

## Promotion of Bening Skincare Interest on Social Media

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### Abstract

This study sought to ascertain the impact of eWOM, expenses, and online media on consumer interest in purchasing Bening skin care. This testing method makes use of numbers. Important information is the information source for this study. Providing respondents with a poll in the form of questions with Likert scale responses is important information employed. Likert scale with five options available. With a student focus, Maranatha University serves as the population source. Purposive testing was employed in this study's testing procedure with a total sample size of 92 respondents. Fractional results reveal that while cost and ewomen greatly influence purchase interest in Bening skin care, online media promotion does not fundamentally affect such interest. The findings maintain that pricing, eWOM, and Webbased media advertising have a significant impact on consumers' intentions to purchase Bening skin care.

**Keywords :** *E-wom; Price; Buying interest; Social media promotion*

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## INTRODUCTION

Competition for skin health management and restorative products has become increasingly stringent lately, demanding outstanding facilities to implement quality guidelines on the products they produce. The more quality and attractive such goods will continue to increase the confidence and interest of the buyer as the purchaser judges the price of a quality good indicated by its price.

Web-based media development is a movement implemented by the producer organization to improve product quality and give the buyer confidence to buy goods, in the development of one of the healthy skin products, Bening has online media to advance various types. Bening juga also sold goods with the help of prominent brand artists and famous people such as prominent VIPs Raffi Ahmad and Nagita Slavina who were very persuasive about the achievements.

The limit provides several advantages including having the option to trigger customers

to buy in large quantities, expect competitors, and support exchanges in larger quantities (Belch and Belch (2009)). (dalam Brian, 2016:20). Promotional varieties and cost reductions for medicines in various branches and central products in some urban communities The prices offered by SEMING will generally be expensive when compared to the available healthy skin brands This leads to no purchasing income of the buyer on this product. In addition, Marek, Lucie and Frantisek (2011), these grids of advertising can be estimated by two groups, namely monetary measurement and non-monetary measuring.

The competition in skincare is very high, with reliable product quality, existing brand image, attractive promotion leads to consumer purchase interest to competitors, for which it is necessary to know consumer behavior in the development of business concepts. Abd-Elaziz et al., (2015) the influence of the eWOM variable, namely the credibility of the valence source and the volume of information on the purchase decision.

By the way above, with a wide range of prices, attractive social media promotions, as well as information with online consumer based that has been offered by Skincare HEALTH is expected to arise interest in buying people to wear the product.

## LITERATURE REVIEW

Promotion is one of the tools of mixed promotion. With limited training time, the company can introduce a good or administration to the guest, so that the guests will know that there are goods or administration within the organization. The ability to advance in the advertising mix is to the goal of speaking with guests. Progress plays a role in informing guests about the advantages and benefits of a good or service from the company, so that it can influence insights and persuade visitors to use the products presented by the company.

As revealed by Ari Setiyannigrum (2015) Promotion in any structure is an attempt to influence different groups. More explicitly, promotion is one of the components of the advertising mix within an organization. According to Gitosudarmo (2015:158) Promotion is an action aimed at influencing buyers to get to know the organizational items and then feel like and then ready to buy the advertised items.

Web-based media is a type of media that meets the desires of customers working with them in coordinated training and efforts. Thus, web based media should be seen as web-based media (facilitator) that establishes customer relationships only as social bonds. Tagged in social media book (2016; 11). Today, display actions through web-based media have begun to be created and used as a goods advertising tool to advance an organization's image and brand. Web-based media is a coordination and communication container for customers who want to share knowledge about products and facilities to find new friends and collaborate with various friends on the web. The fast-charging web-based media in Indonesia are Facebook, Instagram and Twitter.

Information from mouth to mouth or WOM is one of the most well-known channels of correspondence used by organizations. This correspondence is considered very attractive and should not involve costs in facilitating the advertising system and can provide benefits to the organization. Clients are often directly associated by forwarding to other potential clients, as demonstrated by Honorata Ratnawati Dwi Putranti who comes from Jalilvand ( 2015) this information from mouth to mouth is very useful in influencing the development of customer mentality and behavior.

WOM has experienced a change in view. Previously, WOM correspondence ran slowly with one person's conversations with another, but now WOM should be possible on the internet at a wider level, let alone as quickly what we offer can be known by other dealers. Along with increasing web innovation and improving correspondence, informal patterns gradually shift

from conventional strategies to web-based correspondence. (Ramdan et al., 2017).

According to Abubakar dkk. (2016) stated that E-WOM is a collection of good and bad articulations made by people and clients about a good, administration and friends that can be accessed by a wider local area using the web. Depending on the different data and positive conclusions of others obtained through the web in relation to a brand, it is highly likely to be reasonable that E-WOM critically affects the customer's purchase objectives. (Cong dan Zheng, 2017).

As shown by Qun et al. (2012) by Rahim Dkk. The purpose of purchasing is to arrange in advance to purchase labor and certain products in the future, no need to fulfill expectations of purchase because it depends on the individual's ability to do so. As Durianto and Liana (2014:44) pointed out, "A mining is a thing related to a customer's desire to buy a particular item and the number of units of goods needed in a given period of time."

Looking at the picture above, it is likely to conclude that buying interest is a psychological statement of the customer that reflects an arrangement to buy a variety of items with a particular brand. A product is said to have been consumed by the customer under the assumption that the product has been chosen by the buyer to be purchased. The individual quality of the buyer used to deal with the improvement is very confusing, and one of them is the inspiration or motivation of a buyer to buy. From some of the above conclusions, it is likely to be concluded that interest in buying is the truth of having something of a ransom where interest in purchasing arises on the grounds that the buyer is satisfied with the nature of the goods provided by the organization. A person's behavior is heavily dependent on his/her tendencies, while interest in behaviour depends greatly on the mentality and abstract standards of behaviors. Belief in the outcome of behavior significantly affects abstract perspectives and standards. Individual mentality is formed from a mixture of beliefs and valuation of significant customer beliefs, while emotional is not governed by beliefs or inspiration.

As shown by Bilson in Nugraha et al. Interest is something that is individual and related to attitude, a person who is interested in something will have the power or impulse to complete a series of activities to approach or get something. Buying interest creates a motivation that will continue to be recorded in the soul and turns into such a powerful impulse that in the end when they will meet their needs they will recognize what is in their brains.

## METHOD

The research uses quantitative strategies to answer questions through a method of careful estimation of specific factors, thus resulting in conclusive goals. (Surya Bintarti, 2015:04). E-WOM on Interest in Buying Skincare SEAM directs contextual analysis on students of the Maranatha University Management Studies Program 2020. Information is collected using polling or survey tools.

The exploration configuration used in this study is a review technique. This exploration is led by using surveys as a tool of examination carried out on large and small populations, but the information concerned is information from tests taken from the population, with the aim of relating events, delivery, and relationships between humanistic and mental factors found. (Sugiyono, 2013). In this review, scientists involve polls as a tool for a variety of information. The examination is carried out to obtain the facts of existing indications and look for data that can be verified. In this review, the specialist needs to observe the answers on whether a variable can affect a different factor. For this situation the factors Social Media Promotion (X1), Price (X2), e-WOM (X3) and the variable (Y) Buy Interest (Y), to obtain a response, analysts use survey techniques. Based on the rational system described above, the exploration conspiracy in this

study is: Population is a speculative area consisting of objects/subjects that have certain characteristics and properties that are still predicted by scientists to be centralized and then drawn to the end. (Sugiyono, 2012 dalam Desi Ani Putri dkk, 2017). The population in this study were buyers who had ever purchased and used the Beauty Skincare seed item at Maranatha University.

This example is important for a trusted community to have the option to deal with the community in surveys. As Sugiyono (2017:81) shows, matching is crucial to the quantity and quality driven by the population. These examples are made because specialists have limitations in leading exploration both in terms of time, energy, reserves and large populations. So scientists should take a test that truly delegates (dapat mengatasi). Information is collected using purposive test procedure techniques. Purposive testing is an examination strategy in which scientists rely on their own judgment when selecting individuals from populations to participate in research. Purposive examination is a test method with specific considerations. (Sugiono, 2017:85).

## RESULTS AND DISCUSSION

The company was founded in 2017 by dr. Okky Pratama, Bening was founded because of recreational activities rather than a trigger who generally wants to look beautiful and healthy, so with that the founders won in making Bening in July 2018 which offers skin care and body health products (Wajah dan perawatan tubuh).

The target market of Bening products is everyone who needs care from the age of 17 or is aimed at all groups of both pregnant and breastfeeding mothers because Bening's products offered have been tested and certified by BPOM and HALAL so that their health is guaranteed. Not only that, for the fulfillment and trust of clients Bening also established a magical facility that currently has 8 branches in significant urban areas in Indonesia. By introducing a wide range of facial and body treatments such as Laser, Meso, Skin Rejuvenation, V-Shape, Microdermabrasion, Beauty Transformation and others that are directly dealt with by experts. In 2017 Bening has established Ms. sparkle Aesthetic Clinic, the main clinic is in the Jambi region and the next clinic in the island of Java.

With the establishment of Bening Aesthetics Clinic, the Founders wanted to have the option to complement the achievement of their own skin care products and as a kind of decent brand image that Bening is a protected and quality product that does not struggle with clinically. standard so Bening was a highly protected setting. also reliable for buyers. Bening's own business idea relies on a web-based store. Bening itself has merchants called agents, resellers and members. Specialists (Stockist) are given a large-scale disconnected stock specified to make it easier for customers in each specialist city, while affiliates and individuals can sell items on the web.

In disclosing this information concentrated by spreading polls to students at Maranatha University. The number of respondents who will complete the poll is 71 people with 13 questions given through online media, fees, e-WOM on purchase interest. This is to know the development of online media, the cost, e- WOM on the interest of buying skincare Bening (Studi Kasus pada Mahasiswa Program Studi Manajemen Universitas Maranatha Angkatan 2017). There are 92 polls spread and 71 have completed the survey. Information on polling submission using the Google-led structure in this survey can be seen in the following table:

Validity testing is assisted through PC help that involves a programming program for SPSS 25 assessment variants for Windows. In this review, the validity test was completed on 71 respondents. In the legitimacy test, the selection is made based on the count  $r$  value  $>$  table  $r$ . The value of this connection is contrasted with the  $r$  table.  $r$  table is seen at the value of 0.05 with

a two-sided test and how much the description ( $n$ ) = 71 or  $df = n-2$  or  $71-2$

= 71,  $r$  table at 71 is 0.2303 so that is stated substantial. Given the estimate that all assertions for the Buy Interest variable ( $Y$ ), have a valid status based on the fact that the count  $r$  value > table  $r$  is 0.2303.

Table 2 (Reliability Test Results)

o	Variables	Cronbach's Alpha	N of items	informati on
	Social media promotion (X1)	0.692	4	Reliable
	Price (X2)	0.778	4	Reliable
	e-WOM (X3)	0.755	3	Reliable
(Y)	Buying Interest	0.784	3	Reliable

Source: Processed data (IBM SPSS Statistics 25)

If viewed from the table can be found the variable relativity coefficient of Social Media Promotion is 0.692, assuming for the price is 0.778, and e-WOM with the result 0.755, and the Variable Buy Interest ( $Y$ ) is 0.784. Data extension of the exogenous Social Media Promotion, Price, e-WOM and Buy Interest has cronbach's alpha which is > 0,600. All four variables are reliable.

Information examination in this study uses inferential insights or parametric measurements, connection investigations and various recurrence investigations. Therefore, it must meet some suspicions and investigative needs, among others (1) normal data distribution (2) no multicolinier occurrence (3) no heterocedation (4) no autocoleration occurrence.

It was tested with the Kolmogorov-Smirnov test. An example in this review is an attempt to utilize the Kolmogorov-Smirnov test using SPSS 25.

A linear regression study consists of two study variables with the note that the variable is independent of more than one and depends on only one.

The regression equation is as follows.

Table 3 (Multiple Linear Regression Test)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Betas			
(Constant)	0.795	1.174			0.677	.501
Social media promotion	0.060	.091	0.072		0.661	.511
Price	0.415	.081	0.524		5.107	.000

e-WOM	0.305	0	0.297	3	0
		.098		.110	.003

Source: Processed data (IBM SPSS Statistics 25)

Based on information retrieval using the application, the results of the recurrence condition are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 0.795 + 0.060X_1 + 0.415X_2 + 0.305X_3$$

- 1) The recurrence conditions above show the relationship between the independent factor and the dependent variable, from that situation it is very good that it can be concluded that:
- 2) A fixed value of 0.795 indicates that if the independent factors (web-based media development, cost and e-WOM) are considered unchanged (consistent), then, at that time, the price of Y (purchasing interest) is 0.795 units.
- 3) The coefficient of the online media progress variable (X1) is 0.060 which means that each expansion in the progress of web-based media is 1 unit, then, at that time, buying interest will increase by 0.060 units with the assumption that different factors do not increase or be consistent, the coefficient positive, implying that there is a positive relationship between the advancement of web-based media and purchase intention.
- 4) The variable cost coefficient (X2) is 0.415, which implies that for every 1 unit cost expansion, buying interest will increase by 0.415 units in the hope that different factors do not increase or stabilize, the coefficient is positive, implying that there is a positive relationship between cost and interest buy. .
- 5) The e-WOM variable coefficient (X3) of 0.305 implies that for every 1 unit increase in cost, buying interest will increase by 0.305 units assuming that the different factors do not increase or are stable, the coefficient positive, implying that there is a positive relationship between e-WOM. WOM on buying interest.
- 6) The t-test is used to determine the effect of exogenous variables on the dependent variable. Should be seen in the attached table:

Table 4 (t test)

Model	T count	T table	Sig
(Constant)	0.677	1.99495	.01
Social media promotion	0.661	1.99495	.11
Price	5.107	1.99495	.00
e-WOM	3,110	1.99495	.03

Source: Processed data (IBM SPSS Statistics 25)

Given the results of the table above, the value of Tcount < Ttable (0.661 < 1.99495) is obtained, then at that time H0 was recognized, H1 was rejected. This implies that the advancement of online media has not had an impact on purchase intention to some extent. Based on the table above, the value of Tcount > Ttable (5.107 > 1.99495) is obtained, then, at that time, H0 is rejected, H1 is recognized, which means that costs to a certain extent affect buying interest. The T-count is positive, meaning that the higher the score, the more interest in buying Bening skincare products from 2017 Maranatha University students.

Based on the table above, the value of  $T_{count} > T_{table}$  ( $3.110 > 1.99495$ ) is obtained, then, at that time,  $H_0$  is rejected,  $H_1$  is recognized, which means that e-WOM somewhat influences buying interest. The T-count is positive, meaning that as e-WOM develops, interest in buying Bening skincare products among Maranatha University 2017 students will increase. The F test is used to decide whether the independent factors influence each other on the dependent variable or not, this choice is made considering the critical value test for  $f_{count}$  with a degree of 0.05. According to Iman Ghozali (2011:101) if the Sign value.  $< 0.05$  this means that the Independent variable (X) also influences the Dependent Variable (Y).

Table 5 (Test F)					
	Model	sum of Squares	f	Mean Square	Significance
1	Regression	139,819		46,606	.000b
	residual	96126	9	1,068	
	Total	235,945	12		

Source: Processed data (IBM SPSS Statistics 25)

According to V.Wiratna Sujarweni (2014; 154), if the value of  $F_{count} > F_{table}$ , it means that variable in (X) simultaneously affects variable depth (Y)

Based on the results of the above calculations, the results of the F test are:

=  $F_{count} > F_{table}$

=  $33.454 > 2.74$

So the conclusion is  $F_{count} > F_{table}$  means social media promotion (X1), price (X2), e-WOM (X3) simultaneously have an effect on buying interest (Y).

## CONCLUSION

- 1) The study aims to find out the impact of web-based media advances, costs and e-wom on premium purchases. (Studi Kasus Mahasiswa Program Studi Manajemen Universitas Maranatha Angkatan 2020). Given the consequences of information inspection, the accompanying purposes can be achieved:
- 2) The progress of web-based media has not had a significant impact on the interest in buying Bening skin care. This is supported by a test-t that states  $T_{hitung} < T_{table}$  ( $0.661 < 1.99495$ ), then at that time  $H_0$  is recognized and  $H_1$  is rejected. That is, the development of web-based media probably has no impact on purchasing interest. This suggests that the absence of web-based promotional media affects the buyer's purchasing interest in Ms sparkle products, so the online promotional medium for Ms glam items should be further enhanced to expand the offer.
- 3) The cost has a significant influence on the interest in buying Skincare Bening. This is supported by the test-t that states  $T_{hitung} > T_{table}$  ( $5.107 > 1.99495$ ) then, at that time,  $H_0$  is rejected,  $H_1$  is recognized, which means that the cost to a certain extent affects the purchase interest. This shows that the cost presented by Bening can affect the purchase interest, with the reason the higher the price offered by the Skincare Bening item, the

higher will be the interest in the purchase. As with the variables related to the cost, in particular the value of reliability with quality, seriousness value, reliability value and the conformity of value with benefit must continue to be maintained. So Bening should have the option to keep the positive impact between cost and purchase interest so that it can compete with other skin care products. E-wom has a significant influence on Bening's interest in buying skincare.

4) This is supported by the test  $t$  stated  $t_{hitung} > t_{table}$  ( $3,110 > 1,99495$ ) then  $H_0$  rejected  $H_1$  accepted means that e-WOM partially affects purchase interest. This indicates that the e-wom built by Bening can be said to get a positive value towards consumer buying interest, because e-Wom has great potential and can increase sales on social media. So the factors related to e-wom are confidence, information and review and consultation should be maintained. Then Bening should be able to increase the positive influence between e-wom on buying interest so as to penetrate the market share more widely.

5) Based on the conclusions obtained, the author gives the following advice: For companies can improve the promotion of social media by giving a discount, offering cashback, giving gifts, sharing coupons or promo voucher as well as can offer a special price for wholesale purchases so that social media promotion will have a significant or positive impact on consumer purchase interest. It can increase affordable prices for all groups, increase e-wom by increasing the confidence of information on Bening products and also increase the promotion of social media, prices and e-Wom together against Bening's interest in buying skin care. For those who want to research further we hope to learn more reference sources in order to strengthen this article. The researchers also expect more to those who want to research the next to emerge something new that can add to our understanding of all.

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