

The Influence of Beauty Vlogger Endorsements on Purchase Interest (Survey of Wardah Cosmetics Enthusiasts Who Are Influenced by Tasya Farasya's Vlog Video in East Semper Village, North Jakarta)

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Abstract

This research examines the influence endorsement of beauty vloggers on interest in purchasing Wardah cosmetics, with a focus on fans who were influenced by Tasya Farasya's vlog video in Semper Timur Subdistrict, North Jakarta. The main aim of the research is to analyze the extent to which content created by beauty vloggers influences consumer purchasing decisions in the cosmetics industry. The research method used was a survey, with respondents selected from Wardah cosmetics fans who watched Tasya Farasya's vlog video. Data was collected through questionnaires and analyzed using a purposive sampling method with 30 respondents. The research results show that there is a positive correlation between endorsement beauty vlogger and interest in purchasing Wardah cosmetics. Factors such as vlogger credibility, content quality, and relevance of the product reviewed were found to play a significant role in influencing consumer purchasing decisions. This research provides valuable insights for the cosmetics and digital marketing industry, especially in utilizing the influence of beauty vloggers as an effective marketing strategy.

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1. INTRODUCTION

In the current digital era, the beauty industry is experiencing a significant transformation in its marketing strategy. One phenomenon that is attracting attention is the emergence of beauty vloggers as influencers who have a big influence on consumer behavior. Wardah, as one of the leading cosmetic brands in Indonesia, has not escaped this trend and has started to utilize the power of beauty vlogger endorsements in its marketing strategy.

Beauty vloggers, with their social media platforms, especially YouTube, have become a source of information and inspiration for many consumers when it comes to beauty products. They not only provide product reviews, but also share tips, tricks, and personal experiences that can influence their followers' perceptions and purchasing decisions. This phenomenon has changed the way consumers search for information and make purchasing decisions about cosmetic products. Wardah, as a popular halal cosmetics brand in Indonesia, has realized the great potential of collaborating with beauty vloggers. By utilizing endorsements from these influencers, Wardah aims to expand market reach, increase brand awareness, and most importantly, influence consumer purchasing interest.

This research aims to examine the extent to which beauty vlogger endorsements influence interest in purchasing Wardah cosmetics. By focusing on the influence of the vlog video of Tasya Farasya, one of the leading beauty vloggers in Indonesia, on fans of Wardah cosmetics in Semper Timur Subdistrict, North Jakarta, this research is expected to provide valuable insight into the effectiveness of this marketing strategy.

Several previous studies with beauty vlogger endorsement variables and purchase interest can be used as references in this research. For more details, here are the research results (Khairunnisa et al., 2022). *The Effect of Beauty Vloggers as Celebrity Endorser and Lifestyle Towards Purchase Decision Mediated by Purchase Intention (Study on*

Consumers of Scarlett Brand Product in Bekasi Regency). Journal of Indonesian Impressions. The research results show that beauty vloggers as celebrity and lifestyle endorsers have a significant positive effect on purchasing intentions for Scarlett products, but not significantly on purchasing decisions. According to the research results (Hikmawati, 2019) *The Influence of Credibility and Attractiveness of Beauty Vlogger as A Celebrity Endorser on Consumer Purchase Intention*. Business management. This study found that the credibility and attractiveness of beauty vloggers significantly influence purchase intentions, with attractiveness as the most influential variable. According to research results (Abdurohim et al., 2021) *Celebrity Endorsement and Content Insta Marketing of Purchase Intention Beauty Products*. Almana: Journal of Management and Business. The study results show that celebrity endorsements and content marketing positively influence purchase intentions for Pixy Cosmetics products

Based on the results of previous research, researchers are interested in researching the endorsement variable and purchase intention with the title *Influence of Beauty Vlogger Endorsement on purchasing interest (survey of Wardah Cosmetics Enthusiasts Influenced by Tasya Farasya's Vlog Video in East Semper Village, North Jakarta*. Of course, the novelty of this research is that there has been no previous research regarding variables in this area, apart from that this research uses simple regression techniques with quantitative methods. It is hoped that the results of this research can contribute to further research.

2. LITERATURE REVIEW

Endorsement

From the opinions of several experts regarding the definition of endorsement, it can be explained as follows, according to (KhudaBukhsh & Carbonell, 2019). In their article on referral networks, they define endorsement as the concept where one colleague recommends another on a particular topic. This is usually found in professional networks to increase effective referrals.

In the opinion of (Tong, 2018) Endorsements by experts are advertised as a marketing strategy that can improve the company's image and increase individual investment confidence in mutual fund advertisements.

More according to opinion (Derdenger, 2018). In the context of celebrity endorsements, this definition refers to the use of celebrities to promote products and their impact on sales, as shown in a study of the effect of Tiger Woods endorsements on golf equipment sales.

Purchase Interest

Several members put forward a definition of buying interest, among which is according (Toldos-Romero & Orozco-Gómez, 2015) describes purchase intention as the degree to which consumers have a positive attitude towards a brand and have a commitment and tendency to continue purchasing products of a particular brand in the future.

According to (Pradana & ., 2021) defines purchase intention as the degree to which consumers have a positive attitude towards a brand and are likely to purchase products of a particular brand in the future, especially in the context of YouTube advertising on online transportation brands.

Further according to (Rozmi et al., 2021) defines halal purchasing intention as consumer intention which is influenced by brand awareness, brand trust, product involvement, value awareness, and attitudes towards halal products in the context of Islamic banking in Bangladesh.

3. RESEARCH METHOD

Population

This research is a quantitative descriptive study, with the aim of getting an idea of the influence of the Beauty Vlogger Endorsement on purchasing interest (survey of Wardah Cosmetics Enthusiasts Influenced by Tasya Farasya's Vlog Video in East Semper Village, North Jakarta. For the quantitative approach, it is explained by (Arikunto, 2010) that the approach uses quantitative because it uses numbers, starting from data collection, interpretation of the data, and the appearance of the results. The population in this study were Wardah Cosmetics users who were influenced by Tasya Farasya's Vlog Video in East Semper Village, North Jakarta.

Sample

To obtain research results that can be accounted for, the samples taken in this research were Wardah Cosmetics users who were influenced by Tasya Farasya's Vlog Video in the East Semper Village, North Jakarta, totaling 40 regular users as respondents, with the sampling technique being saturated sampling. According to (Lijan Sinambela, 2021), the sample is part of the number and characteristics of the population.

Hypothesis In this research, the formula for hypothesis testing can be explained as follows

$H_1: \rho = 0$	There is an Influence of Beauty Vlogger Endorsement on purchase interest (survey on Wardah Cosmetics Fans who are Influenced by Tasya Farasya's Vlog Video in Semper East Jakarta North
$In: \rho \neq 0$	There is no Influence of Beauty Vlogger Endorsement on purchase interest (survey on Wardah Cosmetics Fans who are Influenced by Tasya Farasya's Vlog Video in East Semper Village, North Jakarta

As a description of this research, the research design can be explained in the image below, the influence of endorsement in this case is variable X, and purchase interest is variable Y. The independent variables are; X= endorsement, while the dependent variable is; Y = purchase interest.

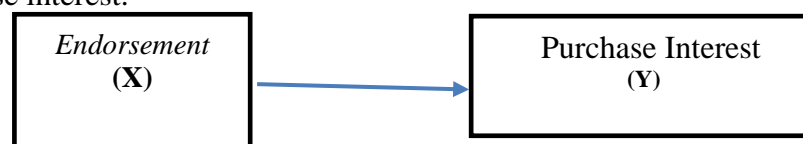


Figure 1 Research Design

Analysis Model Techniques

To find out how strong the relationship between one variable and another variable is, regression analysis is used in this research. Linear regression is a statistical procedure for calculating the value of a dependent variable from an independent variable. Linear regression measures the association between two variables and is a modeling technique in which the dependent variable is predicted based on one or more independent variables. (Kumari & Yadav, 2018)

Linear regression refers to a mathematical technique for fitting given data to a function of a particular type, most commonly known as fitting a straight line. This article explains the theory behind linear regression and illustrates this technique with real-world data sets. (Huang, 2020)

Linear regression can be used to find the influence of the independent variable on the dependent variable in a linear manner. This involves using the least squares method to estimate regression coefficients, as well as testing for collinearity of independent variables to avoid inaccurate least squares estimates. (Mao, 2022)

4. RESULTS AND DISCUSSION

Results

Validity test

In this research, a validity test was carried out on the endorsement variable instrument (X). The conclusion was obtained that the stated instrument items are valid **8 items**, while the purchase interest variable (Y) exists **10 items** declared valid. The test uses a two-sided test with a significance level $\alpha = 0.05$, then obtained $r_{table} = 0.349$. The test criteria for declaring an item valid are $r_{count} > r_{table}$

Reliability Test

Based on the calculation results, it is concluded that each item that has been declared valid is reliable with a level of significance $\alpha = 0.05$ then it is obtained $r_{table} = 0,60$. On variables *fall asleep* (X) $r_{count} = 0,922$ bigger $r_{table} = 0,60$ for **reliable**, and the purchase interest variable (Y) $r_{count} = 0,939$ bigger $r_{table} = 0,60$ for **reliable**.

Simple Linear Regression Analysis Test

Based on **table 2 coefficients** It can be described as the results of a simple linear regression analysis, regarding the size of the t-count value, the level of significance, and the regression formula can be known. To make it clearer, here are the results. *coefficient* carried out with SPSS;

Table 2
Simple Linear Regression Analysis Table

Model		Coefficients			t	Sig.
		Unstandardized Coefficients	Std. Error	Standardized Coefficients		
		B		Beta		
1	(Constant)	15.416	7.596		2.029	.052
	x	.803	.222	.564	3.611	.001

a. Dependent Variable: y

Source: Data processed from SPSS

In the table above, the calculation results can be seen so that the regression equation can be explained which can be used to predict with the formula, namely; $Y' = 15.416 + 0.803x$.

As a basis for decision making, it can be seen that by using **thank you** as follows:

- a) If value $t_{count} > t_{table}$, then there is an influence of variable X on variable Y.
- b) If value $t_{count} < t_{table}$, then there is no influence of variable X on variable Y

Based on the calculation of t-tables that have a significance of 5% can be found using the formula: $t_{table} = t(\alpha/2; n-k-1)$, **t value_{table} is; $t(0.025; 30-1-1) = t(0.025; 28) = 2.042$** , for t_{count} amounting to $3,611 > t_{table} 2.042$ and the significance value is $0.001 < sig 0.05$ thus it can be concluded that the variable *endorsement* (X) influencing the purchase interest (Y).

From the calculation results in **table 3** coefficient of termination calculation then it can be concluded that the variable *endorsement* has a contribution of 31.8% on the purchase interest variable, while the remainder is **68,2%** influenced by other factors that have not been studied. Then variable variables **endorse** positive influence, currently r value of **0,564** (located in the coefficient interval **correlation 0.40- 0.599**).

Table 3
Coefficient of Determination

Source: Data processed from SPSS	Model Summary				
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1		.564 ^a	.318	.293	5.151

a. Predictors: (Constant), x

DISCUSSION

From the results of the tests that have been carried out, the endorsement variable (X) has an influence on the purchase interest variable (Y) among Wardah Cosmetics enthusiasts who are influenced by Tasya Farasya's Vlog Video at Semper Timur Village, North Jakarta. This is evident from the value t_{count} amounting to 3,611 > t_{table} **2.042** and the significance value is 0.001 < sig 0.05

Thus, it is in line with previous research which confirms that (Rabesarun et al., 2021). *Consumers' Buying Interest to Purchase Pixy Beauty Products in Ambon City: The Influence of Beauty Vlogger Endorse and Brand Personality*. IDEAS: Journal of Management & Technology. The results show that beauty vlogger endorsements and brand personality significantly influence purchase intention, according to (Wardani, 2020). *Consumer Trust Perceptions Mediate the Influence of YouTube Beauty Vloggers on Purchase Intentions in Denpasar City*. Udayana University Management E-Journal. This research found that beauty vloggers on YouTube and perceived consumer trust had a significant positive effect on purchase intention. According to (Putra, 2021). *The Influence of Beauty Vloggers and Celebrity Endorsers on the Decision to Purchase Wardah Cosmetic Products in the Kinali Community*. Edunomics Scientific Journal. The study results show that beauty vloggers do not have a significant effect on purchasing decisions, while celebrity endorsements have a significant effect

5. CONCLUSION

In general, based on the test results and analysis of the relationship between variable X and variable Y, there is an influence between the endorsement variables (X to the customer purchasing interest variable For Wardah Cosmetics Enthusiasts Who Are Influenced by Tasya Farasya's Vlog Video in Semper Timur Village, North Jakarta, because of its value t_{count} amounting to 3,611 > t_{table} **2.042** and the significance value is 0.001 < sig 0.05. Then variable variables **endorsement** positive influence **currently** r value of **0,564** (located in the coefficient interval **correlation 0.40- 0.599**) **as well** variable *endorsement* has a contribution of 31.8% on the purchase interest variable, while the remainder is **68,2%** influenced by other factors that have not been studied. Furthermore, we can find out the regression equation that can be used to predict, namely. $Y' = 15.416 + 0.803x$.

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