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ARTICLE

The Influence of Social Media, Brand Image And Customer Loyalty on Skin Care Purchase Decisions (Case Study of Sma Kr. 2 Binsus Tomohon)

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Abstract
Many young generations in this digital era use skin care which is considered a long-term investment for skin health. They are willing to spend more for quality products that can provide the desired results. Young people also do not only view skin care as a routine, but also as part of their identity and lifestyle. This study aims to analyze the influence of social media, brand image, and customer loyalty on skin care product purchasing decisions among students of SMA KR.2 BINSUS TOMOHON. The population in the study was 200 students who were part of Skin Care users at SMA KR. 2 BINSUS TOMOHON. Data were collected through a Questionnaire with analysis using the Statistical Package for the Social Sciences (SPSS). The results of the Analysis show that Social Media does not have a positive but significant effect on Skin Care Purchasing Decisions. Brand Image does not have a positive but significant effect on skin care purchasing decisions. Customer loyalty has a positive and significant effect on skin care purchasing decisions. Social media, brand image and customer loyalty (all independent variables) simultaneously have a significant effect on the dependent variable of skincare purchasing decisions through the results of the F test. The results of this study are expected to provide a significant contribution to the development of more effective skincare product marketing strategies among teenagers.
Keywords Social Media, Brand Image, Customer Loyalty, Purchase Decision

Introduction

In an era of increasingly advanced growth of the beauty industry, as well as increasing public awareness of skin health and appearance. Taking care of yourself can increase happiness and self-confidence. When someone feels well-groomed and clean, they are more confident in interacting with others and doing daily activities. Good skin care is also influenced by trends and social values. In recent years, skin care has become part of popular culture, especially among teenagers and the younger generation. Among the younger generation, the development of knowledge about the world of skin care is also supported by rapid growth in the digital era where the need for skin care is not only found through direct stores but also through stores that make indirect sales available on social media.

Skin careGood and affordable skincare products are essential for high school students on a budget. The average price of skincare products in Indonesia varies, with many brands offering more economical bundled packages. For example, facial treatments at clinics such as Ella Skin care start from IDR 55,000 to IDR 150,000 for a facial package. In addition, many skincare products can be found for under IDR 100,000, such as moisturizers and sunscreens, which are suitable for students' daily needs. This shows that there are many choices of products that are not only high quality but also pocket-friendly.

The phenomenon of skincare purchasing decisions at SMA Kristen 2 Binsus Tomohon can be influenced by various factors, including promotions, prices, and peer influence. Among students, awareness of the importance of skincare is increasing, especially in adolescence who are prone to skin problems. Social media has also become one of the most influential marketing tools in today's digital era, especially in the skincare industry. Promotions carried out through social media, such as TikTok and Instagram, are often effective tools to attract students' attention, because they tend to be influenced by trends and recommendations from influencers or peers. Research from Kompasiana (2023) shows that user reviews and recommendations on social media have a significant impact on purchasing decisions, where customers tend to trust recommendations from other users more.

When customers feel connected to the brand image, they are more likely to make purchases and become loyal customers. Brand image is a set of beliefs, ideas, and impressions that a person has about a brand, therefore consumer attitudes and actions towards a brand are largely determined by the brand image (Kotler & Armstrong 2001, p. 226) in (Huang et al., 2019). This shows that customers are more likely to choose products that have a strong and positive brand image on social media. A strong brand image can attract consumers to make repeat purchases. Thus, companies that are able to utilize social media to build a positive brand image and create strong relationships with customers will be more successful in influencing consumer purchasing decisions. Based on Kotler (2016) in (Haudi et al., 2022) defines loyalty as a commitment to repurchase or promote a product or service that has been consumed. Brand loyalty provides security through predictable demand by the company and creates barriers for other competitors to compete.

Zuhad and Yoestini (2023) showed that marketing in social media and brand image have a significant and positive influence on purchasing decisions which indicate purchase intention. Syafitri, Sari, Sanjaya (2021) showed that product brand image has a positive

and significant effect on consumer purchasing decisions with the results of this study showing that product brand image has a positive and significant effect on consumer purchasing decisions. Liubana, Kowey, Alfonso, and Putra (2023) showed that the important role of digital marketing strategies, brand image, and customer loyalty in shaping the sales performance of fashion products on Shopee in Indonesia where customer loyalty itself drives increased sales results. Rukman, Praktikto, Rahayu (2023) also supports the results of their research which states that Social Media Marketing, Product Quality, and Brand Image have a positive and significant effect on customer awareness.

Research purposes

1.   To find out whether social media has a partial influence on skincare purchasing decisions at SMA KR. 2 BINSUS TOMOHON.

2.   To find out whether brand image has a partial influence on the decision to purchase skin care at SMA KR. 2 BINSUS TOMOHON.

3.   To find out whether customer loyalty has a partial effect on skincare purchasing decisions at SMA KR. 2 BINSUS TOMOHON.

4.   To find out whether social media, brand image and customer loyalty simultaneously influence skincare purchasing decisions at SMA KR. 2 BINSUS TOMOHON

Literature Review

Marketing Management

"Marketing is a total business system designed to plan, price, promote, and distribute wanted satisfying products to target markets to achieve organizational objectives"This definition shows that marketing is a series of principles used to determine target markets, assess consumer needs, develop products and services, fulfill consumer desires, provide value to them, and generate profits for the company.

Consumer Behavior

Mowen and Minor (2002) define consumer behavior as the study of purchasing units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. Consumer behavior is the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities (Swastha & Handoko, 2000:6).

Social media

Social media is a platform on the internet that allows users to present themselves or interact, collaborate, share, and communicate with other users to form virtual social bonds (Nasrullah, 2015). With the ease of participating and sharing information, social media has become an important tool in modern communication, facilitating the spread of user-generated content and strengthening social bonds between them.

Social Media Indicators

Based on Rizky (2015,232); Participation, Openness, Discussion, Community, and

Connectedness.

Brand Image

Kotler (2005) defines Brand Image as a set of beliefs, ideas, and impressions that a person has towards a brand, consumer attitudes and actions towards a brand are largely determined by the Brand Image. Brand image, which consists of the beliefs, ideas, and impressions that consumers have, greatly influences their attitudes and actions towards the brand. Thus, comprehensive brand management is the key to achieving marketing goals and increasing competitiveness in the market.

Brand Image Indicators

According to Kotler (2003), Strength, Uniqueness, and Favorability

Customer Loyalty

Customer loyalty is considered as an important factor that aims to have an advantage over other companies and win the highly competitive and increasingly dynamic market competition (Leninkumar, 2017). Customer loyalty is the result of satisfaction and commitment built through positive experiences with products or services.

Customer Loyalty Indicators

According to Laila & Triyonowati (2017); Reuse of services and services, Willingness to use various types of service products, Consumers promote services and services to other consumers, and Consumers make companies or products their main choice.

Buying decision

Purchasing decisions are a problem-solving process that consists of analyzing or recognizing needs and desires, searching for information, evaluating selection sources for purchasing alternatives, purchasing decisions and post-purchase behavior (Kotler, 2001).

Purchase Decision Indicators

Product selection, Distributor selection, Purchase time, Purchase amount, and Payment method.

Previous Research

Zuhad and Yoestini (2023) with the research title The Influence of Social Media Marketing and Brand Image on Purchasing Decisions with Purchase Intention as an Intervening Variable (Study on Tokopedia Customers in Semarang City). The results of the study found that the influence of social media use on Purchasing Decisions. The results of the study showed that marketing in social media and brand image have a significant and positive influence on purchasing decisions which indicates that purchase intention.

Syafitri, Sari, Sanjaya (2021) with the research title The Influence of Brand Image, Promotion and Brand Trust on Purchasing Decisions on Scarlett Whitening Products (Case Study of UIN Raden Intan Lampung Students). The results of the study indicate that product brand image has a positive and significant effect on consumer purchasing decisions with the results of this study indicating that product brand image has a positive and significant effect on consumer purchasing decisions.

Liubana, Kowey, Alfonso, and Putra (2023) with the title of the study The Influence of Digital Marketing Strategy, Brand Image, and Customer Loyalty on Fashion Product

Sales Performance in E-commerce Shopee. This study shows the results that there is a significant and positive relationship between digital marketing strategy, brand image, customer loyalty, and sales performance. This study provides valuable insights for e-commerce platforms looking to optimize their marketing strategies and improve overall sales performance in the dynamic online fashion retail landscape.

Rukman, Praktikto, and Rahayu (2023) with the research title Influence of Social Media Marketing, Product Quality, and Brand Image on Customer Loyalty Through Customer Satisfaction (Study on La Moringa Consumers. The results of the study are Social Media Marketing, Product Quality, and Brand Image have a positive and significant effect on Customer Awareness. Social Media Marketing, Product Quality, and Brand Image have a positive and significant direct effect on Customer Loyalty, Customer Awareness has a positive and significant effect on Customer Loyalty. Meanwhile, Customer Awareness has a positive and significant effect on the mediation of Social Media Marketing, Product Quality, and Brand Image on Customer Loyalty as a mediating variable is accepted. With the Social Media hypothesis, brand image and loyalty simultaneously have an influence on Purchasing Decisions.

RESEARCH MODEL AND HYPOTHESIS
Research Model
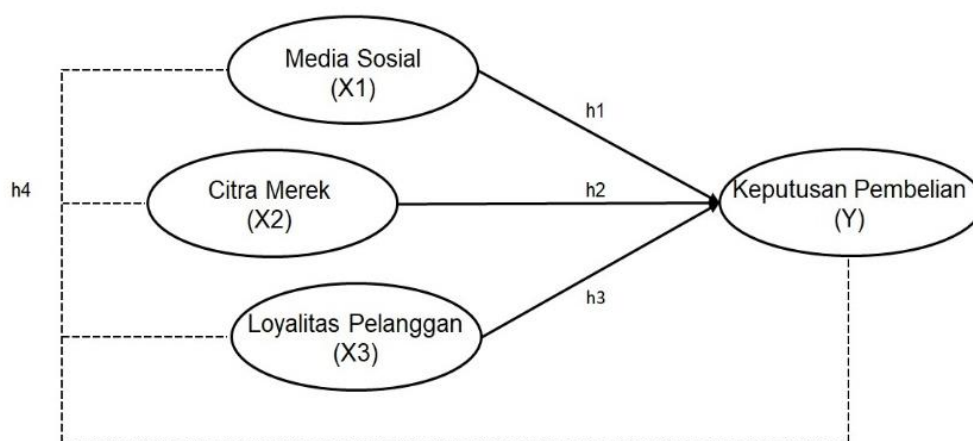
Figure 1. Research Model

Source: Results of Theoretical and Empirical Studies 2024

Hypothesis

H1   : Social mediahas an influence on the Decision to Purchase Skin Care at SMA KR. 2 BINSUS TOMOHON

H2: Brand Image has an influence on Skin Care Purchasing Decisions at SMA KR. 2 BINSUS TOMOHON

H3: Customer Loyalty has an influence on Skin Care Purchasing Decisions at SMA KR. 2 BINSUS TOMOHON
H4: Social Media, Brand Image and Loyalty Simultaneously Have an Influence on Decisions in Purchasing Skin Care at SMA KR. 2 BINSUS TOMOHON

Methodology
This type of research is field research. According to Dedy Mulyana, field research is a type of research that studies phenomena in their natural environment. For that, the primary data is data that comes from the field. So that the data obtained is truly in

accordance with the reality of the phenomena that exist at the research location. The approach used in this study is a quantitative approach that emphasizes numerical data (numbers) processed using statistical methods.

Location and Place of Research
The location used as the research site was at SMA KR.2 BINSUS Tomohon, Tomohon City.

Method of collecting data
The type of data in this study is primary data. Primary data is data obtained directly from the field through data from the results of questionnaires distributed directly to students of SMA KR.2 BINSUS Tomohon.

Population and Research Sample
Purposive samplingis a technique for collecting data samples from data sources with several considerations such as people who are considered to understand something, can be trusted or people who have the authority that will make it easier for researchers to explore certain objects or social situations.Purposive sampling technique is a technique for determining and taking samples determined by researchers with certain considerations (Sugiyono, 2015).The population in this study were 200 students in grades X and XI of SMA KR.2 BINSUS Tomohon.

Research Instrument Scale
According to Sugiyono (2019), the Likert scale is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. In this study, the Likert scale ranges from 1-5, which includes respondents' answers in five categories, namely strongly agree (5), Agree (4) Undecided (3), Disagree (2) and Strongly Disagree (1).

Research Instrument Testing
Each hypothesis will be analyzed using the SPPS (Statistical Package for the Social Science) application. SPPS is an effective method for evaluating the influence of two or more independent variables on one dependent variable. The output results produced include regression coefficient values that indicate the influence of each independent variable on the dependent variable.

Operational Definition of Variablesand Indicators

1.   Social media is a platform on the internet that allows users to present themselves or interact, collaborate, share, and communicate with other users to form virtual social bonds (Nasrullah, 2015). Indicators: participation, openness, discussion, community, connectedness.

2.   A brand is a name, term, sign, symbol, or design or a combination of these, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Kotler, 2009). Indicators: strength, uniqueness, preference.

3.   Customers who feel satisfied and trust will commit to continue using products or services that have been experienced repeatedly (Aini, 2020). Indicators: reuse of services and services, willingness to use various types of service products, consumers

promote services and services to other consumers, consumers make companies or products their main choice.

4.   Purchasing decision is a problem solving process consisting of analyzing or recognizing needs and wants, searching for information, evaluating selection sources for purchasing alternatives, purchasing decisions and post-purchase behavior (Kotler, 2001). Indicators: product choice, consumer choice, purchase time, purchase amount, payment method.

Results and Discussion
Validity Test Results

Table 1. Results of Validity and Reliability Test of Questionnaire

Variables	Item	Correlation		Test Results	Coefficient Reliability	Test Results
		r-count	r-table			
Social Media (X1)	1	0.304	0.138	Valid	0.873	Reliable
	2	0.238	0.138	Valid		Reliable
	3	0.139	0.138	Valid		Reliable
	4	0.22	0.138	Valid		Reliable
	5	0.149	0.138	Valid		Reliable
	6	0.314	0.138	Valid		Reliable
Brand Image (X2)	1	0.171	0.138	Valid	0.881	Reliable
	2	0.319	0.138	Valid		Reliable
	3	0.267	0.138	Valid		Reliable
	4	0.14	0.138	Valid		Reliable
	5	0.304	0.138	Valid		Reliable
	6	0.394	0.138	Valid		Reliable
	7	0.25	0.138	Valid		Reliable
	8	0.3	0.138	Valid		Reliable
	9	0.422	0.138	Valid		Reliable
	10	0.226	0.138	Valid		Reliable
Customer Loyalty (X3)	1	0.245	0.138	Valid	0.869	Reliable
	2	0.266	0.138	Valid		Reliable
	3	0.225	0.138	Valid		Reliable
	4	0.24	0.138	Valid		Reliable
	5	0.279	0.138	Valid		Reliable
	6	0.46	0.138	Valid		Reliable
	7	0.275	0.138	Valid		Reliable
	8	0.367	0.138	Valid		Reliable
Skin care Purchase Decision (Y)	1	0.565	0.138	Valid	0.877	Reliable
	2	0.42	0.138	Valid		Reliable
	3	0.438	0.138	Valid		Reliable
	4	0.547	0.138	Valid		Reliable
	5	0.424	0.138	Valid		Reliable
	6	0.507	0.138	Valid		Reliable
	7	0.634	0.138	Valid		Reliable
	8	0.645	0.138	Valid		Reliable
	9	0.534	0.138	Valid		Reliable
	10	0.483	0.138	Valid		Reliable

Source: Data Processing (2024)

Table 2 Results of Variable Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.882	38

Source: SPSS Data Processing Results, 2024

The calculation shows that all questionnaire items are valid. Valid means that the items in the questionnaire of this study can be measured in social media, brand image and customer loyalty. This means that all questionnaire items can be used in research. Likewise, the results of Cronbach's Alpha show that for the social media variable (X1) 0.873, the brand image variable (X2) 0.881, the customer loyalty variable (X3) 0.869 and the skin care purchasing decision variable (Y) 0.877 and in 38 items Cronbach's Alpha of 0.882 this shows that the Cronbach's Alpha value in this study is greater than 0.60. This shows that all variables in this study are reliable, which means that the questionnaire as a tool to measure the variables in this study shows consistency.

Normality Test
Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			200
Normal Parametersa,b	Mean		.0000000
	Std. Deviation		3.70720325
Most Extreme Differences	Absolute		.058
	Positive		.049
	Negative		-.058
Test Statistics			.058
Asymp. Sig. (2-tailed)c			.098
Monte Carlo Sig. (2-tailed)d	Sig.		.098
	99% Confidence	Lower Bound	.090
	Interval	Upper Bound	.106
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 303130861.			

Source: Data Processing (2024)

The results show that the variables of social media, brand image, and customer loyalty towards skincare purchasing decisions have a significant value of 0.106, which is greater than the significant value of 0.05. So in this study, the four variables can be said to be normally distributed.

Multicollinearity Test
Table 4 Multicollinearity Test Results.

VIFa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Social media	.661	1,512

	Brand Image	.643	1,555
	Customer Loyalty	.597	1.675
a. Dependent Variable: TOTALLY			

Source: SPSS Data Processing Results, 2024

In accordance with the provisions of the multicollinearity test if the VIF value is less than 10 or the tolerance value is less than 1 then there is a correlation. Based on the table above, it can be seen that the VIP value for the social media variable is 1.512; brand image 1.555; and customer loyalty 1.675 is a value of less than 10 while for the tolerance value of the social media variable 0.661; brand image 0.643 and customer loyalty 0.597 is a value of more than 0.1. So it can be concluded that there is no multicollinearity in the data of this study, which means that the independent variables of social media (X1), brand image (X2) and customer loyalty (X3) do not interfere or influence each other.
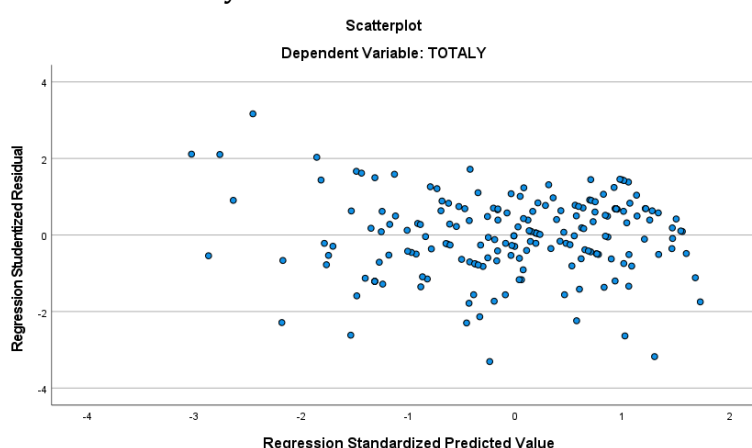
Heteroscedasticity Test

Figure 2 Heteroscedasticity Test Results
Source: SPPS Data Processing Results, 2024

Based on Figure 2 above, it can be seen that the points do not have a certain pattern like a wave, widening means the pattern is getting further away, while narrowing means the pattern is getting closer. This means that there is no heteroscedasticity.

Multiple Linear Analysis.
Table 5 Results of Multiple Linear Regression Analysis

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22.103	2.289		9,657	.000
Customer Loyalty	.968	.082	.750	11,821	.000
Social media	-.679	.090	-.488	-7,575	.000
Brand image	.073	.055	.088	1,313	.191
a. Dependent Variable: TOTALLY					

Source: SPSS Data Processing Results, 2024

Based on the calculation of the regression equation Y = 22.103 + (-0.679) (X1) + 0.073 (X2) + 0.968 (X3), the results based on the multiple linear analysis table can be concluded that the variables of social media, brand image and customer loyalty are considered equal to zero, then the decision variable in purchasing skin care is 22.103. The social media variable has decreased while brand image and customer loyalty are assumed to remain

the same, then the decision to purchase skin care will decrease by (-0.679). The brand image variable has increased, while social media and loyalty are assumed to remain the same, then the decision to purchase skin care will increase by 0.073. The customer loyalty variable has increased, while social media and brand image are assumed to remain the same, then the decision to purchase skin care has increased by 0.968.

F Test and t Test
Table 6 Results of F Test and t Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2501.692	3	833,897	59,762	.000b
	Residual	2734.928	196	13,954		
	Total	5236.620	199			
a. Dependent Variable: TOTALLY						
b. Predictors: (Constant), XX2, TOTALX3, XX1						

Source: SPSS Data Processing Results, 2024

Anova obtained significant 0.000 <0.05 this means that social media, brand image and customer loyalty (all independent variables) simultaneously have a significant effect on the dependent variable of skin care purchasing decisions. In other words, the independent variables of social media, brand image and customer loyalty are able to explain the magnitude of the dependent variable, namely Purchasing Decisions. It can be concluded that each variable is based on the t-test results for the social media variable of -7.575 with a significance of 0.000 <0.050, from these results it can be seen that the social media variable has no effect but is significant on skin care purchasing decisions at SMA KR.2 BINSUS Tomohon. The brand image variable is 1.313 with a significance of 0.191> 0.050, from these results it can be seen that the brand image variable has a positive effect but is still not significant on skin care purchasing decisions at SMA KR 2 BINSUS Tomohon. The customer loyalty variable is 11.821 with a significance of 0.000 <0.050, from these results it can be seen that there is a positive and significant influence on skin care purchasing decisions at SMA KR. 2 BINSUS Tomohon.

F-Test Results (Simultaneous)
The results of the simultaneous F-test analysis can be seen in the table below:
Table 6. F Test Results

ANOVA						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	3076.164	4	769,041	252,408	.000b
	Residual	703,815	231	3,047		
	Total	3779.979	235			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Product Completeness (X1), Price (X2), Store Location (X3), and Promotion (X4)						
Table F value (Excel): 2.4107; Sig Value: 0.05						

Source: Data processed by SPSS 27 (2024)

Anova obtained significant 0.000 <0.05 this means that social media, brand image and customer loyalty (all independent variables) simultaneously have a significant effect on the dependent variable of skin care purchasing decisions. In other words, the independent variables of social media, brand image and customer loyalty are able to explain the magnitude of the dependent variable, namely Purchasing Decisions. It can

be concluded that each variable is based on the t-test results for the social media variable of -7.575 with a significance of 0.000 <0.050, from these results it can be seen that the social media variable has no effect but is significant on skin care purchasing decisions at SMA KR.2 BINSUS Tomohon. The brand image variable is 1.313 with a significance of 0.191> 0.050, from these results it can be seen that the brand image variable has a positive effect but is still not significant on skin care purchasing decisions at SMA KR 2 BINSUS Tomohon. The customer loyalty variable is 11.821 with a significance of 0.000 <0.050, from these results it can be seen that there is a positive and significant influence on skin care purchasing decisions at SMA KR. 2 BINSUS Tomohon.

t-Test Results (Partial)
The Influence of Social Media on Skin Care Purchasing Decisions
The results show that social media has no effect but is significant on skincare purchasing decisions. This can be seen from the t-count for the social media variable of -7.575 with a significance of 0.000 <0.050. This shows that social media is increasingly developing and can influence product sales so that there are more buyers.
This result is supported by Anggraeni and Khasan (2018:176) who stated that social media is the latest development of new internet-based web technology, which makes it easier for everyone to communicate, participate, share with each other, and form a network online so that they can disseminate their own content.

The Influence of Brand Image on Skin Care Purchasing Decisions
The results show that brand image has a positive and insignificant effect on skincare purchasing decisions. This can be seen from the t-count for the brand image variable of 1.313 with a significance of 0.191>0.050. This shows that brand image does not influence skincare purchasing decisions.
This result is supported by Shimp (2003) in Sari et al (2012) brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand.

The Influence of Customer Loyalty on Skin Care Purchasing Decisions
The results show that customer loyalty has a positive and significant effect on skincare purchases. This can be seen from the t-count for the customer loyalty variable of 11.821 with a significance of 0.000>0.050. This shows that customer loyalty has an effect on skincare purchasing decisions.
This result is supported by Tam, 2012, who defines loyalty as a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future.

The Influence of Social Media, Brand Image and Customer Loyalty Simultaneously on Skin Care Purchasing Decisions
The results show that social media, brand image and customer loyalty (all independent variables) simultaneously have a significant effect on the dependent variable of skincare purchasing decisions. ANOVA obtained a significance of 0.000 <0.05, this means that social media, brand image and customer loyalty (all independent variables) simultaneously have a significant effect on the dependent variable of skincare purchasing decisions. In other words, the independent variables of social media, brand image and customer loyalty are able to explain the magnitude of the dependent variable of user satisfaction.
This result is supported by Schiffman et al (2004) which is the selection of two or more alternative purchasing decision choices, which means that someone can make a decision, there must be several alternative choices available

Conclusions

1.	Social media has a significant influence on customer decisions in purchasing skin care, so the proposed hypothesis is proven.
2.	Brand image does not have a significant influence on the decision to purchase skin care products, so the proposed hypothesis is not proven.
3.	Customer loyalty has a significant influence on customer decisions in purchasing skin care, thus the proposed hypothesis is proven.
4.	Social media, brand image and customer loyalty have a significant influence on customer decisions in purchasing skincare, thus the proposed hypothesis is proven.

Suggestion

1.	Skincare brands should focus on creating engaging and informative content on social media by presenting useful and interesting information, consumers will be more likely to find out more and ultimately make a purchase.
2.	Companies are expected to improve their image by utilizing social media to share educational content, such as skin care tips and information about the ingredients used, as well as continuing to innovate in products and listening to consumer feedback is very important to keep the brand image relevant.
3.	Companies can create more personal relationships with customers and increase loyalty by building spaces for customers to share experiences, tips and recommendations,
4.	It is recommended to examine factors other than social media, brand image and customer loyalty that are believed to influence purchasing decisions in further research. This is because the decision to buy skin care products is influenced by several factors that the author ignores

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