

Female's Purchase Behavior On Skin Whitening Products.

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- **Abstract:** This study aims to analyze purchasing behavior of female consumers in skin whitening cosmetics products. The study was conducted with a survey of 187 respondents. The analysis technique used is Covariance Based Structural Equation Model (CB-SEM) with AMOS software. The results of the analysis show that of the 13 hypotheses proposed, there are 9 supported hypotheses, and 4 hypotheses are not supported. This study found that the antecedents of purchasing cosmetics skin whitening decisions were product quality, brand image, price, promotion, reference group, and family factors. The consequences of purchasing cosmetics skin whitening decisions are consumer satisfaction and the intention to do Word of Mouth (WoM).
- **Keywords:** Covariance Based Structural Equation Model, Word of Mouth, AMOS software