



## THE INFLUENCE OF SOCIAL MEDIA COMMUNICATION, PRODUCT QUALITY, AND PROMOTION ON PURCHASE INTENTION

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**Abstract:** In the last 10 years, Indonesia's beauty and personal care industry grew around 12%, with a market value of 33 trillion Rupiah in 2016. The business in Indonesia is predicted to experience the largest growth compared to other countries in Southeast Asia. This raises interest in analyzing the factors influencing consumer purchase intention in body care products. The purpose of this study was to analyze the influence of social media communication, product quality, and promotion on purchase intention. The data collection method is a survey method with questionnaires. The sample size was 105 respondents. Multiple linear regression analysis techniques were used to test the influence of the independent variable on the dependent variable. The study's results found that social media communication, product quality, and promotion positively and significantly influence purchase intention. The brand needs to build good relationships with consumers through social media to encourage purchase intention. In terms of quality, the brand should be able to create a unique and distinctive quality that consumers can accept. In the promotion aspect, the brand should show a responsible attitude when complaints occur, such as providing a money-back guarantee.

**Keywords:** Product Quality; Promotion; Purchase Intention; Social Media Communication

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### INTRODUCTION

The era of globalization is a challenge that must be faced with careful preparation by the company. Companies must be prepared as well as possible not to be crushed by world globalization. In developing their business, firms must be more creative and innovative. Profit is the main focus of entrepreneurship because, without profit, a company will not be able to survive. In the last 10 years, Indonesia's beauty and personal care industry grew by around 12%, with a market value of 33 trillion Rupiah in 2016. The business is predicted to experience the largest growth in Indonesia compared to other countries in Southeast Asia (Majalah Kartini, 2017). The national cosmetic industry recorded an increase of 20%, or four times the national economic growth in 2017. This double-digit growth increase was driven by large demand from the domestic and export markets as people began to pay attention to personal care products as a primary need, especially for women, adults, and millennials. Currently, various businesses provide personal care products, one of which is the brand Mooika.

In meeting market demand, Mooika focuses on body care products that can solve the problems experienced by consumers. At the beginning of 2018, Mooika revenue exceeded the target by 102% due to high consumer demand for body care products. However, in 2019 revenue fell to 74%, and in 2020 it fell again to 73%. This indicates a problem in consumer purchase intention for Mooika's products. For this reason, the authors are interested in examining the factors influencing consumer purchase intention in Mooika products.

Purchase intention is customer behavior that responds positively to the quality of a company's products or services and intends to buy back the company's products. Purchase intention is the stage of the respondent's tendency to act before the buying



decision is implemented. It can be concluded that purchase intention is one of the planning processes for purchasing a product or service that consumers will carry out by considering several things. Purchase intention can be measured through the following indicators: transactional intention, referential intention, preferential intention, and exploratory intention (Wicaksono, 2017). From the literature review, one of the factors that influence purchase intention is social media communication.

Social media communication is an activity or activity of communicating and providing product information using social media such as Instagram. Social media can also make it easier for entrepreneurs to explain and display product reviews and information. Currently, social media users continue to increase every year. Several previous studies have proven that social media has a positive and significant influence on purchase intention, as found by (Ariesandy & Zuliestiana, 2019), (Irawan, 2020), (Hartiani, 2020), (Arianto & Difa, 2020), (Setiawan, 2020). There are four indicators to measure social media communication (Hauner & Syahbani, 2017), namely: 1) Context is how we create a message that uses language that is easy to understand, 2) Communication is how the message or information that has been made can be heard, responded to and grown in various ways that make the user feel comfortable, and the message is conveyed well 3) Collaboration is a cooperation between users to make things better, 4) Connection is a way of maintaining relationships that have been established to become a better relationship.

In addition to social media communication, product quality also influences consumer purchase intention. Product quality is the ability of a product to perform its functions, including overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes (Kotler & Armstrong, 2012). Several previous studies have proven that product quality has a positive and significant influence on purchase intention, as found by (Ariesandy & Zuliestiana, 2019), (Irawan, 2020), (Hartiani, 2020), (Arianto & Difa, 2020), (Setiawan, 2020). (Garvin, 2016) mentioned the dimensions of product quality: performance, product features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality.

The third factor that influences consumer purchase intention is promotion. The promotion aspect is the main thing in running a business. Promotion is communication between buyers and sellers. Several previous studies have proven that promotion has a positive and significant influence on purchase intention, as found by (Nova et al., 2021), (Hartiani, 2020), (Gunawan & Susanti, 2019), (Kuspriyono, 2017), (Sigalingging & Medicom, 2021). Promotion is measured using three indicators: informing consumers about the product, persuading consumers to try the product, and reminding consumers about the offering.

Purchase intention is important amid intense competition to gain customer trust, so they continue to buy the products. Based on this background, the authors are interested in analyzing consumer purchase intention by examining the influence of social media communication, product quality, and promotion.

## METHODS

This research was conducted at Mooika's body care business in Denpasar, Bali. The population in this study were all customers who purchased Mooika body care. According to Sugiyono (2018), the determination of the number of representative samples is the number of indicators multiplied by 5 to 10. In this study, there are 21 indicators, so the number of samples used is 5 x 21 the number of indicators, hence becoming 105 respondents. The sampling technique used is accidental sampling, that is, anyone who happens to meet the researcher can be used as a sample if it is



considered suitable as a data source. The data collection method used in this study was a questionnaire survey method. Each statement item is measured on a Likert scale, using five numbers from 1 (strongly disagree) to 5 (strongly agree). The data analysis technique used in this study is a multiple linear regression analysis method. Multiple linear regression analysis measures independent variables' influence on dependent variables (Sugiyono, 2018).

## RESULTS AND DISCUSSION

### Validity Test

The validity test results are shown in Table 1, which shows that all the correlation coefficients of the tested variable indicators are greater than 0.30. These results indicate that all indicators of this study proved valid.

**Table 1. Validity Test**

Variable	Instrument	Pearson Correlation	Remark
Social Media (X <sub>1</sub> )	Content on Instagram creates a sense of satisfaction	0.796	Valid
	Consumers are always waiting for the latest information on Instagram	0.660	Valid
	Consumers trust the information shared on Instagram	0.374	Valid
	Consumers feel a good relationship with Mooika through social media	0.437	Valid
	Mooika interacts well with consumers through social media	0.718	Valid
	Mooika interacts well with consumers after consumers make product purchases	0.578	Valid
	Products provide benefits	0.718	Valid
Product Quality (X <sub>2</sub> )	Products have a fairly long expiration date and do not affect the quality	0.573	Valid
	Consumers get products that match their expectations	0.559	Valid
	Products provide added value and different features compared to other products	0.762	Valid
	Products do not disappoint	0.686	Valid
	Attractive product packaging	0.574	Valid
	Consumers feel satisfied after using the products	0.631	Valid
	Mooika advertises intensively on various social media	0.732	Valid
Promotion (X <sub>3</sub> )	Mooika's communication approach can attract consumers to buy the products	0.593	Valid
	Mooika often provides promotions by giving discounts or giving free products to consumers	0.770	Valid
	Mooika provides clarification or explanation if there are consumer complaints	0.774	Valid
Purchase Intention (Y)	Consumers are interested in buying Mooika products	0.765	Valid
	Consumers are willing to refer Mooika products to others	0.849	Valid
	Consumers prefer to use Mooika products compared to similar products from other brands	0.775	Valid
	Consumers are always looking for information about Mooika products	0.822	Valid

Source: Data that has been processed by the author (2022)



### Reliability Test

The reliability test results in Table 2 show that each variable's Cronbach's Alpha value is greater than 0.60. This shows that all variables have good reliability.

**Table 2. Reliability Test**

Variable	Cronbach's Alpha	Information
Social Media (X <sub>1</sub> )	0.614	Reliable
Product Quality (X <sub>2</sub> )	0.744	Reliable
Promotion (X <sub>3</sub> )	0.687	Reliable
Purchase Intention (Y)	0.813	Reliable

Source: Data that has been processed by the author (2022)

Table 2 shows that Cronbach's Alpha value of social media variables is 0.614, product quality is 0.744, promotion is 0.687, and purchase intention is 0.813. The reliability results show that Cronbach's Alpha of all research variables is worth more than 0.6. Based on these results, it can be concluded that the instrument used in this study is reliable or trustworthy.

### Coefficient Determination Analysis

**Table 3. Adjusted R-Square**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.565	.553	.45792

a. Predictors: (Constant), Promotion, Social\_Media, Product\_Quality

Source: Data that has been processed by the author (2022)

The Adjusted R-Square value of this regression model is 0.553, which means that social media, product quality, and promotion explain 55.3 percent of the variation in purchase intention, and the remaining 44.7 percent is explained by other variables not included in the model.

### F-Test

**Table 4. F-Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	27.560	3	9.187	43.810	.000 <sup>b</sup>
	Residual	21.179	101	.210		
	Total	48.739	104			

a. Dependent Variable: Purchase\_Intention

b. Predictors: (Constant), Promotion, Social\_Media, Product\_Quality

Source: Data that has been processed by the author (2022)

The magnitude of  $F_{table} = F(\alpha, df1/df2)$  therefore the value sought is  $F(0,05,3/101)$ . Based on the distribution the value of  $F_{table} = 2.69$ . Based on the  $T_{table}$  the  $F_{count}$  value is 43,810 with a significance value of 0.000.  $F_{count} > F_{table} = 43,810 > 2.69$  then  $H_0$  is rejected and  $H_a$  is accepted. The results of this F-test indicate that with an error rate of 5 percent and a confidence level of 95 percent, there is a simultaneous significant effect of social media (X<sub>1</sub>), product quality (X<sub>2</sub>), and promotion (X<sub>3</sub>) on purchase intention (Y).



## T-Test

**Table 5. T-Test Results**

Model	T	Sig.
1 (Constant)	.301	.764
Social_Media	7.860	.000
Product_Quality	2.312	.023
Promotion	4.281	.000

a. Dependent Variable: Purchase\_Intention

Source: Data that has been processed by the author (2022)

The amount of  $T_{table} = t(\alpha, df)$  therefore, the value sought is  $t(0,05,101)$ . The value of the  $T_{table} = 1.660$ . Based on the table, the  $T_{count}$  value of social media is 7,860 ( $X_1$ ) greater than  $T_{table} 1.660$  and shows a significant value  $< = 0.000 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. This shows that social media has a positive and significant effect on purchase intention with an error rate of 5 percent, and 95 percent confidence. The  $T_{count}$  of product quality is 2,312 ( $X_2$ ) greater than the  $T_{table}$  of 1,660 and shows a significant value  $< = 0.023 < 0.05$  then  $H_0$  is rejected and  $H_2$  is accepted. This shows that product quality has a positive and significant effect on purchase intention with an error rate of 5 percent, and 95 percent confidence. The  $T_{count}$  value of the promotion is 4.281 greater than  $T_{table} 1.660$  and shows a significant value  $< = 0.000 < 0.05$  then  $H_0$  is rejected and  $H_3$  is accepted. This shows that promotion has a positive and significant effect on purchase intention at Mooika with an error rate of 5 percent, and 95 percent confidence.

## Multiple Linear Regression Analysis

**Table 6. Results of Regression Analysis**

Model	Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
	Unstandardized Coefficients B	Std. Error			
1(Constant)	.096	.319		.301	.764
Social media	.817	.104	.627	7.860	.000
Product Quality	.249	.108	.193	2.312	.023
Promotion	.401	.094	.349	4.281	.000

a. Dependent Variable: Purchase Intention

Source: Data that has been processed by the author (2022)

Social Media Communication ( $X_1$ ) = 0.627, indicating that the regression coefficient of social media ( $X_1$ ) is positive, meaning that if social media is well-executed, it will encourage purchase intention.

Product quality ( $X_2$ ) = 0.193, indicating that the regression coefficient of product quality ( $X_2$ ) is positive, meaning that better product quality will increase purchase intention.

Promotion ( $X_3$ ) = 0.349, indicating that the regression coefficient of promotion ( $X_3$ ) is positive, meaning that if the promotion is more intensively carried out, it will encourage an increase in purchase intention. Social media communication has the largest regression coefficient value among other variables, so it can be concluded that social media has a more dominant influence on purchase intention than other variables in the model.



### **The Influence of Social Media Communication on Purchase Intention**

The better the management and use of social media to provide product information, the higher consumers' purchase intention. The results of this study are in line with research conducted by (Nurfitriani, 2017), (Astutik, 2018), (Susilawati & Purwanto, 2015), (Fidyah, 2017), (Melliana, 2018) and (Ariesandy & Zuliestiana, 2019) which state that social media communication has a significant impact on purchase intention. Aspects that need to be considered in increasing the influence of social media are ensuring that information and content uploaded through Instagram creates a sense of satisfaction for consumers, designing communication strategies so that consumers always look forward to the latest information on Instagram, and communicating with honesty so that consumers believe in the information uploaded on Instagram, establishing good relationships with consumers through social media, interacting well with consumers through social media both before and after consumers buy the products.

### **The Influence of Product Quality on Purchase Intention**

The results of this study are in line with research conducted by (Robustin & Fauziah, 2019), (Fitriana et al., 2019), (Ristanti & Iriani, 2020), (Harjati & Sabu, 2014) which stated that product quality had a significant positive effect on purchase intention. This shows that the better the product quality, the higher consumers' purchase intention. Aspects that need to be considered in improving product quality are ensuring that the product provides benefits, the product has a fairly long expiration date and does not affect the quality, the product meets consumer expectations, the product provides added value and features compared to other products, the product does not disappoint consumers, the product has attractive appearance, and ensure customer satisfaction after using the product.

### **The Influence of Promotion on Purchase Intention**

The results of this study are in line with research conducted by (Rahayu, 2019), (Irawan, 2020), (Hartiani, 2020), (Setiawan, 2020), and (Zahari & Evanita, 2018), which state that promotion has a positive and significant effect on consumer purchase intention. The higher the intensity of promotions, the higher consumers' purchase intention. Aspects that need to be considered in intensifying promotion are advertising intensively on various social media, using a communication approach that can attract consumers to buy products, providing discounts or giving free products to consumers, and providing clarification if there are consumer complaints.

## **CONCLUSION**

During the increasingly fierce competition in the cosmetics industry, understanding the factors driving consumer purchase intention is an important key to maintaining the sustainability and existence of the company. This study analyses the factors that encourage consumer purchase intention in body care products. The study found that social media communication, product quality, and promotion positively and significantly affect purchase intention.

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