
Promotion Strategy Through Instagram Social Media on Decisions of Users of Katira Makeup Artist & Hairdo Services In Serang

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ABSTRACT: *This study aims to determine the effect of promotional strategies through Instagram social media on users' decisions about Katira MakeUp & Hairdo services in Serang. The sample used was 30 people with a simple random sampling technique. The research method used is quantitative by collecting data through questionnaires. The data analysis technique used is simple regression analysis with SPSS. The research results obtained show that the promotion strategy variable has a significant positive effect on purchasing decisions. This is evidenced by the t-count of 10.301 (> 1.98) and a significance of 0.00 (< 0.05).*

KEYWORDS: promotion strategy, purchase decision, social media, decision of users

INTRODUCTION

The rapid development of the times has made companies compete to create sophisticated technology as part of modernity and has influenced various aspects needed. Increasingly developing technology also underlies the development of a company's way of building an image and introducing its products to the general public. One of the ways that can be done is to take advantage of social media Instagram and it has become commonplace that now online media has a very big effect on many aspects of life. This is the basis for companies starting to concentrate on using social media as a means of promoting their products.

Businesses that are popular and used to using social media as a means of promotion are makeup artists or make-up artists (MUA). Make-up Artist is an individual or a group of people who do makeup, hair for various purposes such as parties, graduations, weddings, engagements or even modeling. Make-up Artist is also a creative industry profession that requires a high level of skill and art, especially in the field of make-up. The need to beautify or beautify one's stature is now a top priority in supporting appearance at certain moments.

Katira MUA & Hairdo is one of the make-up artists in charge of the make-up and hair business in Serang. Katira MUA & Hairdo often finds a lack of engagement or involvement of Katira MUA & Hairdo's Instagram followers in each of her posts. Therefore, a promotion strategy is

needed through social media to attract follower involvement so that the tendency or purchase decision increases. Kasmari (2017) states that the more effective the promotion strategy through social media is carried out by the company, the higher the potential for consumer purchasing decisions to occur. The following is data on the average annual consumer experienced by Katira MUA & Hairdo.

Table 1. The Number of Consumer

| Name od MUA | The Average Target | The Average Number of Consumer | | |
|---------------------|--------------------|--------------------------------|------|------|
| | | 2017 | 2018 | 2019 |
| Katira MUA & Hairdo | 25 | 30 | 22 | 18 |

Based on the table above, it can be explained that the average consumer per year experienced a decline and did not reach the set target. This can be interpreted that there is a decrease in purchasing decisions from MUA service users. The research to be carried out will focus on promotion strategies through Instagram social media because it is alleged to have high development and is appropriate in carrying out promotions in order to attract new or old MUA service users.

Promotion is often an effort for companies to achieve a goal so that each company establishes a certain scheme in carrying out promotions to introduce its products. Promotion is one component of the marketing mix. The Promotion Mix is defined as a set of communication tools used by companies to inform about the products offered to potential customers (Alma, 2014). Kotler & Keller (2016) stated that promotion is defined as a form of communication used to inform, persuade and remind target markets about products produced by companies or individuals. Promotion strategy is defined as a company-controlled program designed to present the company's products to potential customers in order to encourage sales (Rangkuti, 2013). Promotion strategy can be measured through several indicators, namely advertising, personal selling, sales promotion, public relations and direct marketing (Kotler & Keller, 2016).

Purchasing decision means the final stage for consumers in making transactions on the products offered by the company. Alma (2014) stated that purchasing decisions are like a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, environment, individual or process so as to form certain attitudes in consumers to process all information and draw conclusions in the form of the response that appears what product will be the choice. Kotler & Keller (2016) also stated that purchasing decisions are a process of evaluating certain brands or products so as to generate interest and decisions in choosing these alternatives. Purchasing decisions can be measured through several indicators, namely product selection, brand selection, dealer selection, purchase time, purchase amount and payment method.

Previous research conducted by Aliyah (2017) and Damayanti., et al (2018) had the results of the Instagram promotion strategy having a significant positive effect on purchasing decisions.

Similar research has been conducted by Dewi (2018), Latief (2019) and Suryaningtyas (2015) showing the results that the Instagram promotion strategy variable has proven to have a significant positive effect on purchasing decisions.

METHOD

This research is a quantitative research with a descriptive approach. According to Sugiyono (2014) quantitative research is research that aims to examine how much influence the independent variables have on the dependent variable. Sugiyono (2014) said that a descriptive approach is a method that functions to describe or give an overview of the object under study through data or samples that have been collected, without conducting analysis and making generally accepted conclusions.

The population is a generalization area (a group) consisting of objects or subjects that have certain characteristics and are determined by researchers to draw certain conclusions (Sugiyono, 2014). The population in this study were MUA service users with a total of 30 people with a sampling technique that is saturated sample. Data in this study obtained directly or through other parties will be used to support the research process that is being carried out. In this study, researchers collected data through distributing questionnaires, documentation and literature studies and interviews. The secondary data used in this research is data obtained from books, articles, journals, data from the internet, and research thesis or thesis that was done previously.

This study uses linear or simple regression analysis using SPSS. This study uses analysis on validity, reliability, classical assumptions, coefficient of determination and hypothesis testing with an error rate of 5% or 0.05.

FINDINGS AND DISCUSSION

This study used a questionnaire instrument consisting of 11 indicators or statements which were distributed to 30 samples. The questionnaire that has been prepared consists of statements covering each variable. Instagram Promotion Strategy (X) has five statement items and Purchase Decision (Y) has six questions.

Table 2. The Results of Validity and Reliability

| Discipline | | | Performance | | |
|------------|----------|-------------|-------------|----------|-------------|
| Indicators | Validity | Reliability | Indicator | Validity | Reliability |
| X1.1 | 0,846 | 0,934 | Y1.1 | 0,870 | 0,877 |
| X1.2 | 0,892 | | Y1.2 | 0,850 | |
| X1.3 | 0,886 | | Y1.3 | 0,883 | |
| X1.4 | 0,882 | | Y1.4 | 0,863 | |
| X1.5 | 0,855 | | Y1.5 | 0,878 | |
| | | | Y1.6 | 0,407 | |

Berdasarkan hasil uji validitas yang dilakukan dapat diperoleh bahwa semua instrumen dalam penelitian ini valid yaitu nilai r-hitung lebih besar dari r-tabel sebesar 0,361 sehingga semua instrumen dapat digunakan dalam penelitian ini dan dinyatakan valid. Uji reliabilitas yang diperoleh memiliki hasil yang menyatakan alat ukur yang dipakai reliabel atau dapat dipercaya dan diandalkan karena nilai *cronbach's alpha* yang diperoleh melebihi 0,60 sehingga instrumen layak untuk digunakan dalam penelitian ini (Ghozali, 2011).

Table 3.

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 30 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.64589856 |
| Most Extreme Differences | Absolute | .059 |
| | Positive | .059 |
| | Negative | -.046 |
| Test Statistic | | .059 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

Based on the test results at the classical assumption stage, namely the normality test, it can be said that the data used in this study were normally distributed. This can be seen through the Asymp value. Sig. (2-tailed) >0.05. Asymp value. The Sig.(2-tailed) obtained in this normality test is 0.200 (>0.05).

Table 4.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.735 | 1.279 | | 5.267 | .000 |
| | SPI | .688 | .067 | .721 | 10.301 | .000 |

Based on the test results above, these results indicate that SPI or Instagram promotion strategies have a significant positive effect on purchasing decisions. This is evidenced by a significance value of 0.000 (<0.05) and a t-count of 10.301 (>1.98). The higher the Instagram promotion strategy, the higher consumer purchasing decisions will be. Therefore, Ha is accepted and Ho is rejected, which means that the Instagram promotion strategy has a significant positive effect on purchasing decisions. These results have similarities with research conducted by Aliyah (2017), Latief (2019) and Suryaningtyas (2015).

Based on the research results obtained, the interpretation that can be concluded is that Katira MUA & Hairdo needs to pay attention to and maximize the potential of Instagram social media to carry out its promotion strategy to increase purchasing decisions such as taking quality photos and videos, trend-following content and presenting new products. This is very appropriate for Katira MUA & Hairdo in increasing consumer and potential customer engagement in the services offered. Apart from the company wanting consistent profits, the company also wants a sustainable promotion strategy by adjusting the latest content and focusing on consumer desires. By empowering promotion strategies that are consistent and of good quality, companies can maximize employee potential, work effectiveness and cost efficiency so that what the company wants can be achieved in a measurable way.

Table 4.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .721 ^a | .520 | .515 | 2.65936 |

Based on the table above, the coefficient of determination obtained is 52%. The value of the coefficient of determination will get better when it approaches 1.00 (Ghozali, 2011). This means that the Instagram promotion strategy can explain 52% in this study and 48% is not found in this study and is also explained by other variables.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that the proposed alternative hypothesis is accepted. This means that the Instagram Promotion Strategy has a significant positive effect on Purchase Decisions, then H_a is accepted and H_o is rejected. These results are also statistically supported in that the significance value obtained is <0.05 , which is 0.000 and the t-count is greater than the t-table (1.98), namely 10.301. Therefore, companies need to improve the quality and quantity related to Instagram promotion strategies in the form of contemporary content concepts, photographic angles that are not monotonous or the use of brand ambassadors so that the resulting promotions can be accounted for and have high quality. Companies also need to pay attention to the attitudes and mentality of employees in executing promotional strategy ideas and concepts so that the social media accounts used get more attention from consumers.

Future research is expected to add independent variables to deepen the analysis and enrich additional factors to improve purchasing decisions by taking into account the conditions. Qualitative research methods can also be an alternative for further research to explore respondents' arguments so that researchers can sort out the best arguments to be used as references in future decision making.

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