

PENGARUH COUNTRY OF ORIGIN, INGREDIENT FAMILIARITY, DAN
SAFETY CONCERN TERHADAP PURCHASE INTENTION (STUDI KASUS:
KOSMETIK ETUDE HOUSE)

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This research aim to analyze the impact of country of origin, ingredient familiarity, and safety concern to purchase intention cosmetic Etude House. Data collection method used survey and questionnaire as instrument, in which respondents completed questionnaire were given to answer the question that represents a given. Period distribution of the questionnaire study was in April - Juni 2016. Respondents in this research were 100 women who use cosmetic Etude House. The conclusion of this research is that country of origin and ingredient familiarity have positive and significant impact to purchase intention. There is not positive and significant impact of safety concern to purchase intention.

Keywords: Country of Origin, Ingredient Familiarity, Safety Concern, Purchase Intention