

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *beauty vlogger* Tasya Farasya terhadap *purchase intention* yang di mediasi oleh *brand image* pada *viewers* youtube Tasya Farasya. Metode yang digunakan pada penelitian ini adalah metode penelitian kualitatif, dengan sampel sebanyak 150 responden. Pengambilan sampel yang digunakan penelitian ini yaitu metode *nonprobability sampling*. Teknik analisis data yang digunakan yaitu analisis deskriptif dan metode *Structural Equation Modeling* (SEM) berbasis varian *Partial Least Squares Path Modeling* (PLS-SEM) dengan bantuan *software SmartPLS*. Hasil analisis deskriptif menunjukkan penilaian responden terhadap *beauty vlogger*, *brand image*, dan *purchase intention* dalam kategori baik/tinggi. Hasil pengujian hipotesis menunjukkan *beauty vlogger* berpengaruh positif dan signifikan terhadap *brand image*, *brand image* berpengaruh positif dan signifikan terhadap *purchase intention*, *beauty vlogger* berpengaruh positif dan signifikan terhadap *purchase intention*, dan terdapat pengaruh tidak langsung secara positif dan signifikan antara *beauty vlogger* terhadap *purchase intention* dengan *brand image* sebagai variabel intervening, kemampuan *brand image* sebagai mediasi adalah mediasi sebagian (*partial mediation*).

Kata Kunci: *Beauty Vlogger, Brand Image, Purchase Intention*.

ABSTRACT

This research aims to find out how the influence of beauty vlogger Tasya Farasya on purchase intention which is mediated by brand image on Tasya Farasya youtube viewers. The method used in this study is a qualitative research method, with a sample of 150 respondents. Sampling used in research this is a non-probability sampling method. The data analysis technique used is descriptive analysis and Structural Equation Modeling (SEM) based on variant Partial Least Squares Path Modeling (PLS-SEM) using SmartPLS software. The results of the descriptive analysis show that respondents' assessments of beauty vloggers, brand image, and purchase intentions are in the good/high category. The results of hypothesis testing show that beauty vloggers have a positive and significant effect on brand image, brand image has a positive and significant effect on purchase intention, beauty vloggers have a positive and significant effect on purchase intention, and there is a positive and significant indirect effect between beauty vloggers on purchase intention and brand image as an intervening variable, the ability of brand image as a mediation is partial mediation.

Keywords: Beauty Vlogger, Brand Image, Purchase Intention.