

**ANALYSIS OF BEAUTY BLOGS' IMPACT ON YOUNG WOMEN'S  
PURCHASE INTENTION OF COSMETICS**

By

Agnes Amelia Maharani  
16112015

BACHELOR'S DEGREE  
in

COMMUNICATION & PUBLIC RELATIONS  
BUSINESS ADMINISTRATION AND HUMANITIES



SWISS GERMAN UNIVERSITY  
EduTown BSD City  
Tangerang 15339  
Indonesia

August 2016

Revision after the Thesis Defense on 26 July 2016

### STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Agnes Amelia Maharani

Student

August 8<sup>th</sup> 2016

Date

Approved by:

Mr. Mathiass Reese, MA.

Thesis Advisor

August 8<sup>th</sup> 2016

Date

Prof. Dr. Eric J Nasution

Dean

August 8<sup>th</sup> 2016

Date

## ABSTRACT

### ANALYSIS OF BEAUTY BLOGS' IMPACT ON YOUNG WOMEN'S PURCHASE INTENTION OF COSMETICS

By

Agnes Amelia Maharani  
Matthias Reese MA. Advisor

SWISS GERMAN UNIVERSITY

The development of online/ cyber marketing has been growing rapidly. People are now depending more on online rather than offline activities. Beauty blog is an online medium that is currently being raved among beauty enthusiasts. They use beauty blog as an online source of information, especially to find recommendation about cosmetic products. When the content of beauty blogs are effective, it is possible for beauty blogs to take a role as a marketing tool. The aim of this research is to find out whether beauty blogs have an impact to young women's purchase intention of cosmetics. To measure the impact, consumers' purchase intention model is applied, and added one variable that represents communication perspective in this research, which is perceived blog quality. A quantitative research method is held. One hundred and fifty seven respondents who are young women of 18-30 years old, based in Jabodetabek area, and frequently visit beauty blog, have participated. The results showed that Perceived Blog Quality Has a High Correlation with Purchase Intention. Perceived Blog Quality additionally contributes to Purchase Intention. Intrinsic, Consumers' Attitude, and Perceived Blog Quality have a significant impact to young women's purchase intention of cosmetics.

*Keywords: Impact, Beauty Blog, Young Women, Purchase Intention, and Cosmetics.*



## DEDICATION

I dedicate this works to the Almighty God, family, and friends.

Thank you for all the supports!



## ACKNOWLEDGEMENTS

My first gratitude goes to my one and only savior, Jesus Christ. Thank you for all of Your blessings and eternity love in my life. To God Be the Glory!

Special thank goes to my mom, superhero in my life. Thank you for your love, and trust in me. I hope I can make you proud of me. Stay happy and healthy! I love you with all my heart.

For my dad, thank you for being my all time supporter, and for letting your little daughter able to have a good educational background.

Family and friends, thank you for stay around me in my hardest time especially during my thesis work. I appreciate your help.

Last but not least, thank you to the best thesis advisor anyone could ask for, Mr. Mathias Reesse, MA. Thank you for your guidance especially in SPSS. Sorry for bothering your weekend, yet you always come up with a great solution. No words can describe your kindness and effort in helping me to finish this thesis. Danke Schön, Pak!

**SWISS GERMAN UNIVERSITY**

To all loves one, I hope this could make you all proud of me

xoxo,

Agnes

---

## TABLE OF CONTENTS

	Page
STATEMENT .....	2
ABSTRACT.....	3
DEDICATION .....	5
ACKNOWLEDGEMENT.....	6
TABLE OF CONTENT .....	7
LIST OF FIGURES.....	9
LIST OF TABLES.....	10
CHAPTER 1 - INTRODUCTION .....	12
1.1 Background.....	13
1.2 Problem Identification.....	14
1.3 Research Objectives.....	15
1.4 Significance of Study.....	15
1.5 Research Question .....	15
1.6 Hypothesis.....	15
CHAPTER 2 - LITERATURE REVIEW .....	16
2.1 E-Media.....	16
2.1.2 Cybermarketing.....	17
2.1.3 The Internet and The World Wide Web.....	17
2.1.4 Web Logs .....	18
2.1.5 Blog as Source of Information .....	19
2.1.6 Beauty Blog.....	21
2.1.7 Beauty Blog as Source Information.....	22

---

2.2 Research Model .....	23
2.3 Blog's Effectiveness .....	24
2.3.1 Consumers' Pruchase Intention Model .....	25
2.3.1.1 Intrinsic .....	25
2.3.1.2 Extrinsic .....	27
2.3.1.3 Consumers' Attitude .....	28
2.4 Purchase Intention.....	29
CHAPTER 3 - METHODOLOGY .....	32
3.1 Research Process .....	32
3.2 Type of Study .....	33
3.3 Unit of Analysis.....	33
3.4 Population and Sample.....	34
3.5 Data Collecting Technique .....	35
3.5.1 Question Design.....	35
3.5.2 Model Transformation .....	37
3.5.3 Questionnaire Design .....	38
3.6 Data Analysis Technique.....	42
CHAPTER 4 - RESULTS AND DISCUSSION .....	44
4.1 Results.....	44
4.1.1 Characteristic of Respondents .....	44
4.1.2 Reliability Results .....	46
4.1.3 Pre Test and Post Test Validity.....	49
4.1.4 Findings.....	49
4.2 Discussions.....	53
4.2.1 Cybermarketing.....	53

---



---

4.2.2 Purchase Intention Model .....	54
CHAPTER 5 - CONCLUSION AND RECOMMENDATION .....	56
5.1 Conclusion.....	56
5.1.1 Perceived Blog Quality Have a High Correlation with Purchase Intention .....	56
5.1.2 Perceived Blog Quality is additionally contributing to Purchase Intention .....	56
5.1.3 Intrinsic, Consumers' Attitude, and Perceived Blog Quality have a significance impact to young women's purchase intention of cosmetics .....	57
5.2 Recommendations.....	57
5.2.1 Recommendation for Cosmectic Industry.....	58
5.2.2 Recommendation for Blogger .....	58
5.2.3 Recommendation for Future Research .....	58
GLOSSARY.....	60
REFERENCES.....	61
APPENDICE .....	66
APPENDIX A: QUESTIONNAIRE.....	66
APPENDIX B: PRE-TEST RELIABILITY.....	79
APPENDIX C: POST TEST RELIABILITY .....	99
APPENDIX D: FREQUENCIES .....	108
APPENDIX E: REGRESSION.....	126
CURRICULUM VITAE.....	135