

ABSTRACT

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Thesis

Factors that consumers consider in buying Cosmetics via online shop in East Java.

Study on Mineral Botanica Cosmetic.

This study aims to determine some factors that consumers consider in purchasing Mineral Botanica cosmetic via online shop. This research is triggered by the increasing number of cosmetic products sold in online shop, also the condition of increasing number of buyers. Mineral Botanica is one of the cosmetic product / brand that has most of their revenue come from online sales. The method used in this study is a quantitative method by distributing & collecting questionnaire to the 125 consumers / buyers of Mineral Botanica cosmetic who purchases in online shop by non random sampling technique. Methods of data analysis used in this study is a factor analysis using SPSS software. The results obtained from this study indicate that there are 8 new factors : internal factors and Process , promotion factor , distribution factor and the quality of information , ease factor , factor of product , factor of trust , reputation and price factors , factor role and function of advertising. The conclusion of this study is sellers of online shop and Mineral Botanica's company, both of them should retain and pay attention to these eight factors in order to satisfy buyers.

Keywords: internal factors and process , promotion factor , distribution factor and the quality of information , ease factor , factor of product , factor of trust , reputation and price factors , factor role and function of advertising.