The Power of Social Media in Influencing Customer Decision
Case Study: Muslim Brand Cosmetic

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Abstract
Social media currently plays a very important role as a process of communication and interaction between humans that is not limited by time and space. It is also used as a promotional media by companies to introduce their products to consumers. Many Muslim brands cosmetics also use social media and brand equity to attract consumer interest. This research was conducted on Muslim brand users in Makassar, who were dominated by women with an age range of 20-22 years who were students. The results showed that social media marketing and brand equity had a positive and significant effect on Muslim Cosmetic Brand cosmetics purchasing decisions in Makassar. Marketing online using social media has successfully built brand equity, which in turn affects the buying decision.

Keywords: social media marketing; brand equity; buying decisions.

INTRODUCTION
The Internet has been facilitating companies to promote their products without time and space limitations. They can reach the customer at anytime and anywhere. It is obvious that the existence of an internet boosted the buying and selling process through e-commerce. The reason is that the customer is getting easier to get information and find the products they want. (Kotler and Keller, 2012). In addition to facilitating the buying and selling process, internet networks can also be used as entertainment and social media that connect people. According to Rajiv Kaushik (2012), social media is primarily Internet or cellular phone-based applications and tools to share information among people. It expedites conversation and connection among people. It includes popular networking websites, like Facebook and Twitter.

Data released by We Are Social in January 2019 explains that half of the population in Indonesia are active users of social media. The Sulawesi-Maluku-Papua region contributes 10.9% of total internet users throughout Indonesia (APJII, 2018). The most commonly used social media are Youtube, Facebook, Instagram, and Twitter. A survey conducted in 2017 showed that Indonesia was the third country in the world who uses social media intensively. The rising number of Indonesian internet users is supported by the advancement of smart phone technology and telecommunication infrastructure started by 2012. Cisco Visual Marketing Index (VNI) Global Mobile Data Traffic Forecast 2015-2020 estimated that by the end of 2020, there will be at least 5.5 billion internet users across the world, representing 70 percent of the world's population (Briliana and Aulia, 2017). It is obvious that most people now cannot avoid using the Internet in their daily lives. This fact has been used as an opportunity for the companies to build their brand awareness, which in turn increases the company's brand equity.

Despite the data of the intensive use of social media in Indonesia, the influence of social media in determine buying decisions has not been widely investigated. This fact becomes more...
interesting to study, especially for a cosmetic product, which focuses on Muslim women as their target market. According to Slama and Barendregt (2018), many young Southeast Asians are opting "to live 'the modern life' religiously and often in ways more orthodox than their parents or grandparents would have done only one or two generations before them. This opinion is consistent with Duffy and Hund (2015), who contend that digital culture empowered women as the consuming woman, including their role in the market. This research aims to investigate the influence of social media in building brand equity and its influence on buying decisions.

**LITERATURE REVIEW**

**Buying Decisions**

Kotler and Armstrong (2012) explained that the purchase decision is the buyer's decision about which brand to get. Kotler and Keller (2012) further explain that purchasing decisions have indicators, namely as objectives in buying products, processing information to get to the brand selection, choosing the right time, and choosing payment methods. Companies that provide products and services or producers can take advantage of these various indicators in order to create communication and transaction methods that provide convenience to consumers because this can not only influence purchasing decisions but also provide satisfaction with customer loyalty.

**Social Media Marketing**

Nowadays, the most popular tool used to communicate the brand and or product is social media. According to Shaffer & Garrett (2011), more than 90% of marketers are now using social media as their medium of advertising (Shaffer & Garrett, 2011). Social media is transforming the way organizations communicate in a very cost-effective (Baruah, 2012). Advertising through social media can use many applications such as Instagram, youtube, twitters, and or many e-commerce platforms such as Shopee, Amazon, Lazada, etc. Promotion using social media or e-commerce platforms other online advertising is social media advertising. Marketers cite increased exposure for the business, increased traffic, improved search engine rankings, decreased marketing costs, and increased sales as some of the chief benefits of social media marketing for the organization (Stelzner, 2011). The finding of research conducted by Meatry Kurniasari and Agung Budiatmo (2018) also found that the better social media marketing, the higher the buying interest, the better brand awareness is built, the higher the buying interest, where the higher the buying interest generated in the minds of consumers, the higher the level. This statement is also consistent with Gunelius (2011) who stated the main objectives of social media marketing are building relationships, building brands, publicity, promotion, and market research.

**H1 : Social Media Marketing Affect Positively and Significantly Buying Decision for Muslim Brands**

**Brand Equity**

Brand equity is an added value given to products and services (Kotler and Keller, 2016). Brand equity can be reflected in the way consumers think, feel, and act in relation to brands, as well as the price, market share, and profitability that brands provide to companies (Kotler and Keller, 2008).

The brand is more than a product. While the product comprises mere physical attributes and dimensions, the brand reflects the special relationship and bond we forge with our customers. It is a constellation value that goes beyond physical attributes to include intangible (that have tangible value), and importantly customer perception (Aaker, 1996). The most significant contributor to the development of the brand, beyond the product itself, is brand and positioning.

The brand equity component consists of brand awareness, brand association, brand loyalty, and perceived quality (Aaker and Joachimsthaler, 1999). Brand awareness is the customer's ability to recognize or remember a brand from a certain product category. Brand associations are everything that companies create on products to appear in the minds of consumers (Aaker, 2010).
Further, Aaker (2014) describes perceived quality as a perceived quality that is built by the product brand to be considered quality and useful. Marketing that uses social media, companies can build a component that is in brand equity, which can build recognition of a brand in the market and can also form a product image produced by a brand. Research conducted by Nanda Nuril Ummah (2019) found that brand equity has a significant positive effect on consumer loyalty. The stronger brand equity, the stronger

H2: **Brand Equity Affect Positively and Significantly Buying Decision for Muslim Brands**

**Conceptual Model**

Based on background and literature review above, the conceptual framework for this research as below

![Conceptual Model Diagram](image)

**RESEARCH METHOD**

This research is a quantitative research using survey method. Data collected from 299 respondents in Indonesia. The criteria of respondents are those that ever used Muslim cosmetic brands for at least 3 (three) months. The result of the analysis described the empirical facts related to the research variables. Data collection was carried out using Google Forms to simplify the distribution process. The questionnaire in the form of Google Form utilizes an internet network that is distributed through social media platforms, which are a means of communication for researchers in order to reach respondents who match the criteria. Data analysis uses path analysis techniques to determine whether there social media marketing can affect brand equity and buying decision for Muslim brand cosmetic.

**EMPIRICAL RESULTS**

**Descriptive Statistics**

This study aims to analyze and investigate the influence of social media marketing and brand equity on buying decisions Muslim brand cosmetic in Indonesia. Respondents are classified into categories of gender, age, occupation, income, the frequency of purchases are made in a month, the number of types of cosmetics they used, whether they ever or never saw advertisements and the source of information. The classification of respondents, as presented in Table 1 below.
The data in the table above shows that respondents are dominated by women (86.28%) aged 20-22 years (58.19%). Most of the respondents were students (81.27%) with an average monthly income of IDR 1,000,000 (38.46%). Respondents purchase cosmetics once a month (72.57%) with the total purchase of Wardah cosmetics as much as 2 - 3 products (39.13%). Most of the respondents have seen muslim cosmetic brand advertisements (95.65%) through social media (88.96%) such as Youtube, Instagram, Facebook, Twitter).

### Validity and Reliability Test

The questionnaire were tested before distributed to ensure the validity and reliability. The result of validity test is presented at the table below:

**Table 1. The Characteristic of Respondents**

| The Characteristic of Respondent                  | Freq | %    |
|--------------------------------------------------|------|------|
| **Gender**                                       |      |      |
| Male                                             | 41   | 13.71%|
| Female                                           | 258  | 86.28%|
| **Age**                                          |      |      |
| < 20 years                                       | 76   | 25.41%|
| 20 – 22 years                                    | 174  | 58.19%|
| 23 – 25 years                                    | 41   | 13.71%|
| > 25 years                                       | 8    | 2.67% |
| **Occupation**                                   |      |      |
| Civil Servant                                    | 3    | 1.003%|
| Private employee                                 | 27   | 9.03% |
| Student                                          | 243  | 81.27%|
| Others                                           | 26   | 8.69% |
| **Income/month**                                 |      |      |
| < Rp 500,000                                     | 82   | 27.42%|
| Rp 500,000 – Rp 1,000,000                        | 116  | 38.79%|
| Rp 1,000,000 – Rp 2,000,000                      | 51   | 17.05%|
| > Rp 2,000,000                                   | 50   | 16.72%|
| **Frequent of Purchases**                        |      |      |
| 1 time                                           | 217  | 72.57%|
| 2 times                                          | 63   | 21.07%|
| > 2 times                                        | 19   | 6.35% |
| **Number of Type Muslim Cosmetics Used**         |      |      |
| 1 product                                        | 111  | 37.12%|
| 2 – 3 products                                   | 117  | 39.13%|
| > 3 products                                     | 71   | 23.74%|
| **Ever/Never Saw Muslim Brand Cosmetic Adv**     |      |      |
| Yes                                              | 286  | 95.65%|
| No                                               | 13   | 4.34% |
| **Source of information about Muslim cosmetic brand** |      |      |
| Social Media                                     | 226  | 75.58%|
| Family or friend                                 | 71   | 23.74%|
| Other : Mini market                              | 2    | 0.66% |

Sources: Primary Data, 2020
Validity Test

| Indicator | Correlation Coefficient | p-value | Conclusion |
|-----------|-------------------------|---------|------------|
| X1        | 0.794*                  | 0.000   | Valid      |
| X2        | 0.776*                  | 0.000   | Valid      |
| X3        | 0.713*                  | 0.000   | Valid      |
| X4        | 0.606*                  | 0.000   | Valid      |
| X5        | 0.799*                  | 0.000   | Valid      |
| X6        | 0.795*                  | 0.000   | Valid      |
| X7        | 0.586*                  | 0.000   | Valid      |
| X8        | 0.669*                  | 0.000   | Valid      |
| Y1.1      | 0.430*                  | 0.000   | Valid      |
| Y1.2      | 0.670*                  | 0.000   | Valid      |
| Y1.3      | 0.677*                  | 0.000   | Valid      |
| Y1.4      | 0.659*                  | 0.000   | Valid      |
| Y1.5      | 0.789*                  | 0.000   | Valid      |
| Y1.6      | 0.674*                  | 0.000   | Valid      |
| Y1.7      | 0.771*                  | 0.000   | Valid      |
| Y1.8      | 0.746*                  | 0.000   | Valid      |
| Y2.1      | 0.639*                  | 0.000   | Valid      |
| Y2.2      | 0.658*                  | 0.000   | Valid      |
| Y2.3      | 0.678*                  | 0.000   | Valid      |
| Y2.4      | 0.773**                 | 0.000   | Valid      |
| Y2.5      | 0.731*                  | 0.000   | Valid      |
| Y2.6      | 0.792*                  | 0.000   | Valid      |
| Y2.7      | 0.758*                  | 0.000   | Valid      |
| Y2.8      | 0.647*                  | 0.000   | Valid      |

Sources: Primary Data, 2020

Based on the validity test, all variables are valid since all p-value is smaller than 0.05.

Reliability Test

The test of reliability was carried out to check the consistency of each item in the questionnaires.

Table 3. The Reference Value of Reliability Test

| The Value $\alpha$ | Reliability Category |
|--------------------|----------------------|
| 0.8 – 1.0          | Very High            |
| 0.6 – 0.8          | High                 |
| 0.4 – 0.6          | Fairly               |
| 0.2 – 0.4          | Low                  |
| 0.0 – 0.2          | Very Low             |

Sources: Primary Data, 2020

The reliability test result is presented at table 3 below

Table 4. The Result of Reliability Test

| Variable | Cronbach's Alpha | Conclusion |
|----------|------------------|------------|
| X        | 0.862            | Very high  |
| Y1       | 0.83             | Very high  |
| Y2       | 0.857            | Very high  |

Sources: Primary Data, 2020

Based on reliability test as presented at table4 above, indicators measuring social media marketing, brand equity, and buying decision are reliable.

Results

Regression test between X and Y1

The results of regression testing between X and Y1 in this study can be seen in the table below:
Table 5. The Correlation Between Social Media Marketing to Brand Equity

| Model   | Unstandardized B | Coefficients Std. Error | Standardized Coefficients | t    | Sig. |
|---------|------------------|-------------------------|---------------------------|------|------|
| 1       | (Constant)       | 8.607                   | 1.223                     | 7.036| .000 |
| X       | .720             | .037                    | .749                      | 19.491| .000 |

Sources: Primary Data, 2020

Based on the analysis at table 5 the social media marketing has significant influences on brand equity since the p-value is 0.000 or smaller than 0.05. The direction is positive. It means the higher the social media marketing, the higher the brand equity. Further, the regression test between social media marketing and brand equity with buying decision is presented at the table below:

Table 6. The Correlation between social media marketing and brand equity to Buying Decision

| Model   | Unstandardized B | Coefficients Std. Error | Standardized Coefficients | t    | Sig. |
|---------|------------------|-------------------------|---------------------------|------|------|
| 1       | (Constant)       | .124                    | 1.295                     | .096 | .924 |
| X       | .262             | .055                    | .243                      | 4.796| .000 |
| Y1      | .694             | .057                    | .618                      | 12.204| .000 |

Sources: Primary Data, 2020

As presented at the table 6 above, social media marketing and brand equity is a significant influence buying decision since p is 0.000 or smaller than 0.05. This direction of the relationship is also positive means the higher the social media marketing and brand equity, the higher the buying decisions.

Past Analysis Test

The role of a mediator can also be seen from the significance of the indirect effect. In order to check the magnitude of the indirect effect and test its significance, the data obtained was analyzed using the Sobel test. According to Preacher and Hayes (2004), the calculations with the Sobel test require large subject assumptions and normally distributed data. The output of the Sobel Test calculation results can be seen as follows

Figure 2. The Result of Sobel Test

Sobel test statistic : 10.32158509
One-tailed probability : 0.0
Two-tailed probability : 0.0
The results of the analysis using the Sobel test shows that the statistical test value of 10.321 and a p-value of 0.000 <0.05. Based on the result, it can be concluded that brand equity mediates the relationship between social media marketing and buying decisions. The social media marketing influence brand equity, which in turn influence buying decisions.

DISCUSSION

B.K. Lewis and Nichols (2016) stated that social Media is a label for digital technology that allows people to relate, interact, produce, and share messages. The results of this study show that social media marketing has a positive and significant effect on brand equity, which means that social media marketing through indicators of personal relevance, interactivity, message, brand familiarity has been able to build awareness and perception of Muslim brand cosmetic in Indonesia.

The halal positioning in branding is attached to Muslim cosmetic brand products. Its differentiation is effective in creating customer value for women Muslim. For example, one of the Muslim cosmetic brand called Wardah has occupied control around 30% of the makeupmarket segment and is identified as the only Indonesian cosmetic brand with sales growth of more than 20% in 2015-2016 (Mayke, 2020; Kinashi, 2018). According to Mayke, Wardah has implemented social media marketing appropriately by making Facebook fanpages, Twitter and Instagram official accounts, and Youtube as promotional media.

Social media marketing is a form of online advertising that uses the cultural context of social communities, including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals so that consumers can buy the products they see (Tuten, 2008). This condition is very matched with Indonesia women Muslim. Indonesia Muslim women wish to always use halal products. That is the reason behind their chosen brand. Tery et. al. (1997) stated that identity has a significant impact on attitude. Schiffman and Wisenblit (2015) explained that attitude is learned by direct experience with a product, word-of-mouth, from the mass media and other information that comes from other consumers who receive. The attitude of consumers can be based on their religion or belief and knowledge regarding a certain commodity, which is a result of an information integration process and ultimately influences the individual's aim to behave in a certain manner (Xiao et al., 2011). In the same rhythm, Alam and Sayuti (2011) have found that consumers' attitudes in Jakarta have a positive impact on their intentions to buy a halal production. People's attitudes about halal food are created from their belief that the product is halal.

Further, Mayke (2020) wrote that Wardah is included at 15th rank in the 2018 Top Brand Award survey. This shows that one of Wardah has a strong brand in the world of cosmetics or beauty. The achievements made by Wardah cosmetics cannot be separated from the brand equity of Wardah itself. The customer chooses Wardah because halal positioning is embedded in their brand equity conveyed through social media marketing. In addition, based on interviews, some Muslim women prefer to buy online. Social Media helps them to buy in an effective way. This is in line with previous research conducted by Berlinda Aretha Kusuma & Berlian P.S. Putri (2019) where there is a positive influence between the social media marketing toward brand equity in the Jenius brand as evidenced by the t-count value of 6,728> t-table 1.660. Therefore, building good relationships with consumers, such as sending product information and interacting through social media, can increase added value such as awareness, memory, perception and consumer loyalty to a particular brand or product. Kotler and Keller (2012) define brand equity as the added value provided to products and services.

Social media marketing is a form of online advertising wherein this study the results of Social Media Marketing (X) have a positive and significant effect on purchasing buying decisions (Y2), where it provides information that social media marketing through indicators of personal relevance, interactivity, message, brand familiarity has been able to make consumer decisions to buy muslim cosmetic brand. This can be seen from consumers' buying decisions in choosing muslim cosmetic brand because they are familiar with the brand, prefer the halal position and easy to buy through on
This is in line with previous research conducted by Anugrah Ramadhan Harry Adnan (2018) regarding the influence of social media marketing and service quality on the decision to use services at the Ananda Makassar Mother and Child Hospital where the influence of social media marketing shows a positive and significant influence on the decision to use services. The higher the intensity in building relationships through social media, the higher the purchasing decision.

Brand equity can be reflected in the way consumers think, feel, and act in relation to brands, as well as the price, market share, and profitability that brands provide to companies (Kotler and Keller, 2008).

This finding is also in line with research conducted by Fathur Rido (2019) with the results of the study that brand equity has a significant direct effect on the decision to choose.

According to Kotler and Armstrong (2012), social media networks are a new form of "customer-to-customer" and "business-to-customer" dialogue, which has a major impact on marketers. The results of this study provide information that social media marketing through indicators of personal relevance, interactivity, message, brand familiarity has been able to create added value such as brand awareness, brand association, perceived quality, Muslim cosmetic brand has successfully created brand loyalty through increasing awareness and creating a positive perception of the products through social media marketing. According to Kotler and Keller (2016), the stages of the consumer purchasing decision process is consist of identification of problems /needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. At the information search stage, consumers agree that information about Muslim cosmetic brands can easily be obtained on Facebook, Twitter, Instagram, and Youtube. That is the reason why Indonesia Muslim women can easily recognize the brand and put the brand in their list of brands when they consider alternatives when they want to buy cosmetics. Until it reaches the purchasing decision stage with the aim of buying a product, choosing the brand, choosing the right time, selecting the payment method (Kotler & Armstrong, 2012).

CONCLUSION

Based on the discussion above, it can be concluded that social media marketing and brand equity have a positive and significant effect on Muslim cosmetic brand buying decision in Indonesia, Social Media Marketing has a positive and significant effect on Muslim Cosmetic Brand Equity. Social media marketing is effective to build brand equity which in turn lead to buyer decision in Muslim cosmetic brand. Social Media, as a communication medium, makes it easier for companies to advertise the products to the target market. It is a good decision since most of the target market is the use of social media in their daily life. The companies are able to strengthen their marketing communications through social media platforms and always easier to update the latest information to target market.

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