
The Influence of Social Media Marketing and Brand Image On Purchasing Decisions On Somethinc Products

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ABSTRACT

This research aims to test and analyze the influence of social media marketing and brand image on purchasing decisions for certain products. This research uses data collection techniques with questionnaires distributed via the Google Form platform with a sample of 108 people as research respondents. The analytical method used is multiple linear regression analysis. The software used in this research is SPSS version 25. The research results show that social media marketing and brand image have a positive and significant effect on some products. The results of data processing show that social media marketing and brand image (X) have an influence on the purchasing decision variable (Y) of 58.5%, while the remaining 41.5% is influenced by other variables not examined in this research. **Keywords:** Social Media Marketing, Brand Image, Purchasing Decisions.

INTRODUCTION

The development of internet use has resulted in people always using the internet. This means that the internet can be easily accessed anywhere, such as via cellphone. The internet has a high influence on its users because it can facilitate all activities in the fields of obtaining information, buying and selling products, through the internet you can spread or promote brands. Therefore, it affects people's needs in purchasing products online.

Social media users in Indonesia at the beginning of 2022 were 191 million. Social media users in 2021 amounted to 170 million, social media users increased in early 2022 by 191 million or an increase of 21 million or around 12.6% of the total population. The presence of social media can create social interaction. With more and more people using social media, business people are using this as a business opportunity so that people can get the products they need or want online. Through social media, business people promote their products on social media application platforms.

Social media marketing can influence interests, consumer decisions in choosing goods or services, consumers choose products that are familiar or unfamiliar (Leviana: Mahyuzar, 2022). Consumers' interest in products promoted by business people can influence product purchasing decisions. Consumers choose to buy the products they need online because it is more practical. This is also happening nowadays, many business people in the skincare sector are competing to promote their products online via social media.

Somethingnc is a skincare and makeup product from Indonesia. Somethinc products are presented as international standard products. Somethingnc is a product that is currently popular among women in Indonesia, from teenagers to adults. Somethinc products are inspired by the millennial generation who are currently active in caring for their skin and offer products that are suitable for treating skin problems with high quality and safe ingredients.

One way that can be done to increase competitiveness in skincare brand competition so that they can excel is by continuing to



increase consumer spending. The increase in consumer spending shows that skincare products from this brand are in great demand by consumers, with consumers making decisions to purchase their products. This is reinforced by the results of research conducted by Yudi (2020). The stronger the brand image in the minds of customers, the stronger the customer's self-confidence in making purchasing decisions regarding the products they buy. that Somethinc has received a lot of positive responses from consumers, because many products meet their expectations and suit their needs. But there are also some products that have a texture that is less comfortable when used.

Judging from the above phenomenon, social media marketing and brand image can influence purchasing decisions by using social media marketing technology as a means to display the company's brand, market its products or services, as well as as a promotional tool to increase purchases and attract consumers. Based on the background description that has been presented, the author discusses further to determine the influence of social media marketing and brand image on

purchasing decisions for Somethinc products. Therefore, the author is interested in conducting research with the title "The Influence of Social Media Marketing and Brand Image on Purchasing Decisions on Some Products".

METHOD

This research uses quantitative research methods. According to Sugiyono (2019:17) quantitative research methods are methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses. With quantitative research methods, the data that has been collected and analyzed can conclude whether the hypothesis formulated is proven or not. In this research, the sampling techniques used were non-probability sampling and random sampling

RESULTS and DISCUSSION

Classic assumption test

Normality test

One-Sample Kolmogorov-Smirnov Test

		Funding Intention	
N		108	
Normal Parameters ^{a, b}	Mean	25.19	
	Std. Deviation	3.659	
Most Extreme Differences	Absolute	.109	
	Positive	.094	
	Negative	-.109	
Test Statistic		.109	
Asymp. Sig. (2-tailed)		.003 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.145 ^d	
	99% Confidence Interval	Lower Bound	.135
		Upper Bound	.154

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

Image of Normality Test Results

Source: Author's Processed Data, 2023

Based on the table above, the results of the one sample Kolmogorov Smirnov test. The results of Monte Carlo Sig (2-tailed) are 0.145 >

0.05. From these results it can be concluded that the regression model has a normal distribution.

Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.583	1.504		5.705	.000		
	Social Media Marketing	.205	.115	.171	1.792	.076	.434	2.302
	Brand Image	.534	.081	.628	6.592	.000	.434	2.302

a. Dependent Variable: Funding Intention

Image of Multicollinearity Test Results

Source: Author's Processed Data, 2023

Based on the table above, the VIF value for the social media marketing (X1) and brand image (X2) variables is $2.302 < 10$, which means that multicollinearity does not occur. And the tolerance value is $0.434 > 0.10$. So, it is

concluded that there is no correlation between the social media marketing variables (X1) and brand image (X2).

Heteroscedasticity Test

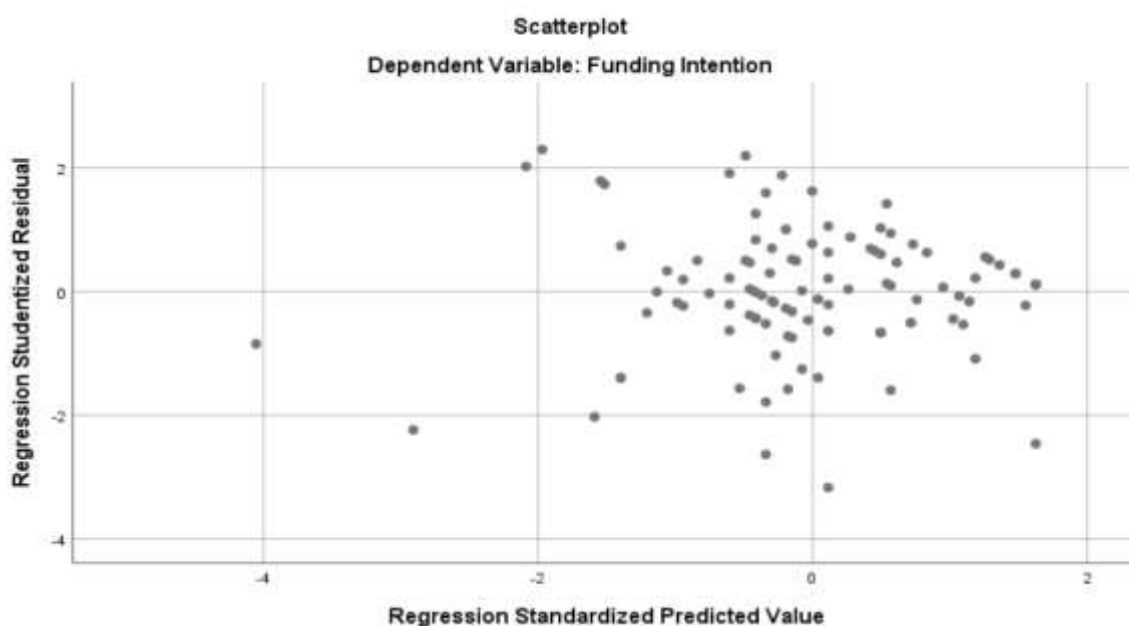


Image of Heteroscedasticity Test Results

Source: Author's Processed Data, 2023

Based on the results of the heteroscedasticity test above, using the method *scatterplot* shows that the points spread above and below the number 0 on the Y axis and do not form a clear pattern. So, it

can be concluded that heteroscedasticity did not occur in this research.

Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.583	1.504		5.705	.000
	Social Media Marketing	.205	.115	.171	1.792	.076
	Brand Image	.534	.081	.628	6.592	.000

a. Dependent Variable: Funding Intention

Image of Multiple Linear Analysis Results

Source: Author's Processed Data, 2023

Based on the results of multiple linear regression analysis in the table above, there is the following equation:

$$Y = 8.583 + 0.205 (X1) + 0.534 (X2)$$

- Purchasing Decision Regression Coefficient is 8.583
- The constant value is 8.583, if social media marketing and brand image have a value of 0 (Zero) then the consumer purchasing decision level for the product is at Somethinc 8.583.
- Social Media Marketing Regression Coefficient of 0.205: The results of the social media marketing regression coefficient (X1) from the multiple linear regression equation obtained a positive value of 0.205. This

shows changes in the relationship between social media marketing (X1) and purchasing decisions (Y). If there is a one unit increase, social media marketing (X1) will increase by 0.205.

- Brand Image Regression Coefficient of 0.534: The results of the Brand image regression coefficient (X2) from the multiple linear regression equation obtained a positive value of 0.534. This shows a change in the relationship between Brand image (X2) and purchasing decisions (Y). If there is a one unit increase, the brand image (X2) will increase by 0.534.

Hypothesis testing T test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.583	1.504		5.705	.000
	Social Media Marketing	.205	.115	.171	1.792	.076
	Brand Image	.534	.081	.628	6.592	.000

a. Dependent Variable: Funding Intention

Image of t-test results

Source: Author's Processed Data, 2023

Based on the results of the calculations carried out, it can be concluded that:

- Social Media Marketing Variable (X1): The calculated t value is 1.792 > t table 1.663, the

sig value is 0.000 < 0.05, then H0 is rejected and H1 is accepted. This means that the social media marketing variable partially influences buying interest.

b. Brand Image variable (X2): The calculated t value is 6.592 > t table 1.663, the sig value is 0.000 < 0.05 and so H0 is rejected and H2 is accepted. This means that the brand

image variable partially influences buying interest.

F test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	838.513	2	419.256	74.138	.000 ^b
	Residual	593.783	105	5.655		
	Total	1432.296	107			

a. Dependent Variable: Funding Intention

b. Predictors: (Constant), Brand Image, Social Media Marketing

Image of f-test results

Source: Author's Processed Data, 2023

From the calculation results above, it is known that the calculated F value is 74.138 > F value with a significance of 0.000 < 0.05. So H0 is rejected and H1 is accepted. So it can be concluded that the variables social media

marketing (X1) and brand image (X2) influence the purchasing decision variable (Y) simultaneously and significantly.

Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.578	2.378

a. Predictors: (Constant), Brand Image, Social Media Marketing

b. Dependent Variable: Funding Intention

Image of Coefficient of Determination Results

Source: Author's Processed Data, 2023

Based on the results of the coefficient of determination test above, the R value is 0.765 and R Square is 0.585. This shows that there is 58.5% influence of social media marketing and brand image (independent) on purchasing decisions (dependent).

percentage result of 77.8% which is categorized in the good category. It can be concluded that the marketing that Somehinc has done through social media is good. This means that Somehinc has succeeded in introducing its product so that consumers are interested in trying it. Based on the results of descriptive analysis on social media marketing variables, it is known that of the 5 questions asked, the question that had the highest response was "The information provided by Somethinc is information that is informative and up to date" with a percentage of 83.9%. This can be explained that Somethinc consumers agree

Research Discussion

Results of Descriptive Analysis of Social Media Marketing

Based on the results of the data processing that has been carried out, the social media marketing variable gets an average



with the Somethinc product information provided to consumers which is informative and up to date (latest). Meanwhile, the question with the lowest was "Somethinc's social media account always responds to and responds to questions given by consumers" with a percentage of 71.7%. This shows that Somethinc has not fully responded to the responses proposed by consumers.

Results of Descriptive Brand Image Analysis

Based on the results of the data processing that has been carried out, the brand image variable gets an average percentage of 78.7% which is categorized in the good category. This can be concluded that the product brand image in the eyes of consumers is good. This means that consumers think Somethinc products are good to use. Based on the results of descriptive analysis on the brand image variable, it is known that of the 6 questions asked, the question that had the highest response was "Somethinc is a skincare and makeup brand that is easy for me to remember" with a percentage of 81.5%. This shows that Somethinc is a skincare and makeup product that is easy to remember in the minds of consumers. Meanwhile, the question with the lowest response was "When I think of skincare and makeup brands, I always think of Somethinc" with a percentage of 73.3%. This shows that Somethinc products are not yet fully remembered in consumers' minds.

Results of Descriptive Analysis of Purchase Decisions

Based on the results of data processing that has been carried out, the purchasing decision variable gets an average percentage result of 84% which is categorized in the very good category. It can be concluded that the decision to purchase Somethinc products is through social media marketing and a good brand image. Consumers buy Somethinc products. Based on the results of descriptive analysis on purchasing decision variables, it is known that of the 6 questions asked, the question that had the highest response was "Understanding the ingredients before buying skincare and makeup products is an important thing to do" with a percentage of 88.5%. This shows that before

making a purchase, consumers understand the materials needed according to their needs. Meanwhile, the question that had the lowest response was "I am interested in skincare and makeup products from Somethinc" with a percentage of 79.4%. This shows that consumers are not yet fully interested in buying Somethinc products.

The Influence of Social Media Marketing on Purchasing Decisions

Based on the results of the t test (partial), it shows that there is a partial and significant influence of social media marketing on purchasing decisions. This is shown based on the results of the t test with the calculated t value $>$ t table, namely $1,792 > 1.663$ with a significance value of $0.000 < 0.050$. Which means H_0 is rejected and H_1 is not rejected. This means that social media marketing variables influence purchasing decisions, where when a product is promoted well, especially through social media through interesting and informative content, it creates purchasing decisions for people who see it.

The Influence of Brand Image on Purchasing Decisions

Based on the results of the t test (partial), it shows that there is a partial and significant influence of brand image on purchasing decisions. This is shown based on the results of the t test with a calculated t value $>$ t table, namely $6.592 > 1.663$ with a significance value of $0.000 < 0.050$. Which means H_0 is rejected and H_2 is not rejected. This means that the brand image variable influences purchasing decisions, meaning that Somethinc products already have a good image in the eyes of consumers, so they can influence purchasing decisions for Somethinc products.

Suggestions

Based on the results of descriptive analysis, the social media marketing variable is included in the good category with a percentage of 77.8%. In this case, Somethinc's marketing system through social media is good. Because Somethinc's social media management has succeeded in providing information that is

informative and up to date (the latest). Through social media, consumers are interested in the content offered on their social media. Apart from that, by providing informative information, consumers can find out about the products that will be used, and can find out the ingredients in the products that will be used according to the problem at hand. their skin.

Based on the results of descriptive analysis, the brand image variable is included in the good category with a percentage of 78.7%. This means that the brand image of Somethinc products in the eyes of consumers is good, through content on social media, consumers are interested in using Somethinc because the quality is guaranteed, through a logo that can be easily unique, Somethinc products are a brand that is easy for consumers to remember to use.

Based on the results of descriptive analysis, the purchasing decision variable is included in the good category with a percentage of 84%. Because informative content on Somethinc's social media can help consumers before making a purchase, find and understand the ingredients in the product. Based on the t test results, the social media marketing variable has a partial positive influence on purchasing decisions. Based on the results of the t test, Vatianel brand image has a partial positive influence on purchasing decisions. Based on the results of the f test, the social media marketing and brand image variables influence the purchasing decision variable for Somehinc products simultaneously and significantly.

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