

ABSTRACT

Beauty Influencer is one way of marketing strategy in attracting consumers to make a purchase decision of a product. The many uses of marketing methods use social media to reach and attract many consumers, one of which is by working with beauty influencers or beauty reviewers to promote the product. This study aims to determine the influence of beauty influencer on purchasing decisions on Make Over products.

This research method uses quantitative descriptive methods, namely data obtained through questionnaires. The sampling technique in this study is nonprobability with purposive sampling type. The questionnaire was distributed to 100 respondents in Bandung. The data analysis technique used is simple linear regression analysis.

Based on the results of the overall hypothesis test, beauty influencer Tasya Farasya partially has a significant influence on purchasing decisions for Make Over makeup products. This is evidenced by value $t_{hitung} > t_{table}$, which is $8.649 > 1.660$. Based on the coefficient of determination, beauty influencers have an influence of 43.3% on the purchase decision of Make Over makeup products, while the remaining 56.7% have the influence of other variables that were not studied in this study.

Keywords: Marketing Strategy, Beauty Influencer, Make Up, Purchase Decision