Purchase Intensions of Young Jakartan Women Towards Premium Cosmetics

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ANITA BELLA, BBA and SURESH KUMAR, S.T., M.Si.

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TABLE OF CONTENT

PREFACE ..... **v**

TABLE OF CONTENT ..... **vii**

LIST OF TABLES ..... **x**

LIST OF FIGURES ..... **xii**

ABSTRACT ..... **xiv**

CHAPTER I INTRODUCTION **1**

1.1 Background of the Study 1

1.2 Problem Identification 4

1.3 Statement of the Problem 8

1.4 Research Objective 9

1.5 Scope and Limitation 10

1.6 Definition of Terms 10

1.7 Significance of Study 11

CHAPTER II LITERATURE REVIEW **13**

2.1 Theoretical Review 13

2.1.1 Purchase Intention 14

2.1.2 Linking Country of Origin (COO) and Purchase Intention 16

2.1.3 Linking Brand Image and Purchase Intention 18

2.1.4 Linking Perceived Risk, Perceived Value, Word of Mouth, and Brand Trust 20
2.1.5 Linking Brand Trust and Purchase Intention 25
2.3 Theoretical Framework 29
2.4 Hypothesis 30
CHAPTER III RESEARCH METHOD 31
3.1. Research Design 31
3.2. Population and Sampling Design 33
3.2.1 Population 33
3.2.2 Sample Size 34
3.2.3 Sampling Technique 34
3.3. Data Gathering 36
3.3.1 Instrument 36
3.3.2Operationalization of Variables 37
3.4. Validity and Reliability 41
3.4.1 Validity Test 41
3.4.2 Reliability Test 45
3.5. Data Analysis 47
3.5.1 Profile Respondent 47
3.5.2 Descriptive Analysis 47
3.5.3 Structural Equation Modeling (SEM) 49
CHAPTER IV ANALYSIS AND INTERPRETATION 52
4.1. Descriptive Analysis 52

4.1.1 Respondents Profile.....52
4.1.2 Descriptive Analysis.....58
4.2. Data Analysis 73
4.2.1 Validity Test 73
4.2.2 Reliability Test.....81
4.3 Inferential Analysis.....84
4.3.1 Assessing the Identification of the Structural Model (Model Fit) 86
4.3.2 Choosing the Input Matrix Types and Estimating 89
4.4 Interpretation of Result 95
CHAPTER V CONCLUSION AND RECOMMENDATION 99
5.1 Conclusion.....99
5.2. Recommendation.....99
5.2.1 For Cosmetic Firm 99
5.2.2 For future research 100
REFERENCES.....101

LIST OF TABLES

Table 1. 1: TOP 10 Brand Indonesia 6
Table 1. 2: TOP 10 Brand in the World 8
Table 3.1The Existence of Operations 37
Table 3.2: Forms of Validity 42
Table 3.3: Goodness of Fit Measure 51
Table 4.1: Mean Scores by Factors Related to Independent and Dependent 71
Table 4.2 KMO and Bartlett's Test 73
Table 4.3 Communalities 74
Table 4.4 Total Variance Explained 75
Table 4.5 Rotated Component Matrix 75
Table 4.6 KMO and Barlett's Test 76
Table 4.7 Communalities 77
Table 4.8 Total Variance Explained 78
Table 4.9 Rotated Component Matrix 78
Table 4.10 KMO and Barlett's test 79
Table 4.11 Communalities 80
Table 4.12 Total Variance Explained 81
Table 4.13: Reliability for Perceived Risk 82
Table 4. 14: Reliability for Perceived Value 82
Table 4.15: Reliability for Word of Mouth 82
Table 4.16: Reliability for Country of Origin 83
Table 4.17: Reliability for Brand Image 83
Table 4.18: Reliability for Brand Trust 83

Table 4.19: Reliability for Purchase Intention 84
Table 4.20: Goodness of Fit Index 87
Table 4.21: Regression Weight 89
Table 4.22: Standardized Regression Weight 92
Table 4.23: Squared Multiple Correlations (R^2) 94
Table 4.24: Result Examination of SEM 95

The cosmetic industry is a big business. The total sales of cosmetics worldwide in 2011 were about USD 426 billion. For the past 20 years, on average, cosmetic market has grown by 4.5% annually. In Indonesia, the sales of cosmetics have increased by 15% with the ascension from IDR 8.5 trillion in 2011 become IDR 9.76 trillion in 2012. The condition of a cosmetic brand in terms of rank is always changing year by year. So, a cosmetic firm must know more what aspects that impact its customer that makes its customer decide to purchase the product and could make their customer repurchase the product. This research was conducted to observe the Purchase Intentions of Young Jakartan Women towards Premium Cosmetics.

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