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# The influence of social media marketing and brand image on buying interest in Gatsby Face Wash products at STIE Ekuitas Bandung

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**ABSTRACT**

Gatsby face wash products at present have decreased compared to other products, Gatsby face wash products do marketing by utilizing social media marketing using Instagram but the strategy is not successful with many consumers who are not interested in posts from Gatsby face wash products because consumers think that Gatsby products are only found in hair oil, so that the strategy carried out by Gatsby face wash products also affects the brand image that is owned will decrease which causes consumer buying interest to decrease. This study uses descriptive and verification methods, the sample in this study was calculated by using the Taro Yamane formula. The results showed that partially and simultaneously social media marketing and brand image have a positive and significant influence on buying interest, so it can be said that social media marketing variables and brand image have a positive and significant effect together on buying interest.

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## INTRODUCTION

Today's business will never be separated from the competition in the market. Therefore, companies must move quickly in planning a strategy that is superior to others and can provide needs according to the wishes of the target market. And as for the data on skincare users in Indonesia is as follows:

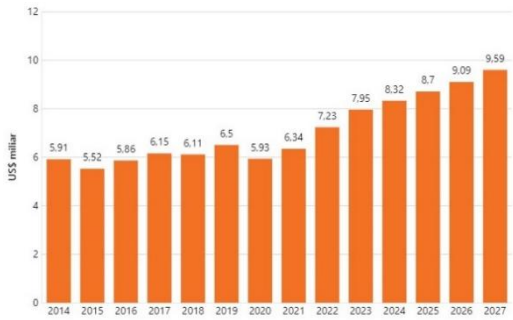


**Figure 1.** Revenue Data on the Beauty and Personal Care Market in Indonesia by Year

From Figure 1.1 above, it can be seen in Databooks that the revenue in the beauty and self-care market report fromom 2014 to 2024 continues to increase, and in th,is, Databox estimates that until 2,027, the revenue in the beauty and self-care category will continue to increase. So, it can be concluded

that the use of beauty and self-care in Indonesia will increase, which will create greater business opportunities in this field.

Nowadays, not only large companies are competing, but many local Micro, Small, and Medium Enterprises (MSMEs) have also sprung up to take advantage of this situation. Local entrepreneurs also make skincare products that are no less good and of quality that are not inferior to non-local products. Therefore, companies in the skincare sector must continue to improve quality and always monitor how competition in the skincare field so that sales do not decline.

The decline can be influenced by several factors, one of which is a social media marketing strategy that is not good enough so that it can affect purchases. In the skill of creating content that is so interesting, maps to make website visitors learn from being interested in an online product or service that is displayed and offered. It can be identified that purchase interest is very important in purchasing products or services.

However, it is not only social media marketing that reduces buying interest, the brand image of the company is also very important for consumers if the company can provide a good introduction to a product, then automatically customers will have an interest in buying because the image in the brand is the first choice to decide on a purchase, so that a good brand image can shape the price set. So the company must pay close attention to its brand image because it is very important which will affect the level of sales at the company.

**Problem Formulation**

Based on the background above, the problem formulations obtained in this study are:

1. How is social media marketing on Gatsby's face wash products?
2. How is the brand image of Gatsby's face wash products?
3. How is the purchase intention of Gatsby's face wash products?
4. How does social media marketing influence brand image on buying interest in Gatsby face wash products simultaneously?

## LITERATURE REVIEW

**Social Media Marketing**

According to Tuten & Solomon (2017) in Saputro et al. (2023), social media marketing is the use of technology, channels, and software from social media that aims to create a communication, delivery, exchange, and offering that is of value to stakeholders in an organization. Social Media Marketing has benefits. According to Kotler and Keller (2018), the general benefits of social media are:

1. Organizations can strengthen communication, at a low cost.
2. Marketers can build or utilize online communities, inviting participation from consumers and creating long-term marketing assets in the process.
3. Social media can promote word of mouth (WOM), shaping the organization's image. WOM is a very powerful marketing tool, as it is one of the most effective sales drivers.
4. Social media allows consumers to engage with brands on a deeper and broader level than ever before.

According to Bilgin. Y (2018) in Alverina & Syarif (2023) the dimensions of social media marketing used to measure it are as follows:

a) Entertainment
Namely the use of fun social media and brand social media content that looks interesting.
b) Interaction
Namely social media about brands that help to share information with other users, easily giving opinions through social media about the brand.
c) Trendiness
Namely getting the latest information through social media content from the brand.
d) Customization
Namely social media about brands that provide good service to consumers in terms of product requests, prices, and other matters.
e) Word Of Mouth
Namely, consumers who have bought products from the brand want to introduce and provide information related to these products to other consumers.

**Brand Image**

According to Juliana et al. (2018) in Amalia & Riva'i (2022), brand image is a representation of the overall perception of the brand and is formed from information and past experiences with the brand.

According to Keller in Firmansyah (2019) the benefits of brand image for producers are as follows:

a. As an identification tool in handling and simplifying product management or inspection procedures. Most importantly in accounting records and inventory management.
b. As a form of defense or legal protection against unique characteristics, producers who will invest can be calm because this brand (brand) can get intellectual property protection producers will invest safely and benefit from these assets.
c. As a sign of customer satisfaction rating, where customers make repurchases easily. This creates loyalty to the brand so that it can make it difficult for competitors to enter the market.
d. As a means of realizing unique associations and meanings that distinguish goods or services from other producers.
e. As a substance of competitive advantage, where what is created in the minds of consumers is legal protection, loyalty, and an authentic impression.
f. As a substance of financial returns, especially those involving future income.

According to Keller & Swaminathan (2020) in Wangko & Purnamasari (2023) brand image has 3 dimensions, namely:

1. Strength.
The product can be said to be strong depending on the information conveyed by the company can be remembered by customers and how the message can be received, so this becomes part of the brand image.
2. Favorability
Customers have a positive view of a brand because of customer confidence in goods or services that have attributes that match customer needs.
3. Uniqueness
Attracting customer attention must have uniqueness or interesting differences from goods or services, which are competitive and sustainable. Uniqueness is one of the factors why customers buy these goods. Goods or services must have their uniqueness to be differentiated from competitors. The uniqueness of goods can be distinguished from the service and physical appearance of an item.

**Purchase Interest**

According to Fitriah (2018) and Sari et al. (2020), purchase interest is creating something that can be recorded in the minds of consumers and then making it a very strong desire using motivation. According to Xiao Aiyun (2019) in Ramadhan & Ratnasari (2021) 4 factors influence buying interest, namely as follows:

1. Food quality
2. Restaurant environment
3. Service quality
4. Price.

According to Bakti et al (2020) in Dewi & Achsa (2021) the dimensions of buying interest are as follows:

1. Transactional Interest
   It is a person's desire to make purchases at an Shopee.
2. Referential Interest
   A person's desire to suggest products to others.
3. Preferential Interest
   Describes the attitude of an individual who has a preference for the product or the product is his first choice.
4. Explorative Interest
   Describes the attitude of an individual who often digs up information about the item he wants and digs up information to support the positive characteristics of the item.

**Relationship Between Social Media Marketing and Purchase Interest**

According to researchers, Social Media Marketing affects buying interest because social media marketing is a strategy in the field of marketing that uses social media platforms, which are usually used to promote products or services owned by companies. Social media marketing aims to achieve the goals of the company through interaction or engagement with social media users themselves. Social Media Marketing on buying interest also has an involvement in how social media's ability to influence the attitudes, behavior, and perceptions of consumers themselves. Social media marketing increases brand awareness because it spreads information about the company's products to the wider community using various platforms, this is a step that will increase consumer buying interest.

**Relationship Between Brand Image and Purchase Interest**

According to researchers, brand image affects buying interest because the brand image itself is a perception or image that consumers see or have of a brand in the company, this can include associations, feelings, and also impressions that will arise or occur when a consumer sees the name, product, or logo of a company brand. The brand image also has a relationship with buying interest where both have a direct relationship between a consumer's perception of a company brand and a decision to buy a product, in brand image on buying interest there is also a trust factor where a brand from a company that has a positive brand image will increase consumer confidence in buying a brand from that company.

**Relationship between Social Media Marketing and Brand Image to Consumer Purchase Interest**
According to researchers, Social Media Marketing and brand image affect buying interest because social media marketing is a means to market and promote a product more quickly the utilization of marketing through social media marketing is very good because many consumers today use social media more utilization using good social media marketing will improve the brand image of a product so that consumers have more confidence in the products offered and marketed and will increase consumer buying interest in the product itself.

**Hypothesis**

The hypothesis of this study is as follows:
**H1**: There is a significant influence of social media marketing on buying interest in Gatsby's face wash (A case study of STIE students at the Bandung Equity College of Economics).
**H2**: There is a significant effect of brand image on buying interest in Gatsby face wash (A case study of STIE students at the Bandung School of Economics Equity).
**H3**: There is a significant influence of social media marketing and brand image on buying interest in Gatsby's face wash (A case study of STIE students of the Bandung School of Economics Equity).

## METHOD
The research methods used in this research are descriptive and verification methods.
**Data**
1. Primary data
   According to Azwar (2018) in Rudi (2018), primary data is obtained directly from the first source through measurement procedures and other data collection techniques, s, which can be in the form of interviews, observations, or the use of measurement instruments specifically designed according to their purpose.
2. Secondary Data
   According to Sugiyono (2017) in Wijoyo Hadion (2020), secondary data is a data source that does not directly provide data to data collectors. Tulis pesan.

**Analysis**
The statistical analysis used in this research is linear regression analysis using SPSS 26 for Windows.

## RESULT AND DISCUSSION
**Validity Test**

**Table 1. Validity Test Results**

| No Item | Koefisien Validitas | | | Rtabel | Keterangan |
|---|---|---|---|---|---|
| | X1 | X2 | Y | | |
| 1 | 0,690 | 0,633 | 0,531 | 0,196 | Valid |
| 2 | 0,685 | 0,630 | 0,575 | 0,196 | Valid |
| 3 | 0,534 | 0,631 | 0,592 | 0,196 | Valid |
| 4 | 0,489 | 0,632 | 0,537 | 0,196 | Valid |
| 5 | 0,656 | 0,715 | 0,701 | 0,196 | Valid |
| 6 | 0,762 | 0,712 | 0,729 | 0,196 | Valid |
| 7 | 0,708 | | 0,490 | 0,196 | Valid |
| 8 | 0,748 | | 0,702 | 0,196 | Valid |
| 9 | 0,847 | | | 0,196 | Valid |
| 10 | 0,828 | | | 0,196 | Valid |

*Source: SPSS 26 Processing, (July, 2024)*

From Table 1 above, the results of the correlation calculation for the validity test are for the variables of social media marketing (X1), Brand Image (X2), and Purchase Intention (Y) obtained a validity coefficient where items correlating 0.196 are categorized as valid items and worth testing, while items that correlate 0.196 are categorized as invalid items and then eliminated from the next analysis process. The results above show that all items are valid because they are above 0.196.

**Reability Test**

**Table 2 Reability Test Results**

| Variabel | Cronbach's Alpha | Nilai R | Keterangan |
|---|---|---|---|
| Sosial Media Marketing | 0,879 | 0,60 | Reliabel |
| Citra Merek | 0,741 | 0,60 | Reliabel |
| Minat Beli | 0,756 | 0,60 | Reliabel |

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 2, it can be seen that the reliability test results on all variables consist of Social Media Marketing (X1), Brand Image (X2), and Purchase Intention (Y)) > 0,6. Thus, it can be concluded that Cronbach's Alpha value is greater than 0.6 for all variables, which means that this research variable is declared reliable.

**Characteristics Of Respondents**

**Tabel 3 Characterustics of Respondents Results**

| **Usia** | | |
|---|---|---|
| Jenis Kelamin | Number of Respondents | (%) |
| < 20 Year | 16 | 16 |
| 20 – 25 Year | 84 | 84 |
| 26 – 30 Year | 0 | 0 |
| Total | 100 | 100 |
| **Year Ajar** | | |
| Year | Number of Respondents | (%) |
| 2020 | 54 | 77% |
| 2021 | 21 | 21% |
| 2022 | 13 | 13% |
| 2023 | 12 | 12% |
| Total | 100 | 100% |
| **Expenditure Perbulan Dalam Membeli Skincare** | | |
| Expenditure | Number of Respondents | (%) |
| < Rp. 100.000 | 0 | 0% |
| Rp. 100.000 – Rp. 500.000 | 87 | 87% |
| >Rp. 500.000 | 13 | 13% |
| Total | 100 | 100% |
| **Jenis Face Wash Gatsby Yang Digunakan** | | |
| Gatsby Facewash Types | Number of Respondents | (%) |
| Gatsby Oil Control Face Wash (Kemasan Tube) | 25 | 25% |
| Gatsby Clear Whitening Face Wash (Kemasan Tube) | 31 | 31% |
| Gatsby Face Wash BlackPower | 18 | 18% |
| Gatsby Face Wash Oil Control | 26 | 26% |
| Total | 100 | 100% |

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 3 regarding the characteristics at STIE Ekuitas, it can be seen that the dominant respondent has an age of 20-25 years with 84 respondents because the researcher has an age range of 20-25 which makes the researcher more dominant in having friends of the same age. It can be seen that the dominant respondent has a 2020 teaching year with 54 respondents, which has an age of 20-25 years; it is certain that with such an age, it must be the class of 2020. It can be seen that the dominant respondent has an expenditure of Rp. 100,000 - Rp. 500,000 with 87 respondents. For expenses> Rp. 500,000 respondents, with a total of 13 respondents. In the face wash used by the dominant Gatsby Clear Whitening Face Wash (Tube Packaging) 31 respondents where respondents said that the description on the Gatsby Clear Whitening Face Wash (Tube Packaging) packaging can help fight excess oil on the face that triggers acne, helps the skin not to be dull, and is free of blackheads which makes respondents interested in using it.

**Verificative Analysis**

Verification analysis is a research method that aims to determine the relationship between two or more variables. This method is used to test the truth of a hypothesis. The following are some of the tests that will be used in the verification analysis.

**Classical Assumption Test**

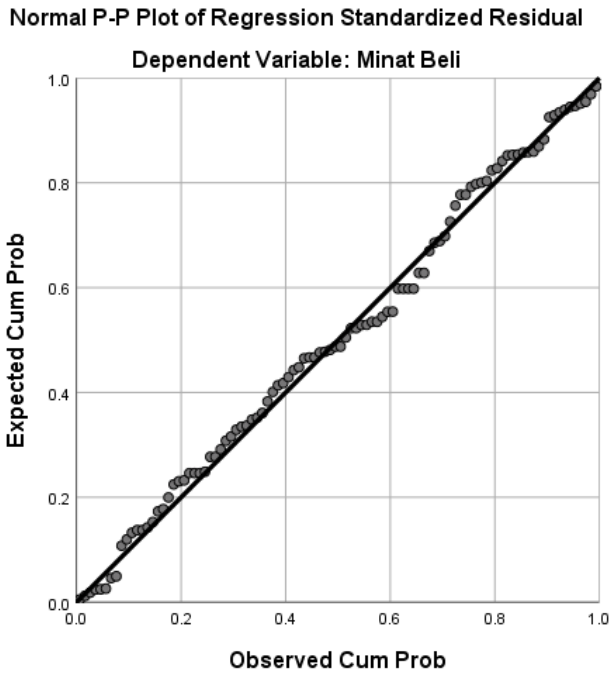


**Figure 2. P – Plot Normality Test Results**
*Source: SPSS 26 Processing, (July, 2024)*

Based on Figure 2 of the P-Plot graph above, it can be seen that the distribution points or the expected probability value and the probability of observing the data are near or following the diagonal line, so it can be said that the residual values on Social Media Marketing, Brand Image, and Purchase Intention are normally distributed.

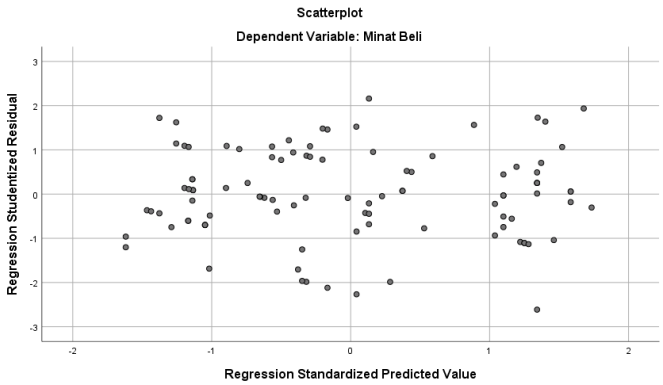


**Figure 3 Heteroscedasticity Test Results**

*Source: SPSS 26 Processing, (July, 2024)*

Based on Figure 3, it can be seen that there is no pattern formed in the points, and it can be seen that the points are scattered above and below zero on the Y axis. So, it can be concluded that there is no heteroscedasticity in the regression model.

**Multiple Linear Regression Test**

Multiple Linear Regression Analysis Multiple linear regression analysis is used to explain the relationship and how much influence the independent variables, Social Media Marketing (X1) and Brand Image (X2), on the dependent variable, namely Purchase Interest (Y).

**Table 4 Multiple Linear Regression Test Results**

| | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | Model | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 3.322 | .656 | | 5.064 | .000 | | |
| | Sosial Media Marketing | .050 | .022 | .077 | 2.294 | .024 | .722 | 1.386 |
| | Citra Merek | 1.103 | .040 | .917 | 27.275 | .000 | .722 | 1.386 |

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 4, a multiple linear equation can be formed above all the constant results of the equation in the table are positive which indicates that all results are constant or unchanged.

**Determination Coefficient Test**

The coefficient of determination analysis is carried out to measure how far the model's ability to explain the variation in the dependent variable and how much influence is shown by Social Media Marketing and Brand Image expressed in percent. The following is the value of the coefficient of determination analysis which in this study was carried out with the help of SPSS version 26 software:

**Table 5 Determination Coefficient Test Results**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .960[a] | .921 | .919 | 1.41737 |

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 5, it can be seen that the coefficient of determination obtained is 0.921 or the percentage is 92.1%. This shows that Social Media Marketing and Brand Image contribute 92.1% to Purchase Intention, while 7.9%, it is thought to be influenced by other factors not examined in this study.

**Hypothesis Test**

The test in this study aims to determine whether or not there is an influence of the independent variables of Social Media Marketing and Brand Image on Purchase Intention.

**Partial Test**

**Tabel 6 T Test of Sosial Media Marketing (X1) On Purchase Intention (Y)**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 11.932 | 1.685 | | 7.083 | .000 |
| | Sosial Media Marketing | .367 | .055 | .561 | 6.706 | .000 |

a. Dependent Variable: Minat Beli

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 6, it can be seen that the hypothesis with the t-test for the Social Media Marketing variable on Purchase Interest can be said that Social Media Marketing has a significant influence on Purchase Interest. Thus Social Media Marketing can influence Buying Interest.

**Tabel 7 T Test Brand Image (X2) On Purchase Intention (Y)**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.026 | .592 | | 6.798 | .000 |
| | Citra Merek | 1.152 | .035 | .957 | 32.828 | .000 |

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 7, it can be seen that the hypothesis with the t-test for the Brand Image variable on Purchase Interest can be said that Brand Image has a significant influence on Purchase Interest. Thus Social Media Marketing can influence Buying Interest.

**Simultant Significant Test (F)**

**Table 8 F Test Results**

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 2269.694 | 2 | 1134.847 | 564.902 | .000[b] |
| | Residual | 194.866 | 97 | 2.009 | | |
| | Total | 2464.560 | 99 | | | |

*Source: SPSS 26 Processing, (July, 2024)*

Based on Table 8, it can be seen that from the table above it can be said that the variables of Social Media Marketing and Brand Image have a positive and significant effect together on Purchase Intention.

## DISCUSSION

**Social Media Marketing of Gatsby Brand Face Wash Products**

Social media marketing is something that can be utilized by companies in marketing products to be recognized by the wider community, which can help to increase sales of a product if successful in using it. From the results obtained above, it can be concluded that Social Media Marketing carried out by Gatsby on its face wash products is not successful because there are still many consumers who do not know that Gatsby has face wash products.

**Brand Image of Gatsby Face Wash Brand Products**

Brand image is an assumption about a brand after seeing, hearing, or feeling from various sources that can influence consumers in purchasing products. From the results obtained above, it can be concluded that the brand image of Gatsby's face wash is not good, and there are still a lot of consumers who do not know that Gatsby has face wash products.

**Purchase Interest in Gatsby Brand Face Wash Products**

Purchase interest is something related to consumer plans to buy a certain product and the number of product units needed in a certain period. From the results obtained above, it can be concluded that. Social media marketing has a positive effect on buying interest, which means that buying interest in Gatsby's face wash products is influenced by whether or not the use of social media marketing carried out by Gatsby is seen by consumers.

**The Effect of Brand Image on Buying Interest in Gatsby Brand Face Wash Products**

Brand Image has a positive effect on Purchase Intention, which means that buying interest in Gatsby face wash products is influenced by the good or bad brand image owned by Gatsby which is seen by consumers, and also the better the brand image the product will make consumers have a high sense of trust in the product.

## CONCLUSSION

From the research and processing above which aims to get a result that can prove the formulation of the problem, regarding the influence of social media marketing and brand image on buying interest in Gatsby face wash products. Therefore, the following conclusions can be drawn:

1. Social media marketing on Gatsby face wash products is in the good category because it can be seen with the highest value found in the question, namely respondents in Gatsby face wash Instagram posts can interact with other followers, this is because the majority of respondents stated that when they were interested in buying Gatsby face wash products, respondents felt that social media marketing could interact with other followers.
2. Brand image on Gatsby face wash products is in the unfavorable category because it can be seen with the highest value found in respondents who stated that the Gatsby face wash brand has a better brand image than other brands, this is an important point because with a good image consumers will have more confidence in the products offered in terms of Gatsby face wash and increase interest in Gatsby face wash products.
3. Purchase interest in Gatsby face wash products is in the good category because it can be seen with the highest value found in consumer respondents always supporting the innovation of Gatsby face wash products because of the design and benefits of the product following the trend, this is a good thing because respondents feel that the products offered are what they want.
4. Social media marketing and brand image have a significant or partial and simultaneous influence on buying interest in Gatsby face wash products. Because it is known that in this study social media marketing and brand image have a positive influence on buying interest in Gatsby face wash products.

**Suggestion**

Based on the conclusions regarding social media marketing and brand image on buying interest in Gatsby face wash products, the researchers try to provide the following suggestions:

1. Although social media marketing on Gatsby face wash products is in a good category. However, there is still a low value, namely the content about Gatsby's face can always entertain in this statement is almost in the unfavorable category; this is because respondents have doubts about buying Gatsby face wash products. After all, they are not interested in the content created by Gatsby products on Instagram regarding Gatsby's face wash. So, Gatsby's face wash products must improve the content created or posted better and more creative so that consumers are interested and believe in Gatsby's face wash products.
2. Although the brand image of Gatsby face wash products is included in the unfavorable category. However, there are still unfavorable category values, so Gatsby face wash products must do more evaluation by introducing or promoting Gatsby face wash products so that the brand image in the minds of consumers is good or good so that it can affect the sales of Gatsby face wash products.
3. Although buying interest in Gatsby face wash products is in a good category. However, there is a less good category value, so Gatsby's face wash products must further evaluate the marketing strategies used, such as utilizing good and creative social media marketing so that consumers are interested or interested in Gatsby's face wash products.
4. For further researchers, because in this study social media and brand image have been studied on buying interest, this research is expected to be able to add insight and knowledge about the topics studied in this study, then it is advisable to conduct research in similar companies or other companies but with different characteristics and be able to add other topics not examined in this study so that it can be seen what factors can increase buying interest which in turn the results of the research obtained in the future can be more varied.

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