

## ABSTRACT

This study aims to analyze consumer behavior decision-making process rather middle-class women cosmetic products in Surabaya. Researchers interested in cosmetic products as cosmetics now become a major necessity to support their day-to-day performance, but it is a cosmetic product for sensitive and high-risk women. The method used in this research is descriptive qualitative research method. The unit of analysis of this study are individuals who have been selected by the researcher to become informants and have met the study criteria.

Researchers found there were five stages of the decision making process of buying cosmetic products made middle-class women in Surabaya. Stages because it is the need to have sensitive skin (which needs no middle class in women are caused by stimuli from within themselves), the search for information to professionals or colleagues (search sources of information on the social middle class women in Surabaya is a non-commercial - personal, commercial - personal and commercial - impersonal), the evaluation of the results of the information gathered (they are looking for products that can be tailored to the type of skin they have), do the purchasing decisions of cosmetic products (consumers form brand diperangkat choice among several options and forming attitudes separately buy the products he likes), achievement of results over the decision making (the middle-class women are satisfied with the decision they have done and make repeat purchases).

Researchers also found that the factors which determine consumer loyalty to a cosmetic product that they use. Brand loyalty is represented in the purchase of cosmetic products consistent with the long-term. The loyalty arise due to three things, namely middle-class women in Surabaya tend to be more confident about the cosmetic products they choose. The second, is a cosmetic product that has a higher level of risk to the skin than other products. Third, consumer groups with special needs (in this study, the specific needs of the skin is a kind of middle-class women are sensitive and acne) tend to be more loyal to those they have chosen.

*Keywords : konsumen behaviour, decision making process, brand loyalty*