



THE INFLUENCE OF BEAUTY VLOGGER ON PURCHASE INTENTION OF NETIZENS IN SOCIAL MEDIA

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ABSTRACT

Abstract: This research aims to investigate contributing factors and the effects of beauty vlogger in Indonesia. In this era, digital platform has a significant important role in influencing purchase intentions and it's one of the most effective marketing strategy. Content creators like Youtube become one place to share. There are a lot of YouTube content creators such as beauty vloggers and become a figure that inspires many people to have a strong influence in the minds of the consumers. To understand the issue, we adopt Theory of Planned Behaviour (TPB) model. This model contains 3 independent variables, namely, Attitude, Subjective Norm, and Perceived Behavioural Control. The dependent variable is the Behavioural Intention and Beauty Vlogger as a moderating variable. Questionnaires collect the relevant data from a random sample of 400 respondents. Then, the data are used to establish the relationship between the independent and dependent variables statistically, taking into account the Beauty vlogger as the moderating variable. The findings are of the following. The adopted model TPB matches the data at the fitness level of 0.718 in the term of the coefficient determination R². The statistical analysis supports the conjectures that Behavioural Intention is affected by Attitude with the statistical significance of t-stat of 7.795 (associated to sig/p-value of 0,000), by Subjective Norm with t-stat of 6.330 (0,000), and Perceived Behavioural Control with t-stat of 2.628 (0,001). The statistics do not support the conjectures that Behavioural Intention is affected by Attitude, Subjective Norm and Perceived Behavioural Control is moderated by Beauty Vlogger. However, there is a strong relationship between beauty vlogger and purchase intention without moderating Attitude, Subjective Norm, and Perceived Behavioral Control.

Keywords: *Beauty Vlogger; Purchase Intention; E-Commerce; Social Media; Youtube; Indonesia.*