

The Influence of Attitudes, Norms, Perceptions on Consumer Intentions in Buying Skincare Products



Yuni Fitri¹, Budi Santoso², Ira Puspitadewi S³, Nurul Qomariah⁴

^{1,2,3,4}Universitas Muhamamdiyah Jember

ABSTRACT: Skin care products are one of the important needs for most women for skin care. Based on the existing phenomena, many cosmetic industries continue to try to meet consumer needs related to cosmetics with various product innovations that are tailored to consumer demands and needs. This study aims to determine and re-examine the influence of attitudes, norms, perceptions on consumer intentions in buying skincare products at "The Body Shop" Lippo Mall Jember. The population is all buyers of skincare products at "The Body Shop" Lippo Mall Jember whose number is unknown. The number of samples was determined by 60 respondents on the basis of the number of indicators (12) multiplied by 5 to obtain 60 respondents. The data analysis tools used are descriptive analysis, validity and reliability tests, multiple linear regression analysis. The results of this study indicate that the 3 variables used in this study, namely attitudes (X1), norms (X2) and perceptions (X3) have a significant effect on consumer intentions in buying skincare products "The Body Shop" Lippo Mall Jember.

KEYWORDS: attitude; norm; perception; skincare products; consumer intentions; Lippo Mall.

INTRODUCTION

Cosmetics is one of the important needs for most women. In addition to beauty reasons, cosmetics are often associated with professionalism where professional workers are required to look attractive so that the use of cosmetics is one way to support appearance. Cosmetics are not just tools for applying makeup. Cosmetics such as body care products or so-called bodycare are also used by women to take care of the body. On this basis, many cosmetic industries continue to strive to meet consumer needs for cosmetics with various product innovations that are tailored to their demands and needs.

In recent years various cosmetic products from other countries are easily found in Indonesia. Of these cosmetic products, the type of cosmetics from South Korea is one of the targets of consumers. The South Korean cosmetic style that features a no make up look with fresh cosmetic colors such as fruit is very popular among today's teenagers. Likewise, local Indonesian cosmetic companies are developing with the advantages of materials and colors that match the skin of Indonesian women, although they cannot be separated from the American style. These various kinds of cosmetic products add to the variety of cosmetic choices for female consumers in Indonesia, such as Wardah, MS. Glow, Personal Beauty, Beleysia Skincare, DRW Skincare Paradiskin Glow, Alfabelenskin, Whitening Glossy Skin, Scarlett, and Theraskin. The development of the list of top national cosmetic and skincare brands in the last 2 years from 2019-2020 is presented in Table 1.

Table 1. Top National Cosmetics & Skincare Brand Data 2019-2020

No	Merk	Year		Information
		2019	2020	
1	Wardah	26%	28%	Top
2	MS. Glow	16%	16%	Top
3	Personal Beauty	14%	14%	Top
4	Beleysia Skincare	11%	10%	-
5	DRW Skincare	9%	9%	-
6	Paradiskin Glow	8%	8%	-
7	Alfabelenskin	7%	7%	-
8	Whitening Glossy Skin	3%	3%	-
9	Scarlet	3%	3%	-

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10	Theraskin	3%	2%	-
11	The Body Shop	1%	1%	-

Source: www.topbrandkosmetikskincare-award.com Tahun 2020

Based on the data presented in Table 1, it can be seen that the national scale ranking of cosmetic product brands that are most favored by the people of Indonesia. The product brand that still holds the title as the top brand from 2019 to 2020 is the product brand Wardah, MS. Glow, and Personal Beauty which respectively occupy the top 3 national positions. The body shop product ranks the lowest after theraskin, this makes researchers interested in choosing this object because this product is still considered uncommon in the public's view. The Body Shop products have also become a top brand but only reached 1% market share. Based on the data in Table 1, related to The Body Shop brand which is still in the lowest ranking, it is necessary to make efforts to increase public interest in buying The Body Shop products.

The consumer's buying intention is how strong the consumer's drive towards a product is targeted or desired (Arnold & Reynolds, 2012). According to (Sumarwan, 2011), intentions can be defined as matters relating to a person's tendency to perform a certain action or behavior, which may be related to the desire to buy. Intention can be interpreted as an indication of how strong a person's belief will be to try a behavior, and how much effort will be used to perform a behavior (Ajzen, 2005). Intention reflects the individual's willingness to try to perform a certain behavior. Intention has a high correlation with behavior, therefore it can be used to predict behavior. Based on descriptions from various reference sources, intention is an individual's tendency to perform a certain behavior. According to (Kotler & Keller, 2016) purchase intention is a consumer's tendency to buy a brand or take action related to a purchase as measured by the level of probability that consumers make a purchase. Purchase intention is the possibility that a consumer plans to buy a certain product at a certain time and it occurs after the consumer has stored relevant information to determine buying decisions (Anoraga, 2007). According to (Mowen & Minor, 2012), purchase intention is a behavioral intention related to the consumer's desire to behave in a certain way in order to own, dispose of, and use the product.

The Theory of Planned Behavior (TPB) links human behavior with three antecedents, as follows: behavioral beliefs, which lead to favorable or unfavorable attitudes toward behavior; normative beliefs, which lead to perceived social pressures or subjective norms; and belief control, which leads to perceived behavioral control. These three factors have been found to significantly influence an individual's behavioral intention (Ajzen, 2005).

According to (Kotler & Keller, 2016), attitude is a belief as a descriptive thought that a person maintains about something. Trust is based on knowledge, opinions, and beliefs that may or may not be influenced by emotional feelings. After trust, attitudes will arise that have been influenced by previous beliefs. Subjective norms are the driving force within a person that forces him to take an action (Schiffman & Kanuk, 2007). The purpose of subjective norms with the existence of subjective norms in a person will show a behavior that is directed at a goal to achieve the goal of satisfaction. While the benefits of subjective norms themselves are the needs that exist in a person can be fulfilled according to his wishes. Perception is the process of how a person selects, organizes, and interprets information inputs to create a meaningful overall picture (Kotler, 2019).

The study (Mu'arrafah et al., 2020) entitled "The Influence of Attitudes, Subjective Norms and Perceptions of Behavioral Control on Intention to Purchase Food and Beverage Products in Halal Labeled Packaging in Supermarkets in Jember Regency" states that attitude variables, subjective norms have a positive and significant effect on intention. Research (Dewi & Ardani, 2016) entitled "The Influence of Attitudes, Subjective Norms on Intention to Repurchase Fashion Products Via Online in Denpasar City", states that subjective attitudes and norms have a positive and significant effect on repurchase intentions. Research (Mintardjo et al., 2016) with the title "The Influence of Attitudes, Subjective Norms and Motivation on Interest in Buying Online in Students of the Faculty of Economics and Business in Manado" where the results are that subjective attitudes and norms have a significant and positive influence partially on online buying interest. Research (Ningtyas et al., 2021) with the title "Analysis of the Influence of Attitudes, Subjective Norms, and Perceptions of Behavioral Control on Consumers Buying Interest in Halal Certified Products" states that attitude has a positive and significant effect on buying interest, subjective norms have no significant effect on buying interest, and perceptions of behavioral control have a positive and significant effect on buying interest. Research (Mirawati et al., 2016) with the title "The Influence of Attitudes, Subjective Norms, and Perceptions of Behavioral Control, on the Intentions of Vocational High School Students in Denpasar City to Become Entrepreneurs" stated that entrepreneurial attitudes, subjective norms, and perceptions of behavioral control have a positive and significant effect on intentions to become entrepreneurs. Based on the theory of intentions and attitudes, norms and perceptions of control as well as the results of previous studies, the hypothesis in this study is H1: consumer attitudes affect buying intentions; H2: subjective norms affect purchase intention; H3: perceived control has an effect on purchase intention. Based on the phenomena that occurred at "The Body Shop" Lippo Jember, supporting theories and previous research, this study aims to test and find out the influence of attitudes, subjective norms and perceived control on purchase intentions.

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RESEARCH METHODS

This research is a causality study, where this causality study aims to measure the strength of the relationship between two or more variables, which also shows the direction of the relationship between the independent and dependent variables (Kuncoro, 2013). The population in this study were all consumers of cosmetic and skin care products at "The Body Shop" Lippo Mall Jember. According to (Sekaran, 2016) providing a general reference for determining the sample size, the sample size should be multiplied by the number of indicators between 1 - 5. Based on the opinion of Sekaran (2016), the number of sample sizes in this study was determined by $12 \times 5 = 60$ respondents. Descriptive statistical analysis was conducted to determine the respondent's condition related to the respondent's age and duration of being a customer. Validity test and reliability test to test measuring instruments in the form of questionnaires distributed to respondents. Multiple linear regression analysis was used to test the hypothesis proposed in this study.

RESULTS AND DISCUSSION

Descriptive Analysis Results

Based on the results of statistical calculations, it can be seen that the respondents in this study were 60 customers consisting of 17 people aged 15-20 years with a percentage of 28.3%, 39 people aged 20-25 years with a percentage of 65% and the remaining 4 people. aged over 25 years with a percentage of 6.7%. Thus, it can be concluded that consumers at The Body Shop Lippo Mall Jember are dominated by customers aged between 20-25 years.

After calculating, it can be seen that based on the length of time consumers have been customers, it is known that as many as 27 consumers have subscribed to The Body Shop Lippo Mall Jember for less than 1 year with a percentage of 45%. Furthermore, there are 22 consumers who have subscribed to The Body Shop Lippo Mall Jember for 1 to 2 years with a percentage of 36.7%. Then there are 8 consumers who have subscribed at The Body Shop Lippo Mall Jember for 3 to 4 years with a percentage of 13.3%. While the remaining 3 people have subscribed at The Body Shop Lippo Mall Jember for more than 4 years with a percentage of 5%. Based on the calculations that have been done, it can be concluded that consumers at The Body Shop Lippo Mall Jember are dominated by those who have subscribed for less than 1 year with a total of 27 consumers and a percentage of 45%.

Calculation Results of Data Validity and Reliability Test

The data validity test is used to test how well the measurement instrument device can be measured accurately. The criteria used to measure the validity of a data is if $r\text{-count} > r\text{-table}$ then the instrument can be said to be valid (Ghozali, 2013). The results of the validity test in the study are presented in Table 2. Based on Table 2, it can be concluded that the overall value of r count is greater than r table (0.2542). In addition to this, the significance value (p value) is less than 0.05 so that all instrument items in this study are declared very valid.

Data reliability testing aims to determine the consistency of the measurement results of the variables used in a study. A measuring instrument in the form of a questionnaire is said to be reliable if a person's answer to the statement is always consistent from time to time. An instrument or measuring instrument is said to be reliable if it has a positive alpha value and is greater than 0.700. The results of the calculation of the reliability test from this study are presented in Table 3. Based on the calculations presented in Table 3, it can be seen that the value of Cronbach alpha on the consumer attitude variable (X1) obtained a value of 0.803, subjective norm (X2) obtained a value of 0.799, behavioral control (X3) obtained a value of 0.804 and purchase intention (Y) obtained a value of 0.776. The overall Cronbach alpha value of all variables is greater than 0.700 so it can be said that all variables are declared reliable.

Table 2. Data Validity Test Results

Variable	Item	R	r table	Sig	Information
Consumer attitude (X1)	X1.1	0.8210	0,2542	.000	Valid
	X1.2	0.8530		.000	Valid
	X1.3	0.7720		.000	Valid
	X1.4	0.8390		.000	Valid
	X1.5	0.8560		.000	Valid
	X1.6	0.8180		.000	Valid
Subjective Norms (X2)	X2.1	0.913		.000	Valid
	X2.2	0.7830		.000	Valid

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	X2.3	0.7400	.000	Valid
	X2.4	0.7460	.000	Valid
	X2.5	0.8300	.000	Valid
	X2.6	0.7820	.000	Valid
Behavior Control (X3)	X3.1	0.8400	.000	Valid
	X3.2	0.7850	.000	Valid
	X3.3	0.8150	.000	Valid
	X3.4	0.7420	.000	Valid
	X3.5	0.7970	.000	Valid
Purchase Intention (Y)	Y1	0.7940	.000	Valid
	Y2	0.6570	.000	Valid
	Y3	0.7550	.000	Valid
	Y4	0.7590	.000	Valid
	Y5	0.66500	.000	Valid
	Y6	0.620	.000	Valid

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Alpha Standard	Information
Consumer attitude (X1)	0.803	0,700	Reliable
Subjective Norms (X2)	0.799	0,700	Reliable
Behavior Control (X3)	0.804	0,700	Reliable
Purchase Intention (Y)	0.776	0,700	Reliable

Multiple Linear Regression Analysis Results

Regression analysis was used to test the hypothesis about the effect of partially independent variables consisting of consumer attitudes (X1), subjective norms (X2), perception of control (X3) on the dependent variable, namely purchase intention (Y). Based on multiple linear regression estimation using SPSS version 22.0, the results are presented in Table 4. Based on Table 4, it can be seen that the regression equation formed in this study is as follows: $Y = 8.972 + 0.045X1 + 0.234X2 + 0.463X3 + e$.

Table 4. Results of Multiple Linear Regression Analysis

No	Variable	Regression Coefficient	t-count	Sig Value
1.	Constant	8.9720	3.8890	.0000
2.	Consumer attitude (X1)	0.0450	0.2810	.0000
3.	Subjective Norms (X2)	0.2340	1.3960	.0180
4.	Behavior Control (X3)	0.4630	2.6720	.0100

DISCUSSION

Influence of Attitude on Purchase Intention

The statistical test results show that the attitude variable has a calculated significance value of 0.000 and is smaller than 0.05 and t count (0.281) < t table (1.297) which means that the first hypothesis (H1) which states that attitude has an influence on purchase intention is accepted. and H0 is rejected. This also shows that attitude affects purchase intention, which means that the better the attitude, the higher the purchase intention. The results of this study are in line with research conducted (Dewi & Ardani, 2016; Mu'arrafah et al., 2020) which states that attitudes have an impact on consumer buying interest in a product.

The Influence of Subjective Norms on Purchase Intentions

The statistical test results show that the subjective norm variable has a significance value of 0.018 and is smaller than 0.05 and t count (1,396) > t table (1,297) which means that the second hypothesis (H2) which states that subjective norms have

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an influence on purchase intention accepted and H0 rejected. . This also shows that subjective norms affect buying intentions, which means the better subjective norms will have an impact on the higher purchase intentions. The results of this study are in line with research conducted by (Mirawati et al., 2016; Ningtyas et al., 2021) which states that subjective norms have a significant effect on purchase intentions.

The Effect of Perceived Control on Purchase Intention

The statistical test results show that the behavioral control variable has a significance value of 0.010 and is smaller than 0.05 and t count (2.672) > t table (1.297) which means that the third hypothesis (H3) which states that behavioral control has an influence on purchase intention accepted and H0 rejected. It also shows that behavioral control affects purchase intention, which means that the better the behavioral control, the higher the buying intention. The results of the study are in line with research conducted by (Mu'arrafah et al., 2020), (Ningtyas et al., 2021), (Mirawati et al., 2016) which states that the perception of behavioral control has a significant effect on purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and analysis that has been done previously about Consumer Intentions towards Cosmetics and Skincare Products at The Body Shop Lippo Mall Jember With the Theory Of Planned Behavior Approach, the following conclusions are obtained: 1) Attitude has a positive and significant effect on consumer intentions to buy products cosmetics and skincare at The Body Shop Lippo Mall Jember; 2) Subjective norms have a positive and significant effect on the intention to buy cosmetic and skincare products at The Body Shop Lippo Mall Jember; 3) Perception of behavioral control has a significant effect on the intention to buy cosmetic and skincare products at The Body Shop Lippo Mall Jember.

Based on the results of the analysis and research that has been carried out and concluded, the suggestions from the researchers: 1) The Body Shop can provide the best service such as providing special treatment on certain dates, this can be done with the aim that consumers are interested and able to attract other consumers; 2) To increase the intensity of purchasing products at The Body Shop Lippo Mall Jember, The Body Shop Lippo Mall Jember can create several new outlets in several Jember malls. 3) For operational advice on the body shop's own products, it is necessary to increase the beauty of the appearance of the product to make it attractive. buying interest from consumers; 4) Adding other variables outside the study to see other factors that also affect purchasing decisions; 5) Adding research samples, to increase the level of validity of the data to be tested.

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