

ABSTRACT

Information about the field of *beauty* on Youtube media has become easier to obtain with the presence of *Beauty vloggers* who provide information on the world of *beauty* on their Youtube channel account. Suhay Salim is a *Beauty vlogger* who often provides *Testimonial Review* about *skincare* products. One product that is often discussed is the mask under the Freeman brand. The purpose of this study was to determine whether or not the influence of *Beauty vlogger Testimonial Review* (Suhay Salim) on the purchasing decisions of Freeman products in the city of Bandung. This study uses a mix method with a survey of 100 respondents which is further strengthened by interviewing 10 respondents regarding the results of the effect of the x variable on y. This study uses a simple linear regression analysis technique. This study resulted in findings that the *Beauty vlogger Testimonial Review* were considered to have an influence on Purchasing Decisions. This can be proven by looking at the test results of the coefficient of determination. The coefficient of determination from the calculation results is obtained at 0.281 or 28,1%.

Keywords: *Testimonial Review*, *Beauty vlogger*, Purchase Decision