

Faktor Pendorong Purchase Intention Konsumen Wanita Muslim Indonesia terhadap Produk Kosmetik dan Personal Care dari Korea Selatan yang dibeli secara Online = Driving Factors Indonesian Muslim Women's Consumer Purchase Intention to Cosmetics and Personal Care Products from South Korea purchased Online

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Abstrak

Fokus penelitian ini adalah menyelidiki faktor-faktor pendorong seperti sikap, logo halal, subjective norms, negara asal produksi, kualitas, serta brand trust yang mempengaruhi purchase intention konsumen wanita Muslim Indonesia terhadap produk kosmetik dan personal care dari Korea Selatan yang dibeli secara online. Pengambilan data dilakukan dengan metode purposive sampling menggunakan survei yang disebarakan melalui kuesioner online. Sebanyak 187 responden terkumpul yang kemudian diolah dan dianalisis menggunakan metode Partial Least Square - Structural Equation Modeling menggunakan SPSS versi 26 dan SmartPLS 3.0. Dari studi kasus tersebut, menunjukkan bahwa faktor pendorong seperti sikap, logo halal, negara asal produksi, kualitas, serta brand trust mempengaruhi purchase intention konsumen wanita Muslim Indonesia. Selain itu, didapatkan hasil bahwa hubungan variabel subjective norms yang tidak signifikan terhadap purchase intention dan variabel mediasi yaitu logo halal yang terbukti tidak memediasi hubungan variabel subjective norms dan purchase intention. Hasil penelitian ini diharapkan dapat memberikan wawasan kepada konsumen wanita Muslim Indonesia mengenai faktor-faktor pendorong purchase intention terhadap produk kosmetik dan personal care dari Korea Selatan.

..... The focus of this research is the driving factors such as attitudes, halal logos, subjective norms, country of origin of production, quality, and brand trust that influence the purchase intentions of Indonesian Muslim women consumers of South Korean cosmetic and personal care products purchased online. Data collection was carried out by purposive sampling method using surveys distributed through online questionnaires. A total of 187 respondents were collected which were then processed and analyzed using the Partial Least Square - Structural Equation Modeling method using SPSS version 26 and SmartPLS 3.0. The case study shows that the driving factors such as attitude, halal logo, quality of the country of origin of production, quality, and brand trust affect the purchase intention of Indonesian Muslim women consumers. In addition, it was found that the relationship between the subjective norm variable which was not significant to the purchase intention and the mediating variable, namely the halal logo, was proven not to mediate the relationship between the subjective norm variable and purchase intention. The results of this study are expected to provide insight to Indonesian Muslim female consumers regarding the factors that drive purchase intentions towards cosmetic and personal care products from South Korean.