

Social Media Marketing and Brand Image on Repurchase Intention in Wardah Product

Pemasaran Media Sosial dan Citra Merek terhadap Minat Beli Ulang Produk Wardah

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ABSTRACT

The purpose of this study was to determine and analyze the effect of social media marketing and brand image on repurchase intention. marketing and brand image on repurchase Intention in wardah products at Makeup Holiq in Padang City. The research method used is non probability sampling, namely purposive sampling so that it is found is observation, questionnaire and literature. The data analysis techniques used are multiple linear regression analysis, t test, F test and coefficient of determination. Based on the results of tests carried out individually found social media marketing variables and the coefficient of determination. and the coefficient of determination. While the F results found that social media marketing and brand image together have a significant effect on repurchase Intention in wardah products in Padang city. While the coefficient of determination determination coefficient is found in the Adjusted R-Square value of 68.3% and the remaining 31.7% is explained by other variables not examined in this study.

Keywords: Social Media Marketing, Brand Image, Repurchase Intention

ABSTRAK

Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh pemasaran media sosial dan citra merek terhadap minat beli ulang produk wardah di Makeup Holiq di Kota Padang. Metode penelitian yang digunakan adalah non probability sampling yaitu purposive sampling sehingga ditemukan adalah observasi, angket dan kepustakaan. Teknik analisis data yang digunakan adalah analisis regresi linear berganda, uji t, uji F dan koefisien determinasi. Berdasarkan hasil uji F ditemukan bahwa pemasaran media sosial dan citra merek secara bersama-sama berpengaruh signifikan terhadap minat beli ulang produk wardah di kota Padang. Sementara nilai koefisien determinasi terdapat pada nilai Adjusted R-Square sebesar 68,3% dan sisanya 31,7% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Pemasaran Media Sosial, Citra Merek, Minat Beli Ulang

1. Introduction

Basically, social media can be considered as one of the communication media. In general, it is a medium used to socialize (relate, both personally, groups and others). Some terms that exist in social media among others are social network, SNS and communication network (Azmi et al., 2022). In general, social media and social networks use the same system, namely online media connected to the internet (Khoirunnisa & Astini, 2021). Social media is a network of people who are connected to each other without being limited by geographical boundaries, space, and even time with the aim of communicating with each other, sharing something, having an opinion, making friends, even in some cases to find a life partner (Suherman et al., 2021; Maskuroh et al., 2022). Marketing through social media is called social media marketing. Social media marketing is an online marketing effort by creating visibility, existence and presence of website on social media

networks such as facebook, Instagram, twitter, telegram, tiktok and as for those through online application used in marketing their products, namely shopee, Lazada, Tokopedia and bukalapak.

In short, social media marketing is a form of marketing that is used to create awareness, recognition, memory and even action for a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking on social media operation (Kotler and Keller, 2012). Based on the survey results from we are social media in 2022 in west sumatera, especially the city of Padang, there are 95,96%. Use of whatsapp media as social media in daily activities. This indicates that social media users in Padang city more often open whatsapp media than other media. This whatsapp media has experienced a significant increase to date. Padang city is one of including social media users who are active on social media as a communication tool and via information on wardah cosmetics product at makeupholic Padang.

Brand image is a consumer response to a brand based on the good and bad brands that consumers remember. Brand image is a belief that is formed in the minds of consumers about the object of the product they have felt. Brand image is capable of forming positive perceptions and consumer confidence in products or services that will strengthen brand loyalty, and can form a good image, appropriate and in accordance with consumer tastes for the products and services it produces. Image is a picture, likeness of the main impression or outline, even the shadow that someone has about something, therefore the image or image can be maintained (Keller, 2013).

Wardah is one of the most widely used products in Indonesian society. This is due to the guarantee of the halalness of its products because this product was developed by PT. Paragon Technology and Innovation, which is one of the largest companies in Indonesia is a company of one of the brands well-known products that have been guaranteed halal and quality, namely Wardah products. In addition, the perception of products that assume foreign cosmetics products and their good quality are often used by models or celebrities. This can be proven that this product is often used by models from outside and is often used at fashion show.

Repurchase Intention is a purchasing activity carried out on purchasing experiences that have been opened in the past. High repurchase Intention reflects the high level of satisfaction of consumers when deciding to adopt a product. According to Thamrin (2012), the following data shows some wardah products that are widely used in makeupholic Padang from October-December 2022, it can be seen that sales for wardah products at makeupholic level experienced sales of Rp. 624.000,- with number sold 75 pcs in the last three months of 2022 on the Intention in repurchasing wardah products at makeupholic Padang. Based on the the description above, the authors are Intentioned in conducting research on "The Effect of social media marketing and brand image on repurchase Intention in Wardah peoducts an Makeupholic Padang City"..

2. Methods

Research using quantitative research methods. Used in this study are quantitative research methods. The population in this study were all consumers who bought wardah products at Makeupholic Padang whose number were unknown. The technique with drawal or sampling is taken using the technique non probability sampling. Data anlysis technique is analysis descriptive, validity test, reliability test, multiple linear regression analysis, test partial significance (t test), simultaneous significance (F test), and coefficient of determination.

3. Results and Discussion

Bases on data analysis using the SPSS, the regression equation results are follows:

$$Y = 0,966 + 0,343X_1 + 0,683X_2 + e$$

The regression equation can be explained as follows:

1. From the variable regression equation above, it can be seen that the constant obtained is 0,966. This means that if the independent variable in the form of social media marketing and brand image is 0, then the purchase intention is 0,966. Wardah cosmetics at makeupholic Padang the value is 0,966 units
2. The regression coefficients of the social media marketing variable is 0,343. This means that if the other independent by one unit, then the Intention in repurchasing Wardah cosmetics products at makeupholic Padang has increased by 0,343 units
3. The regression coefficient of the brand image variable is 0,683. This means that if other independent variables are fixed and the brand image increases by one unit, then the Intention in repurchasing wardah cosmetics products will increase by 0,683 units

The effect of social media marketing variables on repurchase Intention

Based on the results of data analysis regarding social media marketing variable (X_1), it has a positive and significant effect on repurchase Intention in wardah cosmetics products at makeupholic Padang with the value of $t_{count} > t_{table}$ ($4,563 > 1,660$) and a significant value of $0,000 < 0,05$, then H_0 is rejected and H_1 is accepted. This influence can be seen from the indicators of online communities, interaction, sharing of content, accessibility, of these indicators that most influence the Intention in repurchasing wardah cosmeticts products at makeupholic Padang is the level of complete social media information about the latest products and trusted sources for consumers on Wardah cosmetic products, making it easier for consumers to repurchase.

The results of this study support previous research conducted by Metry Kurniasari and the fourth research conducted by (Kompayan Gede Sathya Narayana and Gede Bayu Rahanatha, 2018) entitled "The role of brand image mediates social media marketing on purchasing decision". The results of this study found that social media marketing has a positive and significant effect on brand image. Social media marketing has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect to purchasing decisions. Brand image is a mediating variable for the influences between social media marketing on purchasing decisions for Denara Bali consumers in Denpasar City.

The influence of brand image variables on repurchase Intention

Based on the results of data analysis regarding the brand image variable (X_2) has a positive and significant effect on repurchase Intention in Wardah comestics products at makeupholics Padang with $t_{count} > t_{table}$ ($6,328 > 1,660$) and a significant value of $0,000 < 0,05$, then H_0 is rejected and H_2 is accepted. Based the results, it can be positively and significantly on the Intention in repurchasing wardah cosmetics product at makeupholic Padang. This influence can be seen from the indicators of strength, uniqueness, brand ability to be easily remembered, of these indicators that most influence the interet in repurchasing wardah product in Padang is the quality of brands that are very strong in sharing beauty products and meeting basic needs for women's beauty, so consumers always make repurchase Intention because of the quality of wardah cosmetics product at makeupholic Padang.

The results of the study support the research supports previous research conducted by Yemima Marvell Geraldine and Ari Susanti from Universitas Ilmu Ekonomi Surakarta be thesis entitled "The effect of brand product quality, social media and price on consumer purchase Intention in Wardah Brand Products". The results of this study indicate that brand image has no significant effect on consumer buying Intention in wardah brand products, then product quality has a significant effect on consumer buying Intention in wardah brand products, then social media has a positive effect on consumer buying Intention in wardah brands and the last is the price has a good effect on consumer buying Intention.

The influence of social media marketing variables and brand image on repurchase Intention

Based on the results of testing simultaneously using the F test, it is proven that variables of social media marketing and brand image together consumers buy wardah cosmetics product in Padang city is because they get information from their friends or relatives who buy wardah cosmetics products because of the large variety of product choices and fulfill their facial care needs.

The results of this study support previous research conducted by Kennycoyo Jonathan Mangido Asi and Imanuddin Hasbi (Telkom University) in a theis entitled "The influence of social media marketing and brand image on consumer buying Intention in the Bukalapak Application". The results of this study are based on descriptive analysis for social media variables in a good category with a percentage of 83,77%, brand image variables are in a percentage of 82,1 %, buying Intention variables are in a good category with a percentage of 82,42% based on the results of the analysis

4. Conclusions

Based on results of the research and discussion that has been carried out, the following conclusion can be drawn:

1. Social media marketing variables have a positive and significant effect on repurchase Intention in wardah products at makeupholic Padang
2. The brand image variable has a positive and significant effect on repurchase Intention in wardah cosmetics at makeupholic Padang
3. Social media marketing and brand image variables together have a positive and significant effect on repurchase Intention in wardah cosmetics products at makeupholic Padang
4. The adjusted R Square value is 0,683, meaning that the ability of the independent variables to explain the dependent variable is 6,83% and the rest is explained by other variables not discussed in this study.

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