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## The Effect of Video Advertisement by Beauty Vlogger on Buying Intention

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**ABSTRACT**

*Advertising is a media that companies use to remind, persuade and inform. Youtube can influence and even build consumer perceptions actively so that more consumers believe in companies that advertise on Youtube than on other media. In the delivery of advertising must match what cosmetic products contained. An exciting message will be more effective in making consumers buying interest. Cosmetic advertising videos submitted by beauty vloggers is very influential on consumer buying interest and will also affect the profit earnings of companies that advertise the product. This research focused on the question: (1) What is advertising through the Youtube platform by video beauty vlogger ?; (2) What is buying interest ?; and (3) The impact of video ads on Youtube on consumer buying interest ?. The methodology we used to measure how much influence of advertising by beauty vlogger to consumer buying interest is quantitative. Questionnaires were distributed and distributed to 100 respondents. Video advertising by beauty vlogger has contributed to consumer buying interest of 57.76%. So Between video ads created by beauty vlogger there is a strong enough and confident relationship, so the better Video Ads by Beauty Vlogger made and distributed the higher the tendency of consumers interested in buying a brand of cosmetics.*

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### INTRODUCTION

According to data we are social per august 2017, the number of internet users has been increasing by up to 3.8 billion with penetration 51% of the total world population, of which 87% of internet use through mobile devices and dominated by male users by 56% (Liputan6.com, 2018). And that means half the world's people are already connected to the internet or can communicate globally both in the same direction or two directions. One of the leading global information and measurement companies, Nielsen released the latest data on the ten most used applications of smartphone users in the Southeast Asia region including Indonesia is youtube (Anonim, 2013) From the youtube site is not just a site that provides entertainment and information only, but on youtube site, we can also upload videos to strengthen branding company (DosenIT.com, 2018), for the another word is Advertising.

Advertising is a media that companies use to remind, persuade and inform (Hans-Ruediger, 2012). Advertising could be transfer into through several media, such as electronic television media. With this media advertising, messages conveyed in the form of visual, audio, and motion (Widyatama, 2006) but it also affects purchasing decisions (Kartiniyasi & Hidayat, 2015).

YouTube is a video sharing website that allows users to upload, watch and share videos for free. Like data, in Indonesia, late 2013 and late 2014, the amount of time people spend watching videos on the Internet increases 38.5% (Wikipedia, 2017). Youtube can influence and even build consumer perceptions well so that more consumers believe in companies that advertise on Youtube than on other media (Mittal, 1970).

The ads classified according to the age group, regarding adult age consisting of aged over 55 years, 35-45 years, regarding education includes of the University of primary school. Media advertising information is created to attract audiences and original, and has characteristics and persuasive so that consumers voluntarily to perform actions such as actions that exist in advertising (Jefkins, 1996).

The role of youtube in disseminating information cannot be in doubt again, many people suddenly famous and make billion money in a year because of the video blog (Vlogger) unique so that many people who see and subscribes. One of the unique videos that many people do is the video in using a product. Para social interaction (PSI) in this case is the consumer who make video blogger, can be used as a brand management tool in building positive perceptions about the brand (Lee & Watkins, 2016). All the industry seems to start looking at the famous YouTube stars or so-called vloggers because of they increasingly believe in the power the vlogger has in "hypnotizing" its audiences, vloggers can help companies provide makeup tutorials, or how to use products - our products are correct, besides that also every vlogger must have followers (Anonim, 2017).

Basically the corporate expectation in the used of vlogger is to introduce their brand, beside to strengthen their brand, corporate expect the follower and also the viewer who see their advertising will then have interest to buy their products.

Buying interest is an action or behavior created by a consumer (likelihood or tendency) (Anonim, 2018) and one that can affect buying interest is environmentally friendly products (Puspito & Hidayat, 2016). Therefore here we are interested in discussing the influence of vloggers in consumer buying interest. The hypothesis of this research is whether Youtube Video Advertising Affects Buy Interest in Beauty Products from Beauty Vlogger?.

Advertising is a media of persuasive communication designed following the character of the media, market segments, and public needs to get a positive response to consuming products to help the achievement of the initiator's goal, namely profit. Manufacturers as initiators to realize advertising to communicate their products is one form of marketing strategy. The purpose of the manufacturer of the published product display through advertising, among others (Pujiyanto, 2003):

1. Introducing informed product identity and explaining product differences with others.
2. Communicating product concept like benefits and advantages regarding functional, psychological, or target market value.
3. Direct the use of old or new products to the target market. Tells the place of sale or purchase to stimulate a wider distribution.
4. Increase sales which suggest the product increase also.
5. Increase sales and maintain product positioning capability given target markets
6. Facing and resolving the problem of rival among products.

Buying interest identified through the following indicators (Ferdinand, Augusty, 2002):

1. Transactional interest, namely the tendency of someone to buy the product.
2. Referential interest, namely the tendency of someone to reference the product to others.

3. Preferential interests are interests that describe the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens with its preference product.
4. Explorative interest, this interest illustrates the behavior of a person who is always looking for information about the product he is interested in and seeking information to support the positive traits of the product.

## METHOD

This type of research is descriptive quantitative where to know the value of an independent variable, and analysis technique used in measuring how great influence of advertisement by beauty vlogger to consumer buying interest through simple linear regression equation.

Population in this research is all student of Youtube user residing in Telkom University Bandung. In this study, the population of Youtube User Student in Telkom University Bandung is estimated to be around 2,310 in a month. The sampling technique used is the Bernoulli formula (equation 1):

$$n \geq \frac{Z^2 \cdot \frac{p \cdot q}{e^2}}{(e)^2} \quad (1)$$

Keterangan:

n = Minimum sample size

z = Squares of confidence interval

$\frac{p \cdot q}{e^2}$  = Confidence level

e = Acceptable error rate

p = Estimated proportion of success

q = Estimated proportion of failure or 1-P

Researchers take the sample based on the formula above, then the number of representations that can be set, 1.96. This study determines the error rate of 10%. Meanwhile, the questionnaire prop- activity is correct q (received) or false (rejected) 0.5 each.(Zikmund & Babin, 2006):

$$n \geq \frac{[1,96]^2 \cdot 0,5 \cdot 0,5}{0,1^2}$$

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

$$n \geq 96,04$$

Technique of data collecting by using two methods that is Questionnaire Spreading by questionnaire as many as 18 question and Library Studies related to advertisement on youtube.

## RESULTS AND DISCUSSIONS

### a. RESULT

#### 1. Validitas dan Reability Test

The parameters of the independent variables and dependent on each indicator have examined for their validity, each indicator of Pearson correlation value is all > 0.361, and that means all indicators are valid. then the value of Cronbach alpha of each - each variable above 0.6 and it means that the parameters used are reliable.

#### 2. Normality Test

The purpose of the normality test is as follows: "Normality test aims to determine whether each variable is normally distributed or not. Normality testing is necessary because to perform other

variable tests by assuming that the residual values follow the normal distribution (Ghozali, Imam, 2013):

**Table1.** Normalitas Test  
One-Sample Kolmogorov-Smirnov Test

		Advertising	Buying Intention
N		98	98
Normal Parameters <sup>a,b</sup>	Mean	40,5714	12,9490
	Std. Deviation	7,56416	2,99612
Most Extreme Differences	Absolute	,096	,104
	Positive	,096	,104
	Negative	-,075	-,090
Test Statistic		,096	,104
Asymp. Sig. (2-tailed)		,027 <sup>c</sup>	,011 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The standardized residual value curve is said to be spreading normally if the value of asymp.sig. (2-tailed). Based on the output table 1 above is known that the significance value of 0.108 greater than 0.05 so it can be concluded that the data tested normal distribution (Gozali and Imam, 2006).

## B. DISCUSSIONS

### 1. Analysis Linier Regression

Table 2 **Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15,114	2,148		7,036	,000
Buying Intention	1,966	,162	,779	12,161	,000

a. Dependent Variable: Advertising

From table 2 above obtained by equation of simple linear regression line:

$$Y = a + bX$$

$$Y = 15,114 + 1,966X$$

Interpretation:

A constant value (a) = 15,114, this means if the ad variable is assumed to be absent or 0 then predicted value Y or buying interest equal to 15,114. And the value of b = 1.966 means that if the ad variables increase by 1 unit, then the interest of purchases changed by 1.966. A positive sign in the above regression equation that indicates that the advertisement has a positive effect on the interest of purchasing cosmetics

## 2. Hypothesis

The hypothesis test of this study aims to see whether the significance of the effect simultaneously through the F test.

**Table 3. F-Test ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3365,457	1	3365,457	147,895	,000 <sup>b</sup>
Residual	2184,543	96	22,756		
Total	5550,000	97			

a. Dependent Variable: Advertising

b. Predictors: (Constant), Buying Intention

Based on table 3 dipole Fhitung equal to 147,895 and value of Sig. 0,000. Then we get Fcount > F-table that is 147,895 > 3,94. Results Sig. Obtained is 0.000 which means Sig. < 0.05. From the results of F test that has been obtained then the researchers concluded that H0 rejected and Ha accepted which means Video Advertising by Beauty Vlogger simultaneously significant effect on the interest of buying cosmetics on youtube users

## 3. R Test

Based on the calculation of the coefficient of determination shows the amount of advertising video contribution by beauty vlogger to the interest in buying cosmetics. The value of determination coefficient obtained is 0.76. From the Calculation coefficient of determination :

$$\begin{aligned}KD &= R^2 \times 100\% \\ &= (0.76)^2 \times 100\% \\ &= 57.76\%\end{aligned}$$

Based on the calculations in the table above can be concluded that the video ad by beauty vlogger has contributed to the interest of buying cosmetics on youtube users of 57.76%. It shows that video advertising by beauty vlogger has an influence on the interest of buy cosmetics on youtube users 57.76% while the rest 42.24% influenced by other factors such as brand trust is certain..

## CONCLUSION AND SUGGESTION

Video Advertising by Beauty Vlogger contributes to cosmetic buying interest of 57.76% while the rest 42.24% is affected by several other factors that researchers are not keen on, such as trust and loyalty to a particular cosmetic brand. So Between video ads created by beauty vlogger there is a strong enough and positive relationship, so the better Video Ads by Beauty Vlogger made and distributed the higher the tendency of consumers interested in buying a brand of cosmetics.

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