

## **ABSTRACT**

The Korean trend has a lot of digital media so that Korean things become interesting for consumption. One of them is a beauty product that is produced by the Korean state. Having clean and smooth skin like an artist in South Korea is everyone's dream. That is the reason why skincare from South Korea is very booming among teenagers and adults, especially in Indonesia. This is also followed by a marketing system such as the emergence of a beauty vlogger that can make it easier for people to find out which Korean skin care products are in Indonesia and which are good.

This study aims to find out about public awareness of the brand of a product, to find out about public awareness of the quality of a product. and how the influence of beauty vloggers on society in skin care purchasing decisions.

The data in this study were collected online through a questionnaire and 445 respondents were successfully collected. The respondents are users who have or are currently using Korean skincare products. All data that has been collected meets the criteria of validity and reliability. To test the hypothesis, the researcher used Structural Equation Modeling (SEM).

After testing, the researcher can prove that there are research results that prove that the R Square Beauty Vlogger value table has a value of 0.357 and a Purchase Decision of 0.544. If the Path Coefficient there is a positive and significant influence between Beauty Vlogger on Purchase Decision.

The results of this study also prove that there are beauty vlogger variables and purchasing decisions that are the most influential factors in this study, in order to increase interest in using Korean skin care products, Korean companies can consider these variables and consumer needs. For future researchers, it is expected to conduct longitudinal research in order to add variables and be more complete.

***Keywords: Beauty Vlogger, Purchase Decision, Korean Skincare Products***