

THE ANTECEDENTS OF PURCHASING DECISION OF COSMETIC PRODUCTS OF LIZZIE PARRA BEAUTY IN SOCIAL MEDIA

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ABSTRACT

This study aims to examine the effect of social media use, brand image, and sales promotion on purchasing decisions for cosmetic products by Lizzie Parra Beauty. This study uses a quantitative method with an analytic survey approach. The data collection technique was carried out by distributing questionnaires online to 100 followers of the Instagram By Lizzie Parra Beauty account. The sampling technique was purposive sampling, in which Instagram followers who actively gave responses in the form of likes and comments. Data analysis used multiple linear regression on all research variables. The results showed that the use of social media and sales promotion had a significant influence on purchasing decisions. Meanwhile, brand image partially does not have a significant effect on purchasing decisions for cosmetic products by Lizzie Parra Beauty. But overall, both social media, brand image, and sales promotion simultaneously influence the purchasing decision of By Lizzie Parra Beauty cosmetic products. Thus, to increase cosmetic purchasing decisions, a company can use social media, build a brand image, and increase sales promotions.

Keywords: *Social Media, Brand Image, Sales Promotion, Purchasing Decision, Marketing*

1. INTRODUCTION

In the modern era, cosmetics are part of daily needs demanded by the community, especially women who would like to make themselves beautiful and attractive. Besides, cosmetics have a significantly important role in increasing confidence, so it is not surprising if cosmetic products are now considered to be a primary need and a necessity which continues increasing yearly [1]. This condition make market demand for cosmetics is high and continues to increase every year. Based on data from the Ministry of Industry in 2018, the local cosmetics industry Indonesia grew by 6.35% and rose to 7.36% in the first quarter of 2018 and continued to grow alongside the increasing needs and consumer interests. Data from the Indonesia Import-Export Profession Association (APREISINDO) shows that beauty products recorded at BPOM have now reached 36,642 products, 14,658 of which are of local products.

The large number of cosmetic industries causes increasingly fierce competition between the cosmetic industry. This makes the industry compete to win the competition by implementing various marketing strategies. The development of technology creates a paradigm in marketing. Social

media marketing of companies and brands has built a new scenario for fashion and beauty in the online world. The communication strategy in marketing using social media that is implemented by brands reflects a paradigm shift that now rests on new practices for interacting with the public along with the adoption of new forms of communication [2]. The most widely used social media marketing tool is Instagram.

Instagram is an application that allows users to be able to communicate with other users through photos and/or videos and other features such as direct message, comment, likes, etc. Instagram is the most popular social media used both on mobile and web platforms, which makes people interact with each other nationally and globally. Instagram is able to gather people from all over the world. Instagram made the fashion for sharing images online and interacting so that Instagram turned into a new marketing tool in social media marketing. Social media marketing is widely used by small and large businesses around the world because of its wide and targeted reach [3]. Aside from being an application as a means of communication, Instagram currently has been widely used by online businesses to make it easier to market their products due to its easiness to disseminate information which can be done by

everybody, everywhere using smartphones. However, Yaputra [4] in the research stated that social media marketing did not significantly influence purchase decisions.

Instagram has become a medium to communicate between business and consumers. Nevertheless, competition among similar businesses to win the strategy market still occurs. A strategy perceived to have a significant impact on brand strengthening is the brand strategy. Brand can become an element which makes one product is distinguishable among similar products. A well-established brand is most likely to gain more attention by the public. Improving product quality also attracts attention and is able to create a positive image for consumers. Once gaining positive image, the value of the brand increases as a result of the perception that arises and the interest in purchasing products, even a willingness to splurge in order to obtain the desired product. To achieve this goal, a business must create a well-established brand image.

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes comprising beliefs and preferences towards a brand. According to Setiadi [5], brand image refers to the memory scheme of a brand, which contains the interpretations of the consumers of the attributes, strengths, uses, situations, users, and characteristics of marketers and/or the characteristics of the product/brand. Brand image is what consumers think and feel when hearing or seeing a brand name. Brand image is an impression in the minds of consumers about a brand that it is formed by consumer about brand message and experience, resulting in images that are in mind of consumer [6]. Brand image has a positive and significant impact on purchase decision. That is, the higher the brand image in the consumer's mind the higher the consumer purchase decision [7]. However, Lalujan [8] reported that brand image was not significantly effect on purchase decision.

Although Instagram and a well-established brand image have an important role in product sales, implementing strategies can also increase the interest of consumers to purchase products. Kotler [6] states that sales promotion is a collection of incentive tools, most of which are short-term, designed to stimulate the purchase of certain products or services more quickly by consumers. If a brand offering discount coupons is a reason for them to buy it, discount coupons allow them to buy more of the same product. Discount coupons also make consumers buy products earlier than planned and compared to most

people. Consumers are more likely to buy brands that offer discount coupons. It also shows that coupon discounts as a tool for sales promotion activities have a significant effect on consumer purchasing decisions [9]. Different results reported by the study of Oktaria [10] that sales promotion has negative and insignificant effect on purchase decision.

Cosmetic brand BLP (By Lizzie Parra) is one of the pioneers of a local cosmetic brand by one of the well-known beauty bloggers in Indonesia Lizzie Parra who is also active on Instagram. BLP has won several awards namely, Popbela Beauty Awards 2019 for the Best Brow Product (www.popbela.com, 2019) and Popbela Beauty Awards 2018 for the Best Lips Product (www.popbela.com, 2018). Such achievements and product innovations make BLP one of the local cosmetic brands that are in great demand. In addition to actively using Instagram as a sales and communication medium with its followers, BLP also builds an official store designed with a homey concept, so that visitors feel comfortable when shopping. There, they can see the product directly and try the product prior to purchasing. Such an experience perceived by visitors when coming in store can improve purchasing decisions of the products.

The results of research related to the influence of social media marketing, brand image and sales promotion with purchase decisions are inconsistent. Based on the above description, the researcher aims to determine the influence of social media Instagram of BLP Beauty, brand image, and sales promotion on purchasing decisions for cosmetic products of By Lizzie Parra Beauty by its Instagram followers.

2. LITERATURE REVIEWS

There has been a lot of research on the factors that influence purchasing decisions, in various types of products. previous researchers used a variety of variables in their research. The references cited in this paper, both from books and journals, all discuss consumer behavior, purchases, use of social media, and relevant sources.

The criteria for analyzing the literature review used by the author is to test the concepts from previous studies in the context of purchasing decisions for local cosmetic products. Therefore, the authors do not show the variable differences explicitly with previous studies.

2.1 Previous Research

According to a study by Oladepo and Abimbola [11] entitled “*The Influence of Brand Image and Promotional Mix on Consumer Buying Decision: A Study of Beverage Consumers in Lagos State, Nigeria*” using the quantitative method, the result indicates that brand image, advertisements, sales promotion, and personal sales simultaneously have a significant influence on consumer purchasing decisions at the 0.01 level (2-tailed).

A study by Neha and Manoj [12] in the *Research Journal of Management Sciences* entitled “*Impact of Sales Promotion Tools on Consumer’s Purchase Decision Towards White Good (Refrigerator) At Durg And Bhilai Region of CG, India*” using the quantitative method shows that sales promotion plays an important role in consumer purchasing decisions. Businesses must be active and focused to stimulate purchasing decisions from consumers. In addition, the study uses Multiple Regression Analysis with 109 respondents and is measured using a 5-point Likert’s rating scale.

A study by Florez and Escobar [13] entitled “*Influence of social networks on the purchase decisions of university students*” using the quantitative method aiming to find studies on social networks and their interactions with the marketing process shows it is important to identify factors and variables potentially influence the intention to use social networks which then leads consumers to make product purchase.

A journal article by K'ombwayo and Iravo [11] in the *International Journal of Scientific and Research Publications* entitled “*The Influence of Consumer Sales Promotion on Buying Behavior of Three-Wheeled Vehicles in Nairobi*” using the quantitative method indicates that there is a significant relationship between sales promotion with consumer buying behavior. The result of the multiple regression test shows that each attempt such as free sample, free gift, display, and discounts has an influence of 22.8% on purchasing behavior.

The last journal article from the *Journal of International Business Research and Marketing* entitled “*The Impact of Social Media on Consumer Buying Intention*” by Pütter [14] using the quantitative method in assessing the impact of social media on branding and marketing approach literature review on the use of social media and brand perception can help identify strategies to be used to increase consumer engagement through social media. The difference between the journal article and this study is that the journal article examines the

effect of 5 advantages of social media on buying interest in the Jordania Airline company. The respondent is travelers residing in Amman, aged above 18 years old; also, T-test and F-test were not conducted in the journal article.

2.2 Theory of Reasoned Action

To determine consumer behavior in making purchasing decisions, the researcher refers to several theories as a reference. The first theory used is the Theory of Reasoned Action (TRA) first introduced by Martin Fishbein and Ajzen in Morissan [15]. This theory suggests that actions or behavior occur due to the intention which is the result of attitude. The important concept of this theory is salience which means to consider something that is considered to be important. Intention is determined by subjective attitudes and norms [16].

Ajzen [17, 18] adds that attitude influences behavior through a careful and reasoned decision-making process. The impacts include:

1. Behavior is not determined by general attitude but by a specific attitude towards something.
2. Behavior is not only influenced by attitude but also by objective norms (subjective norms), namely our belief in what others want us to do.
3. Attitude towards a behavior together with subjective norms forms an intention to behave in a certain way.

Intention is a function of two basic determinants, namely individual attitude towards behavior (a personal aspect) and individual perception of social pressure whether or not to do certain behavior called subjective norms [16]. It can be concluded that behavior based on the Theory of Reasoned Action (TRA) is influenced by intention, while intention is influenced by attitude and subjective norms. Attitude is influenced by beliefs in past actions. Subjective norms are influenced by beliefs in the opinions of others and motivation to obey those opinions. Intention of someone to do certain actions is determined by the attitude towards the action and belief in how others want them to act and when the action is seen as positive.

2.3 Attitude Theory

The second theory is the attitude theory. Attitude is a concept that is widely used in academic purposes, as well as in everyday use. The concept of attitude aims to explain consistency in individual behavior in a variety of situations, so that many

studies from different disciplinary backgrounds aim to develop a relationship between attitude and behavior [19]. There are four reasons that encourage people to have an attitude [19], namely:

1. Attitude helps organize and simplify complex human environment, so humans can understand their environment better.
2. Attitude can help people protect their self-esteem when there are disliked statements or opinions because attitude tends to direct people to gather and support one another with those who share perspective as themselves.
3. Attitude makes the environment more predictable as the attitude can provoke a repetitive reaction based on past experience. In other words, attitude can make people more easily react to the environment without having to think every time they react.
4. Attitude can help human express personalities and fundamental values they uphold.

2.4 Social Media

A study by Florez and Escobar [13] entitled “*Influence of social networks on the purchase decisions of university students*” using the quantitative method aiming to find studies on social networks and their interactions with the marketing process shows it is important to identify factors and variables potentially influence the intention to use social networks which then leads consumers to make product purchase.

A journal article from the *Journal of International Business Research and Marketing* entitled “*The Impact of Social Media on Consumer Buying Intention*” by Pütter [14] using the quantitative method in assessing the impact of social media on branding and marketing approach literature review on the use of social media and brand perception can help identify strategies to be used to increase consumer engagement through social media. The difference between the journal article and this study is that the journal article examines the effect of 5 advantages of social media on buying interest in the Jordania Airline company. The respondent is travelers residing in Amman, aged above 18 years old; also, T-test and F-test were not conducted in the journal article. Besides theories, there are several conceptual foundations that are used like new media concepts. The study of new media has gained a place as a branch of communication theory which also refers to the claim that the traditional media environment has been challenged not only by technological innovation, but also at an ecological

level, which consists of substantial, qualitative changes rather than incremental development into the media environment [19].

The essence of new media is the birth of a new medium in the world of communication and ontological studies related to the internet and the development of the medium. Technological advances have produced a variety of media, one of which is social media which have the most rapid development and will continue to grow. Social media allows users to virtually interact with each other, communicate, work together, share, and form social bonds wherever and whenever. Some experts who have examined the development of the internet state that social media on the internet is an overview of what happens in the real world, such as plagiarism [20].

Social media, according to Kotler and Keller [6], is a means to share text, image, video, and audio information with one another and with companies and vice versa. Meanwhile, Mayfield [21] defines social media as a medium which makes it easy for users to participate, share, and create roles, especially blogs, social networks, wikis/online encyclopedias, virtual forums, including virtual worlds (with avatars/3D characters). Furthermore, Atmoko [22] adds that even though Instagram is called as a place to exchange pictures, it is also included in the category of social media because the platform allows users to interact with other users.

2.5 Brand Image

Based on the idea of Kotler and Keller [6], brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet the psychological or social needs of customers. Brand image is an impression in the minds of consumers about a brand that it is formed by consumer about brand message and experience, resulting in images that are in mind of consumer. According Aaker [23], brand image is a unique set of associations that marketers want to create or nurture. The associations state what the brand is and what it promises to consumers. Schiffman and Kanuk [24] define that brand image is a collection of associations about a brand that is stored in the mind or consumer memory. Brand image (brand image) and a good product will encourage prospective buyers to purchase such products rather than buying the same products with other brands.

2.6 Sales Promotion

Kotler and Keller [6] define sales promotions as direct inducements that offer extra value or

incentives for a product to salespeople, distributors, and end consumers with the main objective of creating direct sales. It is a key element in a marketing campaign, which consists of a set of mostly short-term incentive tools aimed at stimulating the faster purchase of a particular product or service by consumers or commerce. Sales promotion is stated to be an effective tool and has a direct positive impact on the client's intention to buy. If an organization effectively chooses a sales promotion technique, it can increase orders and sales efficiency [25].

Sales promotion exists because with a sales promotion there is a trade agreement that can help coordinate activities in the marketing channel, maximize profits for all companies and is used as a competitive tool to attract market share from competitors, protect own market share, or to prevent competitors from gaining market share significant. Sales promotion can also be used to differentiate prices from several consumers and can increase the overall profitability of the company [26].

3. RESEARCH METHODOLOGY

3.1 Research Methods

This study used quantitative method with an analytic survey approach. The population of this study is the Instagram users who follow the By Lizzie Parra Beauty account during research time interval from July to September 2019 that amounted to 229,000 followers with a sample of 100 samples obtained through purposive sampling. Samples were selected from followers of the By Lizzie Parra Beauty account who were active in providing responses as likes and comments on the account.

Data collection techniques used include questionnaires and observations. The data are processed using SPSS version 22. The tests conducted for the processed data begins with validity test, reliability test, normality test, multiple regression test. The basic decision making is based on significance value. This study uses a degree of confidence of 95%, and an error rate of $\alpha = 5\%$ (0.05).

3.2 Hypothesis

In this study, the hypothesis used to test the data is as follows.

3.2.1 Hypothesis 1

Social media can influence the buying behavior of any service or product. Social media influences how

consumers behave during different stages of the purchasing decision-making process. Social media changes the way consumers behave in consuming a product. The existence of social media makes consumers immediately look for information on Social Media about products that are interested in buying. Consumers can recognize new needs in social media, enabling consumers to share content and ideas together, write recommendations, reviews and opinions about company performance and to inform about the good or bad experiences of products purchased to a wider audience [27]. The influence of Social Media on purchasing behavior is very strong at the information seeking stage, and at the purchasing decision stage. Consumers are very selective in choosing information before a purchase is made. Through social media, consumers can search for information and provide judgments about products or services which are important determinants of the information consumers are looking for, which in turn affects the level of acceptance of information [28]. Social media is most widely used as a source of information for perceived convenience, effectiveness and credibility. Social media is stated to influence the purchase decision process [29]. Sharma and Rehman [30] found that positive or negative information about a product or brand available on social media has a significant overall effect on consumer purchasing behavior. Meanwhile, Themba and Mulala [31] report that eWOM through social media is associated with a brand significantly and positively influences purchasing decisions.

H1: Social media usage has significant effect on purchasing decisions.

3.2.2 Hypothesis 2

Brand image is a concept that consumers create for subjective reasons and personal emotions. Brand image has a positive and significant effect on consumer purchasing decisions. This means that the better the brand image that has been made by the company, the more consumer purchasing decisions will increase [32].

Purchasing decisions are a person's behavior or actions to buy or use a product in the form of goods or services which so far are believed to satisfy him and his willingness to risk that may arise. Purchasing decisions can be made by considering the experience and brand image of a product that consumers believe in. Brand image has an important role as a consumer's consideration in making a product purchase decision. Consumers will pay attention to the brand image before making a purchase [7].

Companies can position the brand through various branding strategies that ultimately consumers can give meaning to the brand [33].

Brand image influencing consumer purchasing decisions is a tool to attract customers and the brand remains in the minds of consumers. This illustrates that brand image plays an important role in changing people's purchasing behavior [7, 34]. Brand image has a positive and significant effect on purchasing decisions. This means that the higher the brand image, the higher the level of purchasing decisions that will continue [33, 35].

H2: Brand image has significant effect on purchasing decisions.

3.2.3 Hypothesis 3

Sales promotion stimulates customer purchasing and distributor efficiency through marketing activities. Sales promotions provide incentives for consumers to buy certain products, and these incentives are different from the incentives provided by advertisements with respect to reasons for buying that particular product. Sales promotion aims to attract new customers, retain existing customers who are considering switching brands and provide incentives to customers who will use competitors' products. Sales promotions vary depending on the situation and need, and have a direct impact on product purchases [36].

Sales promotion is used to attract consumers to products and they end up making impulsive purchases as a result of the power of sales promotion tools. Sales promotion tools (price discount, coupon discount, buy-one and get-one free and free sample) have a significant relationship with consumer purchasing decisions [7]. Oladepo and Abimbola [37]; Neha and Manoj [12] and K'ombwayo and Iravo [11] reported that there is a significant relationship between sales promotion with consumer purchase decision.

H3: Sales promotion has significant effect on purchasing decisions.

3.2.4 Hypothesis 3

Consumers can recognize new needs in social media, enabling consumers to share content and ideas together, write recommendations, reviews and opinions about company performance and to inform about the good or bad experiences of products purchased to a wider audience [27]. The influence of Social Media on purchasing behavior is very strong at the information seeking stage, and at the purchasing decision stage. Consumers are very

selective in choosing information before a purchase is made. Through social media, consumers can search for information and provide judgments about products or services which are important determinants of the information consumers are looking for, which in turn affects the level of acceptance of information [28].

Brand image has an important role as a consumer's consideration in making a product purchase decision. Consumers will pay attention to the brand image before making a purchase [7]. Beside that, sales promotion is used to attract consumers to products and they end up making impulsive purchases as a result of the power of sales promotion tools. Sales promotion tools (price discount, coupon discount, buy-one and get-one free and free sample) have a significant relationship with consumer purchasing decisions [9].

H4: Social media, brand image, and sales promotion have significant effect simultaneously on purchasing decisions.

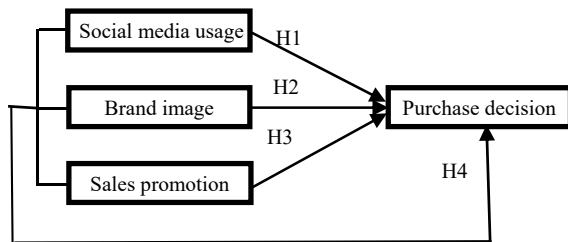


Figure 1. Research Mode

4. RESULT

4.1 Data Validity Test

To test the data validity, Pearson's correlation analysis is used with the total analysis meeting the requirements of the significance value <0.01 or <0.05 means that the datum is validated. The complete result can be seen in the following table.

Table 2. Result of Validity Test

No	Variable	Pearson Correlation	Signification (2-tailed)	Status
1	Social Media Usage	0,311 – 0,917	0,025 – 0,000	Valid
2	Brand Image	0,600 – 0,871	0,000 – 0,000	Valid
3	Sales Promotion	0,716 – 0,952	0,000 – 0,000	Valid

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Source: Processed by researcher, 2020

From the table above, all variables, namely social media, brand image, and sales promotion have met the requirements of the significance coefficient of below 0.01. It can be concluded that all variables are valid.

4.2 Data Reliability Test

The reliability level of a variable can be seen from the result of the Cronbach Alpha (α) statistical test. A variable is reliable if it meets the Cronbach Alpha coefficient (>0.6) [38]. If the Cronbach Alpha value coefficient is close to 1, the reliability value of the data is more reliable. The result of the reliability test can be seen in the following table.

Table 3. Result of Reliability Test

No	Variable	Cronbach Alpha Value (α)	Status
1	Social Media Usage	0,945	Reliable
2	Brand Image	0,911	Reliable
3	Sales Promotion	0,951	Reliable

Source: Processed by researcher, 2020

From the table above, it can be seen that all variables, namely social media, brand image, and sales promotion have met the Cronbach Alpha value coefficient (> 0.6). Thus, it can be concluded that all variables are reliable.

4.3 Hypothesis Test

In this study, the hypothesis test used multiple regression analysis. From the aforementioned hypotheses, the result can be in the table below.

Table 4. Result of Multiple Regression Analysis

No	Variable	Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std.Error	B		
1	Social Media Usage (X1)	0,358	0,105	0,361	3,414	0,001
2	Brand Image (X2)	0,207	0,106	0,167	1,942	0,055
4	Sales Promotion (X3)	0,285	0,066	0,400	4,339	0,000

Dependent Variable: Purchasing Decision (Y)

Source: Processed by researcher, 2020

This study uses a degree of confidence of 95%, and an error rate of $\alpha = 5\%$ (0.05). The result of the regression analysis showed that there is a significant effect between social media and purchase decision ($B = 0,358$; $\text{Sig.} = 0,001$). There is not a significant effect between brand image and purchase decision ($B = 0,207$; $\text{Sig.} = 0,055$). There is a significant effect between sales promotion and purchase decision ($B = 0,285$; $\text{Sig.} = 0,000$).

Table 5. Analysis of Variance (ANOVA^a)

	Sum of Square	Df	Mean square	F	Sig.
Regression	36,751	3	12,250	113,950	,000 ^b
Residual	11,288	105	0,108		
Total	48,039	108			

Source: Processed by researcher, 2020

Table 5 showed simultaneous effect all of independent variable on dependent variable by simultaneous test (F test). The result showed that there is a significant effect between social media, brand image and sales promotion simultaneously on purchase decision ($\text{Sig.} = 0,000$).

Table 6. Coefficient of Determination (R-square)

R Square	Adjusted R Square	Std. Error of the Estimate
0,765	0,758	0,32788

a. Dependent variable: Purchasing Decisions (Y)

b. Predictors: Constant, Sales Promotion, Brand Image, Social Media

Source: Processed by researcher, 2020

Regarding the coefficient of determination as seen in Table 6, it shows that the Adjust R Square value is 0.758. Given that a vessel contains 100% of the variables, it turns out that social media, brand image, and sales promotion are only able to fill the vessel at 75.8% of the vessel. It can be concluded that social media, brand image, and sales promotion only have an influence of 75.8% on the purchase decision of the cosmetic products of By Lizzie Parra Beauty. The remaining 24.2% goes to other variables unidentified in the equation model used.

5. DISCUSSION

This research was conducted to identify effect of the Instagram social media usage, brand image and sales promotion on purchasing decisions either partially or simultaneously. The result of the first hypothesis analysis indicates that social media usage partially had a significant influence on purchasing decisions. The significance value of $0.001 < 0.05$ is the basis on the hypothesis stating that social media usage partially had a significant influence on purchasing decisions meaning that H1 was accepted. Social media Instagram has provided clarity about beauty products, and gives confidence to consumers regarding product information and the sharing of information on social media can change the behavior of consumers in deciding which cosmetic products to buy. The result of this study is supported Florez and Escobar [13] and Pütter [14] who state that social media partially influence purchasing decisions.

The result of the second hypothesis analysis indicates that brand image partially did not have significant influence on purchasing decision. The significance value of $0.055 > 0.05$ is the basis on the hypothesis stating that brand image partially did not have a significant influence on purchasing decision meaning that H2 is rejected. The result of this study is supported by Foster [39] and Lalujan [8] who state that brand image is not positively influence on purchasing decisions. The result of this study is different from Pütter [14] who states that brand image influences purchasing decisions. Brand image influencing consumer purchasing decisions is a tool to attract customers and the brand remains in the minds of consumers [34]. However, in this study, the characteristics of product brands, product benefit, unique offerings and brand identity of cosmetic products did not significantly change the behavior of consumers in deciding which cosmetic products to buy. These results are in accordance with Foster's [39] research that the benefit, attributes and attitudes of brands do not increase purchasing decisions.

The result of the third hypothesis analysis indicates that sales promotion partially had a significant influence on purchasing decisions. The significance value of $0,000 < 0.05$ is the basis on the hypothesis stating that sales promotion partially had a significant influence on purchasing decisions meaning that H3 is accepted. The frequency of promotion, duration of promotion, and quality of promotion have been able to provide interest and decision for consumers to buy products. The result of this study is supported by Neha and Manoj [12] and K'ombwayo and Iravo [11] who state that sales promotion influences purchasing decisions.

The fourth hypothesis of this study is social media, brand image, and sales promotion simultaneously had a significant influence on purchasing decision. The result of this study indicates that social media, brand image, and sales promotion simultaneously had a significant influence on purchasing decision. The significance value of $0,000 < 0.05$ is the basis on the hypothesis stating that social media, brand image, and sales promotion simultaneously had a significant influence on purchasing decision meaning that H4 is accepted. The result of this study is supported by Oladepo and Abimbola [37] who state that social media, brand image, and sales promotion influence purchasing decisions.

Social media usage, brand image, and sales promotion are factors which influence consumer purchasing decisions. Social media have the ability to reach consumers widely which practically makes social media a means of shopping demanded by

consumers. Brand image has the ability to make a brand of certain products memorized by consumers which in turn makes consumers decide to purchase the product rather than purchasing product with which they are unfamiliar, when also by carrying out sales promotions and the use of Instagram social media in marketing products. Brand image alone cannot influence purchasing decisions. Sales promotion which consists of a series of intensive offers given to consumers makes consumers more interested in purchasing products. It is shown in the result of this study which states that social media, brand image, and sales promotion simultaneously has a significant influence on purchasing decisions.

6. CONCLUSIONS

This study contributes to the understanding that social media Instagram usage, brand image, and sales promotion influence purchasing decisions, partially and simultaneously. The result showed that social media usage and sales promotions partially influences on purchasing decision. Brand image partially did not have significant effect on purchasing decision. Social media usage, brand image, and sales promotion simultaneously has a significant influence on purchasing decision of the cosmetic products of By Lizzie Parra Beauty.

The main findings of this study is that social media, brand image, and sales promotion simultaneously has a significant influence on purchasing decision. This study contributes theoretically to development of marketing science, especially with regard to factors that influence consumer behavior, especially with regard to purchasing decisions. Research also contributes practically for business actors to increase sales by utilizing technological developments as a marketing tool, especially in this case the use of social media Instagram as a marketing medium. The limitations and recommendation for future studies are as follows; this study is only based on measuring parameters familiar to the researcher, so the result of this study may not be the same if applied to other parameters. For future studies, it is recommended to use other parameters so that the result can be compared with the result of previous studies. Future researchers should use other variables which are considered to influence purchasing decisions. It is also recommended that future researchers add other independent variables other than the variables included in this study. The variables can be, for example, sales locations, purchasing systems, and product benefits which can further explain

purchasing decisions for the cosmetic products of By Lizzie Parra Beauty.

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