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A.n. DEKAN FAKULTAS EKONOMI DAN BISNIS  
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## The Study of Managerial Knowledge, Attitude, and Intention Toward Willingness To Pay On Consumers Cosmetic Products

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### Abstract

This study serves to test and analyze the effect of managerial knowledge, attitudes, and intentions on willingness to pay for cosmetic product consumers in Jakarta. This study uses a survey method and causality. So the samples obtained in this study were 201 respondents. The research method uses SEM analysis with the Warp PLS 7.0 program as a test tool. The results of this study are in Managerial Knowledge which has a very positive effect on Consumer Payment Intentions for Cosmetic Products significantly and Attitudes have a positive effect on Consumer Payment Intentions for Cosmetic Products significantly. This research has also shown that the intention to pay has a very significant positive effect on the willingness to pay to consumers. These three main issues therefore should be taken into consideration in strategic planning that it is necessary to increase managerial knowledge by supporting attitudes and intentions through education and training programs to improve willingness to pay on consumers cosmetic products.

**Keyword:** Managerial Knowledge, Attitude, Intention, Willingness to Pay

### 1. Introduction

Presently cosmetics have become a style and necessity that must be owned by every woman in various parts of the world, including Indonesian Ladies is one of the local cosmetic brands that can compete in the national industry, providing more than 140 decorative and skin care products. Looking at the 2021 Top Brand Index data shows that Martatilar is also capable enough to compete with other cosmetic brands, because Martatilar has entered the 2021 Top Brand Index. Martatilar cosmetic products are only included in the Top Brand category in 2021 for the year before and after Martatilar is not included in category. The Top Brand Award is proof that the brand is trusted by consumers. Excellent performance leads to brand loyalty relationships. The inclusion of Martatilar cosmetics in the Top Brand means that consumers