

# The Effect Of Health Consciousness, Perceived Behavioral Control And Attitude On Purchase Intention: A Study Of Makeup Artist Consumer Behavior During The Covid-19 Pandemic

Aisyah Fadila Sulthani<sup>1</sup>, Yulia Hendri Yeni<sup>2</sup>, and Syafrizal<sup>3</sup>

<sup>1</sup>Master of Management Program, Faculty of Economics and Business, Universitas Andalas, Indonesia

<sup>2</sup>Department of Management, Faculty of Economics and Business, Universitas Andalas, Indonesia

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**Abstract-** This study aims to analyze the effect of health consciousness, perceived behavioural control, and attitude on purchase intention: a study of makeup artists' consumer behaviour during the covid-19 pandemic. The type of research used in this research is explanatory research, with the research method being an explanatory survey that emphasizes quantitative methods. The sample is 160 consumers who intend to use the services of a makeup artist during the Covid-19 pandemic in Payakumbuh City. Sampling technique Convenience sampling. The data analysis method used Structural Equation Modeling - Partial Least Square (SEM-PLS). The results showed that health consciousness had a significant effect on consumer attitudes, health consciousness had no significant effect on consumer purchase intentions, perceived behavioural control had a significant effect on consumer attitudes, perceived behavioural control had a significant effect on consumer purchase intentions, the attitude had a significant effect on consumer purchase intentions, health consciousness has a significant effect on consumer purchase intentions mediated by attitude, perceived behavioural control has a significant effect on consumer purchase intentions mediated by attitude. The implication that can be applied is that a makeup artist should pay more attention to health Consciousness, consumer attitudes, and consumer purchase intentions in using makeup artist services during the COVID-19 pandemic, in addition to the use of makeup artist services during the COVID-19 pandemic can still be implemented. By implementing health protocols, consumers can also exercise control in choosing the makeup artist services offered

**Index Terms-** Health Consciousness, Perceived Behavioral Control, Attitude to Purchase Intention

## I. INTRODUCTION

Makeup Artist (MUA) is an art of makeup performed by people who work as makeup for various purposes such as parties, weddings, photoshoots, graduation ceremonies,

demonstrations, or other purposes (Education, Makeup, Engineering, & Surabaya, 2021). Makeup has become part of the routine life of modern society, especially for women. The use of makeup has developed into a necessity to beauty oneself, show identity and personality, and keep up with fashion developments, especially in the entertainment world where professional makeup artists gather.

Every woman's desire to beautify themselves using makeup is very diverse, but not all of them can do it alone to produce perfect results. Therefore we need a service that serves this, namely makeup artist services, to change the woman's appearance in attending certain events.

Payakumbuh City is one of West Sumatra Province, offering makeup artist services. The character and nature of women who generally like makeup have caused the makeup artist service business and the face & body painting business in Payakumbuh to thrive. Therefore, it is not difficult to find and find the best makeup artist in the Payakumbuh area for consumers who need makeup services from professionals in the beauty sector (Muakediri.com, 2021).

However, along with the Covid-19 Pandemic in Payakumbuh City, makeup artist service providers began to be affected by these conditions. The Payakumbuh City Government has allowed a wedding reception during the new normal period of the COVID-19 pandemic. This crowd permit is given on the condition that the permit is administered in stages and complies with the health protocols that have been established (Hendra, 2020). A wedding reception is an event that requires the services of a makeup artist. As a result of this regulation, all events that use the services of a makeup artist can receive makeup requests for specific events by implementing various health protocols to avoid viruses and diseases.

Makeup artist services are included in high-risk jobs for Covid-19 transmission. A makeup artist must have direct and close contact with customers. The MUA should also touch the face, including the eyes, lips and nose. Customers also definitely cannot wear masks when they are dressed. This condition puts makeup artists

and customers at risk of infection. Not to mention the makeup that is used in groups and has the potential to carry germs (CNN.Indonesia, 2020)

Makeup artist jobs that require being close to clients, of course, make them have to prepare extra protection so they don't get infected or transmit the virus. Makeup artists must understand the risks of their work. Health protocols that must be used to maintain the safety and comfort of clients and makeup artist service providers while working are Wearing a Mask, Wearing a Face Shield, Not touching the face of service users before washing hands, also paying attention to the makeup tools used so that the virus does not stick to any of the tools. makeup, then it is exposed to the next client (Febriani, 2020)

Based on a survey in early August 2021 on five users of makeup artist services, it can be concluded that the makeup artist service providers in doing makeup use a new and clean sponge. Still, there are also powder sponges that have been used several times, while brushes have been used several times. Furthermore, in its implementation, some obey the health protocols by wearing masks and washing hands, and some do not use the health protocols. This is a health concern from service providers to consumers as service buyers. In addition, the main sources of information for customer about Makeup Artist (MUA) is a recommendation from a friend. because they provide packages (clothes, makeup, henna packages and also email). Beside recommendation of friends, they also get information from social media. that the service provider maintains cleanliness and tidiness in the provision of services.

From a preliminary survey in August 2021 on two makeup artist service providers in Payakumbuh City, information was obtained that the pandemic has made the makeup artist service providers clean a lot and change many makeup methods for the sake of cleanliness and safety of customers and service providers. This is a form of health care for makeup artists to provide services by applying more hygienic makeup. Makeup artist work is included in high-risk work against Covid-19 transmission, where makeup artist service providers must have direct contact with customers. Then also have to touch the face, including the eyes, lips, and nose. Customers also definitely cannot wear masks when they are dressed. This condition puts makeup artist service providers and customers at risk of infection, making service providers care more about the health of their customers and their health.

In terms of health care, to overcome the spread of COVID-19, service providers, when leaving for makeup, will only bring the required makeup equipment. Makeup artist service providers also use strict health protocols such as wearing masks and face shields and maintaining personal hygiene and the makeup equipment used. Cosmetics and makeup tools used are cleaned first using a guaranteed cleanser. Then before starting to do makeup, the service provider washes his hands first, and those who will be doing makeup are asked to clean their face and wash their hands first.

The application of makeup to consumers who use health protocols is shown to prospective service users by displaying photos of makeup artist services, videos or recordings of the process of doing makeup, and testimonials from the use of these makeup services. This aims to influence the purchase intention of users of makeup artist services.

Purchase Intention can be used to test the implementation of new distribution channels and assist in determining whether the

concept is worth developing further and deciding which geographic markets and consumer segments to target through these channels. To predict consumer behaviour, it is necessary to know attitudes, judgments, and internal factors which ultimately lead to purchase intention (Peña-García et al., 2020).

According to Patumtaewapibal & Boonyasiriwat (2020), Health Consciousness is awareness of the health of individuals who care about each other's health. Health awareness was formed by self-health awareness, individual responsibility, and health motivation. Previous studies found that health awareness can lead individual to engage in health behaviour. Research in environmental behaviour revealed that consumer with high health conscious tend to have a high interest to purchase safe product. Kaur & Bhatia (2018) revealed that health awareness raises the interest to buy a health product. However, certain behaviours with little known health impact tend to have an insignificant relationship with health awareness. Thus, health awareness must predict an individual's intention to decide to live a healthy life (Patumtaewapibal & Boonyasiriwat, 2020).

Perceived Behavior Control (PBC) is also proposed to impact behaviour directly. Following the theoretical framework of the Theory of Planned Behavior (TPB), individuals will be successful in performing certain behaviours if they have sufficient control over internal and external factors that influence the success of behavioural goals. Having a positive attitude towards healthy living is one of the relevant predictors of awareness of healthy living (Gabbiadini & Greitemeyer, 2019).

Attitude describes the results of a person's evaluation of an entity (object or action), whether the person likes it or doesn't like it. Attitude toward behaviour refers to how a person evaluates or values the behaviour. Attitude serves as a determinant of behavioural intentions. Attitude influences purchase intention (Kusumaningsih et al., 2019).

According to Gabbiadini & Greitemeyer (2019), attitudes are woven into the fabric of everyday life. They are psychological tendencies that evaluate certain entities with liking or disliking. People react instantly and automatically to everything they encounter, but attitudes can be changed by providing new information. Thus, attitude is used as one of the determinants of consumer desire in buying Makeup Artist services in this study.

### **Hypothesis**

H1: It is assumed that Health Consciousness affects consumers' Attitudes.

H2: It is assumed that Health Consciousness affects consumer purchase intention.

H3: It is assumed that Perceived Behavioral Control affects consumer attitudes.

H4: It is assumed that Perceived Behavioral Control affects consumers' Purchase Intention.

H5: It is assumed that Attitude affects consumer Purchase Intention.

H6: It is assumed that Health Consciousness affects consumer Purchase Intention mediated by Attitude.

H7: It is assumed that Perceived Behavioral Control affects consumers' Purchase Intention mediated by Attitude.

## II. RESEARCH METHODS

This type of research is explanatory research. In contrast, the research method is an explanatory survey that puts forward quantitative methods (Sekaran & Bougie, 2016). The population is consumers who intend to use the services of a makeup artist during the Covid-19 Pandemic in Payakumbuh City. According to Hair et al. (2010), a study is considered representative of the number of samples used is as much as the number of indicators multiplied by 5-10 or at least 100 (one hundred) samples or respondents. In this study, the number of indicators is 16, so  $16 \times 10 = 160$ . The researchers distributed 160 questionnaires to consumers who intend to use the services of a makeup artist during the Covid-19 pandemic in Payakumbuh City. The sampling technique is convenience sampling. The data collection technique is a questionnaire distributed online using a google form. Measurement of the questionnaire using a Likert scale. Analysis of the research data using Structural Equation Modeling - Partial Least Square (SEM-PLS).

## III. DATA ANALYSIS AND DISCUSSION

### Respondents Characteristics

In general, the consumers intention to use the services of a makeup artist in the period of Covid-19 decreased. During the Covid-19 pandemic, as many as 91 respondents (56.9%), of did not use the services of a makeup artist. While the rest, as many as 69 respondents (43.1%) use the services of a makeup artist during pandemic. All respondents are women (100%), have an age range of <28 years as many as 133 people (83.1%) have the latest education generally as Bachelor (S1 / D4) as many as 114 people (71.3%), have a general job as an employee 61 people (38.1%), and generally have incomes ranging from Rp. 2,000,001 - Rp. 4,000,000 as many as 96 people (60%).

### Data Examination

#### Measurement Model (Outer Model)

#### Convergent Validity

Individual indicators are declared valid when their correlation value is 0,70 and above. However, a moderate correlation value from 0.50 to 0.60 is still can be accepted (Ghozali, 2014). This study used a correlation value (outer loading) of 0.50. The following are the results of the convergent validity test using outer loading:

**Table 1.**  
**Outer Loading Result**

	HC	AT	PBC	PI
AT.1		0.802		
AT.2		0.806		
AT.3		0.818		
AT.4		0.853		
AT.5		0.865		
AT.6		0.857		
HC.1	0.791			

HC.2	0.912			
HC.3	0.840			
PBC.1			0.893	
PBC.2			0.901	
PBC.3			0.660	
PI.1				0.896
PI.2				0.958
PI.3				0.956
PI.4				0.937

Notes : HC = Health consciousness, AT = attitude, PBC = perceived behavioral control, PI = purchase intention

Source : Output SmartPLS (2022)

According to Ghozali (2014), a moderat correlation value from 0.50 to 0.60 can be accepted in the research development stage. This study used a correlation value (outer loading) of 0.50 and above. Based on table 4.12, all research items have fulfilled these criteria. Therefore, all the items questionnaire in this research are valid.

### Discriminant Validity

The assessment for Discriminant Validity uses a cross loading construct (Ghozali, 2014). The following is an illustration that shows the results of Discriminant Validity:

**Table 2.**  
**Cross Loading Results**

	HC	AT	PBC	PI
AT.1	0.347	0.802	0.485	0.597
AT.2	0.317	0.806	0.461	0.575
AT.3	0.244	0.818	0.443	0.535
AT.4	0.330	0.853	0.407	0.558
AT.5	0.361	0.865	0.457	0.542
AT.6	0.342	0.857	0.429	0.603
HC.1	0.791	0.286	0.370	0.207
HC.2	0.912	0.371	0.369	0.323
HC.3	0.840	0.327	0.366	0.192
PBC.1	0.386	0.467	0.893	0.555
PBC.2	0.353	0.540	0.901	0.635
PBC.3	0.349	0.269	0.660	0.337
PI.1	0.263	0.663	0.665	0.896
PI.2	0.284	0.666	0.590	0.958
PI.3	0.300	0.610	0.585	0.956
PI.4	0.241	0.613	0.547	0.937

Notes : HC = Health consciousness, AT = attitude, PBC = perceived behavioral control, PI = purchase intention

Source : Output SmartPLS (2022)

Based on table 2, it can be shown that the correlation value of constructs with indicators is greater than the correlation

values with other constructs, so it can be concluded that all latent constructs have good discriminant validity because they can predict other block indicators.

However, another method that can be used to assess Discriminant Validity is by comparing the Square Root Of the AVE value for each variable with the relationship between variables and other variables in the model. The AVE value must be greater than 0.50 (Ghozali, 2014). The following table of AVE results can be seen below :

**Table 3.**  
**Average Variance Extracted (AVE)**

Variable	(AVE)
Health Consciousness	<b>0.721</b>
Attitude	<b>0.695</b>
Perceived Behavioral Control	<b>0.682</b>
Purchase Intention	<b>0.878</b>

Source: Output SmartPLS (2022)

Table 3 shows the AVE value above 0.5 for all constructs contained in the research model. This proves that the construct in this research model has good discriminant validity. Furthermore, for other methods to assess Discriminant Validity using the square root of the AVE, the following results are obtained

**Table 4.**  
**Validity Test Results of AVE Root Discriminant**

Varia	Health consciousness	attitude	perceived behavioural control	purchase intention
Health Consciousness	0.849			
Attitude	0.390	0.834		
Perceived Behavioral Control	0.431	0.537	0.826	
Purchase Intention	0.291	0.683	0.640	0.937

Source: Output SmartPLS (2022)

From table 4, it is known that the AVE root value is higher than the correlation value between other constructs. So, it can be said that each construct has high validity.

**Reliability Test**

The measurement of construct reliability can use two assessments in composite reliability and Cronbach's alpha from the indicator block that measures the construct. Furthermore, to state a reliable construct can be seen from the value of composite reliability and Cronbach's alpha above 0.70 (Ghozali, 2014).

significant than 0.70, which indicates that all variables are declared reliable.

**Structural Model (Inner Model)**  
**R Square Rating**

The value of R-squares is used to assess the independent latent variable's ability to explain whether the latent dependent variable can explain the substantive one. Here is the R-Square on the construct:

**Table 6.**  
**R – Square Assessment**

Variable	R Square
Attitude	0.319
Purchase Intention	0.576

Source: Output SmartPLS (2022)

From Table 6, it can be inferred that the acquisition of the R-Square value for the attitude variable is 0.319. This value indicates that 31.9% of the Attitude variable can be explained by the Health Consciousness and Perceived Behavioral Control variables. In comparison, the remaining 68.1% is influenced by other factors not described in this study.

**Table 5.**  
**Test Result of Cronbach's Alpha and Composite Reliability**

Variable	Cronbach's Alpha	Composite Reliability
Health Consciousness	<b>0.806</b>	<b>0.885</b>
Attitude	<b>0.912</b>	<b>0.932</b>
Perceived Behavioral Control	<b>0.768</b>	<b>0.863</b>
Purchase Intention	<b>0.953</b>	<b>0.966</b>

Source: Output SmartPLS (2022)

From Table 5 above, it is shown that the value of Cronbach's Alpha and Composite Reliability for all variables is more

The purchase intention variable has an R-Square value of 0.576. This value indicates that 57.6% of the purchase intention variable can be explained by the variables of health consciousness, perceived behavioural control and attitude. In comparison, the remaining 42.4% is influenced by other variables not presented in this study.

**Hypothesis Test (t-Statistic)**

In the hypothesis/significance test, the original sample value shows a positive (+) or negative (-) correlation. A hypothesis is accepted if the t count > t table with a confidence level of 95% or a significance level of 5%, where if t arithmetic has a significance

less than 0.05, it means that it has a significant effect. The t table value in this study was obtained by looking at the value (df = n - k). where n is the number of respondents, k is the number of research variables, and df is the degree of freedom. So, we get the result (df = 160 – 4 = 156). So the value of the T-table is 1.975, with the value of is 5% or 0.5.

**Direct Effect Analysis**

The hypothesis/significance test can be seen from the results of the path coefficient output (Mean, std-dv, and T-value) for a direct effect, with the results of testing the hypothesis in the following table:

**Table 7.**  
**Path Coefficient Results**

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>H1</b>	Health consciousness -> attitude	0.194	0.190	0.084	2.305	0.022
<b>H2</b>	Health consciousness -> purchase intention	-0.077	-0.073	0.067	1.149	0.251
<b>H3</b>	perceived behavioral control -> attitude	0.454	0.461	0.086	5.305	0.000
<b>H4</b>	perceived behavioral control -> purchase intention	0.407	0.411	0.082	4.986	0.000
<b>H5</b>	attitude -> purchase intention	0.495	0.487	0.079	6.264	0.000

Source: Output SmartPLS (2022)

**Indirect Effect Analysis**

The hypothesis/significance test can be seen from the total indirect effect output (Mean, std-dv, and T-value) for the indirect effect. Where for the results of testing the hypothesis are in the following table :

**Table 8.**  
**Indirect Effect**

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>H6</b>	Health consciousness -> attitude -> purchase intention	0.096	0.093	0.045	2.121	<b>0.034</b>
<b>H7</b>	perceived behavioral control -> attitude -> purchase intention	0.224	0.223	0.048	4.719	<b>0.000</b>

Source: Output SmartPLS (2022)

**IV. DISCUSSION**

**Effect of Health Consciousness on Attitude**

Based on data analysis hypothesis 1, Health Consciousness has a significant effect on consumer attitudes towards makeup artist services in the period of covid-19 outbreak in Payakumbuh City with a positive direction, so hypothesis 1 is accepted. This shows that the more Health Consciousness increases, the more consumers' attitudes in using the services of a makeup artist during the COVID-19 pandemic in Payakumbuh City will increase.

This indicates that in using the services of a makeup artist during the covid-19 pandemic, consumers consider Health Consciousness by choosing a makeup artist service carefully to ensure health. Consumers also feel like people who are aware of health pay attention to the health protocols used by the provider. Makeup artist services during the covid-19 pandemic and think about health reasons because makeup artist services are one of the professions vulnerable to the spread of the Covid-19 virus. After all, they apply makeup in the face and mouth area to have physical contact close enough to the client. It is vital to remain obedient to procedures and always maintain hygiene tools and cosmetics so that all of these things affect consumer attitudes

in using the services of a makeup artist during the covid-19 pandemic.

Values embraced by consumers are factors that influence consumer attitudes in buying products. Consumers with different value systems will show different behaviour towards products (Kim & Chung, 2011). Someone aware of health will try to involve himself in healthy behaviour (Hong, 2009).

The results of this study are supported by research that finds Health Consciousness affects Attitude (Hoque, Nurul Alam, & Nahid, 2018). Likewise, research conducted by (Nagaraj, 2021) says that there is a significant influence between Health Consciousness and Attitude.

### **The Effect of Health Consciousness on Purchase Intention**

Based on the results of data analysis hypothesis 2, Health Consciousness has no significant effect on consumer purchase intentions in using makeup artist services in the period of covid-19 outbreak in Payakumbuh City, so hypothesis 2 is rejected. This indicates that to increase consumer purchase intentions in using the services of a makeup artist during the COVID-19 pandemic, Health Consciousness does not contribute.

The cause of Health Consciousness not impacting consumers' purchase intentions in using the services of a makeup artist during the covid-19 pandemic is because consumers will use the services of a makeup artist in accordance with the needs of the required event. Then based on the dominant education level, undergraduate means that they understand health, but they have no intention of using makeup artists during this pandemic. In addition, makeup artist service providers are indeed required to offer their services using health protocols as a requirement to continue to be active during the COVID-19 pandemic. This means that the respondents who were sampled in this study, both those who had used the services of a makeup artist and those who had never used the services of a makeup artist at all during the Covid-19 pandemic, had the same thoughts in matters relating to Health Consciousness in choosing makeup artist services, so it doesn't affect Purchase Intention.

Consumers aware of the importance of health will become more concerned about the nutrients contained in the products they consume; therefore, health factors will be an essential criterion when they buy products (Magnusson et al., 2003). The health concern is the main factor for consumers to choose healthy products for their daily consumption (Chen, 2009).

This study obtained the same results as (Hoque et al., 2018) that health awareness does not affect Purchase Intention. This contrasts Nagaraj's (2021) study, which found that health awareness affected consumers' purchase intentions. Likewise, the research results (X. Wang et al., 2019) states that Health Consciousness affects buying intention. This research findings are also different from the previous studies, which states that consumer health awareness is positively associated with consumer intentions to buy products (Iqbal et al., 2021) and is also supported by research (Hsu et al., 2016).

### **The Effect of Perceived Behavioral Control on Attitude**

Based on the results of data analysis hypothesis 3, Perceived Behavioral Control has a significant effect on consumer attitudes in using makeup artist services during the COVID-19 pandemic in Payakumbuh City in a positive direction, so hypothesis 3 is

accepted. This shows that the higher the Perceived Behavioral Control, the higher the consumer's attitude in using the services of a makeup artist during the COVID-19 pandemic in Payakumbuh City.

This indicates that in using the services of a makeup artist during the COVID-19 pandemic, the sampled consumers in this study considered their abilities in Perceived Behavioral Control. Where consumers decide the selection of makeup artist services according to the needs of the event they need so that the decision to use or not to use the services of a makeup artist depends on them according to the conditions required so that this affects consumer attitudes in using makeup artists during the covid-19 pandemic.

In the theory of planned behaviour (TPB) Ajzen ignore the effect perceived behavioral control as an important predictor of attitudes. However, attitudes can act as mediating variable from perceived behavioral control when influencing purchase intentions. Thus, in their research framework developed by (Yu et al., 2005), which explain the behavioural intention of Taiwanese tourists in Kinmen, attitude acts as a mediating variable. This study found that attitude is an mediating variable in the relationship between perceived behavioural control on consumer intentions. Therefore, it can be concluded that perceived behavioural control has a positive influence on attitudes.

The results of this study are in line with the results of Tsai's research (2010), proving the impact of Perceived Behavioral Control on attitudes with canonical correlation analysis. It can be concluded that Perceived Behavioral Control has significant influence on attitudes. A similar study also found that Yu et al. (2005) conducted a study on the consumer intention to download MP3s, showing that the Perceived Behavioral Control of customer to download MP3s had significant influence to their attitudes.

### **The Effect of Perceived Behavioral Control on Purchase Intention**

Based on the results of data analysis hypothesis 4, Perceived Behavioral Control has a significant effect on consumer purchase intentions in using makeup artist services during the COVID-19 pandemic in Payakumbuh City in a positive direction, so hypothesis 4 is accepted. This shows that the higher the Perceived Behavioral Control, the higher the Purchase Intention of consumers in using the services of a makeup artist during the COVID-19 pandemic in Payakumbuh City.

This indicates that consumers who intend to use the services of a makeup artist during the Covid-19 Pandemic in Payakumbuh City are seen from people who have used the services of a makeup artist, and people who have never used the services of a makeup artist at all during the Covid-19 pandemic can do this. Perceived Behavioral Control to decide whether to use the services provided by the makeup artist service provider. When a consumer needs a makeup artist service provider and wants the services provided, the consumer can pay for the makeup artist service instead of other makeup services. In addition, consumers have no difficulty spending funds to use the services of a makeup artist. Where in general, the decision to use or not to use the services of a makeup artist depends on the personal self of the consumer, so all of these things affect the intention of consumers to use the services of a makeup artist in the period of covid-19 outbreak in Payakumbuh City.

The greater the control owned by the consumer, the higher the buying interest. In this case, when consumers believe that they have more time and financial assets, their perception of control also increases. The higher control of these consumers increases their interest in buying products (Kim & Chung, 2011).

The findings of this research corroborated previous studies that found that perceived Behavioral Control has significant effect on purchase intention (Carolyn & Pusparini, 2013). Perceived Behavioral Control affects purchase intention (Kim & Chung, 2011), Perceived Behavioral Control is an important predictor of Consumer Buying Intention (Byon et al., 2014); (Christine et al., 2020); (Rehman et al., 2019); (Hasan & Suciarto, 2020); (Huang & Ge, 2019).

### **The Effect of Attitude on Purchase Intention**

Based on the results of data analysis hypothesis 5. Attitude significantly affects consumer purchase intentions in using makeup services during the covid-19 pandemic in Payakumbuh City in a positive direction, so hypothesis 5 is accepted. This shows that the higher the Attitude, the higher the Purchase Intention of consumers in using the services of a makeup artist during the Covid-19 pandemic in Payakumbuh City.

Attitude toward a behaviour is defined as refers to a individual evaluation of liking or disliking to apply certain behaviour. A person is more probably to perform a particular behaviour if they have a positive attitude in performing that behaviour (Kim & Chung, 2011). This feeling arises from an individual's evaluation of the belief in the results obtained from a particular behaviour. So, if someone has a positive attitude to buy a product, an interest will arise to buy (Carolyn & Pusparini, 2013).

Consumers in using the services of a makeup artist in the period of the covid-19 outbreak in Payakumbuh City argue that using the services of a makeup artist is a good idea, interesting, important, useful, wise, and profitable so that it affects Purchase Intention. Applying makeup with a different appearance requires special skills that everyone does not possess. Consumers prefer to entrust a makeup artist service provider to attend certain events requiring different makeup. In addition, because not everyone can apply makeup like makeup artist service providers, it is advantageous for those who need services to apply makeup to overcome their problems in applying makeup.

The results of this study corroborated the research findings of Carolyn & Pusparini (2013), who found attitudes to buy organic personal care products positively influence purchase intention (Purchase Intention). Likewise, Kim & Chung (2011) found attitudes to buying products influence purchase intentions. The same thing was also found by Al-Swidi et al. (2014) Attitude has a significant influence on purchase intention.

The results of this study are also inline with the research findings of Christine et al. (2020), which also found that attitudes affect purchase intention. Furthermore, Rehman et al. (2019) also found that Attitude affected Consumer Purchase Intention. Hsu et al. (2016) found that attitudes towards organic food positively affect purchase intention. According to (Bashir, 2019), finding Consumer Attitude influences Consumer Purchase Intention. Likewise, according to (Shah et al., 2020); (Hasan & Suciarto, 2020) (Huang & Ge, 2019) also found, Attitude affected Purchase Intention.

### **The Effect of Health Consciousness on Purchase Intention mediated by Attitude**

Based on the results of data analysis hypothesis 6, Health awareness has a significant influence on customer purchase intentions in using makeup artist services during the covid-19 pandemic in Payakumbuh City, mediated by Attitude in a positive direction, so hypothesis 6 is accepted. This shows that the increasing Health Consciousness, the higher the Purchase Intention of consumers in using the services of a makeup artist during the covid-19 pandemic in Payakumbuh City, which is mediated by Attitude in a positive direction.

Consumers' attitude in using the services of a makeup artist in the period the covid-19 outbreak in terms of using the services of a makeup artist is a good idea. Consumers highly consider interesting, important, useful, wise and profitable things in using the services of a makeup artist during the covid pandemic. -19. Where consumer attitude mediates the influence of Health Awareness on customer buying intention. This is because consumers consider Health Consciousness by choosing makeup artist services carefully to ensure health. Consumers also feel like people who are aware of health so that they pay attention to the health protocols used by makeup artist service providers during the covid-19 pandemic and think about For things related to health, the reason is that makeup artist services are one of the professions that are vulnerable to the spread of the Covid-19 virus because they apply makeup in the face and mouth area, so they have close physical contact with clients. Maintain hygiene tools and cosmetics so that all of these things affect consumers' attitude in using the services of a makeup artist in the period of covid-19 outbreak in Payakumbuh City. Furthermore, it impacts consumers' purchase intentions in using the services of a makeup artist during the covid-19 pandemic.

Values embraced by consumers are factors that influence consumer attitudes in buying products. Consumers with different value systems will show different behaviour towards products (Kim & Chung, 2011). Someone aware of health will try to involve himself in healthy behaviour (Hong, 2009). Furthermore, attitude toward behaviour refers to individual evaluation of liking or disliking to run the behaviour. An individual is more probably to perform a particular action if they have a positive predisposition in performing that action (Kim & Chung, 2011). This feeling arises from an individual's evaluation of the belief in the results obtained from a particular behaviour. So, if someone has a positive attitude to buy a product, an interest will arise to buy (Carolyn & Pusparini, 2013).

The results of this study are not in line with the results of research (Michaelidou and Hassan, 2010) that attitudes do not fully mediate the effect of health awareness on purchase intention.

### **The Effect of Perceived Behavioral Control on Purchase Intentions Mediated by Attitude**

Based on the results of data analysis hypothesis 7, Perceived Behavioral Control has a significant effect on consumer purchase intentions in using makeup artist services during the covid-19 pandemic in Payakumbuh City, mediated by Attitude in a positive direction, so hypothesis 7 is accepted. This shows that the higher the Perceived Behavioral Control, the higher the Purchase Intention of consumers in using the services of a makeup artist

during the COVID-19 pandemic in Payakumbuh City, which is mediated by Attitude in a positive direction.

This indicates that in using the services of a makeup artist during the COVID-19 pandemic, the sampled consumers in this study considered their abilities in Perceived Behavioral Control. Where consumers decide the selection of makeup artist services according to the needs of the event they need so that the decision to purchase or not to purchase the services of a makeup artist depends on them according to the conditions required so that this affects the attitude of consumers in using makeup artists in the period of covid-19 outbreaks.

Then, consumers' attitude in using the services of a makeup artist in the period of COVID-19 outbreaks, which is seen from using the services of a makeup artist, is a good idea, interesting, important, useful, wise and profitable also has an impact on Purchase Intention. Applying makeup with a different appearance requires special skills that everyone does not own, so to attend certain events requiring different makeup, consumers prefer to entrust a makeup artist service provider.

The greater the control owned by the consumer, the higher the buying interest. In this case, when consumers believe that they have sufficient financial ability and time their perception of control also increases. The higher control of the consumer increases their interest in buying the product (Kim & Chung, 2011).

#### V. CONCLUSION AND SUGGESTION

From the research conducted, several conclusions can be drawn that can be explained that Health Consciousness has a significant effect on consumer Attitude, Health Awareness has no significant influence on customer Purchase Intentions, Perceived Behavioral Control has a significant influence on consumer attitudes, Perceived Behavioral Control has a significant influence on customer buying intentions, Attitude has a significant influence on on customer buying Intention, Health Consciousness significant link to customer buying intention mediated by Attitude, Perceived Behavioral Control significant link to customer buying intention mediated by Attitude.

From the research results obtained, the implications that makeup artist service providers can use to increase Purchase Intention in consumers' use of their services. A makeup artist should pay more attention to Health Consciousness, Consumer Attitude and Consumer Purchase Intention in using the services of a makeup artist during the COVID-19 pandemic.

Researchers hope that this research can be developed so that the use of makeup artist services during the covid-19 pandemic can still be carried out by applying health protocols, as well as consumers can also exercise control in choosing the makeup artist services offered, this is because, in general, respondents who fill out questionnaires have never used the services of a makeup artist during the covid-19 pandemic. This causes consumers to be unable to determine how true Health Consciousness and Perceived Behavioral Control are that they can sing, which have an impact on attitude and purchase intention in using the services of a makeup artist during the COVID-19 pandemic.

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#### AUTHORS

**First Author** – Aisyah Fadila Sulthani, Master of Management Program, Faculty of Economics and Business, Universitas Andalas, Indonesia, [aisyahfadilasulthani@gmail.com](mailto:aisyahfadilasulthani@gmail.com)

**Second Author** – Yulia Hendri Yeni, Department of Management, Faculty of Economics and Business, Universitas Andalas, Indonesia, [yuliahendriyeni@eb.unand.ac.id](mailto:yuliahendriyeni@eb.unand.ac.id)

**Third Author** – Syafrizal, Department of Management, Faculty of Economics and Business, Universitas Andalas, Indonesia, [yafrizal@eb.unand.ac.id](mailto:yafrizal@eb.unand.ac.id)