

The Role of Brand Loyalty in The Relationship Between Marketing Through Social Media to Purchase Intentions of Cosmetic Products: The Perspective of Female College Students in Makassar City, Indonesia



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ABSTRACT: Female College Students are an interesting market for the cosmetic industry in marketing their products. This study aims to identify the effect of social media marketing activity on the purchase intention of cosmetic products through brand loyalty. The respondents of this study were female university students in Makassar City, South Sulawesi Province, Indonesia, who were followers of cosmetic brand social media accounts. The research hypothesis was analysed using Structural Equation Modelling using SPSS_AMOS 23 program. The results based on 288 samples showed that social media marketing directly had a significant effect on cosmetic brand loyalty, brand loyalty directly had a significant impact on purchase intentions of cosmetic products, marketing through Social media does not have a substantial effect on the purchase intention of cosmetic products, marketing through social media has a significant impact on the purchase intention of cosmetic products through brand loyalty. These results indicate that although marketing through social media does not substantially impact female college students' purchase intentions, this effect will be significantly mediated by loyalty to cosmetic brands. Therefore, brand loyalty needs to be appropriately managed to increase the purchase intention of cosmetic products among female college students in Makassar City, Indonesia.

KEYWORDS: Social media marketing, Brand loyalty, Purchase intention, Female college student, Makassar, Indonesia

I. INTRODUCTION

Marketing using social media instruments has now been used by almost all companies in various sectors to market their products (Ibrahim, 2022). This instrument was introduced in the early 2000s with the main feature of interacting with fellow users (Almohaimmed, 2019). The development of internet communication infrastructure in Indonesia is increasing rapidly, causing the number of internet users to increase from time to time (Detik.com, 2021). APJII, (2024) revealed that the number of Indonesian internet users in 2024 has increased until 221.563.479 people from a total of 278,696,200 Indonesian population in 2023. Based on this source, in 2024, the number of internet users in Indonesia will be 79.5% of the total population, or approx. 221 million users.

The development of internet users is in line with the development of social media users in Indonesia. Based on data released by dataindonesia.id, (2024) the number of active social media users in 2024 is 139 million people in January 2024, which is 49.9% from total population in Indonesia. This condition is an opportunity to gain consumer loyalty to the brand by increasing marketing programs through social media (Sri Rahayu Tri Astuti, 2021). Almohaimmed, (2019) revealed that with the demands of organizations to build brand loyalty, one part that can be used to achieve this goal is social media.

The cosmetic market, with the segmentation of female college students who are generation z is very familiar with information technology to be relevant to the marketing mechanism through digital platforms. Crofton and Parker in Ceyhan, (2019) revealed that social media is an effective marketing mechanism that positively impacts the company's ability to develop consumer loyalty and buying behaviour. Thus, using social media by cosmetic companies and distributors is essential to gain loyalty and create purchase intentions for female college students in Makassar City.

Based on the research, only a few researchers have investigated the effect of marketing through social media on brand loyalty and purchase intentions of female college students (generation z women) in Makassar City. Preliminary research was conducted on 388 female university students in Makassar City, of which 65.21% were regular cosmetic users daily. 61.34% of female college students also stated that they use more than two social media platforms and are followers of the cosmetic social media accounts they use. In addition, at least 56.96% stated that they spent around of Rp. 100,000 every month for cosmetics

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regularly. Based on this preliminary research, it can be seen that female university students in Makassar City are a potential market for the cosmetic industry today.

This phenomenon underlies the researcher's investigation of the effect of marketing through social media on brand loyalty and purchase intention of female college students toward cosmetic products in Makassar City. This study uses google Forms to distribute questionnaires, Ms Excel as a tool for initial data analysis, and SPSS_AMOS 23 as an analytical tool in the Structural Equation Modeling (SEM) method.

II. LITERATURE REVIEW

Marketing through social media is the utilization of digital media to carry out marketing operations (Ahmed & Saeed, 2021). Marketing methods through social media are different from conventional marketing, where marketing through social media is required to pay attention to factors related to online settings, including interactivity, reader convenience, segment adjustment, and perceived relevance by consumers (Hanaysha et al., 2021). Based on Qiutong & Rahman, (2019), the dimensions of social media marketing include profitable campaigns, popular content, frequency of content updates, relevant content, and varied platforms that used.

Loureiro in Budiman, (2021) states that brand loyalty is a consumer's intention to buy products or services from the same brand in the future. Loyalty to the brand is measured based on two main dimensions: attitudinal loyalty, as measured by consumer feelings and purchase intention to the brand, and behavioural loyalty, as measured by actual brand purchases (Fetais et al., 2022). Brand loyalty is essential for companies because it can generate repeat purchases and get new customers, where getting new customers is more expensive than caring for existing customers (Ahmed & Saeed, 2021). Thus, brand loyalty is an essential invisible asset for a company (Jiang & Zhang, 2016). Research conducted by Qiutong & Rahman, (2019) to construct brand loyalty for cosmetic products in China using dimensions: intention to interact more with the brand, trust in the brand, intention to recommend the brand, and intention to increase purchases.

Purchase intention is an intention that arises in consumers to make future purchases of products (Kojo Aboagye et al., 2013). This refers to the mental stage in the decision-making process where consumers are willing to act on a product (Hutter et al., 2013). Likelihood to buy in the future, intention to buy now, and purchase certainty are measurement items to measure the purchase intention of a product (Valarie A. Zeithaml, 1988). The dimensions for constructing consumer purchase intentions in this study were adopted from (Kuang Chi et al., 2009), namely buying interest and buying interest in the future.

Makassar City is one of the largest cities and the centre of education in eastern Indonesia. According to Petamakassar.com, (2022), there are 110 universities in Makassar City, where female college students who carry out education on campus are a potential market for the cosmetics industry in Makassar City. Previous researchers found that social media marketing programs can affect product purchase intentions through brand loyalty. Research conducted by Ebrahim, (2020) shows that social media marketing significantly impacts brand loyalty in the products of telecommunications companies in Egypt. In a study by Kojo Aboagye et al., (2013), it was found that brand awareness and loyalty have a strong and positive correlation with consumers' purchase intentions for products. Research conducted by Ceyhan, (2019) shows that the functional value and perception of relationships on the Instagram platform significantly impact consumers' purchase intentions through the mediation of brand loyalty.

Research conducted by Hanaysha et al., (2021) regarding the features used in social media marketing shows a significant impact on consumer loyalty in the fast food industry in the United Arab Emirates. Other researchers found a positive relationship between interactively run social media and brand loyalty (Jun & Yi, 2020). Based on this, the first hypothesis of this study was built:

Hypothesis 1. There is a significant relationship between marketing through social media on brand loyalty.

Typically consumers buy a product that is familiar or has been used by the consumer (Danish et al., 2018). Intention to purchase will arise after consumers are loyal to the brand (Jai et al., 2022). Loyal consumers will commit to the brand, and they can do word-of-mouth promotions, become supporters, have low sensitivity to price changes, identify a self-image with the brand and show an intention to buy the product of the brand concerned now and in the future (Ceyhan, 2019). Research conducted by (Almohaimmed, 2019) showed a significant influence between brand loyalty on the purchase intentions of the brand. Thus, the second hypothesis of this research can be formulated:

Hypothesis 2. There is a significant relationship between brand loyalty and purchase intention.

Research by Widianingrum & Mani, (2021) shows a significant influence between the antecedents of social media marketing on marketing through social media and marketing through social media on purchase intentions. Before making a purchase, consumers will first evaluate and choose various alternatives and then choose the one that is considered the most profitable (Suryani et al., 2022). Ceyhan, (2019) found a significant relationship between marketing applications through social media and purchase

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intention. Similarly, Hutter et al., (2013) research shows a significant influence between user interactions on platform social media Facebook and product purchase intentions. Based on these findings, the third hypothesis of this study can be formulated:

Hypothesis 3. There is a significant relationship between marketing through social media on purchase intention.

Research conducted by (Qitong & Rahman, (2019) shows a significant influence of marketing through social media on the loyalty of university students in China to cosmetic products. Another study by Kuang Chi et al., (2009) showed a significant influence between brand loyalty and the intention to purchase cellular telephone products in the Chiayi area, Taiwan. DÜLEK & AYDIN, (2020) found that marketing through social media does not have a direct impact on product purchase intentions but will have a significant impact if it is mediated by brand loyalty for the case of products marketed on social media with student consumers at Yüzüncü Yıl University, Kabul. Based on this, the fourth hypothesis of this research is formulated:

Hypothesis 4. There is a significant relationship between marketing through social media on purchase intentions through brand loyalty.

III. RESEARCH METHODE

This research is part of a large study that uses a quantitative approach. The instrument used in data collection is an online questionnaire with the google form tools format. The questionnaire contains statements related to research variable indicators using a Likert measurement scale. Research variables include Social Media Marketing (variable X), Brand Loyalty (variable Y), and Brand Purchase Intention (variable Z). To answer research problems, data processing was carried out using the Structural Equation Modeling (SEM) analysis method with the help of SPSS_AMOS version 23 software.

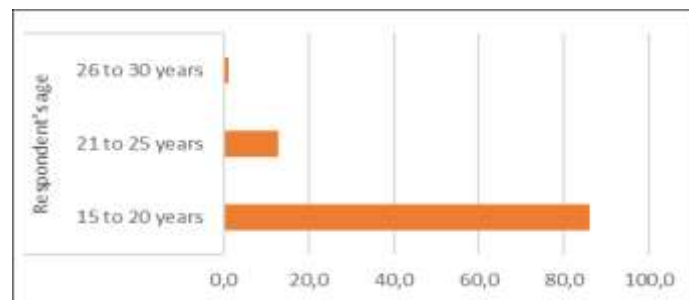
The population of this research is female college students in Makassar, Indonesia (generation z women). The female college student must follow a particular cosmetic brand's social media account. Based on Kuncoro, (2013), for an unlimited number of populations and referring to the Lemeshow formula, the minimum sample size is 96.04 or rounded up to 100. The results of research data collection obtained 338 respondents who filled out the questionnaire, but 50 respondents still needed to meet the requirements because they did not include cosmetic brands and the costs spent on cosmetic shopping every month that the number of respondents who meet the criteria and are involved in processing research data is 288.

IV. RESULT AND DISCUSSION

A. Respondent Profile

The data collection results where the study's respondents were female university students in the city of Makassar can be shown below.

Picture 1. Respondents' age

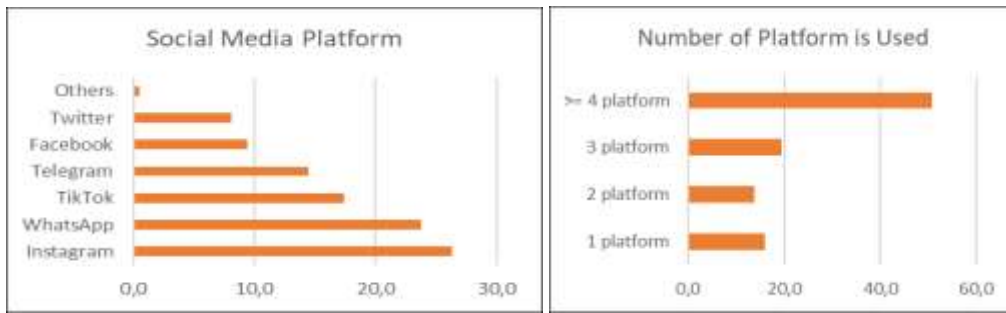


Source. Independently-processed data. 2024

Picture 1 shows the age of research respondents where respondents is dominated in the range of 15 years to 20 years, as much as 86.1%, followed by 21-25 years, as much as 12.8%, and 26-30 years as much as 1.0%.

Picture 2. Respondents' characteristics

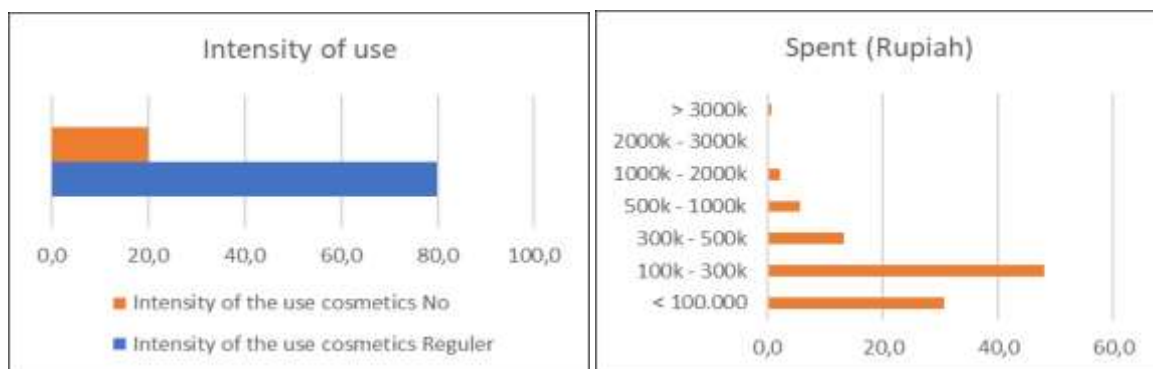
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Source. Independently-processed data. 2024

The social media platform used the most is Instagram (26.3%), followed by WhatsApp (23.7%), TikTok (17.4%), Telegram (14.5%), and other platforms. Picture 2 also shows that the most used social media platforms are >= four platforms (50.7%), three platforms (19.4%), and so on.

Picture 3. Respondents spent for cosmetics



Source. Independently-processed data. 2024

Female college students in the city of Makassar also use cosmetics regularly, as much as 79.9%, and irregularly as much as 20.1%. The cost spent on cosmetic shopping every month is mostly Rp. 100,000 to Rp. 300,000 (47.9%) and numbered < Rp. 100,000, as much as 30.6%.

B. Validity and Reliability

Before processing the research data, the validity and reliability of the instrument used were first tested. The results of testing the validity and reliability are shown in Table 2.

Table 2. Validity and reliability of the instrument

Item	Pearson Correlation	Sig. (2-tailed)	r table	Cronbach's Alpha	N of Items	Information
SM1	0.729**	0,000	0,113	0,801	5	Valid and Reliable
SM2	0.767**	0,000	0,113			
SM3	0.776**	0,000	0,113			
SM4	0.689**	0,000	0,113			
SM5	0.774**	0,000	0,113			
BLY1	0.832**	0,000	0,113	0,826	4	Valid and Reliable
BLY2	0.829**	0,000	0,113			
BLY3	0.813**	0,000	0,113			
BLY4	0.767**	0,000	0,113			
BPI1	0.908**	0,000	0,113	0,782	2	Valid and Reliable
BPI2	0.904**	0,000	0,113			

Source. Independently-processed data. 2024

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Based on the results of the validity and reliability test of the instrument, using the SPSS_AMOS 23 program assistance, it can be seen in Table 2 that the Pearson correlation value is greater than the value of the r table. Likewise, it can be seen in the acquisition of the Sig value of 0.000, so it can be concluded that the instrument used in the study is valid. The value of Cronbach's alpha in each variable obtained the calculation results greater than 0.6, as shown in table 2, so it can be concluded that the instrument used in the study is reliable.

C. Model Calculation

After ensuring that the instrument used is valid and reliable for research, the data collection and processing are carried out. Data processing is carried out with the help of the AMOS 23 program to answer research problems built based on existing hypotheses. Before processing the data to answer the hypothesis, the goodness of fit is first tested to assess whether the resulting data is feasible to answer the hypothesis built based on the research model. The results of the goodness of fit assessment are shown in table 3.

Table 3. Assessment of goodness of fit

Criteria	Acquisition
ChiSquare	46,458 suggested small
Probability	0,114 suggested >0.05
RMSEA	0,032 suggested <0.08
CMIN/DF	1,29 suggested <2.0
GFI	0,972 suggested >0.9
AGFI	0,948 suggested >0.9
TLI	0,989 suggested >0.95
CFI	0,993 suggested >0.95
IFI	0,993 suggested >0.9
NFI	0,968 suggested >0.9

Source. Independently-processed data. 2024

Based on the results of the goodness of fit calculation of the research data using AMOS 23, the value of the existing criteria appears to be by the recommended value. The acquisition value of ChiSquare is 46,458; the probability value is 0.114, which is greater than the recommended value of 0.05. In the RMSEA gain, it can be seen that it is 0.032, which is smaller than 0.08 as the recommended value. In the TLI and CFI values obtained, respectively, 0.989 and 0.993, which is greater than 0.95, which is the recommended value. Ultimately the acquisition of the goodness of fit value for this research data can be seen in table 3.

The goodness of fit assessment results is based on the existing criteria. The existing data is in a Good category to test the hypothesis built based on the research model. The results of testing the research hypothesis are shown in table 4.

Table 4. Regression test results of research variables

Exogenous Variable		Endogenous Variable	Estimate	S.E.	C.R.	P
Sosmed Marketing	--->	Brand Loyalty	1,084	0,108	10,014	***
Brand Loyalty	--->	Brand Purchase Intention	1,213	0,369	3,292	***
Sosmed Marketing	--->	Brand Purchase Intention	-0,379	0,416	-0,91	0,363

Source. Independently-processed data. 2024

Table 4 shows the results of the research variable regression test. Based on the P value on the influence of the Social Media Marketing variable on Brand Loyalty, it can be seen that the P value of 0.00 is smaller than 0.05; this shows that social media marketing carried out by cosmetic companies and distributors in the city of Makassar has a significant impact on the loyalty of female college students in Makassar city. Thus, H1 is accepted.

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The data processing results also show the acquisition of a P value of $0.00 < 0.05$ on the influence of brand loyalty on the purchase intention of certain cosmetic brands. Thus, based on these results, cosmetic brand loyalty significantly affects the purchase intention of female college students in Makassar for the brand's cosmetics. This shows that the study's second hypothesis (H2) is accepted.

The influence of social media marketing on the purchase intention of cosmetic brands obtained a P value of $0.363 > 0.05$. This shows that marketing through social media does not significantly impact the purchase intention of female college students in Makassar for certain cosmetic brands. Thus the third hypothesis (H3) is rejected.

The data processing results in table 3 also show the value of C.R. The relationship between Social Media Marketing variables and Brand Loyalty is 10,014, which is greater than the relationship between Brand Loyalty variables and Brand Purchase Intentions, which is 3,292. Thus, it can be seen that the relationship between Social Media Marketing and Brand Loyalty is more dominant than the relationship between Brand Loyalty and Brand Purchase Intention.

Estimate Results and S.E. in table 4 will be used to perform data processing on the indirect relationship according to hypothesis 4. The results of data processing are shown in table 5.

Table 5. Results of research data processing for indirect relationships

Indirect Influence	Z Sobel	t table	Significance
SM-->BLY-->BPI	3,12398	1,96832	Significant

Source. Independently-processed data. 2024

Based on the data processing results in table 5, it can be seen that the value shows the indirect effect of the Social Media Marketing variable on Brand Purchase Intention through the Brand Loyalty intervening variable. Table 5 shows the value of z Sobel $>$ t table, which is $3.12398 > 1.96832$. It is interpreted that there is a significant indirect relationship between marketing conducted through social media on the purchase intention of cosmetic products mediated by brand loyalty variables, so the fourth hypothesis (H4) in this study is accepted.

D. DISCUSSION

Brand loyalty for a product is essential, and this variable can affect the purchase intention of the product (Ibrahim, 2021). In addition, brand loyalty is an excellent mediating variable in the relationship between social media marketing and the purchase intentions of certain cosmetic brands. This study aims to analyze the effect of marketing through social media on product purchase intentions through brand loyalty among female college students in Makassar City, Indonesia.

The results showed a significant influence of marketing through social media on brand loyalty (H1 accepted). These results are in line with research conducted (Qitong & Rahman, 2019), which shows that items in marketing through social media have a significant effect on cosmetic brand loyalty among university students in China. The research shows that profitable promotional programs, content relevant to female college students, frequency of content updates, popular content, and varied platforms can increase female college students' loyalty to certain cosmetic brands where it can be seen that female college students will be interested in buying cosmetic products if they have seen the effectiveness of the products being marketed through the content posted by companies and distributors.

A significant effect is seen in the relationship between brand loyalty and cosmetic purchase intentions (H2 is accepted). Brand loyalty is essential for companies where sales and profits can only be obtained from loyal consumers; for companies, it will be accessible to market products to loyal consumers (DÜLEK & AYDIN, 2020). The findings of this study are in line with research conducted by Danish et al., (2018) on the automobile industry in the South Asian region, where the brand reflects social status, thereby creating loyalty to certain automobile brands and will have an impact on the intention to buy products with that brand.

Social media marketing does not significantly impact female college students' purchase intentions for cosmetic products (H3 is rejected). The research shows that the marketing program through social media on cosmetic products carried out by the company does not directly impact the purchase intention of female college students in Makassar City. This result differs from RS Ebrahim's, (2019) research, which shows that producers should easily influence the target audience and interact with potential consumers through social media advertisements.

Marketing through social media has a significant effect on the purchase intention of female college students through cosmetic brand loyalty (H4 is accepted). The social media marketing method used by the company was found to have a significant effect on the purchase intention of female college students in Makassar City, mediated by the brand loyalty variable. Companies use the platform element on social media to identify the tastes of the target market, the target area of interest, and marketing

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themes to the target so that effective marketing content can be produced for the product in line with the needs and expectations of the target (Almohaimmed, 2019).

V. CONCLUSIONS

This study aimed to investigate the effect of social media marketing on purchase intention through cosmetic brand loyalty among female college students in Makassar City. The study was conducted on 288 female college students who are followers of cosmetic brand social media accounts in Makassar City, Indonesia. The results show that marketing through social media significantly impacts brand loyalty. Brand loyalty directly has a significant impact on purchase intention. Marketing through social media does not have a significant impact on purchase intention. Marketing through social media indirectly has a significant impact on purchase intention through brand loyalty. This study's results align with research conducted (DÜLEK & AYDIN, 2020), which shows an insignificant direct effect between marketing through social media and product purchase intentions. However, this effect becomes significant if mediated by the consumer loyalty variable.

Based on the results of this study, it can be used as input for cosmetic companies and distributors in the city of Makassar to increase cosmetic brand loyalty. Because based on the results of the study, brand loyalty is a good mediator for online marketing programs, especially through social media carried out by cosmetic companies and distributors to create female college students' purchase intentions for cosmetic products in Makassar City.

To further researchers be able to develop further the dimensions of the variables used in the study, for example, by examining the effect of endorsers on loyalty and purchase intention of female college students' cosmetic products. In addition, the scope of the research population can be expanded to the province and country of Indonesia.

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