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The Influence of Youtube Beauty Vloggers on Cosmetic Consumer Decisions with User Generated Content as A Moderating Variable

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ABSTRACT

This research is a quantitative study with an explanatory approach, an approach that places previous research as a mainstay for creating, modifying, and proving the hypotheses in this article. The data used in this study is primary data obtained by the researcher from one hundred and fifty consumers of Athena and MAXI cosmetics spread throughout Indonesia. The data obtained was analyzed using the smart PLS 4.0 analysis tool. The conclusion in this article show that the hypothesis that the researcher formulated in this article, namely the YouTube Beauty Vlogger variable can have a positive relationship direction and a significant influence on Cosmetic Consumer Decisions and the User Generated Content variable can also moderate the influence of the YouTube Beauty Vlogger variable on Cosmetic Consumer Decisions. From the first row above, it shows that the first hypothesis in this article can be accepted because the P-Values value is positive and is below the 0.05 significance level, namely 0.014. These results indicate that YouTube Beauty Vlogger can make products more famous, wider market share, and increasing demand for cosmetic products. In addition, the second hypothesis in this article can also be accepted because the same thing is the P-Values value is positive and below the 0.05 significance level. Thus, it can be concluded that the first and second hypotheses in this article can be accepted and proven.

Keywords: *Youtube Beauty Vloggers, Cosmetic Consumer Decisions, User Generated Content*

INTRODUCTION

A beauty vlogger is someone who creates and uploads videos about beauty. Beauty here is defined as the vlogger's use of skincare, makeup, and other beauty products. Therefore, it can be said that a beauty vlogger is an individual or group that creates vlogs to recommend and review beauty products and the products they use. By promoting beauty vloggers as a widely used promotional medium to attract consumers, companies believe that beauty vloggers can re-invigorate the brand's popularity and increase brand awareness among consumers through videos displayed on their YouTube channels. Beauty vloggers' skills will increase public confidence in the products they offer. The trust, expertise, and attractiveness of beauty vloggers will indirectly influence purchasing decisions (Malau, 2017).

Having beauty vloggers as a reference group can help beauty product companies market their products. Companies operating in the fashion and beauty sectors have begun using beauty vloggers as a platform to promote their products.

The emergence of beauty vloggers has enabled companies to gain public attention. Beauty vloggers are beauty influencers who share information, teach specific skills, and demonstrate how-tos through video clips posted on YouTube. Beauty vloggers specifically share tips and educate viewers about beauty (P. T. Kotler, 2017).

There are several important factors that must be met in order to be a beauty vlogger, namely as follows (Veranita et al., 2022): 1. Message Appeal 2. Positive Attitude 3. Credibility of a Beauty Vlogger. The indicators of Beauty vlogger according to Ananda and Wandebori (2016) in (Philip, 2013) are: 1. Attractiveness: In terms of attractiveness, this is related to the attractiveness of the spokesperson influencing persuasive communication that occurs through a process called identification. This process occurs when consumers accept an attractive spokesperson simply because consumers want to identify with him. That is, through this identification, account owners adopt behaviors, attitudes, or preferences. When viewers get something interesting about a beauty vlogger, such as a good physical appearance and attractive non-physical character. Then, it will have an impact on the audience's interest in the content presented by the beauty vlogger as well as supporting advertising on the products presented (Fitri, 2021). 2. Trustworthiness: Shimp (2014) in (P. Kotler, 2008) argues that Trustworthiness is a feeling of confidence that leads to honesty, integrity, and trustworthiness of the source. Each brand endorsement varies in the degree to which the audience has confidence in what they say. Therefore, the way a beauty vlogger conveys information is always seen first and considered by viewers. The audience will observe whether the beauty vlogger is honest in reviewing a product. The indicators of Trustworthiness include honesty, sincerity, and trustworthiness. 3. Expertise: (expertise) The ability of a beauty vlogger to convince the audience through their expertise based on product reviews conducted through their YouTube account. A beauty vlogger in providing information must have knowledge or experience related to a particular product. Someone with this expertise will be more persuasive in attracting consumers. Indicators of Expertise include knowledge, experience (P. Kotler, 2009).

Based on the explanation above, the researcher believes that YouTube Beauty Vlogger can have a positive relationship and a significant influence on Purchase Decisions. Several previous studies (Anggraini, 2024); (Putra, 2021)& (SAR, 2020) show that the Beauty Vlogger variable can have a positive relationship and a significant influence on Purchase Decisions. Unlike the studies (Anggraini, 2024); (Putra, 2021)& (SAR, 2020), this article adds the User Generated Content variable as a moderating variable.

REASERCH METHODS

Figure 1
Model
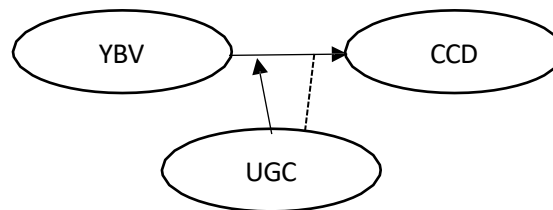
Noted:
YBV: Youtube Beauty Vlogger
CCD: Cosmetic Consumer Decisions
UGC: User Generated Content
Hypothesis:
H1: The Influence of Youtube Beauty Vlogger on Cosmetic Consumer Decisions
H2: User Generated Content Can Moderates The Influence of Youtube Beauty Vlogger on Cosmetic Consumer Decisions

The first figure above shows that the YouTube Beauty Vlogger variable can have a positive relationship and a significant influence on Cosmetic Consumer Decisions (Liling et al., 2022). The objectives stated by the researcher in the first line above are in line with the research of (Anggraini, 2024); (Putra, 2021) & (SAR, 2020). The only difference lies in the addition of the User Generated Content variable as a moderating variable (Jonathan Sarwono, 2016). This research is a quantitative study with an explanatory approach, an approach that places previous research as a mainstay for creating, modifying, and proving the hypotheses in this article (Sugiyono, 2019). The data used in this study is primary data obtained by the researcher from one hundred and fifty consumers of Athena and MAXI cosmetics spread throughout Indonesia (Hartiningtyas dan Assegaf, 2012). The data obtained was analyzed using the smart PLS 4.0 analysis tool, with a more complete explanation below (Anugerah, 2022).

RESULT AND DISCUSSION
Background Analysis

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Validity Test

The first stage is the validity test, which serves to validate the data obtained in this article. The data obtained in this study came from one hundred and fifty Athen

and MAXI consumers across Indonesia. To determine the validity of this data, the following are the results of the validity test in this article (Ghozali, 2016).

Table 1
Validity Test

Variable	Question Item	Loading Factor
Youtube Beauty Vlogger (X)	YouTube Beauty Vloggers Can Increase Demand for Cosmetic Products	0.896
	YouTube Beauty Vloggers Can Influence Purchasing Decisions	0.912
	YouTube Beauty Vloggers Can Expand the Cosmetics Market Share	0.921
	YouTube Beauty Vloggers Can Influence	0.941
Cosmetic Consumer Decisions (Y)	Cosmetics Consumer Decisions Can Be Influenced by YouTube Beauty Vloggers	0.962
	Cosmetics Consumer Decisions Can Be Influenced by the Increasing Cosmetics Market Share	0.978
	Cosmetics Consumer Decisions Can Be Influenced by User-Generated Content	0.981
	Cosmetics Consumer Decisions Can Be Influenced by the Product's Popularity	0.956
User Generated Content (Z)	User-Generated Content Can Influence Cosmetic Consumer Decisions	0.992
	User-Generated Content Can Strengthen the Influence of YouTube Beauty Vloggers on Cosmetic Consumer Decisions	0.996

Valid > 0.70
Reliability Test

The phase sandwiched between the validity and path efficiency phases is the reliability phase. This phase focuses on the variables used in this article: YouTube Beauty Vlogger, Cosmetic Consumer Decisions, and User-Generated Content. Based on this, the following are the reliability test results presented in this article (Sarstedt et al., 2014).

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Youtube Beauty Vlogger	0.925	0.884	Reliable
Cosmetic Consumer Decisions	0.952	0.915	Reliable
User Generated Content	0.983	0.926	Reliable

Reliability Test > 0.70

Path Coefisien

The final stage is the path coefficient stage, which serves to prove the hypotheses developed by the researcher in this article or study. The hypotheses the researcher intends are that the YouTube Beauty Vlogger variable can have a positive relationship and significant influence on Cosmetic Consumer Decisions, and the User Generated Content variable can moderate the influence of the YouTube Beauty Vlogger variable on Cosmetic Consumer Decisions.

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	YBV->CCD	0.014	Accepted
Indirect Influence	UGC* YBV->CCD	0.000	Accepted

Significant Level < 0.05

The results of the third table above show the hypothesis that the researcher formulated in this article, namely the YouTube Beauty Vlogger variable can have a positive relationship direction and a significant influence on Cosmetic Consumer Decisions and the User Generated Content variable can also moderate the influence of the YouTube Beauty Vlogger variable on Cosmetic Consumer Decisions. From the first row above, it shows that the first hypothesis in this article can be accepted because the P-Values value is positive and is below the 0.05 significance level, namely

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CONCLUSION

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