

THE INFLUENCE OF DIGITAL MARKETING AND ELECTRONIC WORD OF MOUTH SECONDATE BEAUTY ON CONSUMER PURCHASING DECISIONS

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Abstract

Secondate Beauty is an example of an Indonesian cosmetic brand that has successfully promoted its products through digital media marketing. Some of the marketing activities carried out by this brand can be said to be simple but effective marketing communication activities.

This study involves Digital Marketing and Electronic Word of Mouth as independent variables and Consumer buying decisions as dependent variable. This study draws the hypothesis that each independent variable has a positive influence on the decision consumer buying decisions towards Secondate Beauty products.

The object of this research is Secondate Beauty. The subjects of this research are people who have purchased cosmetic products from Secondate Beauty.

The results of this study prove the positive and significant effect of the influence of digital marketing and electronic word of mouth on purchasing decisions. The positive impact of the independent variables digital marketing and electronic word of mouth on purchasing decisions indicates that the digital marketing strategy used by Secondate Beauty is user-friendly, straightforward, and creates a sense of connection between buyers and sellers.

Based on this research, conclusions can be drawn along with suggestions for digital marketing activities and maintaining outstanding e-WOM plays an important role in the sustainability of a company, therefore, other companies must pay attention to these two aspects.

Keywords:

Price, Product, Promotion, Process, Service Usage Decision Process

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INTRODUCTION

Secondate Beauty is one example of an Indonesian cosmetic brand that has successfully promoted its products through digital media marketing. Especially through some social media. Some of the marketing activities carried out by this brand can be said to be simple but effective marketing communication activities. For example, by only campaigning its logo, 2ND8, through digital media. Until finally the logo raises questions and becomes a topic of conversation by many people and has become trending on social media or also called e-WOM (Electronic Word of Mouth).

Secondate Beauty itself is a company that sells various products in the field of cosmetics or beauty such as eyeshadow, milky gel liptint, eyebrow pencils, and lipstick. The company was founded in 2020 with a belief that beauty is part of all women. Its establishment, which began at the beginning of the COVID pandemic - 2019, made its choice to market its products digitally an advantage.

At the beginning of its launch in 2020, Secondate Beauty carried out a strategy of exposing edited photos with the 2ND8 (Secondate) logo through the media Instagram stories of celebgrams (Instagram celebrities) around the streets of Jakarta wherever the celebgrams went raising the question #whatis2nd8 or what is 2ND8? that as if this logo was found throughout the city of Jakarta.

One of their marketing activities that involve with this logo achieved success. Marketers.com, accessed November 26, 2022 "A sweet achievement was made by a local beauty brand that has just arrived in Indonesia, Secondate Beauty. The first 10 thousand products they launched were sold out in less than 10 minutes." Strengthening competition in the cosmetics sector certainly urges various companies to issue creative and effective marketing strategies to convey to the public.

The digital marketing strategy has caused enough phenomena for people to recognize the Secondate Beauty brand with logo marketing carried out by celebrities in the pre-launch of this product, and when the product launches about what the 2ND8 logo actually means has been told. The public became enthusiastic and interested in buying to try the product. What's more, the product was shown testimonials of its use

It can be said that Social Media is a medium that can be used as a tool or media to be able to enter a certain network or segment of society more easily without having to work hard to build a certain community. Companies only need to classify the needs and desires of consumers based on a certain behavior.

In the digital era where information can be accessed easily through the internet, people choose to spend a lot of their time accessing the internet as a source of information, entertainment, and even a place to shop. According to Meisyaroh (2018) Communication using media (communication technology) is sometimes an option for individuals in communicating, because it is more efficient. By using technology, individuals can communicate with anyone without being limited by distance.

Various marketing activities on the social media Instagram Story of these celebgrams raise a question that becomes a topic of conversation around the community, causing electronic word of mouth to go viral. According to Agustiningih (2018) Social networking is a development concept of social media itself which is a phenomenon that makes it easy to communicate and exchange information in the form of text, photos, and videos from various parts of the world accurately and quickly.

Electronic word of mouth itself is a dynamic and continuous process of information exchange between potential consumers, actual consumers, or former consumers about products, services, brands, or companies, which is available to many people and institutions via the internet. It is understood that the electronic word of mouth has created brand awareness in the community. Brand awareness is the ability of consumers to recognize and identify brands in their minds.

Secondate Beauty also did some other digital marketing other than advertising their logo. They also show to the people how they maintain their product quality through digital medias, such as Instagrams, Twitter, Tiktok, and other social media platforms. In this digital era, it is an important thing for companies to maintain their existence in the market, and obtaining better market share. In this study we will determine if their digital marketing activities and electronic word of mouth that circles around the company, impacts the consumer buying decisions.

Based on the main problems found, the researcher identified couple of problems that became the focus of this research, as follows:

1. Does digital marketing carried out by Secondate Beauty influence consumer purchasing decisions
2. Does electronic word of mouth caused by digital marketing campaigns affect consumer purchasing decisions

LITERATURE REVIEW

In this research, the object of this research is Secondate Beauty. This is because the author will examine whether the influence of digital marketing and electronic word of mouth from Secondate Beauty has an impact on people's purchasing decisions. The subjects of this research



are people who have bought and been exposed to Secondate Beauty's digital marketing. The research design used in this research is quantitative method.

Marketing Communication

According to Firmansyah (2020: 2) the means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. Thus, it can be concluded that the definition of marketing communication itself is a form of communication of information to the intended target audience about a brand product that is presented in a concise and interesting manner with the aim of persuading the target audience to buy the product.

S-R Theory (Stimulus - Response)

According to Sandjaja in Maulida (2021) the stimulus response or S-R theory model explains the influence that occurs on the receiver as a result of communication. According to this theory, the impact or influence that occurs on the first party is basically a certain reaction to a certain stimulus (stimulus). Thus, the size of the influence and in what form the influence occurs, depends on the content and presentation of the stimulus.

Digital Marketing

According to Kotler and Armstrong (2021: 42) Digital Marketing is a marketing that involves using digital marketing tools such as websites, social media, mobile ads and applications, online videos, emails, blogs, and other digital platforms to engage consumers anywhere and anytime.

Electronic Word of Mouth (e-WOM)

Henning Thureau et.al (2017: 19) state that electronic word of mouth (e-WOM) is any positive or negative statement made by potential customers, actual customers, or former customers about a product or company that is available to many people and institutions via the Internet.

Purchase Decision

According to Kotler and Armstrong (2021: 13) purchasing decisions are thoughts where individuals evaluate various choices and decide on a product from many choices.

RESEARCH METHODS



Digital Marketing variable has five questions which measure convenience, ease, and privacy. Electronic word of mouth variable has five questions which measure dependency, persuasiveness, and trust.

Purchase decision variable has eight questions which measure Decision on Product Type, Product Characteristics Decision, Brand Decision, Sales Decision, Purchase Quantity Decision, Purchase Time Decision, Payment method decision, and Decree on Services.

The sampling technique in this study used Non Probability Sampling technique. Non probability sampling technique is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample.

The target samples are the customers who have used Secondate Beauty cosmetic products. Sample size according to Hair et. Al (2018: 133) that, generally to have at least five times more the number of question items to be analyzed, then the minimum sample needed is 90 samples. Data collection technique that are used in this research is questionnaires (surveys) consisting of questions made based on variables used on Likert Scale.

RESULTS AND DISCUSSION

In this research, we will use the obtained sample results to create a regression model. A linear regression model is built and decisions are made using his SPSS software version 25. Efficacy tests and rehabilitation are performed, followed by conventional acceptance tests.

Hypothesis testing will be done by using F test with hypothesis:

$$H_0 : \beta_1 = \beta_2 = 0$$

$$H_a : \text{at least one from } \beta_i \neq 0$$

Description :

$$i = 1,2$$

t-test is also performed to show how much the independent variables individually influence the hypothesis explaining the variant of the dependent variable.

1. The Effect of Digital Marketing on Purchasing Decisions

$H_{01}: \beta_1 = 0$, there is no positive influence between Digital Marketing on Purchasing Decisions.

$H_{a1}: \beta_1 > 0$, there is a positive influence between Digital Marketing on Purchasing Decisions

The basis for the decision is as follows:

- a. If $t_{count} > t_{table}$ or Sig value. $< \alpha 0.05$ then reject H_0 or it can be concluded that there is a positive influence of Digital Marketing on purchasing decisions.
- b. If $t_{count} < t_{table}$ or Sig value. $> \alpha 0.05$, do not reject H_0 or it can be concluded that there is no positive effect of Digital Marketing on purchasing decisions.

2. The Effect of Electronic Word of Mouth on Purchasing Decisions

$H_{02}: \beta_2 = 0$, there is a positive influence between Electronic Word of Mouth on Purchasing Decisions

$H_{a2}: \beta_2 > 0$, there is a positive influence between Electronic Word of Mouth on purchasing decisions.

The basis for decision making is as follows:

- a. If $t_{count} > t_{table}$ or Sig value. $< \alpha 0.05$, then reject H_0 or it can be concluded that there is a positive influence of Digital Marketing on purchasing decisions.
- b. If $t_{count} < t_{table}$ or Sig value. $> \alpha 0.05$, do not reject H_0 or it can be concluded that there is no positive effect of Digital Marketing on purchasing decisions.

Validity Test and Reliability

If all of the indicators in the digital marketing, electronic word of mouth, and purchase buying have bigger r count than the table values, where the alpha is above 0,7. From this we can conclude that the overall indicator is valid, reliable and can be used for this study.

Normality Test

According to Imam Ghozali (2016: 154), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution. The classic assumption test in this study uses the Kolmogorov Smirnov (K-S) statistical-non-parametric test

The K-S test is carried out by making a hypothesis:

H_0 : residual data is normally distributed

H_a : residual data is not normally distributed

If there is normality, the residuals will be normally distributed and independent. The best model is normal or near normal data distribution.



Multicollinearity Test

Iman Ghozali (2016: 103) explains that the multicollinearity test aims to test whether the regression model found a correlation between independent variables. The test is carried out to ascertain whether in a regression model there is intercorrelation or collinearity between independent variables.

A good regression model should not have a correlation between independent variables. The presence of multicollinearity can be seen from the tolerance or VIF value of each variable using SPSS software.

Basis for decision making:

1. If the tolerance value ≥ 0.10 then there is no multicollinearity.
2. If the VIF value < 10.00 then there is no multicollinearity.

Heteroscedasticity Test

According to Ghozali (2018: 137) the Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of one observation to another observation is constant, it is called Homoscedasticity and if it is different it is called Heteroscedasticity.

The basis of analysis is as follows:

1. If Sig > 0.05 then there is no Heteroscedasticity.
2. If Sig < 0.05 then Heteroscedasticity occurs.

Hypothesis Test Simultaneously (F Test)

Hypothesis testing will be done by using F test with hypothesis:

$$H_0 : \beta_1 = \beta_2 = 0$$

$$H_a : \text{at least one from } \beta_i \neq 0$$

Description :

$$i = 1, 2$$

Test result obtained Sig F value $(0,000) \leq \alpha (0,05)$, therefore H_0 is rejected, From this we can conclude that the result of the F-test should reject H_0 . This enables the regression model and performs further tests on the t-test.





Partial Test (t Test)

t-test is also performed to show how much the independent variables individually influence the hypothesis explaining the variant of the dependent variable.

1. The Effect of Digital Marketing on Purchasing Decisions

$H01: \beta1 = 0$, there is no positive influence between Digital Marketing on Purchasing Decisions.

$Ha1: \beta1 > 0$, there is a positive influence between Digital Marketing on Purchasing Decisions

The basis for the decision is as follows:

a. If $t_{count} > t_{table}$ or Sig value. $< \alpha 0.05$ then reject $H0$ or it can be concluded that there is a positive influence of Digital Marketing on purchasing decisions.

b. If $t_{count} < t_{table}$ or Sig value. $> \alpha 0.05$, do not reject $H0$ or it can be concluded that there is no positive effect of Digital Marketing on purchasing decisions.

2. The Effect of Electronic Word of Mouth on Purchasing Decisions

$H02: \beta2 = 0$, there is a positive influence between Electronic Word of Mouth on Purchasing Decisions

$Ha2: \beta2 > 0$, there is a positive influence between Electronic Word of Mouth on purchasing decisions.

The basis for decision making is as follows:

a. If $t_{count} > t_{table}$ or Sig value. $< \alpha 0.05$, then reject $H0$ or it can be concluded that there is a positive influence of Digital Marketing on purchasing decisions.

b. If $t_{count} < t_{table}$ or Sig value. $> \alpha 0.05$, do not reject $H0$ or it can be concluded that there is no positive effect of Digital Marketing on purchasing decisions.

The results in this tests is as followed :

a. The Effect of Digital Marketing on Purchasing Decisions

Based on the calculations obtained from SPSS, it shows that the Digital Marketing variable has a positive and significant effect. The tcount value (7.957) > ttable (1.666) and Sig of Sig t (0.000) < α (0.05) which can be concluded that rejecting $H0$ and accepting $H\alpha$

b. The Effect of Electronic Word of Mouth on Purchasing Decisions

Based on the calculations obtained from SPSS, it shows that the Electronic Word of Mouth variable has a positive and significant effect. The value of tcount (2.852) >

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ttable (1.666) and Sig of Sig t (0.005) < α (0.05) which can be concluded that rejecting H_0 and accepting H_a

Determination Coefficient Test (R^2)

Based on calculations from SPSS, the value of Square (Coefficient of Determination) of 77% on the dependent variable. So it can be concluded that $R^2 = 1$, means that the independent or dependent variable (X) fully has the ability to explain the dependent or dependent variable (Y). Meanwhile, the remaining 23% determination is influenced by other factors.

CONCLUSIONS

From the results of the analytical tests conducted, the following conclusions can be drawn about the impact of digital marketing and electronic word of mouth on purchasing decisions for Seconddate Beauty :

1. Digital marketing has a significant positive impact on Second Beauty purchase decisions.
2. Electronic word-of-mouth has a positive and significant influence on Second Beauty purchase decisions.

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Jakarta,

Mei 2023

Mahasiswa

Ratna Andini
(.....)

Pembimbing

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