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## **THE INFLUENCE OF USE OF SOCIAL MEDIA PROMOTION, BRAND IMAGE AND PRICE PRECEPTION ON THE PURCHASE DECISION OF WARDAH PRODUCTS**

By

**Putri Rahmawati <sup>1)</sup>, Mulyo Budi Setiawan <sup>2)</sup>**

Faculty of Economics and Business, Stikubank University Semarang

Email : [putrirahma02999@gmail.com](mailto:putrirahma02999@gmail.com)

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### **ABSTRACT**

*This study aims to analyze the effect of social media promotion, brand image and price perception on the purchasing decision of Wardah cosmetics. The data used are sourced from questionnaires which are primary data with non-probability sampling method. The results showed that social media promotion and brand image had a significant positive effect on purchasing decisions for Wardah cosmetics, while price perceptions had no effect on purchasing decisions for Wardah cosmetics. In this study, the independent variables, namely social media promotion, brand image and price perception, influenced 52.9% of the purchasing decisions of Wardah cosmetics, while 47.1% of the purchasing decisions of Wardah cosmetics were influenced by other variables.*

**Keywords:** *Social media promotion, Brand Image, Price Preception, and purchasing decisions*

## **INTRODUCTION**

In today's modern era, communication technology has a very strong impact on media development. So with that, we feel very facilitated in meeting the needs that we need and want, for example by using the internet media, we can fulfill our needs for many things such as knowledge, searching for news, socializing, working, shopping, and promoting by advertising an advertisement. product. Communication is very important for a company or seller to carry out a social media marketing promotion. So that, what will be produced by the company can reach directly to consumers or customers. Marketing is very influential on the company to do a promotion.

Promotions make customers have many choices to buy the cosmetics they want according to their wishes. For a woman, beauty is something that is desired. and Wardah is famous for its halal products. Analyzing and knowing the brand image of wardah product purchasing decisions. Analyzing and knowing the brand image of wardah product purchasing decisions. Analyzing and knowing the effect of using social media promotions on purchasing decisions for Wardah products. Analyzing and knowing the effect of using social media promotions on purchasing decisions for Wardah products. Analyze and determine the effect of price perception on purchasing decisions for Wardah products. Analyze and determine the effect of price perception on purchasing decisions for Wardah products. Then the flood of cosmetic products on the market affects a person's interest in purchasing which has an impact on purchasing decisions. The company's performance can be measured through consumers who are satisfied with the company's products and services (Dema and Rokhman, 2020).

Social media and reference groups have a significant effect on purchasing decisions at Swiwings Narotama outlets in Surabaya. Research entitled "The Influence of Price, Promotion, and Brand Image on Purchase Decisions for Emina Blush On Products in Yogyakarta" whose research shows that price and brand image have a positive effect on purchasing decisions. Similar research was also reviewed by Dema and Nur Rokhman (2020) with. conducted by Anggita Setyani and Eddy Prabowo (2020) with the title "The Influence of Brand Image, Product Quality, and Price Perception on the Purchase Decision of Adidas Brand Shoes" whose research results show that brand image has a negative and insignificant effect on purchasing decisions.

On the other hand, the more inappropriate the perception of the price set by a product is, the lower consumer purchasing decisions will be. with that customers will be more familiar with the products produced by the company. Wardah products as halal cosmetics according to their motto, it also adds to the appeal of Wardah as an Indonesian product that has become global. Another factor that influences purchasing decisions is brand image. To ascertain or find out the truth regarding the effect of using social media promotions, brand image, and price perceptions on purchasing decisions with a case study of Wardah products. The more appropriate the determination of the price perception set by a product, the more it will improve consumer purchasing decisions. Reviews made by social influencers give positive messages to consumers, and make consumers curious about the product. Consumers should be more selective and careful in making purchases of products that will be used.

## **LITERATURE REVIEWS**

### **a. Buying decision**

According to Kotler (2012 in Katrin et al, 2016), the purchase decision is the stage in the decision-making process where consumers actually buy. Meanwhile, Sangadji & Sopiah (2013 in Zulaicha & Irawati, 2016), defines a decision as choosing an action from two or more alternative choices. A consumer who wants to choose must have an alternative choice. According to Kotler & Armstrong (2016 in Najich, 2021) states that purchasing decisions are part of consumer behavior, where consumers analyze the products/services that will be selected, purchased and used whether they are able to satisfy their needs and desires if they decide to buy these products/services. So the author can conclude that the purchase decision is initiated from the stage of the decision-making process,

Kotler and Keller (2012 in Lubis & Hidayat, 2017) reveal that there are several factors that influence consumers in making purchasing decisions, including: In addition, cultural factors also determine the social class of certain individuals where the division of society will be arranged hierarchically through values, interests, and similar behaviors. Consumer behavior can be influenced by social factors such as reference groups, family, and social roles and status.

- a. A reference group is a person consisting of all groups that have a direct or indirect influence on a person's attitude or behavior.
- b. The age and stage of the life cycle at which a person buys goods or services will vary throughout his life.
- c. A person's economic situation will greatly affect the choice of products to be purchased.
- d. The personality of each individual that is different from one another can influence product buying behavior.

A person's purchase decision can be influenced by four main psychological factors, namely motivation, perception, learning, and beliefs and attitudes. Motivation is a condition in which a person who has many needs at a certain time and is quite urgent will direct him to seek the satisfaction of these needs. Product choice, in this case the company must focus its attention on people who intend to buy a product and the alternatives they consider. Consumers can make decisions to choose a product by considering:

- a. Product advantage is the level of quality expected by consumers on the product needed from the various choices available.
- b. Product benefits, namely the level of use that can be obtained by consumers on each product choice to meet their needs.
- c. Product selection is the consumer's choice of the product to be purchased in accordance with the desired quality and the benefits he gets.

In this case the company must be able to find out how consumers make choices about a brand, consumers choose products with certain brands because they are used to the brand in the products they buy. Price compatibility, namely consumers always consider the price according to the quality and benefits of the product to be obtained. The consumer must

determine which dealer to choose to buy the product. In this case, consumers choose dealers due to close location factors, low prices, complete availability of goods and convenience at the time of purchase. The availability of goods, namely the needs and desires of consumers for the product, cannot be ascertained when it occurs, but with the availability of adequate goods at the dealer, it will make consumers choose to make purchases at that location. purchase amount, Consumers can determine the quantity of goods to be purchased. In this case the company must prepare a number of products according to the wishes of different consumers.

- a. The decision on the number of purchases, namely in addition to decisions on the choice of brands determined by consumers, consumers can also determine the quantity of goods to be purchased.
- b. Purchasing decisions for inventory, namely consumers have products in addition to meeting their needs, they also take some preparatory actions with the amount of product inventory that may be needed in the future.

Swastha (2007 in Mariana, 2019) explains that a person may have different roles in every purchase decision.

- a. The initiator is the person who first becomes aware of an unfulfilled want or need and proposes an idea to buy a particular good or service.
- b. Influencer, namely someone whose views, advice or opinions can influence purchasing decisions.
- c. The decision maker, namely someone who determines the purchase decision, for example whether to buy, what to buy, how to buy or where to buy it. Broadly speaking, it can be seen that the purchase decision is a decision-making process that begins with the introduction of the problem then evaluates it and decides on the product that best suits the needs of consumers.

#### **b. Promotion**

Promotion is one way that can be done to attract the attention of consumers to buy products or services offered by the company. According to Kotler & Armstrong (2014 in Hidayat et al, 2020), promotion refers to activities that communicate the benefits or use values of a product and persuade the target market to buy the product. On the other hand, Malau (2017 in Hidayat et al, 2020) defines promotion as a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and or increase the number of products purchased by consumers. Promotion is related to activities carried out by companies to communicate the benefits of products and as a tool to influence consumers in purchasing activities or using services according to their needs. According to Tjiptono in Putra (2018), the promotion objectives include:

1. Disseminate product information to potential target markets.
2. Increase sales and company profits.
3. Get new customers and maintain customer loyalty.
4. Maintain sales stability when the market sluggish occurs.

Kotler & Keller (2010 in Yola and Shinta 2017) state that promotion has five types of mix in it, namely as follows: Advertising, Sales promotion, Personal selling, Public relations, Direct marketing.

Marketing with the use of social media is currently a new trend that is growing rapidly, where businesses can reach targeted customers easily and quickly. The use of social media as a marketing tool can simply be defined as the use of social media channels to promote the products or services of a company (Nadaraja & Yazdanifard, 2014). Social media itself is defined as an online media, where users can easily participate, share and create content including website content, blogs, social network content, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Social media promotion itself is a marketing process carried out through third parties,

Based on the explanation above, it can be concluded that the use of social media as a digital marketing tool is the use of social networking site technology to market a product or service by reaching all groups with the aim of creating a community, building relationships, and exchanging information with fellow social media users in unlimited period of time.

### **c. Brand Image**

Brand Image is a guide used by consumers to evaluate products when they do not have sufficient knowledge about a product. There is a tendency that consumers will choose products that have been recognized either through experience using the product or based on information obtained through various sources. Brand image is a set of associations about a brand that is stored in the minds or memories of consumers (Schiffman and Kanuk, 2007 in Hayati, 2019).

Legal protection against unique product features or aspects. The level of quality for satisfied customers, so they can easily choose and buy again at another time. To create unique associations and meanings that differentiate products from competitors. Competitive advantage, mainly through legal protection, customer loyalty, and a unique image formed in the minds of consumers.

### **d. Price Perception**

Price perception is the value contained in a price related to the benefits and having or using a product or service (Kotler & Armstrong, 2008 in Fatmawati & Soliha, 2017). that price perception is the customer's view related to the benefits of using a product or service

in seeing the price that can be seen from the high and low prices that can be influenced by purchasing decisions.

In this study, the dimensions or indicators of the price perception variable used in the operational definition are according to Kotler (in Muharam & Soliha, 2017), namely:

1. Match the price with the quality of the product
2. Price match with benefits
3. Competitive price

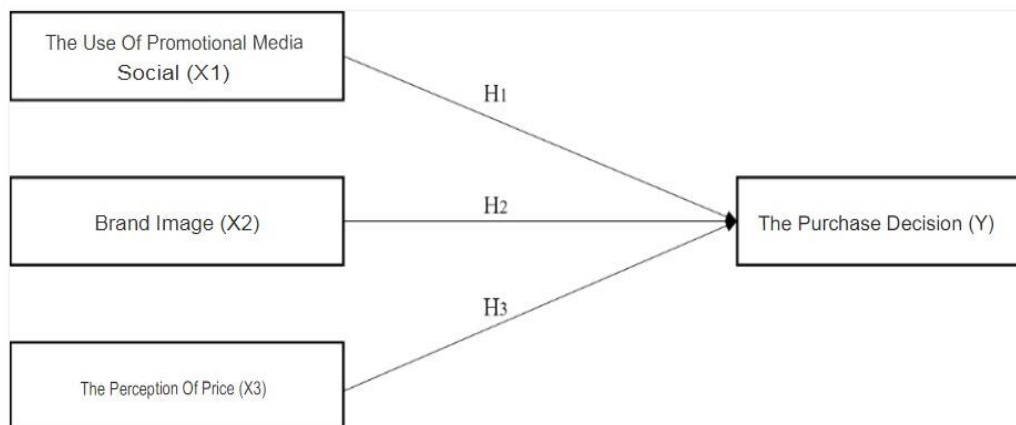
**e. Hypothesis**

H1: The use of social media promotions has a positive and significant effect on purchasing decisions.

H2: Brand Image has a Positive and Significant Effect on Purchase Decisions.

H3: Price perception has a positive and significant effect on purchasing decisions.

The theoretical framework of the relationship between variables can be seen in the image below:



*Source: Data processed, 2021*

The independent variables in this study are the use of social media promotion (X1), brand image (X2) and price perception (X3). While the dependent variable to be studied is the influence of purchasing decisions (Y) on consumers in buying Wardah products.

**RESEARCH METHODS**

According to Sugiyono, the object of research is an attribute or nature or value of a person, object or activity that has a certain variance determined by the researcher to be studied and then drawn conclusions. As for the object of research as the independent variable is the use of social media promotion, brand image, price perception, while the dependent variable in this study is the purchase decision.

- a) Data Collection Procedures or Techniques According to Sugiyono Questionnaire is a data collection technique which is done by giving a set of questions or written questions to respondents to answer.
- b) Which will be rounded up to 100 people. Description of Respondents In this study obtained as many as 100 respondents who were taken in this study were consumers of wardah products.
- c) Variable Description The data presented include frequency, proportion and ratio, measures of central tendency and measures of variation.
- d) Validity test In other words, that a test or measuring instrument can be said to have high validity if the tool performs its measurement function, or provides measurement results that are in accordance with the intent of the measurement.
- e) Reliability Test According to Ghozali Reliability is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable when the respondents' answers to questions are consistent or stable over time. On the other hand, if the reliability of the measurement is low, the tool is not stable in measuring a symptom.
- f) Regression Analysis According to Ghozali This hypothesis test aims to test the truth of the previously stated hypothesis.
- g) Hypothesis Testing The t test is done by looking at the t count with a significance level of less than 0.05 % or 5%.

## **DATA, DISCUSSION, AND RESULT**

- a) The Use of Social Media Promotion on Purchase Decisions, based on the results of primary data processing with the t-test shown in table 4.23, the variable use of social media promotion shows a significance value of 0.017, this value is smaller than the significant level of 0.05 and the t-value of 2.431. Promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing their products. Basically, the use of social media promotions is very important for today's business world, therefore consumers in making decisions to buy wardah products because social media or online media used by wardah management are considered to be easily accessible anywhere and anytime to attract customers. consumer, the use of social media promotion is very effective and efficient in this millennial era. all of which rely entirely on social media. The results of this study are in line with research conducted by Tania Noorlita Sari Fauzi, Indriati Sumarni, Citra Sugianto Putri, Mayke Patiallo which states that the use of Social Media Promotion has a significant positive effect on purchasing decisions.
- b) Brand Image on Purchase Decisions, based on the results of primary data processing with the t-test shown in table 4.23, the brand image variable shows a significance value of 0.000, this value is smaller than the significant level of 0.05 and the tcount value of 5.102. Brand image is the result of a consumer's image of a particular brand based on a comparison of several other brands with the same type of product. Through the company's brand image can find out a strong perception of the brand they have. Company performance can be measured through consumers who are

satisfied with the company's products and services. The results of this study are in line with research conducted by Dema and Nur Rokhman, May Sella Anggraini,

## CONCLUSION

Kotler & Keller Promotion Mix Define 5 mix type on it, that is Becomes following: Advertising, advertising definition is a method of promoting goods, service, company & new view which must paid by sponsors. Then the company will be in trouble for market their products, then which necessary is use existence promotion using use promotion of social media. factors which Affecting Promotion Determining variables which most effective on mix promotion is Case which The most difficult on marketing. Research result explain that promotion online has a significant positive effect on purchasing decisions for cosmetic products in PT. Socanit can be concluded that the use of social media promotion (X1) has a significant positive effect on purchasing decisions (Y). Promotion Promotions error one way which can done for attract consumer's attention so that buy a product or service which offered the company. This means the use of promotion of social media significant positive effect on purchasing decisions. According to Swastha (2001) on Arianty, (2010) factors which suggest promotion is: Fund which worn for promotion . Promotional Goals According to Tjiptonoon Son (2018), goal promotion among others: Disseminate description product on target potential market. Use of Social Media Promotion (X1) Use of promotion of social media is use social media which sync for promote a product or service can foster a positive perception for the product & service which promoted on consumer. Independent variable: Online promotion Dependent variable: Purchase Decision. The purpose of this research Becomes following: Analyze & knowing impact use promotion of social media on the decision to purchase Wardah products.

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