

The Influence Of Social Media Promotion On By Good Lips Product Purchase Decisions

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ABSTRACT

The purpose of carrying out this research is to find out how the influence of social media promotions on purchasing decisions? The research analysis approach used is a quantitative approach with associative methods. The research sample size is 100 respondents. The data collection technique used was a questionnaire distributed to social media followers by Good Lips.

The results of the study show that the coefficient of determination is 71.5%, which means that the higher the social media promotion, the greater the influence on the buyer's purchasing decision to buy By good lips products. The results of the product moment correlation analysis are 0.847 which can be seen from the correlation coefficient numbers calculated using the interpretation of the r value > 0.75 – 0.99: Very strong correlation. Judging from the results of the t test, which has a t-count value of 15,786 with a Sig. 0.000. where the t table value for this research is 1,987 and the sig value > 0.05 so it can be concluded that H₀ is rejected and H_a is accepted .

Keywords: Social Media Promotion, Purchase Decision

INTRODUCTION

Promotion using social media tools is a form of marketing activity that is currently widely used by individual entrepreneurs or by companies in order to achieve the goals of their business activities (Cahyani and Qodarwati, 2018; Putri, CS, 2016). Salvatore (2011) explained that promotional activities through social media is a marketing medium that is carried out online *with* community involvement in it to form a market in cyberspace. Using social media as a promotional tool will have positive benefits for companies because it can reduce marketing expenses and have an impact on increasing profits that will be received by companies (Jurnia M and Rosyad UN, 2015).

One of the categories in which a business is said to be successful, if it can produce and carry out a continuous sales process with increasing sales levels. To achieve this success, promotional activities are carried out using social media to attract more customers, because with good promotional activities, sales will increase.

With the increasingly widespread use of social media in promotion, it can be seen from two sides, namely the side of advertisers and the side of social media users. From the advertiser's point of view, social media provides offers with a variety of content. Ads can not only be produced in text form, but also audio, visual, and audio visual. Advertising production and use of social media also tend to cost less. Not only that, targets for potential customers can also be determined based on procedures from devices on social media (Diatma AJ, 2017).

The use of the internet in Indonesia, which knows no age limit, will become a separate market segment for business people. Social media as part of the internet has brought many changes to the Indonesian social community, including the Indonesian business community. According to Kotler & Armstrong (2006), *online* marketing is part of *e-commerce*, namely, companies to communicate, promote, and sell goods and services via the internet. *Online* marketing is an application that runs online to assist the company's ordering process.

Meanwhile, the purchase decision is a stage that is carried out by consumers before purchasing a product. According to Sunyoto (2015), consumer behavior is the activities of individuals who are directly involved in obtaining and using goods or services including in within the decision-making process on preparation in determining these activities. According to Kotler (2002) purchasing decisions are actions of consumers to make purchases of products.

By Good Lips is a trademark of beauty products belonging to a business person relatively young, namely Wina Cita Yunarti. *By Good Lips* is a startup engaged in the beauty sector. *By Good*

Lips has been established since 2021, the product that was launched for the first time was the *Lip Serum product* made from natural ingredients , namely blended oil. In carrying out his business activities, this entrepreneur promotes his products through social media.

This study has a formulation of the problem: How does social media promotion have a big influence on purchasing decisions on *By Good Lips products* ? While the purpose of this research is to find out how much influence social media promotions have on purchasing decisions for *By Good Lips products* .

RESULTS AND DISCUSSION

The data collected in this study were data obtained from questionnaires distributed to Instagram and Facebook followers *By Good Lips* . _ _ The data obtained from distributing the questionnaire was then statistically processed using an application SPSS. The following will explain in detail the description of the research data for each variable .

**Table 1 .
 Results of Respondents' Responses to Social Media Promotion (X)**

| Variable | Items | SS | % | S | % | N | % | TS | % | STS | % |
|------------------------------------|-------|----|-----|----|-----|----|-----|----|----|-----|----|
| Social Media Promoti on (X) | X1 | 20 | 20% | 65 | 65% | 15 | 15% | 0 | 0% | 0 | 0% |
| | X2 | 19 | 19% | 58 | 58% | 23 | 23% | 0 | 0% | 0 | 0% |
| | X3 | 17 | 17% | 52 | 52% | 30 | 30% | 1 | 1% | 0 | 0% |
| | X4 | 24 | 24% | 55 | 55% | 21 | 21% | 0 | 0% | 0 | 0% |
| | X5 | 14 | 14% | 59 | 59% | 26 | 26% | 1 | 1% | 0 | 0% |
| | X6 | 21 | 21% | 62 | 62% | 17 | 17% | 0 | 0% | 0 | 0% |

Source: Primary Data Processed 2022

**Table 2.
 Results of Respondents' Responses to Purchase Decisions (Y)**

| Variable | Items | SS | % | S | % | N | % | TS | % | STS | % |
|------------------------------|-------|----|-----|----|-----|----|-----|----|----|-----|----|
| Purchase Decision (Y) | Y1 | 20 | 20% | 53 | 53% | 26 | 26% | 1 | 1% | 0 | 0% |
| | Y2 | 15 | 15% | 50 | 50% | 34 | 34% | 1 | 1% | 0 | 0% |
| | Y3 | 23 | 23% | 63 | 63% | 14 | 14% | 0 | 0% | 0 | 0% |
| | Y4 | 19 | 19% | 65 | 65% | 16 | 16% | 0 | 0% | 0 | 0% |
| | Y5 | 13 | 13% | 52 | 52% | 34 | 34% | 1 | 1% | 0 | 0% |
| | Y6 | 23 | 23% | 57 | 57% | 20 | 20% | 0 | 0% | 0 | 0% |

| | | | | | | | | | | |
|----|----|-----|----|-----|----|-----|---|----|---|----|
| Y7 | 21 | 21% | 59 | 59% | 20 | 20% | 0 | 0% | 0 | 0% |
| Y8 | 21 | 21% | 56 | 56% | 23 | 23% | 0 | 0% | 0 | 0% |
| Y9 | 17 | 17% | 67 | 67% | 16 | 16% | 0 | 0% | 0 | 0% |

Source: Primary Data Processed 2022

Description : SS is the answer of the respondent who stated Strongly Agree
 S is the answer of the respondent who said Agree.
 N is the answer of the respondent who stated Neutral.
 TS is the answer of the respondent who stated Disagree.
 STS is the respondent's answer stating Strongly Disagree.

Based on table 1. explains the results of respondents' responses to the variables of social media promotion which concludes that the responses to indicators on social media promotion with a total of 6 questions the majority agree. As for table 2 . explaining the results of respondents' responses to the purchasing decision variables which concluded that the responses to the indicators on purchasing decisions with a total of 9 questions the majority agreed.

Then below are the results of descriptive statistical analysis on social media promotion variables and purchasing decisions for *By Good Lips products* .

Table 3.
Descriptive Statistical Test Results

| | | Statistics | |
|----------------|---------|------------------------|-----------------|
| | | Social Media Promotion | Buying decision |
| N | Valid | 100 | 100 |
| | missing | 0 | 0 |
| Means | | 23.79 | 35.63 |
| Median | | 23.00 | 35.50 |
| Mode | | 21 | 33 |
| std. Deviation | | 2,938 | 4,530 |
| Variances | | 8,632 | 20,518 |
| Range | | 13 | 20 |
| Minimum | | 17 | 25 |
| Maximum | | 30 | 45 |

Source: Primary Data Processed 2022

In the table above it can be seen that the social media promotion variable has the lowest value of 17 and the highest value of 30 with an average value of 23.79 and a standard deviation (level of data distribution) of 2.938. The purchasing decision variable has the lowest value of 20 and the highest value of 25 with an average value of 35.63 and a data distribution level of 4.530.

Based on the results of this study, it shows that there is a positive and significant influence on purchasing decisions on *By Good Lips products* , meaning that the higher the social media

promotion strategy that is carried out, the greater the sales of *By Good Lips* . This is shown from the results of the product moment correlation analysis of 0.847 which is seen from the number of correlation coefficients calculated using the interpretation of the value of r is $> 0.75 - 0.99$: very strong correlation , as shown in the table below.

Table 4.
Correlation Analysis between Social Media Promotions and Purchase Decisions

| | | Social Media Promotion | Buying decision |
|------------------------|---------------------|------------------------|-----------------|
| Social Media Promotion | Pearson Correlation | 1 | .847 ** |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Buying decision | Pearson Correlation | .847 ** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Processed 2022

Then to see how much this social media promotion is able to influence consumer purchasing decisions for this *By Good Lips product* , it can be explained through the analysis results in the table below.

Table 5 .
Determination Coefficient Test

| Summary models | | | | |
|----------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | std. Error of the Estimate |
| 1 | .847 ^a | .718 | .715 | 2,419 |

a. Predictors: (Constant), Social Media Promotions

Source: Primary Data Processed 2022

In the table above, there are the results of primary data processing in this study, namely the hypothesis test of the coefficient of determination. It can be seen from the *model summary table*, there is an *adjusted R squared* value of 0.718. Adjusted R Square value of 0.718 is then multiplied by 100% according to the coefficient of determination test formula ($r^2 \times 100\%$), so that a result of 71.8% is obtained. This value states that the independent variable in this research model, namely Social Media Promotion, has the ability of 71.8% to explain the dependent

variable, namely Purchase Decision , while the remaining 28.2% is explained by other variables not included in this research model .

To see the nature of the relationship between social media promotion variables and consumer purchasing decisions, a regression analysis was carried out, the results of which are shown in the table below.

Table 6.
Linear Regression Analysis

| Coefficients ^a | | | | | | |
|---------------------------|------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | std. Error | Betas | | |
| 1 | (Constant) | 4,556 | 1983 | | 2,298 | .024 |
| | Social Media Promotion | 1,306 | .083 | .847 | 15,786 | .000 |

Source: Primary Data Processed 2022

Based on table 6 . d i above, *Coefficients can be obtained* Simple Linear Regression as follows:
 $Y = 4.556 + 1.306 + e$. From the table it can be seen that the value of the constant is 4,556, which means that if the product quality is 0, the level of purchasing decisions is 4,556. The regression coefficient on the social media promotion variable has a value of 1.306, which means that if social media promotion increases by one unit, then the purchase decision will increase by 1,306 units .

Table 6 also explains the t-value of the results of the analysis which can be used as a parameter for accepting the hypothesis, where it can be seen that the calculated t-value of the social media promotion variable is known to have a value of 15.780 with a significance level of 0.000. This means that it shows that **H₀ is rejected and H_a is accepted** . This condition proves that there is a significant influence between social media promotions on purchasing decisions to buy *By Good Lips products* .

CONCLUSIONS AND RECOMMENDATIONS

The conclusion from this study is that social media promotion strongly influences consumer purchasing decisions in buying *By Good Lips products* , whereby more frequent promotion of social media either through Instagram or Facebook will affect the increase in product sales.

The recommendation from the results of this study is for *By Good Lips* business owners to continue to improve the quality of social media promotions and always look for new

innovations so that purchasing decisions continue to increase among consumers and use public figure endorsers .

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