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**The Influence of Attitude, Subjective Norms, and Behavioral Control on the Purchase Intentions of Maybelline Cosmetics in Bandar Lampung**

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**ABSTRACT**

This study examines the influence of attitude, subjective norm, and perceived behavioral control on the purchase intention of Maybelline cosmetic products in Bandar Lampung. Using a descriptive quantitative approach, data was collected through surveys and interviews with Maybelline users in Bandar Lampung. The findings indicate that all three factors attitude, subjective norm, and perceived behavioral control positively and significantly affect consumers' purchase intentions. Consumers' attitudes towards Maybelline are shaped by product quality, innovation, and its ability to meet beauty needs. Subjective norms, influenced by social factors such as recommendations from friends and influencers, also drive purchase decisions. Furthermore, behavioral control, based on consumers' perception of their ability to afford and use Maybelline products, plays a critical role in their purchasing decisions. The study suggests that Maybelline can enhance its market position by focusing on sustainability, promoting transparent reviews, and offering affordable product bundles. Collaborations with influencers and popular figures can also strengthen emotional connections with consumers and further encourage purchase intentions. The research provides valuable insights into how attitude, social influence, and perceived control impact consumer behavior, offering practical implications for marketers in the cosmetics industry.

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**INTRODUCTION**

The growing competition in the business world has pushed companies to better understand consumer behavior. Consumers have diverse characteristics and varying evaluations of products, which significantly affect their purchase intentions. Thus, understanding consumer behavior is crucial for businesses to develop marketing strategies and effectively generate demand for products. Consumer behavior, as defined by Schiffman (2019), refers to the study of

consumer choices when seeking, evaluating, purchasing, and using products and services that satisfy their needs. Consumer behavior patterns continuously evolve at individual, group, and societal levels due to economic, social, cultural, technological, and informational developments (Andira et al., 2021).

Purchase intention is considered a precise indicator of consumer behavior because it reflects personal desires to make a purchase, unaffected by other factors influencing decision-making (Chen et al., 2020). Purchase intention occurs before consumers make final decisions, evaluating the value of a product or service (Chetioui et al., 2020). The Theory of Planned Behavior (Ajzen, 2020) posits that behavior is influenced by three main factors: attitude, subjective norms, and behavioral control (Wong et al., 2018). Consumer attitude plays a central role in shaping purchase intentions. Positive attitudes toward a product or brand typically increase the likelihood of a strong purchase intention (Liu et al., 2020).

Subjective norms also affect purchasing intentions. These are personal views influenced by the opinions of others, especially within collectivist cultures (Sreen et al., 2018). In collectivist societies, interpersonal relationships and group harmony are prioritized, and norms within a group significantly impact buying decisions (Safitri, 2022). Higher subjective norms tend to increase purchase intentions, while lower norms reduce them (Ivanov et al., 2024). Behavioral control refers to an individual's perception of their ability to perform a particular behavior, influenced by the availability of resources and opportunities (Wang et al., 2023). Consumers who feel they have control over their purchasing behavior are more likely to have strong purchase intentions. However, a lack of control may lead to hesitation, reducing the likelihood of purchase.

The cosmetics industry has experienced significant growth globally, largely driven by factors like attitude, subjective norms, and behavioral control. For instance, Maybelline, a well-known brand in Indonesia, has faced competition but remains a top choice for many consumers due to innovative products and appealing packaging. However, controversies, such as the brand's alleged support for Israel, have led to negative consumer reactions, affecting its market share (Jurnalfaktual, 2024). This highlights how social and political issues can influence consumer behavior and purchase intentions. This study aims to examine the influence of attitude, subjective norm, and perceived behavioral control on the purchase intention of Maybelline cosmetic products in Bandar Lampung. Its theoretical benefit is to deepen the understanding of consumer behavior, while the practical benefit helps consumers make more informed purchasing decisions based on these factors.

## RESEARCH METHODE

### Research Design

This research uses a descriptive quantitative design, employing statistical analysis to describe, summarize, and analyze data in numerical form (Aziza, 2023). Quantitative data refers to measurable information expressed as numbers, such as age, weight, and height (Aziza, 2023). The study aims to examine causal relationships between variables, specifically investigating how attitude (X1), subjective norm (X2), and perceived behavioral control (X3) influence purchase intention (Y). By testing hypotheses, this research intends to explain the relationships among these variables. The findings will offer insights into the factors affecting consumer purchase intentions for Maybelline cosmetics in Bandar Lampung.

### Data Sources and Data Collection Methods

This research utilizes both primary and secondary data sources. According to Safitri (2022), primary data is gathered directly by the researcher to address specific research questions, involving surveys administered via Google Forms and interviews with selected respondents. Secondary data, obtained indirectly, supplements the study with information from books, journal articles, news sources, and literature (Safitri, 2022). Data collection methods include literature review and questionnaires. The literature review involves examining relevant resources to align theory with practice. Additionally, questionnaires are distributed online, providing respondents with statements to gauge their perspectives on the study's focus.

### Population and Sampling Techniques

According to Sugiyono (2019), the population in a study is a generalization area comprising subjects with specific characteristics set by the researcher. This study focuses on Maybelline cosmetic users in Bandar Lampung. The sample, a subset of the population, is chosen using non-probability purposive sampling, which selects participants based on certain criteria (Sugiyono, 2019). Criteria include residing in Bandar Lampung, being at least 17 years old, and intending to or having purchased Maybelline products. Using Cochran's formula, the sample size is calculated as 96, rounded to 100 respondents, with a 95% confidence level and 10% margin of error.

### Operational Definition of Variables

According to Sugiyono (2019), research variables are characteristics or attributes of individuals, objects, or activities that vary and are investigated by researchers. This study includes independent variables—Attitude (X1), Subjective Norms (X2), and Perceived Behavioral Control (X3)—which influence the dependent variable, Purchase Intention (Y). Attitude involves

personal feelings towards Maybelline products (Khaulia, 2021). Subjective Norms reflect social influences on using these products (Ivanov et al., 2024). Perceived Behavioral Control considers self-efficacy in using Maybelline products (Patricia & Anffeaini, 2018). Purchase Intention represents consumers' intention to buy Maybelline cosmetics (H.S. Chen et al., 2020). Each variable is measured on an ordinal scale.

### **Instrument Testing Techniques**

According to Sugiyono (2019), a research instrument test assesses if a measurement tool, like a questionnaire, is valid and reliable. Validity testing uses Confirmatory Factor Analysis (CFA) in SPSS 25, evaluating factors such as KMO, Anti-Image Matrix, communalities, and factor loading (Hair et al., 2021; Malhotra, 2017). Reliability testing, using Cronbach's Alpha, determines instrument consistency, with values under 0.6 considered unsatisfactory (Ikhsan & Sukardi, 2020; Malhotra, 2017).

### **Analysis Techniques**

Descriptive statistics provide a general overview of collected data characteristics (Sugiyono, 2019). Classic assumption tests include linearity to check the linear relationship between dependent and independent variables (Ghozali, 2017). Multicollinearity is tested using Tolerance and VIF to detect high correlations between independent variables (Ghozali, 2017). Autocorrelation is assessed through the Run Test to verify independence in error terms (Ghozali, 2017). Heteroskedasticity is checked via the Arch Test, identifying if residual variance remains consistent (Zakiah et al., 2023). Multiple linear regression is used to predict changes in the dependent variable based on independent variables like Attitude, Subjective Norms, and Perceived Behavioral Control (Safitri, 2022). Hypotheses are tested through t-tests for partial effects and F-tests for joint significance, both with a 5% significance level (Hair et al., 2021). Finally,  $R^2$  measures the explanatory power of independent variables on the dependent variable, with values near 1 indicating high explanatory capability (Ghozali, 2017).

## **RESULT AND DISCUSSION**

### **Consumer Characteristics**

Based on a survey of 100 Maybelline consumers in Bandar Lampung, distributed via Google Forms, various consumer characteristics were identified. For gender, 99% were women, suggesting Maybelline's popularity among women, while the 1% male consumers might use it for skincare or as gifts. Age-wise, consumers aged 17-25 dominated, indicating younger consumers' interest in experimenting with beauty products, though older consumers also seek

products addressing age-related skincare needs. Among occupations, students and workers comprised the majority, reflecting a demand for affordable yet quality cosmetics among this active group.

Income analysis showed that 36% of consumers earned between Rp. 1,000,000 to Rp. 1,999,000, prioritizing affordable, quality options. Geographically, most buyers were from urban areas like Kedaton and Panjang, likely due to access to shopping centers and beauty trends. Monthly purchase frequency showed that 59% bought Maybelline products 1-3 times, suggesting selective buying habits. Product preference leaned heavily toward lipsticks, highlighting a focus on lip care and appearance. Additionally, 87% of consumers frequently checked reviews on social media, showing their reliance on feedback to make informed choices, aiming for high satisfaction and avoiding disappointment. This behavior underscores the influence of social proof in beauty product selection.

#### **Consumer Response Frequency**

The descriptive analysis in this study investigates consumer responses toward attitudes, subjective norms, and perceived behavioral control regarding the intention to buy Maybelline cosmetics in Bandar Lampung, using 100 respondents. Based on the criteria, responses were rated from "Very Low" to "Very High." For attitudes (X1), the highest average score (4.17) was on the statement "I believe buying Maybelline cosmetics is very beneficial." Maybelline's product quality, like its Sensational Liquid Matte Lipstick, meets consumer needs with a lightweight formula. In subjective norms (X2), "I follow my friends' opinions in using Maybelline cosmetics" scored highest (4.22), indicating strong social influence. Meanwhile, trust in influencer reviews scored lower due to concerns about endorsement integrity amid geopolitical tensions. For perceived behavioral control (X3), confidence in selecting Maybelline products had the highest score (4.28), reflecting consumer empowerment bolstered by clear product information.

Regarding purchase intention (Y), the desire to try Maybelline products was the highest (4.28), supported by product innovations like the Superstay Teddy Tint, which appeals to current beauty trends. Overall, high average scores suggest positive consumer attitudes, social influence, and perceived control, contributing to a strong purchase intention for Maybelline products, especially when marketed with creative and emotionally resonant elements.

#### **Multiple Linear Regression Analysis**

Table 25 shows a regression equation of  $Y = 0.887 + 0.611X_1$  (Attitude) +  $0.281X_2$  (Subjective Norm) +  $0.143X_3$  (Behavioral Control) + e. The positive coefficients indicate that attitude, subjective norm, and behavioral control

significantly influence consumers' purchase intentions for Maybelline cosmetics in Bandar Lampung.

**Tabel 1.**  
**Multiple Linear Regression Analysis**

<i>Coefficients<sup>a</sup></i>						
Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.887	0.296		3.294	0.001
	Attitude	0.611	0.031	0.638	19.682	0.000
	Subjective Norm	0.281	0.020	0.301	13.757	0.000
	Behavioral Control	0.143	0.045	0.122	3.196	0.002

### Hypothesis Testing

The t-test (partial) measures the strength of the relationship between the dependent variable and each independent variable, keeping others constant. Table 26 shows that attitude (X1), subjective norm (X2), and behavioral control (X3) all have t-values greater than 1.96 with significant levels below 0.05. This means H1, H2, and H3 are accepted, confirming that each of these variables significantly influences the intention to purchase Maybelline cosmetics in Bandar Lampung.

**Tabel 2.**  
**Partial Hypothesis Test (t-Test)**

Hipotesis	tvalue	t <sub>table</sub>	Significance (0,05)	conclusion (tvalue > t <sub>table</sub> )
H1: Attitude has a positive and significant influence on the intention to purchase Maybelline cosmetics in Bandar Lampung	19.682	1,96	0,000	H <sub>1</sub> accepted
H2: Subjective norms have a positive and significant influence on the intention to purchase Maybelline	13.757	1,96	0,000	H <sub>2</sub> accepted

cosmetics in Bandar				
H3: Behavioral control has a positive and significant influence on the intention to purchase Maybelline cosmetics in Bandar Lampung	3.196	1,96	0,002	H <sub>3</sub> accepted

The F-test (Simultaneous Test) is used to assess whether independent variables collectively influence the dependent variable (Hair et al., 2021). The test examines the F-value and its significance level, typically set at 0.05. If the significance value (Sig) is less than 0.05, H<sub>0</sub> is rejected, and H<sub>a</sub> is accepted, indicating a significant collective effect of the independent variables on the dependent variable. Conversely, if Sig is greater than 0.05, H<sub>0</sub> is accepted, and H<sub>a</sub> is rejected, implying no significant effect. The results show that Attitude (X1), Subjective Norm (X2), and Behavioral Control (X3) significantly influence Purchase Intention (Y) with a significance value of 0.000, leading to the rejection of H<sub>0</sub> and acceptance of H<sub>a</sub>, confirming their joint influence on Purchase Intention.

**R2 Test (Coefficient of Determination Test)**

The R<sup>2</sup> test (Coefficient of Determination) indicates the proportion of variation in the dependent variable explained by the independent variables. A value closer to 1 means the independent variables provide almost all the necessary information to predict the dependent variable, while a value closer to 0 suggests limited explanatory power. In Table 2, the Model Summary shows an R<sup>2</sup> value of 0.843, or 84.3%, indicating that the independent variables – Attitude (X1), Subjective Norm (X2), and Behavioral Control (X3) – explain 84.3% of the variation in Purchase Intention (Y). The remaining 15.7% is influenced by other factors.

**Tabel 3.**  
**R2 Test (Coefficient of Determination Test) Result**

<i>Model Summary</i>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	0.918 <sup>a</sup>	0.843	0.838	1.298

### **Attitude influences the Purchase Intention of Maybelline Cosmetic Products in Bandar Lampung**

Consumer attitude plays a crucial role in shaping purchase intentions. Attitude refers to the evaluation of a product or service as favorable or unfavorable (Wong et al., 2018). The results of the T-test indicate that attitude significantly influences the purchase intention of Maybelline cosmetic products in Bandar Lampung, as the t-statistic value is higher than the t-table value. This finding is consistent with previous studies (Singh et al., 2022; Zahrati et al., 2022), suggesting that consumer attitudes towards Maybelline products in Bandar Lampung are positive. Consumers show interest in and appreciate the quality of Maybelline cosmetics. According to consumer responses, most believe that purchasing Maybelline products is beneficial. Maybelline's diverse product range, designed for various skin types and concerns, meets the needs of its consumers. Products like the Sensational Liquid Matte Lipstick offer comfort and long-lasting wear. Maybelline's inclusive approach to beauty trends strengthens emotional connections with consumers, enhancing satisfaction and loyalty.

### **Subjective Norm influences the Purchase Intention of Maybelline Cosmetic Products in Bandar Lampung**

Subjective norm refers to an individual's perception of a certain behavior, influenced by the opinions of reference groups such as friends, family, peers, and others considered important (Li et al., 2020). The results of the T-test show that subjective norm significantly affects the purchase intention of Maybelline cosmetic products in Bandar Lampung, as evidenced by a t-statistic greater than the t-table value. This finding aligns with previous studies (Hurst et al., 2024; Li et al., 2020). It indicates that consumers in Bandar Lampung consider the widespread use of Maybelline products by others when making purchasing decisions. Most consumers report being influenced by friends who use Maybelline products. Social norms, including recommendations and observations from close connections, shape consumer decisions. Seeing others in their social circle using Maybelline creates a sense of acceptance and reliability. Positive reviews and firsthand experiences further build trust, encouraging consumers to choose Maybelline based on social approval.

### **Behavioral Control influences the Purchase Intention of Maybelline Cosmetic Products in Bandar Lampung**

Behavioral control is the result of a combination of beliefs about one's ability to control specific actions and the perceived strength of that control. Control beliefs refer to the presence of resources or opportunities that support or hinder behavior execution (Ali et al., 2023). The results of the T-test indicate



that behavioral control influences the purchase intention of Maybelline cosmetic products in Bandar Lampung, as shown by a t-statistic greater than the t-table value. This finding is consistent with studies by Schettino et al. (2024) and Zahrati et al. (2022). Consumers in Bandar Lampung feel confident in their ability to afford Maybelline products, recognizing the quality and benefits they offer. Maybelline's innovative products, like Superstay Teddy Tint, which lasts up to 12 hours, enhance consumer confidence in choosing the brand. Positive experiences with Maybelline products further reinforce consumers' belief in their ability to make informed purchasing decisions, strengthening their trust in the brand.

## **CONCLUSION**

This study found that attitude, subjective norm, and behavioral control have a positive and significant influence on the purchase intention of Maybelline cosmetic products in Bandar Lampung. Consumers' positive attitudes towards the brand are shaped by product quality, innovation, and the ability of Maybelline to meet beauty needs. The influence of social factors, such as recommendations from friends, family, and influencers, also plays a crucial role in driving consumer purchase intentions. Additionally, when consumers feel confident in their ability to evaluate and use Maybelline products, their intention to purchase increases, highlighting the importance of consumer control over their decisions.

To strengthen its position in the market, Maybelline should focus on sustainability and innovation, introducing products that cater to the growing demand for eco-friendly and natural ingredients. The brand can also enhance consumer trust by promoting transparent reviews and collaborating with well-respected local influencers. Furthermore, Maybelline could attract more consumers by offering affordable product bundles and collaborating with popular celebrities or characters to create emotional connections with the brand, ultimately driving purchase intentions.

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