



The Influence of Social Media Marketing and Brand Image on the Purchase of Nasa Products at VCN Store Palu

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ABSTRACT

This study aims to analyze the influence of social media marketing and brand image on purchasing decisions at Vidia Cindya Novita Store Palu. This study uses primary data collected through questionnaires from 78 store customer respondents. The data analysis technique uses multiple linear regression. The results of the study indicate that social media marketing and brand image simultaneously have a significant effect on purchasing decisions. Partially, social media marketing and brand image each have a positive and significant effect on purchasing decisions. Social media marketing provides an effective contribution in building brand awareness and influencing consumer attitudes. While a positive brand image can increase consumer trust and preference for a product. In conclusion, social media marketing and brand image are important factors that need to be considered by stores in an effort to improve consumer purchasing decisions.

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INTRODUCTION

Social media serves as a very effective and efficient method for promoting a business. With a relatively affordable cost, social media advertising has the capacity to reach hundreds of millions of target audiences in various regions of the world simultaneously.

The practice of marketing products through social media platforms is known as social media marketing. The importance of social networks in everyday communication continues to increase, positioning it as a primary tool for consumer communication (Maria, et al. 2019). The global population of social media users is growing rapidly, including in Indonesia. People use social media for many reasons, such as seeking information, sharing information, entertainment, relaxation, and social interaction (Whiting and Williams, 2013). Organizations and companies widely use social media as a means of marketing. Social media serves as a communication tool for marketing that relies on the internet and technological resources to facilitate two-way or multi-way communication, unlike traditional media (Wigstrom and Wigmo, 2010).

Interest as a drive, namely a strong internal stimulus that motivates action, where this drive is influenced by positive stimuli and feelings about the product. If the stimulus or encouragement given exceeds expectations, consumers will be able to receive positive or pleasant feelings so that they have a stronger purchasing interest and the impact is that a decision to buy arises compared to if the purchasing interest is weak, consumers will choose other alternatives before making a purchasing decision. The purchasing decision made by consumers illustrates how far the level of influence of marketing efforts is carried out on a product so that marketers must know consumer behavior in determining their purchasing decisions (Nulufi & Murwatiningsih, 2018).

Purchasing Decision is the stage when you want to choose two or many alternatives in determining and determining a purchase, where when determining the decision there are several alternative choices (Schiffman & Wisenblit, 2018: 485). Brand Image is a consumer's perspective on a brand as an alliance that appears in the consumer's mind when remembering a particular brand. This association can be in the form of brand elements such as name, symbol, design or a combination of these elements that become the value of a brand and differentiate it from other brands (Kotler et al., 2020).

Beauty products are an industry that continues to grow rapidly, and competition in it is getting tighter. In facing this competition, it is important for companies to build a strong and effective brand image in influencing consumer purchasing decisions. In addition, the role of social media in marketing beauty products is also increasingly important, because consumers today spend a lot of their time on social media platforms. Therefore, this study aims to analyze the influence of brand image, social media marketing, and purchasing decisions on beauty products.

METHODOLOGY

The type of research used is causal research. According to Istijanto (2008) causal research, "is a research (research) that mainly aims to prove the causal relationship or the relationship of influencing and influencing the variables studied". This type of research is to explain the causal relationship between financial managers and performance To test the hypothesis proposed, the researcher collects data using documentation and questionnaires. The population in this study is all cafes located in the forest area of Palu City and Bukit Cinta which totals 147 in 2023. The sample in this study was a fraction of the population or representative of the managers of 147 researchers assigned 100 cafes. The analysis tool used in this researcher is multiple linear regression analysis. Ghozali (2018). It is revealed that multiple linear regression analysis aims to see the direction of the relationship between free variables and bound variables, and also to measure the strength of the relationship between variables.

RESULTS AND DISCUSSION

This classical assumption test is used to determine whether the multiple linear model used in this study meets the requirements such as: Normality Test, Multicollinearity Test, Autocorrelation Test and Heteroscedasticity Test. The classical assumption tests are as follows:

Normality Test

Normality aims to examine whether in a regression model the dependent variable (bound), independent variable (free) or both have a normal distribution or not. A good regression model is a normal or near-normal data distribution. Normality detection is done by looking at the distribution of data (points) on the diagonal axis of the graph. The basis for decision making is: 1) If the data is spread around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption. 2) If it spreads far from the diagonal, the regression model does not meet the normality assumption.

With the help of the SPSS 23 statistical program, the results of the data Normality Test can be seen at the data distribution points produced in this study so that it can be concluded that the data in this study is normal data, as shown in the following figure.

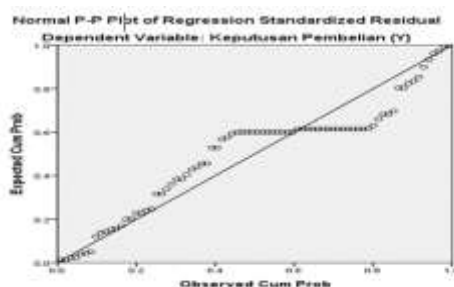


Figure 1 Normality Test

Multicollinearity Test

This test is intended to determine whether the independent variables are not correlated with each other or there is no significant relationship between the variables. According to Ghazalo (2011: 107-108) if multicollinearity occurs if the tolerance value is > 0.100 and the VIF value is < 10.00 . To support this test, SPSS 23 is used which obtains multicollinearity. The results of the multicollinearity test using the variance Inflation Factor (VIF) are as in the following table:

Table 1. Multicollinearity Test Results

No	Varibel Independen	Collinearity Statistics	
		Tolerance	VIF
1	Social Media Marketing (X1)	0,138	7,273
2	Brand Image (X2)	0,138	7,273

Source: Regression Results Appendix

From the table above, the VIF value of the independent variables in the regression model used is less than 10 while the Tolerance value is greater than 0.10, so it can be concluded that these variables do not have symptoms of multicollinearity.

Heteroscedasticity Test

The results of the heteroscedasticity assumption test of the formed regression model are presented in the following figure:

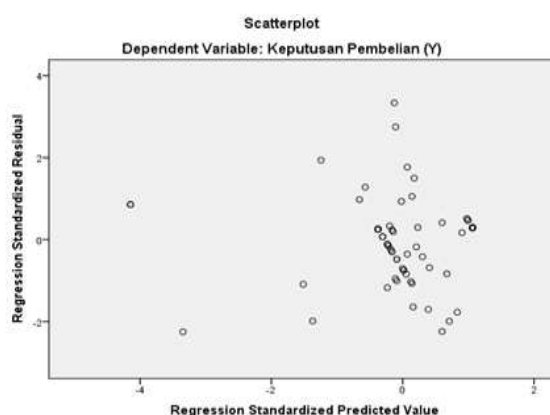


Figure 2. Standardized Predicted Value Regression

Based on Figure 2, the points are randomly spread, do not form a clear pattern, and are spread both above and below the number 0 on the Y axis. This means that the regression equation meets the heteroscedasticity assumption.

Regression Results

Multiple Linear Regression is one of the Parametric statistical tools with the function of analyzing and explaining the relationship between two or more research factors with different names, through observations on several observation results (observations) in various fields of activity. In relation to this study, the Parametric Statistical Analysis Tool Multiple Linear Regression is used to determine the effect of independent variables (X1, and X2) on the dependent variable (Y). In the context of this study, Multiple Linear Regression is used to measure the effect of social media marketing (X1) and brand image (X2), on product purchases at the Vidia Cindya Novita Store.

According to the results of the Multiple Linear Regression analysis using the assistance of the SPSS For Wind Release 23.0 computer, the results of the study were obtained from 78 customers with the alleged influence of the three independent variables (social media marketing and brand image) on product purchases at the Vidia Cindya Novita Store. The calculation results can be seen as follows:

Table 2. Multiple Regression Calculation Results

Dependen Variabel Y = Product Purchase				
Variables	Regression Coefficient	Standard Error	t	Sig
C = Constanta	-0.195	1.384	-0.141	0.888

X ₁ = Social Media Marketing	0.345	0.094	3.660	0.000
X ₂ = Brand Image	0.425	0.089	4.797	0.000
R = 0,933	F-Statistik = 250.982			
R-Square = 0,870	Sig. F = 0,000			
Adjusted R-Square = 0,867				

Source: Primary data after processing (2024)

The regression model obtained from the table above is:

$$Y = -0,195 + 0,345X_1 + 0,425X_2$$

The equation above shows that the independent variables analyzed in the form of variables (X₁, and X₂) have an influence on the dependent variable (Y) of the regression analysis model for purchasing products at the Vidia Cindya Novita Store can be seen as follows:

From the equation above, it can be explained: 1) For a constant value of -0.195, it means that purchasing products at the Vidia Cindya Novita Store before the independent variables (social media marketing and brand image) were -0.195. 2) Social media marketing (X₁) with a regression coefficient of 0.345 means that there is a positive influence between social media marketing and purchasing products. This means that the better the social media marketing at the Vidia Cindya Novita Store, the better the product purchases. 3) Brand Image (X₂) with a regression coefficient of 0.425 means that there is a positive influence between brand image and purchasing products. This means that the better the brand image given to customers, the better the product purchases at the Vidia Cindya Novita Store.

First Hypothesis Testing

Simultaneous testing is a test to determine whether the independent variable (X) studied has an influence on the dependent variable (Y) meaning all independent variables, namely social media marketing (X₁), and brand image (X₂) with the dependent variable of product purchases at the Vidia Cindya Novita Store, namely based on table 5.5 from the calculation results obtained Fcount = 250, 982 at a real level of $\alpha = 0.05$ or sig < 0.05. From the table shows that the significance value = 0.000. Thus it can be stated that together (simultaneously) the independent variables have a significant influence on the dependent variable.

Thus, the first hypothesis which states that: "social media marketing and brand image have a significant effect on product purchases at the Vidia Cindya Novita Store" based on the results of the F-Test is proven.

Second and Third Hypothesis Testing

Partial testing is intended to see the effect of each independent variable on the dependent variable, as follows:

Social Media Marketing (X₁)

For the social media marketing variable, the calculation results show that the regression coefficient value is 0.345, while the significance level is 0.000. Thus, the sig value < 0.05 at a 95% confidence level. So it can be stated that the social media marketing variable has an influence and is significant on product purchases at the Vidia Cindya Novita Store. Thus, the second hypothesis stating that "social media marketing has a significant influence on product purchases at the Vidia Cindya Novita Store" based on the t-test results is proven.

Brand Image (X₂)

For the brand image variable, the calculation results show that the regression coefficient value is 0.425, while the significance level is 0.000. Thus, the sig value < 0.05 at a 95% confidence level. So it can be stated that the brand image variable has an influence and is significant on product purchases at the Vidia Cindya Novita Store. With the third hypothesis stating "brand image has a significant effect on product purchases at Vidia Cindya Novita Store" based on the results of the t-test, it was proven.

Determination Coefficient

Meanwhile, the determination test (model reliability) shows the Adjusted R-Square value = 0.867 or = 86.70%. This means that 86.70% of the dependent variable is influenced by the two independent variables, the rest of the dependent variable is influenced by other variables that are not studied. Furthermore, the R value = 0.933 or 93.30%, meaning that the relationship between the dependent and independent variables is in the strong category.

DISCUSSION

Based on the results of the hypothesis testing that has been carried out, the next step will be to discuss the results of the analysis of the influence of social media marketing and brand image on the Purchase of Nasa products at the Vidia Cindya Novita Store Palu.

The Influence of Social Media Marketing and Brand Image on Product Purchases

Based on the results of the simultaneous test of the influence of social media marketing (X1) and brand image (X3) with the dependent variable of product purchases at the Vidia Cindya Novita Store, namely from the calculation results obtained $F_{count} = 250,982$ at a real level $\alpha = 0.05$ or $sig < 0.05$. This illustrates that both variables have an effect on product purchases.

The use of social media as a marketing tool has opened up many opportunities for companies to reach target audiences at a relatively low cost. Social media marketing has a significant influence on consumer product purchases. Through interesting content and active interaction with consumers, companies can build brand awareness, create emotional involvement, and influence consumer attitudes towards certain products or services. Previous research has also shown that positive interactions between companies and consumers through social media can increase consumer satisfaction levels and purchase intentions.

The Influence of Brand Image on Product Purchases, plays a key role in influencing consumer product purchases. A strong and positive brand image can build trust, loyalty, and brand preference among consumers. Consumers tend to choose products or services from brands that have a good image and are in line with their values and identity. Brand image can also differentiate brands from competitors in the minds of consumers. Previous research has shown that consumers who have a positive perception of brand image tend to have higher purchase intentions and are more likely to recommend the brand to others.

Social media marketing can act as an effective tool in building and strengthening brand image. Through the right marketing strategy, companies can use social media to convey brand messages, expand brand reach, and increase interaction with consumers. Interesting and relevant content distributed through social media can also shape consumer perceptions of the brand and create positive experiences that impact product purchases. By utilizing social media marketing effectively, companies can improve their brand image, which in turn will affect consumer product purchases.

Based on the results of the research described earlier, it was found that social media marketing is currently one of the effective marketing strategies to improve brand image and consumer product purchases. Research conducted by Arora and Agarwal (2019) shows that social media marketing activities have a positive effect on brand image. The more intensively a company carries out marketing activities through social media such as Facebook, Instagram, and Twitter, the more positive the brand image formed in the minds of consumers. In addition, research conducted by Kim and Ko (2012) also found that brand image has a positive effect on consumer product purchases. The more positive the brand image of a product, the higher the consumer interest in buying the product. Thus, it can be concluded that social media marketing not only has a direct impact on product purchases, but also indirectly through the formation of a positive brand image. Therefore, companies need to optimize social media marketing to build a positive brand image in order to increase consumer product purchases.

In Smith's (2022) study, it was found that marketing efforts through social media significantly increased consumer product purchases in the retail industry. Johnson and Brown (2023) found that brand image plays an important role in influencing consumer purchasing behavior. Lee and Kim's (2023) study showed that social media marketing and brand image interact with each other and contribute to consumer purchase intentions. Chen and Wang (2023) investigated the mediating role of brand image in the relationship between social media marketing and consumer product purchases, while Miller and Johnson (2024) conducted a comparative study in various industries to illustrate the influence of social media marketing and brand image on consumer purchasing behavior.

The Influence of Social Media Marketing on Product Purchases

Based on the results of multiple regression calculations on the social media marketing variable with a regression coefficient of 0.345 and a significance level of 0.000. This illustrates that social media marketing has a positive and significant effect on product purchases at the Vidia Cindya Novita Store.

The results of this study indicate that social media marketing has an effect on product purchases. In this case, when the Vidia Cindya Novita Store is managed with social media marketing, customers will show maximum decisions.

In today's digital era, social media marketing has become one of the most effective ways to promote beauty products. By using social media platforms such as Instagram, TikTok, and YouTube, cosmetic companies can reach their potential consumers easily and efficiently. Through visual and interactive content, companies can attract consumers' attention and build strong brand awareness. However, the success of a social media marketing campaign does not only depend on the number of followers or likes received. Product

quality and consumer trust also play an important role in product purchases. Therefore, companies must ensure that their products are of high quality and meet consumer expectations. Social media marketing is currently widely used by companies to promote products and attract consumer buying interest. Several studies have shown that social media marketing activities have a significant positive effect on product purchases. For example, research from Sodik et al. (2019) found that content and promotional activities on social media such as Facebook and Twitter have a significant effect on the purchase of electronic products. In addition, research by Fatimah et al. (2020) also showed that advertisements and endorsers on Instagram significantly influence followers' buying interest in fashion products. However, several other studies found that the effect of social media marketing on product purchases was not significant. Such as research from Lee et al. (2021) which shows that engagement and product ratings on social media do not have a significant effect on automotive product purchases. This indicates that product purchases are more influenced by other factors such as product quality and price.

The Influence of Brand Image on Product Purchases

For the brand image variable, the calculation results show that the regression coefficient value is 0.425, while the significance level is 0.018. Thus, the sig value <0.05 at a 95% confidence level. So it can be stated that the brand image variable has an influence and is significant on product purchases at the Vidia Cindya Novita Store.

Brand image has a significant influence on consumer product purchases. Brand image reflects the perception and image held by consumers towards a brand or product. Consumers tend to choose products that have a positive brand image and are in accordance with the values they believe in.

Several research journals show a significant influence between brand image and product purchases. For example, a study by Aaker (1991) found that a strong brand image has a positive impact on consumer brand preferences. This shows that consumers tend to choose products with a positive brand image as their first choice.

In addition, research by Keller (1993) shows that a strong brand image can influence consumer perceptions of product quality. Consumers tend to consider products with a positive brand image to have better quality than lesser-known brands. However, not all studies have found a significant influence between brand image and product purchases. For example, a study by Bloemer and Kasper (1995) found that brand image has little influence on product purchases, and other factors such as price, quality, and promotion also play an important role.

CONCLUSION

The results of the simultaneous test of the influence of social media marketing (X1) and brand image (X2) with the dependent variable of product purchases at the Vidia Cindya Novita Store, namely from the calculation results obtained $F_{count} = 250.982$ at a real level of $\alpha = 0.05$ or sig <0.05 . This illustrates that both variables have an effect on product purchases.

The results of the multiple regression calculation on the social media marketing variable with a regression coefficient of 0.345 and a significance level of 0.000. This illustrates that social media marketing has a positive and significant effect on product purchases at the Vidia Cindya Novita Store.

The results of the calculation of the brand image variable show that the regression coefficient value is 0.425, while the significance level is 0.000. So it can be stated that the brand image variable has an effect and is significant on product purchases at the Vidia Cindya Novita Store.

RECOMMENDATION

Optimizing marketing strategies through social media. This can be done by increasing presence and interaction on social media platforms that are relevant to the target market.

Optimizing product or service quality, brand reputation, positive customer experience, and communication that is consistent with brand values. To build and maintain a positive and convincing brand image for potential buyers.

Integrating social media marketing strategies with cultivating a positive brand image. Use social media as a tool to build and strengthen brand image consistently and continuously.

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