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## DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

## The Influence of Social Media Promotion on Online Purchase Decisions for Beauty Products

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**Abstract:** In the contemporary digital age, the internet has emerged as a powerful medium for product promotion, significantly influencing how people access information and fulfill their daily needs. This ease of access extends to business transactions, where entrepreneurs leverage the internet as a platform for online product sales. Social media, a relatively new mode of communication enabled by the internet, plays a pivotal role in this process. This research seeks to examine the impact of social media promotion on online purchasing decisions for beauty products among students at Universitas HKBP Nommensen, Medan. The study employs a quantitative approach. The population consists of all students at Universitas HKBP Nommensen who have purchased beauty products online; however, the exact population size is not known. Using the Slovin formula, a sample of 100 respondents was randomly selected to represent each faculty. The findings reveal that social media promotion has a significant effect on purchasing decisions, as demonstrated by the results of the t-test. The t-value obtained was 8.429, exceeding the critical t-value of 1.4355, with a significance level of 0.000, which is less than the 0.05 threshold. The coefficient of determination ( $R^2$ ) was calculated to be 0.420, indicating that 42.0% of the variance in purchasing decisions can be attributed to social media promotion, while the remaining 58.0% is influenced by other factors not covered in this study. In conclusion, the research confirms that social media promotion has a positive and significant impact on the online purchasing decisions of beauty products among students at Universitas HKBP Nommensen, Medan.

**Keywords:** Promotions, Purchase Decisions.

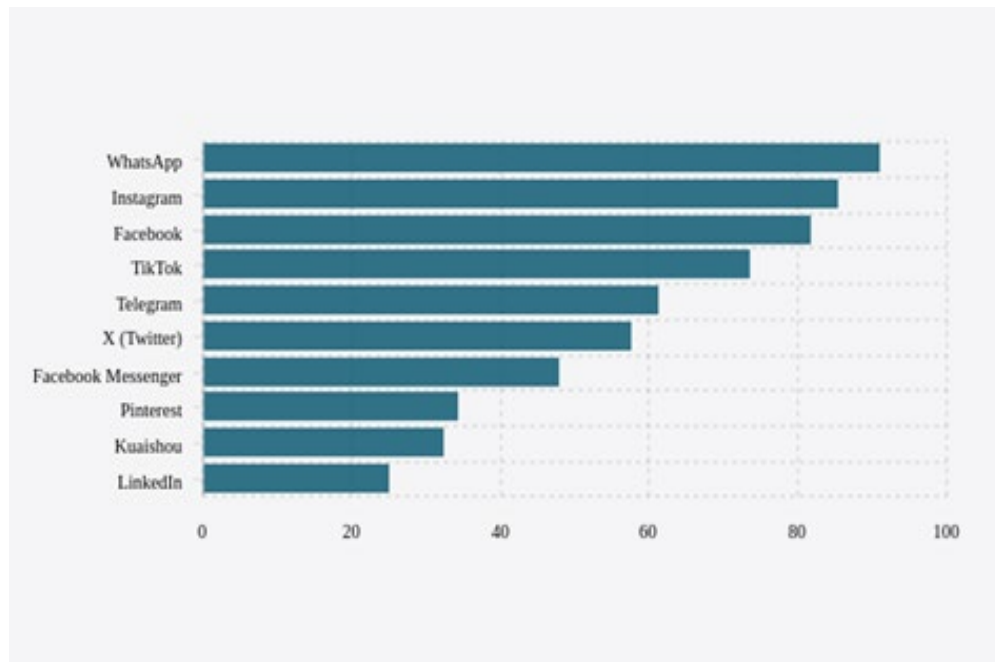
### 1. INTRODUCTION

The rapid advancement of technology, particularly the internet, has become integral to marketing strategies for products and services. The practice of promoting and selling goods or services through the internet is commonly referred to as E-Marketing, a key component of E-Commerce. This approach includes the activities of companies that communicate, advertise, and distribute their products online. In recent years, the beauty industry has witnessed significant growth, driven by shifts in lifestyle patterns that have heightened consumer demand for beauty products. These products have transcended the realm of mere desire to become essential items for many women, as they are perceived as crucial for maintaining attractiveness and social appeal. The quest for beauty has become so central that women often rely on skincare routines and cosmetics to enhance their appearance, gaining confidence to present themselves publicly.

The promotion of beauty products increasingly occurs through social media and online platforms. In today's digital age, the internet plays a pivotal role in product marketing, with companies often utilizing platforms like Instagram and Facebook, both owned by Meta, under the leadership of CEO Mark Zuckerberg. According to data from We Are Social, Instagram and Facebook rank second and third among the most widely used social media platforms, indicating their vast reach across various demographics, including older adults. Information technology, particularly digital marketing, plays a crucial role in the business landscape. The internet has simplified access to necessary information and daily essentials, benefiting both consumers and business owners who leverage it for online transactions. Social media, a relatively new communication channel facilitated by the internet, has become an essential marketing tool that enables companies to connect with a broader audience.



Utilizing social media for marketing is now a prevalent and strategic method to enhance a company's online presence. The effectiveness of social media as a marketing and communication tool is underscored by its ability to drive business growth without significant financial investment or extensive effort, making it a popular choice among businesses today.



**Figure 1. Indonesian Digital Data 2024** (Source: We Are Social 2024)

Social media provides a platform for direct interaction between businesses and their customers, enabling real-time feedback that allows companies to better understand client needs and preferences, thereby enhancing their products and services. Brogan (2010) describes social media as a new set of communication and collaboration tools that facilitate types of interactions previously unavailable. This evolution in communication has significantly boosted product marketing via social media, attracting many consumers to purchase beauty products online. Consumers benefit from the convenience of shopping via social media, as it allows them to save time and space while easily finding and comparing desired products. Social media serves as an online medium that effortlessly meets users' communication needs, acting as a facilitator that enhances relationships and fosters a sense of community.

The appeal of social media lies in its user-friendly features, such as the ability to capture and share photos and videos of products. Currently, marketing strategies on social media often involve the use of Influencers—individuals who promote or review beauty products to a broad audience, thereby increasing product visibility. Influencers are adept at capturing public attention and conveying information about the products they use or endorse. By sharing their opinions and experiences, influencers subtly or overtly influence their followers to try the same products. Ananda and Wandebori (2016) assert that creators who are seen as aspirational figures within social networks wield considerable influence over consumer mindsets. Influencer marketing, therefore, involves identifying and engaging individuals with significant influence over a target audience to participate in product campaigns, with the goal of expanding reach, boosting sales, and strengthening consumer relationships.

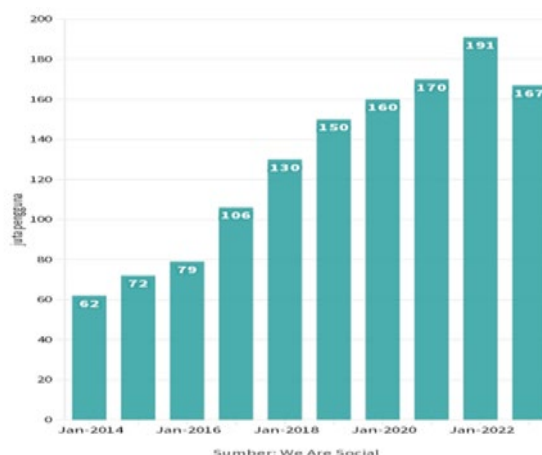


Figure 2. Social Media User Data

Social media enables marketers to engage in direct, two-way communication with customers, allowing them to convey essential information quickly and cost-effectively. This makes social media marketing a crucial tool in influencing consumers' purchasing decisions. Social media significantly impacts both the information search and decision-making stages of the purchase process. To explore this further, researchers have focused on the impact of social media promotion on purchasing decisions, with the former serving as variable X (Social Media Promotion) and the latter as variable Y (Purchase Decision). The study uses beauty products as the research object and involves a case study of students at Universitas HKBP Nommensen who have purchased beauty products online.

## 2. LITERATURE REVIEW

### 2.1 Study Previous

Table 1. Research Table Previous

No	Authors	Title Study	Research Methods	Research Result
1.	Maryam Batubara, Purnama Ramadani Silalahi, Sri Aderafika Sani, Rima Rizki Syahputri, Vega Liana (2022),	Influence Promotion, Quality Products and Prices against Satisfaction Purchase Consumer Scarlett Whitening Products : Case Study of FEBI UIN North Sumatra Students	Quantitative Methods	Promotion, quality products and prices influential to satisfaction purchase consumer Scarlett Whitening product : Case Study of FEBI UIN North Sumatra Students.
2.	Solomon (2021)	Influence Quality Products and Use of Home Social Media on Purchasing Decisions in Small and Medium Enterprises, Delina Cake House, South Tangerang	Quantitative Methods	Quality products and use of social media House influential to decision purchases at the Delina Cake House, South Tangerang, Small and Medium Enterprises.
3.	Bayu Sentosa & Muafiyatin Nur Tsalisah (2021)	Influence Promotion, image brand, and quality product to decision purchasing ikat woven batik	Quantitative Methods	Promotion, Brand Image and Quality Product influential on Purchasing Decisions Consumers at CV Paradila Lamongan amounting to 82%, the rest is influenced other variables do not researched in study This.

Source: Researcher, 2024

## 2.2 Research Conceptual Framework

### Framework of Thinking

A thinking framework is a conceptual model that elucidates the relationships or theories involving specific factors, wherein the framework theoretically links the research variables. Sugiyono (2016) describes a thinking framework as a synthesis that illustrates the relationships between the studied variables and serves as a foundation for addressing research problems and formulating hypotheses. This framework is often presented in the form of flowcharts, accompanied by quantitative explanations, to visually represent the connections and guide the research process. The framework for this research is outlined as follows:



**Figure 3. Conceptual Framework**

### Hypothesis Development

A hypothesis is a temporary answer to the formulation of a research problem. Based on the conceptual framework above, the hypothesis proposed in this research is:

- H0: Promotion on social media does not significantly influence online beauty product purchasing decisions.
- H1: Promotion on social media has a significant effect on decisions purchasing beauty products online.

Patminingsih (2018) conducted a study titled "The Influence of Customer Knowledge and Product Quality on Financing Decisions at BMT Sun Eternal Ponorogo." The findings revealed that both customer knowledge and product quality have a positive and significant impact on financing decisions, as indicated by the t-values exceeding the critical t-value ( $t_{count} = 2.958 > t_{table} = 1.661$  for customer knowledge and  $t_{count} = 3.575 > t_{table} = 1.661$  for product quality). Furthermore, the independent variables collectively exert a significant influence on the dependent variable, as evidenced by the F-value surpassing the critical F-value ( $F_{count} = 10.886 > F_{table} = 3.10$ ). Similarly, Rustiana (2019) in her study, "The Influence of Customer Knowledge on Saving Decisions with Trust as a Moderating Variable: A Case Study at BRI Sharia KC Madiun," found that customer knowledge positively and significantly affects decision-making, with a significance level of 0.000.

## 3. RESEARCH DESIGN AND METHOD

The type of research conducted is quantitative in nature, focusing on descriptive analysis. Quantitative research typically involves the collection of data to test hypotheses. Descriptive data is generally gathered through questionnaires, surveys, interviews, or observations. The method employed in this study is a survey method. According to Sugiyono (2016:11), the survey method involves using questionnaires as research tools to collect data from large or small populations. The data analyzed is derived from samples taken from the population, allowing researchers to identify relative occurrences, distributions, and relationships between sociological and psychological variables. The purpose of the survey method is to explore knowledge, beliefs, preferences, and satisfaction within a population and to measure various magnitudes across the general population. In this study, information was gathered from respondents through questionnaires, with the data analyzed using SPSS 25 software. The research was conducted at Universitas HKBP Nommensen in Medan, from September 2023 to June 2024, following a specified timetable.

### *Types of Data and Data Collection Techniques*

According to Nalom Siagian (2021), primary data refers to data that is directly collected, obtained, and analyzed by the researcher from the original source. In this study, primary data was gathered directly by distributing questionnaires to respondents. Nalom Siagian (2021) defines a questionnaire as a data collection technique that involves providing respondents with a set of written questions or statements to answer. Respondent data was collected either directly or through online questionnaires distributed via Google Forms. Sugiyono (2016) describes secondary data as data that is not provided directly to the data collector but is obtained through other individuals or from existing documents. In this study, secondary data included books, journal articles, and other scientific sources relevant to the research.

### *Population and Sample*

Sugiyono (2016) defines a population as the generalization area consisting of objects or subjects with specific qualities and characteristics determined by the researcher to be studied and from which conclusions are drawn. In this study, the population consists of consumers at Universitas HKBP Nommensen Medan who purchase beauty products online, although the exact size of this population is unknown. According to Nalom Siagian (2021), a sample is a direct reflection of the population, where the characteristics observed in the sample accurately represent the larger population. To ensure clear direction and goals in the research process, a framework is necessary. The sampling technique used in this study is purposive sampling, where samples are selected based on specific objectives and criteria. Given the relatively large population, the Slovin formula was utilized to determine the appropriate sample size. Below is the sample calculation using the Slovin formula for greater clarity.

$$n = \frac{N}{1 + Ne}$$

Information:

n = Sample Size

N = Size Population

E= Tolerance Limit Error (error tolerance)

So with use Slovin formula, sample size can be calculated as following:

$$n = \frac{6.038}{1 + 6.038(0,1)^2}$$

$$n = \frac{6.038}{1 + 6038(0,01)}$$

$$\frac{6.038}{1 + 60,38}$$

=100

Based on formula on so obtained from results sample which is 100. So can be concluded in study This using 100 samples.

### *Sample Size Determination Technique*

Samples are available interpreted as part from population created subject study. Samples are part from the number and characteristics possessed by the population that, meanwhile size samples taken in carry out something study Sugiyono (2016:118). Deep engineering taking sample This using non-probability sampling. According to Sugiyono (2016:36) Nonprobability sampling is technique taking samples that do not give opportunity or chance the same for every element or member population for

chosen become sample. As for approach in study This is sample fed up. Where is the sample fed up is technique determination sample when all member population used become sample.

#### *Method of collecting data*

The measurement scale utilized in this study is a 5-point Likert scale. According to Nalom Siagian (2021), the Likert scale is a method used to gauge attitudes, opinions, or perceptions of individuals or groups who are selected as research respondents, particularly in relation to social events or phenomena under investigation. The use of a 5-point Likert scale allows for the inclusion of neutral or uncertain responses from participants. The scoring is conducted according to the following guidelines:

**Table 2. Likert Scale Measurement Instrument**

No	Evaluation	Code	Score
1	Strongly Disagree	S	1
2	Don't agree	T.S	2
3	Disagree	K.S	3
4	Agree	S	4
5	Strongly agree	SS	5

#### *Variables Measurement*

An operational variable refers to the knowledge about the meaning and definition of variables, as well as the operational activities required to evaluate those variables. The study outline represents the research process, employing methods that the researcher deems appropriate to explore the subject matter in greater depth and draw conclusions, as explained by Sugiyono (2016:38). According to Sugiyono (2016), an independent variable is one that influences or causes changes in the dependent variable. In this study, the independent variable is social media promotion (X). Sugiyono (2016) also defines the dependent variable as the variable that is affected or influenced because of the independent variable. In this study, the dependent variable is purchasing decisions (Y).

**Table 3. Variable Measurement**

No	Variable	Definition	Scale
1.	Buying decision (Y)	Buying decision is stages Where consumer consider several strengthening factors and reasons consumer for decide and buy something product or service certain.	Likert
2.	Social Media Promotion (X)	Social media promotion is a marketing strategy that uses social media platforms namely Facebook and Instagram. Social media promotion can involve various type content like images, videos, text and usage feature special For increase visibility, interaction, and engagement user.	Likert

#### *Descriptive Statistics Methods*

Descriptive statistical methods involve the collection and organization of data, which is then analyzed to provide a clear understanding of the facts, characteristics, and relationships among the phenomena being studied. The questionnaire results will be processed using SPSS (Statistical Package for Social Sciences) Version 25.

#### *Validity Test*

According to Sugiyono (2016), an instrument is considered valid if it measures what it is intended to measure. The validity test is used to determine whether the statements or questions in a questionnaire effectively capture the concepts they are meant to measure. Validity ensures that the measurement accurately reflects the variable being studied. The method used to conduct validity tests involves correlating the score of each question or statement item with the total score of the variable. The criteria for determining the validity of the questionnaire are as follows: (1) If the significance

value is  $\geq 0.05$ , the variable is considered valid; (2) If the significance value is  $\leq 0.05$ , the variable is considered invalid.

#### *Reliability Test*

Sugiyono (2016) states that an instrument is reliable if it consistently produces the same data when used repeatedly to measure the same object. Reliability refers to the consistency of a questionnaire in measuring indicators and variables. A questionnaire is deemed reliable if a person's responses to the questions remain consistent or stable over time. Reliability testing is conducted using Cronbach's Alpha ( $\alpha$ ). A Cronbach's Alpha coefficient of  $\geq 0.70$  indicates that the instrument is reliable, while a coefficient of  $\leq 0.70$  suggests that the instrument is not sufficiently reliable. Additionally, a Cronbach's Alpha value closer to 1 indicates higher internal consistency reliability. Before conducting hypothesis testing, it is essential to perform tests to address potential deviations from classical assumptions. These tests include the normality test, heteroscedasticity test, and multicollinearity test.

#### *Normality Test*

The normality test aims to verify one of the fundamental assumptions of multiple regression analysis, which is that the independent variables must be normally distributed or close to a normal distribution. To determine whether the data is normally distributed, a probability plot is used. If the data points cluster closely around the diagonal line, the data is considered to be normally distributed. Conversely, if the data points are widely dispersed and deviate from the diagonal line, the data is not normally distributed. The Kolmogorov-Smirnov test is also used, where a significance value greater than 0.05 indicates that the regression model follows a normal distribution.

#### *Linear Regression Test\**

Linear regression analysis examines the linear relationship between an independent variable (X) and a dependent variable (Y). This analysis determines the direction of the relationship between the dependent variable and the independent variable, whether the independent variable is increasing or decreasing. The formula for simple linear regression is as follows:

$$Y = \alpha + \beta x + e$$

Information:

$X_1$  : Social Media Promotion

Y: Purchase Decision

$\alpha$  : Constant

$\beta_1$  : Coefficient regression

e: Error

#### *Partial Significance Test (t Test)*

A t-test was conducted to test the study's hypothesis regarding the influence of each independent variable on the dependent variable. This test compares the t-value obtained from the analysis with the critical t-value (t-table) to determine whether the independent variable (X) has a significant partial effect on the dependent variable (Y). The criteria used to guide hypothesis decision-making are as follows:

- If t-value (tcount)  $\geq$  t-table, with a significance value  $< 0.05$ , then  $H_0$  is rejected, and  $H_1$  is accepted. This implies that Social Media Promotion has a significant effect on consumer purchasing decisions.
- If t-value (tcount)  $<$  t-table, with a significance value  $> 0.05$ , then  $H_0$  is accepted, and  $H_1$  is rejected. This indicates that Social Media Promotion does not have a significant effect on consumer purchasing decisions.

*Coefficient of Determination Test (R<sup>2</sup>)*

The coefficient of determination test is used to measure the extent to which the model explains the variation in the dependent variable. The value of the coefficient of determination (R<sup>2</sup>) ranges between zero (0) and one (1). A coefficient value close to zero indicates that the model has a very limited ability to explain the variation in the dependent variable. Conversely, a coefficient value approaching one (1) indicates a strong ability of the independent variable to explain the variation in the dependent variable. To facilitate data processing, the above tests were conducted using the SPSS 25 data processing software.

**4. RESULT AND DISCUSSION**

*Validity Test*

**Table 4. Results Test Validity Data**

Variable	Items	R-count	R-Table	Information
Social Media Promotion	P1	0.797	0.1946	Valid
	P2	0.815	0.1946	Valid
	P3	0.588	0.1946	Valid
	P4	0.593	0.1946	Valid
	P5	0.578	0.1946	Valid
	P6	0.565	0.1946	Valid
	P7	0.616	0.1946	Valid
	P8	0.719	0.1946	Valid
	P9	0.669	0.1946	Valid
Purchase Decision	KP1	0.755	0.1946	Valid
	KP2	0.773	0.1946	Valid
	KP3	0.679	0.1946	Valid
	KP4	0.580	0.1946	Valid
	KP5	0.615	0.1946	Valid
	KP6	0.372	0.1946	Valid
	KP7	0.637	0.1946	Valid

The results of the validity test indicate that the calculated r-values for each statement item exceed the r-table value of 0.1946. Therefore, based on these validity calculations, it can be concluded that all the statement items in the questionnaire for each variable are valid.

*Reliability Test*

**Table 5. Results of Social Media Promotion Reliability Test (X)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,820	9

Source: Results of SPSS 25 primary data processing (2024)

Based on Table 5, the reliability test results indicate that the nine items measuring the social media promotion variable (X) have a Cronbach's alpha value of 0.820. This suggests that the social media promotion variable (X) is reliable and acceptable, as the Cronbach's alpha value of 0.820 is greater than the threshold of 0.70.

**Table 6. Purchasing Decision Reliability Test Results (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,749	7

Source: Results of SPSS 25 primary data processing (2024)

Based on Table 6, the reliability test results indicate that the seven items measuring the purchasing decision variable (Y) have a Cronbach's alpha value of 0.749. Therefore, it can be concluded that the purchasing decision variable (Y) is reliable and acceptable, as the Cronbach's alpha value of 0.749 exceeds the threshold of 0.70.

*Normality Test*

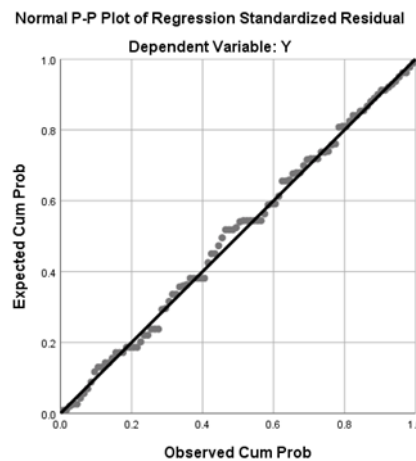
The Normality Test is a prerequisite in parametric analysis, where the data distribution must follow a normal pattern. The methods employed for the normality test include the P-PLOT (Probability Plot) and the Kolmogorov-Smirnov test.

**Table 7. Kolomogrov-Smirnov Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		100
Normal Parameters <sup>a, b</sup>	Mean	.0000000
	Std. Deviation	2.41523964
Most Extreme Differences	Absolute	.058
	Positive	.044
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 <sup>c, d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

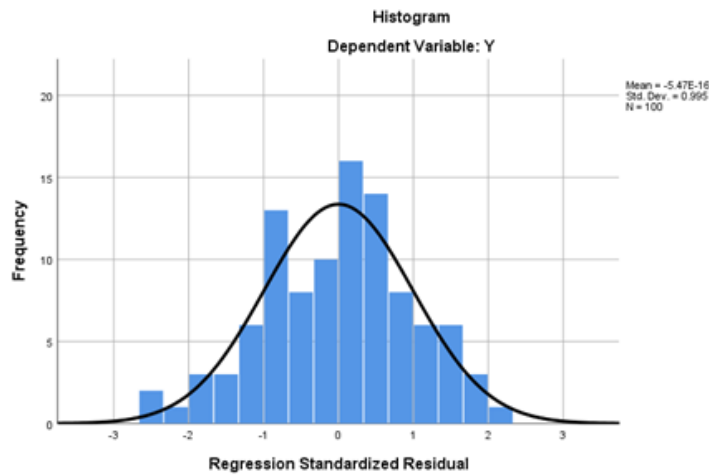
Source: Results of SPSS 25 primary data processing (2024)

Based on Table 7, the Asymp. Sig. (2-tailed) value is 0.200. This value meets the criteria for data normality, as the Asymp. Sig. must be greater than 0.05. Therefore, it can be concluded that the data is normally distributed, given that  $0.200 > 0.05$ .



**Figure 4. Normality Test (P-PLOT)** (Source: Results of SPSS 25 primary data processing, 2024)

Based on Figure 4, it can be observed that the Normal P-P Plot shows the data points distributed around the diagonal line, closely following its direction. This indicates that the data for the Purchasing Decision variable (Y) in relation to the Social Media Promotion variable (X) is normally distributed, thereby meeting the assumption of normality for the test.



**Figure 5. Histogram graph** (Source: Results of SPSS 25 primary data processing, 2024)

Figure 5 illustrates that the histogram of the residual data follows a pattern that increasingly aligns with a normal distribution, thereby supporting the normality of the residual data in this study. This observation confirms that the normality test is satisfied, indicating that the model's residual data is normally distributed.

*Linear Regression Analysis*

Simple linear regression analysis examines the linear relationship between an independent variable (X) and a dependent variable (Y). This analysis determines the direction of the relationship between the dependent variable as the independent variable either increases or decreases.

**Table 9. Simple Linear Regression Results**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.207	1.820		7.806	.000
	Social Media Promotion	.431	.051	.648	8.429	.000

a. Dependent Variable: Purchase Decision

Source: Results of SPSS 25 primary data processing (2024)

$$Y = \alpha + \beta x + e$$

$$Y = 14.207 + 0.431x + e$$

In the simple linear regression equation, the following conclusions can be drawn: The constant coefficient is 14.207, indicating that if there is no change in the Social Media Promotion variable (X), meaning its value is zero, the Purchasing Decision value will be 14.207. The coefficient of the Social Media Promotion variable (X) on Purchasing Decisions (Y) is 0.431, which is positive. This implies that for every unit increase in Social Media Promotion, Purchasing Decisions will increase by 0.431. The positive coefficient confirms that Social Media Promotion positively influences Purchasing Decisions.

*Hypothesis Test Results*

This test assesses the extent to which each independent variable influences the dependent variable on a partial basis. The t-test was conducted to determine the significance of the relationship between the

Social Media Promotion variable (X) and Purchase Decisions (Y). The criteria for making decisions based on the hypothesis are as follows:

1. If the t-value (tcount) is greater than or equal to the critical t-value (ttable) at a significance level of  $\alpha = 0.05$ , then  $H_0$  is rejected, and  $H_1$  is accepted, indicating that the independent variable has a positive and significant partial effect on the dependent variable.
2. If the significance value and tcount both equal 0.05, then  $H_0$  is accepted, and  $H_a$  is rejected, meaning the independent variable does not have a significant impact on the dependent variable.

To calculate the ttable value, use the formula  $df = n - k - 1$ , where the significance level is  $0.05/2 = 0.025$ . For this partial test or t-test,  $df = 100 - 2 - 1 = 97$ , resulting in a ttable value of 1.661.

**Table 10. Partial Test Results (t Test)**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.207	1.820		7.806	.000
	Social Media Promotion	.431	.051	.648	8.429	.000

a. Dependent Variable: Purchase Decision

Source: Results of SPSS 25 primary data processing (2024)

From Table 10, the following conclusions can be drawn: The Partial Significance Test (t-Test) for the Social Media Promotion variable shows that the t-calculated value is 8.429, which is greater than the t-table value of 1.4355, and the significance value of the Social Media Promotion variable is 0.000, which is less than the significance level of 0.05. Therefore,  $H_0$  is rejected, and  $H_1$  is accepted, indicating that Social Media Promotion has a positive and significant effect on Purchasing Decisions.

*Coefficient of Determination (R<sup>2</sup>)*

The coefficient of determination test is conducted to assess the extent to which the independent variable, Social Media Promotion (X), influences the dependent variable, Purchasing Decisions, when considered together. The value of the coefficient of determination ( $R^2$ ) indicates how much of the variation in the dependent variable can be explained by the independent variable. A higher  $R^2$  value suggests that the independent variables provide most of the necessary information to predict the dependent variable. Conversely, a lower  $R^2$  value indicates that the independent variables have a limited ability to explain the variation in the dependent variable.

**Table 11. Determinant Coefficient Test Results (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648 <sup>a</sup>	.420	.414	2.428

a. Predictors: (Constant), Social Media Marketing  
 b. Dependent Variable: Purchase Decision

Source: Results of SPSS 25 primary data processing (2024)

Based on the data processing results in Table 11, the R value is 0.648, indicating a fairly strong relationship between Social Media Promotion and Purchasing Decisions. The closer the R value is to 1, the better the model's predictive capability. The Adjusted R Square value, or the coefficient of determination, is 0.420, meaning that the Social Media Promotion variable (X) accounts for 42.0% of the variance in the Purchase Decision variable (Y). The remaining 58.0% is influenced by factors outside the scope of this research.

## Discussion

### \*\*The Influence of Social Media Promotion on Purchasing Decisions\*\*

Based on the data analysis, it can be concluded that social media promotion exerts a positive and significant influence on the purchasing decisions for online beauty products among Universitas HKBP Nommensen students in Medan. This conclusion is supported by the results from the SPSS 25 t-test, where the t-value for the social media promotion variable (X) was 8.429, surpassing the t-table value of 1.4355, and the significance level was 0.000, which is less than 0.05. Consequently, H<sub>0</sub> is rejected, and H<sub>1</sub> is accepted, confirming that social media promotion has a positive and significant impact on purchasing decisions.

This finding suggests that promotional strategies implemented via social media by beauty product sellers, such as engaging content, user interaction, and promotional discounts, effectively influence students' decisions to purchase beauty products online. Social media serves as a powerful marketing tool, enabling companies to foster closer connections with consumers, communicate product information, and shape consumer perceptions of their offerings. Social media has become an essential channel for reaching target markets, particularly among young and active demographics such as students. Through social media platforms, beauty brands can build brand awareness, disseminate information about their products, and create interactive and engaging experiences for users. These activities can enhance consumers' positive perceptions of beauty products marketed online, thus encouraging purchase decisions.

Promotions conducted via social media platforms such as Instagram, Facebook, X, and TikTok have proven successful in attracting attention and influencing decisions to purchase beauty products online. Additionally, promotional offers and discounts available through social media are crucial factors that impact purchasing decisions. Students, who are often price-sensitive consumers, tend to consider promotional deals and discounts when deciding to buy beauty products online. The data indicates that approximately 47.0% of respondents agree that social media promotions facilitate the purchasing process for beauty products. Therefore, it can be concluded that a majority of respondents believe that social media promotions make it easier for consumers to buy beauty products.

The data analysis results, as presented in Table 10, reveal a fairly strong relationship between social media promotion and purchasing decisions, with a correlation coefficient (R) value of 0.648. This indicates that a higher R value corresponds to a stronger relationship between these two variables. Moreover, the Adjusted R Square value of 0.420 indicates that about 42.0% of the variation in purchasing decisions can be attributed to the social media promotion variable, while the remaining 58.0% is influenced by other factors outside of the variables studied. This underscores the importance of considering additional factors that may play a role in purchasing decisions.

The critical role of social media promotion in purchasing decisions is evident. By effectively utilizing social media promotions, companies can enhance brand awareness, increase consumer engagement, and influence consumer preferences and purchasing decisions. These findings provide clear evidence that social media promotion can significantly impact product purchasing decisions. The results of this study align with research conducted by Lubiana Mileva (2018), titled "The Influence of Social Media Marketing on Purchasing Decisions (Online Survey of Undergraduate Students of the Department of Business Administration Class of 2014/2015, Faculty of Administrative Sciences, Brawijaya University Who Purchased Starbucks Using Online Platforms)." Mileva's research shows that both simultaneous (F Test) and partial (T Test) analyses indicate that the independent variables—content creation (X<sub>1</sub>), content sharing (X<sub>2</sub>), connecting (X<sub>3</sub>), and community building (X<sub>4</sub>)—have a significant effect on the dependent variable, purchasing decisions (Y). The study highlights that the effective management of content creation, content sharing, interaction (connecting), and community building in social media marketing positively impacts

consumer purchasing decisions, particularly among Business Administration undergraduates at Brawijaya University who use Line and purchase Starbucks products.

## 5. CONCLUSIONS

Based on the research conducted on the impact of social media promotion on purchasing decisions for online beauty products among students at Universitas HKBP Nommensen in Medan, which utilized a simple linear regression analysis model, the following conclusions can be drawn:

- 1) The t-test results from SPSS 25 indicate that the calculated value for the Social Media Marketing variable (X) is 8.429, which exceeds the t-table value of 1.4355, with a significance level of 0.001, which is less than 0.05. Therefore, H<sub>0</sub> is rejected, and H<sub>1</sub> is accepted, indicating that Social Media Promotion has a positive and significant effect on purchasing decisions for online beauty products.
- 2) The Determinant Coefficient Test results from SPSS 25 suggest a strong relationship between the Social Media Promotion variable and online beauty product purchasing decisions, as evidenced by the high Determinant Coefficient (R<sup>2</sup>) value of 0.648. This implies that the higher the R value, the stronger the relationship between the two variables, confirming that Social Media Marketing significantly influences purchasing decisions. Additionally, the Adjusted R Square value of 0.420 indicates that approximately 42.0% of the variation in purchasing decisions can be explained by the Social Media Promotion variable. However, there remains about 58.0% of the variation in online beauty product purchasing decisions that is influenced by other factors not covered by this study.

In conclusion, this research demonstrates that the Social Media Promotion variable positively impacts the Purchasing Decision variable. These findings align with previous research, such as Lubiana Mileva's (2018) study titled "The Influence of Social Media Marketing on Purchasing Decisions (Online Survey of Undergraduate Students of the 2014/2015 Faculty of Business Administration, Brawijaya University, Who Bought Starbucks Using Online Platforms)." Mileva's research found that the effective management of content creation, content sharing, interaction (connecting), and community building in social media marketing positively impacts consumer purchasing decisions, particularly among Business Administration undergraduates at Brawijaya University who use Line and purchase Starbucks products. The conclusion drawn from this study underscores the significant role that Social Media Marketing plays in shaping consumer interest and purchasing decisions.

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