

ABSTRAK

ANALISIS FAKTOR FAKTOR YANG MEMENGARUHI MINAT BELI MASYARAKAT TERHADAP KOSMETIK WARDAH

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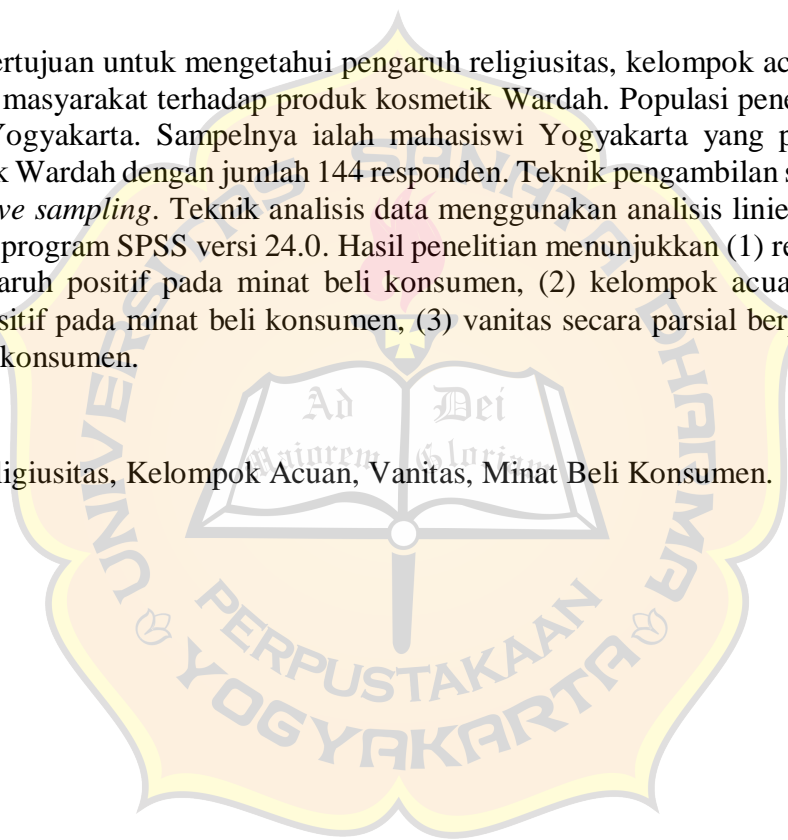
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Penelitian ini bertujuan untuk mengetahui pengaruh religiusitas, kelompok acuan, dan vanitas pada minat beli masyarakat terhadap produk kosmetik Wardah. Populasi penelitian ini adalah mahasiswi di Yogyakarta. Sampelnya ialah mahasiswi Yogyakarta yang pernah memakai produk kosmetik Wardah dengan jumlah 144 responden. Teknik pengambilan sampel memakai metode *purposive sampling*. Teknik analisis data menggunakan analisis linier berganda yang dibantu melalui program SPSS versi 24.0. Hasil penelitian menunjukkan (1) religiusitas secara parsial berpengaruh positif pada minat beli konsumen, (2) kelompok acuan secara parsial berpengaruh positif pada minat beli konsumen, (3) vanitas secara parsial berpengaruh positif pada minat beli konsumen.

Kata Kunci: Religiusitas, Kelompok Acuan, Vanitas, Minat Beli Konsumen.



ABSTRACT

FACTOR ANALYSIS OF FACTORS THAT INFLUENCE PEOPLE'S BUYING INTEREST IN WARDAH COSMETIC

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This study aims to determine the effect of religiosity, reference group, and vanity on public buying interest in Wardah cosmetic products. The population of this study were female students in Yogyakarta. The sample is Yogyakarta female students who have used Wardah cosmetic products with a total of 144 respondents. The sampling technique used purposive sampling method. The data analysis technique uses multiple linear analysis assisted through the SPSS version 24.0 program. The results showed (1) religiosity partially had a positive effect on consumer buying interest, (2) reference groups partially had a positive effect on consumer buying interest, (3) vanity partially had a positive effect on consumer buying interest.

Keywords: Religiosity, Reference Group, Vanity, Consumer Purchase Intention

