

ABSTRACT

This study aims to analyze the influence of beauty vlogger Tasya Farasya on purchasing decisions for beauty products among Generation Z in Bandung. Influencer marketing, particularly through beauty vloggers, has become a growing marketing strategy due to the high engagement of Generation Z with social media. This research adopts a quantitative descriptive approach, distributing an online questionnaire to 106 respondents selected through purposive sampling. The TEARS model (Trustworthiness, Expertise, Attractiveness, Respect, and Similarity) is applied to evaluate five key dimensions influencing purchasing decisions. The results show that all dimensions in the TEARS model play a significant role in influencing purchasing decisions, with trust and visual appeal being the dominant factors. These findings confirm that influencer marketing through beauty vloggers can significantly build trust and enhance purchasing decisions among Gen Z. In conclusion, influencer marketing, with the right selection of influencers, is highly effective in beauty product marketing strategies. Further research is recommended to explore product suitability and its impact on sales conversion.

Keywords: *Influencer Marketing, Beauty vlogger, Generation Z, Purchase Decision, TEARS Model.*