

**PROPOSED DEVELOPMENT OF THE  
THESIS TITLE  
THE INFLUENCE OF CONSUMER BEHAVIOR ON THE  
PURCHASING DECISION OF WARDAH BRAND LIPSTICK (CASE  
STUDY: UNIVERSITY OF MURIA KUDUS STUDENT)**



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YEAR 2022**



**THE INFLUENCE OF CONSUMER BEHAVIOR ON THE  
PURCHASING DECISION OF WARDAH BRAND LIPSTICK (CASE  
STUDY: FEMALE STUDENTS UNIVERSITAS MURIA KUDUS**

This thesis was submitted as one of the requirements to complete the Management education level (S1) at the Faculty of Economics and Business, Universitas Muria Kudus

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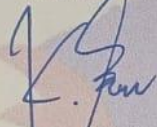
**MANAGEMENT STUDY  
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This thesis has been approved to be defended before the Thesis Testing Team of  
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Kudus, August 18, 2022

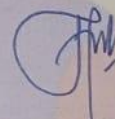
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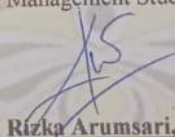


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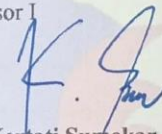
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## MOTTO AND DEDICATION

Motto :

"Indeed, with hardship there is ease."

(Q.S. AL-Insyirah: 6)

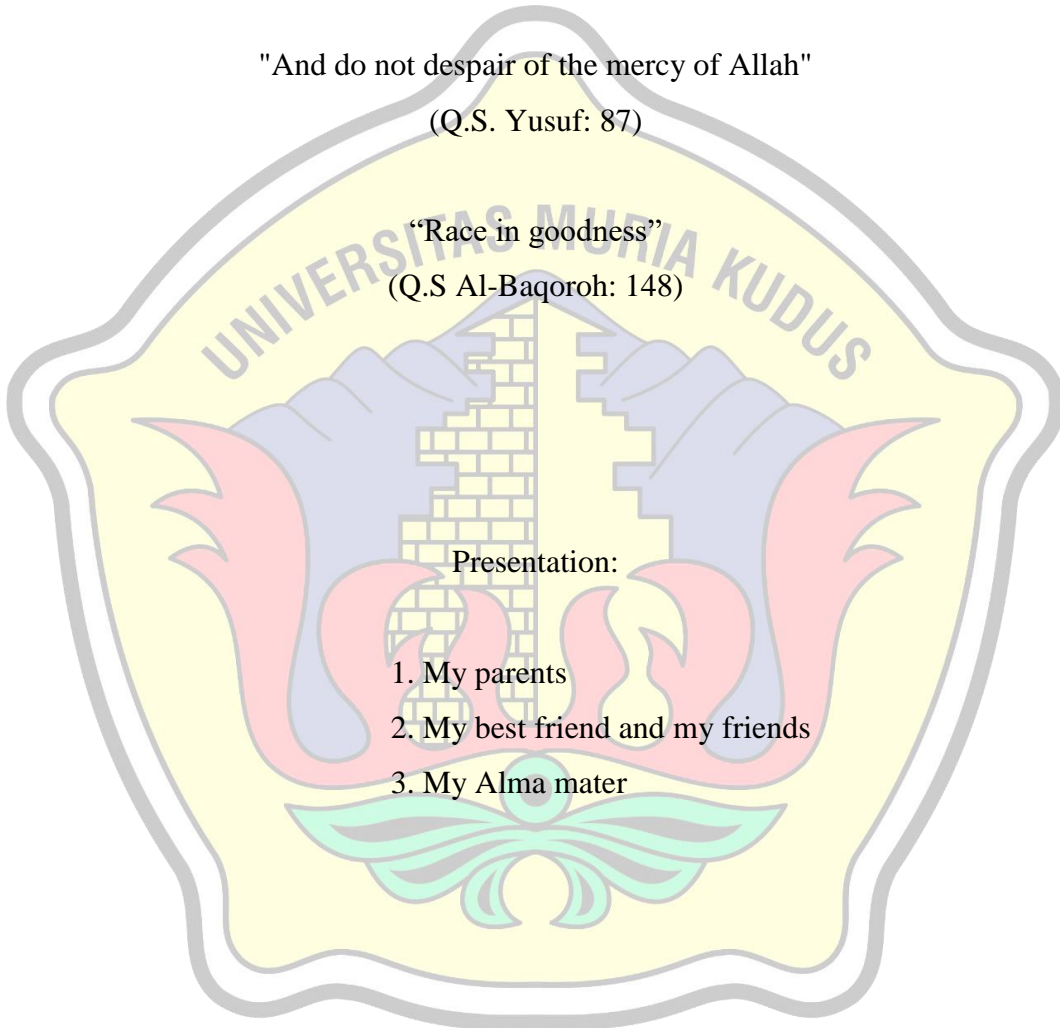
"And do not despair of the mercy of Allah"

(Q.S. Yusuf: 87)

"Race in goodness"  
(Q.S Al-Baqoroh: 148)

Presentation:

1. My parents
2. My best friend and my friends
3. My Alma mater



## FOREWORD

Thanks to ALLAH SWT who has bestowed His grace and guidance, for the writer to be able to finish this thesis easily and well. The writer of this thesis is to complete the final project in order to get a Bachelor's degree in Management at the Faculty of Economics and Business, Muria Kudus University. The author's gratitude and respect goes to:

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4. Mrs. Dina Lusianti, SE., MM., AAK as supervisor 2 who is always patient, gives direction, and inputs in the preparation of the thesis
5. The big family of the Faculty of Economics and Business, Muria Kudus University, including teaching lecturers, staff, employees and students of Muria Kudus University for their guidance, service assistance and cooperation.
6. My parents who always pray for me every second, always support me so that the preparation of this thesis can run easily and well.
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The author realizes that the writing of this thesis is still far from perfect, therefore constructive criticism and suggestions from all parties are expected from all parties. May all the help and kindness of all parties get a reply from ALLAH

SWT. Finally, hopefully this thesis is useful for us.

Kudus, .....2022

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## ABSTRACT

### THE INFLUENCE OF CONSUMER BEHAVIOR ON THE PURCHASING DECISION OF WARDAH BRAND LIPSTICK (CASE STUDY: FEMALE STUDNT UNIVERSITAS MURIA KUDUS)

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**UNIVERSITAS MURIA KUDUS**

**FACULTY OF ECONOMIC AND BUSINESS**

This study aims to determine personal factors, cultural factors, social factors on the decision to buy wardah lipstick at female students Universitas Muria Kudus. This study uses a sample of 100 respondents who are female students of Universitas Muria Kudus. The data analysis method used multiple linear equations. t test f test and coefficient of determination test. The results of the t test stated that personal factors had no significant effect on purchasing decisions, cultural factors had a significant effect on purchasing decisions, and social factors had no significant effect on purchasing decisions. The results of the f test state that personal factors, cultural factors, and social factors have a significant effect on purchasing decisions.

**Keywords:** *Personal Factors, Cultural Factors, Social Factors, Purchasing Decisions*



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