

ABSTRACT

***DETERMINANTS OF SKINCARE PRODUCTS CONSUMPTION
EXPENDITURE VIA MARKETPLACE PLATFORM
(A Study amongst Males and Females Student in Faculty of Economy Siliwangi
University)***

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This study was carried out to examine consumption expenditure of males and females student's online purchasing towards skincare products in Faculty of Economy Siliwangi University. This research focuses on the different variables affects student consumption and determine the influence of gender (male and female) student towards skincare consumption expenditure. The target sample was 50 males and 50 females student. Primary data was obtained and distributed through questionnaire. The results then made the following conclusions: (1) Partially, price of product has a positive effect but it has not significant on the result of skincare product consumption expenditure. However the variables of income and gender indicates a significant relationship of skincare product consumption expenditure. (2) Simultaneously, this research indicates a significant relationship between price of product, income, gender and skincare product consumption expenditure. (3) There are differences average consumption expenditure between males and females student towards skincare product. The results were analyzed through SPSS version 18.

Keywords: *consumption expenditure, gender, income, pocket money, price of product, skincare product.*

ABSTRAK

DETERMINAN PENGELUARAN KONSUMSI PRODUK *SKINCARE* PADA PLATFORM MARKETPLACE (Studi Kasus pada Mahasiswa Fakultas Ekonomi Universitas Siliwangi)

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Penelitian ini dilakukan untuk menguji pengeluaran konsumsi terhadap produk *skincare* pada pembelian *online* oleh mahasiswa dan mahasiswi Fakultas Ekonomi Universitas Siliwangi. Fokus dalam penelitian ini terletak pada variabel yang memiliki pengaruh terhadap konsumsi mahasiswa dan menentukan pengaruh dari pengeluaran konsumsi produk *skincare* pada mahasiswa dan mahasiswi. Sampel yang digunakan sejumlah 50 mahasiswa dan 50 mahasiswi. Penelitian ini menggunakan data primer melalui penyebaran kuesioner. Hasil penelitian menunjukkan bahwa: (1) Secara parsial, harga produk memiliki pengaruh positif namun tidak signifikan terhadap pengeluaran konsumsi produk *skincare*. (2) Secara bersama-sama, harga produk, uang saku dan gender menunjukkan hubungan signifikan positif terhadap pengeluaran konsumsi produk *skincare*. (3) Terdapat perbedaan rata-rata pengeluaran konsumsi produk *skincare* antara mahasiswa dan mahasiswi. Hasil olah data menggunakan alat bantu komputer SPSS 18.

Kata Kunci: Gender, harga produk, pendapatan, pengeluaran konsumsi, produk *skincare*, uang saku.