

## Pengaruh variabel personal sosial budaya dan pemasaran terhadap sikap dan intensi pembelian produk body lotion khusus pria = The impact of personal socio cultural and marketing variables toward attitude and purchase intention of men's body lotion

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### Abstrak

Penelitian ini bertujuan untuk mengetahui sikap pria serta intensi pembelian untuk produk body lotion khusus pria. Lebih jelasnya penelitian ini bermaksud untuk menjelaskan pengaruh dari variabel personal self image ageing effect physical attractiveness health concern variabel sosial budaya beliefs lifestyle reference group dan variabel pemasaran advertising shopping situation brand consciousness terhadap sikap dan intensi pembelian produk body lotion khusus pria. Pengumpulan dan pengolahan data dengan structural equation modeling SEM yang dilakukan terhadap 320 responden menemukan bahwa lima dari sepuluh variabel pengaruh signifikan dalam sikap pria terhadap body lotion variabel tersebut adalah self image ageing effect physical attractiveness shopping situation dan brand consciousness. Sedangkan variabel lainnya tidak memiliki pengaruh yang signifikan terhadap sikap konsumsi. Dalam penelitian ini menemukan bahwa sikap pria secara signifikan mempengaruhi intensi pembelian produk body lotion khusus pria. Berbagai interpretasi dari penemuan akan didiskusikan pada bagian akhir penelitian.

.....This research aims to investigate the attitude of males toward the consumption and purchase intention of men's body lotion. More specifically the research intends to clarify the impact of personal variables i.e self image ageing effects physical attractiveness health concern socio cultural variables i.e beliefs lifestyle reference group and marketing variables i e advertising shopping situation brand consciousness on the toward the purchase and consumption of men's body lotion From the data collection and processing with structural equation modeling SEM committed against 320 respondent found that five of the ten variables which were self image physical attractiveness ageing effect shopping situation and brand consciousness had significant influences to attitude toward consumption and purchase intention of men's body lotion However in this study it was found that others variables didn't significantly affect the attitude toward consumption. The possible interpretations of these findings are discussed in the latter part of thesis.