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Beauty Vloggers Influence: Enhancing Consumer Trust and Purchase Decisions for Make Over Product

Dewi Sri Woelandari Pantjolo Giningroem¹, Novita Wahyu Setyawati², Dovina Navanti³, Heni Rohaeni⁴, Triana Yuniati⁵

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Abstract

This research aims to explore the influence of the attractiveness of beauty vloggers and consumer trust as social media promotional strategies on purchasing decisions for Make Over product through purchase intention. This research uses a quantitative approach with convenience sampling techniques on 200 respondents. The analysis technique used in this research is Structural Equation Modeling (SEM) with the Smart PLS version 4.0 statistical tools. The research results show that the attractiveness of beauty vloggers and consumer trust have a significant effect on purchasing interest, furthermore the attractiveness of beauty vloggers does not influence purchasing decisions. Meanwhile, consumer trust influences purchasing decisions and purchasing interest also has a significant influence on purchasing decisions. The attractiveness of beauty vloggers and consumer trust have a significant influence on purchasing decisions through purchasing interest as an intervention.

Keywords— Beauty Vlogger Attractiveness, Consumer Trust, Purchase Intention, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk mengeksplorasi pengaruh daya tarik beauty vlogger dan kepercayaan konsumen sebagai strategi promosi di media sosial terhadap keputusan pembelian produk Make Over melalui minat beli. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik convenience sampling pada 200 responden. Teknik analisis yang digunakan dalam penelitian ini adalah menggunakan structural equation modelling (SEM) dengan tools statistic SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa daya tarik beauty vlogger dan kepercayaan konsumen berpengaruh signifikan terhadap minat beli, lebih lanjut daya tarik beauty vlogger tidak berpengaruh terhadap Keputusan pembelian. Sementara itu kepercayaan konsumen berpengaruh terhadap Keputusan pembelian dan minat beli juga berpengaruh signifikan terhadap Keputusan pembelian. Daya tarik beauty vlogger dan kepercayaan konsumen berpengaruh signifikan terhadap Keputusan pembelian melalui minat beli sebagai intervening.

Kata kunci— Daya Tarik Beauty Vlogger; Kepercayaan Konsumen; Minat Beli; Keputusan Pembelian

I. INTRODUCTION

The rapid development of technology today makes digital technology very important as a medium for exchanging information and communication. The majority of Indonesians use cellphones for various personal purposes, especially women who look for makeup content from beauty vloggers on platforms such as YouTube. This is influenced by society's beauty standards, encouraging women to pay attention to their appearance with makeup in order to look attractive and increase self-confidence. This trend is reflected in the data provided by Statista. YouTube is the second social media platform that is frequently visited by people all over the world, especially Indonesia and is a platform for beauty vloggers to create various beauty content, one of which is make-up content (Dixon, 2022). This is because YouTube offers easy and free access to create and enjoy content videos and allows beauty vloggers to share product tutorials and beauty tips with their audience. A part from that, YouTube also has a wide global reach which allows beauty vloggers to reach audiences from various parts of the

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world. Furthermore, YouTube also has a monetization system that allows beauty vloggers to generate income from their content.

The decision to buy online has become a very effective choice for many people, because it allows them to make purchases without having to leave the house. However, even though online purchasing offers this convenience, many consumers want to see and experience the product in person before they decide to buy the product. Apart from that, product quality also plays an important role in the product purchasing decision making process. When consumers have a positive experience with the product and it meets their needs. The more a product is able to adapt to consumer needs and preferences, the greater the likelihood that consumers will feel confident and choose to buy the product. Purchasing decisions are complex for consumers, involving evaluation and comparison between available products and choosing the one that best suits individual needs and preferences. By considering product recommendations from beauty vloggers to their audience and the trust that consumers have in beauty vloggers and product brands, this also influences the consumer purchasing decision making process.

The attractiveness of beauty vloggers can influence consumer purchasing decisions, where beauty vloggers can influence them in forming perceptions, influencing preferences, and motivating consumer purchasing actions for recommended beauty products. A beauty vlogger is someone who conveys information to introduce a beauty product through videos on various platforms, one of which is YouTube. Beauty vloggers have strong appeal from both companies and consumers. The content that beauty vloggers share has the power to create a significant impact on viewers when they are in the decision-making process to purchase a product. Through makeup tutorials, product reviews, and recommendations, beauty vloggers are able to provide viewers with valuable and relevant information about certain beauty products. Therefore, the content presented by beauty vloggers can influence viewers' preferences and purchasing decisions, especially in the context of the beauty industry which is highly influenced by opinions and trends. This is in line with research from Dzulfiqar et al. (2022) who explains that the type of vlog content uploaded by beauty vloggers, especially beauty content, is only seen by women.

Consumer trust, as another factor influencing purchasing decisions, is an important part of the appeal of beauty vloggers, which must be supported by the characteristics of integrity and honesty. Consumers tend to be attracted to transparent content, because it is considered useful for them in choosing the best makeup products (Wardani, 2020). Consumer trust in beauty vloggers is also formed when they experience purchasing products through content produced by the vlogger, and the results are in accordance with what is conveyed in the content. The majority of consumers' trust is centered on their favorite influencers. For example, according to data from katadata.co.id, the best and most popular beauty vlogger, Tasya Farasya, has more than 5.1 million followers on her Instagram account (katadata.co.id, 2022). Research conducted by Tirtayasa et al. (2021) also shows that there is a strong and significant influence between consumer trust and purchasing decisions.

The attractiveness of beauty vloggers and customer trust make purchasing interest increase significantly. When beauty vloggers succeed in attracting consumers' attention through interesting and informative content, and are supported by a high level of trust from their followers, this can trigger strong buying interest. Consumers tend to feel confident and motivated to buy products recommended by beauty vloggers they trust. Thus, the presence and interaction between these two factors can be the main driver in the consumer purchasing decision making process. The current phenomenon is that many women or millennials want to purchase make-over beauty products by looking for alternative options through references from various kinds of beauty vlogger content. These consumers are interested in the information provided by beauty vloggers. With high trust, consumers will feel a desire for makeover product and make purchases.

Several previous researchers explained that beauty vloggers have an influence on purchasing decisions (Valentin, 2021; Wandini et al., 2023; Islamiyah and Ajizah, 2023; Hasan and Hasvia, 2023). However, other researchers explain that there is no significant influence between the attractiveness of beauty vloggers on consumer purchasing decisions (Fadillah, 2018), so there are still gaps that can be studied more deeply in this research. The aim of this research is to explore the influence of the attractiveness of beauty vloggers and consumer trust as promotional strategies on social media on purchasing decisions for Make Over products through purchase intention.

II. LITERATURE REVIEW

Purchase Decision

Purchase decision process involves consumers in determining the product they will choose according to their needs and expectations, which can then influence the level of satisfaction or dissatisfaction with the product. Factors that influence this process include the presence of advertising stars who promote the product, the number

of viewers or viewers who pay attention to the product, support from famous artists, the influence of beauty vloggers who provide reviews about the product, and also the role of influencers in recommending products to their followers. All of these factors have the potential to shape consumers' perceptions and preferences and influence their purchasing decisions.

There are six factors that can influence purchasing decisions, namely: advertising stars, social media viewers, artists, beauty vloggers, influencers (Tinggi & Pasaman, 2021). Apart from that, purchasing decisions also have several processes that can be carried out by consumers. Meanwhile, Solihin (2020) explains several processes in purchasing decisions, namely: recognition of consumer needs, search for detailed information, evaluation of alternative options, purchase decision, post-purchase behavior. In deciding to purchase a product, there are several indicators that need to be considered according to the opinion (Meutia et al., 2021) as follows: 1) Need for a product, 2) desire to try a product, 3) certainty of purchase based on product priority and quality, 4) Decision to repurchase.

Beauty Vlogger Attractiveness

Aspects that a person has that can attract the attention of other people, including consumers, are attractiveness. Meanwhile, beauty vloggers are individuals who are experts in the beauty industry and actively convey detailed information about the products used through various social media platforms (Ramdhini & Fatoni, 2020). The attractiveness of a beauty vlogger is not only limited to physical appearance, but also includes the skills, knowledge and personality they show in their content. Expertise in applying products, good communication skills, and the ability to build emotional connections with the audience are some examples of aspects that can increase the attractiveness of a beauty vlogger. Therefore, the attractiveness of beauty vloggers can be considered as a combination of various traits and qualities that can be recognized by consumers and influence their perceptions of recommended products. Beauty content created by beauty vloggers makes consumers know product details, this makes consumers make purchasing decisions.

Consumer Trust

Trust is the perceived credibility and Benevolence of the target of trust (Doney & Cannon, 1997) which is the willingness to rely on an exchange partner who has self-confidence (Moorman et al, 1992). So it can be said that consumer trust is a positive belief held by consumers towards certain individuals or entities, such as brands or sellers, with the hope that they will act as promised or fulfill their needs well. There are several parameters used to assess the level of consumer trust, including consistency, reliability, integrity and credibility of the trusted individual or entity. Personal experience, reviews from others, and brand or seller reputation can also influence consumer trust levels. In an online context, trust can also be reflected in the security and privacy aspects of information provided by platforms or websites used by consumers.

Consumer trust has a crucial role in shaping purchasing decisions. When consumers have high trust in a brand, product, or seller, they are more likely to choose products or services from that trusted entity. Several ways consumer trust can influence purchasing decisions are due to brand selection, purchasing decisions, customer loyalty, and recommendations and reviews, as well as responses to change. Therefore, consumer trust is the main driver in shaping purchasing behavior and influencing long-term relationships between brands and customers. Consumer trust is the hope or confident behavior that consumers have towards other people with a positive nature. There are several indicators to measure trust in consumers, including communication quality, honesty and reliability (Sobandi & Somantri, 2020).

Purchase Intention

From a marketing perspective, purchase intention means a customer's willingness to purchase a particular product and is usually measured by the customer's attitude towards purchasing behavior (Lee et al., 2019). Purchase interest is the level of someone's interest in buying a particular brand of product or service, which can be reflected in the consumer's tendency to switch to a brand that is considered better or suits their needs. This includes not only the desire to buy, but also the real possibility of making a purchase. The product selection evaluation process is a crucial moment where purchasing interest is formed, where consumers consider quality, price, benefits and brand reputation before deciding to buy. In the context of beauty, content produced by beauty vloggers plays an important role in this evaluation process by influencing consumers' perceptions of certain brands. For example, positive reviews or demonstrations of effective product use can stimulate purchasing interest. Therefore, beauty content created by beauty vloggers is not only a source of inspiration, but also an important factor in shaping consumer buying interest. Solihin (2020) explains that there are three indicators of buying interest, namely: interest in transactions, interest in recommendations, main interest, and exploratory interest.

Relationship between Beauty Vlogger Attractiveness and Purchase Intention and Purchase Decision

The attractiveness of a vlogger will increase social interaction in the context of beauty vlogger videos on YouTube (Lee & Watkins, 2016). Behm-Morawitz (2017) explains that the appeal of influencers can motivate audiences to create their own videos. Furthermore, Balabanis & Chatzopoulou (2019) explained that the attractiveness of beauty vloggers can influence the purchase of product brands.

People have a tendency to establish and maintain good relationships with other attractive people because these people are considered to have good personality, health and character (Liu & Brock, 2011; Liu & Liu, 2020). Wahyuningtyas & Ramadhan (2020) further explained that the attractiveness of a vlogger has a significant influence on consumers' decisions to visit the tourism industry. Meanwhile, a vlogger's physical and social attractiveness motivates a positive audience response and influences the vlogger's credibility, which will then motivate consumers' purchasing intentions (Sokolova & Kefi, 2020). Based on the description above, hypotheses 1 and 2 that emerge are as follows:

H1: Beauty vlogger attractiveness influence purchase intention

H2: Beauty vlogger attractiveness influence purchase decision

Relationship between consumer trust and purchase intention and purchase decision

Development of trust depends on a person's expectations about the motives and behavior of the person they trust (Doney & Cannon, 1997), where trust is positively related to relationship commitment, which in trust-commitment theory (Morgan & Hunt, 1994) shows that the impression that someone is more trustworthy will produce greater purchase intention (Moslehpour et al, 2020). Balabanis and Chatzopoulou (2019) explain that trust influences product purchases, even though this trust is in the condition that consumers actually have to buy the product. Meanwhile Ferchaud et al. (2018) explained that the authority of stars on YouTube influences the audience's level of trust. Based on the description above, hypotheses 3 and 4 emerge as follows:

H3: Consumer trust influences purchase intention

H4: Consumer trust influences purchase decision

Relationship between purchase intention and purchase decision

Purchase intention is related to customer evaluation based on the expected benefits and costs of the product (Konuk, 2015). Customer intentions are based on perceived value, where customers will measure the relationship between benefits and costs to determine the value of a particular product (Ariffin et al, 2018). A market can be differentiated by its ability to respond to market events and trends more quickly than its competitors. Additional insights from Morgan et al. (2009) stated that the ability to sense the market allows companies to identify sensitivity to price, customer needs and prospects, thereby allowing companies to set higher prices to gain profits. Purchase intention is determined by various important factors including inertia and satisfaction (Kuo et al., 2012). In addition, Kuo et al. (2012) also explained that purchasing is a process based on consumers' desires and needs to purchase products or services. Based on the description above, hypothesis 5 appears as follows:

H5: Purchase interest influences purchasing decisions

Research Model

Based on the description above, the research model in this study is as follows

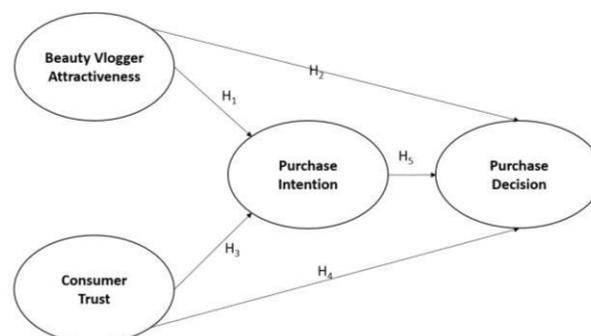


Fig. 1. Research Model Figure

III. RESEARCH METHODOLOGY

This research is causal in nature, which aims to describe cause-and-effect relationships. This method involves identifying the actual types of facts that can help understand and predict relationships. In addition, this research seeks an understanding of theory and previous research results as a basis for formulating hypotheses which will then be tested (Ferdinand, 2014). This research uses a quantitative approach which is carried out using statistical procedures, so that data can be obtained (Sujarweni, 2018). The population in this research is generation Z in Bekasi City. The sampling technique used in this research was convenience sampling and a sample of 200 respondents was obtained. The data analysis technique in this research uses structural equation modeling (SEM) with SmartPLS statistical tools.

IV. RESULT / FINDING (HEADING 4)

A. Measurement Model Testing (Outer Model)

The outer model testing in this research can be seen from the results of convergent validity, discriminant validity and internal consistency reliability analysis. The outer output image of this research model is as follows:

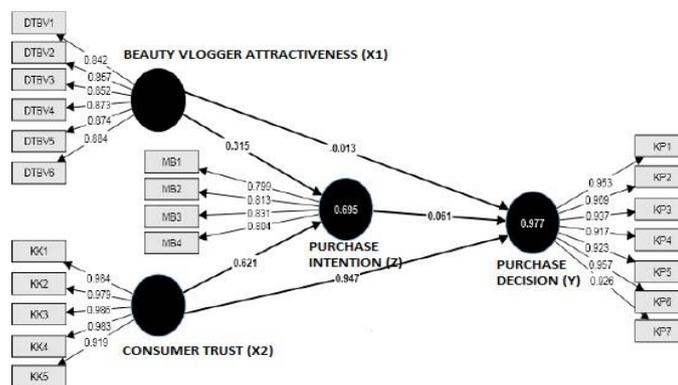


Fig 2. Outer Model Figure

1. Uji Convergent Validity

Whether an indicator is valid or not is determined from the loading factor value with the following requirements: if the value is > 0.5 it is said to be valid and > 0.7 it is said to be ideal. Based on the results of data analysis, it can be seen that the indicators for all the variables tested have an outer loading value of > 0.7, so it can be said that all indicators in this research are valid. The following is a table of outer loading indicators:

Table 1. Outer Loading Indicators

Kode	X ₁	X ₂	Y	Z
DTBV1	0.842			
DTBV2	0.857			
DTBV3	0.852			
DTBV4	0.873			
DTBV5	0.874			
DTBV6	0.884			
KK1		0.984		
KK2		0.979		
KK3		0.986		
KK4		0.983		
KK5		0.919		
KP1			0.953	
KP2			0.969	
KP3			0.937	
KP4			0.917	
KP5			0.923	
KP6			0.957	

KP7	0.926	
MB1		0.799
MB2		0.813
MB3		0.831
MB4		0.804

Source: Primary Data Processing (2024)

2. Average Variance Extracted

The Average variance extracted (AVE) value in the convergent validity test is required to be at least 0.5 to declare the results acceptable (valid). The AVE value from the analysis results is as follows:

Table 2. Average Variance Extracted Values (AVE)

Variable	Average Variance Extracted (AVE)	Evidence
Beauty Vlogger Attractiveness (X ₁)	0.746	Fulfilled
Consumer Trust (X ₂)	0.942	Fulfilled
Purchase Decision (Y)	0.884	Fulfilled
Purchase Intention (Z)	0.659	Fulfilled

Source: Primary Data Processing (2024)

Based on the AVE values described above, it can be seen that the beauty vlogger attractiveness variable (X₁), the consumer trust variable (X₂), the purchasing decision variable (Y), and the purchasing interest variable (Z) have a value of > 0.5 so it can be concluded that each measurement The variable has a good and valid AVE value.

3. Discriminant Validity Testing

Testing of the validity of the measurements tested for the construct can be carried out through cross loading with the requirement that if the cross loading value is > 0.7 then it can be declared valid. The following is a cross loading table

Table 3 Cross Loading Values

Kode	X ₁	X ₂	Y	Z
DTBV1	0.842	0.379	0.404	0.501
DTBV2	0.857	0.392	0.377	0.527
DTBV3	0.852	0.485	0.484	0.608
DTBV4	0.873	0.520	0.517	0.582
DTBV5	0.874	0.447	0.438	0.504
DTBV6	0.884	0.524	0.518	0.613
KK1	0.531	0.984	0.969	0.757
KK2	0.539	0.979	0.959	0.756
KK3	0.529	0.986	0.937	0.764
KK4	0.512	0.983	0.967	0.756
KK5	0.488	0.919	0.926	0.800
KP1	0.489	0.827	0.953	0.733
KP2	0.523	0.902	0.969	0.744
KP3	0.461	0.830	0.937	0.694
KP4	0.566	0.908	0.917	0.758
KP5	0.495	0.913	0.923	0.804
KP6	0.493	0.832	0.957	0.736
KP7	0.488	0.919	0.926	0.800
MB1	0.552	0.452	0.477	0.799
MB2	0.548	0.495	0.486	0.813
MB3	0.528	0.514	0.522	0.831
MB4	0.495	0.713	0.723	0.804

Source: Primary Data Processing (2024)

Based on the results of the analysis described above, it shows that the cross loading value of the indicator statements with each variable has a high cross loading value, namely > 0.7 compared to indicator statements on other variables. So the results of this test are declared valid.

4. Internal Consistency Reliability Testing

The internal consistency reliability test is carried out to test accuracy, precision and consistency in measuring the construct or variable under study which can be seen from the composite reliability value with a value requirement of 0.6 - 0.7 and Cronbach alpha is expected to be > 0.7.

Table 4. Composite Reliability dan Cronbach's Alpha Results

Variable	Cronbach's Alpha	Composite Reliability	Evidence
Beauty Vlogger Attractiveness (X ₁)	0.932	0.946	Fulfilled
Consumer Trust (X ₂)	0.984	0.988	Fulfilled
Purchase Decision (Y)	0.978	0.982	Fulfilled
Purchase Intention (Z)	0.835	0.886	Fulfilled

Source: Primary Data Processing (2024)

Based on the results of the analysis carried out, it shows that the Cronbach's alpha and composite reliability values for all the constructs or variables studied have more value than the assessment criteria, namely > 0.7. So it can be concluded that each indicator of each variable is declared reliable, accurate and consistent and appropriate for measuring each variable, because the overall construct has good reliability.

B. Structural Model Testing (Inner Model)

Structural model testing is carried out to describe the relationship between latent variables through the variance inflation factor (VIF) test stage, coefficient of determination (R²) test, and path coefficients. The inner model output can be seen from the following image:

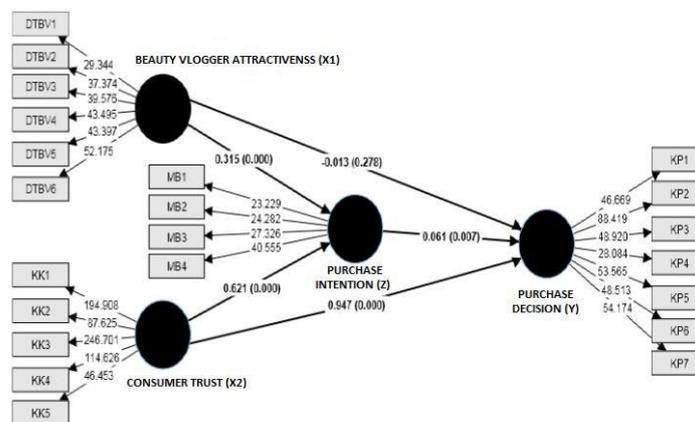


Fig. 3. Inner Model Figure

1. Variance inflation factor testing (VIF)

The VIF test is carried out to analyze independent constructs or independent variables that are highly correlated so that the model predictions become weak and poor. The expected VIF value must be <5 so that there is no multicollinearity between constructs

Table 5. Variance Inflation Factor Results (VIF)

Variable	X ₁	X ₂	Y	Z
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Beauty Vlogger Attractiveness (X ₁)	1.728	1.403
Consumer Trust (X ₂)	2.666	1.403
Purchase Decision (Y)		
Purchase Intention (Z)	3.276	

Source: Primary Data Processing (2024)

Based on the results of the analysis, it shows that the VIF value for the independent construct is <5, so it can be said that there is no multicollinearity between constructs.

2. Coefficient of Determination Test (R²)

The coefficient of determination test is used to analyze and assess how much the endogenous construct or variable Y can represent or can be explained by the exogenous construct (variable the model will get better). The following are the results of the coefficient of determination test:

Table 6. R-Square Result (R²)

Variabel	R-Square	R-Square adjusted
Purchase Decision (Y)	0.977	0.977
Purchase Intention (Z)	0.695	0.692

Source: Primary Data Processing (2024)

The results of the analysis show that the R-square value of the purchase decision variable is close to 1, namely 0.977 or 97.7%, which is included in the strong criteria, so it can be said that purchase decisions are influenced by the attractiveness of beauty vloggers and consumer trust with a value of 97.7%. Meanwhile, the R-square value of the purchase intention variable is 0.695 or 69.2%, which includes moderate criteria. This shows that the purchase intention variable is influenced by the attractiveness of beauty vloggers and consumer trust with a value of 69.5% or can be said to be a construct. The exogenous attractiveness of beauty vloggers and consumer trust simultaneously influence the endogenous construct, namely purchase intention.

V. DISCUSSION

A. Effect Size Testing (F²)

The effect size test is carried out to assess and determine whether a relationship between variables is significant or not significant, the size of which can be seen from the F² value. If F²: 0.02 means small, F²: 0.15 means medium, and F²: 0.35 means large and F² < 0.02 is ignored because it is considered to have no effect between variables.:

Table 7. Effect Size Results (F²)

Variabel	X ₁	X ₂	Y	Z
Beauty vlogger Attractiveness (X ₁)			0.004	0.232
Consumer Trust (X ₂)			14.668	0.901
Purchase Decision (Y)				
Purchase Intention (Z)			0.050	

Source: Primary Data Processing (2024)

The results of the analysis show that the influence of the beauty vlogger's attractiveness (X₁) on purchase decision has an effect size of <0.02, so it can be said that there is no effect between variables or it can be said that the beauty vlogger's attractiveness does not have a significant effect on purchase decisions (Y).

Consumer confidence (X₂) in purchase decision (Y) has an effect size > 0.35, namely 14.668, which can be interpreted as consumer confidence having a significant influence on purchase decision.

The attractiveness of beauty vloggers on purchase intention (Z) has an effect size of a value range from 0.15 to 0.35, so it can be said that beauty vloggers have a significant relationship with purchase intention. Meanwhile, the influence of value beliefs on purchase intention has a very large value, namely > 0.35, namely

0.901, so it can be interpreted as having a significant relationship between consumer trust and purchase intention.

The variable purchase intention in purchase decision has an effect size value in the range of 0.02 to 0.15, so it can be said that there is a significant relationship between buying interest in purchase decision

B. Path Coefficients Test

The path coefficient test with the results of the inner model test is carried out to measure and see and find out whether a hypothesis can be accepted or rejected by paying attention to the significance value between constructs in the original sample, T-statistics and P-Values. With the rules of thumb, namely T-statistics > 1.96 with a significance level of P-values of 0.05 or 5% and the beta coefficient is significantly positive so it is declared strong.

Tabel 8. Tabel Path Coeficience

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Beauty Vlogger Attractiveness → Purchase Decison	-0.013	-0.013	0.012	1.086	0.278
Beauty Vlogger Attractiveness → Purchase Intention	0.315	0.318	0.055	5.735	0.000
Consumer Trust → Purchase Decision	0.947	0.947	0.018	52.149	0.000
Consumer Trust → Purchase Intention	0.621	0.620	0.046	13.630	0.000
Purchase Intention → Purchase Decison	0.061	0.061	0.023	2.710	0.007

Source: Primary Data Processing (2024)

The results of the analysis show that the influence of beauty vlogger attractiveness on purchase decision is not significant because the original sample produced is negative, namely 0.013 with a value (T-statistics 1.086 < T table 1.96) so it can be concluded that there is no direct influence between beauty vlogger attractiveness on purchase decision.

The influence of the beauty vlogger's attractiveness on purchase intention is said to be significant at 0.315 and the value (T-statistics 5.735 > T table 1.96) means that the better the beauty vlogger's attractiveness, the better the consumer's purchase intention.

The influence of consumer trust on purchase decision is significant because the original sample produced is positive, namely 0.947 with a value of (T-statistics 52.149 < Table 1.96) so it can be concluded that there is a direct influence between the attractiveness of beauty vloggers on purchase decision.

The influence of consumer trust on buying interest is said to be significant at 0.621 and the value (T- statistics 13.630 > T table 1.96) means that the better consumer trust, the better the consumer's purchase intention.

Based on the path coefficients test table above, the influence of purchase intention (MB) on purchase Decision (KP) is stated to be significant at 0.061 with (T-statistics 2.710 > T table 1.96) which means that the better the Purchase Intention felt, the better the Purchase Decision will be. taken by consumers.

VI. CONCLUSION AND RECOMMENDATION

The conclusion of this research is that the attractiveness of beauty vloggers does not have a direct significant influence on purchase decision, while consumer trust has a significant influence. However, both the attractiveness of beauty vloggers and consumer trust have a significant influence on purchase intention. This research also shows that the better the consumer's purchase intention and confidence, the greater the possibility of consumers making purchase decision represented by T-statistics value that exceed the specified threshold. Furthermore, in this context, the attractiveness of beauty vloggers has an indirect influence on purchase decision through purchase intention, while consumer trust has a strong direct influence.

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