

PURCHASE INTENTION: STUDI LITERATURE REVIEW PADA PRODUK KOSMETIK

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Abstract

Purchase intention is a crucial indicator in understanding consumer behavior, particularly in the highly competitive and rapidly evolving cosmetics industry. This study aims to analyze in-depth the various factors influencing purchase intention for cosmetic products, based on previous research. The method employed was a literature review, examining relevant national and international journals published within a specific time period that met the inclusion criteria. The study's findings indicate that purchase intention is influenced by various factors, including brand image, quality, price, electronic word of mouth (e-WOM), consumer trust, and the role of influencers. Furthermore, consumer perceptions of product safety and halal certification are increasingly important factors. This study is expected to provide theoretical contributions to the development of marketing studies related to purchase intention and offer practical implications for cosmetics industry players in developing effective marketing strategies.

Keywords: purchase intention, cosmetic products, SLR (Studi Literature Review)

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