

ABSTRAK

PENGARUH *ATTRACTIVENESS*, *TRUSTWORTHINESS*, DAN *EXPERTISE BEAUTY VLOGGER* TERHADAP MINAT BELI PRODUK KECATIKAN DI YOUTUBE

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Penelitian ini bertujuan untuk mengetahui: 1) *Attractiveness*, *Trustworthiness*, dan *Expertise* dan minat beli pada *beauty vlogger*, 2) Pengaruh *attractiveness*, *trustworthiness*, dan *expertise beauty vlogger* secara simultan terhadap minat beli produk kecantikan, 3) Pengaruh *attractiveness*, *trustworthiness*, dan *expertise beauty vlogger* secara parsial (individu) terhadap minat beli produk kecantikan. Data dikumpulkan dengan menggunakan kuesioner. Sampel yang digunakan dalam penelitian ini berjumlah 100 responden. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi linier berganda, uji F dan uji t. hasil penelitian menunjukkan bahwa 1) *attractiveness beauty vlogger* tergolong sangat baik, *trustworthiness beauty vlogger* tergolong baik, dan *expertise beauty vlogger* tergolong sangat baik, dan minat beli tergolong dalam kategori tinggi 2) *Attractiveness*, *trustworthiness*, *expertise beauty vlogger* secara simultan berpengaruh terhadap minat beli produk kecantikan, 3) *Attractiveness beauty vlogger* secara parsial tidak berpengaruh terhadap minat beli, *trustworthiness* dan *expertise beauty vlogger* secara parsial berpengaruh terhadap minat beli produk kecantikan.

Kata kunci: Pengaruh, *Attractiveness*, *Trustworthiness*, *Expertise*, Minat Beli

ABSTRACT

EFFECT OF ATTRACTIVENESS, TRUSTWORTHINESS, AND EXPERTISE BEAUTY VLOGGER TOWARD INTERESTS IN BUYING BEAUTY PRODUCTS ON YOUTUBE

Case Study at three University Students in Yogyakarta

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This research aims to identify: 1) Attractiveness, Trustworthiness, and Expertise and buying interest in beauty vloggers, 2) The effect of attractiveness, trustworthiness, and beauty vlogger expertise simultaneously on buying interest in beauty products, 3) Effect of attractiveness, trustworthiness, and beauty expertise vloggers in a partial (individual) interest in buying beauty products. Data were collected using a questionnaire. The sample used in this study amounted to 100 respondents. Data analysis techniques used to test hypotheses are multiple linear regression, F test and t test. the results showed that 1) attractiveness beauty vlogger was classified as very good, trustworthiness beauty vlogger was classified as good, and beauty vlogger expertise was classified as very good, and buying interest was classified in the high category 2) Attractiveness, trustworthiness, expertise of beauty vlogger simultaneously affected the product buying interest beauty, 3) Attractiveness beauty vlogger partially has no effect on buying interest, trustworthiness and expertise of beauty vloger partially influences the buying interest of beauty products.

Keywords: Influence, Attractiveness, Trustworthiness, Expertise, Purchase Interest