

## **THE INFLUENCE OF SOCIAL MEDIA MARKETING, PRICE, AND BRAND IMAGE ON BUYING INTEREST OF SOMETHINC SKINCARE PRODUCTS IN LAMONGAN REGENCY**

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### **ABSTRACT**

This study aims to analyze the influence of Social Media Marketing, Price, and Brand Image on Consumer Purchase Interest of Somethinc brand skincare products in Lamongan Regency. The background of this study is based on the widespread use of social media which changes product marketing patterns, including in the beauty industry. The method used is associative quantitative with a multiple linear regression approach. The sample consisted of 95 respondents selected using purposive sampling techniques. The results of the study showed that partially and simultaneously the three variables had a significant effect on consumer purchase interest.

### **INTRODUCTION**

The development of information technology has created a major transformation in the world of marketing and business communication. The digital era has given birth to various new platforms that allow companies to build closeness with consumers, one of which is social media. Social media is not only a space for communication between individuals, but also a strategic and massive marketing tool. According to the We Are Social report, (2023) , Indonesia is ranked fourth for the most social media users in the world, with more than 167 million active users, where the average person spends almost 3 hours a day accessing platforms such as Instagram, TikTok, and YouTube. This fact reflects that social media has become an inseparable part of the lives of Indonesian people.

In the context of marketing, the emergence of *social media marketing* (SMM) strategies provides a new breakthrough in reaching consumers. SMM allows two-way, fast, and real-time interactions between business actors and their consumers. According to Tuten & Solomon, (2018) , social media marketing is a form of marketing communication that allows companies to reach a wide audience at a relatively more efficient cost compared to conventional media. In fact, more than just

promotion, SMM also functions as a means of building communities, product education, and creating digital experiences that encourage consumer engagement . Therefore, it is not surprising that this strategy is the backbone of various product campaigns, including in the beauty industry.

The beauty industry in Indonesia has experienced rapid growth in recent years. One segment that is growing rapidly is *skincare products* , which target young women, students, and professional workers. Based on data from Kantar Indonesia, (2022) , there was a 20% increase in the consumption of local skincare products in the period 2020–2022. This is inseparable from the success of various local brands such as Somethinc, Avoskin, and Scarlett in building consumer image and trust through social media and *endorsements* from beauty influencers. Skincare products are no longer only judged by their content and benefits, but also by how the product is communicated and perceived in the digital space.

Somethinc is one example of a successful local brand that utilizes social media marketing very effectively. Through a collaboration strategy with beauty influencers, educational content, and attractive visual campaigns, Somethinc has been able to penetrate the Gen Z and millennial markets that are very active on social media. According to research from Syahrir & Nirmala, (2021) , local brands that are active on social media have a 2.5 times greater chance of increasing *brand awareness* than brands that rely on traditional marketing. This success indicates that communication and visual strategies on social media play an important role in shaping perceptions and driving consumer purchasing decisions.

However, although social media has a big influence, the decision to buy a product is not only determined by the digital promotion aspect alone. Another factor that is no less important is **price** . Price is an indicator of the value perceived by consumers towards the product. According to Kotler & Keller, (2016) , price is the most flexible element of the marketing mix and has a direct influence on income and consumer perception of product quality. Prices that are considered affordable, in accordance with quality, and competitive will create a positive impression and encourage purchasing interest. In the skincare industry, consumers will consider the effectiveness of the product, the safety of the ingredients, and of course the balance between price and benefits obtained.

Research by Nurmalita & Wahyuni, (2022) showed that in the context of beauty products, price is the main factor after quality in influencing purchasing decisions. Especially for consumers in semi-urban areas such as Lamongan Regency, purchasing power is an important consideration that influences purchasing decisions. Therefore, the right pricing strategy is key for local brands like Somethinc to maintain consumer loyalty while attracting new consumers.

In addition to social media and price, **brand image is also an important variable that influences consumer behavior. Brand image is not just a logo or name**, but rather the overall consumer perception of the identity, reputation, and values associated with a brand. According to Aaker, (1997) , brand image is formed from a combination of product quality, consumer experience, visual identity, and how the company positions itself in the market. A positive brand image will create high *trust* , *reduce risk perception*, and *increase purchase intention*.

In the context of the beauty industry, brand image is closely related to a sense of security and trust. Skincare products that have an image of being “natural,” “free of harmful ingredients,” and “dermatologically tested” are preferred by consumers because they are considered to have no side effects. A study by Wibowo & Rachmawati, (2020) revealed that brand image plays a mediating role between perceived quality and purchasing interest, especially in personal care products. This means that without a strong brand image, even if a product is of high quality and marketed aggressively, consumer purchasing interest can remain low.

Consumer purchasing interest is one of the important indicators in measuring the effectiveness of a marketing strategy. According to Schiffman & Kanuk, (2015) , purchasing interest is a psychological drive that arises from a positive evaluation of a product or service that ultimately leads to a purchasing decision. In the digital era, purchasing interest can be formed from various stimuli, ranging from product visualization on social media, consumer testimonials, to price perceptions and brand image. Therefore, a deep understanding of the factors that influence purchasing

interest is very important for companies, especially those engaged in the highly competitive cosmetics and skincare industry.

Lamongan Regency as a semi-urban area has quite interesting consumer characteristics. On the one hand, there is an increase in consumption of beauty products influenced by digital trends and self-care needs. On the other hand, there are economic limitations that make consumers tend to be selective in choosing products. This phenomenon shows that it is important for business actors, especially local skincare brands such as Somethinc, to understand the factors that drive consumer purchasing interest specifically in the regional context.

Considering all of the above, a study on the influence of social media marketing, price, and brand image on the purchase interest of Somethinc skincare products is relevant to conduct. This study is expected to provide theoretical contributions in the development of digital marketing science as well as practical contributions for business actors in developing marketing strategies that are in accordance with local consumer preferences. Understanding the relationship between digital strategies, price perceptions, and brand strength will be an important asset in winning the increasingly dynamic and innovative skincare market competition.

## RESEARCH METHODS

This study uses a quantitative approach with a causal associative research type that aims to determine and explain the relationship between the variables studied, namely *social media marketing*, *price*, and *brand image* on the interest in buying Somethinc skincare products. The quantitative approach was chosen because it allows researchers to process data in the form of numbers and analyze the relationship between variables objectively through statistical techniques. Meanwhile, the causal associative research type allows researchers to test the causal influence between these variables. This research is *explanatory*, because it not only explains empirical phenomena, but also tests hypotheses that have been formulated based on a strong theoretical framework.

This study was conducted in Lamongan Regency, East Java, as a representative location because it has a market segmentation of young women and students who actively use social media and are potential consumers of local skincare products such as Somethinc. The study took place from November 2024 to January 2025, starting from the preparation of the instrument, the process of distributing the questionnaire, to the analysis and reporting stages of the results. Respondents in this study were selected using a *purposive sampling technique*, which is a sampling technique based on certain criteria. The criteria determined are: domiciled in Lamongan Regency, at least 17 years old, know or have used Somethinc products, and are active in using social media. Because the population size is not known for certain, the technique for determining the number of samples refers to the Lwanga & Lemeshow formula, (1991) which is used for an unlimited population. Based on the results of these calculations, the minimum number of respondents was 95 people which was considered sufficient to represent the population and allow the use of multiple linear regression analysis techniques.

The data in this study consists of primary and secondary data. Primary data was obtained directly from the results of distributing online questionnaires that were compiled based on the indicators of each variable. This questionnaire contains statements that are measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Meanwhile, secondary data was obtained from various scientific references such as journals, books, official reports, and articles that are relevant to the research topic. The distribution of the questionnaire was carried out online via Google Form, which allows efficient distribution of data to respondents according to the criteria. To ensure the accuracy of the instrument, a validity test was carried out using the Pearson Product Moment correlation technique, and a reliability test using the Cronbach's Alpha value. An item is said to be valid if the calculated *r value* is greater than *the r table*, and reliable if it has an alpha value of more than 0.70 as stated by (Ghozali, 2021)

The variables in this study consist of three independent variables and one dependent variable. The first independent variable is *social media marketing* which is defined as a promotional strategy through social media platforms to reach consumers, build communities, and create customer

engagement (Tuten & Solomon, 2018) . Indicators of this variable include content creation, content sharing, and community building. The second variable is *price* , which refers to the amount of money that consumers must pay to obtain benefits from a product. According to Kotler & Keller, (2016) , price is the element of the marketing mix that most influences purchasing decisions because it is directly related to the perception of value and consumer purchasing power. Indicators for this variable include price affordability, suitability to product quality, price competitiveness, and suitability between price and perceived benefits.

The third independent variable is *brand* image, which is understood as a collection of perceptions and associations that consumers have towards a brand based on the brand's experience, expectations, and identity (Aaker, 1997) . Indicators of brand image include brand uniqueness, brand strength in memory, trust in quality, and overall perception of the brand. Meanwhile, the dependent variable in this study is *purchase interest* , namely the consumer's desire or intention to buy Somethinc products that arise after receiving external stimuli such as promotions or quality perceptions. According to Schiffman & Kanuk, (2015) , purchase interest is part of the consumer decision-making process that is influenced by the evaluation of the information and experiences received. Indicators of purchase interest in this study include transactional interest, preferential interest, explorative interest, and referential interest.

Data analysis was performed using SPSS version 23 software. The analysis stages included descriptive statistical analysis to describe the characteristics of the data, then continued with classical assumption tests including normality tests (Kolmogorov–Smirnov), multicollinearity tests (through VIF and Tolerance values), and heteroscedasticity tests (using the Glejser Test). After the data was declared eligible, the main analysis was performed using multiple linear regression to determine the effect of independent variables on dependent variables both simultaneously and partially. Simultaneous tests were performed using the F test, while partial tests were performed using the t test. In addition, the coefficient of determination ( $R^2$ ) was used to determine how much influence the independent variables collectively had in explaining the variation of the dependent variable. With this method, it is hoped that the research can provide a comprehensive picture of the factors that influence consumer decisions in purchasing Somethinc skincare products, especially in Lamongan Regency.

## RESULTS AND DISCUSSION

Based on the results of data collection and processing from 95 respondents who use Somethinc products in Lamongan Regency, it can be seen that all the variables studied, namely Social Media Marketing, Price, and Brand Image variables. simultaneously have a significant effect on purchasing interest behavior. This means that the combination of these three independent variables together is able to explain the variations that occur in the dependent variable, namely purchasing interest. . The test was carried out using multiple linear regression analysis with the help of the SPSS version 23 application. Before testing the hypothesis, a validity and reliability test of the instrument was first carried out, as well as a classical assumption test to ensure that the data met the requirements for normality, did not occur multicollinearity, and was free from symptoms of heteroscedasticity.

The results of the validity test show that all statement items from each variable have a correlation value greater than the r-table, so that all items are declared valid. The reliability test using Cronbach's Alpha also shows a value above 0.70 for all variables, which means that the questionnaire used can be relied on to measure the variables of this study. In addition, the classical assumption test shows that the data is normally distributed and there is no significant multicollinearity or heteroscedasticity, so that the data meets the requirements for further analysis using multiple linear regression.

**Table 4.1 Results Test Reliability**

Variables	Alpha	Status
<i>Social Media Marketing</i> ( $X_1$ )	0.792	Reliable
<i>Price</i> ( $X_2$ )	0.773	Reliable
<i>Brand Image</i> ( $X_3$ )	0.790	Reliable
<i>Purchase Interest</i> (Y)	0.807	Reliable

*Source: Data processed (2025)*

The results of the regression test show that simultaneously, the variables Social Media Marketing ( $X_1$ ), Price ( $X_2$ ), and Brand Image ( $X_3$ ) have a significant influence on Purchase Interest (Y). This is proven through the F test which produces a significance value of 0.000, less than 0.05, which means that the three independent variables together affect the dependent variable. Thus, Social Media Marketing ( $X_1$ ), Price ( $X_2$ ), and Brand Image ( $X_3$ ) have a significant influence on Purchase Interest (Y) which can be accepted.

**Table 4.2. Results of the R<sup>2</sup> Determination Coefficient Test**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 <sup>a</sup>	,645	,633	1,272
a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1				
b. Dependent Variable: TOTAL_Y				

Source: Data processed (2025)

The coefficient of determination obtained by R Square is 0.645 or 64.5% indicating how much variation the dependent variable has. Which means that 64.5% of the variables of consumer satisfaction can be explained by the two independent variables. The remaining 35.5% is explained by other variables outside the variable .

**Table 4.3. Multiple Linear Regression Analysis Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,667	,860		1,940	,055
	TOTAL_X1	,104	,086	,130	1,204	,232
	TOTAL_X2	,368	,102	,358	3,602	,001
	TOTAL_X3	,291	,087	,383	3,360	,001
a. Dependent Variable: TOTAL_Y						

Source: Data processed (2025)

Based on the results of multiple linear regression tests, it shows that brand image and social media marketing have a significant effect on purchase intention, with a significance value of 0.0001 each. This means that the better the brand image and marketing strategy through social media, the consumer's purchase intention will also increase. Meanwhile, the price variable does not have a significant effect partially because its significance value is 0.232. However, overall the three variables still contribute positively to purchase intention.

**CONCLUSION**

Overall, this study aims to analyze the influence of Social Media Marketing, Price, and Brand Image on Consumer Purchase Interest in the context of digital marketing. The study was conducted with a quantitative approach to 95 respondents, and used multiple linear regression analysis as a test tool. The results of the study indicate that the three independent variables, namely Social Media Marketing, Price, and Brand Image, simultaneously have a significant influence on consumer Purchase Interest. This is proven by the results of the F test which produces a calculated F value of 55.087 which is greater than the F table of 2.70, indicating that the regression model is feasible to use and that the three variables together provide a real contribution to increasing purchase interest. Partially, each variable is also proven to have a positive influence on purchase intention. Social Media Marketing is able to increase purchase intention through interesting content, user engagement, and support from influencers. Price has an effect because consumers respond positively to competitive

pricing strategies and discounts. While Brand Image provides an effect through the creation of trust and perception of quality from consumers towards the product.

Thus, the conclusion of this study is that digital marketing strategies that include social media, price management, and brand imaging have an important role in increasing consumer purchasing interest. This study provides practical contributions for business actors to design more effective and efficient marketing strategies in reaching consumers in the digital era. In addition, the results of this study also strengthen marketing theories that state that consumer purchasing decisions cannot be separated from the influence of the digital environment involving promotional interactions, price perceptions, and brand image strength. Based on the results of the research that has been conducted on the influence of Social Media Marketing, Price, and Brand Image on consumer purchasing interest, it can be concluded that the three independent variables simultaneously have a significant effect on purchasing interest. This is proven by the results of the F test which shows that the calculated F value of 55.087 is greater than the F table value of 2.70, with a significance level of 5%.

Thus, this study strengthens the theory that purchase intention is the result of the interaction of various external factors involving aspects of promotion, price, and brand perception. The results of this study provide important implications for business actors and marketers to pay more attention to social media marketing strategies, competitive pricing, and sustainable brand image management to increase consumer purchase intention in an increasingly competitive digital marketing environment.

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