



The Influence of Social Media Marketing of A Beauty Service SME on the Customer Purchase Decision

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ABSTRACTS

This study aims to determine the description of Instagram social media marketing and purchasing decisions at MUA Amei Makeup, and to determine the effect of Instagram social media marketing on purchasing decisions at MUA Amei Makeup. This research uses quantitative research methods with descriptive and verification approaches. The data sources used are primary data and secondary data. In collecting data, researchers used observation, interviews and questionnaires. The sampling technique is probability sampling, where each member has the same opportunity to be selected as a sample. The population of this study were MUA Amei Makeup Instagram followers with a total of 1963 people, so a sample of 95 people was obtained. Data was collected using a questionnaire. The data analysis techniques used are descriptive statistics, classical assumption test, simple regression test, t test, and coefficient of determination. The results showed that Instagram social media marketing had a positive effect on purchasing decisions at MUA Amei Makeup by 31.3% while the remaining 68.7% was influenced by other variables such as marketing mix, socio-cultural influences, and communication consisting of advertising, buzz agents and word-of-mouth which were not examined in this study.

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1. INTRODUCTION

Makeup Artist (MUA) answers the needs of urban women who always want to look

beautiful, thus making MUA work increasingly popular. The MUA business has now become a business trend and has

given rise to many new business actors (Safira, N. S. et al, 2021). On the other hand, this makes the level of competition in the MUA business even tighter. Meanwhile, in choosing to arrive at the decision to buy a product or service, consumers are very critical, so various efforts are made by MUAs to win the hearts of consumers (Kambali, I. et al, 2020). Consumers will consider several things before making a decision to buy which is called consumer decision (Upadana & Pramudana, 2020). Indonesian people tend to have consumerist habits and are easily influenced by various things in the process of making purchasing decisions (Setianingsih & Aziz, 2022). Purchasing decisions made by consumers are based on needs and desires for a product and are based on several purchasing decision factors (Pradana & Hidayah, 2017). With these consumer purchasing decisions, the company makes a profit so that it can develop its business or company and continue in the future (Pramezwary et al, 2021).

In Sumedang itself the number of MUA is growing every year. One of the MUAs in Sumedang Regency is MUA Amei Makeup. MUA Amei Makeup sets prices that are relatively affordable compared to the prices offered by competitors, but the number of MUA Amei Makeup followers is still less than competitors. This resulted in few consumers making purchasing decisions, resulting in a decline in sales of MUA Amei Makeup services. Kotler & Armstrong (in Winasis, C. L. R. et al, 2022) sales are an indicator of marketing, where sales are the result of the purchasing decision process. Factors that can influence purchasing decisions include marketing mix, socio-cultural influences, and communication consisting of

advertising, buzz agents, social media, and word-of-mouth (Candra, Y. et al, 2019).

Therefore, MUA uses various strategies to compete to attract the attention of consumers so that they decide to purchase their services. The more consumers make purchasing decisions, the more revenue the company can collect.

One of the communication channels used by MUA is social media. Social media marketing offers one of the biggest opportunities for entrepreneurs, MSMEs, start-up companies and mature companies to build brands and businesses. Businesses that utilise social media can increase interaction and increase consumer buying interest in the product or service (Mulyansyah & Sulistyowati, 2021). Both MUA Amei Makeup and MUA Amei Makeup competitors actively use social media Instagram. The difference lies in the content shared, competitors only share content in the form of catalogues and testimonials from consumers and minimal promotional content, while MUA Amei Makeup is quite diligent in sharing catalogue posts, testimonials and promotions. Even so, MUA Amei Makeup is still less competitive than competitors and is not enough to attract more consumers to make purchasing decisions at MUA Amei Makeup which can be seen from declining sales.

Consumer information sources for purchasing decisions have shifted from traditional media to social media giving rise to personal activities such as friendship, collaboration between consumers and sharing experiences so that they can influence preferences in making good decisions (Chang et al., 2015; Chen & Lin, 2019; Evans & McKee, 2010). This is supported by previous research conducted by (Chen & Lin, 2019), the results show that

companies that are actively involved in social media can accelerate or influence consumer behaviour in making purchasing decisions. Meanwhile, research conducted by Zanjabila & Hidayat (2017), the results show that social media marketing has an influence of 24.9% while the remaining 75.1% is influenced by other factors, meaning that social media marketing has little influence on purchasing decisions.

2. METHODS

The research method used is a type of quantitative research which is based on the philosophy of positivism and is used to research certain populations or samples. In this research, a questionnaire or questionnaire method was used to collect data. This research includes descriptive and verification research. Descriptive research design is a theory-based design method, where data is collected, analysed and presented to describe the situation or case at MUA Amei Makeup. This research uses a survey method to collect data from natural places, but with certain treatments such as the use of questionnaires, tests, structured interviews, and so on. Sugiyono (in Ndruru, M. et al, 2020) stated that verification method is research conducted on a certain population or sample with the aim of testing a predetermined hypothesis. The variables used in this research are Social Media Marketing Instagram as variable (X) and purchasing decisions as variable (Y). The population in this study were Amei Makeup Instagram followers, totaling 1,963 followers. From this population, a sample of 95 followers was taken using the Slovin formula.

Data collection techniques in this research used observation, interviews and questionnaires. The questionnaire consists of questions whose answers are in the form of choices using a Likert scale developed from the results of theoretical studies. This research questionnaire uses five alternative answers, namely Strongly

Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS).

Research Hypothesis

In this research, hypotheses or temporary conjectures can be formulated based on the focus of the problem being studied and the opinions of several experts regarding the relationship between variables. The following are hypotheses that can be formulated in this research.

H0: Instagram social media marketing has no positive effect on decisions purchasing MUA Amei Makeup services.

Ha: Instagram social media marketing has a positive influence on decisions purchasing MUA Amei Makeup services.

3. RESULT AND DISCUSSION

3.1 Descriptive statistics

The following research results of descriptive statistical analysis are shown in Table 3.1:

Table 3.1 Descriptive Statistics

		Social media marketing (X)	Purchase decision (Y)
N	Valid	95	95
	Missing	0	0
	Mean	68.07	58.43
	Median	69	58
	Mode	71	58
	Std. Deviation	5.02	7.57
	Variance	25.26	57.35
	Range	23	36
	Minimum	54	39
	Maximum	77	75

Source: Data processed using SPSS 26, 2023

Table 3.1 shows that N or the amount of data for each variable is 95. From the sample data (X) of 95, the minimum value is 54 and the maximum value is 77. In addition, the average value (mean) of this data is 68.07 and the standard deviation value is 5.02. This shows that the average value (X) is greater than the standard deviation, so there is a slight deviation in the data and the value is evenly distributed. The number of valid data for each variable is 95. In 15 sample data (Y), it was found that the smallest value was 39 and the largest value was 75. The average (mean) of this data was 58.43 with a standard deviation of 7.57 . Because the mean value (Y) is greater than the standard deviation, data deviations are low and the values are spread evenly.

3.2 Description of Variable X (Social Media Marketing Instagram)

Based on data for variable x collected from the results of questionnaire to 95 respondents with questions on 17 instruments using 5 ordinal scale answer choices, along with the percentage score for each metric can be seen as follows:

Table 3.2 Percentage of Score per Indicator Variable X

Number	Indicator	Total Score	Percentage Score
1	Content Creation	1555	81,84%
2	Content Sharing	1452	76,42%
3	Connecting	1959	82,48%
4	Community Building	1501	79%
	Total	64647	80,09%

Source: Primary data processed, 2023

From the results of Table 3.2 it is known that the average score from distributing the

questionnaire is 80.09% with the highest score of 82.48% on the "Connecting" indicator and the lowest score of 76.42% on the "Content Sharing" indicator. When referring to the interval category table (Table 3.3), the value of the "Content Sharing" indicator is included in the very good category and must be maintained because it is above the average score percentage. Meanwhile, the "content sharing" indicator is in the good category but must be improved because it is still below the average percentage score. The assessment percentage can be seen in Table 3.3 below.

Table 3.3 Interval Category

Interval	Category
81%-100%	Excellent
61%-80%	Good
41%-60%	Fair
21%-40%	Low
0%-20%	Very Low

3.3 Description of Variable Y (Purchase Decision)

From this data, the percentage score for each metric can be seen as follows:

Table 3.4 Percentage of Scores per Indicator Variable Y

Number	Indicator	Total Score	Percentage Score
1.	Need Recognition	1817	76,50%
2.	Pre-purchase Information Search	1786	75,2%
3.	Evaluation of Purchase Information	1948	82,02%
	Total	5551	77,91%

Source: Primary data processed, 2023

Based on the results of data collection, it can be seen that the average score from distributing the questionnaire was 77.91% with the highest score percentage of 82.02% on the "Evaluation of Purchase Information" indicator and the lowest score of 75.2% on the "Pre-Purchase Information" indicator. Search". When referring to the interval category table (Table 3.3), the value of the "Evaluation of Purchase Information" indicator is included in the very good category and must be maintained because it is above the average score percentage. Meanwhile, the "Pre-Purchase Information Search" indicator is in the good category but must be improved because it is still below the average percentage score.

3.4 Analysis of the Influence of Variable X on Variable Y

Validity test

In this research, the number of samples is 95, so the degree of freedom is 93. The validity of an instrument can be seen by comparing the correlation value (r) with the critical value using the r-table. If the calculated r value is greater than the r table value, then the instrument is considered valid. Conversely, if the calculated r value is smaller than the r table value, then the instrument is considered invalid. The following are the results of the validity test processed using SPSS 26:

Table 3.5 Validity Test Result

Number	Variable	Valid	Invalid
1	Social media marketing Instagram	13	0
2	Purchase	12	0

decision

Total 25 0

Source: Primary data processed using SPSS 26, 2023

Based on Table 3.5, it proves that the calculated r-value is greater than the r-table value. This shows that all statements on each Instagram social media marketing variable and purchasing decisions are considered valid.

Reliability Test

A variable can be considered reliable if its Cronbach Alpha value is greater than 0.60. The following are the results of the reliability test in Table 3.6 and Table 3.7 as follows:

Table 3.6 Variable X Reliability Test Result

Cronbach's Alpha	N of Items
0.819	13

Source: Data processed using SPSS 26, 2023

Based on Table 3.6, it can be seen that Cronbach's Alpha for variable X has a value of $0.819 > 0.60$, therefore variable X is categorised as a reliable or reliable variable.

Table 3.7 Variable Y Reliability Test Result

Cronbach's Alpha	N of Items
0.804	12

Source: Data processed using SPSS 26, 2023

Based on Table 3.7 above, it can be seen that Cronbach's Alpha for variable X has a value of $0.804 > 0.60$ so that variable Y can be categorised as a reliable or reliable variable.

3.5 Classic Assumption Test

Normality test

Below are the results of testing classical assumptions using the Kolmogorov-Smirnov normality test:

Table 3.8

<i>Unstandardized Residual</i>	
Test Statistic	0.46
Asymp. Sig. (2-tailed)	.200c,d

Kolmogorov-Smirnov Normality Test

Source: Data processed using SPSS, 2023

Based on Table 3.8, it can be concluded that the distribution of residual values is normal because the significance value (sig.) is $0.200 > 0.05$. This research uses 2-way significance, where the rejection limits are found on both sides of the distribution. Each rejection area has a limit of 2.5% on the right and left sides. If both areas are expanded to 5% then the significance level will be 90%. This can also be seen from the results of the Normal Probability Plot graphic analysis as follows:

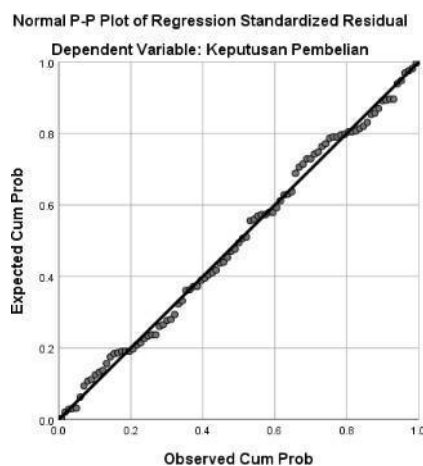


Figure 1 Probability Plot Normality Test Results

From Figure 1, it can be concluded that the points are well distributed around the

diagonal line, so it can be considered that the data has a normal distribution. Therefore, the regression model can be used to carry out probability.

Multicollinearity Test

The results of the multicollinearity test in this study can be seen in Table 3.9 below:

Table 3.9 Multicollinearity Test Result

Model	Collinearity Statistics		
	Sig.	Tolerance	VIF
Social media marketing Instagram	,000	1,000	1,000

Source: Data processed using SPSS 26, 2023

Based on the results of the multicollinearity test in Table 4.12, it is known that the tolerance value is $1 > 0.10$ and the VIF value is $1 < 10.00$, so it can be concluded that multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is a difference in residual variance between one observation and another in the regression model. The results of the heteroscedasticity test are shown in Figure 2:

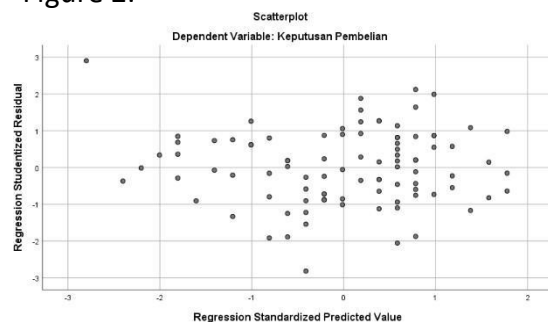


Figure 2 Heteroskedasticity Tes

Source: Data processed using SPSS 26, 2023

From Figure 2, it can be seen that the residual points spread randomly both below and above the Y axis without any clear pattern. This shows that heteroscedasticity does not occur in the regression model.

3.6 Simple Linear Regression Analysis

Simple regression analysis was carried out with the aim of testing the influence of one independent variable on the dependent variable. The following are the results of simple linear regression analysis in this research:

Table 3.10
Simple Linear Regression Analysis

Unstandardized Coefficients			
Model	B	Std. Error	
1	(Constant)	1.037	8.839
	Social media marketing Instagram	0.843	0.13

a. Dependent variable: Decision Variable

Source: Data processed using SPSS 26, 2023

Based on Table 4.13, it can be seen that the constant has a value of 1.037 and the value of the variable X is 0.843. Therefore, a simple regression equation is obtained as follows:

$$Y = A + BX + E$$

$$Y = 1,307 + 0,843X + e$$

From the equation above, it can be explained as follows:

- a. A constant value of 1.307 indicates that if the value of the social media marketing variable Instagram is equal to 0, then the value of the

purchasing decision variable will have a value of 1.307.

- b. The regression coefficient of 0.843 shows that for every 1% increase in the Instagram social media marketing variable, the value of the purchasing decision variable will increase by 0.843. Because the coefficient is positive, it can be concluded that there is a positive influence from the social media marketing variable Instagram on the purchasing decision variable at MUA Amei Makeup.

T test

The results of the partial significance test (T statistical test) are shown in Table 3.11 below:

Table 3.11 T test

Model	t	Sig.
Social media marketing Instagram	6.511	0.000

Source: Data processed using SPSS 26, 2023

From Table 3.11, it can be concluded that the significance value (sig.) is $0.000 < 0.5$. This shows that the Social media Marketing variable Instagram (X) has a significant influence on Purchasing Decisions (Y). Apart from that, the t-count value of 6.511 is greater than the t-table value of 1.665, so the hypothesis can be accepted. Therefore, it can be concluded that Instagram social media marketing has a positive effect on purchasing decisions.

Coefficient of Determination

The results of the coefficient of determination (R²) are shown in Table 3.12 as follows

Table 3.12

Determination Coefficient Test (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560 a	0.313	0.306	6.310

a Predictors: (Constant), Social media marketing Instagram

Source: Data processed using SPSS 26, 2023

Based on Table 3.12, it is found that the correlation value (R) between variable X (Social media Marketing Instagram) and variable Y (Purchase Decision) is 0.560. Furthermore, from this output a coefficient of determination (R square) of 0.313 can be calculated, which shows that the social media marketing variable Instagram influences the purchasing decision variable by 31.3%. Meanwhile, the remaining 68.7% is influenced by other variables that have not been or were not examined in this research.

Discussion of Research Results

This research shows that the social media marketing variable Instagram has a t-value of 6.511 which is greater than the t-table of 1.665. Therefore, the H_a hypothesis is accepted. With a regression coefficient value of 0.843, it shows that for every 1% increase in the Instagram social media marketing variable, the value of the purchasing decision variable will increase by 0.843. Because the coefficient is positive, it can be concluded that there is a positive influence from the social media marketing variable Instagram on the purchasing decision variable at MUA Amei Makeup.

With a significance of 0.000 and an

Instagram social media marketing coefficient of 0.313, this shows that the Instagram social media marketing variable has a positive and significant effect on purchasing decisions by 31.3%. This means that the better the Instagram social media marketing, the greater the influence on purchasing decisions. Meanwhile, the remaining 68.7% is influenced by other variables such as marketing mix, socio-cultural influences, and communication consisting of advertising, buzz agents and word-of-mouth which were not examined in this research.

The theory used in this research shows the existence of relationships and connections. The theory used is the theory of Kotler & Armstrong (in Mulyana, S., 2021) which states that purchasing decisions are the buyer's decision about which brand to buy. Meanwhile, factors that can influence purchasing decisions include marketing mix, socio-cultural influences, and communication consisting of advertising, buzz agents, social media, and word-of-mouth (Candra, Y. et al, 2019). This research also uses the theory of Gunelius (in Damayanti, S. et al, 2021) which states that social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory and action for brands, businesses, products, people or other entities and is carried out with using social web tools, such as blogging, microblogging, social networking, social bookmarking, and content sharing.

This research is in line with the results of research by Maria Magdalena Bate'e (2019) which states that one of the factors that can influence purchasing decisions is the communication factor consisting of social media. Instagram social media marketing helps consumers make

purchasing decisions at MUA Amei Makeup. With these consumer purchasing decisions, MUA Amei Makeup makes a profit so that it can develop its business or company and continue in the future.

This research supports Chen & Lin's (2019) statement that companies that are actively involved in social media can accelerate or influence consumer behaviour in making purchasing decisions. Companies hope to increase purchasing decisions so that their business can grow and benefit from the services they offer to consumers.

This research supports previous research made by Ridwan Zanjabila and Rahmat Hidayat with the title "Analysis of the Influence of Social Media Marketing on Purchasing Decisions in Bandung Techno Park (Study of Bandung Techno Park Customers 2017)". This research has similarities with previous research in terms of the use of quantitative descriptive research. However, there are differences in the research objects, research locations conducted at MUA Amei Makeup, and sampling techniques that use probability sampling. Meanwhile, research conducted by Zanjabila and Rahmat Hidayat was carried out at Bandung Techno Park and used non-probability sampling techniques.

4. CONCLUSION

From the results of the research conducted, it can be concluded as follows:

1. An overview of Instagram social media marketing at MUA Amei Makeup is in the good category because it has an average score of 80.09% with the highest score on the connecting indicator and the lowest score on the content sharing indicator. The description of purchasing decisions at MUA Amei Makeup is in the good category because it has an average score of 77.91% with the highest score on the evaluation of purchase information indicator and the lowest score on the pre-purchase information

search indicator.

2. The social media marketing variable Instagram has a positive influence on purchasing decisions at MUA Amei Makeup. This means that if Instagram social media marketing increases, purchasing decisions will also increase. On the other hand, if Instagram social media marketing decreases, purchasing decisions will also decrease. In this case, it is necessary to improve the quality of social media marketing, especially the content sharing indicator which is still considered relatively low.
3. The social media marketing variable Instagram has a positive and significant effect on purchasing decisions by 31.3%. This means that the better the Instagram social media marketing, the greater the influence on purchasing decisions. Meanwhile, the remaining 68.7% is influenced by other variables such as marketing mix, socio-cultural influences, and communication consisting of advertising, buzz agents and word-of-mouth which were not examined in this research.

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