

The Influence of Brand Image and Message in Makeup Tutorial Videos on Cosmetic Purchase Decisions

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Abstract

One of the sources of cosmetic product information that is easily accessible to consumers is the Youtube video-sharing website. Through Youtube, consumers can find information about cosmetic products through makeup tutorial videos made by *beauty teachers*. This research discusses the scope of communication in the field of marketing. Using social learning theory, researchers discuss brand image, communication messages, and purchase decisions. The brand image consists of three dimensions, namely *favorability of brand association*, *strength of brand association*, and *uniqueness of brand association*. Communication messages consist of two dimensions, namely verbal messages and non-verbal messages. Meanwhile, the purchase decision consists of five dimensions, namely need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. The object in this study is a female population of DKI Jakarta aged 20 – 34 years. Based on the data processing carried out, the research results obtained the influence of brand image on cosmetic purchase decisions by 43.7% and the influence of messages in makeup tutorial videos on Youtube on cosmetic purchase decisions by 29.8%. Meanwhile, the brand image and the message in the makeup tutorial video on Youtube together can influence the decision to buy cosmetics by 50%. This study led to the conclusion that the brand image and message in makeup tutorial videos on Youtube can partially influence the decision to buy cosmetics significantly. In addition to the brand image and the message in the video tutorial makeup, simultaneously on Youtube can significantly influence the decision to buy cosmetics.

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INTRODUCTION

Brand image is several beliefs about the existence of a brand as a form of the result of marketing communication activities carried out by companies or organizations. (Kotler and Keller, 2021:346) If the marketing programs of a company or organization are strongly connected, structured and run well, and can associate brand uniqueness in consumers' memories as Keller (2023:70) argues, then a positive brand image can be formed. Therefore, a company or organization must be able to attach a strong positive brand image in the minds of consumers, so that the brand image can influence consumer behavior towards the brand, including their purchase decisions.

In today's times, consumer behavior has changed. In their book, Schiffman and Kanuk (2020: 3-8) explain that the digital revolution can affect consumer behavior. Nowadays consumers have more access to collect information about a product or brand, besides consumers are considered to have become more powerful so that they do not only receive information provided by marketers passively.

In digital development, one of the sources of information that can be easily accessed by consumers is sites on the internet, including Youtube as a video sharing website. Youtube allows its users to find, watch, and share various videos, both promotional or advertising videos, music clip videos, user creativity videos, product review videos, and instructional videos better known as tutorial videos. Through tutorial videos, Youtube users can watch videos that explain how or instructions to use an object by demonstrating it directly, one of which is how or how to apply make-up.

In general, the perpetrator in the makeup tutorial will provide brand recommendations for a product category, how to use it, and the results that will be obtained from the use of cosmetics as a message in the video. Through the existing makeup tutorial videos, it is hoped that Youtube users can obtain information about a product and brand so that it makes it easier for users to choose cosmetic tools.

Solid developments in the cosmetics industry in Indonesia as triggered by the Ministry of Industry on its official website (2022) have also had an impact on the emergence of a number of beauty teachers¹ as makeup tutorial video actors on Youtube in Indonesia. Beauty gurus on Youtube are examples of individuals who play their role as brand advocates². In Levesque (2024) it is explained that based on a Zubrence study, a brand advocate can increase more sales of a product by 33%.

¹ A term for someone who is considered an expert in providing information about cosmetics.

² A customer who is very satisfied with a product or brand and voluntarily recommends his favorite brand to others.

The explanation above shows that beauty teachers as actors in makeup tutorial videos can influence consumer attitudes. Consumers or video observers will imitate the behavior of the model as a form of learning through observation (observational learning). According to Nasuhah (2016, accessed on February 5, 2024) social learning theory or social cognitive theory refers to the idea that most human learning occurs in a social environment, with an individual observing others to acquire knowledge, rules, skills, strategies, beliefs and attitudes. An individual will observe a model or example to learn a behavior and the consequences of the behavior he performs. Then the individual will imitate the model's behavior according to his or her belief in their abilities and the expected outcome of the action to be performed.

In the process of searching for information through makeup tutorial videos on Youtube, consumers as Youtube users will observe video messages containing opinions or reviews of the brand as well as how to use them and the results of makeup instructed by beauty teachers as models in social learning theory. If consumers can follow and find their desires in accordance with the message conveyed by the beauty teacher, then consumers will act like the message in the makeup video. An example is when consumers use products or cosmetic brands used by beauty gurus to meet consumer needs.

Efforts to meet or satisfy the needs that occur in consumers according to Kotler and Keller (2021:166) are part of consumer behavior. Consumer behavior describes how individuals, groups, and organizations choose, buy, and use goods or services. In consuming products or services, consumers often make decision-making actions called purchase decisions. A purchase decision occurs when a consumer chooses an action from two or more available alternatives, including when a consumer chooses a cosmetic brand. Therefore, according to researchers, the message conveyed by the beauty teacher in the makeup tutorial video on Youtube also plays a role in the purchase decision process as consumer behavior when buying cosmetics.

LITERATURE REVIEW

Marketing Communications

In his book, Soemanagara (2018:4) explained that marketing communication is defined as a communication activity aimed at conveying messages to consumers and customers using a number of media and various channels that can be used. According to Kotler and Amstrong (2022:116), marketing communication has a mix that is a specific combination of advertising, sales promotion, public relations, personal sales, and direct marketing as its main promotional means used for a company to communicate customer value persuasively and build its customer relationships.

Based on some of the definitions above, it can be concluded that marketing communication is an effort made by the company as a marketer in building relationships with

customers as well as persuasive delivery of values through various media and channels aimed at target groups or customers, including the values of the brand or product. In marketing communication activities, a company will need promotional means described in the concept of integrated marketing communication.

Social Learning Theory

Social learning theory or social cognitive theory is a theory that has been developed by Albert Bandura. According to Mulyadi (2016:42), social learning theory focuses on observing the behavior carried out by individuals in interacting with other individuals. Through social situations, an individual's social behavior can be formed. Social Learning Theory can be categorized into theoretical concepts, basic assumptions and modeling functions.

1) Theoretical concepts

In Hapsari (2016:72) it is explained that Albert Bandura's social learning theory is based on 3 concepts as follows:

a. Reciprocal deterministic

This concept explains that human behavior is formed from the relationship between the environment, the individual, and the behavior. Therefore, reciprocal determinism is the basis of social learning theory in understanding behavior.

b. Beyond reinforcement

This concept explains that every behavior does not always use reinforcement or reinforcement in its formation. Reinforcement is important in determining whether behavior will continue to occur or not, but it is not the only factor that shapes behavior. This happens when an individual can learn a behavior just by observing and then repeating what he observes.

c. Self regulation/cognitive

This concept explains that human beings as individuals can regulate themselves, influence behavior through environmental regulation, create cognitive support, and have consequences for their own behavior.

2) Basic assumptions of the theory

Meanwhile, in Laila (2015, accessed on February 18, 2024) it is explained that Albert Bandura's social learning theory is based on 3 (three) assumptions as follows:

a. Individuals learn by imitating what is in their environment, especially the behaviors of others.

The behavior of others that imitate is referred to as model behavior or exemplary behavior. If the imitation is strengthened, then the imitation behavior will become his behavior. The learning process is based on individual cognitive processes and decision-making skills.

b. There is a close relationship between students and their environment. Learning occurs in the relationship between three parties, namely the environment, behavior, and personal factors.

- c. The learning outcomes are in the form of visual and verbal behavior codes that are manifested in daily behavior.

Albert Bandura assumes that every individual learns through direct experience or observation and then emulates a model³. Therefore, social learning theory or social cognitive theory focuses on the concept of modeling. Through modeling, an individual seeks to become someone who is the same as others. The observer sees what the model is doing, pays attention to what the consequences of the behavior are for the model, remembers what he has learned, makes inferences about the behavior, then adopts that behavior in the behavior it will perform.

3) Modeling Function

According to Dale H. Schunk (in Nasuhah, 2016, accessed on February 5, 2024) Albert Bandura distinguishes 3 main functions of modeling as follows:

- a. Facilitation of response

Response facilitation occurs when individuals learn a variety of skills and behaviors that they did not do before. Response facilitation refers to the actions modeled by a model that act as social incentives for observers to behave through the example. This happened without the observer realizing it.

- b. Barrier or elimination of barrier

Obstacles occur when the model experiences negative consequences for its actions, so it will prevent the observer from taking those actions. Obstacles can be removed when the model does not experience negative consequences for its actions, so it will advise the observer to take such actions. That way the observer can strengthen or weaken the obstacles in practicing the behavior that has been learned.

- c. Observational learning

Observational learning occurs when an observer shows a new pattern of behavior that he or she does not have before being exposed to model behaviors. Observational learning through modeling consists of 4 stages, namely attention, retention, production, and motivation. Observational learning as one of the modeling functions is described as follows:

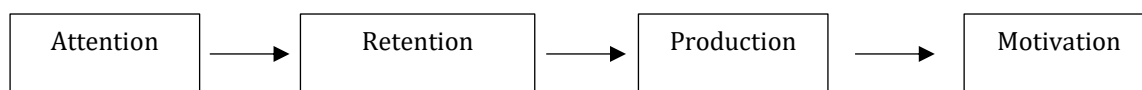


Figure 1. Observational Learning Process Picture

Source: Nasuhah (2016)

³ The whole process that occurs when behavior is modeled by others.

Attention, at this stage the observer pays attention to events that are considered relevant, so that these events are seen as something that can be understood. An individual as an observer can observe a lot of activity at any given moment.

Retention, at this stage an observer needs to organize, repeat, code, and transform the information-information of the model to be stored in memory. Observational learning presents two forms of knowledge storage, namely pictures, verbal, or both. Images are considered important for activities that are not easily described through words, such as motor skills. While verbal is considered important to explain rules or procedures as cognitive skills. In addition, Bandura revealed that the role of strong words, names, or shadows with modeled activities is important in studying behavior.

Production, this stage is a practice, where an observer will translate the visual concepts (images) of the modeled action into a real behavior, while the shadow or verbal codes in memory guide the actual behavior that the observer has just acquired.

Motivation, at this stage an observer will maintain a behavior if there is a motivation that functions as reinforcement.

Brand Image

Kotler together with Keller (2021:403) defines brand image as the perception and belief that an individual as a consumer holds towards a brand, as reflected by associations⁴ in consumer memory. Brand image is one of the requirements of a strong brand existence and is considered a relatively consistent perception for a long period of time. Therefore, the image of a brand must be clearly formed and have a difference or advantage when compared to other brands, because it will be inherent in the minds of consumers, and it is not easy to change the brand image that has been formed.

In addition to the components of the brand image described earlier, Keller (2023: 71) explained that there are factors that support the formation of a strong brand image associated with brand associations as follows:

- 1) *Favorability of brand association*, explained as one of the shaping of brand image, causing a product to have its own appeal to its consumers. This factor is a brand association that comes from consumer trust in the attributes⁵ and benefits that can be provided by the brand in meeting or satisfying consumer needs and desires so that it can form a positive attitude towards the brand.

⁴ All impressions that appear in a person's mind are related to his or her memory of a brand.

⁵ Something that is inherent and can give a clear picture of the product.

- 2) *Strength of brand association*, It depends on how the information can enter and be stored in the consumer's memory, in addition to how the brand association can survive as part of a brand's top image. The power over brand associations in consumer memory is obtained when a consumer actively seeks and receives information about a product or service. In creating the strength of brand associations, companies as marketers can achieve it through marketing communication mix activities (promotion mix).
- 3) *Uniqueness of brand association*, In the competition that takes place in the market, a brand must have a competitive advantage that can be a reason for consumers to choose a brand over other brands. Therefore, positioning the brand by emphasizing the advantages that the brand can offer from its image is important. Through advantages that can distinguish one brand from another, it can be an advantage for producers and consumers. The uniqueness of a brand association depends on two factors, namely:
 - a. *Point of parity*, It is the extent to which the associations of a brand have elements in common with other brand associations.
 - b. *Point of difference*, It is an attribute or benefit associated with a brand that is considered positive and believed that consumers cannot find it in a competitor's brand.

Purchase Decision

According to Schiffman and Kanuk (2020:485), a purchase decision is a selection activity for several alternative options, meaning that when a person is in the decision-making process, alternative options must be available. According to Samarwan (in Kuncoro and Adithya, 2010, accessed January 27, 2024), a purchase decision that occurs in a consumer is a decision on the choice of action from two or more alternatives.

According to Kotler and Armstrong (2022:177), an individual as a consumer in carrying out purchasing activities must go through five stages that he can do in no particular order. The stages consist of:

1) Problem introduction

The first stage begins when a consumer recognizes a problem or need. The problem is felt by consumers when there is a difference between the actual state and the desired state. Consumer needs can be caused by internal or external stimuli. Internal stimuli come from the consumer's normal needs, while external stimuli come from outside or other parties.

2) Information search

Once a consumer is aware of a need, consumers will be encouraged to look for a number of information related to products that can meet their needs. The search for information is divided into two levels. The first is the increased level of attention where this level is characterized by a consumer searching for information related to the product only. While the second is the level of

active information search, which is when a consumer searches for information from all sources, whether through reading materials, calling others, and so on. A consumer in this tier can obtain the following sources of information:

- a. Personal sources, consisting of family, friends, neighbors, or acquaintances.
- b. Commercial sources consisting of advertisements, sellers, distributors, or store displays.
- c. Public sources, consisting of mass media or organizations.
- d. The source of experience consists of parties who handle, study, and use the product.

3) Evaluation of alternatives

The next stage is when a consumer will face a number of choices regarding the product he or she obtains in the information search stage. At this stage, a consumer compares products to overcome the problems faced and meet their needs, as well as motivate purchasing decisions.

4) Purchase decision

After consumers form a preference for the products in their selection set, then consumers decide to buy a product that has been chosen. In this stage, consumers will be influenced by two variables as follows:

- a. The attitude of others, where other people's preferences towards a product can influence a consumer in a purchase decision. When a person's response to a product is positive, it will be a positive reference for others, while when someone's response to a product is negative, it will be a negative reference for others.
- b. Unforeseen circumstances, where there are unexpected factors that arise and can change a consumer's purchase intention.

5) Post-purchase behavior

At the last stage of the purchase decision, which is after a consumer purchases a product, the consumer will experience satisfaction or dissatisfaction. Satisfaction with the product will result in a greater likelihood of consumers making repeat purchases.

Hypothesis

According to Unaradjan (2013:93), the hypothesis in the study is a provisional answer to the formulation of the problem proposed by the researcher, which is described from the theoretical foundation or theoretical study and still needs to be tested for correctness. Based on the problems in this study, the formulation of the research hypothesis is as follows:

H₁ : There is an influence of brand image on cosmetic purchase decisions.

H₂ : There is an influence of the message in the makeup tutorial video on Youtube on the decision to buy cosmetics.

H₃ : There is an influence of brand image and message in makeup tutorial videos on Youtube on cosmetic purchase decisions.

METHODS

The object in this study is a female population of DKI Jakarta aged 20 – 34 years. Overall, this study examines the influence of the brand image of a cosmetic brand and the message in the makeup tutorial video on Youtube on the decision to purchase cosmetic products for women in DKI Jakarta.

The female population was chosen because according to the Ministry of Industry (2016, diaskes on February 28, 2024) the cosmetics industry targets women as the main target consumers. Meanwhile, according to Kompas.com based on research that has been conducted in nine cities in Indonesia from February to March 2022, it shows that women in the age range of 20 – 34 years are active users of cosmetics (2022, accessed on February 28, 2024).

Based on the problems raised in this study, the researcher conducted a study with correlational quantitative research. Quantitative research is research that explains or describes a problem whose results can be generalized. According to Kriyantono (2020:55), the results of quantitative research are representative of the entire population in the study. Quantitative research was chosen because the researcher wanted to find out the influence of brand image and message in makeup tutorial videos on the decision to buy cosmetics among DKI Jakarta female residents. Correlational descriptive studies were chosen because the researcher wanted to know the relationship between two or more variables and the extent to which one variable relates to other variables.

While the research method used in this quantitative research is a survey. According to Kerlinger (in Unaradjan, 2013:109), the survey research method is research conducted on large and small populations, but the data studied is data from samples obtained from the population.

The variables used in this research consist of independent variables and dependent variables. The independent variable is the influencing variable, while the bound variable is the influencing variable. In the study entitled "The Influence of Brand Image and Messages in Makeup Tutorial Videos on Youtube on Cosmetic Purchase Decisions", brand image is the first independent variable (X1), the message in the makeup tutorial video on Youtube is the second independent variable (X2), while the purchase decision is the bound variable (Y).

The sampling technique used in this study is non-probability sampling, where this sampling technique does not provide an equal opportunity to each member of the population to

be used as a research sample. The non-probability sampling used is purposive sampling. According to Unaradjan (2013:121), purposive sampling is used by researchers if the researcher has certain considerations in sampling to achieve certain goals.

RESULTS AND DISCUSSION

Some *of the beauty* professors on Youtube are Michelle Phan with 8,883,779 subscribers, Bethany Mota with 10,339,824 subscribers, Jaclyn Hill with 4,054,555 subscribers, Carli Bybel with 5,303,898 subscribers, Desi Perkins with 2,310,279 subscribers, Katy DeGroot or "LustreLux" with 1,711,297 subscribers, Laura Lee with 2,749,222 subscribers, Manny MUA with 2,803,385 subscribers, Casey Holmes with 1,387,738 subscribers, Nicole Guerriero with 2,816,011 subscribers, and KathleenLights with 3,203,066 subscribers.

Validity Test

The researcher calculated the validity level using the Pearson Product Moment formula in the IBM SPSS Statistic 20.0 computer program. Based on the Pearson Product Moment formula, a provision is obtained for the value of r calculated, namely if r calculated > 0.361 , then the variable is considered valid. However, if r calculates < 0.361 , then the variable is considered invalid.

Based on the results of the table calculation, it is known that the researcher obtained the results of the validity test of the brand image variable, where all items of the brand image variable statement have an r calculation of > 0.361 . Therefore, it can be known that the brand image variable is valid.

Reliability Test

Based on the calculation results, it is known that the researcher obtained the results of the reliability test on the brand image variable has a Cronbach's Alpha value of 0.872, the message variable in the makeup tutorial video on Youtube has a Cronbach's Alpha value of 0.942, and the purchase decision variable has a Cronbach's Alpha value of 0.866. The three results show that Cronbach's Alpha value is greater than 0.6 so that each statement of the variable is considered reliable. Therefore, the existing statement items can be included as a questionnaire.

Correlation Analysis

Based on the Table 1, it is known that the variable (X1) brand image has a strong relationship with the variable (Y) of purchase decision of 0.659 or 65.9% and the variable (X2) message in the makeup tutorial video on Youtube has a strong relationship with the variable (Y) of the purchase decision of 0.622 or 62.2%.

Table 1. Correlation Analysis Results

		CM	PV	KP
CM	Pearson Correlation	1	.647**	.659**
	Sig. (2-tailed)		.000	.000
	N	400	400	400
PV	Pearson Correlation	.647**	1	.622**
	Sig. (2-tailed)	.000		.000
	N	400	400	400
KP	Pearson Correlation	.659**	.622**	1
	Sig. (2-tailed)	.000	.000	
	N	400	400	400

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

Multiple Correlation Analysis

Based on the Table 2, it is known that the variable (X1) brand image and the variable (X2) message in the makeup tutorial video on Youtube together have a strong relationship with the variable (Y) of the purchase decision, which is 0.707 or 70.7%.

Table 2. Multiple Correlation Analysis

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.707 ^a	.500	.497	.37471	.500	198.421	2	397	.000
a. Predictors: (Constant), PesanVideo, CitraMerek									
b. Dependent Variable: KepPembelian									

Multiple Regression Analysis

Based on the Table 3, it is known that the value of a is 1.153, the value of b1 is 0.437, and the value of b2 is 0.298. The regression coefficient value in column B for the brand image variable shows a figure of 0.437 and for the message variable in the makeup tutorial video on Youtube shows a figure of 0.298 which explains that there is an increase in purchase decisions of 43.7% after the brand image and 29.8% after the message in the makeup tutorial video on Youtube. Thus, a multiple linear regression equation can be formed as follows:

$$Y = a + b_1 X_1 + b_2 X_2 \text{ or } Y = 1,153 + 0,437 X_1 + 0,298 X_2$$

Table 3. Multiple Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.153	.146		7.896	.000
	CM	.437	.046	.442	9.489	.000
	PS	.298	.041	.336	7.215	.000

a. Dependent Variable: KP

Hypothesis Test (t test)

Based on the Table 4, it is known that the calculated t obtained for the variable (X1) of the brand image is 9,489 and the variable (X2) of the message in the makeup tutorial video on Youtube is 7,215, while the t of the table obtained is 1,966. Because t count variable (X1) brand image $9,489 > t$ table 1,966 and t count variable (X2) message in makeup tutorial video on Youtube $7,215 > t$ table 1,966 and variable (X1) brand image and variable (X2) message in makeup tutorial video on Youtube partially both have a Sig value of < 0.05 , then reject H_0 and accept H_a , namely there is an influence of brand image on cosmetic purchase decisions and there is an influence of messages in makeup tutorial videos on Youtube on cosmetic purchase decisions.

Table 4. T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.153	.146		7.896	.000
	CM	.437	.046	.442	9.489	.000
	PV	.298	.041	.336	7.215	.000

a. Dependent Variable: KP

Hypothesis Test (f test)

Based on the Table 5, it is known that the calculated f obtained is 198.421 while the f table obtained is 3.02. Because f calculates $198.421 > f$ table 3.02 and the variable (X1) brand image and variable (X2) message in the makeup tutorial video on Youtube simultaneously have a Sig value of < 0.05 , then reject H_0 and accept H_a , that is, there is an influence of the brand image and message in the makeup tutorial video on Youtube on the decision to purchase cosmetics.

Table 5. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.719	2	27.860	198.421	.000 ^b
	Residual	55.741	397	.140		
	Total	111.460	399			

a. Dependent Variable: KP

b. Predictors: (Constant), PV, CM

Coefficient of Determination Test

Based on the Table 6, it is known that the variable (X1) brand image and variable (X2) message in the makeup tutorial video on Youtube affect the variable (Y) of the purchase decision by 50%, while the rest is influenced by other variables.

Table 6. Results of Determination Coefficient Analysis

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.707 ^a	.500	.497	.37471	.500	198.421	2	397	.000
a. Predictors: (Constant), PesanVideo, CitraMerek									
b. Dependent Variable: KepPembelian									

Research Results

Based on the data that has been analyzed, the researcher stated the results of the study that there is an influence of brand image and message in makeup tutorial videos on Youtube on cosmetic purchase decisions. This can be seen through the results of a double liner regression test of 400 respondents which showed an increase in cosmetic purchase decisions by 43.7% after the brand image and an increase in cosmetic purchase decisions by 29.8% after a message in a makeup tutorial video on Youtube.

There is an increase in cosmetic purchase decisions by 43.7% based on the influence of brand image in accordance with Keller's statement (2023:71) which explains that one of the sources of brand association is consumer trust in the attributes and benefits offered by brands to meet consumer needs and desires so that they can form a positive attitude towards brands, including making decisions to choose a cosmetic brand in purchasing activities.

Meanwhile, the increase in cosmetic purchase decision-making by 29.8% is based on the influence of messages in makeup tutorial videos on Youtube in accordance with the assumptions of social learning theory explained by Laila (2015, accessed on February 18, 2024), where consumers will imitate what is in their environment, including the message conveyed by beauty teachers in makeup tutorial videos, And the results of this imitation are manifested in their daily behavior, including in the activity of making a decision to buy a cosmetic brand.

This is also supported by the results of the t-test that has been carried out to determine the influence of the brand image independent variable and the message-free variable in the makeup tutorial video on Youtube on the purchase decision-bound variable partially resulting in a calculated t value of 9,489 for the variable (X1) brand image and a calculated t value of 7,215 for the variable (X2) message in the makeup tutorial video on Youtube.

Because both the value of the t calculation variable (X1) brand image and the variable (X2) message in the makeup tutorial video on Youtube is greater than t table 1.966 and the variable (X1) brand image and the variable (X2) message in the makeup tutorial video on Youtube partially both have a Sig value of < 0.05, it can be seen that the variable (X1) brand image affects the

variable (Y) purchase decision and the variable (X2) message in the makeup tutorial video on Youtube also affects the variable (Y) of the purchase decision.

In the f-test conducted to determine the influence of the brand image independent variable and the message-free variable in the makeup tutorial video on Youtube on the purchase decision-bound variable simultaneously produced a calculated f-value of 198,421. Because the variable (X1) brand image and variable (X2) message in the makeup tutorial video on Youtube is greater than the f table 3.02 966 and the variable (X1) brand image and the variable (X2) message in the makeup tutorial video on Youtube simultaneously has a Sig value of < 0.05 , it can be seen that the variable (X1) brand image and the variable (X2) message in the makeup tutorial video on Youtube have an effect on the variable (Y) purchase decision simultaneity of 50% based on the results of the determination coefficient test.

CONCLUSION

Based on the collection of questionnaire data with 400 respondents of the DKI Jakarta female population and the processing of the research data obtained, the researcher formulated several research conclusions as follows:

1. Brand image significantly influences cosmetic purchase decisions. The image of cosmetic products can influence the purchase decision of cosmetics by 43.7%.
2. The message in the makeup tutorial video on Youtube significantly influences the decision to buy cosmetics. A message in a makeup tutorial video on Youtube can influence the decision to buy cosmetics by 29.8%.
3. The brand image and message in the makeup tutorial video on Youtube significantly affects the decision to buy cosmetics. The image of cosmetic products and the message in the makeup tutorial video on Youtube can influence the decision to buy cosmetics by 50%.

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