

ABSTRAK
PENGARUH BEAUTY VLOGGER , KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK BLP BEAUTY

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Penelitian ini bertujuan untuk mengetahui : 1) *beauty vlogger*, kualitas produk, dan citra merek secara simultan berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty, 2) *beauty vlogger* secara parsial berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty, 3) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty, 4) citra merek secara parsial berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner kepada 123 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linier berganda dengan menggunakan program aplikasi *Statistic Product and Service Solution* (SPSS) 20.0. Hasil penelitian ini menunjukkan bahwa 1) *beauty vlogger*, kualitas produk, dan citra merek secara simultan berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty, 2) *beauty vlogger* secara parsial tidak berpengaruh secara parsial terhadap keputusan pembelian produk kosmetik BLP Beauty, 3) kualitas produk secara parsial berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty, 4) citra merek secara parsial berpengaruh terhadap keputusan pembelian produk kosmetik BLP Beauty.

Kata kunci : *beauty vlogger*, kualitas produk, citra merek, dan keputusan pembelian

ABSTRACT
**THE IMPACT OF BEAUTY VLOGGER, PRODUCT QUALITY, AND
BRAND IMAGE ON THE PURCHASE DECISION OF BLP BEAUTY
COSMETIC PRODUCTS**

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The purposes of this research is to determine : 1) beauty vlogger, product quality, and brand image simultaneously influence purchasing decisions of BLP Beauty cosmetic products, 2) beauty vlogger partially influence purchasing decisions for BLP Beauty cosmetic products, 3) product quality partially influence purchasing decisions for BLP Beauty cosmetic products, 4) brand image partially influence purchasing decisions for BLP Beauty cosmetic products. The sampling technique uses purposive sampling. Data was obtained by distributing questionnaires to 123 respondents. The data analysis techniques in this study are descriptive analysis, classical assumption test, and multiple linear regression analysis used Statistics Product and Service Solution program (SPSS) 20.0. The results of this research indicate that : 1) beauty vlogger, product quality, and brand image simultaneously influenced purchasing decisions of BLP Beauty cosmetic products, 2) beauty vlogger partially didn't influenced on purchasing decisions for BLP Beauty cosmetic products, 3) the product quality partially influenced purchasing decisions for BLP Beauty cosmetic products, 4) brand image partially influenced purchasing decisions of BLP Beauty cosmetics products

Keywords: beauty vlogger, product quality, brand image, and purchasing.