

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

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ABSTRACT

This study focuses on students at Universitas Pendidikan Indonesia and applies a quantitative causal approach to examine whether social media marketing activities shape consumer decision-making. The construct of social media marketing is measured through three dimensions, namely entertainment, informativeness, and trendiness, while purchase decision is assessed using four indicators that include product selection, brand selection, purchase timing, and purchase location. The population consists of 395 active students with prior experience using Emina products, from which 80 respondents were selected through purposive sampling based on their exposure to Emina via social media platforms. Data were collected using a structured Likert-scale questionnaire that demonstrated satisfactory internal consistency, as reflected by Cronbach's Alpha values above 0.70. The data analysis employed simple linear regression using SPSS version 26.0 at a 5% significance level. The results show that social media marketing has a positive and statistically significant effect on purchase decisions. In particular, content that provides relevant information and reflects current trends plays a central role in influencing purchasing choices among young consumers, underscoring the importance of content quality in digital marketing strategies for cosmetic brands.

Key words: social media marketing; purchase decision; cosmetics; students

INTRODUCTION

The Indonesian beauty industry during the 2023–2025 period faces notable challenges arising from shifts in consumer preferences, intensified brand competition, and economic uncertainty. Although the sector continues to expand in terms of market value, projected to reach approximately USD 9 billion by 2025, this growth does not automatically translate into higher purchase frequency. Younger consumers increasingly display cautious spending behavior and show a preference for offline shopping, particularly for beauty products that require direct product trials before purchase (Bardon, 2024; Mintel, 2025; Ramadhian & Dewi, 2024). At the same time, social trends such as the No Buy Challenge encourage consumers to intentionally postpone non-essential purchases, further moderating demand growth (Purwanti & Sekar, 2025). These developments suggest a disconnect between market expansion and actual buying behavior.

Purchase decision-making in the beauty category remains complex due to the abundance of available products and the high volume of promotional messages circulating across digital platforms. A Snapcart survey reported that while 60% of Indonesian consumers express a preference for local cosmetic brands, their final choices remain susceptible to price promotions, influencer endorsements, and the credibility of online reviews (Yunianto, 2023). The rapid increase in cosmetic product notifications, rising from 61,201 in 2021 to 106,457 in 2023, reflects intensifying competition and greater informational pressure on consumers during the evaluation process (Scuderia, 2024). Prior studies indicate that social media marketing accounts for a substantial proportion of consumers' purchase intentions, with some estimates reaching 54% (Fitriana et al., 2024). Other research emphasizes the importance of customer engagement and influencer credibility, while also showing that traditional factors such as price and trust do not always exert a direct effect on purchasing outcomes (Ahza et al., 2024; Sulistyowati & Hwihanus, 2024).

From a theoretical perspective, consumer purchase decisions follow a structured process that includes need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation (Kotler et al., 2022). Recent empirical evidence highlights the growing role of social media during the information search and evaluation stages. Studies on halal cosmetics and skincare products show that influencer credibility, perceived trustworthiness, and online reviews shape consumers' purchase intentions (Al Gadri & Hutabarat, 2025). Other findings suggest that social media marketing primarily influences brand awareness and brand image, which subsequently affect purchase decisions rather than producing a direct effect (Rustandi et al., 2023). Conversely, research on local cosmetic brands indicates that social media marketing and electronic word of mouth can directly influence purchasing behavior (Nengsi & Sukati, 2024).

Although prior studies have examined social media marketing and consumer behavior, empirical research focusing specifically on Business Education students at Universitas Pendidikan Indonesia remains scarce. This group demonstrates distinctive characteristics related to information literacy, digital engagement, and evaluative capability, which may influence how social media marketing shapes their purchase decisions (Al Gadri & Hutabarat, 2025). Moreover, existing studies have paid limited attention to the combined role of informativeness and trend relevance in explaining purchase decisions within this segment. By addressing these gaps, the present

study investigates the effect of social media marketing on Emina purchase decisions among Business Education students at Universitas Pendidikan Indonesia.

METHOD

This study adopts a quantitative approach with a causal design to analyze the relationship between social media marketing and purchase decisions. Quantitative methods enable hypothesis testing through numerical data and statistical analysis (Hair et al., 2019). The causal framework aims to determine whether variations in social media marketing activities result in changes in purchase decisions (Sugiyono, 2019). In this study, social media marketing is treated as the independent variable and is conceptualized through three dimensions, namely entertainment, informativeness, and trendiness. Purchase decision serves as the dependent variable and is assessed using four indicators, including product choice, brand choice, timing of purchase, and place of purchase.

The study utilizes primary data collected through a structured questionnaire employing a Likert scale. Measurement items were developed based on established indicators for each construct, and reliability testing confirmed satisfactory internal consistency, with Cronbach’s Alpha values exceeding 0.70 across all variables. The research population consisted of 395 active Business Education students at Universitas Pendidikan Indonesia who had prior experience using Emina products. A purposive sampling technique was applied to select respondents who were familiar with Emina through social media and had previously purchased the brand. Based on the Slovin formula and practical considerations, the study obtained 80 valid responses, yielding an acceptable margin of error of approximately 10% for exploratory causal research (Sugiyono, 2019).

Data analysis was conducted using simple linear regression to evaluate the effect of social media marketing on purchase decisions. The regression model is expressed as:

$$Y = a + bX + e$$

where Y denotes purchase decision, X represents social media marketing, a refers to the constant, b indicates the regression coefficient, and e represents the error term. The analysis was performed using SPSS version 26.0 with a significance level set at $\alpha = 0.05$. The research model assumes a direct relationship between social media marketing and purchase decision.

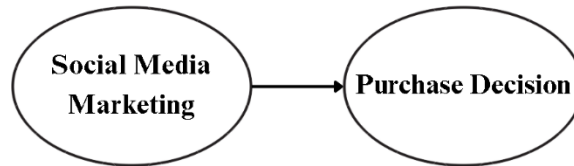


Figure 1. Research Model

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

Instrument reliability testing confirmed the consistency of the measurement scales. Cronbach’s Alpha values exceeded the recommended threshold of 0.70, indicating strong internal reliability for both social media marketing and purchase decision constructs (Taber, 2018). These results suggest that the questionnaire items consistently captured the underlying variables and supported subsequent statistical analysis (Hair et al., 2019).

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)

The analysis indicates a clear linkage between social media marketing and purchase decisions among Business Education students who use Emina products. The coefficient of determination suggests that social media marketing explains a substantial portion of the variability in purchase decisions, whereas the remaining variability reflects the influence of factors beyond the scope of the model. Furthermore, the F-test results demonstrate that the regression model achieves statistical significance, thereby reinforcing empirical support for the proposed relationship between social media marketing and purchase decisions.

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 results indicate a moderate to strong association between social media marketing and purchase decisions, as reflected by a correlation coefficient (R) of 0.627. The coefficient of determination (R^2) reaches 0.622, indicating that social media marketing accounts for 62.7% of the variance in purchase decisions. The remaining 37.3% of the variance is attributable to other factors not captured in the current model. These findings support the acceptance of hypothesis H_1 and the rejection of H_0 , confirming that social media marketing represents a statistically significant determinant of cosmetic purchase decisions among young consumers.

Following the assessment of relationship strength through correlation and explained variance, the analysis further evaluates the overall validity of the regression model. An analysis of variance (ANOVA) was applied to test whether social media marketing, as a single predictor, significantly explains differences in students' purchase decisions for Emina products. The ANOVA results are reported in Table 3.

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)

The ANOVA results indicate that the regression model is statistically significant, as shown by an F-value of 131.041 with a significance level below 0.05. This result confirms that social media marketing exerts a substantive influence on purchase decisions among Business Education students. The model therefore meets the criteria for goodness of fit and provides empirical support for the proposed hypothesis. These findings suggest that variations in students' purchase decisions do not occur by chance but are systematically linked to their exposure to social media marketing activities.

A closer examination of the social media marketing dimensions reveals that trendiness and informativeness exert stronger effects on purchase decisions than entertainment-oriented content. Students show a clear preference for social media content that offers current, relevant information and reflects prevailing beauty trends rather than content designed solely to entertain. This pattern aligns with the characteristics of digitally literate consumers who actively seek information and compare alternatives before committing to a purchase (Hassoun et al., 2023). The finding supports consumer behavior theory, which emphasizes that the information search and alternative evaluation stages play a critical role in shaping purchase decisions and are strongly influenced by digital content, online reviews, and influencer recommendations (Kotler et al., 2022). In the case of Emina, the use of influencers and trend-oriented content appears to strengthen brand preference and influence the timing of purchases.

The results further indicate that social media no longer serves merely as a promotional channel but functions as an important reference point in shaping perceptions of value, trust, and brand identity among young consumers. Students rely on social media to evaluate product credibility, assess brand relevance to current trends, and determine alignment with their personal values. Through this process, social media marketing supports preference formation and provides justification for purchasing decisions. These findings reinforce the view that younger consumers place greater value on informative and trend-aligned content, as such content enhances confidence and fosters a sense of personal connection with the brands they choose.

From a theoretical perspective, the strong relationship between social media marketing and purchase decisions can be explained through the digital marketing funnel framework (Chaffey & Chadwick, 2022). Repeated exposure to brand-related content strengthens emotional engagement and increases the likelihood of purchase conversion. Informativeness enhances perceived control over decision-making and reinforces trust in the brand, while trendiness supports social identification by positioning consumers within a shared user community. This mechanism aligns with the mere exposure effect, whereby repeated exposure to brand stimuli leads to more favorable evaluations over time (Zajonc, 1968). In this context, trendiness emerges as the most influential dimension, as it combines emotional appeal with strong social relevance.

The findings are consistent with prior studies showing that influencer-based promotion and content marketing on platforms such as TikTok significantly influence students' skincare purchase decisions (Nur Rahman & Aribowo, 2024). This influence primarily arises from content that reflects current trends and addresses audience needs. However, the results differ from those reported by Rustandi et al. (2023), who found that social media

marketing affects purchase decisions indirectly through brand awareness and brand image. The difference may be attributed to respondent characteristics, as the students in this study demonstrate high levels of social media exposure and digital engagement, allowing social media marketing to exert a more direct effect on their purchasing behavior.

From a scientific standpoint, this study contributes to the understanding of digital consumer behavior in Indonesia by highlighting that the effectiveness of social media marketing depends not only on exposure frequency but also on content quality. Relevance, clarity, and alignment with current trends play a decisive role in shaping purchase decisions. In the highly competitive beauty industry, digital communication strategies should prioritize value-based marketing that builds social relevance and brand credibility rather than focusing solely on promotional intensity. Theoretically, these findings extend the purchase decision model proposed by Kotler et al. (2022) by demonstrating that, in the creator economy era, information search and alternative evaluation increasingly occur through social media as the primary reference source for consumers.

CONCLUSION

This study demonstrates that social media marketing significantly influences Emina purchase decisions among Business Education students at Universitas Pendidikan Indonesia. Informativeness and trend relevance emerge as the most influential dimensions, indicating that young consumers prioritize content that supports informed evaluation and social relevance. The findings reinforce consumer behavior theory, which emphasizes the importance of information search and alternative evaluation in shaping purchase decisions (Kotler et al., 2022). Social media therefore acts not only as a promotional tool but also as a mechanism for building brand value, credibility, and identity. Cosmetic companies should prioritize content quality, accuracy, and relevance when designing digital marketing strategies. Future research may incorporate mediating variables such as brand trust or customer engagement to further explain the mechanisms underlying social media marketing effectiveness.

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