

ABSTRACT

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The Influence Beauty Vlogger Tasya Farasya Review Content and Electronic Word Of Mouth (E-WOM) on Subscribers Buying Interest in Avoskin Products

Keywords: Review Content, Electronic Word Of Mouth (E-WOM), Purchase Intention, Youtube

(xi + 109 + Attachment)

This study aims to analyze the influence of content review beauty vlogger Tasya Farasya and electronic word of mouth (E-WOM) on subscribers' buying interest in Avoskin products. This research method uses quantitative methods by distributing questionnaires to respondents. The respondents in this study were followers or subscribers of the Tasya Farasya YouTube channel with a total sample obtained using the Slovin formula of 400 respondents. The theory used in this research is the Media System Dependency Theory. The assumption of this theory is that audiences depend on information that comes from a media in order to meet their needs to achieve certain goals. analysis in this study using multiple linear regression analysis. Based on the results of hypothesis testing T and F from this study, it shows that content review and electronic word of mouth (E-WOM) variables have a positive effect on subscribers' buying interest in Avoskin products partially and simultaneously. Based on the results of this study, review content (X1) has a positive effect on purchase intention (Y) of 48.8% and E-WOM (X2) has a positive effect on purchase intention (Y) of 46.5%. Simultaneously, review content (X1) and E-WOM (X2) together have a positive influence on purchase interest (Y) of 55.3% with a strong correlation category, while the rest is due to other factors outside this research.

Bibliography (2006 – 2022)