

The Effect of Social Media and Brand Image on Wardah Liquid Lipstick Consumer's Repurchase Intention in Malang City

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Abstract

This study aims to examine and analyze the effect of social media and brand image on repurchase intention. The population in this study is Wardah liquid lipstick consumers. This study uses a non-probability sampling technique with purposive sampling and quota sampling methods. Data collection techniques using online questionnaires via Google form. The analysis tool uses SPSS 25. The results showed that social media had a positive and significant effect on repurchase intentions, the brand image had a positive and significant effect on repurchase intentions, and social media had a dominant influence on repurchase intentions.

Keywords: Social Media, Brand Image, Repurchase Intention, Wardah

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh media sosial dan citra merek terhadap niat beli ulang. Populasi dalam penelitian ini adalah konsumen lipstik cair Wardah. Penelitian ini menggunakan teknik non-probability sampling dengan metode purposive sampling dan quota sampling. Teknik pengumpulan data menggunakan kuesioner online melalui google form. Alat analisis menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa media sosial berpengaruh positif dan signifikan terhadap niat beli ulang, brand image berpengaruh positif dan signifikan terhadap niat beli ulang, dan media sosial berpengaruh dominan terhadap niat beli ulang.

Kata Kunci: Media Sosial, Citra Merek, Pembelian Ulang, Wardah

INTRODUCTION

Repurchase intention is related to the consumer's desire to repurchase a product that has previously been used because of the benefits and satisfaction obtained. The intention to repurchase is important in the behavior planned by consumers because it becomes the determining point before the consumer goes towards being loyal and becoming loyal customers. Social media is considered important in influencing repurchase intentions because social media has a very large number of users. The large number of users can provide a platform for interaction between the company and potential customers as well as current customers. Brand presence in social media, functionally can provide information and intimate relationships to customers because space and time are not limited (Tong & Subagio, 2020). Activity on social media can provide better communication for customers and

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companies as well as building long-term relationships (Ibrahim et al., 2021). Social media is a place where companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain relationships with stakeholders' interests (Yadav & Rahman, 2017). Marketing activities through social media can influence consumers' desire to make repeat purchases.

In addition, the emergence of repurchase intentions can also be influenced by brand image. Brand image is considered important because consumers will be selective in choosing a brand that by using it, it will be seen as better. A good and strong brand image makes consumers trust to a particular product and consider buying a return. In the last 10 years, the growth of the cosmetic industry in Indonesia continues to experience improvement. It is marked by increasing sales of cosmetics every year. From 2012 up to 2020, there was a constant increase in sales of $\pm 5.5\%$, and an increase of 7.2% in 2021. Wardah, a local cosmetic brand produced by PT. Paragon Technology and Innovation, became the people's favorite brand. Then, of the many types of cosmetics such as lipstick, powder, foundation, mascara, eyeliner, and so on, lipstick is the type of cosmetic that is most often used by the public. In the type of lipstick cosmetics, Wardah has managed to become a top brand for 5 consecutive years from 2017 to 2021. This shows the high public interest in Wardah's lipstick products. Femina.co.id, in her article, said that an online survey conducted by Femina on "Lipstick and Femininity" on 365 visitors showed that 60% of respondents preferred lipstick in liquid form.

Table 1: Cosmetic's Top brands

2017		2018		2019		2020		2021	
Wardah	25%	Wardah	22.3%	Wardah	33.4%	Wardah	33.5%	Wardah	31.9%
Revlon	12.7%	Revlon	13.3%	Revlon	9.2%	Revlon	8.8%	Maybelline	11.6%
Pixy	9.6%	Viva	9.3%	Maybelline	7.7%	Maybelline	6.1%	Revlon	7.5%
Viva	8.8%	Mirabella	8.9%	Pixy	6%	Pixy	5.4%	Pixy	5.6%
Sariayu	7.5%	Sariayu	7.7%	Viva	4.5%	Viva	4.1%	Viva	3.3%

Source: top brands

Wardah, on this Instagram account @wardahbeauty, regularly posts information about its products, hold various kinds of events for campaigns, makes relevant artists as brands ambassador, to include some of their content in the form of photos as well as videos into sponsorship/advertising features. This can cause interactions between companies and consumers, both those who have followed Wardah's official Instagram account or not. According to BPS data for East Java Province in 2017, Malang City has the second largest female population after that Surabaya, namely 436,603 people and the lowest gender ratio in Java East. This data is an interesting thing to research related to products used by almost all womenfolk. Based on the background of the problem that has been described, the researchers are interested in conducting a study with the title "the effect of social media and brand image on repurchase intention (study on Wardah liquid lipstick consumers in Malang City)".

LITERATURE REVIEW

Theory of Planned Behavior The theory of planned behavior is the development of the previous theory, namely the theory of reasoned action proposed by Ajzen and Fishbein. This theory was created with the aim of complementing the limitations of the original model in dealing with behavior, where people do not have full volitional control (volitional control), by adding a construct of perceived behavioral control. Just like TRA (Theory of Reasoned Action), the main focus in TPB (Theory of Planned Behavior) is the individual's intention to perform a certain behavior.

According to the TPB, an individual's performance of a particular behavior is determined by his intention to perform that behavior. The intention itself is informed by attitudes toward the behavior, subjective norms about engaging in the behavior, and perceptions about whether the individual will successfully engage in the target behavior (George, 2004). Attitudes are informed by beliefs, norms are informed by normative beliefs and motivations to comply, and perceived behavioral control is informed by beliefs about an individual's ownership of the opportunities and resources needed to engage in the behavior. (Ajzen, 1991). TPB model that the factor that influences a person's behavior is the intention or tendency to take action. Intention is a person's tendency to take an action or not to take an action. Behavioral intentions are influenced by three factors, namely attitudes towards behavior, subjective norms, and perceptions of behavioral control. Social media can be said to be included in the perception of behavioral control because social media will make it easier for consumers to buy Wardah lipstick. While the brand image can be said to be included in the subjective norm because it is the consumer's view of the Wardah lipstick.

According to Schiffman & Kanuk (2000), repurchase intention is a consumer plan that encourages his willingness to repurchase the product he has purchased. According to Ain & Ratnasari (2015) repurchase intention is a post-purchase action caused by the satisfaction felt by consumers for products that have been purchased or consumed previously. According to Tong & Subagio (2020), repurchase intention is the consumer's desire to repurchase and is usually based on satisfaction with the product because it can meet consumer expectations. According to Kotler & Keller (2016) Social media is a tool or method used by consumers to share information in the form of text, images, audio and video to other people and companies or vice versa. According to Kim & Ko (2012), social media is a two-way communication medium that can provide an opportunity to reduce misunderstanding and prejudice against brands, and to elevate brand value by creating a platform for exchanging ideas and information with the general public online. According to Wijaya *et al.*, (2021), social media is a tool for marketing with the internet model to achieve marketing goals through consumer participation in the sphere of social media.

Aaker (2013) described brand image is considered an important factor influencing consumer repurchase because nowadays consumers not only need utilitarian values, but also symbolic values contained in a brand. According to Kotler & Keller (2016), brand image is a consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers. Brand image is an association that appears in the minds of consumers when remembering a particular brand. According to Roshan & Sudiksa (2019), brand image is a view of a brand that is formed from information and past experiences of the brand. Based on previous research from Savitri *et al.*, (2016), Rahmadhani & Ariyanti (2019), Tong & Subagio (2020), Rohani *et al.*, (2020), Subawa (2020), Pane *et al.*, (2020), Lestari & Iswati (2021), Ibrahim *et al.*, (2021), stated that social media has a positive and significant effect on repurchase intention. Based on previous research from Putri & Hidayat (2015), Kusnandar (2015), Ain & Ratnasari (2015), Ramadan & Santosa (2017), Oceani (2017), Yasa (2018), Ananda Putri & Sukaatmadja (2018), Fahmi *et al.*, (2019), Saununu (2019), states that brand image has a positive and significant effect on repurchase intention. Based on previous research from Pradipta (2015), Savitri & Wardana (2018), Kurniawan (2019), Saununu (2019), Setiana & Marlien (2021), states that brand image has a greater influence than other variables on repurchase intention. So, the hypothesis is obtained:

H1: Social media has a positive and significant effect on the intention to repurchase

H2 : Brand image has a positive and significant effect on the repurchase intention

H3 : Dominant brand image affects the intention to repurchase Wardah liquid lipstick

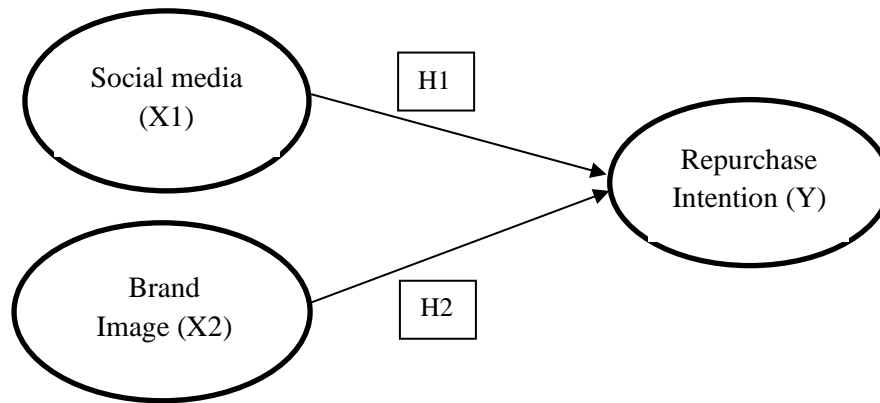


Figure 1. Research Framework Model

RESEARCH METHODS

This study uses a quantitative approach which is categorized as explanatory research, namely research that explains the causal relationship between research variables through hypothesis testing. The population in this study are consumers of Wardah liquid lipstick, whose number is unknown and can be said to be in the infinite category because the limit cannot be determined quantitatively. According to Ferdinand (2014), the number of samples is obtained from the number of indicators multiplied by (5-10). In this study, there were 18 indicators and the number 7 was chosen as the multiplier, so a sample of 126 was obtained. The sampling technique in this study used Non-Probability Sampling with Purposive Sampling and Quota Sampling methods. Characteristics of respondents in this study are located in the city of Malang. There are 6 indicators used to measure repurchase intention variables, namely transactional intentions, preferential intentions, strong intentions to try other colors, reuse, reluctant to switch to other brands, and reduced information seeking before repurchasing. There are 6 indicators used to measure social media variables, namely informativeness, interactivity, customization, e-WOM, events, and advertisements. There are 6 indicators used to measure brand image variables, namely friendly, popular, modern, usefull, favorable, and competition. The data collection technique used a survey method with an online questionnaire instrument, namely through the google form. The data measurement technique used is an attitude scale, namely the Likert Scale with a weighted value of 1-5 for answers strongly disagree-strongly agree. Testing the instrument using validity and reliability tests. The data analysis technique uses frequency data analysis, classical assumptions (normality test, multicollinearity, heteroscedasticity), coefficient of determination test, multiple linear regression. Hypothesis testing using t test and dominant test.

RESULTS AND DISCUSSION

In this study the characteristics of respondents based on age divided into three groups with the lowest age 18 years to with the highest age of 34 years. On job characteristics, respondents were divided into three groups include female students, employees, and entrepreneurs. On the characteristics of income or pocket money per month, respondents were divided into five groups. On the characteristics of the tendency to choose the color of liquid lipstick, respondents were divided into two groups, including bold and soft. The complete data can be seen in the following table:

Table 1. Characteristics of Respondents

Category	Item	Total (100)	Percentage
Gender	Man	100	100%
	Woman	0	0%
Age	17-25 years	31	31%
	26-33 years	37	37%
	34-40 years	22	22%
	>40years	10	10%
Occupation	Student	42	42%
	Worker	58	58%
	Other	0	0%
Income	<IDR 1,500,000	18	18%
	IDR 2,500,000-IDR 5,000,000	73	73%
	> IDR 5,000,000	9	9%

Source: Data processed by the author (2023)

Based on the results of the calculation of the validity test, it can be seen that all instruments in the variables of social media, brand image, and repurchase intention in the questionnaire in this study are said to be valid because the calculated r value is more than r table.

Table 2. Tabulation of Validity Test Results

Variable	Items	r-count	r-table	Information
Social Media (X1)	X1.1	0.422	0.361	Valid
	X1.2	0.404	0.361	Valid
	X1.3	0.482	0.361	Valid
	X1.4	0.384	0.361	Valid
	X1.5	0.376	0.361	Valid
	X1.6	0.412	0.361	Valid
Brand Image (X2)	X2.1	0.434	0.361	Valid
	X2.2	0.558	0.361	Valid
	X2.3	0.408	0.361	Valid
	X2.4	0.534	0.361	Valid
	X2.5	0.371	0.361	Valid
	X2.6	0.522	0.361	Valid
Repurchase Intention (Y)	Y1	0.536	0.361	Valid
	Y2	0.509	0.361	Valid
	Y3	0.624	0.361	Valid
	Y4	0.660	0.361	Valid
	Y5	0.513	0.361	Valid
	Y6	0.645	0.361	Valid

Table 3. Tabulation of Reliability Test Results

Variable	Items	Reliability Coefficient	Cronbach Alpha	Information
Social Media (X1)	X1.1	0.784	0.70	Reliable
	X1.2	0.779		Reliable
	X1.3	0.774		Reliable
	X1.4	0.781		Reliable
	X1.5	0.782		Reliable
	X1.6	0.785		Reliable
Brand Image (X2)	X2.1	0.778	0.70	Reliable
	X2.2	0.772		Reliable
	X2.3	0.783		Reliable
	X2.4	0.771		Reliable

	X2.5	0.791		Reliable
	X2.6	0.773		Reliable
	Y1	0.770		Reliable
	Y2	0.775		Reliable
Repurchase Intention (Y)	Y3	0.765	0.70	Reliable
	Y4	0.764		Reliable
	Y5	0.774		Reliable
	Y6	0.761		Reliable

Based on the results of the reliability test calculation, it can be seen that social media, brand image, and repurchase intention are declared reliable because the value of Cronbach's Alpha > 0.7.

Table 4. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			126
Normal Parameters, b	mean		.0000000
	Std. Deviation		2.09051770
Most Extreme Differences	Absolute		.079
	Positive		.033
	negative		-.079
Test Statistics			.079
asympt. Sig. (2-tailed)			.054c

Based on the results of the calculation of the normality test, it can be seen that the significance level is greater than 0.05, which is 0.054. Thus, the distribution of data on the variables of social media, brand image, and repurchase intention is normally distributed and can be used in research.

Table 5. Multicollinearity Test Results

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social media	.805	1.242
	Brand Image	.805	1.242

Based on the results of the multicollinearity test calculation, it can be seen that the VIF value is < 10 and the tolerance value is greater than 0.1 so that there is no correlation between the independent variables in this study or in other words the independent variable is symptomatic of multicollinearity.

Table 6. Heteroscedasticity Test Results

Coefficient			
Model		Sig.	Information
1	(Constant)		
	Social media	.469	There is no heteroscedasticity
	Brand Image	.341	There is no heteroscedasticity

Based on the calculation of the heteroscedasticity test, a significant value was obtained on the social media variable of 0.469 and the brand image variable of 0.341. That is, the two variables have a

significant value > 0.05 and it can be concluded that in this study there was no heteroscedasticity or homoscedasticity.

Table 7. Coefficient of Determination Results (R²)

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.463a	.214	.202		2.107

a. Predictors: (Constant), Brand Image, Social Media
b. Dependent Variable: Repurchase Intention

Based on the calculation of the coefficient of determination, the R square value is 0.214. This shows that the magnitude of the influence of social media and brand image is 21.4% and the remaining 78.6% of the repurchase intention variable is influenced by other factors or variables that are not discussed in this study.

Table 8. Multiple Linear Regression Analysis Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.853	3.034		2.259	.026
	Social media	.385	.112	.307	3.446	.001
	Brand Image	.309	.116	.237	2,656	.009

a. Dependent Variable: Repurchase Intention

Based on the results of the study, the results of the regression equation can be obtained as follows:

$$Y = 6.853 + 0.385 X_1 + 0.3039 X_2$$

Table 9. T-test results

Variable	t-count	t-table	Sig	Information
Social Media (X ₁)	3.446	1.98	0.001	Ha accepted
Brand Image (X ₂)	2,656	1.98	0.009	Ha accepted

Based on the table, the t value for the positive social media variable is 3.446 with a significance value of 0.001. These results show the value of t count > t table and a significance value of < 0.05. Thus, the first hypothesis (H₁) which states that social media has a positive and significant effect on the repurchase intention of Wardah's liquid lipstick is accepted. Based on the table, the t value for the positive brand image variable is 2.656 with a significance value of 0.001. These results show the value of t count > t table and a significance value of < 0.05. Thus, the second hypothesis (H₂) which states that brand image has a positive and significant effect on the repurchase intention of Wardah's liquid lipstick is accepted.

Social media positive and significant effect on repurchase intention of liquid lipstick wardah. The results of this study are supported by previous research that conducted by E. A. Savitri et al., (2016) Rahmadhani & Ariyanti (2019), Tong & Subagio (2020), Rohani et al., (2020), Subawa (2020), Pane et al., (2020), Rohani et al., (2020), Lestari & Iswati (2021) and Ibrahim et al., (2021) which states that social media positive and significant effect on repurchase intention.

Image brand positive and significant effect on repurchase intention of liquid lipstick wardah. The results of this study are supported by previous research that conducted by Putri & Hidayat (2015), Kusnandar (2015), Ain & Ratnasari (2015), Ramadhan & Santosa (2017), Oceani (2017), I. K. Yasa (2018), Ananda Putri & Sukaatmadja (2018), Fahmi *et al.*, (2019) and Saununu (2019) which states that brand image has an effect positive and significant to repurchase intention.

Table 10. Dominant Test Tabulation

Variable	Standardized Coefficients Beta
Social Media (X1)	0.307
Brand Image (X2)	0.237

Based on the table, it can be seen that the beta coefficient of the social media variable is 0.307 and the brand image variable is 0.237. This indicates that social media has a more dominant influence on repurchase intentions. Thus, the third hypothesis (H3) which states that brand image has a dominant effect on the repurchase intention of Wardah's liquid lipstick is rejected. This is because social media has a beta coefficient value that is greater than brand image. Social media has a dominant effect on repurchase intention. This is not in accordance with the allegations of researchers, where the hypothesis third is brand image has a dominant effect on repurchase intention Wardah liquid lipstick. this research is supported by the research of Rohani *et al.*, (2020), Santoso & Setiadi (2014), Setiawati *et al.*, (2015) which shows that the media social has a greater influence than other variables on repurchase intention.

CONCLUSION

Based on the results of data analysis and discussions that have been carried out, several conclusions can be drawn, namely social media has a positive and significant effect on Wardah's liquid lipstick repurchase intention and hypothesis 1 is accepted. This shows that the better the management of various events, such as exclusive product launching, webinars, and virtual beauty classes conducted by Wardah, the higher the consumer's repurchase intention. Then, brand image has a positive and significant effect on the repurchase intention of Wardah's liquid lipstick and hypothesis 2 is accepted. This shows that the better the image of halal, thoyib, and hygienic (raw materials and processes that are hygienic and in accordance with Islamic law) Wardah liquid lipstick in the eyes of consumers, the higher the consumer's repurchase intention. Then, Dominant social media influence on Wardah's liquid lipstick repurchases intention and hypothesis 3 is rejected. This can happen because the previous research that was used as a reference was not carried out during a pandemic, while this research was carried out during a pandemic.

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