



The Influence Of Promotional Strategies And Social Media On Purchase Decisions (Case Study on Buyers Using Ms Glow Skincare in Bengkulu City)

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ABSTRAK

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Metode penelitian kuantitatif adalah metode penelitian yang didasarkan pada filosofi positivisme, yang digunakan untuk meneliti suatu populasi atau sampel tertentu. Pengumpulan data penelitian dilakukan dengan menggunakan instrumen penelitian. Analisis data bersifat kuantitatif yang bertujuan untuk menguji hipotesis yang telah ditetapkan. Variabel strategi promosi (X1), menunjukkan t hitung 2,942 1,98045 dan sig a 0,004 0,050. Dengan demikian dapat disimpulkan bahwa variabel strategi promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Artinya hipotesis diterima. Variabel Media Sosial (X2), menunjukkan t hitung 17,852 1,98045 dan sig a 0,000 0,050, maka dapat disimpulkan bahwa variabel Media Sosial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Artinya hipotesis diterima. Hasil penelitian menunjukkan bahwa strategi promosi (X1), media sosial (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y).

ABSTRACT

This study uses a quantitative approach with a survey method. Quantitative research method is a research method based on the philosophy of positivism, which is used to examine a particular population or sample. Research data collection was carried out using research instruments. Data analysis is quantitative which aims to test the established hypothesis. Promotion strategy variable (X1), shows t count 2,942 1,98045 and sig a 0,004 0,050. Thus, it can be concluded that the promotion strategy variable has a positive and significant effect on purchasing decisions. This means that the hypothesis is accepted. Social Media Variable (X2), shows t count 17,852 1,98045 and sig a 0,000 0,050, it can be concluded that Social Media variable has a positive and significant effect on Purchase Decision. This means that the hypothesis is accepted. The results showed that the promotion strategy (X1), social media (X2) had a positive and significant effect on purchasing decisions (Y).

INTRODUCTION

As time goes by, competition in the business world is getting tougher, making companies look for fast and appropriate strategies in marketing their products. In the era of globalization,

companies must be able to act and act quickly in the face of changing competition in a business environment that moves very dynamically and is full of uncertainty.

Purchasing decisions are consumer decisions regarding preferences for brands in the choice set (Kotler and Keller, 2009). If the decision taken is to buy, then the buyer will encounter a series of decisions regarding the type of purchase, the time of purchase, and the method of purchase. Buyer purchases are based on subscription motives which are often the background for consumer purchases. In this case, consumers prefer to buy from certain sellers. However, consumers still want to choose which product is more suitable and preferable to make a purchase decision. Therefore, it takes the right promotional strategy and skills in social media in order to attract purchasing decisions.

Promotion is very influential on the company's efforts to achieve maximum sales volume, because even though the products offered are good, relatively cheap and can be obtained, if it is not accompanied by good promotions, the level of sales will not be adequate. The problem with the promotion system itself is also faced by Raja Ms Glow due to inaccurate promotions carried out by the Raja Ms Glow admin so that consumers' interest in making purchasing decisions decreases.

Seeing the current situation, most people use social media in Indonesia through smartphones, this can be a good business opportunity. Social media itself is a medium used by consumers to share text, images, sound and video information both with other people and companies and vice versa (Kotler and Keller, 2016). Currently, social media is one of the most frequently visited and used things such as Instagram, Facebook, TikTok and YouTube. Instagram, tiktok and youtube are one of the media used to promote beauty products, by using a beauty vlogger who is adept at reviewing or recommending to netizens who watch the video in order to attract their attention to see the beauty products they use. However, even though Ms Glow's skincare products have done a lot of promotion in terms of social media, it is hoped that it will attract the interest of Ms Glow's skincare consumers to make purchasing decisions. But all messages conveyed through social media advertising are not necessarily able to attract consumers to buy the product. How can companies master marketing through social media, so they can make purchasing decisions for consumers to buy Ms Glow skincare products in Bengkulu City.

Ms Glow is a skincare and cosmetic product that has received a HALAL certificate from the Indonesian government, which is the standard for products that are officially circulated and are safe for consumers. Currently Ms Glow skincare is one of the most popular skincare products for consumers, not only making skincare products for women, Ms Glow also issues skincare products for men, namely Ms Glow Men. Ms Glow was born from two founders' thoughts who have the same vision and mission, namely to provide convenience in terms of skin health care and to promote local products for cosmetics and skin care in order to compete in the era of globalization. So armed with that desire, the founders succeeded in creating Ms Glow in July 2016 which offers cosmetic and body skin care products. The Ms Glow brand itself means Magic For Skin, with the creation of this brand, the founders hoped that Ms Glow would become a skincare product that is a skin solution for all people.

One of the distributors of Ms Glow in Bengkulu is Raja Ms Glow, which is located on Jl. Rafflesia Raya No. 34A Nusa Indah, Bengkulu City. Raja Ms Glow is well aware of the importance of creating an attraction with the customer. From the results of researchers' observations of consumers, there are several problems in the promotion system for Raja Ms Glow's customers, namely promotions that are less accurate and less attractive, and the lack of response from the admin in serving online purchases. interest in customers is the focus of Ms Glow's attention to maintain product loyalty and expand marketing from social media as well as planning how to make good promotional strategies to attract Ms Glow's skincare purchasing decisions in Bengkulu City. Likewise, the owner Raja Ms Glow did the same. They carry out a system of attracting customers by making Customer Cards for customers who shop at their stores. The requirement to make this Customer Card itself is only by making a minimum purchase of Rp. 500,000, you can get a Raja Ms Glow Customer Card. There are

899 customers who already have a Customer Card, of the 899 customer data, 600 are located in Bengkulu City and the rest are outside Bengkulu City.

LITERATURE REVIEW

Promotion strategy

Promotion Strategy according to (Haryanto, 2013) Promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. In order to attract the attention of consumers to make product purchase decisions.

Five promotion indicators according to (Ekasari, 2014) are: Advertising, Sales promotion, Public relations and publicity, Personal selling, and Direct marketing.

1. Advertising. Advertising is a business that is engaged in advertising and will never be separated from ideas.
2. Sales promotion. Sales promotion or marketing promotion is one type of marketing that companies do to encourage a product to sell faster.
3. Public relations and publicity. Publicity is creating awareness in the general public through editorial or unbiased comments about a product.
4. Personal selling. Tjiptono argues that personal selling is a form of communication that is carried out directly or face-to-face between the seller and his prospective customers which aims to introduce the product and form consumer understanding of a product, so that they want to buy it.
5. Direct marketing. Direct marketing technique is a form of marketing activity that is woven directly with the target customer, where the contact must be personal and can take advantage of certain media.

Social media

Social media or also known as social networking is part of new media. Social media is generally defined as any type of media that can only be accessed via the internet and contains text, photos, videos, and sound (Getting et al., 2017). Some indicators of online social media (Cahyono, 2016) are:

1. Convenience, when someone wants to shop on social media, the thing that is considered for online shoppers is the user convenience factor. This convenience factor is related to how operational transactions are carried out online.
2. Trust. Buyer trust in online sellers is related to the reliability of online sellers in ensuring transaction security and ensuring transactions will be processed after payment is made by buyers. This obstacle is related to the existence of online sales. The more developed modes of technology-based fraud in online shops. On online shop sites, there are not a few fictitious online sellers who market fictitious products as well.
3. Quality of information. Information quality is defined as the amount of information about products and services that is useful and relevant for online shoppers in predicting the quality and utility of a product and service offered by an online shop.

Purchase Decision

Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from previous activities (Sinambow & Trang, 2015) suggests that consumer decisions are motives or impulses that arise towards something where Buyers make purchases because of their needs and wants

According to Kotler (2007) there are several indicators of purchasing decisions, namely:

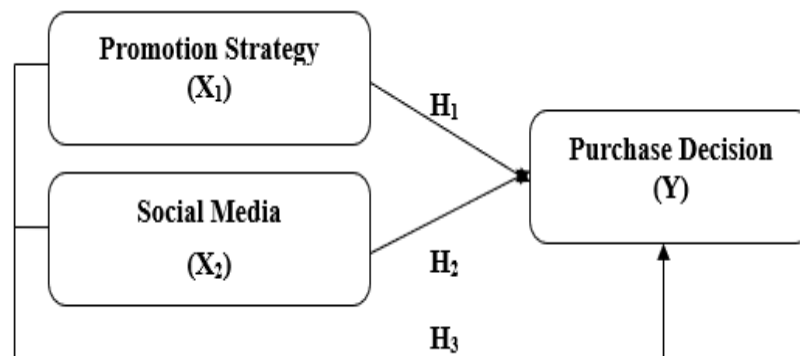
1. Stability of a product. Namely, excellent product quality will build consumer confidence so that it is a supporter of consumer satisfaction.
2. Habit of buying products. Habit is the repetition of something continuously in making the purchase of the same product. In addition, actions that are directly related to the achievement

and use of the product include decisions in purchasing a product that is needed and also desired. Purchases made by buyers are also influenced by their buying habits.

3. Provide recommendations is to give to someone or more that something that can be trusted, can also be interpreted as suggesting, inviting to join, recommending a form of command.
4. Make repeat purchases. The definition of repurchase is an individual who makes a product/service and decides to buy it again, then the second purchase hereinafter is called a repeat purchase.

Research Framework

Based on previous theories and research, it can be described systematically the relationship between the conceptual framework in the research paradigm as follows:



Pict 1. Research Framework

RESEARCH METHODOLOGY

This research is a descriptive quantitative research. This research was conducted in Bengkulu City with the research population being consumers of Ms Glow Skincare products. The number of samples was drawn using the Slovin formula, namely:

$$\begin{aligned}
 \text{Sample} &= \text{Number of indicators} \times 10 \\
 &= 12 \times 10 \\
 &= 120
 \end{aligned}$$

The research questionnaire begins with the instrument test, namely the analysis of the validity test and the reliability test. The research data was collected using a questionnaire and then processed using the SPSS version 22 test tool.

1. Research Instrument Test

From the table above, it can be seen the value of the Corrected item Total Correlation or the value of each variable > 0.3 . This shows that the items from each of the questionnaire questions for each of these variables are valid and feasible to be used in this study. This means that the items from each statement are able to measure and explain the variables appropriately.

Validation Test

Table 1. Validation Test

Variable	Statement	Corrected Pernyataan Correlation	Item Total	r tabel	Keterangan
Promotion Strategy	X1.1	.614		0,361	Valid
	X1.2	.521		0,361	Valid
	X1.3	.557		0,361	Valid
	X1.4	.695		0,361	Valid
	X1.5	.415		0,361	Valid
Media Social	X2.1	.646		0,361	Valid
	X2.2	.837		0,361	Valid
	X2.3	.723		0,361	Valid
Purchasing Decision	Y1	.428		0,361	Valid
	Y2	.679		0,361	Valid
	Y3	.659		0,361	Valid
	Y4	.759		0,361	Valid

Source: SPSS Data Processing, 2022

Reliability Test

Table 2 Reliability Test

No.	Variabel	Cronbach' Alpha	Keterangan
1	Promotion Strategy	.462	Reliable
2	Media Social	.578	Reliable
3	Purchasing Decision	.513	Reliable

Source: SPSS Data Processing, 2022

The table above shows the test results for each variable, it can be concluded that all variables show as a reliable study with Cronbach's Alpha > 0.60. This means that the research instrument (questionnaire) has reliable (consistent) results so that the instrument is suitable for use in research.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

From table 3, the following regression equation is obtained:

$$Y = 4.182 + 0.113 (X1) + 1,120 (X2)$$

Based on the multiple linear regression equation above, it can be interpreted that:

1. The constant value of 4.182 means that if the promotional strategy (X1) and social media (X2) variables are equal to zero, then the purchasing decision variable (Y) remains 4.182.
2. The X1 coefficient (promotional strategy) of 0.113 means that if the promotion strategy increases by one unit, the value of the purchase decision will increase by 0.113. Assuming that the Social media variable (X2) is considered constant or constant.
3. The X2 (Social media) coefficient of 1,120 means that if Social media increases by one unit, the value of the purchase decision will increase by 1,120. Assuming that the promotion strategy

variable (X1) is considered constant or constant.

Table 3. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Betta		
(Constant)	4,182	1,013		4,128	0,000
1 Promotion Strategy	0,113	0,039	0,141	2,942	0,004
Media Social	1,120	0,063	0,857	17,852	0,000

a. Dependent Variable :Purchase Decision

Source: SPSS Data Processing, 2022

Coefficient of Determination (R²)

The coefficient of determination aims to measure how far the model's ability to explain the variation of the dependent variable is. The results of the coefficient of determination can be seen from table 4.

Table 4. Coefficient of Determination Test

Model Summary^b

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.856 ^a	.732	.728	1.31994	1.617

a. Predictors: (Constant), Social Media, Strategi Promosi

b. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing, 2022

Based on table 4.10 above, it can be seen that the coefficient of determination (R Square) shows a value of 0.732. This shows the effect of the variable promotion strategy (X1) and social media (X2) on the purchasing decision variable (Y) of 73.2%. The rest ($100 - 73.2 = 26.8\%$) was determined by other factors that were not included in this study.

Hypothesis Testing With t Test

Table 5. Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T _{hitung}	T _{tabel}	Sig.
	B	Std. Error	Beta			
(Constant)	4,182	1,013		4,128		0,000
Strategi Promosi	0,113	0,039	0,141	2,942	1,98045	0,004
Sosial Media	1,120	0,063	0,857	17,852	1,98045	0,000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing, 2022

Based on the results of the t-statistical test in table 4.11 above, it can be interpreted that:

1. Promotion strategy variable (X1), shows t count > t table, namely (2,942 > 1.98045) and sig < a (0.004 < 0.050). So it can be concluded that the promotion strategy variable has a positive and significant effect on purchasing decisions (a case study on buyers using Ms Glow skincare in Bengkulu City). This means that the hypothesis is accepted.

2. Social Media Variable (X2), shows t count > t table, namely (17.852 > 1.98045) and sig < a (0.000 < 0.050). So it can be concluded that the Social Media variable has a positive and significant effect on Purchase Decisions (Case Study of Buyers Using Ms Glow Skincare in Bengkulu City). This means that the hypothesis is accepted.

Hypothesis Testing With F . Test

Table 6. F Test

ANOVA ^b							
Model	Sum Squares	of	f	Mean Square	F _{hitung}	F _{tabel}	Sig.
Regression	558.025		2	279.013	160.147	3.077	.000 ^a
Residual	203.841		117	1.742			
Total	761.867		119				

a. Predictors: (Constant), Sosial Media, Strategi Promosi

b. Dependent Variable: Keputusan Pembelian

Source: SPSS Data Processing, 2022

Effect of Promotion Strategy (X1) on Purchase Decision (Y)

The results of this study indicate that the promotion strategy has a significant influence on purchasing decisions (a case study on buyers using Ms Glow skincare in Bengkulu City). With a good and appropriate promotional strategy, it will be able to increase sales of MS Glow's products. In addition, the right strategy will be able to reach consumers who are far from the MS Glow agent. The importance of implementing the right promotional strategy for MS Glow is to be able to reach consumers more broadly and can have a positive impact on increasing future purchases. In addition, with a good strategy, sales can be carried out effectively and efficiently, both in terms of funds and the time used to promote them.

The results of this study are in line with previous research, namely from Putra Dani Irawan (2014). In his research entitled "The effect of promotional strategies on purchasing decisions mediated by buying interest in Matahari Department Store Yogyakarta consumers". The results of his research indicate that the promotion strategy has a positive influence on purchasing decisions mediated by buying interest in Matahari Department Store Yogyakarta consumers.

Effect of Social Media (X2) on Purchase Decision (Y)

The results of this study indicate that social media has a significant influence on purchasing decisions (a case study on buyers using Ms Glow skincare in Bengkulu City). By utilizing existing social media to promote products and reach more consumers, it will create opportunities in an effort to increase sales. This means that social media is an effective business promotion tool because it can be accessed by anyone, so that the promotion network can be even wider. Making the most of social media for Ms Glow is a must, especially now that consumer shopping trends have shifted a lot through existing digital platforms. If this is not maximized, Ms Glow's sales will also be less than optimal. In addition, Ms Glow can establish a good relationship with her consumers through existing social media by always providing education and references to the best products owned by Ms Glow. The results of this study are in line with previous research, namely from Bagas and Siti, (2016). In his research entitled "The effect of promotion on social media (X1) and word of

mound (X2) on purchasing decisions (Y) a case study at a Bontacos shop, Jombang). The result is that promotion on social media has a positive influence on purchasing decisions (a case study on the Bontacos shop, Jombang).

The Influence of Promotional Strategy (X1) and Social Media (X2) on Decisions Purchase (Y)

The results of this study indicate that promotional strategies and social media have a significant influence on purchasing decisions (a case study on buyers using Ms Glow Skincare in Bengkulu City). This means that with the right promotion strategy and maximized by the use of existing social media, the results will be much better and maximal in reaching consumers. For Ms. Glow, if they want to maximize their sales in the future, they must really pay attention to the promotion strategy they have implemented so far, whether it is right or not. With the number of social media users currently available, of course, promotion can be maximized through their social media. Provide sufficient information to potential consumers in interesting and innovative ways, and can respond if there are things they ask through social media. Thus, a good relationship with Ms Glow's customers will be established.

CONCLUSIONS AND SUGGESTION

Conclusion

Based on the results of research and discussion on "The Influence of Promotional Strategies and Social Media on Purchase Decisions (Case Study of Buyers Using Ms Glow Skincare in Bengkulu City). So the following conclusions can be drawn:

1. Promotion strategy (X1) has a positive and significant influence on purchasing decisions. With a good and appropriate promotional strategy, it will be able to increase sales of Ms Glow's products. In addition, the right strategy will be able to reach consumers who are far from Ms Glow's agents (Case Study on Buyers Using Ms Glow Skincare in Bengkulu City).
2. Social media (X2) has a positive and significant influence on purchasing decisions. By utilizing existing social media to promote products and reach more consumers, it will create opportunities in an effort to increase sales. Therefore, social media is an effective business promotion tool because it can be accessed by anyone, so the promotion network can be even wider. (Case Study on Buyers Using Ms Glow Skincare in Bengkulu City).
3. Promotion strategy (X1) and social media (X2) had a positive and significant influence on purchasing decisions. With the large number of social media users currently available, of course, it can be maximized to create promotional strategies through their social media. So that it can provide sufficient information to potential consumers in interesting and innovative ways, and can respond if there are things they ask through social media. Thus, a good relationship with Ms Glow's customers will be established. (Case Study on Buyers Using Ms Glow Skincare in Bengkulu City).

Suggestion

Based on the results of the research, discussion and conclusions obtained, the following suggestions can be given:

Theoretical Suggestions

From the results of the study there are several suggestions that researchers can give in order to add theoretical insight, namely:

1. Promotion strategy variable (X1), based on the responses of respondents who got the lowest score, in that case the promotion admin from Raja Ms Glow is advised to be more creative and more active in promoting products from Ms Glow, especially for the Bengkulu City area so that later this promotion can really reach a much wider range of consumers, because right now

there are very few promotions carried out by the Raja Ms Glow admin, so most people know that Ms Glow only sees advertisements on TV.

2. Social media variables (X2), based on the results of the responses of respondents who got the lowest score, here there are many complaints about the information and also many who complain about the work system of Ms Glow's products, there are some people who experience incompatibility when using Ms Glow products, So that many buyers experience red spots on the facial skin due to this incompatibility. Therefore, Ms. Glow is advised to provide more accurate information when providing information to customers, and to give suitable products according to each customer's skin type.
3. Purchase Decision Variable (Y), based on the results of the responses of respondents who got the lowest score, based on the many experiences of people who have tried Ms Glow products for the first time experiencing a thing called Detox so that it gives a lot of doubts to buyers, especially those who just want try the Ms Glow product. So it is suggested to Ms Glow to continue to provide education and understanding to consumers that the products they offer are safe and suitable for all skin types, if this can be done well then sales will increase in the future.

Practical Suggestion

It is recommended for MS Glow to pay attention to the promotional strategies they have implemented so far and can also maximize their promotions through their social media. Create interesting content and provide excellent service through social media by providing the information needed.

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