

WHICH ONE IS BETTER FOR GAINING CUSTOMER PURCHASE INTENTON? (COMPARISON STUDY OF INDONESIAN BEAUTY VLOGGER BETWEEN TASYA FARASYA AND RACHEL GODDARD)

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ABSTRAK

Sebagai salah satu profesi yang menjadi *trend* sosial media, *beauty vlogger* menjadi referensi bagi konsumen sebelum melakukan pembelian produk kecantikan. *Beauty vlogger* yang paling populer di Indonesia adalah tasya farasya dan rachel goddard. *Beauty vlogger* menggunakan *youtube* sebagai media penyebaran informasi terkait dunia kecantikan. *Personal image* menjadi bentuk identitas yang nantinya seperti apa *beauty vlogger* diingat oleh masyarakat. Selain itu, *electronic word of mouth (E-WOM)* pada *youtube beauty vlogger* dimanfaatkan konsumen untuk mencari tambahan informasi. Sehingga *beauty vlogger* dinilai dapat menimbulkan minat beli konsumen produk kecantikan. Penelitian ini bertujuan untuk membandingkan antara *image beauty vlogger* dan *electronic word of mouth* tasya farasya dan rachel goddard. Sampel penelitian yang digunakan sebanyak masing-masing 100 responden dengan teknik *nonprobability sampling (Purposive Sampling)*. Analisis yang digunakan adalah uji *independent sample t-test*. Dengan hasil analisis *independent sample t-test* menunjukkan bahwa: (1) Terdapat perbedaan *image beauty vlogger* antara tasya farasya dan rachel goddard. (2) Terdapat perbedaan *electronic word of mouth* antara tasya farasya dan rachel goddard.

Kata Kunci : *Beauty Vlogger, Image Beauty Vlogger, electronic word of mouth*

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ABSTRACT

As one of the social media trend professions, beauty vloggers are a reference for consumers before purchasing any beauty products. The most popular beauty vloggers in Indonesia are tasya farasya and rachel goddard. Beauty vloggers use YouTube as a medium for sharing information related to the world of beauty. Personal image becomes a form of identity that beauty vlogger will be remembered by the public. In addition, electronic word of mouth (E-WOM) on beauty vloggers YouTube channel is used by consumers to seek additional information, so that beauty vloggers are considered to be able to generate consumer buying interest in beauty products. This study aims to compare the image of beauty vlogger and electronic word of mouth tasya farasya and rachel goddard. The research sample used was 100 respondents each with a non-probability sampling technique (Purposive Sampling). The analysis used is independent sample t-test. The results of the independent sample t-test analysis show that: (1) There are differences in image beauty vloggers between tasya farasya and rachel goddard. (2) There is a difference in electronic word of mouth between tasya farasya and rachel goddard.

Keywords : Beauty Vlogger, Image Beauty Vlogger, electronic word of mouth