

The Role Of Brand Image and Social Media Marketing On Wardah Skincare Product Purchasing Decisions

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Abstract

This study aims to determine the influence of social media marketing and brand image on consumer decisions to buy Wardah brand skin care products. The population of this research is people who live in Balikpapan, Samarinda, and Bontang cities. The number of respondents is 109 who meet this research sample's criteria. This study uses structural equation modeling (SEM), which is measured using partial least squares (PLS). SmartPLS 3.0, a data processing software application tool, was used to conduct the analysis. The findings of this study indicate that brand image has an insignificant influence on customers' decisions to buy Wardah brand skin care products. This is because currently, there are many companies that are similar & offer the same benefits & functions and also because people trust customer evaluations and testimonials more than claims made unilaterally by a skin care product. Meanwhile, social media marketing significantly affects consumers' decisions to buy Wardah brand skin care products.

Keywords: Brand Image, Social Media Marketing, Purchasing Decisions

INTRODUCTION

The rapid expansion of the corporate world today is becoming increasingly rapid, and competition is becoming increasingly tough, one facet of which is the advancement in the industrial sector. In this modern industrial period, it is believed that business people can be more original and creative in promoting their products. This is done so that businesses can compete with related industries, which can affect the purchasing decision-making process (Dąbrowska et al., 2019). Companies are required to be able to provide and produce items that are outstanding, of high quality, and have qualities that are different from those of other products. This product is projected to be able to fulfil consumers' expectations and demands (Supangkat and Pudjoprastyono, 2022) with the superiority of the product it possesses, as well as innovation.

Brand perception plays a crucial role in consumer decisions regarding the purchase of particular products. They prefer well-known brands with favourable images because they are deemed to be of excellent quality. Popular brands are often deemed to be of good quality because they attract many consumers. This is a significant issue for consumers while purchasing (Kuncoro and Windyasari, 2021). By having a powerful and favourable brand image, business people may compete with other similar sectors and maintain and win increasingly fierce market competition (Budiman, 2021).

In addition, in the current era of social media marketing, the use of social media marketing media is increasing, and practically all activities are carried out online or through social media marketing (Aditi et al., 2023). Therefore, to improve purchasing decisions, producers must focus on the effective use of social media marketing to enable customers to make purchasing decisions (Tauran et al., 2022). In addition, using social media marketing can maintain contact with consumers, simplify purchase transactions, and speed up the information supply; these are the major factors influencing purchasing decisions (Verinanda et al., 2021).

The emergence of trends in the beauty world today and the great number of fans and consumers in the skincare sector can be seen in the circulation of many local and foreign brands

circulating (Monica et al., 2020). Beauty has become one of the criteria for a person's appearance; consequently, customers, especially women, rush to buy and possess skincare products to support their appearance so that they are more confident while being presented in public (Narayana and Rahanatha, 2020).

In recent years, the beauty sector has witnessed enormous growth. Therefore, skincare products have become an important and popular necessity for women. Beauty is a requirement since women desire to seem attractive. According to Sindonews.com, the skincare craze in Indonesia is motivated by women's desire for beautiful, bright, and healthy skin. Many women in Indonesia are willing to spend money looking good with face care and skincare products. This phenomenon has significant promise for the Indonesian skincare business because it opens up new options (Nisa et al., 2022; Sahanaya and Madiawati, 2023).

The Relationship Brand Image and Purchasing Decision

Brand image plays a crucial role in consumers' purchasing decisions. Several studies have consistently demonstrated the significant impact of brand image on purchase intention. Lien et al. (2015) highlight that brand image, perceived price, and perceived value are critical determinants that directly influence purchase intentions. Similarly, Mujanah and Satriatama (2022) found that brand image significantly affects purchasing decisions (Mujanah and Satriatama, 2022). Moreover, Tannady et al. (2023) state that brand image and product quality significantly affect purchasing decisions (Tannady et al., 2023). Dona et al. (2022) indicated that brand image significantly influences purchasing decisions. These findings are consistent with the results of other studies, such as Hutter et al. (2013), who also emphasised the significant effect of brand image on purchasing decisions. Additionally, Wasi and Mahjudin (2022) implied that brand image significantly and directly influences purchasing decisions. Furthermore, the study by Tauran et al. (2022) found that social media marketing positively and significantly influences purchasing decisions mediated by brand image (Tauran et al., 2022). These findings underscore the substantial impact of brand image on consumers' purchasing decisions, highlighting the pivotal role of brand image in shaping consumer behaviour and purchase intentions. The relationships between the variables in this study can be formulated as follows:

H1: Brand image influences Wardah skincare product-purchasing decisions.

The relationship Social Media Marketing and Purchasing Decision

The influence of social media marketing on purchasing decisions has been extensively studied in recent years. Research has shown that social media marketing significantly affects consumers' purchasing decisions through various mechanisms. For instance, studies have found that social media marketing indirectly affects purchasing decisions through trust, and electronic word of mouth (E-WOM) positively and significantly affects purchasing decisions if mediated by brand trust (Zanjabila et al., 2023). Social media advertising has also been identified as a strong predictor of consumer purchasing behaviour, influencing customers at every stage of the buying process (Hee & Yen, 2018). Furthermore, the influence of social media marketing on purchase intention and behaviour has been a research hotspot, indicating a growing interest in understanding and leveraging social media to drive purchasing decisions (Liu et al., 2018). However, it is important to note that the effectiveness of social media marketing on purchasing decisions may vary based on factors such as brand awareness, brand image, and product innovation (Ansari et al., 2019; Tauran et al., 2022; Ellitan et al., 2022; Sagita & Sarsono, 2021). Overall, the body of research suggests that social media marketing plays a crucial role in shaping consumer purchasing decisions, and understanding its various influences is essential for businesses aiming to leverage social media for marketing purposes. The relationships between the variables in this study can be formulated as follows: H2: Social media marketing influences wardah skincare product purchasing decisions.

RESEARCH METHODS

The target object of this research is consumers of Wardah skincare products, which is the best skincare brand in Indonesia (Nesia, 2023). The population and sample in this study are consumers of Wardah skincare products living in three major cities in East Kalimantan: Balikpapan, Samarinda, and Bontang. The sample criteria were at least 17 years old and had used Wardah skincare products for one year. The number of respondents in this study was 102, and the data type used was quantitative. This study used the PLS Structural Equation Modeling (SEM) analysis technique. This second-generation multivariate analysis technique makes it easy to analyse the relationship between complex variables (direct and reciprocal relationships) to obtain a comprehensive picture of the entire model. The fundamental advantage of PLS-SEM is its ability to quantify complex interaction models while still considering the measurement error inherent in indicators (Ghozali, 2021).

RESULT AND DISCUSSION

This study identified approximately 109 respondents who met the specified requirements and criteria. The respondent was a lady who used skincare goods. Based on the data obtained, it is known that the respondents were women; namely, 109 respondents (100%) were women, and there were no men. The age range of the respondents ranged from 17-21 years old with 38 (34.9%), 22-25 years old with 48 (44%), 26-31 years old with 23 (21.1%), and above 31 years old with no respondents. The highest number of respondents was students (53, 48.6%), civil servants (31, 28.4%), private employees (8, 7.3%), self-employed (7, 6.4%), housewives (6, 5.5%), and others (3.6%). The respondents' domiciles were Balikpapan City (43 people, 39.4%), Samarinda City (50 people, 45.9%), and Bontang City (16 people, 14.6%).

Measurement Model Test Analysis (Outer Model)

1. Convergent Validity

Convergent validity was used to examine how the indicators measured the latent variables. The outer loading values in the table indicate the appropriateness of the variable indicator. Indicators are regarded as valid if the value is > 0.7 , whereas those < 0.7 should be eliminated. The original measurement model is shown in the following figure.



Figure 1. Initial measurement model

Initial measurement model Figure 1 shows a lower order when the variable did not yield a loading factor value of > 0.70. and indications < 0.70 will be eliminated.

2. Reliability Test

Reliability tests were performed to determine the extent to which the measurement instruments could be relied upon or trusted to provide consistent and accurate data. Reliability testing was conducted by examining the composite reliability value above 0.7; for AVE, it was above 0.5.

Table 1. Reliability value results

	Composite Reliability	Average Variance Extracted (AVE)
BI	0,822	0,508
DM	0,855	0,518
KP	0,838	0,525

The results in Table 1 imply that the composite reliability value was > 0.70, and the AVE value was > 0.5. Thus, it can be claimed that the indicators used had a fair level of consistency and reliability.

In Table 5, it can be concluded from the R-square value that Brand Image (BI) and Social Media Marketing (DM) can explain Purchasing Decisions (KP) by 5.4%, which means that the model is weak because the variable others influence the Purchasing Decision variable, amounting to 83.4%. The figure below illustrates the entire structural model constructed in this study.

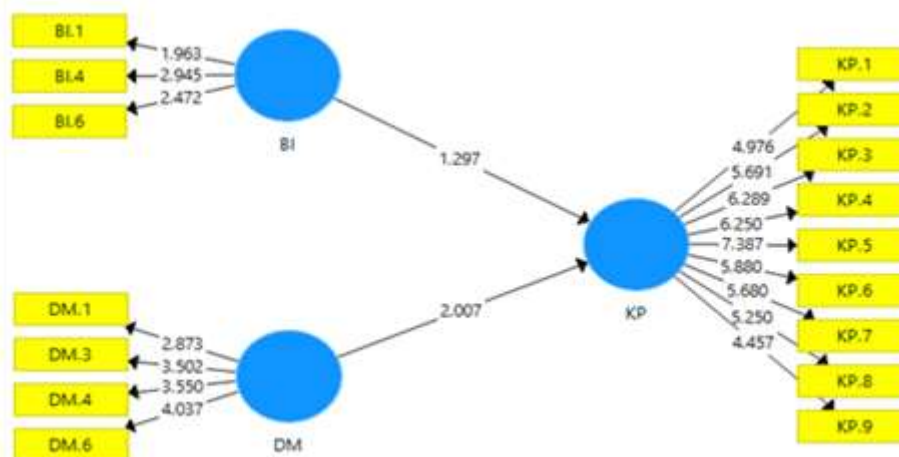


Figure 2. Test Results on Structural Models

The graphic above reveals that of the two factors studied, only the Social Media Marketing component positively and significantly influences purchase decisions, because the t-table value is 2.007, which is more than 1.85. Table 7 displays the results of testing the overall structural equation model (full model), which describes the path coefficient or the link between the latent variables.

Table 2. Hypothesis results from the path coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	(O/STDEV)	Values
BI -> KP	-0,158	-0,185	0,122	1,287	0,185
DM -> KP	0,213	0,258	0,105	2,007	0,045

Based on Table 2, it can be observed that of the two hypotheses, only one hypothesis can be accepted, namely that there is a positive and significant influence, specifically between Social Media Marketing and Marketing on Purchasing Decisions. The table demonstrates the following:

- H1: Brand Image has no effect on Purchasing Decisions for Wardah brand skincare products (path brand image has a negative impact on purchasing decisions for Wardah brand skincare products (path coefficient: -0.158) and is statistically insignificant because the significance value p-value is 0.185 (>5%). Thus, Hypothesis 1 is not supported.
- H2: Social media marketing has a positive effect on purchasing decisions for Wardah brand skincare products (path coefficient: 0.213) and is statistically significant because of the significance value of the p-value: 0.045 (<5%). Hypothesis 2 supports

Brand image influences purchasing decisions.

The results of the hypothesis testing in this research reveal that the Brand Image variable does not affect purchasing decisions. The T-value was 1.287 (<1.85), and the p-value was 0.185 (>5%), where the significance value was larger than 0.05. The results of this study do not support the hypothesis examined; namely, Brand Image influences the decision to purchase skincare products for the Wardah brand.

The results of this research do not support the Theory of Reasoned Action (TRA), which claims that purchase decisions are influenced by individual attitudes that originate from actions along with subjective standards. Ajzen (1991) stressed that attitudes toward behaviour could produce evaluative evaluations that are favourable, or vice versa (Maharyani, 2013). Brand Image can affect a person's attitude toward appraising a product. Packaging, benefits, quality, shape, and raw materials influence the brand image in customers' decision-making. This can affect consumers' decision to purchase wardah skincare products.

This study also aligns with the research conducted by Rahmawaty (2014) and Parengkuan et al. (2014), where Brand Image does not affect purchasing decisions.

Social media marketing influences purchasing decisions.

The results of the hypothesis testing in this study reveal that the social media marketing variable substantially influences purchasing decisions. 2.007 T-count results (> 1.85). The p-value was 0.045 (< 5%), with a significance value of < 0.05. The results of this study strengthen the hypothesis that social media marketing influences the decision to purchase skincare products.

The results of this research are consistent with the Theory of Reasoned Action (TRA), which highlights the role of individual attitudes, particularly attitudes toward product selection before purchase (Maharyani, 2013). This theory is related to social media marketing because it highlights the role of attitudes and social norms in decision-making. Social media marketing can affect customer attitudes and social norms through content, communication, and online interactions, ultimately influencing purchasing decisions.

This research validates the findings of previous researchers, such as those done by Syahidah (2021), Saputra and Ardani (2020), and Liana (2021), that social media marketing influences purchasing decisions.

CONCLUSION

This study concludes that brand image does not influence purchasing decisions for Wardah brand skincare products. Based on this data, brand image is not considered when choosing skincare products. Several brands have formed and sold comparable products. This is also influenced by consumers who prefer to trust reviews and testimonials from celebrity endorsements and other consumer reviews (beauty influencers) rather than brand promises. Social media marketing significantly influences purchasing decisions for Wardah brand skincare products.

This is due to the movement of consumer behaviour towards social media marketing, which allows wider and simpler access to product information, ease of transactions, ease of

online shopping, creation of interesting and informative content, promotion through social media, and direct interaction that builds relationships with consumers.

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