**Enhancing Purchasing Decisions Through Beauty Vloggers: A Study on Scarlett Beauty Products**

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**ABSTRACT**

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| **Aims:** This research aims to investigate the role of beauty vloggers, which consists of Attractiveness (X1), Trustworthiness (X2) and Expertise (X3), on Purchasing Decisions (Y) for Scarlett beauty products.  **Study design:** The research type is associative quantitative, which is intended to determine the relationship between Attractiveness, Trust and Expertise on Purchasing Decisions, in terms of both partially and simultaneously.  **Place and Duration of Study:** The research was conducted on Scarlett product users in Makassar, from December 2024 to February 2025.  **Methodology:** The population in this study were female students of the Department of Management, Faculty of Economics and Business, Makassar State University. The determination of the number of samples used stratified sampling techniques and 88 respondents were obtained. The collection of data was carried out using questionnaire. The data analysis technique used is multiple linear regression analysis using SPSS and hypothesis testing using the F test and t test.  **Results:** Beauty vloggers, which consist of Attractiveness, Trustworthiness and Expertise, together have a positive and significant effect on purchasing decisions, as seen from the F count value of 23.651 > F table 2.71. And the results of the t test calculation where the attractiveness variable obtained the t count 4.392 > t table 1.98861, so this can be said that the attractiveness variable is the most dominant variable influencing the dependent variable (Y), namely the purchase decision.  **Conclusion:** From the 3 independent variables tested for their influence on purchasing decisions, only trustworthiness partially has a positive but insignificant effect. This indicates that although beauty vloggers have honesty, trustworthiness and the ability to convey good messages in the field of vlogs they make, this is not the main reason respondents in this study bought Scarlett products. |

***Keywords:*** *Beauty Vlogger, Attractiveness, Trustworthiness, Expertise, Purchasing Decisions*

**1. INTRODUCTION**

Advances in information technology and communications such as the internet have led to changes in culture, lifestyle and social behavior in various aspects of life (Levin & Mamlok, 2021; George et al, 2021; Sun et al, 2023). Consumer behavior has changed following the development of increasingly modern times. The existence of different attitudes and values in generations raised in the era of internet technology is important to understand further in terms of the potential market which is quite large. In addition to being profitable for internet users, this progress is also considered profitable for business people to advance their business using increasingly sophisticated technology in order to compete in the business world. The convenience can be seen through the benefits received by business people, including maintaining customers and potential customers so that they know the variety of products offered, prices, product availability, and so on. This convenience is the main factor in the development of e-commerce, which has become increasingly important with advances in telecommunications and computer networks (Jain, Malviya & Arya, 2021).

Technological advances are also very influential in the promotional marketing mix, promotion is one of the variables that determine the success of a marketing program, because even though a product is of high quality if consumers have never heard of it and are not sure that the product will be useful to them, consumers will never buy it. Advertising is one of the important marketing activities for producers to get consumers (Qader et al, 2022). The biggest benefit of advertising is that it carries the message that the producer or marketer wants to convey to the general public. Promotion affects the purchasing decision process, promotion is one of the elements in the company's marketing mix which is utilized as an information communication and information flow made to inform, persuade and remind about the company's products, so as to direct someone to actions that create exchanges in marketing (Jasmani & Sunarsi, 2020). Indonesia is in population growth coinciding with equally unparalleled technological developments. Many companies are now starting to market their products or services directly using digital media advertising strategies, without using traditional media anymore such as TV, Radio, print media such as magazines, daily newspapers, billboards and so on. This development has also increased e-commerce in Indonesia. Some companies are starting to create e-commerce websites to market their products and services (Canover & Kartikasari, 2021; Muftiadi, 2022). Digital media advertising Indonesia is growing rapidly and improving the economy in Indonesia, just like in other Southeast Asian countries.

The development of technology encourages marketers to evolve, especially if they want to shine with marketing campaigns in the digital world. Of the many marketing strategies, one that is quite popular today is influencer marketing (Taylor, 2020; Mouritzen, Penttinen & Pedersen, 2024). The ability to make changes in human behavior is influence, and the person who does it is an influencer or influencer (Bognar, Puljic & Kadezabek, 2019). Influencers are people who have followers or a large enough audience on social media and they have a strong influence on their followers, such as artists, celebrities, bloggers, YouTubers and so on.

Influencer marketing is a marketing strategy that uses individuals who have a high influence on social media such as Instagram and YouTube. This strategy is an interesting way of promotion since Indonesians have a high average time using social media (Rasyid et al, 2025; Ramli et al, 2025). This will lead to their reduced attention to other electronic media such as television and radio, which will result in lower attention to advertisements on television or radio and other mass media. People's daily attention is now on social media (Wu, 2019). They are more interested in seeing content that is packaged in such a way and made as interesting as possible by an influencer. One popular and widely watched type of influencer in Indonesia is a beauty content influencer commonly called a beauty vlogger (Chen & Dermawan, 2020). Beauty vloggers are influencers who create beauty videos or content and publish their work on YouTube and Instagram. Vlogging has become an effective form of communication over the past few years. It is currently one of the most popular EWOM platforms and considered by online users as a trustworthy source among all sources in different media (López & Sicilia, 2014).

The rapid growth in the use of makeup in Indonesia is due to the increasing number of women who feel the need to use makeup, especially female students. The use of makeup has become a basic need for female students (Ishak et al, 2020; Sari et al, 2024; Rasheed, Baqir, & Ullah, 2024; Cui, Yang & Li, 2025). In general, female students in choosing cosmetics will consider the information they get, but the low introduction of products on television makes students look for other information such as on YouTube beauty vlogger channels. The beauty vloggers will not only promote the product, but they actually test the product so that the advantages and disadvantages of the product can actually be known by female consumers.

One of the most popular make-up products is the Scarlett. This product is a cosmetic company that has been established since 2017. This original Indonesian-made cosmetic has been popular in the country, especially for women and is quite popular with the Indonesian people, because this beauty product is claimed to be clinically tested for safety. Currently, many Indonesians prefer local brands originating from Indonesia (Chen & Dermawan, 2020). Apart from being more affordable, Indonesian local cosmetic brands are also currently more creative and innovative in releasing new products that have quality and variants that can be competitive with brands from abroad or international brands. The emergence of new brands both local brands and international brands that entered the Indonesian cosmetics industry also adds to the competition. Winning the competition in the cosmetics industry requires an effective marketing strategy approach (Sahota, 2014), including using beauty vloggers to promote and communicate the products offered.

This marketing strategy is increasingly being carried out by cosmetic industry owners. Because, some consumers in the digital era are saturated with brand messages that have been conveyed through television advertisements. Consumers are now looking for someone who is able to say what they are, and understands the world of beauty, someone they can communicate with (Hassan et al, 2021). Those characters can be found in a beauty vlogger. Beauty vloggers create video tutorials, giving makeup tips and tricks, and giving recommendations to consumers in choosing makeup that suits their skin type, which cannot be executed by brands through 30-second commercials.

**2. LITERATURE REVIEW AND HYPOTHESIS**

Beauty vloggers are figures who have qualifications or expertise in the field of beauty who provide information related to beauty products that they have used or in other words beauty vloggers provide their own experiences in the use of beauty products. Beauty vloggers are objective about the various products they use which means that the information conveyed can be both positive and negative about the products that have been used.

Beauty vloggers are beauty influencers who share reviews through video clips that are then posted on video sharing sites. Most of the clips of vloggers doing product reviews can now be found anywhere, even on their blog or social media pages linked to their YouTube channel. Beauty vloggers in creating content must pay close attention to several things that will make the viewers believe in what they convey. There are several dimensions or measures that a beauty vlogger must have which include attractiveness, trustworthiness, and experience. (Shimp, 2014).

When it comes to attractiveness, it is not just about physical attractiveness (AlFarraj et al, 2021). There are a number of positive characteristics that can be seen from within a beauty vlogger, such as intellectual skills, personality traits, lifestyle characteristics, athletic prowess, and so on. Attractiveness is an independent aspect that includes various unique traits that customers can observe, such as physical attractiveness, intelligence, personality, nature, and lifestyle (Giswandari, 2022). Attractiveness is a semblance of closeness, intimacy, physical attractiveness, and skill (Abidin & Suryani, 2020). The attractiveness of beauty vloggers is a mixture of similarity, closeness, and preference (Schouten, Janssen & Verspaget, 2021). In addition, attractiveness is related to social ideals and general appearance (Dion, 2022; Chaiken, 2022). As consumers find something in beauty vloggers that they find attractive, persuasion through identification occurs. This means that when consumers see something attractive in a beauty vlogger, they will identify with the beauty vlogger and tend to adopt the beauty vlogger's attitudes, behaviors, interests, or preferences.

Another factor that a beauty vlogger must have is trustworthiness which refers to the honesty, integration, and trustworthiness of the source (Garg & Bakshi, 2024). The level of honesty or trustworthiness of a beauty vlogger relies on the audience's perception of the beauty vlogger's intent (Chen & Dermawan, 2020). If consumers believe that a beauty vlogger is motivated purely out of self-interest, then the beauty vlogger is less persuasive, and vice versa. Therefore, trust is a very important indicator to affect consumer purchasing decisions as it will create long-term relationships (Ladhari, Massa & Skandrani, 2020; Manchanda, Arora & Sethi, 2022). Customer trust is a consumer reaction to the perceived discrepancy between expectations and actual performance in their use (Wiedyani & Prabowo, 2019).

Furthermore, expertise is another key factor that beauty vloggers must have. Social media is seen as a place to learn, not just entertainment but also how the videos created can provide information both formally and informally. Beauty vloggers are figures who have expertise in the field of aesthetics who provide information related to the beauty products they have used. In other words, a beauty vlogger provides their experience in using beauty products on social media. Beauty vloggers are objective about the various products they use so that the information conveyed can be both positive and negative from the products that have been used (Febriana, 2018). Many studies have proven that the more credible a person is, the easier the recipient of the message will understand it (Sui & Zhang, 2021; Teeny et al, 2021; Philipp-Muller, Lee, & Petty, 2022). This theory shows that beauty vloggers who are considered experts who have sufficient knowledge in the field of beauty, show that consumers are convinced based on their perceived credibility. Expertise is the knowledge, skills and experience possessed by an influencer that is related to the topic being advertised (Soeprapto & Semuel, 2018). Expertise can be associated with competence, qualification, expert ability, mastery and authority (Kim et al., 2018)

All aspects of the existing beauty vlogger will be able to give birth to purchasing decisions. Deciding means choosing one of two alternatives. Although marketers often refer to choosing between objects (goods, brands, stores, shopping places), consumers actually choose between alternative behaviours related to these objects (Sanjaya, 2015). Purchasing decisions are a form of consumer behavior in using or consuming a product. When buying or using a certain product, consumers will go through a process to make a decision, which is a reflection of how consumers analyze various kinds of inputs to make a decision to make a purchase. To reach the purchase stage, there are several steps in the buying process that must be passed by a consumer (Grewal & Roggeveen, 2020). Purchasing decisions are sparked by the recognition of problems that can arise from internal and external factors. The stronger the need felt by a person, the greater the motivation to fulfill these needs, then they will start to seek information about the product they need, where in this process they will also explore information about the company that provides the product (Haeruddin, 2024). Through the information gathering process, individuals will begin the evaluation process based on the information they get and then decide to buy the product they need.

The hypotheses proposed in this study include:

H1: attractiveness has an effect on purchasing decisions

H2: trustworthiness has an effect on purchasing decisions

H3: expertise has an effect on purchasing decisions

H4: attractiveness, trustworthiness and expertise simultaneously affect purchasing decisions

**3. material and methods**

This research uses a quantitative approach, by collecting primary data obtained through the survey method. Apart from that, this study aims to find a partial or simultaneous relationship between the research variables of attractiveness, trust, and expertise on purchasing decisions.

This research was conducted on consumers who use Scarlett beauty products in Makassar and was conducted for 3 months (December 2024 - February 2025). The research population refers to students of the Department of Management, Faculty of Economics, Makassar State University as many as 732 people. By using the Slovin formula, 88 respondents were obtained. Respondents were selected using purposive sampling with the criteria of having seen beauty vlogger videos and using Scarlett beauty products.

The Data was collected by distributing questionnaires to respondents and analyzed with SPSS to test validity, reliability, classical assumption test, multiple regression test, correlation analysis, and hypothesis testing.

**3. RESULTS AND DISCUSSION**

**3.1 RESULTS**

**3.1.1. Validity Test**

Prior to distributing questionnaires to the research sample, first test the validity and reliability of the instrument with the following results:

**Table 1. Validity Test**

| **Variable** | **Indicator** | **R**  **Count** | **R**  **Table** | **Description** |
| --- | --- | --- | --- | --- |
| Attractiveness | X1.1 | 0,682 | 0,195 | Valid |
| X1.2 | 0,670 | 0,195 | Valid |
| X1.3 | 0,590 | 0,195 | Valid |
| X1.4 | 0,666 | 0,195 | Valid |
| X1.5 | 0,654 | 0,195 | Valid |
| X1.6 | 0,713 | 0,195 | Valid |
| Trustworthiness | X2.1 | 0,744 | 0,195 | Valid |
| X2.2 | 0,739 | 0,195 | Valid |
| X2.3 | 0,872 | 0,195 | Valid |
| X2.4 | 0,650 | 0,195 | Valid |
| X2.5 | 0,651 | 0,195 | Valid |
| X2.6 | 0,686 | 0,195 | Valid |
| Expertise | X3.1 | 0,817 | 0,195 | Valid |
| X3.2 | 0,791 | 0,195 | Valid |
| X3.3 | 0,845 | 0,195 | Valid |
| X3.4 | 0,845 | 0,195 | Valid |
| X3.5 | 0,793 | 0,195 | Valid |
| X3.6 | 0,839 | 0,195 | Valid |
| Purchasing Decision | Y1 | 0,831 | 0,195 | Valid |
| Y2 | 0,844 | 0,195 | Valid |
| Y3 | 0,759 | 0,195 | Valid |
| Y4 | 0,669 | 0,195 | Valid |
| Y5 | 0,792 | 0,195 | Valid |
| Y6 | 0,768 | 0,195 | Valid |

Table 1 shows the results of the validity test on the question items on each indicator of the research variable. It can be concluded that all question items tested for validity are declared valid because R count is greater than R table (R table 0.361) and therefore can be used for data collection.

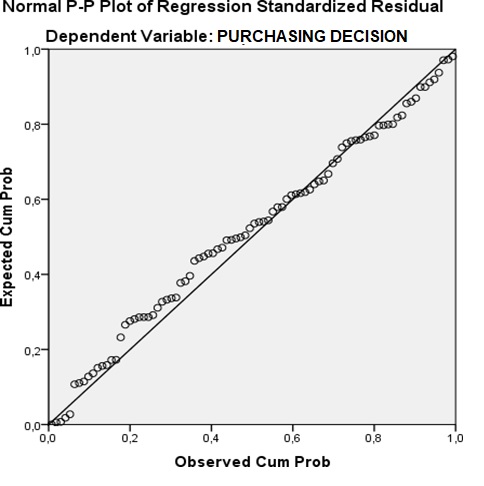
**3.1.2. Reliability Test**

**Table 2. Reliability Test**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Cronbach’s Alpha** | **Description** |
| Attractiveness | 0.741 | Reliable |
| Trustworthiness | 0.818 | Reliable |
| Expertise | 0.904 | Reliable |
| Purchasing Decision | 0.867 | Reliable |

Table 2 shows the results of the reliability test on all questions related to the research variables. Reliability test results using the Cronbach's Alpha method show that the Cronbach's Alpha value for each variable is at a value of 0.7, which means that all questions asked on the questionnaire are reliable.

**3.1.3. Normality Test**



**Figure 1. Normality Test**

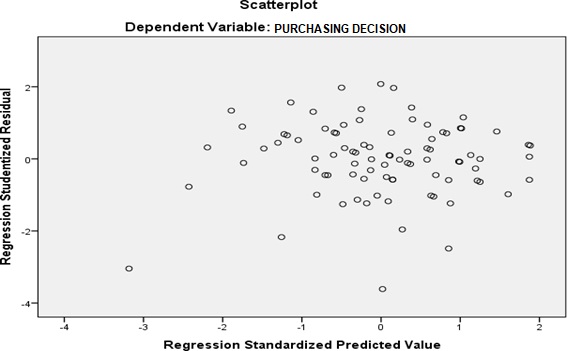
Based on the picture above, it can be concluded that the research data in the regression model has a normal distribution. This can be seen from the distribution of points around the regression line (diagonal) and the distribution of data points in the direction of following the diagonal line.

**3.1.4. Multicollinearity Test**

Further testing is to conduct a multicollinearity test. The test is used to determine whether or not there is a linear influence between the independent variables in the regression model. The requirement that must be met in the regression model is the absence of multicollinearity. Multicollinearity was assessed using the Variance Inflation Factor (VIF), where values below 10 indicate no multicollinearity. In general, if the tolerance value is greater than 0.100 and if (VIF) is less than 10,000 then the variable does not have a multicollinearity problem. From the results of the calculation of the tolerance value that has been done, the results show the same thing, there is no independent variable whose value is 0.10 or 10%, which means that there is no multicollinearity in the data tested.

**3.1.5. Heteroscedasticity Test**

The next step is to conduct a heteroscedasticity test which aims to determine whether there is an equal variance of the residuals for all observations in the regression model. A prerequisite that must be met in the regression model is the absence of heteroscedasticity symptoms. If the variance of the residuals from one observation to another is different, it is called heteroscedasticity. To detect the presence or absence of heteroscedasticity, it can be done by looking at the presence or absence of certain patterns in the scatterplot graph. Based on Figure 2, it can be concluded that there is no heteroscedasticity in this test because the scatterplot shows a random distribution of points without a clear pattern, indicating the absence of heteroscedasticity



**Figure 2. Heteroscedasticity Test**

**3.1.6. Multiple Linear Regression Analysis**

Multiple linear regression analysis as an analysis of preferences used to determine the effect of beauty vloggers on making purchasing decisions for Scarlett beauty products. Multiple linear regression is a statistical method used to form a relationship between the dependent variable and the independent variable. If the independent variables are more than one, the regression analysis uses multiple linear regression equations.

**Table 3. Multiple Linear Regression Test Results**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Unstandardized Coefficients | | | | Standardized Coefficients | T | Sig. |
| Model |  | B | Std. Error | Beta |
| 1 | (Constant) | -,705 | 3,064 |  | -,230 | ,819 |
| Attractiveness | ,613 | ,140 | ,477 | 4,392 | ,000 |
| Trustworthiness | ,033 | ,144 | ,025 | ,227 | ,821 |
| Expertise | ,339 | ,125 | ,270 | 2,713 | ,008 |

a. Dependent Variable: purchasing decision

The multiple linear regression equation is:

Y = -0.705 + 0, 613X1 + 0, 033X2 + 0.339X3

1. Constant of -0.705 if there is no Attractiveness, Trustworthiness, and Expertise, the purchasing decision variable will remain at -0.705
2. b1 = X1 regression coefficient of 0.613 states that every additional 1% value will increase the value of consumer purchasing decisions by 0.613 assuming X2, and X3 are constant.
3. b2 = X2 regression coefficient of 0.033 states that every additional 1% value will increase the value of consumer purchasing decisions by 0.033 assuming X1 and X3 values are constant.
4. b3 = X3 regression coefficient of 0.339 states that every additional 1% value will increase the value of consumer behavior by 0.339 assuming X1 and X2 values are constant.

**3.1.7. Correlation Analysis**

**Table 4. Correlation Analysis Test Results**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,677a | ,458 | ,439 | 3,210 |

1. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness
2. Dependent Variable: Purchasing Decision

Based on the table above, it states that in the correlation coefficient column (R) a result of 0.677 was found, which is in the interval between 0.60 - 0.799. These results can be concluded that the relationship between the independent variables (attractiveness, trustworthiness and expertise) and the dependent variable (Purchase Decision) has a strong level of relationship.

**3.1.8. Partial Effect Significance Test (t test)**

The t test is used to test the significance of the relationship between variables X and Y, whether the variables Attractiveness (X1), Trustworthiness (X2), and Expertise (X3) really affect the Purchasing Decision variable (Y) separately.

**Table 5. Significance Test of Partial Effect**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Unstandardized Coefficients | | | | Standardized Coefficients | T | Sig. |
| Model |  | B | Std. Error | Beta |
| 1 | (Constant) | -,705 | 3,064 |  | -,230 | ,819 |
| Attractiveness | ,613 | ,140 | ,477 | 4,392 | ,000 |
| Trustworthiness | ,033 | ,144 | ,025 | ,227 | ,821 |
| Expertise | ,339 | ,125 | ,270 | 2,713 | ,008 |

1. Dependent Variable: Purchasing Decision

Based on the table above, it can be found that:

1. X1 Attractiveness = a significance value of 0.000 is smaller than 0.05, which means that the Attractiveness variable has an influence on purchasing decisions.
2. X2 Trustworthiness = a significance value of 0.821 greater than 0.05, which means that the Trustworthiness variable has no influence on purchasing decisions.
3. X3 Expertise = a significance value of 0.008 is smaller than 0.05, which means that the expertise variable has an influence on purchasing decisions.

**3.1.9. Simultaneous Significance Test (F Test)**

In this study, the F test was used to determine the significance level of the influence of the independent variables simultaneously on the dependent variable.

**Table 6. Simultaneous Significance Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model |  | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 731,199 | 3 | 243,733 | 23,651 | ,000b |
| Residual | 865,665 | 84 | 10,306 |  |  |
| Total | 1596,864 | 87 |  |  |  |

1. Dependent Variable: Purchasing Decision
2. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness

From the table above, it shows the probability of significance of 0.000, which is smaller than 0.05 states that the independent variables, namely attractiveness, trustworthiness and expertise, are significant to the purchasing decision.

**3.1.10. Coefficient of Determination (R2)**

The coefficient of determination essentially measures how far the model's ability to explain the dependent variables. The coefficient of determination is defined as the contribution of the influence given by the independent variable (X) to the dependent variable (Y). The coefficient of determination can be used to predict how much influence the independent variable contributes to the dependent variable. To determine whether there is an influence of the independent variables simultaneously with the dependent variable, it can be seen from the value of the coefficient of determination (R2) found in Adjusted R Square 0.439 (Table 4). This shows that the percentage of influence of the independent variable is 43.9%. While the remaining 56.1% is influenced or explained by other variables not included in this research model.

**3.2. DISCUSSION**

1. The Attractiveness variable (X1) has a positive and significant influence on Purchasing Decisions (Y) with a t count of 4.392 and a significance value obtained of ,000 <0.05. The Attractiveness variable (X1), is a variable that influences purchasing decisions with a regression coefficient value of 0.613. This means that the attractiveness variable has a positive influence on purchasing decisions and explains that if the attractiveness regression coefficient value is higher, the purchasing decision will also increase. Attractiveness and purchasing decisions have a close relationship (Yuan & Lou, 2020; Kim & Park, 2023). The physical allure of celebrities or beauty vloggers can enhance the product image as long as the product characteristics match the image of the beauty vlogger (Childs, 2022). Purchasing decisions caused by the attractiveness of the product or service offered are a mental impulse for consumers that reflects a plan to purchase a product for a particular brand.

Research results on questionnaires distributed to respondents proved that the majority of respondents were attracted by the appearance of beauty vloggers who reviewed Scarlett products. Attractiveness is very important. The physical appearance of the beauty vlogger is one part of the attractiveness. Consumers will tend to form a positive impression and trust more in what is conveyed by beauty vloggers with attractive physical appearance. By using a beauty vlogger as an advertising star for a product, the attractiveness possessed by the beauty vlogger has become an important dimension of the product being represented. Physical attractiveness will tend to have a persuasive impact on people who see it (Kim & Kim, 2021) so that it can influence audience opinion in evaluating products.

The questionnaire distribution results also showed that there were several respondents who expressed their disagreement. This is because these respondents feel that they have their own make-up standards, for example, some only like natural, bold to flawless make-up and some are even interested in make-up character tutorials depending on the individual's personality. Furthermore, the reason for their disagreement is based on the consideration that in meeting the needs in makeup is the type, color and skin problems of each person are different.

Although some respondents disagreed with the statements in the questionnaire, in this study it can be concluded that attractiveness is one of the important considerations for the audience before finally deciding to make a purchase decision for Scarlett beauty products.

1. The Trustworthiness variable (X2) has a positive yet not significant influence on Purchasing Decisions (Y) with a regression coefficient of 0.033 with a t count of 0.227 and a significance value obtained of 0.821> 0.05. This shows that trust in a beauty vlogger is not the main factor influencing their purchasing decisions. This means that the higher the level of customer trust, it does not have a significant influence on the level of purchasing decisions. Trustworthiness is so important for beauty vloggers to convince viewers (Garg & Bakshi, 2024), when viewers feel that the beauty vlogger, they see does not match what he says, does not match what he does and does not match the product, then the viewer will not believe what the beauty vlogger means. This means that the level of trust that is owned will affect purchasing decisions. However, in this study this factor was not very influential. This was due to some respondents considering that beauty vloggers sometimes exaggerate information, linguistic styles that are difficult to understand and are hesitant in conveying information related to Scarlett products.

The results of research on questionnaires distributed to respondents showed that there were several respondents who expressed their disagreement with the confidence of beauty vloggers when communicating. A person's confidence in communicating is quite influential in attracting the interest of the audience to eventually get more attention from the audience (Brogan & Smith, 2020). Beauty vloggers in explaining products should be without hesitation to make them look confident. As a Beauty Vloggers, confidence is needed, because the videos she will show will be watched by many people and therefore she must appear confident. This is one of the respondents' considerations why they chose to buy Scarlett's beauty products.

Furthermore, a small number of respondents expressed their disagreement with the trustworthiness variable question in the questionnaire. They think that beauty vloggers have not explained what it is and seem to exaggerate so they find it quite difficult to trust the beauty vloggers (Chen & Dermawan, 2020). If there are flaws in Scarlett products, they should mention it, and vice versa, if there are advantages, they should also be conveyed but not in an exaggerated manner.

The results of statistical tests and analysis of the statements on the questionnaire show that although most respondents have considered that although beauty vloggers have honesty, trustworthiness and the ability to convey good messages in the field of vlogs they make, this is not the main reason for buying Scarlett products.

1. Expertise variable (X3) has a significant influence on Purchasing Decisions (Y) with a regression coefficient of 0.339 with a t count of 2.731 and a significance value obtained of 0.008 <0.05. In accordance with Shimp (2014), expertise refers to the knowledge, skills and experience possessed by an endorser who is associated with the brand being supported. An endorser who is accepted as an expert on the brand he supports will be more persuasive in attracting an audience than an endorser who is not accepted as an expert. The expertise of an endorsers affects the level of consumer confidence in the product (Schouten, Janssen & Verspaget, 2021), so this is an important factor in increasing the effectiveness of the process of delivering marketing messages from producers (companies) to consumers.

The results of research on questionnaires distributed to respondents prove that respondents are interested in beauty vloggers who have skills in the field of makeup, who are skilled in providing tips for various types of faces so that they can look thin and are experts in combining new colors for makeup. Furthermore, the respondents consider that beauty vloggers have a passion in the field of makeup, whether it is skilled in reviewing cosmetic products or brands, skilled in sharing tips on makeup and skilled in making makeup tutorials where this is a plus to be able to convince viewers to make purchases.

A person may be more easily persuaded if the sources of persuasion are quite credible and experts in their fields. Consumers will usually trust more and tend to accept well the messages conveyed by people who have credibility (Trivedi et al, 2020). Beauty Vlogger is a person who is considered credible in their field and can be trusted in conveying information about makeup that can influence the level of sales of Scarlett products, where beauty vloggers provide reviews related to the makeup products they use, which can influence purchasing decisions that will impact customer satisfaction and customer loyalty (Haeruddin, 2024; Riu & Haeruddin, 2024).

**4. CONCLUSSION**

1. Attractiveness, Trustworthiness and Expertise simultaneously have a significant effect on purchasing decisions for Scarlett beauty products.
2. Partially, Attractiveness and Expertise have a positive and significant effect on purchasing decisions for beauty products, while Trustworthiness have positive but insignificant effect on purchasing decisions for beauty products.
3. Based on the multiple linear regression coefficient values, Attractiveness is the most dominant variable influencing purchasing decisions for Scarlett beauty products.

**Disclaimer (Artificial intelligence)**

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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