

**THE INFLUENCE OF CREDIBILITY AND ATTRACTIVENESS OF BEAUTY VLOGGER
ON PURCHASE DECISION OF BEAUTY PRODUCTS IN MANADO***PENGARUH KREDIBILITAS DAN DAYA TARIK DARI BEAUTY VLOGGER TERHADAP
KEPUTUSAN PEMBELIAN PRODUK KECANTIKAN DI MANADO*

By:
Nickyta M. Pangalila¹
James D. D. Massie²
Emilia M. Gunawan³

¹²³International Business Administration, Management Department
Faculty of Economics and Business
Sam Ratulangi University, Manado

E-mail:

¹monicanickyta@gmail.com

²jamesmassie@unsrat.ac.id

³emilia_gunawan@unsrat.ac.id

Abstract: Since the start of the covid 19 all activities are affected because of the rules by the government that requires all the people to stay at home. Because of these problems people mostly to stay at home rather than going out they spend more time at home, so it makes people spend time a lot on their smartphones browsing the internet. Internet use in Indonesia increased significantly during the Covid-19 pandemic. The results of a survey conducted shows that public spending on internet has increased, and Youtube is being the most popular platform that people used rather than other social media. This is an opportunity for a beauty vlogger since most people spend lot of time in social media beauty vlogger have a big impact to attract people attention in cosmetics. The purpose of this research is to analyze The Influence of Credibility and Attractiveness of Beauty Vlogger on Purchase Decision of beauty products in Manado. Researchers conducted this research through quantitative methods by using the Multiple Regression Analysis (MLR) as an analytical tool. To achieve this goal, the researchers distributed questionnaires and the sample used was 100 respondents from Z generation who are Viewers of Beauty Vlogger about Face Mask content.

Keywords: purchase decision, multiple regression analysis

Abstrak: Sejak awal covid 19 semua aktivitas terdampak karena peraturan dari pemerintah yang mewajibkan seluruh masyarakat untuk tetap di rumah. Karena permasalahan tersebut orang kebanyakan tinggal di rumah daripada berpergian keluar mereka menghabiskan lebih banyak waktu di rumah, sehingga membuat mereka menghabiskan waktu dengan smartphone mereka untuk membrowsing internet. Penggunaan internet di Indonesia meningkat secara signifikan selama pandemi Covid-19. Hasil survei yang dilakukan menunjukkan bahwa konsumsi publik di internet meningkat, dan Youtube menjadi platform paling populer yang digunakan dibandingkan dengan media sosial lainnya. Ini merupakan peluang bagi para beauty vlogger dan beauty vlogger juga memberikan dampak yang besar untuk menarik perhatian para konsumen di dunia kosmetik. Tujuan dari penelitian ini adalah untuk menganalisis Pengaruh Kredibilitas dan Daya Tarik Beauty Vlogger terhadap Keputusan Pembelian produk kecantikan di Manado. Peneliti melakukan penelitian ini melalui metode kuantitatif dengan menggunakan Analisis Regresi Berganda (MLR) sebagai alat analisis. Untuk mencapai tujuan tersebut, peneliti menyebarkan kuesioner dan sampel yang digunakan adalah 100 responden dari generasi Z yang merupakan Viewers Beauty Vlogger tentang konten Face Mask.

Kata Kunci: keputusan pembelian, analisis regresi berganda

INTRODUCTION**Research Background**

Since the start of the covid 19, all activities are affected because of the rules by the government that requires all the people to stay at home. Because of these problems, people mostly to stay at home rather than going out they spend more time at home, so it makes people spend time a lot on their smartphones browsing the internet. Internet use in Indonesia increased significantly during the Covid-19 pandemic. As we know that now not only women are using make-up even man is also using make up or beauty products. Beauty vloggers are generally same as bloggers, which provide information related to daily life or personal life and reviews of beauty products or brands that they have used before. But the difference is, beauty vlogger specially provide information about the world of cosmetics and beauty in the platform of YouTube. Beauty vlogger makes various videos that discuss about beauty such as makeup tutorials, hijab tutorials, and reviews of beauty products and others.

Moreover, beauty vloggers who already have many followers and viewers, they will upload their videos more often. So many videos that they are making but mostly all of them were the same it discussed about beauty. Sometimes they also make videos or content provided by sponsors so they show the products they use in their videos. Cosmetics and beauty products consumer are facilitated by the presence of beauty vloggers in providing value or opinions for the products that they use. The convenience that consumers get is the presence of insight or review from beauty vloggers, in this case the beauty vloggers give their opinions about the products they use, for example information or product details, strengths, and even the impression after using the product, that is what drives the beauty vlogger and their presence are increasingly in demand by many people. By seeing product reviews from beauty vloggers more and more followers or their audience are following in their footsteps and trying all kinds of beauty products that are used by beauty vloggers. The need and the demand for beauty vloggers for cosmetics products, not only provides benefits for consumers but also for the beauty vloggers themselves. With the development of the times, potential consumers take advantage of technology, especially using reviews from beauty vloggers about the brands they want to buy. By looking at reviews from beauty vloggers, potential customers can be more confident about the products they will buy later.

According to Fuchs (2010), in this era of informal capitalism, which means this era is an era where the internet dominates society to seek all information, thereby creating a new and information-based business model. One of them is by making product promotions beauty using a beauty vlogger. In making purchasing decisions, consumers usually consider buying products to pay attention to the image of the beauty vlogger. At this time many beauty vloggers have emerged with their respective characteristics and they are competing to attract the attention of consumers with the product innovations they use and the way they convey information about a product. Opportunities for beauty vloggers are also increasing due to attractive offers given by YouTube where every video they upload gets compensation from Youtube, and this is also their own attraction for creative beauty vloggers in this field, because the world of beauty is currently experiencing an increase. Whether it is realized or not, the demand for beauty vloggers brings the reality that consumers are affected by the information they convey. Consumers also begin to trust the words and information provided by beauty vloggers, because consumers assume that beauty vloggers have the ability in the field of cosmetics and beauty, so that consumers not immediately have a perception about the product that is informed by beauty vlogger without having to try it first.

According to Shimp (2014), there are two common attributes possessed by beauty vloggers, namely credibility and attractiveness, where these two attributes contribute to the effectiveness of the endorser. Credibility refers to the tendency to trust someone. Attraction includes a number of positive characteristics that consumers can see in a beauty vlogger. A beauty vlogger is considered credible if the beauty vlogger is honest in her presentation which is seen from an objective point of view and does not try to excite the audience. A beauty vlogger who is credible and coupled with the attractiveness has in various ways, can make the target audience affected and an intention to make purchasing decisions for the products supports. In this study, the researcher wanted to find out whether a beauty vlogger with its two attributes, namely credibility and attractiveness, could influence purchasing decisions.

Research Objective

The research objective is to know the Influence of credibility and attractiveness of beauty vlogger on purchase decision of beauty products in Manado.

Marketing

Marketing is the promotion of a business product or service to a target audience. In short, it is an action taken to bring attention to a business offering; it can be a physical item for sale or a service offered. Common examples of marketing include television commercials, roadside billboards, and magazine advertisements. According to Kotler, marketing is a social and managerial process in which individuals and groups get what they need and want through the creation and exchange of products and value with one another. According to Kotler and Armstrong (2012), marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return, means stating that marketing is a process where companies create value. From the above definition, it can be concluded that marketing is the process of introducing products to people who are targeted by marketing and offering valuable exchanges according to the benefits provided by the product.

Beauty Vlogger

Beauty Vlogger is a beauty influencer who shares information that teaches certain skills and illustrates how to do things with content through video clips which are then posted on the YouTube platform. Beauty vlogger specializes in providing information about the world of cosmetics and beauty and uploading their information on social media platforms. A beauty vlogger shares tips and educates viewers about beauty. According to Widodo and Mawardi (2017), beauty vlogger is someone who creates and uploads videos about beauty. Beauty is defined here as what is used in connection with skincare, makeup, or other beauty tools by vloggers. So it can be concluded that a beauty vlogger is a person or group that creates a vlog aimed at recommending and reviewing beauty and the products used. Beauty vlogger is also someone who has abilities or concentration in the field of beauty that provides information related to beauty products that they have used or in other words the beauty vlogger gives their experience in using beauty products.

Credibility

Credibility is quality and ability that can be trusted. According to Aristotle, credibility is a communicator who has the strength of his personal character, so can be able to control the emotions of his listeners. The credibility of a beauty vlogger is an influence for society to be able to consider purchasing decisions for these beauty products.

Attractiveness

Attractiveness according to Shimp (2014), is physical attractiveness reference to the trait of being considered 25 as pleasant to look at in terms of particular group's concept of attractiveness. Someone who is attractive is perceived more positively and reflects the brand advertised better than people with average attractiveness (Mowen and Minor, 2002).

Purchase decision

Purchasing decisions are actions taken by consumers to make a purchase of a product after making a selection or evaluation or options. According to Schiffman and Kanuk (2000), a purchasing decision is a person's decision where someone chooses one of several alternative choices.

Previous Study

Elmira Djafarova and Chloe Rushworth (2017) investigated the impact of Instagram upon source credibility, consumer buying intention and social identification with different types of celebrities. In-depth interviews were conducted with 18 female Instagram users aged 18–30 to determine the extent to which Instagram influences their buying behaviour. The research findings showed that celebrities on Instagram are influential in the purchase behaviour of young female users. However, non-traditional celebrities such as bloggers, YouTube personalities and 'Instafamous' profiles are more powerful, as participants regard them as more credible and are able to relate to these, rather than more traditional, celebrities. Female users are perceptively aware and prefer to follow Instagram profiles that intentionally portray positive images and provide encouraging reviews.

Sushendra Kumar Misra, Preeti Mehra and Balpreet Kaur (2019) offered and validated a comprehensive approach to explain the factors affecting consumers' choice of celebrity endorsement and their consequent effect on their purchase decision. For this purpose, a sample of 450 respondents belonging to State of Punjab

was selected and non-probabilistic convenience sampling technique was used for data collection. Exploratory factor analysis and multiple regression statistical techniques were employed and it was concluded that prospects are highly instigated to acquire a product if celebrities endorse it. The main factors that escalate the image of a celebrity are their Attractiveness, Familiarity, Credibility and Reliability. It is a prerequisite for the companies to create a familiarity between the celebrity and the prospective consumers. Further, the congruency between brand image and the persona of the celebrity endorser is essential to make influential effect on consumers' purchase decision..

Sri Hastuti (2010) aimed to determine the partial and simultaneous influence of celebrity endorser credibility variables on consumer purchasing decisions for Pond's products. The research was conducted on students using Pond's products at the State University of Malang. The data were obtained using a closed questionnaire technique. To determine the number of samples, the infinite population formula was used from which the number of samples taken in this study was 140 students. After data processing and multiple linear regression analysis have been carried out, it is known that the research results stated that (1) attractiveness has a significant effect on consumer purchasing decisions. (2) expertise has a significant effect on consumer purchasing decisions (3) trust has a significant effect on consumer purchasing decisions. Based on the results of the research above, it can be concluded that partially there are 3 variables that show a significant influence on consumer purchasing decisions, namely Expertise and Trust. Meanwhile, the variables of Attractiveness, Expertise and Trust have a significant effect on consumer purchasing decisions. The most dominant variable influencing consumer purchasing decisions is the trust variable.

Conceptual Framework

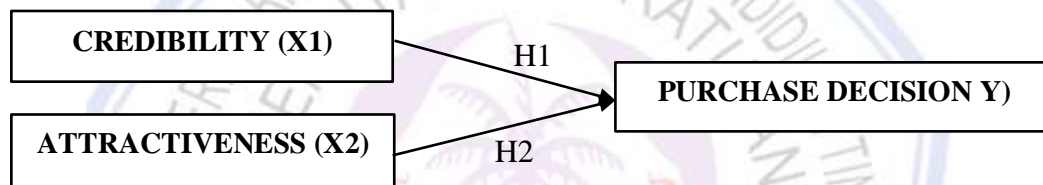


Figure 1. Conceptual Framework

Source: Data Processed, 2021

RESEARCH METHOD

Research Approach

This research used quantitative approach. The quantitative approach is especially useful for addressing specific questions about relatively well-defined phenomena. The reason why this research used a quantitative approach is will enable for researcher to take notes and process data involving figures and scores, or scores from questionnaires for statistical analysis about The influence of credibility and attractiveness of beauty vlogger on purchase decision of beauty products in Manado.

Population, Sample, and Sampling Technique

The population of this research are the viewers of Beauty Vlogger's face mask content. The sample size of the research will be 100 respondents will be taken based on age which is classified as Z generation. Sample method that can be used for this research is convenience sampling

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables**Table 1. Variable Definition**

Variable	Definition	Indicators
Credibility	Credibility is a communicator who has the strength of his personal character, so can be able to control the emotions of his listeners.	- Expertise - Trustworthiness - Competence - Skills - Attitude
Attractiveness	Someone who is attractive is perceived more positively and reflects the brand advertised better than people with average attractiveness	- Familiarity - Similarity - Likeability - Classy
Purchase Decision	A purchasing decision is a person's decision where someone chooses one of several alternative choices	- Beautiful - Product Choice - Brand Choice - Purchase Timings - Purchase Amount - Payment Method

Source: Author's Note, 2021

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple Linear Regression is used in this research. Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it. This analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables.

RESULT AND DISCUSSION**Result****Validity and Reliability**

The validity test of credibility (X1), attractiveness (X2), and purchase decision (Y) are all valid. The variable is reliable because the value of Cronbach's Alpha is bigger than 0,6.

Multiple Linear Regression**Table 2. Case Processing Summary**

Model		Coefficients ^a	
		B	Std. Error
1	(Constant)	.786	2.518
	Credibility	.302	.125
	Attractiveness	.590	.138

Source: Data Processed, 2021

Form of multiple linear regression equations as follows: $Y = 0.786 + 0.302X_1 + 0.590X_2 + e$. The multiple linear regression equation can be interpreted as followings:

1. The constant value of the multiple linear regression equation in Table 4.8 is 0.786 and is positive, this explains that if the credibility and attractiveness of beauty vloggers are 0 (zero), then purchase decisions as dependent variable will be 0.786.
2. The coefficient value for the Credibility of beauty vlogger variable is 0.302 and is positive, this means that each increase of one unit in the Credibility of beauty vlogger, while the attractiveness of the beauty vlogger is assumed to be constant, the amount of purchase decisions will increase by 0.302.
3. The coefficient value for the attractiveness of beauty vlogger variable is 0.590 and is positive, this explains that for every one unit increase in the attractiveness of beauty vloggers while the credibility of beauty vloggers is assumed to be constant, the size of purchase decisions will increase by 0.590.

Table 3. Table of R and R Square

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.667 ^a	.445	.434	3.27507	2.016	

a. Predictors: (Constant), Attractiveness, Credibility

b. Dependent Variable: Purchase_Decision

Source: Data Processed, 2021

The coefficient of determination (R) measures the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R²) according to the table 4.11 is 0.445 which shows that the variation of all independent variable explains 44.50% of variation in the Purchase Decisions (Y), while the remaining 55.50% is explained by other factors outside the model or not discussed in this research.

Test of Classical Assumptions

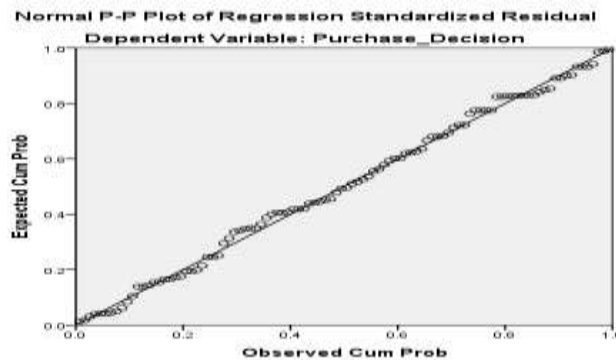


Figure 2. Normality Test
Source: Data Processed, 2020

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

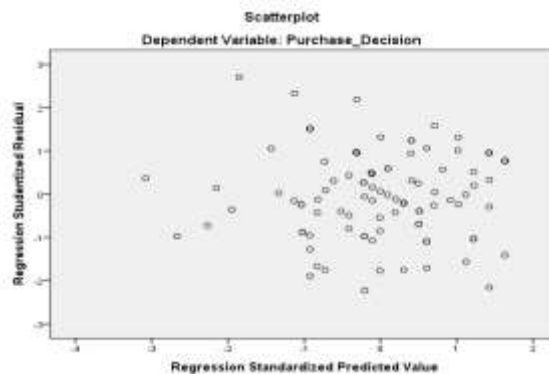


Figure 3. Heteroscedacity Test
Source: Data Processed, 2020

Based on the results of the output image, it shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Table 4. Multicollinearity Test

Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Credibility	.496	2.017
Attractiveness	.496	2.017

a. Dependent Variable: Purchase_Decision

Source: Data Processed, 2021

Table 4 shows that the tolerance value of Credibility 0.496, and attractiveness 0.496 meaning that the tolerance value of each variable is more than 0.1. The VIF value of Credibility 2.017, and attractiveness is 2.017 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Table 5. T-Test

Model	Coefficients ^a	
	t	Sig.
1 (Constant)	.312	.755
Credibility	2.412	.018
Attractiveness	4.260	.000

a. Dependent Variable: Purchase_Decision

Source: Data Processed, 2021

To test the effect of each independent variable on the dependent variable one by one or partially it can be done by T-test. The table above shows:

1. The t-count value for the credibility of beauty vlogger (X1) variable is 2.412, which is greater than the t-table which is 1.98472. While the significance level has a value smaller than Alpha (0.05), which is 0.018. Thus, it can be concluded that the credibility of beauty vlogger variable has a significant positive effect on purchase decisions.
2. The t-count value for the attractiveness of beauty vlogger (X2) variable is 4.260 which is greater than the t-table which is 1.98472. While the significance level has a value smaller than Alpha (0.05) which is 0.000. Thus, it can be concluded that the attractiveness of beauty vlogger variable has a significant positive effect on purchase decisions.

Table 6. F-Test

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	834.162	2	417.081	38.885	.000 ^b
Residual	1040.428	97	10.726		
Total	1874.590	99			

a. Dependent Variable: Purchase_Decision

b. Predictors: (Constant), Attractiveness, Credibility

Source: Data Processed, 2021

From the F Test shows the value of Fcount is 38.885. The value of Ftable is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 97 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then Ftable is 3.09. The result is Fcount (38.885) > Ftable (3.09) with the level significant of 0,000. Therefore, since Fcount is greater than Ftable and the

significant is $0.000 < 0.05$, Hypothesis 3 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

Discussion

This study aims to analyze The Influence of Credibility and Attractiveness of Beauty Vlogger on Purchase Decision of beauty products in Manado. The variables in this study are Credibility, Attractiveness and Purchase Decision. Researchers conducted this research through quantitative methods by distributing questionnaires and using the Multiple Regression Analysis (MLR) as an analytical tool. The sample size of this study was 100 respondents from Z generation who are Viewers of Beauty Vlogger about Face Mask content.

Credibility and Purchase Decision

Based on the results of the partial test (t test) shows that credibility has a significant positive effect on purchase decisions. This means that the credibility of the beauty vlogger is able to attract buyers to buy beauty products in the city of Manado. The expertise of a beauty vlogger and experience in the field of facial care makes consumers trust products more, besides the beauty vlogger's ability to do tutorials that are easy to understand and well received by consumers makes consumers more interested in buying products, conveying information about products carried out by beauty vloggers and whether or not a beauty vlogger is competent in conveying information is one of the attractions for consumers to make purchases. In addition, the attitude of a beauty vlogger in conveying information about products is one of the concerns of consumers in making decisions to make product purchases. The results of this study are supported by research conducted by Misra, Mehra and Kaur (2019) which found credibility is one of the factors that influence consumer purchasing decisions. However, this study contradicts the results of research from Setiawan and Rabuani (2019) found that celebrity endorsers have no significant effect on purchasing decisions. Savitri and Erdiansyah (2019) found that the credibility of the beauty vlogger has the most influence on purchase decisions, the communication ability of the beauty vlogger affects the decision to purchase products. However, it contradicts the research of Hastuti (2010) that credibility does not significantly affect purchasing decisions where the variable that most dominantly affects consumer purchasing decisions is the variable of trust.

Attractiveness and Purchase Decision

Based on the results of the partial test (t test) shows that attractiveness has a significant positive effect on purchasing decisions, this means that the attractiveness of a beauty vlogger greatly affects purchasing decisions, where consumers become interested in purchasing products because beauty vloggers who convey information about products have an attractive appearance, beauty vloggers who convey information about products have the same characteristics as buyers who are the product's target market, beauty vloggers are able to build intimacy with the audience at when conveying information, beauty vloggers have an attractive dress style, and beauty vloggers have an attractive appearance and are able to increase the number of viewers. The results of this study are supported by research conducted by Khanna and Wahi (2014) that have attractiveness as one of independent variable influence consumer buying/purchase decision and the result of this research found that consumers are attracted by the services and offers that a website provides to its users. The higher the services and offers provided by a website, the more will be attractiveness to it users. The services and offers play a vital role as an attracting force to influence consumers in their purchasing decisions. As well as the research of Indrayani, Suwendra, and Yulianthini (2015) who found that the attractiveness of an advertisement star has the greatest or dominant influence on the purchase decision does not significantly affect purchasing decisions where the variable that most dominantly affects consumer purchasing decisions is the variable of trust. Based on the results of the simultaneous hypothesis test (F test) found that credibility and attractiveness simultaneously or simultaneously have a significant effect on purchase decisions for beauty products in Manado with an influence based on the coefficient of determination (Rsquare) of 44.50%. This means that the credibility of beauty vloggers and attractiveness of beauty vloggers will greatly influence the purchase decision of beauty products in Manado.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Credibility partially has a significant positive effect on purchasing decisions for beauty products in Manado.

2. Attractiveness partially has a significant positive effect on purchasing decisions for beauty products in Manado.
3. Credibility and attractiveness together or simultaneously have a significant effect on purchasing decisions for beauty products in Manado.

Recommendation

1. For Beauty Products Company
The credibility of beauty vloggers has a significant influence on purchasing decisions, so companies should consider using beauty vloggers to market their products. The attractiveness of beauty vloggers has a significant influence on purchasing decisions, so companies should consider the use of beauty vloggers and choose the right product according to the product to be marketed.
2. For Beauty Vlogger
Credibility and attractiveness have been proven to have a significant effect on purchasing decisions, so beauty vloggers should increase their credibility and attractiveness so that more and more products are offered.
3. For Further Research
Hopefully this research can become a reference material for further research for the development of Marketing Management science, especially for credibility, attractiveness to purchasing decisions which are still not widely studied.

REFERENCES

- Djafarova, E., and Rushworth, C. (2017). Exploring the Credibility of Online Celebrities' Instagram Profiles in Influencing the Purchase Decisions of Young Female Users. *Computers in Human Behavior*, Vol. 68, 1-7. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0747563216307506>. Retrieved on: January 15, 2021
- Fuchs, C. (2010). Alternative Media as Critical Media. *European Journal of Social Theory*, Vol. 13, issue: 2, 173-192. Available at: <https://journals.sagepub.com/doi/10.1177/1368431010362294>. Retrieved on: July 10, 2021
- Hastuti, S. (2010). *Pengaruh Kredibilitas Celebrity Endorser pada Iklan Pond's terhadap Keputusan Pembelian Konsumen (Studi pada Mahasiswa Pengguna Produk Pond's di Universitas Negeri Malang)*. Diploma thesis, Universitas Negeri Malang.
- Indrayani, N. W., Suwendra, I. W., and Yulianthini, N. N. (2015). Pengaruh Kredibilitas, Daya Tarik, Keahlian Bintang Iklan terhadap Keputusan Pembelian Sepeda Motor Yamaha Mio-GT. *Jurnal Manajemen Indonesia*, Vol. 3, No. 1. Available at: <https://ejournal.undiksha.ac.id/index.php/JMI/article/view/4820/3646>. Retrieved on: March 23, 2021
- Khanna, S., and Wahi, A. K. (2014). Website Attractiveness in E-Commerce Sites: Key Factors Influencing the Consumer Purchase Decision. *International Journal of Virtual Communities and Social Networking (IJVCSN)*, Vol. 6, Issue 2, 49-59. Available at: https://www.researchgate.net/publication/319348654_Website_Attractiveness_in_E-Commerce_Sites_Key_Factors_Influencing_the_Consumer_Purchase_Decision. Retrieved on: August 20, 2021
- Kotler, P., and Armstrong, G. (2012). *Principles of Marketing*. 14th Edition. Pearson Education Limited, Essex, England.
- Misra, S. K., Mehra, P., and Kaur, B. (2019). Factors Influencing Consumer Choice of Celebrity Endorsements and their Consequent Effect on Purchase Decision. *International Journal of Emerging Markets*, 10(2), 392-397. Available at: https://www.researchgate.net/publication/336891362_Factors_Influencing_Consumer_Choice_of_Celebrity_Endorsements_and_their_Consequent_Effect_on_Purchase_Decision. Retrieved on: September 9,

- Mowen, J. C. and Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Savitri, S. A. and Erdiansyah, R. (2019). Pengaruh Citra, Kredibilitas dan Kemampuan Komunikasi Beauty Vlogger Terhadap Keputusan Pembelian Produk Make-Up Maybelline (Studi Kasus Tasya Farasya). *Prologia*, 3(1), 267-273. Available at: https://www.researchgate.net/publication/338036023_Pengaruh_Citra_Kredibilitas_dan_Kemampuan_Komunikasi_Beauty_Vlogger_Terdapat_Keputusan_Pembelian_Produk_Make-Up_Maybelline_Studi_Kasus_Tasya_Farasya. Retrieved on: August 20, 2021
- Schiffman, G., and Kanuk, L. (2000). *Consumer Behavior*. Prentice Hall, Inc., Englewood Cliff.
- Setiawan, B., and Rabuani, C.C. (2019). Pengaruh Iklan dan Endorser terhadap Brand Awareness serta Dampaknya pada Keputusan Pembelian. *Jurnal Aplikasi Ekonomi, Akuntansi dan Bisnis*, Vol. 1, No. 1, 1-15. Available at: <https://ejournal.ibik.ac.id/index.php/riset/article/view/2>. Retrieved on: July 10, 2021
- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*. (Terjemahan Harya Bhima Senda, Fitri Santi, Anisa Puspita Dewi). Edisi 8. Jakarta: Salemba Empat
- Widodo, W. D. P. S., and Mawardi, M. K. (2017). Pengaruh Beauty Vlogger Terhadap Source Characteristics Serta Dampaknya Terhadap Purchase Intention. *Jurnal Administrasi Bisnis S1 Universitas Brawijaya*, Vol. 47, No. 1, 63-69. Available at: <https://www.neliti.com/publications/87954/pengaruh-beauty-vlogger-terhadap-source-characteristics-serta-dampaknya-terhadap#cite>. Retrieved on: August 20, 2021

