

INFLUENCE OF SOCIAL MEDIA MARKETING ON EMINA PURCHASE DECISION BY BUSINESS EDUCATION STUDENTS AT UNIVERSITAS PENDIDIKAN INDONESIA

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ABSTRACT

This study aims to determine the effect of social media marketing on the purchase decision of Emina products among Business Education students at the Indonesia University of Education. This study uses a quantitative approach with a causal method. The independent variable in this study is social media marketing (X), which consists of three dimensions, namely entertainment, informativeness, and trendiness, while the dependent variable is purchase decision (Y), which is measured through four dimensions, namely product selection, brand selection, time of purchase, and place of purchase. The research population consisted of 395 active students who use Emina products, while the sample consisted of 80 respondents selected using purposive sampling based on the criteria of students who know and use Emina products through social media. Primary data were collected using a Likert scale questionnaire that had been tested for reliability with a Cronbach's Alpha value > 0.70, indicating good internal consistency. Data analysis was performed using simple linear regression with SPSS version 26.0 at a significance level of 5%. The results showed that social media marketing had a positive and significant effect on purchasing decisions.

Key words: Social Media Marketing; Purchase Decision; Emina

INTRODUCTION

The beauty industry in Indonesia from 2023 to 2025 faces major challenges driven by shifting consumer behavior, intense brand competition, and economic fluctuations. Consumers are becoming more selective, while the number of cosmetic products continues to grow, creating an increasingly saturated market (Mintel, 2025; Scuderia, 2024). Although the market value is projected to reach USD 9 billion by 2025, online shopping trends are declining as younger consumers prefer offline purchases to test products directly (Bardon, 2024; Ramadhian & Dewi, 2024). The “No Buy Challenge” phenomenon has also weakened demand, as consumers consciously delay purchasing new products (Purwanti & Sekar, 2025). These conditions indicate that market growth does not necessarily align with consumers’ actual purchase decisions.

Purchase decisions remain a major challenge as consumers are influenced by multiple factors affecting their confidence in selecting products. A Snapcart (2023) survey reported that 60% of consumers prefer local cosmetic brands, yet preferences often shift due to digital promotions, influencer reviews, and biased electronic word-of-mouth (Yunianto, 2023). The surge in product notifications from 61,201 in 2021 to 106,457 in 2023 shows increasing market competition and greater complexity in the decision-making process (Scuderia, 2024). Research found that social media marketing significantly influences purchase intention by up to 54% (Fitriana et al., 2024), while customer engagement and influencer credibility also play important roles (Ahza et al., 2024). However, other studies revealed that price and trust do not always have a significant impact on purchase decisions (Sulistiyowati & Hwihanus, 2024).

From a marketing theory perspective, explain that the purchase decision process consists of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler et al., 2022). Recent studies have shown that social media marketing has a significant influence on purchase intention. For example, trust, influencer credibility, and online reviews have been proven to affect purchase intention toward halal cosmetics (Al Gadri & Hutabarat, 2025). However, some studies argue that social media marketing only affects brand awareness and brand image without a direct impact on purchase decisions (Rustandi et al., 2023). Other findings suggest that social media marketing and word-of-mouth simultaneously influence purchase decisions for local cosmetic products (Nengsi & Sukati, 2024).

A research gap remains because no study has specifically examined active Business Education students at Universitas Pendidikan Indonesia, even though this group has unique expectations, access to information, and social media interaction patterns (Al Gadri & Hutabarat, 2025). Moreover, limited studies have tested mediating variables such as brand trust and perceived risk to explain the relationship between social media marketing and purchase decisions (Rustandi et al., 2023). Therefore, the purpose of this study is to measure the Influence of Social Media Marketing on Emina Purchase Decisions by Active Business Education Students at Universitas Pendidikan Indonesia (UPI).

METHOD

This study is a mini research project and employs a quantitative approach. The type of research used in this study is quantitative with a causal approach. Quantitative research aims to test predetermined hypotheses through numerical data analysis (Hair et al., 2019). This study is categorized as causal research because it seeks to identify the cause-and-effect relationship between independent and dependent variables (Sugiyono, 2019). The independent variable in this study is social media marketing (X), which consists of three dimensions: entertainment, informativeness, and trendiness. The dependent variable is purchase decision (Y), measured through four dimensions: product choice, brand choice, purchase timing, and place choice. The data used in this study are primary data obtained from questionnaires distributed using a Likert scale. The research instrument was developed based on indicators of each dimension, and its reliability was tested using Cronbach's Alpha. The results indicated that all constructs were reliable, with Cronbach's Alpha > 0.70, which exceeds the minimum threshold for internal consistency.

The population of this study consists of approximately 395 active Business Education students at Universitas Pendidikan Indonesia who use Emina products. The study employed a non-probability sampling technique, specifically the purposive sampling method, whereby respondents were active university students who were aware of Emina products through social media and had prior experience using them. The sample size was determined using the Slovin formula, which provides an estimate based on the population size and a predetermined margin of error. However, due to time constraints and the limited availability of respondents meeting the purposive criteria, a total of 80 valid responses were collected. Accordingly, the margin of error in this study is approximately 10%, which remains acceptable for exploratory or preliminary research (Sugiyono, 2019). The collected data were subsequently analyzed using simple linear regression with a 5% level of significance ($\alpha = 0.05$).

$$Y = a + bX + e,$$

Keterangan:

Y: represents student decision-making

X: represents digital marketing

a: constant

b: regression coefficient

e: standar error

The analysis was conducted using SPSS version 26.0 with a significance level set at $\alpha = 0.05$. The research paradigm was structured as Social Media Marketing (X) → Purchase Decision (Y).

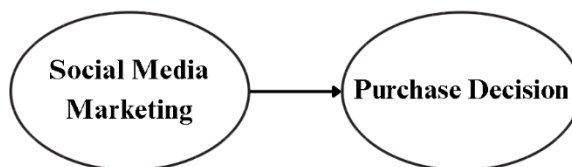


Figure 1. Research Model

H0: Social media marketing does not have a significant effect on Emina's purchasing decisions.

H1: Social media marketing has a significant effect on Emina's purchasing decisions.

RESULTS AND DISCUSSION

Reliability testing was conducted to determine the consistency of the research instruments in measuring each variable used (Taber, 2018). This test used Cronbach's Alpha values with the help of SPSS version 26.0. The reliability test results for the Social Media Marketing and Purchase Decision variables can be seen in Table 1 below.

Table 1. Reliability Statistics

Variable	Cronbach's Alpha	N of Items	Interpretation
Social Media Marketing	.897	9	Highly Reliable
Purchase Decision	.882	9	Highly Reliable

(Source: Data diolah dengan SPSS 26.0)

Based on the results in Table 1, all variables have a Cronbach's Alpha value above 0.70, indicating that each instrument is reliable. This high reliability value indicates that the items in the questionnaire are able to measure variables consistently, so that the data obtained can be trusted for use in further analysis.(Hair et al., 2019).

Based on the results of the simple linear regression analysis conducted using SPSS version 26.0, the correlation and determination coefficient values are presented in Table 2 below. The analysis was carried out on 80 active Business Education students at the Indonesia University of Education who are users of Emina

products. This analysis aims to determine the extent to which Social Media Marketing influences the purchasing decisions of Emina products among these students.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.792 ^a	.627	.622	3.089

a. Predictors: (Constant), Social Media Marketing

(Source: Data diolah dengan SPSS 26)

The table above shows that the correlation or relationship (R) value is 0.627. From this output, we also obtain a coefficient of determination (R Square) value of 0.622, which means that the influence of the independent variable (Social Media Marketing) on the dependent variable (Purchase Decision) is 62.7%. This means that 62.7% of the variation in the Social Media Marketing variable can be explained by the Religiosity variable, while the remaining 37,3% is influenced by other factors outside this research model. These results prove that hypothesis H₁ is accepted and H₀ is rejected, confirming that social media marketing is a factor that significantly influences the decision to purchase cosmetic products among young consumers.

To ensure the validity of the regression model used, an F test (ANOVA) was conducted to determine whether social media marketing simultaneously influences purchasing decisions. The test results are presented in Table 3 below.

Table 3. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1250.593	1	1250.593	131.041	.000 ^b
	Residual	744.395	78	9.544		
	Total	1994.988	79			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Social Media Marketing

(Source: Data diolah dengan SPSS 26.0)

Based on the results of the ANOVA (F-test), it is known that the calculated F value = 131.041 with a significance level of 0.000, which is smaller than 0.05. This shows that the regression model used is valid and significant, so it can be used to predict the Religiosity variable on the Aggressiveness variable. In other words, there is a significant influence between the Social Media Marketing variable (X) and the Purchase Decision variable (Y).

More specifically, the dimensions of trendiness and informativeness have a greater influence than entertainment. This means that students are more interested in social media content that contains the latest, relevant information and follows current beauty trends, rather than content that is merely entertaining. This is understandable because students are part of the digital generation who are accustomed to searching for information and comparing various options before purchasing a product (Hassoun et al., 2023). This finding is in line with Kotler et al., (2022) consumer behavior theory, which explains that during the information search and alternative evaluation stages, consumers are greatly influenced by exposure to social media content, online reviews, and recommendations from influencers. In the case of Emina, the strategy of using influencers and creating creative content that follows trends has proven to be an important factor influencing brand choice and purchase timing.

The results of this study reveal that social media no longer functions solely as a means of promotion, but has evolved into a medium that plays a role in shaping perceptions of value, trust, and brand identity among young consumers. Students use social media as a reference to assess the credibility of a product, evaluate the extent to which the brand is relevant to current trends, and consider the suitability of the product with their personal values. Thus, social media marketing strategies serve as catalysts in shaping preferences and justifying purchasing decisions. These findings reinforce the view that younger consumers value informative and trend-following content more, as it gives them confidence and creates psychological ownership of the brands they consume.

Theoretically, the significant relationship between social media marketing and purchasing decisions can be explained through the concept of consumer engagement in the digital marketing funnel framework (Chaffey & Chadwick, 2022). Repeated exposure to content on social media strengthens consumers' emotional engagement and ultimately drives purchase conversions. The informativeness dimension plays a role in increasing the perception of control over information and trust in the brand, while trendiness fosters a sense of social belonging that makes consumers feel part of the brand's user community. This process is also influenced by social media algorithms that display content according to user interests and preferences, thereby creating a mere exposure effect (Zajonc, 1968), the more often someone is exposed to Emina brand content, the more positive their perception of the brand becomes. Therefore, the trendiness dimension is the most dominant factor influencing purchasing decisions, as it combines emotional appeal with strong social relevance.

The results of this study are in line with findings that show that promotion through influencers and content marketing on TikTok has a significant effect on students' purchasing decisions for skincare products (Nur Rahman & Aribowo, 2024). This effect mainly arises from content that follows trends and is highly relevant to the needs of the audience. However, these findings differ slightly from the results of Rustandi et al., (2023),

which revealed that the influence of social media marketing on purchasing decisions is indirect, first forming brand awareness and brand image before influencing purchasing decisions. This difference in results is likely due to the different characteristics of the respondents, as this study involved students who are actively exposed to social media, so the direct influence of social media marketing on purchasing decisions appears to be more significant.

Scientifically, these findings contribute significantly to our understanding of digital consumer behavior in Indonesia. The research shows that the effectiveness of social media marketing is not only determined by how often consumers are exposed to content, but also by the quality of the content itself, whether it is relevant, informative, and follows trends. In the highly competitive beauty industry, digital communication strategies should focus on value-driven marketing, namely building social relevance and brand credibility, rather than simply increasing promotional visibility. From a theoretical perspective, this research expands Kotler et al., (2022) purchase decision model with a digital perspective, showing that in the creator economy era, the information search and alternative evaluation stages are now largely conducted through social media as the main reference point for consumers.

CONCLUSION

This study concludes that social media marketing has a significant effect on the decision to purchase Emina products among students. These results show that marketing strategies through social media, particularly in terms of trendiness and informativeness, can shape the perceptions, trust, and preferences of young consumers in making purchasing decisions. These findings support Kotler et al., (2022) consumer behavior theory, which emphasizes that the purchasing decision process begins with the information search and alternative evaluation stages, where social media plays an important role as the main source of reference. In this context, social media not only functions as a means of promotion but also as a medium that builds brand value, credibility, and identity. Therefore, the success of social media marketing strategies is determined by the quality of content that is relevant, informative, and in line with trends, not merely by the frequency of promotional dissemination. This study is expected to serve as a reference for cosmetic companies in designing more effective digital strategies and to open opportunities for further research to add mediating variables such as brand trust or customer engagement to understand the mechanisms of influence in greater depth.

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