openchat Beauty hacks*

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Penelitian ini bertujuan untuk mengetahui ada atau tidaknya perbedaan sikap konsumen terhadap *green cosmetics* dan *non green cosmetics*. Jenis penelitian yang digunakan adalah deskriptif kuantitatif. Teknik pengambilan sampel dalam penelitian ini adalah *purposive* dengan syarat responden pengguna/pernah menggunakan *green cosmetics* dan *non green cosmetics*. Jumlah responden dalam penelitian 105 orang. Teknik pengujian instrumen dalam penelitian ini yaitu uji validitas dan uji reliabilitas dan teknik analisis data menggunakan analisis deskriptif dengan Metode Statistik Nilai Persentase, Model Sikap Angka *Ideal*, dan uji t-independent sampel.

Hasil analisis data uji t-independent sampel menunjukkan bahwa terdapat perbedaan yang signifikan antara sikap konsumen terhadap *green cosmetics* jika dibandingkan dengan sikap konsumen terhadap *non green cosmetics*. Karena bernilai positif, maka berarti kelompok pertama yaitu sikap konsumen terhadap *green cosmetics* memiliki *mean difference* lebih besar dari pada kelompok kedua yaitu sikap konsumen terhadap *non green cosmetics*. Hal tersebut menunjukkan bahwa sikap konsumen terhadap *green cosmetics* lebih baik dibandingkan sikap konsumen terhadap *non green cosmetics*.

**Kata kunci :** Sikap Konsumen, Kosmetik, *Green Cosmetics*, *Non Green Cosmetics*, *Openchat Beauty hacks*



## ABSTRACT

### THE DIFFERENCE IN ATTITUDE BETWEEN *GREEN COSMETICS CONSUMERS* AND *NON GREEN COSMETICS CONSUMERS*

*A Study on Openchat Beauty Hacks*

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The present research was aimed to investigate the difference in consumers' attitude towards green cosmetics and non-green cosmetics. Quantitative descriptive analysis method was used in this study. The users or past users of green cosmetics and non-green cosmetics were chosen as respondents by purposive sampling technique. 105 respondents were examined. Validity test and reliability test were conducted as the instruments test technique, meanwhile descriptive analysis were used as the data analysis technique by Statistical Method of Percentage Value, Ideal Number Attitude Model, and t-independent sample test.

The t-independent sample test proved the significant difference in consumers' attitude towards green cosmetics when compared to their attitude towards non-green cosmetics. Because the test result was positive, consumers' attitude towards green cosmetics had a bigger mean difference than the one towards non-green cosmetics. It means that consumer attitude toward green cosmetics is better than the one toward non green cosmetics.

**Keywords:** Consumer's attitude, Cosmetics, Green Cosmetics, Non Green Cosmetics, Openchat Beauty Hacks

