

The Influence Of Media And Group Influence On Generation Y Attitudes In The Use Of Beauty Products Mediated By Subjective Norms

Gen Y Purchasing
Decision of Beauty
Product

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Jesicha Aulya Purnama
Universitas Esa Unggul
Email : jesichaaulya9@student.esaunggul.ac.id

Muhammad Arief
Universitas Esa Unggul
Email : muhammadarief@esaunggul.ac.id

Anak Agung Ketut Diatmika
Universitas Esa Unggul
Email : agungketutdiatmika@gmail.com

Primasatria Edastama
Universitas Esa Unggul
Email : primasatria@esaunggul.ac.id

Submitted:
FEBRUARY 2024

Accepted:
NOVEMBER 2024

ABSTRACT

Media influence important For spread information about product beauty , while *group influence* influence consumer in follow standard group before buying . *Subjective norms* mediate influence second variable the to behavior consumers , depending on the reaction friends , family and loved ones to trends from media and *group influence* . The goal from study This is For analyze connection *media influence* , *group influence* , and *subjective norms* to *attitudes* Generation Y female consumers in use *skincare product* , in Bekasi City area. Research This done with descriptive quality with method quantitative . Data in study This done from 168 respondents user Scintifi . Conceptual model study analyzed use *Structural Equation Model Partial Least Square* (SEM-PLS). Research result show that *media influence* and *group influence* influential positive to *subjective norms* consumer woman generation Y on *beauty products* . Suggestions for study next in the future come can covers consideration various product *skin care* others . Besides that , researchers can also use or add other relevant variables . Then , future research should do research on different regional scopes .

Keywords : *Media Influence, Group Influence, Subjective Norms, Attitudes*

INTRODUCTION

Beauty industry Keep going grow in a way significant with level growth in 2022 of 4.75 % , indicating that No There is indication slowdown growth globally ((Sickler, 2022; Takaya et al., 2019). And then, Smith (2018) explain that woman is segment important in *beauty products* Because they more care about appearance , problem weight , makeup and care hair . Initially , consumers *beauty products* in Indonesia tend to focus on cosmetics decorative , such as make-up. However moment this , *attitudes* awareness woman generation Y grows up that maintenance Optimal *skincare* is also important . *Attitudes* towards *beauty products* become important Because influence decision consumer generation Y in choose , buy , and use products Therefore . that , understand and manage *attitudes* consumer woman to *beauty products* is step important for marketers and manufacturers For to achieve success in a competitive market this (Ghazmahadi et al.,

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 6, 2024
pp. 2475 - 2492
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i6.1701

2020; Hyejeong Kim & Karpova, 2010; Takaya et al., 2020). In Indonesia, during the COVID-19 pandemic, there was improvement trend in business *beauty products*. As a result, customers woman generation Y is more understand *attitudes to beauty products* sustainable which is influenced by change style alive. Those who are now called Generation Y is generation young Individuals born in 1984-2006 (Imran, Mariam, et al., 2020; Hyejeong Kim & Karpova, 2010; Mariam et al., 2021; Nurdiansyah et al., 2020).

One of well-known beauty *product* wide is Skintific. And Skintific is a brand *skin care* from Canada, currently get significant popularity in Indonesia. After entered the Indonesian market at the end of 2021, brand This Now be one of brand *The skincare* most preferred by generation Y. Even though price offered Skintific it is said tend more expensive if compared to with price *skin care* others, but Still many people like it Because considered give good results. Products This has pass test results from BPOM and has get halal certification. In facing positive progress of the *beauty product* market, has understanding deep about preference consumer to *beauty products* become a must (Chen C.W. et al., 2011; Imran, Arvian, et al., 2020; R. A. Pratama et al., 2023; Supiati et al., 2021).

Media Influence is very important for media platforms, including those of a traditional or digital, is highly dependent on income from advertisement For guard continuity its operation (Bachtiar et al., 2023; Jones & Kang, 2019; Ramli, 2020b; Sukarno et al., 2020). *Media influence* is method important For convey message marketing to the target market (Chandra et al., 2019; Dalziel & De Klerk, 2021; Megawaty et al., 2024; Rumaidlany et al., 2022). Considering height content advertising in the media, can give significant influence to consumer *attitudes* generation Y towards diverse products and services. Consumers from generation Y has trust to type review This Because considered as credible and authentic sources (Bevan-Dye, 2020; Mariam et al., 2020; Miaty et al., 2024; Steven et al., 2023). This factor, together with ability they For access information products and services Good through traditional media or digital, making generation Y as the most knowledgeable consumer throughout history (Bevan-Dyea, 2019; Fachridian et al., 2024; Sutriani et al., 2024; Sylvia & Ramli, 2023).

Consumers are also influenced by the very important *Group Influence* where they often follow the norm or standards set by the group certain that are considered relevant (Amalia et al., 2024; Madahi & Sukati, 2012; Rizky et al., 2023; Sari & Ramli, 2023). Therefore that, if omnichannel consumers combine online and physical channels For make decision with level high confidence, that connection social is also important For omnichannel experience (Mariam et al., 2023; Orús et al., 2019; Ramli, 2019; Situmorang et al., 2023). In an omnichannel experience, recommendations from Friend can strengthen preference consumers, regardless from their online experience previously different. In addition, the view consumer generation Y towards opinion Friend same age considered very valuable, making they prone to to *group influence*. They also use part big time free time they For look for information before do purchase (Febriani et al., 2023; M. P. Pratama et al., 2023; Ramli et al., 2020; Shephard et al., 2016).

Subjective norms is perception individual to *attitudes* friends, family, colleagues work, and friends peers, towards a behavior certain (Greaves et al., 2013; Kalim et al., 2024; K. Kurniawati et al., 2024; Nurcahyani et al., 2023). *Subjective norms* considered important Because decision Consumers are highly dependent on the expected reaction after follow a activity (Khasanah et al., 2021; Mariam et al., 2022; Raman, 2019; Ramli, 2020a). In society moment This is subjective *norms* which are also called social norms. formed from opinion friends, family, or other people in group the same social, as well as various influence on social media (Belanche et al., 2019; Mariam & Ramli, 2023; Meidiyanty et al., 2023; Synodinos & Bevan-Dye, 2017).

Variables related research on media *influence*, *group influence*, *subjective norms*, *attitudes* Already There is action previously. Where *media influence* has a positive effect on *subjective norms* of female consumers of generation Y on *beauty products* (Hawkins & Mothersbaugh, 2013; Solomon & Rabolt, 2009; Dalziel & De Klerk, 2021; Ardhana et al., 2024;

Thamanda et al., 2024; Yunus et al., 2023; López-Nicolás *et al.*, 2008; Aziz *et al.*, 2020) . *Group influence* has a positive effect on *subjective norms* of female consumers of generation Y on *beauty products*. (Parumasur & Roberts-Lombard, 2013; Kotler & Keller, 2015; Arifah et al., 2024; Diatmono et al., 2020; Saputra et al., 2024; Utama et al., 2020; Madahi & Sukati, 2012; Fernandes & Londhe, 2015; Lim & Dubinsky, 2005) . *Subjective norms* have a positive effect on *the attitudes* of female consumers of generation Y. on *beauty products* (Dalziel & De Klerk, 2021; Tarkiainen & Sundqvist, 2005; Kim *et al.*, 2013; Schepers & Wetzels, 2007; Hadiyanti & Ramli, 2024; Mulyadi et al., 2020; Soh *et al.*, 2017; Teo *et al.*, 2012) . *Subjective norms* have a positive influence in mediating *media influence* on *the attitudes* of Generation Y female consumers on *beauty products*. (Dalziel & De Klerk, 2021) . *Subjective norms* have a positive effect in mediating *group influence* on *the attitudes* of Generation Y female consumers on *beauty products*. (Dalziel & De Klerk, 2021) .

Previous studies has discuss about a number of related variables with the influence of *media influence*, *group influence*, *subjective norms* and *attitudes* (Hair et al., 2019; Dalziel & De Klerk, 2021) . However thus object study previously to woman generation Y enrolled in college high state universities (HEIs), in particular user *beauty product* located in South Africa. Object study moment This aimed at to woman generation Y above *skincare products* scintific in the Bekasi City area.

Research purposes This is For analyze the influence of *media influence*, *group influence*, and *subjective norms* on *consumer attitude* woman generation Y in use *skincare product* , in Bekasi City area . Research This expected capable give contribution level science management marketing , providing addition information as well as beneficial especially for entrepreneurs in increase usage product moreover to woman generation Y through a number of variable his supporters .

LITERATURE REVIEW

Attitudes

Attitudes are defined as “ learned tendencies ” For react in a way positive or negative to a situation ” (Eki & Ramli, 2024; Huang et al., 2004; Mariam & Ramli, 2020). *Attitudes* is judgment , feelings , or trend individual to behavior , product , or service certain , which can nature Good or bad (Parumasur & Roberts-Lombard, 2013; Samuel & Ramli, 2024; Sinurat et al., 2024). *Attitudes* show evaluation a matter Good or bad and motivating buyer For decide buy goods or brand certain . Assessment This can influence decision consumer For buy and if consumer own good emotions , they tend do transaction For buy product the (Novarian & Ramli, 2020; Ramli & Novariani, 2020; Schiffman, Leon G & Wisenblit, 2019).

Media Influence

Media Influence Term is represent all channel communication through which message information , entertainment , education , data or communication marketing disseminated (Acar, 2018; Mariam & Ramli, 2022; Sylvia & Ramli, 2023). *Media Influence* defined as “very important” in determine behavior when people get information about behavior social from other people's behavior and use information the for make decision his behavior itself ” (Kim *et al.* , 2012) . Digital technology that emphasizes content and engagement user as well as allow online interaction , networking , and collaboration are known as *social media* (Carr & Hayes, 2015) . In particular , the importance of *social media* confirmed in develop connection communication between brands and consumers (Baldus *et al.*, 2015) .

Group Influence

Schiffman and Kanuk (2015) define *group influence* as a “ functioning group ” as framework reference for individual For take decision consumption Because they considered as source information that can reliable ”. According to Parumasur & Roberts-Lombard (2013) agree and express that it is very important for consumer For use *group influence* as base formation values and *attitudes* certain , including pattern behavior related consumption . Consumers often gather information from *group influence* before take

decision purchase (Schulz, 2015) . Barry & Wentzel (2006) state that Friend each other influence through learning through observation .

Subjective Norms

Subjective norms is perception individual to pressure normative social related with involvement or non-involvement in a behavior (Maharani & Ramli, 2024; Mariam & Ramli, 2021; Sari & Ramli, 2023). According to Armitage & Conner (2001) *subjective norms* refers to capacity individual For get agreement or accept sanctions from people who are considered important related with a behavior . *Subjective norms* is factors that a person considers when decide For act , which involves request opinion or view from member family , friends , or colleague Work (Gunawan & Ramli, 2023; Indriani & Ramli, 2024; Schiffman, Leon G & Wisenblit, 2019).

RELATIONSHIP BETWEEN VARIABLES

Influence Media Influence To Subjective Norms

Media influence stated as a medium or track communication utilized by companies cosmetics For introduce the product to the target market , media preferences can varies depending on different target markets , depending on the group age , ethnicity , class social or stages in cycle life family (Hawkins & Mothersbaugh, 2013; Kadir & Ramli, 2024; Novianti & Ramli, 2023). For reach a specific target market , message must delivered through media or appropriate channel (Solomon & Rabolt, 2009) . According to Dalziel & The Clerk (2021) state that media influence has influence positive and significant on subjective norms. Influence the arise from individual who allows himself influenced by the media at the moment make decision purchase , then look for views and agreements from family and friends who are considered important . (López-Nicolás *et al.* , 2008; Aziz *et al.* , 2020) . Based on relevant research above , then hypothesis made as following :

H 1 : *Media influence* has a positive effect on *the subjective norms* of female consumers of generation Y on *beauty products*.

Influence Group Influence To Subjective Norms

Parumasur & Roberts-Lombard (2013) agree , state that *Group influence* is very important in help consumer to form values and attitudes certain , including pattern related behavior with consumption . According to Kotler & Keller (2015) *group influence* can influence behavior consumer in various ways , including to expose individual on change in behavior and patterns life influence method We see self myself , and push We For adapt . With Thus , *group influence* have impact positive directly , especially friends who have influence significant to behavior purchase consumer young (Madahi & Sukati, 2012) . Fernandes & Londhe (2015) find that women are very sensitive to *group influence* in decision consumption *beauty products* them . Because *subjective norms* refers to the influence social , which is function How other people's opinions influence consumer (Arbol & Ramli, 2024; Harahap & Ramli, 2023; Lim & Dubinsky, 2005; Mariam & Ramli, 2023). Based on relevant research above , hypothesis following made :

H 2 : *Group influence* has a positive effect on *the subjective norms* of female consumers of generation Y on *beauty products*.

Influence Subjective Norms To Attitudes

According to study (Dalziel & De Klerk, 2021) find that *subjective norms* impact positive and significant on *attitudes* . Consumers will own *attitudes* positive and considerate product the valuable , useful , important and good Because there are people who can reliable support action said , a study conducted by (Tarkiainen & Sundqvist, 2005) . For ensure consumer own *attitudes* positive to a product or brands , marketers and *retailers* must designing and implementing marketing strategies , pressure This determined by belief *subjective norms* individual about other people's expectations (Kim *et al.*, 2013) and having significant influence to *attitudes* (Schepers & Wetzels, 2007) . Soh *et al.*, (2017) agree that consumer usually look for reviews and experiences from other customers who have do purchasing and consuming goods the before take decision purchases . Perceived social norms This determine trust personal about behavior and also decide whether action the

justified or No (Teo *et al.*, 2012) . Based on relevant research above , then hypothesis made as following :

H 3 : *Subjective norms* have a positive influence on *the attitudes* of female consumers of generation Y. on *beauty products*.

Subjective Norms Mediating Media Influence To Attitudes

Research conducted by (Dalziel & De Klerk, 2021) state that *subjective norms* play a role as a mediator in *media influence* to *attitudes* . This is indicates that when a consumer exposed to media messages that promote beauty , such as advertisements , reviews , and testimonials, and at the same time get support and approval from family as well as friends they related product those attitudes or view positive they to *beauty products* the tend increase in a way significant . In the context of this , influence social from environment closest No only give confession addition to decision purchase , but also strengthen belief consumer that product the can give desired and achievable benefits reliable .

H 4 : *Subjective norms* have a positive influence in mediating *media influence* on *the attitudes* of Generation Y female consumers towards *beauty products* .

Subjective Norms Mediating Group Influence To Attitudes

Research conducted by (Dalziel & De Klerk, 2021) confirms that *subjective norms* act as a mediator in *group influence* on *attitudes*. In other words, when a consumer is influenced by the opinions and preferences expressed by his/her social group, including family and friends, Consumer *attitudes* towards the *beauty product* tend to experience a positive increase. The influence of the social environment not only validates the purchasing decision, but can also strengthen the belief that the product is effective and in accordance with their expectations, thus providing additional encouragement to try and choose the product.

H 5 : *Subjective norms* have a positive influence in mediating *group influence* on *the attitudes* of Generation Y female consumers towards *beauty products* .

Based on the hypothesis framework above, the research model can be seen as follows:

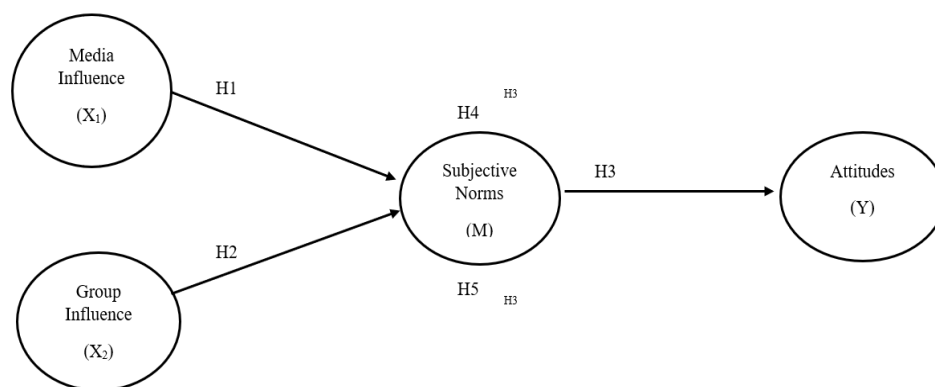


Figure 1 Research Model

RESEARCH METHODOLOGY

Research Design

Study This use design study descriptive causality (*descriptive causality*) with use method quantitative . Research descriptive intended For collect explanatory data characteristic features subject of interest in research , and objectives from use design study causal This is For evaluate How variables in study This interact One each other, or For determine How changes in one variable can influence variable other (Dalziel & De Klerk, 2021) . Variables study This consists of from *Media Influence*, *Group Influence*, *Subjective Norms*, *Attitudes*.

Measurement Instrument

Measurement in research This use scale likert 5 points , starting from strongly agree to very much not agree . To explain Meaning from research and confirm confidentiality of

collected data , questionnaires with letter Introduction . Questionnaire administered survey itself consisting of from question structured used For collect the necessary data . Questionnaire This collect related data with information demographic participants , *media influence* (five items), *group influence* (four items), *subjective norms* (four items) and *attitudes to beauty product* (four items). Questions This adapted from existing scale by (Dalziel & De Klerk, 2021) .

Population and Sample

Good population and also sample used in study This focused on segment student woman Generation Y is user *skincare product* brand scintifi . Samples were collected with use method *non-probability sampling* with technique *purposive sampling* , namely choose element the most likely sample For participate in research and provide the information required , namely consumers who have ever do purchase cosmetics in a month final with Respondent aged 18-40 years and domiciled living in Bekasi. Researcher choose range age the Because they grow together with sophistication from various technology , social media , being at the age of productive , and also requires *skincare products* For fulfil their needs . In addition , they have also used to use *skincare products* in daily life . The number of sample is as many as 85 respondents (17 indicators) times 5) (Hair *et al .* , 2019) .

Data Analysis Techniques

Study This apply approach quantitative with method For analyze the data, namely use *Structural Equation Model Partial Least Square* (SEM-PLS), ie questionnaire research conducted online with use *google form* For collect data. Data analysis using 2 measurement models , namely *outer model* and *inner model* . Measurement *outer model* done with validity test convergent using *loading factor* >0.70 and *Average Variance Extracted* (AVE) >0.50. In addition , the validity test discriminant done with *cross loading* >0.70. Testing reliability done with use *Cronbach's Alpha* and *Composite Reliability* , where the expected value is >0.70. Measurement *inner model* done with *Adjusted R²* is used For measure how much big influence variable exogenous to endogenous variables . Furthermore , the influence variable tested through hypothesis with mark significant determined by a *p-value* <0.05 (Hair *et al .* , 2019) .

RESULT AND DISCUSSION

Analysis Characteristics Respondents

Respondents in the study This is use *skincare* on products Skintific , and at least ever do purchase in 1 month Lastly . The questionnaire was distributed use *google form* that has been collected as many as 169 respondents who live in Bekasi. The results of data collection show that as many as 86.3% (145 respondents) used it Skintific is women and as many as 13.7% (23 respondents) men who do not enter into the criteria . Next in context age , respondents dominated by those aged 18-22 years , amounting to 58.9% (99 respondents) , continued with aged 23-30 years , which amounted to 30.4% (51 respondents) , and aged 31-40 years amounted to 10.7% (18 respondents) . Following is distribution Respondent based on category work moment This as many as 52.4% (88 respondents) are Students , 4.8 % (8 respondents) are Civil servants , 25% (42 respondents) work as Employee Private , 4.8% (8 respondents) are Self-employed , 7.7% (13 respondents) have the status as Housewives , and 5.4% (9 respondents) entered in category Others . Meanwhile that , the majority Respondent use Skintific not enough from 2 times in a month , namely by 66.1% (111 respondents) . As many as 26.8% (45 respondents) did purchase Skintific 3-5 times, and 7.1% (12 respondents) did it purchase more from 6 times in a month . Respondent data can see appendix 5 part A.

Evaluation Results Outer Model Analysis

Analysis results *Outer Model Analysis* with validity test convergent show that mark *loading factor* For all indicator variable exceeds 0.70. If all indicator in the SEM-PLS model meets validity test requirements convergent , validity discriminant , and reliability , then results SEM-PLS analysis can used For test hypothesis in research . Validity convergent can tested through mark *loading factor* For every indicators on variables , where if mark

loading factor obtained more >0.70, then considered Already Enough strong in validate and explain the underlying indicators .

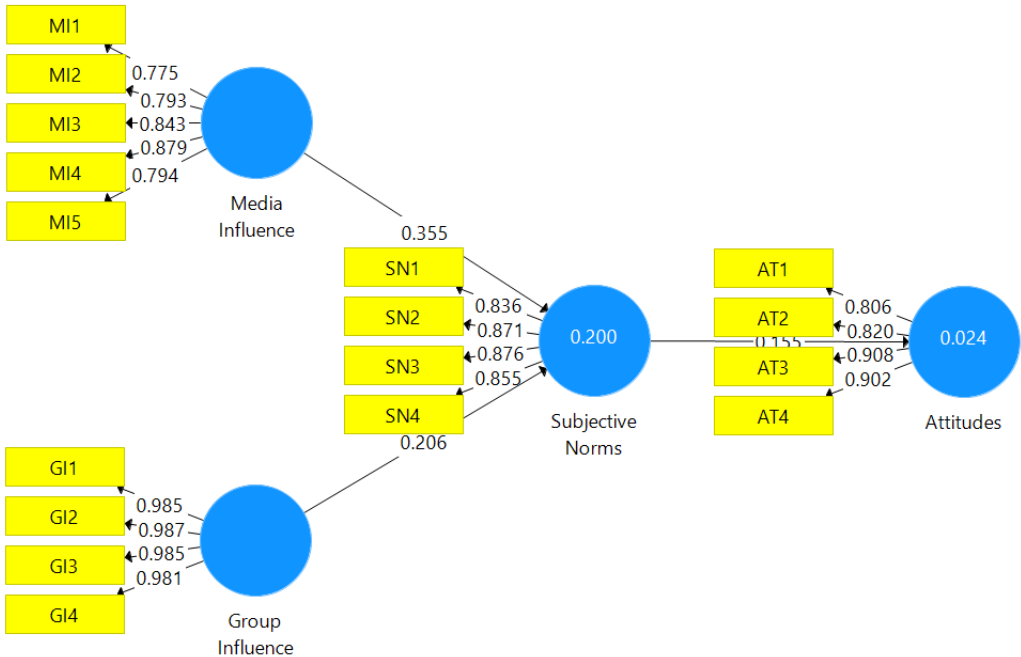


Figure 2 Outer Model Analysis Output Results

Next , the value *Average Variance Extracted* (AVE) must be >0.50. and the minimum size of the loading factor in order to be able to accepted of >0.70. Based on results processing use SmartPLS shown in figure 2 , all indicator own mark loading factor >0.70. With Thus , it can it is said that results study This has fulfil condition validity convergent . The loading factor values , Cronbach's alpha, composite reliability , and AVE for every variable can seen in a way complete in Appendix 5 part B. For test validity discriminant , used method cross loading , and values cross loading in a way complete also available see Appendix 5 part B.

Evaluation Results Inner Model Analysis

Analysis Inner Model Analysis done using R Square (R²) in the measurement model show that every variable exogenous own strong , moderate , or slight influence weak to endogenous variables with presentation influence of 0.75, 0.50 or 0.25. Information complete about results the available in appendix 5 part C, in particular in Table 8. R Square (R²) value for variable subjective norms recorded of 0.200, which indicates that 20% of its influence explained by variables media influence and group influence . R² of the attitudes variable was recorded of 0.024, which shows that about 2.4% influence can explained by the subjective norms variable . From the value said , remaining about 80% of influence variable subjective norms and 97.6% of influence variable attitudes explained by other variables that have not been entered in this study.

Figure 3 shows the testing process . Inner Model , hypothesis testing with centralize attention to value coefficient track (path coefficient) , where level its significance determined by value t-value >1.96. Analysis hypothesis done with use analysis bootstrapping on coefficients path , and value t-value > 1.96 shows received the proposed hypothesis . The results of the bootstrapping analysis for coefficient track This can found in table 1.

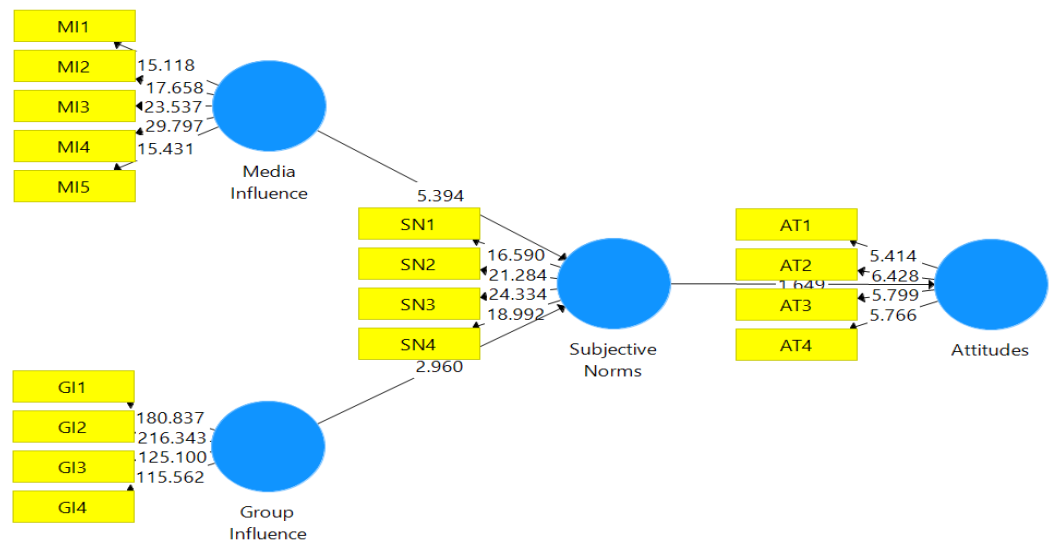


Figure 3 Inner Model Analysis Output Results

Table 1 Measurement Results Influence Path Coefficient Direct

Hypothesis	Original Sample	t-values >1.96	p-values <0.05	Information
H1: Media influence has a positive effect on the subjective norms of female consumers of generation Y on beauty products.	0.355	5,394	0,000	Accepted
H2: Group influence has a positive effect on the subjective norms of female consumers of generation Y on beauty products.	0.206	2,960	0.003	Accepted
H3: Subjective norms have a positive influence on the attitudes of female consumers of generation Y. on beauty products.	0.155	1,649	0.100	Not accepted

Hypothesis First influence variable *media influence* to *subjective norms* of 0.355 (35.5%) with mark *t-value* 5 , 394 and the value *p-value* 0.000, then stated *media influence* own influence positive and significant to *subjective norms* with the meaning of H1 can accepted . Hypothesis second influence variable *group influence* to *subjective norms* of 0.206 (20.6%) with mark *t-value* 2 , 960 and the value *p-value* 0.003, then stated *group influence* own influence positive and significant to *subjective norms* with the meaning of H2 can accepted . Hypothesis third influence variable *subjective norms* to *attitudes* of 0.155 (15.5%) with mark *t-value* 1 , 649 and the value *p-value* 0 , 100 , then stated *subjective norms* No own influence significant to *attitudes* with the meaning that H3 cannot be accepted . The following is Table 2 shows testing hypothesis related with connection No direct or mediation .

Hypothesis fourth (H4) influence variable *Media Influence* to *Attitudes* mediated by *Subjective Norms* as big as 0 , 055 (5.5%) with mark *t-value* 1 , 503 and the value *p-value* 0 , 133 , then stated No significant until H4 no can accepted . Hypothesis fifth (H5) influence variable *Group Influence* to *Attitudes* mediated by *Subjective Norms* as big as 0 , 032 (3.2%)

with mark *t-value* 1.326 and value *p-value* 0,185, then stated No significant up to H5 no can accepted.

Table 2 Measurement Results Indirect Path Coefficient (Mediation)

Hypothesis	Original Sample	t-values >1.96	p-values <0.05	Information
H4: Subjective norms have a positive influence in mediating media influence on the attitudes of Generation Y female consumers towards beauty products.	0.055	1,503	0.133	Not acceptable
H5: Subjective norms have a positive influence in mediating group influence on the attitudes of Generation Y female consumers towards beauty products.	0.032	1,326	0.185	Not acceptable

Based on characteristics demographics respondents, women Generation Y dominates user Scintifi. This is due to need they will product *skincare* that can fulfil various need skin, such as hydration, brightening, protection and care problem skin certain.

Hypothesis results First found that *Media Influence* is influential positive and significant towards consumer *Subjective Norms* woman Generation Y on *beauty products*. If *media influence* is increasingly strong, individual will more affected by what they are see, hear, or read in the media. As a result, they will feel pressure more social big For like or use products promoted by the media. *Subjective norms* this, which is increasingly strong Because media influence, will push individual For adapt attitude they in accordance with what is considered as hope social. With Thus, when *subjective norms* This the more strong, perception individual to products will also the more increased. This means that they will more tend consider product the as something good, useful, or in accordance with hope they, because they feel that the people around they (influenced by the media) also have the same perception. Based on *response* from woman generation Y who became Respondent research, it is seen that *Media Influence* as tool or track communication used by the company cosmetics For enter product they to target market use play role crucial in to form *Subjective Norms*, which in turn influence *attitudes* in decision purchase consumer. Findings show one way with a number of researcher previously said *Media Influence* influential in a way positive and significant on *Subjective Norms* (Dalziel & De Klerk, 2021; Kurniawati & Ramli, 2024; Ramli, 2020a; Ramli & Mariam, 2020; López-Nicolás et al., 2008; Aziz et al., 2020).

Hypothesis results second found that *Group Influence* influential positive and significant to *Subjective Norms* Generation Y female consumers on *beauty products*. If *the group influence* or influence group This the more strong, meaning the more big influence group social the to individual, then *subjective norms* felt by individuals will also the more strong. In other words, the individual will feel the more pushed For follow hope or opinion group them. As a result, when *subjective norms* This the more strong, perception individual to the products discussed by the group will also the more increases. This means that if individual feel pressure strong social For like or use product certain Because group they support it, perception they to product (for example, belief) that product That Good or in accordance For They will become more positive. This is remember importance *Group Influence* in *attitudes* decision purchase consumers, in particular for consumer young and female inclined influenced by opinion friends and groups social. In addition, the product Skintific which has known widely by the community since first launched. Quality product its good, effect positive For face, and convenience use is driving factors *Group Influence* to *Subjective Norms*, which are simultaneously influence *attitudes* in decision purchase

product *skin care* Scientific . Findings show one way with a number of researcher previously said *Group Influence* influential in a way positive and significant on *Subjective Norms* (Madahi & Sukati, 2012; Mulya & Ramli, 2023; Salma & Ramli, 2023; Fernandes & Londhe, 2015; Lim & Dubinsky, 2005) .

Hypothesis results third found that *Subjective Norms* No own influence significant to *attitudes* consumer woman Generation Y on *beauty products* . This is No in accordance with results study (Tarkiainen & Sundqvist, 2005; Dalziel & De Klerk, 2021 ; (Soh et al., 2017) who found existence influence significant positive to *attitudes* . *Subjective norms* in context This covers influence strong from friends , family , celebrities , and social media *influencers* (e.g. , expect they For use product certain) which is usually play a role in to form attitude positive to product beauty among woman Generation Y. However, in study this , factor the No influence *attitudes* Respondent to product On the contrary , it may be there are people who don't too near with respondents , or opinion they No too noticed by respondents , so weak influence the No Enough strong For to form attitude positive . This is underline importance review back to marketing strategies that involve communication and *influencers* , where recommendations and reviews positive from people who are considered relevant can strengthen attitude positive and improving intention purchase . Therefore that , the skincare brand should more utilise strength *subjective norms* with holding hands *influencers* who have influence big among their target market , in order to create more impact significant to attitudes and decisions purchase consumers .

The results of the fourth hypothesis test in this study indicate that *subjective norms* are not able to strengthen the influence of *media influence* on the *attitudes* of Generation Y female consumers on *beauty products* . Although the media has a significant presence in shaping consumer perceptions and preferences, *subjective norms* from the social media environment do not have an effect on guiding individual attitudes towards beauty products. This reflects the complexity of the factors that influence *attitudes* consumer behavior, where interpersonal influence from friends or social environment can be a greater reference than media influence. When *subjective norms* do not influence, consumer attitudes toward products remain unchanged regardless of how strong the media influence or closeness to those people is. In this context, even though *media influence* exists, without strong support from *subjective norms* , consumer attitudes may not experience the expected changes. The questionnaire results obtained showed that Generation Y respondents prioritized information they got from the media and personal experiences rather than from *subjective norms* . Therefore, understanding the dynamics of social interactions in the context of purchasing beauty products is crucial for developing more relevant and effective marketing strategies.

The results of the fifth hypothesis test in this study indicate that *subjective norms* have a positive effect in mediating *group influence* on the *attitudes* of Generation Y female consumers on *beauty products* . This finding indicates that subjective norms are unable to mediate group influence to influence consumer attitudes. Although there is influence from social groups or people close to them (for example, friends who recommend or pressure to use a product), this does not change the individual's attitude towards the product. *Subjective norms* , which should mediate group influence on consumer attitudes, do not function as expected. This means that even though individuals get a lot of information or pressure from their social groups, it is not strong enough to change their attitudes towards beauty products. Individual opinions about the benefits of beauty products are more dominant in shaping their attitudes than social group opinions. Based on the results of the questionnaire, although recommendations from friends influence attitude towards purchasing decisions for beauty products and the existence of support from important people in the respondent's life, *subjective norms* as a mediator are not strong enough to influence attitudes the decision. Although *group influence* and *subjective norms* each have an influence on attitudes purchase decisions, they do not significantly interact to mediate changes in consumer *attitudes* towards beauty products. Therefore, beauty product marketing strategies should focus on communicating product benefits directly to

consumers, emphasizing individual experiences and outcomes rather than the influence of social groups. This study contradicts the findings obtained from the study (Dalziel & De Klerk, 2021; Dewi & Ramli, 2023; Hadiyanti & Ramli, 2024; Rinaldi & Ramli, 2023).

CONCLUSION

The results of the study showed that of the five hypotheses proposed, two of them were proven to be significant as expected, while the other three hypotheses did not receive significant support as expected at the beginning of the study. First, *media influence* has a positive effect on *subjective norms* of female consumers of generation Y on *beauty products*, this shows that effective use of media by cosmetic companies can increase consumer awareness and preferences, as well as influence purchasing decision attitudes in a competitive market. Second, *Group Influence* influential positive to *Subjective norms* consumer woman generation Y on *beauty products*, that the presence of social groups including the opinions of friends has a big role in forming subjective norms that influence attitudes buying decision. Third, *Subjective Norms* No influential significant to Consumer attitudes woman Generation Y on *beauty products*, influence Friend or influencers do not Enough strong, so the marketing strategy need more focus on influential influencers big and benefits product directly. Fourth, *Subjective norms* No influential significant in mediating *media influence* on the attitudes of Generation Y female consumers on *beauty products*, Although media has a significant influence, subjective norms from the social environment are not strong enough to influence consumer attitudes. This finding emphasizes the importance of focusing on media information and personal experiences in beauty product marketing strategies. Fifth, it reveals that *subjective norms* are not able to mediate the influence of *group influence* on consumer attitudes, indicating that even though there are recommendations or support from social groups, it is not strong enough to change consumer attitudes towards beauty products. This finding underlines the complexity of the factors that influence attitude consumer behavior and emphasizes the need for marketing strategies that focus more on communicating product benefits directly to consumers and emphasize individual experiences and outcomes rather than the influence of social groups or subjective norms.

Limitations and Suggestions

There is a number of limitations in research This or necessary limitations repaired. First, research This limited to scope Bekasi and generation Y with small sample. Therefore that, size more samples big can obtained in study Next. Second, in study This only use One *brand skincare* that is made object research, namely Scintific. Based on existing limitations, recommendations and suggestions for study next in the future come can covers consideration various product *skin care* others. In addition, researchers can also use or add other relevant variables. Then, future research should do research on different regional scopes.

Managerial Implications

Findings This give implications managerial important for company *beauty product*. First, the company cosmetics need utilize the media effective For increase awareness and preference Consumers. *Media Influence* proven influential positive to *subjective norms* consumer woman Generation Y, which means that promotion through mass media, digital advertising, and content attractive marketing can increase perception positive to products and influence decision purchase. Second, the company must realize that influence group social own limitation in influence attitude consumer in a way directly. Therefore that, building connection Good with group social, such as community or group friends who can recommend product, still important, but must balanced with marketing strategy others. Third, the company should partnering with influencers who have influence big among the target market. *Influencers* who are trusted and have influence strong can help to form attitude positive to product, although influence subjective from Friend or group social no enough strong.

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