



THE INFLUENCE OF BEAUTY VLOGGERS AND PRODUCT QUALITY ON PURCHASE DECISION

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Abstract: The development of make-up in the teenager circle is growing and there are more and more new products that are emerging, where every company has to do more creative marketing and attract new customers so that they can maintain consumer icons in this new image. Make-up is now not only done for personal needs but has become public consumption since the presence of a beauty vlogger. In this era of increasingly sophisticated technology, information about product quality can be obtained by watching content from beauty vloggers. This study aims to determine the effect of Beauty Vlogger and Product Quality on the Decision to Purchase Marcks Powder. The method used in this research is the descriptive method and verification method. The results of this study indicate that Beauty Vloggers can be seen to be in a good category, Product Quality can be seen in a good category, and Purchase Decisions can be seen to be in a good category. The T-Test results show that Beauty Vlogger has an effect on Purchase Decisions, and Product Quality has an effect on Purchase Decisions. The F-test shows that Beauty Vlogger and Product Quality affect Purchase Decisions.

Keywords: Beauty Vlogger, Product Quality, Purchase Decision.

INTRODUCTION

Women are creatures that are synonymous with beauty. To look beautiful, women usually use cosmetics. Cosmetics are very popular, especially among women. Currently, cosmetic users are increasing, this is due to the increasing standard of living and the development of the level of public knowledge. The types of cosmetics that are often used in daily life include skincare creams, lotions, powders, lipsticks, face, and eye makeup, hair oils, hair care, deodorants, baby care products, soaps, and others. Of the various types of cosmetics mentioned above, especially those used for facial makeup, the powder is the most widely used by all groups, from infants to the elderly. Powder helps to tone the face and can beautify the appearance. The powder is also one of the basic cosmetics that are generally owned by every woman.

One of the many powder products on the market and has been trusted for a long time is a product from Marcks. Marcks Powder is a soft powder and not harmful (safe) for the skin, especially the skin of teenagers. Marcks powder has been produced about 50 years ago, precisely when the Dutch colonized Indonesia. Marcks is a legacy product from a Dutch company until in the end the company was taken over by the Indonesian government and PT Kimia Farma Tbk was established on August 16, 1971. Even though it produces powder, this State-Owned Enterprise (BUMN) continues to consistently produce a wide variety of products. In the pharmaceutical field. Therefore, it is not surprising that this one powder can be found in pharmacies. Marcks powder is also still being produced today and remains a trust for women to wear this legendary powder.

The development of make-up among young people is growing and new products are popping up where every company must do more creative and attractive marketing to retain consumers and attract new consumers in improving purchasing decisions. Decision-making for consumers varies according to their individual needs. The consumer's purchase decision begins with a desire to buy that arises due to various



factors such as the information provided or the advantages and benefits that can be obtained from the product. According to Assauri (2017) Purchasing decision is a process where decision making will be reached on what to buy or not to buy and the decision is obtained from previous activities. According to Hoyer in Gain (2017), the purchase decision is a decision that involves a choice in purchasing, a process of stages in an approach to the problem which includes problem recognition, information search, making buying decisions, and buying behavior that is passed by consumers.

Although currently there are many powder products sold in the market with various types and brands, consumers remain loyal and decide to buy Marcks powder because Marcks powder is suitable for all skin types, the price is affordable, has been trusted since ancient times, and is produced by PT Kimia Farma which is believed to be safe for skin health. Product quality is an important concern for companies to creating a product to be marketed. Quality products are the most important criteria for consumers in choosing products offered by the company and are always able to maintain and improve product quality to meet consumer desires. With better product quality, the company can compete with competitors in controlling market share. Consumers will consider the quality of a product to be good if their needs and desires for a product can be satisfied.

If product quality can provide good value to consumer desires, then the company's success can be maintained to its existence by maintaining the quality of the products sold. One of the goals of consumers in buying products is because the quality of the products they buy is good. Consumers want to get products of good quality and at the right price. Product quality is a characteristic of a product or service that depends on its ability to meet stated consumer needs. Kotler and Armstrong in Jienardy (2017). According to Kotler and Armstrong (2016), product quality is the ability of a product to provide appropriate results and performance that can even exceed what is desired by the customer. The first thing that consumers see when purchasing a product is of course the quality of the product. If the quality of a product is good, it will certainly make a consumer feel free to purchase the product. According to Kotler & Armstrong in Baskara (2017), purchasing decisions are the stage of the decision process where consumers make a product purchase. Product quality is a very important thing for consumers when making a purchasing decision. If a product has good quality, of course, consumers will always consider it in the purchasing decision process, such as previous research by Ismayana & Hayati (2018) that product quality has a positive and significant effect on purchasing decisions.

Make-up is now not only done for personal needs but has become public consumption since the presence of a beauty vlogger. In this era of increasingly sophisticated technology, information about product quality can be obtained by watching content from beauty vloggers. According to Maulana (2020) currently, many women are looking for information about make-up that beauty vloggers have recommended. Beauty Vlogger is a person or group who makes video vlogs aimed at recommending and reviewing the beauty products used (Sinaga & Kusumawati, 2018). According to Widodo and Marwadi (2017,), Beauty Vlogger is someone who creates and uploads videos related to beauty. The beauty here can be described as what is used in skincare, makeup, or other beauty tools reviewed by vloggers. According to Hutapea (2016), a beauty vlogger is someone who provides information about the world of cosmetics and beauty and uploads it on the YouTube social media platform. According to Duyen (2016), a Beauty Vlogger is someone who can make an impact on the beauty and share their reviews in a video.



A Beauty vlogger plays a role in providing information about beauty products to suggesting where to buy these products, both online and at the counter in the department store. Beauty vloggers specifically share beauty tips, this can help consumers to more easily find out information about certain beauty products and can also be used as a benchmark easily and quickly in finding the best beauty product which can indirectly influence consumer purchasing decisions. This has also been confirmed by previous research conducted by Sari (2019) where Beauty Vlogger has a positive and significant effect on Purchase Decisions. When a consumer is satisfied with the quality of the product, the consumer will show that they are likely to make a purchase decision on the product. These consumers will also recommend to other consumers that the products recommended by Beauty Vlogger are of good quality. Like the research conducted by Reni Masrurroh & Sudarwanto (2020) that beauty vlogger reviews and product quality have a simultaneous effect on purchasing decisions. Based on the background some problems have been described, this study aims to determine the effect of Beauty Vlogger and Product Quality on the Decision to Purchase Marcks Powder.

METHODS

This implementation uses descriptive and verification methods. This descriptive method aims to clarify and describe a fact that occurs in the variable being studied. By using this descriptive method, it will obtain consumer responses to beauty vloggers and product quality on the purchasing decision of Marcks powder which can explain the facts and data that have been collected and then compiled systematically and then analyzed to get conclusions. Research using verification methods is used to test the truth of a hypothesis, where hypothesis testing and variables are analyzed using a quantitative approach using statistical methods that are relevant when testing hypotheses.

While data collection uses interviews, questionnaires, and observation techniques. After the data is collected, the validity and reliability tests are carried out. The data determination technique used in this study uses a population, namely the object in the study, by determining the population of researchers to be able to manage the data. And to make it easier to manage the data, the researchers took part of the total population called the sample. The population in this study were students of the Faculty of Economics and Business, University of Langlangbuana, Bandung, Class of 2017. The authors took the population of students at the University of Langlangbuana because many students at the University of Langlangbuana use Marcks powder, many students use Marcks powder because the price is affordable and Marcks powder is safe for all skin types.

In this study, the technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities or opportunities for each element of the population selected to be a member of the sample using incidental sampling. Incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally or incidentally meets a researcher and can be used as a sample if it is deemed that the person who happened to be met is suitable as a data source. Incidental sampling in this study were users of Marcks powder. The population used in this study has been measured, namely students of the Faculty of Economics and Business, Langlangbuana University Bandung class 2017 regular class, totaling 135 female students, researchers looking for users of Marcks powder, totaling 101 female students, and then researchers counting users of Marcks powder using the slovin formula. According to Riadi (2016), the slovin formula can be used to determine the sample size as follows:



$$n = \frac{N}{N \cdot d^2 + 1}$$

Where:

N : Number of samples

d : Precise value is set at ± 5% with 95% reliability

1 : Constant Number Then

$$n = \frac{101}{(101)(0.05)^2 + 1}$$

$$n = 1,2525$$

$$n = 80,63872255 \quad n = 85 \text{ respondent}$$

Based on these calculations, the researchers obtained a minimum sample size (n) of 80.63872255 respondents. To obtain better research results, the number in the sample is rounded up, which is 85 people. In this study, the author uses a data analysis tool, namely path analysis. According to Ghozali (2018), path analysis is an extension of multiple linear regression analysis, or path analysis is an extension of regression analysis for predetermined variables based on theory. By using path analysis, it aims to determine the effect of one variable on other variables (the influence of X_1 and X_2 on Y).

RESULTS AND DISCUSSION

Descriptive Research Results

Submission of research results that answer descriptive problems for the three variables studied, namely by submitting the results of calculations with frequency, percentage, and average values for each indicator that supports the variables through the dimensions. Based on the distribution of questionnaires that have been carried out to 85 respondents regarding the Beauty Vlogger variable, the results of the answers from respondents to the statements that have been submitted in the questionnaire that the Beauty Vlogger variable is measured through 8 statement items, which are as follows:

Table 1. Recapitulation of Respondents' Responses to Beauty Vlogger

Dimension	No	Statement	Recapitulation of Respondents' Answer Score					Actual Average Score	Category	
			5	4	3	2	1			
			Trust	1	I bought Marcks powder because I believed in Alifah Ratu's review.	9	23			34
	2	I bought Marcks powder because many watched beauty vlogger	14	18	34	14	5	277	3,26	Fairly Good



	3.	I bought Marcks sow powder because I saw the experience of <i>the beauty vlogger.</i>	8	16	42	14	5	263	3,09	Fairly Good	
Skill	4	I wear Marcks powder because it is good when combined with other <i>makeup.</i>	14	18	34	14	5	277	3,26	Fairly Good	
	5	I am interested in using Marcks powder because the <i>beauty vlogger</i> is an expert in <i>reviewing</i> Marcks sow powder products.	8	26	31	13	7	270	3,18	Fairly Good	
	6	<i>Beauty</i> vloggers provide information about trusted beauty recommendations	11	28	23	16	7	275	3,23	Fairly Good	
Attractiveness	7.	I bought Marcks sow powder because it looks good when worn <i>by beauty vloggers.</i>	15	22	34	11	3	290	3,41	Fairly Good	
	8.	Marcks sow powder reviewed <i>by Beauty Vlogger</i> has its charm.	13	24	19	24	5	271	3,19	Fairly Good	
	Total		92	83	81	80	73	2195	2,604		
	Percentage (%)		9,2	8,3	8,1	8,0	7,3				
	Category		Fairly Good								

Source: Questionnaire data processing (2021)

The number of items that have been obtained from respondents stated that those who answered on scale one was 73 or 7.3%, scale two was 80 or 8.0%, scale three was 81 or 8.1%, scale four was 83 or 8.3%, and a scale of five of 92 or 9.2%. Based on the results from table 1, it can be seen that the data are scattered from the smallest data to the largest data with an average score of 2.604 a fairly good category.

Based on the distribution of questionnaires that have been carried out to 85 respondents regarding the Product Quality variable, the results of the respondent's answers to the statements that have been submitted in the questionnaire that the Quality Products variable is measured through 10 statement items, which are as follows:



Table 2. Recapitulation of Respondents' Responses on Product Quality

Dimension	No	Statement	Recapitulation of Respondents' Answer Score					Actual Score	Average	Category
			5	4	3	2	1			
Shape	1	Marcks sow powder is easy to carry everywhere and also simple.	12	21	17	30	5	260	3,06	Fairly Good
Product Features	2	The variant of the color of the marcks sow powder is attractive and suits the skin type.	7	18	39	14	7	259	3.05	Fairly Good
	3	The texture of the Marcks powder is light when used.	7	18	38	15	7	258	3.04	Fairly Good
Performance	4	I'm comfortable when wearing Marcks because sow powder is as I expected.	9	22	18	33	3	256	3,01	Fairly Good
Appropriateness or suitability	5	The quality of the Marcks sow powder is following what has been stated.	9	15	27	24	10	244	2,87	Fairly Good
Durability	6	The durability of Marcks sow powder is quite good and does not spill easily.	7	23	23	18	14	246	2,89	Fairly Good
Reliability	7	Marcks sow powder offer product quality as desired.	4	10	37	24	10	229	2,69	Fairly Good
Ease of repair	8	The packaging on Marcks sow powder is not easily damaged.	12	16	24	16	17	245	2,88	Fairly Good
Style	9	Makes the face brighter and more attractive.	5	25	40	10	5	270	3,18	Fairly Good



Design	10	The appearance of the product design that affects the specialness of Marcks sow powder.	9	22	22	29	3	260	3,06	Fairly Good	
Total			81	69	71	72	79	2518	2.890		
Percentage (%)			8,1	6,9	7,1	7,2	7,9				
Category											Fairly Good

Source: Questionnaire data processing (2021)

The number of items that have been obtained from respondents stated that those who answered on scale one was 79 or 7.9%, on scale two were 72 or 7.2%, scale three were 71 or 7.1%, on scale four was 69 or 6.9%, and a five scale of 81 or 8.1%. Based on the results of table 2, it can be seen that the data is scattered from the smallest data to the largest data with an average score of 2.890 with a fairly good category.

Based on the distribution of questionnaires that have been carried out to 85 respondents regarding the Purchase Decision variable, the results of the respondent's answers to the statements that have been submitted in the questionnaire that the variable Purchasing decisions are measured through 9 statement items, which are as follows:

Table 3. Recapitulation of Respondents' Responses on Purchase Decisions

Dimension	No	Statement	Recapitulation of Respondents' Answer Score					Actual Score	Average Score	Category
			5	4	3	2	1			
Problem Introduction	1	Marcks sow powder can overcome the needs of oily facial skin types.	9	22	18	33	3	256	3,01	Fairly Good
	2	I bought Marcks sow powder because of desire.	8	23	35	14	5	270	3,18	Fairly Good
Search Information	3	I tried to find information from related sources regarding Marcks sowing powder.	9	20	23	27	6	254	2,99	Fairly Good



	4	The information obtained regarding Marcks sowing powder is difficult to obtain in electronic media.	7	20	32	15	11	252	2,96	Fairly Good	
	5	Markcs sowing powder became an alternative option that I chose.	15	14	26	18	12	257	3,02	Fairly Good	
Alternative Evaluation	6	I am sure to buy Marcks sow powder because it is safe and reliable.	8	20	26	21	10	250	2,94	Fairly Good	
	7	Marcks sow powder is of quality and the price is not affordable.	9	26	22	25	3	268	3,15	Fairly Good	
Post-purchase behavior	8	I will repurchase the Marcks sow powder because it is following what I expected.	6	22	28	22	7	253	2,98	Fairly Good	
	9	I would recommend Marcks sow powder to others.	9	19	27	24	6	256	3,01	Fairly Good	
	Total		80	186	237	199	63	2316	3.081		
	Percentage (%)		8,0	18,6	23,7	19,9	6,3				
	Category		Fairly Good								

Source: Questionnaire data processing (2021)

The number of items that have been obtained from respondents stated that those who answered on scale one was 63 or 6.3%, on scale two were 199 or 19.9%, scale three was 237 or 23.7%, scale four was 186 or 18.6%, and a scale of five of 80 or 8.0%. Based on the results of table 3, it can be seen that the data are scattered from the smallest data to the largest data with an average score of 3.081 a fairly good category.

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Verificative Research Results

In the results of this study, verification analysis was carried out using path analysis as a method to identify and analyze the relationship between variables which aims to determine the effect of Beauty Vlogger (X_1) and Product Quality (X_2), which are independent or independent variables on Product Quality (Y). which is a related variable or dependent variable. Because the method used is path analysis, it is necessary to do calculations using the Product Moment Correlation Coefficient Especially Then the correlation coefficient value obtained is interpreted into the correlation coefficient interpretation guide table as follows:

Table 4. Pearson Correlation

		X_1	X_2	Y
X_1	Pearson Correlation	1	.906**	.928**
	Sig. (2-tailed)		.000	.000
	N	85	85	85
X_2	Pearson Correlation	.906**	1	.926**
	Sig. (2-tailed)	.000		.000
	N	85	85	85
Y	Pearson Correlation	.928**	.926**	1
	Sig. (2-tailed)	.000	.000	
	N	85	85	85

Source: Processed Data (2021)

Table 4 above describes the correlation analysis between research variables. The results obtained in the correlation analysis can be interpreted as the correlation value between Beauty Vlogger (X_1) and Product Quality (X_2) is 0.906. Based on the classification correlation table, the correlation value is in a strong category. The correlation value between Beauty Vlogger (X_1) and Purchase Decision (Y) is 0.928. Based on the classification correlation table, the correlation value is included in the strong category. The correlation value between Product Quality (X_2) and Purchase Decision (Y) is 0.926. Based on the classification correlation table, the correlation value is included in the strong category. Because the correlation coefficient for each variable has been obtained, the next step will be calculated using path analysis with the following calculations:

Table 5. Path Coefficient

	Coefficients				
	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta		
1 (Constant)	.205	1.030		.199	.843
TOTAL_X1	.543	.089	.496	6.090	.000
TOTAL_X2	.438	.075	.477	5.860	.000

Source: Processed Data (2021)

In the table above in the Standardized Coefficients column, there are respective path coefficients of the X_1 and X_2 variables to Y. The path coefficient of the Beauty Vlogger variable (X_1) on the Purchase Decision (Y) is pyx_1 of 0.496 or 49.6%. Furthermore, Product Quality (X_2) on Purchase Decision (Y) is pyx_2 of 0.477 or 47.7%.



Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950 ^a	.902	.900	2.76458

Source: Processed Data (2021)

Therefore, it can be interpreted that Beauty Vlogger and Product Quality affect the decision to purchase Marcks powder by 0.902 or 90.2% (R square) and is influenced by other factors not examined by 0.098 or 9.8%. While the magnitude of the influence received by the Purchase Decision (Y) from Beauty Vlogger (X_1) and Product Quality (X_2) and variables outside X_1 and X_2 .

To prove whether Beauty Vlogger and Product Quality influence Purchase Decisions both simultaneously and partially, hypothesis testing will be carried out. Testing starts from simultaneous testing and continues with partial testing.

Simultaneous testing using the F-snedecor distribution with degrees of freedom $V_1 = 2$ and $V_2 = 85-2-1 = 82$

H_0 : $\rho_{yx_1}, \rho_{yx_2} = 0$, There is no effect of Beauty Vlogger (X_1) and Product Quality (X_2) on Purchase Decision (Y) simultaneously.

H_a : $\rho_{yx_1}, \rho_{yx_2} \neq 0$, There is an effect of Beauty Vlogger (X_1) and Product Quality (X_2) on Purchase Decision (Y) simultaneously.

Table 7. Simultaneous Testing of the Effect of Beauty Vlogger Variables and Product Quality on Purchase Decisions

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5787.093	2	2893.547	378.592	.000 ^b
	Residual	626.719	82	7.643		
	Total	6413.812	84			

a. Dependent Variable: Y

b. Predictors: (Constant), X_2 , X_1

Source: Processed Data (2021)

In table 7 above, it can be seen that the acquisition of the F_{count} is equal to 378,592 provided that $\alpha = 0.05$ and dk take the denominator = $(n-k-1)$ or $85-2-1=82$ which is 3.11. Therefore, it can be concluded that the value of F_{count} (378,592) is greater than the value of F_{table} (3.11) which means that H_1 is accepted and there is a significant influence between Beauty Vlogger and Product Quality on Purchase Decisions. So these results answer No. 6 allegedly Beauty Vlogger (X_1) and Product Quality (X_2) affect the Purchase Decision (Y) Marcks Tabur Powder. Partial testing using test statistics that will be used is the t-test with degrees of freedom $n-k-1$ which means $2-85-1 = 82$

H_0 $\rho_{yx_1} = 0$, There is no influence of Beauty Vlogger on Purchase Decision.

H_1 $\rho_{yx_1} \neq 0$, There is an influence Beauty Vlogger has on purchasing decisions.

H_0 $\rho_{yx_2} = 0$, There is no effect of Product Quality on Purchase Decisions.

H_1 $\rho_{yx_2} \neq 0$, There is an influence of product quality on purchasing decisions

Based on the above criteria, the test results obtained are as follows:



Table 8. Partial Testing of the Effect of Beauty Vlogger and Product Quality on Purchase Decisions

Structural	Path Coefficient	t_{count}	t_{table}	P _{value}	Conclusion
$pyx1$	0,496	6,090	1,989	0,000	H_0 rejected, there is an effect between X_1 and Y
$pyx2$	0,477	5,860	1,989	0,000	H_0 rejected, there is an effect between X_2 and Y

Source: Data Processing Results (2021)

Based on table 8 above, it can be seen that the t_{count} of X_1 is 6.090, and X_2 is 5.860. Furthermore, with $(n-k-1)$, $85-2-1 = 82$ which is at a probability level of 0.05, the t_{table} value is 1.989 t_{count} from X_1 which is 6.090 greater than t_{table} is 1.989 which means that there is a significant positive effect between X_1 and Y Based on these results, it is suspected that Beauty Vlogger (X_1) has a direct effect on Purchase Decision (Y). Likewise, the t_{count} of X_2 , which is 5.860, is greater than t_{table} , which is 1.989, which means that there is a significant positive effect between X_2 and Y. Based on this, it is suspected that Product Quality (X_2) has a partial effect on Purchase Decisions (Y).

CONCLUSION

Beauty Vlogger who reviewed Marcks loose powder is in a fairly good category. In the Attractiveness indicator, according to consumers who buy Marcks powder, the beauty vlogger looks good when using Marcks powder so consumers buy Marcks powder. The thing that is considered lacking in beauty vloggers is the indicator of the trust that the delivery given is not too detailed about Marcks' powder. Beauty Vlogger partially influences the decision to purchase Marcks powder at Beauty Vlogger. And for the product quality, Marcks powder is in a fairly good category. On the style indicator, consumers feel that their appearance becomes more attractive and makes their faces brighter. The thing that is considered lacking is the reliability indicator, namely offering a product as desired by consumers. Product quality partially influences the purchasing decision of Marcks powder on Product Quality.

The purchase decision is in the fairly good category. In the indicator of problem recognition regarding consumer needs for these products which are expected to be able to overcome the needs of oily facial skin. The thing that is considered lacking is the purchase decision, namely when it is used it is not as expected by consumers who use Marcks powder. Purchasing decisions simultaneously affect the purchasing decisions of Marcks powder. Together the Beauty Vlogger and Product Quality variables contribute to or influence the purchase decision of Marcks powder.

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