

# CHAPTER I

## INTRODUCTION

### 1.1. Backgrounds

Information technology is experiencing a rapid development in today's modern era, including in Indonesia. Indonesia as a developing country also feels the rapid development of this technology. This is proven from the data obtained, that the growth of internet users is increasing every year and from the growth of internet users it can be concluded that people in Indonesia already know and are aware of existing technology and are making use of this technology.



Figure 1.1 Growth of Digital Platform Usage in Indonesia 2022

Source : We Are Social, 2022

This development occurred in particular information technology with the support of the internet. This rapid development requires that every company must continue to innovate to be able to market its products, this needs to be done to be able to compete in the current era. Every company cannot only rely on its business only in terms of product quality but every company is required to be able to keep

up with the era, where marketing is the main focus in selling a product. Marketing or promotion must be considered to support one of the business objectives, namely developing its business to obtain greater profits. This promotion is an important thing, this is because it can get the attention of consumers, broaden consumer targets, and can increase sales. The development of this technology will make several changes in the field of promotion,

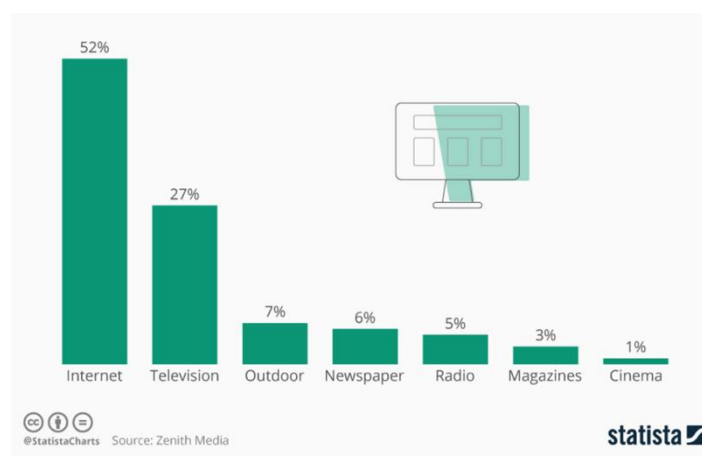


Figure 1.2 Promotion Trends 2021

Source: Statista, 2021

It can be seen from Figure 1.1.2 that marketing via the internet will have a more positive influence. This is because there are already many Indonesians who use the internet. Based on data sourced from Statista, it is clear that the dominating promotional media is the internet or digital platforms. This digital platform is in other words social media, such as Instagram, Twitter, Youtube, Tiktok, Facebook, and so on. Researchers and practitioners of public relations argue that this social media makes public relations experience a change and has an important or increasingly crucial role. Companies are aware of the current developments,

therefore companies must make an effort to market their products. Therefore it requires a strategy that is mature, precise, and in accordance with the conditions that exist at this time.

Companies must be able to consider the effect of the internet as a source of all information needed by consumers. By optimizing a social media development situation, companies will be able to grow, be more advanced, be more interactive, symmetrical, or dialogic and be more socially responsible. This high development opens up a new opportunity for companies to innovate using social media as a marketing medium or marketing strategy for the products being sold.

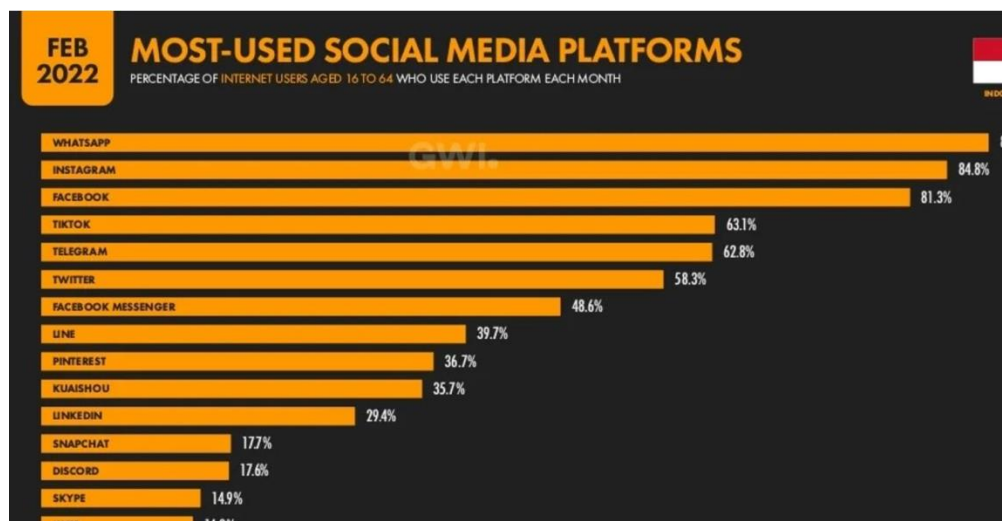


Figure 1.3 Most visited social media in Indonesia in 2022

Source: We Are Social, 2022

Figure 1.1.3 is a graph showing the graphics of social media applications or sites that are frequently visited by Indonesian people. Whatsapp ranks first or highest as a social media site in the category of social media for chatting, which is 88%. Then the second rank is occupied by Instagram, namely with 84%. The last

order in this graph is fulfilled by the social media application, namely Ukee, which is 14%.

According to an expert named Solomon (2017), social media changes how a consumer learns and chooses a product. It is clear that based on analysis and data, one of the social media that is currently in vogue and continues to grow or increase in the number of users is Instagram. Instagram itself is a social media platform whose main function is to share photos and videos. The Instagram social media platform allows its users to take photos and videos. Instagram is an innovative platform that can be said to be similar to Facebook or Twitter and Snapchat. This is because apart from being able to share photos or videos like Facebook or Twitter, users can use a filter of choice available and share them like the features in the Snapchat application.

Because the Instagram platform continues to innovate, the main factors for Instagram users are changing and increasing every year. Because users of the Instagram platform continue to grow, companies take advantage and use Instagram as their means to market their products, both in photo and video links.

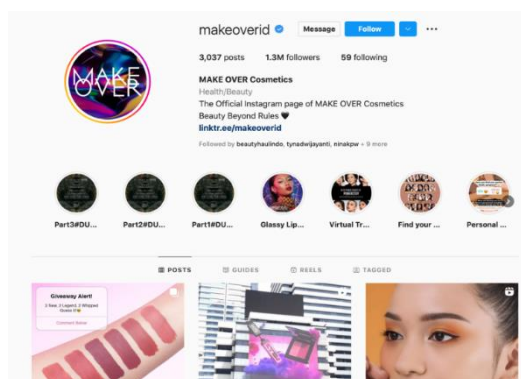


Figure 1.4 Instagram Make Over Indonesia

Source: [www.instagram.com/makeoverid](http://www.instagram.com/makeoverid)

One of the local cosmetic brands that utilize Instagram and other social media to market their brand is Make Over Indonesia. The Instagram Make Over Indonesia display (@makeoverid) shows that the followers of that account are 1,300,000 followers with 3,037 posts.

Beauty can be said to be a basic capital for a woman to show her self-existence. Women do various ways in an effort to beautify themselves. The cosmetics industry is an industry that is significantly observed by a business actor. The development and competition in the cosmetic industry are increasing rapidly every year.

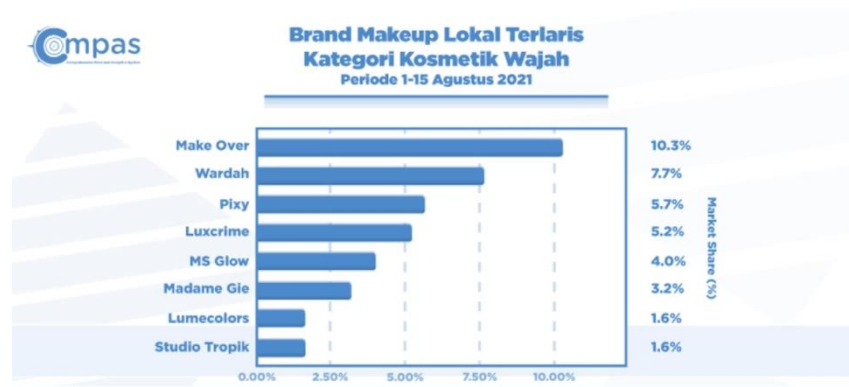


Figure 1.5 Best Selling Local Brands 2021

Source: Compass, 2021

Based on Figure 1.1.5, the number one best-selling local makeup product for 2021, according to a Compass source, is Make Over Indonesia. Make Over Indonesia is one of the well-known cosmetic brands in Indonesia and is originally made in Indonesia, even Make Over Indonesia is often mistaken for an international brand. Make Over Indonesia was established through a company namely PT. Paragon Technology and Innovation has been produced domestically since 2003. The Make Over Indonesia brand continues to grow from year to year, and has even

experienced quite a good increase. The development or improvement of the Make Over Indonesia brand is influenced by several factors. This factor supports the establishment of a Brand Image and Consumer Purchase Decisions for Make Over Indonesia products.

Brand image or brand image in general can be interpreted as a set of assumptions that exist in the minds of consumers regarding a brand that is formed from various sources. This good brand image is an asset, this is because it will have an impact on the perceptions of various parties. Brand Image is an important thing that must be achieved by every company to get maximum reputation. The formation of a Brand Image, this will certainly influence a decision in the minds of consumers to determine or make a purchase of that brand.

The rapid development of social media as a means for every business to do marketing, is what encourages every business to compete to use various methods. This is also done by the company Make Over Indonesia. Innovation or a form of competition strategy carried out by Make Over Indonesia to continue to maximize brand image and maximize business by increasing purchasing decisions. This strategy is carried out by Make Over Indonesia using Key Opinion Leaders (KOL).

Key Opinion Leaders (KOL) are a group of individuals who are considered to be a key in controlling and influencing people's assumptions that are loyal followers of the Key Opinion Leader's social media accounts. The use of Key Opinion Leaders (KOL) has become a phenomenon, this is due to a large number of products or brands that use marketing strategies by using Key Opinion Leaders. The use of this Key Opinion Leader is to convey promotional messages, one of

which is on the Instagram media platform. This Instagram platform is used because of the rapid and specific development of Instagram in Indonesia.

Key Opinion Leaders (KOL) and influencers are two different things. Meanwhile, influencers and brand ambassadors are the same thing. An influencer is someone who has built a reputation in a field so that an influencer's opinion is considered credible on a particular topic. Key Opinion Leaders (KOL) and influencers differ in their strengths. Influencers are more emphasized to increase a company's sales while Key Opinion Leaders are used more effectively to increase a brand image or brand value. This is because a Key Opinion Leader is someone who is an expert in their field and will be trusted by consumers of that brand.

The use of a Key Opinion Leader (KOL) in carrying out a promotion is looking for a marketing strategy that Make Over Indonesia continues to use. Even though the Make Over Indonesia brand is already well-known, to maintain the Make Over image, Make Over is making efforts by using the Key Opinion Leader. Make Over Indonesia uses various Key Opinion Leaders in promoting its business in the last few years until now to get a Brand Image from many consumers. The use of Key Opinion Leaders is believed by Make Over Indonesia to be a promotional strategy that is quite precise and efficient in spreading product brand awareness or brand image. Which later will affect the purchasing decisions of consumers who use Make Over Indonesia.

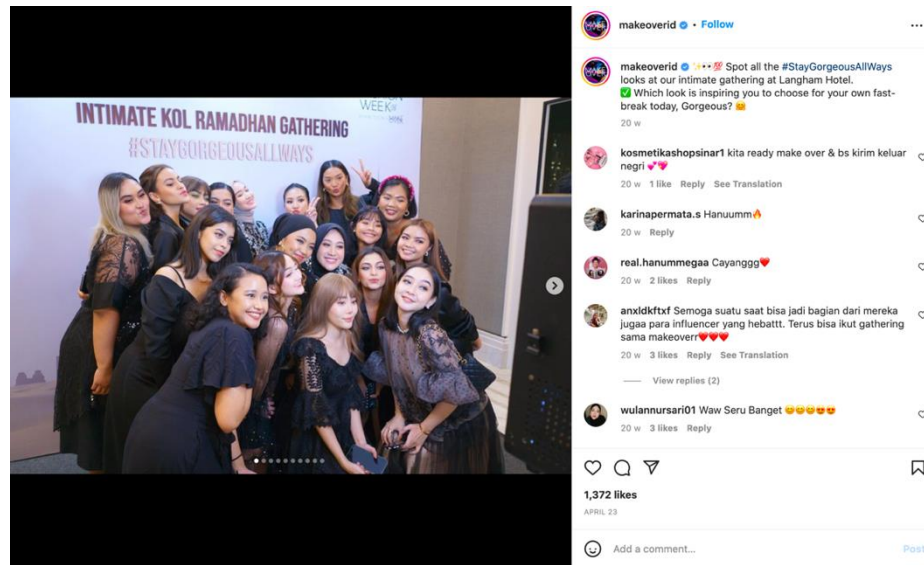


Figure 1.6 Key Opinion Leader Make Over Indonesia

Source: [www.instagram.com/makeoverid](http://www.instagram.com/makeoverid)

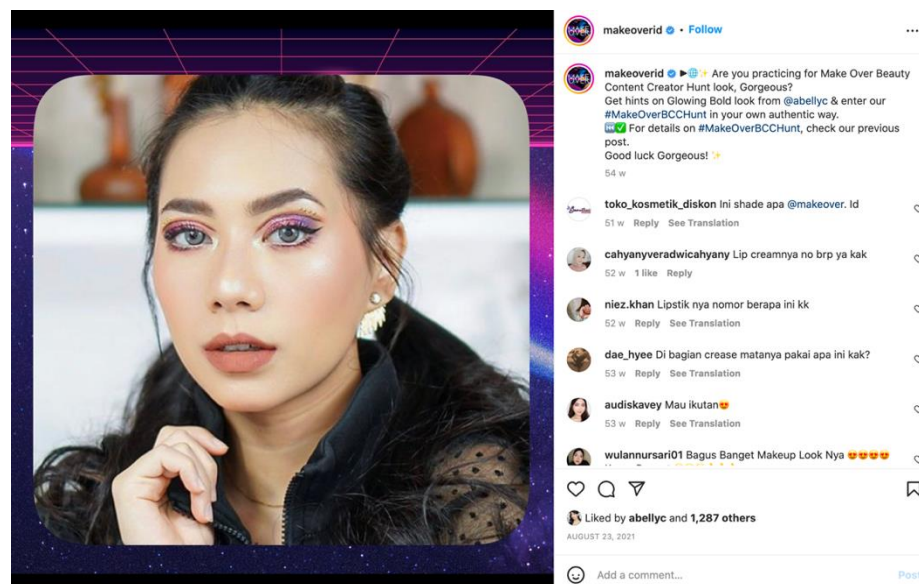


Figure 1.7 Key Opinion Leader Make Over Indonesia

Source: [www.instagram.com/makeoverid](http://www.instagram.com/makeoverid)

Consistently Make Over Indonesia products continue to work closely with Key Opinion Leaders (KOL) in Indonesia, such as Tasya Farasya, Abel Cantika, Nanda Arsyinta, Andira Hadley, and many others. Other Key Opinion Leaders. The



use of Key Opinion Leaders (KOL) that many Make Over Indonesia are involved with and invited to work with Key Opinion Leaders who have an interest in the field of cosmetics or makeup, which indirectly has fans who have the same interest. So that this Key Opinion Leader (KOL) can create content or advertisements about Make Over Indonesia's products according to their expertise and by creating appropriate content for their followers. The selection of this Key Opinion Leader (KOL) in carrying out a Make Over Indonesia product promotion requires a separate strategy that can be said to be quite in-depth, this is because Make Over Indonesia has to adopt the charm of the Key Opinion Leader (KOL) to the intended target market. This is intended so that the promotional messages and information conveyed by the Key Opinion Leader (KOL) can be accepted and trusted by their followers and the target market. Susanto (2013) stated that a Key Opinion Leader (KOL) in the realm of communication science has an important and strong role in becoming a credible informant and able to convince audiences.

One of the Key Opinion Leaders who consistently collaborates with Make Over Indonesia is Tasya Farasya. Tasya Farasya is someone who is experienced and an expert in the field of beauty because Tasya Farasya was worked in the Make Up Artist field. After becoming a make-up artist, in 2013 Tasya Farasya became famous on Instagram or known as a instagram celebrity. Tasya Farasya shares many tips or recommendations on her Instagram platform, which is dominated by matters of beauty.

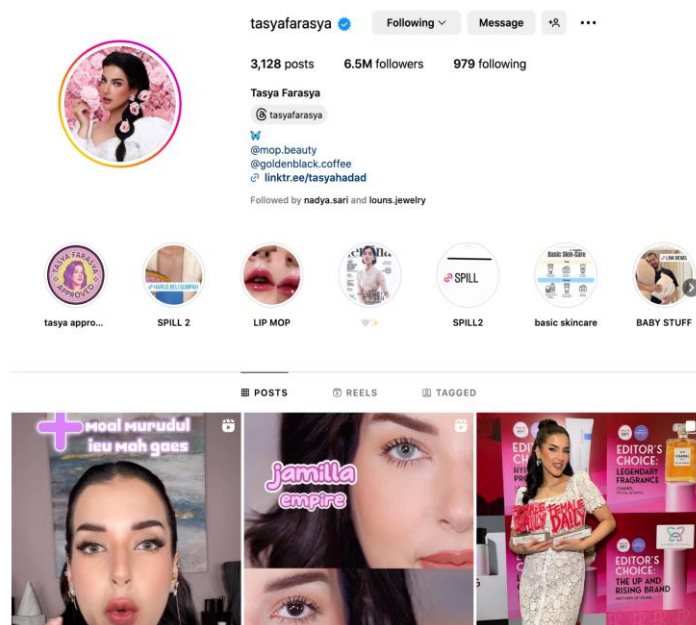


Figure 1.8 Tasya Farasya Official Instagram

Source: <https://www.instagram.com/tasyafarasya>

Tasya Farasya has been a Key Opinion leader working in the beauty sector for approximately 10 years. Tasya Farasya collaborates with many brands, one of the brands that consistently collaborates with Tasya Farasya is Make Over Indonesia. Make Over Indonesia has collaborated with Tasya Farasya for more than 5 years. The long collaboration between Make Over Indonesia and Tasya Farasya is due to the compatibility between Tasya Farasya and Make Over Indonesia. This compatibility makes a key opinion leader more optimal in providing information or marketing Make Over Indonesia products. Of course it will provide benefits for both parties.

Tasya Farasya is good at providing information or recommendations for Indonesian make over products to use to her followers, which can be seen from the responses of followers who enliven the comment column on Tasya Farasya's Instagram post using Indonesian make over. However, it is possible that some of

Tasya Farasya's followers will enliven the comment column on Tasya Farasya's Instagram post with negative comments.



Figure 1.9 Positive and Negative Comments on the Make Over Indonesia promotion on Tasya Farasya's Instagram

<https://www.instagram.com/tasyafarasya/>

Support from key opinion leaders, one of whom is Tasya Farasya, has made the Make Over Indonesia develop and continue to be able to compete with many other brands. owever, despite making various efforts, Indonesian make over is still in second place in the top sales of cosmetic products in 2022. It can be concluded that the competitor brand that competes with Indonesian make over is Maybelline.



Figure 1.10 Top Selling Cosmetics Product in 2022

Sumber : Kompas.id (2022)

As can be seen in the picture, Make Over Indonesia's competitor is Maybelline. Maybelline itself is a large cosmetics company from the United States. This product from Maybelline entered and became popular in Indonesia in the 1980s, even though this cosmetic product has been established in New York since 1915. Maybelline uses good marketing techniques which are the key to the success of the Maybelline brand. Maybelline itself sells a complete range of makeup products, just like Make Over Indonesia. The price offered by Maybelline is indeed more expensive than Make Over Indonesia and Make Over Indonesia claims to have the same quality as this imported product. This is the reason why Make Over Indonesia can compete with Maybelline.

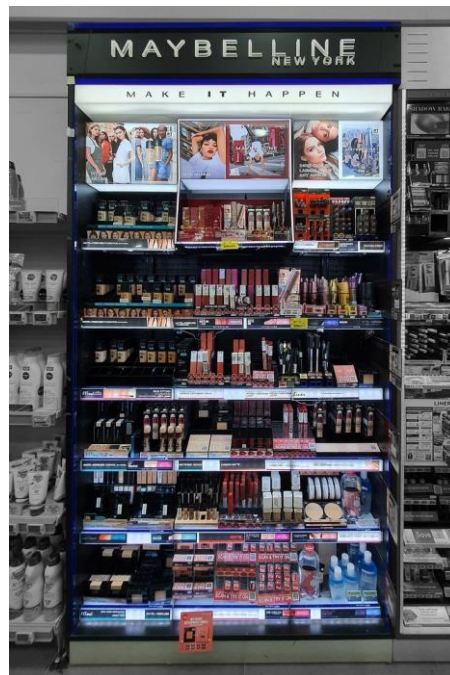


Figure 2.1 Make Over's Competitor

Based on this background and the existing data, it has encouraged the authors to conduct further investigations regarding Make Over Indonesia products, especially in the city of Jakarta. The city of Jakarta as one of the metropolitan cities in Indonesia is the right place to provide an overview as well as representing all cities in Indonesia.

Based on the data from the Speedtest Global Index in 2022, it is projected that the highest speed levels are in Bali and Jakarta so it can be concluded that Jakarta City is one of the cities that is quick to accept developments and keep up with existing developments. This indirectly indicates that residents living in Jakarta easily access the internet and are closely connected with social media. Apart from that, based on data, Jakarta is a city whose people are classified as consumptive. The lifestyle and tastes of consumers in big cities like Jakarta also follow every existing development.

Before purchasing a product, consumers will find out about the details of the product, one of which is through other consumer reviews on the internet or commonly called electronic word of mouth. E-WOM provides information about related products and services from people in different geographical areas who have experience with these products or services (Christy, 2010). Jalilvand & Samiei (2012) state that consumers can be influenced to make purchases because of experiences or reviews from other consumers. Currently e-WOM is considered as the dominant factor influencing consumer purchasing decisions (Bataineh, 2015). This is in line with the research by Putri et. al (2021) E-WOM has a positive and significant effect on purchasing decisions with a 5-star hotel research object in Bali.

Other factors besides reviews on the internet as reference, potential customers can see promotions carried out by Key Opinion Leaders on Instagram. This is because the Key Opinion Leader has special expertise and works in a special field and has knowledge, when KOL recommends something, people will trust the review. Currently, the promotion of social media influencers on Instagram is increasing in Indonesia. Before the target audience makes a decision, they will first see the advertisement (attention) and generate interest for consumers (interest) so that consumers want to find more in-depth information about the product (Search) (Hasanudin et. al, 2023) .

Brand image is a picture of a brand in the minds of consumers so that a stronger and positively received brand image is needed. When a brand has a strong and positive image in the minds of consumers, the brand will always remember and consumers have a very big possibility to purchase a brand that is related. The user image about the product is the reason that leads people to purchase the product/service and become a customer of a company that has an image or matches their personality. A product image that feels pleasant has a much better chance of being purchased from a product that has an unpleasant image. Previous research conducted by Ambolau (2015) stated that brand image has a positive and significant influence on purchase decisions In the explanation that has been mentioned above, it seems that there are problems that occur with Make Over Indonesia products. Where this problem is because based on the Top Brand Index Make Over it has not been able to rank up from 2021 to this year. Even though the percentage has increased, Make Over Indonesia remains in the same rank, namely third place.

Based on the description above, the research aims to find out in more detail about how Digital Messages and a Key Opinion Leader (KOL) can provide and improve brand image and purchase decisions for Make Over Indonesia products. Based on the description of this background, the researcher proposed a study entitled "The influence of Electronic Word of Mouth (E-Wom) and Key Opinion Leader (KOL) through Brand Image on Purchase Decision”

## **1.2. Problem Statement**

Judging from the conditions of competition in the Cosmetics Industry which are getting faster and stronger, Make Over Indonesia must strengthen its advantages as well as its marketing strategy. This step was taken to be able to compete with products from other companies or their competitors. If seen from Figure 1.5, shows that the Make Over Indonesia brand is in the first position as the best-selling cosmetic brand or can be said to be the most favorite in 2021. Therefore Make Over Indonesia producers must prepare a step or strategy continuously, this is because Make Over Indonesia's competitors will continue to move to try to replace Make Over's position as the best-selling or favorite brand in Indonesia

Based on a study according to Kazmi and Mehmood in 2016 which was stated by Haripur University students showed a result through digital messaging and brand image had a positive and significant effect on purchasing decisions. In this study, researchers will expand the variables previously used by adding one variable, namely the support of Key Opinion Leaders or celebrities

In the Big Indonesian Dictionary (KBBI), a problem is defined as a problem that must be solved or resolved. In this research, the researcher formulates the problem as follows:

1. Does e-WOM affect the brand image of Make Over Indonesia?
2. Does KOL affect the brand image of Make Over Indonesia?
3. Does brand image affect purchase decisions of Make Over Indonesia?
4. Does e-WOM affect purchase decisions for Make Over Indonesia?
5. Does KOL affect purchase decision of Make Over Indonesia?
6. Does e-WOM affect purchase decisions through brand image of Make Over Indonesia?
7. Does KOL influence purchase decisions through a brand image of Make Over Indonesia?

### **1.3. Research Purposes**

The objectives achieved by researchers in this study include:

1. Prove and analyze the influence of EWOM on brand image, a study on Make Over Indonesian consumers in Jakarta.
2. Prove and analyze the influence of KOL on the brand image of the study on Make Over Indonesia consumers in Jakarta.
3. Prove and analyze the influence of brand image on purchase decision among Make Over Indonesia consumers in Jakarta.
4. Prove and analyze the influence of EWOM on purchase decisions among Make Over Indonesia consumers in Jakarta.



5. Prove and analyze the influence of KOL on purchase decisions among Make Over Indonesia consumers in Jakarta.
6. Prove and analyze the influence of EWOM on purchase decisions through brand image studies on Make Over Indonesia consumers in Jakarta.
7. Prove and analyze the influence of KOL on purchase decisions through brand image studies on Make Over Indonesia consumers in Jakarta.

#### **1.4. Benefits of Research**

There are three benefits that researchers want to provide in this study, namely:

##### **1. Theoretical Benefits**

The results of this study are expected to add to or provide information or an overview regarding the importance of an electronic word of mouth (ewom) and key opinion leaders through Brand Image related to or influencing a purchase decision as a product variable, namely Make Over Indonesia in the City of Jakarta.

##### **2. Practical Benefits**

It is hoped that the results of this study can be used by Make Over Indonesia to find out how and how important electronic word of mouth (ewom) and Key Opinion Leaders (KOL) through Brand Image influence consumer purchasing decisions on Make Over Indonesia products, especially in the city of Jakarta.

##### **3. Social Benefits**

The results of this study are expected to provide information and knowledge regarding how Electronic word of mouth and Key Opinion Leaders (KOL) through Brand Image can influence a purchasing decision. In addition, the results of this study are expected to be used as a reference for further research with similar variables.

## **1.5. Theoretical Framework**

### **1.5.1. Consumer Behaviour**

According to Schiffman and Kanuk (2006), consumer behavior is behavior shown by a consumer in searching, buying, using, and evaluating a product or service that is expected to satisfy the needs of these consumers. According to Kotler and Keller (2008), they define consumer behavior as a study of individuals, groups or organizations in carrying out a process of selecting, buying, using and placing goods or services through an idea or experience to satisfy consumer needs. Other experts state that consumer behavior is a study of the processes carried out by the individual to select, buy, use, or dispose of a product, service, idea, and experience in order to satisfy consumer needs. This consumer behavior is a process of consumer behavior in searching, selecting, buying, using, and evaluating the products being sold.

According to Mulyana (2019), he said that consumer behavior can be influenced by several factors that influence consumer behavior, namely environmental factors and individual factors. These environmental factors come from external consumers consisting of culture, social class, family, values, and norms, to marketing carried out by a company.

### **1.5.2. Two Stage Communication**

This two-stage communication model is one of the models in mass communication, which was developed by Lazarsfeld, Berelson, and Gaudet (1948). This theory is based on the study of the developer of this theory about the presidential election in 1940 which saw the role of the media in the decision-making process. during the campaign. The theory of mass communication and the theory of mass media effects were born based on the one-stage or bullet communication model.

The one-stage communication model states that the existence of a community is directly influenced by a mass media. And in the two-way communication model states that most people form their own opinions. This two-stage communication model is placed as a communication perspective on public opinion which refers to the development of communication theory in mass communication.

In this two-stage communication a message flow will move from the mass media and to opinion leaders who will later move from opinion leaders to the wider community. This two-stage indirect communication opens the door for the development of a multi-stage communication model and the theory of diffusion of innovation.

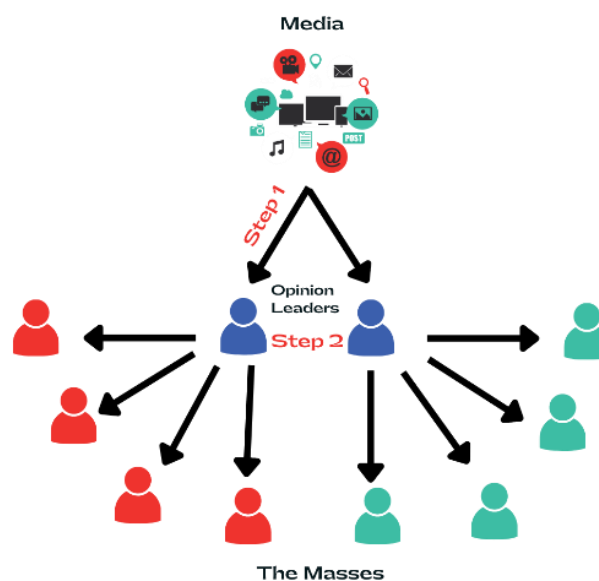


Figure 1.11 Two Stage Communication

### 1.5.3. Electronic Word of Mouth (EWOM)

Electronic word of mouth is a statement made by actual, potential or previous consumers about a product or company where this information is available to a person or institution through the internet media. E-wom can happen in many ways or platforms.

According to Thureau et.al (2004), Electronic word of mouth is positive or negative statements made by potential consumers or former consumers about a product, which is intended for other consumers via the internet.

Electronic word of mouth is a process using an internet medium. With activity in e-Wom, consumers will get a higher level of market transparency, in other words, consumers will have a higher active role in the value chain cycle so that consumers will be able to influence products and prices based on an individual preference.

According to Chatterje (2012) the increasing use of the internet and social networking is also an important matter where currently word of mouth is not only done individually but can be in any form including the internet which is called electronic word of mouth (e-wom ).

According to Kamtarin (2012) the dissemination of information through e-wom is carried out through online or internet media, with various types of online or internet media, various other types of social media that can lead to interactions between one consumer and another.

According to Goyette (2010), in measuring the effect of electronic word of mouth using several indicators, namely:

1. Intensity, which is in electronic word of mouth is the number of opinions or comments written by consumers in social media. Goyette (2012) divide indicators of this intensity, namely:

- a. Frequency of accessing information from social media
- b. Frequency of interaction with social media users
- c. Many reviews are written by social media users

2. Content, information from social networking sites related to products and services. These content indicators include:

- a. Information about product options
- b. Information about product quality
- c. Information about the prices offered
- d. Information about the security of transactions and internet networking sites provided.

3. Positive opinion, good news, testimonials and support desired by the company.

This opinion includes:

- a. Positive comments from social media users
- b. Recommendations from social media users

In electronic word of mouth it certainly has a useful value or can be said to be positive or negative. The positive and negative impacts in E-WOM are:

1. Positive

- a. It's easy to get information or a review of a product or service, this is because only need internet to access the information
- b. Conversations that can be accessed widely or generally with fast and wide distribution
- c. The messages conveyed are text-based and this makes it easy to trace the history

2. Negative

- a. Miss communication can occur, this is because communication in EWOM occurs in cyberspace or not face to face
- b. In getting information, sometimes it will be biased, this is because there are many parties involved
- c. The credibility of message delivery is sometimes questioned

#### **1.5.4. Key Opinion Leaders / KOL's**

There is an opinion that is embedded in a social system that influences another individual, in this there are distinct characteristics that explain why an individual is influential. According to Katz (1957), an individual who is more

visible in the mass media will be more influential because he has greater contact with an agent of change who has greater social participation, higher economic status, and innovation.

Key Opinion Leaders or KOLs or known as celebrities or influencers. According to experts named Shiffman and Kanuk (2004), stating that a celebrity is someone who is known publicly or in society, this celebrity is dominated or on average is someone who is a movie star, artist, model, presenter, and others. A celebrity has a large enough attraction, so that all his behavior will always attract the public's attraction and can even influence the community.

The existence of this celebrity is something that can be exploited by companies that sell their products or services, this is because it can become an attraction in itself to help market the products or services that the company sells. So from this, it is no stranger if companies in the world also take advantage of or partner with these celebrities to be able to attract many buyers to be interested in the products offered. These celebrities can help in terms of product promotion which is taken seriously. When using a key opinion leader, there are several conditions that must be considered to decide on collaboration with a KOL:

1. Understand the Audience: Before deciding with a KOL, brands must ensure that the KOL know or understand their followers. By doing this, you will be able to know the target consumers.
2. Followers: Before deciding to collaborate with a KOL, brands must pay attention to the number of followers a KOL has and how active those followers

are. Followers are followers of a key opinion leader, these followers will later have an influence on product marketing.

3. Engagement : Brands must pay attention to the engagement of a KOL. This engagement can be seen from the number of KOL activities on social media and the response of their followers.
4. Brand Relevance: Before deciding to collaborate with a KOL, a brand must ensure that the KOL has a vision and mission that is in line with the brand, so that it has relevance and will maximize the process of collaboration

Based on the criteria above, it is a consideration for a brand to decide to collaborate with a KOL. One of the criteria mentioned in consideration is Followers. KOLs and Influencers have different categories and levels which are characterized by the number of followers.

**Table 1.1 KOL and Influencers Characterized by The Number of Followers**

No	Categories	Number of Followers
1.	Nano	1.000-10.000 followers
2.	Micro	10.000-50.000 followers
3.	Mid-tier	50.000-500.000 followers
4.	Macro	500.000-1.000.000 followers
5.	Mega	1.000.000+ followers

In these levels and categories, it can be concluded that the smaller the number of KOL followers, the less power they have to influence their followers. So at this level the one with the least power in carrying out marketing activities is the Nano category and the one with the greatest power in carrying out marketing activities is the Mega category.



In this marketing activity, to be able to evaluate the use of celebrities in advertisements, Rossiter and Percy (2015), revealed the existence of an application of the VisCAP model. VisCAP is an abbreviation that consists of several elements, namely Visibility, Credibility, Attraction, and Power. According to Lea-Greenwood (in Firmansyah, 2019) there are several indicators of a Key Opinion Leader (KOL's), including:

1. Transference

When a Key Opinion Leader (KOL) endorses a brand associated with the Key Opinion Leader profession, the Key Opinion Leader can influence the thoughts or actions taken by a consumer.

2. Congruence

In this concept, the Key Opinion Leader (KOL) will ensure that there is a match between a brand and the Key Opinion Leader.

3. Credibility

In this concept, it is a level where consumers will see a source of Key Opinion Leader has relevant knowledge, expertise, or experience and the Key Opinion Leader can be trusted to provide objective and unusual information.

#### **1.5.5. Brand Image**

According to Rangkuti (2008), Brand Image is a set of brand associations that are formed and embedded in the minds of consumers. In addition, Kotler (2007), brand image is a consumer's perception of a brand as a reflection of brand associations that exist in the minds of consumers. According to Kotler and Keller

(2009), brand image is an impression that is in the minds of consumers about a brand which in this case is formed by a message and consumer experience about a brand so that it will create an image that will be in the minds of consumers.

According to Wijaya (2013), Brand Image is a representation of the overall perception which is established based on knowledge and information about the brand. In this sense, brand image is a representation of a perception that will be formed based on knowledge and information related to a brand.

In an expert view, according to Ferrinadewi (2009), there are various factors that support the formation of brand image in correlation with brand associations. Because in this case a positive brand image can be created through various programs that will correlate with a brand's superiority, strength, and uniqueness, with the following description:

1. Favorability of brand associations. This can make a consumer believe that the attributes and benefits provided by a brand can satisfy the needs and desires of consumers so that it will create a positive attitude towards a brand.
2. Strength of brand associations. In this case, it will depend on how the information will enter into a consumer's memory and how the information is managed by sensory data in the brain as part of the brand image. When these consumers will actively think about and describe the meaning of information on a product or service, it will create an increasingly strong association in consumer memory.
3. Uniqueness of brand association. This states that a brand must have its own uniqueness and attractiveness, so that the product will have a characteristic and

is difficult for competitors to imitate. This is because the uniqueness of a product will give an impression that is quite imprinted on the customer's memory of a unique brand

In building a brand image, there are steps that must be taken to build a brand image, which are stated by expert Rangkuti (2008), namely as follows:

**Table 1.2 How to build an excellent Brand Image**

<b>Components</b>	<b>Information</b>
<b>Precise positioning</b>	A brand must occupy or position itself correctly to always position itself correctly to always be number one and foremost in the minds of consumers.
<b>The right brand values</b>	Making this brand value must be made appropriately to form a good brand personality for the brand to make the brand more valuable and competitive in the minds of consumers. Brand personality will change faster than brand positioning because brand personality follows the demands or wishes of consumers at any time
<b>Exact concept</b>	The right concept will affect the right brand value and positioning, this is in accordance with good goals for product, segmentation, market, way of marketing, target market, and service quality. This will help a company build a lasting and good brand image in the eyes of consumers

Besides that, Ferrinadewi (2009), also mentioned that there are several components needed to build a brand image

**Table 1.3 Brand Image Components**

<b>Components</b>	<b>Information</b>
<b>Product attributes</b>	It is a matter related to the brand itself, such as packaging, product content, price, taste, and others
<b>Consumer Benefits</b>	Which is useful as the use of the brand

<b>Components</b>	<b>Information</b>
<b>Brand Personality</b>	It is an association regarding a personality of a brand if the brand is a human being

In building a brand image, there is also an indicator as mentioned by experts Kotler and Keller (2009). They argue that there is a brand image indicator, namely:

1. A consumer perception of product introduction
2. There is a consumer perception of product quality
3. There is a consumer perception of a size, which states whether it can meet consumer needs or not
4. There is a consumer perception of a packaging design or model. In other words, the more attractive the packaging design or model, the more attractive the product will be remembered by consumers
5. The existence of a consumer perception of product KOLor
6. There is a consumer perception of price

This brand image has an important role in developing a brand, this is because brand image depends on a brand's reputation and credibility which will ultimately be a determinant for consumers to try or use a product. After someone tries and uses a product, it will result in someone having a usage experience, the consumer will present their experience which will then produce a positive or negative impression construction.

Brand Image has several dimensions which are a development from previous research, which consists of five dimensions according to Wijaya (2013), namely:

a. Brand Identity

This refers to a physical identity that will be associated with a brand that consumers can easily identify, from this what distinguishes it from other products is like the brand name, logo shape, KOLor, or others.

b. Brand Personality

This refers to the special character of a brand that will form a certain personality as a human being, so that in this case consumers can easily differentiate their own products from other products even though they are in the same category.

c. Brand Association

It is a specific thing that is always associated with a brand that arises from a unique offering of a product, repetitive and consistent activities and has a strong meaning attached to a brand.

d. Brand Behavior and Attitude

This is the attitude of a brand when communicating and interacting with consumers in order to offer benefits and value.

e. Brand Competence and Benefits

This is a special value, advantage, and competence offered by a brand in solving a consumer problem that allows other consumers to get an advantage because of the needs, desires, and dreams, that the brand embodies.

With this, it is clear that a positive brand image will provide benefits for the company because, with this, consumers will tend to buy a product with a strong brand image, which comes from considering many things. Consumers will form a perception of the product in long-term memory and it will be easier to remember, it will enable consumers to return to using the product.

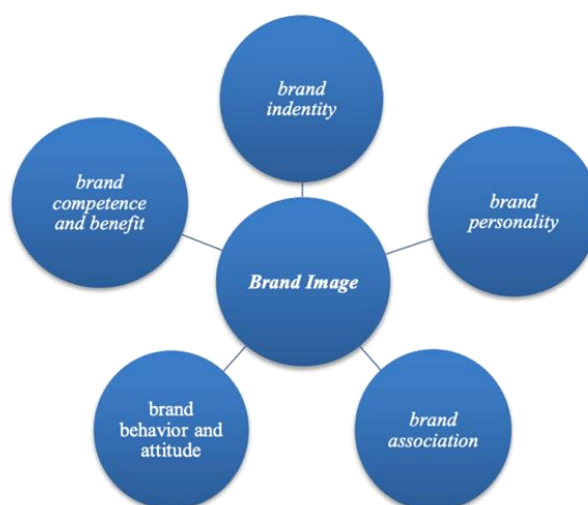


Figure 1.12 Brand Image Dimensions

#### 1.5.6. Purchase Decision

In making a purchase and consuming something, there are stages where a consumer first makes a decision about what product is needed, when, how, and where the decision-making process is to buy something, either goods or services. According to Kotler and Keller (2009), purchasing decisions are a process to identify all alternative choices and assess an option regularly and become objective which has the possibility to solve a problem faced by someone. Another expert Peter and Oslon (2013), purchasing decisions are an integration of knowledge and evaluation of several things and the process of choosing one of several options that suit their needs and desires.

According to Setiadi (2003), states that decision making that will be taken by someone can be referred to as a problem solving. In this decision-making process, consumers have goals or behaviors they want to achieve or satisfy. In the next stage, the consumer makes a decision on which behavior to do to achieve a certain goal.

In making decisions, there are several decision-making processes according to Engel, Blackwell, and Miniard, (1995), which include several stages. Namely as follows

1. Introduction to Needs

It is defined as the difference or discrepancy between the desired state and an actual state which will later generate and activate the decision process

2. Information Search

At this stage is the process where it searches internal memory to determine possible solutions. If the solution is not obtained through an internal search, then in this stage, the search process will be focused on external stimuli that are relevant in solving a problem, this search can be sourced from:

- a. Personal sources or opinions from others
- b. Free sources such as consumer groups or other groups
- c. Marketing sources such as sales people and advertising
- d. Sources of direct experience such as trying the product directly

### 3. Alternative Evaluation

In this stage, an evaluation of the options will be carried out as well as the delivery of options for the desired alternative

### 4. Purchase

In this stage consumers will make purchases based on the alternatives that have been selected

### 5. Consumption

At this stage the consumer will make a purchase based on the selected alternative

### 6. Evaluation of Alternatives after purchase

In this stage a consumer will evaluate whether the alternative to be chosen meets a need and expectation after use. Some consumers will experience a doubt or anxiety about a purchase decision which is known as post-purchase dissonance

In making every purchase made, each consumer will later pass through the six stages above in decision making as a process stage in making a purchase action. This decision making that occurs to consumers can be influenced by various factors, both of which are individual (internal) or originating from the external environment. With this, consumers can choose a product based on a priority scale in their lives.

In the last stage, when the consumer is at the time of making a decision. In this case the consumer will be aware of a need that must be met in order to solve or deal with a problem. According to Firmansyah (2018), there are indicators that influence consumers to make a purchasing decision:



1. Rational

In this indicator, consumers will decide to purchase an item or service that puts forward several aspects to consider. Such as urgent needs, primary, or benefits. The characteristics of a rational nature are that consumers choose a product according to their needs or priority scale first.

2. Irrational

This indicator is an act of consumer behavior that is easily influenced by something or persuaded by a marketing offer, in other words without prioritizing aspects of needs or interests. The characteristics of this trait are that consumers are easily attracted to advertisements and promotions in the media (both digital and print media).

Dimensions and indicators in purchasing decisions according to Tjiptono (2012), consumer decisions to make purchases of a product include indicators, namely:

1. Product choice

Consumers can make a decision to buy a product or use their money for other purposes. In this case the company must focus its attention on people who are interested in a product and the alternatives they are considering.

2. Brand selection

Consumers must make a decision about which brand a consumer will buy. Each of these brands has its own differences. In this case the company must know how consumers choose a brand.

### 3. Distribution options

The consumer must make a decision about which dealer to choose. Each consumer has its own and different considerations in determining the dealer. Which is caused by factors of close location, low prices, complete inventory of goods and others.

### 4. Time of purchase

The decision of a consumer in choosing the time of purchase can have a variety of times or different.

### 5. Number of purchases

Consumers can make a purchase decision about how many products to buy at a time. Purchases made may be more than one. In this case the company will prepare the Total of production in accordance with the different wishes of the buyer.

### 6. Payment Choice

Consumers can make decisions about payment choices that will be made using products or services.

## **1.6. Relations Between Variables**

### **1.6.1. The Relationship Between Electronic word of mouth and Brand Image**

Electronic word of mouth or e-WOM is a positive or negative statement made by potential consumers, real consumers or former consumers about a product. E-WOM is a medium for conveying various information and conducting conversations with many people through a platform. Consumer opinion about a product can be either positive or negative. E-WOM can affect the brand image of a

product. If e-WOM is developing positively, it can create a good company brand image, otherwise if e-WOM is negative, it will make a company's brand image worse.

Samuel and Lianto (2014) stated that the better a consumer's evaluation of e-WOM, the higher the brand image.

H1: It is suspected that there is a positive and significant influence between e-WOM on Brand Image.

### **1.6.2. The Relationship Between Key Opinion Leader (KOL) and Brand Image**

According to Katz (1957), KOL's is someone who has great influence due to the existence of a social system and therefore homophile with other individuals. This statement is supported by Rogers (2003), who stated that KOL's have greater contact with change agents, who have greater social participation, higher socioeconomic status, and are more innovative than their followers in the system. KOL's will provide several effects that benefit the brands that work with it. One of them is by encouraging or maximizing the brand image of the companies that work with him. Because as stated by the experts above, that KOL's have considerable influence on their followers and allow their followers to follow what KOLs say or do.

According to previous research discussing the same matter (2021) a researcher named Jackson stated that a KOL's person has a positive and significant influence on brand image formation. The formation of this brand image was driven by KOL's efforts to create content that is diverse, informative, educational, and has

high credibility. Then another study conducted by Zein (2021) stated that there was an influence that prompted a purchase decision by a consumer caused by factors from KOLs.

H2: It is suspected that there is a positive and significant influence between Key Opinion Leaders (KOL) on brand image

### **1.6.3. The Relationship Between Brand Image and Purchase Decision**

This image is believed by a consumer to be a brand that has variations from the number of perceptions of each individual. If an image embedded in a product is good, a consumer will consider purchasing the product for consumption. But on the contrary, if the image that is embedded in the mind of a consumer regarding a brand is negative, then the expectation after the purchase is that the consumer will feel dissatisfied and allows the consumer not to purchase that brand again. According to Anwar, Gulzar & Arkam (2011), who found that a product's brand image determines a level of purchase that will be made by a consumer. The better the brand image of a product, the greater the impact on consumer decisions in purchasing the product, so that positive impacts can occur, such as repeat purchases and generate trust in a product or brand.

H3: It is suspected that there is a positive and significant influence between Brand Image on Purchasing Decisions

### **1.6.4. The Relationship Between Electronic word of mouth and Purchase Decision**

Electronic word of mouth has a very close relationship with a purchase decision in deciding what to buy a consumer. Consumers can build a network to

create good electronic word of mouth about their market offerings. This internet media will make it easier for someone to communicate and share information in finding information about a product directly with someone who already has and has experience without having to look at each other face to face. Before consumers make a purchase of a product or service, consumers will certainly look for information about the product or service they will buy. This electronic word of mouth will be most suitable for making a decision in purchasing something.

H4: It is suspected that there is a positive and significant influence between Electronic word of mouth on Purchasing Decisions

#### **1.6.5. The Relationship Between Key Opinion Leader (KOL) and Purchase Decision**

A Key Opinion Leader (KOL) is someone who can influence other people through their words, and a Key Opinion Leader (KOL) has a large audience. A Key Opinion Leader (KOL) can influence a person's purchasing decision because a Key Opinion Leader (KOL) is believed to be able to influence his followers or audience. Key Opinion Leaders (KOL) can reach potential customers efficiently. Research conducted by Amalia (2019), the influence of a Key Opinion Leader (KOL) or influencer on a purchasing decision

H5: It is suspected that there is a positive and significant influence between Key Opinion Leader (KOL) and Purchase Decision

#### **1.6.6. The Relationship Between Electronic Word of Mouth and Purchase Decision through Brand Image**

Research conducted by Jailvand and Samiei (2012) shows that there is a direct and strong influence of electronic word of mouth on brand image which will later shape the purchase decision. Through the increasingly popular internet media, consumers can easily read online reviews or recommendations so that they can lead to point-of-purchase. This electronic word of mouth will form a brand image of a brand and that will later drive a consumer's purchase decision.

H6: It is suspected that there is a partial mediation between Electronic word of mouth and Purchase Decision through Brand Image.

#### **1.6.7. The Relationship Between Key Opinion Leader (KOL) and Purchase Decision through Brand Image**

A Key Opinion Leader (KOL) has the power to be able to influence his followers or audience to follow what he says. This Key Opinion Leader (KOL) can influence a consumer purchasing decision because of its strength in providing and demonstrating the advantages of a product. Research conducted by Narayana and Rahantha (2020) conducted research with test results that social media marketing has a direct influence on consumer purchasing decisions and has an indirect influence on a consumer purchase decision by using a mediating variable, namely brand image.

H7: It is suspected that there is a partial mediation between Key Opinion Leader (KOL) and Purchase Decision through Brand Image.

### 1.7. Research Framework

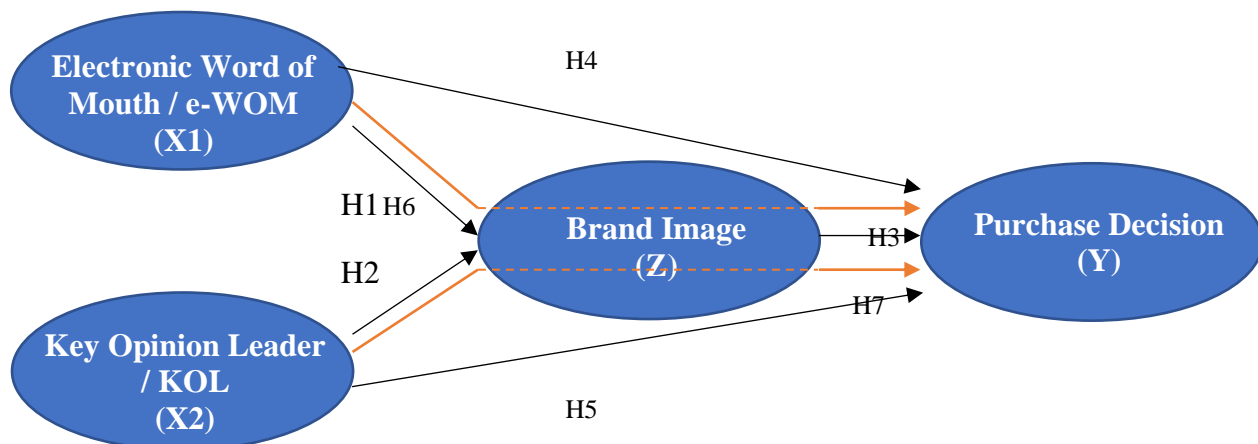


Figure 1.13 Research Models

This research model uses Brand Image variable as a mediator. Researchers formulated several hypotheses using partial mediation type. Partial mediation maintains that the mediating variable accounts for some, but not all, of the relationship between the independent variable and dependent variable. Partial mediation implies that there is not only a significant relationship between the mediator and the dependent variable, but also some direct relationship between the independent and dependent variable.

### 1.8. Previous Research

Previous studies that are considered almost have similarities that are used by researchers to support the current research. With the existence of a previous study that has a similarity, it has the aim of knowing its relevance to the current research. Below are previous studies that have similarities or are relevant and have been done before.

**Table 1.4 Previous Research**

<b>No</b>	<b>Author</b>	<b>Research Title</b>	<b>Variables</b>	<b>Results</b>
1.	Oktaviani et. al (2022)	The Effect of Electronic Word of Mouth, Brand Image, and Brand Trust on Consumer Purchase Decision on Camille Organic Beauty Face Mask	<ul style="list-style-type: none"> <li>• Electronic Word of Mouth</li> <li>• Brand Image</li> <li>• Brand Trust</li> <li>• Purchase Decision</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic Word of Mouth and Brand Image have positive and significant effect on Purchase Decision</li> </ul>
2.	Hera et. al (2023)	The Influence of Brand Image and Brand Ambassador on Purchase Decision through Brand Trust as Intervening	<ul style="list-style-type: none"> <li>• Brand Ambassadors</li> <li>• Brand Image</li> <li>• Brand Trust</li> <li>• Purchase Decision</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Image has negative and insignificant effect on Purchase Decision</li> </ul>
3.	Kasakeyan et. al (2021)	The Influence of Electronic Word Of Mouth, Product Quality And Experiential Marketing To Purchase Decisions Of Street Boba Manado Products	<ul style="list-style-type: none"> <li>• Electronic Word of Mouth</li> <li>• Experimental Marketing</li> <li>• Product Quality</li> <li>• Purchase Decision</li> </ul>	<ul style="list-style-type: none"> <li>• E-WOM has positive and insignificant effect on Purchase Decision</li> </ul>
4.	Fauzia et. al (2021)	The Effect of Exposure to Digital Key Opinion Leaders' Messages on the Brand Image of Aspherica Muslim Wedding Photography Company	<ul style="list-style-type: none"> <li>• Key Opinion Leaders</li> <li>• Brand Image</li> </ul>	<ul style="list-style-type: none"> <li>• KOL have positive and significant effect on Brand Image</li> </ul>



## **1.9. Conceptual Definition**

Conceptual Definition Conceptual definition itself is an understanding of the understanding of the concept of each variable in a study. This Conceptual Definition is described as follows.

### **1.9.1. Electronic Word of Mouth (e-WOM)**

According to Goyette (2010), e-wom is an informal online communication that is non-commercial in nature about the opinion of a service or goods, which occurs directly.

### **1.9.2. Key Opinion Leader (KOL)**

Shiffman and Kanuk (2004), stated that a celebrity or Key Opinion Leader (KOL) is someone who is known in the public or society, this celebrity is dominated or on average is a movie star, artist, model, presenter, and others. A celebrity or Key Opinion Leader (KOL) has considerable attractiveness, so all of his behavior will always attract public attraction and can even influence that person.

### **1.9.3. Brand Image**

According to Wijaya (2013) Brand Image is a representation of the overall perception which is established based on knowledge and information about the brand. In this sense, brand image is a representation of a perception that will be formed based on knowledge and information related to a brand.

### **1.9.4. Purchase Decision**

According Tjiptono (2008) defines purchasing decisions as a process faced by consumers starting from the introduction of problems, the process of seeking

information, and the process of evaluating how these alternative choices will be able to solve the problem.

### **1.10. Operational Definition**

Operational definition is an explanation of how a variable can be measured in the research to be conducted. The operational definition in this study is described as follows

#### **1.10.1. Electronic Word of Mouth (e-WOM)**

Chan and Ngai (2011) stated that electronic word of mouth or e-WOM will influence other consumers or readers who will motivate other individuals. According to Goyette (2010), electronic word of mouth uses indicators, namely:

1. Intensity, the number of opinions or comments written by consumers on a social media.
  - a. Frequency of accessing information from social media
  - b. Frequency of interaction with social media users
  - c. Many reviews are written by social media users
2. Content, information from social media related to products and services.
  - a. Information about product options
  - b. Information about product quality
  - c. Information about the prices offered
  - d. Information about the security of transactions and internet networking sites provided.
3. Positive opinions, good reviews about the product to be purchased
  - a. Positive comments from social media users

- b. Recommendations from social media users

### **1.10.2. Key Opinion Leader (KOL)**

The use of KOL is also used consistently by Make Over products. Make Over every year continues to create an event for these KOLs to maximize their marketing efforts. Make Over continues to use KOL and even increases the number of KOL due to the considerable influence on Make Over. A KOL this person will enable as an opinion leader, to support and disseminate opinions and recommendations. This KOL will be responsible for the content it creates to appear as authentic and trustworthy and to make consumers believe. Inside this KOL has an indicator, namely:

1. A Transference
  - a. The KOL influences the audience to buy Make Over products
  - b. The KOL persuade audience to buy Make Over products
  - c. This is KOL gives trust for using Make Over Products
2. Congruence
  - a. Make Over's KOLs are aligned with Make Over's vision and mission
  - b. Make Over's KOL are aligned with Make Over's tagline "Beauty Beyond Compare"
  - c. The KOL knows all information about Make Over products
3. Credibility
  - a. The KOL is suitable with beauty fields
  - b. The KOL combines their knowledge in the beauty field in providing information to the audience

- c. The KOL always gives honest reviews about Make Over products

### **1.10.3. Brand Image**

Brand Image on Make Over Indonesia products is defined as a set of values and perceptions embedded in the minds of consumers regarding the views of Make Over Indonesia products. A set of consumer values and perceptions of Make Over Indonesia in the minds of consumers. According to Wijaya (2013) mentions that there are dimensions used to measure brand image, this study adopted indicators for measuring brand image, namely:

1. Brand Identity, which refers to a physical identity that will be associated with a brand that consumers can easily identify, from this what distinguishes it from other products is like the brand name, logo shape, KOLor, or others.
  - a. Make Over logo easy to identify
  - b. Make Over tagline is successfully make customers remember about Make Over “Beauty Beyond Compare”
  - c. Make Over packaging is interesting
2. Brand Personality, which refers to the special character of a brand that will form a certain personality as a human being, so that in this case consumers can easily differentiate their own products from other products even though they are in the same category. Make Over has uniqueness compared to other brands
3. Brand Association, which shows a dimension that a product has a specific thing that is always associated with a brand that arises from a unique offering of a product, repetitive and consistent activities and has a strong meaning attached to a brand.

- a. Make Over tagline “Beauty Beyond Compare” is really representing Make Over
  - b. Make Over is consistent in making activities such as big events
4. Brand Behavior and Attitude, this is the attitude of a brand when communicating and interacting with consumers in order to offer benefits and value.
- a. Make Over has good impression
  - b. Make Over has good service quality in dealing with customers
5. Brand Competence and Benefit, This is a special value, advantage, and competence by a brand in solving a consumer problem that allows other consumers to get an advantage because of the needs, desires, and dreams, that the brand embodies.
- a. Customers could feel the benefits that Make Over offered
  - b. Make Over has the best quality compared to other brands.

#### **1.10.4. Purchase Decision**

The purchase decision is the process of making a purchase decision on the Make Over Indonesia brand after going through the stages of identifying problems, the process of seeking information and the process of evaluating various things that will be able to solve consumer problems. In measuring purchasing decisions in this study, adopting purchasing decision indicators according to Tjiptono (2012), namely:

1. Product choice, namely the dimensions that indicate that consumers make purchases of a product based on the variety and quality of the product according to their needs and desires.
  - a. Make Over customers buy Make Over products because it has many various types
  - b. Make Over customers set aside all needs to buy Make Over products first
2. Brand Selection, consumers must make a decision about what brand to buy and each brand has its own value
  - a. Make Over customers prioritizing to buy Make Over's products besides other brands.
  - b. Make Over has more value than other brands
3. Distribution options, namely dimensions that indicate that consumers make purchases of a product based on several distribution options.
  - a. Make Over Indonesia is easy to find in the market
  - b. Make Over Indonesia outlets have many branches and are easy to reach
  - c. Make Over Indonesia products are available in strategic outlets
4. Time of purchase, namely the dimension indicating that consumers can purchase a product at the right time to meet their needs and desires. Consumers decide to buy after feeling the need for Make Over Indonesia products
5. Number of purchases, namely the dimensions that indicate that consumers can adjust the number of purchases of a product according to their needs and desires. Consumers decide to buy Make Over Indonesia products in quantities that suit their needs and desires

**Table 1.5 Variable Measurements**

<b>No</b>	<b>Concept</b>	<b>Variables</b>	<b>Dimensions</b>	<b>Indicators</b>
<b>1.</b>	Goyette (2010), e-wom is an informal online communication that is non-commercial in nature about the opinion of a service or goods, which occurs directly.	Electronic word of mouth	intensity	<ul style="list-style-type: none"> <li>a. Frequency of accessing information from social media</li> <li>b. Frequency of interaction with social media users.</li> <li>c. Many reviews are written by social media users</li> </ul>
			Content	<ul style="list-style-type: none"> <li>a. Information about product options</li> <li>b. Information about product quality</li> <li>c. Information about the prices offered</li> <li>d. Information about the security of transactions and internet networking sites provided</li> </ul>
			Positive opinions	<ul style="list-style-type: none"> <li>a. Positive comments from social media users</li> <li>b. Recommendations from social media users</li> </ul>
<b>2.</b>	Shiffman and Kanuk (2004), mention that a celebrity or Key Opinion Leader (KOL) is someone who is known to the public or society, this	Key Opinion Leader (KOL)	Transference	<ul style="list-style-type: none"> <li>a. The KOL influences the audience to buy Make Over products</li> <li>b. The KOL persuade audience to buy Make Over products</li> <li>c. This is KOL gives trust for using Make Over Products</li> </ul>
			Congruence	<ul style="list-style-type: none"> <li>a. Make Over's KOLs are aligned with Make</li> </ul>

No	Concept	Variables	Dimensions	Indicators
	celebrity is dominated or on average is a film star, artist, model, presenter, and others. A celebrity or Key Opinion Leader (KOL) has a fairly large attraction, so that all of his behavior will always attract public attraction and can even affect the person.		Credibility	<p>Over's vision and mission</p> <p>b. Make Over's KOL are aligned with Make Over's tagline "Beauty Beyond Compare"</p> <p>c. The KOL knows all information about Make Over products</p> <p>a. The KOL is suitable with beauty fields</p> <p>b. The KOL combines their knowledge in the beauty field in providing information to the audience</p> <p>c. The KOL always gives honest reviews about Make Over products</p>
3.	Wijaya (2013), Brand Image is a representation of the overall perception which is established based on knowledge and information about the brand. In this sense, brand image is a representation of a perception that will be formed based on knowledge and information related to a brand	Brand Image	Brand Identity	<p>a. Make Over logo easy to remember</p> <p>b. Make Over tagline is successfully making customers always remember Make Over</p> <p>c. Make Over's packaging is interesting and satisfying</p>
			Brand Personality	a. Make Over has uniqueness compared to other brands
			Brand Association	<p>a. Make Over tagline "Beauty Beyond Compare" is really representing Make Over</p> <p>b. Make Over is consistent in making activities such as big events</p>



No	Concept	Variables	Dimensions	Indicators
			Brand Behavior and Attitude	a. Make Over has good impression b. Make Over has good service quality in dealing with customers
			Brand Competence and Benefits	a. Customers could feel the benefits that Make Over offered b. Make Over has the best quality compared to other brands
4.	Tjiptono (2008) defines purchasing decisions as a process faced by consumers starting from the introduction of problems, the process of seeking information, and the process of evaluating how these alternative choices will be able to solve the problem	Purchase Decision	Product choice	a. Make Over customers buy Make Over products because it has many various types b. Make Over customers set aside all needs to buy Make Over products first
			Brand Selection	a. Make Over customers prioritizing to buy Make Over's products besides other brands. b. Make Over has more value than other brands
			Distribution options	a. Make Over Indonesia is easy to find in the market b. Make Over Indonesia outlets have many branches and are easy to reach c. Make Over Indonesia products are available in strategic outlets
			Time of purchase	a. Consumers decide to buy after feeling the need for Make Over Indonesia products

No	Concept	Variables	Dimensions	Indicators
			Number of purchases	a. Consumers decide to buy Make Over Indonesia products in quantities that suit their needs and desires

## 1.11. Research Methods

### 1.11.1. Research Type

In this study using the type of research that is research with a quantitative approach. This quantitative research emphasizes actual phenomena without being influenced by personal opinion and is studied quantitatively using numbers and statistical management (Hamdi and Bahruddin, 2015). Others according to Endah and Esty (2020) a quantitative approach is an approach that expresses an event in the form of a number, number, or quantity.

The method that will be used in this research is to use the explanatory research type. Explanatory Research is a type of research that will provide an explanation between variables. This explanatory research is used to explain the position of the variable to be studied and how a relationship between one variable and another variable will be used as a hypothesis test that has been prepared (Sugiyono, 2016).

### 1.11.2. Population and Research Sample

#### a. Population

The population is a collection of all measurements, objects or individuals being studied in a study. This population can not only be limited to a group of people, so this object can be a source of research (Eng, 2005). Population is an

object that is a source of data from a study (Saptutyningasih & Setyaningrum, 2019). In this study, researchers used a population that was used for all consumers who used Make Over Indonesia products in the city of Jakarta.

#### **b. Research Sample**

Sample is part of a number of populations that become an object of research. This sample is a way to Collect data by taking some members of the population to be studied later (Saptutyningasih & Setyaningrum, 2019). Hair et al (2010) stated that the minimum sample size is 5 times the indicator of what was done and the number of good samples is more than 100 respondents. Therefore the researcher will use 100 respondents, because the population of Make Over Indonesia users in Jakarta is unknown.

#### **1.11.3. Sampling Techniques**

In conducting this research, researchers will use a sampling technique in the form of non-probability sampling. This non-probability sampling is a sampling technique where each member in a population does not have the same opportunity as the other members (Saptutyningasih & Setyaningrum, 2019). Then the sampling in this study will use the purposive sampling method, which is a method that determines the participants to be made into samples based on a number of predetermined criteria (Siregar, 2013). The reason for using this method is to determine a sample that logically represents the population. In this study, researchers have determined the criteria used to determine the sample, namely:

- a. Respondents are consumers of Make Over Indonesia products, with at least 1 month of use

- b. Respondents are consumers aged 15-35 years
- c. Respondents are consumers of Make Over Indonesia products who live in the city of Jakarta
- d. Responses are willing to fill out a questionnaire for research purposes

#### **1.11.4. Type and Data Source**

##### **1.11.4.1. DataType**

According to Saptutyingsih & Setyaningrum (2019), there are two types of data based on their nature, namely:

##### a. Quantitive Data

Quantitative data is a type or form of data that is presented in the form of numbers or nominal. In this study, quantitative data will be used to Collect through questionnaires which will be distributed to respondents who use Make Over Indonesia products according to the respondent's criteria.

##### b. Qualitative Data

This qualitative data is the type or form of data presented in the form of a description. In general, this qualitative data is used to explain the opinions of experts or the results of research that has been carried out before.

##### **1.11.4.2. Data Source**

In this research, data sources will be divided into two, namely:

##### a. Primary Data

Primary data is original data Collected by a researcher and will be obtained directly from the source (Istijanto, 2005). Later the data will be related to the variables that have been determined by the researcher. Later researchers will

get this primary data from distributing questionnaires using Google Forms which will be distributed to users of Make Over Indonesia products in the city of Jakarta.

b. Secondary Data

Secondary data is a series of analyzes carried out to obtain different knowledge from different sources (Gray, 2009). The data referred to in this is data derived from censuses, surveys, and other documents (Effendi and Tukiran, 2012). In this study secondary data is used, namely journals, theses, and websites that are related to this research.

#### 1.11.5. Data Collection Method

Questionnaires are a data Collection tool where later the researcher's data will be processed to produce certain data (Umar, 2003). In Collecting this data, researchers will use a Likert Scale. The Likert scale is used by assigning a value to a variable with variable indicators through a question that will be asked of respondents. The data Collection technique carried out by this researcher will use an online-based questionnaire, namely the Google form using a Likert scale that will measure respondents' answers. Respondents will be presented with questions and will be asked to provide answers. For the purposes of quantitative analysis, respondents will answer the questionnaire with the following scale or score:

Table 1.6 Likert Scale

<b>Predicate</b>	<b>Information</b>	<b>Score</b>
<b>SA</b>	Strongly Agree	5
<b>A</b>	Agree	4
<b>N</b>	Neutral	3

<b>Predicate</b>	<b>Information</b>	<b>Score</b>
<b>D</b>	Disagree	2
<b>SD</b>	Strongly Disagree	1

#### **1.11.6. Data Collection Techniques**

##### a. Questionnaire

Another technique in data Collection carried out in this study is to use a questionnaire. The questionnaire itself is a technique for Collecting data or information through a list of questions that have been designed in detail and will be related to research. This questionnaire will be carried out online using the Google form for respondents.

##### b. Interview

According to Sugiyono (2016) interview interviews are used as a data Collection technique by exploring respondents' answers in depth to obtain more detailed answers.

#### **1.11.7. Data Processing Techniques**

Data processing is a process where later you will get a summary of certain information. This data processing technique that will be used by researchers in this study is to use Smart PLS software so that further analysis is carried out to get a conclusion.

#### **1.11.8. Data Analysis Techniques**

The data that has been Collected will then be processed so that it can be analyzed into a conclusion. The PLS (Partial Least Square) data analysis technique was used in this study. PLS-SEM aims at building and developing a theory (Ghozali

& Latan, 2015). This PLS can be used in uncovering and explaining the correlation between predictions. PLS has an ability to analyze data or relationships between variables, even though the number is small. In analyzing the research data, SmartPLS software was used because the model was quite complex and the sample was limited.

#### **1.11.9.1. PLS Model Specifications**

The PLS model consists of a structural model (inner model) and a measurement model (outer model).

- **Evaluation of Measurement Model (Outer Model)**

The measurement model or external relationship shows the correlation of each indicator with its latent variable. Assessment of the measurement model in the validity test used discriminant validity and convergent validity tests. The reliability test can be seen in Composite Reliability and Cronbach's Alpha (Ghozali, 2015).

- a. Reliability

Reliability test aims to show the accuracy, consistency, accuracy of the instrument is useful for calculating constructs. In SEM-PLS, to assess the reliability of a construct with indicators, you can use methods including Cronbach's Alpha and Composite Reliability. If the Cronbach alpha score or composite reliability exceeds 0.70, the construct is considered reliable (Ghozali & Latan, 2015).

- b. Convergent Validity

Convergent validity determines the value of the relationship between constructs and latent variables by looking at the standardized loading factor and AVE values (Average Variance Extracted). If the individual value is above 0.70 then it can be considered higher than the construct you want to calculate. However, a loading factor of 0.50 to 0.60 is still acceptable at the scale development stage of research (Ghozali, 2015)

c. Discriminant Validity

Discriminant validity can be observed through cross loading between indicators and the construct. The construct's correlation is higher with its indicators than the other correlations, indicating that the latent construct is considered an indicator in one block better than indicators in other blocks. Another method is to measure discriminant validity by comparing the square root of the AVE for other constructs with models and for each construct with the relationship between constructs. If the AVE roots for each construct exceed the relationship between the construct and other constructs, then the model is considered to have good discriminatory validity (Fornell & Larcker, 1981). Ghozali & Latan (2015) explained the test by knowing the AVE score to measure the validity of a construct. If the AVE score for each construct exceeds 0.50,

- **Evaluation of Structural Model (Inner model)**

This model focuses on the latent variable structure model, which is between latent variables have a linear correlation and have a clause relationship. The inner model consists of 2 stages, namely:



a. R-square

The test on the structural model was carried out by knowing the R-square score as a goodness-fit model test. The R-square score can be used as a way to explain the influence between exogenous latent variables and endogenous latent variables.

b. Estimate For Path coefficients

This test uses the bootstrapping method through coefficient scores and statistical significance figures as a way to determine the significance of the influence between variables (Ghozali & Latan, 2015).

### **1.11.9.2.Descriptive Statistical Test**

Descriptive statistical tests function in describing the objects studied from population and sample data as they are, analyzing and concluding that apply to the general public (Sugiyono, 2016).

### **1.11.9.3. Indirect Effect Test**

The use of the indirect effect test as a way to determine the value of the indirect effect between variables. The bootstrapping method in the smartPLS 3.0 software was used in this test. The intervening variable used in this study is E-satisfaction. Statistical t-scores are required to exceed table t-scores and P values below the sig level. (5%) so that the intervening variable can be said to be able to mediate the effect of the independent variable on the dependent variable.