

ABSTRAK

ASOSIASI MEREK SEBAGAI MEDIASI PENGARUH *BEAUTY VLOGGER* TERHADAP MINAT BELI KONSUMEN

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Penelitian ini bertujuan untuk: (1) mengetahui pengaruh *beauty vlogger* terhadap minat beli konsumen, (2) mengetahui pengaruh *beauty vlogger* terhadap asosiasi merek, (3) mengetahui pengaruh asosiasi merek terhadap minat beli konsumen, (4) mengetahui pengaruh asosiasi merek yang memediasi *beauty vlogger* terhadap minat beli konsumen. Teknik pengambilan sampel menggunakan *purposive sampling* dengan metode *judgmental sampling*. Data diperoleh dengan membagikan kuesioner, sebelum mengisi kuesioner diberikan *treatment* / perlakuan berupa mempertontonkan video ulasan dari *beauty vlogger* Fatya Biya kepada 40 orang responden. Analisis data menggunakan IBM SPSS 26, *Sobel Test Calculator* dan Microsoft Excel 2013. Hasil penelitian menunjukkan bahwa: (1) *beauty vlogger* berpengaruh terhadap minat beli konsumen, (2) *beauty vlogger* berpengaruh terhadap asosiasi merek, (3) asosiasi merek tidak berpengaruh terhadap minat beli, (4) asosiasi merek tidak memediasi pengaruh *beauty vlogger* terhadap minat beli konsumen.

Kata Kunci : *Beauty Vlogger*, Asosiasi Merek, Minat Beli Konsumen

ABSTRACT

***BRAND ASSOCIATIONS AS MEDIATION OF THE INFLUENCE OF
BEAUTY VLOGGERS ON CONSUMER BUYING INTEREST***

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This study aims to: (1) determine the effect of beauty vloggers on consumer buying interest, (2) determine the effect of beauty vloggers on brand associations, (3) determine the effect of brand associations on consumer buying interest, (4) determine the effect of brand associations that mediate beauty vlogger on consumer buying interest. The sampling technique used purposive sampling with a judgmental sampling method. Data was obtained by distributing questionnaires, before filling out the questionnaire, treatment was given in the form of showing a video review from beauty vlogger Fatya Biya to 40 respondents. Data analysis used IBM SPSS 26, Sobel Test Calculator and Microsoft Excel 2013. The results showed that: (1) beauty vloggers have an effect on consumer buying interest, (2) beauty vloggers have an effect on brand associations, (3) brand associations have no effect on consumer buying interest, (4) brand associations do not mediate the influence of beauty vloggers on consumer buying interest.

Keywords: Beauty Vlogger, Brand Association, Consumer Buying Interest