

**THE EFFECT OF MAYBELLINE SOCIAL MEDIA MARKETING  
(FACEBOOK, YOUTUBE, INSTAGRAM) ON CONSUMER PURCHASE DECISION  
(CASE STUDY: SAM RATULANGI UNIVERSITY STUDENTS)**

*PENGARUH PEMASARAN MEDIA SOSIAL MARKETING (FACEBOOK, YOUTUBE, INSTAGRAM)  
TERHADAP KEPUTUSAN PEMBELIAN PELANGGAN  
STUDI KASUS MAHASISWA UNIVERSITAS SAM RATULANGI*

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**Abstract:** Social media is trending. With the number of users rising each day, it becomes a better platform for business to communicate with their consumers. Social media provide business promotes their products or services. In social media consumers are actively talking about their experience and opinions about the products they have tried or even heard about it. This activity may affect the consumer to purchasing. This research aims to explain how the influence of Maybelline social media marketing (Facebook, YouTube, Instagram) on consumer purchase decision. Quantitative research method used for the purpose of this research. The sample size of this research is 100 Sam Ratulangi University students who are Maybelline consumers and already see Maybelline social media marketing. Purposive sampling was used by collecting data through online questionnaire. The research finds that Maybelline social media marketing affect on five stages of purchasing decision process. Maybelline marketing on YouTube and Instagram have positive effect on purchase decision. Otherwise, Maybelline marketing on Facebook has negative effect on purchase decision. Therefore, Maybelline needs to keep up their social media marketing.

**Keywords:** social media marketing, maybelline, consumer purchase decision.

**Abstrak:** Media sosial sedang tren. Dengan bertambahnya jumlah pengguna setiap harinya, menjadi sarana yang lebih baik bagi bisnis untuk berkomunikasi dengan pelanggannya. Media sosial menyediakan bisnis untuk mempromosikan produk atau layanan mereka. Pada media sosial pelanggan dengan aktif membicarakan pengalaman dan tanggapan mengenai produk yang telah dicoba maupun yang didengar. Aktivitas ini dapat memengaruhi pelanggan untuk membeli. Penelitian ini bertujuan untuk menjelaskan bagaimana pengaruh pemasaran media sosial marketing (Facebook, YouTube, Instagram) terhadap keputusan pembelian pelanggan. Metode penelitian kuantitatif digunakan untuk tujuan penelitian ini. Ukuran sampel untuk penelitian ini adalah 100 mahasiswa Universitas Sam Ratulangi yang adalah pelanggan Maybelline dan pernah melihat pemasaran media sosial Maybelline. Purposive sampling digunakan dalam mengumpulkan data melalui kuesioner online. Penelitian ini menemukan bahwa pemasaran media sosial Maybelline berpengaruh terhadap lima tahap proses keputusan pembelian. Pemasaran Maybelline di YouTube dan Instagram berpengaruh positif terhadap keputusan pembelian. Sebaliknya, pemasaran Maybelline di Facebook berdampak negatif terhadap keputusan pembelian. Maka, Maybelline perlu untuk meningkatkan pemasaran media sosial mereka.

**Kata Kunci:** Pemasaran Media Sosial, Maybelline, Keputusan Pembelian Pelanggan

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## INTRODUCTION

### Research Background

The competitive cosmetics industry forced companies to determine appropriate marketing strategy. Marketing has two basic methods which are traditional and electronic. Traditional marketing overall include anything except digital media to brand product, service or logo. Many components are considered as traditional marketing like business cards, print ads in magazines or newspaper, posters, commercial advertise on media, billboards and brochures. Electronic or E-marketing refers to the application of marketing principles and techniques via electronic and more specifically the internet. Example of e-marketing is social media (Hamed and Neda, 2014).

Along with the explosion of the social media user, social media becomes a hub for market intelligence as marketers begin to understand consumers' purchasing behavior and gain insight as to why consumers feel the way that they do about certain brands. These opportunities allow the marketers to create dialogue with the consumer, fine tune the marketing message and maintain the brand's presence in online market places (Evans and McKee, 2010).

Maybelline as one of the cosmetics brand realized that today more than ever, consumers are focus on a new interactive space: their smart phones. Therefore to personalize service, they strive to get know the consumers better and to enhance their direct relationship, whether through targeted marketing campaigns or their dedicated stores, particularly online. By creating this strategy, the e-commerce sales growth to 30.7% (Loreal, 2016).

### Research Objective

The objective of this research is to find out:

1. The impact of Facebook social media as a marketing channel on consumer's purchase decisions of Maybelline
2. The impact of YouTube social media as a marketing channel on consumer's purchase decisions of Maybelline
3. The impact of Instagram social media as a marketing channel on consumer's purchase decisions of Maybelline
4. The major channel of social media that has a significant impact on consumer's purchase decision of Maybelline

## THEORETICAL FRAMEWORK

### Marketing

Marketing defined as about how business communicate their products or services to the market and maintain a good relationship with their consumers. Kotler and Amstrong (2011:35) defined "marketing is the process by which companies create value for customers and build strong customer relationship to capture value from customers in return."

### Social Media Marketing

According to Craig (2010:7), social media can be incorporated into the marketing strategy for businesses in many different ways. Reasons why companies might want to use social media for their businesses include: selling products or services directly, providing customer service, branding and driving traffic to the website. Selecting the appropriate platform is the key to reaching the company's target market. It is important to post useful content or data on the platform used to reach the target market and frequently update to keep information relevant. Companies can cross-sell to different users through the same platforms. The social media can provide immediate feedback to customers or potential clients. Social networking sites allow customers to have greater impact on the product or services the firm offers by allowing them a greater voice to be heard. This can lead to greater innovation in a product and may indirectly lower R&D expenses.

### Facebook

As March 2015, 1.44 billion users accessed the site at least monthly and 936 million accessed the site daily (Samantha, Amy, Hannah, Emily and Melanie, 2015). The action allows users of the website to show interest in a brand. What do you get in return for showing interest in a brand? By clicking the Like button for a company on Facebook, companies may offer exclusive content, discounts and special offers.

### YouTube

YouTube, which was founded by three PayPal employees, facilitates a platform to connect people and play the role of major distributor for original content creators and advertisers. It is based in San Bruno, California and it uses Adobe Flash Video technology to display videos (user-generated), movie and TV clips, music videos and video blogging (Shantanu, 2014).

### Instagram

Instagram is a social networking service for taking, changing, and sharing photographs and video. Businesses post photos of new products on Instagram to generate interest and run contest to increase excitement around the brand. Using Instagram make the business person easier to reach the target consumer, easier to sell any products, became facilities for service online, get more followers, and could post the collection of the business product (Kumala, 2016).

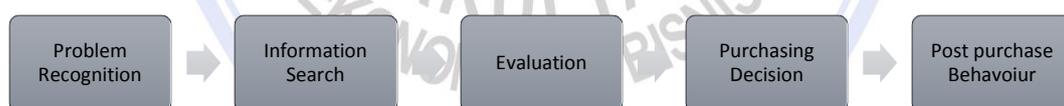
### Social Media Marketing For Business

According to Walid et al., (2016) Social media marketing is one of the most important types of online marketing where business is marketing their products/services and brands on social media websites as follows:

- Social media is effective and inexpensive
- Branding can be done effectively on social media
- Customer acquisition is easy on social media
- Social media enables direct customer interaction
- Social media marketing can generate more leads/sales

### Consumer Decision Making Process

According to Ram and Manoj (2014, p335), consumer purchase is actually a response to a problem. Consumer Decision Making pertains to making decisions regarding product and service offerings. It may be defined as a process of gathering and processing information, evaluating it and selecting the best possible option so as to solve a problem or make a buying choice. While decision making is defined as the selection of an alternative to solve a problem, the time and effort required to complete the process varies across buying situations.



**Figure 1. Consumer Decision Making Process**

*Source: Monica Ramsuder (2011)*

### Social Media Marketing on Purchase Decision

It is not difficult to find information and often consumers do not even need to search for information from all around the world. Often consumers are triggered to make a purchase by relevant information that is suggests to them on social media. Social media also enable customer to review or discuss products or brands. Consumers generally look for some kind of opinion and recommendations by other people online. After the alternatives have been evaluated, the consumers decide to make purchase. The decision to purchase is made from information collected and evaluation from social media. The last stage in consumer purchase decision is the post purchase decision where consumer compares what they actually received with what they saw on social

media. Based on their experience, consumers post their opinions and evaluations on social media that will be seen by potential consumers. Online consumers have become more powerful because of social media (Aakriti, 2014).

### Previous Research

The impact of social media as a marketing tool on purchasing decisions by Walid, Dojanah, and Sulaiman shown that All members of study sample spend hours with different percentages using social media websites, the highest rate of using these websites is 50% which ranges between 2-3 hours, then 18.3% ranges between 4-5 hours, while the lowest percentage is 14% which in less than 1 hour. This shows that these websites are considered a fertile place for E-marketing and for influencing the consumer's purchasing decision. While The impact of social media characteristics on purchase decision evaluation by Khatib (2016) shown that Social media as an independent variable has a significant impact on all purchase decision stages. Results also showed that was more on the stage of (decision, followed by (information search stage), evaluation, post purchase and finally on need recognition stage.

### Conceptual Framework

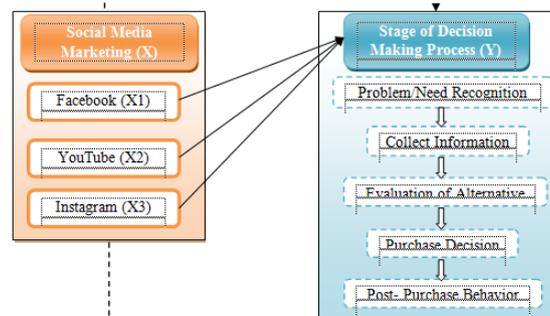


Figure 2. Conceptual Framework

### RESEARCH METHOD

#### Type of Research

The type of this research is descriptive research with quantitative approach. The method used in this research is Multiple Regression Analysis.

#### Place and Time of Research

This research conducted in Manado by distributed questionnaire. The data will be collected between June until August 2017.

#### Population and Sample

Population is the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2010:276). The population in this research is all permanent students who have seen Maybelline social media marketing on YouTube, Instagram and Facebook. Purposive sampling used as the sampling method in this research. The sample size of this research is 100 respondents.

#### Data Collection Method

Primary data is the data obtained directly from the original source, specifically the primary collected by researchers to answer the research questions. The primary data of this research get from the results of questionnaire.

## Data Analysis Method

### Validity and Reliability

Validity test used to measure the validity of the questionnaire. To analyze that, Pearson Product Moment was used. If probability of correlation is less than 0.05 (5%) then the research instrument is considered valid. This reliability test in this research used Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable.

### Multiple Linear Regression Analysis

Linear regression is statistical method used to form a model of the relationship between the dependent variable (the dependent; responses Y) with one or more independent variables (independent; predictor, x). If the number of variable are only one, it is known as simple linear regression, whereas if there is more than one independent variable, called linear regression.

Regression analysis has at least three functions, namely for the purpose of data or description of the phenomenon being studied once, for control purposes, as well as prediction purposes.

Regression is able to describe the phenomenon of data through the creation of a numerical model of relationship. Regression can also be used to control case or things that are observed through the use of regression models obtained. In addition, the regression model also is used to make predictions for the dependent variable. Predictions on the concept of regression should only be done in the data range of the independent variable used to form the regression model.

To see the influence of these factors on the social media marketing on purchase decision in this study used multiple regression analysis method. Multiple regressions are used to express the effect of independent variables and the dependent variables. The formula of linear regression (multiple regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

## RESULT AND DISCUSSION

### Validity and Reliability Result

**Table 1. Validity Test Result**

		FACEBOOK	YOUTUBE	INSTAGRAM	PURCHASE DECISION	TOTAL
FACEBOOK	Pearson Correlation	1	-.110	.580**	-.190	.634**
	Sig. (2-tailed)		.277	.000	.058	.000
	N	100	100	100	100	100
YOUTUBE	Pearson Correlation	-.110	1	.097	.692**	.564**
	Sig. (2-tailed)	.277		.337	.000	.000
	N	100	100	100	100	100
INSTAGRAM	Pearson Correlation	.580**	.097	1	.159	.792**
	Sig. (2-tailed)	.000	.337		.113	.000
	N	100	100	100	100	100
PURCHASE DECISION	Pearson Correlation	-.190	.692**	.159	1	.510**
	Sig. (2-tailed)	.058	.000	.113		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.634**	.564**	.792**	.510**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output (2017)

Table 1. Shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid

### Reliability Test

**Table 2. Reliability Test Result**

Cronbach's Alpha	N of Items
.738	5

Source: SPSS Output (2017)

Table 2. Shows that Alpha Cronbach is 0.738 which is above the acceptance limit of 0.6; therefore the research instrument is reliable.

### Multiple Regression

**Table 3. Multiple Regression Analysis**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	2.407	.231		10.434	.000
	FACEBOOK	-.144	.047	-.266	-3.033	.003
	YOUTUBE	.411	.046	.638	8.904	.000
	INSTAGRAM	.146	.051	.251	2.875	.005

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Output (2017)

Table 3. Shows that Facebook have negative relationship with purchase decision. YouTube and Instagram have positive relationship with purchase decision.

### Multiple Regression Coefficient of Correlation (R) and Multiple Regression Coefficient of Determination (R<sup>2</sup>)

**Table 4. Table of R and R Square**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 <sup>a</sup>	.532	.517	.36269

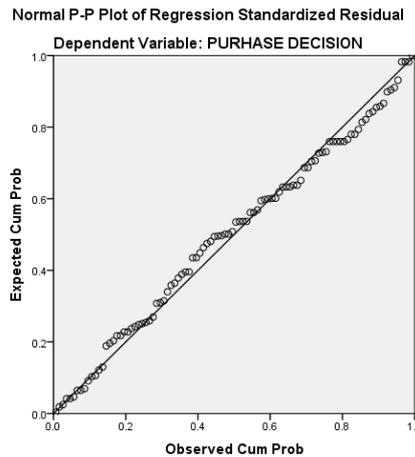
Predictors: (Constant), INSTAGRAM, YOUTUBE, FACEBOOK

Dependent Variable: PURCHASE DECISION

Source: SPSS Output (2017)

Table 4. Shows the coefficient correlation R is 0.729; it means that there is as significant relationship between independent variables with dependent variables. The coefficient of determination (R<sup>2</sup>) according to the table is 0.580 which shows that the linear relationship in this model is able to explain 58% consumer purchase decision while the remaining 42% is explain by the factors which are not discussed in this research.

**Normality Test**



**Figure 3. Normality Test Result**

Source: SPSS Output (2017)

Figure 3. Shows that the data spreads near the diagonal line and follow the direction or diagonal line. This proves the model has passed the normality test.

**Multicollinearity Test**

**Table 5. Multicollinearity Test Result**

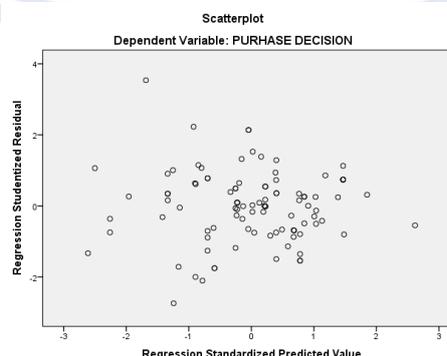
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.407	.231		10.434	.000		
	FACEBOOK	-.144	.047	-.266	-3.033	.003	.636	1.573
	YOUTUBE	.411	.046	.638	8.904	.000	.949	1.054
	INSTAGRAM	.146	.051	.251	2.875	.005	.637	1.569

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Output (2017)

Table 5. Shows that the tolerance value of Facebook is 0.636, YouTube is 0.949 and Instagram is 0.637. Meaning that the tolerance value of each variable is greater than 0.1, The VIF value of each variable is greater than 10. Since all the tolerance values are greater than 0.1 and VIF value of each independent variables is less than 10, this research is free from multicollinearity.

**Heteroscedasticity Test**



**Figure 4. Heteroscedasticity Test Result**

Source: SPSS Output (2017)

Figure 4. Shows that the pattern of the dots is spreading and does not create a clear pattern. The dots are spreading above and below zero in the Y axis. It proves that the model is free from the heteroscedasticity.

### Autocorrelation Test

**Table 6. Autocorrelation Test Result**

Model	Durbin-Watson			
	n			
1	1.843			
D	Dl	du	4-dl	4-du
1.843	1.613	1.736	2.387	2.264

Source: SPSS Output (2017)

Table 6. Shows the probability value of Durbin Watson is above 0.05 which is 1.843 and the table shows that the value du is below that the value of d and 4-du ( $1.843 < 2.264$  and  $1.736 < 2.387$ ), so there is no autocorrelation in this regression.

### Hypothesis Testing

**Table 7. F-Test result**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.352	3	4.784	36.367	.000 <sup>b</sup>
	Residual	12.629	96	.132		
	Total	26.980	99			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), INSTAGRAM, YOUTUBE, FACEBOOK

Source: SPSS Output (2017)

Table 7. Shows that the calculated value of  $F_{count}$  is greater than  $F_{table}$  ( $36.367 \geq 2.700$ ). Since the  $F_{count}$  is greater than  $F_{table}$ , then  $H_0$  is rejected and  $H_1$  is accepted. It means that the independent variables significantly affect the dependent variable simultaneously.

**Table 8. t-Test result**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.407	.231		10.434	.000
	FACEBOOK	-.144	.047	-.266	-3.033	.003
	YOUTUBE	.411	.046	.638	8.904	.000
	INSTAGRAM	.146	.051	.251	2.875	.005

Source: SPSS Output (2017)

Table 8. Shows that:

1. The value of t-count of  $X_1$  is -3.033 with the level significant of 0.003. Since the value of  $t_{count} = -3.033 < t_{table} = 1.660$  meaning that  $H_0$  is accepted and  $H_a$  is rejected. Sig  $< 0.05$  means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.003. The result of this declares that  $X_1$  (Facebook) partially does not have a significant effect on consumer purchase decision (Y).
2. The value of t-count of  $X_2$  is 8.904 with the level significant of 0.000. Since the value of  $t_{count}$  is  $8.904 \geq 1.660$  meaning that  $H_0$  is rejected and  $H_a$  is accepted. Sig  $< 0.05$  means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that there is a partially significant effect of  $X_2$  (YouTube) on consumer purchase decision (Y).

3. T-count of  $X_3$  is 2.875 with the level significant of 0.005. Since the value of  $t_{count} 2.875 \geq t_{\alpha} 1.660$  meaning that  $H_0$  is rejected and  $H_a$  is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.005. The result of this declares that there is a partially significant effect of  $X_3$  (Instagram) on consumer purchase decision (Y).

## Discussion

### Consumer Purchase Decision

The result indicates that there is a significant effect of Maybelline social media marketing on consumer purchase decision. In this research Maybelline social media marketing is represented by Facebook, YouTube, and Instagram. This finding is similar to the research conducted by Walid et al., (2016) stated that using social media as a marketing tool impact the purchase decision which encouraging going toward using the social media in e-marketing.

### Facebook and Purchase Decision

Based on the result of the questionnaire, students of Sam Ratulangi University shows a tendency that is not really interested of marketing on Facebook based on the score given or in other words marketing on Facebook does not have place in Sam Ratulangi students. Students do not think that information of Maybelline on Facebook is more attractive than other social media (YouTube and Instagram) and does not willing to make interaction.

### YouTube and Purchase Decision

Before making purchasing decision, consumers watch product videos on YouTube to discover new products and watch reviews. They agree that promotion/advertising video on YouTube is more attractive than other social media. Consumers using YouTube search are primarily looking for product review, product comparisons, and other informative or entertaining content. They are not looking for immediate transaction-related information such as discounts or deals (Pixability, 2014).

### Instagram and Purchase Decision

As the direct respond to the post, Instagram provide like or heart-shaped button for users who are attract to the post and keep button if they want to save post to open again in anytime. The more click on the heart-shaped button, the more like will be visible beneath the Instagram post. In this way, users and brands can quickly see how other users have evaluated the post.

## CONCLUSION AND RECOMMENDATION

### Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. The independent variables which are social media Facebook, social media YouTube, and social media Instagram simultaneously affect consumer purchase decision as the dependent variable.
2. Maybelline marketing on social media Facebook as one of independent variables does not have a significant effect on consumer purchase decision. Most of the respondents are not interest to any promotion or advertisement of Maybelline on social media Facebook.
3. Maybelline marketing on social media YouTube as one of independent variables partially affects consumer purchase decision significantly.
4. Maybelline marketing on social media Instagram as one of independent variables partially affects consumer purchase decision significantly.

### Recommendation

Based on the analysis and conclusions from overall result in this research regarding effect of Maybelline Social Media Marketing (Facebook, YouTube, Instagram) on purchase decision. The researcher makes the following recommendations for Maybelline.

1. Maybelline needs to redesign their social media marketing strategies on Facebook.
2. Maybelline needs to improve their social media marketing strategies in order to attract the customer intention to make purchase.
3. Maybelline need to sponsor some beauty bloggers and vloggers to make content and post about product to influence their followers and subscribers to get greater market.
4. Maybelline need to make event to gathered the consumers to have direct communication.
5. Maybelline need to post their promotion on social media at users' prime time.

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