

## **ABSTRACT**

### **MALE CONSUMER PERCEIVED VALUE IN PURCHASING SKIN CARE PRODUCT IN BANDAR LAMPUNG**

**BY**

**M. IRHAM**

*This study aimed to explain the male consumer profile and describe perceived value and find out what factor forms male consumer in purchasing skin care products in Bandar Lampung. This research is descriptive research, a study conducted with the main objective to describe a situation objectively. The samples in this study were 100 male consumers respondents in purchasing skin care products in Bandar Lampung. Data analysis technique used is descriptive statistics and factor analysis. The profil of respondents are majority male consumers aged 20 to 30 years. They have more income, most are already working with a good level of education background, and aware of their needs. The results based on factor analysis of four variables X1, X2, X3, X4 obtained five main factors that shape male consumers in purchasing skin care products in Bandar Lampung, namely price, social perception, emotional self, social relations, product quality, and it is known from the fifth factor, there is one more dominant factor, it is the value of MSA 0.807 and  $0.782 > 0.5$  is the third factor (emotional self), it means that the emotional self is a factor of male consumers in purchasing skin care products in Bandar Lampung.*

**Keywords :** *Perceived Value, Purchase Product, Male Consumer.*