

ABSTRACT

Developments that occur in communication and information technology make lifestyles among people different. One of them is the use of the internet, so that it becomes easier for people to use social media. Emina Cosmetics brand uses social media to promote its brand, Emina uses YouTube social media to promote its products through Web Series. The sample in this study is the Subscribers of the Emina Cosmetics YouTube account as many as 46,200 people. The method used in this study is quantitative with data analysis techniques using simple linear regression analysis. The purpose of this study is to determine whether there is an influence and how much influence the Emina Beauty Bestie Web Series has on the Emina Product Purchase Decision on Emina Cosmetics YouTube Subscribers. The results of this study indicate that the Emina Beauty Bestie Web Series has a positive effect on Emina Product Purchase Decisions on Emina Cosmetics YouTube Subscribers. This is evidenced by the results of hypothesis testing the value of $t_{count} > t_{table}$ is $25,177 > 1,984$. Based on the coefficient of determination, it shows that the Web Series has an influence of 86.9% while the remaining 13.1% is influenced by other factors not examined in this study.

Keywords: Web Series, Youtube, Purchase Decision, Emina.