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The Influence of Rachel Goddard's YouTube Content on Consumer Attitudes Toward the Pixy Cosmetics Brand

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Abstract

Beauty vloggers are individuals who create and upload video content about beauty to social media, including YouTube. Beauty in this context includes the use of skincare products, make-up, and other beauty tools by the vlogger. Along with technological developments, consumers can now utilize digital media to obtain reviews of the products they want to buy through beauty vloggers. This study aims to analyze the effect of watching Rachel Goddard's YouTube channel intensity on consumer attitudes towards the PIXY cosmetics brand. This research uses a quantitative method with a correlational approach. Data collection was carried out through questionnaires and document studies, with a sample of 400 subscribers from Rachel Goddard's Beauty Vlogger YouTube channel. The data obtained was analyzed using a simple linear regression test. The results showed a significant influence between the intensity of watching Rachel Goddard's YouTube channel on consumer attitudes. This is indicated by the t value of 8.945 which is greater than the t table (1.960) and a significance value of 0.000 which is less than 0.05. The regression coefficient value of 0.346 shows a positive direction of influence. In addition, in table 3.5, the coefficient of determination of 0.417 shows that the intensity of watching Rachel Goddard's YouTube channel contributes 41.7% to consumer attitudes, while the remaining 58.3% is influenced by other factors such as beauty vlogger credibility, family influence, direct experience, and peer group influences.

Keywords: YouTube, Viewing Intensity, Consumer Attitudes, Beauty Vlogger.

1. INTRODUCTION

In the modern global era that continues to grow rapidly, there are significant changes in the field of information and communication that affect various aspects of human life [1]. The development of technology, especially the internet, has made it easier for people to fulfill their information needs in various fields [2], [3]. The internet has become one of the most important innovations in communication technology, allowing access to information quickly, precisely and accurately. The internet also gave birth to cyberspace, a new life system that has many similarities with the real world. Activities that can be done in the real world can now also be done in cyberspace [4]. The behavior of people who increasingly rely on the internet, especially the millennial generation, has a significant impact. Millennials, as technology users who mostly access the internet through smartphones, rely heavily on social media to get the latest information. Social media is a platform that allows users to participate, share and create content such as blogs and social networks.

Indonesia itself has a very high number of social media users. Based on a survey by the Indonesian Internet Service Providers Association (APJII) in 2020, there was an increase in the number of internet users in Indonesia by 8.9% or around 25.5 million users [5]. These increasing internet users make consumers pay more attention to product or service reviews shared by other internet users. After using a product or service, consumers usually compare their experience with the description conveyed by the product or service company.

One of the most popular social media platforms popular in Indonesia is YouTube. Since its inception in 2005, YouTube has spawned many content creators

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with a variety of topics, including beauty vlogs [6], [7], [8]. Beauty vloggers are now a phenomenon in their own right, especially among cosmetic and fashion among lovers of cosmetics and fashion trends, including among female college students. Beauty vloggers provide information about beauty and cosmetics through videos uploaded on YouTube. videos uploaded on YouTube. These contents reach an audience that is 18 to 34 years old on average. Based on research conducted by Yang et al. [3], beauty vloggers have an important role in influencing consumer decisions in buying cosmetic products. The beauty vlogs they make provide reviews that can be used as references by consumers. With the development of technology, consumers can now easily access product reviews before making a purchase. This makes beauty vloggers a credible source of information that consumers often rely on.

Rachel Goddard is one of the most famous beauty vloggers in Indonesia with a huge number of subscribers Rullyanti et al. [9]. Her consistent content on make-up and skincare tutorials has caught the attention of many followers. Rachel is known for her unique and honest delivery style, which makes her followers look forward to every video she uploads. Rachel's success as a beauty vlogger is also supported by other achievements, such as collaborations with local and international cosmetic brands. Competition in the cosmetics industry is increasingly competitive, both for local and imported products [10]. In the face of this competition, understanding consumer attitudes is very important. Consumer attitudes towards a product are influenced by various factors, including product quality, price, and service. This attitude is then closely related to consumer purchasing decisions. A positive attitude towards a product will encourage consumers to make a purchase, while a negative attitude will inhibit it.

According to Kotler [11], attitude is a person's long-term evaluation of something that is liked or disliked. In this context, consumer attitudes towards the PIXY cosmetics brand are also influenced by the intensity of watching Rachel Goddard's YouTube channel. Using the Hypodermic Needle theory, which states that mass media has a significant influence on society, vlog content uploaded by beauty vloggers can influence the cognition, affection, and behavior of their audience.

Many cosmetic brands are reviewed by Rachel Goddard on her YouTube channel, one of which is PIXY. PIXY is a local cosmetic brand that is very popular in Indonesia. Rachel often reviews PIXY products in some of her videos, which then affects consumer attitudes towards the brand. Various previous studies have discussed the effect of watching beauty vlogger YouTube channels on consumer attitudes towards buying cosmetic products. For example, research by Chen, and Jacobson [12], [13] shows that the intensity of watching videos and the credibility of beauty vloggers have a significant influence on purchasing decisions. Ledbetter and Meisner [14] also shows the influence of beauty vloggers on consumer perceptions and buying interest in cosmetic products.

Based on this background, this study aims to analyze the effect of the intensity of watching Rachel Goddard's YouTube channel on consumer attitudes towards the PIXY cosmetic brand.

2. METHOD

Research Design

This study uses a quantitative research design with a correlational approach. Quantitative research is research that emphasizes objective measurement and statistical analysis of data collected through surveys, questionnaires, or other methods. The correlational approach is used to identify the relationship between two or more variables and measure the strength and direction of the relationship [15].

Object of Research

The object of research is the element or entity that is the focus of research to obtain objective, valid, and reliable data. In the context of this research, the research objects are active subscribers of Rachel Goddard's YouTube channel who have active involvement in watching content uploaded by the beauty vlogger. The selection of this object is based on high involvement in the consumption of content relevant to the research topic.

Population and Sample

The population in this study consists of all active subscribers to Rachel Goddard's YouTube channel, which totals around 2.82 million. This population was chosen because it is representative of the audience segment that is specifically interested in beauty content. The sample was drawn using the Convenience Sampling method, which is a non-probability sampling method in which subjects are selected based on ease of access by the researcher. However, to ensure representativeness, the sample was calculated using the Slovin formula with a precision level of 95% and a margin of error of 5%, which resulted in a sample of 400 respondents.

This method was used to overcome resource limitations in accessing the entire large population, while maintaining a high level of confidence in the research results. Convenience Sampling was chosen to facilitate data collection in a very large population, but was complemented by determining the sample size using the Slovin formula to increase the validity and reliability of the results.

Data Collection Technique

The data used is primary data collected directly from respondents using a structured questionnaire. This questionnaire was designed to collect data regarding viewing intensity and consumer attitudes towards the cosmetic brand Pixy reviewed by Rachel Goddard. The questionnaire was validated through initial pilot testing and adjustments to ensure clarity and relevance of the questions.

Validity and Reliability Test

1. Validity Test

The validity of the questionnaire was tested using Pearson's Product Moment correlation to assess the extent to which the items in the questionnaire were able to accurately measure the intended concept. This test was conducted on 30 initial respondents to identify items that had a low correlation with the total score, which were then removed or revised.

2. Reliability Test

Reliability of the questionnaire was tested using Cronbach's Alpha coefficient, which measures the internal consistency of the questionnaire items. An instrument is considered reliable if its Cronbach's Alpha coefficient is greater than 0.70 [16]. This test ensures that the instrument used provides consistent results when repeated under the same conditions.

Data Analysis Technique

The data collected was analyzed using simple linear regression analysis. This analysis was used to evaluate the relationship between the independent variable (viewing intensity) and the dependent variable (attitude towards the Pixy brand). The simple linear regression model is expressed as follows [17]:

$$Y = a + bX \quad (1)$$

Where:

- Y is the dependent variable (attitude towards the Pixy brand),
- X is the independent variable (viewing intensity),
- a is a constant (interception),
- b is the regression coefficient that shows the magnitude of the effect of X on Y.

Significance testing is carried out using the t test for regression coefficients, with a significance level of α=0.05. In addition, the R-square value is also calculated to measure how much variability in the dependent variable can be explained by the model.

Research Instruments

The questionnaire used included questions related to viewing intensity and consumer attitudes towards the Pixy cosmetics brand discussed in Rachel Goddard's video. Each question was measured using a 4-5 point Likert scale, depending on the needs of the research, to ensure sufficient variation in responses.

3. RESULT AND DISCUSSION

Validity and Reliability Test Results

In the validity test, to measure the feasibility of the indicators of each question and tested on 30 respondents outside the research population, namely subscribers of Beauty Vlogger Suhay Salim. This validity test uses SPSS version 25 which aims to see whether the items on the variable are valid or not. In this study, there are 2 variables, namely Watching Intensity with 11 question items (INTMEN1, INTMEN2, INTMEN3, INTMEN4, INTMEN5, INTMEN6, INTMEN7, INTMEN8, INTMEN9, INTMEN10, INTMEN11) dan Consumer Attitude variable with 7 question items (SIKON1, SIKON2, SIKON3, SIKON4, SIKON5, SIKON6, SIKON7). Through this, researchers want to test whether the INTMEN1 up to INTMEN11 is a construct indicator of Watching Intensity and item SIKON1 through SIKON7 are construct indicators of Consumer Attitude.

In this pearson correlation product moment validity test using a method that compares the calculated r value with the table r value. If the value of rcount> table, then the question item is declared valid and if the value of rcount< table, it is declared invalid.

Table 1 Validity and Reliability Test Results

Variables	Indicator	R_{Count}	R_{table}	Sig Value.	Cronbach's alpha	Description
Viewing Intensity	INTMEN1	0.583	0.361	0.001	0.864	Accepted
	INTMEN2	0.572	0.361	0.001		Accepted
	INTMEN3	0.625	0.361	0.000		Accepted
	INTMEN4	0.645	0.361	0.000		Accepted
	INTMEN5	0.590	0.361	0.001		Accepted
	INTMEN6	0.529	0.361	0.003		Accepted
	INTMEN7	0.722	0.361	0.000		Accepted
	INTMEN8	0.723	0.361	0.000		Accepted
	INTMEN9	0.712	0.361	0.000		Accepted
	INTMEN10	0.717	0.361	0.000		Accepted
	INTMEN11	0.737	0.361	0.000		Accepted
Consumer Attitude	SIKON1	0.696	0.361	0.000	0.807	Accepted
	SIKON2	0.612	0.361	0.000		Accepted
	SIKON3	0.700	0.361	0.000		Accepted

Variables	Indicator	R_{Count}	R_{table}	Sig Value.	Cronbach's alpha	Description
	SIKON4	0.672	0.361	0.000		Accepted
	SIKON5	0.642	0.361	0.000		Accepted
	SIKON6	0.679	0.361	0.000		Accepted
	SIKON7	0.766	0.361	0.000		Accepted

Based on **Table 1** above, the results of the validity test of the viewing intensity variable with the pearson product moment method can be seen that all the question items submitted are valid because all rcount> table values. The validity test results for the consumer attitude variable with the pearson product moment method have valid results because all rcount> table values. Thus it can be concluded that all items on the viewing intensity variable and consumer attitudes can be used in further testing.

From the results of the instrument reliability test above, it shows that the Cronbach alpha value for the viewing intensity questionnaire in this study is 0.864. The reliability test results for the consumer attitude questionnaire in this study amounted to 0.807. It can be concluded that the statements in the viewing intensity variable questionnaire and consumer attitudes in this study are reliable because the Cronbach alpha coefficient value is more than 0.6.

Respondent Characteristics

The characteristics of respondents in this study consisted of age, gender, occupation with the following results in **Table 2**.

Table 2 Diagram of Respondents' Age, Gender, and Occupation Percentage

Category	Details	Percentage (%)
Age	10-15 years	3.3
	16-20 years	41.9
	21-25 years	49.0
	26-30 years	8.9
	31-35 years	1.8
Gender	Female	100
	Male	0
Occupation	Student	59.0
	Self-Employed	19.8
	Private Employee	10.0
	Civil Servant	10.0
	Housewife	1.0

Based on the **Table 2**, the majority of respondents fall within the age range of 16-25 years. Specifically, 41.9% are aged 16-20 years, and 49.0% are aged 21-25 years, indicating that the survey primarily involved young adults. Based on the Table 1, the results obtained are that all respondents in this study are female with a percentage value of 100% or as many as 400 people. In this study, most of the respondents obtained were students with a percentage of 59% or 236 respondents. This is quite in accordance with the age criteria of respondents who have a high percentage in the age range 17-22 years.

Distribution of Respondents' Answers

The description of the respondents' answers is a description of the answers to the results of distributing questionnaires, so that it can be seen the respondents' responses to the question items submitted. Based on the results of the frequency distribution of 400 respondents, the following results were obtained:

1. Intensity of Watching Beauty Vlogger Rachel Goddard's YouTube Channel

The variable of Intensity of Watching Beauty Vlogger Rachel Goddard's YouTube channel was measured with the following eleven questions:

Table 3 Percentage of Respondents' Answers about Intensity of Watching Beauty Vlogger Rachel Goddard's YouTube Channel

Category	Subcategory	Percentage
Frequency of Access	Very Often (>6 times a week)	11.8%
	Often (5-4 times a week)	42.0%
	Sometimes (3-2 times a week)	28.2%
	Rarely (1 time a week)	18.0%
Intensity of Accessing Videos	>4 videos per day	29.8%
	3 videos per day	30.3%
	2 videos per day	21.0%
	1 video per day	19.0%
Duration of Access	>1 year	40.3%

Category	Subcategory	Percentage
Duration of Watching	6-12 months	32.0%
	3-6 months	21.5%
	<3 months	6.2%
	Very Long (>30 minutes)	24.3%
	Long (20-25 minutes)	44.0%
	Moderately Long (10-15 minutes)	29.0%
	Short (3-5 minutes)	2.7%
Interest Level	Very Interested	53.0%
	Interested	43.5%
	Somewhat Interested	3.5%
	Not Interested	0.0%
Information Gained	Very High	49.5%
	High	48.5%
	Somewhat High	1.5%
	No Information	0.5%
Frequency of Watching	Always	47.8%
	Sometimes	39.0%
	Rarely	13.2%
	Never	0.0%
Watching from Start to Finish	Strongly Agree (75% of total duration)	68.3%
	Agree (50% of total duration)	30.3%
	Disagree (25% of total duration)	1.4%
	Strongly Disagree	0.0%
Anticipation for New Videos	Always	55.0%
	Sometimes	34.7%
	Rarely	10.0%
	Never	0.0%
Need for Beauty Knowledge from Rachel Goddard	Strongly Agree	41.3%
	Agree	54.0%
	Disagree	4.7%
	Strongly Disagree	0.0%
Interest in Rachel Goddard's Videos	Very Interested	41.8%
	Interested	54.3%
	Somewhat Interested	3.9%
	Not Interested	0.0%

Based on the data presented in **Table 3**, several conclusions can be drawn regarding the intensity of engagement with Rachel Goddard's YouTube Beauty Vlogger channel. The majority of respondents access the channel frequently, with 42% viewing it 5-4 times a week and 28.2% accessing it 3-2 times a week, indicating a high level of engagement. The intensity of video consumption is also notable, as 30.3% of respondents watch 3 videos per day, and 29.8% watch more than 4 videos daily. This reflects a substantial commitment to the content provided.

The data further reveals that 40.3% of respondents have been following the channel for over a year, demonstrating long-term loyalty. The average duration of video viewing is between 20-25 minutes for 44% of respondents, suggesting that viewers are attentive to the content, which aligns with the typical length of Rachel Goddard's videos. Interest in the channel is high, with 53% of respondents identifying as very interested and 43.5% as interested. This strong interest is supported by the high level of information perceived to be gained from the videos, with 49.5% rating the information as very high and 48.5% as high.

Moreover, 47.8% of respondents watch the videos always, with 68.3% strongly agreeing that they watch from start to finish. This indicates a deep level of engagement and satisfaction with the content. The anticipation for new videos is also significant, with 55% of respondents always looking forward to new content. Finally, there is a clear need for beauty knowledge, with 41.3% of respondents strongly agreeing and 54% agreeing that the channel effectively contributes to their understanding of beauty. Overall, the data illustrates that Rachel Goddard's YouTube channel maintains a highly engaged, loyal, and interested audience, consistently meeting their expectations for informative and engaging beauty content.

2. Consumer Attitude towards Pixy cosmetic brand

In the Consumer Attitude variable towards the Pixy cosmetic brand, it is measured with seven questions, the answers to which can be seen in **Table 4**.

Table 4 Percentage of Respondents' Answers about Consumer Attitude towards Pixy cosmetic brand

Category	Subcategory	Percentage
Confidence in Appearance After Watching Pixy Cosmetic Brand Product Videos	Highly Confident	31%
	Confident	54.3%
	Slightly Confident	10%
	Not Confident	3%
Satisfaction with Pixy Product Reviews	Highly Satisfied	41.5%
	Satisfied	54.5%
	Slightly Satisfied	2%
	Not Satisfied	1%
Confidence in Purchasing Pixy Products	Highly Confident	47.7%
	Confident	46.3%
	Slightly Confident	5%
	Not Confident	1%
Influence of Beauty Vlogger Rachel Goddard's Expertise on Purchasing Pixy Products	Strongly Agree	47.8%
	Agree	47.3%
	Disagree	4%
	Strongly Disagree	1%
Belief in the Quality of Pixy Products Reviewed by Rachel Goddard	Strongly Agree	49.3%
	Agree	44%
	Disagree	5%
	Strongly Disagree	2%
Intention to Purchase Pixy Products Based on Rachel Goddard's Reviews	Strongly Agree	46.3%
	Agree	44.3%
	Disagree	7%
	Strongly Disagree	2%

Table 4 provides a comprehensive overview of consumer attitudes towards the Pixy cosmetic brand. The data reveals that a substantial majority of respondents exhibit a high level of confidence in their appearance after watching Pixy product videos. Specifically, 31% of respondents reported being highly confident, while 54.3% felt confident, indicating a positive impact of the videos on self-perception. Additionally, consumer satisfaction with Pixy product reviews is notably high, with 41.5% of respondents feeling highly satisfied and 54.5% satisfied. This suggests that the reviews have a strong positive influence on consumer contentment.

Regarding confidence in purchasing Pixy products, 47.7% of respondents expressed high confidence, and 46.3% felt confident, reflecting a strong predisposition towards making a purchase. The influence of beauty vlogger Rachel Goddard's expertise on purchasing decisions is also significant, with 47.8% of respondents strongly agreeing and 47.3% agreeing that her expertise affects their buying behavior. This underscores the impact of trusted vlogger endorsements on consumer decision-making.

Furthermore, belief in the quality of Pixy products reviewed by Rachel Goddard is robust, with 49.3% of respondents strongly agreeing and 44% agreeing on the high quality of the products. Finally, the intention to purchase Pixy products based on Rachel Goddard's reviews is evident, with 46.3% of respondents strongly agreeing and 44.3% agreeing, demonstrating a strong correlation between review content and purchase intent.

Data Analysis Results

1. Descriptive Statistics

Descriptive statistics are used to provide an overview of each variable in the study. The descriptive statistics presented consist of the minimum value, maximum value, average value and standard deviation of each variable presented in the following **Table 5**.

Table 5 Average Descriptive Statistics

Variables	Minimum	Maximum	Mean	Std. Dev	Unstandardized Residual	Cut Off
Viewing Intensity	12.00	44.00	34.8875	4.44683	0.246	0.05
Consumer Attitudes	10.00	28.00	19.6675	3.75529		

Based on **Table 5** above, it is known that the average variable of the Intensity of Watching Rachel Goddard's YouTube channel is 34.89 and the average variable of Consumer Attitude towards the Pixy cosmetic brand is 19.67.

2. Normality Test Results

This test aims to test whether the confounding or residual variable regression model has a normal distribution. Based on the results in the table above, it can be seen that the confounding variables or residuals

in the model are declared distributed **normal**, because it has a significance value of 0.246 which is greater than 0.05.

3. Hypothesis Test (t test)

The hypothesis in this study states that there is a significant influence between the Intensity of Watching YouTube Channel Beauty Vlogger Rachel Goddard on consumer attitudes towards the Pixy Cosmetics Brand. The way to prove this hypothesis is to use the t test.

Table 6 t-test results

Model	Unstandard. Coeff.		Standard.Coeffi.	T	Sig.	Adjusted R Square
	B	Std. Error	Beta			
(Constant)	7.614	1.358		5.605	0.000	0.415
Watching Intensity (X1)	0.346	0.039	0.409	8.945	0.000	

Based on the **Table 6**, it can be explained regarding the regression equation formed in the form:

$$Y = 7.614 + 0.346X$$

Description:

Y= Consumer Attitude towards Pixy cosmetic brand

X= Viewing Intensity of Beauty Vlogger Rachel Goddard's YouTube Channel

The explanation of the regression coefficient is:

a. Constant (a) = 7.614

The constant is a number without any variables, the constant value of 7.614 indicates that the value of consumer attitudes towards the Pixy cosmetics brand will be at that value without being influenced by the variable intensity of watching the Beauty Vlogger Rachel Goddard YouTube channel.

b. Regression Coefficient (b) = 0.346

The variable Intensity of Watching YouTube Channel Beauty Vlogger Rachel Goddard has a regression coefficient value of 0.346. This value means that if the intensity of watching the YouTube channel Beauty Vlogger Rachel Goddard increases by one unit, there will be an increase in consumer attitudes towards the Pixy cosmetic brand by 0.346 units. The positive direction means that the higher the intensity of accessing Beauty Vlogger Rachel Goddard's YouTube channel, the higher the consumer attitude towards the Pixy cosmetics brand.

Based on the results of the hypothesis testing carried out, it can be seen in **Table 6** which shows that the Intensity of Watching YouTube Channel Beauty Vlogger Rachel Goddard has a significant positive effect on consumer attitudes towards the Pixy cosmetic brand. This is indicated by the calculated t value of 8.945> t table (1.960) and a significance value of 0.000 <0.05, as well as a regression coefficient value of 0.346 which has a positive direction. Thus, the hypothesis in this study states that there is a significant influence between the Intensity of Watching YouTube Channel Beauty Vlogger Rachel Goddard on consumer attitudes towards the Pixy Cosmetics Brand by empirical research results.

c. Determination Coefficient Test

The next test is the coefficient of determination test, which this test serves to determine the level of influence of the viewing intensity variable on consumer attitudes towards the Pixy cosmetic brand. The level of influence between the two variables is shown through the R square value. R square is a symbol of the coefficient, the closer to 1 the influence of variable X on variable Y is getting stronger. Conversely, the closer the value is to 0, the weaker the influence of variable X on variable Y. The coefficient of determination test can be seen in Table 5. The coefficient of determination is 0.417, which indicates that the Intensity of Watching YouTube Channel Beauty Vlogger Rachel Goddard contributes 41.7% to consumer attitudes towards the Pixy cosmetic brand while the remaining 58.3% is influenced by other factors.

Discussion

The results of this study indicate that the intensity of respondents in watching Rachel Goddard's Beauty Vlogger YouTube channel is included in the frequent category, namely 5-4 times a week and the number accessed is 2 videos per day with a duration in one video of 20-25 minutes. The development of social media today is indeed increasingly rapid, considering that in this era technology cannot be separated from every activity of human life. YouTube social media is the second most used media after Facebook which is often used by the public. This is because YouTube is a social media that allows users to view, send, and share information in the form of videos. So, this advantage makes people access YouTube quite often.

In the variable Consumer Attitude towards the Pixy cosmetic brand, it can be said that at each stage it has a fairly high level. Respondents pay attention to several points in the video they are watching, then remember these points in the memory of the respondent's mind. Videos on Beauty Vlogger Rachel Goddard's YouTube channel have characteristics that can be noticed directly and remembered easily by the audience. After the two stages are well stated,

respondents have a sufficient desire to follow the behaviour like the videos that have been watched.

Based on the results of the study, it is known that there is a positive and significant influence between the intensity of watching the YouTube Beauty Vlogger Rachel Goddard channel on consumer attitudes towards the Pixy cosmetic brand. The results of this analysis are evidenced by the results of the t test which shows that the t value is 8.945> t table (1.960) and a significance value of 0.000 <0.05, and a regression coefficient value of 0.346 with a positive direction. This means that the higher the intensity of subscribers viewing YouTube channel impressions of Beauty Vlogger Rachel Goddard, the more it increases the attitude of subscribers to buy cosmetic brand products used by Rachel Goddard.

The results of the above research are confirmed both empirically that the higher the intensity of watching a person's favourite character's show, the more it fosters his attitude to be interested and then buy and follow what his favourite character does [18]. According to Silaban et al. [19], the internet today, especially YouTube, can be used by consumers to carry out various information that can currently be easily accessed and most consumers can share their experiences through the YouTube platform and influence other consumers through this media. Yang et al. [3] also mentioned that when there is a transfer of information through YouTube, consumers will evaluate the product. Positive online reviews through YouTube can also persuade potential customers and influence consumer perceptions of a product review or product recommended by other customers.

The results of this study are also in accordance with the theory of viewing intensity, which assumes that viewing intensity means not only seeing a show but also intensely paying attention to it and cannot be separated from the impetus of each individual to enjoy what is aired by the media so that there is an exposure from the media that he uses intensely. Research on viewing intensity by Moslehpour et al. [20] in this study occurs when a beauty vlogger (communicator) makes a video about product X by providing reviews or comments, tutorials or how to use it and applying several products that are put on YouTube, individuals then pay attention and take the time to watch. Thus, the higher the intensity of watching YouTube videos, the higher the purchasing decision.

The high viewing intensity of consumers on Rachel Goddard's YouTube channel is also due to the high consumer trust in the reviews she provides. In reviewing new products from company X, Rachel Goddard shows her good abilities such as her level of expertise in her knowledge and experience about product X. In addition, Rachel Goddard is also honest and informative in providing reviews of product X and is trusted by consumers. In addition, Rachel Goddard is also honest and informative in providing reviews about product X and is trusted from her experience interacting with viewers through the comment section. The make-up results of product X have similarities to what has been conveyed so that it has an appeal to viewers or viewers. A positive attitude about a product or service will stimulate consumers' desire to buy which is ultimately determined by purchasing behaviour.

In accordance with the SOR model, the stimulus obtained from watching YouTube videos and the information conveyed by beauty vloggers can be responded to by individuals with their decision to buy product X. So that according to the theory if the intensity of watching YouTube videos is high, then viewers will have a desire to have product X with an absolute decision. However, on the contrary, if the lower the desire to watch YouTube videos, the lower the consumer's attitude in terms of purchasing decisions.

The results of this study also have a coefficient of determination of 0.417, which means that the intensity of watching the YouTube Beauty Vlogger Rachel Goddard channel contributes 41.7% to consumer attitudes towards the Pixy cosmetic brand, while the remaining 58.3% is influenced by other factors. As for other factors that can influence consumer attitudes, namely the credibility of the owner of the product review. In the theory of the credibility of the source of the beauty vlogger itself, it can also affect consumer attitudes in terms of purchasing decisions. Apart from endorsers, there are various other factors that influence consumer attitudes according to Silaban et al. [19], namely family influence, direct experience, peer groups (Peer Group Influences),

Family plays an important role in shaping attitudes and behaviours. The family is the closest environment because consumers interact more intensively than other environments [21]. Some studies reveal that consumer attitudes towards certain products have a strong relationship with their parents' attitudes towards these products [22]. Furthermore, the individual's experience of the attitude object over time will form a certain attitude in the individual. Peers have a considerable role, especially for adolescents in attitude formation. There is a tendency to gain acceptance from their peers, encouraging teenagers to be easily influenced by their group compared to other sources.

Currently, many companies are starting to use direct marketing for the products offered, which indirectly affects the formation of consumer attitudes. Meanwhile, personality also plays an important role in attitude formation. A good personality can lead to a

good attitude, while a bad personality can lead to a bad attitude [7]. According to Ikasari and Lestari [23], consumer attitudes formed by the high viewing intensity of a media period consist of various levels, namely: (1) Receiving, means that the person (subject) wants and pays attention to the stimulus given (object). (2) Responding, which can be in the form of providing answers when asked, doing and completing the tasks given. (3) Valuating, which can include inviting others to work on or discuss a problem. (4) Be responsible for everything that they have chosen.

4. CONCLUSION

Based on the results of research that has been conducted and described through discussion, it is stated that there is a significant influence between the Intensity of Watching YouTube Channel Beauty Vlogger Rachel Goddard on Consumer Attitudes towards the Pixy Beauty Brand, with a result of 0.346. This value can be seen in the results of the simple linear regression test calculation which gets the result Y = 7.614 + 0.346 X. The number 7.614 is the value of consumer attitudes towards the Pixy cosmetic brand without being influenced by the variable intensity of watching the YouTube Beauty Vlogger Rachel Goddard channel. Meanwhile, 0.346 is the value of the regression coefficient on the viewing intensity variable, meaning that if the viewing intensity variable increases by 1 unit, there will be an increase of 0.346 as well. The positive direction means that the higher the intensity of watching the YouTube channel Beauty Vlogger Rachel Goddard, the higher the consumer attitude towards the Pixy cosmetic brand.

According to the calculations in **Table 6**, it shows that the intensity of watching the YouTube channel Beauty Vlogger Rachel Goddard has a significant effect on consumer attitudes towards subscribers. This can be seen in the t value of 8.945> t table (1.960) and a significance value of 0.000 <0.05 and a regression coefficient value of 0.346 which has a positive direction. The coefficient of determination obtained is 0.417, which means that the intensity of watching the YouTube Beauty Vlogger Rachel Gooddard channel contributes 41.7% to consumer attitudes in subscribers, while the remaining 58.3% is influenced by other factors such as beauty vlogger credibility, family, direct experience, peer groups (Peer Group Influences). This research is expected to be able to influence consumer attitudes in purchasing beauty products using the YouTube social network.

Author declaration

Author contributions and responsibilities

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data is available from the author.

Competing interests

The authors declare no competing interests.

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