



How Do Social Media Marketing Activities Result in Online Purchase Decisions

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ABSTRAK

Fokus utama dari penelitian ini adalah untuk menjelaskan mekanisme bagaimana kegiatan pemasaran media sosial dapat menghasilkan keputusan pembelian secara online. Kondisi ini terkait dengan tren pemasar dalam bisnis perawatan kulit di Indonesia yang menggunakan media sosial untuk kegiatan pemasaran. Fenomena yang terjadi saat ini adalah media sosial menjadi sarana untuk pemasaran dan media penjualan. Penelitian ini menggunakan metode survei yang dilakukan dengan menyebarkan kuesioner secara online. Penentuan sampel dalam penelitian ini dilakukan dengan menggunakan pendekatan convenience method. Sebanyak 180 data terkumpul, namun hanya 174 yang dapat dianalisis menggunakan software Smart PLS. Hasil analisis menunjukkan bahwa model yang diajukan berdasarkan mekanisme Stimulus (aktivitas pemasaran media sosial) - Organism (kesadaran merek dan kepercayaan merek) - Response (keputusan pembelian online) dapat diterima. Model penelitian ini mengajukan empat hipotesis, dan semuanya diterima. Aktivitas pemasaran media sosial sebagai stimulus terbukti mempengaruhi kesadaran merek dan kepercayaan merek (organisme). Selanjutnya, kesadaran dan kepercayaan merek mempengaruhi keputusan pembelian online produk SOMETHINC (respon).

ABSTRACT

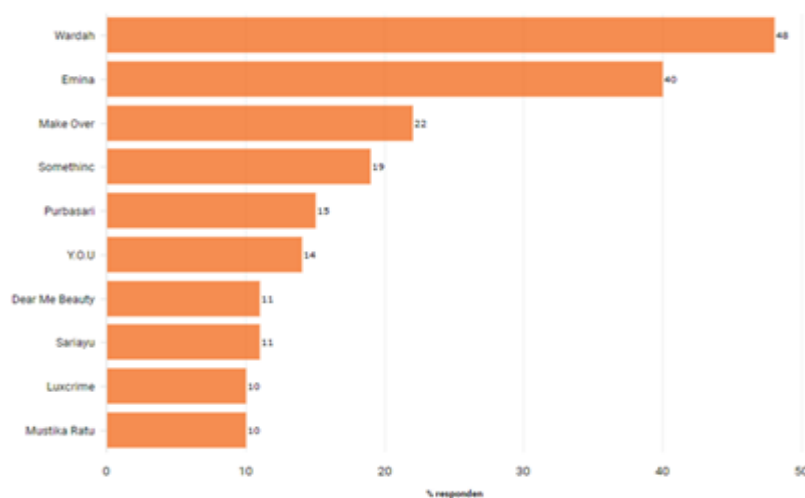
The main focus of this study is to explain the mechanism of how social media marketing activities can produce online purchasing decisions. This condition is related to the trend of marketers in the skincare business in Indonesia using social media for marketing activities. The current phenomenon is that social media is a means for marketing and a sales median. This research uses a survey method carried out by distributing questionnaires online. Determination of the sample in this research was carried out using a convenience method approach. 180 data were collected, but only 174 could be analyzed using Smart PLS software. The analysis results show that the proposed model based on the Stimulus (social media marketing activity) - Organism (brand awareness and brand trust) - Response (online purchasing decision) mechanism is accepted. This research model proposes four hypotheses, and all of them are accepted. Social media marketing activities as a stimulus have been proven to influence brand awareness and brand trust (organism). Furthermore, brand awareness and trust influence online purchasing decisions for SOMETHINC products (response).

INTRODUCTION

Public interest in skincare has increased during and after Covid-19 (Yuliastuti, 2022). This is inseparable from the increasing public awareness for women and men to maintain healthy skin (Putranto et al., 2022; Pamela, 2022). However, the majority of consumers of skincare products are women, from teenagers to adults. This condition makes the demand for skincare products continue to soar (Qotrunnada & Marsasi, 2023). In 2022, revenue from beauty and skincare products in Indonesia will reach IDR 111.83 trillion (Mutia, 2022). Evandio (2022) states that around 78.2 percent of people diligently buy skincare products.

The prominent market prospects for the beauty industry in Indonesia are an opportunity for business people (Adindarena et al., 2022). Even skincare companies have proven capable of surviving during the crisis when the Covid-19 pandemic emerged (Hardiyanti Ridwan et al., 2022). During the COVID-19 pandemic, many business sectors experienced a decline in business turnover, but skincare companies experienced an increase in new business actors. In September 2022, the number of companies in the beauty industry sector experienced a growth of 20.6 percent from the previous year (Al Hamasy, 2022). In 2021, the number of skincare companies will be 819; in 2022, there will be 913. MSMEs dominate the increase in the number of business actors in the beauty industry by 83 percent (Azzahro, 2023). This shows that local brands are starting to dare to compete with foreign brands that have long entered the beauty industry. The increasing number of skincare companies in Indonesia shows that competition in the skincare business is getting tougher. The following is Figure 1 regarding data on ten local brand skincare products consumers have sought.

Figure 1. Most Used Local Skincare Brands in 2022



Source: Pahlevi & Mutia (2022)

Figure 1 shows that the local brands widely used in Indonesia during 2022 in the top three positions are brands from PT Paragon. Meanwhile, the SOMETHINC brand is the only new brand that has succeeded in occupying the top five most widely used beauty products. The SOMETHINC brand also occupies the first position in most purchased online products. The popularity of SOMETHINC products must be distinct from the marketing activities through social media that have been carried out (Shafa & Hidayat, 2022). Promotion of skincare products cannot be separated from promotion via social media. Currently, digital marketing has become the center of attention in the entire skincare product marketing landscape due to the implementation of digitalization of technology so that it can create exciting experiences for customers, especially on social media (Cooley & Parks-Yancy, 2019). This has also been adapted by local brand skincare product

businesses in Indonesia, including SOMETHINC, to maximize the use of social media in marketing activities. The choice of social media as a marketing tool is because the number of social media users in Indonesia has reached 167 million people, or the equivalent of 60.4 percent of the population in 2023(Widi, 2023).

Digital marketing, especially social media, has become an exciting topic widely discussed in several marketing studies over the last few years (Ibrahim & Aljarah, 2023; Li et al., 2023). Koay et al. (2021) say that practical marketing activities can provide positive experiences that can increase brand experience and encourage the formation of consumer-based brand equity (Ebrahim, 2020). Cheung et al. (2019) and Zollo et al. (2020) stated that social media marketing activities by displaying positive reviews from consumers and influencers have been proven to increase brand experience, brand image, brand awareness, and audience brand loyalty. Social media marketing activities with educational, informational, and entertainment content are believed to strengthen brand trust, brand equity, and brand loyalty (Haudi et al., 2022).

Shohaib et al. (2022) argue that social media marketing activities, which include informativeness, trendiness, customization, interactivity, and WOM, are a stimulus that stimulates trust, satisfaction, and commitment to a brand. Furthermore, Fetais et al. (2023) show evidence that interactions with consumers through social media marketing activities impact feelings so that brand love, community engagement, and brand loyalty grow. Furthermore, Khan (2022) stated that exciting and interactive social media content is considered enjoyable (brand experience), making the audience have a positive attitude towards the brand and want to purchase.

The studies conducted by these experts focused more on revealing the impact of social media marketing activities at the organism level (Fetais et al., 2023; Khan, 2022; Fetais et al., 2023; Haudi et al., 2022). Apart from that, several researchers also concentrate more on revealing the direct impact of social media marketing activities on responses in the form of purchasing behavior (Cooley & Parks-Yancy, 2019; Prasad et al., 2019). This condition provides an opportunity that there is still a gap that needs to be filled by conducting research that focuses on comprehensively describing social media marketing activities in creating online purchasing decisions. The Stimulus-Organism-Response (SOR) concept is an appropriate model to explain the process of online purchasing decisions caused by social media marketing activities. According to Lusianingrum and Pertiwi (2021), the concept of SOR theory can be explained coherently by psychological mechanisms starting from the stimulus that influences the organism. Then, the organism encourages the individual to respond.

This study aims to adapt the SOR concept in describing the process of social media marketing activities in creating online purchasing decisions. Social media marketing activities carried out by skincare businesses are a stimulus to influence the audience's organism. Brand awareness and brand trust are the primary organisms of the audience that skincare business actors aim to influence through social media activities (Zollo et al., 2020; Haudi et al., 2022). These organisms, in the form of brand awareness and trust, have a solid ability to encourage audiences to respond through online purchasing decisions. This research aims to investigate the influence of stimulus (social media marketing activities) on organisms (brand awareness and brand trust) and the influence of organisms (brand awareness and brand trust) on responses (online purchasing decisions).

LITERATURE REVIEW

Stimulus-Organism-Response (SOR) Theory

The Stimulus-Organism-Response (SOR) theory is a model used to describe how the process of an individual responding to stimulation (stimulus) originates from the external environment through internal processes (organisms) and then leads to the response that will be displayed (Malarvizhi et al., 2022). The conceptualization of SOR Theory makes it easier to understand how audiences process and respond to external stimuli. The SOR theory is composed of three main elements, which include stimulus, organism, and response (Lusianingrum & Pertiwi, 2022).

A stimulus is an event or stimulus that an individual perceives (Shi et al., 2023). The stimulus can be visual, audio, or audiovisual, which can attract attention. Furthermore, organisms in the concept of SOR Theory are defined as internal processes experienced by individuals due to stimuli (Lin et al., 2023). Internal processes usually experienced by individuals are the emotional, psychological, and cognitive impacts that occur after processing information from the stimulus. Furthermore, response is interpreted as an action or behavior carried out by an individual as a response to the organism's process of responding to a stimulus (Pereira et al., 2023).

Social Media Marketing Activities (SMMA)

Social media is an online platform for individuals with the same interests to gather and share ideas, thoughts, and comments (Bilgin, 2018). This communication platform is technology and internet-based. Several research results prove that social media can facilitate the sharing knowledge and experience among consumers, encouraging the growth of trust and purchasing intentions (Alshawabkeh et al., 2021; Putri & Dan Anggarawati, 2022). Good online interactions between sellers and customers encourage them to share their purchasing activities (Seo et al., 2020) by simply clicking on social media channels. Besides that, social media is used as a platform for direct marketing in a business context. In this case, social media pushes the boundaries of space and time in business interactions with potential consumers and increases the sense of closeness (Koponen & Rytty, 2020; Chen & Lin, 2021). Through social media, sellers can advertise and promote their brands and products. Advertising and promotional activities on social media are low-cost and make it possible to obtain feedback from potential consumers quickly (Alcaraz et al., 2022). Jin et al. (2019) explained that social media has become a significant business strategy because it can stream marketing costs and reach various segments through its popularity. This condition makes many marketers and sellers use social media for marketing activities.

In a marketing context, social media is an online marketing medium that offers extensive and significant opportunities to build good relationships with brands and consumers (Lis & Berz, 2020). Several marketers from various business organizations have proven the effectiveness of social media as a strategy to communicate and empower consumers to create distinctive brand identities and improve consumer-brand communication (So et al., 2018). Hartzel et al. (2011) noted that interactive marketing strategies that use social media links such as Facebook and Twitter will positively impact brand image and create a leverage effect between brands and consumers. The viral effect among social media users allows the brand to be widely discussed and known among a large number of users (Kumar et al., 2007; Sharma and Verma, 2018: 20). Tsimonis and Dimitriadis (2014) revealed that brand awareness is one of the main outputs expected from business social media marketing activities. The findings presented by Fanion (2011) show that social media is a significant tool in building and increasing brand awareness. Seo and Park (2018) found that social media marketing activities in the aviation industry positively affected brand awareness and image.

Brand Awareness (BA)

Brand awareness is related to the issue of whether the name of a brand can appear in consumers' minds when they think of a particular product and can easily remember it when the name appears (Situmorang, 2022). This brand awareness is the essential dimension of the entire system of brand knowledge in the minds of consumers through reflecting the ability to identify a brand in different conditions, which allows the brand name to appear in the minds and thoughts of consumers (Angelyn & Kodrat, 2021). The consumer's point of view assumes that the brand has equity when the consumer is aware of the existence of the brand. Aaker (1991) defines brand awareness as the ability of target consumers to recognize further, considering that a brand is a member of a product category. Achieving brand awareness is a big challenge for emerging brands. Furthermore, the challenge that old brands will face is maintaining the level of brand awareness that consumers have. Brand awareness has two levels: brand recognition and brand recall (Shimp, 2014). Brand awareness can help create familiarity with customers brand, thereby influencing the online

purchasing decision-making process (Clarissa & Bernarto, 2022; Sivaram et al., 2019).

Brand Trust (BT)

Brand trust is assessed as a brand's ability to be trusted by consumers (Nurhasanah et al., 2021). This trust comes from consumers' belief that a product brand can fulfill the promised and prioritized values. When a brand provides interaction with consumers, the brand can fulfill consumer needs and provide responsibility for consumer interests and safety (Hanaysha, 2022). The impact for consumers is that it can encourage the growth of a very safe feeling towards the brand. Brand trust is a consumer's feeling that arises when they trust a product brand, which is caused by the quality of the product that can be remembered in the consumer's mind (Hanifah & Wulandari, 2021). Furthermore, consumers tend to choose that product brand to avoid switching to other product brands. Brand trust will determine consumers' online purchasing decisions toward a brand, and trust has the potential to create high-value relationships (Nurhasanah et al., 2021; Subhan & Thalib, 2022). Hanaysha (2022) shows that brand trust has a positive influence in providing confidence for making online purchasing decisions. The higher a person's perception of brand trust, the higher the purchasing decision.

Online Purchase Decision (OPD)

Online consumers are buyers as well as internet users. Consumer behavior in online purchasing refers to purchasing products or services online (Kusno et al., 2023). Online purchasing decisions involve searching for relevant information and purchasing goods or services on online platforms (Zhao et al., 2020). Online consumer purchasing decisions can be divided into several types: purchase, willingness to pay, repurchase, and recommendation (Bo & Yang, 2022). Many factors influence consumers' online purchasing decisions, such as price, online purchasing environment, brand awareness, and brand trust (Subhan & Thalib, 2022; Clarissa & Bernarto, 2022). The company has been trying hard through digital platforms to build awareness and trust about the brand in the minds of consumers to encourage them to make purchasing decisions online.

METODE PENELITIAN

Metode Analisis

This main objective focuses on revealing the mechanism of how social media marketing activities can produce online purchasing decisions. This study uses a survey method for data collection. This study uses a survey method for data collection. The participants were 180 customers who purchased SOMETHINC skincare products online. The sampling method used is convenience sampling because this study is survey research. This sample selection method was chosen because it is widely considered the most appropriate technique for collecting consumer data at a lower cost, primarily when a sample frame cannot be obtained. In addition, convenience sampling allows researchers to reach respondents and distribute questionnaires efficiently. Several previous studies have also relied on this sampling technique to collect data from customers in various sectors online (Hanaysha, 2022; Guan et al., 2021; Yadav & Pathak, 2016). Additionally, the data for this study were collected following guidelines, ethical principles, and informed consent from participants before beginning the data collection process.

Measures

This study uses a survey method for data collection using an instrument adapted from previous research. The research model of this study involves four variables: social media marketing activities, brand awareness, brand trust, and online purchase decisions. Section A in the survey focuses on obtaining respondents' personal information (e.g., gender, education, and social media accounts), while the other sections contain measurement items. First, social media marketing

activities are measured through five items taken from Wibowo et al. (2021) research. Second, brand awareness was measured using four items adapted from (Dabbous & Barakat, 2020). Third, brand trust in this study was measured based on four items adapted from previous research by Ebrahim (2020). Finally, online purchase decisions are measured through four items adapted from Beyari and Garamoun (2022). The measurement scale used is a Likert scale ranging from strongly disagree (1) to agree (5) for all measurement items.

Data Analysis Technique

The data collected from filling out the online questionnaire was 180 pieces of data. However, there were six pieces of data whose responses could have been better, so they were not used in the analysis process. One hundred seventy-four data match the criteria. When the data has been collected, the first step is to assign a code to each data. The second step is to identify and examine each data for missing values. In the third step, determine whether the complete data meets the criteria for data analysis. The fourth step is data analysis with Smart PLS software to estimate measurement and structural models. Specifically, measurement models are used to verify the reliability and validity of measurement scales. At the same time, the structural model is used to verify the projected hypothesis.

RESULTS AND DISCUSSION

Results

In this study, 180 responses were obtained from data collection using an online questionnaire. However, there were only 174 responses suitable for data analysis. Demographic analysis shows that male respondents represent 20.11 percent, and the remaining 79.89 percent are female. Regarding the age profile, the analysis shows that the age group less than 25 years is 34.48 percent; 40.23 percent represent the 26–35 year age group; 19.54 percent aged between 36–46 years; and only 5.75 percent fall into the age group of 46 years and over. In addition, demographic statistics show that 20.11 percent of respondents in this study have educational qualifications of high school graduates, 48.28 are undergraduates, 21.84 percent have a diploma background, and 9.77 percent have a postgraduate program qualification. Finally, the statistical analysis of respondents outlined that they are all involved in social media and have at least one personal account on one of the following social media channels: Instagram and TikTok. In detail, 56.32 percent have an account on Instagram and 43.68 percent have an account on Instagram. In this research, Smart PLS 3 software was used for data analysis. A measurement model is initially estimated to examine factor loadings and establish reliability and validity for the selected measurement scale. After that, a

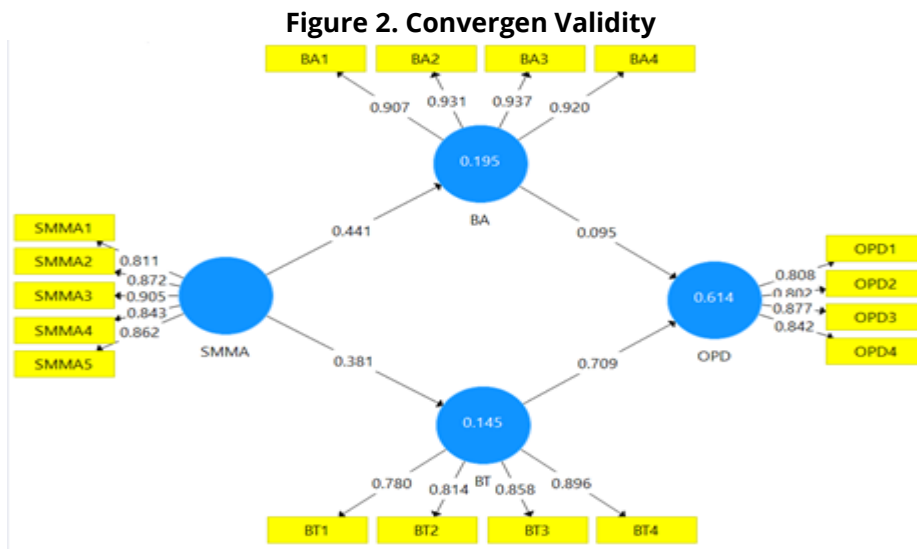
Measurement Model

Three things must be estimated in the measurement model: convergent validity, reliability, and discriminant validity. The following figure shows the factor loading value of each statement item.

Table 1. Reliability

	Crovbach's Alpha	Rho_A	Composite Reliability	AVE
Social Media Marketing Activities (SMMA)	0.911	0.918	0.934	0,738
Brand Awareness (BA)	0.943	0.944	0.959	0.854
Brand Trust (BT)	0.868	0.861	0.904	0.703
Online Purchase Decision (OPD)	0.854	0.867	0.901	0,694

Hair et al. (2017) state that the threshold value for composite reliability and Cronbach's Alpha is 0.6. The statistical analysis results in Table 1 confirm that all Cronbach's Alpha and composite reliability values also exceed 0.60; hence, the reliability assumption is met. The following is Figure 2 regarding the loading factor values for convergent validity.



Source: Smart PLS Output, 2023

According to the suggestions of Hair et al. (2017), the acceptable factor loading value for each construct item must be 0.5 to 1. Statistical analysis in Figure 2 shows that all factor loadings of the items indicating each construct range from 0.780 to 0.937. Therefore, no problems were reported regarding the convergent validity test as it met the threshold values. The following is Table 3 regarding discriminant validity.

Table 2. Discriminant Validity

	SMMA	BA	BT	OPD
Social Media Marketing Activities (SMMA)	0.859*			
Brand Awareness (BA)	0.441	0.924*		
Brand Trust (BT)	0.381	0.760	0.838*	
Online Purchase Decision (OPD)	0.354	0.634	0.781	0.833*

Source: Smart PLS Output, 2023

Next, discriminant validity is checked through the measurement model to ensure that the measurement items of each construct are different from other constructs. This procedure was used in response to the formulation proposed by Fornell and Larcker (1981) to check discriminant validity by comparing the reciprocal relationships between all constructs to the square root of AVE. In general, the analysis results in Table 2 verify that the root AVE value for each construct exceeds the

correlation value in the same row and column. This indicates that the assumption of discriminant validity has been achieved.

Structural Model

The structural model was evaluated using R-Square on online purchasing decision variables, brand trust, and brand awareness. The following R-squared values for each variable in this study can be seen in Table 3.

Table 3. R-Square

	R-Square
Brand Awareness (BA)	0.195
Brand Trust (BT)	0.145
Online Purchase Decision (OPD)	0.614

Source: Smart PLS Output, 2023

Table 3 shows an R-Square value of 0.195 for the brand awareness variable, which means that social media marketing activities influence brand awareness by 19.5 percent, and 80.5 percent are influenced by factors not tested in the model. Furthermore, the brand trust variable has an R-squared value of 0.145, which means that the social media marketing activities variable can influence the brand trust construct by 14.5 percent and is 85.5 percent influenced by factors not tested in the model. Furthermore, the online purchasing decision variable has an R-squared value of 0.614, meaning that brand trust and awareness contribute 61.4 percent to influencing online purchasing decisions.

Hypothesis testing focuses on applying the Bootstrapping method by relying on computational methods. The confidence level used in this research is a significance value of 0.05. The hypothesis is accepted if the value of the t-test statistical results exceeds the t-table value. The following Table 4 shows the results of hypothesis testing.

Table 4. Hypothesis Testing

	Original Sample (O)	T-Statistics	P-Value
Social Media Marketing Activities (SMMA) -> Brand Awareness (BA)	0.441	7.287	0.000
Social Media Marketing Activities (SMMA) -> Brand Trust (BT)	0.381	6.320	0.000
Brand Awareness (BA) -> Online Purchase Decision (OPD)	0.095	2.152	0.000
Brand Trust (BT) -> Online Purchase Decision (OPD)	0.709	11.413	0.000

Source: Smart PLS Output, 2023

Table 4 shows the results of the parameter coefficients and t-statistics for each variable. Social media marketing activities influence brand awareness because it has a parameter coefficient value of 0.441 and a t-statistic of 7.287 which is greater than the t-table of 1.96. Furthermore, social media marketing activities influence brand trust because it has a parameter coefficient value of 0.381 and a t-statistic of 6.320 which is greater than the t-table of 1.96. Furthermore, brand awareness influences online purchasing decisions because it has a parameter coefficient value of 0.095 and a t-statistic of 2.152 which is greater than the t-table of 1.96. And brand trust influences online purchasing decisions because it has a parameter coefficient value of 0.709 and a t-statistic of 11.413

which is greater than the t-table of 1.96. Thus, the four hypotheses proposed in this research are proven and acceptable.

Discussion

The influence of social media marketing activities on brand awareness aligns with the SOR theory concept, especially stimuli that impact organisms. Social media marketing activity are a stimulus proven to raise consumer awareness about a brand (organism). These social media marketing activities are communications that present content focusing on entertainment, trendiness, interaction, E-WOM, and customization (Cheung et al., 2019). Entertaining marketing content posted on SOMETHINC social media attracts the attention of consumers looking for fun and enjoyment. Exposure to entertaining posts about the SOMETHINC brand in the form of photos, videos and stories becomes a stimulus that can strengthen consumers' memories and become more familiar with the brand. Content about the SOMETHINC brand on social media with trending information effectively attracts consumer attention and is necessary to strengthen consumers' ability to recognize the brand.

Social media has changed one-way communication into two-way communication and is considered a means for marketers to promote their brands through communication and interaction with consumers. Interactions on SOMETHINC social media platforms encourage the delivery and sharing of brand-related information among consumers, strengthening interactions between consumers and their brands. This interaction strengthens consumer exposure to information about the SOMETHINC brand, strengthening consumers' ability to remember the brand in their minds so that brand awareness is formed. Positive E-WOM on SOMETHINC social media platforms increases the attractiveness of brand posts, thus stimulating consumers' intention to read them thereby strengthening consumers' ability to remember and recognize brands. Marketers use social media to provide brand-related information tailored to consumer needs. The usefulness of information on SOMETHINC social media makes it easier for consumers to recognize the brand's existence. Furthermore, the organism that has grown, namely brand awareness, will grow a response in the form of online purchasing decisions. In this case, consumers who are aware of the existence of the SOMETHINC brand will be encouraged to make purchasing decisions online when they see its marketing activities on social media.

By the SOR theoretical framework, marketing activities on social media (stimulus) are considered an effective strategy for developing customer relationships. In addition, interaction in marketing activities on social media will build trust (organism) and eliminate uncertainty that might prevent customers from engaging with brands and carrying out online transactions. This study found evidence that social media marketing activities impact trust in the SOMETHINC brand. This result can be explained by marketing strategies through social media marketing, such as making it easy for customers to get information related to SOMETHINC on social media, such as Tiktok and Instagram, which can increase customer trust regarding the SOMETHINC brand. This trust in the SOMETHINC brand strengthens consumers in quick online purchasing decisions.

CONCLUSION AND SUGGESTION

Conclusion

This study has shown the mechanism of how social media activities can generate online purchasing decisions. This mechanism is described in the framework of Stimulus (social media marketing activities) - Organism (brand awareness and brand trust) - Response (online purchasing decisions). This research model proposes four hypotheses, and all of them are accepted. Social media marketing activities as a stimulus have been proven to affect brand awareness and brand trust (organism). Furthermore, brand awareness and trust influence online purchasing decisions for SOMETHINC products (response).

Suggestion

First, determining the sample for this research uses a convenience method, so generalising the research results will take much work. Future research should determine samples using purposive sampling and random sampling methods. Second, this research only focuses on one brand, namely SOMETHINC, so we can use all local skincare brands in future research to get comprehensive results. Third, developing this research model only involves online purchasing decisions as a response. Future research can consider responses in the form of reposting social media marketing content carried out by consumers because it benefits the brand.

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