

THE INFLUENCE OF PROMOTION THROUGH SOCIAL MEDIA , E-WOM AND BRAND AMBASSADOR ON EMINA PRODUCT PURCHASE DECISION (Case Study on Malikussaleh University Students)

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Abstract

This study aims to determine the effect of promotional strategies through social media, word of mouth, and brand ambassadors on purchase decisions for Emina products, with a case study focused on students at Malikussaleh University. This quantitative study uses multiple linear regression for model selection. The study uses primary and secondary data collected online via Google Forms distributed to Malikussaleh University student respondents. The sampling technique is non-probability sampling, where not all members have the same chance of being selected. The sample was selected based on particular criteria, aged 18 to 24 years and consumers of Emina products. A total of 100 respondents were sampled using the Slovin formula. Data analysis was performed using SPSS version 25. The results indicate that promotional strategies on social media have a positive and significant influence on purchasing decisions for Emina products among Malikussaleh University students. However, the word-of-mouth variable does not have a significant effect on purchase decisions. Brand ambassadors also have a positive and significant influence on purchase decisions for Emina products among Malikussaleh University students.

Keywords: *promotion strategy, social media, word of mouth, brand ambassador*

1. INTRODUCTION

In Indonesia, the growth and development of technology is increasingly rapid. This development provides new innovations in business, namely digital marketing. Digital marketing is a marketing system that uses online media or the internet to introduce their brands or products to the wider community with the aim of increasing sales. Conventional marketing becomes digitalization, the development of the internet and the addition of internet users who can easily access it through gadgets, business people can use this opportunity to the maximum to gain profits.

According to Putra, (2020) Currently, online shopping is growing rapidly and is a choice for some people because shopping in cyberspace can save time without visiting shopping places. People can easily buy various desired products without having to leave the house, get tired, be safer in shopping, more economical and easy in payment (Bachri, 2021). The more internet users there are, the more online stores are circulating in Indonesia so that this development encourages the development of promotions until various platforms are born to carry out promotional activities. Social media is the main platform for marketing skincare products, with various types of brands and marketing or sales systems, this can reach a wider market from small entrepreneurs to large entrepreneurs can promote their products on social media. Based on this phenomenon, a wider target market must be achieved through marketing media, the internet is one of the most popular social media platforms .

Social media is an application or platform and the possibility for users to share content, interaction or collaboration between users. The forms of social media are very diverse such as social bookmarking, social blogs, weblogs , and so on. So that social media marketing can be interpreted as promotions carried out on social media (Febriani & Cuandra, 2023) . Now almost all companies use online stores or can be called e-commerce , to increase their sales (Bachri et al., 2022; Effendi et al., 2023). Emina products are one of the local beauty products that market their

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products using the internet, under the auspices of PT. Paragon technology and innovation, a company that has been established for more than 34 years, the Emina brand collection is very diverse, ranging from facial skin care, cosmetics, to body care, besides the prices offered by Emina are very affordable so that they can attract the attention of teenagers. The Emina cosmetic product company currently dominates the Indonesian market share which is the market leader with its cosmetic brand, the products marketed by Emina are cosmetics and skincare. For cosmetics that are marketed, namely cheek lit pressed blush, make up, lipstick and lip balm, powder, cheek lit cream, eyeliner and emina eyeshadow. And for skincare, namely body care, face mask, toner, sunscreen, serum, cream, moisturizer and cleanser (Febriyanti & Dwijayanti, 2022) . This Emina beauty product uses digital marketing as one way to market its products considering that millennials are very familiar with using platforms and marketplaces or e-commerce in the digital world. In the advancement of technology, manufacturers do not only utilize marketing through digital media.

Manufacturers can also create or acquire a platform that can accommodate reviews or often called electronic word of mouth (e-WOM) . Electronic word of mouth produces good interactions or conversations between consumers and producers with other consumers, conversations or reviews from consumers can be in the form of positive or negative comments, these reviews can trigger purchasing decisions on Emina products, (Cahyani, 2022) . In addition, social interactions in the campus environment can strengthen the influence of word of mouth, because students are often involved in communities that share experiences. (Yusri, 2020; Rusydi et al., 2021; Dhien et al., 2016)

Companies choose brand ambassadors from popular people so that they can be a booster in sales promotion. The use of brand ambassadors must be through consideration, including the choice of rising celebrities, and are chosen because they can represent the character of a product (Mardiana, 2019) . Brand ambassadors are supporters or faces of advertising, also known as advertising stars. The presence of brand ambassadors can create an impression that makes consumers more selective in choosing and increasing their status by using products promoted by brand representatives, this is one of the factors that consumers consider in trusting the information conveyed by advertisers. (Kurnia & Purwo, 2023) .

2. LITERATURE REVIEW

2.1. Definition of Marketing Management

According to Kotler and Keller, marketing management is the art and skill of selecting target markets, attracting new customers, and presenting and delivering value to customers, (Wijaya, 2023) . The field of planning or implementing prices, promotions, and distribution of concepts, products, and services to create exchanges that satisfy individuals and organizations is called marketing. In other words, marketing is a process or activity carried out by a method or activity carried out by an organization or individual to promote, sell, and distribute products or services to consumers or their target market. The purpose of marketing is to increase sales and profits for the company (Indriyani & Tobing, 2023) .

2.2 Definition of Promotion

Promotion is an effort aimed at introducing new products made by a company in the hope that consumers will be interested and buy the product. This process involves the dissemination of information whose intensity depends on the size of the promotional budget provided by the company. Promotion is also a form of communication from the seller that aims to inform, persuade, and remind potential buyers to influence their views or get a response (Effendy et al., 2021) .

2.3 Understanding Promotion Strategy

According to Kotler and Keller, promotional strategy is the creativity of communicating product excellence and persuading the target market. In developing integrated promotions, several things must be considered to achieve an effective promotional strategy, namely: (Effendy et al.,

2021) (a) promotional reach, the target audience must have seen the advertising message at least once during a certain period. (b) the quality of advertising on social media, the average time viewers spend reading ads during a four-week period, including certain listings. (c) the quality of message communication in promotional advertisements on social media, and (d) the message must include the goals, objectives, and information presented during the advertisement.

2.5 Definition of Word of Mouth

Word of Mouth (WOM) Viral marketing, also known as word of mouth, is a marketing strategy that utilizes the internet to create a word-of-mouth effect, supporting marketing efforts and objectives (Kotler and Keller, 2016:646-648). Electronic word of mouth is a form of word-of-mouth advertising that is done via the internet. The form can be in the form of websites, advertising campaigns and mobile programs, streaming videos, blogs, emails, social platforms and various other forms of event marketing that attract consumers' attention so that they share it with others (Kotler and Armstrong, 2018:515). According to Alghifari et al., (2022) electronic word of mouth messages are valuable platforms for customers to obtain information that influences human behavior, consumers use electronic word of mouth to reduce uncertainty in making purchasing decisions, in this way, information obtained from electronic word of mouth can help build consumer confidence by effectively reducing the uncertainty felt by the purchase.

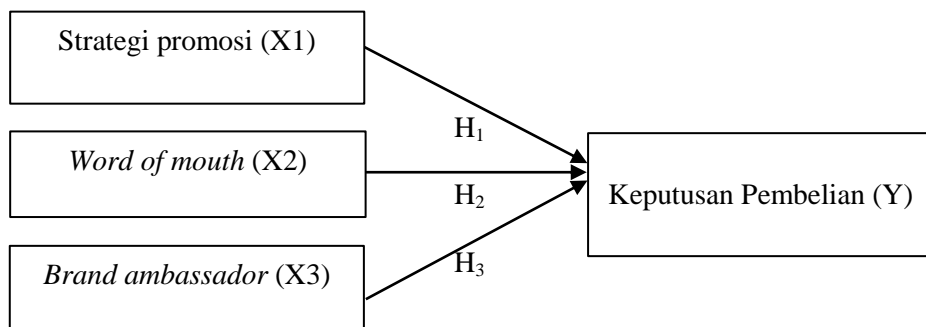
2.6 Understanding Brand Ambassadors

Brand Ambassador according to Kusuma & Hasanah, (2023) is someone who has influence in society to represent a product or company in conveying information about it, so that it can have a positive effect on the business process. One thing that supports the formation of a product image is by using someone who has an impact and can convey the product to consumers well, such as using a brand ambassador. In essence, an important element of a brand ambassador is their ability to apply promotional methods that can increase sales and influence the audience in making more product purchasing decisions.

2.7 Purchasing Decision

According to Afif et al. (2021) and Kamsiyah et al., (2024) explained that consumer behavior is a process related to how individuals, organizations, and groups at the time of purchase, determine, and use ideas, goods, or services to meet consumer needs and desires. Analysis of consumer attitudes must analyze activities that are clearly visible from the processes that are not easily observed and that means in addition to studying what consumers buy, also investigating where consumers shop, how to buy, and under what conditions the goods are purchased (Mulfachriza et al., 2021; Fitri et al., 2018; Bachri, 2017; Asrianda et al., 2020; Qabikuddin & Bachri, 2018; Ikramuddin et al., 2022; Aprilianti et al., 2023).

2.8 Kerangka Konseptual



Gambar 2.1 Conceptual Framework

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Putri Aklima¹, Jullimursyida², Naufal Bachri³, Mariyudi⁴

This study explains how strategies through social media, word of mouth, and brand ambassadors influence purchasing decisions.

3. IMPLEMENTATION METHOD

This study uses a quantitative research type in the form of numbers that can be calculated. The objects used in this study were Malikussaleh University students who had purchased Emina products, the population in this study were all Malikussaleh University students who had purchased Emina products totaling 100 people. In determining this sample using non-probability sampling, namely non-probability sampling is a sampling technique using purposive sampling or taking where members of the population do not have the same opportunity to be selected, The criteria for sampling in this study were respondents who had purchased Emina products more than 1 time, respondents aged 18-24 years, Malikussaleh University students. The technique used in this study is multiple linear regression with the aim of knowing the influence of independent variables, namely promotional strategies, word of mouth and brand ambassadors on the dependent variable, namely the decision to purchase emina products. This analysis uses SPSS software version 25. The multiple linear regression equation in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

4. RESULTS AND DISCUSSION

Multiple linear regression analysis is used to determine the direction and level of influence of independent variables on dependent variables. (Ghozali, 2018) . The purpose of multiple linear regression analysis in this study is to understand how much influence the promotional strategy, word of mouth and brand ambassador have on purchasing decisions in Emina products for Malikussaleh University students. Multiple linear regression analysis is also a linear relationship between two or more independent variables (X1, X2, and X3) with the dependent variable (Y) with the following processing data:

4.1 RESULTS

Model	Unstandardized Coefficient B	Std. Error	Std. Coef. Beta	T	Sig.
(constant)	6,000	1,395		4,301	0,000
Strategi promosi	0,480	0,142	0,510	3,390	0,001
Word of mouth	-0,047	0,129	-0,049	-0,369	0,713
Brand ambassador	0,279	0,100	0,317	2,787	0,004

Data sources processed using SPSS (2024)

Based on the table above, it can be seen that the constant value (a) is 6,000 and the regression coefficient value for the promotional strategy variable (X1) is 0.480, the word of mouth coefficient value (X2) is -0.047, the regression coefficient value for brand ambassador (X3) is 0.279. The constant value and regression coefficient (a and b) are entered into the equation:

$$Y = 6,000 + 0,480X_1 + -0,047X_2 + 0,279X_3$$

Based on the multiple linear regression equation above, the regression coefficient for each independent variable shows a positive value that can be explained using the multiple linear regression equation mentioned earlier, which means that promotional strategies, word of mouth , and brand ambassadors are influenced by purchasing decisions. The explanation of the multiple linear regression equation above is as follows:

1. The constant result is 6,000, meaning that the promotional strategy (X1), word of mouth (X2), brand ambassador (X3) have a fixed value of 6,000.
2. The regression coefficient of the promotional strategy variable (X1) has a value of 0.480, so it can be explained that if the promotional strategy is increased by 1 value unit, the purchasing decision (Y) of Malikussaleh University students will increase by 0.480.

3. The regression coefficient of the word of mouth variable (X₂) is -0.047, so it can be interpreted that if word of mouth is reduced by 1 value, the purchasing decision (Y) of Malikussaleh University students will decrease by -0.047.
4. The regression coefficient of the brand ambassador variable (X₃) is 0.279, so it can be explained that if the brand ambassador is increased by 1 value unit, the purchasing decision (Y) of Malikussaleh University students will increase by 0.279.

4.2 DISCUSSION

The Influence of Promotional Strategies on Purchasing Decisions

The results explain that the promotional strategy has an effect on purchasing decisions and has a significant value, therefore, the hypothesis that the promotional strategy has a positive and significant effect on purchasing decisions for Emina products among Malikussaleh University students is accepted (H₁ is accepted). The better the promotion displayed, the higher the level of consumer decisions in making purchases and subscribing to the product. Based on the results of this study, it was revealed that there were correlation results that influenced promotions with the most dominant value, namely the promotion frequency indicator. Emina often promotes on TV and other media platforms and makes consumers recognize Emina products. By frequently promoting Emina, more and more people are familiar with it, creating a sense of interest in Emina products that are quite interesting and not boring with a cheerful theme. The results of this study are in line with the studies that have been conducted (Saharani & Indayani, 2023).

The Influence of Word of Mouth on Purchasing Decisions .

Based on the results of the research conducted, it was found that electronic word of mouth is a factor that is considered good and agreed upon by respondents in making a decision. However, it is not in line with the results of partial testing (t-test) which shows that the word of mouth variable has no significant effect on purchasing decisions. This means that Emina consumers at Malikussaleh University students are not too influenced by social media word of mouth in making their purchasing decisions. This is because the strength of the promotional strategy is still lacking, so Emina products are still not well known. Thus, it is stated that the word of mouth variable does not have a partial effect among Malikussaleh University students (Amin & Yanti, 2021).

Discussion of Brand Ambassadors on Purchasing Decisions .

Based on the results of the study, it shows that the brand ambassador variable has a significance value of 0.001, which is smaller than the set significance level of 0.05 (0.001 < 0.05), indicating that the brand ambassador has a positive and significant effect on purchasing decisions. Therefore, it is important to pay attention to the selection of brand ambassadors who are able to attract the attention of consumers, especially students. Brand ambassadors are individuals who support advertisements, often referred to as advertising stars, who promote certain products. They are expected to function as spokespersons so that the brand is known to consumers and encourage them to buy the product. In addition, celebrities are often chosen to represent the targeted market segment effectively. (Dewi & Suardana, 2022). This is in line with research conducted by (Dewi & Suardana, 2022) which states that the brand ambassador variable partially has a significant and positive effect on purchases.

5. CONCLUSION

5.1 CONCLUSION

Based on the discussion that has been conducted, several conclusions can be drawn as follows:

1. Promotion Strategy

Promotion strategy has a positive and significant influence on purchasing decisions. This shows that the promotion strategy influences the purchasing decision of Emina products in Malikussaleh University students.

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Putri Aklima¹, Jullimursyida², Naufal Bachri³, Mariyudi⁴

2. Word of Mouth

Word of mouth is a factor that is considered good and agreed upon by respondents in making a decision. However, it is not in line with the results of partial testing (t-test) which states that the word of mouth variable does not have an effect and is significant on purchasing decisions.

3. Brand Ambassador

Brand ambassadors have a positive and significant influence on purchasing decisions. This states that brand ambassadors influence purchasing decisions of Emina products among Malikussaleh University students.

5.2 Suggestion

From the research that has been conducted, the discussion, and the conclusions obtained, the following are suggestions that can be conveyed as follows:

1. In relation to the research that has been presented, the advertising strategy variable has a positive and significant influence on purchasing decisions. The suggested practical implications for the Emina Company are to improve promotional strategies to maintain the market by creating interesting content on social media platforms.
2. In connection with the research that has been presented that the Word of Mouth variable does not have a positive and significant influence, it is hoped that companies can pay attention again to what marketing strategies are more appropriate to apply to consumers in certain areas.
3. In connection with the research that has been submitted that the brand ambassador variable has a significant and positive influence on the decision to purchase Emina products, it is necessary to pay special attention to how a brand ambassador attracts the attention of consumers, especially students. For subsequent researchers, it is recommended to conduct further research by examining other variables that have not been studied and have an influence or are related to factors that influence purchasing decisions, such as brand image, product quality and so on.

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THE INFLUENCE OF PROMOTION THROUGH SOCIAL MEDIA , e-WOM AND BRAND AMBASSADOR ON EMINA PRODUCT PURCHASE DECISION (Case Study on Malikussaleh University Students)

Putri Aklima¹, Jullimursyida², Naufal Bachri³, Mariyudi⁴

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