



INFLUENCE *SOCIAL MEDIA MARKETING* AND *BRAND AWARENESS* REGARDING THE DECISION TO PURCHASE BEAUTY PRODUCTS SOMETHINC IN SURABAYA

Tiara Febry Adviola¹, Siti Aminah^{2*}

^{1,2}Universitas Pembangunan Nusantara “Veteran” Jawa Timur, Surabaya, Indonesia
Email: 20012010081@student.upnjatim.ac.id¹, sitiaminah.mnj@upnjatim.ac.id²

Abstract

This research study set out to examine the influence of social media marketing and brand awareness on the purchase decisions of Somethinc products among residents of Surabaya. The target population for the investigation consisted of Surabaya residents who had previously purchased and used Somethinc products. A non-probability sampling approach with purposive sampling was employed to obtain a sample size of 91 participants. Data was collected via a survey method using a questionnaire with a Likert scale. The analysis utilized path analysis with Partial Least Squares (PLS) to evaluate the data. The results demonstrate that both social media marketing and brand awareness have a significant positive effect on the purchase decisions of Somethinc beauty products within the Surabaya market.

Keywords: Social Media Marketing, Brand Awareness, Buying Decision

INTRODUCTION

Beauty products are currently achieving a very significant increase in sales. The desire to be beautiful is one of the factors in the phenomenon that occurs. This matter causing many new beauty products to start appearing in various ways the advantages offered. There are an abundance of beauty products in Indonesia caused by high consumer enthusiasm. With more and more brands local beauty, the domestic economy will become stronger and the choice of beauty products will increase available becomes more diverse (Ovirya & Saputri, 2023). Beauty products will continue growing, generating huge profits according to Statistics projections. Skin care advance is expected to produce the greatest profits with achievements of up to US \$1.17 billion or IDR 18.4 trillion in 2022 (\$1 = IDR 15,761.98)(Business, 2023).

Table 1 Data on active internet and social media users

Total population	277,7 million
Active social media user	191,4 million
Number of internet users	204,7 million
Number of Mobile Internet users	192,62 million

Source : Kompas.com

The internet user population in Indonesia has grown to 204.7 million, representing a 1.0% increase of 2.1 million compared to the previous year. The internet penetration rate in the country has

reached 73.7%. Indonesians now spend an average of 3 hours and 17 minutes per day engaging with social media. As a result of widespread internet accessibility, the number of social media users in Indonesia has risen to 191.4 million as of 2024 (Statistics, 2024).

Somethinc products are one of the original skin care and cosmetic products Indonesia, which was founded in May 2019 with the concept of "Skin First, Makeup Second, Glow Always". Products with the tagline "Be You, Be Something" it offers various types beauty products with high quality ingredients that have been adapted to skin needs or problems that are often experienced by many people. Marketing strategy What Something does is quite effective is through promotion via social media and collaborating with influencers in Indonesia (Siregar, 2023). Proven by his election Somethinc as Top 1SkincareBest Selling Brand in onee-commerceand 7 times consecutive wins since April 2021 (Limbert, 2021).

Table 2 Updated Instagram data Somethincofficial

Time Until	Date	Followers	Uplias
Live Stats	2024-05-07	1,365,365	1,574
30 days	2024-06-06	1,389,875	1,634
60 days	2024-07-06	1,414,385	1,694
3 months	2024-08-05	1,438,895	1,754
6 months	2024-11-03	1,512,425	1,934
9 months	2025-02-01	1,585,955	2,114
1 year	2025-05-07	1,663,570	2,304
1 year and half	2025-11-05	1,812,264	2,668
2 years	2026-05-07	1,961,775	3,034
Based on an average of		+817 followers /day	+2 uploads /day

Source :(speakrj, 2022)

One of the social media used in marketing somethinc products is Instagram "somethincofficial". This official account with a blue tick makes things easier for netizens in searching for information about somethinc products. In an Instagram account there is a linktree which directs us to look for the official website,e-commerce, And other social media such as TikTok, making it easier to find information about product With a total of 2,271 posts, somethinc's Instagram account currently has 1.4 million number of followers (accessed on 07/05/2024). Where every month there is always an increase in number of followers, here is the data (speakrj, 2022). Below is data on social media users Instagram in Indonesia :



Figure 1 Instagram Social Media User Data 2024

From the image above, it can be seen that there are 90,183,200 Instagram users on Indonesia in July 2024, which accounts for 31.9% of its entire population. Majority is a woman with a percentage of 54.2%. Age group 25 to 34 years is the largest user group, namely 36,000,000 people. Second place The largest users are in the 18 to 24 year age group. This shows that The majority of social media users, especially Instagram, are young, literate people about technological developments. It can also be said that young people have influence high use of social media.

Of the various marketing strategies that have been carried out, Something succeeded in occupying first position, with total sales reaching IDR 53.2 billion throughout the quarter II – 2022 (Data results on Kompas). Somethinc was able to maintain its position with market share amounted to 16.85% and total sales of more than 64,700 products in period 1-15 September 2022. Meanwhile in the period 1-31 January 2023 Somethinc earned a profit of IDR 5 billion and market share amounting to 6.58%. For growth performance. As of semester 2022, Somethinc experienced a slight decline of -4.48%.

In 2023, Somethinc recorded sales of IDR 1 trillion ('Business, 2023). Following Somethinc product sales data in 2022-2023:

Table 3 Somethinc Product Sales Data for 2022-2023

Period	Sales Figures
Second Quarter 2022 (April-June)	IDR 53,200,000,000,- (average per month IDR 17,734,000)
January 2023	IDR 5.000.000.000,-

Social media is a platform that provides benefits for owners to market its products widely. By providing an explanation about the product which are sold in detail and packaged attractively through visual design in the form of photos and unique videos will be able to attract consumers and potential consumers. That's the goal of effective marketing can be achieved through social media marketing which is conducted because it is able to introduce the existence of this product to become top of mind and become the choice of consumers to buy the products offered. Hence, marketing

beauty products via social media platforms or what is usually called Social media marketing is a very effective choice.

Before a transaction is carried out there are processes that occur and are ongoing accompanying every purchase, namely considerations (Kotler, 2001: 224). Promotion via social media is one thing that is used in considering a decision product purchase. Besides social media marketing, Brand Awareness can also influence consumer buying interest. Currently, companies need to build brands with introduce their products so that they are able to make consumers remember them again and repurchase the product. In beauty products such as something In general, it is very difficult to attract the trust of potential consumers. However, if satisfaction has been obtained or felt in use, of course the brand will always remembered and purchased by consumers. According to research conducted by Kurniasari and Budiatmo (2018), stated that Brand Awareness has a level of closeness brand (brand awareness), higher brand trust will influence intention buy someone. This means that the company is getting better at marketing through social media then it will influence consumer buying interest.

Something beauty products able to prove its existence in the world of beauty even though it was only released in 2019. Product sales transactions record performance which is very positive through social media to market place in Indonesia. Trust consumers on some products also have an effect on the level of product sales. By therefore, the author aims to conduct research entitled "The Influence of Social media marketing And Brand Awareness on Decision to Purchase Something Beauty Products in Surabaya:.

METHOD

In this research there are two types of research variables, namely independent variables which in this research is Social Media Marketing and Brand Awareness and the dependent variable is the purchasing decision. The measurement scale used in this research is an ordinal scale using a scale weighting technique (Likert). Population that used in this research are residents who live in Surabaya bought and used Something beauty products. The sampling technique used for namely non-probability sampling with a purposive sampling approach. Determination of sample size the research used in this research is the formula Hair et al., (2013) because The size of the study population is not yet known with certainty. In this study, 3 latent variables were used and each latent variable was translated into 5 (X1), 4 (X2), 4 (Y) operational variables to obtain a total of 13 operational variables, forming the following model: $N = 7 \times 13 = 91$ respondents, so the number of respondents a minimum of 91 respondents are required. Source of data obtained in this research is data taken directly from samples,

namely Surabaya residents who have used it Somethinc products by distributing questionnaires. In data processing using the path analysis method with Partial Least Square (PLS).

RESULTS AND DISCUSSION

Table 1 Outer Loadings (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- SMM (X1)	0.750753	0.750551	0.059346	0.059346	12.650483
X1.2 <- SMM (X1)	0.696872	0.695346	0.070731	0.070731	9.852377
X1.3 <- SMM (X1)	0.686817	0.686886	0.054788	0.054788	12.535817
X1.4 <- SMM (X1)	0.725382	0.723368	0.049416	0.049416	14.679070
X1.5 <- SMM (X1)	0.833743	0.838706	0.021245	0.021245	39.244409
X2.1 <- Brand Awareness (X2)	0.843714	0.842174	0.025011	0.025011	33.734032
X2.2 <- Brand Awareness (X2)	0.841089	0.840425	0.022731	0.022731	37.001331
X2.3 <- Brand Awareness (X2)	0.539073	0.548659	0.067101	0.067101	8.033709
X2.4 <- Brand Awareness (X2)	0.721169	0.721923	0.043608	0.043608	16.537532
Y.1 <- Buying Decision (Y)	0.776100	0.776068	0.031009	0.031009	25.028506
Y.2 <- Buying Decision (Y)	0.449017	0.439435	0.079883	0.079883	5.620915
Y.3 <- Buying Decision (Y)	0.853937	0.855283	0.014261	0.014261	59.881184
Y.4 <- Buying Decision (Y)	0.744302	0.743267	0.036680	0.036680	20.291578

Source: Data Processed

The validity of the indicators is evaluated by examining the factor loading values from the variable to the indicator. An indicator is considered sufficiently valid if the factor loading value is greater than 0.5 and the T-statistic value is higher than 1.96 (the Z-value at a significance level of 0.05). Based on the provided outer loading table, all indicators for the variables Social Media Marketing, Brand Awareness, and Purchase Decision show factor loading values (original sample) over 0.50 and/or are statistically significant, with T-statistic values that are greater than the Z-value for a 5% significance level (1.96). Therefore, the estimation results for all indicators reflect satisfactory convergent validity, suggesting that the indicators are valid to represent their respective variables.

Table 2 Average Variance Extracted (AVE)

	AVE
Social media marketing	0.548457
Brand Awareness	0.557492
Buying Decision	0.521785

Source: Data Processed

AVE test results for variables Social Media Marketing equal to 0.5484570, variable Brand Awareness amounting to 0.557492, Purchasing Decision Variable amounting to 0.521785, third this variable shows a value > 0.5 , so overall the variables in the research. This can be said to have good validity.

Table 3 Composite Reliability

	Composite Reliability
Social media marketing	0.858007
Brand Awareness	0.830511
Buying Decision	0.806473

Source: Data Processed

The composite reliability assessment indicates that the three key variables in the study - social media marketing, brand awareness, and purchase decision - all exhibit strong internal consistency. Specifically, the composite reliability scores for these variables were 0.858007, 0.830511, and 0.806473 respectively. Since all of these values exceed the commonly accepted threshold of 0.70, it can be concluded that the measures used to represent these constructs are reliable and coherent.

Table 4 Latent Variable Correlations

	X1. Social media marketing	X2. Brand Awareness	Y Buying Decision
Brand Awareness	1.000000		
Keputusan Pembelian	0.760590	1.000000	
Buying Decision	0.564190	0.544241	1.000000

Source: Data Processed

The analysis of the latent variable correlations reveals that the variables in the research model are moderately to strongly interrelated, with an average correlation exceeding 0.5. Notably, the strongest association was observed between the purchase decision and brand awareness constructs, with a correlation coefficient of 0.760590. This suggests that within the conceptual framework, the linkage between customer purchase behavior and brand recognition is more pronounced than the connections involving the social media marketing variable. In other words, the findings indicate that brand awareness appears to be a more influential driver of purchase decisions compared to the social media marketing factor in this particular study context.

Table 5 R-Square

	R Square
Social media marketing	
Brand Awareness	
Buying Decision	0.597940

Source: Data Processed

The R-squared (R^2) value is 0.597940, which can be interpreted as the research model being able to explain 59.79% of the variance in Purchase Decisions, influenced by the independent variables of Social Media Marketing and Brand Awareness. The remaining 40.21% of the variance in Purchase Decisions is explained by other variables outside the scope of this research, such as price perception, product quality, brand image, and so on.

Tabel 6 Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Social media marketing -> Buying Decision	0.168879	0.180861	0.077396	0.077396	2.182018
Brand Awareness -> Buying Decision	0.665310	0.659258	0.064153	0.064153	10.370615

Source: Data Processed

The data analysis indicates that social media marketing exerts a positive influence on purchase decisions. This is evidenced by a path coefficient of 0.168879 and a t-statistic value of 2.182018, which exceeds the critical z-value of 1.96 at a 5% significance level. This suggests that the relationship between these two variables is statistically significant, meaning that more effective social media marketing efforts are likely to lead to a higher probability of consumer purchase decisions. This indicates a significant positive relationship, so **Hypothesis 1 is accepted**.

The data analysis indicates that social media marketing exerts a positive influence on purchase decisions. This is evidenced by a path coefficient of 0.168879 and a t-statistic value of 2.182018, which exceeds the critical z-value of 1.96 at a 5% significance level. This suggests that the relationship between these two variables is statistically significant, meaning that more effective social media marketing efforts are likely to lead to a higher probability of consumer purchase decisions. This suggests a significant positive relationship, and therefore, **Hypothesis 2 is also accepted**.

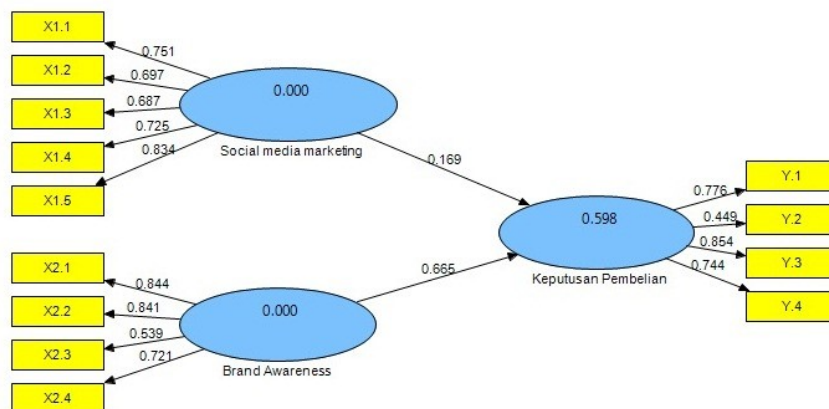


Figure 2 Outer Model with factor loading, Path Coefficient and R-Square

The study's findings indicate that the hypothesis linking social media marketing (X1) to purchase decisions is supported, as the data reveals a positive and statistically significant relationship between these variables. Further analysis of the outer loading data suggests that word-of-mouth is the dominant factor within the social media marketing construct, underscoring its importance as a key indicator in evaluating social media marketing efforts. This is consistent with the well-established notion that word-of-mouth plays a crucial role in shaping consumer perceptions, particularly among younger demographics who tend to be heavily influenced by social media reviews based on their direct product experiences. The implication is that more effective social media marketing, with a focus on facilitating positive word-of-mouth, is likely to increase the probability of consumers deciding to purchase Somethinc beauty products in Surabaya. These results align with prior research by (Purwaningsih & Susanto, nd), which also found a positive and significant effect of social media marketing on purchase decisions.

The research findings also indicate that the hypothesis regarding Brand Awareness (X2) is accepted, as it has a positive and significant effect on purchase decisions. Examining the Outer Loading data shows that the dominant influence within the Brand Awareness variable is Recall, which appears to be an important indicator in assessing Brand Awareness. Consumers who are able to recall the Somethinc brand when asked about a particular product type suggests that they have made a purchase and had a positive experience with that product. Therefore, it is crucial to effectively introduce the product and make it easier for consumers to remember the brand by enhancing customer satisfaction. This ensures that consumers consistently recall the product and decide to repurchase it. These results align with prior research conducted by Rio Haribowo et al. in 2022, which similarly concluded that brand awareness exerts a positive influence on purchase decisions.

CONCLUSION

Based on the PLS (Partial Least Squares) analysis conducted to test the influence of the variables on Purchase Decisions, the following conclusions can be drawn: Social Media Marketing contributes to the purchase decisions for Somethinc beauty products in Surabaya, particularly among younger consumers. This means that as Social Media Marketing efforts are enhanced, the decision to purchase Somethinc beauty products in Surabaya will also increase. Additionally, Brand Awareness also contributes to the Purchase Decision of Somethinc beauty products in Surabaya. This suggests that as the level of Brand Awareness for Somethinc products increases, consumers' decision to purchase Somethinc beauty products in Surabaya will also rise. Therefore, the company needs to

focus on improving both Social Media Marketing and Brand Awareness strategies in order to enhance purchase decisions for Somethinc beauty products in Surabaya.

REFERENCES

- Bisnis, M. (2023, April 24). *Perkembangan Industri Kecantikan* (Bagian 2). Daya.Id.
- Kholifah, N. N., Satriyono, G., & Pangastuti, R. L. (2023). Pengaruh Sosial Media Marketing dan Brand Awareness Terhadap Purchase Intention. *Jurnal Ekonomi Utama*, 2(2), 180–187. <https://doi.org/10.55903/juria.v2i2.77>
- Limbort, V. (2021, December 1). *Analisis Penggunaan Media Sosial Pada Brand Somethinc*. Kompasiana.Com.
- Napoleoncat.com. (2024). Social media users in Indonesia THE LAST MONTH OF 2024. NapoleonCat.
- Ovirya, N., & Saputri, M. E. (2023). Pengaruh Social Media Marketing dan Customer Online Review terhadap Keputusan Pembelian Somethinc. *Jurnal Informatika Ekonomi Bisnis*, 1049–1054. <https://doi.org/10.37034/infeb.v5i3.666>
- Purwaningsih, N., & Susanto, F. (n.d.). Prosiding Konferensi Nasional Ekonomi Manajemen dan Akuntansi (KNEMA) Journal Homepage Pengaruh Sosial Media Marketing dan Brand Awareness Terhadap Keputusan Pembelian Produk Dirga Mahar.
- Rio Haribowo, T., Tannady, H., Yusuf, M., & Wisnu Wardhana, G. (2022). Analysis Of The Role Of Social Media Marketing, Product Quality And Brand Awareness On Buying Decisions For Restaurant Customers In West Java Analisis Peran Social Media Marketing, Kualitas Produk Dan Brand Awareness. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 6). <http://journal.yrpiiku.com/index.php/msej>
- Siregar, N. 'Endah, S. (2023). Digital Marketing To E-Commerce Customers. *Journal of Management and Creative Business*, 1(2).
- Speakrj. (2022, August 7). *report audit instagram somethincofficial*. Speakrj.Com.
- Statistics, T. G. (2024). Indonesia Social Media Statistics 2024 | Most Popular Platforms. The Global Statistics Blogging.
- Wigati, V. I. T. J. R. S. (2024). Pengaruh Efektivitas Social Media Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Scarlett Whitening. *Jurnal Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(1).