

## CONSUMERS' BUYING INTEREST TO PURCHASE PIXY BEAUTY PRODUCTS IN AMBON CITY: THE INFLUENCE OF BEAUTY VLOGGER ENDORSE AND BRAND PERSONALITY

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### ABSTRACT

*The development of the internet has given rise to various platforms in promoting products variety. One of the platforms that are currently being a reference for internet users is vlogs. The influence of a vlogger can be influentially positive for increasing sales of a product.*

*This research examines and analyzes the influence of the beauty vlogger endorsements and brand personality variables on the buying interest of Pixy beauty products in Ambon city. It takes samples from women in Ambon city interested in buying Pixy beauty products since they are influenced by endorse reviews from beauty vloggers and are strengthened by the brand personality of Pixy products.*

*This research uses a questionnaire method as a data collection tool for as many as 108 respondents with purposive sampling. The method used in this research is quantitative analysis with multiple linear regression using the SPSS (Statistical Package for Social Science) data analysis program version 25.*

*The multiple regression analysis test results show that the beauty vlogger endorse variable has a positive and significant influence on buying interest with a regression result of 0.230. The brand personality variable has a positive and significant impact on purchase interest with a regression result of 0.486. It indicates that brand personality is more assertive in shaping consumer buying interest than beauty vloggers. Therefore, companies must keep trying to form and strengthen brand personality to create a positive impression in the minds of consumers.*

**Keywords:** *beauty vlogger endorse, brand personality, buying interest*

### 1. Introduction

The current rapid development of technology causes disseminating information in just seconds throughout more diverse media. Youtube is one social media that ranked first with the percentage of internet users from each platform (based on a survey) by 88%.

Video blogging or vlogs on Youtube are a spectacle for millennials in spending their free time. With the existence of Youtube, various vloggers have emerged in which vloggers itself is the term for people who upload their video blogging on Youtube. The emergence of different beauty vloggers has influenced millennials in beauty trends,

starting from performing makeup to buying a beauty product. The desire to maintain freshness and beauty is the dream of every woman. In which one way to keep an appealing appearance is by using beauty products.

Millennials digital era usually visits various beauty vlogger accounts when they want to buy makeup or beauty products. Beauty vloggers generally create content in the form of video reviews of products endorse and tutorials of makeup products. In reviewing a product, beauty vlogger endorsers tend to give honest reviews because the product is trending and according to how they feel, which affects the buying interest of followers or viewers.

Therefore, many makeup producers have started to provide product information through these beauty vlogger endorsers, Pixy makeup producers. Pixy Cosmetics is a local makeup brand that has been established in 1969 and is still actively competing with other local brands in the country. Pixy is a cosmetic brand produced by PT Mandom Indonesia Tbk, a part of Mandom Corporation Japan. All Pixy products are made with quality standards and the latest technology from Japan and certified Halal by LPPOM MUI.

Pixy has many products, and here are the products that Pixy offers to its consumers:

1. *Skincare*  
(Facial Wash, Makeup Cleanser, Face Mist, Masker, Moisturizer, and Skin Booster)
2. *Base Makeup*  
(Primer, Foundation, Powder, BB Cream, Dewy Chusion, and Concealing base).
3. *Decorative*  
(Eyeliner, Lip Tint, Blush On, Eyebrow Crayon, Highlight and Shading, Lipstick Matte, Eye Shadow, Lip Cream, Mascara, Line, and Shadow)
4. *Series*  
(Moist Essense, Brightening Serum, Brightening Sleeping Mask, and Brightening Moisturizer)

With the variety of cosmetics offered by Pixy, consumers will be interested in buying their products. And the list of beauty vloggers endorses growth is as follows:

Table 1. List of Youtube Beauty Vlogger Endorse growth in Indonesia

No.	Youtube Beauty Vlogger Endorse growth in Indonesia			
	Beauty Vloggers	Subscribers	Total Videos	Total Viewers
1	Tasya Farasya	3,650,000	273	269,223,193
2	Rachel Goddard	2,830,000	558	325,913,773
3	Ini Vindy	1,850,000	437	396,609,926
4	Nanda Arsyinta	1,480,000	340	96,276,449
5	Suhay Salim	1,430,000	92	145,716,863
6	Sari Endah Pratiwi	1,340,000	89	83,364,667
7	Alifa Ratu	1,300,000	228	133,115,483
8	Fatya Biya	792,000	553	85,154,674
9	Stefany Talita Visa	553,000	91	40,173,866
10	Abel Cantika	509,000	156	45,972,198

Source: the results of the observations through <https://socialblade.com/>

The table above shows that the beauty vlogger endorser with the most subscribers is Tasya Farasya with 3,620,000 subscribers, the total number of videos is 273, and the total viewers are 269,223,193. The most popular beauty vlogger endorser in Indonesia and well-known is Tasya Farasya, while the last one in 10th position is Abel Cantika with 509,000 subscribers, 156 videos, and 45,972,198 viewers. They often use YouTube to create content that various companies use as an advertising media opportunity to market their different superior products. In choosing a beauty vlogger, Pixy believes that beauty vlogger endorsers can increase its popularity and increase the consumers' trust in Pixy brand through endorser videos on their YouTube channel. By looking at the reviews of a product, a consumer could be convinced that the product she buys is, of course, good so that the product she thinks is good and what has been purchased will not make a loss and disappointment in the future.

### ***Theoretical Framework And Hypotheses Development***

#### ***Beauty Vlogger Endorse Relationship on Buying Interest***

A Shimp, (2003) explains that the endorser is an ad supporter or commonly known as an advertisement star who supports advertised products. Meanwhile, a celebrity is a character (actor, entertainer, or athlete) known for their achievements in different fields apart from the product they support (Shimp, 2003: 460). Celebrity endorsers are advertisements that use famous people or public figures to keep an ad (Shimp, 2003:468).

It is also supported by previous research conducted by Irma Kurniasari (2017) states that the Beauty Vlogger Endorse variable has a positive and significant influence on Buying interest. Similarly, the research conducted by (Naradipa Apsari, 2018) entitled “The Influence of Beauty Vloggers on Interest in Buying Products” shows that Beauty Vlogger Endorse significantly influences product purchase intention. From the results of the research above, the following hypothesis can be drawn:

H1: *Beauty Vlogger Endorse* has a positive and significant influence on Buying interest

#### ***Brand Personality Relationship on Buying Interest***

*Brand personality* is “a set of characteristics in humans associated with a brand” Aaker, (1997:347), Aaker’s opinion is following the idea conveyed by Kotler and Keller (2012), which define brand personality as “a combination of characteristics that exist in humans associated with a brand.” Brand personality is “a set of associations that reflect the brand personality.” Macinnis, (2010:95)

A critique of the definition of brand personality proposed by Aaker (1997) (Azoulay, A. and Kapferer, 2003) describes a more assertive and precise brand personality in measuring personality. They define brand personality as “a set of human personality traits that are applicable and relevant to the brand.”

It is also supported by previous research conducted by (Masisaro Tuti Triningsih, 2017) entitled “The Influence of Tupperware’s Brand Personality on Purworejo People’s Buying Interest”. The results of this research attest that Brand Personality positively influences the dependent variable buying interest. Likewise, Lidia Adetya Hemanto and Rodhiah (2019), entitled “The Effect of Brand Personality on Purchase Intention of The Body Shop Products”, have the same results that attest that brand personality positively influences the dependent variable, that is, buying interest.

H2: *Brand Personality* has a positive and significant influence on Buying interest.

## **2. Methods**

### ***Type of Research, Population, and Sample***

The type of research used is quantitative research. The population is the object of study as a whole (Arikunto, 2002). The population in this research are women in Ambon City. They are interested in buying Pixy beauty products because they have seen endorsers’ reviews from Beauty Vloggers regarding Pixy products and their Brand Personality. The process of determining the total samples that must pass the calculation is at least five times the number of constructs or parameters used in this research. The analysis will be even better if it reaches 5-10 times the estimated model coefficients (Hair et al., 2006).

The research is conducted using 15 parameters formed into questions in the questionnaire plus three variables multiplied by six parameters. So, the conclusion can reach the recommended minimum sample size (Hair et al., 2006). The number of samples set in this research is 108 respondents. The selection includes women in Ambon city within 17 – 40 years old. Consumers at this age are more objective in answering questions and have seen endorsers review from Beauty Vloggers regarding Pixy products and their Brand Personality.

### ***Operational Definition and Measurement of Variables***

An endorser is an icon or often referred to as a direct source, to deliver a message and demonstrate a product or service in promotional activities that aim to support the effectiveness of providing product messages (Suryadi, (2006). The indicators are (1) Honesty, (2) Experience, (3) Attractive and likeable (A, Shimp, 2003).

Brand personality is a set of characteristics in humans associated with a brand. (Aaker, 1997:347). The indicators are (1) Product authenticity and Honesty in product quality, (2) Modern and imaginative in performing innovation, and (3) Strength of product durability.

Consumers' buying interest is when consumers form their choices among several brands incorporated within the choice set, thus eventually purchasing an alternative they like the most of the process that consumers buy an item or service based on various considerations Pramono (2012). The indicators are (1) Buying, (2) Recommending, and (3) Seeking information (Ferdinand, 2006).

### **Measurement Scale**

The Likert scale is used to measure attitudes, opinions, and perceptions of people or groups of people concerning social phenomena, Sugiyono, (2016: 93). The variables to be measured with a 5 (five) Likert scale are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items in the form of statements or questions. The respondents' answers from the measurement scale will be adjusted to the proposed report, which is Strongly Agree (SS) with a value = 5, Agree (S) with a value = 4, Neutral (N) with a value = 3, Disagree (TS) with a value = 2, Strongly Disagree (STS) with a value of = 1. Source: Sugiyono, (2016:93).

### **Analysis Tools**

In this research, the analytical method used is the SPSS (Statistical Package for Social Science) version 25 as the analysis method. The steps in the analysis with SPSS are as follows: Validity test, reliability test, and classical assumption test, which consist of multicollinearity test, heteroscedasticity test, and normality test.

### **Data Analysis Technique**

Multiple linear regression analysis is used to determine the effect of the independent variable on the dependent variable.

### **Hypothesis Testing**

The coefficient of determination (R<sup>2</sup>) essentially measures how far the ability to explain the variation of the dependent variable is.

A partial test (t-test) determines the significance of the research results, and it is necessary to do a t-test (partial test). The t-test shows how far the effect of one independent variable is individually in explaining the variation of the dependent variable (Ghozali, 2005:84).

The F statistic test is used to determine whether all the independent variables included in the model have a common effect on the dependent variable (Ghozali, 2005).

## **3. Results and Discussion**

### **Characteristics of Respondents**

Based on the research results, the respondents' identity is obtained from gender, age, occupation, and income.

Table 2. Characteristics of Respondents by Gender

<b>Gender</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Female	108	100%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, the characteristics of the total respondents distributed in the questionnaire are female respondents. The object in this research is a beauty vlogger endorser, which means that those who watch beauty vlogger content on YouTube and Instagram are female respondents.

Table 4. Characteristics of Respondents by Age

Information	Frequency	Percentage (%)
17-24 Years Old	85	79%
25-32 Years Old	17	16%
33-40 Years Old	6	6%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, it can be seen that the highest identity of respondents by age is 17-24 years old, totalling 85 people with a percentage of 79% because at that age they are more interested in makeup and tend to watch product reviews videos from beauty vloggers.

Table 5. Characteristics of Respondents by Occupation

Information	Frequency	Percentage (%)
Students	77	71%
Civil Servants	8	8%
Private sector employees	7	7%
Entrepreneurs	8	7%
Others	8	7%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, it can be seen that most of the female respondents are students as much as 77 respondents with a percentage of 71% because they are more interested in makeup tutorials, and they have more time to watch product endorsement reviews from beauty vloggers. In contrast, others have such a limited time to watch.

Table 6. Characteristics of Respondents by Monthly Income

Information	Frequency	Percentage (%)
IDR 500.000 - 1.000.000	17	16%
IDR 1.000.000 - 1.500.000	5	5%
IDR 1.500.000 - 2.000.000	9	8%
Others	77	71%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, it can be seen that the characteristics of respondents by monthly income are others income, which are 77 respondents with a percentage of 71%. On average, their respondents are new students since they do not have jobs and income yet.

Table 7. Characteristics of Respondents by Ever or Not Ever Seen Beauty Vlogger Endorse

Information	Frequency	Percentage (%)
Ever seen	108	100%
Never seen	0	0%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, it can be seen that all female respondents have watched beauty vlogger endorse from YouTube or Instagram with a percentage of 100%, which means they are interested in watching makeup content.

Table 8. Characteristics of respondents by reviews on social media

Information	Frequency	Percentage (%)
Youtube	74	31%
Instagram	34	69%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, the characteristics of female respondents who have watched reviews on social media the most are Youtube, as there are 74 people with a percentage of 69%, which means that they prefer to watch product review videos on Youtube. It is simply because beauty vloggers always do a complete review with a longer duration on Youtube compared to Instagram with a shorter time.

Table 9. Characteristics of Respondents by *Beauty Vlogger Endorse*

Information	Frequency	Percentage (%)
Tasya Farasya	70	65%
Rachel Goddard	11	10%
Ini Vindy	3	3%
Nanda Arsyinta	5	4%
Suhay Salim	8	7%
Sari Endah Pratiwi	1	1%
Alifa Ratu	2	2%
Fatya Biya	0	0%
Stefany Talita Visa	5	5%
Abel Cantika	3	3%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, the characteristics of female respondents who watched Tasya Farasya amounted to 70 people with a percentage of 65%, which means Tasya Farasya is more popular and well-known to many people compared to other beauty vlogger endorsers.

Tabel 10. Characteristics of Respondents by Ever or Not Ever Seen Pixy Beauty Product Advertisement on TV or the Internet

Information	Frequency	Percentage (%)
Ever seen	103	95%
Never seen	5	5%
Total	108	100%

Source: Processed Primary Data (2020)

Based on the table above, respondents' characteristics by whether they have seen advertisements of Pixy beauty products or not on TV or the internet tend to be positive (have noticed). Because by far, Pixy products are products that have been around for a long time and are well-known to many people, so they should know Pixy products from advertised promotions on TV and social media.

### **Validity Test**

The data below shows that the Beauty Vlogger Endorse variable with 6 statement items is all valid. The Brand Personality variable with 6 statement items is all valid, and the Buying Interest variable with 3 statement items is all valid. This is due to the value of each statement item from each variable is greater than the value of the r-table ( $r \text{ count} > r \text{ table}$ ).

Table 11. Validity Test Results

No	Indicator	<i>r</i> count	<i>r</i> table (5%)	Information
1.	<i>Beauty Vlogger Endorse</i>			
-	Indicator 1	0,619	0,187	Valid
-	Indicator 2	0,696	0,187	Valid
-	Indicator 3	0,766	0,187	Valid
-	Indicator 4	0,639	0,187	Valid
-	Indicator 5	0,751	0,187	Valid
-	Indicator 6	0,720	0,187	Valid
2.	<i>Brand Personality</i>			
-	Indicator 1	0,778	0,187	Valid
-	Indicator 2	0,737	0,187	Valid
-	Indicator 3	0,683	0,187	Valid
-	Indicator 4	0,715	0,187	Valid
-	Indicator 5	0,671	0,187	Valid
-	Indicator 6	0,801	0,187	Valid
3.	<i>Buying Interest</i>			
-	Indicator 1	0,875	0,187	Valid
-	Indicator 2	0,825	0,187	Valid
-	Indicator 3	0,869	0,187	Valid

Source: primary data using SPSS 25, 2020

Based on the table above, it can be seen that the 15 statement items given to 108 respondents have  $r$  count  $>$   $r$  table (0.187), then the questions used in the questionnaire can be considered valid.

#### **Reliability Test**

The reliability test results show that the variables in this research are reliable because the total Cronbach Alpha value obtained is more significant than 0.60. This follows the statement that a variable is reliable if it gives a Cronbach Alpha value  $>$  0.60.

Table 12. Reliability Test Results

Variables	<i>Cronbach Alpha</i>	Information
<i>Beauty Vlogger Endorse</i> (X1)	0,776	Reliable
<i>Brand Personality</i> (X2)	0,826	Reliable
<i>Buying Interest</i> (Y)	0,817	Reliable

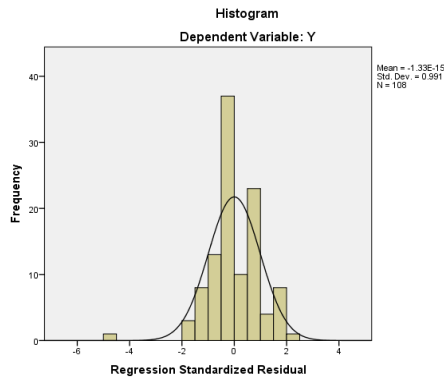
Source: primary data using SPSS 25, 2020

Based on the table above, it can be seen that the reliability test result of the beauty vlogger endorse variable (X1) is 0.776, while the brand personality variable (X2) is 0.826, and the buying interest variable (Y) is 0.817. It shows that all the variables used have Cronbach's Alpha values  $>$  0.06. So, it can be said that all variables or questionnaires used in this research are considered reliable.

#### **Classic Assumption Test**

##### *Normality Test*

Normality test is carried out on the regression residuals. The test is carried out using the P-P Plot graph. Standard data is the data that forms points that spread not too far from the diagonal line, as shown below:



Source: primary data using SPSS 25, 2020

Figure 1. Histogram Graph

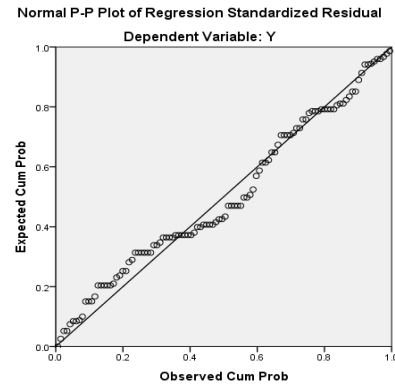


Figure 2. Normal P-Plot

The histogram graph in the upper left image shows that the bell-shaped data distribution does not deviate to the left or right. Therefore the data is considered as normally distributed. While the P-P Plots image in the right image above the regression obtained already shows a normal graphic pattern, the distribution of points is not too far from the diagonal line.

*Heteroscedasticity Test.*

From the scatterplot graph below, it can be seen that there is no clear pattern and the points spread above and below zero on the Y axis, so there is no heteroscedasticity.

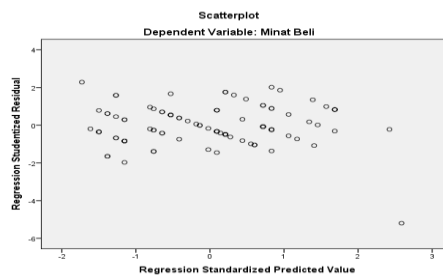


Figure 3: Scatterplot

*Multicollinearity Test*

The test results show that all It implies that the independent variables used in this research do not offer any symptoms of multicollinearity, which means that the independent variables can be used as independent predictors.

Table 13. Multicollinearity Results

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Beauty Vlogger	.690	1.449
Endorse		
Brand Personality	.690	1.449

a. Dependent variable: Buying Interest

Source: primary data using SPSS 25, 2020



## Hypothesis Testing

### Partial Test (T-Test)

The t-test is used to determine the partial effect of the independent variables (beauty vlogger endorse and brand personality) on the dependent variable (buying interest). The following will explain the partial test of each variable in Table 4.12 below:

Table 14. T Partial Test Results

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	.245	.792
	Beauty Vlogger Endorse	2.292	.009
	Brand Personality	4.786	.000

a. Dependent variable: Buying Interest  
Source: primary data using SPSS 25, 2020

Based on the table above, the t-count for beauty vlogger endorse is 2,292 and brand personality is 4,786. To determine the t-table, the statistical attachment of the t table is applied using a significance limit of 0.05 with (df) = n-2 or 108-2 = 106. Then the t table is 1.982.

#### 1. Beauty Vlogger Endorse Variable

Ho :  $b_1 < 0$  : Beauty vlogger endorse does not have a significant positive influence on buying Interest

H1 :  $b_1 > 0$  : Beauty vlogger endorse does have a significant positive influence on buying interest

The t-test results for the beauty vlogger endorse variable (X1) obtain a t value of 2.292 with a significance level of 0.009. By using a significance limit of 0.05, the t table is 1.982. This shows that t count > t table, which means that Ho is rejected and H1 is accepted. Thus, the first hypothesis can be obtained. The direction of the positive regression coefficient means that the beauty vlogger endorsement has a significant favourable influence on buying interest.

#### 2. Brand Personality Variable

Ho :  $b_2 \leq 0$  : Brand Personality has no significant favourable influence on buying interest.

Ha :  $b_2 > 0$  : Brand Personality has a significant favourable influence on buying interest.

The results of the t-test of the brand personality variable (X2) obtains a t-count value = 4.786 with a significance level of 0.000. By using a significance limit of 0.05, the t table is 1.982. It shows that t count > t table, which means Ho is rejected and H1 is accepted. Thus, the second hypothesis can be obtained. The direction of the positive regression coefficient means that brand personality has a significant favourable influence on buying interest.

### Simultaneous Test (F Test)

The F statistic test is used to determine whether all the independent variables included in the model have a common effect on the dependent variable (Ghozali, 2005). The results of this F test calculation can be seen from the following table 4.13:

Table 15. Simultaneous Test Calculation Results (Test F)

ANOVA <sup>b</sup>			
Model		F	Sig.
1	Regression	17.781	.000 <sup>a</sup>
	Residual		
	Total		

a. Predictors: (Constant), Brand Personality, Beauty Vlogger Endorse

b. Dependent Variable: Buying interest

Source: primary data using SPSS 25, 2020

Based on Table 4.10, the value of  $f_{count} = 17.781$  is obtained. To obtain the value of  $F_{table}$  calculated by the formula  $df_2 = n - k = 108 - 2 = 106$ , the value of  $F_{table} = 3.08$  is obtained. This shows that  $F_{count} = 17.781 > F_{table} = 3.08$ . Furthermore, for the significance value obtains  $sig = 0.000 < 0.05$ , then  $H_0$  is rejected and  $H_1$  accepted. This means that Beauty Vlogger Endorse (X1) and Brand Personality (X2) simultaneously influence Buying Interest (Y).

### Multiple Linear Regression Test

Multiple linear regression analysis is used to determine the influence of the beauty vlogger endorsement and brand personality, partially or jointly affecting the buying interest of Pixy beauty products. The complete statistical calculation in multiple linear regression analysis is in the appendix and is further explained in Table 4.14 below:

Table 16. Multiple regression analysis results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.274	1.774		.245	.792
	Beauty Vlogger Endorse	.224	.079	.230	2.292	.009
	Brand Personality	.323	.068	.486	4.786	.000

a. Dependent Variable: Buying Interest

Source: primary data using SPSS 25, 2020

From the table of test results above, if an equation is made in the form of standardized coefficients, it would be as follows:

$$Y = 0,230 X_1 + 0,486 X_2$$

Information:

Y : Buying Interest

X1 : Beauty Vlogger Endorse

X2 : Brand Personality

Based on the regression analysis results above, it can be concluded that the whole independent variables (beauty vlogger endorse and brand personality) have a positive influence on buying interest. Based on the equation, it can be seen that the most influential independent variable is the brand personality variable with a coefficient of 0.486. In contrast, the least influential variable is the beauty vlogger endorse variable with a coefficient value of 0.230.

### Coefficient of Determination Analysis ( $R^2$ )

Analysis of the coefficient of determination is used to determine the percentage of the contribution of the influence of the independent variables simultaneously on the dependent variable (Priyatno, 2016). The results of the determination test in this research are as follows:

Table 17. Model Summaryb

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 <sup>a</sup>	.253	.239	1.96626

a. Predictors: (Constant), Brand Personality, Beauty Vlogger Endorse  
b. Dependent Variable: Buying Interest

Source: primary data using SPSS 25, 2020

The table above shows the value of R is 0.503. The R-value of 0.503 means a solid multiple correlations between the two independent variables, which are X1 and X2. Based on the SPSS program analysis, the R<sup>2</sup> (R Square) value is 0.253. This means that 25.3% buying interest in Pixy beauty products is influenced by the variables of beauty vlogger endorsements and brand personality. In comparison, the remaining 74.7% of buying interest is influenced by other variables unexamined in this research.

#### 4. Conclusion and Implications

##### *Conclusion*

##### *The Influence of Beauty Vlogger Endorse (X1) on Buying Interest (Y).*

The first hypothesis states that the beauty vlogger endorses variable has a positive influence on buying interest. The beauty vlogger endorse has a t-value of 2.292 with a significant value of 0.009 <0.05. According to A. Shimp (2003), endorsers are ad supporters or commonly known as advertisement stars, who support advertised products.

The results of this research are the same as previous research conducted by Irma Kurniasari, (2017), who states that the Beauty Vlogger Endorse variable has a positive and significant influence on Buying interest.

##### *The Influence of Brand Personality (X2) on Buying Intention (Y).*

The second hypothesis states that the brand personality variable has a positive influence on buying interest. Brand personality has t-count value of 4.786 with a significant value of 0.000 <0.05.

According to Aaker, (1997), Brand personality is “a set of characteristics in humans associated with a brand. This research’s results are the same as previous research conducted by Maisari Tuti Triningsih (2017) entitled “The Influence of Tupperware’s Brand Personality on Purworejo People’s Buying Interest”. The research results attest that Brand Personality has a positive influence on the dependent variable, which is Buying interest.

##### *Implications*

The implications of the research results indicate that a beauty vlogger endorser who positively reviews Pixy’s beauty products can make consumers become confident and determine to be interested in buying the products. Therefore, companies can now use vlogger services by marketing their products online, not just by promoting offline. Online marketing will be directly directed at the target market in accordance with the expectations and goals of the company.

Likewise, the brand personality variable has a greater influence than the beauty vloggers. Pixy products whose users are feminine, natural, unique, sophisticated in Pixy products adapt to trendy. Pixy brand products must be practical and easy to use, and have good product durability when used for daily activities for users and comfortable to wear for a day-to-day, will be the important consideration for consumers represented by respondents in deciding the use of a Pixy product.

Companies must maintain a beauty vlogger endorser who reviews Pixy beauty products honestly, having experience and physical appeal that attracts consumers’ attention, considering that the beauty vlogger endorses variable has a low category from other variables. Therefore, companies should maintain and choose honest beauty vlogger endorsers in reviewing Pixy products so that consumers are convinced to buy Pixy beauty products. It is also advisable that companies and beauty vlogger endorsers collaborate further, for instance, the collaboration

between beauty vloggers and brands, so that the promotion of the company's products on the YouTube account belongs to the beauty vlogger endorse can be more focused and targeted.

Judging from the research in which the brand personality variable is the variable that has the highest category among other variables. Then, the company must do so by maintaining something new from Pixy products, making differences, and not imitating other brands so that consumers are more interested in Pixy beauty products.

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