PURCHASE INTENTION PRODUK CRUELTY FEE MAKE UP PADA KALANGAN PEMILIK HEWAN PELIHARAAN DI INDONESIA

Regina Joanita
Manajemen Pemasaran
Indarini
Dudi Anandya

ABSTRAK

Sebagai hasil dari maraknya persaingan janji dan diferensiasi penjualan produk di industri make up, salah satu klaim yang muncul di tengah-tengah masyarakat adalah klaim *cruelty free make up*. Berpijak pada keunikan janji yang diusung dengan tidak mengeksploitasi dan menggunakan kekerasan pada hewan, penelitian ini bertujuan untuk menganalisis faktor-faktor yang mampu mengubah *consumers attitude* dan memengaruhi minat beli (*purchase intentions*) pada *cruelty free make up* dan bagaimana pengaruhnya. Adapun, faktor-faktor tersebut adalah *consumers attitude, subjective norms, perceived behavioral control, purchase intention, animal welfare concerns, personal appearance concerns, general credibility* dan *credibility*. Data penelitian ini melibatkan sebanyak 358 responden dan dilakukan analisis dengan menggunakan metode SEM (*Structural Equation Model*). Hasil dari penelitian ini menunjukkan bahwa mayoritas hipotesis dapat diterima dan berpengaruh positif siginifikan, kecuali tiga hipotesis yakni *perceived behavioral control* terhadap *customers attitude* pada *cruelty free make up*, *animal welfare concern* terhadap *purchase intentions*, dan *personal appearance concerns* terhadap *purchase intentions*.

Kata kunci: *Cruelty free make up, consumers attitude, purchase intention, animal welfare concerns,* Indonesia

PURCHASE INTENTIONS OF CRUELTY FREE MAKE UP PRODUCT WITHIN PET OWNERS IN INDONESIA

Regina Joanita
Marketing Management
Indarini
Dudi Anandya

ABSTRACT

As the result from the competition of promise in the industry of make up to sell their product, one of the claims that appears is "cruelty free make up. Based on its unique promise to not use exploitation and violence to animal, the purpose of this research is to find out more about factors that affect changes of consumers attitude and influencing purchase intentions toward cruelty free make up. Otherwise, the factors are consumers attitude, subjective norms, perceived behavioral control, purchase intention, animal welfare concerns, personal appearance concerns, general credibility dan credibility. The data of this research involved 358 respondents and were analyzed with SEM (Structural Equation Model). The result of this research shows that majority of hypothesis are acceptable dan significantly relevant, except perceived behavioral control into customers attitude pada cruelty free make up, animal welfare concern into purchase intentions, dan personal appearance concerns into purchase intentions.

Keywords: *Cruelty free make up, consumers attitude, purchase intention, animal welfare concerns, Indonesia*