

ABSTRACT

In Indonesia, beauty business is currently one of the mainstays in national industrial development which has a large role to drive future economic growth. In this globalization, attention to body care is a trend in society. With a large population of young people or generations, the market potential is becoming more prospective and promising. The great potential to develop this business in Indonesia makes every company have to issue strategies from various sides and try to be able to meet the needs of consumers so that they are no less superior than they are.

The study was conducted with the aim of analyzing the effect of product attribute perceptions, personal values, and attitude toward technology on purchasing decisions of beauty product with lifestyle as a intervening variable in five collage in Semarang. As many as 160 respondents who have made product purchases at least three times, were made the object of research.

This research was conducted using a stratified random sampling method with data collection methods. Data analysis was performed using Structural Equation Modeling (SEM) with the AMOS program version 24.0.

The results of the study show that of the four hypotheses proposed, three were accepted. That hypothesis which accepted is hypothesis 1 (there is a significant and positive influence between product attributes perception and lifestyle), hypothesis 2 (there is a positive and significant influence between personal values and lifestyle), and hypothesis 4 (there is a positive and significant influence between lifestyle) and purchasing decisions). While the hypothesis that is rejected is hypothesis 3 (there is negative and no significant influence between attitudes towards technology and lifestyle).

Keywords: Product Attribute Perception, Personal Values, Attitudes towards Technology, Lifestyle, Purchasing Decisions.