

***PENGARUH HEALTH CONSCIOUSNESS, PERCEIVED
BEHAVIORAL CONTROL DAN ATTITUDE TERHADAP
PURCHASE INTENTION: STUDI PERILAKU KONSUMEN
MAKE UP ARTIST PADA MASA PANDEMI COVID-19***

TESIS



Diajukan Oleh :

AISYAH FADILA SULTHANI
1920522011

**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ANDALAS
PADANG
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Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister
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Ekonomi dan Bisnis Universitas Andalas, Padang



Diajukan Oleh :

AISYAH FADILA SULTHANI
1920522011

Dosen Pembimbing :

Pembimbing I
Dr. Yulia Hendri Yeni, SE, MT

Pembimbing II
Dr. Syafrizal, SE, ME

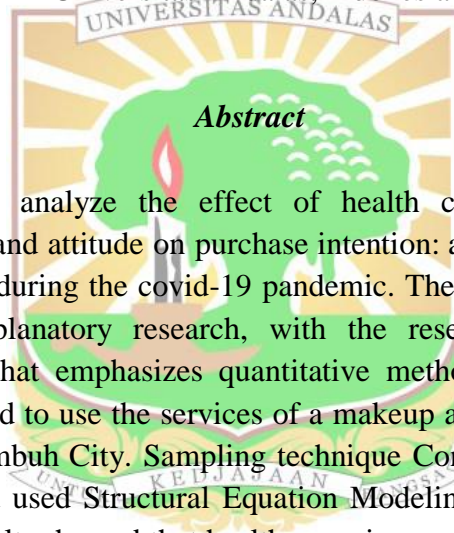
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The Effect Of Health Consciousness, Perceived Behavioral Control And Attitude On Purchase Intention: A Study Of Makeup Artist Consumer Behavior During The Covid-19 Pandemic

Aisyah Fadila Sulthani¹, Yulia Hendri Yeni², and Syafrizal³

¹Master of Management Program, Faculty of Economics and Business,
Universitas Andalas, Indonesia

²Department of Management, Faculty of Economics and Business,
Universitas Andalas, Indonesia



This study aims to analyze the effect of health consciousness, perceived behavioural control, and attitude on purchase intention: a study of makeup artists' consumer behaviour during the covid-19 pandemic. The type of research used in this research is explanatory research, with the research method being an explanatory survey that emphasizes quantitative methods. The sample is 160 consumers who intend to use the services of a makeup artist during the Covid-19 pandemic in Payakumbuh City. Sampling technique Convenience sampling. The data analysis method used Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that health consciousness had a significant effect on consumer attitudes, health consciousness had no significant effect on consumer purchase intentions, perceived behavioural control had a significant effect on consumer attitudes, perceived behavioural control had a significant effect on consumer purchase intentions, the attitude had a significant effect on consumer purchase intentions, health consciousness has a significant effect on consumer purchase intentions mediated by attitude, perceived behavioural control has a significant effect on consumer purchase intentions mediated by attitude. The implication that can be applied is that a makeup artist should pay more attention to health Consciousness, consumer attitudes, and consumer purchase intentions in using makeup artist services during the COVID-19 pandemic, in addition to the use of makeup artist services during the COVID-19 pandemic can still be implemented. By implementing health protocols, consumers can also exercise control in choosing the makeup artist services offered

Keywords: Health Consciousness, Perceived Behavioral Control, Attitude to Purchase Intention

**Pengaruh Kesadaran Kesehatan, Dirasakan
Kontrol Perilaku Dan Sikap Terhadap Minat Beli: Studi Terhadap Perilaku
Konsumen Makeup Artist Selama Pandemi Covid-19**

Aisyah Fadila Sulthani¹, Yulia Hendri Yeni², dan Syafrizal³

¹Program Magister Manajemen, Fakultas Ekonomi dan Bisnis,
Universitas Andalas, Indonesia

²Jurusan Manajemen, Fakultas Ekonomi dan Bisnis,
Universitas Andalas, Indonesia



Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran kesehatan, kontrol perilaku yang dirasakan, dan sikap terhadap niat beli: studi perilaku konsumen penata rias selama pandemi covid-19. Jenis penelitian yang digunakan dalam penelitian ini adalah explanatory research, dengan metode penelitian explanatory survey yang menekankan pada metode kuantitatif. Sampel berjumlah 160 konsumen yang berniat menggunakan jasa makeup artist pada masa pandemi Covid-19 di Kota Payakumbuh. Teknik pengambilan sampel Convenience sampling. Metode analisis data menggunakan Structural Equation Modeling - Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa kesadaran kesehatan berpengaruh signifikan terhadap sikap konsumen, kesadaran kesehatan tidak berpengaruh signifikan terhadap niat beli konsumen, persepsi kontrol perilaku berpengaruh signifikan terhadap sikap konsumen, persepsi kontrol perilaku berpengaruh signifikan terhadap niat beli konsumen, sikap berpengaruh signifikan terhadap niat beli konsumen, kesadaran kesehatan berpengaruh signifikan terhadap niat beli konsumen dimediasi sikap, kontrol perilaku persepsi berpengaruh signifikan terhadap niat beli konsumen dimediasi sikap. Implikasi yang dapat diterapkan adalah seorang penata rias harus lebih memperhatikan kesadaran kesehatan, sikap konsumen, dan niat beli konsumen dalam menggunakan jasa penata rias di masa pandemi COVID-19, selain penggunaan jasa penata rias di masa pandemi COVID-19. -19 pandemi masih bisa dilaksanakan. Dengan menerapkan protokol kesehatan, konsumen juga dapat melakukan kontrol dalam memilih jasa makeup artist yang ditawarkan

Kata Kunci: Kesadaran Kesehatan, Persepsi Kontrol Perilaku, Sikap Niat Beli