

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *parasocial interaction*, *perceived enjoyment*, *perceived usefulness* dan *negative affect* pengguna sosial media Youtube terhadap *urge to buy impulsively*. Data diambil dengan menyebarkan kuesioner secara online dengan melibatkan 189 responden wanita yang menonton *video blog* kecantikan di Youtube. Lokasi penelitian ini berada di Indonesia. Pengujian hipotesis menggunakan *Partial Least Squares* (PLS). Hasil studi menunjukkan bahwa *parasocial interaction*, *perceived enjoyment*, *perceived usefulness* berpengaruh terhadap *urge to buy impulsively*, sedangkan *negative affect* memiliki pengaruh negatif terhadap *urge to buy impulsively*. Hasil penelitian ini memiliki implikasi penting bagi para pemasar kosmetik yang memanfaatkan Youtube sebagai salah satu media pemasaran mereka dalam meningkatkan strategi pemasaran yang lebih efektif untuk menarik pengguna melalui pembelian impulsif.

**Kata kunci:** *parasocial interaction*, *perceived enjoyment*, *perceived usefulness*, *negative affect*, *urge to buy impulsively*, *beauty vlog*.

## ABSTRACT

*This study aims to determine the effect of parasocial interaction, perceived enjoyment, perceived usefulness and negative affect of social media users on the urge to buy impulsively. Data was taken by distributing questionnaires online involving 189 female respondents who watched the beauty blog video on Youtube. The location of this research in Indonesia. Hypothesis testing using Partial Least Squares (PLS). The results of the study shows that parasocial interaction, perceived enjoyment, perceived usefulness have effect on urge to buy impulsively, while negative affect has a negative effect on urge to buy impulsively. The results of this study have implications for cosmetics marketers who use YouTube as one of their marketing media in improving marketing strategies that are more effective in attracting users through impulsive buying.*

**Keywords:** *parasocial interaction, perceived enjoyment, perceived usefulness, negative affect, urge to buy impulsively, beauty vlog.*