

ABSTRACT

The ongoing Covid-19 pandemic has had a huge impact on several sectors, including the economic sector in Indonesia. Since the Covid-19 pandemic and people were asked to stay at home, online presence increased significantly. The popularity of online shopping further strengthens the trend of e-commerce providing many functions that increase convenience. Even though the Indonesian economy is experiencing a decline, online shopping continues to increase, Indonesia is in the top position in online shopping in Southeast Asia in 2021. Spending on beauty products is increasing, until now the main trend of beauty products that dominates is skincare. During the pandemic, consumers felt that skincare was their need, this affected skincare in Indonesia. Over time, more companies in the beauty sector are innovating to maintain their existence thus consumers use their products. The skincare brand is currently being discussed, namely MS GLOW because it can sell more than two million products every month in 2021 and is nominated for the first level in the skincare in e-commerce in 2021.

The purpose of this study is to identify and analyze factors that make consumers buy MS GLOW during a pandemic based on cultural, social, personal, and psychological variables.

The research method used is quantitative, using descriptive analysis and factor analysis. This research uses non-probability sampling. The data used are primary data by distributing questionnaires to 400 respondents in the period from February to March 2022 and secondary data through journals, books, scientific articles, reports, official data, and other related sources. The population in this study was consumers who used skincare MS GLOW.

The results of this study indicate that there are three new factors formed from the original 14 factors. These factors are perception factors which consist of positive product values, positive experiences, trust, positive evaluations, and motivation, then social class factors consisting of roles and status, lifestyle and increasing self-confidence, and finally family factors consisting of groups. The dominant factor in this purchase is the perception where consumers buy because they have a positive perception of skincare MS GLOW.

The result from this research can be used as suggestion to MS GLOW to develop their marketing programs that focused on three new factors. Furthermore, this research can be continued by conducting research on a regular basis, and can use other factors outside the results of this research.

Keywords: *Analysis Factor, Consumer Behavior, Skincare*