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THE INFLUENCE OF SOCIAL MEDIA MARKETING AND STORE ENVIRONMENT ON PURCHASE DECISION OF MS GLOW SKINCARE PRODUCT AT SAMARINDA

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Abstract

The development of the skincare product business requires business people to understand consumer behavior in order to meet their needs. Social media marketing and store environment are adapted as factors that can influence consumer behavior before making a purchase decision. The influence of digital transformation trends and how they affect their collaboration will be investigated in depth in this study with a quantitative approach, using a survey questionnaire from 150 consumers, sampling using random sampling, used multiple regression tests as data analysis, hypothesis testing using the coefficient of determination test (R²), and partial test (t test). Data processing uses the SPSS version 29 program and shows the results that social media marketing and store environment can significantly influence purchasing decisions for MS Glow Samarinda skincare products.

Keywords: Social Media Marketing, Store Environment, Purchase Decision

INTRODUCTION

Technological developments have revolutionized the way of human life as the prime mover in this era. This has driven many sophisticated processes in the way we communicate, work, and even in the business domain (Mangold & Faulds, 2009). This phenomenon is enlivened by the emergence of social media which provides a place in cyberspace to build communities and form social bonds virtually (Appel, Grewal, Hadi, & Stephen, 2020). The use of social media has benefits in business growth, and gradually businesses realize the importance and utilize social media to improve business performance (Lashgari, Sutton-Brady, Søylen, & Ulfvengren, 2018). One of them is utilized by the MS Glow skincare product, which is a skincare brand that is on the rise and has popularity for its very rapid development amidst the

tight competition in the skincare business in Indonesia with its success selling more than 2 million types of products every month in 3 million SKUs (Stock Storage Units) which have been spread all over Indonesia and one of them is in Samarinda (Salam & Abdiyanti, 2022). Despite the fact that online marketing is becoming the focus of business processes, the ever-changing dynamics in the business environment make it necessary to understand the different types of consumer behavior when buying different products and services to meet their needs. One of the dynamics is the store environment, which has had a significant impact on consumer behavior for decades. The sensory aspect and the immediacy of the in-store shopping experience are unique and influence the quantity of items purchased, store preferences, and time and money spent making evaluations an important input to the consumer decision-making process (Cavalinhos, Marques, & de Fátima Salgueiro, 2021). Shopper dynamic interactions can be described as the stages a buyer goes through while pursuing a final purchase decision. Purchasing decisions are a sort of selection and interest to acquire the most favored brand among numerous brands, and marketers must understand purchasing decisions to assess customer intents toward a product or to forecast future consumer behavior (Sudirman, Sartika, Anindita, & Anshari, 2023). This choice allows marketers to focus on the purchasing system to understand the various elements that can influence shopper behavior before making a purchasing decision. Looking at customer behavior that is getting stronger, where the behavior of buyers when making purchases is not only seen from the requirements needed for an item, the quality, and the price of the item to be purchased but also based on a stimulus (stimulus) from outside. In some cases, buyers spend less time buying low- or high-value items because their needs are higher. This encourages marketers to develop effective marketing strategies that encourage customers to buy their products (Hanaysha, 2018). Previous studies reported that social media marketing plays an important role in influencing consumer buying behavior and attitudes toward a brand (Duffett, 2015). Other studies also consider the store environment as an important predictor of consumer behavior and brand choice (Hosseini, Jayashree, & Malarvizhi, 2014).

This study aims to further investigate and understand the role of social media marketing and the store environment in purchasing decisions for MS Glow Samarinda skincare products, by linking whether social media marketing (SMM) and store environment (SE) affect purchasing decisions for MS Glow Samarinda skincare products. Then this study will examine the impact of whether social media marketing and the store environment have a positive impact on purchasing decisions for skincare products MS Glow Samarinda.

RESEARCH METHOD

The aim for this study was to analyze and prove the influence of the social media marketing and store environment on purchasing decisions for MS Glow Samarinda skincare products. The data sources in this study were collected by digging up information directly obtained with a structured questionnaire from 150 respondents of MS Glow Samarinda's consumers in an online survey with sampling using non-probability sampling with a purposive sampling approach, namely the researcher selects a sample with criteria that are by those determined by the researcher based on certain criteria or considerations (Aprianti & Reonald). Testing the validity and reliability of the questionnaire was carried out to measure the

accuracy of the questionnaire question items. In this study, the population was consumers who had once purchased MS Glow skincare products in Samarinda through Instagram social media, and had purchased MS Glow skincare products once directly at the MS Glow retail located in Samarinda, East Kalimantan and data used are primary data or first collected by investigators for a specific purpose that is 'pure' in the sense that no statistical operations are performed on it and are genuine. Data analysis using multiple regression tests followed by the classic assumption test used in this study is the normality test, multicollinearity test, and heteroscedasticity test, hypothesis testing using the coefficient of determination test (R²), and partial test (t-test), and data processing using the SPSS program version 29.

RESULT AND DISCUSSION

The t-statistical test basically shows the magnitude of the influence of the independent variable (X) in explaining the variation of the dependent variable (Y). The decision making is done by comparing the value between t-count and t-table with a significance level of 5%. If the t-statistic value is greater than the t-table value, then the independent variable (X) has a significant and positive effect on the dependent variable (Ghozali, 2016).

Based on Table 1, this research has the calculation result of the t-table is 0.0003. This is used as a benchmark for whether the hypothesis is accepted or not. Based on the results of the t-test (partial test) of hypothesis X1, it was found that social media marketing has a positive and significant influence on purchasing decisions for MS Glow skincare products in Samarinda. Testing the influence of social media marketing variables on purchasing decisions can be seen by looking at Tcount of 6.528 and t-table of 0.0003 with a significance of <0.001 less than 0.05. In this study it was tested that social media marketing had a positive and significant influence on purchasing decisions for MS Glow skincare products in Samarinda. So, it can be concluded that the better the social media marketing, the higher the purchasing decision for MS Glow skincare in Samarinda.

Then, the results of the T test (partial test) on hypothesis X2 obtained that the store environment has a positive and significant influence on purchasing decisions for MS Glow skincare products in Samarinda. Testing the influence of the store environment variable on purchasing decisions can be seen by looking at Tcount of 3.569 and Ttable of 0.0003 with a significance of <0.001 less than 0.05. In this study it was tested that the store environment had a positive and significant influence on purchasing decisions for MS Glow skincare products in Samarinda. So, it can be concluded that the better the store environment, the higher the decision to purchase MS Glow skincare in Samarinda.

Table 1. Summary Result Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,868	1,149		3,366	<,001
1 Social Media Marketing	0,467	0,072	0,473	6,528	<,001
Store Environment	0,257	0,072	0,258	3,569	<,001

CONCLUSION

In this study the aim was to determine how social media marketing and the store environment have an effect on purchasing decisions for MS Glow products (case study on MS Glow skincare in Samarinda). Based on the description of the research results and discussion in this study, it can be stated that social media marketing has a positive and significant effect on purchasing decisions for MS Glow products (a case study on MS Glow skincare in Samarinda). Store environment has a positive and significant effect on purchasing decisions for MS Glow products (a case study on MS Glow skincare in Samarinda). Social media marketing and the Store Environment as a whole influence the purchasing decision of MS Glow products (Case study on MS Glow skincare in Samarinda). In this study, it is possible that other factors outside the social media marketing and store environment also influence purchasing decisions. The influence of these factors may be challenging to isolate completely and cultural factors in Samarinda have a unique consumer culture and habits it is hoped that further research can describe these factors in influencing purchase decisions that cannot be fully captured in study. It is essential to consider these limitations when evaluating research results and making conclusions regarding the effect of the social media marketing and store environment on purchasing decisions for MS Glow skincare products in Samarinda.

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