

## ABSTRAK

Mega Surya Eka Putri, 111611133033, Pengaruh Sikap, Norma Subjektif, dan Persepsi Kontrol Perilaku terhadap Intensi Membeli Produk Kosmetik Tanpa Izin Edar, *Skripsi*, Fakultas Psikologi Universitas Airlangga Surabaya, 2020.  
xvii + 83 halaman, 9 lampiran

*Penelitian ini bertujuan untuk mengetahui pengaruh sikap, norma subjektif, dan persepsi kontrol perilaku terhadap intensi membeli produk kosmetik tanpa izin edar secara parsial maupun simultan. Dalam Theory of Planned Behavior dikemukakan bahwa hasil penelitian mengenai perilaku akan berbeda pada setiap perilaku dan populasi. Selain itu, belum terdapat penelitian yang mengkaji tentang intensi membeli produk kosmetik tanpa izin edar.*

*Sampel penelitian merupakan wanita Indonesia yang menggunakan produk kosmetik tanpa izin edar. Penulis melakukan konstruksi alat ukur yang mengacu pada modul TPB oleh Ajzen. Alat ukur telah melalui proses validitas oleh expert judgement. Reliabilitas didapatkan setelah uji coba alat ukur terhadap 30 sampel. Pengumpulan data menggunakan teknik survey, dengan teknik sampling nonparametrik, yaitu convenience sampling. Pada akhirnya, terkumpul sejumlah 228 sampel.*

*Analisis data menggunakan multiple linear regression. Hasil pada penelitian ini ialah sikap, norma subjektif, dan persepsi kontrol perilaku berpengaruh secara signifikan terhadap intensi membeli produk kosmetik tanpa izin edar secara parsial maupun simultan.*

Kata Kunci: *intensi membeli, kosmetik tanpa izin edar, Theory of Planned Behavior*  
Daftar Pustaka, 45 (1991-2019)

## **ABSTRACT**

Mega Surya Eka Putri, 111611133033, The Effect of Attitude, Subjective Norms, and Perceived Behavioral Control towards Non-Authorized Distributed Cosmetic Purchase Intention, *Undergraduate Thesis*, Faculty of Psychology Universitas Airlangga Surabaya, 2020.

xvii + 83 pages, 9 appendixes

*This study examines the partial and simultaneous effect of attitude, subjective norms, and perceived behavioral control towards non-authorized distributed cosmetic purchase intention. Theory of Planned Behavior stated that the results of research on behavior will be different in each behavior and population. In addition, there are no studies that examine the purchase intention of Non-Authorized Distributed Cosmetic.*

*The research subjects are Indonesian women who use non-authorized distributed cosmetic. The author constructs a measurement tool that refers to the TPB module by Ajzen. Research instruments have been through the process of validity by expert judgement. Reliability was obtained after testing the instrument against 30 samples. The data was collected using survey, with nonparametric sampling techniques, namely convenience sampling. In the end, a total of 228 samples were collected.*

*Data analysis was conducted using multiple linear regression. The results of this study are attitudes, subjective norms, and perceived behavioral control significantly influence the intention to buy non-authorized distributed cosmetic partially or simultaneously.*

**Keywords:** *non-authorized distributed cosmetic, purchase intention, Theory of Planned Behavior*

References, 45 (1991-2019)