

## **ABSTRACT**

*The Indonesian cosmetics industry has grown rapidly since 2020, driven by increased awareness of the importance of cosmetic and skincare products among the younger generation, as well as the emergence of local products that influence online shopping trends. However, post-COVID-19 pandemic, consumers have returned to preferring physical stores for purchasing beauty products. Many seek information on prices and benefits online, then make direct purchases at physical stores, a phenomenon known as webrooming, as seen at Najmia Beauty Semarang. This study aims to analyze the impact of expected price loss on webrooming, mediated by utilitarian value and hedonic value. Additionally, this research examines the influence of the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM) on the perceived value of customers related to webrooming behavior.*

*A quantitative method was used, specifically Structural Equation Modeling (SEM), with data analysis processed using AMOS 24. The study lasted for 51 days, with a population of 200 customers of Najmia Beauty Semarang. The sampling technique applied was a survey, using a questionnaire with a Likert scale of 1-10, which was distributed to respondents to test the hypotheses on those who reside in Semarang City and have made beauty product purchases at Najmia Beauty Semarang's physical store.*

*The results showed that expected price loss affects both the utilitarian value and hedonic value of consumers related to their purchase decisions. Webrooming behavior is influenced by both utilitarian and hedonic values. Furthermore, both intervening variables successfully mediated the relationship between the dependent and independent variables.*

*Keywords: Expected Price Loss, Utilitarian Value, Hedonic Value, Webrooming, Perceived Value, Retail Marketing*