

ABSTRACT

In this digital era, ease the customers see products' review before they purchase it. One of the ways to know the products' review is by seeing Beauty Vloggers' review. Beauty Vlogger is a person who makes the vlog, aims to recommend and give a review about beauty and product they used, which one of them is Tasya Farasya. "THE NEEDS" Focallure is one of the brands reviewed by Tasya Farasya on her YouTube channel. This study aims to shows the effect of Source Credibility on product Purchase Decisions through customer Purchase Intention of "THE NEEDS" Focallure.

This study uses quantitative descriptive and causal based on the source credibility of beauty vlogger on purchase intention and purchase decisions. The sample in this study amounted to 100 respondents who had purchased "THE NEEDS" Focallures' products. The sampling technique uses non-probability sampling with a population is Instagram followers of Focallure Indonesia.

Based on the hypothesis testing Source Credibility partially has a significant effect on customer Purchase Intention of "THE NEEDS" Focallure. Then, Source Credibility partially does not have a significant effect on product Purchase Decisions of "THE NEEDS" Focallure. While customer Purchase Intention partially has a significant effect on product Purchase Decisions of "THE NEEDS" Focallure. Based on the Path Analysis Source Credibility has an indirect and significant effect on product Purchase Decisions through customer Purchase Intention of "THE NEEDS" Focallure. Regarding purchase Intention, Focallure can maintain the explorative intention, which the respondents are interest to looking for the information about Focallure especially "THE NEEDS" products. Then, Focallure must improve the preferential intention, which Focallure need to make a strategy to attract the customers. While for the Purchase Decisions, Focallure can maintain the products' options, which means besides Focallure has a good quality product, it also has an affordable price.

Keywords: Source Credibility, Beauty Vlogger, Purchase Intention, Purchase Decisions, "THE NEEDS" Focallure