

ABSTRACT

This research aims to examine and analyze the effect of attitude, subjective norm, perceived behavioral control toward purchase intention of organic skincare. Data collection was done through questionnaires distributed and implemented on 123 students of Mercu Buana University who use organic skincare. Data analysis in this study using the help of Variance Based Structural Equation Modeling where the data processing using the program Partial Least Square (PLS) Version 3.0

The result of this research shows that attitude and subjective norm have a positive and significant impact on consumers purchase intention. Perceived behavioral control has a negative and significant impact on consumers purchase intention.

Keywords: attitude, subjective norm, perceived behavioral control, purchase intention, organic skincare



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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa pengaruh sikap, norma subjektif dan *perceived behavioral control* terhadap minat beliskincare organik. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dilaksanakan pada 123 mahasiswa Universitas Mercu Buana yang pernah menggunakan produk *skincare* organik sebelumnya. Analisis data pada penelitian ini menggunakan bantuan *Variance Based Structural Equation Modeling* dimana pengolahan datanya menggunakan program *Partial Least Square* (PLS) Versi 3.0

Hasil analisa menunjukkan bahwa skiap dan norma subjektif memiliki pengaruh positif dan signifikan terhadap minat beli konsumen. *Perceived behavioral control* memiliki pengaruh negatif dan signifikan terhadap minat beli konsumen

Kata Kunci: sikap, norma subjektif, *perceived behavioral control*, minat beli, *skincare* organik

