The influence of millennial women's lifestyle, perceptions, and consumer preferences on skincare purchasing decisions: A case study on millennial women in East Aceh Regency

Gebrina[1], Sapna Biby[2], Azhar Hasan[3]✉ & Zulkifli[4]

[1] Faculty of Economic and Business, Universitas Malikussaleh, Lhokseumawe, Aceh,Indonesia, gebrina.170410015@mhs.unimal.ac.id

[2] Faculty of Economic and Business, Universitas Malikussaleh, Lhokseumawe, Aceh, Indonesia, sapnabiby@unimal.ac.id

[3] Faculty of Economic and Business, Universitas Malikussaleh, Lhokseumawe, Aceh, Indonesia, azhar@unimal.ac.id

[4] Universitas Malikussaleh, Lhokseumawe, Aceh, Indonesia, zulkifli@unimal.ac.id

✉Corresponding Author: sapnabiby@unimal.ac.id | Phone: **+6281269829999**

Abstract

This study examined the influence of millennial women's lifestyle, perceptions, and consumer preferences on skincare purchasing decisions (a case study on millennial women in East Aceh Regency). This study used primary data obtained by distributing questionnaires to 100 respondents selected using the Purposive sampling method. The data analysis method used was the multiple linear regression method with the help of SPSS. The results partially showed that lifestyle did not influence skincare purchasing decisions for millennial women in East Aceh Regency, perceptions positively and significantly influenced skincare purchasing decisions for millennial women in East Aceh Regency, and consumer preferences positively and significantly influenced skincare purchasing decisions for millennial women in East Aceh Regency. Simultaneously, lifestyle, consumer perceptions, and preferences positively and significantly influenced skincare purchasing decisions for millennial women in East Aceh Regency.

Keywords: lifestyle; perception; consumer preference; purchasing decision;

Introduction

Along with the increasment rapid development of the era, the citizen also need to follow the demand at the modern era. masyarakat juga di tuntut untuk lebih modern. Physical looking is one of the modern demand where it can be useful as the way for a person to socialize with the public. Especially for women, beauty play as most important factor as to encourage the look or the fashion. In fact women easily felt insecure for the look of their body and tend to search for the solution in dealing with the problem by looking for a treatment. As to achieve their perfect goals, people tend to buy and use recommended or hype beauty product. There are way that done by the people (women) to treat their body as to achieve the claim of beauty, it seems that beautier women is more attractive than usual girl. The meaning of or definition of beauty itself has growing following the changing of trend in nowadays. The meaning of beauty at the past has a very different meaning by the beauty at this time. The topic of beauty has always causes a debate and is often involving into a political issues or culture (Pambudy, 2005). The development of beauty industry on cosmetic department in 2019 as mentioned by the Ministry of Industry is increasing 9% comparing to last year growth where it count as much as 7.3% (Ekarina, 2019)

In fact, the decision of a person or individual to buy and use a skincare is affecting by several factor. The buying decision definition is the action of consumer to purchase or not to purchase a product (Kotler, 2002). I can be seen by several indicator as it includes: product decision, Brand decision, Supplier decision, Purchase Timing and Amount of purchase (Kotler dan Keller, 2012). Kotler (2009:166) consumer lifestyle is the way consumer live that involve the daily activity from their interest or their earning or income.In other hand, there exist perception where it can be

determine as the process where we decide, arrange and translate the received information to create the picture of something (Kotler, 2008). Consumer preference is an important thing in marketing because it directly connect to the business success to achieve their goals in term of consumer decision based on consumer preference (Widya Wardhani et al. 2015).

Millennial women generation in East Aceh become more selective before using a skincare product, by searching the information about the skincare by reviewing in the social media or by the experience in using the product. It is conduct as to evaluate the product quality that will influence the purchasing decision for skincare product as to develop their fashion. The millennial generation in nowadays tend to follow the trend in choosing the brand for their beauty product that relate with their lifestyle, where the highest their lifestyle than the higher the influence of person intention's in purchasing a product. Girl in this generation implementing the concept of the word of "lifestyle" relate to the product of skincare as to involve their fashionable look become prettier, than it will influence on purchasing decision of the consumer to buy skincare. Their perception of using skincare benefit for their skin health. In other way, the use of skincare also help to minimalize skin problem. In fact, they also aware of the skincare product ingredients that they use and also stated that skincare is very important and also becoming their primary needs. The preference for some of them is that the quality of the goods is the main issue, they don't care how expensive the price of the goods they are going to buy. In other hand for some other girl, the quality is not so important as long as the price is affordable, they will buy it, and there are also those who prioritize the brand above anything else.

Literature Review

This section define the independent variable which include lifestyle, perception, consumer preference and purchasing decision as dependent variable. The author state the definition based on past researcher article which relate with the discussion.

Lifestyle

Lifestyle is the pattern of someone in this world that ca be seen by their activities, interest and opinion (Somad dan Priansa, 2014:94). Semiun (2013:257) define lifestyle comes from the main idiographic principles that explain the uniqueness of a person. In other hand, Robbins (2007) define stress as the condition that experienced by an individual personin facing a chance, trouble or demand where the results are considered uncertain but important. Lifestyle is basically a behavior that reflects what problems actually exist in the mind of the customer which tends to mix with various things related to the emotional and psychological problems of consumers (Setiadi, 2010). Lifestyle describes the how a person in interacting with his environment (Kotler dan Keller, 2012). Kotler dan Keller (2012:178) stated that consumer made their purchasing desicion not in a place isolated from the surrounding environment. Their buying behavior is strongly influenced by consumer lifestyle factors that influence the decision to buy a product.

Perception

Perception existence is result by the availability of a stimulous wether it is from visual, verbal or non verbal. Setiadi (2013) mention that perception as the resut of sensation.Sensation can be defined as a fast reponse from our senses toward the basic simulation from lights, colour and voices. Machfoedz (2011:41) stated that perception is the decision process, organizing, and interpreting information to found for a meaning. As also said by Kotler (2008); Kotler and Keller (2012). Where perception is a process where we choose, organize and translate the received information to create a picture for something.

Consumer Preference

Preference is a person's process of choosing information or something that is preferred by consumers. Consumer preference is defined as a person's choice of liking or disliking a product or service that is consumed. Consumer preferences show consumer preferences from a wide selection of existing products (Kotler in Masri, 2004). Based on Basril (2008) consumer preference define as

interest, choices or something that is preferred by consumers which is formed by consumer perceptions of the product. Preference is a trait or desire to choose (Vivian, 2010: 567). Preference has the meaning of choosing, it can also be interpreted as the subjective taste of an individual, which is measured by the utility of a bundle of various goods. (Mu'aziz dkk, 2017).

Purchasing Desicion
Purchase decisions can be seen using indicators: product selection, brand selection, dealer selection, and purchase time, number of purchases (Kotler dan Keller, 2012). Based on Sumarwan (2004) define decision as taking action from two or more alternative choices. Purchasing decision is a problem solving process which consists of analyzing or recognizing needs and wants, seeking information, evaluating selective sources of alternatives, purchasing decisions and post-purchase behavior (Kotler and Armstrong, 2006:179) and Suryani (2008: 13). Phillip Kotler (2003:202) mention that The decision to purchase goods and services often involves two or more parties. An individual's decision to buy and use a product is influenced by internal and external factors. Internal factors include personal factors and psychological factors, external factors are cultural factors and social factors.

Materials & Methods
This research was conducted in the SMEs in Samosir, Indonesia. This research was conducted from March 2021 to September 2021. The population in this study were SMEs, amounting to 217 respondence. Sampling was done by using quota sampling. Based on the results of the distribution of samples obtained a sample of 217 SMEs in Samosir. The data analysis technique used is Structural Equation Modeling-PLS (SEM-PLS) analysis. Overall tabulation and data management using SMART-PLS software.

Materials and Method
Object and Research Location
The location of this research in East Aceh district and the object of research is millennial women (generation y) in East Aceh who use skincare.

Sample and Population
The population is a generalization area consisting of objects and subjects that have certain characteristics and qualities determined by the researcher to be studied and researched and then drawn conclusions (Sugiyono, 2016). In this study, the population used was generation Y (millennial) women in East Aceh. Due to the large population which are scattered and difficult to know, sampling was carried out. According to Sugiyono, (2013) the sample is part of the population which is expected to represent the population. The sample should meet the desired criteria, the number of sample members that is most appropriate to use in research depends on the desired level of error. Due to the fact that the total population is not known with certainty, then to determine the sample size, the unknown population formula is used (Frendy, 2011: 53).

$$\eta = \frac{Z^2}{4\mu^2}$$

n = sample size
Z = the level of confidence of the sample required in the study (α = 5% or the level of confidence on 95%
    Result Z =1.96)
μ = *margin of error*, tolerable error rate (specified 10%).
Based on using the above formula, the following calculation is obtained:
$\eta = \frac{1,96^2}{4(0,1)^2}$
 n = 96,4 respondent.

For the minimum number of samples, to avoid damaged questionnaires, the authors increased the sample to 100 respondents.

Sampling Technique

The sampling technique used in this research is non-probability sampling. Respondents are taken using purposive sampling method. The purposive sampling method is a sampling technique with certain considerations (Sugiyono, 2013). In this study, the authors determined the sample with the following criteria: East Aceh women, millennial generation, aged 20-40, and using skincare, both local and foreign products.

Data collection Technique

The data collection technique used in this research is by implementing a questionnaire. Questionnaire is a data collection technique that is done by giving a set of statements or written statements to respondents as they need to answer (Sugiyono, 2010). Questionnaires were distributed to research respondents, where researchers directly processed the results of the recapitulation of the results of the weighting or assessment of the respondents' answers, to be further processed as descriptive data. To analyze the data in this study, researchers used quantitative analysis. The data obtained in the form of numbers will then be analyzed using statistical equipment. In this case the author uses a model to see the extent of the correlation between the various questionnaires tested, namely the questionnaire submitted to millennial women and their responses to the influence of lifestyle, consumer perceptions and preferences on skincare decisions for millennial women in East Aceh Regency using the formula multiple linear regression.

Multiple Regression Analysis

In analyzing the data in this study using inferential statistical techniques. This technique is used to measure the effect of each independent variable on dependent variable. The regression equation is as follows:

In analyzing the data in this study using inferential statistical techniques. This technique is used to measure the effect of each independent variable on dependent variable. The regression equation is as follows:

$$Y = a + b1X1 + b2X2 + b3 + X3\ e \quad (2)$$

Y = Purchasing Decision
a = Constanta
b1, b2, b3 = Regression Coefficient
X1 = Lifestyle
X2 = Perception
X3 = Consumer Preference
e = error term

Results and Discussion

Validity Test

Validity is a measure that shows the level of validity of an instrument. Based on the analysis that has been done, the results of the validity test can be shown in Table 1.

Table 1. Validity Test Results

No	Indicators	R table	Corrected item – total correlation	Explanation
1	Lifestyle (X1)			
	X1.1		0,363	Valid
	X1.2		0,648	Valid
	X1.3		0,750	Valid
	X1.4		0,718	Valid
	X1.5		0,614	Valid
	X1.6		0,491	Valid

2	Perception (X2)		
	X2.1	0,699	Valid
	X2.2	0,732	Valid
	X2.3	0,500	Valid
	X2.4	0,591	Valid
	X2.5	0,635	Valid
	X2.6	0,696	Valid
	0.1966		
3	Preference (X3)		
	X3.1	0,720	Valid
	X3.2	0,631	Valid
	X3.3	0,650	Valid
	X3.4	0,638	Valid
	X3.5	0,433	Valid
4	Purchasing Decision (Y)		
	Y.1	0,433	Valid
	Y.2	0,668	Valid
	Y.3	0,734	Valid
	Y.4	0,744	Valid
	Y.5	0,698	Valid
	Y.6	0,433	Valid
	Y.7	0,668	Valid
	Y.8	0,734	Valid
	Y.9	0,744	Valid
	Y.10	0,698	Valid

Sources: Primary Data Regression, 2021

Based on table 1 above, it is found that all indicators used to measure the variables used in this study have R count values greater than R table. Therefore, it can be concluded that all indicators used are valid.

Reliability Test

If a measuring instrument has been declared valid, then the next step is to measure the reliability of the instrument/tool. The results of the reliability test can be measured in table 2.

Table 2. Realibility Test

Variables	Cronbachs alpha	Reliability Standard	Explanation
Lifestyle (X_1)	0,649	0,60	Reliable
Perception (X_2)	0,854	0,60	Reliable
Consumer Preference (X_3)	0,816	0,60	Reliable
Purchasing Decision (Y)	0,898	0,60	Reliable

Sources: Primary Data Regression, 2021

Based on the results of the reliability test obtained, it shows that the value of Croncbach's alpha of lifestyle variables, perceptions, consumer preferences and purchasing decisions is above 0.60. This means that the questionnaire from each indicator is proven to be reliable or trustworthy to be used as a measuring instrument for research variables.

Normality Test

The regression model used must meet the assumption of normality. Detection of normality is done by looking at the normal probability plot graph.
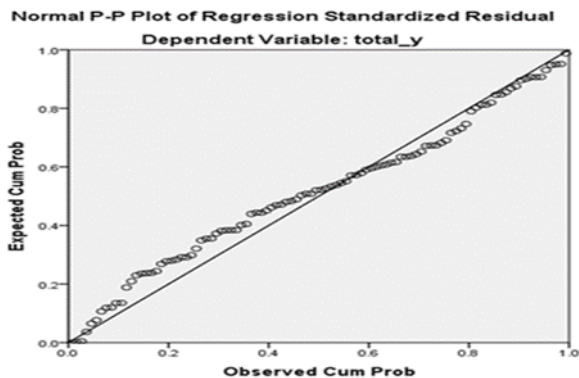
Figure 1. Normality Test Results

Based on Figure 1 the probability plot shows all the points following the diagonal line, so it can be concluded that the regression model meets the assumption of normality.

Heteroscedasticity Result
The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another
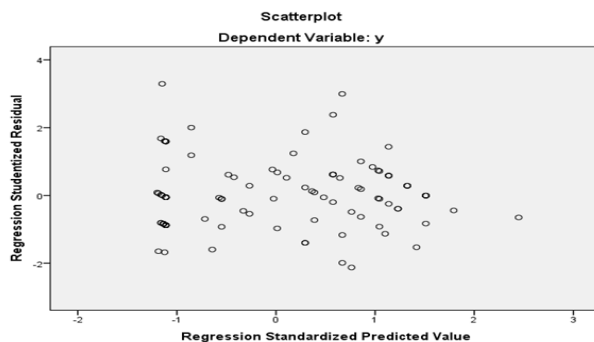

Figure 2. Heterocedastisity Results

Based on Figure 2, it can be seen that the points spread randomly both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multicollinearity Test
The multicollinearity test aims to test whether the regression model found a correlation between the independent variables.

Table 4. Multiple Analaysis Regression Result
Coefficientsa

Model	Collinearity Statistics	
	Tolerance	VIF
Lifestyle x1	0,949	1,054
Perception x2	0,256	3,908
Cosumer Preference x3	0,260	3,851

Sources: Primary Data Regression, 2021

Based on Table 3 shows that the variables of lifestyle, consumer perception and preference do not occur multicollinearity because the VIF value (<10 and tolerance value) > 0.1. This means that multicollinearity does not occur and this test is well used in this research model.

Data Analysis Results

In this study, data analysis to answer research hypotheses used inferential statistical techniques. This technique is used to measure the effect of each dependent variable on the independent variable. To analyze the influence of lifestyle, consumer perceptions and preferences of millennial women on skincare purchasing decisions (a case study on millennial women in East Aceh Regency) used multiple linear regression analysis. The magnitude of the influence can be seen in Table 4.

Table 4. Multiple Analaysis Regression Result
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.156	2.025		.571	.570
	Lifestyle	.052	.076	.024	.678	.500
	Perception	1.115	.107	.697	10.425	.000
	Preference	.548	.136	.268	4.032	.000

a. Dependent Variable: Purchasing decision
Sources: Primary Data Regression, 2021

The regression equation obtained in table 4 above is as follows:
Y= 1.156+0,052(X1) +1.115 (X2) +0,548(X3)
The results of the multiple linear regression equation above provide the following explanation:

- Constant b0 = 1.156 this result if the lifestyle variables, consumer perceptions and preferences are zero, then the purchasing decision for millennial women in East Aceh Regency will remain at 1.156.
- The value of b1 (regression coefficient value X1) is positive at 0.052 which means that if the lifestyle (X1) is increasing, the purchasing decision will increase.
- The value of b2 (regression coefficient X2) is positive at 1.115 which means that if the consumer's perception (X2) increases, the purchasing decision will increase.
- The value of b3 (regression coefficient value X3) is positive at 0.548 which means that if consumer preference (X3) increases, purchasing decisions increase.

1. **Partial Test (t- Test)**

The t test is a test method in multiple linear statistics that is used to test the magnitude of the effect of all the independent variables (independent) partially on the dependent variable (dependent). The purpose of this t-test is to test whether lifestyle variables (X1), perception (X2) and consumer preferences (X3) partially (separately) affect skincare purchasing decisions (Y) in millennial women in East Aceh Regency at the sig level. = 0.05. In this test, we can find out which independent variable has the greatest influence on the dependent variable. The results of the t test are shown in table 4.38.

Table 5. Partial test (t-Test)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.156	2.025		.571	.570
	Lifestyle	.052	.076	.024	.678	.500
	Perception	1.115	.107	.697	10.425	.000
	Preference	.548	.136	.268	4.032	.000

a. Dependent Variable: Purchasing decision
Sources: Primary Data Regression, 2021

Based on table 5, these are the following conclusions as below stated:
- The influence of lifestyle variables on purchasing decisions
  The results of the t test value for lifestyle variables are 0.678 < t table 1.66 and sig is 0.500 which means 0.500 > 0.05, then H1 is rejected, which states that lifestyle has no effect on skincare purchasing decisions in millennial generation women in East Aceh Regency.
- The influence of the perception variable on purchasing decisions
  The results of the t-test on perception of 10.425 > 1.66 and sig of 0.000 > 0.05, it is stated that H2 is accepted. This means that perceptions affect skincare purchasing decisions for millennial generation women in East Aceh Regency.
- The influence of consumer preference variables on purchasing decisions
  The results of the t-test value on consumer preferences are 4.032> 1.66 and a sig value of 0.000 with a value below 0.000 <0.05 then H3 is accepted which means that consumer preferences affect skincare purchasing decisions in millennial generation women in East Aceh Regency.

2. F Test

The F test is a statistical test model used to test the magnitude of the effect of all independent variables together on the dependent variable. The purpose of this F test is to test whether the lifestyle variables (X1), perception (X2) and consumer preferences (X3) together have an effect on purchasing decisions (Y) skincare in millennial generation women in East Aceh Regency. The results of the F test can be seen in the following table as below:

Table 6. F test
ANOVA[b]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3962,212	3	1320,737	259,022	.000b
	Residual	489,498	96	5,099		
	Total	4451,710	99			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), consumer preference, perception, lifestyle

Sources: Primary Data Regression, 2021

Based on table 6, F test results are 259.022 > F table 2.70 and sig is 0.000b. This sig value below = <0.05 indicates that lifestyle, consumer perceptions and preferences together have a significant effect on skincare purchasing decisions in millennial generation women. East Aceh Regency, which means that hypothesis 4 (H4) is accepted.

Conclusion and Recommendation

Based on the results of data analysis that has been carried out with the title of the influence of lifestyle, consumer perceptions and preferences of millennial women on skincare purchasing decisions (Case study on millennial women in East Aceh Regency). So the conclusion of this research is as follows:
- Partial Lifestyle has no effect on skincare purchasing decisions for millennial generation women in East Aceh Regency.
- Perception partially has a positive and significant effect on skincare purchasing decisions for millennial generation women in East Aceh Regency.
- Consumer preferences partially have a positive and significant impact on skincare purchasing decisions for millennial generation women in East Aceh Regency.
- Lifestyle, consumer perceptions and preferences simultaneously have a positive and significant impact on skincare purchasing decisions for millennial generation women in East Aceh Regency.

Suggestions from the research are as follows:

- For skincare shops/sellers

For consumer perception refers to how consumers evaluate skincare, consumers emphasize that benefits obtained are the most important components, perceptions of brands, compositions and environmental issues can cause certain psychological meanings. So, it is suggested that skincare sellers or store in East Aceh Regency must be very careful and pay attention to the information that will be conveyed to consumers. For consumer preferences in determining purchasing decisions for skincare products, it consists of 2 aspects which consist of aspects of product confidence and aspects of product needs. Aspects of product confidence include considerations of brand identity that already have big names and are widely used, while the need is on how the skincare can meet needs. Especially in dealing with their facial skin problems. So, it is recommended that skincare sellers/store in East Aceh Regency must anticipate consumer needs or adapt existing products to build a stronger and more profitable experience. The results of the lifestyle research show that it has no effect on skincare purchasing decisions for millennial women in East Aceh Regency. In this case, shops/sellers of skincare products must pay attention to things related to the lifestyle of millennial women in increasing sales of skincare products in terms of their activities, interests, and opinions on skincare products.

- Academic advice

For academics and readers to be able to expand research by considering other variables that influence purchasing decisions such as: brand image, Halal label, price, product quality, motivation and so on or changing research subjects to male consumers. In addition, further research can use different research techniques, which are expected to be more perfect without being limited by time and other things.

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