

ABSTRACT

Siti Jingga Briliana (2014/14059209): *The Influence of Parasocial Interaction Youtube Vlogger, Brand Image, Brand Value and Price Toward Purchase Intention Maybelline Product (Study at Consument cosmetic in Padang)*

Supervisor : **1. Abror, SE, ME, Ph.D.**
2. Gesit Thabrani, SE, M.T

The purpose of this research are to analyze : (1) The effect of parasocial interaction youtube vlogger on purchase intention Maybelline product in Padang (2) The effect of brand image on purchase intention Maybelline product in Padang (3) The effect of brand value on purchase intention Maybelline product in Padang (4) The effect of price on purchase intention Maybelline product in Padang

The type of this research is causative research. The population on this research is all of consument of cosmetic who ever watch youtube vlogger Abel Cantiks . The total sample of this research was 160 person with online survey. The result of research shows that (1) Parasocial Interaction Youtube Vlogger has significant effect on Purchase Intention Maybelline product in Padang (2) Brand Image has significant effect on Purchase Intention Maybelline product in Padang (3) Brand Value has significant effect on Purchase Intention Maybelline product in Padang (4) Price has significant effect on Purchase Intention Maybelline product in Padang

The conclusion is parasocial youtube youtube vlogger, brand image, brand value, and price have significant effect on purchase intention. Price has higher influence on purchase intention in this research. For the future research is better to explore more about variable that can influence purchase intention.

Keyword : *Parasocial Interaction Youtube Vlogger, Brand Image, Brand Value, Price, Purchase Intention.*

ABSTRACT

Siti Jingga Briliana (2014/14059209): *Pengaruh Parasocial Interaction Youtube Vlogger, Brand Image, Brand Value dan Harga terhadap minat beli produk Maybelline (Study kasus pada konsumen kosmetik di Kota Padang)*

Supervisor

**: 1. Abror, SE, ME, Ph.D.
2. Gesit Thabrani, SE, M.T**

Tujuan dari penelitian ini adalah untuk menganalisis : (1) Pengaruh dari dari parasocial interaction youtube vlogger terhadap minat beli produk Maybelline di Kota Padang (2) Pengaruh dari brand image terhadap minat beli produk Maybelline di Kota Padang (3) Pengaruh dari brand value terhadap minat beli produk Maybelline di Kota Padang (4) Pengaruh dari harga terhadap minat beli produk Maybelline di Kota Padang

Jenis penelitian ini adalah kausatif. Populasi pada penelitian ini adalah semua konsumen kosmetik yang pernah menonton video youtube vlogger Abel Cantika. Total sample pada penelitian ini adalah 160 orang. Penelitian ini menunjukkan bahwa (1) Parasocial Interaction Youtube Vlogger berpengaruh signifikan terhadap minat beli produk Maybelline di Kota Padang (2) Brand image berpengaruh signifikan terhadap minat beli produk Maybelline di Kota Padang (3) Brand value berpengaruh signifikan terhadap minat beli produk Maybelline di Kota Padang (4) Harga berpengaruh signifikan terhadap minat beli produk Maybelline di Kota Padang.

Jadi, parasocial youtube youtube vlogger, brand image, brand value, dan harga berpengaruh signifikan terhadap minat beli. Harga mempunyai pengaruh paling besar terhadap minat beli pada penelitian ini. Untuk penelitian selanjutnya diharapkan dapat mencari lebih banyak variabel tentang minat beli.

Keyword : Parasocial Interaction Youtube Vlogger, Brand Image, Brand Value, Harga, Minat Beli.