

**ABSTRAK****PENGARUH KARAKTERISTIK *BEAUTY VLOGGER* TERHADAP  
*PURCHASE INTENTION* DIMEDIASI *BRAND IMAGE* PARA PRODUK  
KOSMETIK MAKE OVER****(Studi pada *Viewers* Perempuan di *Channel* Youtube Tasya Farasya)**

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Penelitian ini bertujuan untuk mengetahui: 1) karakteristik *beauty vlogger*, *purchase intention*, dan *brand image* pada produk kosmetik make over, 2) mengetahui pengaruh karakteristik *beauty vlogger* terhadap *purchase intention* dimediasi *brand image* pada produk kosmetik make over. Populasi dalam penelitian ini adalah seluruh *viewers* perempuan yang sudah menonton Tasya Farasya meng-*endorse* produk kosmetik make over di youtube. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah analisis jalur (*path analysis*) dengan menggunakan aplikasi SPSS 22.0 *for windows*. Hasil penelitian ini menunjukkan: 1) karakteristik *beauty vlogger* pada responden/*viewers* youtube Tasya Farasya tinggi, *brand image* pada responden/*viewers* youtube Tasya Farasya sangat tinggi, *purchase intention* pada responden/*viewers* youtube Tasya Farasya sangat tinggi, 2) ada pengaruh karakteristik *beauty vlogger* terhadap *purchase intention* dimediasi *brand image* pada produk kosmetik make over.

Kata kunci : karakteristik *beauty vlogger*, *brand image*, *purchase intention*

**ABSTRACT**

**THE INFLUENCE OF CHARACTERISTIC EFFECT BEAUTY  
VLOGGER ON PURCHASE INTENTION MEDIATED BY BRAND  
IMAGE ON MAKE OVER COSMETIC PRODUCT**

**(Study On Female Viewers Of Tasya Farasya Youtube Channel)**

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This study aims to determine: 1) the characteristics of beauty vloggers, purchase intentions and brand image on cosmetic make over products, 2) to determine the effect beauty vlogger characteristics on purchase intention mediated by brand image on cosmetic make over products. The population in this study were all female viewers who had watched Tasya Farasya endorse Make Over cosmetic products on Youtube. The sampling technical used is purposive sampling, data obtained by distributing questionnaires to 100 respondents. Data analysis technical in this research is path analysis using SPSS 22.0 for windows application. The results of study show: 1) The characteristics of the beauty vlogger on the respondents/viewers of Tasya Farasya youtube are high, the brand image of the respondents/viewers of Tasya Farasya youtube are very high, and purchase intention of the respondents/viewers of Tasya Farasya youtube are very high, 2) there is an the influence of characteristic effect beauty vlogger on purchase intention mediated by brand image on make over cosmetic product.

*Keywords : characteristics of beauty vlogger, brand image, purchase intention*