ABSTRAK

Penelitian ini bertujuan untuk menganalisis serta menguji pengaruh *Beauty Vlogger* terhadap *Flash Sale* melalui *Brand Positioning* Skincare Daviena Mahasiswa Manajemen Angkatan 2019 Universitas PGRI Adi Buana Surabaya. *BeautyVlogger* diukur melalui keahlian, kepercayaan, dan daya tarik. Adapun *Flash Sale* diukur oleh potongan harga yang menarik, promosi, keistimewaan, ketepakan program potongan harga, kualitas promosi, discount, serta durasi. Sedangkan *Brand Positioning* dikur oleh nilai, keunikan, kredibilitas, berkelanjutan, dan kesesuaian. Penelitian ini mengambil nilai sampel dari mahasiswa Manajemen Universitas Adi Buana Surabaya sebanyak 121 responden. Pengambilan sampel menggunakan teknik *non probability sampling* yaitu *accidental sampling*. Dalam penilaiannya menggunakan *skala likert* dengan teknik analisis data *partial least square* (PLS) yang pengujiannya menggunakan *software SmartPLS 3.3*. Hasil penelitian membuktikan bahwa : 1) *Beauty Vlogger* (X) berpengaruh signifikan dan positif terhadap *Brand Positioning* (Y1) skincare Daviena mahasiswa Manajemen angkatan 2019 Universitas PGRI Adi Buana Surabaya. 2) *Beauty Vlogger* (X) berpengaruh signifikan dan positif terhadap *Flash Sale* (Y2) skincare Daviena mahasiswa Manajemen angkatan 2019 Universitas PGRI Adi Buana Surabaya. 3) *Brand Positioning* (Y1) berpengaruh signifikan dan positif terhadap *Flash Sale* (Y2) skincare Daviena.

Kata kunci *: Beauty Vlogger, Brand Positioning, Flash Sale*

ABSTRACT

This study aims to analyze and test the effect of Beauty Vlogger on Flash Sale through Brand Positioning Skincare Daviena Management Student Batch 2019 at PGRI University Adi Buana Surabaya. Beauty Vlogger is measured by expertise, trustworthiness and attractiveness. The Flash Sale is measured by attractive price discounts, promotions, privileges, discount program precision,promotion quality, discounts, and duration. Meanwhile, Brand Positioning is measured by value, uniqueness, credibility, sustainability, and suitability. This study took the sample values from Management students at Adi Buana University, Surabaya, as many as 121 respondents. Sampling using non-probability sampling technique, namely accidental sampling. In his assessment using a Likert scale with partial least squares (PLS) data analysis technique, the test used SmartPLS 3.3 software. The results of the study prove that: 1) Beauty Vlogger (X) has a significant and positive effect on Daviena's skincare brand positioning (Y1), Management student class of 2019, PGRI Adi Buana University, Surabaya. 2) Beauty Vlogger (X) has a significant and positive effect on Daviena's skincare Flash Sale (Y2) Management student class of 2019, Universitas PGRI Adi Buana Surabaya. 3) Brand Positioning (Y1) has a significant and positive effect on Daviena's skincare Flash Sale(Y2).

Keywords: Beauty Vlogger, Brand Positioning, Flash Sale