

THE EFFECTS OF SOCIAL MEDIA MARKETING, LIFESTYLE, AND BRAND TRUST ON DECISIONS PURCHASE MS GLOW PRODUCTS IN YOGYAKARTA

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Abstract

The purpose of this study is to ascertain how social media marketing and lifestyle brand trust affect Yogyakarta consumers' decisions to buy MS Glow products. Quantitative research is the kind that is being used. Users of MS Glow in Yogyakarta make up the study's population, sample in this study is 160 people, The dissemination strategy of the questionnaire uses the Sempel retrieval approach. The results of data analysis with a significant 0,05 show that social media marketing has a positive and significant effect on the purchase decision of MS Glow products in Yogyakarta, lifestyle has a positive and significant effect on the purchase decision of MS Glow products in Yogyakarta, brand trust has a positive and significant effect on the purchase decision of MS Glow products in Yogyakarta and social media marketing, lifestyle and brand decisions simultaneously influence the purchase decision of MS Glow products in Yogyakarta.

Keywords: Social Media Marketing, Lifestyle, Brand Trust, Purchasing Decision

INTRODUCTION

The skincare and cosmetics industries in Indonesia continues to grow due to the willingness of Indonesians to invest in themselves. The volume of health and beauty product transactions will increase to 40.1% by 2020. In comparison to 2019, where the rate was only 29.1%, this figure is up, the industrial market is currently worth around 4.6 billion dollars and is expected to grow to 5.2 billion dollars by 2024. The largest market in the Indonesian cosmetics industry is the skin care segment, with a market volume of \$1.7 billion (Kompas 2022).

The expansion of the skincare and beauty market is accompanied by increased rivalry in this sector. According to BPOM data cited by (Cahyadi 2022), there was an 85% rise in skincare product launches in 2021 over the previous year. Furthermore, in Indonesia, launching skincare goods under your own brand is a simple process. The growing number of skincare products on the market will undoubtedly provide consumers more options for choosing which items they want and need, which means that companies must enhance their strategies, such as paying attention to numerous factors that can impact purchasing decisions.

The single most important thing that can be done is to use social media marketing as effectively as possible. Initially, social media was used to engage with friends and family. With the advancement of technology, business owners can now use it as a marketing tool (Bate'e 2019). In comparison to traditional media, social media can foster more dynamic and intimate social relationships. Social media promotion has the potential to improve customer purchasing decisions (Fatimah 2020).

The object of this study is MS Glow, a cosmetic company with the name Magic for Skin Glowing that aims to provide the best glowing product in Indonesia. MS Glow first started production in Malang in 2013. MS Glow has a large and expanding warehouse in Jakarta. In addition, MS Glow has 13 branch offices in major cities like as Malang, Jakarta, Surabaya, Bali, Bandung, Bintaro, Sidoarjo, Makassar, Semarang, Depok, Bekasi, Medan, and Bogor (Khairunnisa, Budiyanti, dan Haeruddin 2022). MS Glow is currently focused on increasing sales by emphasizing factors related to consumer preferences such as social media marketing, lifestyle, and trustworthiness (Kumparan 2022).

Lifestyle is extremely essential in purchasing selections. Lifestyle is a way of life that is defined by how people spend their time, how they perceive themselves, and the world around them. Lifestyle refers to consumer behavior depending on their preferences, beliefs, and interests (Pradiatiningtyas 2019). Consumers make purchasing decisions by building preferences for brands among a variety of options. Consumers can also choose their preferred brand (Kotler dan Keller 2018, 240)). As a result, brand trust is one of the factors that consumers assess before making a purchase.

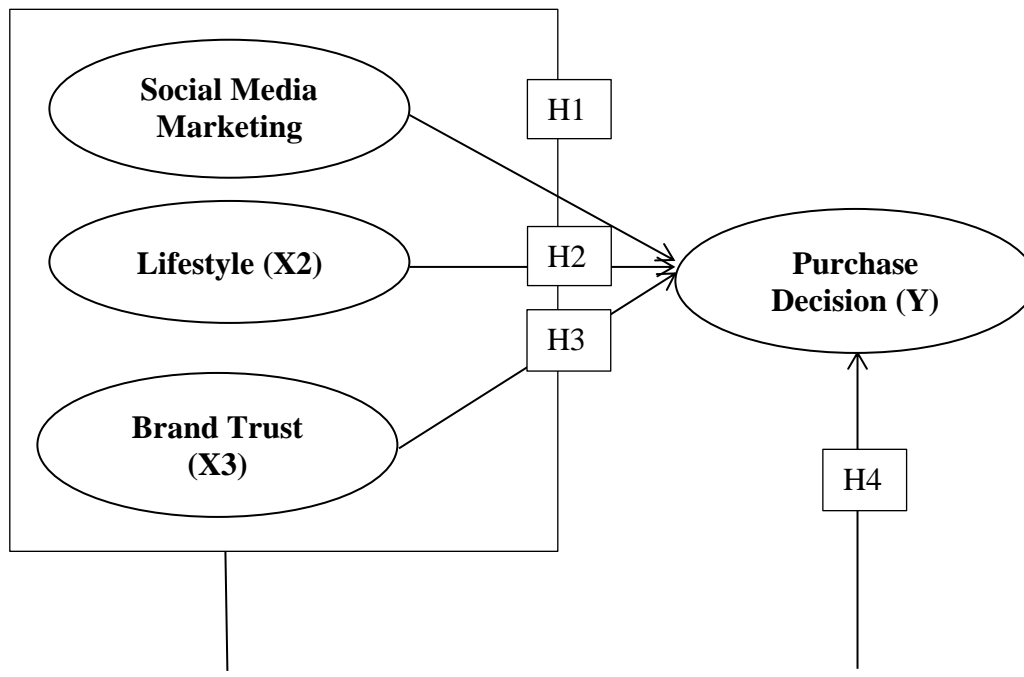
The purpose of this research is to understand the impact of social media marketing, lifestyle, and personal perception on the purchase of MS Glow products in Yogyakarta in a systematic and simultaneous method.

REVIEW OF LITERATURE

Research on consumer behavior involves examining how individuals, groups, and organizations choose, purchase, use, and handle goods, services, ideas, or resources to fulfill their needs and desires (Kotler dan Keller 2018, 166). Social media marketing is the use of social networks, blogs, and other forms of marketing. Social media marketing is a type of online advertising that leverages society's social-cultural milieu, such as social networks, cyberspace, social news sites, and social opinion-sharing sites, to achieve communication objectives (Abdjul, 2022).

Lifestyle refers to a person's way of life in the world as expressed via their activities, hobbies, and beliefs. Lifestyle describes a person's entire self in acting and interacting with the world (Kotler dan Keller 2018). Consumer trust encompasses all of a consumer's knowledge and judgments about products, people, businesses, and everything else in which a person has opinions and attitudes (Sunarto 2018, 153). Consumers make purchasing decisions at multiple stages before purchasing a product. (Kotler 2019, 223).

Research Framework



The hypothesis in this research is:

H1 : Social Media Marketing affects purchase decisions

H2 : Lifestyle affects purchase decisions

H3 : Brand trust affects purchase decisions

H4 : Social media marketing, Lifestyle, and brand trust have a strong influence on purchase decisions.

RESEARCH METHOD

This study uses a quantitative method. A quantitative method takes a systematic approach to parts and phenomena, as well as the quality of their interactions. The quantitative method seeks to construct and apply mathematical models, theories, and/or hypotheses relating to existing phenomena. The population in this study consists of Yogyakarta MS Glow customers. The study's minimal sample size was 160 persons. The sample for this study was determined using the Hair formula, and the sampling method utilized was non-probability sampling. In addition, there is purposeful sampling. Purposeful sampling is a technique for defining samples by setting certain criterion objectives; respondents in this study met the following criteria: had ever used MS Glow products, had purchased MS Glow

items, and were between the ages of 17 and 40. After that, data is analyzed using a linear regression model, t-test, and f-test.

RESULTS AND DISCUSSION

Regression Linear

Table 1
Regression Linear Model
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.929	.607		-3.176	.002		
Social Media Marketing	.080	.010	.364	7.949	.000	.421	2.376
Lifestyle	.199	.017	.535	11.899	.000	.437	2.291
Brand Trust	.055	.022	.142	2.539	.012	.283	3.531

a. Dependent Variable: Purchase Decision

Based on Table 1, the following regression lines can be used:

$$Y = -1.929 + 0.080X_1 + 0.199X_2 + 0.055X_3 + e$$

Based on the regression equation above, the following conclusions can be drawn: 1) The constant value (α) is -1.929 with a negative sign, indicating that if the variables Social Media Marketing, Lifestyle, and Brand Trust are regarded constant, the Y value will be -1.929; 2) The regression coefficient value for the Social Media Marketing variable (X_1) is 0.080 with a positive sign, suggesting that if the level of Social Media Marketing increases by one unit assuming the other independent variables are fixed, purchase choices will increase by 0.080; 3) The regression coefficient value for the Lifestyle variable (X_2) is 0.199 with a positive sign, meaning that if the Lifestyle level increases by one unit, assuming the other independent variables are unchanged, purchase decisions will increase by 0.199; 4) The regression coefficient value for the Brand Trust variable (X_3) is 0.055 with a positive sign suggesting

that if the level of Brand Trust grows by one unit, assuming the other independent variables are fixed, purchase decisions will increase by 0.055.

T-Test

Table 2
T-Test

Model	T	Sig.	Collinearity Statistics	
			Tolerance	VIF
1 (Constant)	-3.176	.002		
Social Media Marketing	7.949	.000	.421	2.376
Lifestyle	11.899	.000	.437	2.291
Brand Trust	2.539	.012	.283	3.531

The Impact of Social Media Marketing on Increasing Purchase Decisions

Calculations using SPSS provide a t count of 7,949 and a t table of 1.671 (t count > t table), while the probability value is 0.000 or less than 0.05, indicating that social media marketing influences purchasing decisions, hence the first hypothesis in this research is accepted.

The Impact of Lifestyle on Increasing Purchase Decisions

Calculations using SPSS provide a t count value of 11,899 and a t table of 1.671 (t count > t table), while the probability value is 0.000 or smaller than 0.05, indicating that lifestyle influences purchasing decisions, hence the second hypothesis in this research is accepted.

The Impact of Brand Trust on Increasing Purchase Decisions

Calculations using SPSS provide a t count value of 2,539 and a t table of 1,671 (t count>t table), while the probability value is 0.012 or smaller than 0.05, indicating that brand trust influences purchase decisions so that the third hypothesis in this research is supported.

F Test

Table 3
F Test
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1475.381	3	491.794	325.274	.000 ^b
	Residual	235.862	156	1.512		
	Total	1711.244	159			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Trust, Lifestyle, Social Media Marketing

The SPSS "Anova" output table shows that the significance value (Sig) is 0.000 < 0.05, indicating that the hypothesis is accepted. This means that Social Media Marketing, Lifestyle, and Brand Trust have a significant effect on purchase decisions (Y).

CONCLUSION

The findings of this study underscore the substantial influence of social media marketing, lifestyle, and brand trust on consumer purchase decisions. The linear regression analysis, as presented in Table 1, reveals that all three variables—social media marketing (X1), lifestyle (X2), and brand trust (X3)—positively and significantly impact purchase decisions (Y). Specifically, an increase in social media marketing efforts leads to a modest yet significant increase in purchase decisions by 0.080 units, while lifestyle changes contribute a more substantial impact with an increase of 0.199 units. Brand trust also plays a critical role, with a unit increase resulting in a 0.055 rise in purchase decisions.

Further validation through t-tests confirms that each independent variable significantly influences purchase decisions, as indicated by t-values exceeding the critical t-value and probability values well below the 0.05 threshold. Social media marketing, with a t-value of 7.949 and a significance of 0.000, lifestyle with a t-value of 11.899 and a significance of 0.000, and brand trust with a t-value of 2.539 and a significance of 0.012, all demonstrate their importance in shaping consumer behavior.

The F-test results reinforce the collective impact of these variables. The ANOVA table indicates a highly significant F-value of 325.274 with a p-value of 0.000, conclusively showing that the combined effect of social media marketing, lifestyle, and brand trust is significant in predicting purchase decisions.

In conclusion, this study affirms that strategic social media marketing, fostering a conducive lifestyle, and building robust brand trust are pivotal for enhancing consumer purchase decisions. These insights provide valuable guidance for marketers aiming to optimize their strategies to drive consumer engagement and sales.

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