

ABSTRACT

The cosmetic industry is a strategic industry in economic development in Indonesia. Cosmetics development in Indonesia is growing very rapidly. It can be seen through the Indonesia income of industri cosmetics increased. According to Indonesia Finance Today revenues from cosmetics market Indonesia in 2013 6,87% to Rp 11.2 trillion from Rp 9.76 trillion, according to associations industry. It can be seen in terms of users in the community have increased to 9.4%. Brand cosmetic Innisfree and Nature Republic compete in the competitive attributes of the product. Innisfree and Nature Republic at Paris Van Java Mall outlet and Trans Studio Mall outlet is one of the few outlets in the city with the majority of middle and upper class consumers.

The purpose of this research is to know there are differences in product attributes and consumer responses to product attributes cosmetic Aloe Revil Soothing Gel 300 ML By Innisfree with Soothing & Moisture Aloe Vera 92% Soothing Gel by Nature Republic.

This research is a descriptive study, involving 110 consumers from Aloe Revil Soothing Gel 300 ML By Innisfree Outlet at Paris Van Java Mall Bandung and 100 consumer from dengan Soothing & Moisture Aloe Vera 92% Soothing Gel by Nature Republic Outlet at Trans Studio Mall Bandung by use sampling non-probability sampling type and incidental sampling. To collected data using comparative analysis method.

From the results of this study concluded that Based on the results of different test by using the Mann-Whitney U-test it can be concluded that the differences in product attributes is significant from Aloe Revil Soothing Gel 300 ML By Innisfree with Soothing & Moisture Aloe Vera 92% Soothing Gel by Nature Republic.

Keywords: comparative analysis, product attributes, cosmetic