

**The Influence of Product Design And Self-Determined Need Satisfaction
Toward Customer Engagement : Case of Barenbliss Cosmetic**

THESIS

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana Manajemen (S1) in
International Business Management Program Faculty of Business and Economics Universitas

Atma Jaya Yogyakarta



Assembled by:

Christina Yulianti

211226510

International Business Management Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

APPROVAL PAGE

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Undergraduate Thesis

THE INFLUENCE OF PRODUCT DESIGN AND SELF-DETERMINED
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BARENBLISS COSMETIC

Has been compiled and cohesively written by:

Christina Yulianti

211226510

Has been thoroughly assessed and approved by:

Undergraduate Thesis Supervisor



Wenefrida Mahestu N Krisjanti, SE., M.Sc.IB, Ph.D

13 Agustus 2025

DEAN APPROVAL PAGE

DEAN APPROVAL PAGE

Thesis

**The Influence of Product Design And Self-Determined Need Satisfaction Toward
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Has been prepared and compiled by :

Christina Yulianti

Student ID : 211226510

Has been defended in front of examiner in 4th September 2025 and accepted as fulfilment of
requirements for the Degree of Sarjana Manajemen (S1) in International Business
Management Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta

Composition of examination committee

Head of examiner



Wenefrida Mahestu N K , S.E., M.Sc.IB., Ph.D.,

Member of Examiner



Drs. C. Jarot Priyogutomo, MBA



Oscar Chrismadian Noventa. SE., Msc

Yogyakarta, 10th September 2025

Dean of the Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta



Wenefrida Mahestu N K , S.E., M.Sc.IB., Ph.D.,

PREFACE

With the deepest and most heartfelt gratitude to Jesus Christ, my Lord and Saviour, whose boundless grace, unfailing love, and immeasurable blessings have enabled the completion of this research, I humbly present this thesis as partial fulfillment of the requirements for the Bachelor's degree in the International Business Management Program at Universitas Atma Jaya Yogyakarta. The proposed title of this work is:

The Influence of Product Design And Self-Determined Need Satisfaction Toward Customer Engagement : Case of Barenbliss Cosmetic

The process of creating this undergraduate thesis has been a journey of perseverance, learning, and self-discovery. Along the way, I have been blessed with the support of many remarkable individuals who have contributed to my progress—physically, mentally, and financially. Their guidance, encouragement, and kindness have been instrumental in shaping both the quality of this work and my own growth as a person. Therefore, I wish to convey my deepest and sincerest gratitude to:

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7. Myself, for enduring the challenges of academic and personal life with resilience and courage. I am proud of my determination, my willingness to explore new possibilities, and my perseverance in the face of uncertainty. I believe that this courage will continue to guide me toward greater achievements.

As the author of this thesis, I acknowledge that this work is not without limitations. Despite my sincere efforts to ensure academic rigor, there may be areas where improvements could be made in content, structure, or analysis. I welcome constructive feedback, critiques, and suggestions from readers, as such perspectives are invaluable for refining both this work and my future research. I firmly believe that academic growth is a continuous process, enriched by the exchange of ideas and collective learning. It is my hope that this research will not only contribute to scholarly discussions in this field but also inspire and inform others who pursue similar paths. Through shared knowledge and open dialogue, we can together advance the spirit of learning and discovery.

Yogyakarta, 13 August 2025

A handwritten signature in black ink, consisting of a large, stylized 'C' followed by a series of loops and a horizontal line extending to the right.

Christina Yulianti

AUTHENTICITY ACKNOWLEDGEMENT

I, Christina Yulianti, as a result of this, declare that I have completed the undergraduate thesis entitled:

The Influence of Product Design And Self-Determined Need Satisfaction Toward Customer Engagement : Case of Barenbliss Cosmetic

As a result of this, I declare that this thesis is entirely my original work and does not include contributions from others, except for specific sections that require citations, which have been referenced adequately following the guidelines for academic writing. All sources are appropriately listed in the thesis bibliography.

Yogyakarta, 13 August 2025

A handwritten signature in black ink, consisting of a large, stylized 'C' followed by several loops and a horizontal line across the middle.

Christina Yulianti

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ABSTRACT

This study examines the influence of Barenbliss cosmetic product design—covering aesthetic, functional, and symbolic aspects—on customer engagement through the fulfillment of psychological needs based on Self-Determination Theory (SDT), namely autonomy, competence, and relatedness. Using a quantitative survey of 236 Gen Z and millennial consumers in Yogyakarta who used Barenbliss in the past year, data were analyzed with PLS-SEM. Results show that aesthetic design significantly affects relatedness, functional design affects autonomy and competence, and symbolic design affects competence. Competence and relatedness fulfillment positively influence purchase, referrals, and social influence, while autonomy impacts knowledge sharing. These findings highlight the importance of product design in meeting psychological needs to enhance long-term customer engagement.

Keywords: product design, Self-Determination Theory, autonomy, competence, relatedness, customer engagement.