

ABSTRACT

In cyberspace, the information in the various forms of cosmetic sprung up to meet the needs of the cult of beauty, ranging from advertising, blog, to shop online. In addition, there are also the phenomenon of beauty bloggers and beauty vlogger in the last five years. One approach is to beauty bloggers endorsement advertising with the aim to promote cosmetic products in social media, as well as reviewing cosmetic products.

The purpose of this study to find out how respondents regarding the endorsement of beauty bloggers and buying interest, as well as to see how much influence the endorsement of beauty bloggers to interest in buying cosmetic products.

The method used is descriptive method with quantitative approach causal. The number of respondents used in this study was 100 respondents. Data analysis using descriptive analysis and multiple linear regression analysis to test the hypothesis using F test (simultaneous) and t test (partial).

From the results of this study indicate that the responses of respondents regarding the endorsement of beauty bloggers in both categories amounted to 72.7% and the responses of respondents regarding the purchase intention in both categories at 72.9%. Based on F test (simultaneous), beauty blogger endorsement significant effect if the percentage of the importance of 67.7%. Based on t test (partial) found that variables credibility, attraction and power significantly influence buying interest, while visibility is not significantly influence purchase intention.

Keyword: Beauty Blogger Endorsement, Purchase Intention