

PROMOTION OF E-COMMERCE BEAUTY PRODUCTS THROUGH WORD OF MOUTH COMMUNICATION AMONG LSPR STUDENTS

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Abstract

The development of increasingly sophisticated and rapidly growing technology brings the world into a new era, where everything is fast and easy. Currently, the term e-commerce appears which is a means of selling and buying through the internet. E-commerce itself provides many products, but e-commerce also provides complete and attractive beauty products. Every e-commerce company has compiled a lot of good and right marketing and promotion strategies to attract attention. An attractive promotion will usually encourage someone to tell it to others, this can be called word of mouth communication which can be called Word of Mouth (WoM). Therefore, the researcher investigated the effect of e-commerce beauty product promotion on Word of Mouth Communication among LSPR students. The theory used in this research is the Stimulus-Organism-Response theory. The point in this communication model is that the messages conveyed can increase motivation, and passion for the communicant so that they quickly receive messages received and there is a behavior change. The object of this research is promotional messages carried out by e-commerce. This research uses a descriptive quantitative method. In this study, the researcher collected data by using a questionnaire. Questionnaires were distributed to 100 LSPR student respondents with a non-random sampling technique, namely, snowball sampling. The results of the study show that the better the promotional messages are carried out, the greater the influence of someone to do word of mouth communication on e-commerce promotions. Promotional media shows that the media used in spreading e-commerce promotions is very influential. When this promotion is made by e-commerce itself so that it can attract the interest of the community, the more time the promotion is held, the more influential someone will do word of mouth communication to others.

Keywords:

Promotion, E-commerce, WoM, beauty product, Stimulus-Response Theory.

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INTRODUCTION

According to Wursanto (2001:31), communication is a process of passing activities, delivering news, news, and information that contains meaning from one party (a person or place) to another party (someone or place) to gain mutual understanding (Oktavia, 2016). Meanwhile, according to Kotler (In Sunyoto, 2014: 220) marketing is a human activity that is directed at meeting needs and wants through an exchange process. It can be said that marketing communication is a means that companies can use to provide information, persuade, and remind consumers about the products and brands they sell.

The combination of these two things can become a marketing communication or Marketing Communication that can strengthen the communication strategy to reach or reach a wider market segment. In this day and age, technological developments are increasingly sophisticated and rapidly growing, bringing the world into a new era, where everything is fast and easy. With this development, people around the world use this technology in their daily activities.

In today's technological developments, the term e-commerce (Electronic Commerce), is one of the technologies that are developing at this time, in the sale and purchase of a product through an electronic network, namely the internet. E-commerce at this time is a way that makes it easier for people to shop online for those who cannot shop offline. Based on data from We Are Social, it is stated that 88.1% of internet users in Indonesia use e-commerce in their daily life in buying their daily necessities. According to data taken from Iprice Indonesia 2019, revealed that e-commerce in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada and JD.id. (Lidwina, 2021).

Of course, to become the Top 5 E-commerce in Indonesia, of course, every e-commerce has a lot of good and correct marketing and promotion strategies. The promotion itself is an important activity and element that must be carried out by companies to offer their products and services. The main purpose of promotional activities is to provide information to attract attention and subsequently have an influence on increasing sales (Alma, 2013).

However, not only the top 5 e-commerce in Indonesia. There is also e-commerce that only focuses on beauty products, namely Sociolla, Althea Korea, BeautyHaulIndonesia, and Sephora. Consumers can easily access e-commerce to search, view, and buy beauty products from online reviews. The development of this modern era has increased the awareness of modern women and men about beauty today. In increasing their interest in themselves, many women and men today use beauty products, not only makeup but skincare as well.

They easily just search and press on the e-commerce application, they can get the beauty product they want. Based on data obtained from We Are Social, it is stated that e-commerce in Indonesia during 2020 has spent around 139 billion Rupiah in meeting their needs in the category of beauty products and fashion. (We Are Social, Hootsuite, 2021). One example of e-commerce promotion in the attractive beauty product category, so that it can prove the interest of women and men in increasing self-interest in them. In this e-commerce, there are many interesting promos, where every time or certain events there are always massive promos, such as product discounts, low prices, cashback from purchasing a product, and much more.

There is one promotion that is indirectly carried out by consumers, namely the word of mouth communication. Where consumers give each other recommendations on the products they have purchased and used. With this, other consumers will become curious about the product. This is called Word Of Mouth (WoM), which is an activity that consumers do by providing information about a brand or product to other consumers (Ratna Dwi Kartika Sari, 2012). According to Sumardy et al., (2011) Word of Mouth is a marketing activity carried out by a brand so that consumers can talk about, promote, and want to sell the company's brand to others. behavior word of mouth is determined by the consumer, if the consumer is not satisfied with the product

that has been purchased, it will create word of mouth a negative. Vice versa, if consumers are satisfied with the products they have purchased, it will create word of mouth a positive.

Based on the background that has been described by the author, the author wants to research and find out how the influence of e-commerce in Indonesia on beauty products' mouth recommendations among students. In this study, the authors chose a university, namely the London School of Public Relations (LSPR). In this study, the researcher identified the following problems:

1. How much is the influence of the E-Commerce beauty product promotional message on the word-of-mouth communication among LSPR students?
2. How much is the influence of E-Commerce beauty product promotion media on word-of-mouth communication among LSPR students?
3. How much influence time does e-commerce beauty product promotion have on word-of-mouth communication among students at LSPR?

LITERATURE REVIEW

Theory Stimulus-Response Organism

As stated by Holvand (1953) in Kurniawan (2018), this theory in the communication process, pleases, with a change in attitude is the "how" not "what" and "why". It is clear how to communicate and in this case how to change attitudes, how to change the attitude of the communicant. In the process of attitude change, it is seen that attitudes can change, and only if the stimulus that is hit exceeds that of the previous one.

According to Effendy (2003: 225) In this case, the material object of psychology and communication science is the same, namely humans who have components of attitude, opinion, behavior, cognition, affective, and conation. Initially, this theory originated in psychology, then later became a theory in communication. point in this communication model is that the message conveyed can increase motivation and passion for the communicant so that they quickly receive the message received and there is a behavior change. In Kurniawan (2018) there are three important elements in the SOR, namely: Message (Stimulus, S), Communicant (Organism, S), and Effects (Response, R).

In this theory, the promos carried out by E-commerce can provide a stimulus or stimulation to the community, which will then be processed and can be accepted or rejected, then later on from the promotion it can cause a response or change in actions that occur in the community, namely the word of mouth communication.

This theory states that behavior can change if the stimulus (stimulus) given exceeds the stimulus. The stimulus that can exceed the previous stimulus must be given a stimulus that can convince the organism. The message conveyed to the communicant has the possibility that it will be accepted or rejected. This process will occur directly if there is attention from the communicant.

Marketing

Communication Marketing communication is one of the most important forms of activity used by many companies to inform, and strengthen a product or service to get a broad market segmentation. Marketing communication will be powerful if practiced with effective and efficient communication.

According to Firmansyah (2020:2), marketing communication is a means by which companies can inform, persuade and remind consumers directly or indirectly about the products and brands being sold. Marketing is a set of activities where companies or other organizations exchange information on products, services, and ideas, between them and their customers. Marketing communications are described as the "voice" of the company and the brand and are how companies can communicate and build relationships with consumers. Marketing



communication for consumers to be able to tell and show consumers how and why a product can be used, to what kind of people, and when and where.

Marketing communication aims to be able to direct all marketing activities with promotional activities carried out to have consistency in messages and images conveyed to consumers. Therefore, everything that has been done by the company will communicate the same message and position to consumers. The basic thing that needs to be done to achieve this is by planning and managing marketing communication programs by selecting the audience or target recipients of the message, determining to position, determining the source of delivering messages, and planning the right communication media.

Promotion

Promotion is the initial activity used to introduce, and notify in advance of these products and services. There are several definitions of promotion from several experts.

According to Kotler & Keller (2016: 47) states that "Promotion is an effort to notify or offer products or services to attract potential consumers to buy or consume them". Second, according to Shimp in Roheni (2016) states that "Promotion refers to any incentive used by producers to trigger transactions in wholesale or retail trade and for consumers to buy a brand and encourage salespeople to be aggressive in selling it. In the promotion, there are promotion indicators.

According to Kotler and Keller (2016: 271), promotional indicators include: First, promotional messages are a measure of how well or not promotions are carried out and conveyed to the public. Second, promotional media are media used by companies in carrying out promotional activities. Third, promotion time is the length of promotion carried out by the company or e-commerce itself.

E-commerce

E-Commerce is a term that is familiar in this day and age, e-commerce is related to the internet. The following is an explanation of E-Commerce according to several experts, namely: Based on the e-book entitled "E-Commerce: An Introduction to Digital Business" (Harmayani et al., 2020), stating that e-commerce is the dissemination, purchase, sales, marketing, goods, and services through electronic means such as the internet, or television, web, and other computer networks. E-commerce can involve transfers, electronic data exchange, automated inventory management systems, and automated data collection systems.

It can be concluded that the notion of e-commerce is the process of buying and selling online which is carried out using computers and the internet so that consumers and sellers benefit from each other.

E-Commerce in Indonesia is becoming very fast, because the growth of the internet at this time has led to an increase in internet users. Therefore, in developing this e-commerce site, one must first know about various e-commerce in Indonesia. The following is e-commerce in Indonesia.

Beauty Product

Beauty products themselves can also be called cosmetics. Based on Protea, etymologically cosmetic comes from the word "Kosmein" which comes from Greek, which means to decorate. Therefore, cosmetics are defined as something that is used to make up. Beauty products are currently booming, especially with the current developments, beauty products are also developing rapidly.

The following are some definitions of beauty products, namely: First, according to the Food and Drug Administration (FDA), beauty products are all products whose use is intended for the human body. This product is used to clean, beautify, treat and increase attractiveness but does not affect the function and structure of the body.

Within the beauty product itself, there are various types of beauty products used by today's society, including: First, Makeup in the Meaning of Using Makeup as Self-Identity (in Lita and

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Indah, 2017), makeup itself is the art of applying makeup that can change the shape of the face with the help of cosmetic tools and products that aim to beautify and cover up flaws so that the face can look more ideal but for a temporary period.

Second, Skincare based on the SehatQ article, skincare is a skincare activity that will support the health and beauty of the skin from within that will last for a long time. The purpose of skincare is to heal and treat facial skin to be even better and look healthier.

Word of Mouth

According to Sernovitz (2009: 31), word of mouth has five dimensions known as the 5Ts, namely: First, Talkers are a collection of people who talk about a brand which is commonly referred to as Influencers. This can be done by anyone starting from friends, neighbors, family, work colleagues, and others, and can happen at any time. talkers usually look very enthusiastic in discussing, or sharing their experiences with the products or services they use.

Second, Topics are one of the things related to the talkers. In this case. related to what a brand has to offer. Starting from promotions, discounts, new products, and good service. All word of mouth starts with an exciting topic to talk about. Third, the tool is a tool in spreading the topic of what the talkers. A topic also needs a tool that can spread the topic and the message to run and spread widely. This tool is made so that people can easily talk about and pass on a product or service to people out there.

Fourth, the Talking part (Participation) In this case, it takes one or more people to talk about a product. With the participation of other people, word of mouth can continue to run well.

Fifth, Tracking (Supervision) is the action of the company in supervising and monitoring the consumer's response to the product or service of the company. This is used to be able to study input from consumers in both positive and negative forms so that it can be used as learning and improvement for companies so that they can be even better in producing these products or services.

RESEARCH METHODS

According to Sugiyono (2017:4-5), the object of research is a scientific target to obtain data with certain goals and uses for an objective. The object of research from this research is how the influence of promotions carried out by e-commerce on a beauty product creates word of communication. The research subject that will be used in this study is LSPR students who use e-commerce and use beauty products. Promotion E-commerce is currently one of the most effective things in conveying messages, especially to the younger generation. One obvious effect that can be seen is the word of mouth that occurs among students. In this case, the more often a student uses e-commerce, the greater the effect of word of mouth that can be felt by students.

This is the reason for effectively researching LSPR students, which can be identified based on beauty nesa campus elite whose contents come from the upper class and students with technological awareness and upper economic level who of course use e-commerce in their daily lives. Based on the reasons above, the reasons for choosing LSPR students as the subjects of this research regarding the promotion message of e-commerce beauty products through word of mouth.

In this study, the method used by the researcher is quantitative. According to Hermawan (2019), quantitative methods are inductive, objective, and scientific research in which the data obtained are in the form of numbers or statements that are assessed and analyzed by statistical analysis. This research also uses explanatory survey research. According to Sugiyono (2017:6), the notion of an explanatory survey is a research method that intends to explain the position between the variables studied and the influence between one variable and another. The use of this survey is to test a theory or hypothesis to strengthen or reject existing theories or research results.



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In addition, it can also be used to test the proposed hypothesis, so it can be expected that this research can describe the relationship between the two variables in this study.

This study also uses descriptive research. The definition of descriptive research methods (Sugiyono, 2017: 29) is carried out to determine the existence of independent variables, either only when there are more or more variables (stand-alone variables or independent variables) without making comparisons of the variables themselves and looking for relationships with other variables.

In this study, the research variables used consisted of independent variables (independent variables) and dependent variables (dependent variables). The definition of independent variables (Independent) according to Sugiyono (2017:68) is a variable that affects or is the cause of the change or the emergence of the dependent variable. Therefore, the independent variable in this study is the promotion carried out by E-commerce. The definition of the dependent variable (Dependent) according to Sugiyono (2017:68) is a variable that is affected or is the result, because of the independent variable. In this study, the dependent variable is the word-of-mouth communication conducted by LSPR students on beauty products.

The data collection technique carried out in this study uses data to be analyzed in the following ways: First, the Questionnaire Technique is a data collection technique by giving several questions to the respondent to be answered, usually given the options for the answer. (Sugiyono, 2017:142). Second, the literature study itself is a form of effort to obtain as much information as possible by researchers to serve as a theoretical basis, a reference for managing data.

This sampling technique is Non-Random Sampling, namely Snowball Sampling, of course, there are consequences that the results of the analysis obtained later cannot be generalized to the whole of the London School Public Relations (LSPR) campus itself.

In this study, the calculation of the data using the SPSS 25 application program. The test data are as follows:

1. Validity and Reliability Test

a. Validity test

This validity test is used to measure whether a questionnaire is valid, valid, or not. Research results are valid if there are similarities between the data collected and the actual data that occurs in the object being studied. A valid instrument means that the measuring instrument used to obtain data (measure) is valid. Valid means that the instrument can be used to measure what it is supposed to measure. (Sugiyono, 2018:121). In Sataputeri (2018), the test criteria are if the correlation coefficient = or > 0.361 it is declared valid, and if the coefficient value is < 0.361 it is declared invalid (Kriyantono, 2010).

b. Reliability test

A reliability test is an extent to which the measurement results using the same object will produce the same data. The reliable criteria that exist are if the Cronbach's Alpha value > 0.6 then it is reliable and if the Cronbach's Alpha value < 0.6 then it is not reliable.

2. Descriptive analysis

Descriptive analysis (Ghozali, 2018) provides an overview of the data seen from the mean (average), maximum, minimum, and standard deviation values. In this analysis, it is a descriptive technique that provides information on the data held so that it can be understood more easily.

3. Classic Assumption Test

a. Normality Test

This statistical normality test is done by comparing the distribution of our data with the normal idea distribution of data, with the same mean. With the criteria, if the test shows significant results ($p < 0.05$), then the data obtained is not normal. However, if the test shows insignificant results ($p > 0.05$), then the data obtained is normal.



- b. **Multicollinearity Test**
 This test has the aim of testing whether in the regression model there is a correlation between independent variables (independent). With multicollinearity testing seen from the Inflation Factor Variable (VIF) with the terms $VIF < 10$, it can be interpreted that there is no multicollinearity in this study. Meanwhile, $VIF > 10$, then there is a multicollinearity disorder in this study (Ghozali 2016, in Purnawijaya 2019).
- Heteroscedasticity Test**
 Test whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual of one observation to another observation remains. This test can be carried out using the Glejser test by regressing the absolute residual value of the independent variable. If the probability value (sig) is > 0.05 , then there is no heteroscedasticity (Ghozali 2016, Purnawijaya 2019).
4. **Multiple linear analysis**
 This study uses multiple linear regression analysis which is an analysis to determine more than one effect of the independent variable (independent) on the dependent variable (dependent). According to Ghozali (2018: 95), the multiple linear regression analysis models aim to describe the relationship and how much influence the independent variables (independent) have on the dependent variable (dependent).
5. **Coefficient of determination**
 The coefficient of determination (R^2) is used to measure how far the model's ability to explain the variation of the dependent variable is. The coefficient of determination value is between zero (0) and one (1). If R^2 is close to 1, it can be concluded that the stronger the model explains the relationship between the independent variables and the dependent variable. If R^2 is close to 0 then the ability of the independent variable in explaining the variation of the dependent variable is limited (Kojo et al., 2019).
6. **F Statistic Test**
 The analysis of the F statistical test (Ghozali, 2018: 98) was carried out to show all the independent variables included in the model that have a joint influence on the dependent variable. With the test criteria, if the significance value is < 0.05 , it means that the research model is feasible to use. If the significance value is > 0.05 , it means that the research model is not suitable for use.
7. **T statistical test**
 The analysis of the T statistical test (Ghozali, 2018: 98) was conducted to determine the effect of each independent variable on the dependent variable. The criteria for this test are if the significance value is < 0.05 then the hypothesis is accepted and if the significance value is > 0.05 then the hypothesis is rejected.

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RESULTS AND DISCUSSION

Based on the test results, the processed data are as follows:

1. Promotional messages E-commerce beauty products have a significant positive effect on word-of-mouth communication among LSPR students. Based on testing using SPSS, it can be seen that the value of Sig. the independent variable promotional messages (X1) is 0.043 which means <0.05 with a regression coefficient value of 0.180, and the calculated T value is 2.052> from the T table 1.984 so it can be concluded that the independent variable Promotional Messages has a significant positive effect on word of mouth communication.
2. Promotional Media E-commerce beauty product has a significant positive effect on word-of-mouth communication among LSPR students. Based on testing using SPSS, it can be seen that the value of Sig. on the independent variable Promotional Media (X2) is 0.000 which means <0.05 with a regression coefficient value of 0.369, with a calculated T value of 4.519> from T table 1.984 so it can be concluded that the independent variable of Promotional Media has a significant positive effect on the word of mouth communication.
3. Promotion time of E-commerce beauty products has a significant positive effect on word of mouth communication among LSPR students. Based on testing using SPSS, it can be seen that the value of Sig. the independent variable Promotion Time is 0.001 which means <0.05 with a regression coefficient value of 0.301, while the calculated T value is 3.494> from Table T 1.984 so it can be concluded that the independent variable from Promotion Time has a significant positive effect on word of mouth communication.

CONCLUSIONS

Based on research conducted by researchers regarding the Effect of Beauty Product E-commerce Promotion on Word of Mouth Communication, the authors draw the following conclusions:

1. Promotional messages have a positive and significant effect on word of mouth communication with a significance value of 0.043 <0.05 and a coefficient value of 0.180, with a Tcount of 2.052> from Ttable 1.984. This shows that e-commerce promotional messages on beauty products are conveyed well, the better the promotional messages are conveyed, the greater the influence of someone to do word of mouth communication. This can be associated with a person's stimulus when hearing the word "promotion" which is part of a promotional message, then someone will show a response which will inform other people of the "promotion".
2. Promotional media has a positive and significant effect on word of mouth communication with a significance value of 0.000 <0.05 and a coefficient value of 0.369 with a Tcount of 4.519> from Ttable 1.984. This shows that the use of promotional media in its distribution is quite good and has an effect on word-of-mouth communication among LSPR students. Therefore, the more dissemination of promotional information in the media today, the more influence on word of mouth communication.
3. Promotion time has a positive and significant effect on word of mouth communication with a significance value of 0.001 <0.05 and a coefficient value of 0.301 with a Tcount of 3.494 > from Ttable 1.984. This shows that the promotion time carried out by e-commerce on beauty products can provide a stimulus to someone to do word-of-mouth communication. Of course, with such a promotion time, it provides a stimulus to the public to notify others that there is a promo for a product in e-commerce. Thus, the more promotion time is held, the more influential someone will do word of mouth communication with others.



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