

ABSTRACT

As the increasing of internet using in Indonesia, online shopping has become a lifestyle in Indonesia. As well as the increasing of social media using, YouTube as the most active social media in Indonesia has become one of electronic word of mouth (e-WOM) media for a lot of cosmetic brand through the beauty vlog content. La Tulipe Cosmetics as one of Indonesian cosmetic brand that has been established for a long time keep decreasing their growth selling percentage for a few years back, especially on the lipstick category. So the purpose of this study is to find out is there any influence of lifestyle and electronic word of mouth through YouTube beauty vlog to La Tulipe lipstick purchasing decision.

The research method that been used is quantitative with descriptive asosiative as the research type and survey to 100 samples as the research design. Samplling technique that been used is non probability sampling to wit purposive sampling. Data analysis method that been used in this research are descriptive analysis method and multiple linear regression analysis. The data processing used SPSS 22 for Windows software.

Based on the research result we can conclude that the respondent's response about lifestyle is in the "very high" category with 82,87% percentage, and for e-WOM is in the "high" category with 68,65% percentage, for purchasing decision is in the "high" category with 73,95% percentage. Based on the T test result, lifestyle (X_1) doesn't have significant influence to purchasing decision and e-WOM (X_2) has significant influence to purchasing decision. Based on F test result and dermination coefficient value both of the independent variables have significant influence to purchasing decision for 10,1%. And the rest 89,9% is being influenced by other factors.

Keywords: *Lifestyle, e-WOM, Purchasing Decision*