The Influence of Beauty Vlogger on Gen Z Consumers' Purchase Intentions towards Local Brand Cosmetics Mediated by Brand Image

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Abstract:

This study examines the determinants that can influence the purchase intention of Gen Z consumers towards local brand cosmetic products mediated by brand image. The population in this study is targeting people who know local brand cosmetics in Batam City. The sample that is the focus of this research is people aged 18-26 years (Gen Z) who have seen beauty vloggers review local brand cosmetics, know local cosmetic brands and are interested to use local brand cosmetics. The data collected in this study were obtained from 420 respondents by distributing questionnaires via the Google form. The data analysis technique used in this study is linear regression using SmartPLS software. The results of the study show that Beauty Vlogger has no significant effect on Purchase Intention. Meanwhile e-WOM, Attitude, Subjective Norm, Perceived Behavioral Control, and Brand Image have a positive and significant effect on Purchase Intention. Then there is also a significant relationship between beauty vlogger and purchase intention which is mediated by brand image.

Keywords: *Beauty Vlogger, Brand Image, Local Brand Cosmetics, Purchase Intention*

1. Introduction

The transition from traditional marketing to digital marketing is supported by technological developments, especially the internet and social media. The presence of social media such as Youtube, Facebook, Instagram, TikTok, and Twitter brings considerable changes to digital marketing because it makes it easier to get information and recommendations from social media. This also affects the sales of local brand cosmetics. According to Nurcaya (2020) In Bisnis.com, online transactions for small and medium industries (IKM) cosmetics have increased by 80%, which is due to the fact that people have changed offline shopping activities to online shopping in the COVID-19 pandemic. Cosmetic companies take advantage of this by creating new marketing opportunities and strategies that can affect a person's purchase intention.

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Purchase intention is defined as the willingness of customers to buy a product at a certain time. It is very important to create successful marketing because it can initiate actual customer purchasing behavior (Ayu and Gunawan, 2021). A good promotional strategy is very influential in attracting consumer buying interest in local brand cosmetics, so it is not uncommon for cosmetic companies to compete to create attractive promotions to optimize sales targets and company excellence.

Nowadays, cosmetics have become a necessity for women. Apart from enhancing their appearance, cosmetics are also used by women as a tool to explain themselves to their environment (Dwi and Ponirin, 2020). Throughout 2022, the trend toward cosmetic products has increased significantly, especially in Indonesia. According to data from the Central Statistics Agency (BPS) (2022) In 2021, the cosmetics industry, which includes the pharmaceutical, chemical, and traditional medicine industries, reached a growth rate of 9.61%. BPOM also noted that the number of companies in the domestic cosmetics sector grew by 20.6%. From 2021 to July 2022, the cosmetics industry increased from 819 to 913. The growing public interest in beauty products has encouraged local brands to launch more and more cosmetic products. These brands strive to meet consumer demands and compete with competing brands for success. As a result, competition in the beauty product industry is increasing (Tandayong and Palumian, 2022). Through Kompas.com (2020) ZAP Clinic explained that based on the results of a survey they conducted, generation Z is the group that spends the most money on beauty needs. The majority of them spend money on cosmetic products, such as makeup. On the other hand, research conducted by IDN Times (2022) also explained that there are local brands of cosmetic products that are successful in the market, one of which is the Wardah brand, which is a favorite beauty product among Generation Z Indonesia.

Promotion of local cosmetic products on social media is often implemented using celebrities. Beauty product companies use endorsers who act as influencers and vloggers who work in the beauty world to increase the level of public trust in the brand and the attractiveness of the product in the minds of consumers. Beauty vloggers are one type of vlogger that dominates among other types of vloggers. Beauty vloggers are people who create and post videos related to beauty and cosmetic use on their personal YouTube accounts. (Ayu and Gunawan, 2021). This YouTube phenomenon has made various cosmetic brands want to target a wider range of consumers. Currently, consumers are easily influenced by the beauty vloggers they see; it is not uncommon for people to know a cosmetic brand through videos uploaded by beauty vloggers. In addition to supporting product promotion, companies also use beauty vloggers as intermediaries to create the brand image they want to convey to consumers.

To make consumers interested in a product, companies are required to have a good brand image (Semuel and Nyoto, 2020). In previous research, Bagus et al. (2018) state that consumer purchasing intentions can be influenced by reviews shared by consumers on review platforms. Reviews of cosmetic products are often reviewed on

beauty forums on the Internet, also known as electronic word of mouth (e-WOM). Social media allows consumers to easily share and exchange reviews of product and service experiences with others online. In addition, according to Siaputra and Isaac's research (2020), consumer buying interest can be influenced by the Theory of Planned Behavior (TPB), which consists of attitude, subjective norm, and perceived behavior control. The Theory of Planned Behavior (TPB) is based on the assumption that consumers generally act in accordance with common sense evaluations and access to available information about the consequences of their actions.

The researchers are interested in conducting research on the effect of beauty vlogger on the purchase intention of Gen Z local brand cosmetics mediated by brand image because, currently, local brand cosmetic products have grown up with various names, types, and advantages. The author wants to modify a series of previous studies (Octaffiana *et al.* (2022), Nurhandayani *et al.* (2019), Frederick and Ellyawati (2021)*,* Mamun *et al.* (2020), Shufiana *et al.* (2021), Drusyita and Kurniawati (2022)) which has investigated the impact of beauty vloggers, e-WOM, attitude, subjective norm, and brand image factors on purchase intention. The research as a whole has stated empirically that these factors collectively have a significant influence on purchase intention. This study seeks to extend the previous findings by using the object of local brand cosmetics and Batam City as the research location. The expected results of this study have the potential to provide useful information to local brand cosmetic companies, enabling them to develop more targeted and effective marketing strategies. In addition, this study may serve as a foundational step for future investigations, encouraging a more in-depth understanding of the various factors that influence consumer purchase intention in an increasingly complex and diverse market environment.

2.   Theoretical Background

Purchase Intention
Ayu and Gunawan (2021) explain that purchase intention is a customer's willingness to buy a product at a certain time or situation. This is important for creating successful marketing because it precedes the customer's actual purchasing behavior. Bagus *et al* (2018) explain that in fact purchase intention is defined as a psychological decision or behavior that creates individual behavior based on a product. Purchase intention can also be seen from how much consumer interest in a particular product. Halim and Karami (2020) define intention as the desire to take an action. A person's attitude can attract people's purchase intentions. Purchase intention refers to consumer attitudes that implies a plan to buy goods or services in the future. If the consumption environment is supportive, the purchase intention will increase and have a positive impact on consumer purchase intentions. Helbert and Ariawan (2021) define Purchase intention is a form of various attitudes that customers take when an interest arises in purchasing a particular product based on experience, use, or desire.

Beauty Vlogger

Beauty Vloggers are people who create and post videos related to beauty and cosmetic use on their personal YouTube accounts (Ayu and Gunawan, 2021). Gayatri and Widiati (2022) found a positive and significant correlation between Beauty Vlogger and Purchase Intention. Selecting the right, attractive, and reputable Beauty Vlogger can maximize consumer buying interest. The credibility possessed is trustworthiness, expertise and attractiveness. Hidayati dan Yuliandani (2020) also found a positive and significant correlation between Beauty Vloggers and Purchase Intention. The more trusted a YouTube beauty vlogger is, the more likely consumers are to buy items that have been reviewed by the YouTube beauty vlogger through their research. Sokolova and Kefi (2020) found a positive and significant correlation between Beauty Vlogger and Purchase Intention. Followers who are engaged, or even addicted, to bloggers are more likely to have purchase intentions than followers who are less engaged. This is especially relevant for the younger generation. The positive and significant correlation between Beauty Vloggers and Purchase Intention.

On the other hand, Beauty Vloggers can also act as intermediaries to create a good Brand Image. This is in line with Afifah (2019) who states that Beauty Vloggers influence Brand Image positively and significantly. Customer perceptions of vloggers' trust and expertise in providing information about local brand beauty products in Indonesia affect brand image. Semuel and Nyoto (2020) also show that Beauty Vloggers influence Brand Image positively and significantly. One of the reasons celebrities are used is because they can get more public exposure for a product or brand. Celebrity support has been widely used by companies as one of the marketing communication strategies to build brand image and increase consumer attractiveness to the brand.

H$_1$: Beauty Vloggers have a significant effect on Purchase Intention of local brand cosmetics

H$_2$: Beauty Vloggers have a significant effect on the Brand Image of local brand cosmetic products.

e-WOM

As its name implies, e-wom is a promotion using electronic messages carried out by customers who are satisfied with the brand they used, which can significantly improve brand reputation. Frederick and Ellyawati (2021) found a positive and significant correlation between e-WOM and Purchase Intention, where e-WOM is an important element in increasing purchase intention. The internet causes e-WOM to quickly spread around the world. The internet facilitates connectivity and relationships between consumers. Consumer purchase intention will increase if consumers feel that the credibility of reviews is getting stronger among other potential consumers. Astuti *et al.* (2021) stated that e-WOM affects Purchase Intention positively and significantly. Word-of-mouth communication among consumers affects the purchase intention of a product, and previous consumer experiences are also important information for other consumers' subsequent purchases. Nurdin and Wildiansyah (2021) also mention a positive and significant correlation between e-WOM and

Purchase Intention, where positive e-WOM plays an important role in increasing purchase intention by forming an image that provides profit for the company. The better the e-WOM, the higher the consumer's interest in buying the product.

Putra *et al.* (2020) found a positive and significant correlation between e-WOM and Brand Image. This means that Word of mouth (WOM) allows people to give their opinions about brands with the trust of others. In this study, it can be seen that e-WOM can also build a person's perception of the brand image, a person is more willing to trust the information he gets from an information source, therefore the brand image occurs because of e-WOM. This is also in line with Supradita *et al.* (2020) which states that there is a significant positive effect between e-WOM and Brand Image, e- WOM is one of the marketing tools in order to convince consumers and can explain about a product, people will consider a brand to have a positive image when the company delivers e-WOM properly.

H$_3$: e-WOM has a significant effect on Purchase Intention of local brand cosmetic products

H$_4$: e-WOM has a significant effect on Brand Image of local brand cosmetic products

Attitude

Wilson and Edelyn (2022) state that Attitude is a psychological tendency that consumers express by evaluating their likes and dislikes. Attitude refers to the extent of the evaluation of behavior or actions taken by a person. When someone evaluates or considers buying a local brand cosmetics product to be a behavior that can have positive consequences, then they will actually buy the cosmetic product. In his research he found a positive and significant correlation between Attitude and Purchase Intention. When consumers feel that the purchasing behavior that they intend to do is considered a positive behavior that will benefit them, companies and the surrounding community, it will increase or reinforce the level of consumer intention for the product. Shufiana *et al.* (2021) found a positive and significant correlation between Attitude and Purchase Intention. When consumers already know how easy to shop online in a certain e-commerce, they will shop more often at that e-commerce store. So, consumers consider themselves in using certain e-commerce through consideration in their knowledge of that e-commerce. Maharani *et al.* (2021) found a positive and significant correlation between Attitude and Purchase Intention. When Gen Z consumers believe that purchasing green products is a positive thing, their intention to use green products increases.

H$_5$: Attitude has a significant effect on Purchase Intention of local brand cosmetics

Subjective Norm

Siaputra and Isaac (2020) define Subjective Norm is a consumer response to social pressure and perceptions caused by other people such as friends, relatives, spouses, children and other groups that can influence buying interest in a product. In his research he found a significant positive effect between Subjective Norm and Purchase Intention. The social pressure generated can affect respondents' buying interest in healthy food stored at Crunchhaus Surabaya. Halim and Karami (2020) examined that

there is a significant positive effect between Subjective Norm and Purchase Intention. Consumers who are supported by their environment, will influence and can increase buying interest. Drusyita and Kurniawati (2022) examined that Subjective Norm affects Purchase Intention positively and significantly. Subjective Norms refer to the influence of consumer inner circle opinions on consumers' desire to adopt behavior. Subjective Norms encourage consumers to evaluate their beliefs and changing their consumption habits. These beliefs depend on what others believe should be done or obeyed. Therefore, subjective norms can be influenced by other people's expectations regarding certain behaviors, as well as individuals' personal motivation to fulfill the expectations.

H₆: Subjective Norm has a significant effect on Purchase Intention of local brand cosmetics

Perceived Behavior Control
Maharani *et al.* (2021) said that there is a significant relationship between PBC and purchase intention. When someone buys an eco-friendly product, there are several external factors such as time, price, knowledge and skills. Gen Z can increase their intention to buy eco-friendly products if they have sufficient facilities in terms of time, price, knowledge, and skills. Hamzah and Tanwir (2021) said that there is a significant relationship by PBC to the purchase intention of hybrid vehicles. If people have the confidence and skills to own a hybrid vehicle, then it is likely they will be more inclined to buy a hybrid vehicle. Based on the theory of planned behavior (TPB), when someone feels that certain behaviors are in accordance with their abilities and beliefs, this can trigger readiness to perform these behaviors. Xu *et al.* (2020) also found a positive and significant correlation between perceived behavioral control and green furniture purchase intention. This shows that the availability of eco-friendly furniture is a major factor influencing consumer interest in buying these products. With the ease of finding green furniture, consumers tend to be more interested in buying it. PBC also acts as an effective marker in predicting consumers' intention to purchase ecofriendly products.

H₇: Perceived Behavior Control has a significant effect on Purchase Intention of local brand cosmetics

Brand Image
Katuuk *et al.* (2022) found a significant positive correlation related to Brand Image and Purchase Intention. In simple terms, it can be concluded that the brand image of halal and alcohol-free products owned by Wardah will have a positive impact on consumer purchase intention. Consumers are usually more interested in buying products with a good reputation and positive brand image, because it helps reduce their doubts about the products offered. Nurdin and Wildiansyah (2021) found a significant positive correlation between Brand Image and Purchase Intention. In general, the level or quality of a product's brand image can affect consumer purchase intention. Consumers will tend to be interested in buying a product if the brand imageowned by the product is positive.

Indriana *et al.* (2022) found a significant positive correlation related to Brand Image in mediating the relationship between beauty vloggers and purchase intention. Consumers are interested in using cosmetic products because endorsers can imprint product identity in the minds of consumers, especially if the product has a halal brand image. Devanagiri and Rastini (2022) found a significant positive correlation related to Brand Image in mediating the relationship between beauty vloggers and purchase intention. An effective way to dance with consumers is to have a good brand image, because consumers will consciously choose products with a positive image to create a clearly conveyed understanding and ultimately create loyalty to certain product brands in the purchasing decision process.

Putra *et al.* (2020) found a significant positive correlation related to Brand Image in mediating the relationship between e-WOM and purchase intention. When it comes to trust in products, a person is more likely to trust the experiences of other users who have tried the product rather than advertisements made by the company. This phenomenon illustrates the attitude of individuals in sharing their experiences with products through internet platforms, expressing their intention to contribute to sharing information with others about the products they use. Solihin (2022) found a significant positive correlation related to Brand Image in mediating the relationship between e-WOM and purchase intention. the better the e-WOM generated by cheerful Lazada buyers, the better the brand image created will be, which can then encourage the expansion of purchase intentions for Lazada employees and products.

H8: Brand Image has a significant effect on Purchase Intention of local brand cosmetics

H9: Beauty Vloggers have an effect on Purchase Intention of local brand cosmetics which is mediated by Brand Image

H10: e-WOM has an effect on Purchase Intention of local brand cosmetics which is mediated by Brand Image.
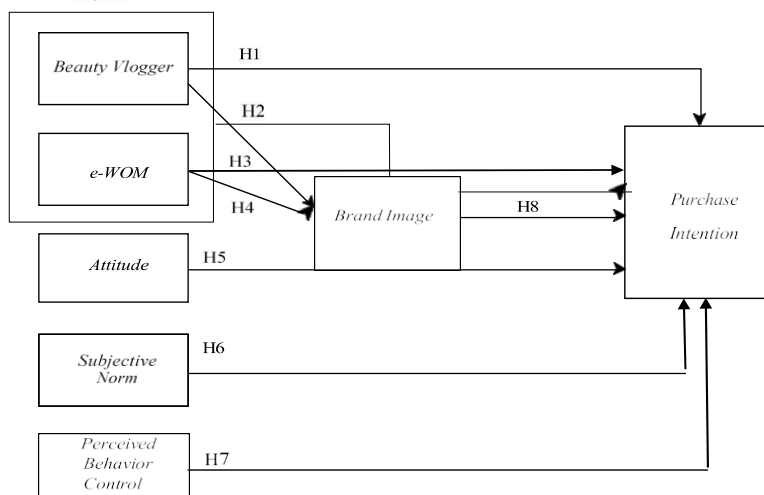

Figure 1. Conceptual Research Framework

3. Methodology

This research can be categorized as causal-comperative research. The purpose of this study is to show the relationship between the independent and dependent variables (Hasan dan Noor Liana, 2022). Based on the characteristics of this study, it can be seen that there is a correlation between independent variables such as beauty vloggers, e-WOM, attitude, subjective norm, and perceived behavioral control, as well as the mediating variable brand image and the dependent variable purchase intention.

The population in this study targets people who know local brand cosmetics in Batam City. The sample that became the focus of this study were people aged 18–26 years (Gen Z) who had seen beauty vloggers reviewing Local Brand Cosmetics, knew Local Brand Cosmetics Wardah, Emina, Make Over, Somethinc, Dear Me Beauty, and Luxcrime, and were interested in using Local Brand Cosmetics. The reason the author is interested in using this sample is because, based on the results of a survey conducted by ZAP Clinic on Kompas.com (2020), it reveals that generation Z is the group that spends the most money on beauty needs.

Data collection for this study was conducted using two methods: structured interviews (online questionnaires) and documentary research (books, journals, and articles). The sample size was taken using the method from Slovin. With the Slovin formula, the minimum sample required is 400 samples, to ensure there is no shortage of data and to get accurate data, the questionnaire will be distributed as many as 420 questionnaires. Data analysis was performed by testing the research hypotheses in SEM-PLS (Structural Equation Modeling—Partial Least Squares) structural equation modeling. The analysis tool used is SmartPLS software version 3.0.

4. Empirical Findings/Result

The data was collected by distributing online questionnaires through Google Form to 424 respondents on social media and the total usable data was 420 data. The data collection process lasted for 2 months, starting from March 2023 to May 2023.

Table 1. Respondent Characteristic

	Characteristic	Frequency (People)	Percentage (%)
Gender	Female	413	98.3%
	Male	7	1.7%
Age	18 – 20 Years	78	18.6%
	21 – 23 Years	192	45.7%
	24 – 26 Years	150	35.7%
Job	Students	128	30.5%
	Public Servants	35	8.3%
	Private Sector Employees	166	39.5%
	Self-Employed	83	19.8%
	Housewife	3	0.7%

Freelance	2	0.5%	
Unemployed	3	0.7%	

Source: Primary data processed (2023)

In Table 1, there is data on respondents collected based on gender. It can be seen that there are 7 respondents (1.7%) who are male and 413 respondents (98.3%) who are female. This is because women use beauty products, such as cosmetics, to cope with deficiencies and increase their self-confidence. An example that can be given is when someone uses foundation to cover pores or acne scars on the face; this makes them feel more confident. In addition, there are also those who feel more confident when using lipstick when going out because they are used to using it. (Kompasiana, 2021). The majority of respondents were in the age range of 21–23 years, with a total of 192 people (45.7%). Based on the results of a survey conducted by ZAP Clinic on Kompas.com (2020), it reveals that generation Z is the group that spends the most money on beauty needs. The majority of them use money to purchase cosmetic products such as makeup. There are 166 respondents (39.5%) who work as private employees, which is the job group with the highest number of respondents. Then followed respondents who are students, with a total of 128 respondents (30.5%).

Table 2. Validity and Multicollinearity

Indicator Correlation	Outer Loadings	VIF	Description
ATT2 ← *Attitude*	0.862	1.081	*Valid*
ATT3 ← *Attitude*	0.723	1.081	*Valid*
BI3 ← *Brand Image*	0.808	1.095	*Valid*
BI1 ← *Brand Image*	0.801	1.095	*Valid*
BV11 ← *Beauty Vlogger*	0.737	1.426	*Valid*
BV12 ← *Beauty Vlogger*	0.720	1.389	*Valid*
BV13 ← *Beauty Vlogger*	0.799	1.780	*Valid*
BV14 ← *Beauty Vlogger*	0.775	1.604	*Valid*
BV15 ← *Beauty Vlogger*	0.606	1.292	*Valid*
EWOM3 ← *Electronic Word of Mouth*	1.000	1.000	*Valid*
PBC1 ← *Perceived Behavior Control*	0.874	1.105	*Valid*
PBC5 ← *Perceived Behavior Control*	0.732	1.105	*Valid*
PI2 ← *Purchase Intention*	0.672	1.077	*Valid*
PI3 ← *Purchase Intention*	0.893	1.077	*Valid*
SN1 ← *Subjective Norm*	0.768	1.159	*Valid*
SN3 ← *Subjective Norm*	0.668	1.144	*Valid*
SN4 ← *Subjective Norm*	0.714	1.111	*Valid*

Source: Primary data processed (2023)

Before continuing with more detailed analysis, this study conducted validity, reliability, and multicollinearity tests using SmartPLS to ensure that each indicator was appropriately measured and reliable. The validity results are shown in Table 2 based on the outer loading values, while multicollinearity was evaluated based on the VIF values. In exploratory research, the criterion used for the outer loading value is greater than 0.6. Based on the table, it can be seen that the data testing the outer loadings of the 420 respondents who fulfill the criteria show their validity. This can be seen from the high level of correlation in each variable, which exceeds 0.6. In this analysis, the criterion is used that if the VIF value is less than 5, it can be concluded that there is no multicollinearity between the independent variables. The results recorded in Table 2 show that none of the VIF values exceed 5. Thus, it can be concluded that no multicollinearity problems were found, or, in other words, the assumption of non-multicollinearity is supported.

Table 3. Fornell-Larcker Creation

	Attitude	Beauty Vlogger	Brand Image	Perceived Behavior Control	Purchase Intention	Subjective Norm	e-WOM
Attitude	0.796						
Beauty Vlogger	0.472	0.730					
Brand Image	0.443	0.481	0.805				
Perceived Behavior Control	0.319	0.419	0.348	0.806			
Purchase Intention	0.632	0.400	0.446	0.365	0.791		
Subjective Norm	0.459	0.430	0.416	0.403	0.445	0.718	
e-WOM	0.351	0.331	0.274	0.322	0361	0.289	1.000

Source: Primary data processed (2023)

The researcher used the Fornell-Larcker Criterion method to test discriminant validity. Discriminant validity is considered valid and fulfills the criteria if the square root of the AVE of each construct is greater than the correlation between constructs in the model. From table 3, it can be concluded that all variables have fulfilled this criterion because all correlations between indicators in the model not exceed the correlation between indicators on that variable.

Table 4. Reliability and AVE

Variables	Composite Reliability	AVE	Description
Attitude	0.774	0.633	Valid
Beauty Vlogger	0.850	0.534	Valid
Brannd Image	0.786	0.648	Valid
Perceived Behavior Control	0.786	0.650	Valid
Purchase Intention	0.766	0.625	Valid
Subjective Norm	0.761	0.515	Valid
e-WOM	1.000	1.000	Valid

Source: Primary data processed (2023)

Table 4 provides a comprehensive explanation of the AVE test for all variables in the study. The AVE value is considered to fulfill the criteria if the value is greater than 0.5. The beauty vlogger, e-WOM, attitude, subjective norm, perceived behavioral control, brand image, and purchase intention variables have shown their validity and exceed the 0.5 value. In testing reliability, two methods can be used to determine the reliability of an instrument, namely, Cronbach's alpha and composite reliability. A variable is considered reliable if the Cronbach's alpha and composite reliability values are greater than 0.7. Based on the reliability test results listed in Table 4, it can be concluded that all variables have proven to be reliable because the composite reliability value of all variables has exceeded 0.7.

Table 5. Path Coefficient

Variables	Sample Mean	T-Statistics	P-Values	Description
Beauty Vlogger → Purchase Intention	-0.000	0.041	0.967	Not Significant
Beauty Vlogger → Brand Image	0.445	7.964	0.000	Significant Positive
e-WOM → Purchase Intention	0.098	2.174	0.030	Significant Positive
e-WOM → Brand Image	0.124	2.080	0.038	Significant Positive
Attitude → Purchase Intention	0.448	8.910	0.000	Significant Positive
Subjective Norm → Purchase Intention	0.115	2.189	0.029	Significant Positive
Perceived	0.102	2.167	0.030	

Variables	Sample Mean	T-Statistics	P-Values	Description
Behavior Control → Purchase Intention				Significant Positive
Brand Image → Purchase Intention	0.136	2.689	0.007	Significant Positive

Source: Primary data processed (2023)

In this study, the path coefficient test is used to prove each hypothesis. If the link between variables generates a significance value of 5%, where the P-value is 0.05 and the T-Statistics value is 1.96, it is said to have an effect. Based on the findings presented in Table 5, it can be concluded that the results of path coefficient above have resulted in the following conclusions:

1. Variable beauty vloggers has not direct influence on purchase intention. This can be seen from the T-statistics value of 0.041 and P-values of 0.967. H1 is not accepted.
2. Variable beauty vloggers has a significant positive influence on brand image. This can be seen from the T-statistics value of 7.964 and P-values of 0.000. H2 is accepted.
3. Variable e-WOM has a significant positive influence on purchase intention. This can be seen from the T-statistics value of 2.174 and P-values of 0.030. This means that the higher the e-WOM value, the higher the purchase intention. H3 is accepted.
4. Variable e-WOM has a significant positive influence on brand image. This can be seen from the T-statistics value of 2.080 and P-values of 0.038. This means that the higher the e-WOM value, the higher the brand image. H4 is accepted.
5. Variable Attitude has a significant positive influence on purchase intention. This can be seen from the T-statistics value of 8.910 and P-values of 0.000. This means that the higher the attitude value, the higher the purchase intention. H5 is accepted.
6. Variable subjective norm has a significant positive influence on purchase intention. This can be seen from the T-statistics value of 2.189 and P-values of 0.029. This means that the higher the subjective norm value, the higher the purchase intention. H6 is accepted.
7. Variable perceived behavior control has a significant positive influence on purchase intention. This can be seen from the T-statistics value of 2.167 and P-values of 0.030. This means that the higher the perceived behavior control value, the higher the purchase intention. H7 is accepted.
8. Variable brand image has a significant positive influence on purchase intention. This can be seen from the T-statistics value of 2.689 and P-values of 0.007. This

means that the higher the brand image value, the higher the purchase intention. H8 is accepted.

Table 6. Indirect Effect

Variables	Sample Mean	T-Statistics	P-Values	Description
Beauty Vlogger → Brand Image → Purchase Intention	0.061	2.481	0.013	Significant Positive
e-WOM→ Brand Image →Purchase Intention	0.017	1.523	0.128	Not Significant

Source: Primary data processed (2023)

In addition to testing the direct effect, in this study there is also an indirect effect. Testing the indirect effect plays a role in showing the mediating variable's role in the study. There are criteria that if the T-statistic value is <1.96, it is considered significant. Then, if the P-value is > 0.05, it proves the existence of significance. Based on the findings presented in Table 6, it can be concluded that the results of indirect effect above have resulted in the following conclusions:

1. It can be seen from the T-statistics value of 2.481 and P-values of 0.013. From the P-values that meet the criteria, it can be concluded that there is a positive and significant influence between brand image and purchase intention. H9 is accepted.
2. It can be seen from the T-Statistics test results of 1.253 and P-values of 0.128. These results do not meet the criteria that have been set previously. H10 is not accepted.

5. Discussion

The Effect of Beauty Vlogger on Purchase Intention

According to the findings, beauty vlogger has no impact on purchase intentions. The results are different from the previous findings of Ayu and Gunawan (2021), Sokolova and Kefi (2020) who state there is significant impact of beauty vlogger on purchase intention, but consistent with the findings of Kusumawati and Rahmawan (2021), Astuti *et al*. (2021). This means that although Beauty Vloggers can provide information, reviews and recommendations about Local Brand Cosmetics to their followers, the impact generated is not strong enough to influence and encourage consumers to actually purchase products from these local brands. The reason is due to the lack of trust in Beauty Vloggers, where they provide reviews of Local Brand Cosmetics products that focus more on the advantages of these products. As a result, many viewers lose their trust and assume that beauty vloggers only do it for business purposes and do not match the facts. This will have an impact in reducing the interest of YouTube viewers in purchasing these Local Brand Cosmetics products.

The Effect of Beauty Vlogger on Brand Image
According to the findings, beauty vlogger has a significant influence on brand image. The results are consistent with the previous findings conducted by Gayatri and Widiati (2022), Sunarti *et al.* (2018), Semuel and Nyoto (2020). The presence or activity of beauty vloggers has a real and important influence on the brand image of a Local Brand Cosmetics product. Beauty vloggers can influence consumer perceptions and opinions about Local Brand Cosmetics through their content related to the product or brand. With the popularity and influence that beauty vloggers have, they can create awareness, reinforce brand image, and affect consumer preferences for a Local Brand Cosmetics.

The Effect of e-WOM on Purchase Intention
According to the findings, e-WOM has a significant influence on purchase intention. The results are consistent with the previous findings conducted by Frederick and Ellyawati (2021), Astuti *et al.* (2021), Nurdin and Wildiansyah (2021). Influences or recommendations received through online platforms, such as reviews, comments, or testimonials from other consumers, have a positive impact on the purchase intention of Local Brand Cosmetics. e-WOM can influence consumers' perceptions and trust in Local Brand Cosmetics, also affecting their decision to buy the product. With positive e-WOM, consumers tend to be more inclined to have a strong intention to purchase Local Brand Cosmetics.

The Effect of e-WOM on Brand Image
According to the findings, e-WOM has a significant influence on brand image. The results are consistent with the previous findings conducted by Frederick and Ellyawati (2021), Putra *et al.* (2020), Nurdin and Wildiansyah (2021). Influences or recommendations received through online platforms, such as reviews, comments, or testimonials from other consumers, have a positive impact on the brand image of Local Brand Cosmetics. e-WOM can influence consumers' perceptions and opinions about brands, and affect how these brands are seen and valued by consumers. With positive e-WOM, Local Brand Cosmetics tends to have a better image in consumers' mind, increasing their trust, satisfaction, and preference for the brand.

The Effect of Attitude on Purchase Intention
According to the findings, Attitude has a significant influence on purchase intention. The results are consistent with the previous findings of Shufiana *et al.* (2021), Siaputra and Isaac (2020), Wilson dan Edelyn (2022). Consumers' sentiment towards Local Brand Cosmetics has a great power in influencing their intention to get products from the brand. Consumer attitudes include their judgments, beliefs, and feelings towards Local Brand Cosmetics. If consumers embrace an admirable attitude towards the brand, they can't resist getting their hands on the products being offered. This enthusiastic attitude can arise due to a variety of factors, from outstanding product quality, attractive brand image, reasonable price, previous experiences that have made an impression, and also enthusiastic recommendations from trusted people.

The Effect of Subjective Norm on Purchase Intention

According to the findings, subjective norm has a significant influence on purchase intention. The results are consistent with the previous findings of Halim and Karami (2020), Wilson and Edelyn (2022), Drusyita and Kurniawati (2022). Social norms or expectations perceived by consumers have a good impact on consumer intention to buy products from these brands. Subjective Norm includes the views and influences of others, such as family, friends, and other social references, towards consumer behavior. If consumers feel strong social pressure to buy Local Brand Cosmetics, this can affect their intention to make a purchase. For example, if consumers' family or friends give positive recommendations or consider it important to support products from local brands, then consumers tend to have a higher intention to buy these products.

The Effect of Perceived Behavior Control on Purchase Intention

According to the findings, perceived behavior control has a significant influence on purchase intention. The results are consistent with the previous findings of Shufiana *et al.* (2021), Maharani *et al.* (2021), Xu *et al.* (2020). If consumers feel confident of having high control over their purchasing behavior with Local Brand Cosmetics, they tend to have a stronger intention to buy products from that brand. Several factors such as product availability, affordable prices, ease of access, and convenience in making purchases can affect Perceived Behavior Control and eventually affect consumer purchase intentions for Local Brand Cosmetics.

The Effect of Brand Image on Purchase Intention

According to the findings, brand image has a significant influence on purchase intention. The results are consistent with the previous findings of Frederick and Ellyawati (2021), Semuel and Nyoto (2020), Katuuk *et al.* (2022). Brand Image reflects how brands are seen, valued, and identified by consumers. If consumers have a positive perception of the Local Brand Cosmetics brand image, such as perceptions of product quality, brand advantage, brand value, authenticity, and brand relation to consumer needs and preferences, then they tend to have a higher intention to buy products from the brand. A strong brand image can build trust, consumer loyalty, and differentiate the brand from competitors in consumers' minds.

The Effect of Beauty Vlogger on Purchase Intention Mediated by Brand Image

According to the study's findings, brand image is a significant mediator in the relationship between beauty vlogger and purchase intention. The results are consistent with the previous findings conducted by Gayatri and Widiati (2022), Indriana *et al.* (2022), Devanagiri dan Rastini (2022).This means that Beauty Vloggers play a strong role in influencing consumer purchasing decisions through the content they share about Local Brand Cosmetics products. The content they produce can build a positive image or describe a good experience related to the local brand. When Beauty Vloggers succeed in building a positive brand image through their content, this can influence consumer purchasing intentions for Local Brand Cosmetics. Consumers will utilize

their trust and confidence passionately towards the brand, and feel encouraged to own products from the local brand.

The Effect of e-WOM on Purchase Intention Mediated by Brand Image
According to the study's findings, brand image is not mediating the relationship between beauty vlogger and purchase intention. The results are different different from the previous findings of Putra *et al.* (2020) and Solihin (2022) who state brand image is mediating the relationship between e-WOM and purchase intention, but consistent with other previous findings conducted by Suvia and Yuwono (2022), Maydeline and Christiarini (2023). This means that recommendations or influences received through online platforms, such as reviews or testimonials from other consumers, have no strong impact on consumer purchase intentions when mediated by brand image. Although e-WOM has the potential to influence purchasing decisions, in this study, Brand Image did not become a significant mediating factor between e-WOM and purchase intention. Other factors such as product excellence, pricing, promotional strategies, and personal experience may have a more dominant influence on consumer purchase intention for Local Brand Cosmetics than the influence of e-WOM through brand image.

6. Conclusions

Based on research that has been conducted it can be conclude that e-wom, attitude, subjective norm, perceived behavior control, and brand image are significantly impact purchase intention of local brand cosmetics, but beauty vlogger are not have impact on purchse intention of local brand cosmetics. Moreover beauty vlogger and e-wom are significantly impact brand image of local brand cosmetics. There is a positive and significant relationship between beauty vloggers and purchase intention mediated by brand image. There is no significant relationship between e-WOM and purchase intention mediated by brand image. To generate consumer's purchase intention, local brand cosmetics companies need to focus on building a positive and attractive brand image for consumers. This can be achieved through effective marketing efforts, the use of high-quality ingredients, and innovation in cosmetic products. A strong brand image will help attract consumer purchase intentions. The researcher also would like to provide some suggestions and recommendations for future studies, such as expanding the variables that influence purchase intention by adding other factors such as Promotion, Price. It is recommended for future researchers to expand the scope of the research area, including the Riau Islands Province, Sumatra Island, Java Island or the entire country and it is hoped that further research will be able to formulate questions that are more easily understood by respondents in the questionnaire, so that it can create more optimal and in-depth research findings.

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