

The Impact of YouTube's Beauty Vlogger on Consumer Buying Decision (The Case of University Students)

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ABSTRACT

Objective – Advancement in technology has brought a lot of changes in many aspects of life. Currently, there are trends of YouTube's Beauty Vlogger where they share videos on how to apply makeup or information on a beauty product through tutorials or by reviewing with clear presentations and attractive visuals as a way to influence women to be interested in using these beauty products. It cannot be denied that these trends have been supporting a lot of existing businesses. The purpose of this research is to analyze the influence of YouTube's Beauty Vlogger with its three dimensions of Attractiveness, Trustworthiness, and Expertise towards consumer buying decision.

Methodology – The data collection technique uses random sampling which produces data from people who are beauty enthusiasts. There were 57 respondents for this research after the researcher distributed the questionnaires through several social media platforms. The researcher used SPSS as the data analysis technique.

Findings – The result of this research shows that YouTube's beauty vlogger significantly influenced the consumer buying decision.

Novelty – Although the relationships between the influencer's attractiveness, trustworthiness, expertise, and consumer buying interest have been examined in past research, the specific relationships examined in this study have not yet been previously investigated using YouTube vloggers in Indonesia and a sample of the country's young people.

Keywords: *YouTube beauty vlogger, attractiveness, trustworthiness, expertise, consumer buying decision*

JEL Classification: M3, O3, M37

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I. INTRODUCTION

The use of the internet in Indonesia has shown that the internet has become a phenomenon with the changing lifestyle of the wider community. Of the total of 256.2 million Indonesian people, more than half of which are 132.7 million internet users, it has been shown that almost half of Indonesia's population has used the internet. The use of the internet itself has brought a lot of opportunities for the generation.

Humans have experienced a wide range of significant changes as a result of the current digital era. With technological advancements that have resulted in a variety of innovations, it has become easier for anyone to fulfill their need for information via the Internet. According to Talika (2016), the existence of the internet has created a new life system that has the potential to make life easier via cyberspace or online. Untari and Fajariana (2018) also stated that the internet, which has created innovations in the form of social media, has made it easier for the public to obtain information through social media platforms such as Twitter, Facebook, YouTube, Instagram, and others. Therefore, it can be explained that social media has the potential to make

it easier for humans to meet their need for the necessary information.

With the advancement of time, there has been a change where initially a person can only obtain information through traditional media, then shifts to become more dependent on all-digital media, one of which is social media which is considered much more varied and practical. This is supported by how the current era tends to be done completely online, because the public or especially young people find it much easier to access whatever they need through the availability of social media. Ayun (2015) explains that nowadays young people cannot be separated or avoided from using social media, because in their daily lives they need information through these social media.

Many social media users are not only looking for but also providing and disseminating information, in other words, sharing information with each other. YouTube is one of the most popular social media nowadays. YouTube is present in the form of audio and visual media which makes the information obtained more clear and real. Currently, YouTube is included in the top 3 social media sites that are often visited by the people of Indonesia. This is proven by the results of the 2016 Indonesian Internet Service Providers Association survey.

A beauty influencer is a person who is well-known on social media, especially in the beauty community, which is specifically involved in the world of beauty. The presence of the beauty influencer is used as a tool to promote a beauty brand through the form of submitting a review that is made as attractive as possible. According to Zukhrufani & Zakiy (2019), beauty influencers are considered to occupy a strong role that influences the large number of followers because each upload is when promoting a beauty product from a brand. Shimp & Andrew (Anggraini et al., 2018) also explain how the advertisers are willing to pay a high amount to a beauty influencer who is liked by the audience in order to influence consumer behavior towards the products sold.

Moreover, nowadays, people's enthusiasm for beauty products has increased since the social standards demanded by our environment have changed. With many platforms, the transition of people's online lifestyle created a lot of beauty trends and portrayed how we should shape our beauty standards. For example, with the increasing use of the internet, there are many new fields of work as influencers. An influencer often influences their followers with their interest, if they are interested in an outfit, creating their feed with many outfit posts. Hence, their followers have a direction to follow in fashion. Then there are also beauty influencers who will influence their followers with new tricks of make-up or skincare routine.

In this case, beauty brands tend to entrust their products to beauty influencers who are judged to be in accordance with the brand's target audience to promote the products sold on YouTube. Therefore, there are several things that must be owned by a beauty influencer who will be used as a promotional tool for beauty products from a beauty brand. This is because people will tend to choose which reference sources are considered more trusted to be able to convince them to be interested in the products sold by the brand. Thus, a beauty influencer must have the ability to influence the opinions and behavior of the audience, this is because they have a big role in social media where they are able to spread information quickly, can create trust, have credibility, and can connect directly between the audience and others. beauty influencers (Evelina & Handayani, 2018).

Following our society's paradigm in how they look at beauty is often referred to as flawless skin that might disturb our appearance even though it is normal to have flaws. It is no wonder beauty products and beauty influencers are increasing in numbers. Because there are many beauty products nowadays, companies are competing and launching a lot of products even though they come from the same kind of product. Thus, it often makes many people confused, especially newcomers interested in trying beauty products. For example, there is a product for moisturizing our skin. Those many choices led to another confusion. Here, the role of the beauty influencer was played. They gave information in entertaining ways so their followers could understand and help them consider which product to buy. They created their impression as a person where beauty enthusiasts can rely on information about beauty products since beauty influencers are already

trying that product. It can be a testimonial for their followers. With a lot of social media platforms, researchers are interested in digging this phenomenon from the YouTube platform. Following the research background, this research paper will provide an overview of the impact of YouTube's beauty vlogger on consumer buying decision.

Therefore, based on the discussion, it is essential to study the relationship between the influencer's attractiveness, trustworthiness, expertise, and consumer buying interest. To address this gap, this paper tries to shed light on whether attractiveness, trustworthiness, and expertise of an influencer would have an impact on buying decision within the context of beauty vloggers in Indonesia.

II. LITERATURE REVIEW

Consumer Buying Decision

We can categorize consumer interest as one of the consumer behavior aspects. Consumers who have an interest in buying are called potential consumers, while consumers who have not taken purchase actions at this time are called potential buyers. A prospective buyer can become a potential consumer if the influence of the product is either intrinsic or extrinsic according to his needs. According to Kotler and Keller (2009), they define consumer buying decision as a state where consumers desire to either choose, consume, use, or simply want the product that is offered. And they also added that consumer buying decision appears as a response to an object that raises consumer desire to make a purchase.

When there is a trend of brand-new cosmetics and a lot of people make a purchase on it, this purchasing trend could lead to consumer buying decision because these prospective buyers come along following the trend and they affirm that the product is worth buying. And this happens oppositely when a lot of people cancel a product, prospective buyers might discourage their intention to buy that product.

These factors often lead to consumers' thoughts about whether to buy or not buy something. There are a lot of factors that might affect consumer buying decisions in unanticipated situations. For example, A wants to purchase a lipstick, but the next time, she already has enough money to buy it, her handphone is broken, and she needs to fix it. Then the money she wants to buy lipstick would be allocated to repairing her handphone. The buying interest appears when the consumer has taken the steps for sub-purchase decisions whose aspects are as follows: brand decision, supplier decision, quantity decision, decision time, and payment method decision. There are a lot of complex factors that affect consumer buying decisions, as stated by Schiffman and Kanuk (2004). For example, there is awareness of need, product introduction, external influences, and evaluations of alternative products. When a consumer wants to buy something, to raise their interest first, they need to follow a step-by-step purchase decision first thing they need to do recognizing their needs. After that, they need to seek information about the product they need, then evaluate the information they earned. After that, they might continue the step to purchasing activity if there is no obstacle like external factors or unanticipated situations, then they will have post purchasing experience. Kotler and Keller (2016) suggest that buying behavior is influenced by four factors, namely: Culture, Social (people or relatives around the consumer), Personal (age, occupation, lifestyle, consumer value, consumer economic circumstances, or consumer stage of life cycle), and Psychological.

According to Ferdinand (2002), buying interest can be identified using the following indicators: transactional interest (a person's proclivity to purchase a product), referential interest (a person's proclivity to refer products to others), and preferential interest (an interest that describes the behavior of someone who has a main preference for the product). This preference can only be overridden if something happens to the reference product; exploratory interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the product's positive properties. Buying interest is obtained from a learning process and a thought process that forms a perception. The buying interest that arises creates a continuously recorded motivation in his mind, which in

the end, when a consumer has to fulfill his needs, will actualize what is in the minds of consumers.

The Concept of Beauty Vlogger

The phenomenon of the presence of the Beauty Vlogger began to appear in 2015 and started on YouTube, due to the increasing awareness of women about appearance to look more attractive and confident. This shows that the phenomenon of "beauty" until now has not subsided and is still loved by women and even its influence and impact are getting wider along with the development of existing trends.

Beauty vlogger is a profession carried out by someone who is specifically in the world of beauty, especially in the form of videos or vlogs and is much loved by women on social media. In addition, Beauty Vloggers themselves are someone who is considered a source of information, this is because they have extensive knowledge and a strong communication network, so that they are able to influence other people's purchasing decisions for something either directly or indirectly (Tuten, 2008).

The activities carried out by the beauty vlogger are by uploading videos such as sharing how to apply makeup or information on a beauty product through tutorials or by reviewing with clear presentations and attractive visuals as a way to influence women to be interested in using these beauty products (Widiastuti, 2019). This is what makes many beauty brands look to Beauty Vloggers to promote their products on social media such as YouTube to attract female audiences by promoting products sold through beauty vloggers with beauty content created such as reviews containing beauty information presented in the form of tutorials, swatches, or product recommendations in order to bind and influence the minds of the audience, especially women to buy the product.

According to Sebayon and Siahaan (2008), beauty vlogger or celebrity endorser includes: Attractiveness (the interesting thing about the endorser, includes a number of characteristics that can be seen by the audience in the endorser, such as physical attractiveness, personality traits, lifestyle, social class, and so on), Trustworthiness (trust which consists of honesty, self-integrity, and being trustworthy as a source, as well as convincing others to take action), and Expertise (expertise consisting of knowledge, experience, and skills possessed).

Besides being able to polish the face, beauty vloggers can also provide education about beauty products through the form of a submitted review. Beauty vloggers aim to influence their audience to be interested and ultimately tend to accept the messages and information expressed because they think that they are one of the trusted sources of information. Widodo and Mawardi (2017) explained that only by watching a review from a beauty vlogger do consumers tend to be immediately interested in purchasing the product being reviewed. Therefore, a review from a beauty vlogger is considered to be able to make the female audience eager to buy beauty products.

Online Product Reviews

Currently, amid technological sophistication, to review a product, people no longer need to buy or experience the product themselves or have difficulty asking other people how their experience using the product was. Today with the internet, a product review can be found as easily as the flick of a hand. Online review system influence consumer purchasing decisions (Dellarocas, 2003; Mudambi & Schuff, 2010). A product review activity can influence to strengthen or weaken consumer buying decisions. For example, a consumer is hesitant to buy a product. Then he tries to convince himself to buy the product by looking at the reviews. If the product reviews are good, then his buying interest will be formed and lead to a purchase decision. Meanwhile, if the reviews are good, consumers will likely continue their intention to buy the product or even look for substitute products similar to other brands with good reviews.

Currently, there are a lot of beauty products. However, only one product type is sold with various brands, shapes, and names, so potential buyers will need clarification and help to decide which one to buy. With reviews, it is very helpful for potential consumers to increase their purchase interest in an item. Online

product reviews, apart from being able to generate purchase interest, can also generate purchase interest. For example, when a potential buyer accidentally sees a beauty product review online, and then he is interested in the review, he can also immediately make a purchase decision because of the factor of the emergence of unintentional purchase interest.

Previous studies conducted have assessed the impact of online consumer reviews and found a positive correlation between the valence of online reviews and online book sales (Chevalier & Mayzlin, 2006; Sen & Lerman, 2007; Ye et al., 2009). The results of different studies that focus on film sales also lead to the conclusion that online reviews increase film sales results (Dellarocas et al., 2007). Another study using hotel booking data in China, conducted by Ye et al. (2009), found that the number of hotel bookings increased after online reviews were conducted. Aligned with the article by Park and Lee (2008), they stated that customers tend to avoid products or services with negative/bad reviews and are more attracted to products that are commented on positively.

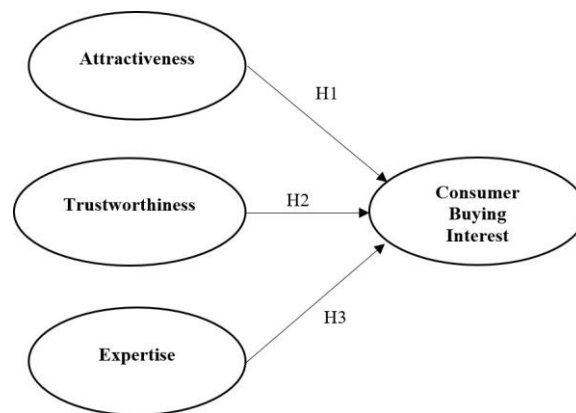


Figure 1. Framework Model

Figure 1 illustrates the conceptual framework of this research. It explains the relationship between Attractiveness (H1), Trustworthiness (H2), and Expertise (H3) to the Consumer Buying Decision. Thus, we can see that the independent variables are Attractiveness, Trustworthiness, and Expertise. Simultaneously, the independent variable is Consumer Buying Decision with the control variables are the independent variables mentioned before. In this research, the researcher does not use moderating and mediating variables.

Hypothesis Development

The Relationship between Attractiveness and Consumer Buying Decision

The decision to use attractiveness is motivated by the fact that attractiveness is becoming an important factor through the increased use of celebrities as endorsers of products, services, or for causes. Attractive communicators are consistently preferred and have a positive impact on the products with which they are socially associated (Osei-Frimpong et al., 2019). When consumers find something interesting in an endorser, the consumer will perceive that the endorser is attractive, and the consumer will side with the endorser. Based on the discussion, the first hypothesis is:

H1: There is a positive and significant relationship between attractiveness and consumer buying decision

Relationship between Trustworthiness and Consumer Buying Decision

Trustworthiness is a key characteristic for effective messengers (Krisjanti, 2006). The honesty that beauty product endorsers have when promoting a product can give consumers confidence in a product and can help marketers to increase consumer buying decision in a product. Therefore, the authors propose the following hypothesis:

H2: There is a positive and significant relationship between trustworthiness and consumer buying decision.

The Relationship between Expertise and Consumer Buying Decision

While expertise refers to an endorser's knowledge, skills, and experience related to the advertised product (Putri & Patria, 2018). An endorser who is recognized as an expert in a particular subject will be more persuasive in changing the audience's opinion about the field of expertise than an endorser who is not considered to have expertise. The expertise possessed by an endorser positively influences consumer buying decisions (Savitri, 2017). The third hypothesis of the study would be:

H3: There is a positive and significant relationship between expertise and consumer buying decision

III. METHODOLOGY

Research Approach

This study technique employed a quantitative approach, with primary data gathered through the distribution of questionnaires serving as a reference in the composition of this research article. The accurate variable measuring of data sets defines quantitative research. This study was constructed using the quantitative technique in general, with numerous components such as research design, test and measurement, and statistical analysis. Because most people today use the internet, this research was conducted using an online survey platform (Wright, 2017). There are four variables in this study: Attractiveness (ATT), Trustworthiness (TRU), Expertise (EXP), and Consumer Buying Decision (CBD).

Data Collection Method

The primary data for this study is acquired using Google Forms questionnaire circulated via social media platforms, such as WhatsApp, Twitter, and Instagram. This study included 57 Indonesian beauty lovers as participants. A Likert scale survey design is used to measure the amount of agreement that is appropriate for the respondent. To quantify responses, this study used scale items consisting of 5-point Likert scales with 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). For both survey administrators and participants, the 5-point Likert scale is easy to comprehend and utilize. It is quicker and easier to complete than higher-point scales (Finstad, 2010).

Time and Place of Research

This study was carried out from September to November 2021, includes research preparation, data gathering, data processing, and data analysis. The questionnaire was distributed to 57 respondents via an online survey platform, Google Forms, for data collection. The data collection process lasted one week in October 2021. The Likert Scale is used to collect data in this study. Furthermore, the responders to this study were beauty fanatics.

IV. RESULTS AND DISCUSSION

Descriptive Analysis

This study found several noteworthy outcomes, including the size of the BeautyVlogger variables on Consumer Buying Decision on YouTube. Before reviewing the research data, the researcher describes the descriptive analysis of the questionnaire and uses SPSS to test the research data's validity and reliability. The regression analysis is then performed using SPSS to determine the significant impact of YouTube's Beauty Vlogger variables on Consumer Buying Decision.

Descriptive Data

After spreading the questionnaire through various media, the researcher succeeded in distributing the questionnaire to about 57 respondents.

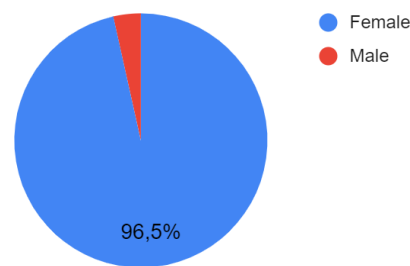


Figure 2. Gender of the Respondents

According to Figure 2, the respondent's data is divided into two gender categories. From the survey results, 96.5% of respondents are female and 3.5% are male. From the results of these respondents, it can be concluded that the number of respondents is dominated by females.

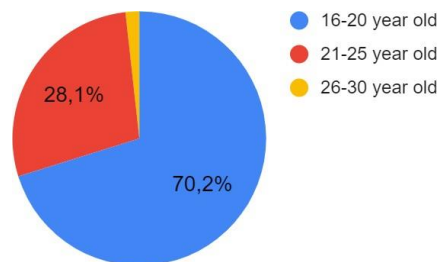


Figure 3 Age of the Respondents

Based on Figure 3, respondents are divided into three categories, which range from 16 to 20 years old, 21 to 25 years old, and 26 to 30 years old. From the data obtained from 57 respondents, the composition of respondents based on age classification is around 70.2% aged 16 to 20 years old, 28.1% aged 21 to 25 years old, and 1.7% aged 25 to 30 years old. From the results of these respondents, it can be concluded that the number of respondents is dominated by people aged 16 to 20 years old.

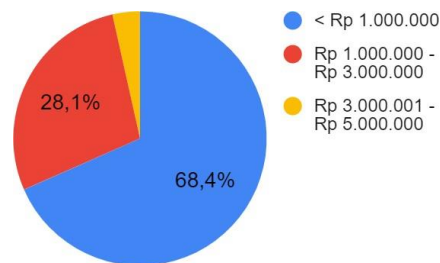


Figure 4. Monthly Income of the Respondents

Based on Figure 4, income of respondents are divided into four categories, which range from < Rp 1.000.000, Rp 1.000.000 - Rp 3.000.000, and Rp 3.000.001 - Rp 5.000.000. From the data obtained 68.4% of respondents have income lower than Rp 1.000.000, 28.1% of respondents have income ranging at Rp. 1.000.000 - Rp 3.000.000.

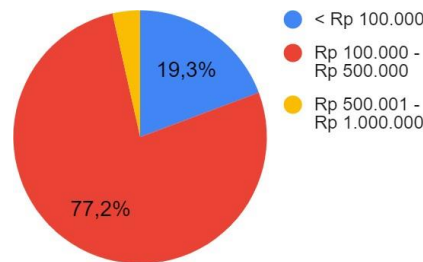


Figure 5. Monthly Expense on Beauty Product of the Respondents

Based on Figure 5, total spending on beauty products of respondents per month are divided into three categories, which range from < Rp 100.000, Rp 100.000 - Rp 500.000, and Rp 500.001 - Rp 1.000.000. From the data obtained, 77.2% of respondents have spending ranging at Rp 100.000 - Rp 500.000, 19.3% of respondents have spending lower than Rp.100.000 per month for beauty products.

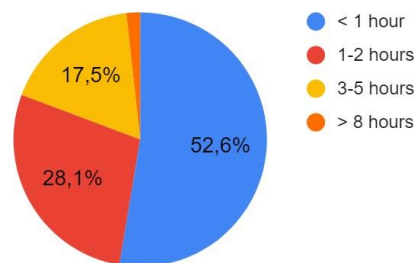


Figure 6. YouTube Daily Watch of the Respondents

Figure 6 shows the results of the survey of hours spent by respondents on watching YouTube per day. Their watch time is divided into four sections: < 1 hour, 1-2 hours, 3-5 hours, and > 8 hours. Of the 57 respondents, 52.6% watch YouTube less than 1 hour per day, 28.1% watch YouTube 1-2 hours per day,

17.5% of respondents watch YouTube 3-5 hours per day.

Reliability Testing

A reliability test is used to determine how consistent measurement results are when performed twice or more on the same object with the same measuring instrument. In addition, the Cronbach’s Alpha technique was used to assess the reliability of the questionnaire’s questions. An instrument is considered reliable if its alpha coefficient is greater than 0.600 (Ghozali, 2001). Table 5 displays the results of reliability tests computed with statistics software or SPSS.

Table 2 Reliability Testing

Variable	Cronbach’s Alpha
Attractiveness	0.603
Trustworthiness	0.614
Expertise	0.752
Consumer Buying Decision	0.730

The Cronbach’s Alpha values on all question items obtained by reliability testing were greater than 0.600, implying that all of the research question items met the reliability standards or that the questionnaires are reliable as a research tool.

Table 3 Validity Testing

Variable	Indicator	R Count
Attractiveness	ATT1	0.714
	ATT2	0.334
	ATT3	0.747
	ATT4	0.731
	ATT5	0.567
Trustworthiness	TRU1	0.482
	TRU2	0.665
	TRU3	0.647
	TRU4	0.747
	TRU5	0.584
Expertise	EXP1	0.481
	EXP2	0.543
	EXP3	0.470
	EXP4	0.631
	EXP5	0.502
Consumer Buying Decision	CBD1	0.598
	CBD2	0.496
	CBD3	0.373
	CBD4	0.553

Validity Testing

The data’s validity was determined by comparing the answer scores obtained on each item to the total score obtained on all items. According to certain statistical measures, the results and correlations must be significant. The Pearson correlation method, aided by the software SPSS, was used to perform the validity test.

The validity test is used to verify a measuring instrument’s level of accuracy in carrying out its measuring function by performing product moment calculations on questionnaire items using a statistical computer program (SPSS). The questionnaire is said to be valid if R Count exceeds the R Table (0.2609), and vice

versa. The results of these tests are shown in Table 3 by SPSS calculations.

Regression Analysis

The analytical technique used in this work is regression. Regression analysis is used to investigate the relationship between variables. In general, the investigator or researcher seeks to establish the causal effect of one variable on another as well as the statistical significance of the correlation (Rawling et al., 2001). In this study, regression analysis with SPSS is used to examine motivation factors and their impact on consumer buying decision based on three independent variables: attractiveness, trustworthiness, expertise, and consumer buying decision as the dependent variable.

Multiple Linear Regression

Table 4 Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	0.663	0.509		1.302	0.019
ATT	0.204	0.096	0.227	2.114	0.039
TRU	0.322	0.098	0.373	3.287	0.002
EXP	0.293	0.116	0.309	3.524	0.015

From Table 4, we can get a multiple linear regression as follows:

$$Y = 0.663 + 0.204X1^* + 0.322X2^* + 0.293X3^*$$

With X1 = Attractiveness of YouTube’s Beauty Vlogger X2 = Trustworthiness of YouTube’s Beauty Vlogger X3 = Expertise of YouTube’s Beauty Vlogger

Y = Consumer Buying Decision

Based on the Table 1 above, we can conclude that:

- a. Positive constant coefficient of 0.663 means that if all the variables of Attractiveness(X1), Trustworthiness (X2), and Expertise (X3) are 0, the Consumer Buying Decision (Y) will still have 0.663 value.
- b. Attractiveness (X1) has a positive significant impact on Consumer Buying Decision(Y), as the coefficient is 0.204 and the significance level of X1 (0.019) is less than 0.05 (significance level of 5%). Meaning that every rise of +1 value in X1 will cause Y to rise about 0.204.
- c. Trustworthiness (X2) has a positive significant impact on Consumer Buying Decision (Y), as the coefficient is 0.322 and the significance level of X2 (0.002) is more than 0.05 (significance level of 5%). Meaning that every rise of +1 value in X2 will cause Y to rise about 0.322.
- d. Expertise (X3) has a strong positive significant impact on Consumer Buying Decision(Y), as the coefficient is 0.293 and the significance level of X2 (0.015) is less than 0.05(significance level of 5%). Meaning that every rise of +1 value in X3 will cause Y to rise about 0.293.

T-Test

Simultaneous regression testing was carried out using f-test. Based on the results of hypothesis testing with T-Test, calculation in the table is obtained with a significance of ATT(0.039), TRU (0.002), and EXP (0.015) which all are less than 0.05. Moreover, the t of all three variables is also greater than the T-table (2.005). These results indicate that the variable significantly affects the consumer buying decision.

Table 5 T-Test result

Variable	t	P value
ATTTRUEXP	2.114	0.039
	3.287	0.002
	3.524	0.015

F-Test

Simultaneous regression testing was carried out using f-test. This test is carried out using a significance level of 5%. Based on the results of hypothesis testing with multiple linear regression analysis, calculation in the table is obtained with a significance of 0.000 which is less than 0.05. Moreover, the *F* (17.104) is also greater than the *F* table (2.257732). These results indicate that the variable jointly affects the consumer buying decision, thus the H0 is rejected.

Coefficient of Determination (R)

This test is carried out to find out how much the Y variable can be explained by variable X, namely or to find out how much influence the consumptive behavior variable has which is influenced by the beauty vlogger variable. The results can be seen in Table 6.

Table 6. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.704	0.495	0.467	0.27273

The results of the regression calculations can be found that the coefficient of determination (R Square) obtained is 0.495. This means that the consumer buying decision is affected by 49.5% by X1, X2, and X3 while the remaining 50.5% explained by other reasons.

Discussion

Attractiveness and consumer buying decision in YouTube

The attractiveness variable in Table 5 is known to have a value of $t (2.114) < t \text{ table } (2.005)$ and a significant value of $0.039 < 0.05$. Thus, it can be concluded that partially there is a positive and significant influence partially there is no positive and significant influence between the attractiveness variable on consumer buying decision on YouTube social media users. The results of this study contradict research conducted by (Nurani, 2010) but are in line with the results of research by Putra et al. (2018) which states that an attractive endorser will be more effective if the endorser’s image matches the product being advertised. The style of speaking in advertisements that is less convincing and does not provide information about the product being advertised can influence consumers to have an interest in buying a product, an attractive celebrity will be more effective if the celebrity’s image is in accordance with the product being advertised, the product being advertised online by using a celebrity has a role as a testimony, which is where the celebrity has used the product on a daily basis (Putra et al., 2018).

Trustworthiness and consumer buying decision on YouTube

From Table 5, it is known that the trustworthiness variable has a value of $t (3.287) > t \text{ table } (2.005)$ and a significant value of $0.002 < 0.05$. This shows that partially there is a positive and significant influence between the trustworthiness variable on consumer buying decision on YouTube social media users. The results of this study are in accordance with those conducted by Putra et al. (2018) who examined celebrity endorsers

on the YouTube social network to attract prospective consumers to buy. This can be interpreted that the more honest a celebrity is in conveying the message of the advertised product, the higher consumer confidence in the celebrity will be, which in turn will lead to consumer buying decision in the product. Trustworthiness is a key to the effectiveness of the messenger, advertising messages will change the attitude of the audience if the audience believes in the messenger (Krisjanti, 2006). Gupta et al. (2015) in their research stated that if a celebrity is honest when promoting a product, it will give consumers confidence in a product and can help marketers to increase consumer buying decision in a product or service.

Expertise and consumer buying decision in YouTube

The expertise variable in Table 5 is known to have a t-value (3.524) > t table (2.005) and a significant value of $0.015 < 0.05$. Thus, it can be concluded that partially there is a positive and significant influence between the expertise variable on consumer buying decision on YouTube social media users. The results of this study are in line with research conducted by Putra et al. (2018) and Jamil and ul Hassan (2014). Beauty vloggers who have the knowledge and skills when advertising a product can influence consumer buying decision (Ohanian, 1991) if a beauty vlogger gets a high rating from consumers on their expertise, it can make consumers more easily persuaded to be influenced to increase buying interest in a product.

V. CONCLUSION

Based on the background of the problem and the objectives of this research, the following conclusions can be drawn. First, there is a positive and significant relationship between attractiveness and consumer buying decision. When consumers find something interesting in an endorser, the consumer will perceive that the endorser is attractive, and the consumer will side with the endorser. Second, there is a positive and significant relationship between trustworthiness and consumer buying decision. The honesty that beauty product endorsers have when promoting a product can give consumers confidence in a product and can help marketers to increase consumer buying decision in a product. Finally, there is a positive and significant relationship between expertise and consumer buying decision. An endorser who is recognized as an expert in a particular subject will be more persuasive in changing the audience's opinion related to the field of expertise than an endorser who is not considered to have expertise. The expertise possessed by an endorser has a positive influence on consumer buying decision.

Based on the results of hypothesis testing, all proposed hypotheses support an increase in consumer buying decision in beauty products, this proves that the higher the value of beauty vloggers in the variables of attractiveness, trustworthiness and expertise as influencers, the higher the influence on consumer buying decision.

This study is still being conducted on a random population, with each respondent having a unique work environment, education, and income. In addition, in future study, qualitative approaches that provide a clear image of the responder perspective can be used, which will almost surely yield a different point of view than the quantitative method used in this paper. Researchers anticipate that doing so will result in a considerable favorable effect and a more regulated environment for respondents, which may be the subject of future research.

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