

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND PRODUCT QUALITY ON PURCHASE DECISIONS AMONG GLOWDERM HOUSE OF BEAUTY CONSUMERS IN MAKASSAR CITY

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Abstract

The purpose of this research is (1) to determine whether there is a significant influence of social media marketing on purchasing decisions among consumers of Glowderm House of Beauty. (2) To determine whether there is a significant influence of product quality on purchasing decisions among consumers of Glowderm House of Beauty. (3) To determine the significant influence of social media marketing and product quality on purchasing decisions among consumers of Glowderm House of Beauty. This study uses a quantitative method with multiple regression analysis techniques to analyze the research data using instruments in the form of questionnaires. The population in this study consisted of 2983 customers of Glowderm House of Beauty over approximately 6 months, and a sample of 97 consumers of Glowderm House of Beauty was taken using the accidental sampling technique and calculated using the Slovin formula. The results of this study indicate that: (1) There is no significant influence of social media marketing on the purchasing decisions of Glowderm House of Beauty consumers. (2) There is a significant positive influence of product quality on purchasing decisions among consumers of Glowderm House of Beauty. (3) There is a significant positive influence of social media marketing and product quality on purchasing decisions among consumers of Glowderm House of Beauty.

Keywords: Social Media Marketing, Instagram, Product Quality, Purchase Decision.

INTRODUCTION

Currently, the cosmetics and aesthetic clinic industry in Indonesia is starting to develop very rapidly. It can be seen in recent years that there has been a surge in various aesthetic clinics that also offer beauty products, especially skincare products. This happens because there is a beauty phenomenon or trend in most of society that ultimately strives to take care of themselves to feel aligned with the physical standards they desire. The increasing number of competing aesthetic clinics in the market can help consumers choose which beauty clinic they need and desire. This automatically requires companies to improve their brand image, marketing strategies, and product quality so that their sales results become more optimal (Prajogo and Purwanto, 2020).

The rapid growth of technology up to this moment has brought a revolution in the way modern society communicates worldwide. The tangible reality that can be seen today is the use of the internet, social media, mobile applications, and other digital communication tools that have become part of the daily lives of millions of people around the world, regardless of class and age. The internet is a network that uniting computer networks worldwide, and enabling interaction and communication between one another (Gunawan, 2020).

In the current era of technological development, social media has become one of the tools in various aspects of business, including marketing, that is most effective in reaching a wider consumer base. The ease of this buying and selling process is not only an advantage for marketers but also for customers (Mananoma, 2021).

The trend of social media and increased online shopping activities is driven by several influences, one of which is transparent information. The transparency referred to means the openness of information due to social media content intended for public consumption. Currently, social media has been used by consumers as a platform to seek information before making a purchase (Achmad and Millaty, 2021).

In addition, social media also encourages communication and interaction through various features available on social media. This certainly has an impact on the understanding of the message content conveyed, especially in today's society that has its own way of obtaining information (Nursafitri, 2021).

In addition to digital-based business models, the marketing or promotional methods employed by companies have also shifted to digital-based methods, which can be referred to as digital marketing. They have shifted from traditional marketing methods such as print media, television, radio, and so on to digital-based methods using the internet in order to keep up with developments and reach more consumers (Firdaus and Jumnur, 2021).

The social media marketing platform that is popular to use nowadays is Instagram. The name Instagram comes from the understanding of the overall function of this application. The word "Insta" comes from the word "instant," like the Polaroid camera which in its time was more

commonly known as "instant photo." Instagram can also display photos instantly, like a polaroid in its appearance. Meanwhile, the word "gram" comes from the word "telegram," where the function of a telegram is to send information to others quickly (Sarah et al., 2021).

Of course, every company that markets its products or services aims to receive good feedback or responses from their customers, which means establishing long-term relationships with them. But to achieve this, every company certainly needs a good and precise marketing communication strategy so that their products or services can become top of mind in consumers' minds, increase customer intensity, and encourage repeat purchases (Khoirunnisa and Astini, 2021).

The digital phenomenon has turned out well because most business actors have already used social media as a promotional tool. Social media helps business actors attract consumers at low prices and in a shorter time, along with consumer reviews that help attract potential customers (Indika and Jovita, 2017).

Therefore, social media can be an effective strategy for entrepreneurs in building consumer trust and interest, which can ultimately influence their intention to purchase products. The presence of social media, especially Instagram, has become a very good opportunity for businesses, as it allows them to market their products without requiring a large investment. This allows anyone who accesses Instagram to easily view products, categories, and prices, making the consumer experience more convenient in choosing the products they desire (Novliana and Cahyani, 2024).

Marketing through social media is also called Social Media Marketing. Social Media Marketing is a series of activities and processes carried out by a company in creating and promoting activities related to online marketing through online marketing channels (Nikonov and Prasetyawati, 2023).

Based on the research conducted by Arief and Millanyani (2015), it shows that Social Media Marketing has an influence on purchasing decisions. In addition, there are also differences in the results of previous research conducted by Firdaus and Jumnur (2021), which found that the Social Media Marketing variable through Instagram simultaneously has a significant effect on the purchase decision variable. Meanwhile, in the research conducted by Khairunnisa (2022), it was found that partially, the Social Media Marketing variable through Instagram does not have an effect on the purchasing decision variable.

In this research, SMM will be focused on the social media platform Instagram. Instagram is a social media platform that uses photo and video content as its main attraction. The emergence of a new culture in society, where people enjoy taking photos or videos of every activity and then uploading them, has made the public very interested in Instagram. With the increase in Instagram users, it encourages business actors to utilize Instagram social media to introduce and market their products to attract consumers and make purchases. In meeting consumer needs,

business operators must be able to understand what consumers want, so that consumers feel that their previous perceptions align with their expectations.

One of the local beauty clinics that utilizes technological advancements as part of its marketing strategy by using social media, particularly Instagram, is Glowderm House of Beauty. Glowderm House of Beauty is an aesthetic clinic in Makassar City that has been established since 2017 and has been tested by BPOM. In addition to being an aesthetic clinic that provides beauty treatments, Glowderm also produces skincare and bodycare products as a complement after their customers undergo treatments at their clinic, so that the results felt by the customers can be maintained and maximized.

Social Media Marketing contributes significantly to this effort, as all activities and the marketing of products or services offered by Glowderm House of Beauty are promoted through their Instagram channel. In addition, Glowderm House of Beauty also has several resellers in various cities in Indonesia. This shows that Glowderm House of Beauty is making excellent use of technological advancements in promoting its products through Instagram. Instagram, as a social media platform in the marketing strategy implemented by Glowderm House of Beauty, serves as a medium for sharing information and interacting through the content posted on their Instagram.

In addition to implementing good and appropriate marketing strategies, to continue competing and excel in tight competition, it is also very important for companies to pay attention to and continuously improve the quality of the products and services they market to potential customers. Product quality is a set of characteristics and aspects of a product or service that can influence the ability of that product or service to satisfy the expressed or implied needs of customers (Kotler and Keller, 2016).

According to Kotler and Keller (2009), product quality is a product or service that has met or exceeded customer expectations. According to Kotler and Keller (2012), product quality is the attributes and characteristics of a good or service that affect its ability to satisfy stated or implied needs. High-quality products are essential to meet consumer desires. Consumer desires that are met according to their expectations will lead consumers to accept a product and even become loyal to it. Product quality is one of the important factors that influence purchasing decisions.

Purchase decisions are a selection among two or more alternative choices made by consumers when buying. It can be said that almost every day, consumers make decisions regarding various aspects of life. But, there are also times when someone makes a decision without any consideration (Setiawati, 2023).

The increasingly tight market competition, especially from similar markets, demands that companies move faster in attracting consumers. Thus, companies that implement marketing concepts need to pay attention to consumer behavior and the factors that influence their purchasing decisions in the marketing efforts of a product being carried out.

The products sold or offered by a company must meet the standards of consumer desires and needs, because if a company cannot meet the quality standards and needs for a product, the company will lose its customers, which will result in the company losing profit.

Glowderm House of Beauty also continues to strive to improve the quality of the products and services provided to their customers. The quality of the products greatly contributes to influencing consumer purchasing decisions, which is why until now, Glowderm House of Beauty has made several improvements to the quality of both their product compositions and their treatment services. This is done by Glowderm House of Beauty to maintain the quality of their products and attract consumer interest, making them more confident and assured in their products, thereby influencing the purchasing decisions of their potential customers.

RESEARCH METHOD

According to Sugiyono (2017), "Research variables are things determined by researchers by analyzing and obtaining information aimed at drawing conclusions" (Permana and Adji, 2021).

Based on the title of this research, "The Influence of Social Media Marketing and Product Quality on Purchase Decisions of Glowderm House of Beauty Consumers in Makassar City," it is known that there are three variables to be studied, namely:

- a. Social Media Marketing as (X_1) and Product Quality (X_2) as independent or free variables.
- b. Purchase Decision (Y) as the dependent variable or bound variable.

The population consists of all individuals, objects, or subjects that possess certain qualities and characteristics, which are determined by the researcher to be studied and then drawn conclusions from. Based on data obtained directly by the researcher from Glowderm House of Beauty, there were 2983 customers of Glowderm House of Beauty over approximately 6 months, with an assumption of an average of 25 customers per day.

According to Sugiyono (2017:81), a sample is a portion of the quantity and characteristics possessed by the population. The sampling technique used in this study is accidental sampling, which is a sampling technique based on chance and is directed only at consumers of Glowderm House of Beauty in Makassar City.

The instrument used in this research is a questionnaire that has been tested for validity and reliability, and then distributed to the sample or respondents. The questionnaire distributed uses score calculations and a Likert scale. According to Sugiyono (2016), the data processing technique for the questionnaire results uses a Likert scale where the alternative answers have positive values from 5, and scoring is done based on the respondents' answers using the Likert scale.

The questionnaire testing in this study was conducted using validity and reliability tests, while the data analysis method employed normality, multicollinearity, heteroscedasticity, multiple linear regression analysis, t-test, f-test, and the coefficient of determination. There are two main requirements to be considered a good data collection

tool, namely validity and reliability tests.

RESULT AND DISCUSSION

1. The Influence of Social Media Marketing on Purchase Decisions of Glowderm House of Beauty Consumers in Makassar City

The results of this analysis were obtained by the researchers from the distribution of questionnaires to 97 consumers of Glowderm House of Beauty in Makassar City, which were then tested through data processing using the SPSS 25 program. In the results of the multiple linear regression test, it was found that social media marketing has a positive effect on purchasing decisions. From the results of the partial test, a t-value of $0.296 < t\text{-table } 1.9858$ and a significance value of $0.768 > 0.05$ were obtained. Although the multiple linear regression test shows an overall positive effect, the significance or partial test results are an important basis for assessing the influence or contribution to the purchase decision variable. Thus, the alternative hypothesis is rejected. It can be concluded that Social Media Marketing partially does not have a significant effect on the purchasing decisions of Glowderm House of Beauty consumers.

Based on the research results obtained, it can answer the first problem formulation, which is "Does Social Media Marketing have a positive and significant effect on purchasing decisions among Glowderm House of Beauty consumers?" that Social Media Marketing has a positive but not significant effect on the purchasing decisions of Glowderm House of Beauty consumers in Makassar City.

Nevertheless, these findings do not diminish the relevance or contradict the existing theories in this research, such as Gunelius's (2011) theory which states that there are four elements in the success of Social Media Marketing: content sharing, content creation, connecting, and community building. These four elements remain key factors in an effective social media marketing strategy if they are further enhanced and given more focus, as they continue to play an important role in influencing consumer decision-making when purchasing a product.

Unlike previous studies conducted by Firdaus and Jumnur (2021) and Nursiti (2022), which stated that social media marketing through Instagram has a positive and significant effect on purchasing decisions. The results of this study are in line with previous research by Khairunnisa (2022), which showed that the partial test results of the social media marketing variable through Instagram do not affect the purchase decision variable. It can be seen from the questionnaire statement "Glowderm continuously (consistently) creates interesting content about its products" having the

lowest total score and 5 people choosing the answer "Disagree." This means that Glowderm House of Beauty needs to pay more attention to its consistency in posting content. This is caused by various factors, such as manpower, time constraints, or the influx of messages on their Instagram account for consultations, inquiries about their products, or placing product orders.

2. The Influence of Social Media Marketing on Consumer Decisions at Glowderm House of Beauty in Makassar City.

The results of this analysis were obtained by the researchers from the distribution of questionnaires to 97 consumers of Glowderm House of Beauty in Makassar City, which were then tested through data processing using the SPSS 25 program. In the results of the multiple linear regression test, it was found that product quality has a positive effect on purchasing decisions. From the results of the partial test, a t-value of 6.830 was obtained, which is greater than the t-table value of 1.9858, and a significance value of 0.000, which is less than 0.05, thus the alternative hypothesis is accepted. It can be concluded that product quality has a positive and significant effect on purchasing decisions, thus answering the second problem formulation: "Does product quality have a positive and significant effect on purchasing decisions among consumers of Glowderm House of Beauty?"

The results of this study are in line with Deming's (1986) theory of effectiveness, namely Total Quality Management (TQM), which states that companies must understand and respond well to customer needs and the importance of studying customer needs and expectations. Human resource management encourages the creation of continuous improvements. In short, product quality does not depend on a single factor, but involves continuous improvement in the entire production and service processes that focus on customer satisfaction and operational effectiveness. In addition to TQM, this research is also in line with the theory of Kotler and Keller (2007), which includes six dimensions of product quality such as reliability, feature, durability, conformance quality, and style. The six dimensions of product quality work together to form a positive perception of product quality, which ultimately can encourage purchasing decisions by consumers at Glowderm House of Beauty.

The results of this study are also in line with previous research by Anggraeni and Soliha, which found that product quality has a positive and significant effect on purchasing decisions among consumers of Kopi Lain Hati Lamper in Semarang City (Anggraeni and Soliha, 2020). Similarly, previous research conducted by Nursiti stated that product quality has a positive and significant effect on purchasing decisions for Uniqlo products (Nursiti, 2022).

3. The Influence of Social Media Marketing and Product Quality on Purchase Decisions of Glowderm House of Beauty Consumers in Makassar City

The results of this analysis were obtained by the researchers from the distribution of questionnaires to 97 consumers of Glowderm House of Beauty in the city of Makassar, which were then tested through data processing using the SPSS 25 program. Based on the results of the F-test, an F value of 41.537 and a significance value of 0.000 were obtained. This means that the calculated F value of 41.537 > the table F value of 3.09 and the significance value of 0.000 < 0.05, indicating that the variables of social media marketing and product quality simultaneously have a significant effect on the purchasing decisions of Glowderm House of Beauty consumers in Makassar City. This implies that by effectively implementing marketing strategies through social media, especially Instagram, and maintaining good product quality, it can influence consumers in their decision-making process to make purchases at Glowderm House of Beauty. In this case, it also emphasizes the importance of both factors in efforts to enhance attractiveness and influence consumer purchasing decisions in the competitive beauty industry market.

Based on the research results obtained, it can address the problem formulation and answer the third alternative hypothesis, which is "Does social media marketing and product quality have a positive and significant effect on purchasing decisions among consumers of Glowderm House of Beauty?" that Social Media Marketing has a positive and significant effect on purchasing decisions among consumers of Glowderm House of Beauty in the city of Makassar (the alternative hypothesis is accepted).

The results of this study are also in line with and supported by previous research by Nursiti, which stated that there is a positive and significant influence, both partially and simultaneously, between the variables of social media marketing, price, and product quality on purchasing decisions for Uniqlo products in the DKI Jakarta region. Nursiti's research revealed that these three variables have a significant contribution in influencing consumer decisions (Nursiti, 2022).

Thus, factors such as marketing through social media, especially Instagram, and maintaining product quality have proven to play an important role and have a significant contribution in influencing consumer purchasing decisions. This shows that by increasing the consistency in the influence of these factors across various contexts and regions.

CONCLUSION

The conclusion based on the research results obtained is as follows:

1. The research results show that social media marketing does not have a significant effect on purchasing decisions among Glowderm House of Beauty consumers in Makassar City, as evidenced by the partial test results where the t-count was 0.296 < t-table 1.9858 and the significance value was 0.768 > 0.05, meaning the alternative

hypothesis is rejected. This is because the results of the questionnaire on the statement regarding Glowderm's consistency in creating engaging content about its products received the lowest total score. Although Glowderm is active on social media, the low appeal of its content is likely the main factor reducing its influence on consumer purchasing decisions.

2. The research results show that product quality has a significant effect on purchasing decisions among consumers of Glowderm House of Beauty in the city of Makassar, as evidenced by the partial test results which obtained a t-value of $6.830 > t\text{-table } 1.9858$ and a significance value of $0.000 < 0.05$, meaning the alternative hypothesis is accepted.

The research results show that social media marketing and product quality simultaneously have a significant effect on purchasing decisions among Glowderm House of Beauty consumers in Makassar City, as evidenced by the F-test, with a calculated F value of $41.537 > \text{table F value of } 3.09$ and a significance value of $0.000 < 0.05$, meaning the alternative hypothesis is accepted. The coefficient value obtained indicates that 45.8% of the influence on the purchase decision variable is affected by the social media marketing and product quality variables. Meanwhile, the remaining 54.2% is influenced by other factors.

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