

THE EFFECT OF BEAUTY VLOGGERS AS CELEBRITY ENDORSER AND LIFESTYLE TOWARDS PURCHASE DECISION MEDIATED BY PURCHASE INTENTION (Study on Consumers of Scarlett Brand Product in Bekasi Regency)**Ivani Khairunnisa¹, Taufiqurrahman², Tengku Firli Musfar²**

Faculty of Economics and Business, University of Riau

ivani.khairunnisa2737@student.unri.ac.id

Abstract**Received:** 05-09-2022**Accepted:** 15-09-2022**Published:** 20-09-2022**Keywords:** *Celebrity
Endorser;
Lifestyle;
Purchase
Intention;
Purchase
Decision.*

This study aims to determine the effects of beauty vloggers as celebrity endorser and lifestyle to purchase decision through purchase intention. The population in this study is consumers of Scarlett brand product whose age 15-34 years old also domiciled in Bekasi Regency. Primary data was collected by questionnaire as an instrument to prove the results of the research, to test the hypothesis in this study is using path analysis with Statistical Program for Social Science (SPSS) 20. The sampling method used a non-probability sampling method with a purposive sampling technique (125 people). The result shown that beauty vloggers as celebrity endorser and lifestyle partially have positive significant effect to purchase intention of Scarlett Brand Product, beauty vloggers as celebrity endorser has an effect but not significant positive to purchase decision of Scarlett Brand Product, lifestyle has positive and significant effect to purchase decision of Scarlett Brand Product, beauty vloggers and lifestyle partially effect to purchase decision through purchase intention of Scarlett Brand Product, and purchase intention has significant and positive effect to purchase decision of Scarlett Brand Product.

*Corresponding Author: Ivani Khairunnisa*E-mail: ivani.khairunnisa2737@student.unri.ac.id**PENDAHULUAN**

Cosmetic industry in Indonesia is rapidly growing cause of technology development that is getting more advanced. The result of the development of technology is a media of communication and information. The most widely used communication media today is social media. Social media is a page or application that allows users to engage in social networks. YouTube is the most widely used social media by its users with vulnerable age of 16 to 64 years old in Indonesia with a percentage of 93.8%. It also supported by the article from tekno.tempo.co which launched a statement from datareportal.com in 2021 YouTube application users from age range 15 to 64 years old are 93.8% of the total internet users in Indonesia, is equivalent to 190 million people.

YouTube is one of social media which established on February 14, 2005, is a subsidiary of Google Inc. YouTube, which can be used by anyone and anywhere, is an application that provides information in the form of videos and users can also upload any video provided they

already have an account. The videos that can be viewed and uploaded to YouTube also vary, ranging from video tutorial content, films, music video clips, video blogs or vlogs, and so on. The videos that are uploaded by many YouTube users are video blogs or commonly called vlogs. Vlog is a blogging activity not by writing but by using video. The vloggers will talk in front of the camera spontaneously about their activities or the things that interest them and are interested in them. The creators of vlogs themselves are called vloggers. (Sources: kompasiana.com). Vloggers are currently widely used as a profession by their fans, one of which is a beauty vlogger. According to journal.sociolla.com, Beauty Vlogger is a term for people who create beauty content in the form of videos and are usually uploaded to social media such as Instagram and YouTube. The content of this beauty content is also diverse, according to Cantika.com, beauty content includes Make-up tutorials, reviewing beauty products (cosmetics, etc.) both new and old products, following famous make-up artists, making Make-up tutorials according to your needs. with the vibes that are being celebrated (Eid, Christmas, New Year, etc.) and raise social issues related to the world of beauty.

Not only making money, Beauty Vloggers can also influence the audience, that's why Beauty Vloggers are included in the Influencer category. Beauty Vloggers can influence their audience to buy the cosmetic products (skin care, body care, hair care, lipstick, powder, and so on) that they use. According to print.kompas.com, beauty industry companies have started to use beauty vloggers as celebrity endorsers who promote their products using beauty vlogs as a media. Information with the vlog model tends to be more effective than advertisements that only use narrative or video styles.

Nowadays, almost anywhere we can buy cosmetic products, apart from necessity, of course also because of curiosity that arises from easy access to share information. The need, use and benefit from cosmetic uses are generally used to make the human body look different (Kompas.com). This encourage local beauty companies to always innovate and offer attractive products at affordable prices and also have good quality, that's why the local cosmetic industry in the country increased by 153 companies in 2017, and as of 2018 the number reached 760 companies (source: www.kemenperin.go.id 2018).

Not only encouranging cosmetic or beauty products companies, technological developments in information facilities also affecting to purchase intention, this conveyed by Siswanto *et al.* (2019) that social media, which is one of the products of the development of technology and information, can be used as a means of advertising because through the use of social media it can encourage the formation of purchase intention. In addition the purchase of cosmetic or skin care products has also been facilitated by selling them online through e-commerce and creating the convenience of shopping online for this category (source: Kompas.go.id).

Table 1. 10 Best Selling Local Skin Care Brands in E-commerce Period February 1-18 2021 at Shopee and Tokopedia

| Brand | Sales (Billion) |
|-------------------|----------------------------|
| MS Glow | 38,5 |
| Scarlett | 17,7 |
| Somethinc | 8,1 |
| Avoskin | 5,9 |
| Wardah | 5,3 |
| White Lab | 3,1 |
| Bio Beauty Lab | 2,6 |
| Emina | 2,1 |

| | |
|------------|------|
| Elshe Skin | 1,8 |
| Everwhite | 1,05 |

Source: <https://compas.co.id/article/brand-skincare-lokal-terlaris/>

Based on Table.1, local skin care products that became the 10 best-selling brands in e-commerce Shopee and Tokopedia for the period 1-18 February 2021 according to Compas.co.id include MS Glow, Scarlett, Somethinc, Avoskin, Wardah, White Lab, Bio Beauty Lab, Emina, Elshe Skin and Everwhite.

In deciding which beauty product brand to research, the researcher conducted a survey of 52 random respondents conducted in June 2021. Scarlett has the highest number of users, which is 36%. Scarlett, a local beauty product owned by PT. Opto Lumbung Sejahtera and was founded in 2017. The products offered by Scarlett are used daily for body, face and hair care and have been approved by the Republic of Indonesia's Food and Drug Supervisory Agency (BPOMRI). Scarlett Official does not runs the business by offline store, but many individuals have become resellers of Scarlett products.

Scarlett also have reviewed and got testimonies by many beauty vloggers. Because of the online system that Scarlett has implemented for both sales and marketing, Scarlett products can be purchased and used by people from various regions, one of which is Bekasi Regency.

Bekasi Regency is a district in West Java Province. The one of the 26 regencies/cities in West Java Province which has a fairly high level of economic growth, which is above the national average of 6% per year in the period 2006-2011. Then the accessibility & strategic geographical location with growth centers such as DKI Jakarta, Bogor City & Bekasi City, makes the people of Bekasi Regency have characteristics called Religious and Superior. Religious and Superior Society is a society that has the character and quality of high faith, so that a convergent understanding of a superior religious community is a society that believes and is devoted to God Almighty. With the characteristics of Physical (healthy & skilled), Intellectual (intelligent, creative and innovative) Emotional (independent, cultured and democratic), Spiritual (faithful and noble). Then people of Bekasi Regency also experienced changes to a more consumptive lifestyle.

Table 2. Percentage of Population by Monthly Per capita Expenditure Group in Bekasi Regency, in 2019 & 2020

| Golongan Pengeluaran Spending Group (RP) | 2019 | 2020 |
|--|--------|--------|
| <300.000 | 0,28 | 0,05 |
| 300.000 – 499.999 | 4,47 | 5,03 |
| 500.000 – 749.999 | 18,66 | 15,72 |
| 750.000 – 999.999 | 14,85 | 12,91 |
| 1.000.000 – 1.499.999 | 25,11 | 23,85 |
| >1.500.000 | 36,63 | 42,44 |
| Jumlah/Total | 100,00 | 100,00 |

Source: <https://bekasikab.bps.go.id>

This can be seen in the increasing percentage of the population according to the highest category of expenditure (> IDR 1,500,000,-) per capita per month in Bekasi Regency in 2019 and 2020. It can be concluded that the people of Bekasi Regency are able to follow trends and technological developments that occur in Indonesia.

Based on the explanation above, researcher decided to use Beauty Vloggers as Celebrity Endorser and Lifestyles as independent variables. Researchers choose those variables because the different situations and conditions of each consumer are different and cause different perspectives in determining decisions, one of which is purchasing decisions. Then, the researcher decides on the purchase decision of the Scarlett Brand Product as the dependent variable, and purchase intention as the intervening variable.

Also, there are researcher gap between some research. Roisah & Al-biru (2021) research entitles "Pengaruh Beauty Vlogger sebagai Celebrity Endorser terhadap Minat Beli

(Survey pada viewer YouTube Pixy Make It Glow akun Tasya Farasya di Kota Bandung)” shows that Beauty Vlogger as Celebrity Endorser has a positive and significant influence in Purchase Intention. Medinna & Hasbi (2020) entitled “Pengaruh Brand Credibility, Brand Personality, dan Endorsement Beauty Vlogger terhadap Purchase Intention dengan Brand Image sebagai Variabel Intervening (Studi Kasus pada Konsumen Produk Make Over Bandung)” shows that Endorsement Beauty Vlogger has an effect but not significant influence on Purchase Intention.

Amin & Yanti (2021) entitled “ The Effect of Brand Ambassador, E-WOM, Lifestyle, Country of Origin and Motivation on the Purchase Korean Skincare Products Nature Republic” shows that Lifestyle has a significant positive influence toward Purchase Decision. Antonia & Lutfie (2018) entitled “The Influence of Lifestyle and Electronis Word Of Mouth through Youtube Beauty Vlog to La Tulipe Cosmetiques Lipstick Purchasing Decision in 2018” shows that Lifestyle has an effect but not significantly positive towards Purchase Decision.

Eka & Hamdiani (2017) entitled “Pengaruh Customer Value terhadap Purchase Decision melalui Beauty Blogger di Youtube (Studi pada Pelanggan Kosmetik Local Brand di Sumatera Selatan)” shows that Beauty Blogger in Youtube has a significant positive influence towards Purchase Decision. Malini (2021) entitled “The Influence of Beauty Vloggers, Brand Image, Product Quality on Lipstick Purchase Decisions” shows Beauty Vloggers has an effect but not significantly positive towards Purchase Decision.

From the explanation that has been stated, the author tries to conduct a study with the title "**The Effect of Beauty Vloggers as Celebrity Endorser and Lifestyles towards Purchase Decision mediated by Purchase Intention (Study on Consumers of Scarlett Brand Products in Bekasi Regency).**"

According to the American Marketing Association (AMA) in Kotler and Keller (2016) marketing is a set of activities and processes by an institution in creating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large. Kotler and Keller (2016) also define that marketing is an organizational function and a set of processes for creating, communicating, delivering value to customers, and managing customer relationships in ways that benefit the organization and its stakeholders.

According to Firmansyah (2019), consumer behavior is an activity that is closely related to the process of buying an item or service. Consumer behavior is the things that underlie and make consumers to make purchasing decisions.

Kotler and Keller (2012) define consumer behavior as the study of how individuals, groups, and organizations choose, buy, use, and utilize goods, services, ideas, or experiences to satisfy their needs and wants.

According to Widodo and Mawardi (2017) beauty vlogger is person who making and uploading video about beauty such as skincare, makeup, or other make up tools.

METODE PENELITIAN

Location

This research was conducted in Bekasi Regency, West Java Province with the object of research are users or someone who has used Scarlett Brand Products.

Population and Sample

The population of this research are people with aged 15-34 years old, have ever watch beauty vlogger content, have ever using Scarlett Brand Product and domiciled in Bekasi Regency.

The sample calculation is based on the Lemeshow formula as follows:

$$n = \frac{1,96^2 \cdot 0,5 \cdot (1 - 0,5)}{0,1^2}$$

$$n = \frac{1,96^2 \cdot 0,5 \cdot 0,5}{0,01}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 \approx 96$$

Based on calculation above, the number of samples minimum is 96. Researcher use 125 respondents.

Data Collection

1. Field Research is a research method carried out by observation or direct observation on the object of research, namely users or consumers who have used Scarlett Products who are domiciled in Bekasi Regency by using questionnaires or direct interviews.
2. Literature research (Library Research), which is a method of collecting data by conducting a literature review of various scientific literatures, magazines, and books concerning theories that are relevant to the problems discussed

Data Analysis

Validity test

According to Arikunto (2013), validity is a measure that shows the levels of validity or validity of an instrument. The validity test is to determine the level of validity of the instrument (questionnaire) used in data collection.

Reliability Test

According to Arikunto (2013), reliability refers to an understanding that the instrument is reliable enough to be used as a data collection tool because the instrument is good.

Test of Classic Assumption

Heteroscedasticity test, this is needed to find out whether the absolute residual value of all observations of the regression model is the same.

Multicollinearity test was carried out to see whether there was a linear relationship between one independent variable and the other independent variables.

Normality test, to test whether the dependent and independent variables are normally distributed.

Test of Hypothesis

T Test

This test is used to determine whether each independent variable independently significantly influences the dependent variable.

Coefficient of Determination

Based on the results of the multiple regression, it can then be analyzed the coefficient of determination (R^2), namely the coefficient of partial determination to measure separately the impact of the independent variable (X_1 & X_2) on the dependent variable (Y_1 & Y_2), with the help of the SPSS 20 program on computers.

Path Analysis

According to Ghozali (2013), path analysis is an extension of multiple linear analysis, or the use of regression analysis to determine causality between variables that have been previously determined based on theory.

HASIL DAN PEMBAHASAN

Validity Test Results

The criteria which used in this validity test is $df = N - 2$ ($125 - 2 = 123$) with the value of significant is 5% (0,05). From the df (123) and the value of significant (0,05) can concluded the r table which used in this research is 0,175. If r count > r table, can be said the item of instrument is valid, vice versa if r count < r table, it can be said the item of instrument is not valid

Table 3. Validity Test Results

| Variable | Instrumen t | R count t | R table | Descriptio n |
|---|----------------|-----------------|------------|-----------------|
| Beauty Vloggers as Celebrity Endorser (X1) | X1.1 | 0,712 | 0,175 | Valid |
| | X1.2 | 0,744 | 0,175 | Valid |
| | X1.3 | 0,834 | 0,175 | Valid |
| | X1.4 | 0,736 | 0,175 | Valid |
| | X1.5 | 0,755 | 0,175 | Valid |
| | X1.6 | 0,779 | 0,175 | Valid |
| | X1.7 | 0,747 | 0,175 | Valid |
| | X1.8 | 0,687 | 0,175 | Valid |
| Lifestyle (X2) | X2.1 | 0,835 | 0,175 | Valid |
| | X2.2 | 0,847 | 0,175 | Valid |
| | X2.3 | 0,866 | 0,175 | Valid |
| | X2.4 | 0,904 | 0,175 | Valid |
| Purchase Intention (Y1) | Y1.1 | 0,841 | 0,175 | Valid |
| | Y1.2 | 0,859 | 0,175 | Valid |
| | Y1.3 | 0,918 | 0,175 | Valid |
| | Y1.4 | 0,896 | 0,175 | Valid |
| Purchase Decision (Y2) | Y2.1 | 0,785 | 0,175 | Valid |
| | Y2.2 | 0,849 | 0,175 | Valid |
| | Y2.3 | 0,783 | 0,175 | Valid |
| | Y2.4 | 0,885 | 0,175 | Valid |
| | Y2.5 | 0,727 | 0,175 | Valid |

Sources: Processed by Researcher with SPSS 20

All of the instruments have R count > R table, it means all of the instruments can declared to be valid.

Reliability Test Results

If the value of Cronbach Alpha > 0,6 the the questionnaire declared reliable or consistent.

Table 4. Reliability Test Results

| Variable | Cronbach Alpha | Critical Value | Description |
|--|----------------|----------------|-------------|
| Beauty Vloggers as Celebrity Endorser (X1) | 0,886 | 0,6 | Reliable |
| Lifestyle (X2) | 0,882 | 0,6 | Reliable |
| Purchase Intention (Y1) | 0,899 | 0,6 | Reliable |
| Purchase Decision (Y2) | 0,862 | 0,6 | Reliable |

Sources: Processed by Researcher with SPSS 20

Classic Assumption Test

Normality tests in this research are normal P-P plot and NPar test or one-sample Kolmogorov Smirnov.

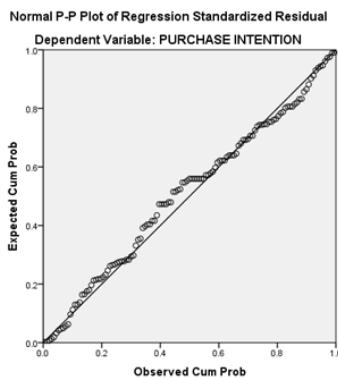


Figure 2. Normality Test (P-plot) Step 1
 Sources: Processed by Researcher with SPSS 20

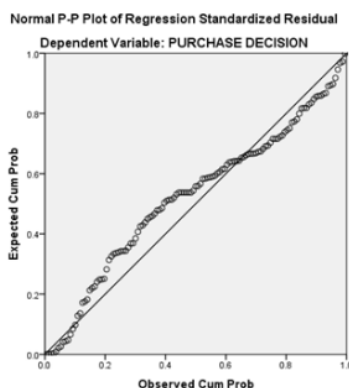


Figure 3. Normality Test (P-plot) Step 2
Sources: Processed by Researcher with SPSS 20

shows that the point spread around the line and follow a diagonal line, it can be concluded that the data for step 1 and step 2 are normally distributed.

Kolmogorov Smirnov

Table 5. Normality Test (Kolmogorov Smirnov) Step 1

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|------------------------------------|----------------|-------------------------|
| N | | 125 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 1.90239334 |
| Most Extreme Differences | Absolute | .081 |
| | Positive | .053 |
| | Negative | -.081 |
| Kolmogorov-Smirnov Z | | .902 |
| Asymp. Sig. (2-tailed) | | .389 |

a. Test distribution is Normal.
 b. Calculated from data.

Sources: Processed by Researcher with SPSS 20

Table 6. Normality Test (Kolmogorov Smirnov) Step 2

| One-Sample Kolmogorov-Smirnov Test | | Unstandardized Residual |
|------------------------------------|----------------|-------------------------|
| N | | 125 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | 2.42689227 |
| Most Extreme Differences | Absolute | .113 |
| | Positive | .065 |
| | Negative | -.113 |
| Kolmogorov-Smirnov Z | | 1.263 |
| Asymp. Sig. (2-tailed) | | .082 |

a. Test distribution is Normal.
 b. Calculated from data.

Sources: Processed by Researcher with SPSS 20

Based on table of normality test of Kolmogorov Smirnov above, known that the value of significant normality test (Asymp. Sig. (2-tailed)). If the value of significant > 0,05 can be declared the data of Step 1 and Step 2 are normally distribute.

Multicolonierity Test

Multicolonierity can be seen if the value Variance Inflation Factor (VIF) < 10 dan the value of tolerance > 0,10, then there is no symptoms of multicolonierity

Table 7. Multicolonierity Test Step 1

Coefficients^a

| Model | Unstandardize d Coefficients | | Standardize d Coefficients Beta | t | Sig. | Collinearity Statistics | |
|--|------------------------------|------------|------------------------------------|--------|------|-------------------------|-------|
| | B | Std. Error | | | | Toleranc e | VIF |
| (Constant) | 2.126 | 1.067 | | -1.993 | .048 | | |
| 1 BEAUTY VLOGGERS AS CELEBRITY ENDORSE R | .123 | .041 | .183 | 2.979 | .003 | .601 | 1.663 |
| LIFESTYLE | .847 | .072 | .723 | 11.764 | .000 | .601 | 1.663 |

a. Dependent Variable: PURCHASE INTENTION

Sources: Processed by Researcher with SPSS 20

Table 8. Multicolonierity Test Step 2

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|---|-----------------------------|------------|-----------------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| (Constant) | 6.021 | 1.388 | | 4.337 | .000 | | |
| 1 BEAUTY VLOGGERS AS CELEBRITY ENDORSER | .041 | .055 | .058 | .756 | .451 | .561 | 1.784 |
| LIFESTYLE | .276 | .135 | .221 | 2.050 | .042 | .282 | 3.549 |
| PURCHASE INTENTION | .579 | .116 | .543 | 4.990 | .000 | .277 | 3.610 |

a. Dependent Variable: PURCHASE DECISION

Sources: Processed by Researcher with SPSS 20

Based on tables above, known that the value of VIF from each independent variables (step 1 and step 2) are less than 10 (<10) and the tolerance are more than 0,10 (>0,10). It can be concluded there are no symptoms of multicollinearity in this case.

Heteroscedasticity Test

The result of heteroscedasticity test is based on the certain pattern. If there is a certain patters, such as the dots that exist form a certain regular pattern (wavy, wide, then narrows), it can be indicates that it has happened heteroscedasticity, vice versa if there is no clear pattern, as well as the points spread in above and below 0 on the Y axis there is no heteroscedasticity.

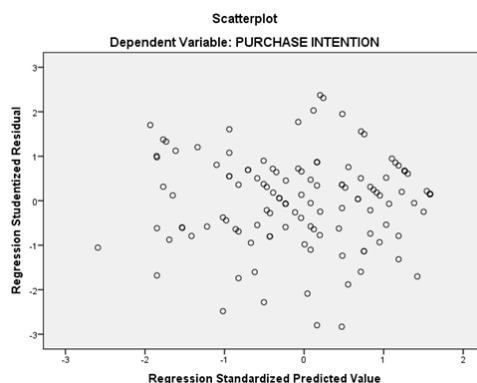


Figure 4. Heteroscedasticity Test Step 1
Sources: Processed by Researcher with SPSS 20

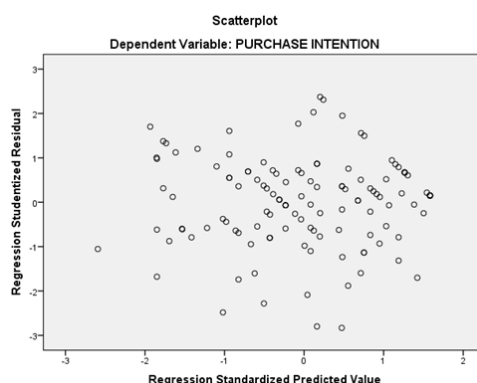


Figure 5. Heteroscedasticity Test Step 2
Sources: Processed by Researcher with SPSS 20

Based on the data distributed on scatterplot above, its shows that the dots are not like pattern (wavy, wide, or narrows). It can be concluded that there is no symptoms of heteroscedasticity in step 1 and Step 2.

Hypothesis Test
t-test Step 1

Table 9. t-test Results Step 1

| Model | Coefficients ^a | | | | | | |
|--|-----------------------------|------------|-----------------------------------|--------|------|-------------------------|-------|
| | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | | | | Tolerance | VIF |
| (Constant) | -2.126 | 1.067 | | -1.993 | .048 | | |
| 1 BEAUTY VLOGGERS AS CELEBRITY ENDORSER | .123 | .041 | .183 | 2.979 | .003 | .601 | 1.663 |
| LIFESTYLE | .847 | .072 | .723 | 11.764 | .000 | .601 | 1.663 |

a. Dependent Variable: PURCHASE INTENTION

Sources: Processed by Researcher by SPSS 20 (2022)

- Beauty Vloggers as Celebrity Endorser. The t count (2,797) > t table (1,979) with significance value 0,003 < 0,05. It means beauty vloggers as celebrity endorser has a significant positive influences toward purchase intention.
- Lifestyle. The t count (11,764) > t table (1,979) with significance value 0,000 < 0,05. It means lifestyle has a significant positive influences toward purchase intention

Table 10. Coefficient of Determinant Test (R²) Step 1

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .850 ^a | .723 | .718 | 1.91792 |

a. Predictors: (Constant), LIFESTYLE, BEAUTY VLOGGERS AS CELEBRITY ENDORSER

b. Dependent Variable: PURCHASE INTENTION

Sources: Processed by Researcher by SPSS 20 (2022)

Based on table of the result of determination coefficient test step 1, shown that the number of determination coefficient is 0,718. It means the ability of independent variables such as Beauty Vloggers as Celebrity Endorser and Lifestyle towards the dependent variable, Purchase Intention is 71,8%. While the remaining 28,2% is influenced by other variables that are not included in this research.

Structural Equation Step 1:

$$Y_1 = \rho_{y_1x_1} X_1 + \rho_{y_1x_2} X_2 + \rho_{y_1\epsilon_1}$$

$$Y_1 = 0,183 X_1 + 0,723 X_2 + 0,282\epsilon_1$$

t-test Step 2

Table 11. t-test Results Step 2

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
|--|-----------------------------|------------|-----------------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | | | | Tolerance | VIF |
| (Constant) | 6.021 | 1.388 | | 4.337 | .000 | | |
| 1 BEAUTY VLOGGERS AS CELEBRITY ENDORSER | .041 | .055 | .058 | .756 | .451 | .561 | 1.784 |
| LIFESTYLE | .276 | .135 | .221 | 2.050 | .042 | .282 | 3.549 |
| PURCHASE INTENTION | .579 | .116 | .543 | 4.990 | .000 | .277 | 3.610 |

a. Dependent Variable: PURCHASE DECISION

Sources: Processed by Researcher by SPSS 20 (2022)

- Beauty Vloggers as Celebrity Endorser. The t count (0,756) < t table (1,979) with significance value 0,451 > 0,05. It means beauty vloggers as celebrity endorser has a positive effect but not significant towards purchase decision.
- Lifestyle. The t count (2,050) > t table (1,979) with significance value 0,042 < 0,05. It means lifestyle has significant positive influence towards purchase decision.
- Purchase Intention. The t count (4,990) > t table (1,979) with significance value 0,000. It means purchase intention has significant positive towards purchase decision.

Table 12. Coefficient of Determinant Test (R²) Step 2

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .777 ^a | .604 | .594 | 2.45679 |

a. Predictors: (Constant), PURCHASE INTENTION, BEAUTY VLOGGERS AS CELEBRITY ENDORSER, LIFESTYLE

b. Dependent Variable: PURCHASE DECISION

Sources: Processed by Researcher by SPSS 20 (2022)

Based on table of the result of determination coefficient step 2, it can be seen that the number of determination coefficient is 0,594. It means the ability of independent variables such as Beauty Vloggers as Celebrity Endorser, Lifestyle, and Purchase Intention towards the

dependent variable, Purchase Decision is 59,4%. While the remaining 40,6% is influenced by other variables that are not included in this research.

Structural Equation Step 2

$$Y_2 = \rho_{y_2x_1} X_1 + \rho_{y_2x_2} X_2 + \rho_{y_2y_1} Y_1 + \rho_{y_2e_2}$$

$$Y_2 = 0,058 X_1 + 0,221 X_2 + 0,543 Y_1 + 0,406e_2$$

Path Analysis

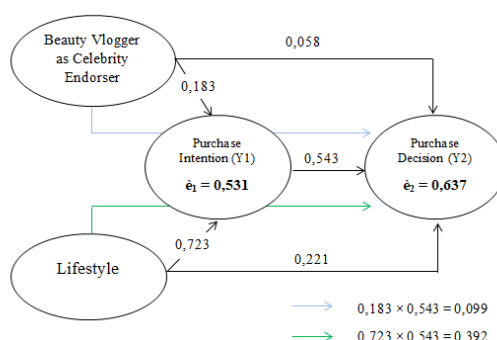


Figure 6. Path Analysis Results
Sources: Processed by Researcher with SPSS 20 (2022)

- $e_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,718} = 0,531$
- $e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0,594} = 0,637$

Table 13. Path Analysis Results

| Variable | Path Coefficient | | Total |
|--------------|------------------|-----------------|-------|
| | Direct Effect | Indirect Effect | |
| X1 > Y1 | 0,183 | - | 0,183 |
| X2 > Y1 | 0,723 | - | 0,723 |
| X1 > Y2 | 0,058 | - | 0,058 |
| X2 > Y2 | 0,221 | - | 0,221 |
| X1 > Y1 > Y2 | 0,058 | 0,099 | 0,157 |
| X2 > Y1 > Y2 | 0,221 | 0,392 | 0,613 |
| Y1 > Y2 | 0,543 | - | 0,543 |

Sources: Processed by Researcher with SPSS 20 (2022)

Based on table above, the direct effect and indirect effect can be describe as follows:

- The number of direct effect of Beauty Vloggers as Celebrity Endorser (X1) towards Purchase Decision (Y2) is 0,058, meanwhile the number of indirect effect of Beauty Vloggers as Celebrity Endorser as Celebrity Endorser (X1) towards Purchase Decision (Y2) through Purchase Intention (Y1) is 0,099. It can be seen the direct effect (0,058)

< indirect effect (0,099), it means beauty vloggers as celebrity endorser has a significant positive towards purchase decision through purchase intention.

- b. The number of direct effect of Lifestyle (X₂) towards Purchase Decision (Y₂) is 0,221, meanwhile the number of indirect effect of Lifestyle (X₂) towards Purchase Decision (Y₂) through Purchase Intention (Y₁) is 0,392. It can be seen the the direct effect (0,221) < indirect effect (0,392), it means lifestyle has a significant positive effect towards purchase decision through purchase intention.

Discussions

The Effect of Beauty Vloggers as Celebrity Endorser towards Purchase Intention

The result of this study shows that Beauty Vloggers as Celebrity Endorser has a significant positive effect towards Purchase Intention of Scarlett's Brand Product Consumers in Bekasi Regency. The result of this study is in line with research conducted by Roisah & Al-Biru (2021) that Beauty Vloggers as Celebrity Endorser has a significant positive effect towards Purchase Intention. It means the higher of endorsement from beauty vloggers will increase the intention to purchasing Scarlett Brand Product in Bekasi Regency.

The Effect of Lifestyle towards Purchase Intention

The result of this study is in line with research conducted by Kusuma & Marom (2020) that Lifestyle has a significant positive effect towards Purchase Intention. It means the higher lifestyle will increase the intention to purchasing Scarlett Brand Product in Bekasi Regency.

The Effect of Beauty Vloggers as Celebrity Endorser towards Purchase Decision

The result of this study is Beauty Vloggers as Celebrity Endorser has an effect but not significant positive towards Purchasing Decision of Scarlett's Brand Products Consumers in Bekasi Regency. This result is in line with research conducted by Malini (2021) that Beauty Vloggers as Celebrity Endorser has an effect but not significant positive towards Purchase Decision. It means make Beauty Vloggers as Celebrity Endorser has an effect but not significantly positive towards purchasing decisions for Scarlett Brand products in Bekasi Regency.

The Effect of Lifestyle towards Purchase Decision

The result of this study is Lifestyle has a significant positive effect towards Purchase Decision of Scarlett's Brand Products consumers in Bekasi Regency. This result is in line with research conducted by Amin & Yanti (2021) that Lifestyle has a significant positive effect towards Purchase Decision. It means the higher lifestyle will increase the decision of purchasing Scarlett Brand Products in Bekasi Regency.

The Effect of Beauty Vloggers as Celebrity Endorser toward Purchase Decision through Purchase Intention

The result of this research by direct effect (0,058) < indirect effect (0,099). It means purchase intention able to mediating beauty vloggers as celebrity endorser towards purchase decision of Scarlett brand products consumers in Bekasi Regency. The result of this study is in line with research conducted by Pratika, et al (2020) that Beauty Vloggers as Celebrity Endorser has a significant positive effect towards Purchase Decision through Purchase Intention.

The Effect of Lifestyle towards Purchase Decision through Purchase Intention

The result of this research by direct effect (0,221) < indirect effect (0,392). It means purchase intention able to mediating lifestyle towards purchase decision of Scarlett's brand product consumers in Bekasi Regency. The result of this study is in line with research conducted by Patricia & Widiartanto (2020) that Lifestyle has a significant positive effect towards Purchase Decision through Purchase Intention.

The Effect of Purchase Intention towards Purchase Decision

The result of this study shows that purchase intention has a significant positive towards purchase decision of Scarlett brand product consumers in Bekasi Regency. This study result is in line with research conducted by Anggraini (2022) that Purchase Intention has a significant positive effect towards Purchase Decision. It can be concluded that if the purchase intention is higher, then the purchase decision also will be higher

KESIMPULAN

- a. Beauty Vloggers as Celebrity Endorser has a significant positive effect towards Purchase Intention of Scarlett brand product consumers in Bekasi Regency.
- b. Lifestyle has a significant positive effect towards Purchase Intention of Scarlett brand product consumers in Bekasi Regency.
- c. Beauty Vloggers as Celebrity Endorser has a positive effect but not significant towards Purchase Decision of Scarlett brand product consumers in Bekasi Regency.
- d. Lifestyle has a significant positive effect towards Purchase Decision of Scarlett brand product consumers in Bekasi Regency.
- e. Beauty Vloggers as Celebrity Endorser has a significant positive effect towards Purchase Decision through Purchase Intention of Scarlett brand product consumers in Bekasi Regency.
- f. Lifestyle has a significant positive effect towards Purchase Decision through Purchase Intention of Scarlett brand product consumers in Bekasi Regency.
- g. Purchase Intention has a significant positive effect towards Purchase Decision of Scarlett brand product consumers in Bekasi Regency.

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