

ABSTRAK

PENGARUH SIKAP, NORMA SUBJEKTIF DAN KONTROL PERILAKU TERHADAP NIAT BELI PRODUK KOSMETIK MAYBELLINE DI BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk mengetahui pengaruh sikap, norma subjektif, dan kontrol perilaku terhadap niat beli produk kosmetik Maybelline di Bandar Lampung. Metode yang digunakan dalam penelitian ini adalah Pengumpulan data dilakukan melalui penyebaran kuesioner yang dilakukan secara online melalui *google form* kepada 100 responden. Analisis yang digunakan adalah statistik berupa uji validitas, uji reliabilitas, analisis statistik deskriptif, uji asumsi klasik, analisis regresi berganda dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa variabel sikap, norma subjektif, dan kontrol perilaku berpengaruh positif dan signifikan terhadap niat beli produk kosmetik Maybelline di Bandar Lampung. Semakin baik sikap, norma subjektif, dan kontrol perilaku dimata konsumen maka akan semakin tinggi niat konsumen membeli produk.

Kata kunci: Maybelline, Sikap, Norma Subjektif, Kontrol Perilaku dan Niat Beli

ABSTRACT

THE INFLUENCE OF ATTITUDES, SUBJECTIVE NORMS AND BEHAVIORAL CONTROL ON THE PURCHASE INTENTION OF MAYBELLINE COSMETIC PRODUCTS IN BANDAR LAMPUNG

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This study aims to determine the influence of attitudes, subjective norms, and behavioral control on the purchase intention of Maybelline cosmetic products in Bandar Lampung. The method used in this study is data collection through the distribution of questionnaires conducted online through *google forms* to 100 respondents. The analysis used is statistics in the form of validity tests, reliability tests, descriptive statistical analysis, classical assumption tests, multiple regression analysis and hypothesis testing. The results of the study showed that attitude variables, subjective norms, and behavioral control had a positive and significant effect on the purchase intention of Maybelline cosmetic products in Bandar Lampung. The better attitudes, subjective norms, and behavioral control in the eyes of consumers, the higher the consumer's intention to buy the product.

Keywords: Maybelline, Attitudes, Subjective Norms, Behavioral Control and Purchase Intention