

DIGITAL MARKETING ANALYSIS IN ATTRACTING INTEREST IN BUYING CERTAIN PRODUCTS ON SOCIAL MEDIA

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ABSTRACT

Introduction/Main Objectives: *This study aims to examine the influence of Digital Marketing on Purchase Intention . The study was conducted on Social Media who used Somehinc product . The sampling technique used purposive sampling of 100 respondents. Respondents were taken from Something product users and aged 17 years and over. The data collection method used was a questionnaire with a Likert scale. This research uses a quantitative approach and multiple regression analysis methods, classical assumption test, t test, and R2 square test, using SPSS V.20. Direct test results show that Digital Marketing has a positive and significant effect on Purchase Intention.*

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1. Introduction

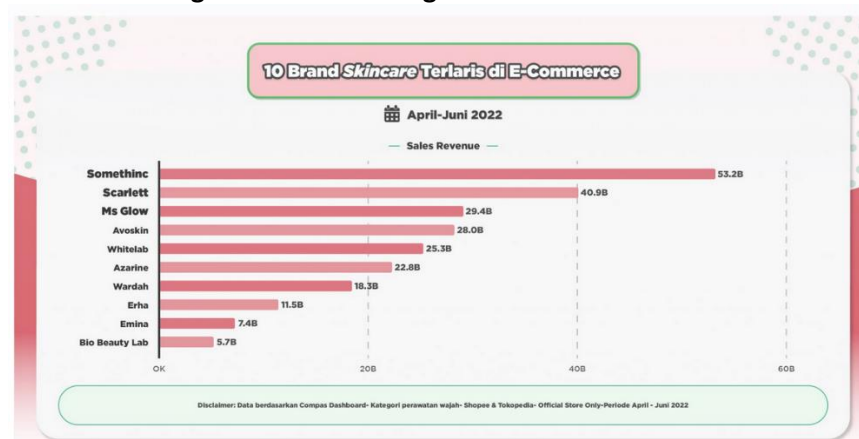
Progress technology information moment This presents increasingly more information media diverse . Change technology from the existence of print media , television and radio, has develop become increasingly technology advanced so that always produce media can used namely the internet. The internet is an information medium that can give facilities and convenience For obtain required information . With progress in the field technology information and communication , the world does not Again recognize boundaries, distance , space nor time (Masyithoh et al., 2021). With using the internet, perpetrators business No Again experience difficulty in obtain information to support activity business , even moment This can obtained various type information , so information must filtered For get correct and relevant information (Mustika & Kurniawati, 2022).

The Internet became means For fulfil need public in operate his business , one of them used For marketing or so -called as *digital marketing* . The right *digital marketing* strategy can used For reach market segment targeted so that can increase sales and profits (Sudarsono et al., 2022). One of form of *digital marketing* strategy that can be implemented by para businessman or businessman *online* so that products are marketed can survive in the current market This is through social media and marketplaces (Khuan et al., 2023). Product often offered through social media and marketplaces are product beauty and care face , esp skin care and make up products . Skincare and make up

products are increasingly available Lots found with type brand that has benefit different order interesting interest buy candidate consumer (Tarigan et al., 2023).

Something is one of the local product brands beauty origin Indonesia which was founded in 2019 in produce skincare products and also make up. Since beginning his presence , Something always show innovations latest with quality best . This matter proven development something although relatively new brand , from year to year Keep going show significant achievement , so something has succeed interesting attention Indonesian society . Where based survey results that have been carried out by [compas.co.id](https://www.compas.co.id) which released the top 10 best-selling skincare brands in E-commerce in 2022. Based on this survey , Something succeed enter in ranked top 1 best-selling skincare brand in E-commerce , namely shopee , tokopedia , and official store something , as following :

Figure 1.1 Best Selling Brands in E-commerce



Source : [compas.co.id](https://www.compas.co.id)

However seen from sales data something in 2022 that number sale something Still fluctuating , as following :

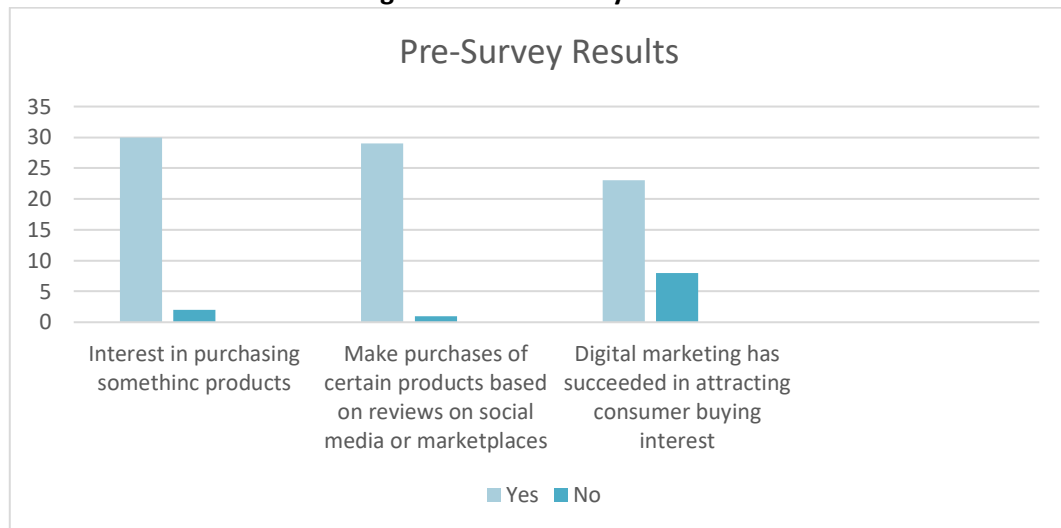
Table 1.1 Sales Data Something

No.	Month	Amount Sale
1.	February	Rp. 8,100,000,000
2.	May	Rp. 22,450,000,000
3.	June	Rp. 13,290,000,000
4.	July	Rp. 11,140,000,000
5.	August	Rp. 10,750,000,000
6.	September	Rp. 12,310,000,000
7.	October	Rp. 12,410,000,000

Source : [https://compas.co.id/](https://www.compas.co.id/) , 2022

Based on table 1.1 above so can seen that number sale product something show numbers that don't stable on every quarter the month . Sale The highest in 2022 will be in May , namely amounting to Rp. 22,450,000,000 meanwhile number sale Lowest is amounting to Rp. 8,100,000,000 which occurred at the start year that is in the moon February . Study This own renewal that is time taking samples and research This done 2024 , reason This based on results data pre -survey that has been done to 32 respondents on social media . As following :

Figure 1.2 Pre -Survey Results



Source : Processed primary data , 2024

Based on results The pre -survey in Figure 1.2 shows that 30 out of 32 respondents are online or netizens on social media is consumer product something . The pre -survey results also showed 96.7% of respondents Once intend and do purchase product something based on review product from social media and 76.7% from respondents Still Not yet own interest buy to product something .

Behavior public different caused difference reception information , p This can become consideration interest buy something product . Interest in buying need something creativity management company For communicate its products so public wide interest buy . Interest in buying is something desire consumer before determine buy something product on the day coming (Prasetyaningrum & Rahmawati, 2023). Factors that can influence *digital marketing* is interest buy . Interest in buying can become issue important in a way special For company business , caused interest buy consumer impact big for industry (Putri & Syahputra, 2023). Many studies show exists the influence of digital marketing on ask for buy among them study from (Az-Zahra et al., 2022.; Bagas et al., 2023.; Fauziyah Mufidah et al., 2022) state that influential *digital marketing* positive significant to interest buy . Use *digital marketing* carried out with precise , consistent and interesting will more bring up interest buy to products offered . Different case with study (Febrianti & Bakti, 2023.; Lifani et al., 2022)that state that digital marketing variables Partial No influential positive and not significant to interest purchase .

Based on description *research gap* and the gap phenomenon researcher interested For do study about “ Inner digital marketing analysis interesting interest buy product Something on social media ”.

2. Literature Review

No.	Variable	Definition Variable	Indicator Variable
1.	<i>Digital Marketing</i>	<i>Digital marketing</i> is method communicate with society as candidate buyer without need stare face direct . Draft public has adapt buy in a way <i>on line</i> . Through <i>digital marketing</i> , communication marketing company For explain product <i>brand</i> company can save energy and time . Normally <i>digital marketing</i> delivers more profits For seller or consumers , therefore	<ul style="list-style-type: none"> • <i>Online advertising</i> • <i>Social media marketing</i> • <i>Email marketing (EM)</i> • <i>Search engine marking (SEM)</i> <p>(Mustika & Kurniawati , 2022)</p>

		consumer easy For know variety product so that fast is known public or reduce cost marketing product company (Tarigan et al., 2023)	
2.	<i>Purchase Interest</i>	Interest in buying that is affirmation consumers will planning buy product at the moment This or future , If consumers the more believe in a product , p This give rise to interest buy consumer the more big , or on the contrary If consumer the more No believe something product make interest buy weakened from consumer (Kuswibowo & Murti, 2021)	<ul style="list-style-type: none"> • <i>Transactional</i> • <i>Referential</i> • <i>Preferential</i> • <i>Explorative</i> <p>(Ferdinand A, (2002) in Putri & Syahputra , 2023)</p>

3. Methods, Data, and Analysis

Study This use approach analysis quantitative with based information statistics . Population that will researched is all over social media users and marketplaces who use product somethinc , with amount population that has not known , determination sample use *nonprobability sampling* with technique *purposive sampling* that is technique taking sample using criteria respondents from sample (Sugiyono , 2016) . Criteria from taking sample study This is all over 17 year old social media and marketplace user above who are interested and have do purchase product somethinc . On research This population taken the amount No is known in a way sure , then in study This used Rao Purba's formula (Rao, 2006) as following :

$$n = \frac{Z^2}{4(moe)^2}$$

Where :

n : Number of Samples

Z : Deep level of Confidence determination 95% sample = 1.96

Moe :Margin of error or error maximum possible correlated , here set at 10%

So with thereby amount minimum sample is possible taken amount :

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$n = 96.04$$

In accordance calculation that , then taken sample as many as 96.04 people, to make it easier calculation study This so sample taken to 100 respondents with provision amount sample No not enough from the minimum sample that has been determined . Retrieval technique sample use questionnaire scale likert with Google formular distributed via social media . Data analysis using method analysis regression multiple use help SPSS V.20 tool . Data testing with validity and reliability tests Then next with Analysis regression multiple done through data quality testing , namely assumption testing classic which includes the normality test , multi collinearity test , and heteroscedasticity test , after the data is expressed Good Hypothesis testing is carried out with the t test, and coefficient test determination (R2).

Validity Test and Reliability Test

Table 2.1 Validity Test Results Variable Study

Variable	Statement	r Count	r Table	Information
<i>Digital Marketing</i>	DM1	0.952	0.197	Valid
	DM2	0.942	0.197	Valid
	DM3	0.955	0.197	Valid

	DM4	0.923	0.197	Valid
	DM5	0.950	0.197	Valid
	DM6	0.965	0.197	Valid
	DM7	0.950	0.197	Valid
	DM8	0.951	0.197	Valid
<i>Purchase Interest</i>	MB1	0.953	0.197	Valid
	MB2	0.896	0.197	Valid
	MB3	0.904	0.197	Valid
	MB4	0.942	0.197	Valid
	MB5	0.911	0.197	Valid
	MB6	0.937	0.197	Valid
	MB7	0.924	0.197	Valid
	MB8	0.926	0.197	Valid

Source: Primary data processed , 2024

Based on table 2.1 above shows that results validity test on 16 statements on each the indicator is valid . Matter the proven with The calculated r value > r table is 0.197 and is significant below 0.050 so instruments This worthy used For stage study .

Table 2.2 Reliability Test Results Variable Study

Variable	Cronbach's Alpha value	Significance Value	Information
<i>Digital Marketing (X₁)</i>	0.984	0.60	Reliable
<i>Purchase Interest (Y₁)</i>	0.975	0.60	Reliable

Source: Primary data processed , 2024

Based on table 2.2 above shows that results test reliability on 16 statements on each the indicator is reliable . Matter the proven with Cronbach Alpha value > 0.60 so instruments This worthy used For stage study

4. Results and Discussion

Characteristics Respondent

Characteristics respondents to the research covers age , type gender , education , occupation , domicile and amount purchase . Results characteristics respondents to the research This can seen in Table 3.1 as following :

Table 3.1 Distribution Characteristics Respondent

Characteristics	Respondent Description	Amount	Percent (%)
Age	>45	9	16.0
	17-25	35	35.0
	26-34	32	32.0
	35-44	24	24.0
Gender	Man	25	25.0
	Woman	75	75.0
Education	Junior High School	14	14.0
	Senior High School	30	30.0
	College	56	56.0
Work	Employee Private	16	16.0
	Trader / Farmer	8	8.0

	Student / Student	37	37.0
	PNS/TNI/POLRI	17	17.0
	Entrepreneur / Entrepreneur	22	22.0
Place Purchase	Social media	24	24.0
	Marketplaces	58	58.0
	Ecommerce	18	18.0
Amount Purchase	1 time	45	45.0
	>2 times	55	55.0

Source: Primary data processed , 2024

Test Assumptions Classic

Normality test

Table 4. 1 Kolmogorov Smirnov results

Variable	Sig	Limit	Information
Digital Marketing	0.075	> 0.05	Normal

Source: Primary data processed , 2024

Based on table 4.1, it can be seen that the *asympt.sig* value is $0.075 > 0.05$ so it can be concluded that the data is normally distributed.

Multicollinearity test

Table 4.2 Multicollinearity Test Results

Variable	VIF	Information
Digital Marketing	1,000	Not occur Multicollinearity

Source: Primary data processed , 2024

Based on table 4.2, it can be seen that the VIF value is < 10 , so the results of this test do not occur multicollinearity .

Heteroscedasticity Test

Table 4 . 3 Heteroscedasticity Test Results (Glejser)

Variable	Sig	Limit	Information
Digital Marketing	0.089	> 0.05	Not occur Heteroscedasticity

Source: Primary data processed , 2024

Based on table 4.3, it can be seen that the probability value is > 0.05 , thus the variables in this study do not have heteroscedasticity.

Hypothesis testing

t test

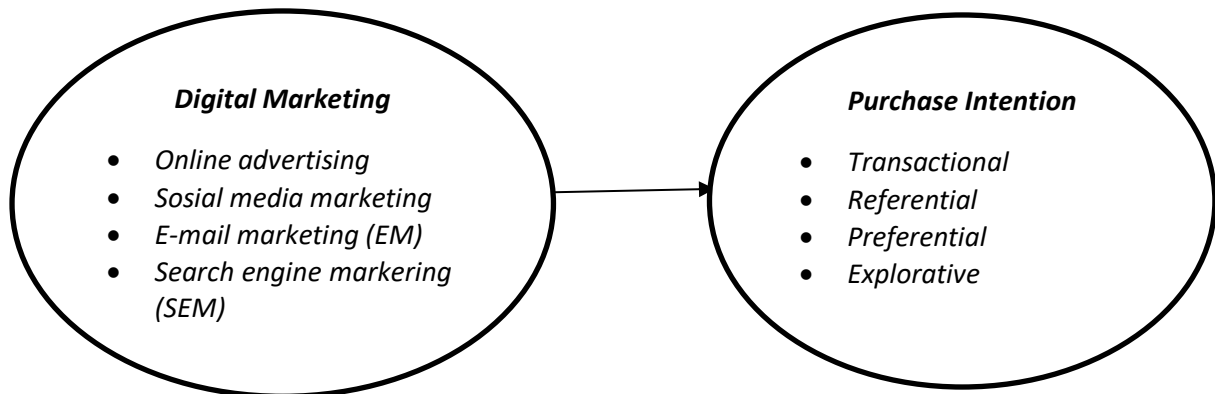
Table 5 . 1 Results of Multiple Linear Regression Analysis

Variable	B	t count	Sig t	Information
(Constant)	19,453			
Digital Marketing	0.325	4,239	0,000	Significant
F count	17,968			
Sig F	0,000			
Adjusted R Square	0.146			

Source: Primary data processed , 2024

Based on table 5.1 , it is known that the results of the significance test have a probability value of $0.000 < 0.05$ This value can prove that the H1 presented is accepted.

Figure 2.1 Research Model



Source : Primary data processed , 2024

H1: *Digital Marketing* significant effect on Purchase Intention

Coefficient of Determination (R²)

Based on table 5.1 show that mark *Adjusted R Square* obtained equal to 0 , 146 which means variable *digital marketing* can explain variable interest buy amounting to 14.6%, the remainder amounting to 85.4% is influenced by other variables that are not entered in the research model This . Based on table 5.1 , the regression equation is written as follows:

$$Y: \alpha + \beta_1 X_1 + e$$

$$Y: 19,453 + 0.325 (X_1) + (\sqrt{1 - R^2})$$

$$Y: 19,453 + 0.356 (X_1) + 0.924$$

The regression equation can be explained that:

- Coefficient *digital marketing* variable regression increase as big as One unit so interest buy will increase of 0.325.
- e1 is an error with a value of 0.924.

Discussion

Influence *Digital Marketing* on Purchase Interest

Based on results testing data that has been done in study This results in a way partial on variables *digital marketing* has sig value 0.000 with a calculated t value of 4.239 > t table 1.984 that H1 is accepted . These results show that influential *digital marketing* positive and significant to *interest buy* . It means the more tall level *digital marketing* then can increase *interest buy* consumer . on the contrary , increasingly low *digital marketing* then will become the more lower *interest buy* consumer . Based on the results the average value for variable *d digital marketing* is 27.98 and the average value is for variable interest buy of 28.54 which means that level the influence of digital marketing to interest buy product something high , indicating respondents agree that digital influential marketing to interest buy product something . This matter explain that the more increase interest purchase product something through digital marketing by consumers like buy product something through social media ie Instagram , WhatsApp , TikTok , then marketplace , namely Shopee , Tokopedia , Bukalapak , Lazada , and e-commerce , namely something official store websites , then the more tall decision purchase consumer so that increase turnover company something .

This matter means digital marketing indicators *online advertising* , *social media marketing* , *e-mail marketing (EM)* , *search engine marking (SEM)* play a role significant influence interest buy consumer . Most of the respondents who are woman aged 17-25 year interested with products

something with method before do purchase consumer see specification product moreover formerly past advertisement or promotion product something on social media and consider it with method look at reviews or reviews listed in the review marketplace products as well do ask answer to party something related information product that will purchased when experience confusion or indecision in choose product , then in answer respondents besides something have quality good and safe product , something also always interesting his customers For Keep going do purchase repeat because something always do innovations product new requirements required by customers so that customer interested and interested Keep going For buy skincare products or make up products from something .

Research result This in accordance with research conducted by(Khoirun Nisa' & Sudarwanto, 2022.; Olivia et al., 2022.; Suryopratomo & Jaelani, 2022.; Tarigan et al., 2023) that connection *digital marketing* towards interest buy own influence positive and significant . Other research was also carried out by (Mursyid & Julita, 2023)those who stated that influential *digital marketing* positive and significant to interest buy local skincare products in the sub-district Belopa . This matter show that the more many Companies run business through digital marketing , especially in connection with social media , the more big many people exposed and found out product the as well as interesting interest buy possibility they consider For do purchase .

5. Conclusion and Suggestions

Based on results research and discussion , then can concluded that influential *digital marketing* positive and significant to interest buy . It means the more tall and good applied *digital marketing* will interesting *interest buy* consumers on the product something so that will increase turnover sale something , with like That something will still maintain level the title of best-selling skincare brand on social media , marketplace and e- commerce . Something company expected For still endeavor do movement *digital marketing* with method Keep going do promotion via social media, making things easier and clearer specification product something on *search engines* in *marketplaces* and *e-commerce* , and improve communication between party something with consumer with method answer message regarding suggestions and criticism from consumer with fast as well as give solution on question from the right consumer .

Based on research that has been done , still there is a number of weaknesses and limitations that is results calculation R value ² square *digital marketing variables* which are classified Still low only 14.6% , meanwhile 85.4% explained by other outside factors study . Study furthermore recommended For Can add other variables for Can find other variables that influence the variable of interest buy , such as *social media marketing* , *influencer marketing* , and *search engine marketing* .

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