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The Influence of Beauty Vloggers on Purchasing Decisions Involving Skin Care Products

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Abstract

In this pandemic era, beauty vloggers play a significant role, influencing consumer preferences and attitudes. This paper seeks to determine the impact of Reference Groups by beauty vloggers on the purchasing decisions by female students involving skin care products who follow beauty vloggers in Bekasi. The study uses correlational quantitative research, and the objective is to see the extent to which variations in a variable are related to one or more other variables based on the correlation coefficient. The respondent pool was comprised of 100 female students, obtained via purposive sampling. The results showed a significance of 0.000 <0.05. The value of R^2 (R square) 0.290 shows the effect of X variable (reference groups) on Y variable (purchase decision) by 29%. The conclusion of this research is that beauty vloggers significantly influence the decision to buy skin care products.

Keywords: Beauty Vloggers, Purchase Decision, Reference Groups

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1. Introduction

Baskara (2020), revealed that at the end of 2019, World Health Organization (WHO) in China had a notification about a type of pneumonia whose cause is unidentified. The acute respiratory infection that attacks the lungs was detected in the city of Wuhan, Hubei Province, China. A few months later, on February 11, 2020, WHO announced this new virus called "Covid-19". COVID-19 is an infectious disease caused by a newly discovered type of coronavirus. Coronavirus is a group of viruses that can cause disease in animals or humans. Several types of coronavirus are known to cause respiratory tract infections in humans ranging from cold to more serious coughs such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome or what is known as SARS (WHO, 2020).

The Covid-19 virus has also spread to almost every country in the world including Indonesia. The first case of Covid-19 in Indonesia was officially announced by President

Jokowidodo on March 2, 2020. Two of Indonesian citizens who were positive for Covid-19 made contact with Japanese citizens who came to Indonesia. March 11, 2020, for the first time an Indonesian citizen died from Covid-19 (Baskara, 2020). Until November 1, 2020, positive cases of Covid-19 in Indonesia reached 412,784, recovered 341,942 people and died 13,943 people (Satgas Penanganan COVID-19, 2020).

The case of Covid-19 in Indonesia has continued to increase, which has led local governments in several cities to impose regional quarantine or lockdown including Jakarta and Bekasi. The first day of lockdown in Jakarta on April 10, 2020 (Wijaya, 2020), in Bekasi the first day of lockdown on April 15, 2020 (Sinulingga, 2020). The implementation of lockdown in several regions in Indonesia, including in the Jakarta and Bekasi, has made all people doing their activities at home and some kinds of routines are still do as usual, including activities caring for facial and body by women.

Body care consists of skin care, hair care, manicure and pedicure, spa, body slimming program and others. The desire to get beautiful face to be more confident is continuously carried out by women, especially early adult women.

Hurlock (2009), Early adulthood are individuals between age range of 18 to 40, where there are physical and psychological changes that accompany and a reduction in reproductive abilities. Arnet (Santrock, 2012), Emerging adulthood is a development for the period from the late teens through the twenties, with a focus on ages 18-25. Emerging adulthood is a distinct period demographically, subjectively, and in terms of identity explorations. Arnet (Santrock, 2012), also explained that the characteristics of people growing up, one of which is instability in terms of romantic relationships, work, education and others so that individuals at this time will be easily persuaded. Women in early adulthood to get the appearance they want, they will do various ways where one of the ways to get these things is by doing skin care.

Damayanti (2018), skin care is products that are devoted to caring for skin, such as a face wash, toner, serum etc. Based on data reported by (Euromonitor International, 2015), "The Future of Skin Care: Game-changing Trends and Influencers", Indonesia is considered to be the second largest contributor to the growth of skin care in the world. From all beauty market segments, globally, the average of every person will spend US $ 15 by one year for skin care, US $ 10 for hair care, US $ 7 for cosmetics. The total revenue from the beauty market in 2019 was contributed by the skin care market is 33%. This is an increase from the 2009-2014, which contributed 23%. Euromonitor International (2020), On June 2020, skin care income in Indonesia is reaching out US $ 990.

The development of the skin care industry in Indonesia is due to the increasing consumer demand for skin care products. Rahardja (2008), states that demand is the desire of consumers to buy an item at various price levels over a certain period of time. That means, new demand can occur when consumers have a need for these products and also have the purchasing power to get these products where consumers spend to get these products. The spending process according to (Munandar, 2008), consists of three kinds of processes, one of which is the purchase decision. Munandar (2008), explains that the purchase decision is a buying process based on habits and considerations which is consumers make the decision to buy a product if the product or services meet their needs, useful, or will support their lifestyle.

Kotler & Keller (2012), Consumer behavior is influenced by three factors: cultural (culture, subculture, and social class), social (reference groups, family, and social roles and statuses), and personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept).

Reference groups is a all the groups that have a direct or indirect influence on a person's attitudes or behavior (Kotler & Keller, 2012). Examples of reference groups that will be used in this study are beauty vloggers. Beauty vloggers are someone who volunteers to make video tutorials, gives tips & tricks for using skin care products, gives reviews and recommendations for choosing skin care products and then they will upload on their YouTube channel or others social media to be shown to their followers, viewers or subcribers.

Patricia Husada, General Manager Marketing of PT Martina Berto Tbk, Sariayu cosmetics manufacturer (Bachdar, 2017), said that one of the advantages of a brand using beauty vloggers is that they can educate about the usefulness of products to target markets more clearly. Beauty vloggers will influence the purchase interest of a product because the main purpose of beauty vloggers is to persuade and educate real about a beauty product. In the conclusion, based on the result of research and hypotheses testing by (Ananda & Wandebori, 2016), it is proven that trustworthiness of beauty vlogger is a part that constructs consumer attitude that influences purchase intention, expertise of beauty vlogger is a part that constructs consumer attitude that influences purchase intention, quantity of product review is a part that constructs consumer attitude that influences purchase intention.

This is evidenced by one of the comments from the Suhay's YouTube one of Beauty Vloggers Indonesia where the comment came from an account Sekar Ayu (Salim, 2019a), she stated that "Thanks kak Suhay, I became impulsive and bought a peeling serum". Jesica Fabiola (Salim, 2019b), who is a follower of Suhay Salim's Youtube account, also

commented "10 minutes watching 3 minutes later, I order safi by online". Then from the YouTube account Putri Tiara Ichlassari Agustiningrum (Salim, 2020a), also said "Please Don't spit out the words I Swear !!! it makes me spend my money over and over again in this pandemic era.

Based on previous research (Kusumawati & Herlena, 2014), states that the reference groups has a significant influence on purchasing decisions. Another research by (Sinaga & Kusumawati, 2018), proves that beauty vloggers have a significant effect on consumer purchase interest with a percentage of 48.40%, which means that the better credibility of beauty vloggers can more increase consumer buying interest of skin care products.

The first survey conducted by the authors to female students who live in Bekasi and Jakarta with 80 respondents from 24 February 24, 2020 until March 13, 2020 found that 78.8% of respondents search information on skin care products from social media accounts of beauty vloggers and 70% of respondents, buy skin care products based on information or recommendations provided by beauty vloggers, it can be concluded that beauty vloggers influence the decision to purchase skin care products through the information or recommendations provided.

From the problem identification above, the question generated as the research is "How much the influence of the reference groups on purchase decision skin care products in female students who live in Bekasi, followers of the beauty vloggers social media accounts". The purpose of this study is aimed to determine how much the impact of Reference Groups by beauty vloggers on purchasing decision of skin care products by female students followers of beauty vloggers in Bekasi.

2. Literature Review

2.1. Purchase Decision

According to (Kotler & Keller, 2012), purchase decision is a stage where consumers actually purchase a product. Another study by Sumarwan (Prakoso & Iriani, 2015), purchase decision is a decision as the choice of an action from two or more alternative choices, a consumer who wants to make a choice must have an alternative choice".

Armstrong & Kotler (2013), The actual purchase decision is part of a much larger buying process, starting with need recognition through how consumers feel after making the purchase.

Based on the opinion described above, it can be concluded that the purchase decision is the selection of an action in which the individual is directly involved in buying a product which consists of several processes or stages of purchase.

Kotler & Keller (2012), there are five stage model of buying decision process:

1. *Problem Recognition*

2. *Information Research*

3. *Evaluation of Alternatives*

4. *Purchase Decision*

5. *Postpurchase Decision*

Kotler & Keller (2012), In executing a purchase decision of products, there are six dimension:

1. Product choice

2. Brand choice

3. Dealer choice

4. Purchase amount

5. Purchase timing

6. Payment method

According to Kotler & Keller (2012), consumer behavior is influenced by three factors:

1. Cultural

   Culture, subculture, and social class are particularly important influences on consumer buying behavior.

2. Social

   In addition to cultural factors, social factors such as reference groups, family, and social roles and statuses affect consumer buying behavior.

3. Personal

   Personal characteristics that influence a buyer's decision include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values.

2.2. Reference Groups

Engel (Prakoso & Iriani, 2015), reference groups are a person who significantly influence individual behavior. A reference groups involves one or more people whom someone uses as a basis for comparison or point of reference in forming affective and cognitive responses and performing behaviors (Peter & Olson, 2010). Reference groups are individuals or groups of people who are considered to have significant relevance to someone in terms of evaluating and give aspirations, Solomon (Prasetijo & Ihalauw, 2005). Based on the opinion described above, it can be concluded that kelompok referensi individuals or groups of people which has an influence in forming the attitude or personality of an individual.

Blackwell, Miniard, & Engel (Fradipta, 2017), there are 5 dimensions that can quantify the capabilities of reference groups:

1. Knowledge

2. Quantity of review

3. Credibility

4. Acctractiveness

5. Experience

2.3. Correlation Between Variabels

Kotler & Keller (2012), Consumer behavior is influenced by three factors: cultural (culture, subculture, and social class), personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept), and social (reference groups, family, and social roles and statuses). Engel (Prakoso & Iriani, 2015) reference groups are a person who significantly influence individual behavior. Reference groups are an example of social factors that play an important part in making a person's purchase decision. From the opinions above, it can concluded that reference groups are one of the factors that can influence purchase decisions.

3. Method

The research method is Correlational Quantitative research, which is focuses on the influence of beauty vloggers on purchasing decision of skin care products by female

students. The research objective is to see the extent to which variations in a variable are related to one or more other variables based on the correlation coefficient.

The population in this study was taken from female students who live in Bekasi. Bhayangkara University of Jakarta Raya II is one of the universities located in Bekasi. The sampling technique in this study is the purposive non probability sampling technique with certain considerations or requirements, including female students of Bhayangkara University who live in Bekasi, aged 18-25 years (emerging adulthood), users of skin care products, followers of social media accounts (YouTube, Instagram, Twitter etc) beauty vloggers. This study uses the Slovin formula to obtain 100 subjects.

This study used the Likert scale. The scale used in this study consists of two scales, the scale of the purchase decision and the scale of the reference groups. The purchase decision scale consists of 6 dimensions with a total of 32 items. The reference groups scale consists of 5 dimensions with a total of 32 items. The authors conducted the validity test twice on the purchase decision scale and the reference groups scale using the Cronbach validity test method. There are 12 items were out the purchase decision scale. Meanwhile, on the reference groups scale, 16 items were out.

Data analysis result of the reliability coefficient for the purchase decision scale is 0.899. The results of the reliability test of the decision purchase scale, based on the classification of the Cronbach Alpha reliability coefficient by Guildford (Sugiyono, 2007), the coefficient of 0.899 is between the coefficients of 0.7 - 0.9, it can be concluded that the scale of buying decisions is reliable.

Data analysis result of the reliability coefficient for the reference groups scale is 0.933, based on the Cronbach Alpha reliability coefficient based in Guildford (Sugiyono, 2007), the coefficient of 0.933 is more than 0.9, it can be concluded that the scale of the reference groups is very reliable.

This study use Normality test was carried out using the Kolmogorov-Smirnov technique with significantly above 0.05 for considered as normally distributed. Furthermore, a linearity test was carried out to see whether the variables measured by measuring instruments had a linear relationship or not. Linearity under 0.05 for considered as linear. This study will also use Pearson correlation parametric and simple linear regression. Afterwards the authors also used a categorization test to place individuals into separate groups tiered according to a continuum based on measurable attributes.

4. Result and Discussion

The research was conducted on 1 June 01, 2020 – June 10, 2020 where on that date the regional quarantine or lockdown in Bekasi has come into effect. Data was collected online by using the google form, where the author a share the links to female students of Bhayangkara University periodically until 100 respondents.

4.1. The Result of Normality Test

TABLE 1: Test of Normality

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
Asymp. Sig. (2-tailed)	.136

a. Test distribution is Normal.

Based on the calculation on the table above, *Asymp. Sig (2-tailed)* is 0.135 above 0.05, it can be said that is normally distributed. That means the population is normally distributed, so it can be used in parametric statistics tests and assumptions of normality requirements in the regression model have been qualified.

4.2. The Result of Linearity Test

TABLE 2: Test of Linearity

ANOVA Table			
			Sig.
Kep_mem	Between	(Combined)	.000
* Kel_Ref	Groups	Linearity	.000

Based on the calculation on the table above, linearity is 0.000 above 0.05, it can be said that is linear. That means there is a linear relationships between X variable (reference groups) and Y variable (purchase decision).

4.3. The Result of Pearson Correlation Parametric Test

Based on the calculation on the table above, Sig. (2-tailed) is 0.000 above 0.05, it can be said there is a significant relationships between X variable (reference groups) and Y variable (purchase decision).

TABLE 3: Pearson Correlation Parametric Test

Correlations		Kep_mem	Kel_Ref
Kep_mem	Pearson Correlation	1	.539**
	Sig. (2-tailed)		.000
	N	100	100
Kel_Ref	Pearson Correlation	.539**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Pearson correlation coefficient, the result is 0.539 (close to +1), it can be concluded that the two variables have a perfect positive linear relationships where the increase in the score of X variable is followed by an increase in the score of Y variable and decrease in the score of X variable is followed by a decrease in the score of Y variable.

Furthermore, the correlation coefficient is 0.539 (between 0.41 - 0.60) in the medium category, so it can be concluded the strength of the correlation between X variable (reference groups) and Y variable (purchase decision) is in the medium category or there may be a relation between X variable (reference groups) and Y variable (purchase decision).

4.4. The Result of Linear Regression T-test

TABLE 4: Linear Regression t-test

ANOVA^b		Df	F	Sig.
Model				
1	Regression	1	40.026	.000^a

a. Predictors: (Constant), Kel_Ref

b. Dependent Variable: Kep_mem

Based on the calculation on the table above, Sig. is 0.000 above 0.05, baseed on the basis of decision making the simple regression T test, it can be stated that X variable (reference groups) has a significant effect on Y variable (purchase decision).

4.5. The Result of Coefficients of Determination

Based on the calculation on the table above, The value of R^2 (R square) is 0.290 shows the effect of variable X (reference groups) on variable Y (purchase decision) is 29%. While the remaining 71% is influenced by other factors that are not examined, such

TABLE 5: Coefficients of Determination

Model Summary		
Model	R	R Square
1	.539^a	.290

a. Predictors: (Constant), Kel_Ref

as the theory by Kotler & Keller (2012), cultural (culture, subculture, and social class), personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality, and self-concept).

4.6. The Result of Coefficients of Simple Linear Regression

TABLE 6: Coefficients of Simple Linear Regression

Coefficients^a				
Model		Unstandardized Coefficients	T	Sig.
		B		
1	(Constant)	25.085	1.581	
	Kel_Ref	1.739	6.327	.000

a. Dependent Variable: Kep_mem

Simple linear regression equation:

Y' = b$_0$ + bX

Y'= 25.085 + 1.739X

Explanation:

Y' = Dependent variable

b$_0$ = Constant

b = Coefficients regression

X = Independent variable.

Interpretation:

1. Constant value is 25.085 (positive) It can be concluded that before there was a reference group in recommending a skin care product, female students in Bekasi who were followers of the beauty vloggers social media accounts had bought skin care products.

2. Coefficients regression of independent variable (reference groups) has a positive effect on the purchase decision of skin care products by female students in Bekasi who were followers of beauty vloggers social media account. The coefficient

regression is 1,739, it can conclude that after the reference groups give a recommendation of skin care product, the increase is 1% purchase decision skin care products by female students in Bekasi who were followers of beauty vloggers social media account.

To find out the categorization of the subject of each variable, to find out the criteria for low, medium or high, the categorization test was used with the following results:

TABLE 7: Score Range Purchase Decision Categorization

Categorization	Score Range
Low	$\leq$ 89.022
Medium	89.002 − 158.418
High	> 158.418

Based on the calculation on the table above, it can be said that If the respondents gets a score less than 89.022 it means the level of purchase decision of respondents is low category, then the respondents who gets a score of 89.002 − 158.418 it means the level of purchase decision of respondents is the medium category, furthermore respondents who gets a score of more than 158.418 it means the level of purchase decision of respondents is high category.

TABLE 8: Purchase Decision Categorization

Score Range	Categorization	Percentage	Quantity
$\leq$ 89.022	Low	22%	22
89.002 − 158.418	Medium	60%	60
> 158.418	High	18%	18

Based on the table above, it can be said that the respondents with high category is 18%, namely 18 people, then 60% of the respondents with moderate category are 60 people, and the respondents with low category is 22%, namely 22 people.

TABLE 9: Score Range Reference Groups Categorization

Categorization	Score Range
Low	$\leq$ 45.983
Medium	45.983 − 67.477
High	> 67.477

Based on the calculation on the table above, it can be said that If the respondents gets a score less than 45.983 it means the level of purchase decision of respondents is low category, then the respondents who gets a score of 45.983 − 67.477 it means the level of purchase decision of respondents is the medium category, furthermore

respondents who gets a score of more than 67.477 it means the level of purchase decision of respondents is high category.

TABLE 10: Reference Groups Categorization

Score Range	Categorization	Percentage	Quantity
≤ 45.983	Low	20%	20
45.983 – 67.477	Medium	67%	67
> 67.477	High	13%	13

Based on the table above, it can be said that the respondents with high category is 13%, namely 13 people, then 67% of the respondents with moderate category are 67 people, and the respondents with low category is 20%, namely 20 people.

Euromonitor International (2020), Sales of skin care are now expected to grow by 9% in 2020 in 2019 constant value terms in light of the impact of COVID-19. This compares to an expected 8% rise forecast for 2020 during research conducted at the end of 2019 before the spread of COVID-19. Most product areas in skin care are expected to see stronger value growth at constant 2019 prices in 2020 as a result of the impact of the COVID-19 pandemic. The growth of the skin care market of Indonesia in Covid-19 pandemic era due to consumer increasing demand for skin care products, which means that the decision to buy skin care products for consumers has also increased. The increasing purchase decision about skin care products among consumers is caused by a variety of factors, one of which is the influence of reference groups or beauty vloggers. This is evidenced by one of the video review comments entitled "MARCH FAVORITES 2020" from a follower of the YouTube Beauty vloggers social media account, Suhay Salim, where a YouTube account named Nuraini Dhaniaputri (Salim, 2020b), who is a follower of Suhay Salim's YouTube account, commented "quarantine or not, you still influencing us. I just click first lab in beautyhaulindo" which means that even though there is a Covid-19 pandemic, consumers can still access information provided by Beauty Vloggers which influences the decision to purchase skin care products and consumers can still do skin care activities at home.

Based on the result of linear regression T-test, Sig. is 0.000 above 0.05, based on the basis of decision making the simple regression T test, it can be stated that X variable (reference group) has a significant effect on Y variable (purchase decision). Based on the result of coefficients of determination, The value of R^2 (R square) 0.290 shows the effect of variable X (reference group) on variable Y (buying decision) is 29%. While the remaining 71% is influenced by other factors that are not examined, such as the theory by (Kotler & Keller, 2012), cultural (culture, subculture, and social class), personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality,

and self-concept). Before there was a reference group in recommending a skin care product, female students in Bekasi who were followers of the beauty vloggers social media accounts had bought skin care products. However, after the reference groups give a recommendation of skin care product, the increase is 1% purchase decision skin care products by female students in Bekasi who were followers of beauty vloggers social media account.

When purchasing a skin care product, respondents consider the credibility of the reference groups and the attractiveness of the reference groups. However, the activeness of the reference groups attracted the attention of respondents in providing information about skin care products so that consumers are interested in a skin care product. Communication skills in providing information about skin care products are one of the attractions of the reference groups. The experience of the reference groups in consuming a skin care product also makes consumers believe in the skin care product recommendations provided by reference groups.

Engel (Prakoso & Iriani, 2015), the reference groups has the influence of information where consumers will receive the opinion of the reference groups so that consumers will get recommendations from the reference groups about skin care products. Kotler & Keller (2012), In addition to cultural factors and personal factors, social factors such as reference groups affect consumer buying behavior.

Based on previous research (Kusumawati & Herlena, 2014), states that the reference groups has a significant influence on purchasing decisions. Another research by (Sinaga & Kusumawati, 2018), proves that beauty vloggers have a significant effect on consumer purchase interest with a percentage of 48.40%, which means that the better credibility of beauty vloggers can more increase consumer buying interest of skin care products.

Beauty vloggers provide information, recommendations and reviews about products on videos that give viewers an overview of the product, so that consumers are persuaded directly or indirectly to try the products that have been reviewed.

A study by (Prakoso & Iriani, 2015), said that there is a significant influence of reference groups on purchasing decision of a Suzuki Satria F10 motorcycle.

Acknowledge, Funding & Ethics Policies

from other research. In the research process, the authors also applied legal aspects when collecting data using inform consent.

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