



Social Media Marketing, Brand Trust, And Electronic Word Of Mouth Effect On Impulsive Buying In Azarine Products

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INFO ARTIKEL

Abstract

Keywords:

social media marketing, brand trust, and electronic word of mouth.

This study aims to determine the effect of "SOCIAL MEDIA MARKETING, BRAND TRUST, AND ELECTRONIC WORD OF MOUTH EFFECT ON IMPULSIVE BUYING IN AZARINE PRODUCTS". This type of research is quantitative research with a casual associative approach. The population in this study are consumers who have made impulse purchases on the Tiktok Shop application. The number of samples taken was 100 people. The sampling technique used in this study was purposive sampling. Data were collected through online surveys and analyzed using multiple linear regression analysis through the SPSS Version 25 program. The results of this study indicate that social media marketing, brand trust, and electronic word of mouth have a positive and significant influence on impulsive buying among users of Azarine products.

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Introduction

Azarine is a local product in the country initiated by Cella Vannesa, and it has become one of the local skincare products that is often mistakenly thought to originate from abroad. Women in the country highly seek Azarine products, perceiving them to possess quality comparable to skincare products from Korea. The utilization of modern technology and high processing standards enables Azarine to consistently maintain the quality of its products. However, with the emergence of the skincare phenomenon in Indonesia and other countries, competition in the skincare market is intensifying. This is evident in the proliferation of other brands, posing a challenge for Azarine to attract consumers to purchase its products.

The development of technology and the internet continues to progress, making them inseparable aspects of daily life in the current era of globalization. By combining the use of technology and the internet, businesses find it easier to market

their goods or services to consumers with a broader market reach. The prevalence of unexpected or impulsive buying behavior is influenced by several factors, including products with affordable prices, short-term product benefits, easily accessible stores, suggestive and continuous advertising through social media, and consumer characteristics such as personality, gender, and socio-economic background. Impulsive buying tends to occur by intensifying marketing efforts through social media. The existing brand trust in the minds of consumers and the abundance of electronic word of mouth on a product's website play a significant role. In this context, impulse buying is a state in which consumers experience a sudden and strong desire to purchase something immediately, usually triggered by specific stimuli during the shopping process.

The beauty industry in Indonesia is experiencing rapid growth thanks to digital platforms. Through digital platforms, cosmetic products have the capability to expand their market reach from remote areas within the country to international markets. Digital platforms also contribute to the emergence of new skincare brands. According to data from the Central Statistics Agency (BPS) in 2021, the cosmetics industry, including the pharmaceutical, chemical, and traditional medicine sectors, grew by 9.61%. The Indonesian Food and Drug Administration (BPOM) also reported a 20.6% increase in the number of skincare companies. From 819 companies in 2021 to 913 by July 2022, the skincare industry has shown significant development (www.investor.id).

The rise of skincare brands on online platforms has pushed companies to boost advertising efforts, particularly on social media, to attract customers. Beauty businesses need to use social media effectively, as mentioned by Santoso, Baihaqi, and Persada (2017), as a tool for creating awareness and recognition. Social media marketing, according to Ariadi and Saino (2014), aims to persuade consumers to choose a valuable product or service. Additionally, brand trust, defined by Hidayah & Apriliani (2019) as consumers trusting a product despite its risks due to high expectations, influences impulsive buying behaviors, fostering loyalty.

Brand Trust is defined as a sense of security generated based on consumers' interactions with a brand, making the brand reliable and responsible (Tong & Subagio, 2020). In a previous study by Leni Setia Ningsih and Kardiyem Kardiyem titled "The Influence of Hedonic Value, Service Quality, Utilitarian Value on Impulsive Buying through Brand Trust," the research results indicate that the variables of hedonic value, service quality, and utilitarian value have a positive effect on brand trust.

Not only social media marketing and brand trust, but electronic word of mouth (eWOM) can also trigger impulsive buying among customers due to the information available in online purchases. Additional information is needed, and electronic word of mouth through consumer reviews in the form of comments or recommendations can be an influential source of information in online purchasing decisions (Pai, Chu, Wang, & Chen, 2013).

Based on the background above, the researcher deems it necessary to conduct a study related to the influence of social media marketing, brand trust, and electronic word of mouth and to examine their effects on impulsive buying. Therefore, in this research, the researcher has chosen the title: "SOCIAL MEDIA MARKETING, BRAND TRUST, AND ELECTRONIC WORD OF MOUTH EFFECT ON IMPULSIVE BUYING IN AZARINE PRODUCTS."

LITERATURE REVIEW

Impulsif Buying

Impulse buying is the tendency of an individual to make unplanned or spontaneously stimulated purchases without careful consideration and occurs when a consumer buys a product. According to Mowen and Minor (2012), impulse buying is an action of purchasing that was not consciously recognized as a result of consideration or pre-formed intentions before entering the store. Impulse buying often occurs when an individual experiences a sudden and urgent feeling that is usually irresistible. Prasetyo, Yulianto, and Kumadji (2016) state that impulse buying is shopping behavior without prior planning, and the purchasing decision happens quickly without much thought. According to Utami (2010:51), impulse buying is a purchase that occurs when a consumer sees a specific product or brand and becomes interested in obtaining it

Social Media Marketing

According to Santoso, Baihaqi, & Persada (2017), social media marketing is a form of marketing used to create awareness, recognition, memory, and even actions towards a brand, product, business, individual, or group, both directly and indirectly. This is achieved by utilizing tools from social web platforms such as blogging, microblogging, and social networks. According to Ariadi & Saino (2014), social media marketing is an effort to use social media to persuade consumers towards a valuable company, product, or service. Social media marketing involves marketing through social networks, marketing blogs, and much more.

Brand Trust

Brand Trust is defined as consumers trusting a product with all its risks due to high expectations or aspirations for the brand to yield positive results, leading to customer loyalty and trust in a particular brand (Hidayah & Apriliani, 2019). Brand Trust is further defined as a feeling of security generated based on consumers' interactions with a brand, making the brand reliable and responsible (Tong & Subagio, 2020). Trust involves an individual's willingness to behave in a certain way because of the belief that their partner will deliver what they expect (Rodiques & Rahanatha, 2018).

Electronic Word Of Mouth

Electronic Word of Mouth (eWOM) is defined as positive or negative statements about a product or company made by potential or actual customers, or the company itself, available to many people through the internet (Mason-Jones, R. and Towill, 2014). Thureau et al., as cited in Tommi and Eristia (2014:14), state that electronic word of mouth is statements made by potential or previous consumers about a product or company, and this information is available to individuals or institutions through internet media. According to Jansen, as cited in Tommi and Eristia (2014:14), electronic word of mouth, although similar to traditional word of mouth, offers various ways to exchange information, with many of them being anonymous or confidential.

HYPOTHESIS

H1: It is suspected that Social Media Marketing influences Impulse Buying on Azarine products. The better the Social Media Marketing, the greater the likelihood of consumers engaging in Impulse Buying.

H2: It is suspected that Brand Trust influences Impulse Buying on Azarine products. The stronger the Brand Trust, the greater the likelihood of consumers engaging in Impulse Buying.

H3: It is suspected that Electronic Word Of Mouth influences Impulse Buying on Azarine products. The higher the Electronic Word Of Mouth, the greater the likelihood of consumers engaging in Impulse Buying.

METHOD

Causal associative research is research aimed at determining the cause-and-effect relationship between two or more variables developed in management (Ferdinand, 2014). In this study, a quantitative approach is used because the data used to analyze the relationship between variables is expressed in numbers or numerical scales (Kuncoro, 2003).

RESULTS AND DISCUSSION Classic Assumption Test Results

1. Normality Test

Tabel 1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	6.67670010
Most Extreme Differences	Absolute	.072
	Positive	.047
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c, d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

From Table 1, it is known that the significance value obtained from the OneSample Kolmogorov-Smirnov test is 0.200, which means this value is greater than 0.05. Thus, it indicates that in the regression model, the residual variable is normally distributed.

2. Linearity Test

Tabel 2 Results Linearity Test

Variabel	<i>Sig. Linierity</i>	<i>Sig. Deviation From Linierity</i>
<i>Social Media Marketing</i>	0.001	0.360
<i>Brand Trust</i>	0.064	0.986

<i>Electronic Word Of Mouth</i>	0.062	0.455
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Based on Table 2, it can be seen that the value of Sig. Linearity < 0.05, and all the values of Sig. Deviation From Linearity > 0.05. Thus, it can be concluded that the data is linear.

Multicollinearity Test

Tabel 3 Result Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.210	8.661		.948	.346		
	Social Media Marketing	.350	.101	.309	3.468	.001	.988	1.012
	Brand Trust	.221	.083	.239	2.678	.009	.990	1.010
	E-WOM	.431	.128	.301	3.365	.001	.979	1.022

a. Dependent Variable: Impulsif Buying

Based on the above Table 3, it can be observed that the data has tolerance values > 0.10 and VIF values < 10.00. Therefore, it can be concluded that there is no multicollinearity issue in the regression model assessing the influence of Social Media Marketing, Brand Trust, and Electronic Word Of Mouth on impulsive buying of Azarine products.

Hypothesis testing

1. Uji Regresi Linier Berganda

Tabel 4 Result Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.210	8.661		.948	.346
	Social Media Marketing	.350	.101	.309	3.468	.001
	Brand Trust	.221	.083	.239	2.678	.009
	E-WOM	.431	.128	.301	3.365	.001

a. Dependent Variable: Impulsif Buying

from Table 4 or any other information you have:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 8.210 + 0,350X_1 + 0,221X_2 + 0,431X_3 + e$$

1. The constant value in the equation is 8.210. This means that when the variables Social Media Marketing, Brand Trust, and Electronic Word Of Mouth are considered constant, the value of impulsive buying for Azarine products is 8.210.
2. (b1) (regression coefficient value for (x1) is 0.350. This implies that for each unit increase in the Social Media Marketing variable, impulsive buying for Azarine

products will increase by 3.50, assuming other variables remain constant or do not change.

3. (b2) (regression coefficient value for (x2) is 0.221. This means that for each unit increase in the Brand Trust variable, impulsive buying for Azarine products will increase by 2.21, assuming other variables remain constant or do not change.
4. (b3) (regression coefficient value for (x3) is 0.431. This implies that for each unit increase in the Electronic Word Of Mouth variable, impulsive buying for Azarine products will increase by 4.31, assuming other variables remain constant or do not change.

Based on Table 4, it can be concluded that:

The Influence of Social Media Marketing Variables on impulsive buying The first hypothesis in this study is that it is suspected that Social Media Marketing affects Impulse Buying on Azarine Product Users. Based on Table 4.13, the significance level of the social media marketing variable is $0.001 < 0.05$, and the t-value is $3.468 > 1.98498$. Therefore, the test results show that social media marketing has a positive and significant effect on impulsive buying, so the first hypothesis is accepted.

The Influence of Brand Trust Variables on Impulsive Buying

The second hypothesis in this study is that it is suspected that Brand Trust influences Impulse Buying among Azarine Product Users. Based on Table 4.13, the significance level of the brand trust variable is 0.009 , which is less than 0.05 , and the t-value is 2.678 , which is greater than 1.98498 . Therefore, the test results indicate that brand trust has a positive and significant effect on impulsive buying. Thus, the second hypothesis is accepted.

The Influence of Electronic Word of Mouth Variables on Impulsive Buying The third hypothesis in this study is that it is suspected that Electronic Word of Mouth influences Impulse Buying among Azarine Product Users. Based on Table 4.13, the significance level of the electronic word of mouth variable is 0.001 , which is less than 0.05 , and the t-value is 23.365 , which is greater than 1.98498 . Therefore, the test results indicate that electronic word of mouth has a positive and significant effect on impulsive buying. Thus, the third hypothesis is accepted.

2. Model Fit Test (Uji T)

Tabel 5 Result Uji T

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.210	8.661		.948	.346
	Social Media Marketing	.350	.101	.309	3.468	.001
	Brand Trust	.221	.083	.239	2.678	.009
	E-WOM	.431	.128	.301	3.365	.001

a. Dependent Variable: Impulsif Buying

Based on Table 5, the results of the regression analysis calculations yield the findings of the partial t-test for the hypotheses as follows: [specific details needed from Table 5 for a more: $t_{table} = (\alpha/2 ; n-k-1 = t)$

$$= (0,05/2 ; 100-3-1)$$

$$= (0,025 ; 96)$$

= 1,98498

2. Analysis of the Coefficient of Determination (R²)

Tabel 6 Result Uji R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496 ^a	.246	.223	6.780

a. Predictors: (Constant), E-WOM, Brand Trust, Social Media Marketing

Based on Table 6, it can be determined that the coefficient of determination (R²) is 0.246 or 24.6%. This means that the influence of the independent variables on the dependent variable is 0.246 or 24.6%.

Discussion of Research Results

Based on the results of the research conducted on the variables in this study, several findings can be explained as follows:

1. The Influence of Social Media Marketing on Impulsive Buying of Azarine Products

The findings from this research reveal that social media marketing has a positive and significant impact on impulsive buying. This implies that social media marketing induces impulsive purchasing behavior among consumers of Azarine products. The study aligns with research conducted by Zakarsyi (2022), indicating that social media marketing has a positive and significant influence on impulsive buying. This statement is also supported by research conducted by Mariah (2022), demonstrating that social media marketing has a positive and significant impact on impulsive buying.

In this study, it is shown that social media marketing can address the issues faced by consumers in making purchases, leading to an increased desire for shopping and ultimately resulting in impulsive buying. This is consistent with the dominant indicator in this study, which is that Azarine offers additional benefits or equivalents to consumers who have Azarine member cards. The current developments are highly advantageous for online businesses, especially those selling Azarine products. By intensifying marketing through social media, it can have a positive impact on businesses in promoting Azarine products.

2. The influence of brand trust on impulsive buying of Azarine products

The findings from this research reveal that brand trust has a positive and significant impact on impulsive buying for Azarine products. This is consistent with the research conducted by Septini (2017), which states that Pearson's correlation analysis shows a positive and significant relationship between brand trust and impulsive buying. This statement is also supported by research conducted by In'am (2016), stating that brand trust is one of the significant factors influencing impulsive buying. In this study, there is a significant influence provided by the brand trust variable, where the positive impression created by Azarine products can build consumer opinions and motivate them to make impulsive purchases. This can be seen from the dominant indicator in this study, which is the continuous experience with Azarine brand products (not just a one-time purchase but more). Therefore, it

can be said that the better the impression experienced by consumers, the more likely they are to engage in impulsive buying, and it is possible that these consumers can influence their friends or environment to make purchases of Azarine products as well.

Conclusion

This research was conducted to determine the Influence of Social Media Marketing, Brand Trust, and Electronic Word Of Mouth on Impulse Buying for Azarine products. Based on the results of the research, the following conclusions can be drawn:

Social Media Marketing has a positive and significant influence on impulsive buying for Azarine products. This means that the better Social Media Marketing is conducted, the more it will impact the increase in impulsive buying for Azarine products.

Brand Trust has a positive and significant influence on impulsive buying for Azarine products. This means that the better Brand Trust is possessed by Azarine products, the more it will impact the increase in impulsive buying for Azarine products.

Electronic Word Of Mouth has a positive and significant influence on impulsive buying for Azarine products. This means that the better Electronic Word Of Mouth is possessed by Azarine products, the more it will impact the increase in impulsive buying for Azarine products.

Suggestion

Based on the research results, the researcher provides the following research recommendations:

Regarding social media marketing: Considering the survey results where consumers feel that the company is still lacking in exploring the social media they use, it is recommended for the company to be more active in exploring the social media used to build relationships with consumers.

Regarding brand trust for Azarine products: Looking at the survey results where consumers feel that the company is still lacking in providing guarantees of capability, integrity, and good intentions of the company to consumers, it is recommended for the company to provide good guarantees and consistency to consumers.

Regarding electronic word of mouth for Azarine products: Considering the survey results where consumers are concerned if they haven't read many positive reviews about Azarine products from other consumers, it is recommended for the company to utilize electronic word of mouth more in promoting its products. In this regard, the company is expected to look at the experiences of others in using Azarine products and innovate to improve product quality. This way, there will be more positive reviews about Azarine products in the future, leading to increased purchases of Azarine products.

The results of this study can be used as a reference for further researchers conducting research on the same concept. Other researchers conducting similar research are encouraged to use different variables from those used in this study or use different objects than those in this study. This is to obtain more varied results

related to social media marketing, brand trust, electronic word of mouth, and impulsive buying.

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