

## The Influence of Social Media Marketing, Perceived Quality, and Brand Advocacy on Buying Interest Wardah Brand Cosmetics in East Java UPN "Veteran" Students

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### ABSTRACT

Technological innovations are currently undergoing tremendous growth. The large number of internet users and social media is a sign of technological progress. In addition, the beauty business is also seeing fast expansion. Therefore, many brands from this industry are renewing to attract people's buying interest. This study aims to determine the influence of Social Media Marketing, Perceived Quality, and Brand Advocacy on Wardah Cosmetics Buying interest in UPN "Veteran" East Java Students. The data collection method used was through the distribution of questionnaires. A sampling of this study uses a *purposive sampling* technique with 100 respondents. Data analysis technique using SmartPLS ver 4.1. The results showed that *Social Media Marketing*, *Perceived Quality*, and *Brand Advocacy* have a positive and cynical influence on Buying interest.

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## **INTRODUCTION**

The pace of development of the current era is increasingly rapid towards an all-digital era. This is closely related to the phenomenon of increasing the number of internet users which reached 78.19% or equivalent to 216 million people in 2023 according to a survey by APJII (Association of Indonesia Internet Service Providers). The increase in internet users shows that the technology has many benefits for all walks of life. In addition, this technological development has also shifted people's habits in buying and selling activities which are currently also happening online using e-commerce and social media.

Social media is a communication and marketing forum that allows a person to share experiences, thoughts and ideas with others which is done online without any limitations of space and time. The existence of (Firlyana, 2023) social media can certainly provide many benefits, one of which is in the business world. This media can help a business in promoting in an effective and efficient way without spending a lot of money. According to research, over 3.2 billion individuals utilize social media globally., so the use of social media is very appropriate for marketing activities (Didy 2024).

Social Media Marketing according to Tuten & Solomon is the application of technology and social media channels to encourage communication, exchange, purchase, delivery, and purchase interest in a company. Social media marketing is a kind of advertising. where a brand can interact with consumers by creating ads or content that is shared through social networks. The implementation of this marketing activity is by creating informative content or advertisements and can arouse the audience's desire to interact through comments to share them with others (Nazila, Ganna Henryanto, and Kenang 2022) (Giovani 2022).

In business activities, one of the important things to manage people's interest in a product is to provide products that are in accordance with consumer desires. Perceived Quality is the customer's assessment of the overall quality of a product or service which is formed by various factors, such as consumer experience, brand reputation and promotion. If a company or brand has a good perceived quality, this can affect the desire of consumers to recommend the product to others. Brand Advocacy is a phase where a customer repurchases to recommend products to others.

As explained above, the shift in people's buying and selling activities can be shown in the results of We Are Social research, from 2022 to 2023 the number of Indonesia people who shop online reached 178.9 million people. The Populix survey revealed that the products that are often purchased online are clothing (61%) and beauty products (43%). This is relevant to increasing public awareness of the importance of self-care which affects lifestyle and consumption levels of skin care and beauty products (Parapuan.co 2022).

According to the Indonesia Cosmetics Association and Company Association, the beauty sector experienced a growth of 21.9%, or 913 companies in 2022 and mid-2023 has reached 1,010 companies. This is closely related to people's preferences for preferring local cosmetics over imported cosmetics. The survey results stated that one of the reasons women choose local products is

because of their affordable prices (79%) and product quality similar to well-known brands (63%) (Populix 2022).

Currently, various kinds of cosmetic products are competing to show their existence in the world of beauty. However, Wardah which is a local product and legend remains one of the people's favorite cosmetic brands. The Top Brand Index (TBI) award is proof that Wardah is a brand that is favored by many people. In the solid face powder category, Wardah occupies TBI at 25.6%, while Make Over is at 11.7% and Caring is 7.8%. Furthermore, in the blush category, TBI Wardah was 16%, Maybelline 13.9% and Inez 9.1%. However, if viewed from year to year, there are several Wardah products that have decreased. As shown in the following table.

Table 1. Top Brand Index

Product	TBI 2023	TBI 2024
Foundation	13.8%	4.2%
BB Cream	26.5%	16.7%
Face Mask	9.2%	8%
Facial Moisturizer	15.3%	12.1%
Facial Cleanser	9.5%	7.5%

Source: Top Brand index

Based on the table above, it shows that there is a decrease in the percentage of TBI Wardah from 2023 to 2024. Citing news from Compass.id, that many beauty product brands can beat wardah such as Somethinc, Ms Glow and Scarlett. At the Jakarta x Beauty 2023 event, Wardah is no longer the target of the public but local brands such as Somethinc, BLP, Mother of Pearl (MOP), and Secondate (CNBC Indonesia 2023). With Demikia, it can be concluded that there is a decrease in public interest in Wardah products. Therefore, this study chose the title "The Influence of Social Media Marketing, Perceived Quality, and Brand Advocacy on the Interest in Buying Wardah Brand Cosmetics in Upn "Veteran" East Java Students" with the aim of finding out which variables can have more influence to increase people's buying interest in Wardah products.

## LITERATURE REVIEW

### *Social Media Marketing*

Social media marketing , according to Tuten and Solomon, is a marketing activity with the aim of building communication, delivery, exchange, and offers that are valuable for an organization by utilizing technology, channels, and software contained in social media. According to Kim & Ko (2012) in, (Taan et al. 2021) (Aji, Nadhila, and Sanny 2020) social media marketing has five indicators, including: 1) Entertainment; 2) Interaction; 3) Trendineess; 4) Customization; 5) Advestisement.

### *Perceived Quality*

According to Kotler and Armstrong in stating that (Dewi and Kristiyana 2021) perceived quality is an assessment from consumers of a brand or advertisement, where well-known brands will get more awards in terms of their quality than less well-known brands. According to Durianto (2011),

perceived quality has four indicators as follows: 1) Product quality; 2) Product Reputation; 3) Product Characteristics; 4) Product Performance.

### ***Brand Advocacy***

Kotler (2019) defines brand advocacy as a phase where there is a customer who is loyal to a product to repurchase and recommend it to others voluntarily. Brand Advocacy indicators according to , as follows: 1) Always Use Products or Brands; 2) Buying products or using brands; 3) Recommend products or brands to others. (Kotler, Kartajaya, and Setiawan 2019) .

### ***Buying Interest***

Kotler and Keller define buying interest as the behavior of consumers who want to buy or choose a product based on their knowledge, usefulness, and desire for the product. (Judge 2020) Buying interest has several main dimensions, the dimension of buying interest according to Ferdinand is as follows: 1) (Salina and Sudaryanto 2023) Transactional Interest; 2) Referential Interest; 3) Preferential Interest; 4) Exploratory Interest.

### ***The Relationship of Social Media Marketing to Buying interest***

Social media marketing can help a business connect with consumers. In order to attract buying interest, a brand or business must communicate with the public clearly, efficiently and cost-effectively. This can make it easier for a brand to introduce its products and attract buyers. The results of the study show that (Dahmiri 2020) (Simamora 2022) (Zahara 2023) social media marketing has a positive and significant influence on buying interest. Thus, it can be concluded that social media marketing has an influence to increase people's buying interest.

H1 : Suspected Social Media Marketing Has a Positive Effect on Buying interest.

### ***The Relationship of Perceived Quality to Buying Interest***

Perceived quality refers to a person's assessment of the quality of a product or service. One of the most important factors for consumers when deciding which product to buy is their perception of the product (Laraswati and Harti 2022) . The results of the study show that (Kusuma 2022) perceived quality has a positive impact on buying interest. In research (HS 2022), perceived quality also has a positive and significant influence on buying interest. So, it can be concluded that the existence of perceived quality can increase consumer buying interest.

H2 : Suspected Perceived Quality Has a Positive Effect on Buying interest.

### ***The Relationship of Brand Advocacy to Buying Interest***

Advocacy arises from a person's point of view about the object being assessed. The existence of an emotional bond with a brand results in a high level of engagement between consumers and the company (Dharmayanti and Theonardo 2020). The results of the study show that there is a positive and significant influence (Yuliana 2022) of brand advocacy on purchase interest.

This proves that brand advocacy can increase consumer buying interest in a product or service.

H3 : Suspected Brand Advocacy Has a Positive Effect on Buying interest

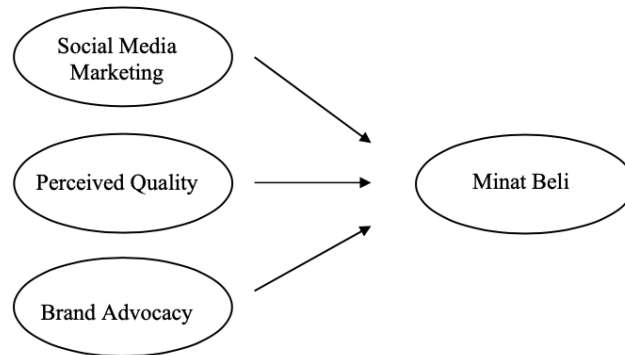


Figure 1. Conceptual Framework

## METHODOLOGY

This study uses a type of quantitative descriptive research method and is carried out with the aim of measuring the magnitude of the influence of independent variables with bound variables. The population used is UPN "Veteran" East Java students. Sampling is carried out by purposive sampling technique which is a sampling technique with certain criteria. The sample size was determined using the slovin formula which obtained a sample of 99.59 and rounded to 100 respondents. The data analysis in this study uses the Structural Equation Modeling (SEM) method by using SmartPLS version 4.1 as an analysis tool.

## RESEARCH RESULT

### a. Outer Model

#### *Convergent Validity*

Measurement of the validity of an indicator can be seen from Factor Loading Value. When the value factor loading has a > value of 0.5 then Convergent Validity fulfilled. The results of data analysis using SmartPLS can be seen in table 2. Based on the table, it shows that all the values factor loading In each indicator used, > 0.5 which means that the convergent validity has been met.

Table 2. Value Factor Loading

Indicators	Factor Loading
Brand Advocacy	
BA1	0.852
BA2	0.839
BA3	0.836
Buying interest	
MB1	0.792
MB2	0.825
MB3	0.803

MB4	0.791
Perceived Quality	
PQ1	0.804
PQ2	0.751
PQ3	0.636
PQ4	0.728
Social Media Marketing	
SMM1	0.714
SMM2	0.813
SMM3	0.646
SMM4	0.723
SMM5	0.769

Source: PLS data processing

### ***Discriminant Validity***

Discriminant validity Measurable based on cross loading and AVE (Average Variance Extracted). The model can be said to have Discriminant Validity The good thing is that the loading value of each latent variable indicator has the maximum loading value when compared to other latent variables.

Table 3. Cross Loading Values

	Brand Advocacy	Buying interest	Perceived Quality	Social Media Marketing
BA1	0.852	0.492	0.392	0.417
BA2	0.839	0.577	0.481	0.495
BA3	0.836	0.612	0.532	0.442
MB1	0.451	0.792	0.550	0.566
MB2	0.565	0.825	0.574	0.559
MB3	0.573	0.803	0.504	0.479
MB4	0.563	0.791	0.471	0.443
PQ1	0.374	0.527	0.804	0.498
PQ2	0.464	0.456	0.751	0.589
PQ3	0.303	0.433	0.636	0.472
PQ4	0.502	0.494	0.728	0.500
SMM1	0.433	0.445	0.482	0.714
SMM2	0.461	0.519	0.556	0.813
SMM3	0.263	0.347	0.433	0.646
SMM4	0.302	0.410	0.536	0.723
SMM5	0.468	0.576	0.558	0.769

Source: PLS data processing

It can be seen from the table above that the cross loading value of each latent variable for each indicator is greater than the cross loading value of other latent variables.

Furthermore, discriminant validity can also be seen through AVE (Average Variance Extracted).

Table 4. AVE (Average Variance Extracted)

	Average Variance Extracted (AVE)
Social Media Marketing	0.710
Perceived Quality	0.644
Brand Advocacy	0.536
Buying interest	0.540

Source: PLS Data Processing

The table above shows the value of the magnitude of the indicator variant possessed by the latent variable. If the AVE value is more than 0.5, then the latent variable can be said to have good validity. The results of the AVE test in the study have shown a value of more than 0.5, so the overall variable has good validity.

### **Composite Reliability**

This method is used to measure how much an indicator can be trusted. Variables that have good reliability can be shown by a composite reliability value  $> 0.7$ .

Table 5. Composite Reliability

Variable	Composite Reliability
Brand Advocacy	0.880
Buying interest	0.879
Perceived Quality	0.821
Social Media Marketing	0.852

Source: PLS data processing

Based on the table above, all composite reliability values in each variable have met the reliability requirement, which is  $> 0.7$

### **b. Inner Model**

#### **R-Square**

R-square is a value that How much the independent variable influences the dependent variable.

Table 6. R-Square

	R-Square
Buying interest	0.591

Source: PLS data processing

The table above shows that the R-Square of the buying interest variable, which is 0.591. This means that, Social Media Marketing, Percieved Quality and Brand Advocacy can explain buying interest by 59.1%. While 40.9% was influenced by other variables outside the study.

### **Hypothesis Testing**

Hypothesis testing is carried out to find out the relationship between the variables used in the research.

Table 7. Path Coefficients

	Original Sample (O)	T-Statistic	P Values	Information
Social Media Marketing -> Buying interest	0.242	2.798	0.005	Significant Positive
Perceived Quality -> Buying interest	0.265	3.117	0.002	Significant Positive
Brand Advocacy -> Buying interest	0.391	4.760	0.000	Significant Positive

*Source: PLS Data Processing*

The results of the hypothesis test obtained showed that the Social Media Marketing variable (X1) had a positive effect on Buying interest (Y), with a T Statistic value of 2.798 and P Values of 0.005 which means that the t-statistic  $>1.96$  and p value  $< 0.05$ . Thus, hypothesis 1 or H1 is acceptable. The Perceived Quality (X2) variable has a positive effect on Buying interest (Y), with a T Statistic value of 3,117 and P Values of 0.002 which means that it has met the t-statistic requirements of  $>1.96$  and p value  $< 0.05$ . Hypothesis 2 or H2, then, is acceptable. The Brand Advocacy variable (X3) has a positive effect on Buying interest (Y), with a T Statistic value of 4,760 and P Values of 0.000 which means that it has met the requirements of t-statistic  $>1.96$  and p value  $< 0.05$ . So, hypothesis 3 or H3 is acceptable.

## DISCUSSION

### *The Influence of Social Media Marketing on Buying Interest*

Based on the results of the study, it can be seen that the Social Media Marketing variable is accepted and has an influence on buying interest. Through the results of the questionnaire that has been distributed, it can be seen that the value of the loading factor has the greatest impact on Social Media Marketing on buying interest, namely the interaction indicator. The interaction carried out by a product will attract someone's interest in making a purchase. These results are in line with research conducted (Zahara 2023) and (Simamora 2022) which show that social media marketing variables have a positive and significant effect on buying interest.

### *The Influence of Perceived Quality on Buying Interest*

Based on the results of the study, it was concluded that the Perceived Quality variable was accepted and had an influence on buying interest. Through the results of the questionnaire that has been shared, it can be seen that the value of the loading factor has the greatest impact on Perceived Quality on buying interest, which is an indicator of product quality. The better the



quality of the product provided, the more it will attract everyone's interest in making a purchase. These results are in line with the research conducted (Laraswati 2022) and (HS 2022) which show that the Perceived Quality variable has a positive and significant effect on buying interest.

### ***The Influence of Brand Advocacy on Buying Interest***

Based on the results of the research, it is known that the Brand Advocacy variable is accepted and has an influence on buying interest. Through the results of the questionnaire that has been distributed, it can be seen that the value of the loading factor has the greatest impact on Brand Advocacy on buying interest, which is an indicator of always using a product or brand. If someone sees that others are always using a product, then it will attract someone's interest in making a purchase. These results are in line with research conducted by Lingga Yuliana (2022) which shows that the Brand Advocacy variable has a positive and significant effect on buying interest.

## **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the analysis and discussion of the research, it can be concluded that Social Media Marketing has an influence of 0.242 on Buying interest. Then, Perceived Quality has an influence of 0.265 and Brand Advocacy of 0.391 on Buying interest. These three variables have met the t-statistic requirements of  $>1.96$  and p value  $< 0.05$ , so they have a positive and significant influence on buying interest. In a sense, if Social Media Marketing, Perceived Quality, and Brand Advocacy increase, buying interest will also increase.

## **ADVANCED RESEARCH**

For the next researcher, it is recommended to use other variables that have not been used in this study such as Brand Image, Brand Awareness and Customer Engagement. This is used to find out other factors that can affect consumer buying interest.

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