

CHAPTER I

INTRODUCTION

1.1 General Description of Focallure

Company Name : Guangzhou Jizhi Trading Co.Ltd
Brand Name : Focallure
Website : <https://focallure.com/>
Contact : cservices@focallure.com

Focallure is a cosmetic product owned by Guangzhou Jizhi Trading Co.Ltd, China, this company also provides the OEM (Original Equipment Manufacturing) product. Focallure launched in 2014 and was developed through Aliexpress. This Chinese brand has minimalist packaging but nice to be seen. The prices that offered by Focallure are cheap with the very good quality of the product (www.jurnal.sociolla.com, accessed on November 2020).

Nowadays, Focallure still gets the trust of their customers and support from various parts of the world to become the trusted brand. Focallure trusts that beauty is one of the general languages to communicate with each other. Therefore, Focallure dedicated to spreading the thoughts about “Beauty and Love Without Border”, which means that unlimited beauty and love. The purpose of that thoughts is no matter how people’s ages, which any country that loves makeup, cosmetics, and beauty is the member of the family (www.focallure.com, accessed on November 2020).

Focussed on giving the opportunities to all of the peoples which wants to try the beauty product, Focallure provides their products with the affordable prices and the good quality of beauty products that looks luxury by using the advanced technology. The founder of Focallure trusts that color is one of the keys that as the allure of makeup and committed to seeing the opportunities for new trends. Therefore, the customers will always surprised by new colors of Focallures’ products.

1.1.1 Company Logo



Figure 1.1 Focallure Logo

Source: focallure.com

1.1.2 Company Vision & Mission

The vision and mission of Focallure are to redefine the luxury of beauty by creating amazing products with prices that do not break the pocket (www.focallure.com, accessed on November 2020).

1.2 Research Background

Nowadays, the industries of cosmetics and beauty are developed significantly. Most of the woman who wants to look beautiful, which push the sales of cosmetics and beauty products, and has increased the sales in every year. It can be seen on e-commerce, especially when the interesting promotion and discount that offered. The sales through e-commerce also ease the customer to buy the cosmetics product and beauty from long-distance, and no need to come to the store. The data of statistics journals and businesses show the income number of beauty and body care in Indonesia almost USD\$6.9 Billion in 2019. E-commerce also one of the factors between the other factors that increase the number of internet users (www.ekonomi.bisnis.com, accessed on November 2020).

In this digital era make the peoples ease to access the internet with no exception to online shopping or e-commerce. As reported by the Indonesian Internet Service Providers Association, the data of internet users in Indonesia has reached 171.176.716,8 users total of populations in Indonesia 264.161.600 peoples in 2018.



Figure 1.2 Internet Users Penetration in Indonesia, 2018

Source: www.apijii.or.id, (accessed on January 2021)

Nowadays, e-commerce or online shopping makes it the customers are easy to seeing and knowing any kind of cosmetics brand in Indonesia. In purchasing cosmetics

through online shopping, most customers doubt the originality, the safety, and the compatibility of a product that will be purchased. Those customers' concerns can be proved by seeing the reviews of brand ambassadors, influencers, selebgrams, and the more specific called beauty vlogger. Before buying the product, the reviews could be as the consideration for buying or not buying that cosmetics product. The review of a product can be seen through social media accounts such as Instagram, TikTok, and youtube.

Youtube is one of the platforms often used for reviewing products include cosmetics. From the statistics data, the uses of social media on January 2020, Youtube was on the second rank as the most often used social media. It can be seen on the Figure 1.3 below.

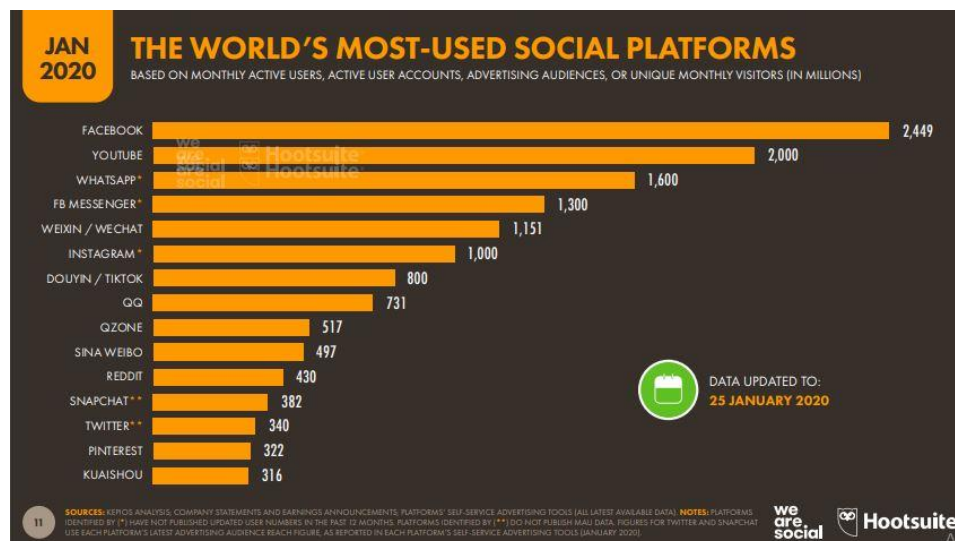


Figure 1 3 The World's Most-Used Social Platforms, January 2020

Source: www.datareportal.com, (accessed on September 2020)

The data above, explains that youtube is the second social media platform after Facebook that often used in the world. In Indonesia, not a few artists, ambassadors, influencers, and beauty vloggers use youtube as a container for creating the vlogs' content. Vlog is a development of blog which means video blogging, that is a video about any kind of contents such as daily story, opinion or review, music, even the experience from a vlogger. Vlogger is the person that create a vlog itself. The vlogger divided into daily vlogger and beauty vlogger. According to the article of Galuh A. Savitri (2017), in Indonesia, the development of vlogger still lags in behind with the presence of youtuber, that makes they are different is the result of their videos is the youtuber videos, which not available on the blog.

Vlogger can be categorized as a Youtuber, can be as an individual, group, community, or big company which producing unique videos that are especially shown on youtube. Most of them reached success and made youtube as a livelihood (Dahlan, 2015). Recently, the presence of vloggers especially beauty vloggers on youtube also influences the development of cosmetics and the beauty field which moves dynamically. Beauty vlogger is a person who makes and upload the video about beauty. Beauty defined as something related with skincare, makeup, or the other beauty tools which used by vlogger. So that, it can be concluded that a beauty vlogger is a person or group who makes the vlog, with the purpose to recommend and give a review about the beauty and also the product used (Widodo dan Mawardi, 2017:64).

One of the famous beauty vloggers in Indonesia is Tasya Farasya. She started her career as a beauty vlogger because she loves beauty. Tasya Farasya was born on May 25th, 1992. While starting her career, she tried as a Makeup Artists. Tasya Farasya knew with her glamour and sexy make-up styles. Her skills in applied makeup attracted the public. Along with the development of her career, the followers on her social media have increased so that she called the selebgram and beauty vlogger. At the beginning of 2017, Tasya Farasya decided to create her youtube channel. She made her channel as the place to show her makeup skills. Tasya often experimenting with any type of makeup. At this time, the subscribers on her Youtube channel are about 3.79 subscribers. While the followers on her Instagram account is about 4.4 million followers on February 2nd, 2021.

Tasya Farasya also called as an influencer, because the products that promoted by Tasya influence many peoples, so that, many peoples influenced to see, looking for, and also buy the products that she promoted. An influencer is the persons who have a lot of followers or audiences in social media account and they who has a strong influence to their followers, such as artist, selebgram, blogger, Youtuber, etc (www.kumparan.com, accessed on Desember 2020).

There are some brands especially makeup that promoted or reviewed on Tasya's Youtube channel, and one of them is Focallure cosmetics. Focallure is the cosmetics product from Guangzhou Jizhi Trading Co.Ltd., which the company that also provides the OEM (Original Equipment Manufacturing)/ODM (Original Design Manufacturing) products. So, they produce many types of cosmetics products and it was given the brand label by the owner. This Chinese brand has minimalist packaging

but nice to be seen. The interesting thing is the prices offered by Focallure are cheap with the very good quality of the product (www.jurnal.sociolla.com, accessed on November 2020).

It was out of the expectation, after Tasya made her review and tutorial about Focallure cosmetics on her vlog entitled “Focallure One Brand Makeup Tutorial”, this focallure brand can be said arising immediately because how Tasya’s reviewing Focallure products. It can be proved by seeing the number of viewers of Focallure products which is about 3.39 million of viewers on February 2nd, 2021.

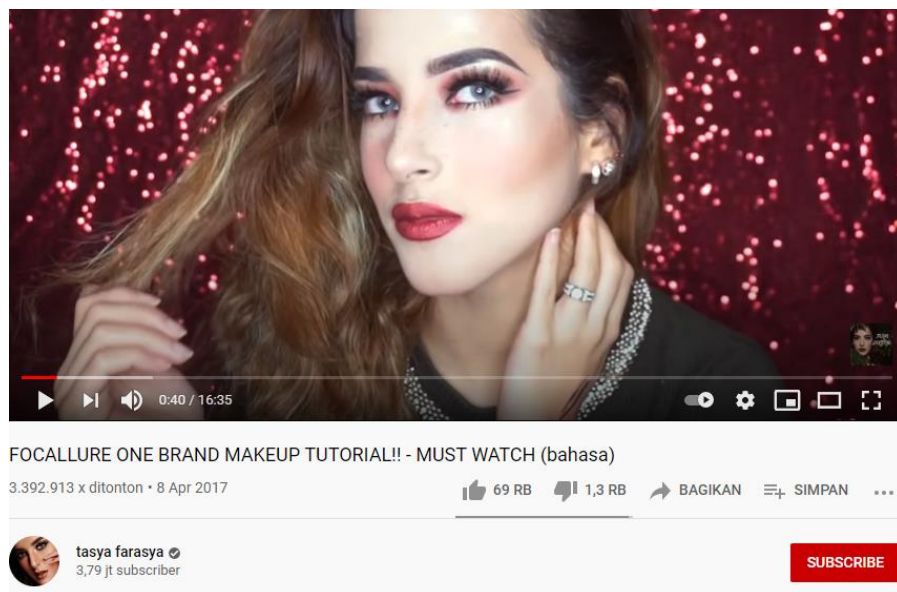


Figure 1.4 Focallure One Brand Makeup Tutorial

Source: Tasya Farasya’s Youtube Channel

In 2019, Tasya Farasya, as well as a brand ambassador of Focallure product, launched her collaboration with focallure products named “THE NEEDS”. This product has planned by Tasya since 2017. Because of some obstacles to its production, “THE NEEDS” launched in 2019 (www.beautynesia.id, accessed on January, 2021).

“THE NEEDS” is a face palette product that consists of eyeshadow, blush on, highlighter, contour, or bronzer which was made in one packaging. This product is the product results of the collaborations between Tasya Farasya with Focallure and also its’ distributor that is ARS. The formulation of “THE NEEDS” was designed by Tasya Farasya, start from the materials, colors, to the unique naming of each item. The original product of “THE NEEDS” becomes exclusive because the sales can be done through ARS Fashion's official website. But, a lot of e-commerce sell the same original product “THE NEEDS” likes on the ARS Fashion, even it was not through the

Focallure official store. “THE NEEDS” also can be found in Indonesia offline store and the sales cannot be found in the overseas offline store (www.beautynesia.id, accessed on January, 2021).

However, in the middle of this product launching, some peoples disagree with the prices of “THE NEEDS” face palette, because the price is expensive, considering that the prices of focallure are affordable. This thing becomes the pro and contra between the focallure’s customers. This thing also has a positive impact to attract the curiosity and the attention of beauty lovers. Because of the curiosity of this product, makeup lovers try and give a review about this product (www.popbela.com, accessed on January 2021).

The sales of “THE NEEDS” through ARS Fashion’s official websites and two others e-commerce which are Shopee and Tokopedia, can be seen on the following Table below.

TABLE 1.1
DATA SALES OF "THE NEEDS" FOCALLURE

E-commerce	Store Name	Price	Product Sold	Rate	Description
Shopee	Cicymarlina	Rp 685.000,-	7	4.7	7 review
Tokopedia	titishop7	Rp 428.000,-	3	5	2 review
Tokopedia	Lifestyle_shope	Rp 700.000,-	3	-	No review
Tokopedia	Pretty’s Happy Shop	Rp 598.900,-	1	-	No review
ARS Fashion	Official website	Rp 449.000,-	-	-	All products sold, without number of description

Source: Processed by Author, 2021

Figure 1.5 below shows the product sales of “THE NEEDS” Focallure.

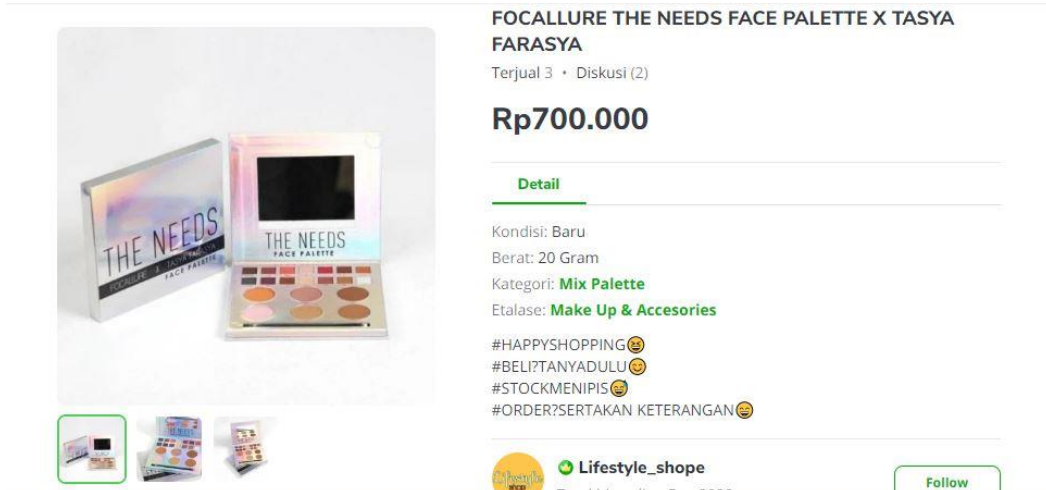


Figure 1.5 "THE NEEDS" Sales in Tokopedia

Source: www.tokopedia.com, (accessed on April, 2021)

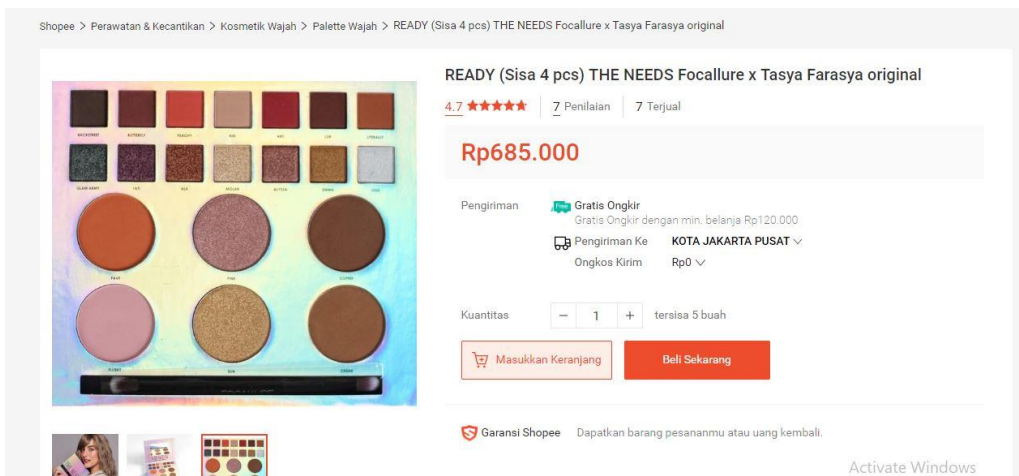


Figure 1.6 "THE NEEDS" Sales in Shopee

Source: (www.shopee.co.id accessed on April 2021)

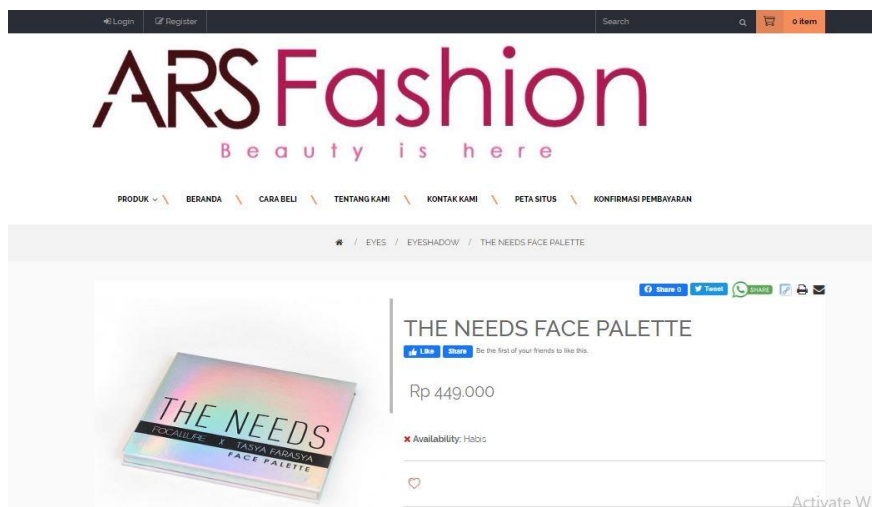


Figure 1.7 "THE NEEDS" Sales in ARS Fashion

Source: www.arsfashion.com, (accessed on April 2021)

From those figures and sales data, the author concludes that the number of “THE NEEDS” sales are not significant in e-commerce such as Shopee and Tokopedia. In the ARS Fashion’s official websites, the number of products sold are not shown and there are no products rating. While Shopee and Tokopedia shows the product rating. From those rating, the author concludes that “THE NEEDS” product is a good enough product in makeup category.

The star rating comparison from one of the Focallure eyeshadow palette products which collaborate with Tasya Farasya and the products which not collaborate with Tasya Farasya are shown in the Figures below.

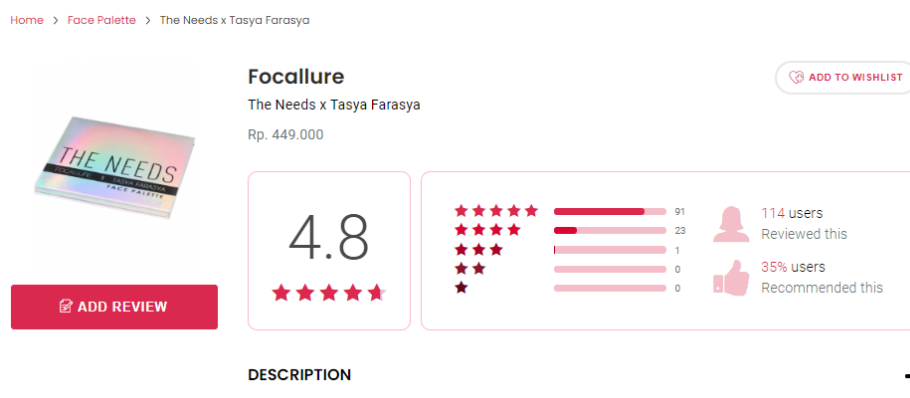


Figure 1.8 Focallure X Tasya Farasya Products Review

Source: www.reviews.femaledaily.com, (accessed on March 2021)

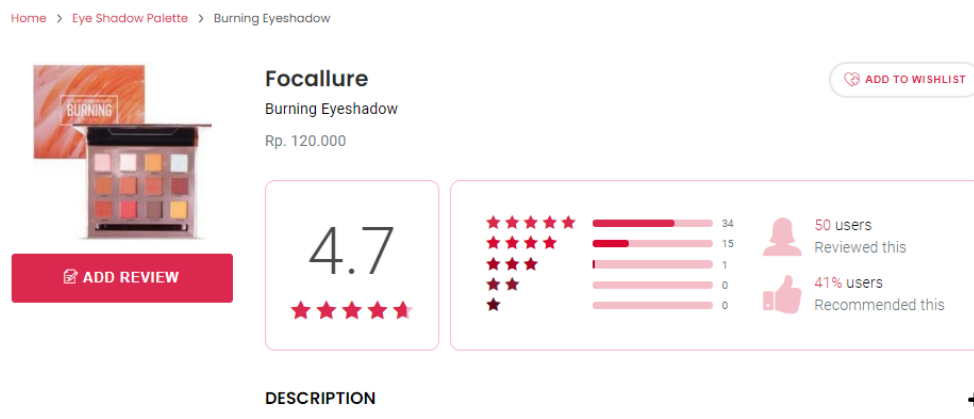


Figure 1.9 Focallure Product Review

Source: www.reviews.femaledaily.com, (accessed on March 2021)

The figures above show that the buyer percentage of Focallure eyeshadow palette X Tasya Farasya product lower than the product which not collaborate with Tasya Farasya, with the percentage differences of 6%. The eyeshadow palette products which not collaborate with Tasya Farasya are more recommended by the buyers. This

thing will influence the purchase decision of other buyers on considering which product they want to buy.

To obtain a general description in this study, the author has distributed a questionnaire using Google form amounted to 30 respondents of @focallurebeautyid followers Instagram account. The questions given by the author to respondents through the questionnaire can be seen in appendix 1, and the results of the question can be seen in the Figure below.

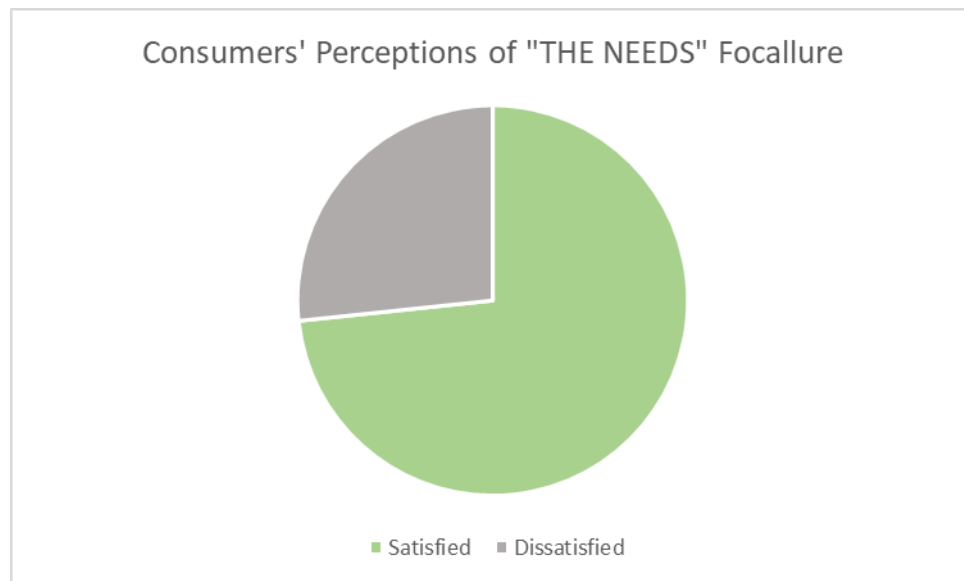


Figure 1.10 Customers' Perceptions of "THE NEEDS" Focallure

Source: Data Processed by Author, 2021

Based on the Figure 1.10, the customers' perceptions are presented in the table below.

**TABLE 1.2
CUSTOMERS' PERCEPTIONS OF "THE NEEDS" FOCALLURE**

Sub-Variables	Name	Age	Occupation	Statement
Trustworthiness	Nabilla Azkiya	17-21	Student	Tasya Farasya is a trusted beauty vlogger in reviews a product
	Dita	22-26	Entrepreneur	She trust on Tasya Farasya's review about Focallures' products
Expertise	Nadya	22-26	College	Tasya Farasya gives a

(continue)

(continuance)

Sub-Variables	Name	Age	Occupation	Statement
	Luckyta Putri		Student	review clearly about “THE NEEDS” Focallure products
	Grace Natalie	17-21	Student	Tasya Farasya has an expertise about makeup
Attractiveness	Ulfa Yuhanidza Hafsari	17-21	College Student	She doesn’t like Tasya Farasya’s makeup result which used “THE NEEDS” Focallures’ products
	Lucia Wulan	22-26	House wife	Agree that Tasya Farasya's YouTube content, both in terms of delivery and concept, is interesting to watched
Transactional Intention	Chika Nesya Shafira	17-21	Student	She interests to try or purchase “THE NEEDS” Focallures’ products
	Imel	>27	Freelancer	She influenced by Tasya Farasya to purchase “THE NEEDS” Focallures’ products
Referential Intention	Zakiah Khatami Romadhonna	22-26	College Student	She shares the information to others about Focallures’ products
	Zahrani	22-26	College Student	She recommends “THE NEEDS” Focallures’ products to others

(continue)

(continuance)

Sub-Variables	Name	Age	Occupation	Statement
Preferential Intention	Nazwa	17-21	College Student	She doesn't interest with "THE NEEDS" Focalures' product
	Suyanti	22-26	Frelancer	She doesn't agree with the statement of Focallure is one of the brands which fills respondents' needs
	Namira	22-26	Government Employee	She doesn't interest with THE NEEDS" Focallures' products
Explorative Intention	Janitra	17-21	College Student	She was looking for the information about "THE NEEDS" Focallures' products before purchase it
	Khansa	22-26	Employee	She knows Focallures' products through the internet and social media
	Yosifa Gianinda	22-26	College Student	She knows "THE NEEDS" Focallures' products through beauty vlogger Tasya Farasya
Product Option	Syaifa Syahra Rachmadilla	17-21	Student	She ever purchased Focallures' makeup products
	Ninda Liana	17-21	Student	She purchased Focallures' products because it has a good

(continue)

(continuance)

Sub-Variables	Name	Age	Occupation	Statement
Product Design	Adelia	17-21	College	She bought Focallures' product because the packaging is unique and attractive
	Inaya Isnaini	22-26	Employee	She doesn't like "THE NEEDS" Focallures' product design
Brand	Shanti N	22-26	Freelancer	She wasn't agree if, Focallure is one of the interested of beauty brands
	Fara Rizki A	22-26	Employee	She interested with the naming of "THE NEEDS" Focallures' produc
Store	Lailia Munawaroh	17-21	Student	She bought Focallures' products at offline store
	Shania Azzahra Misbah	22-26	Employee	She bought Focallures' products through online store
Product's Number	Zulfa Adzkia	22-26	Entrepreneur	She only has one item of Focallures' product
	Reni Riyanti	22-26	Entrepreneur	She will not purchase one or more of "THE NEEDS" Focallures' product
Purchasing Time	Listyana Balqis	17-21	Student	She will purchase Focallures' products when there is a discount or promo

(continue)

(continuance)

	Ines Ramadhani	22-26	Employee	She will purchase “THE NEEDS” Focallures’ products when there is a discount or promo
Payment Method	Zahra Anugerah	17-21	Student	She choosed cash payment when purchase the product at offline store
	Andini Dwitasari	22-26	Employee	She chooses mobile banking payment when buy a product through online store

Source: Processed by Author, 2021

Based on table, it can be conclude that o sub-variable Trustworthiness, the respondents Tasya Farasya can be trusted in gives product review. In terms of Expertise indicates that the respondents agree if Tasya Farasyas’ reviews can be understood and she has an expertise about makeup. In a terms of Attractiveness there are agree Tasya Farasya's YouTube content of “THE NEEDS” Focallure is interesting to watched but there is disagree with the result of Tasya Farasya’s make up. In Transactional Intention indicates that the respondents agree with those statements. In sub-vavriable Referential Intention indicates that the respondents share and recommend Focallures’ product especially “THE NEEDS”. In Preferential Intention indicates that the respondents make a negative statement. In terms of Expertise, the respondents looking for reviews of product before they buy the product and they know the product through internet, sosial media and from Tasya Farasya. In terms of Product Option indicates that respondents were purchased the Focallures’ products. In terms of Product Design and Brand it can be seen that some of customers do not agree with the statements and the others were agree. Then, in terms of Store indicates that the respondents were decide where they want to purchase Focallures’ product. In terms of Product’s Number it can be seen that the respondents’ make a negative statement. Other, in terms of Purchasing Time it can be seen that the respondents make positive

answers. In terms of Payment Method indicates that the respondents were decide their payment method when purchase Focallures' products.

As we can see from the customers' perception of Source Credibility, Purchase Intention, and Purchase Decisions of "THE NEEDS" Focallure, there are pro and contra of this brand. By seeing the Focallure products review and Focallure products which collaborate with Tasya Farasya also will influence customer purchase intention of Focallure products. Purchase intention is the customers mental statement that reflects some of the plans to buy the products with the certain brand (Priansa:2017).

After the promotion which done by Tasya Farasya through her vlog will influence the customers to Focallure products. According to Patricia Husada (2017) in *marketeers.com*, "Vlogger help us on giving the *makeup* tutorial, or how the good way to use our products. The cause, 97% of the *conversation* about beauty field on Youtube conducted on those official channel *beauty vloggers* or *content creators*".

The content review of Tasya Farasya to Focallure brand will influence on the purchase intention. The customer is the main target that must be focused on to process the purchasing. The decision-making of each customer is different, it depends on the type of their purchase decisions. While the customer make their decision to buy, the company has the next stage to focus the customer on the products' value that marketed and not change over to the other brands (www.media.neliti.com, accessed on March 202). From this review, it can be concluded that Tasya Farasya's content will give an impact on the purchase decisions of Focallure products. Focallure loved by the customers in Indonesia because of its' quality and affordable prices. The product price has an effect on the interest of our society. Especially if by seeing the good quality so it is feasible to be compared with the top brand. Because of that things Focallure becomes one of the makeup products that loved since it was launched in Indonesia (www.civitas.uns.ac.id, accessed on April 2021).

The purchase intention that will give an impact on purchase decisions also can be influenced by the beauty vlogger. Beauty vlogger or influencer and brand ambassador like Tasya Farasya has a significant influence on giving the information or product delivering to the customers or the viewers who like to be given the information by the beauty vlogger on their videos, which at the end it is capable to give an effect on purchase intention and the impact on purchase decisions of a product.

Based on the research background above, the author wants to conduct this research to reveal how far the effect on purchase intention and the impact on purchase decisions of Focallure cosmetics. Therefore, the author interests to analyst this research and test the impact of source credibility on purchase intention and analyst its' impact on product purchase decisions entitled "*The Effect Of Source Credibility On Customer Purchase Intention And Its' Impact On Product Purchase Decisions (The Case Of "The Needs" Focallures' Beauty Vlogger Tasya Farasya Youtube Content)*".

1.3 Problem Statement

Based on the research background above, the problem statement can be formulated are as follows:

1. How the Source Credibility of "THE NEEDS" Focallure?
2. How the Purchase Intention of "THE NEEDS" Focallure?
3. How the Purchase Decision of "THE NEEDS" Focallure?
4. How the effect of Source Credibility on customer Purchase Intention of "THE NEEDS" Focallure?
5. How the effect of Source Credibility on product Purchase Decisions of "THE NEEDS" Focallure?
6. How the effect of customer Purchase Intention on product Purchase Decisions of "THE NEEDS" Focallure?
7. How the effect of Source Credibility on product Purchase Decisions through customer Purchase Intention of "THE NEEDS" Focallure?

1.4 Research Objectives

The objectives of this research are to answer the formulation of the problem that has been explained:

1. To analyst the Source Credibility of "THE NEEDS" Focallure.
2. To analyst the Purhase Intention of "THE NEEDS" Focallure.
3. To analyst the Purchase Decision of "THE NEEDS" Focallure.
4. To analyst the effect of Source Credibility on customer Purchase Intention of "THE NEEDS" Focallure.
5. To analyst the effect of Source Credibility on product Purchase Decisions of "THE NEEDS" Focallure.

6. To analyse the effect of customer Purchase Intention on product Purchase Decisions of “THE NEEDS” Focallure.
7. To analyse the effect of Source Credibility on product Purchase Decisions through customer Purchase Intention of “THE NEEDS” Focallure.

1.5 Research Benefits

The expected benefit of this study are as follows:

1. For the author

This research expected to improve the knowledge for the author both in theory and practice, and used as the reference for the students who conduct the research of purchase decisions with the marketing strategy of source credibility Tasya Farasyas’ Youtube content affect the purchase intention and give an impact on purchase decisions of Focallure products.

2. For the company

This research results expected can be used by the company as a suggestion and consideration on manage the human resource especially about the marketing strategy of Source Tasya Farasyas’

Credibility Youtube content affect the purchase intention and the impact on purchase decisions of Focallure products.

3. For Telkom University

The results of this research expected can be used as the development and application of science in University, and will improve the knowledge about purchase intention and purchase decisions.

4. For the next researcher

This research results expected will increase the knowledge, and as the suggestion for decision of human resource development especially the theory regarding marketing strategy of beauty vlogger Youtube content Tasya Farasya affects on purchase intention and the impact on purchase decisions of Focallure products.

1.6 Writing Structure

This systematics is made to provide a general overview of research systematics writing as follows:

CHAPTER I INTRODUCTION

Chapter I contains an overview of the research object, research background, problem statement, research objectives, research benefit, and the writing structure of the thesis.

CHAPTER II LITERATURE REVIEW

Chapter II contains the literature review of research, previous research and research framework.

CHAPTER III RESEARCH METHODS

Chapter III contains the types of research, operational variables, stages of research, population and samples, data collection, data analysis techniques, and hypothesis.

CHAPTER IV RESEARCH AND DISCUSSIONS

Chapter IV describes the characteristics of respondents, the results of research and discussion of research.

CHAPTER V CONCLUSION AND SUGGESTIONS

Chapter V describes the conclusions and suggestions regarding the results of research.