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The Effect of Promotion Strategy through Social Media on Purchase Decisions Mediated By Word Of Mouth Marketing

Dwi Bhakti Iriantini¹, Soemaryono², Wiwik Herawati³

^{1,2,3}Faculty of Economics and Business, Universitas Wijaya Kusuma Surabaya Jember, Indonesia
dwibhaktiiriantini@uwks.ac.id, soemaryono@uwks.ac.id, wiwikherawati@uwks.ac.id

Abstract

This study aims to determine: (1) The effect of promotional strategies through social media on purchasing decisions (2) The effect of promotional strategies through social media on word of mouth marketing (3) The influence of word of mouth marketing on the decision to purchase (4) the effect of promotional strategies through social media mediated by word of mouth marketing on the purchasing decisions of Make Over cosmetics in the city of Surabaya. This research design is a survey research. The population in this study were consumers of Make Over cosmetic products in the city of Surabaya. The sampling technique in this study used purposive sampling with a total sample of 200. The data collection technique used a questionnaire that had been tested for validity and reliability. Data analysis techniques used to answer the research hypothesis are regression test, path analysis (path analysis), and Sobel test. The results of the study have a positive and significant influence.

Keywords

promotion; social media, word of mouth marketing; purchase decision



I. Introduction

The development of an increasingly sophisticated technological era from time to time has created the birth of the digital era, causing humans to have a dependence on technology, one of which is the use of the internet. The emergence of the internet has changed the way humans communicate, the availability of a better internet network for the community will make it easier for community members to communicate (Hermawan, 2012: 207). The Internet is a vast public network that originates from computers and connects all kinds of users all over the world with each other and connects them with a huge repository of information.

Social media in the real world is connecting with people or colleagues, friends, and using that media to meet new people. In cyberspace, the principle is the same, but the power of technology provides another advantage, namely users are no longer obstructed by place and space. Users can view people's profiles and send e-mails anytime and from any computer. In fact, sometimes, communicating through cyberspace feels more comfortable and complete than communicating face to face. Overall adults tend to use social media for personal reasons and not work. (Khairifa, F. et al. 2019)

Social media are seen as having the potential to expand public sphere, territory or domain where discourse takes place involving citizens openly. However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it. Nevertheless, the wave of digital activism has become a creative means for citizens to develop global and local discourses. They use social media as

7 an alternative to creating autonomous public sphere, and consolidate counter power against other forces (state / corporation). (Bo'do, S. et al. 2019)

Based on the latest We Are Social report, in 2020 it was stated that there were 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million internet users in this country. Based **10** on the total population of Indonesia, which is 272.1 million people, it can be calculated that it means that 64% and half of Indonesia's population has experienced access to cyberspace. Percentage of internet users aged 16 to 64 years who own each type of device, including mobile phones (96%), smartphones (94%), non-smartphone mobile phones (21%), laptops or desktop computers (66%), tablets (23%), game consoles (16%), to virtual reality devices (5.1%).



Figure 1. Number of Indonesian internet users in 2020

Source: www.wearesocial.com

From the survey results above, it can be seen that currently there are 338.2 million Indonesians who use cell phones. Likewise, data that is no less in **10** esting, there are 160 million active users of social media (medsos). When compared to 2019, this year We Are Social found that there was an increase of 10 million Indonesians who were active on social media. We Are Social also revealed that the average mobile internet connection speed is only around 13.83 Mbps, while the average fixed internet connection speed is 20.11 Mbps. Social Media is an important part of a larger and more comprehensive sales, service, communication and marketing strategy and reflects and adapts to the market and the people who interpret it. (Solis, 2010). On the other hand, the practice of e-commerce and e-business turns out to have many advantages for companies and consumers.

In addition to the company running a sales strategy so that its products can be accepted in the market, the role of consumers who have used a product is something that needs to be considered. Consumers who have used a product and are satisfied with the product will automatically tell and recommend it to others, so they can make individual purchases who hear it. Word of Mouth (WOM) has a very influential or effective role in the survival of a company. Because Word of Mouth can spread quickly and be trusted by potential consumers. The spread of Word of Mouth can not only be done by providing information through word-of-mouth communication, but can also be disseminated through existing internet social media. The spread of Word of Mouth through internet social media is very easy, **8** espread because access is very relatively efficient, one of which is through the application youtube, whatsapp, line.

google, facebook, and other applications found on devices connected to other internet connections. Word of mouth is said to be more effective in marketing activities because. Word of mouth (WOM) is information about a product that is passed on from one individual to another (Solomon (2002) in Yunita and Oktaria (2016).

Purchasing decisions are a process of individual activities carried out in order to evaluate, obtain, use, and regulate goods and services (Nugroho (2002: 2) in Fauzi (2017). The thing that must be considered before making a purchase decision is the desire that According to Dharmesta and Hananto (2012), the purchasing decision structure consists of seven components, namely decisions about the type of product, decisions about product form, decisions about brands, decisions about sellers, decisions about the number of products, decisions about when to buy, and decisions about payment methods.

Cosmetics are part of a person's lifestyle. For both women and men, they are starting to realize the importance of cosmetics to fulfill a clean, healthy, comfortable and attractive lifestyle to look at.

PT. Paragon Technology and Innovation (PTI) was established in 1985, the company in 2006 received a GMP (Good Manufacturing Practice) certificate with a large production capacity and superior cosmetic formulation. The PTI company itself has leading cosmetic brands, including Wardah, Make 4 Over, Emina, Putri, IX, Vivre, Hair Addict and Nuslik. In 2010 PTI released its new product, Make Over with the motto Beauty Beyond Rules. PT PTI has also brought Make Over as a trusted brand by leading Make-Up artists. Make Over products are also cosmetic products that are in demand by Indonesian teenagers and women consumers. Make Over cosmetic products want to display an exclusive impression for their customers. Therefore, the color used in the packaging is black. The positioning they want to convey is luxurious products with affordable prices, because the prices are still affordable and the products seem luxurious. Make Over has quite complete variants, starting from primary makeup, shape and cover, finishing makeup, eye decorative color, eye definer, cheek decorative color, lip decorative color, care and treat and clean and fresh as well as cosmetic equipment. The last series that was released was Le secret fantasie.

II. Research Method

2.1. Research Approach

This research is survey research, where information is collected from respondents using a questionnaire. According to Sugiyono (2008), this survey research is collecting data using a questionnaire instrument to get responses from respondents. Survey research is research conducted to obtain facts from existing symptoms and seek factual information without knowing why these symptoms exist.

2.2. Population

According to Sugiyono (2008: 115), the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population of this study is all consumers who buy make over cosmetic products in the city of Surabaya

2.3. Sample

The sample in this study were some consumers of make over cosmetic products in the city of Surabaya. Sampling technique to determine the sample to be used in this study using non-probability sampling technique, namely purposive sampling, with certain characteristics such as:

Respondents who bought make over cosmetic products, Respondents who had updated or found out information about make over cosmetic products on their social networks. Respondents who came directly to the make over cosmetic counter, Respondents who were domiciled and resided in the city of Surabaya.

According to Hair et al (2006), if the sample size is too large, it will be difficult to get a suitable model, and it is recommended that an appropriate sample size be between 100-200 respondents. In this study to determine the number of samples referred to Hair et al. the maximum number of provisions used is 200 respondents.

2.4. Identification Variable

Variables in this study include independent variables and dependent variable mediating variables.

Based on the problems and research objectives, the variables in this study can be determined, namely:

The independent variable (X) is a variable that affects or is the cause of the change or the emergence of the dependent/bound variable. The independent variables in this study are: social media (X)

The mediating variable (M) or mediating variable is a variable that affects the observed phenomenon (the dependent variable). The mediating variable in this study is Word Of Mouth (WOM). The dependent variable (Y) is a variable that is influenced or affected, because of the independent variable. The dependent variable in this study is the purchase decision (Y).

III. Result and Discussion

3.1 Results

This study aims to determine: (1) the effect of promotional strategies through social media on purchasing decisions for make over cosmetic products in the city of Surabaya, (2) the influence of promotional strategies through social media on word of mouth marketing of make over cosmetic products in the city of Surabaya, (3) the effect of word of mouth marketing on purchasing decisions for make over cosmetic products in the city of Surabaya, and (4) the influence of promotional strategies through social media mediated by word of mouth marketing on the purchasing decisions of make over cosmetic products in the city of Surabaya. The subjects in this study are consumers who buy Make Over cosmetic products in the city of Surabaya, amounting to 200 people.

a. Hypothesis test

Hypothesis testing in this study aims to prove the effect of social media mediated by word of mouth marketing on purchasing decisions for make over cosmetic products in Surabaya. The results of hypothesis testing are presented as follows:

b. First Hypothesis

The results of regression analysis are used to examine the effect of promotional strategies through social media on purchasing decisions, presented in the table below

Table 1. Results of Regression Analysis of the Effect of Promotional Strategies Social Media on Purchase Decisions

Regression Coefficient	Constant	t Count	Sig.	Adjusted R ²
0,707	6.644	7.617	0,000	0,223

Source: Primary Data 2021

1. Regression Equation

From the results of the regression analysis, it can be seen that the regression equation is as follows:

$Y = 6.644 + 0.707X$ The regression equation shows that the coefficient value of the promotion strategy through social media (X) is 0.707, which means that if the promotion strategy through social media increases by one unit, the purchasing decision will increase by 0.707 units.

2. Regression significance test with test

The results of the regression test statistic obtained t count of 7.617 with a significance value of 0.000, because the significance value is less than 0.05 ($0.000 < 0.05$), and the regression coefficient has a positive value of 0.707; then the hypothesis which states that "There is a positive influence of promotional strategies through social media on purchasing decisions for make over cosmetic products in the city of Surabaya" is proven.

3. Coefficient of Determination (Adjusted R²)

The magnitude of the influence of promotional strategies through social media on purchasing decisions is 0.223; this means that purchasing decisions are influenced by social media by 22.3%, while the remaining 77.7% is influenced by other factors not included in this study.

c. Second Hypothesis

The results of the regression analysis were used to examine the effect of promotional strategies through social media on word of mouth marketing, presented in the table below:

Table 2. Results of Regression Analysis of the Effect of Promotional Strategies Social Media on Word of Mouth Marketing

Regression Coefficient	Constant	t Count	Sig.	Adjusted R ²
0.858	8,191	6.341	0,000	0.165

Source: Primary Data 2021

1. Regression Equation

From the results of the regression analysis, it can be seen that the regression equation is as follows:

$M = 8.191 + 0.858 X$ The regression equation shows that the coefficient value of promotion strategy through social media (X) is 0.858, which means that if the promotion strategy through social media increases by one unit, then word of mouth marketing will increase by 0.858 units.

2. Regression significance test with test

The results of the regression test statistic obtained t count of 6341 with a significance value of 0.000, because the significance value is less than 0.05 (0.000 < 0.05), and the regression coefficient has a positive value of 0.858; then the hypothesis which states that "There is a positive influence of promotional strategies through social media on the worth of mouth marketing of make over cosmetic products in the city of Surabaya" is proven.

3. Coefficient of Determination (Adjusted R²)

The magnitude of the influence of promotional strategies through social media on purchasing decisions is 0.165; this means that the worth of mouth marketing is influenced by social media by 16.5%, while the remaining 83.5% is influenced by other factors not included in this study.

d. Third Hypothesis

The results of regression analysis are used to test the effect of word of mouth marketing on purchasing decisions, presented in the table below:

Table 3. Results of Regression Analysis of the Effect of Word of Mouth Marketing to Purchase Decision

Regression Coefficient	Constant	t Count	Sig.	Adjusted R ²
0,431	3,198	10.725	0,000	0.364

Source: Primary Data 2021

1. Regression Equation

From the results of the regression analysis, it can be seen that the regression equation is as follows:

$$Y = 3.198 + 0.431 M$$

The regression equation shows that the coefficient value of word of mouth marketing (M) is 0.431, which means that if word of mouth marketing increases by one unit, the purchasing decision will increase by 0.431 units.

2. Testing the significance of the regression with the test

Statistical results of the regression test obtained t count of 10,725 with a significance value of 0.000, because the significance value is less than 0.05 (0.000 < 0.05), and the regression coefficient has a positive value of 0.431; then the hypothesis which states that "There is a positive influence of worth of mouth marketing on purchasing decisions for make over cosmetic products in the city of Surabaya" is proven.

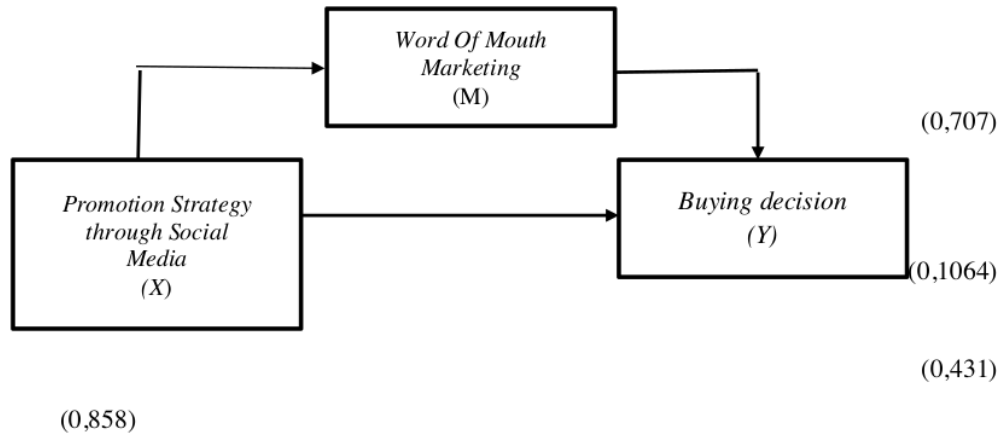
3. Coefficient of Determination (Adjusted R²)

The magnitude of the effect of worth of mouth marketing on purchasing decisions is 0.363; this means that the purchase decision is influenced by the worth of mouth marketing by 36.3%, while the remaining 63.4% is influenced by other factors not included in this study.

e. Hypothesis 4

Based on the results of regression analysis, it can be seen the influence of promotional strategies through social media mediated by word of mouth marketing on purchasing decisions for make over cosmetic products in Surabaya in the following figure:

Figure 1: The Influence of Promotion Strategy Through Social Media Mediated by Word of Mouth Marketing on Purchase Decisions for make over cosmetic products in the city of Surabaya



To measure the indirect effect of the word-of-mouth marketing mediating variable, Sobel test analysis was used. Based on the results of the Sobel test (Appendix 10) the effect of promotional strategies through social media mediated by word-of-mouth marketing on purchasing decisions for make over cosmetic products in the city of Surabaya, amounted to 0.1064, with a significance value of 0.000, it turns out that this value is smaller than 0.05.

Thus, the fourth hypothesis which states "There is an influence of promotional strategies through social media mediated by word-of-mouth marketing on the purchasing decisions of make over cosmetic products in the city of Surabaya is proven.

3.2 Discussion

This study aims to determine the effect of promotional strategies through social media mediated by word-of-mouth marketing on purchasing decisions for Make Over cosmetic products in the city of Surabaya. The discussion of each variable is presented as follows:

a. The Influence of Promotional Strategies through Social Media on Decisions to Purchase Make over Cosmetic Products in the city of Surabaya.

The first hypothesis which states that "There is a positive influence of promotional strategies through social media on purchasing decisions for Make Over cosmetic products in the city of Surabaya" is proven.

One of the tools in marketing that can be utilized by a company is a promotional strategy through social media. According to Thoyibie (2010), social media is content containing information, created by people who utilize publishing technology, is very accessible and intended to facilitate communication, influence and interaction with others and with the general public. Today, marketing practices through social media are starting to develop and are used as a product marketing tool to promote a company's brand and brand. Promotion strategy

through social media is a gathering place for people who want to share information and a place to find new friends and interact with other friends online. Promotion strategies through social media that are growing very rapidly in Indonesia are Facebook and Twitter.

The use of appropriate and effective promotional strategies through social media can improve the image of a company. The strength of promotional strategies through social media is built on the basis of pleasure, hobbies, lifestyle, loyalty, and the curiosity of the consumers themselves. These things affect consumer purchasing decisions. So that if consumers already understand about our products that they think are interesting, then customers will immediately inform friends or people around them, which is expected to influence them to make purchasing decisions.

The results of this study are in line with previous research conducted by Ronomengolo (2013) entitled "Analysis of the Effect of Social Media-Based Promotion on Consumer Purchase Decisions on ROVCA Products (Case Study of ROVCA Products in Consumers in the Makassar Area)", The results of this study show that social media-based promotions have an effect on consumer purchasing decisions.

b. The Influence of Promotional Strategies through Social Media on Word Of Mouth Marketing on Make over Cosmetic Products in the City of Surabaya

The second hypothesis which states that "There is a positive influence of promotional strategies through social media on word-of-mouth marketing of make over cosmetic products in the city of Surabaya" is proven.

Social media marketing allows building more personal and dynamic social relationships than traditional marketing strategies. Social media marketing activities are centered on efforts to create content that attracts attention and encourages readers to interact and share it in their social network of friends. The use of promotional strategies through active and up-to-date social media will make word of mouth marketing effective., with delivery through social media, the message conveyed will be widely spread in a very short time, which indirectly affects consumers' minds to see advertisements. or the products we deliver.

The use of promotional strategies through good and appropriate social media is the essence of the formation of a word-of-mouth marketing company, because with this the company can capture the attention of consumers and make the company's products more memorable and spread widely from one person to another.

c. The Influence of Word of Mouth Marketing on the Decision to Purchase Make Over Cosmetic Products in the city of Surabaya

The third hypothesis which states that "There is a positive influence of word-of-mouth marketing on purchasing decisions for Make Over cosmetic products in the city of Surabaya is proven.

Word of mouth is a person-to-person communication between the source of the message, the recipient of the message, where the recipient of the message receives a message voluntarily about a product, service or brand. According to Word Of Mouth Marketing

Association (WOMMA), in Harjadi and Fatmawati, (2008) defines word of mouth as a marketing effort that triggers consumers to talk, promote, recommend, and sell our products to other customers. Most of the communication process between humans is done through word of mouth. Every day a person talks to one another, exchanging thoughts, information, opinions and other communication processes. Consumer knowledge about a product is more influenced by word of mouth marketing. This is because information from friends is more reliable than information obtained from advertisements.

According to Kumar et al (2002) the most valuable customer is not the customer who buys the most, but the customer who communicates the most by word of mouth and is able to bring other customers to buy at our company, regardless of the number of purchases that these customers make themselves. .

The results of this study are in line with previous research conducted by Jamilah B (2012) which examined the "Effect of Brand Equity and Word Of Mouth on Purchase Decisions (Case Study on Consumers).

Roso Chocolate in Depok, Sleman, Yogyakarta)" The results showed that there was a positive influence between brand equity and word of mouth partially on the purchasing decision of Roso Chocolate in Yogyakarta.

d. The Influence of Promotion Strategy Through Social Media Mediated by Word of Mouth Marketing on the Decision to Purchase Make Over Cosmetic Products in the city of Surabaya

The fourth hypothesis which states "There is an influence of promotional strategies through social media mediated by word of mouth marketing on purchasing decisions for Make Over cosmetic products in the city of Surabaya" is proven.

According to Swastha and Handoko (1982) the decision to buy taken by consumers is the conclusion of a number of decisions, for example: decisions about the type of product, product form, number of products and so on. If the products produced by the company are in accordance with what consumers expect to satisfy their needs and desires, then the product is able to attract interest to buy. If the customer is satisfied, it can be ascertained that they will make a repeat purchase

Factors that influence purchasing decisions are promotional strategies through social media and word of mouth. Social media is a very important component of a company's marketing media. The use of promotional strategies through appropriate social media is the essence of the formation of a word of mouth marketing. Because, with word of mouth marketing, companies can capture the attention of consumers and make the products of a company spread widely from one person to another. The trust that is formed in the minds of consumers is the result and process of information received. Word of mouth marketing which is supported by real evidence of a benefit and product quality can lead to confidence in consumers. So, it is expected that the message conveyed to consumers can be well received, disseminated to the people around them, and can influence someone's buying interest and influence the purchasing decisions for the products offered.

The results of this study are in line with previous research conducted by Ronomenggolo (2013) entitled "Analysis of the Effect of Social Media-Based Promotion on Consumer Purchase Decisions on ROVCA Products (Case Study of ROVCA Products in Makassar Area Consumers)". The results of this study indicate that social media-based promotions have an effect on consumer purchasing decisions.

IV. Conclusion

Based on the results of research and discussion, the following conclusions can be drawn.

- 1) There is a positive influence of promotional strategies through social media on purchasing decisions for Make Over cosmetic products in the city of Surabaya.
- 2) There is a positive influence of promotional strategies through social media on word of mouth marketing of Make Over cosmetic products in the city of Surabaya.
- 3) There is a positive influence of word of mouth marketing on purchasing decisions for Make Over cosmetic products in the city of Surabaya.

- 4) There is an influence of promotional strategies through social media mediated by word of mouth marketing on the purchasing decisions of cosmetic products. Make Over in the city of Surabaya direct effect is greater than the indirect effect on purchasing decisions. Thus, it can be concluded that the actual effect is a direct influence. Social media promotion on purchasing decisions.

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