The Influence Of Brand Image And Advertising On Social Media On Consumer Purchase Decisions On Emina Products (Case Study Of Students In Bandar Lampung)

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Article Info	ABSTRACT
Keywords: Brand Image, Social Media Advertising, Purchasing DecisionsAbstract	This research aims to examine the influence of brand image on purchasing decisions of Emina products and the impact of social media advertising on consumer purchasing decisions. The background of this study is the increasing competition in the cosmetics industry, which necessitates companies to build a strong brand image and utilize social media as an effective promotional tool. This quantitative study employed a purposive sampling technique with a sample size of 115 Emina product consumers in Bandar Lampung. The independent t-test results indicate that brand image has a partially positive and significant effect on Emina products among Bandar Lampung students. Furthermore, the simultaneous F-test results show that there is a significant influence between the brand image and social media advertising variables on Emina products among Bandar Lampung students. Overall, this research shows that Brand Image has a positive effect on purchasing decisions and Social Media Advertising has a positive impact on purchasing decisions.
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INTRODUCTION

Emina is an original Indonesian cosmetics brand that was founded in 1996 under PT. Paragon Technology and Innovation (PT.PTI). Founded by Nurhayati Subakat who currently serves as commissioner of PT PTI, Emina always prioritizes quality to support women to look beautiful according to their character. Since the beginning, PT.PTI has been committed to always providing benefits to those around us. This commitment is realized through a vision of change: developing Patagonia, creating goodness for customers, sustainable improvement, growing together, caring for the earth, supporting the nation's education and health, and developing business. The products released and produced under the Emina brand consist of four categories: skin care products, especially facial (skincare), body care (body care), and makeup. Emina's skin care products include toner, serum, facial cleanser, facial soap, moisturizer, facial mask, and sleeping mask. Emina is always the best brand every year and is more trusted than other brands such as Pixy, Wardah, and You Beauty products. Emina has also been involved in society for a long time and always provides the best quality to consumers. Emina products

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also received 2 awards from the MMA SMARTIES Global Awards 2022. Emina is a local beauty brand whose quality cannot be doubted. One of the advantages of products from the Emina brand is that the formula is relatively light on the skin, so it can be said to be suitable for teenagers and beginners in using makeup. Another advantage of the Emina brand is that the product prices are relatively affordable. If you look at the sales data in marketplaces such as Shopee and Tokopedia, Emina has reached Rp. 4.5 billion. The total recorded transactions have exceeded 183 thousand. The Compass Dashboard also shows data regarding top sellers who have successfully sold the most Emina products and the best-selling products at Emina are Emina sunscreen and face masks. This is why Emina always excels compared to other products.

The problem in this research focuses on brand image and social media advertising's impact on consumer purchasing decisions for Emina products. Brand image is a brand that is very influential on society and creates interest in consumers. And advertising also aims to promote a product, Emina has one form of promotion using advertising methods so that consumers feel interested in their products. A study by Sri Agustina (2018) showed that both brand image and brand trust significantly influence consumer purchasing decisions. Similarly, Ekasari and Mandasari (2021) found that digital marketing and brand image together have a strong impact on consumers' buying choices.

Literature Review
Brand Image
(Pandiaga, Masiyono, & Dwi Atmogo, 2021) brand image is the consumer's perception of a brand as a representation of that brand. (Iwan & Saputra, 2020) states that brand image is a view that is formed in people's minds when they want to get a product.

Advertising creativity
Advertising creativity is also needed to attract consumer buying interest. Advertising also functions as a marketing and promotional medium that provides information, influences, and invites, provides an image, fulfills desires, and is a communication tool between producers and consumers (Saragih & Firnandi 2019). The development of advertising has now begun to spread to various media, not only through television and radio, but almost all social media such as Instagram, Facebook, Twitter, TikTok, and YouTube.

Trust
According to (Hana, 2019), trust is one of the many factors that can influence a transaction process in e-commerce. It can be said that trust is a feeling that arises in consumers regarding their perception or view of a company.

Buying decision
The buyer's decision is a form of the customer's thinking process regarding whether it is worth buying the goods offered, considering the information they know and their relationship with the product. The consumer's fears influence the results of this thinking, desires, and will to decide whether to make a purchase, as an alternative to the term "buyer's decision". The buyer decision parameters are explained by According to Hermawan, (2019), namely: brand preference, dealer preference, product preference, purchase time, number of

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buyers, and payment mechanism.

According to Hermawan, (2019), the emergence of interest when making a purchase can create a motivation that crosses a person's mind, thereby forming a strong pattern of activity and ultimately the consumer must fulfill his desires and something he has thought about will be realized. Based on the opinions of the experts above, the conclusion that can be drawn regarding purchasing interest is that consumers are interested in making purchases in a certain amount and at a certain time.
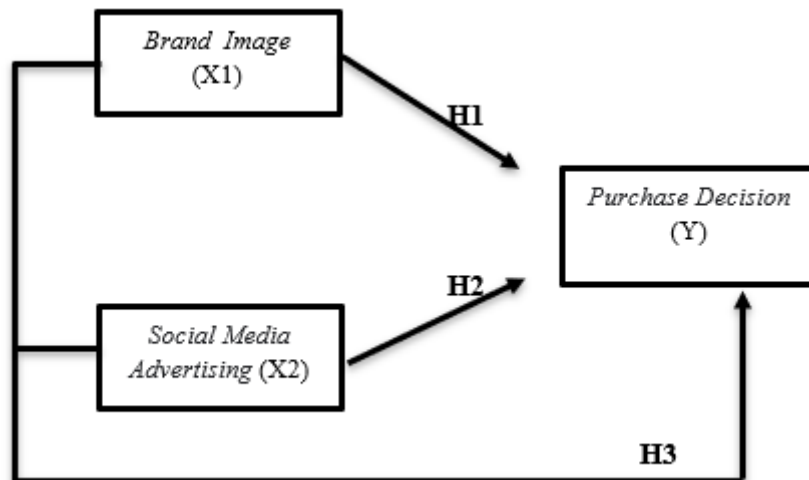
Conceptual Framework

H1: Brand Image is the consumer's perception of a brand.

H2: Advertising is needed to attract consumer buying interest.

H3: Brand Image and Social Media Advertising affect purchasing decisions.

METHOD

In the research, quantitative methods were used using descriptive and clauses. Measured with a Likert scale. This instrument measured the respondents' perceptions of brand image, social media advertising, and purchase decisions. The questionnaire was administered to students in Bandar Lampung who met the inclusion criteria of being aware of and having purchased Emina products. Testing was carried out on students in Bandar Lampung who knew and bought Emina products. The research uses non-probability techniques as well as purposive sampling techniques. The total sample in this study was 115 respondents. Descriptive analysis using SPSS software was employed to analyze the collected data. This technique allowed for the examination of respondent characteristics, the distribution of variables, and the relationships between brand image, social media advertising, and purchase decisions. SPSS-based descriptive analysis is used in the data analysis technique. Women dominate the characteristics of respondents as much as (73%) while men have as many respondents as (27%), aged <20 (17.4%) while aged >20 (82.6%), students (100%), and product users emina (89.2%).

The distribution of weights is carried out on 2 independent variables (Brand Image and

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Advertisements on social media) and 1 dependent variable (Buyer Decision). The Likert scale is used with a value range of 1-5 in the table below:

Table 1. Variables and Indicators

No	Variable and Indicator	Source

1.	Brand Image
	   a. Product Image
	   b. Manufacturer Image
	   c. User Image
		Aaker dan Biel dalam Keller & Swaminathan (2020:239)

2.	Social Media Advertising
	   a. Interesting and entertaining content
	   b. Interaction between consumers and sellers
	   c. Ease of finding product information
		Indriyani dan Suri (2020)

3.	Purchase Decision
	   a. Confidence in a product
	   b. Habit in buying products
	   c. Providing recommendations to others
	   d. Repurchasing
		Kotler & keller 2020

RESULT AND DISCUSSION

Results

Validity Test

The validity test is a test measuring the validation and validity of a questionnaire (Ghozali, 2018:51). "The validity test of the questionnaire is called valid if the value of count is greater than a table, while the item is said to be invalid if the count is less than table" in research on the variables Brand Image (X1), Social Media Advertising (X2), and Purchasing Decisions (Y), value table so that the table with a total of 115 respondents was obtained. Where the table obtained was equal to.

Table 2. Brand Image Validity Test (X1)

No.Item	R hitung	R tabel	Sig.	Explanation
X1.1	0,829	0,152	0,000	Valid
X1.2	0,866	0,152	0,000	Valid
X1.3	0,854	0,152	0,000	Valid
X1.4	0,825	0,152	0,000	Valid

Source: Results from SPSS 2023 Data

Table 3. Social Media Advertising Validity Test (X2)

No. Item	Rhitung	Rtabel	Sig.	Explanation
X3.1	0,809	0,152	0,000	Valid
X3.2	0,913	0,152	0,000	Valid
X3.3	0,902	0,152	0,000	Valid
X3.4	0,913	0,152	0,000	Valid

Source: Results from SPSS 2023 Data

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Table 4. Purchase Decision Validity Test Results (Y)

No. Item	Rhitung	Rtabel	Sig.	Explanation
Y1.1	0,889	0,152	0,000	Valid
Y1.2	0,928	0,152	0,000	Valid
Y1.3	0,904	0,152	0,000	Valid
Y1.4	0,831	0,152	0,000	Valid

Source: Results from SPSS 2023 Data

Reliability Test

Reliability testing functions to learn how consistent the results of strict measurements are, if carried out at least twice for symptoms that have similarities using similar measurement mechanisms. In this research, Cronbach Alpha techniques were applied. Cronbach Alpha is used to determine whether the instrument used is reliable or vice versa, if the respondents' answers are in the form of a scale or explain attitude research. According to Hermawan, (2019), states that an instrument is declared reliable if the reliability coefficient is at least 0.6. If the measuring instrument has a Cronbach Alpha value <0.6 then the measuring instrument is not trustworthy. The following is the explanation, if the reliability coefficient value is > 0.6 then the instrument has good reliability and can be trusted (reliable). If the reliability coefficient value is <0.6 then the instrument does not have good reliability and cannot be trusted (not trustworthy). The following is Reliability in the table below:

Table 5. Reliability Test

Variabel	Crocranch Ipha	Keterangan
Brand Image (X1)	0,860	Reliabel
Social Media Ads (X2)	0,908	Reliabel
Purchase Decision (Y)	0,905	Reliabel

Source: Results from SPSS 2023

Multiple Linear Regression

Multiple linear regression analysis aims to predict the condition (up and down) of the dependent variable (criterium), if two or more independent variables as radiator factors are manipulated (increasing and decreasing their values). (According to Hermawan, (2019).

Table 6. Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.975	.800		1.219	.225
Brand Image X1	.232	.097	.205	2.391	.018
Social Media Ads X2	.447	.084	.422	5.313	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN Y

Source: Results from SPSS 2023

Based on the calculation results in Table 7 above, a multiple regression equation Y = 975 + 0.232 X1 + 0.447 X2 is obtained. This statement is explained as follows: The constant

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value states that if the independent variables (Brand Image and Social Media Advertising) are assumed to have a value of zero, then the dependent variable (Purchase Decision) has a value of 0.975.

1. The regression coefficient value for the Brand Image variable (X1) is 0.232. So it implies that the Brand Image variable has a positive effect, meaning that every 1% increase in the Brand Image variable can increase the purchasing decision variable by 0.232. Therefore, it can be concluded that the Brand Image variable partially influences consumer purchase decisions for Emina products among students in Bandar Lampung. This means that a strong Brand Image offers several important benefits for the company, one of which is gaining an advantage over competitors. Products with a strong Brand Image are certainly recognized and easily identified by customers. Customers who perceive the product positively tend to buy it. Therefore, one of the main objectives of customer service and advertising is to build a positive perception of the product. This result supports previous research conducted by (Resky Eldiansyah, 2023), which stated that the Brand Image variable has a positive and significant influence on purchase decisions.

2. The regression coefficient value for the Social Media Advertising variable (X2) is 0.447. So it shows that the product quality variable has a positive effect, meaning that every 1% increase in the price variable can increase the purchasing decision variable by 0.447. This means that the higher the Social Media Advertising, the more opportunities there are for customers to purchase Wardah products. An increase in Social Media Advertising enhances features and consumer purchase intention because it contributes to an increase in sales volume. Wardah must continuously improve product quality to remain competitive with other brands. This result supports previous research conducted by (Kharis Fadullah Hanna, 2019), which stated that the Social Media Advertising variable has a significant influence on purchase decisions.

Hypothesis Testing
Partial t-test

The t-test shows how much influence an independent variable has on the independent variable According to Hermawan, (2019). The results of partial hypothesis testing (t-test) are as follows:

Table 7. Partial T-test (Test-t)

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.975	.800		-1.219	.225
Brand Image X1	.232	.097	.205	2.391	.018
Social Media Ads X2	.447	.084	.422	5.313	.000
a. Dependent Variable: KEPUTUSAN PEMBELIAN Y					

Source: Results from SPSS 2023

Based on Table 8, the resulting calculated t value is 2,391, this value is greater than the

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t table value (1,982), so it is obtained that Ha is accepted and influenced by Brand Image significantly on Emina products in the student environment in Bandar Lampung. So it can be concluded that Brand Image has a partially positive and significant effect on Emina products in the Bandar Lampung student environment.

For the Social Media Advertising variable, the resulting calculated t value is 5,313, where this value is greater than the t table value (1,982). then it was found that Ha was accepted and the influence of Social Media Advertising was significant on Emina products among students in Bandar Lampung. So Social Media Advertising has a partial positive and significant effect on Emina products in the Bandar Lampung student environment.

F Simultan test

Table 8. Simultaneous Test (Test-F)

ANOVA[a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	773.955	3	257.985	196.711	.000[b]
Residual	145.576	111	1.311		
Total	919.530	114			
a. Dependent Variable: KEPUTUSAN PEMBELIAN Y					
b. Predictors: (Constant), IKLAN SOSIAL MEDIA X2, BRAND IMAGE X1					

Source: Results from SPSS 2023

The calculated F value (196.711) is greater than the F table value (2.30), meaning that hypothesis H3 is accepted or there is a significant influence between the Brand Image and Social Media Advertising variables simultaneously on Emina products among students in Bandar Lampung.

Coefficient of Determination (R2)

The measurement model can explain the variance in the independent variables, and the coefficient of determination (R2) test seeks to confirm the effect of the model. The capacity of the model to explain changes in the independent variables is addressed by the coefficient of determination (R2). The correlation coefficient ranges from 0 to 1. If R2 is small, the independent variable can minimally explain the variable. The following is the coefficient of determination (R2)

Table 10. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,917[a]	,842	,837	1,145
a. Predictors: (Constant), IKLAN SOSIAL MEDIA X2, BRAND IMAGE X1				

Source: Results from SPSS 2023

Based on the coefficient table, shows the R Square number with a value of 0.837. This indicates that the correlation coefficient value is (strong), which means that the independent variables (Brand Image and Social Media Advertisements) can explain almost all the data needed to predict the dependent variable (Purchase Decision).

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Discussion

The results of the linear regression analysis of the variables show a calculation result of 0.232 which has a positive value. This shows that Brand Image has a positive impact on the decision to purchase Wardah products among students in Bandar Lampung. Based on the tests that have been carried out, the results of the t-test for the Brand Image variable (X1) obtained a t value of 2,391 > 1,982 or with a significant value of 0.018 < 0.05, so it can be concluded that the Brand Image variable partially influences consumer purchasing decisions on Emina Mahasiawa products in Bandar Lampung. This means that a strong Brand Image offers several important benefits for the Company, one of which is gaining an advantage over competitors. Products with a strong Brand Image will be recognized and easily recognized by customers. Customers who see good food products tend to buy them. Therefore, one of the main goals of customer service and advertising is to build a positive view of the product. These results support previous research conducted by (Resky Eldiansyah., 2023) which stated that the Brand Image variable has a positive and significant effect on purchasing decisions.

The results of the linear regression analysis of the Social Media Advertising variable show that the calculation result is 0.447 and has a positive value. This shows that Social Media Advertising has a positive impact on purchasing decisions for Wardah Student Products in Bandar Lampung. Based on the results of data processing carried out by researchers in the t-test, the t value was 5.313 > t table 1.982 and the significant value was 0.000 < 0.05, the significant value was smaller than 0.05. Therefore, the hypothesis which states that Social Media Advertising has a positive and significant influence on Wardah Product purchasing decisions among Students in Bandar Lampung is accepted. Thus, the higher the social media advertising, the more opportunities there are for customers to purchase Wardah products. Increasing Social Media Advertising increases features and consumer buying interest because this contributes to increasing sales volume. Wardah must always improve product quality so that it can compete with other brands. These results support previous research conducted (Kharis Fadullah Hanna., 2019) which stated that the Social Media Advertising variable had a significant influence on purchasing decisions.

This means that the t-test hypothesis assessment of the Brand Image and Social Media Advertising variables states that the better Ha is received in the eyes of consumers, the higher the purchasing decision for Emina products among students in Bandar Lampung, because consumers will use Brand Image and Social Media Advertising. As a benchmark for a brand or product in purchasing decisions (Y).

CONCLUSION

The conclusion of the study addresses the problem or objective set at the beginning by examining the influence of brand image and social media advertising on consumer purchasing decisions for Emina products among students in Bandar Lampung. The research found that both brand image and social media advertising have significant positive effects on purchasing decisions. Specifically, the study revealed that a strong brand image (X1) has a partial positive and significant influence, with every 1% increase in brand image leading to a 0.232% increase

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in purchasing decisions. Similarly, social media advertising (X2) also has a partial positive and significant influence, with every 1% increase in social media advertising leading to a 0.447% increase in purchasing decisions. The combined effect of both variables was found to be highly significant, with the coefficient of determination (R2) indicating that the model explains almost all the data needed to predict the dependent variable (purchase decision).There is a positive and significant influence of Brand Image (X1) and Social Media Advertising (X2) simultaneously on purchasing decisions (Y) among consumers of Emina products in the Bandar Lampung student environment. Recommendations: Enhance Brand Image: Emina should focus on building and maintaining a strong brand image by consistently delivering high-quality products and services that align with its brand values. This can be achieved through effective marketing strategies and customer engagement initiatives. Increase Social Media Advertising: Emina should invest more in social media advertising to increase its online presence and reach a broader audience. Utilizing platforms like Instagram, Facebook, TikTok, and YouTube can help in creating engaging content that attracts and retains customers. Integrate Both Strategies: Combining strong brand image with effective social media advertising can significantly enhance consumer purchasing decisions. Emina should integrate these strategies to create a cohesive marketing plan that leverages both elements simultaneously.

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