



The Influence of Consumer Behavior on Beauty Product Purchasing Decisions Through Shopee E-Commerce

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INFO ARTIKEL

Abstract

Keywords:

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This article is the result of a review that aims to see how consumer behavior influences purchasing decisions for cosmetic products through Shopee e-commerce, to better understand how consumer behavior in purchasing decisions is given to consumers related to beauty goods from various existing constraints regarding product purchases that are complex and require a lot of effort, based on the results of previous related research. The results of the review using Systematic Literature Review (SLR) of research published in journals published on Google Scholar range from 2012-2023.

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Introduction

Shopee is an e-commerce application that can be used to conduct online buying and selling transactions via cellphone. with speed and convenience Shopee provides various types of goods ranging from clothing to daily necessities. Shopee has been launched in a mobile application format to make it easier for Shopee

users to enter Indonesia at the end of May and Shopee started its operations in Indonesia at the end of June 2015. Shopee is a subsidiary of Garena based in Singapore. Shopee has a presence in several countries in the Southeast Asian region such as Singapore, Malaysia, Vietnam, Thailand, the Philippines, and Indonesia. Shopee Indonesia located at Wisma 77 Tower 2, Jalan Letjen. S. Parman, Palmerah, Special Capital Region of Jakarta 11410, Indonesia.

The use of the internet today has grown to become a massive global market for exchanging goods and services in recent decades (Mesatania, 2022). This goes hand in hand with an increase in individual lifestyles and the progress of the times where there are mechanical changes and data flows are developing rapidly, which can thus affect many things in a person's needs, lifestyle, or diverse desires and others that can affect choices in making purchases. An example of an activity that is currently trending is the implementation of buying and selling carried out online (Yanti et al., 2023). This technology leaves its mark on online media with the amount of data it obtains as a result of consumers' interactions with e-commerce platforms. (Salsabila et al., 2023).

Some of the advantages that the internet has, especially in terms of efficiency, are that it can significantly influence sales and purchasing approaches (Nofri & Hafifah, 2018). The digital era is now starting to penetrate into all lines of activity. From communication, science to advertising through online. online marketing is an effort made to market products and services using electronic media or the internet (Sitorus & Utami, 2017). The presence of this increasingly sophisticated technological innovation can facilitate various kinds of activities, including being used as a tool for marketing activities (Nufus & Handayani, 2022). Changes can occur in any aspect, especially supported by technological advances, this also includes changes in consumer behavior (Nainggolan et al., 2020).

Consumer Behavior

According to one expert, Kotler and Keller (2016: 179) state that "consumer behavior is the study of how individuals, groups and organizations select, buy, use, and dispose of goods, services, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and the reality of consumer behavior." Where this definition can be interpreted that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use *University of bina insan lubuk linggau*

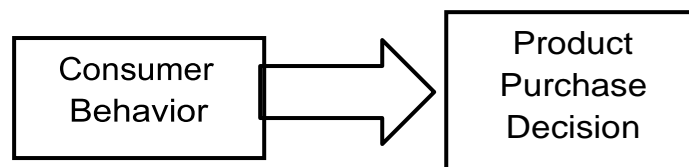
and dispose of goods, services or experiences to satisfy their needs and wants. A marketer must fully understand both the theory and the reality of consumer behavior.

Product Purchase Decision

Consumers need to consider carefully before making a purchase decision. The increasing need for beauty products, especially in the segment of teenagers who are currently starting to take care of themselves, is an attractive and profitable segment. The needs of each consumer are basically different, and are also influenced by many things such as consumer attractiveness and tastes for different products.

The phenomenon of changes in consumer behavior along with the development of the times and current technology in making purchasing decisions has taken place. So the influence of consumer behavior in deciding to buy beauty products through Shopee needs to be further analyzed by academics. In addition, this study also distinguishes variable indicators from previous studies and has a different character and novelty of research sources.

THEORETICAL FRAMEWORK



RESEARCH METHODS

This research was conducted using the Systematic Literature Review method (Dheo Rimbaro, 2023) The literature study method is carried out by identifying, evaluating, and interpreting all available research in a topic area (Shopee, 2015). The literature used is literature from research or review results recorded in nationally reputable scientific articles related to marketing management. All articles used are sourced from the journal article search service engine on Google scholar. The research approach aims to analyze the influence of consumer behavior on purchasing decisions for beauty products through shopee e-commerce.

RESULT

The Influence of Consumer Behavior on Purchasing Decisions for Beauty Products through Shopee e-commerce

Consumer behavior will change along with the dynamics and characteristics of society and its culture. For female consumers, beauty products are one of the needs that cannot be kept away. In the current market conditions, consumers have different motivations in choosing a product including beauty products that will be consumed. Consumer interest in choosing a product lies in the convenience of shopping, both exclusively and through social networks.

Several things encourage the growth of the beauty industry so that it has

implications for consumer behavior, namely, the massive population of young people in Indonesia, the assumption that good economic development can support the industry, then the sophistication of social media as a major contributor to the dynamics of the country's economy.

The following are examples of some research results from previous researchers that contain the influence of Consumer Behavior on Purchasing Decisions for Beauty Products through Shopee ecommerce:

Author (Year)	Previous Journal Title	Previous Research Results
1. Anggraeni, Alvin Nurul., Mardiana. & Nurfitriani. (2019)	The influence of consumer behavior on purchasing decisions for beauty products online through Shopee e-commerce	<p>I Consumer behavior towards purchasing beauty products online online through Shopee e-commerce is in the good category with a percentage value of 71.7% where consumers believe in Shopee e-commerce as a place to buy beauty products online.</p> <p>The statement that has the highest score is that I look for references first before buying beauty products through Shopee e-commerce and beauty products online at Shopeee-commerce.</p> <p>Based on the results of descriptive analysis, the Purchase Decision variable</p> <p>Purchasing decisions on purchasing beauty products online in e-commerce</p> <p>Shopee falls into a good category with a percentage value of 81.6% where consumers trust Shopee ecommerce as the right decision placeto buy beauty products online because of its convenience and efficiency.</p>
2. Aulia Adriyanti, Akhmad H Abubakar (2023)	The influence of consumer on purchasing decisions for beauty	behavior is found to have an influence on Consumer Behavior (X) to Purchase Decision (Y) is evidenced by the p-value <0.001 which is

	products through e-commerce shopee (passing academic data 220 students	<p>smaller than α Purchase Decision (Y) as evidenced by the p-value <0.001 which is smaller than $\alpha 0.05$. With a t- statistic value of $10.109 > t\text{-table } 1.655$ which proves that the effect is positive. Coefficient β_x Consumer Behavior is 0.536, which means, Decision Purchasei amounted to 0.536. Then, the variation in the Consumer Behavior variable Consumer Behavior (X) can explain the variation in the Purchasing Decision variable (Y) by 42.2%.</p> <p>Furthermore, the percentage of student purchasing decisions is influenced by variations in other variables by 57.8%.</p>
3. A.Yunita, and jony oktavianhariyanto (2012)	The influence of risk perception, quality, website web site, and consumer trust on purchasing decisions Consumers comerce shopee di kota semarang	The results showed that the main reason that influences purchasing decisions made by consumers is consumer confidence, which is characterized by confidence in the ability to provide goods. needed, confidence to always put consumers first, confidence in keeping promises made, uncertainty about the honesty of the company/seller, and confidence in providing high quality goods.
4. Nurjanah, Sheila Fitria, rini rahayudan daris zunaida (2019)	The influence of promotion, price and trust on purchasing decisions in e-commerce on students of hkbp nommensen university Medan	<p>Based on the results of research on Promotion, Price and Trust on purchasing decisions in Shopee Ecommerce at purchasing decisions at Shopee Ecommerce on</p> <p>Students of HKBP Nommensen University Medan, the following conclusions can be drawn:</p>

		<p>1. From the partial test results (t test) the Promotion variable (X1) shows that the significance value obtained is 0.036 <0.05 with a thirang of 2.125> table df 99 (n-k-1) which is 1.98525. So it can be concluded that H₁ is accepted and H₀ is rejected, meaning that the Promotion variable has a positive and significant effect on purchasing decisions in e-shopping. purchasing decisions on e-Shopee commerce on Students of HKBP Nommensen University Medan</p> <p>2. From the partial test results (t test) the Price variable (X2) shows that the significance value obtained is 0.039 <0.05 with a tcount of 2.097> tubel df = 99 (n-k-1), namely 1.98525. So it can be concluded that H₁ is accepted and H₀ is rejected, meaning that the Price variable has a positive and significant effect on purchasing decisions in Shopee e-commerce for HKBP University students. Nommensen University Medan.</p> <p>From the partial test results (t test) the Trust variable (X3) shows that the significance value obtained is 0.000 <0.05 with a tcount of 5.595> table df = 99 (n-k-1), namely 1.98525. So it can be concluded that H₁ is accepted and H₀ is rejected, meaning that the Trust variable has a positive and significant effect on purchasing decisions on e-Shopee commerce on Students of HKBP Nommensen University Medan</p>
5.	Analysis of the	Based on the explanation after

<p>Premana,G.fitarisma,A.yulianto, M.b.za man and M.A.wiryo (2020)</p>	<p>influence of consumer behavior in making online purchase decisions of the Brebes Regency Community on e-commerce shoppee</p>	<p>testing and analysis,it is found that consumer behavior has a significant effect on online purchasing decisions, then what form of consumer behavior in online purchases on e- commerce shoppee, from the results of the questionnaire shows the highest results, namely consumers can make purchases at any time through online purchases. This makes it easier for consumers to make purchases so that purchases become the main choice, so the level of online purchases will continue to increase by providing services that make it easy for consumers.</p>
<p>6. Mayvita I.M.P.Repi Joane V.Mangindaan Dantje Kales 2021</p>	<p>The effect of consumer fast food purchasingdecisions in tomohon ready KFC</p>	<p>behavior on the results of the study showed that consumer behavior partially influenced the results of the study. positive on purchasing decisions at KFC Tomohon. This is due to KFC Tomohon is able to fulfill the wishes of customers so as to maintain consumer purchasing decisions</p>
<p>7. Nike purwaningrum (2012)</p>	<p>The influence of consumer behavior on purchasing decisions for executive and super executive taxi transportation services at CV.Taxi Kita Bersama</p>	<p>Based on the results of the discussion in the study, it can be concluded that</p> <ol style="list-style-type: none"> 1. 1. Based on testing simultaneously, it turns out that the results of research prove that independent variables (social. Personality, psychology) simultaneously have a significant influence on the dependent variable, namely purchasing decisions. 2. 2. Based on partially, it turns out that the research results prove that all variables independent (social, personality, psikology) has a positive influence on the

		dependent variable, namely the decision to purchase Taxi transportation services. Executive and Super Executive Taxi at CV.Taxi Kita Bersama Pekanbaru
8.Roy,SK,Balajay,M.quazi,A.Quaddus.M (2018)	Decision ecommerce purchase decision Shopee in terms of motivation hedonic, utilitarian, sales promotion and consumer interest.	<p>From the results of the discussion regarding hedonic motivation, utilitarian, sales promotion, and consumer interest on purchasing decisions at Shopee Ecommerce, it can be concluded that consumer interest in purchasing decisions at Shopee Ecommerce can be taken some conclusions as follows:</p> <ol style="list-style-type: none"> 1. Based on the results of the F test, it shows that hedonic motivation, utilitarian, sales promotion, and consumer interest have a simultaneous and significant effect on purchasing decisions at Shopee Ecommerce. sales promotion, and consumer interest have a simultaneous and significant effect on purchasing decisions at E- commerce Shopee. 2. Based on the results of the t test, it shows that: <ol style="list-style-type: none"> a.Hedonic motivation has a positive and significant effect on purchasing decisions in shopee e-commerce. b.Utilitarian has a positive and significant effect on purchasing decisions on shopee e-commerce
9. Sri Mulyana (2021)	The Effect of Price and Product Reviews on Purchasing	Based on the results of hypothesis testing about the effect of price on purchasing decisions for fashion

	Decisions for Fashion Products Online at Shopee in Pekanbaru	products online at Shopee, empirically proving that price does not have a positive and significant direct effect on purchasing decisions for fashion products online at Shopee, meaning that many consumers purchase fashion products at Shopee not only seen from the price alone which is the main priority in buying fashion products.
10. Mohamad Basuni, Roby Setiadi, Gian Fitalisma, Syariefful Ikhwan (2023)	Analysis Influence Behavior Consumer in Taking Decisionm Purchase Online Community District Brebes on E-Shopee Commerce	The Online Customer Rating variable is classified as having a significant effect on purchasing decisions. The test results show that the variable Online Customer Rating variable has a significant, very low, and positive effect on purchasing decisions.
11. Abedneigo, R. C. (2020)	The Effect of Promotion Mix and Lifestyle on Purchasing Decisions at Shopee with Consumer Behavior as an Intervening Variable	Descriptive results show that 4 variables have entered the good category with their respective values, Promotion Mix 79.3% Lifestyle 83.2% Purchase Decision 79.6% and Consumer Behavior 83.7%. The results of hypothesis testing show that Promotion Mix has a positive and significant effect on Consumer Behavior with a t-statistic value of 3,513 and p values of 0.000. Lifestyle has a positive and significant effect on Consumer Behavior with a t-statistic value of 6.576 and p values of 0.002. Consumer Behavior has a significant effect on Purchasing Decisions with a t-statistic value of 28,230 and p values of 0.000.
12. Prativy, Anisya N (2014)	Analysis of Consumer Behavior in Purchasing Decisions for	Consumer behavior in the purchasing decision process for dragon foot products on average chooses a value of 3, which

	Dragon Foot Products (Case Study at CV. Bening Jati Anugrah, Bogor Regency)	means that the assessment shows a positive value. Factors that influence consumer behavior in buying dragon feet are purchase satisfaction, trust, product appearance, popularity, promotion, product knowledge, and taste and texture.
13. Jaiz, Muhammad, (2014).	The influence of promotion, price and trust on purchasing decisions in shopee e-commerce on students of hkbp nommensial university medan.	The results obtained from the t test show that the Price (X2) with significant level of 0.039 <0.05 with Price (X2) has a tcount of 2.097, when viewed from the t table, it can be obtained df = 99 (n-k-1), namely 1.98525. So it is known that the tcount value is greater than the ttable (2.097 > 1.98525). It can be concluded that price has a positive and significant effect on purchasing decisions.
14. Anisa, N., & Sitohang, H. T. (2021)	Analysis of Consumer Behavior in Transactions in E-Commerce.	From the research that has been conducted by researchers on Consumer Behavior on Purchasing Decisions in E-Commerce Shopee (Case Study of Sharia Banking Study Program Students IAIN Kediri) can draw conclusions in the form of, as follows: first, the behavior shown by sharia banking students IAIN Kediri in making decisions in every purchase in E-Commerce Shopee shows that every item purchased is an item that has great benefits and also the goods purchased are not always just for the mere desire but also the goods are goods that can be used with a range of time long enough to avoid the purchase of goods repeatedly.
15. Anderson, M., Palmblad, S., dan Prevedan, T. (2012)	E-commerce shoppe purchasing decisions in terms	From the results of the discussion regarding hedonic motivation, utilitarian, sales

	of hedonic motivation, independence, sales promotion and consumer interest.	<p>promotion, and consumer interest in purchasing decisions at Shopee E-commerce, several conclusions can be drawn. Consumer interest in purchasing decisions at E-commerce Shopee, several conclusions can be drawn as follows:</p> <ol style="list-style-type: none"> 1. Based on the results of the F test, it shows that hedonic motivation, utilitarian, sales promotion, and consumer interest have a simultaneous and significant effect on purchasing decisions at E-commerce Shopee. 2. Based on the results of the t test, it shows that: <ol style="list-style-type: none"> a. Hedonic motivation has a positive and significant effect on purchasing decisions in shopee e-commerce. b. Utilitarian has a positive and significant effect on purchasing decisions on shopee e-commerce.
16. Chaniago, Harmon. (2020).	Analysis Of Changes in E-Commerce Consumer Behavior During The Coronavirus Pandemic (Study on Shopee Consumer in Sukabumi).	In Abdurrahman's research (2002: 49), by looking at the total variance in the Total Variance Explained table, these researchers can determine which factor is the most dominant. Based on the results of the overall analysis of the research conducted by researchers, it turns out that the factors that dominate the influence of changes in

		consumer behavior are Lifestyle Factors, Motivation Factors, Social Factors, and Learning Factors.
17. Bachdar, S. (2018).	The effect of perceived usefulness and trust on customer satisfaction in shopee e-commerce	Based on the results and discussion of the research conducted, it can be concluded that Perceived Usefulness has a positive and significant effect on Shopee user satisfaction. Likewise, Trust has an effect on Shopee user satisfaction and simultaneously Perceived Usefulness (X1) and Trust (X2) are factors that affect satisfaction This shows that e-commerce is considered to provide many advantages such as shortening the relationship between sellers and other external entities such as suppliers, distributors, partners, and consumers which can be done quickly, and more intensively than conventional management principles because all components in trade are applied to e-commerce such as customer service, product services, and payment methods. The existence of guarantees in transactions such as confirmation, receipt of goods, etc.
18. Berinovasi, (2020, Oktober 6)	The influence of brand ambassador kpop stray kids and brand image on purchase decisions (study case of e-commerce shopee).	Based on the results of research and data processing, the author can draw the following conclusions: 1. Brand Ambassador stray kids does not have a significant influence on Purchasing Decisions at Shopee. 2. Shopee Brand Image has

		<p>a significant influence on purchasing decisions at shopee.</p> <p>Brand Ambassador stray kids and Shopee brand image have a significant effect simultaneously on purchasing decisions atShopee.</p>
<p>19. Badir, Mailal, & Andjarwati, Anik Lestari. (2020)</p>	<p>The effect of convenience and consumer confidence in using e-commerce on purchasing decisions (study on shopee users in medan city).</p>	<p>The effect of convenience and consumer confidence in using e-commerce on purchasing decisions (study on shopee users in medan city). The results of this study are supported by previous research entitled "The Ease and Trust Effect of Using E-Commerce on Online Purchases (Study on Consumers www.petersaysdenim.co m)". Based on statistical data analysis, the indicators in this study are valid and the variables are reliable. That convenience and trust have a positive relationship to online purchasing decisions. In other words, if convenience and trust increase, it will be followed by an increase in online purchasing decisions. BIBLIOGRAPHY Badir, Mailal, & Andjarwati, Anik Lestari. (2020).</p>
<p>20. Sabda Dian Nurani Siahaan (2020)</p>	<p>The influence of consumer behavior on purchasing decisions on oppo brand cellphones in medan city.</p>	<p>Based on the results of the research and discussion, the researchers concluded that in hypothesis testing carried out with SPSS version 22 analysis, the results of the simple linear regression coefficient value are positive, so it can be concluded that Consumer Behavior (X1) has a positive effect on Purchasing Decisions (Y1). So that the regression</p>

		equation is $Y = 5.667 + 0.785$
21. Nainggolan, N. T.(2020)	Consumer Behavior in the Digital Age.	Knowing how consumers behave can be utilized for the benefit of developing the ability of a marketer in carrying out his responsibilities. For academics, this consumer behavior analysis is one of the sources in deepening knowledge, especially related to consumer behavior.
22. Okta Nofri, Andi Hafifah (2018)	Analysis of consumer behavior in doing online shopping in Makassar city	Analysis of consumer behavior in doing online shopping in Makassar city. This study investigates how consumer behavior influences online product purchasing decisions in Makassar city. The factors that are thought to influence purchasing decisions (dependent variable) include cultural, social, personality and psychological factors (independent variables). For this reason, the questionnaire was filled out by no less than 100 randomly selected samples. Respondents answered a list of Likert-scale statements related to the variables studied. The results of quantitative analysis show that cultural, social, personality and psychological factors have a positive and significant effect on online purchasing decisions both simultaneously and partially. The most dominant variable influencing online purchasing decisions is social factors.
23. Hayatun Nufus, Trisni Handayani (2022)	Promotion Strategy by Utilizing TikTok Social Media in Increasing Sales (Case Study on TN	This study aims to find out what factors make the TikTok platform an effective promotional media in marketing a product and

		Official Store).	increasing sales. In this study the method used is a descriptive approach, this research is a field research, the data used from this study are primary and secondary data, with observation data collection techniques, and interviews. The results showed that sales promotion by giving discounts or price reductions, giving vouchers and coupons, free bars and product guarantees. Publicity with a direct approach to consumers. Interactive marketing by involving consumers in sales activities. TikTok with various interesting features in it. These things help TN Official Store to market their products and increase their sales. So optimal use of TikTok features and a good relationship with consumers can help increase sales. Thus, TikTok becomes an effective promotional media in marketing activities.
24.	Dony Hartono (2022)	Analysis of online shopping behavior on consumer purchasing decisions in the shopee marketplace during the new normal period (case study of shopee Indonesia consumers in tanggerang city).	The results of this study are to examine the influence of psychological factors, trust factors, safety factors, convenience factors on consumer purchasing decisions. This study has five hypotheses and the method used is quantitative. Sampling technique using Purposive Sampling. Sampling using a questionnaire instrument with a total sample size of 100 samples. The results are processed using a Likert scale of 1-5.
25.	Celia Pricilla	Factors influencing	This research aims to gain an

Mesatania(2022)	online buying behavior: A case of shopee customers.	understanding into the factors influencing customer buying behavior on e- commerce platforms such as Shopee, particularly from a behavioral standpoint. The current study identified 23 factors influencing online buying behavior, and then evaluated the performance of Shopee on these factors using the Relative Importance Index (RII). The results revealed that quality of product (or service), customer knowledge of the product, price of product, and shop's reputation are most important factors. Relatively least important factors are impulsive buying behavior, perceived enjoyment, tagline, and mood.
26. Dita Sari Suwandi, Tengku Ezni Balqiah (2023)	Factors Increasing Loyalty of Local Cosmetic Brands: A Study on Generation Z in Indonesia.	The fierce competition in the beauty industry in Indonesia raises the problem of loyalty with various choices and information accessibility from the Internet. Issues also surface from Generation Z, recently reported to dominate the market as digitally savvy and tends to be disloyal to one brand.
27. Muhammad Irfan Restu Fulandi (2023)	Analysis of the Influence of Brand Awareness, Product Quality and the Influence of Advertising on Smartphone Purchasing Decisions (Case Study of the Wedomartani Region).	The results of this data analysis indicate that Brand Awareness has no significant effect on purchasing decisions. Meanwhile, product quality and advertising influence have a positive and significant effect on purchasing decisions.
28. Anita Rahmawati(2021)	Consumer Behavior in Islamic Perspective:	The result of this study is the importance of understanding consumers, knowing

	Concept, Theory and Analysis.	consumer behavior, both domains and models of consumer behavior as well as the consumer decision process and the factors that influence consumer purchasing decisions, which include cultural, socio-economic, personality and psychological factors. The study of consumer behavior in an Islamic perspective is deepened by critically examining the theory of consumption behavior in conventional economics which is not value free, but is constructed by two basic values, namely rationalism and utilitarianism, so that it is seen as not parallel to the substantive values of Islam
29. Anafi, Muhammad, Wahyu. 2020.	The effect of product diversity and consumer confidence in determining consumer buying interest on purchasing decisions at prosperous stores in Mangaran	Based on the results of the analysis and discussion previously described, several conclusions can be drawn from the overall research results, namely as follows: 1. Product diversity has a significant positive effect on consumer buying interest (H1 accepted) 2. Consumer confidence has a significant positive effect on consumer buying interest (H2 accepted).
30. Arifai, A. A., & Trihandayani, Z.(2018)	The Influence of Consumer Behavior on the Decision to Choose the Use of Prepaid and Prepaid Electricity KWH Meters at PT PLN (Persero) Pancur Batu Branch.	From the results of research and discussion in the previous chapter, it can be concluded as follows: 1. The results of the validity test for the consumer behavior variable and the selection decision are all valid because the total item correlation value $r_{count} > r_{table}$ while the results of

		<p>the reliability test Cronbach alpha value for the consumer behavior variable and the selection decision > reliability value so that it can be declared reliable and reliable.</p> <p>2. The t-test results show that partially the consumer behavior variable has a positive and significant effect on selection decisions. This can be seen from the significance value for the consumer behavior variable < from the alpha value or where $t_{count} > t_{table}$.</p>
31. Kalih Purwasih 2019	The effect of product, price, distribution and promotion on purchasing decisions in shopee e-commerce.	<p>From the results of research and discussion, it can be concluded that the product variable has a significant influence on purchasing decisions in Shopee e-commerce. This is based on the results of the Spearman rank test which shows that the correlation coefficient of the product variable with the purchase decision is 0.444 which means moderate or sufficient with a positive direction and in ordinal regression testing with the results of calculating parameter estimates in comparing categories to a higher baseline that the product has a significant effect on purchasing decisions with $sig. (<0.05)$.</p>

DISCUSSION

Consumer Behavior

According to one of the experts, Kotler and Keller (2016: 179) state that "consumer behavior is the study of how individuals, groups and organizations select, buy, use, and dispose of goods, services, or experiences to satisfy their needs and wants. Marketers must fully understand both the theory and the reality

of consumer behavior." Where this definition can be interpreted that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use and dispose of goods, services or experiences to satisfy their needs and wants. A marketer must fully understand both the theory and the reality of consumer behavior.

Factors of Consumer Behavior

Consumer behavior in purchasing decisions is influenced by several factors. These factors can vary, ranging from psychological factors, character, satisfaction and so on. According to Pride and Ferrell in Sangadji and Sopiah (2013: 335-337) there are three factors that influence consumer behavior in buying goods or services, namely as follows:

1. Faktor Pribadi (Personal Factor)

1. In personal factors, it is divided into three parts, namely demographics, situational and level of involvement:

a. Demographics

Relates to who consumers are involved in decision making. The individual characteristics in this factor are gender, age, race, ethnicity, income, cycle, work and family life.

b. Situational External circumstances or conditions within consumers when making purchasing decisions.

c. Level of Involvement

Indicated by the extent to which consumers first consider their decision before buying a product or service.

2. Psychological Factors (Psychological Factor)

There are several psychological factors that can influence consumers in making purchases, including:

a. Motive

The internal energy force that directs a person's activities towards meeting that person's needs and achieving goals.

b. Perception

The process of selecting, organizing, and interpreting input information to produce meaning.

c. Ability and Knowledge

Ability is the ability and efficiency in an individual to do or perform certain tasks. The ability that marketers are interested in is the individual's ability to learn where the learning process is a change in individual behavior caused by experience and information.

d. Attitude Towards knowledge and positive or negative feelings towards certain objects or activities.

e. Personality

This factor is an internal characteristic and behavior that makes a person unique. A person's personality can come from family heredity or personal experience.

3. Social Factors

There are several social factors that can influence the behavior of a consumer, namely:

a. Family Role and Influence

In terms of consumer behavior, the family has an influence on consumers in purchasing decisions. Each family member has different tastes and interests.

b. Reference Group

This factor has a function as a source of information or comparison for individuals so that the behavior of reference group members when buying products from certain brands will be influenced by the reference group.

c. Social Class

This factor is a group that is open to individuals who have a similar social level. In this social class, there is a distinction of society into classes in stages, namely high class and low class.

d. Culture and Sub-culture. Culture and Sub-culture

Factor

1. Problem Recognition

This stage begins when consumers begin to realize their problems or needs which can be triggered by internal or external stimuli. At this stage, marketers can search for and collect information about triggering needs from a number of consumers.

2. Information Search

This stage is where consumers start looking for more information about the need for a good or service. Various sources of information search are available today. Starting from friends, family, mass media, organizations, websites, advertisements and product use (Kotler and Keller, 2016: 196).

3. Evaluation of Alternative

This stage is where consumers evaluate all the information that has been collected about the goods or services they need or are interested in. There are basic concepts that can shape the judgment of consumers, namely consumers trying to meet their needs, some consumers are looking for benefits from the goods or services purchased and consumers have the assumption that the goods or services purchased have their own ability to fulfill consumer desires.

4. Purchase Decision

This stage is where consumers decide to buy the preferred goods or services that are in accordance with the alternative choices that have been evaluated at the previous stage. There are several sub-decisions formed by consumers, namely product, brand, quantity, supplier, time and payment method.

5. Postpurchase Behavior

At this final stage, consumers will experience satisfaction and dissatisfaction with the goods or services that have been purchased. Consumers will experience satisfaction if the goods or services purchased match their needs or can fulfill their desires. Conversely, consumers will experience dissatisfaction if the goods or services do not meet expectations. If consumers are satisfied, there is a possibility that they will make repeat purchases of the goods or services purchased or buy similar products related to the previously purchased products.

According to Kotler in Guntur (2014: 6), there are five indicators in the purchasing decision process, namely:

1. Purpose

Every consumer or potential buyer must recognize their purpose for a product before deciding to buy a product that suits their needs and desires.

2. Information processing

Information processing activities up to product selection. Consumers or potential buyers will first seek information about the product to be purchased in order to assess the product that is trusted according to their needs and desires.

3. Stability

After selecting and assessing the product, it will give rise to a feeling of confidence in the consumer towards a product that is on the list of consumer choices to be purchased and used according to their needs and desires.

4. Recommendation

After consumers buy the product they choose and feel satisfied, consumers will give recommendations on the products they buy and use to the people closest to them first.

5. Repurchase

Because consumers are satisfied with the products that have been purchased and used, it is likely that consumers will make repeat purchases of these products.

CONCLUSION

Based on the description, findings and discussion that the author has discussed previously, the author concludes that to make a hypothesis for further research on the influence of consumer behavior on purchasing decisions for beauty products through shopee e-commerce, namely:

1) the influence of consumer behavior in terms of personal factors, psychological factors, social factors.

2) the influence consumer behavior in purchasing decisions, namely:

1. Purpose: must recognize their purpose for a product

2. information processing: consumers / buyers will first seek information about the product being purchased.

3. stabilization: after selecting a product, it will cause confidence in consumers in a product that is in choice

4. Recommendation: consumers will provide recommendations for the products they buy

5. Repurchase: Products that have been purchased and used, it is likely that consumers will make repeat purchases of these products.

Based on the conclusions drawn by the author, the author then strengthens the suggestions in this article, that there are still many influences on consumer behavior on purchasing decisions for beauty products through shopee e-commerce. Thus, further study is needed and contains broader material in order to complement this article which has been mentioned earlier.

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