

INTISARI

SALMA, F. P., 2025, ANALISIS PERSEPSI DAN PENGETAHUAN GEN Z TERHADAP PRODUK *SKINCARE* ILEGAL DALAM KEPUTUSAN PEMBELIAN BERDASARKAN INFORMASI MEDIA SOSIAL PADA MAHASISWA S1 FARMASI UNIVERSITAS SETIA BUDI, SURAKARTA, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Peredaran produk *Skincare* ilegal yang marak di media sosial menimbulkan risiko kesehatan karena tidak memiliki izin edar dan berpotensi mengandung bahan berbahaya. Generasi Z sebagai pengguna media sosial yang sangat aktif menjadi kelompok yang mudah terpapar promosi, sehingga persepsi dan pengetahuan mereka terhadap keamanan, kandungan, serta legalitas produk berperan penting dalam menentukan keputusan pembelian. Penelitian ini bertujuan menganalisis hubungan antara persepsi dan pengetahuan Generasi Z mengenai produk *Skincare* ilegal berdasarkan informasi media sosial dengan keputusan pembelian pada mahasiswa S1 Farmasi semester 5 dan 7 Universitas Setia Budi.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif korelasional dengan metode survei melalui kuesioner digital. Sampel berjumlah 251 responden yang dipilih menggunakan teknik *purposive sampling* sesuai kriteria inklusi. Variabel penelitian meliputi persepsi (X1), pengetahuan (X2), dan keputusan pembelian (Y). Analisis data dilakukan menggunakan perangkat lunak *Statistical Package for the Social Sciences* (SPSS), meliputi uji validitas, uji reliabilitas, uji normalitas, analisis deskriptif, serta uji korelasi untuk mengidentifikasi hubungan antarvariabel.

Hasil penelitian menunjukkan adanya hubungan signifikan antara pengetahuan Generasi Z mengenai produk *Skincare* ilegal dengan persepsi mereka terhadap keamanan produk, serta hubungan signifikan antara persepsi dan pengetahuan dengan keputusan pembelian. Temuan ini menegaskan bahwa paparan informasi media sosial mempengaruhi cara Generasi Z menilai risiko dan manfaat suatu produk, sehingga semakin baik pemahaman mereka mengenai aspek keamanan dan legalitas, semakin rendah kecenderungan membeli produk *Skincare* ilegal. Penelitian ini diharapkan menjadi dasar bagi edukasi dan pengawasan yang lebih efektif dalam meningkatkan literasi kosmetik yang aman.

Kata Kunci : Gen Z, persepsi, pengetahuan, *Skincare* ilegal, media sosial

ABSTRACT

SALMA, F. P., 2025, ANALYSIS OF GEN Z'S PERCEPTION AND KNOWLEDGE TOWARD ILLEGAL *SKINCARE* PRODUCTS IN PURCHASING DECISIONS BASED ON SOCIAL MEDIA INFORMATION AMONG BACHELOR OF PHARMACY STUDENTS AT UNIVERSITAS SETIA BUDI, SURAKARTA, THESIS, FACULTY OF PHARMACY, UNIVERSITAS SETIA BUDI, SURAKARTA.

The widespread circulation of illegal *Skincare* products on social media poses potential health risks, as these products often lack official distribution permits and may contain hazardous substances. Generation Z, as highly active users of social media, is particularly vulnerable to promotional exposure, making their perception and knowledge regarding product safety, ingredients, and legality essential factors influencing purchasing decisions. This study aims to analyze the relationship between perception and knowledge of Generation Z toward illegal *Skincare* products based on social media information and their purchasing decisions among 5th and 7th semester Bachelor of Pharmacy students at Universitas Setia Budi.

This research employed a descriptive correlational quantitative design using an online questionnaire as the survey instrument. The sample consisted of 251 respondents selected through purposive sampling based on predetermined inclusion criteria. The study variables included perception (X1), knowledge (X2), and purchasing decision (Y). Data were analyzed using the Statistical Package for the Social Sciences (SPSS), including validity testing, reliability testing, normality testing, descriptive analysis, and correlation analysis to examine relationships among variables.

The results demonstrated a significant relationship between Generation Z's knowledge of illegal *Skincare* products and their perception of product safety, as well as a significant relationship between perception and knowledge with purchasing decisions. These findings indicate that exposure to social media information shapes how Generation Z evaluates the risks and benefits of *Skincare* products. The better their understanding of product safety and legality, the lower their tendency to purchase illegal *Skincare* products. This study is expected to serve as a foundation for more effective educational and regulatory strategies aimed at improving safe cosmetic literacy.

Keywords : Generation Z, perception, illegal *Skincare*, social media