

## ABSTRAK

### **PENGARUH PENCARIAN INFORMASI KESEHATAN DARING, PERSEPSI MANFAAT, PERSEPSI HAMBATAN, DAN KEYAKINAN DIRI TERHADAP NIAT PEMBELIAN *SUNSCREEN* DI *MARKETPLACE* (STUDI PADA KONSUMEN NIVEA DI *MARKETPLACE*)**

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Perkembangan *Marketplace* mendorong perubahan perilaku konsumen dalam mencari dan membeli produk kesehatan secara daring, termasuk produk *sunscreen*. Fenomena ini menunjukkan bahwa konsumen semakin bergantung pada informasi digital sebelum mengambil niat pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh pencarian informasi kesehatan daring, persepsi manfaat, persepsi hambatan, dan keyakinan diri terhadap niat pembelian produk *sunscreen* Nivea di *Marketplace*. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis *explanatory research*. Data dikumpulkan melalui penyebaran kuesioner secara online kepada responden yang merupakan konsumen *Marketplace* dan memiliki minat terhadap *sunscreen* Nivea. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan aplikasi IBM SPSS 29.0 untuk menguji pengaruh variabel independen terhadap variabel dependen baik secara parsial maupun simultan. Hasil penelitian menunjukkan bahwa secara parsial pencarian informasi kesehatan daring, persepsi manfaat, dan keyakinan diri berpengaruh signifikan terhadap niat pembelian, sedangkan persepsi hambatan tidak berpengaruh signifikan. Secara simultan, keempat variabel berpengaruh positif dan signifikan terhadap niat pembelian produk *sunscreen* Nivea di *Marketplace*. Temuan ini diharapkan dapat menjadi referensi bagi pelaku usaha dalam merumuskan strategi pemasaran yang efektif.

**Kata Kunci: Pencarian Informasi Kesehatan Daring, Persepsi Manfaat, Persepsi Hambatan, Keyakinan Diri, Niat Pembeli**

## ABSTRACT

### ***THE EFFECT OF ONLINE HEALTH INFORMATION SEEKING, PERCEIVED BENEFITS, PERCEIVED BARRIERS, AND SELF-EFFICACY ON SUNSCREEN PURCHASE INTENTION IN THE MARKETPLACE (A STUDY ON NIVEA CONSUMERS IN MARKETPLACES)***

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*The development of the Marketplace is driving changes in consumer behavior in searching for and purchasing health products online, including sunscreen products. This phenomenon indicates that consumers are increasingly relying on digital information before making purchasing decisions. This study aims to determine the influence of online health information searches, perceived benefits, perceived barriers, and self-efficacy on purchase intentions for Nivea sunscreen products in the Marketplace. This study uses a quantitative approach with an explanatory research type. Data were collected through distributing online questionnaires to respondents who are Marketplace consumers and have an interest in Nivea sunscreen. The data analysis technique used is multiple linear regression analysis with the help of the IBM SPSS 29.0 application to test the influence of independent variables on the dependent variable both partially and simultaneously. The results show that partially online health information searches, perceived benefits, and self-efficacy have a significant effect on purchase intentions, while perceived barriers have no significant effect. Simultaneously, all four variables have a positive and significant effect on purchase intentions for Nivea sunscreen products in the Marketplace. These findings are expected to be a reference for business actors in formulating effective marketing strategies.*

***Keywords: Online health information seeking, Perceived benefits, Perceived barriers, Self- efficacy, Purchase intention***