

ABSTRACT

The cosmetic industry is a strategic industry in economic development in Indonesia. Cosmetics development in Indonesia is growing very rapidly. It can be seen through the Indonesia income of industri cosmetics increased. According to Indonesia Finance Today revenues from cosmetics market Indonesia in 2013 6,87% to Rp 11.2 trillion from Rp 9.76 trillion, according to assosiations industry. It can be seen in terms of users in the community have increased to 9.4%. Brand cosmetic The Body Shop and The Face Shop compete in the competitive attributes of the product. The Body Shop and The Face Shop at Paris Van Java Mall outlet is one of the few outlets in the city with the majority of middle and upper class consumers.

The purpose of this research is to know there are differences in product attributes and consumer responses to product attributes cosmetic All In One Face Base By The Body Shop and Radiance Powder Face It By The Face Shop This research is a descriptive study, involving 50 consumers from All In One Face Base By The Body Shop and 50 consumer from Radiance Powder Face It By The Face Shop Outlet at Paris Van Java Bandung by use sampling non-probability sampling type and incidental sampling. To collected data using comparative analysis method. From the results of this study concluded that Based on the results of different test by using the Mann-Whitney U-test and Z-test it can be concluded that the differences in product attributes is significant from All In One Face Base By The Body Shop with Face It Radiance Powder By The Face Shop

Keywords: comparative analysis, product attributes,cosmetic