

PENGARUH DAYA TARIK INTERPERSONAL *BEAUTY VLOGGER* TERHADAP MINAT BELI PRODUK *SKINCARE* KOREA PADA MAHASISWI YOGYAKARTA

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ABSTRAK

Skincare Korea telah menjadi pusat Industri kecantikan, dari hasil survei yang dilakukan oleh ZAP Beauty Index di tahun 2018 kepada 19.889 perempuan Indonesia. Fenomena tersebut membuat remaja perempuan mulai mencari informasi produk skincare korea melalui media sosial youtube salah satunya beauty vlogger. Penelitian ini bertujuan untuk mengetahui daya tarik interpersonal beauty vlogger terhadap minat beli produk skincare pada mahasiswa Yogyakarta. Metode yang digunakan yaitu kuantitatif, subjek yang digunakan dalam penelitian ini berjumlah 57 mahasiswa Yogyakarta, dan menggunakan teknik sampling nonprobability berupa purposive sampling. Untuk menguji hipotesis dalam penelitian ini, digunakan teknik analisis data regresi linier sederhana dengan bantuan IMB SPSS statistic 22 for windows. Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh daya tarik interpersonal beauty vlogger terhadap minat beli produk skincare korea pada mahasiswa Yogyakarta dengan koefisien regresi sebesar 0,308 dan nilai signifikansi sebesar 0,000 ($P < 0,05$).

Kata kunci : Daya Tarik Interpersonal, Minat Beli, Skincare Korea, Mahasiswa.

THE INFLUENCE OF BEAUTY VLOGGER'S INTERPERSONAL ATTRACTION ON INTERESTS IN BUYING KOREAN SKINCARE PRODUCTS IN YOGYAKARTA STUDENTS

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ABSTRACT

Korean skincare has become the center of the beauty industry, from the results of a survey conducted by the ZAP Beauty Index in 2018 to 19,889 Indonesian women. This phenomenon makes young girls start looking for information on Korean skincare products through the social media YouTube, one of which is the beauty vlogger. This study aims to see the attractiveness of the interpersonal beauty vlogger on the interest in buying skincare products among female students of Yogyakarta. The method used was quantitative, the subjects used in this study were probably 57 Yogyakarta female students, and used a nonprobability sampling technique in the form of purposive sampling. For the hypothesis in this study, a simple linear regression data analysis technique was used with the help of IMB SPSS statistic 22 for windows. Based on the results, the research shows that there is an effect of the interpersonal attractiveness of the beauty vlogger on the interest in buying Korean skin care products in Yogyakarta students with a regression coefficient of 0.308 and a significance value of 0.000 ($P < 0.05$).

Keywords : Interpersonal Attraction, Purchase Interest, Korean Skincare, College Students.