

ABSTRACT

Today the beauty and cosmetics industry is a profitable business opportunity. Cosmetics is now almost an obligation for womenfolk, ranging from young people to the elderly. However, the biggest influence on the increase in the beauty and cosmetics industry is the millennial generation, namely teenagers. In 2016, consumers in Indonesia had more interest in global cosmetic brands. However, consumer interest changed in 2017, Indonesian consumers turned to have a great interest in local cosmetics. This will not happen if consumers do not contribute to the cosmetic purchasing decisions they want. Consumers themselves have different characteristics, such as consumer behavior with four factors, namely cultural factors, social factors, personal factors, and psychological factors which are the basis for determining consumers to buy and use a product.

The purpose of this study was to find out the most dominant consumer behavior factors in the decision to purchase local cosmetics in Indonesia and as much as the influence of each of these factors. The attributes used are cultural, social, personal, and psychological.

This study uses quantitative methods with multiple linear regression analysis techniques. The number of samples in this study were 400 respondents using local cosmetics in Indonesia.

The results of this study indicate that the dimensions of consumer behavior, which are cultural, personal, and psychological, have a significant influence on purchasing decisions, while social does not have a significant influence on the decision to purchase local cosmetics in Indonesia. The conclusion of this study is the magnitude of the influence of consumer behavior variables on purchasing decisions in using local cosmetics in Indonesia is 59.7%.

Keywords: Buying Decision, Consumer Behaviour, Local Cosmetics