

ABSTRACT

This study was conducted to determine the effect of consumer behavior on online purchase decision of beauty product through e-commerce Shopee. The purpose of this study was to determine and analyze consumer behavior on online purchase of beauty product through e-commerce Shopee, purchase decision on online purchase of beauty product through e-commerce Shopee, and the influence of consumer behavior on online purchase decision of beauty product through e-commerce Shopee in Indonesia.

This study uses quantitative descriptive research-causality. Sampling technique used was purposive sampling type under non-probability sampling, with the total number of 100 respondents. The data was analyzed descriptively, and the hypothesis were tested by using simple linear regression analysis.

Based on the results of the descriptive analysis of Consumer Behavior as a whole are in the good category with total score are 71,7%, but there are response of respondents with the lowest score on the statement of I bought beauty products on e-commerce Shopee because it was influenced by the family environment. The variabel of Purchase Decision as a whole are in the good category with total score are 81,6%. The results of simple linear regression analysis showed that Consumer Behavior have a significant effect on Purchase Decision 42,5% and the remaining 57,5% was influenced by other variabels that not examined in this research.

The conclusion of this study, Consumer Behavior on Online Purchase Decision of beauty products through e-commerce Shopee is categorized as good, but there are several aspects that need to be improved such as family environment on consumer and give influence to consumer to give recommendation to other people to buy beauty products through e-commerce Shopee.

Keywords: Consumer Behavior, Purchase Decision, E-commerce