The Impact of Social Media Marketing on Purchasing Decision of Local Cosmetics: A Study on Female Students of UIKA Bogor

Ridiarsih[a]*, Lies Trisna Susanti[b], Popy Novita Pasaribu[c]

[a,b,c] Ibn Khaldun University Bogor, Indonesia
*Corresponding author e-mail: ridiarsih@gmail.com

A B S T R A C T

An important factor in the rise in consumer purchasing is social media marketing. Social media platforms such as YouTube, Instagram, TikTok, and WhatsApp are essential for growing one's following and bolstering a successful advertising strategy. Indonesian local cosmetics are cosmetic products made and marketed by companies originating from Indonesia and aimed at domestic or foreign markets. This study examines the impact of social media marketing on female students at UIKA Bogor's decisions to purchase locally produced cosmetics. Regression analysis is the research methodology, and this is a non-probability sampling method. The locus is in the UIKA Bogor campus region, with female students from UIKA representing the research unit. The sample contains 103 respondents who are female students from UIKA who have purchased local cosmetics. The findings are partially and simultaneously, social media marketing, cosmetics brand image and beauty vloggers greatly impact local consumers' preferences for cosmetics purchases.

Keywords: Social Media Marketing, Purchasing Decision, Beauty Vlogger, Local Cosmetics, Brand Image

INTRODUCTION

In the last few years, the local cosmetics business has performed very well and competed fiercely with foreign cosmetic brands. Local cosmetics are becoming increasingly popular, especially among young women, and are becoming an up-to-date trend. This is demonstrated by the striking expansion in the number of cosmetics companies in Indonesia, which increased from 913 in 2022 to 1,010 in mid-2023, or 21.9% of the total. With the overall export value of cosmetics, fragrances, and essential oils reaching USD 770.8 million from January to November 2023, the domestic cosmetics industry can also enter the export market (Ekon.go.id, 2024).

Furthermore, (Ekon.go.id, 2024) also said that in 2023, the national market size reached 467,919 products, up more than ten times from the previous year. Amid the massive development of e-commerce in Indonesia, sales of personal care and cosmetic products have increased rapidly in recent years. With a transaction volume of Rp.145.44 million and a transaction value of Rp.13,287.4 trillion, personal care and cosmetics are the three highest sales in the marketplace from 2018 to 2022. The high sales volume of the local cosmetics industry shows the great interest from customers in using domestic cosmetic products.

Although the sales volume of local cosmetics is very high, according to (Ferdinand et.al. 2022) the cosmetics business in Indonesia has moderate attractiveness. Industry competitiveness is mainly driven by factors such as demand. Secondary drivers of competitiveness in Indonesia's cosmetics sector are strategy, structure, competition, and industry connectivity and linkages with supporting industries. Finally, the three main success criteria in Indonesia's cosmetics sector are product, marketing, and speed.

Amidst the growth of the local cosmetics industry, social media marketing is emerging as a highly effective approach to promoting cosmetic products from various brands but also allows users to interact directly through creative content and engaging marketing campaigns. Since the launch of the internet, traditional media has suffered a setback and continues to become increasingly obsolete. Alalwan (2018) observed that the widespread availability of the Internet has increased the usage of social media channels like Facebook and YouTube. Social media is now used by millions of internet users around the world. It was used for global communication and socialization when it initially gained popularity, but as its user base developed, companies started to recognize its business potential (Sriram et.al. 2021).

Kumar (2018) states that businesses have increased their use of social media platforms to reach target audiences through a new marketing idea known as social media marketing. Large companies are still active on social media platforms and have increased their investment in social media marketing initiatives (Ziwa & Dizon, 2021). Meanwhile, Kaplan and Haenlein (2010) suggest that social media gives businesses and consumers access to information that was previously unreachable. Numerous platforms, such as content communities like YouTube, microblogging sites like Twitter, and social networking sites like Facebook, make these

connections possible by letting social networks develop from common interests and viewpoints. (Li et.al. 2021).

In Indonesia, the most popular messaging and social media app is WhatsApp, which 90.9% of people in Indonesia use, with Instagram using 85.3%, Facebook using 81.6%, and TikTok using 73.5%. These social media sites fulfill the three main needs mentioned earlier: communication, information, and entertainment (Meltwater.com, 2024). The high usage of social media platforms in Indonesia provides evidence that social media can create an ecosystem that facilitates interaction among consumers and product brands and can be a beneficial strategic tool for companies.

The use of social media is also carried out by students at various universities, including female students at UIKA Bogor. Ibn Khaldun University (UIKA) Bogor is the oldest private university in Bogor City which was founded in 1961 and was built by freedom fighters, namely: KH. Sholeh Iskandar, Dr. Marzuki Mahdi, R.H Soelaeman Affandi Kartadjoemena, Ir. Prijono Hardjosentono, Djunus Dali, Ir. Imam Rahardjo, RSA. Suwigyo, H.M. Djunaedi. Currently, UIKA has six faculties and one graduate school with 35 study programs. The six Faculties and Postgraduate Schools at UIKA Bogor consist of: the Faculty of Economics and Business has five study programs; the Faculty of Law has two study programs; the Faculty of Teacher Training and Education has five study programs; the Faculty of Islamic Religion has eight study programs; the Faculty of Engineering and Science has seven study programs; the Faculty of Health Sciences has two study programs; and Postgraduate School has six study programs (uika-bogor.ac.id, 2024).

Based on information from the Dikti feeder in 2024, UIKA has a total of 8,992 students, with a proportion of 4,293 men, and 4,699 women. The high number of female students at UIKA Bogor has great potential for marketing local cosmetic products, where women are the main customers of the cosmetic industry. In addition, based on initial observations, UIKA Bogor students are highly engaged in their daily lives, utilizing social media sites like WhatsApp, YouTube, Instagram, TikTok, and others. This fact shows that social media plays an important role in the lives of UIKA Bogor female students, consequently, the local cosmetics business may consider them as a target market.

The phenomenon of massive social media use among students is furthermore confirmed by research (Ibrohim et.al, 2021) which demonstrates that up to 85.2% of students at the University of Jember's Faculty of Economics and Business were impacted by Instagram as a social media marketing platform during the 2016–2019 academic year, with 14.8% being influenced by other factors not investigated in the study. Therefore, to increase consumer engagement, especially among female students, business actors in the local cosmetics business develop various strategies to reach consumers, one of which is by improving the brand image of cosmetics, using beauty vloggers to shape consumer perceptions, and encouraging consumers to make purchases.

Buying decisions are the choices made by customers when they are transacting for products or services that are offered. There are many brands in the market that compete for consumers by offering essentially identical products at various costs (Ansari et.al. 2019). According to (Ziwa & Dizon, 2020), online buying behaviour is strongly positively correlated with social media marketing.

The study (Ansari et.al. 2019) found that there is an important and substantially beneficial relationship between social media content marketing and customer purchase decisions, suggesting the importance of social media content marketing in this age of rapidly advancing technology. Strong content will influence consumers to take the desired action, namely making purchasing decisions.

As such, these social media platforms can develop strong relationships between customers and brands, which in turn significantly influence consumer purchasing decisions. The purpose of this study is to find out how social media marketing impacts UIKA Bogor female students' decisions to buy local cosmetics.

RESEARCH METHODS

Research Type. This study uses regression analysis. The analysis is used to explain how local cosmetic purchasing decisions are impacted by social media marketing, cosmetic branding, and beauty vloggers.

Research Unit and Locus. The study's unit is female students of the Ibn Khaldun University of Bogor, totaling 4,699 people, with the research locus at the UIKA Bogor campus area.

Sampling Technique. Purposive sampling is the non-probability sampling method used in this study. This study's sample selection consisted of female students who had purchased local cosmetics. Determination of the sample size of 100 respondents using Yamane's (1967) opinion, namely:

$$n = \frac{N}{1 + N \cdot e^2}$$

In the case, where n = the size of sample; N = the size of population; e = margin of error (10%), then:

$$n = \frac{4.699}{1 + 4.699 \, (0.1)^2}$$

$n = 100$ respondents

The demographics of respondents are divided into four categories, namely the age of respondents consisting of a minimum age of 17 years to over 35 years, the respondent's education consists of Diploma, Undergraduate, and Postgraduate programs; the respondent's study program; and the level of expenditure on purchasing cosmetics per month for respondents consists of a range between Rp. 150,000 to over Rp. 1,300,000.

The variables of operational. The variables of operational in this study consist of: Independent Variables (X) i.e. Social Media Marketing (X1), Cosmetics Brand Image (X2), Beauty Vlogger (X3), and Dependent Variables (Y) i.e. Purchasing Decisions of local cosmetics. Table 1 provides an explanation of the operational variables.

Table 1. The Description of Operational Variables

Variable	Definition	Code	Indicator
Social media marketing (X1)	SMM is a recent addition to corporate marketing strategies that emphasize the promotion of goods, services, knowledge, and concepts through online social media (Dahnil et al, 2014). Kim & Ko (2010) divided social media marketing efforts into five groups: trends, entertainment, personalization, and electronic word of mouth. SMM is viewed as a promotional and relational interaction instrument that facilitates the acceptance of an organization's marketing strategy by raising online interactions between customers and organizations (Ibrahim et al., 2020).	SMM.1 SMM.2 SMM.3 SMM.4 SMM.5	Entertainment Trendiness Personalization E-WOM Interaction
Cosmetics Brand Image (X2)	Brand image is the way a person perceives a brand based on the associations they have with the brand (Keller, 2008).	CBI.1 CBI.2 CBI.3	Strength Favor Uniqueness
Beauty Vlogger (X3)	Beauty vloggers (BVs) are a particular kind of social media influencer that specializes in producing and sharing videos on cosmetics. With a focus on the beauty business, BVs actively research various products and share their thoughts, user experiences, and product details, including ingredients and costs, with other customers (Chen & Dermawan, 2020). BVs want to be the "voice of reason," emphasizing their self-presentation as convincing and rational (Olsson, 2019).	BV.1 BV.2 BV.3 BV.4 BV.5	Demonstration Recommendation Review Logic Compelling

| Purchasing Decision (Y) | The process by which a customer makes a purchase is known as the purchase choice process. The five steps that make up the purchase decision measurement process are: need for referral, information search, evaluation of alternatives, | PD.1 | Demand for referrals |

Variable	Definition	Code	Indicators
Purchasing Decision (Y)	decision to buy, and after-purchase behaviour (Armstrong, Cools et. al., 2012).	PD.2	Information seeking
		PD.3	Alternatives evaluation
		PD.4	Decision to buy
		PD.5	After-purchase behaviour

Source: Data Processed (2024)

Data Collections Instrument. This research is a survey of UIKA Bogor female students who have bought local cosmetics. A questionnaire is utilized as the primary data collection tool distributed online via WhatsApp to disseminate questionnaires that have been compiled in Google Form (G-Form).

Measurement Scale. Each indicator point is measured by a Likert scale, with point 1 indicating strongly disagree, point 2 indicating disagree, point 3 neutral, point 4 agree, and point 5 strongly agree.

Data Analysis. Testing each indicator unit uses Multiple Linear Regression to investigate how local cosmetic purchases are influenced by social media marketing, cosmetics brands, and beauty vloggers. The software of SPSS version 25 is used for data processing. Multiple Linear Regression Analysis including Variables of Independent X1 (Social media marketing), X2 (cosmetics brand image), and X3 (beauty vlogger) affecting Variable of Dependent Y (Local cosmetic purchase decisions). The following is the multiple linear regression equation:

$$Y = a + b1X1 + b2X2 + b3X3\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots \quad (1)$$

Validity and Reliability. The validity and reliability of the study instrument will be examined through the use of the item total correction method. A validity test that includes the requirement that the r-count number be higher than 0.30 qualifies as valid. Meanwhile, the requirement for reliability testing is necessary, however, if the Cronbach alpha value is higher than 0.60. A value greater than 0.60 indicates that the variable is considered reliable.

RESULTS & DISCUSSION

Theoretical Review. (Chuah et.al, 2023) stated that consumer intention to make a purchase was statistically significantly affected by each of the five components of the social media marketing approach. The analysis showed that user engagement is greatly impacted by entertainment in online cosmetic purchases. In the cosmetics industry, trends, entertainment, and E-WOM-related social media marketing have a statistically significant impact on online buying intentions, whereas personalization and communication have less impact. One of the key motivators for customers to consistently engage in online shopping through social media and internet platforms are entertainment.

Purchasing decisions are positively and significantly influenced by brand image. In addition, research shows that lifestyle and brand ambassadors can be mediated by brand image in purchasing decisions (Saputri et.al. 2024). Meanwhile, the findings (Akbari et.al. 2024) show that It has been demonstrated that brand image, product quality, and social media marketing significantly influence consumer purchasing decisions, both directly and indirectly through brand image mediation. The findings (Nguyen et.al, 2020) state that the decision to buy a smartphone is positively influenced by lifestyle and brand image.

The findings (Saraswati et.al, 2022) stated that in terms of purchasing decisions, the path coefficient shows that word-of-mouth can be favorably and considerably influenced by a brand image with a value of 0.130 and a t-statistic of 2.167 (>1.96). Brand image has the capacity to significantly and favorably mediate word-of-mouth to increase the likelihood of purchase. This shows how brand perception can effectively and dramatically influence electronic word-of-mouth to influence actual purchase decisions.

(Bevan-Dye, 2024) states that 72% of the variance in female Generation Y customers' opinions about the worth of YouTube beauty vlogs can be explained by perceptions of informativeness, entertainment, and credibility, according to the results of path analysis. Moreover, among South African Generation Y female consumers, perceived value and its predictors explained almost half of the variation in the purchase effect of such vlog content. The study found that social media-specifically YouTube the most effective channel.

The study (Chen & Dermawan, 2020) found that social media, especially YouTube, is the most beneficial channel. Social networking is useful for people today as it allows them to get information faster. However, respondents stated that they do not fully trust YouTubers' reviews as they are aware that some of them are promotional tactics even though they look interesting and organic. This is where trust becomes very important. While some respondents do not fully trust YouTubers because of the commercialized content, they still trust what they have to say about the goods or products. Also, consumers agree that they still consider influencers' comments before making a purchase.

Research Framework. The goal of the research framework is to provide a systematic explanation of how the variables under investigation relate to one another. The framework of this research is as follows:
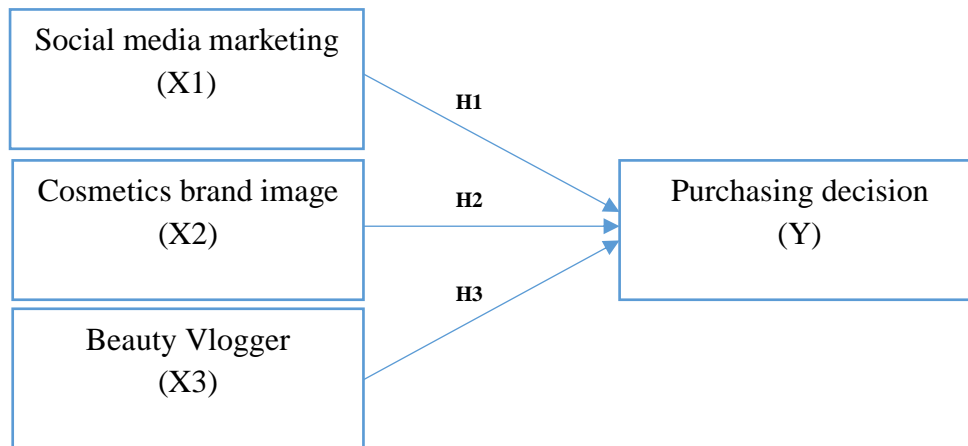

Figure 1. Conseptual Framework

Hypothesis. The hypotheses built in this study consist of:

H1: Social media marketing has a great impact on local cosmetics purchase decisions.

H2: The image of cosmetic brands has a great impact on local cosmetics purchase decisions.

H3: Beauty vlogger has a great impact on local cosmetic purchase decisions.

Result. This research involved 103 UIKA female students. Respondents are divided into six categories, namely: age group, education level, employment status, study program, level of spending on buying cosmetics per month, and frequency of using social media. Table 2 displays details of respondents' demographic information.

Table 2. Demographic Information of Respondents

Statistic Characteristic	Classification Indicator	Frequency	Percentage (%)
Age Group	17-22	83	80.6%
	23-27	9	8.7%
	34-39	6	5.8%
	More than 40	5	4.9%
Level of Education	Bachelor	91	88.3%
	Master	10	9.7%
	Doctor	2	2%
Occupation Status	Employed	9	8.7%
	Unemployed	60	58.3%

Self-Employed		4	3.9%
Others		30	29.1%

Statistic Charactheristic	Classification Indicator	Frequency	Percentage (%)
Study Program	Management	29	28.2%
	Accounting	15	14.6%
	Educational Technology	2	1.9%
	Islamic Broadcasting Communications	14	13.6%
	Islamic Religious Education	13	12.6%
	Informatics Engineering	10	9.7%
	Vocational Fashion Design	9	8.7%
	Islamic Family Law	3	2.9%
	Sharia Economy	1	1%
	Master of Management	1	1%
	Master of Educational Technology	4	3.9%
	Doctor of Islamic Education	2	1.9%
Level of expenses to purchase local cosmetics per month	Rp.150.000 - Rp.450.000	88	85.4%
	Rp.460.000 - Rp.750.000	8	7.8%
	Rp.760.000 - Rp.1.050.000	3	2.9%
	More than Rp. 1.360.000	4	3.9%
Frequency of using social media	Everyday	92	89.3%
	As needed	11	10.7%

Source: Primary Data (2024)

The local cosmetic brands most widely used by UIKA female students are Wardah as much as 71.8%, Emina as much as 45.6%, and other brands not mentioned in the study as much as 40.8%. In addition, the Viva Cosmetics brand is also widely used by UIKA female students, namely Viva Cosmetics 30.1%, Y.O.U Cosmetics 28.2%, Purbasari 23.3%, Pixy 22.3%, Make Over 17.5%, Somethinc 17.5%, Luxcrime 16.5%, and Sariayu 14.6%. The presentation of data regarding local cosmetic brands that are most purchased by UIKA female students appears in Figure 2.
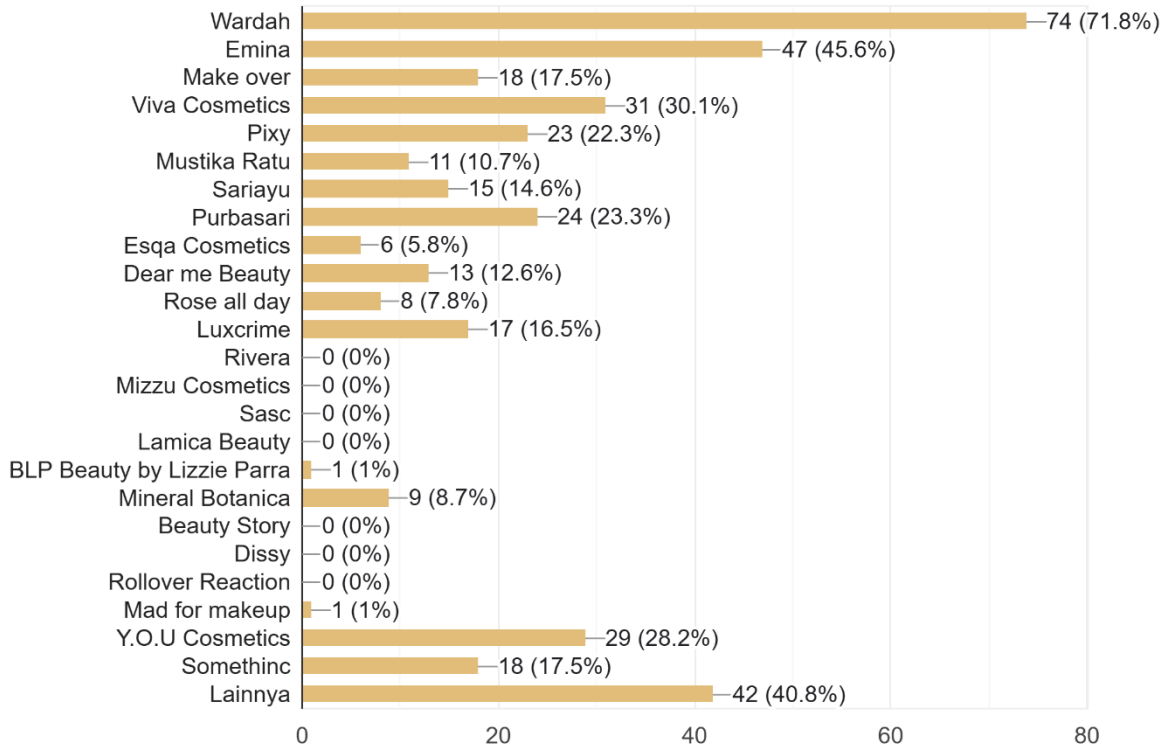
Figure 2. Local Cosmetics Brand Purchased by Respondents

Source: Primary Data (2024)

Social media that mostly used by UIKA female students are WhatsApp 89.3%, followed by the use of Instagram 81.6%, Tiktok 69.9%, YouTube 34%, Telegram 17.5%, X (Twitter) 16.5%, and Facebook 8.7%. Figure 3 displays information about how UIKA female students utilize social media.
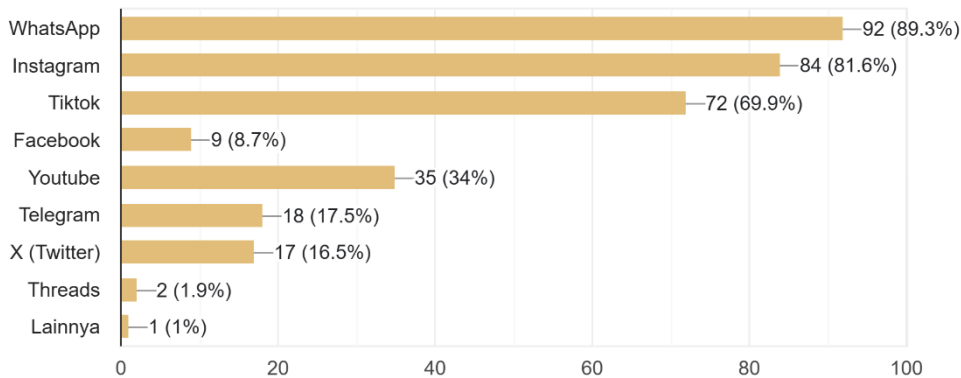

Figure 3. The most used of social media

Source: Primary Data (2024)

Validity Test. Based on SPSS output, validity testing on social media marketing variables, cosmetics brand image, and beauty vloggers that influence local cosmetic purchasing decisions shows that all indicator items are declared valid. The results for reliability testing on SPSS, the test's methodology, are also obtained by evaluating the validity of the corrected item-total correlation. All twenty statement items or indicators have an R-Count above 0.30, according to the results of the Corrected Item-Total validity test on the correlation coefficient, which means that all instruments are considered valid.

Reliability Test. Using the Cronbach Alpha coefficient in the reliability assessment criterion has a value of more than 0.60, which means that the instrument used to collect data has decent reliability. The reliability test for the social media marketing (SMM) variable resulted in an alpha Cronbach of 0.690, the cosmetics brand image (CBI) variable of 0.859, the beauty vlogger variable (BV) of 0.878 and the local cosmetic purchase decision variable (PD) of 0.785. So all variables have Cronbach's Alpha above 0.60, It indicates that the brand image of cosmetics, social media marketing, beauty vlogger, and local cosmetic purchasing decision questionnaires are reliable.

Normality Test. The data normality, multicollinearity, and heteroscedasticity tests comprise the classical assumption test in this study, which is based on the output of SPSS. Table 2 displays the results of the normality test using the One-Sample Kolmogorov-Smirnov Test with the Asymp. Sig. (2-tailed), which revealed a significance value of 0.200 above the residual value of 0.05. Therefore, it has been decided that social media marketing, the image of cosmetic brands, beauty vloggers, and local cosmetic purchase decisions are normally distributed.

Tabel 2. Test of Normality

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		103
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.72895356
Most Extreme Differences	Absolute	.069
	Positive	.062
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary Data (2024)

Multicollinearity Test. Table 3 displays the results of the multicollinearity test. According to Table 3's multicollinearity test results, the processed data in this study does not exhibit multicollinearity. The VIF value is below 10 and the tolerance value is above 0.1, which serves as the foundation for the conclusion that there is no multicollinearity.

Table 3. Test of Multicollinearity

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.346	.870		2.698	.008		
	SMM (X1)	.034	.053	.077	.633	.528	.647	1.546
	CBI (X2)	-.079	.046	-.222	-1.719	.089	.579	1.727
	BV (X3)	-.007	.038	-.022	-.183	.855	.643	1.555

a. Dependent Variable: RES2

Source: Primary Data (2024)

Heteroscedasticity Test. Finding out if there is an unequal residual variance between observations in the regression model is the goal of the heteroscedasticity test. The significance value needs to be higher than 0.05 for heteroscedasticity to not occur. According to the information in Table 4, the social media marketing (SMM) variable has a significance test value of 0.528, the cosmetics brand image (CBI) variable has a value of 0.089, and the beauty vlogger variable (BV) has a value of 0.855. Since the variable's significance value is greater than the 0.05 residual value, the regression model is considered to have fulfilled the heteroscedasticity assumption, indicating that there is no heteroscedasticity in this study.

Table 4. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.346	.870		2.698	.008
	SMM (X1)	.034	.053	.077	.633	.528
	CBI (X2)	-.079	.046	-.222	-1.719	.089
	BV (X3)	-.007	.038	-.022	-.183	.855

a. Dependent Variable: RES2

Source: Primary Data (2024)

Analysis of Multiple Linear Regression. In this study, the classical assumption test has been fulfilled, then regression analysis can be carried out. Some of the hypotheses were tested using the t-test results. As for the model coefficient value, t-test findings, and significance value, Table 5 displays the outcomes of multiple regression analysis data processing using SPSS version 25 on a model with three independent variables and one dependent variable. Table 5 indicates that the multiple linear regression model's equation takes the following format:

$$Y = 5.857 + 0.318X1 + 0.285X2 + 0.160X3 \dots\dots\dots\dots\dots\dots\dots\dots \text{(1)}$$

Table 5. T Test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	5.857	1.509		3.882	.000		
	SMM (X1)	.318	.093	.302	3.427	.001	.647	1.546
	CBI (X2)	.285	.079	.335	3.600	.000	.579	1.727
	BV (X3)	.160	.067	.212	2.405	.018	.643	1.555

a. Dependent Variable: PD

Source: Primary Data (2024)

T Test. The value of the social media marketing variable coefficient is known to have a t-count value of 3.427 > t-table 1.66039 as a result, the first hypothesis (H1) is accepted. In other words, social media marketing has an enormous effect on local cosmetics purchase decisions. For the value of the variable coefficient of cosmetics brand image has a t-count value of 3,600 > t-table 1.66039 Thus, it can be said that Hypothesis 2 (H2) is accepted. It indicates that brand image of cosmetics has a strong impact on local cosmetics buying decisions. For the value of the variable coefficient of beauty vloggers have a t-count value of 2.405 > t-table 1.66039, in summary, the acceptance of Hypothesis 3 (H3) indicates that beauty vloggers significantly influence local consumers' decisions to buy cosmetics.

F Test. Table 6 shows the results of the hypothesis test for the simultaneous influence of Social Media Marketing (SMM) X1, Cosmetics Brand Image (CBI) X2, and Beauty Vloggers (BV) X3 on Purchasing Decisions of local cosmetics (PD) Y. Table 6 indicates that the F-count is 33,417 > F-table 2.70. Based on the F test's decision-making criteria, the hypothesis is accepted; in other words, Social Media Marketing (X1), Cosmetics Brand Image (X2), and Beauty Vloggers (X3) all have a significant simultaneous impact on the PD of local cosmetics (Y).

Table 6. F Test

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.763	3	102.921	33.417	.000ᵇ
	Residual	304.907	99	3.080		
	Total	613.670	102			

a. Dependent Variable: PD

b. Predictors: (Constant), BV, SMM, CBI

Source: Primary Data (2024)

R Square Test. Table 7 displays the results of the determination coefficient (R Square) test. The R Square test aims to find out how effectively independent variables affect dependent variables. According to SPSS's output in Table 7, the value of R Squared is 0.503 or 50.3%. This number means that the social media marketing variable (X1), cosmetic brand image variable (X2), and beauty vloggers variable (X3) simultaneously (together) have an effect on local cosmetics purchase decisions (Y) by 50.3%, and other factors that were not examined in this study have an impact on the remaining 49.7%.

Table 7. R Square Test

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709ᵃ	.503	.488	1.755

a. Predictors: (Constant), BV, SMM, CBI

b. Dependent Variable: PD

Source: Primary Data (2024)

Discussion

Social media marketing's impact on purchasing decisions of local cosmetics.

As a result of partial testing, local cosmetics purchasing decisions are significantly influenced by the social media marketing variable. This indicates that social media is an extremely powerful marketing instrument for increasing brand awareness of local cosmetic products, building consumer engagement, and understanding consumer perceptions of the cosmetic products offered. The main factors that help increase consumer engagement such as interesting and entertaining content, positive reviews from other users, testimonials from influencers, as well as promotional packages that offer discounts, bundling packages, flash sales, and the use of twin numbers at certain times on social media can increase the interest of female students to

buy the desired local cosmetic products. The presence of social media in the current era greatly allows products to reach a wider market and allows product brands to optimize marketing strategies in building consumer preferences (Kemora & Pasaribu, 2023). In addition, local cosmetics industry players also need to manage social media well to compete with foreign cosmetic brands which also have their attraction for domestic consumers.

These findings correlate with research by (Ziwa & Dizon, 2020) that found a significant positive correlation between social media marketing and online purchasing behaviour, as well as research by (Ashdaq et.al, 2023) concluding that social media marketing significantly affects the good perception of cosmetics. The study's conclusions indicate that cosmetic companies aiming to reach Gen Z female consumers in Makassar City should concentrate on employing an effective social media marketing approach to receive positive feedback from their customers.

Cosmetics brand image impact on purchasing decisions of local cosmetics.

As indicated by the partial test results, the variable of cosmetics brand image has a significant impact on purchasing decisions of local cosmetics. The findings show that UIKA female students have a favorable opinion of local cosmetic brands, because of the reputation and quality of the product, UIKA female students shape the experience or information obtained about the brand so that it has a positive impact on female students such as increasing loyalty and also the trust of female students to use certain cosmetic product brands.

The conclusions of this study are in line with the findings from (Sudaryanto et.al, 2021) which indicate that that brand image, price, and Hofstede's cultural dimensions have a significant impact on customer purchasing decisions in retail companies in East Java, Indonesia. The findings of Havids et.al. (2020) and (Maulina & Pasaribu, 2024) show similar results, i.e. which indicate that brand image influences purchase decisions.

Beauty vloggers' impact on purchasing decisions of local cosmetics.

From the results of partial testing, beauty vloggers have a significant impact on local cosmetics purchasing decisions. This informs that beauty vloggers have a strong influence on social media so that they become a source of information trusted by UIKA female students before buying the desired cosmetic products. Beauty vloggers also provide demonstrations of product use, as well as review the advantages and disadvantages of products when used, so that this can influence consumer purchase decisions among female students.

(Wagener, 2024) concluded four things in her findings: first, reductionistic methods are used by beauty vloggers to evaluate sustainability. Second, beauty vloggers treat brand promises as unquestionable descriptors and rely on them without question when evaluating sustainability. Third, beauty vloggers are more interested in evaluating the quality of cosmetics than sustainability. Finally, to evaluate and illustrate the sustainability of packaging, beauty vloggers use audio-visual techniques.

CONCLUSION & SUGGESTION

Conclusion. The partial test results showed that the independent variables, i.e. social media marketing, cosmetics brand image, and beauty vloggers had a substantial effect on local cosmetics buyers' decisions. The simultaneous test's results, which included the variables of social media marketing, cosmetics brand image, and beauty vlogger, significantly influenced the local cosmetic purchase decision variable, but only to the extent of 50.3%, with other variables not included in this study influencing 49.7%.

Suggestion. Local players in the cosmetics business must enhance their marketing strategies in order to improve the purchasing of local cosmetics on social media by involving more beauty vloggers (influencers), creating more creative content, and maximizing the use of Instagram, TikTok, YouTube, to reach a broader range of consumers. In addition, cosmetics industry players need to increase investment in strengthening brand image by focusing on product quality and the use of natural ingredients from Indonesia's natural resources that are environmentally friendly and do not contain harmful ingredients. However, there is still a 49.7% chance that the purchase decision is affected by additional factors that are not examined in this research, so it can be a new source of inspiration for the next study. This can be focused on product campaigns, product quality, the influence of product composition, emotional or cultural factors, and surveys of other consumer groups such as middle-aged women and adolescent girls who also use cosmetics.

REFERENCES

[1] Ekon.go.id, "https://ekon.go.id/publikasi/detail/5626/hasilkan-produk-berdaya-saing-global-industri-kosmetik-nasional-mampu-tembus-pasar-ekspor-dan-turut-mendukung-penguatan-blue-economy. (Accessed on November 24, 2024)."

[2] M. Ferdinand and W. S. Ciptono, "Indonesia's Cosmetics Industry Attractiveness, Competitiveness and Critical Success Factor Analysis," *Jurnal Manajemen Teori dan Terapan | Journal of Theory and Applied Management*, vol. 15, no. 2, pp. 209–223, Aug. 2022, doi: 10.20473/jmtt.v15i2.37451.

[3] K. V. Sriram, K. P. Namitha, and G. B. Kamath, "Social media advertisements and their influence on consumer purchase intention," *Cogent Business and Management*, vol. 8, no. 1, 2021, doi: 10.1080/23311975.2021.2000697.

[4] D. I. Ziwa and O. Dizon, "A Case of Selected Universities in Karen Nairobi," 2020. [Online]. Available: http://indusedu.org

[5] F. Li, J. Larimo, and L. C. Leonidou, "Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda," *J Acad Mark Sci*, vol. 49, no. 1, pp. 51–70, Jan. 2021, doi: 10.1007/s11747-020-00733-3.

[6] Meltwater.com, "https://www.meltwater.com/en/blog/social-media-statistics-indonesia. (Accessed on November 26, 2024)."

[7] uika-bogor.ac.id, "https://uika-bogor.ac.id/halaman/visi-misi-dan-tujuan (accessed on December 5, 2024)."

[8] D. M. Ibrohim, J. Widodo, S. Wahyuni, M. Zulianto, and S. Kantun, "The Effect of Instagram as Social Media Marketing on Students' Comsumtive Behavior (Case Study of Students' in Faculty of Economics and Business University of Jember from 2016 to 2019 Generation)," in *IOP Conference Series: Earth and Environmental Science*, IOP Publishing Ltd, May 2021. doi: 10.1088/1755-1315/747/1/012098.

[9]   S. Ansari, G. Ansari, M. U. Ghori, and A. G. Kazi, "Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision," *Journal of Public Value and Administrative Insight*, vol. 2, no. 2, pp. 5–10, Jul. 2019, doi: 10.31580/jpvai.v2i2.896.

[10]   S.-C. Chuah, A. M. Arifin, M. Nazreen Mayaddin, & Mohd, and F. Othman, "Impact of Social Media Marketing Activities on Online Purchase Intention for the Cosmetic Industry in Malaysia," 2023.

[11]   F. W. Saputri, H. Welsa, and L. T. Hatmanti, "The Impact Of Brand Ambassadors And Lifestyle On Purchase Decision: Mediating Role Of Brand Image (Case Study of Consumers Using Somethinc Products in Yogyakarta City)," 2024.

[12]   R. Z. Akbari, Wendy, E. Listiana, Hasanudin, and R. Fauzan, "The Role of Brand Image in Mediating the Influence of Social Media Marketing and Product Quality on Purchase Decision Uniqlo in Indonesia," *Ilomata International Journal of Management*, vol. 5, no. 1, pp. 23–44, Jan. 2024, doi: 10.52728/ijjm.v5i1.983.

[13]   N.-L. Nguyen, T.-T. Tran, and M.-P. Vo, "The Effect of Lifestyle, Brand Image and Personalities on Smartphone Purchase Decision of Consumers in Hochiminh City," 2020. [Online]. Available: www.ijisrt.com

[14]   A. R. Saraswati and I. G. A. K. Giantari, "Brand image mediation of product quality and electronic word of mouth on purchase decision," *International research journal of management, IT and social sciences*, vol. 9, no. 1, pp. 97–109, Jan. 2022, doi: 10.21744/irjmis.v9n1.2012.

[15]   A. L. Bevan-Dye, "Perceived Value and Purchase Influence of YouTube Beauty Vlog Content Amongst Generation Y Female Consumers," *Hum Behav Emerg Technol*, vol. 2024, no. 1, Jan. 2024, doi: 10.1155/2024/1455264.

[16]   J.-L. Chen and A. Dermawan, "The Influence of YouTube Beauty Vloggers on Indonesian Consumers' Purchase Intention of Local Cosmetic Products," *International Journal of Business and Management*, vol. 15, no. 5, p. 100, Apr. 2020, doi: 10.5539/ijbm.v15n5p100.

[17]   H. Kemora and P. N. Pasaribu, "Social Media Marketing During and After the Covid 19 Pandemic : McDonald on Instagram Case," in *Proceedings of the 1st International Conference on Management and Small Medium Enterprise (ICMSME-2023)*, 2023.

[18]   M. Ashdaq, S. Alam, V. Aris, and N. F. Mandasari, "The Impact of Marketing through Social Media on Brand Attitudes: A Study of Cosmetics Products in Female Generation Z," *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, vol. 06, no. 08, Aug. 2023, doi: 10.47191/jefms/v6-i8-19.

[19]   Sudaryanto, I. Suroso, J. Pansiri, T. L. Umama, and A. Hanim, "Impact of culture, brand image and price on buying decisions: Evidence from East Java, Indonesia," *Innovative Marketing*, vol. 17, no. 1, pp. 130–142, Mar. 2021, doi: 10.21511/im.17(1).2021.11.

[20]   H. B. H. Havidz and M. Rizky Mahaputra, "BRAND IMAGE AND PURCHASING DECISION: ANALYSIS OF PRICE PERCEPTION AND PROMOTION (LITERATURE REVIEW OF MARKETING MANAGEMENT)," vol. 1, no. 4, 2020, doi: 10.38035/DIJEFA.

[21]   D. Maulina and P. N. Pasaribu, "K- Popfication in Viral Marketing : Increasing Brand Awareness and Purchasing Decisions of MSMEs," *Moneter : Jurnal Keuangan Dan Perbankan*, vol. 12, no. 3, pp. 568–581, 2024.

[22]   H. Wagener, "Beauty Vlogger's Assessments of Sustainable Cosmetics Product: A Qualitative Content Analysis," 2024.