

ABSTRACT

This study examines the influence of Beauty Vlogger Review by Tasya Farasya on YouTube and Brand Image on the Purchase Decision of Mykonos Perfume Products in Bandung City. The purpose of this research is to determine the effect of Beauty Vlogger Reviews on purchase decisions and the effect of Brand Image on purchase decisions, both partially and simultaneously.

This research uses a quantitative approach with multiple linear regression analysis to examine the relationships between the variables. For sampling, the study employs a non-probability sampling method using purposive sampling, where the sample is selected based on specific criteria. A total of 100 respondents, who are consumers of Mykonos perfume in Bandung, were involved in this study. This technique was chosen to ensure that the respondents met the criteria of being actual users of Mykonos perfume.

The results of the study indicate that Beauty Vlogger Reviews by Tasya Farasya and Brand Image have a positive and significant influence on the Purchase Decision of Mykonos Perfume Products, both partially and simultaneously. This is evidenced by $F\text{-statistics} > F\text{-table}$ ($101.182 > 3,09$) with a significance level of $0.000 < 0.005$. Based on the coefficient of determination, the influence of Beauty Vlogger Reviews and Brand Image on Purchase Decisions for Mykonos perfume products is 67,6%, while the remaining 32,4% is influenced by other factors not examined in this study.

Keywords: Beauty Vlogger Review, Brand Image, Purchase Decision, Mykonos Perfume.