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The Impact Of Social Media Marketing Features On Consumer Purchasing Decisions In The Skin Care Industry: Brand Trust As A Mediator

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Abstract

Social media has changed the way brands communicate. As we currently know, the majority of types of businesses, from small, medium to large scale, are changing their approach to gain interest from the target market segment. This research aims to: (1) determine the influence of social media marketing on consumer purchasing decisions. (2) knowing the influence of social media marketing on consumer purchasing decisions, (3) knowing the influence of brand trust on consumer purchasing decisions, (4) knowing the influence of social media marketing on consumer purchasing decisions through brand trust as a mediator. This research uses quantitative methods with a descriptive approach. The analytical method used is Structural Equation Modeling (SEM) with Smart PLS. The sampling technique uses the Accidental sampling method by taking samples via the Google Form Questionnaire which is distributed online. Samples were distributed to 200 respondents according to research criteria. From this research, the results obtained are (1) social media marketing has a positive and significant effect on consumer purchasing decisions, (2) social media marketing has a positive and significant effect on consumer purchasing decisions, (3) brand trust has a positive and significant effect on consumer purchasing decisions, (4) social media marketing has a positive and significant effect on consumer purchasing decisions through brand trust as a mediator.
Keywords : *social media marketing, brand trust, and purchasing decisions.*

INTRODUCTION

The development of information technology, especially the internet, has had a major impact on the world of business and marketing. This encourages business people to reach the market more efficiently and widely, changes marketing methods, and influences people's lifestyles, which now tend to want everything instantly (Qotrunnada & Marsasi, 2023). This encourages the rapid development of consumer behavior in society, the need and desire for style. consumer life that increases over time. Consumptive behavior provides an illustration of a human lifestyle that is controlled and driven by the desire to fulfill pleasure alone (Fitri et al., 2023).

According (Dini & Abdurrahman, 2023) Consumptive behavior is an action carried out in consuming various kinds of necessities. This consumer lifestyle is supported by technological developments that make it easier for consumers to fulfill their wants and

needs. Changes in consumer behavior made by consumers motivate companies to improve service quality so that what consumers want is fulfilled (Fajar & Pratminingsih, 2022). The development of the beauty industry in Indonesia means that companies continue to develop their business strategies, thereby demanding maximum performance from a company to be able to survive and compete with the market. Carrying out beauty treatments is not only to maintain health and not only to take care of oneself, but also to appear confident and more beautiful in appearance (Finthariasari et al., 2023).

Currently, society understands the importance of maintaining beauty from the inside and outside, from teenagers to adults, women and men. Not only in dressing, but also the beauty of facial skin and body has become a top priority in appearance (Ellitan et al., 2022). The use of skincare and cosmetics is supported by data on the population reaching 267 million people, of which 130 people are women, of which around 68% are women of productive age. Currently, there is an increase in skincare and cosmetics users, which is increasing every year (Siali et al., 2022).

Public awareness of maintaining healthy skin is increasing, based on report data from www.dewiku.com/ in 2020, the market share of the beauty industry in Indonesia reached around 4.6 billion US dollars, and in 2023 it is predicted to reach 5.2 billion US dollars . According to Euromonitor International, the Indonesian cosmetics industry has reached more than USD 5 billion with an average growth of 12%. The beauty industry in Indonesia is a dynamic industry and has the potential to continue to grow (Nurvia & Sarasati, 2021). The increase in the use of beauty products can also be felt by the increase in the use of beauty clinic services, this is what makes clinic companies increase in Indonesia. This is what makes competition for beauty clinic service companies increase to provide the best service to customers. Customer satisfaction will underlie beauty clinic service companies to improve the quality of services provided by companies to consumers (Wardani et al., 2022).

In the digital era, consumers have wider access to various purchasing options. Therefore, an in-depth understanding of the factors that influence their purchasing decisions becomes very important for online business owners. Consumer purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices. After considering two or more available options, the customer makes a purchase decision.

When they make a decision, they have to make a number of decisions about product type, brand, seller, quantity, timing of purchase, and payment method. In addition, purchasing decisions allow companies to analyze the market and create strategies that will be implemented. To implement a marketing strategy, one must consider the elements included in the marketing mix, such as product, price, location, and promotion. These components always change according to the marketing environment and how customers act (Chrisniyanti & Fah, 2022) .

Social media has changed the way of communication for brands . Supported by rapid technological developments, the world of marketing is also changing. As we currently know, the majority of types of businesses, from small, medium to large scale,

are changing their approach to gain interest from the target market segment. One way that can be done is by changing old habits of using direct selling techniques with more modern techniques using internet intermediaries (Langaro et al., 2018).

This process of exchanging information using the internet or digital medium is now often called digital marketing. Digital marketing is an expansion of traditional marketing functions using the internet and information technology. The initial concept of digital marketing came from a search engine (search engines) which is owned by two giant companies, namely Google and Yahoo, which became popular in 2001. Meanwhile, the definition of digital marketing according to the American Marketing Association (AMA) is an activity or process that is able to communicate or deliver value to consumers or related parties by utilizing technological facilities. And now the internet is an effective tool for the business sector (Sanny et al., 2020).

Brand trust is a general view of a company brand. Where this view will emerge automatically from the consumer's memory, through a series of memory selections, regarding all brands that have ever been remembered. Therefore, brand trust is an important component that a marketer needs to focus on (Mamoto & Gunawan, 2023) A very strong brand is important, because it can represent consumer expressions, desires and habits, so that implicitly a company can really understand its consumers. There are several ways how companies can develop their brand trust, through names, symbols, logos, designs, quality of services or products, vision and mission, organizational culture and the campaigns they promote. Awareness of the potential that can be optimized in the field of marketing using internet media is now increasingly widespread. It's not only companies that have an established operational system and capital that can use it. Research conducted by (Castillo et al., 2022), states that social media marketing has an influence on purchasing decisions. These results are supported by research conducted by (Mamoto & Gunawan, 2023), stating that brand trust has an influence on purchasing decisions.

Thus, the aim of this research is to identify and analyze the impact of social media features on purchasing decisions through their brand trust as a mediating variable. This study will help companies operating in the beauty sector develop more efficient marketing strategies, such as increasing the use of social media as a means of increasing consumer purchasing decisions. A better understanding of these elements will allow companies to increase their appeal in the internet market and better meet customer needs. It is hoped that this research will help increase purchasing. Apart from that, the findings of this research can add to research related to consumer behavior in terms of purchasing, especially in the skincare product industry. The research title was chosen based on the description above. : **"The Impact of Social Media Marketing Features on Consumer Purchasing Decisions in the Skin Care Industry: Brand Trust as a Media."**

METHODS

The type of research used by the author in this research is a quantitative method using a descriptive approach through a data collection survey process. This research

method is based on positivist philosophy, where this science holds that a phenomenon can be classified, can be measured and tends to be observed and measured (Sugiyono, 2015) . If viewed from the level of explanation, this research is classified as descriptive research. The quantitative research method with a descriptive approach was chosen because in this research the researcher tries to measure several variable items to find a cause of a problem that is occurring or has occurred even though the researcher does not have control over these variables (Khotari, 2004).

RESULT AND DISCUSSION

Distribution of the questionnaire was carried out online via Google Form. From distributing the questionnaire, 200 respondents were obtained with predetermined criteria. Researchers distribute questionnaires to obtain answers from respondents, where later these answers will be processed using SEM-PLS tools to obtain results so that they can be interpreted and can prove the hypothesis in this research. The following is a description of the results of the data processing that the researchers carried out:

Characteristics of Respondents Based on Gender

The test results on gender data based on a questionnaire distributed to 200 respondents showed the following data:

Table.1

Gender	Frequency
Man	85
Woman	115
Amount	200

Based on the data in the table, there are 85 male respondents and 115 female respondents out of a total of 200 respondents. From this data it can be interpreted that female respondents are more likely to purchase skincare products via social media.

Characteristics of Respondents Based on Age

The test results on data obtained from 200 respondents can map the age distribution of all respondents as follows:

Table.2

Gender	Frequency
19 years old	8
20 years	47
21 years	110
> 22 Years	35
Amount	**200**

Based on the data presented in Table 7, there were only 8 respondents aged 19 years, 47 respondents aged 20 years, 110 respondents aged 21 years, and as many as 35 respondents aged > 22 years. It can be seen from this data that respondents aged 21 years are more likely to purchase skincare products via social media.

Evaluation of the Measurement Model (Outer Model)

Evaluation of the measurement model (outer model) is carried out to ensure that the measurements made are suitable for use as measurements (valid, reliable and non-multicollinearity). This model analysis specifies the relationship between latent variables (variables that cannot be measured directly) and their indicators (manifest variables). SEM-PLS analysis consists of two, namely Outer model and Inner model. Evaluation of the outer model was carried out using validity tests (convergent validity and discriminant validity), reliability tests (Cronbach's alpha and composite reliability) and multicollinearity tests.

Assessment of the outer model includes validity and reliability. Validity analysis is measured by looking at the outer loading value, while reliability analysis is measured by testing the Composite Reliability (CR) value. Data on the outer loading value of all questionnaire items that are above the threshold value of 0.7 are categorized as valid. In terms of reliability, the Cronbach's alpha and composite reliability values are considered greater than 0.6, which means reliable

or consistent. In addition, the AVE value of all constructs in this study is greater than 0.5, which also agrees with the construct of convergent validity.

Table.3

Construct	VALIDITY			RELIABILITY		
	Items	Outer Loading	VIF	Cronbach's Alpha	Composite Reliability	AVE
Social Media Marketing	PSM.1	0.829	2,442	0.888	0.914	0.640
	PSM.2	0.785	2,067			
	PSM.3	0.853	2,800			
	PSM.4	0.756	2,391			
	PSM.5	0.732	2,325			
	PSM.6	0.838	2,408			
	PSM.1	0.829	2,442			
Purchase Decision	KP.1	0.804	2,050	0.806	0.872	0.630
	KP.2	0.748	1,763			
	KP.3	0.815	2,288			
	KP.4	0.807	1,876			
Brand Trust	BT.1	0.816	1,640	0.838	0.892	0.673
	BT.2	0.787	1,596			
	BT.3	0.860	1,679			
	BT.4	0.817	1,690			

Based on the table above, it is known that each research variable indicator has an outer loading value of > 0.7. However, according to Chin, (1998) an outer loading measurement scale of 0.5 to 0.6 is considered sufficient to meet the requirements for convergent validity. The data above shows that there are no indicator variables whose outer loading value is below 0.5. So that all indicators are declared suitable or valid for use in research and funds can be used for further analysis.

The results of each variable in this study show an AVE (Average Variance Extracted) value, namely > 0.5. Each variable in this research has its own value for Social Media Marketing (X) of 0, 640, Consumer Purchase Decision (Y) is 0.630 , and for Brand Trust (Z) is 0.673 . This shows that each variable in this research can be said to be valid in terms of discriminant validity.

From the table above, it can be shown that the composite reliability value for all research variables is > 0.7. With a Social Media Marketing (X) value of 0.914 , Consumer Purchase Decision (Y) of 0.872 , and for Brand Trust (Z) of 0.892 . This shows that each variable has met composite reliability so it can be concluded that all variables have a high level of reliability.

Based on The table above shows that the Cronbach alpha value for all variables in this research the value is above > 0.6 with a Social Media Marketing (X) value of 0.888 , Consumer Purchase Decision (Y) of 0.806 , and for Brand Trust (Z) of 0.838 which means the Cronbach alpha value has met conditions so that the entire construct can be said to be reliable.

To analyze the discriminant validity, looking at the Heterotrain-Monotrait Ratio (HTMT) was adopted with a threshold of 0.9 to confirm the convergent and discriminant validity (Henseler et al., 2009). The results shown in the table show that all constructs are convergent and discriminantly valid

Table.4

	Brand Trust	**Decision Making**	**Social Media**
Brand Trust			
Decision Making	0.898		
Social Media	0.857	0.897	

Inner Model Assessment

Inner models are used to test the influence between one latent variable and other latent variables. Evaluation of this model was carried out using coefficient determination (R2), predictive relevance (Q2) and hypothesis testing (direct effect and indirect effect). Inner models are used to test the influence between one latent variable and other latent variables. Inner model testing can be done with three analyzes, namely measuring R^2 (R Square), and path coefficient.

Table.5

	R-square	R-square adjusted
DECISION MAKING	0.670	0.663

Based on the table above, R-Square is used to see the size influence of Social Media Marketing and Brand Trust variables on Consumer Purchasing Decisions, namely with a value of 0.670 or 67%, it can be said that this relationship is a mediating/moderate relationship.

Test the path coefficient using the bootstrapping process to see the t statistics or p values (critical ratio) and the original sample values obtained from this process. A p value < 0.05 indicates there is a direct influence between variables, while a p value > 0.05 indicates there is no direct influence between variables. In this study, the significance value used was the t-statistic 1.97 (significant level = 5%). If the t-statistic value is > 1.97 then there is a significant influence. Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 4.0 software. Below are the path coefficient values from the test results, as well as the results of the indirect effects.

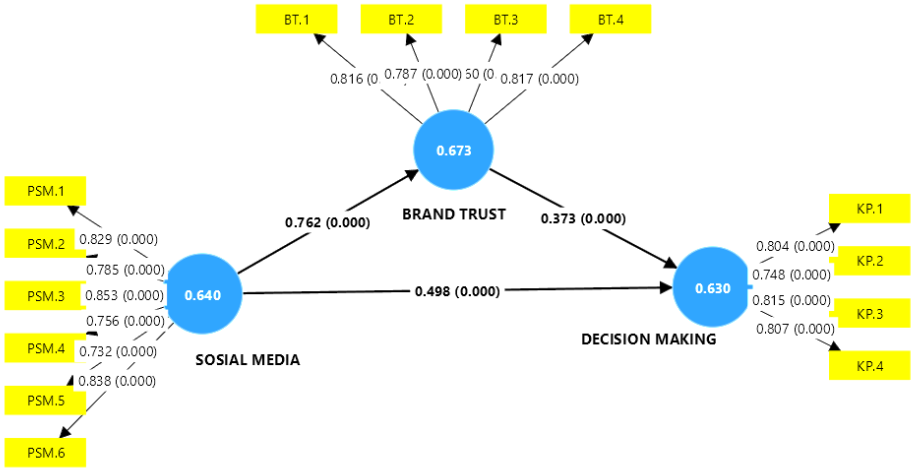
Table.6

	Hypothesis	Path Coefficient	Standard Deviation	T Value	P Value	Decision

H1	Social Media -> Decision Making	0.498	0.099	5,047	0,000	Positive Significant
H2	Social Media -> Brand Trust	0.762	0.058	13,152	0,000	Significant Positive
H3	Brand Trust -> Decision Making	0.373	0.102	3,641	0,000	Positive Significant
H4	Social Media -> Brand Trust -> Decision Making	0.284	0.081	3,506	0,000	Significant Positive

1. the first hypothesis show that social media marketing positive and significant effect on purchasing decisions. From the table above, it shows a t-statistic value of 5.047 with a p value of 0.000, so the t-statistic value is > 1.97 and the p value is < 0.05 , so it can be concluded that hypothesis one is accepted where there is a positive influence and There is a significant relationship between social media marketing and purchasing decisions.
2. second hypothesis indicate that social media marketing positive and significant effect on brand trust. From the table above, it shows a t-statistic value of 13,152 with a p value of 0.000, so the t-statistic value is > 1.97 and the p value is < 0.05 , so it can be concluded that hypothesis two is accepted where there is a positive influence and There is a significant relationship between social media marketing and brand trust.
3. third hypothesis indicate that brand trust positive and significant effect on purchasing decisions. From the table above, it shows that the t-statistic value is 3.641 with a p value of 0.000, then the t -statistic value is > 1.97 and the p value is < 0.05 , so it can be concluded that hypothesis three is accepted where there is a positive influence and significant relationship between brand trust and purchasing decisions.

4. fourth hypothesis indicate that the mediating effect of brand trust social media marketing has a positive and significant effect on purchasing decisions. From the table above, it shows that the t-statistic value is 3.506 with a p value of 0.000, then the t-statistic value is > 1.97 and the p value is < 0.05 , so it can be concluded that the fourth hypothesis is accepted where there is a positive influence and significant between the mediating effects of brand trust on social media marketing on purchasing decisions.



Gambar.1

Based on the results used in this research, it is stated that social media marketing variables have a significant influence on purchasing decisions. It can be interpreted that the social media marketing variables in this research are able to influence more or less purchasing decisions that arise in the minds of potential consumers, because this will be a means of providing communication, sales and relationships with their customers, now many brands have turned to social media. This communication platform is perfect for sharing information and opinions. Social media is considered more sincere to consumers because it communicates a brand. This is in line with research conducted by Alalwan, (2018) which states that social media marketing has a significant influence on purchasing decisions. This was also revealed in research conducted by Rhacyella et al., (2021)

where the results of this research state that brand involvement with social media causes positive attitudes in turn influence future purchase intentions.

Social media marketing activities will show a positive impact on brand trust. Social communications carried out by brands can build strong connections and gain value from long-term user interactions, which makes brands trustworthy and loved. The marketing concept of social marketing is simply defined as a strategy for changing social attitudes and behavior (Siali et al., 2022). With the support of marketing media which is currently developing rapidly, namely social media such as Instagram, it is very effectively used by non-profit institutions. Social marketing is not aimed at making a profit, but is tasked with improving the ability to communicate ideas that will later be presented to the public in order to improve the quality of their lives. This was also revealed in research conducted by Rhacyella et al., (2021) where the results of the study stated that social media causes positive attitudes in turn influence brand trust by consumers.

CONCLUSION

This research examines that social media marketing has a significant influence on purchasing decisions, because this will be a means of providing communication, sales and relationships with their customers, now many brands have turned to social media. This communication platform is perfect for sharing information and opinions. Social media is considered more sincere to consumers because it communicates a brand. Furthermore, research results on social media marketing have a significant influence on brand trust. Social communication carried out by brands can build strong connections and gain value from long-term user interactions, which makes brands trustworthy and loved. The marketing concept of social marketing is simply defined as a strategy for changing social attitudes and behavior. Furthermore, the results of research on brand trust have a positive and significant effect on purchasing decisions, that brand trust in this case involves the consumer's relationship with the product (attributes, benefits and attitudes). Consumers' perceived quality of a brand is considered a factor related to brand trust. Greater perceived quality of the parent brand will have a positive influence

on acceptance of the brand. Then, trust is considered one of the keys to improving relationships with customers or with a particular brand, and it has been recognized that trust is a variable for building long-term relationships with customers. The use of social media as a marketing tool is carried out because this marketing strategy offers various opportunities to achieve business goals, one of which is building brand trust.

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