

RINGKASAN

Rivita Nadiatul Islamiyah, Program Studi Administrasi Bisnis, Yudharta Pasuruan. Maret 2023. Pengaruh *Beauty Vlogger Review*, *Self Congruity* terhadap *Purchase Decision* dan *Repurchase Intention*.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh tentang Pengaruh *Beauty Vlogger Review*, *Self Congruity* Terhadap *Purchase Decision* Dan *Repurchase Intention*. penelitian ini Penelitian ini dilakukan pada Pengguna Scarlett Whitening. Jenis penelitian ini adalah penelitian asosiatif dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan adalah kuesioner. Pemilihan sampel penelitian ini menggunakan Purpose Sampling. Metode analisis dan pengolahan data dilakukan dengan menggunakan metode analisis jalur (*Path Analysis*).

Berdasarkan hasil penelitian ini dapat diketahui bahwa *Beauty Vlogger Review* berpengaruh secara positif dan signifikan terhadap *Purchase Decision*, *Self Congruity* berpengaruh positif dan signifikan terhadap *Purchase Decision*, *Beauty Vlogger Review* berpengaruh secara positif dan tidak signifikan terhadap *Repurchase Intention*, *Self Congruity* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, dan *Purchase Decision* berpengaruh secara positif dan signifikan terhadap *Repurchase Intention*.

Kata kunci : *Beauty Vlogger Review*, *Self Congruity*, *Purchase Decision*, dan *Repurchase Intention*.

SUMMARY

Rivita Nadiatul Islamiyah, *Business Administration Study Program, Yudharta Pasuruan. March 2023. The Effect of Beauty Vlogger Review, Self Congruity on Purchase Decision and Repurchase Intention.*

The purpose of this study was to determine the effect of Beauty Vlogger Review, Self Congruity on Purchase Decision and Repurchase Intention. This research was conducted on Scarlett Whitening Users. This type of research is associative research using a quantitative approach. The data collection technique used was a questionnaire. The selection of this research sample uses Purpose Sampling. The method of analysis and data processing is carried out using the path analysis method.

Based on the results of this study, it can be seen that the Beauty Vlogger Review has a positive and significant effect on Purchase Decision, Self Congruity has a positive and significant effect on Purchase Decision, Beauty Vlogger Review has a positive and insignificant effect on Repurchase Intention, Self Congruity has a positive and significant effect on Repurchase Intention , and Purchase Decision has a positive and significant impact on Repurchase Intention.

Keywords: Beauty Vlogger Review, Self Congruity, Purchase Decision, and Repurchase Intention.