

SOCIAL MEDIA MARKETING, BRAND IMAGE, AND PURCHASING DECISIONS OF HALAL COSMETICS

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Abstract

The purpose of this study was to answer questions about the influence of social media marketing and brand image on consumer purchasing decisions on Emina's halal cosmetics in Padang City. This type of research is quantitative and through a descriptive approach. Sampling in this study used the data collection method in the form of a questionnaire with a total sample of 180 respondents. Primary and secondary data are used in this study. Female students who became the study population. Purposive sampling is the sample methodology used. Five universities were used as research samples in Padang City. Analysis using SEM-PLS Structural Equation Modeling Analysis version 3. The analysis technique used with the results of the study shows that social media marketing (X1) has a significant effect on purchasing decisions with a P value of 0.011 with a path coefficient value of 0.154 and brand image (X2) has a significant effect on purchasing decisions with a P value of 0.000 with a path coefficient value of 0.592

Keywords: Social Media Marketing, Brand Image, Purchase Decision

INTRODUCTION

Cosmetics company must creative and innovative For alluring women 's hearts , company must smart form something image positive brand _ in the eyes consumer Because matter That is way to order the product own position both on the market and can afford endure in the market with period relative time _ long as well as can compete with product other on the market (Yuniamartha, 2021) Cosmetics is the development of a cosmetic which is also often used for dental care and oral mucosa, especially for cleaning, deodorizing, changing appearance or improving body odor as well as protecting the body in good condition. Cosmetics can be used by women and men who use cosmetics to care for their body and skin health.

The concept of halal cosmetics can be seen from the materials used, such as the process of preparation, manufacture, storage and transportation of halal products. Therefore, halal cosmetic products with the halal logo must be recognized as an indicator of cleanliness, safety, purity and quality.

Cosmetics Emina is one _ *brands* cosmetics produced by PT . Paragon Technology and Innovation and is company cosmetics local the biggest in Indonesia already stand since 1985. Brand _ Emina Alone first launched on the moon March 2015. With the tagline that reads " *Born to Be Loved* " , Emina success become pioneer in voicing standard different beauty . _ As well as creating a *fun and playful image* (Safitri & Ali Mauludi, 2022) In Emina's cosmetic products, the determination of affordable prices with good quality, the resulting impact as a product can whiten and become a thing that sticks in the minds of consumers to cosmetic users.

Consumer decisions to make purchases on an item based on needs and desires. Consumers can also make decisions when there are several alternatives that are in accordance with perceptions, prices, and beliefs about a product or service. There are 5 processes that are skipped in the decision process purchase namely : 1). Introduction Problem 2). Search Information 3). Evaluation Alternative 4). Purchasing Decision 5). Behavior Post Purchase . (Karamang, 2022)

The brand image that is owned by a company, consumers will be more interested in the products and services offered (Ristauli Hutagaol & Safrin, 2022) . brand image can influence perception and attitude consumer in various chance . For create more value _ thought consumer so that will improve the brand image then the resulting product must good and quality (Citra & Santoso, 2021)

social media Marketing is a process that encourages individuals to carry out promotions through their websites, products or services through media channels to communicate by utilizing communities that have a greater possibility of doing marketing (Komyang and Gede, 2020). In matter This *social media* used as tool approach to public For promote something product or service so you can made as choice or in other words called as *social media marketing* . As has been We know that moment This clan teenager many use _ Instagram with exists such a medium will become opportunity for businessman in introduce something the products it sells , so that society can know existence more wide again . Social media now become as one _ tools

used by entrepreneurs _ For do marketing product or as it is also called with social media marketing.

In contrast to previous research, this study aims to determine *social media marketing* and *brand image* on consumer purchasing decisions on Emina *halal cosmetics* in Padang City.

LITERATURE REVIEW

Theory of Planned Behavior (TPB) explains that purchasing decisions consumer to something product influenced diverse factor . Is behavior consumer , in take decision purchase and is influenced by intention purchase . Intention purchase somebody influenced by attitudes , norms subjective and perceptual control behavior . decision and intention purchase a person is also influenced by the attribute product like price , brand and packing . According to (Indriyani & Suri, 2020) utilization *social media marketing* This is a medium which consumers many use _ right application _ For increase decision purchase . In theory the help explain influence of social media marketing, brand image on decision purchase cosmetics Emina . because _ That *social media marketing* own matter important in decision purchase consumer For make it easy do something purchase online or _ from distance far . Based on description the so the proposed hypothesis in study This are :

H₁ : Social Media Marketing influential significant to decision purchase consumers on halal cosmetics Emina Student in Padang City

According to (Syamsurizal & Ernawati, 2020) that *brand image* (image brand) is positive will give benefit for producer For more known by consumers . In other words, consumers will determine choice For buy product that has good image . _ Vice versa , if _ image brand negative , consumers Certain will tend consider more Far Again when will buy product .

H₂ : Brand Images influential significant to decision purchase consumers on halal cosmetics Emina by female students in the city of Padang

RESEARCH METHODOLOGY

Type Research and data sources

Type study This is study quantitative with using primary data in the form of distributed questionnaires _ to respondent with use scale *likert* with questions that have available with a

system for score (1) is not very agree , (2) no agree , (3) Neutral , (4) agree and (5) strongly agree

Place and time of research

This research was conducted on female students in the city of Padang. The time of the research was carried out in 2023.

Research Subjects and Objects

The research subjects studied were female students who were in the city of Padang. The object of research is consumer purchasing decisions on Emina cosmetics.

Population and Sample

Population used _ in study This is College students in the city of Padang who use cosmetics Emina as many as 180. Sample is part from A characteristics possessed by the population used _ For research .

Taking sample in study This using the capture technique sample *Purposive Sampling* The criteria determined by the researcher are as follows:

1. Know Product Emina
2. Once Use Product Emina

Variable Study

Independent variable (free) in study This is *Social Media Marketing (X1), Brand Image (X2)* and v variables dependent in study This is the Purchase Decision consumers at *Halal Cosmetics Emina* .

Data analysis technique

Table 1 Validity Test

	grain Statement	Total Correlation	R Table	Information
Social Media Marketing (X1)	X1.1	0.589	0.361	Valid
	X1.2	0.777	0.361	Valid

Brand Images (X2)	X1.3	0.681	0.361	Valid
	X1.4	0.893	0.361	Valid
	X2.1	0.740	0,361	Valid
	X2.2	0,916	0,361	Valid
	X2.3	0,915	0,361	Valid
Keputusan Pembelian (Y)	Y.1	0,804	0,361	Valid
	Y.2	0,649	0,361	Valid
	Y.3	0,707	0,361	Valid
	Y.4	0,705	0,361	Valid

Source : Primary Data, processed by SPSS, 2023

On the results of the validity test give results that question items in a manner whole have $r_{count} > r_{table}$ 0.361 which means all items from question declared valid.

Table 2 Reliability Test

Variable	Cronbach Alpha	Information
Social Media Marketing (X ₁)	0.727	Reliable
Brand Images (X ₂)	0.822	Reliable
Purchase Decision	0.677	Reliable

Source : Primary Data, processed by SPSS, 2023

In the reliability test explain that question items entirely explain that *Cronbach's Alpha* > 0.6 which means that all items from each variable declared " *Reliable* "

Evaluation of the Measurement Model (Outer Model)

Convergent Validity

Table 3 Outer Loading

	Social Media Marketing (X1)	Brand Images (X2)	Purchase Decision
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X1.1	0.845		
X1.2	0.879		
X1.3	0.818		
X1.4	0.733		
X2.1		0.794	
X2.2		0.880	
X2.3		0.856	
Y. 1			0.818
Y.2			0.880
Y.3			0.747
Y.4			0.807

Source : Processed data author , 2023

Processing results with use SmartPLS can seen in the outer loading table of each variable where outer model or correlation between construct with variable the show that all loading factors have mark above 0.50.

**Average
Extracted**

	Average Variance Extracted (AVE)
Social Media Marketing (X1)	0,673
Brand Image (X2)	0,712

**Variance
(AVE)**

Tabel 4 Average Variance Extracted (AVE)

Keputusan Pembelian	0,663
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Sumber: Data yang diolah penulis, 2023

Based on table 4 above there is three variable that has the AVE value above criteria minimum ie 0.5 so can said all valid constructs and research This can next stage next with describe and measure variable .

Validity Test Discriminant

Table 5 Cross Loading

	Social Media Marketing (X₁)	Brand Images (X₂)	Purchase Decision
X.1	0.845	0.142	0.215
X.2	0.879	0.275	0.304
X.3	0.818	0.189	0.262
X.4	0.733	0.203	0.189
X2.1	0.327	0.794	0.432
X2.2	0.189	0.880	0.587
X2.3	0.151	0.856	0.559
Y. 1	0.253	0.557	0.818
Y.2	0.191	0.616	0.880
Y.3	0.276	0.398	0.747
Y.4	0.290	0.451	0.807

Source : Processed data author , 2023

From table 5 results test validity discriminant can seen every mark *cross loading* from variable manifest there are each latent variable .

Cronbach's Alpha Test and Composite Reliability

Table 6 Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Social Media Marketing (X1)	0.839	0.891
Brand Images (X2)	0.799	0.881
Purchase decision	0.831	0.887

Source : Processed data author , 2023

From table 6 *cronbach's alpha* and *Composite reliability* can seen every construct or variable the have mark on 0.7 Which signify that the Consistency Interval of *social* endogenous variables *Media Marketing*, *Brands Images* and variable exogenous namely *Decision Purchase* .

Structural Model Testing (Inner Model)

R square

Table 7 R Square

	R Square
Purchase Decision	0.421

Source : Dear data processed author , 2023

Table 7 values from R-Square pointed out For variable *Social Media Marketing*, *Brand Image* is obtained of 0.421. Result of social media marketing, brand image can explain variable decision purchase . In influence variable *Social Media Marketing*, *Brand Image* can explain variable decision purchase of 0.421 or 42.1%, the remaining 57.9% is influenced by variables other . this value categorized weak , got concluded that One variable free give influence weak to variable bound .

Q Square

Table 8 Q Square

	Q² (=1-SSE/SSO)
Purchase Decision	0.267

Source : Dear data processed author , 2023

Based on table 8 results calculation *Q Square* on research This of 0.267 or 26.7% with thus the model in research This own mark relevant predictors , where the model is used can explain existing information _ in research data as big 26.7%. So can concluded that study This own mark observation is *predictive relevance* because mark *Q Square* > 0 (zero) which is 0.267

Hypothesis Test

Table 9 Significance Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Value	P Value
Influence <i>Social Media Marketing</i> Against Purchasing Decisions	0.154	0.592	0.060	2,550	0.011
Influence <i>Brand Image</i> Against Purchasing Decisions	0.592	0.161	0.051	11,548	0.000

Source : Processed data author , 2023

In table 9 above that test hypothesis done For test influence from *Media Social Marketing* on Purchasing Decisions cosmetics Emina by female students in Padang City. Test Value Alpha hypothesis used _ that is (0.05) if seen in t table that is 1,960. From the table above can

concluded that results from second hypothesis said significant Because t count value (2.550 and 11.548) > 1.960. Where is *social media marketing* against decision purchase own mark coefficient of 0.154 means there is positive and significant relationship _ between *social media marketing* against decision purchase . If the more tall level *social media marketing* then the more tall decision purchase . And *brand image* against decision purchase own mark coefficient of 0.592 which means there is positive and significant relationship _ between *brand image* against decision purchase . If the more tall level *brand image* then the more low level decision purchase .

RESULTS AND DISCUSSION

1. Influence *Social Media Marketing* Against Purchasing Decisions Consumers on *Halal Cosmetics Emina* (Study Case Student in Padang City)

Analysis results study produce that influential *social media marketing* significant to decision purchase consumers on *halal cosmetics Emina* with female students in the city of Padang. this _ proven with *Structural Equation Model* (SEM) which shows that mark *Path Coefficients* on variables *social media marketing* in testing hypothesis get mark as big 0.154 which means there is connection positive and significant between *social media marketing* to decision purchase .

this _ because *social media marketing* shows that role or use *Social media marketing* is very precise in promote product so that can influential to decision purchase product *Emina* Because The reach possessed by *social media marketing* is very wide and easy consumer For look for information about product Then consumer interested For do decision purchase to product *Emina* . Proven results testing hypothesis that proves that influential *social media marketing* to decision purchase cosmetic . According to (Nurlaela Anwar, 2018) which shows that the more tall role *social media marketing* in promote product so will influence consumer For do decision purchase product .

2. Influence *Brand Image* to decision purchase consumers on *halal cosmetics Emina* (Study Case Student in Padang City)

Analysis results study produce that influential *brand image* significant to decision purchase consumers on *halal cosmetics Emina* with female students in the city of Padang. this _ proven with *Structural Equation Model* (SEM) which shows that mark *Path Coefficients* on

variables *brand image* in testing hypothesis get mark 0.592 as big which means there is connection positive and significant between *brand image* against decision purchase .

Product Emina own benefits and good quality _ For beautify appearance . Besides it also has soft material _ skinned , then Lots consumers feel _ interested For use product cosmetics Emina . Proven from results testing hypothesis that proves that influential *brand image* positive and significant to decision purchase cosmetics Emina . According to (Yunita & Elwisam, 2019) say that influential *brand image* positive and significant to decision purchase , increasingly tall belief consumer at one product so the more high too _ decision purchase to product Emina .

CONCLUSION

Based on results data analysis and testing hypothesis that has carried out “ Influence *Social Media Marketing* and *Brand Image* Against Purchasing Decisions at *Halal Cosmetics Emina* ” then can pulled conclusion as following :

1. *Social Media Marketing* influential to decision purchase cosmetics Emina . this _ proven that mark *Path Coefficients* on variables *social media marketing* in testing hypothesis get mark as big 0.154 which means there is connection positive and significant between *social media marketing* to decision purchase .
2. *Brand Image* (Brand Image) is influential to decision purchase cosmetics Emina . this _ proven that mark *Path Coefficients* on variables *brand image* in testing hypothesis get mark 0.592 as big which means there is connection positive and significant between *brand image* against decision purchase .

Limitations Study

Study This No regardless from limitations nor weakness . On the other hand the limitations and weaknesses found in study This can become repair for researchers who will come . The limitations found _ in study This are :

1. On research This only study influence *social media marketing* and *brand image* against decision purchase product cosmetics Emina .

2. In study This respondents taken _ as many as 180 respondents who use product Emina
3. Research location only focused on female students in the city of Padang

Suggestion

Based on conclusions and limitations in study this , suggestions that can researcher give For can perfect study in the future come is as following :

1. Future research _ come add other variables like *electronic word of mouth* (E-WOM) and *celebrity endorsements* the result dominant will influence decision purchase cosmetics Emina .
2. Future research _ come recommended use respondent in more amount _ big

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