



國立臺灣大學管理學院企業管理碩士專班

碩士論文

Global MBA

College of Management

National Taiwan University

Master's Thesis

印尼 Z 世代對保養品購買意圖之行為分析：以計劃行為理論為
基

A Behavioral Analysis of Skincare Purchasing Intentions of
Generation Z in Indonesia: An Application of the Theory of Planned
Behavior

鐘愛玲

VIOLETTA

指導教授：堯里昂博士

Advisor: Leon van Jaarsveldt, Ph.D.

中華民國 114 年 12 月

December 2025

Acknowledgment



First and foremost, I would like to express my deepest gratitude to God for the strength, guidance, and perseverance granted throughout this journey.

I am deeply grateful to my family for their unwavering love, patience, and understanding throughout my GMBA journey. Your quiet sacrifices, constant encouragement, and belief in me provided the emotional strength I needed to persevere during challenging moments. This achievement would not have been possible without your presence and support.

My heartfelt appreciation also goes to my GMBA friends. Sharing this experience with you has made this journey truly unforgettable. The discussions, teamwork, late nights, and laughter have shaped some of the most memorable moments of my twenties, and I will always cherish the friendships and experiences we built together.

I would also like to express my sincere appreciation to all respondents who participated in my questionnaire. Your time, honesty, and willingness to share your perspectives were invaluable and made this research possible.

I would like to express my sincere gratitude to my advisor, Professor Leon, for his valuable guidance, thoughtful advice, and continuous support throughout this research process. I am also deeply thankful to the committee members, Professor Bryan and Professor Joy, for their insightful feedback, time, and constructive suggestions that greatly improved the quality of this thesis.

Lastly, I would like to thank everyone who supported and encouraged me throughout this GMBA journey. This experience has been a meaningful milestone in my academic and personal life, one that I will always carry forward.

中文摘要



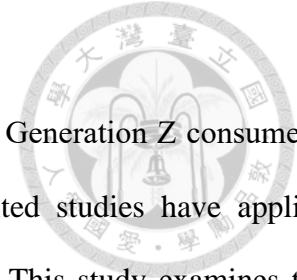
印尼保養品市場的快速成長主要由 Z 世代消費者所驅動，該族群高度依賴數位媒體，且容易受到社會影響。然而，過去研究較少運用行為理論來解釋 Z 世代的保養品購買意圖。本研究以計畫行為理論 (Theory of Planned Behavior) 為基礎，探討印尼 Z 世代消費者保養品購買意圖的影響因素。

本研究採用量化研究方法，透過線上問卷蒐集 146 份印尼 Z 世代受訪者資料，主要來自棉蘭市 (Medan)。資料分析採用 Partial Least Squares Structural Equation Modeling (PLS-SEM)，並透過 SmartPLS 進行模型估計。研究模型檢驗態度、主觀規範與知覺行為控制對購買意圖的影響，並將教育程度、預算水準與膚質納入控制變數。

研究結果顯示，主觀規範與知覺行為控制對保養品購買意圖具有顯著正向影響，而態度則未呈現顯著效果；各項控制變數亦未達顯著水準。整體而言，研究結果顯示，相較於個人態度或人口統計特徵，社會影響與自我感知能力在形塑印尼 Z 世代消費者保養品購買意圖上扮演更為關鍵的角色。

關鍵詞：Z 世代、保養品購買意圖、計畫行為理論、態度、主觀規範、知覺行為控制、印尼

Abstract



The rapid growth of Indonesia's skincare market is largely driven by Generation Z consumers, who are highly digitally engaged and socially influenced. However, limited studies have applied behavioral theory to explain skincare purchase intention among this group. This study examines the determinants of skincare purchase intention among Indonesian Generation Z using the Theory of Planned Behavior (TPB).

A quantitative approach was employed using an online survey of 146 Generation Z respondents in Indonesia, primarily from Medan City. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The model assessed the effects of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Intention, with Education Level, Budget Level, and Skin Profile included as control variables.

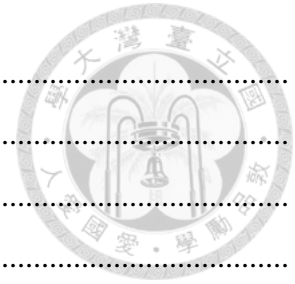
The results indicate that Subjective Norm and Perceived Behavioral Control have significant positive effects on skincare purchase intention, while Attitude does not. The control variables were found to be insignificant. These findings suggest that social influence and perceived ability are more influential than personal attitudes or demographic characteristics in shaping skincare purchase intention among Generation Z consumers in Indonesia.

Keywords: Generation Z, Skincare Purchase Intention, Theory of Planned Behavior, Attitude, Subjective Norm, Perceived Behavioral Control, Indonesia

Tables of Contents



Acknowledgment	i
中文摘要.....	ii
Abstract	iii
Tables of Contents	iv
List of Tables and Figures.....	vii
Introduction.....	1
1.1 Background.....	1
1.2 Research Problem	3
1.3 Research Objectives.....	3
Literature Review.....	4
2.1 Characteristics of Generation Z Consumers in Indonesia	4
2.2 Consumer Behavior in the Skincare Industry	5
2.2.1 Psychological and Social Factors in Skincare Consumption.....	5
2.2.2 Digital and Cultural Influences on Skincare Purchasing Behavior	5
2.3 Theory of Planned Behavior (TPB) in Skincare Purchasing Behavior	6
2.4 Application of the Theory of Planned Behavior in the Beauty and Skincare Industry	7
Research Framework.....	10
3.1 Conceptual Framework and Hypothesis.....	10
3.2 Hypotheses Development	10
3.2.1 Attitude Toward Purchase Intention	10
3.2.2 Subjective Norm Toward Purchase Intention.....	11
3.2.3 Perceived Behavioral Control and Purchase Intention	11
3.2.4 Control Variables and Purchase Intention	12
Research Methodology	14
4.1 Research Design	14
4.2 Research Variables and Operational Definitions.....	14
4.3 Population and Sample	16



4.3.1 Theoretical Population.....	16
4.3.2 Accessible Population.....	16
4.3.3 Sampling Technique	17
4.3.4 Sample Size and Data Collection.....	17
Research Findings	19
5.1 Respondent Profile.....	19
5.1.1 Respondent Profile.....	19
5.1.2 Skincare Usage Profile.....	20
5.2 Descriptive Statistics of Research Variables	22
5.2.1 Attitude Toward Skincare	22
5.2.2 Subjective Norm	22
5.2.3 Perceived Behavioral Control.....	23
5.2.4 Purchase Intention.....	24
5.3 Measurement Model	24
5.3.1 Indicator Reliability	24
5.3.2 Validity and Reliability.....	26
5.3.3 Data Analysis Method	27
5.4 Structural Model	29
5.4.1 Direct Effect Findings.....	29
5.4.2 Control Variable Effects	30
5.5 Hypothesis Testing Results.....	30
Discussion	33
6.1 Overview of Findings	33
6.2 Discussion on Hypothesis.....	33
6.2.1 Attitude and Purchase Intention.....	33
6.2.2 Subjective Norm and Purchase Intention.....	35
6.2.3 Perceived Behavioral Control and Purchase Intention	35
6.3 Discussion of Control Variables	35



6.4	Theoretical Implications.....	36
6.5	Practical Implications	36
	Conclusion and Limitations	38
7.1	Conclusion	38
7.2	Limitations.....	38
	References.....	40
	Appendix.....	43

List of Tables and Figures



Figure 1.1 Conceptual Framework.....	10
Table 4.1 Operational Definition.....	14
Table 5.1 Demographic profile of the respondents	19
Table 5.2 Respondent Skincare Profile	21
Table 5.3 Attitude Toward Skincare.....	22
Table 5.4 Subjective Norm.....	23
Table 5.5 Perceived Behavioral Control.....	23
Table 5.6 Purchase Intention.....	24
Table 5.7 Indicator Reliability	25
Table 5.8 Consistency Reliability	26
Table 5.9 Heterotrait-Monotrait Ratio of Correlations (HTMT)	27
Figure 5.1 PLS-SEM Structural model by SmartPLS.....	29
Table 5.10 Direct Effect Findings	29
Table 5.11 Control Variable Effects.....	30
Table 5.12 Hypothesis Testing Results	30
Figure 6.1 Smart PLS Result of Attitude to Purchase Intention	34



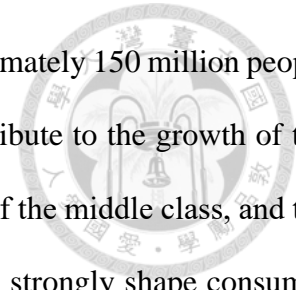
Introduction

1.1 Background

Indonesia is the fourth largest country in Southeast Asia. In January 2025, the population reached 285 million with 50.23% male and 49.77% female (*Jumlah Penduduk Indonesia Menurut Jenis Kelamin*, Badan Pusat Statistik [BPS], 2024). Indonesia maintains steady growth, with real GDP expanding by 5% in 2024. This was driven by domestic consumption and a rising middle class that now comprises over 66% of the population. This segment holds more than 80% of household spending, signaling strong purchasing power and evolving lifestyle preferences (*Pengeluaran konsumsi rumah tangga menurut kelompok penduduk*, Badan Pusat Statistik, 2024).

Among the industries benefiting from this socioeconomic shift is Indonesia's beauty & personal care (BPC) market, which has emerged as a high potential market. Beauty & personal care (BPC) market refers to consumer which include various of categories such as cosmetics, skincare, personal care, fragrances, and beauty tech. In 2024, the total BPC market in Indonesia was valued at USD 9.25 billion, with skin care as a dynamic and rapidly expanding segment. Skincare market covers face skin care, body care, sun protecting products, baby & child and natural skin care. As from 2024 data, the skin care segment accounted for more than 21% which valued USD 1.94 billion. The compound annual growth rate (CAGR) for skin care market in Indonesia from 2025 – 2030 is around 4.55% (*Skin Care in Indonesia – Market Outlook*, Statista, 2025). Indonesia's beauty and personal care (BPC) industry has become one of the most dynamic consumer markets in Southeast Asia, with the skincare segment showing consistent year-on-year growth. Prior studies and market analysis have linked this expansion to lifestyle changes, digitalization, and the increasing influence of younger consumers.

The growth of the BPC market in Indonesia is driven by the preferences of Indonesia's younger generations such as generation Y (born 1981-1996) and generation Z (born 1997-2012). In 2024, 52.6%



of Indonesia's population are dominated by Gen Y and Gen Z, totaling approximately 150 million people out of 285 million (Badan Pusat Statistik [BPS], 2024). Several factors contribute to the growth of the trend of the Indonesia's BPC market such as changes in lifestyle, the growth of the middle class, and the increasing influence of digital engagement and social media platforms which strongly shape consumer preferences especially among Gen Y and Gen Z women.

Additionally, the rise of the beauty and personal care (BPC) market in Indonesia is closely linked to the influence of cultural globalization, particularly the growing popularity of K-Beauty (Korean Beauty) trends, which has contributed to market expansion by shaping skincare routines, product preferences, and beauty standards among consumers. Continuous exposure to Korean popular culture through digital platforms and social media has contributed to the formation of positive attitudes and subjective norms toward skincare consumption among Generation Z (Harahap & Yumitro, 2025). These developments indicate that skincare purchasing behavior in Indonesia is influenced not only by economic growth but also by generational characteristics and digitally mediated social influences, positioning Generation Z as the primary driver shaping the direction of the skincare market.

In this rapid transformation of the skincare market in Indonesia, it is essential to understand the purchasing behavior of Indonesia's Gen Y and Gen Z consumers in the beauty & personal care (BPC) market to identify the key factors that shape their preferences and decision-making processes. Among these, Generation Z holds particular significance due to their strong digital engagement, high exposure to global beauty trends, and distinct consumption values. This generation is not only driving demand for innovative and personalized skincare products but also redefining how brands communicate and build relationships through social media platforms.

Therefore, understanding the behavioral patterns of Generation Z, who form a significant portion of this market is essential to explain the evolving dynamics of skincare purchasing intentions in Indonesia. This research focuses on skincare segment and aims to explore the behavioral patterns of Generation Z

consumers, providing strategic insights for brands and marketers seeking to strengthen their positioning within Indonesia's competitive beauty industry.



1.2 Research Problem

Indonesia's skincare market has experienced significant growth in recent years which drive by younger consumers who are increasingly aware of self-care and personal appearance (Statista, 2025; Destriyansah et al., 2023). Generation Z represents the most segment due to their digital engagement, social media exposure, and rising purchasing power (Badan Pusat Statistik [BPS], 2024). Previous studies on skincare and personal care consumption have primarily emphasized marketing variables such as brand image, product quality, and lifestyle influences (Wijaya & Tjokrosaputro, 2024), while another research explored consumer reasoning and value-based motivations using behavioral reasoning theory (Alamsyah, Setiawan & Widjojo, 2024). However, existing research are limited in examining the behavioral factors that shape Generation Z's skincare purchasing intentions in Indonesia regarding the brand but generally. This gap highlights the need for a deeper understanding of consumer psychology and behavioral motivations.

1.3 Research Objectives

This study aims to analyze the skincare purchasing intentions of Indonesia's Generation Z consumers by using the Theory of Planned Behavior (TPB). Specifically focusing on identifying how attitudes, subjective norms, and perceived behavioral control influence consumers intention to purchase skincare products. In addition, this research also aims to examine the extent to which peer influence, social expectations and individual perceptions of control such as affordability, accessibility, and product knowledge affect purchasing decisions. The findings from this research are expected to provide strategic insights for skincare brands and marketers to develop more effective marketing strategies that align with the behavioral tendencies and preferences of Generation Z consumers in Indonesia's beauty industry.

Literature Review



2.1 Characteristics of Generation Z Consumers in Indonesia

Generation Z, born between 1997 and 2012, represents a different consumer group from previous generations due to its unique upbringing and engagement with digital technology. This generation grew up with the internet, smartphones, social media and instant access to information and commerce which made them labelled as “digital natives” (McKinsey, True Gen: Generation Z and Its Implications for Companies, 2021). Jayatissa (2023) identifies Generation Z as independent, creative, and an adaptable individual who value self-expression and authenticity. They are also considered pragmatic decision makers who evaluate products based on both functional performance and emotional relevance. This combination of rational evaluation and value driven consumption differentiates Generation Z from earlier cohorts.

In Indonesia, Generation Z accounts for a large proportion of the population in Indonesia. They dominate digital engagement, with social media platforms such as Instagram, TikTok, and YouTube which shaping their lifestyle and consumption preferences (Hidayat & Prasetyo, 2023). According to Nielsen IQ (2024), Indonesian Generation Z consumers show strong brand curiosity and are highly responsive to influencer marketing and peer recommendations, often using social media as a primary source of product discovery and evaluation.

Recent studies further indicate that young Indonesian consumers increasingly prefer brands that demonstrate ethical values, sustainability, and authenticity, reflecting a shift toward more conscious consumption patterns (Alamsyah, Setiawan, & Widjojo, 2024). From a behavioral perspective, these characteristics suggest that Generation Z’s purchasing intentions are strongly shaped by attitudinal beliefs and perceived social expectations, which are central components of the Theory of Planned Behavior (TPB). However, while existing studies have extensively described the demographic and



psychographic traits of Generation Z consumers, fewer have examined how these characteristics translate into behavioral intentions, particularly in the context of skincare consumption.

2.2 Consumer Behavior in the Skincare Industry

2.2.1 Psychological and Social Factors in Skincare Consumption

Consumer behavior in the skincare industry is influenced by a complex interaction of psychological and social factors that shape how individuals perceive, evaluate and purchase beauty products. Globally, skincare usage is closely associated with self-image, self-care practices, and confidence, positioning skincare products not only as functional necessities but also as tools for self-expression (Hsu, Chang, & Yansritakul, 2017).

Previous studies indicate that consumers' attitude toward skincare products are largely driven by perceived product quality, brand image, health benefits, and trust, as well as social influences such as peer recommendations and online reviews (Ghazali, Mutum, & Nguyen, 2017). These factors contribute to the formation of favorable or unfavorable evaluations toward skincare products, which subsequently influence purchase intention. In recent years, increasing awareness of sustainability, natural ingredients, and ethical production has further reshaped global skincare preferences, particularly among younger consumers who associate skincare routines with overall well-being and environmental consciousness.

2.2.2 Digital and Cultural Influences on Skincare Purchasing Behavior

Across Asia, cultural emphasis on appearance, wellness, and social presentation has accelerated the adoption of skincare as an essential component of daily routines. Research highlights that exposure to beauty trends spread through digital media and popular culture significantly influences skincare-related attitudes and norms, particularly among younger generation (Lee & Lee, 2018).

Social media platforms and online retail ecosystems have further strengthened these influences by enabling continuous interaction between consumers, brands, and peer communities (Kim & ko, 2012).

Through social media, consumers are exposed to product reviews, tutorials, influencer endorsements, and peer feedback, which collectively shape perceptions and reduce uncertainty in purchase decisions.

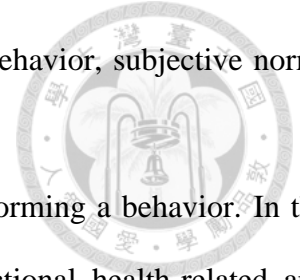
In Indonesia, skincare purchasing behavior reflects these regional patterns while also being shaped by local cultural values and market conditions. Empirical findings indicate that Indonesian consumers' purchase intentions are influenced by factors such as product safety, price sensitivity, functional benefits, emotional value, and brand authenticity (Alamsyah, Setiawan, & Widjojo, 2024). Studies focusing on local skincare brands further confirm that brand image and consumer trust significantly predict purchase intention (Wijaya & Tjokrosaputro, 2024).

Generation Z has emerged as a dominant segment within the Indonesian skincare market, with purchasing decisions strongly influenced by online communities and influencer culture. However, recent evidence suggests a shift in these dynamics. Lubis (2025) found that brand credibility and electronic word of mouth (e-WOM) are no longer the sole determinants of purchase intention among Generation Z, indicating that deeper psychological mechanisms may be involved.

Overall, while existing literature has provided valuable insights into marketing related and contextual factors influencing skincare consumption in Indonesia, there remains limited research that explicitly applies behavioral theories, such as the Theory of Planned Behavior, to explain how and why Generation Z forms skincare purchase intentions. This gap highlights the need for a TPB based approach to better understand the psychological mechanisms underlying skincare consumption among Indonesian Generation Z consumers.

2.3 Theory of Planned Behavior (TPB) in Skincare Purchasing Behavior

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), frameworks for explaining and predicting human behavior in consumer research. According to TPB, behavioral intention is the best



predictor of actual behavior. Intention is influenced by attitude toward the behavior, subjective norm, and perceived behavioral control.

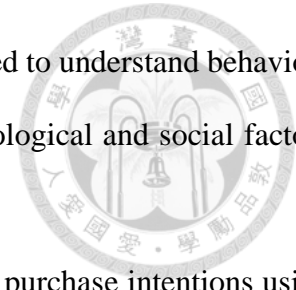
Attitude refers to how positively or negatively a person feels about performing a behavior. In the context of skincare consumption, attitudes are shaped by beliefs about the functional, health-related, and aesthetic benefits of skincare products. When consumers believe that skincare products can improve their appearance or health, they are more likely to buy them (Hsu, Chang, & Yansritakul, 2017). Empirical studies consistently show that positive attitudes significantly increase consumers' intention to purchase skincare and cosmetic products, particularly when the products are associated with personal well-being and self-care.

Subjective norm is the social pressure a person feels from others, such as friends, family, or online communities. For Generation Z, subjective norms are increasingly shaped by digital social environments, including social media platforms, influencers, and user generated content. As digital natives, Generation Z consumers are highly exposed to opinions, reviews, and recommendations shared online, which strongly influence their perceptions of what is socially acceptable or desirable (Sari & Putri 2025).

Perceived behavioral control describes an individual's perception of how easy or difficult it is to perform a behavior, reflecting both internal and external. In skincare purchasing behavior, perceived behavioral control may relate to factors such as product availability, affordability, access to information, and consumers' confidence in selecting products suitable for them. When individuals perceive a higher level of control over the purchasing process, they are more likely to form strong purchase intentions (Han, Hsu, & Sheu, 2010). Perceived behavioral control is particularly relevant in markets where product choices are massive, and information overload may create uncertainty.

2.4 Application of the Theory of Planned Behavior in the Beauty and Skincare Industry

Many studies have used the Theory of Planned Behavior (TPB) to explain consumer purchase

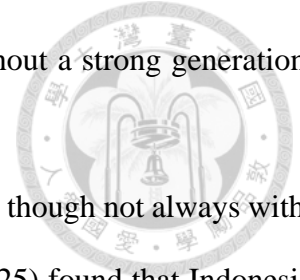


intentions in the beauty and personal care industry. The model has been applied to understand behaviors such as buying cosmetics, skincare, organic, or halal products, where psychological and social factors influence consumer decisions.

Hsu, Chang, and Yansritakul (2017) applied TPB to study green skincare purchase intentions using a sample of university students aged 18-24 years at a large university in northern Taiwan. Although this age group overlaps with younger group, the study was conducted in 2014, when most respondents were classified as late Generation Y rather than Generation Z. moreover, the behavioral patterns observed in the study reflect a pre-social commerce and pre-influencer-driven environment, in which digital engagement, algorithm-based content, and online skincare communities were not as well-known as they are today. As a result, while the findings provide strong theoretical support for Theory of Planned Behavior, their applicability to understand the current Generation Z skincare purchasing behavior.

Other Theory of Planned Behavior have also focused explicitly on Generation Y consumers using a similar conceptual model. Yunus et al. (2018) applied Theory of Planned Behavior to investigate personal care product purchase intentions among Generation Y consumers and found that subjective norms and perceived behavioral control significantly influenced purchase intention. Similarly, Boon (2020) examined Generation Y's purchase intention toward natural skincare products using the Theory of Planned Behavior framework and reported that attitude was the strongest predictor of intention. These studies confirm the strongest of the Theory of Planned Behavior model in explaining skincare and personal care consumption among millennial consumers.

In contrast, Theory of Planned Behavior based studies focusing specifically on Generation Z remain relatively limited, particularly in the Indonesian context. In Indonesia, Setyawati and Widjaja (2023) used TPB to investigate purchase intention for halal skincare products. Their study showed that subjective norms especially social expectations and religious values play an important role in shaping buying decisions. While their study provides important insights into social influence within the



Indonesian market, the sample primarily reflects young adult consumers without a strong generational distinction between Generation Y and Generation Z.

More recent studies have begun to address Generation Z specific behavior, though not always within a full Theory of Planned Behavior framework. Pratama (2023) and Lubis (2025) found that Indonesian Generation Z consumers are strongly influenced by online engagement, peers' opinions, and digital communities when forming purchase intentions toward skincare brands such as *Somehinc*. These findings highlight the increasing importance of social interaction and digital exposure in shaping purchase intention among Generation Z, aligning closely with the subjective norm component of Theory of Planned Behavior. Additionally, Wilson (2022) demonstrated that attitude and social influence significantly predict cosmetic purchase intentions among young consumers, further supporting the relevance of theory of Planned Behavior variables in beauty consumption behavior.

Overall, the existing literatures confirm that Theory of Planned Behavior is a reliable and flexible model for understanding consumer intentions in beauty and skincare contexts. However, much of the prior Theory of Planned Behavior based research has either focused on Generation Y consumers, specific product categories such as green or halal skincare, or emphasized marketing related variables such as brand image and influencer credibility. Few studies have directly analyzed how attitude, subjective norms, and perceived behavioral control jointly shape skincare purchasing intentions among Generation Z consumers in Indonesia. This gap highlights the importance of applying the Theory of Planned Behavior framework to explore the behavioral motivations of this key consumer group within the contemporary Indonesian skincare market.

Research Framework



3.1 Conceptual Framework and Hypothesis

In this study, the TPB framework is used to understand how these three factors affect the skincare purchasing intentions of Generation Z consumers in Indonesia. Gen Z is a digital-native group that often forms opinions based on online information, peer influence, and social media content. Because of this, their skincare purchasing behavior is likely influenced not only by their personal beliefs about skincare but also by their social environment and the ease of performing the behavior.

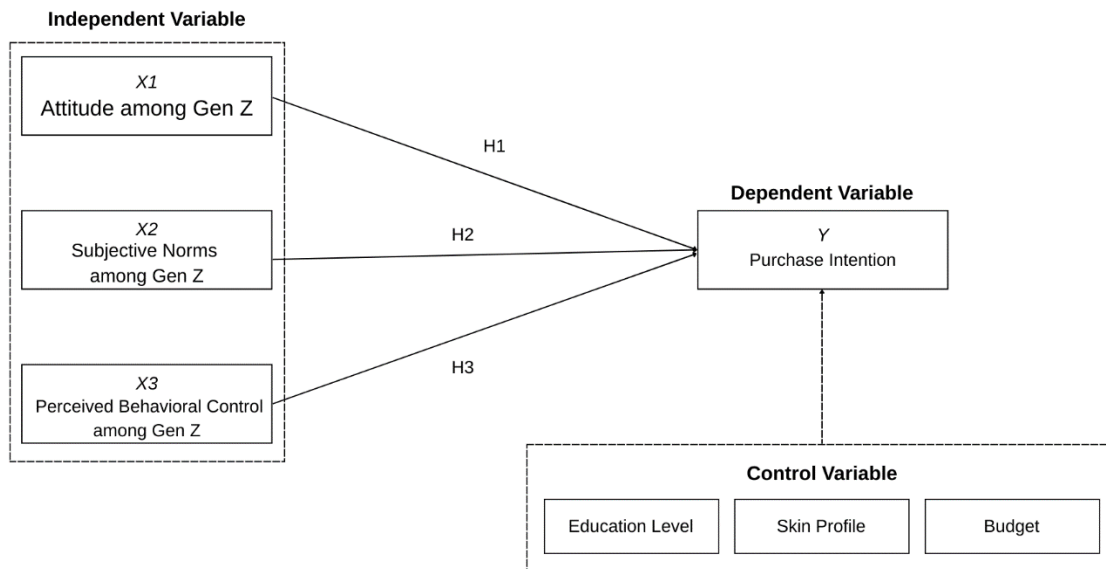


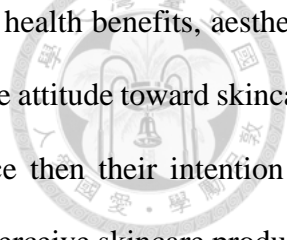
Figure 1.1 Conceptual Framework

3.2 Hypotheses Development

3.2.1 Attitude Toward Purchase Intention

H1: Attitude among Generation Z (X1) toward skincare has a positive effect on purchase intention (Y) among Generation Z consumers in Indonesia.

According to the Theory of Planned Behavior, attitude reflects and individual's overall positive or negative evaluation of performing a particular behavior (Ajzen, 1991). In the context of skincare



consumption, attitude is formed based on beliefs about product effectiveness, health benefits, aesthetic outcomes, and emotional satisfaction. If Generation Z consumers hold a positive attitude toward skincare products, believing that such products improve skin condition or appearance then their intention to purchase skincare products is expected to increase. Conversely, if consumers perceive skincare products as ineffective or unnecessary, their purchase intention is likely to decrease. Prior empirical studies support this relationship, showing that favorable attitudes significantly increase skincare purchase intention. (Hsu, Chang, & Yansritakul, 2017; Boon, 2020).

3.2.2 Subjective Norm Toward Purchase Intention

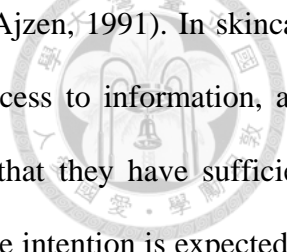
H2: Subjective norm among Generation Z (X2) has a positive effect on purchase intention (Y) among Generation Z consumers in Indonesia.

Subjective norm refers to the perceived social pressure from important others, such as friends, family, peers, and online communities, to perform or not perform a behavior (Ajzen, 1991). For Generation Z, social influence is strongly shaped by peer opinions, influencer endorsements, and online reviews shared through social media. If Generation Z consumers perceive that people important to them approve or encourage skincare usage, then their intention to purchase skincare products is expected to increase. In contrast, if social circles or online communities do not support skincare consumption, purchase intention is likely to weaken. Previous studies confirm that social approval and peer influence play a significant role in shaping skincare and cosmetic purchase intentions (Yunus et al., 2018; Setyawati & Widjaja, 2023).

3.2.3 Perceived Behavioral Control and Purchase Intention

H3: Perceived behavioral control (X3) has a positive effect on purchase intention (Y) among Generation Z consumers in Indonesia.

Perceived behavioral control reflects and individual's perception of how easy or difficult it is to



perform a behavior, considering available resources and perceived barriers (Ajzen, 1991). In skincare purchasing behavior, this may include affordability, product availability, access to information, and confidence in choosing suitable products. If Generation Z consumers feel that they have sufficient resources, knowledge, and ability to purchase skincare products, their purchase intention is expected to increase. Conversely, if consumers perceive high financial constraints, limited access, or uncertainty in product selection, their intention to purchase skincare products is likely to decrease. Empirical findings support the positive relationship between perceived behavioral control and purchase intention in skincare and personal care contexts (Han, hsu, & Sheu, 2010; Hsu et al., 2017).

3.2.4 Control Variables and Purchase Intention

In addition to the core Theory of Planned Behavior variables, this study incorporates education level, budget level, and skin profile as control variables, as these factors may influence skincare purchase intention through differences in resources, needs, and decision-making capability.

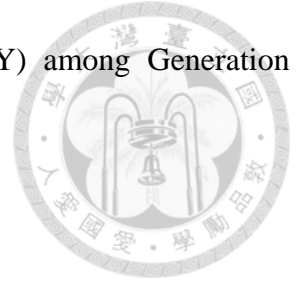
If consumers possess higher education levels, they are likely to have better understanding of skincare information, product ingredients, and long-term benefits, which may increase purchase intention. Conversely, lower education levels may limit information processing and reduce intention. If consumers have a higher budget level, financial flexibility may facilitate skincare purchases, while limited budget may constrain purchase intention. Similarly, if consumers have specific skin profiles or concerns, the perceived relevance of skincare products increases, leading to stronger purchase intention without such concerns, purchase motivation may be weakened.

Accordingly, the following hypotheses are proposed:

H4: Education level has a significant effect on purchase intention (Y) among Generation Z consumers in Indonesia.

H5: Budget level has a significant effect on purchase intention (Y) among Generation Z consumers in Indonesia.

H6: Skin profile has a significant effect on purchase intention (Y) among Generation Z consumers in Indonesia.



Research Methodology



4.1 Research Design

This study adopts a quantitative research design with a descriptive and explanatory approach. The objective is to describe the behavioral characteristics of Generation Z consumers in Indonesia and to explain the relationships among variables based on the Theory of Planned Behavior (TPB) using Partial Least Squares Structural Equation Modeling (PLS-SEM). Specifically, the study aims to examine how attitude, subjective norm, and perceived behavioral control influence purchase intention toward skincare products.

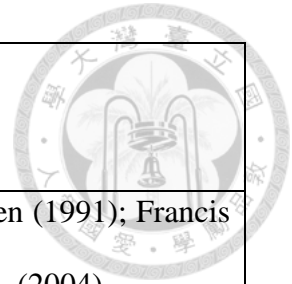
Data are collected through an online survey using a structured questionnaire and analyzed using the PLS-SEM approach. This method is appropriate as it enables the simultaneous examination of multiple relationships among latent variables and is well suited for prediction-oriented research involving behavioral constructs. In addition, PLS-SEM is robust to non-normal data distributions and suitable for studies with moderate sample sizes, making it appropriate for the characteristics of the data used in this study. The focus on measurable constructs and numerical data allows for systematic hypothesis testing within the TPB framework.

4.2 Research Variables and Operational Definitions

The main variables in this study are based on the TPB model:

Table 4.1 *Operational Definition*

Variable	Definition	Indicator	Source
Attitude (X1)	Individual's positive or negative feelings about buying and using skincare	Measuring the level of favorability, usefulness, and pleasantness toward	Ajzen (1991); Ajzen (2006)



	products	buying skincare products.	
Subjective Norm (X2)	Social influence or pressure from others to purchase skincare	Measuring the level of perceived approval and expectation from family, friends, and peers regarding skincare purchases.	Ajzen (1991); Francis et al. (2004)
Perceived Behavioral Control (X3)	The perceived ease or ability to buy and use skincare products	Measuring perceived ability, confidence, and opportunity to buy skincare products.	Ajzen (1991); Francis et al. (2004)
Purchase Intention (Y)	The likelihood or willingness of Generation Z consumers to buy skincare products	Measuring the level of intention, likelihood, willingness, and plan to purchase products in the near future.	Ajzen (1991); Ajen (2006); Francis & Ajzen (2010)

Each indicator will be measured using a 5-point Likert scale, ranging from 1= Strongly Disagree to 5 = Strongly Agree



4.3 Population and Sample

4.3.1 Theoretical Population

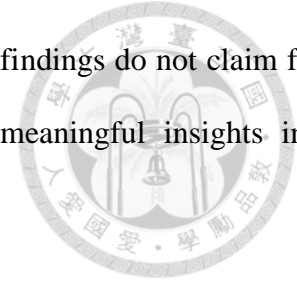
The population of this study is Generation Z consumers in Indonesia, defined as individuals born between 1997 and 2012 (McKinsey & Company, 2021). This broad definition is aligned with this study's purposes, which aim to understand the skincare population behavior of Generation Z at the national level. According to demographic estimates based on data from the Indonesian Central Statistics Agency (BPS) as reported by GoodStats, the total population of Indonesia in 2024 reached approximately 281.6 million people (GoodStats, 2024).

4.3.2 Accessible Population

Although the theoretical population of this study covers all Indonesian Generation Z consumers, the actual data collection primarily reached respondents in Medan City, Indonesia, as the survey was distributed mainly through the researcher's personal and extended networks in the city. Medan was selected as the study location because it is one of the largest metropolitan cities outside Java, with a total population of approximately 2.54 million people in 2024, reflecting a dense and diverse urban consumer base (Badan Pusat Statistik, [BPS], 2024).

As a major commercial and educational hub in Sumatra, Medan exhibits urban consumption patterns, high digital penetration, and exposure to national and global beauty trends, which are characteristics commonly associated with Generation Z consumers in large Indonesian cities. These features make Medan a relevant setting for examining skincare purchasing behavior, particularly in relation to digitally mediated social influence and lifestyle-oriented consumption.

To ensure respondents possess sufficient decision-making autonomy and purchasing power, the accessible population was further narrowed to Generation Z consumers in Medan with a minimum education level of Diploma or higher. This criterion was applied to enhance the relevance and reliability



of responses related to independent skincare purchasing behavior. While the findings do not claim full national representativeness, the urban characteristics of Medan provide meaningful insights into Generation Z skincare consumption within Indonesia's urban context.

4.3.3 Sampling Technique

This study used non-probability purposive sampling, in which respondents were intentionally selected based on specific characteristics relevant to the research objectives. Purposive sampling was considered appropriate as the study focuses on a specific consumer group, namely Generation Z skincare users, rather than the general population.

The inclusion criteria for respondents were as follows:

1. Aged 18 – 28 years, representing Generation Z consumers with sufficient autonomy in consumption decisions.
2. Living in Indonesia, with most respondents residing in Medan City, which constitutes the accessible population of this study.
3. Have purchased or used skincare products within the last six months, ensuring that respondents possess recent and relevant consumption experience.
4. Have completed at least a diploma level education, indicated a minimum level of decision-making capability and purchased autonomy.

These criteria were applied to ensure that respondents were relevant, informed, and capable of evaluating skincare purchasing behavior, thereby enhancing the validity of the responses collected. Given the study's behavioral focus and the characteristics of Generation Z as digitally active consumers, purposive sampling is commonly adopted in similar consumer behavior research.

4.3.4 Sample Size and Data Collection

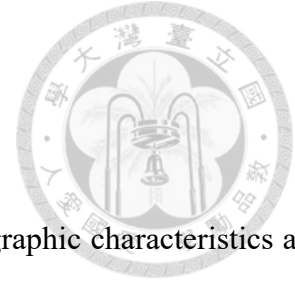
The minimum sample size in this study was determined based on the guidelines suggested by

Ghozali (2018), which recommends using 5-10 respondents per indicator in multivariate analysis. Since this study includes 16 measurement items, the minimum number of respondents required ranges from 80 to 160. A total of 146 valid responses met all screening criteria, placing the final sample within the recommended range and ensuring adequacy for the analysis.

Primary data will be collected using an online questionnaire distributed through social media platforms such as Instagram, WhatsApp, and Line. The questionnaire consists of three parts:

1. Introduction: explaining the purpose of the study and ensuring confidentiality.
2. Demographic information: including gender, age, education level, and frequency of skincare use.
3. Main questions: items measuring the TPB constructs (attitude, subjective norm, perceived behavioral control, and purchase intention).

Research Findings



5.1 Respondent Profile

The descriptive analysis provides an overview of the respondents' demographic characteristics and the statistical distribution of the research variables.

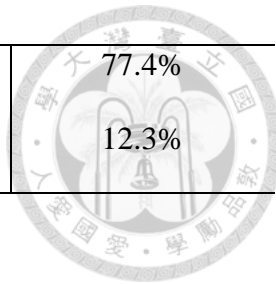
5.1.1 Respondent Profile

A total of 146 respondents met the criteria for the survey for this research, which focused on Generation Z aged 18 to 28 with a minimum education level of a diploma, and using skincare products. Among these qualified respondents, 19.9% identified as male, 78.8% as female, and 1.4% preferred not to say. The largest age group was 24 – 26 years old, representing 35.6% of the sample, followed by the 21 – 23 and 27 – 28 age groups, each comprising 23.3% and 26.7%. The youngest group aged 18 – 20, accounted for 14.4%. Regarding education, 77.4% of respondents held a bachelor's degree, while 10.3% held diploma and 12.3% of those samples held a master's degree or higher.

Table 5.1 Demographic profile of the respondents

Variables	Category	Frequency	Percentage
Gender	Male	29	19.9%
	Female	115	78.8%
	Prefer not to say	2	1.4%
Age	18-20	21	14.4%
	21-23	34	23.3%
	24-26	52	35.6%
	27-28	39	26.7%
Education Level	Diploma	18	10.3%

	Bachelor's Degree	113	77.4%
	Master's Degree or higher	18	12.3%



5.1.2 Skincare Usage Profile

This section presents the respondents' skincare usage profile, which includes skincare usage frequency, duration of skincare use, skin profile, and average budget per skincare item. Based on the survey results, more respondents reported using skincare daily (81%), followed by those who used it 2 – 3 times a week, 4 – 6 times a week, and once a week. In terms of duration, 74% of respondents had been using skincare for more than two years, while 11% had used skincare for 1 – 2 years, 7% for 6 – 12 months, and 8% for less than six months.

In addition to usage frequency and duration, the survey also gathered information on respondents' skin profiles. The result varied, with 39% reporting combination skin, followed by 28% oily skin, 13% sensitive skin, 12% normal skin, and 8% dry skin. Regarding spending, 34% of respondents were willing to spend IDR 100,000 – IDR 199,999 per skincare item, followed by 32% who were willing to spend IDR 200,000 – IDR 349,999. Meanwhile, 19% were willing to spend more than IDR 350,000, 12% were willing to spend IDR 50,000 – IDR 99,999, and only 3% were willing to spend below IDR 50,000.

Moreover, the survey also collected data on the sources from which respondents typically obtain information about skincare products. The results show that 48.6% rely on social media, followed by 23.3% who obtain information from friends or family, and 17.1% from beauty influencers. Additionally, 2.1% said advertisements, while the remaining 8.9% reported other sources such as store clerks, skin clinics, and similar channels.

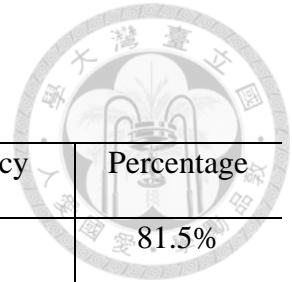
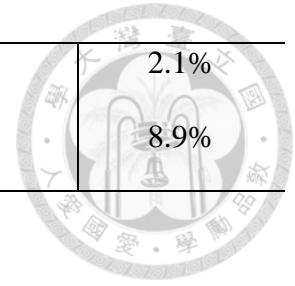


Table 5.2 Respondent Skincare Profile

Variables	Category	Frequency	Percentage
Skincare Usage Frequency	Daily	119	81.5%
	4-6 times a week	8	5.5%
	2-3 times a week	14	9.6%
	Once a week	5	3.4%
Duration of Skincare Use	Less than 6 months	11	7.5%
	6-12 months	11	7.5%
	1-2 years	16	11%
	More than 2 years	108	74%
Skin Profile	Oily	40	27.4%
	Dry	13	8.9%
	Combination	56	38.4%
	Sensitive	19	13%
	Normal	18	12.3%
Skincare Item Purchase Budget	Below IDR 50,000	3	2.1%
	IDR 50,000 – IDR 99,999	17	11.6%
	IDR 100,000 – IDR 199,999	49	33.6%
	IDR 200,000 – IDR 349,999	48	32.9%
	Above IDR 350,000	29	19.9%
Main Source of Skincare Information	Social Media	71	48.6%
	Friends/Family	34	23.3%
	Beauty Influencers	25	17.1%

	Advertisements	3	2.1%
	Others	13	8.9%



5.2 Descriptive Statistics of Research Variables

5.2.1 Attitude Toward Skincare

Respondents generally reported very positive attitudes toward skincare products, with mean values for positive statements ranging between 4.12 and 4.36, indicating high agreement. The last item, which is negatively phrased item, shows a low mean ($M=2.01$), suggesting that most respondents disagree that skincare is “not worth the time”.

Table 5.3 *Attitude Toward Skincare*

Statement	Min	Max	Mean	SD
Skincare beneficial for health	1	5	4.36	0.84
I enjoy using skincare	1	5	4.12	0.85
Skincare increases confidence	1	5	4.19	0.90
Skincare is not worth the time (reverse item) *	1	5	2.01	0.95

5.2.2 Subjective Norm

Subjective norm reflects moderate social influence overall, with mean values mostly between 3.21 and 3.49. The strongest social pressure comes from peers of similar age ($M=4.27$), indicating that respondents perceive skincare as a widely adopted behavior among their generation.

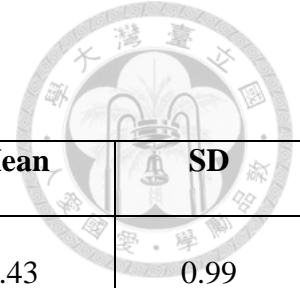


Table 5.4 *Subjective Norm*

Statement	Min	Max	Mean	SD
Friends/family encourage me to buy skincare	1	5	3.43	0.99
Important people think I should use skincare*	1	5	3.49	0.99
Most people my age use skincare	1	5	4.27	0.84
Influencers affect my skincare choices*	1	5	3.21	1.19

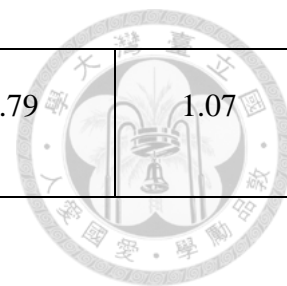
5.2.3 *Perceived Behavioral Control*

Respondents generally feel confident and capable in managing their skincare behaviors. Mean values range from 3.71 to 4.13, reflecting high perceived affordability, accessibility, and product knowledge. The slightly lower mean in the fourth item (M=3.79) suggests that maintaining routine consistency when busy may be somewhat challenging, but still moderately achievable.

Table 5.5 *Perceived Behavioral Control*

Statement	Min	Max	Mean	SD
I can afford skincare I prefer	1	5	4.13	0.76
I know how to choose suitable skincare	1	5	3.71	0.96
Skincare is easily accessible for me	1	5	4.12	0.83

I can maintain skincare routine even when busy	1	5	3.79	1.07
---	---	---	------	------



5.2.4 Purchase Intention

Respondents show high purchase intention, especially on recommending effective products to others (M=4.16) and repurchasing current brands (M=4.06). intention to buy within the next month is moderately high (M=3.60), suggesting active but not urgent purchase motivation.

Table 5.6 *Purchase Intention*

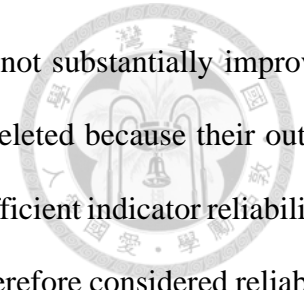
Statement	Min	Max	Mean	SD
I intend to buy skincare within next month	1	5	3.60	0.98
I am likely to repurchase the same brand	1	5	4.06	0.86
I plan to try new skincare products *	1	5	3.87	0.94
I will recommend products that work well to others	1	5	4.16	0.78

5.3 Measurement Model

5.3.1 Indicator Reliability

Indicator reliability was assessed by examining the outer loadings of each measurement item, following the guidelines proposed by Hair et al. (2021). In PLS-SEM, an outer loading value of 0.70 or higher is generally recommended, as it indicates that the indicator explains at least 50% of the variances of the underlying variable.

In this study, indicators with outer loadings below 0.70 were carefully evaluated. Items with



loadings slightly below the threshold were retained when their removal did not substantially improve composite reliability or content validity. However, several indicators were deleted because their outer loadings were significantly below the recommended threshold, indicating insufficient indicator reliability. The remaining indicators met the minimum loading requirements and were therefore considered reliable for further analysis.

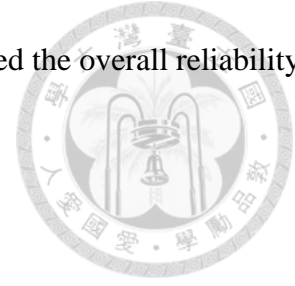
Table 5.7 *Indicator Reliability*

Variables	Items	Factor Loadings
Attitude	ATT1	0.888
	ATT2	0.893
	ATT3	0.897
	ATT4	0.353 deleted
Subjective Norm	SN1	0.794
	SN2	0.523
	SN3	0.785
	SN4	0.371 deleted
Perceived Control Behavior	PCB1	0.745
	PCB2	0.807
	PCB3	0.740
	PCB4	0.687
Purchase Intention	PI1	0.735
	PI2	0.652
	PI3	0.158 deleted
	PI4	0.702
Control Variables	Education	1.000
	Skin Profile	1.000
	Budget	1.000

Based on the outer loading results on table 5.7, four items were removed from further analysis.

These items did not meet the minimum threshold criteria which is 0.70, indicating insufficient

representation of their respective constructs. By removing these items improved the overall reliability and validity of the measurement model.



5.3.2 Validity and Reliability

The reliability and convergent validity of the measurement model were assessed using Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE). The results show that most constructs meet the recommended thresholds. Although Cronbach’s Alpha values for Perceived Behavioral Control and Purchase Intention are below 0.70, their Composite Reliability values exceed 0.70 and AVE values are close to or above 0.50. According to Hair et al. (2021), Composite Reliability is a more appropriate reliability measure in PLS-SEM. Therefore, all constructs are considered reliable and exhibit adequate convergent validity.

Table 5.8 Consistency Reliability

Variable	Cronbach’s Alpha	Composite Reliability	AVE
X1 (Attitude)	0.87	0.923	0.801
X2 (Subjective Norm)	0.735	0.834	0.557
X3 (Perceived Behavioral Control)	0.493	0.747	0.497
Y (Purchase Intention)	0.459	0.787	0.649

Based on the Heterotrait-Monotrait Ratio of Correlations (HTMT) results from table 5.9, all HTMT values are below the recommended threshold of 0.85, indicating that discriminant validity is established for all constructs in the model. Although some variable pairs particularly those within the Theory of

Planned Behavior show relatively higher HTMT values, these values remain within acceptable limits.

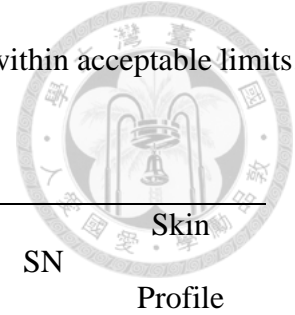


Table 5.9 *Heterotrait-Monotrait Ratio of Correlations (HTMT)*

	ATT	Budget	Education	PBC	PI	SN	Skin Profile
ATT							
Budget	0.065						
Education	0.092	0.149					
PBC	0.656	0.261	0.217				
PI	0.524	0.093	0.084	0.721			
SN	0.777	0.068	0.205	0.492	0.711		
Skin Profile	0.085	0.014	0.009	0.090	0.057	0.052	

5.3.3 Data Analysis Method

In this study, the data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with SmartPLS 4.0 software. PLS-SEM was selected as the main analytical technique because it is well suited for behavioral research, particularly when the research objective focuses on prediction and theory application rather than theory confirmation.

According to Hair et al. (2021), PLS-SEM is appropriate for estimating complex models involving multiple latent constructs and indicator variables, especially when the data do not meet the assumption of multivariate normality. This characteristic is particularly relevant to the present study, as the data were collected using Likert-scale survey items and exhibited non-normal distribution patterns. In addition,

PLS-SEM is suitable for studies with moderate sample sizes, making it appropriate for the final sample of 154 respondents.

The analysis followed a two-stage approach, as recommended by Hair et al. (2021). First, the measurement model was evaluated to assess indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was examined using outer loadings, while internal consistency was assessed through Cronbach's Alpha and Composite Reliability. Convergent validity was evaluated using the Average Variance Extracted (AVE), and discriminant validity was assessed using the Fornell–Larcker criterion.

Second, the structural model was assessed to test the proposed hypotheses. This stage involved examining the path coefficients, t-values, and p-values obtained through the bootstrapping procedure. The significance of the relationships among attitude, subjective norm, perceived behavioral control, and purchase intention was evaluated at a 5% significance level. In addition, control variables, including education level, budget, and skin profile, were incorporated into the model to account for their potential influence on purchase intention.

Overall, the application of PLS-SEM enabled a comprehensive evaluation of both the measurement and structural models, providing robust insights into the behavioral factors influencing skincare purchase intention among Generation Z consumers in Indonesia.

5.4 Structural Model

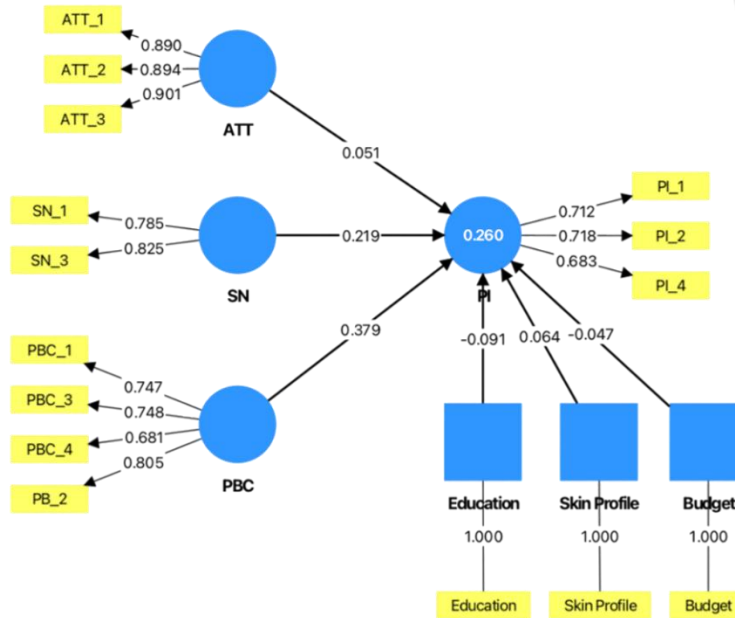


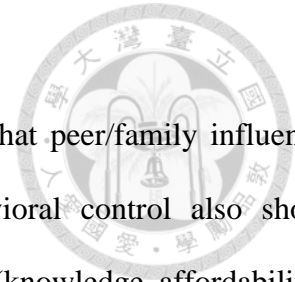
Figure 5.1 PLS-SEM Structural model by SmartPLS

5.4.1 Direct Effect Findings

Table 5.9 presents the direct effects from the bootstrapping procedure. Subjective norm (SN) and perceived behavioral control (PBC) show significant positive effects on Purchase intention (PI). Meanwhile attitude (ATT) did not show significant effect.

Table 5.10 Direct Effect Findings

Relationship	β	t-value	p-value	Decision
ATT → PI	0.051	0.451	0.652	Not supported
SN → PI	0.219	2.468	0.014	Supported
PBC → PI	0.379	3.904	0.000	Supported



Subjective norm toward purchase intention is significant, indicating that peer/family influence plays a meaningful role in skincare purchase decision. Purchase behavioral control also show significance and the strongest, suggesting that perceived ability and resources (knowledge, affordability) drive intention. Meanwhile attitude is not significant.

5.4.2 Control Variable Effects

Education, budget, and skin profile were included to test whether demographic factors influence purchase intention.

Table 5.11 Control Variable Effects

Relationship	β	t-value	p-value	Decision
Education → PI	-0.091	1.129	0.259	Not significant
Budget → PI	-0.047	0.587	0.557	Not significant
Skin Profile → PI	0.064	0.795	0.427	Not significant

None of the three demographic variables show significance in predicting purchase intention. This indicates that behavioral determinants explain purchase intention better than demographic characteristics.

5.5 Hypothesis Testing Results

Table 5.12 Hypothesis Testing Results

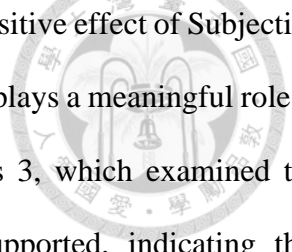
Hypothesis	Decision
------------	----------

H1: Attitude (X1) toward skincare has a positive effect on purchase intention (Y) among Generation Z consumers in Indonesia.	Not Supported
H2: Subjective norm (X2) has a positive effect on purchase intention (Y) among Generation Z consumers in Indonesia.	Supported
H3: Perceived behavioral control (X3) has a positive effect on purchase intention (Y) among Generation Z consumers in Indonesia.	Supported
H4: Education Level has a significant effect on Purchase Intention among Generation Z consumers in Indonesia	Not Supported
H5: Budget Level has a significant effect on Purchase Intention among Generation Z consumers in Indonesia	Not Supported
H6: Skin Profile has a significant effect on Purchase Intention among Generation Z consumers in Indonesia	Not Supported



Table 5.11 presents the results of the hypothesis testing and concludes the analysis of this study. The findings offer insights into the determinants of skincare purchase intention among Generation Z consumers in Indonesia. The results show that psychological and social factors play a more substantial role in shaping purchase intention than demographic characteristics.

The analysis shows that Hypothesis 1, which proposed a positive effect of Attitude on Purchase Intention, is not supported. This indicates that a favorable evaluation of skincare products does not



necessarily lead to a higher intention to purchase. Hypothesis 2, predicting a positive effect of Subjective Norm on Purchase Intention, is supported, demonstrating that social influence plays a meaningful role in motivating individuals to consider purchasing skincare products. Hypothesis 3, which examined the effect of Perceived Behavioral Control on Purchase Intention, is also supported, indicating that consumers who perceive greater confidence and ability to purchase skincare products are more likely to show intention to buy.

In addition, three control variables were examined. Hypothesis 4, proposing a significant effect of Education Level on Purchase Intention, is not supported. Hypothesis 5, proposing a significant effect of Budget Level on Purchase Intention, is also not supported.

Finally, Hypothesis 6, proposing a significant effect of Skin Profile on Purchase Intention, is not supported. These results suggest that demographic characteristics do not significantly influence the intention to purchase skincare products among Generation Z consumers in Indonesia. Overall, the findings emphasize that behavioral factors particularly social influence and perceived control are more influential predictors of purchase intention than demographic attributes.

Discussion



6.1 Overview of Findings

This study examined the factors influencing skincare purchase intention among Generation Z consumers in Indonesia. The analysis applied the Theory of Planned Behavior to assess the effects of Attitude, Subjective Norm, and Perceived Behavioral Control, while also incorporating Education Level, Budget Level, and Skin Profile as control variables. The results of the structural model showed that Subjective Norm and Perceived Behavioral Control exert significant effects on Purchase Intention, whereas Attitude does not. All three control variables were found to have no significant impact on Purchase Intention. These findings indicate that psychological and social elements are the main determinants of purchase intention in this context.

6.2 Discussion on Hypothesis

This study examined the factors influencing skincare purchase intention among Generation Z consumers in Indonesia. The analysis applied the Theory of Planned Behavior to assess the effects of Attitude, Subjective Norm, and Perceived Behavioral Control, while also incorporating Education Level, Budget Level, and Skin Profile as control variables. The results of the structural model showed that Subjective Norm and Perceived Behavioral Control exert significant effects on Purchase Intention, whereas Attitude does not. All three control variables were found to have no significant impact on Purchase Intention. These findings indicate that psychological and social elements are the main determinants of purchase intention in this context.

6.2.1 *Attitude and Purchase Intention*

The study found that Attitude does not significantly influence Purchase Intention. This result contrasts with the general expectation in the Theory of Planned Behavior, which posits that favorable

evaluations of a behavior should increase the likelihood of performing it. In this study, although respondents expressed positive perceptions toward skincare products, these attitudes did not translate into an intention to purchase. One possible explanation is that skincare purchasing behavior among Generation Z is shaped more strongly by external influences and perceived capability rather than by personal evaluations. In markets where trends and peer behavior heavily influence consumer decisions, Attitude alone may be insufficient to drive intention.

To further examine the role of Attitude, a supplementary analysis was conducted by estimating a simplified model including only Attitude and Purchase Intention. The bootstrapping results indicate that Attitude has a positive and statistically significant effect on Purchase Intention ($\beta = 0.364$, $t = 4.478$, $p < 0.001$). This finding suggests that favorable evaluations toward skincare products can independently influence purchase intention among Generation Z consumers.

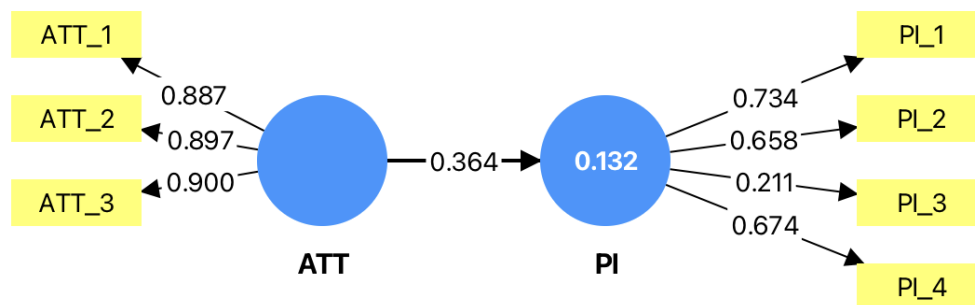
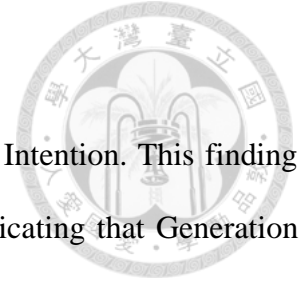


Figure 6.1 Smart PLS Result of Attitude to Purchase Intention

However, when the full Theory of Planned Behavior model is estimated, the effect of Attitude becomes non-significant. This indicates that the influence of Attitude is contingent upon the absence of stronger predictors. In the presence of Subjective Norm and Perceived Behavioral Control, which better capture social influence and perceived capability, the unique explanatory power of Attitude diminishes. Therefore, Attitude appears to function as a baseline condition rather than a decisive determinant of purchase intention in this context.



6.2.2 Subjective Norm and Purchase Intention

Subjective Norm showed a significant and positive effect on Purchase Intention. This finding is consistent with the Theory of Planned Behavior and aligns with studies indicating that Generation Z consumers tend to be highly responsive to social cues. Recommendations from friends, family members, and content creators play a meaningful role in shaping purchasing decisions. The importance of social influence suggests that skincare products are perceived not only as functional items but also as part of a social identity that is reinforced by peer groups and digital communities.

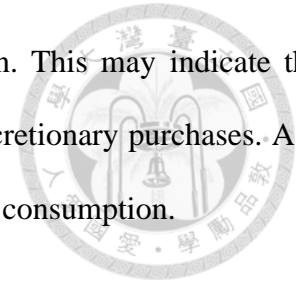
6.2.3 Perceived Behavioral Control and Purchase Intention

This study found that Perceived Behavioral Control has a significant and positive effect on Purchase Intention. This indicates that Generation Z consumers who perceive a higher level of control over skincare purchasing are more likely to intend to buy skincare products. When individuals feel confident in their ability to afford, access, and choose suitable skincare products, their purchase intention increases. Given the wide availability of skincare products and information in the market, consumers who feel knowledgeable and capable of managing their skincare routines are more likely to translate interest into intention. Therefore, perceived behavioral control plays a crucial role in shaping purchase intention in this context.

6.3 Discussion of Control Variables

The study included Education Level, Budget Level, and Skin Profile as control variables. None of these variables had a significant effect on Purchase Intention.

The lack of significance for Education Level indicates that skincare purchase intention does not vary substantially across respondents with different educational backgrounds. This suggests that skincare consumption is a widespread behavior that cuts across demographic groups.



Budget Level also did not significantly influence Purchase Intention. This may indicate that skincare products are viewed as essential personal care items rather than discretionary purchases. As a result, individuals across budget ranges may still maintain interest in skincare consumption.

Skin Profile was likewise insignificant. Although consumers often consider product suitability based on skin type, the intention to purchase may be driven more strongly by motivation, social influence, and perceived capability than by physical skin characteristics.

6.4 Theoretical Implications

The study contributes to the understanding of the Theory of Planned Behavior in the context of skincare consumption among Generation Z consumers. The significant effects of Subjective Norm and Perceived Behavioral Control reinforce the importance of social influence and perceived capability as central determinants of behavioral intention. The non-significant effect of Attitude highlights that positive evaluations alone may be insufficient in markets where social validation and personal ability play stronger roles.

The findings also indicate that demographic characteristics do not substantially modify the intention to purchase skincare products, suggesting that behavioral models may offer stronger explanatory power than demographic segmentation for this population. This enhances the applicability of the Theory of Planned Behavior in consumer studies involving digitally engaged and socially influenced groups such as Generation Z.

6.5 Practical Implications

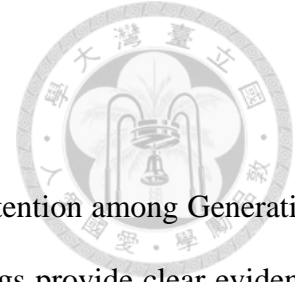
The findings provide several insights for practitioners in the skincare industry. First, the strong influence of Subjective Norm suggests that marketing strategies should emphasize social proof, peer

recommendations, and influencer partnerships. Messages that highlight community endorsement or shared experiences may strengthen purchase intention among Generation Z consumers.

Second, the importance of Perceived Behavioral Control implies that brands should ensure that consumers feel confident in choosing and using skincare products. This may be achieved through clear product information, personalized recommendations, accessibility, and pricing strategies that reinforce perceived affordability and value.

Finally, the non-significant effects of Education, Budget, and Skin Profile suggest that marketers may not need to rely heavily on demographic segmentation. Instead, strategies focused on behavioral and psychological triggers may be more effective for this market segment.

Conclusion and Limitations



7.1 Conclusion

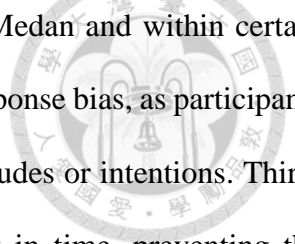
This study aimed to examine the factors influencing skincare purchase intention among Generation Z consumers in Indonesia using the Theory of Planned Behavior. The findings provide clear evidence that among the three core determinants of the theory, only Subjective Norm and Perceived Behavioral Control significantly predict Purchase Intention. Subjective Norm demonstrated a positive influence, highlighting the strong role of social expectations, peer recommendations, and digital communities in shaping skincare purchasing behavior. Perceived Behavioral Control also exhibited a substantial positive effect, suggesting that confidence in product choice, perceived affordability, and availability are critical in determining whether consumers intend to make a purchase.

In contrast, Attitude toward skincare although positive overall was not found to be a significant predictor of purchase intention. This suggests that personal evaluations alone are insufficient for motivating behavior in a context heavily shaped by social dynamics and perceived capability. The control variables, including Education Level, Budget Level, and Skin Profile, were all found to be non-significant. This indicates that purchase intention is driven more strongly by psychological and social determinants than by demographic characteristics. Skincare appears to be a universally relevant product category across different groups within Generation Z, further reinforcing the importance of behavioral rather than demographic segmentation.

Overall, the study provides empirical support for the applicability of the Theory of Planned Behavior in understanding Generation Z's skincare consumption behavior in Indonesia, while also highlighting the unique behavioral patterns of this demographic group particularly their high responsiveness to peer influence and self-efficacy-related factors.

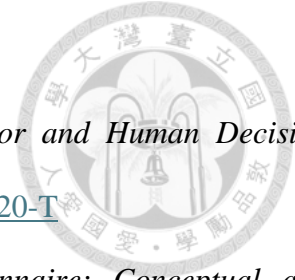
7.2 Limitations

This study has several limitations that should be acknowledged. First, the sample was limited to

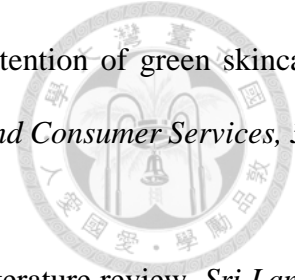


Generation Z consumers in Indonesia, which restricts to one City which is Medan and within certain education level. Second, the use of self-reported survey data may introduce response bias, as participants might not always provide fully accurate or objective assessments of their attitudes or intentions. Third, the cross-sectional design captures consumer perceptions at only one point in time, preventing the analysis of changes in behavior over time. Additionally, several measurement items were removed during the analysis due to low factor loadings, which may have narrowed the scope of certain constructs. Finally, the model focused only on direct relationships and basic control variables, leaving out potential mediators or moderators that could provide a more comprehensive explanation of skincare purchase intention.

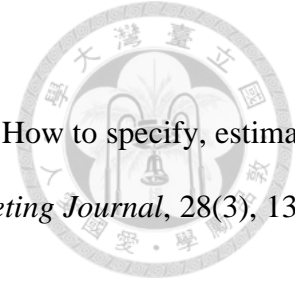
References



- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2006). *Constructing a Theory of Planned Behavior Questionnaire: Conceptual and Methodological Considerations*. University of Massachusetts Amherst.
- Badan Pusat Statistik [BPS]. (2024). *Indonesia population statistics 2024*. <https://www.bps.go.id>
- Francis, J. J., Eccles, M. P., Johnston, M., Walker, A., Grimshaw, J., Foy, R., Kaner, E. F. S., Smith, L., & Bonetti, D. (2004). *Constructing questionnaires based on the theory of planned behaviour: A manual for health services researchers*. Centre for Health Services Research, University of Newcastle upon Tyne.
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. Psychology Press. <https://doi.org/10.4324/9780203838020>
- Ghazali, E. M., Mutum, D. S., & Nguyen, B. (2017). Health and cosmetics: Investigating consumers' values for buying organic personal care products. *Journal of Retailing and Consumer Services*, 39, 154–163. <https://doi.org/10.1016/j.jretconser.2017.08.012>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage.
- Han, H., Hsu, L. T., & Sheu, C. (2010). Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental values. *Tourism Management*, 31(3), 325–334. <https://doi.org/10.1016/j.tourman.2009.03.007>
- Hidayat, A., & Prasetyo, W. (2023). Understanding Generation Z consumer behavior in Indonesia's digital marketplace. *Jurnal Manajemen dan Kewirausahaan*, 25(1), 15–27.



- Hsu, C.-L., Chang, C.-Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the Theory of Planned Behavior. *Journal of Retailing and Consumer Services*, 34, 145–152. <https://doi.org/10.1016/j.jretconser.2016.10.001>
- Jayatissa, K. A. D. U. (2023). Generation Z – A new lifeline: A systematic literature review. *Sri Lanka Journal of Social Sciences and Humanities*, 3(2), 179–186. <https://doi.org/10.4038/sljssh.v3i2.110>
- Kantar. (2025). *Why Indonesia's beauty market is growing faster than ever*. <https://www.kantar.com/inspiration/fmcg/why-indonesia-s-beauty-market-is-growing-faster-than-ever>
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Lee, J., & Lee, Y. (2018). The effect of K-beauty marketing on purchase intention of Asian consumers. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1123–1139. <https://doi.org/10.1108/APJML-01-2017-0009>
- Lubis, A. R. (2025). Generation Z's purchase intention for Somethinc skincare products. *Indonesian Journal of Business and Economics*, 9(1), 21–33.
- McKinsey & Company. (2021). *What is Generation Z?* <https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-gen-z>
- Nazir, M. (2014). *Metode Penelitian*. Bogor: Ghalia Indonesia.
- NielsenIQ. (2024). *How Gen Z consumer behavior is reshaping retail*. <https://nielseniq.com/global/en/insights/analysis/2024/how-gen-z-consumer-behavior-is-reshaping-retail>
- Pratama, A. D. (2023). The influence of attitude, social norms, and perceived behavioral control on cosmetic purchase intention among Indonesian Gen Z consumers. *Jurnal Ilmu Manajemen*, 11(2),



77–89.

Sarstedt, M., Hair, J. F., Cheah, J. H., Becker, J. M., & Ringle, C. M. (2020). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal*, 28(3), 130–153.

Setiawan, M., Widjojo, R., & Alamsyah, D. P. (2024). Consumers' reasonings for intention to purchase natural personal care products in Indonesian market. *Cogent Business & Management*, 11(1), 2289205. <https://doi.org/10.1080/23311975.2023.2289205>

Setyawati, S., & Widjaja, S. (2023). Determinants of purchase intention for halal skincare products in Indonesia. *Journal of Islamic Marketing*, 14(3), 567–584. <https://doi.org/10.1108/JIMA-04-2022-0127>

Statista. (n.d.). *Skin care in Indonesia – market outlook*. Statista. Retrieved December 16, 2025, from <https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia>

Wijaya, M., & Tjokrosaputro, M. (2024). Purchase intention toward local skincare. *International Journal of Application on Economics and Business*, 3(2), 45–56.

Wilson, A. (2022). Applying the Theory of Planned Behavior to cosmetics consumption: The role of social norms and self-concept. *Journal of Consumer Behaviour*, 21(5), 1118–1132. <https://doi.org/10.1002/cb.2051>

World Bank. (2024). *Indonesia economic outlook 2024*. <https://www.worldbank.org/en/country/indonesia/overview>

Appendix: Questionnaire Questions



Section A – Respondent Profile

1. Gender
 - Man
 - Woman
2. Age
 - 18 – 20
 - 21 – 23
 - 24 – 26
 - 27 – 28
3. Education Level
 - High school or equivalent
 - Diploma
 - Bachelor's Degree
 - Master's Degree or higher
 - Other (please specify): _____
4. How often do you use skincare products?
 - Daily
 - 4 – 6 times a week
 - 2 – 3 times a week
 - Once a week
5. How long have you been using skincare products?
 - Less than 6 months
 - 6 – 12 months



1 – 2 years

More than 2 years

6. Skin profile

Oily

Dry

Combination

Sensitive

Normal

7. Average budget per skincare item

Below IDR 50,000

IDR 50,000 – IDR 99,999

IDR 100,000 – 199,999

IDR 200,000 – IDR 349,999

Above IDR 350,000

8. Main source of skincare information

Social media

Friends/family

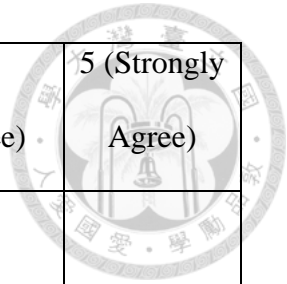
Beauty influencers

Advertisements

Others (please specify): _____

Section B – Attitude Toward Skincare Products (X1)

Please rate your agreement with the following statements.

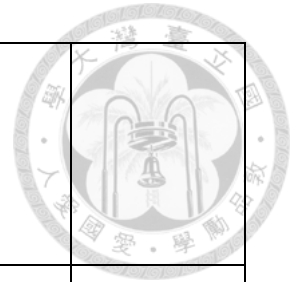


No	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	Using skincare products is beneficial for my skin health					
2	I enjoy using skincare products as part of my routine					
3	Using skincare helps me feel more confident about my appearance					
4	Skincare products are not worth the time and effort					

Section C – Subjective Norm (X2)

Please rate your agreement with the following statements.

No	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	My friends/family					

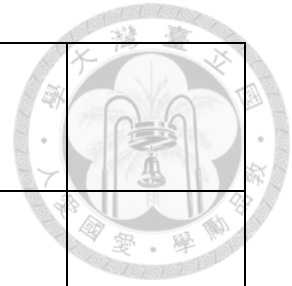


	encourage me to buy skincare products					
2	People who are important to me think I should use skincare products					
3	Most people my age regularly use skincare products					
4	Influencers affect my skincare choices					

Section D – Perceived Behavioral Control (X3)

Please rate your agreement with the following statements.

No	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	I can afford to buy skincare products that I prefer					
2	I know how to choose skincare					

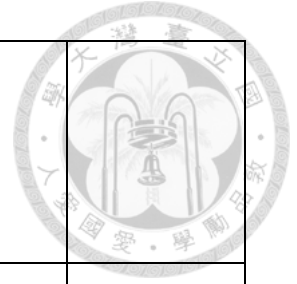


	products suitable for my skin					
3	Skincare products are easily available for me to purchase					
4	Even when I'm busy, I can still maintain my skincare routine					

Section E – Purchase Intention (Y)

Please rate your agreement with the following statements.

No	Statement	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
1	I intend to buy skincare within the next month					
2	I am likely to buy skincare products from the same brand I currently use					



3	I plan to try new skincare products in the near future					
4	I will recommend skincare products that work well for me to others					