

ABSTRAK

**PENGARUH GAYA HIDUP KONSUMTIF, KESADARAN MEREK, DAN
BEAUTY VLOGGER TERHADAP MINAT BELI ULANG PRODUK
KOSMETIK EMINA**

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Penelitian ini bertujuan untuk mengetahui 1. Pengaruh gaya hidup konsumtif, kesadaran merek, dan *beauty vlogger* secara simultan terhadap minat beli ulang produk kosmetik Emina, 2. Pengaruh gaya hidup konsumtif secara parsial terhadap minat beli ulang produk kosmetik Emina, 3. Pengaruh kesadaran merek secara parsial terhadap minat beli ulang produk kosmetik Emina, 4. Pengaruh *beauty vlogger* secara parsial terhadap minat beli ulang produk kosmetik Emina. Penelitian ini memiliki populasi penelitian yaitu konsumen perempuan produk kosmetik Emina di Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner secara *online* kepada 100 responden perempuan di Yogyakarta yang pernah menggunakan produk kosmetik Emina dan menonton *beauty vlogger* memberikan review selama satu bulan. Data diolah menggunakan aplikasi IBM SPSS versi 25. Teknik analisis menggunakan analisis deskriptif, dan analisis regresi. Uji Validitas menggunakan teknik korelasi *product moment* dari Pearson dan Uji Reliabilitas menggunakan rumus *Cronbach Alpha*. Hasil penelitian menunjukkan bahwa 1. Terdapat adanya pengaruh gaya hidup konsumtif, kesadaran merek dan *beauty vlogger* secara simultan terhadap minat beli ulang produk kosmetik Emina, 2. Gaya hidup konsumtif berpengaruh secara parsial terhadap minat beli ulang produk kosmetik Emina, 3. Kesadaran merek berpengaruh secara parsial terhadap minat beli ulang produk kosmetik Emina, 4. *Beauty vlogger* berpengaruh secara parsial terhadap minat beli ulang produk kosmetik Emina.

Kata Kunci : Gaya Hidup Konsumtif, Kesadaran Merek, *Beauty Vlogger*, Minat Beli Ulang

ABSTRACT

THE INFLUENCE OF THE CONSUMPTIVE LIFESTYLE, BRAND AWARENESS, AND BEAUTY VLOGGER ON REPURCHASE INTENTION OF EMINA COSMETIC PRODUCTS

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This study aims to determine: 1. The influence of consumptive lifestyle, brand awareness, and beauty vlogger simultaneously on the intention to repurchase Emina cosmetic products. 2. The influence of a consumptive lifestyle partially on the intention to repurchase Emina cosmetic products. 3. The influence of brand awareness partially on the repurchase intention of Emina cosmetic products. 4. The influence of beauty vlogger partially on the interest in repurchasing Emina cosmetic products. This study population was female consumers of Emina's cosmetic products in Yogyakarta. The sampling technique used was purposive sampling. Data was obtained by distributing online questionnaires to 100 female respondents in Yogyakarta who used Emina cosmetic products and watched a beauty vlogger provide a review for one month. The data was processed using the IBM SPSS version 25 application. The data technique used descriptive analysis and regression analysis. The validity test uses the product moment correlation technique from Pearson and the reliability test uses the Cronbach Alpha formula.

The result showed that: 1. There was a simultaneous influence of consumptive lifestyle, brand awareness, and beauty vlogger on the intention to repurchase Emina's cosmetic products. 2. Consumptive lifestyle had a partial influence on the intention to repurchase Emina cosmetic products. 3. Brand awareness had a partial influence on the interest in repurchasing Emina cosmetic products. 4. Beauty vlogger partially influences the interest in repurchasing Emina cosmetic products.

Keywords: Consumptive Lifestyle, Brand Awareness, Beauty Vlogger, Repurchase Intention