

ABSTRACT

The online media phenomenon which is currently very popular is Youtube. The ease of the community in accessing Youtube makes Youtuber always up to date in packing information. That makes Youtube the first online media ranking in Indonesia with a percentage of 43%. Online user reviews can influence other users' perceptions of a product, and this can be considered as part of electronic word of mouth (Duan et al, 2008). In this study, researchers aimed to conduct research on the effect of Electronic Word of Mouth carried out by beauty influencers on their buying interest in subscribers. Given the continued development of the cosmetics industry from year to year, using quantitative methods and distributing questionnaires to 126 respondents who are Tasya Farasya subscribers, and selected through purposive and non probability sampling techniques. Data analysis techniques carried out in this study were descriptive analysis, correlation analysis, coefficient of determination, simple linear regression analysis and hypothesis testing. The results of this study indicate that electronic word of mouth consisting of sub intensity variables, valance of opinion and content received responses from respondents of 82.1%, or in the very good category. The buying interest in obtaining respondent responses of 88.83% is in the very good category. Research also shows that the R square value = 0.307. It means that 30.7% of the Purchase Interest variable can be explained by the independent intensity variable, valence of opinion, and content. While the remaining 69.3% is explained by other variables not examined in this study.

Keywords: Electronic Word of Mouth, Intensity, Valence of Opinion, Content, Buying Interest