

LUXURY BRAND SOCIAL MEDIA MARKETING EFFORTS: INFLUENCE ON CONSUMER RESPONSE (CASE STUDY OF BUTTONSCARVES BIREUEN REGENCY)

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Abstract

This study examines the influence between entertainment, interaction, trendy, customization, and word of mouth variables on consumer responses. The sample in this study was 110 people who had purchased buttons scarves products in Bireuen Regency. The analysis tool used is multiple linear regression. The results showed that each variable, entertainment, trendy and customization had a positive and significant effect on consumer response and there were two other variables namely interaction and word of mouth which had a significant negative effect on consumer response.

Keywords : *Entertainment, Interaction, Trendy, Customization, Word Of Mouth, Consumer Response.*

1. INTRODUCTION

The phenomenon that occurs is that Buttons scarves is one of the local brands that has made an impression on its fans, especially in Aceh. The reason is that with a fairly high product price Buttons scarves is able to attract buyers with guaranteed product quality. After field research, the author sees that the people of Aceh are very enthusiastic about the various products launched by Buttons scarves. Even when the products that have just been launched at the Buttons scarves Official Store have run out, people are willing to buy the article at other stores which are Buttons scarves product delivery services at a higher price. It is the same with Buttons scarves consumers in Bireuen Regency. Consumers apply several factors in buying Buttons scarves products. Buttons scarves is an Indonesian fashion brand founded by Linda Anggreaningsih in 2016. At that time, it was difficult to find premium hijab products that are suitable for formal and informal events. So Linda decided to create her own brand. It initially started from an online journey with customers from all over Indonesia, Malaysia, and Singapore. After that Buttons scarves expanded its products not only hijab, but also bags, brooches, and fashion accessories.

Tabel 1. 1 Product Categories Offered by Buttons scarves

No	Categories
1	Scarves
2	Bags
3	Footwear
4	Apparel
5	Accessories
6	Essentials
7	Prayer Set
8	Home & Living
9	Sport

Sumber: Buttons scarves.com

Factors that make consumers buy Buttons scarves products are the influence of entertainment which is the result of fun and games arising from experiences through social media, interaction is a type of action that occurs when two or more objects have or affect objects with each other, trendy is defined as an object that is being talked about and is widely preferred by most people at a certain time, customization provides services that are relevant to the needs and desires

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of buyers, and finally word of mouth which is a communication that conveys information about suppliers and product use to consumers through online shopping using internet-based technology. Based on the description of the background of the problem, the problems that will be discussed in this study are:

1. How does entertainment influence the response of Buttonscarves consumers in Bireuen Regency?
2. How does interaction influence the response of Buttonscarves consumers in Bireuen Regency?
3. How does trendiness influence the consumer response of Buttonscarves in Bireuen Regency?
4. How does customization influence the consumer response of Buttonscarves in Bireuen Regency?
5. How does word of mouth influence the consumer response of Buttonscarves in Bireuen Regency?

2. IMPLEMENTATION METHOD

According to Swastha and Handoko (1997: 91) "Response is a predisposition (state of impressionability) to respond to environmental stimuli, which can initiate or guide the person's behavior". According to Gunelius (2011), social media marketing efforts are any form of direct or indirect marketing used to build awareness, recognition, recall, and action-taking of a brand, business, product, person, or other thing that is packaged in a social media marketing strategy. of a brand, business, product, person, or other things that are packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Entertainment is the result of fun and games that arise from social media experiences (Agichtein et al., 2008). According to Kim & Ko (2012) interaction is when a social media provides information sharing services between each social media user. According to Kim & Ko (2012) Trendy is the content uploaded on a social media is the latest and newest content, the content is also always updated so that consumers will always receive the latest content. Customization as a component is the act of creating customer satisfaction based on business contact with individual users (Seo & Park, 2018). According to Ali (2020) word of mouth is one of the most popular communication channels used by companies that produce goods and services. because word of mouth is considered very effective in facilitating the marketing process and can bring benefits to the company.

2.1 Data Analysis Techniques and Methods

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y: consumer response

α : Constant

β : Regression Coefficient

X1: entertainment

X2 : interaction

X3 : trendy

X4 : customization

X5 : word of mouth

e : Error term

3. RESULTS AND DISCUSSION

3.1 Validity Test

Reliability test in this study was measured using processed using the SPSS Version 29.0 programme.

Table 4.4
Uji Validitas dan Reabilitas

Pertanyaan	<i>Pearson Correlation</i>	<i>r Table</i>	<i>Sig. (2-tailed)</i>	Keterangan
X1-Q1	0.902	0.187	0.000	valid
X1-Q2	0.853	0.187	0.000	valid
X2-Q1	0.766	0.187	0.000	valid
X2-Q2	0.885	0.187	0.000	valid
X2-Q3	0.838	0.187	0.000	valid
X3-Q1	0.778	0.187	0.000	valid
X3-Q2	0.839	0.187	0.000	valid
X3-Q3	0.736	0.187	0.000	valid
X4-Q1	0.941	0.187	0.000	valid
X4-Q2	0.938	0.187	0.000	valid
X5-Q1	0.932	0.187	0.000	valid
X5-Q2	0.932	0.187	0.000	valid
Y-Q1	0.665	0.187	0.000	valid
Y-Q2	0.811	0.187	0.000	valid
Y-Q3	0.756	0.187	0.000	valid
Y-Q4	0.817	0.187	0.000	valid
Y-Q5	0.812	0.187	0.000	valid

All statements from the variable Towards consumer response as an independent variable have a significant value smaller than 0.05 and a Pearson Correlation value > r Table. So, it can be concluded that all statements or indicators in the variable are valid.

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3.2 Multiple Linear Regression Analysis

Tabel 4.15
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.890	0.590		-4.896	0.000
Hiburan(X1)	1.246	0.085	0.585	14.652	0.000
Interaksi(X2)	-0.278	0.076	-0.157	-3.674	0.000
Trendi(X3)	0.936	0.070	0.516	13.360	0.000
Kostumisasi(X4)	0.611	0.087	0.267	7.041	0.000
WOM(X5)	-0.285	0.044	-0.206	-6.430	0.000

There are five interpretations that can be obtained from the results of the Partial Test or T Test on the Consumer Response variable:

- The t-count value for the Entertainment variable (X1) is $14.652 > t$ table 1.962 with a significant value of 0.000; because the significant value is smaller than $\alpha = 0.05$, H1 is accepted, meaning that the Regression Coefficient of the entertainment variable (X1) is significant or has a real effect on the dependent variable (Y).
- The t-count value for the interaction variable (X2) is -3.674 (canceled) $> t$ table 1.962 with a significant value of 0.000; because the significant value is smaller than $\alpha = 0.05$, H2 is accepted, meaning that the regression coefficient of the interaction variable (X2) is significant or has a real (negative) effect on the dependent variable (Y).
- The t-count value for the Trendy variable (X3) is $13.360 > t$ table 1.962 with a significant value of 0.000; because the significant value is smaller than $\alpha = 0.05$, H3 is accepted, meaning that the regression coefficient of the Trendy variable (X3) is significant or has a real effect on the dependent variable (Y).
- The t-count value for the Costumization variable (X4) is $7.041 > t$ table 1.962 with a significant value of 0.000; because the significant value is smaller than $\alpha = 0.05$, H4 is accepted, meaning that the Regression Coefficient of the Costumization variable (X4) is significant or has a real effect on the dependent variable (Y).
- The t-count value for the WOM variable (X5) is -6.430 (canceled) $> t$ table 1.962 with a significant value of 0.000; because the significant value is smaller than $\alpha = 0.05$, H5 is accepted, meaning that the regression coefficient of the variable WOM (X5) is significant or has a real effect on the dependent variable (Y).

4. CONCLUSION

Based on the formulation of the problem and research objectives, it is known that the following conclusions can be drawn:

- Entertainment has a positive and significant influence on Buttonscarves Consumer Response. This shows that the higher the level of entertainment carried out, the higher the level of consumer response that will be received.

2. Interaction has a negative and significant influence on the consumer response of buttons scarves. This shows that the less interaction is done, the higher the level of consumer response buttons scarves will receive.
3. Trendy has a positive and significant influence on Buttons scarves Consumer Response. This shows that the higher the level of trends that are happening will increase consumer response to Buttons scarves products.
4. Customization has a positive and significant influence on the consumer response of buttons scarves. This shows that the higher the level of customization that can be done, the higher the buttons scarves consumer response to the product will be.
5. Word Of Mouth has a negative and significant influence on the consumer response of buttons scarves. This shows that the less WOM that is done, the level of consumer response to a product will increase.

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