ABSTRACT

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FACTORS INFLUENCING EFFECTIVE DECISION MAKING OF
CONSUMERS IN ETUDE HOUSE SURABAYA  (Study on Etude House
Consumers in Surabaya)

(xii + 112 pages + 12 figures + 20 tables + 3 appendices)

As beauty becomes an important aspect and the industry is growing, Korean
cosmetics are trending all over the world with their advanced and developed
technology and ingredients. In Southeast Asia, particularly Indonesia, Korean
cosmetics is becoming the latest beauty trend that people are adding to their beauty
routines. Therefore, the researcher has planned to analyze the factors influencing
Effective Decision Making of Consumers in Etude House Surabaya.

One hundred respondents were given a questionnaire using a six point Likert
Scale. Eleven hypotheses were analyzed using the multiple regression models. The
result of this study showed that independent variables Social Structure, Opinion
Leaders towards Personal Information Source, Perceived Risk, and Word-of-Mouth
as intervening variables to Effective Decision Making had a positive and significant
effect whereas independent variable Communication Medium towards the intervening
variables was negative and insignificant.

The recommendation for future researchers is to add or change the variables
in this study to see from different perspectives and gain new insight. For Etude
House, this study can be used for evaluation purposes to further improve their
marketing strategies and learn more about their consumer behavior.

Keywords: Beauty industry, Effective decision making, Consumer Behavior,
Etude House

References: 97 (1950-2015)