

ABSTRACT

Beauty vlogger is currently growing rapidly with the development of the internet. This makes the available information become too much so that it causes consumers to be confused where the confusion according to Wobker et al (2015) is called consumer confusion. The impact is potential consumers not so buying what is referred to as non purchasing behavior (Wobker et al, 2015). This is evidenced by the 2018 Zap Beauty Index survey, that 40.9 percent of Indonesian women believe in beauty vloggers but product purchases only occur around 12.5 percent. Therefore, this study aims to examine "The Effect of Consumer Confusion on Non-Purchasing Behavior with trust acting as a moderator".

Furthermore, this type of research is quantitative and causal-comparative. The data analysis technique used is descriptive analysis and the moderator regression method using PLS. The number of samples was 150 respondents in students who used skin care in Bandung. In this study the sampling technique used by the author is purposive sampling technique.

Based on the results of the study it can be concluded that the average percentage for the Consumer Confusion variable is 85.1 %% and the value is among the interpretations of values > 84% - 100% with a very high category and non-purchasing behavior variables of 76.7% and that value included in the high category. the majority of respondents believe in beauty vlogger. While the trust variable can be known that of the 150 respondents, 85.3% believed in beauty vloggers and 14.7% did not believe in beauty vloggers.

The conclusion of this study is the influence of consumer confusion on non-purchasing behavior based on the results of hypothesis testing obtained significance value with a t-value of $5.886 > 1.96$ and a positive path coefficient with a standard beta value of 0.429. In this case, trust does not act as a moderator in the relationship of consumer confusion to non-purchasing behavior. Which means that trust in beauty vlogger will not reduce the effect of consumer confusion on non-purchasing behavior. Judging from these results the authors suggest companies to do more collaboration with YouTube Beauty Vlogger to make videos regularly to promote products and further clarify the information provided about the products they sell so consumers don't feel confused about choosing skin care products.