



**THE INFLUENCE OF PRODUCT AND AFFORDABLE PRICE
TOWARD BUYING INTENTION FOR MADAME GIE BRAND
MEDIATING BY SOCIAL INFLUENCE IN JABODETABEK**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Manajemen

By

Audry Adha Amartyana

014201900015

**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM**

CIKARANG

May 2023

ACKNOWLEDGEMENT

First of all, I want to say thank you to Allah SWT who has given us health and blessings in this world. With God permission, I was given the opportunity to do my thesis and get a Management degree at President University. I'd like to express my heartfelt thanks to President University, my parents, my lecturers and friends. I'm very glad to study in President University, I would like to thank President University for giving me the opportunity to achieve and obtain my bachelor degree. Without family, friends and the adviser's help, I can't complete my thesis. These people are:

1. This paper is completed under the cordial care and careful guidance of Mrs. Hernawati Wibawati Retno, his serious scientific attitude, rigorous academic spirit, excellent work style, deeply infected and inspired me. Without his usual and enlightening guidance, this paper would not have been in its present form.
2. Thank you to my family members, Mr. Triono and Mrs. Suwarni for all the support, both material and non-material and always giving me the freedom to make my own choices.
3. My thesis supervisor is Hernawati Wibawati Retno Wiratih, S.Pd, M.Sc. who has given me an explanation and guided me from the beginning of the thesis to the time of graduation from the current trial.
4. My senior Kak Firja, I would like to thank you very much for guiding me through chapter 3 and chapter 4.
5. My brothers and sisters Andra, Ochi, Annisa, Sheila, Deta, and Tya have supported me since the beginning of my studies in this campus and also who always encourages me in the making of this Thesis.
6. My friends Aina, Widya, Kukuh, Puput, Gempi, and Nisa who have supported for me to finish my undergraduate education quickly.

7. Thanks to my boyfriend Izzad Azis Alfarizqi, who has helped a lot during this Thesis, also who always encourages me in the making of this Thesis.

8. Last but not least, I want to thank me. I want to thank me for believing in me, I want to thank me for doing all this hard work, I want to thank me for having no days off, I want to thank me for never quitting, I want to thank me for always being a giver and try to give more than I receive, I want to thank me for try to do more right than wrong, I want to thank me for just being me at all times.

Cikarang, 10 May 2023

A handwritten signature in black ink, appearing to be 'Audry Adha Amartyana', written in a cursive style with some overlapping lines.

Audry Adha Amartyana

PLAGIARISM REPORT

Audry Adha Amartyana

ORIGINALITY REPORT

9%	11%	3%	5%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	repository.president.ac.id Internet Source	3%
2	Submitted to President University Student Paper	1%
3	world.journal.or.id Internet Source	1%
4	jurnal.iain-padangsidimpuan.ac.id Internet Source	1%
5	digilib.unila.ac.id Internet Source	1%
6	journal.unpak.ac.id Internet Source	1%
7	jcreview.com Internet Source	1%
8	bajangjournal.com Internet Source	1%
9	www.grafiati.com Internet Source	1%

GPTZero Result

Stats

Average Perplexity Score: 1773.212

A document's perplexity is a measurement of the randomness of the text

Burstiness Score: 9800.874

A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "*The Author retains mora*", has a perplexity of: 56367

PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the Thesis entitled **THE INFLUENCE OF PRODUCT AND AFFORDABLE PRICE TOWARD BUYING INTENTION FOR MADAME GIE BRAND MEDIATING BY SOCIAL INFLUENCE IN JABODETABEK** that was submitted by Audry Adha Amartyana majoring in Management from the School of Business was assessed and approved to have passed the Oral Examinations on

Panel of Examiners



Assoc. Prof. Dr. Dra. Genoveva, M.M

Chair - Panel of Examiners



Dr. Jean Richard Jokhu, M.M

Examiner 2



Hernawati Wibawati Retno Wiratih, SPd., MSc

Examiner 3

STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the thesis stated below:

Name : Audry Adha Amartyana
Student ID number : 014201900015
Study Program : Management
Faculty : Business

I hereby declare that my thesis entitled **THE INFLUENCE OF PRODUCT AND AFFORDABLE PRICE TOWARD BUYING INTENTION FOR MADAME GIE BRAND MEDIATING BY SOCIAL INFLUENCE IN JABODETABEK** is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this thesis, I am willing to be personally responsible for the consequences of these acts of plagiarism, and will accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Cikarang, 10 May 2023


A handwritten signature in black ink, appearing to be 'Audry Adha Amartyana', written in a cursive style with some overlapping strokes.

Audry Adha Amartyana

CONSENT FOR INTELLECTUAL PROPERTY RIGHT

Title of Thesis	THE INFLUENCE OF PRODUCT AND AFFORDABLE PRICE TOWARD BUYING INTENTION FOR MADAME GIE BRAND MEDIATING BY SOCIAL INFLUENCE IN JABODETABEK
------------------------	--

1. The Author hereby assigns to President University the copyright to the contribution named above whereby the university shall have the exclusive right to publish the contribution and translations of it wholly or in part throughout the world during the full term of copyright including renewals and extensions and all subsidiary rights.
2. The Author retains the right to re-publish the preprint version of the contribution without charge and subject only to notifying the University of the intent to do so and to ensuring that the publication by the University is properly credited and that the relevant copyright notice is repeated verbatim.
3. The Author retains moral and all proprietary rights other than copyright, such as patent and trademark rights to any process or procedure described in the contribution.
4. The Author guarantees that the contribution is original, has not been published previously, is not under consideration of publication elsewhere and that any necessary permission to quote or reproduce illustrations from another source has been obtained (a copy of any such permission should be sent with this form).
5. The Author guarantees that the contribution contains no violation of any existing copyright or other third – party right or material of an obscene, indecent, libellous or otherwise unlawful nature and will indemnify the University against all claims arising from any breach of this warranty.
6. The Author declares that any named person as co – author of the contribution is aware of this agreement and has also agreed to the above warranties.

Name:	Audry Adha Amartyana
Date:	10 May 2023
Signature:	

SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As an academic community member of the President's University, I, the undersigned:

Name : Audry Adha Amartyana

Student ID number : 014201900015

Study program : Management

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title :

THE INFLUENCE OF PRODUCT AND AFFORDABLE PRICE TOWARD BUYING INTENTION FOR MADAME GIE BRAND MEDIATING BY SOCIAL INFLUENCE IN JABODETABEK

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Cikarang, 10 May 2023

A handwritten signature in black ink, appearing to be 'Audry Adha Amartyana', written in a cursive style with a large initial 'A'.

Audry Adha Amartyana

ADVISOR APPROVAL FOR JOURNAL OR INSTITUTION'S REPOSITORY

As an academic community member of the President's University, I, the undersigned:

Name : Hernawati W. Retno Wiratih SPd, M.Sc
Employee Number : 0410086101
Study program : Management
Faculty : Faculty of Business

declare that following thesis :

Title of thesis : THE INFLUENCE OF PRODUCT AND AFFORDABLE PRICE TOWARD
BUYING INTENTION FOR MADAME GIE BRAND MEDIATING BY SOCIAL
INFLUENCE IN JABODETABEK

Thesis author : Audry Adha Amartyana
Student ID number : 014201900015

will be published in **journal** or **institution's repository**

Cikarang, 10 May 2023



Hernawati W. Retno Wiratih, S.Pd., M.Sc.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
PLAGIARISM REPORT	iii
PANEL OF EXAMINERS APPROVAL SHEET	v
STATEMENT OF ORIGINALITY	vi
CONSENT FOR INTELECTUAL PROPERTY RIGHT	vii
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	ix
ADVISOR APPROVAL FOR JOURNAL OR INSTITUTION’S REPOSITORY	x
TABLE OF CONTENTS.....	xi
ABSTRACT.....	xiii
CHAPTER I Introduction	1
1.1 Background	1
1.2 Statement of Problem	6
1.3 Research Question.....	7
1.4 Outline of Research.....	7
CHAPTER II Literature Riview	9
2.1 Theoretical Review	9
2.1.1 Product Quality (X1)	9
2.1.2 Affordable Price (X2).....	10
2.1.3 Social Influence (Y).....	11
2.1.4 Buying Intention of Madame Gie Products	13
2.2 Theoretical Framework	16
2.3 Development Hypotesis	16
2.4 Previous Research	18
CHAPTER III Research Methods.....	22
3.1 Research Methods	22
3.2 Population and Research Sample	22
3.2.1 Research Population	22
3.2.2 Research Sample.....	22
3.3 Operational Definition of Variables	24
3.2.3 Sampling Techniques	26

3.4 Data Collection Techniques	26
3.4.1 Data Source.....	27
3.4.1.1 Primary Data	27
3.4.1.2 Resource Persons (Informants).....	27
3.5 Data Analysis Design	27
3.5.1 Descriptive Analysis.....	27
3.5.2 Structural Equation Modeling-Partial Least Square (SEM-PLS).....	28
3.5.1 Validation and Reliability Test	28
3.5.2 Outer Model Test	29
3.5.3 Convergent Validity Test.....	29
3.5.4 Unidimensionality Test.....	30
3.5.5 Inner Model Test	30
3.5.6 R-square Test.....	31
3.5.7 Hypotesis Test	31
3.6 Reasons to Use Partial Least Square (PLS)	31
CHAPTER IV Analysis and Discussion of Findings	33
4.1 Respondent Profile	33
4.1.1 Respondent by Gender.....	33
4.1.2 Respondent by Age.....	33
4.1.3 Respondent by Purchase Of Cosmetic Products.....	34
4.2 Descriptive Analysis	35
4.3 Partial Least Square - Structural Equation Model Analysis Result	36
4.3.1 Outer Model Testing.....	36
4.3.2 Inner Model Test	42
4.4 Discussion and Findings	45
CHAPTER V Conclusion and Recommendation	49
5.1 Conclusion.....	49
5.2 Recommendation for the future research	50
REFERENCE.....	51
APPENDICE.....	54

ABSTRACT

Currently cosmetics are needed by the community, currently Madame Gie cosmetic brand is one of the most popular brands because it has affordable prices and good quality. The problem in this study lately is that many local brands have sprung up with the same price and quality as madame gie products, or can be called rivals of the madame gie brand. The purpose of this study is to find out whether product quality, social influence, can affect buying intention. This study used quantitative approaches and data collection techniques by distributing questionnaires through google form and the population in this study was Gen Z who had used Madame Gie cosmetic products. The analysis technique used is the Partial Least Squares Structural Equation Model with the help of the Smart PLS 4.0 application. The results of this study that Product and Affordable Price does not have a significant effect on Social Influence, Product and Affordable Price does not have a significant effect on Buying Intention, Social Influence has a significant effect on Buying Intention, Product and Affordable Price have an effect on the Social Influence and last Product, Affordable Price and Social Influence have an effect on the Buying Intention.

Keyword : *Product, Affordable Price, Social Influence, Buying Intention*