

## ABSTRACT

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**The Intention to Buy Cosmetic Product is observed From The Perception to Effectivity of Advertising; (Rostiana D. Nurdjajadi, M.Si., Psi.); Undergraduate Program In Psychology. Tarumanagara University, (51 pages; R1-R4; Appdx. 1-53).**

This experimental research is aimed to know which one of advertisement is more effective to influence the intensity to buy cosmetic product (acne gel) between electronic and print media. The 80 media subjects are female students in Faculty of Psychology Tarumanagara. The methods that used in the data processing are regression analysis and *t-test independent sample* with SPSS 15.0 program. This research the result of showed that electronic advertisement is more effective compare to print media in influencing the intention to buy cosmetic product ( $R^2$  electronic media=0,618 >  $R^2$  print media=0,462).

Key word: Intension to buy, electronic advertisement, print media