

ONLINE REVIEWS BY BEAUTY VLOGGERS OF LOCAL LIPSTICKS PRODUCT IMPACT ON PURCHASE INTENTION

Elda Octaffiana¹⁾, Filda Rahmiati^{2)*}, Genoveva³⁾

^{1), 2), 3)} Universitas Presiden, Bekasi, Indonesia

e-mail: filda.rahmiati@president.ac.id
(Corresponding Author indicated by an asterisk *)

ABSTRACT

Lipstick is a necessity for all women, yet many Indonesian women continue to favor international brands since they are more familiar. The local cosmetics business is rising fast, but it has obstacles, such as a strong demand for premium or high-brand cosmetics, such as Korean items, which remain popular among young women in Indonesia. Today, beauty vloggers are regarded as a reputable source of information on a certain cosmetics product. The purpose of this study is to explore the effect of competence, trustworthiness, and beauty on the purchase intention of a local lipstick product, as mediated by customer attitude and persuasive talents. This study adopts a quantitative methodology, gathering data using an online survey platform from participants (Google Form). Researchers collected 146 questionnaires from Greater Jakarta women who had viewed YouTube beauty vlogger reviews and reside in Jakarta. In this research, SEM-PLS is utilized to test hypotheses and analyze data. It has been discovered that knowledge, dependability, and beauty have a considerable impact on purchase intent, as mediated by consumer attitude. When a beauty vlogger recommends a local product's lipstick, persuasive talents have a large direct impact on consumer purchase intentions.

Keywords: Online Review; Beauty Vloggers; Local Lipstick; Purchase Intention

INTRODUCTION

Nowadays, cosmetic has become the need because of appearing pretty is one of the ambitions for any woman. Use cosmetics is a game changer, ladies appear to be more confident when they are wearing makeup (Ananda & Wandebori, 2016). Having a decent look is one of the trends in Indonesia, particularly for young people who are actively utilizing social media (Putri & Wandebori, 2016).

Based on the Ministry of Industry, the growth of cosmetics in Indonesia climbed by 7 percent in 2019. However, the total public spending of cosmetics in Indonesia is still about \$20, which is still lower than other countries such as Malaysia and Thailand (Kementerian Perindustrian Republik Indonesia, 2020). Cosmetics sales have surged, not only for local items but also for those from other nations. The government expects that cosmetics will continue to expand because of these three causes. First, Indonesia has a huge young population. Second, the average age of the Indonesian population is presently 28 years old. Last, social media has a vital role in the country (Kementerian Perindustrian Republik Indonesia, 2020).

Unfortunately, COVID-19 has harmed several sectors, including cosmetics business. The usage of cosmetics goods has dropped owing to the restriction of working from home which makes woman rarely apply makeup. A study done of 1,109 women in September 2020 revealed that the percentage of usage of beauty goods during the pandemic tended to fall (Pandamsari, 2020). Hence, the supply of cosmetics is high but the demand is low (Uly, 2020). With this epidemic, both local and worldwide enterprises are continually creating tactics to improve their sales.

The corporation is also seeking to improve product sales via internet, including orders via chat apps or the marketplace. This technique is in keeping with the change of people's buying style who favor internet. Especially for cosmetic items, it is very crucial for consumers to know the quality of the product or the shade of the cosmetic product that fits their skin tone. Therefore, the function of social media is vital to enhance the interaction which might boost the organic engagement with the potential customer (Widyanto & Agusti, 2020).

According to Lokadata in 2018, based on collaboration with celebrities, the most popular beauty goods is lipstick with a percentage of 70 percent, while the other items are still below 50 percent. This implies that lipstick is the crucial cosmetics item for women. Unfortunately, the impact of COVID-19 is disastrous, especially for cosmetics such as foundations and lipsticks. Instead of wearing a lipstick, customer choose to use eye product to be more appealing when wearing a mask.

Based to Statista (Degenhard, 2021), YouTube has become second leading platforms that utilized by the social media user. It reveals that predominantly Indonesian people are utilizing YouTube rather than the other social media such as Instagram and TikTok. The progress of technology boosting the number of content producer that posting a lot of intriguing stuff notably on YouTube. Video Blogger is regarded as anyone who produce video and utilize social media to promote their everyday activities, opinions, or share information (Wang, 2015). In the cosmetic market, we have a beauty vlogger, normally beauty vlogger would give the information about numerous items on their channel. They also show a unique experience, voice their ideas, and give product information such as ingredients, cost, and some advice. Whether favorable or negative, majority of beauty vloggers give consumers with objective assessments of numerous goods they have used (Chen & Dermawan, 2020). Beauty vlogger is regarded as drawing more views and subscribers than the official accounts of cosmetics firms (Rahmi et al., 2016). As a result, this

researcher studies the effect of knowledge, trustworthiness, attractiveness, and persuasive qualities on consumer purchase intentions. Therefore, the researcher will answer several questions to solve the problem:

1. Is there any significant influence of attractiveness towards consumer attitude?
2. Is there any significant influence of trustworthiness towards consumer attitude?
3. Is there any significant influence of expertise towards consumer attitude?
4. Does attractiveness significantly influence purchase intention through consumer attitude?
5. Does trustworthiness significantly influence purchase intention through consumer attitude?
6. Does expertise significantly influence purchase intention through consumer attitude?
7. Do persuasive capabilities significantly influence purchase intention?
8. Does consumer attitude significantly influence purchase intention?

LITERATURE REVIEW

Purchase Intention

Purchase intention means that customers may plan to buy a product or service in the future. A higher intention to purchase means a higher possibility to buy. A favorable brand contact will promote a strong buy intention from a customer (Martins et al., 2017).

The success of a product's marketing program influences the customer's real buying intention (Sulu et al., 2016). The intention occurs once the person has a need and must satisfy it. The surroundings, product pricing, marketing, culture, and political conditions may all influence buying intent.

Because internet buying dominates the market, the relationship between behavioral intent and actual conduct is examined. Individuals' purpose to behave determines their actual behavior. Thus, buying intent to buy online is a factor that predicts actual behavior or purchase choice (Dachyar & Banjarnahor, 2017).

Purchase Intention is described as Transactional, Desire, References, Preferential, and Explorative.

Attitude

A customer's attitude may also indicate a product's liking or disliking (Razab, 2016). Thus, attitude is a measure of how many individuals favor or detest a particular behavior, or how much buyers focus on a product because of their preferences (Afendi et al., 2014).

It is a mental and neurological state that is shaped by experience and influences behaviors in a directed and/or dynamic way. Attitude is made up of three parts: cognition (object knowledge), emotion (object evaluations), and conation (object behavior) (Peter & Olson, 2010).

Choi & Lee (2019) define customer attitude as liking, trusting, and reliable.

Expertise

Expertise is the level to which a person has the knowledge, skills, or experience to offer correct information to an audience (Ohanian, 1990). Knowledge about a product. Those believe people who are good at something (Bansal & Voyer, 2000). Internalization explains the impact of knowledge on buying intent. This occurs when someone alters their behavior or activities based on the conduct of a trusted source. The audience will conclude that the influencer is reviewing the product based on their experience. Thus, people will believe the reviewed product is appealing and buy it (Thomas & Johnson, 2017).

It was discovered by Thomas and Johnson (2017) that source credibility has a major impact on communication efficacy and creates customer purchase intention.

The experience of a beauty vlogger influences client decisions in the cosmetics sector. The knowledge offered by a beauty vlogger with excellent expertise is credible (Chang et al., 2012). Expertise is defined by Filieri et al. (2018) as expert, experienced, knowledgeable, qualified, and skilled.

Trustworthiness

Trust is the receiver's belief that the information received is accurate and that the influencer's promises can be kept. As a result, personal interactions can help build credibility (Martensen et al., 2018).

According to Ing & Ming (2018), trustworthiness is critical in the online world, particularly while buying. A beauty vlogger is someone who can deliver accurate information on beauty items. Unlike cosmetics firms, beauty vloggers are seen as trustworthy sources of knowledge.

According to past study, internet review credibility affects attitude and buying intention (Ing & Ming, 2018). A sense of personal connection and trust is fostered through strong ties, which can assist the source develop credibility and persuasion (Martensen et al., 2018). Filieri et al. (2018) define trustworthiness as being sincere, honest, reliable, and trustworthy.

Attractiveness

Consumers may be drawn to beauty vloggers for a variety of reasons, including shared interests, physical attractiveness, or social media buzz. The physical appeal of social media influencers is thought to impact business acceptability. Also, an endorser's physical traits are sensitive to source attractiveness (Lim et al., 2017).

Attractive social media influencers gain more followers and garner more attention. Social media material is shown to influence favorable consumer behavior and even purchase intentions. Promotional efficacy is influenced by social media influencers' appeal. Attractive social media influencers usually encourage favorable consumer behaviour (Till & Busler, 2000). Khalid & Yasmeen (2019) found that celebrity beauty influences purchasing intent.

These are the indicators of attraction according to Akturan & Bozbay (2018).

Persuasive Skills

Persuasion is the process of influencing individuals to change their actions (Benoit & Benoit, 2008). Schacter et al. (2011) classified persuasion into systematic and heuristic types. Persuasion is partly about understanding the psychology of why individuals believe and behave the way they do (Hovland et al., 1953).

Consistency, Social Prove, Liking, and Authority are indicators of persuasive qualities (Widyanto & Agusti, 2020).

Hypotheses

H1: Expertise has significant influence on consumer attitude of local product's lipstick reviewed by beauty vlogger

H2: Trustworthiness has significant influence on consumer attitude of local product's lipstick reviewed by beauty vlogger.

H3: Attractiveness has significant influence consumer attitude of local product's lipstick reviewed by beauty vlogger.

H4: Expertise mediated by consumer attitude has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger

H5: Trustworthiness mediated by consumer attitude has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger.

H6: Attractiveness mediated by consumer attitude has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger.

H7: Persuasive Capabilities has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger.

H8: Consumer Attitude has significant influence on purchase intention of local cosmetics product reviewed by beauty vlogger.

Research Model

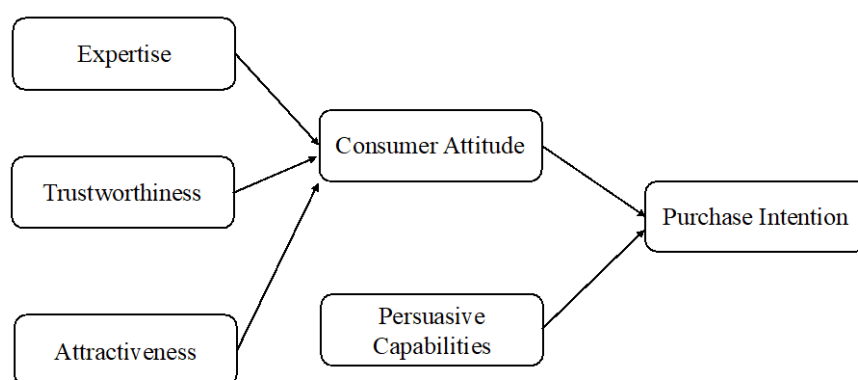


Figure 1. Research Model

Source: Adopted from Ananda & Wandebori (2016) and Widyanto & Agusti (2020)

RESEARCH METHOD

The method that used in this research is quantitative method, the researcher believes that quantitative method in more structured because it is using the questionnaire to obtain the data and the data is more consistent.

Sampling technique

This study's sample method is non-probability sampling, with respondent selection based on non-random factors; population members do not have the same chance of selection as respondents (Sekaran & Bougie, 2010). The research population is unknown since it focuses on women in Greater Jakarta (the world's third-biggest metropolis and Indonesia's largest).

This study will look at those who have ever watched a beauty vlogger evaluate a local product on YouTube. Purposive sampling is a sampling approach in which the researcher selects participants from a community depending on specified characteristics. This study's test samples included:

1. Female
2. Live in Jakarta
3. Have you seen a beauty vlogger's review

This means that the minimum sample size should be 10 times the maximum number of formative indicators used to calculate one latent variable, or 10 times the maximum number of structural routes aimed at such latent variables in a structural model (Sarwono & Narimawati, 2015).

Data Collection

The selected data collection for this study is primary data. The researcher collected data by distributing the questionnaire through Google Form, an online survey tool. The survey was circulated via social media platforms such as Twitter, Instagram, and WhatsApp.

A questionnaire is a set of written statements or questions that let respondents to react based on their own personal experiences (Sekaran & Bougie, 2010). There are two sorts of surveys according to Sugiyono (2017), closed and open questionnaires. This study's questionnaire is a closed form containing a list of statements from which respondents can select and submit their replies.

The researcher also used a Likert scale for the questions. Likert scale measures attitudes, perceptions, and group judgments of the social environment. Using a five-point Likert Scale, respondents are able to express a greater diversity of ideas (Wahyudi et al., 2018).

This questionnaire consists of eight sections, the first of which is a screening question asking whether the responder has ever viewed a beauty vlogger's review video. The second section consists of Age, Residency, Monthly Income, Occupation, The Most Influential Beauty Vlogger, and Preferred Cosmetics Brand. The third through eighth sections include statements pertaining to variables.

Data Analysis

This study was analyzed utilizing the Partial Least Square-Structural Equation Model (PLS-SEM) technique and SmartPLS 3.2.8 software. SEM is a generic, linear, and cross-sectional statistical modeling method that may complete an investigation in a single run (Sarwono & Narimawati, 2015). In fact, SEM is a statistical technique for constructing and validating statistical models, most frequently causal models. Instead of elucidating, SEM acts as an analytical approach to validate.

The SmartPLS 3.2.8 software is used to examine the eight hypotheses suggested in this study. Each hypothesis will be evaluated to determine the link between the variables. PLS is a subtype of SEM that emphasizes model predictions utilizing a variance- or component-based method (Prmono et al., 2017). PLS posits that study data need not relate to a certain distribution, allowing the use of data that is not broadly dispersed. The basic objective of PLS-SEM is to maximize the endogenous latent variable (Sarwono & Narimawati, 2015).

In PLS-SEM, the accuracy of the measurement model is evaluated in order to create a fit measurement model, also known as a pre-test. To achieve this, the study must conform to the outer model estimate, which necessitates the satisfaction of three criteria: convergent validity, discriminant validity, and internal accuracy reliability.

Outer Model Measurement

According to Sarwono and Narimawati (2015), the outer model is established by linking all manifested variables (indicators) to their latent variables. The outer model was calculated using the convergent validity, discriminant validity, and reliability of internal accuracy.

Next, the convergent validity of the results of the load factor and the average variance extracted (AVE) measurement model is examined (Hair et al., 2019). The outer model loading factor that indicates the relationship between item and build scores (Sarwono & Narimawati, 2015). According to Hair et al. (2019), the outer loading factor value should be

more than 0.7008. In addition, an AVE of 0.50 or above shows that the construct explains at least fifty percent of the variation in the indicators (Sarwono & Narimawati, 2015; Hair et al., 2019).

As stated by Hair et al. (2019), the Heterotrait-Monotrait (HTMT) ratio should be used to assess the discriminant validity of a model, with an HTMT value larger than 0.90 indicating that there is no discriminant validity.

Finally, Cronbach's Alpha and Composite Reliability might be used to determine the internal accuracy dependability. Cronbach's Alpha is used to determine the lower limit of a construct's dependability value, whereas Composite Reliability is used to determine the upper limit when the needed value is larger than 0.70 (Sarwono & Narimawati, 2015; Hair et al., 2019).

Inner Model Measurement

The inner model is also known as the structural model. The purpose of the inner model is to demonstrate and explain the link between latent variables in the research model by examining the R^2 , T-Test, and Q^2 values (Ghozali & Latan, 2015). The model's R^2 value, which indicates how much the model variables impact one another, may be used to identify the structural or inner model. The greater the R^2 score, the superior the prediction model given by the research model. In the inner model, parameters with R^2 values of 0.75, 0.50, and 0.25 were utilized. The endogenous variables in the structural model can be characterized as solid, moderate, or weak (Hair et al., 2019).

The route coefficient is a metric used to judge whether or not the findings of the hypothesis are accepted. In the structural model, the bootstrapping process produced a route coefficient, which is an estimated value for the path connection. T-statistic and P-value are utilized to assess hypotheses. If the T-statistic value is more than 1.96, the significance threshold is 5%, and the p-value is 0.05, the hypothesis is accepted and judged to be statistically significant (Hair et al., 2019).

Q^2 is used to determine the prediction accuracy of the model. To verify the correctness of the structural model projections in the research, Q^2 must be larger than zero. Q^2 values larger than 0, 0.25, and 0.50 are often indicative of the structural model's low, medium, and high predictive relevance (Hair et al., 2019).

RESULTS AND DISCUSSION

Demographic Profile

In this study, a single screening question was employed. The question is, "Have you ever seen a beauty vlogger evaluate a local lipstick brand? This study was able to exclude four responders from a total of 150, leaving just 146 to complete the questionnaire. 100 percent of individuals who completed the poll were women. 86 percent of responders were between the ages of 15 and 24 years old. 36 percent of respondents are between the ages of 15 and 24 years old, and their greatest income is between 1.5 and 3 million rupiahs. Seventy-three percent of responders are students. Tasya Farasya was selected by 68% of respondents as one of the most influential beauty vloggers.

Tasya Farasya has 3.81 million YouTube subscribers. Consequently, several women consider Tasya Farasya to be an important beauty vlogger. The preferred lipstick brand among respondents is Makeover. According to Tokopedia (2020), Makeover is one of the most popular local cosmetics companies due to its comparable quality to high-end cosmetics brands Mac but more cheap pricing. 97 percent of respondents would rather obtain information about the goods they wish to purchase from a beauty vlogger than by visiting the

store directly. Particularly during a pandemic, entering a shop increases the likelihood of catching COVID-19. Therefore, a beauty vlogger's video review is the finest source of information.

Outer Model Result

The measurement model (outer model) describes the associations between a latent construct and its indicators. The outer model result (Table 1) indicates that six out of thirty-three indications (A3, A5, CA2, E2, E6, and PI5) are invalid since the Outer loading value is below 0.708, hence these six indicators (A3, A5, CA2, E2, E6, and PI5) should be removed from the model and reevaluated. In PLS-SEM, the validity and reliability of measurements are examined (Hair et al., 2019). Cronbach's values for construct reliability were greater than 0.60, and composite reliability (CR) values were greater than 0.70, indicating that the constructs were trustworthy (Hair et al., 2019). According to Hair, item loadings more than 0.5 for convergent validity can be classified as valid. Each construct's AVE (Average Variance Extracted) statistics varied from 0.636 and 0.670.

Table 1. Outer Model Result

Construct/measured items	Convergent Validity		Construct reliability	
	Loadings	AVE	α	CR
<i>Attractiveness</i>		0.649	0.731	0.847
Local product's lipstick reviewed by beauty vlogger always appear on my Youtube recommendation	0.835			
I like the local product's lipstick reviewed by beauty vlogger because their video is attractive	0.817			
I like the review video from beauty vlogger because they are beautiful	0.763			
<i>Consumer Attitude</i>		0.670	0.876	0.876
The local product's lipstick reviewed by beauty vlogger is likable	0.750			
Local product's lipstick reviewed by beauty vlogger can be trusted	0.878			
Beauty vlogger concern meets my expectation	0.811			
Beauty vlogger keep promises and responsibilities for the local product's lipstick quality	0.815			
Local product's lipstick reviewed by the beauty vlogger is reliable	0.833			
<i>Expertise</i>		0.652	0.822	0.882
For me, beauty vlogger is the one who is an expert on reviewing local product's lipstick	0.812			
I believe that beauty vlogger has extensive knowledge of local product's lipstick	0.789			
Beauty vlogger is a person that has a qualification in reviewing a local product's lipstick	0.839			
Beauty vlogger is considered as a person who has a skill in reviewing a local product's lipstick	0.788			
<i>Persuasive Capabilities</i>		0.639	0.811	0.876
Beauty vloggers always try local product's lipstick before reviewing it on Youtube	0.778			
Beauty vloggers are able to influence their subscribers & viewers	0.748			
I trust beauty vloggers because of their appearance	0.813			
I trust every local product's lipstick that reviewed by beauty vlogger	0.846			
<i>Trustworthiness</i>		0.636	0.856	0.897
The beauty vlogger would be sincere when reviewing local product's lipstick	0.837			
The beauty vlogger would not either exaggerate or lie when reviewing local product's lipstick	0.814			
The beauty vlogger would not pretend to know what she does not know about local product's lipstick	0.824			

The beauty vlogger would not talk without grounds about local product's lipstick	0.720			
The beauty vlogger would frankly present her position, thoughts, and opinion	0.786			
<i>Purchase Intention</i>		0.650	0.893	0.917
I will buy the local product's lipstick reviewed by beauty vlogger in the future	0.824			
I desire to buy local product's lipstick reviewed by beauty vlogger	0.848			
Beauty vlogger help me make decisions better before purchase a local product's lipstick	0.758			
I prefer to buy local product's lipstick reviewed by beauty vlogger rather than traditional celebrities	0.801			
Beauty vlogger's review have positive influence on my purchase decisions	0.800			
Watching video review from beauty vlogger on Youtube increases my interest buying local product's lipstick	0.802			

Source: Constructed by the researcher

Table 2. HTMT Criterion

Variable	Attractiveness	Consumer Attitude	Expertise	Persuasive Capabilities	Purchase Intention	Trustworthiness
Attractiveness	0.806					
Consumer Attitude	0.671	0.818				
Expertise	0.516	0.576	0.807			
Persuasive Capabilities	0.603	0.646	0.563	0.799		
Purchase Intention	0.633	0.736	0.515	0.593	0.806	
Trustworthiness	0.579	0.658	0.617	0.496	0.549	0.797

According to Hair et al. (2019), the HTMT value must be lower than 0.90 or smaller than 1. Based on the table 2, it can be seen that indicator used in this study have a good discriminant validity, since all the indicator has a value less than 0.85. Thus, it can be concluded that each variable is unique and different from one another.

Inner Model Result

R^2 of Consumer Attitude is 0.577 which is moderate. Meaning that Consumer attitude can be explained by exogenous variable (Expertise, Trustworthiness & Attractiveness) as much as 57.7%. Meanwhile, the R of Purchase intention is 0.565, which is moderate, and stated that Purchase intention can be explained by Consumer Attitude with the percentage of 56. Other variables explain the remaining 43.5% outside of this research.

Table 3. R- Square

	R Square	R Square Adjusted
Consumer Attitude	0.577	0.606
Purchase Intention	0.565	0.539

Source: Constructed by researcher

Table 4. Path Coefficient (Direct Effects)

	Original Sample	Standard Deviation	T Statistics	P Value
Expertise → Consumer Attitude	0.174	0.087	1.998	0.046
Attractiveness → Consumer Attitude	0.396	0.086	4.595	0.000
Persuasive Capabilities → Purchase Intention	0.202	0.088	2.296	0.022
Trustworthiness → Consumer Attitude	0.321	0.076	4.246	0.000
Consumer Attitude → Purchase Intention	0.605	0.077	7.842	0.000

Source: Constructed by researcher

Table 5. Path Coefficient (Indirect Effects)

	Original Sample	Standard Deviation	T Statistics	P Value
Trustworthiness → Consumer Attitude → Purchase Intention	0.194	0.053	3.649	0.000
Attractiveness → Consumer Attitude → Purchase Intention	0.240	0.065	3.709	0.000
Expertise → Consumer Attitude → Purchase Intention	0.105	0.052	2.016	0.044

Source: Constructed by researcher

The research hypotheses are all accepted and significant if the T-value is greater than 1.96 and the P-value is less than 0.05 for each path. There are five paths on this study: Expertise towards Consumer Attitude, Trustworthiness towards Consumer Attitude, Attractiveness towards Consumer Attitude, Persuasive Capabilities towards Purchase Intention, and Consumer Attitude towards Purchase Intention.

As a result, shown in the table 4 and 5, Expertise, Trustworthiness and Expertise has direct and indirect influence on the local product's lipstick purchase Intention. It can be seen in table that Expertise has T-value is greater 1.96 and the P-value lower 0.05.

In order to calculate the predictive accuracy of the study model, the Q^2 value is used to determine goodness of fit.

Equation 1. Goodness of Fit Formula

$$Q^2 = 1 - (1 - R_1^2 - R_2^2) \dots (1 - R_n^2)$$

$$Q^2 = 1 - (1 - 0.606)(1 - 0.539)$$

$$Q^2 = 0.818$$

Based on the calculation, we can see the value is 0.818 (>0). This indicates that 81.8% of the impact of purchase intention is influenced by consumer attitude, which is explained by Expertise, Trustworthiness and Attractiveness. While the other 18,2% is explained by the other factors outside of this study. Furthermore, given that the Q^2 value is greater than 0.50, this analysis's results have a high predictive value.

Discussion of Findings

Due to the t-statistic value of 1.998, which is larger than 1.96, and the p-value of 0.046, which is less than 0.05, it was determined that Expertise (E) had a significant effect on Consumer Attitude (CA). Consequently, the H1 is accepted. Prior research indicated that Expertise contributes to the formation of customer attitudes that impact purchase intent. The

findings of a previous study by Ananda and Wandebori (2016) are consistent with this theory, and this study demonstrates that the competence of beauty vloggers is one of the variables that affect consumer purchase intention.

The t-statistic value of 4.246, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, demonstrate that Trustworthiness (T) has a significant effect on Consumer Attitude (CA). Consequently, the H2 is acceptable. This demonstrates that the Trustworthiness of a beauty vlogger may impact a consumer's decision to purchase a local lipstick brand. Consistent with the research done by Ananda and Wandebori (2016), this study demonstrates that the Trustworthiness of the beauty vlogger is a characteristic that influences customer sentiment.

In conclusion, the Trustworthiness of the beauty vlogger influences the consumer's perspective, and when a beauty vlogger is considered as trustworthy, consumers have a positive attitude toward the items evaluated by the beauty vlogger.

Due to the t-statistic value of 4.595, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, it was determined that Attractiveness (A) had a significant effect on Consumer Attitude (CA). Consequently, the H3 is acceptable. According to a study by Chekima et al. (2020), the attractiveness of social media influencers effects favorably the attitude toward the ad brand. Advertisers are more likely to consider physically attractive influencers to run their brand campaigns, as influencers with attractive physiques are believed to be able to influence the positive attitude of consumers (Wang & Scheinbaum, 2018). This is consistent with the findings of this study, which indicate that the attractiveness of a beauty vlogger can affect the consumer's attitude.

In conclusion, having an appealing look is crucial in the realm of beauty; when a beauty vlogger has an attractive appearance or video, buyers are more interested in the product being reviewed and more likely to believe it. Therefore, cosmetic businesses must pick a beauty vlogger with an attractive physical appearance or the ability to create an interesting video to influence client attitudes.

The t-statistic value of 2.016, which is more than 1.96, and the p-value of 0.044, which is less than 0.05, indicate that Expertise (E), as mediated by consumer attitude (CA), has a substantial impact on Purchase Intention. Consequently, the H4 is acceptable. According to Saupi et al. (2019) study, the source of Expertise mediated via attitude toward brand can influence buy intention, indicating that attitude is something that might influence purchase intention.

In conclusion, attitude is the appropriate intermediary between beauty vlogger competence and buy intent. Customers have begun to comprehend a company's marketing strategies; consequently, local lipstick firms must employ beauty vloggers with excellent promotional abilities in order for consumers to have a favorable opinion of the product being reviewed.

The t-statistic value of 3.649, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, indicate that Trustworthiness (T), as mediated by Consumer Attitude (CA), has a substantial impact on Purchase Intention (PI). Consequently, the H5 is acceptable. This conclusion is consistent with the findings of Ananda and Wandebori (2016), who concluded that the trustworthiness of beauty vloggers is a factor that influences customer attitudes and buy intentions. Lim et al. (2017) support the notion that Trustworthiness might impact both attitude and buying intent. Since beauty vloggers are viewed as regular customers, buyers have greater faith in them than in the business itself.

In conclusion, marketers must choose a beauty vlogger with an established reputation for honesty. If a beauty vlogger's audience view them as trustworthy, whatever information

they offer will be simpler to swallow. The beauty vlogger will have a greater opportunity of influencing an individual's mindset, which will ultimately affect their purchase intent.

The t-statistic of 3.709, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, indicate that attractiveness (A), as mediated by consumer attitude (CA), has a substantial impact on purchase intention (H6). Consequently, the H6 is acceptable.

While various aspects contribute to the appeal of a beauty vlogger, our study indicated that customers are more interested in those with comparable likes. To attract more customers, marketers must comprehend consumer preferences to determine which beauty vlogger will best promote their products. It is claimed that a gorgeous beauty vlogger might influence a person's mindset, leading to increased purchase intent.

The t-statistic value of 2.296, which is larger than 1.96, and the p-value of 0.022, which is less than 0.05, indicate that persuasive capabilities (PC) have a substantial effect on purchase intention, refuting Hypothesis 7 (H7). Consequently, the H7 is acceptable. This result is consistent with Widyanto and Agusti's (2020) conclusion that persuasive talents have a substantial influence on Purchase Intention. Furthermore, according to Chaovalit (2014), it is very simple for a leader, or in this case, an influencer, to change the view and attitude of another person if they have persuasive skills. Thus, when a beauty vlogger is persuasive when evaluating a cosmetic product on YouTube, the likelihood of people purchasing the product is greater than when they are not persuasive.

In conclusion, not all beauty vloggers have persuasive capabilities when reviewing a cosmetics product; therefore, local cosmetic product companies should pay attention to how beauty vloggers review their product on YouTube; the more persuasive a beauty vlogger is, the greater the consumer's intention to purchase the product.

The t-statistic value of 7.842, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, indicate that consumer attitude (CA) has a substantial impact on purchase intention (H8). Consequently, the H8 is acceptable. This conclusion is reinforced by the work of Saupi et al. (2019) The data reveal that a customer's attitude is the most powerful element influencing their propensity to purchase. Therefore, a consumer's favorable attitude would be the key predictor of their propensity to purchase. Therefore, when a beauty vlogger is able to develop a positive attitude among clients, the likelihood of increased purchase intent increases.

CONCLUSION AND RECOMENDATION

All hypotheses were supported, as confirmed by the results. This study includes five paths: Expertise towards Consumer Attitude, Reliability towards Consumer Attitude, Attractiveness towards Consumer Attitude, Persuasive Capabilities towards Purchase Intention, and Consumer Attitude towards Purchase Intention. In addition, Expertise, Trustworthiness, and Expertise have direct and indirect effects on the lipstick buy intention of local consumers.

This study reveals that local lipstick manufacturers employ a strategy including the endorsement of their products by beauty vloggers in order to increase customer acceptance and obtain a favorable perception. Tasya Farasya has been acknowledged as a beauty vlogger whose fans she influences. Tasya Farasya is also renowned as a beauty vlogger who is an expert in her profession. Moreover, Tasya Farasya has the persuasive power to convince many of her fans to use the items she evaluates. Therefore, local lipstick manufacturers collaborate with Tasya Farasya so that their goods are readily accepted by customers.

Future study is anticipated to be more detailed, focusing on specific brands, cosmetic products, and influencers. This study only performs research in Greater Jakarta; presumably,

future studies will be able to do research elsewhere, as each region has a distinct culture. Through in-depth interviews, it is anticipated that future study will collect more data that can also be analyzed qualitatively, so as to produce more precise and intricate results.

ACKNOWLEDGEMENTS

This study was supported by Research and Community Service Department, President University.

REFERENCES

- Afendi, N. A., Azizan, F. L., & Darami, A. I. (2014). Determinants of halal purchase intention: Case in Perlis. *International Journal of Business and Social Research*, 4(5), 118–123. <https://thejournalofbusiness.org/index.php/site/article/view/495>
- Akturan, U., & Bozbay, Z. (2018). Attractiveness, purchase intention, and willingness to pay more for global brands: Evidence from Turkish market. *Journal of Promotion Management*, 24(6), 737–754. <https://doi.org/10.1080/10496491.2017.1408522>
- Ananda, A. F., & Wandebori, H. (2016). The impact of drugstore makeup product reviews by beauty vlogger on Youtube towards purchase intentions by undergraduate students in Indonesia. *International Conference on Ethics of Business, Economics, and Social Science* (pp. 264–272). <https://eprints.uny.ac.id/41794/>
- Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), 166–177. <https://doi.org/10.1177/109467050032005>
- Benoit, W. L., & Benoit, P. J. (2008). *Persuasive messages: The process of influence*. Blackwell Publishing.
- Chang, K. T. T., Chen, W., & Tan, B. C. (2012). Advertising effectiveness in social networking sites: Social ties, expertise, and product type. *IEEE Transaction on Engineering Management*, 59(4), 634–643. <https://doi.org/10.1109/TEM.2011.2177665>
- Chaovalit, P. (2014). Factors influencing cosmetics purchase intention in Thailand: A study on the relationship of credibility and reputation with the persuasive capabilities of beauty bloggers. *AU-GSB e-Journal*, 7(1), 34–42. <http://www.assumptionjournal.au.edu/index.php/AU-GSB/article/view/445>
- Chekima, B., Chekima, F. Z., & Adis, A. -A. A. (2020). Social media influencer in advertising: The role of attractiveness, expertise and trustworthiness. *Economics and Business Quarterlyly Reviews*, 3(4), 1507–1515. <https://doi.org/10.31014/aior.1992.03.04.298>
- Chen, J. -L., & Dermawan, A. (2020). The influence of YouTube beauty vloggers on Indonesian consumers' purchase intention of local cosmetic products. *International Journal of Business and Management*, 15(5), 100–116. <https://doi.org/10.5539/ijbm.v15n5p100>

- Choi, W., & Lee, Y. (2019). Effects of fashion vlogger attributes on product attitude and content sharing. *Fashion and Textiles*, 6, 1–18. <https://doi.org/10.1186/s40691-018-0161-1>
- Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital*, 13(5), 946–968. <https://doi.org/10.3926/ic.1119>
- Degenhard, J. (2021, February 1). *Social media users in Indonesia 2017-2025*. Statista. <https://www.statista.com/forecasts/1144743/social-media-users-in-indonesia>
- Filieri, R., McLeay, F., Tsui, B., & Lin, Z. (2018). Consumer perceptions of information helpfulness and determinants of purchase intention in online consumer reviews of services. *Information & Management*, 55(8), 956–970. <https://doi.org/10.1016/j.im.2018.04.010>
- Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program Smartpls 3.0 untuk penelitian empiris* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Ringle, C. M., Gudergan, S. P., Fischer, A., Nitzl, C., & Menictas, C. (2019). Partial least squares structural equation modeling-based discrete choice modeling: An illustration in modeling retailer choice. *Business Research*, 12, 115–142. <https://doi.org/10.1007/s40685-018-0072-4>
- Hovland, C. I., Janis, I. L., & Kelly, H. H. (1953). Communication and persuasion: Psychological studies of opinion change. *American Sociological Review*, 19(3), 355–357. <https://doi.org/10.2307/2087772>
- Ing, G. P., & Ming, T. (2018). Antecedents of consumer attitude towards blogger recommendations and its impact on purchase intention. *Asian Journal of Business and Accounting*, 11(1), 293–323. <https://doi.org/10.22452/ajba.vol11no1.10>
- Khalid, R., & Yasmeeen, T. (2019). Celebrity physical attractiveness effect on consumer buying behavior. *JEMA: Journal Ilmiah Bidang Akuntansi dan Manajemen*, 16(2), 173–180. <https://doi.org/10.31106/jema.v16i2.2708>
- Lim, X. J., Radzol, A. R. M., Cheah, J.-H., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19–36. <https://doi.org/10.14707/ajbr.170035>
- Martensen, A., Brockenhuus-Schack, S., & Zahid, A. L. (2018). How citizen influencers persuade their followers. *Journal of Fashion Marketing and Management*, 22(3), 335–353. <https://doi.org/10.1108/JFMM-09-2017-0095>
- Martins, J., Costa, C., Oliveira, T., Goncalves, R., & Branco, F. (2017). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>

- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Kementerian Perindustrian Republik Indonesia (2020, January 27). *Perubahan gaya hidup dorong industri kosmetik*. <https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>
- Pandamsari, A. P. (2020, November 20). *Penjualan kosmetik turun di masa pandemi, skincare masih diminati*. Lokadata. <https://lokadata.id/artikel/penjualan-kosmetik-turun-di-masa-pandemi-skincare-masih-diminati>
- Peter, J. P., & Olson, C. O. (2010). *Consumer behavior & marketing strategy*. McGraw-Hill.
- Pramono, S., Sarma, M., & Munandar, J. M. (2017). Kepuasan dan loyalitas siswa dan orang tua terhadap penggunaan layanan online berdasarkan kualitas pelayanan dan kualitas tampilan laman (web) di SMK Negeri 1 kota Bogor. *Jurnal Manajemen dan Organisasi*, 8(1), 43–59. <https://doi.org/10.29244/jmo.v8i1.18600>
- Putri, L., & Wandebori, H. (2016). Factors influencing cosmetics purchase intention in Indonesia based on online review. *International Conference on Ethics of Business, Economics and Social Science* (pp. 255–263). <https://eprints.uny.ac.id/41793/>
- Rahmi, Y., Sekasih, L., & Sjabadhyni, B. (2016). The influence of beauty vlog on perceived source credibility and purchase intention. *Makara Human Behavior Studies in Asia*, 21(1), 13–23. <https://doi.org/10.7454/mssh.v21i1.3496>
- Razab, N. A. (2016). Kefahaman halal, norma subjektif, sikap dan kawalan gelagat ditanggapi terhadap penggunaan produk kosmetik halal. *Journal of Islamic, Social, Economics and Development*, 1(1), 15–21. <http://www.jised.com/PDF/JISED-2016-01-09-04.pdf>
- Sarwono, J., & Narimawati, U. (2015). *Membuat skripsi, tesis, dan disertasi dengan partial least square sem (PLS-SEM)*. Andi.
- Saupi, N., Harun, A., Othman, B., Ali, R., & Anwer, D. (2019). Does generation Y really care about celebrity in their purchase? The role of customer attitude as a mediator. *International Journal of Psychosocial Rehabilitation*, 23, 885–898.
- Schacter, D. L., Daniel, T. G., & Daniel, M. W. (2011). *The accuracy motive: Right is better than wrong persuasion* (2nd ed.). Worth Incorporated.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5th ed.). John Wiley & Sons.
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sulu, A. C., Saerang, D. P. E., & Massie, J. D. (2016). The analysis of consumer purchase intention towards cosmetic. *Jurnal EMBA*, 4(2), 332–342. <https://ejournal.unsrat.ac.id/index.php/emba/article/view/13044>

- Thomas, T., & Johnson, J. (2017). The impact of celebrity expertise on advertising effectiveness: The mediating role of celebrity brand fit. *Vision*, 21(4), 367–374. <https://doi.org/10.1177/0972262917733174>
- Till, B. D., & Busler, M. (2000). The matchup hypothesis: Physical attractiveness, expertise and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29, 1–13. <https://doi.org/10.1080/00913367.2000.10673613>
- Tokopedia. (2020, August 19). *10 merk kosmetik lokal terbaik, kualitas internasional*. <https://www.tokopedia.com/blog/top-brand-kosmetik-lokal-terbaik/>
- Uly, Y. A. (2020, November 5). *Industri kosmetik berlomba banting harga di tengah pandemi*. Kompas.com. <https://money.kompas.com/read/2020/11/05/182301326/industri-kosmetik-berlomba-banting-harga-di-tengah-pandemi>
- Wahyudi, R., Poernomo, D., & Puspitaningtiyas, Z. (2018). Effect of information technology, satisfaction and motivation to teacher performance. *International Journal of Social Sciences and Humanities Invention*, 5(1), 4370–4378. <https://doi.org/10.18535/ijsshi/v5i1.19>
- Wang, C. (2015). *Do people purchase what they viewed from youtube?: The influence of attitude and perceived credibility of user-generated content on purchase intention*. [Master's Thesis, Florida State University]. Florida State University Libraries. <https://diginole.lib.fsu.edu/islandora/object/fsu%3A253059>
- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Widyanto, H. A., & Agusti, C. R. (2020). Beauty influencer in the digital age: How does it influence purchase intention of generation Z?. *Jurnal Manajemen dan Pemasaran Jasa*, 13(1), 1–16. <https://doi.org/10.25105/jmpj.v13i1.5453>