The Influence Of Social Media Marketing And Instagram User Generated Content On Usage Decisions For @Eva_Twinny Make Up Services

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Article Info	ABSTRACT
	This study aims to explore the factors that influence the decision to use makeup services, focusing on social media marketing (X_1) and user generated content (X_2) as independent variables and use decisions (Y) as dependent variables for makeup services @eva_twinny. The era of the industrial revolution in Indonesia triggered increased business competition, especially in the makeup industry which developed along with trends and lifestyle changes. This quantitative study analyzes the impact of these two factors on consumer decisions, providing insight into business strategies in the beauty industry. Using primary data from a questionnaire to 107 Instagram subscribers @eva_twinny women, SPSS statistical analysis was used to explore the variable relationship. The results showed that these two factors had a positive and significant impact on the decision to use makeup services for 107 Instagram followers @eva_twinny, either partially or simultaneously. This analysis confirms that social media marketing and user generated content have a strong influence on consumer behavior in digital marketing. These two strategies independently and simultaneously have a significant influence in improving consumer decisions to use @eva_twinny services.

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1. INTRODUCTION

The current era of the industrial revolution is generating new business prospects in various industries in Indonesia. An era like this makes Indonesia faced very tight competition. Competition not only creates opportunities, but also challenges. One of them is always trying to seize and maintain market share. For this reason, in order for a business to become more advanced, a company must have its own uniqueness so that it can attract customers. When purchasing products or services, customers need to consider all aspects.

When making sales, companies need to pay attention to these various aspects, so that customers show interest in purchasing goods and services. or services offered.

Currently, service businesses are also experiencing a significant improvement, one of which is in the field of make-up services which are in demand by various demographics, including teenagers, adults and the elderly. The services provided are by providing make-up services needed by consumers to attend various events, especially such as applications, weddings, graduations, photo sessions, formal events, and so on according to consumer needs.

The make up industry has developed rather rapidly over the past few years. This is due to the fact that it is stimulated by several trends in the make up industry which also have an impact on the behavior of Indonesian customers. In fact, women in Indonesia start to know about make up at the age of 13-16 years, less than 17 years.

Every company in the make-up services industry must display superior products to maintain competition and meet the desires and needs of diverse consumers as well as lifestyle changes which are now a trend that women cannot abandon (Ilmi, 2018).

According to Ilmi (2018), the decision to use one's own services is the stage where consumers make purchases during the decision-making process. Decision makers are people who have direct involvement in the purchase and use of available goods.

Dissemination of goods or services through social media advertising is one factor that can influence the decision to use a service. According to Sembiring, social media in 2023 is a place where users can creatively collaborate and express themselves, becoming the main focus of the platform. Therefore, social media can be considered as online media that builds social relationships with users. Social networking sites usually serve as a platform to take the message of the communication process to the next level.
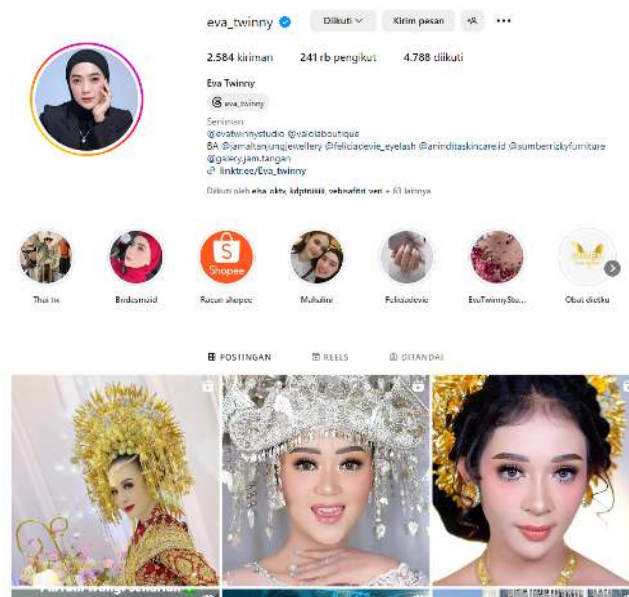

Figure 1. Eva_Twinny's Instagram acoount

In an effort to understand how social media marketing and user generated content influence usage decisions simultaneously, this research aims to provide in-depth insight and a strong understanding of the factors that influence the decision to use make up services at @eva_twinny. This information can be the basis for reuse decisions for @eva_twinny make up services.

Based on the explanation above, the author wants to conduct research on the influence of social media advertising and user-generated content on purchasing decisions. Therefore, this research will be referred to as "The Influence of Social Media Marketing and

Instagram User Generated Content on Decisions to Use Make Up Services for @eva_twinny."

Figure 2 Display of User Generated Content

2. LITERATURE REVIEW

Social media is a type of digital media that can be accessed by the public, enabling connected interactions. This is a useful means of socialization for organizations and business actors in marketing strategies (Murdiani et al., 2022). Social media marketing is the process of encouraging people to promote their products, websites or services through online social channels. It involves long-distance communication and has greater marketing potential than traditional advertising channels (Narottama & Moniaga, 2022). According to (Narottama & Moniaga, 2022), Social Media Marketing is a type of online advertising that utilizes the cultural context of social communities, including virtual social networks, social news sites, and platforms for various social opinions. This is done to achieve certain communication goals.

Instagram is a social media platform used for digital marketing, focusing on photos rather than text. Although it allows the use of hashtags, likes, and comments, Instagram is more oriented towards visuals than text conversations. Instagram gives companies the opportunity to express brand creativity and think innovatively, not only attracting attention through viral videos or discount codes, but through the use of light and color elements (Usbay & Admi, 2022).

To support social media marketing, user generated content can also influence the level of usage decisions. User generated content is content created by users on the internet who have used a good or service and then shared it on social media so that other customers can consider it before buying the good or service.

The term of UGC refers to users creating content. Documentation of personal experiences with a product or service is a source of UGC content created by social media content creators. The content is designed to appear neutral and can be trusted by consumers in making decisions to purchase products or services (Dila Khoirin Anisa & Novi Marlena, 2022).

3. METHOD

This research uses quantitative techniques. This research is an attempt to solve the problem that is being carried out in an organized and methodical manner. According to Alamsyah et al., 2022 defines quantitative research as a type of research that reaches conclusions through the use of measurement techniques such as statistics. This approach is based on the philosophy of positivism and is used to investigate a specific population or sample.

Data collection is carried out using research tools, and data analysis is quantitative or statistical in nature, aiming to test predetermined hypotheses.Explaining research chronologically, including research design, research procedure (in the form of algorithms, Pseudocode or other), how to test and data acquisition [5]–[7].

A. Population and Sample
1. Population

According to Suci (2020), population refers to the general scope which includes objects and subjects with certain qualities and characteristics found by researchers to investigate and then draw conclusions. Therefore, the population in this study is @eva_twinny customers whose number cannot be known with certainty.

2. Sample

According to Suci, 2020, sample refers to part of the number and characteristics possessed by the population. In taking samples for this research, the Nonprobability Sampling technique was used. The number of respondents used in this research was 100 people. This observation sample consists of customers who have used @eva_twinny make up services. The established sample criteria involve the following factors:

1. Respondents are Instagram users who follow and use @eva_twinny make up services.
2. The respondent is female.
3. The minimum age of the respondent is 17 years.

B. Independent Research Variables
Sugiyono (2016) in (Alamsyah et al., 2022) states that "Independent variables are factors that have an influence or are the cause of changes or the emergence of dependent (bound) variables". In the context of this research, Social Media Marketing (X1) and User Generated Content (X2) are influencing variables, and the independent factor is marketing strategy.

C. Dependent Research Variable
Sugiyono (2016) in (Alamsyah et al., 2022) states that the dependent variable is the variable that is affected or becomes the result, because of the existence of the independent variable. In the context of this research, the decision to use (Y) is a dependent variable that is influenced or is the result of the existence of an independent variable, where the dependent variable is the decision to use.

4. RESULTS AND DISCUSSION
4.1. Validity Test

Table 1. Validity Test Results of Research Instruments

No	Question	Value r Count	Value r Table	Sig.	Info
		Social Media Marketing			
1	Item 1	0,843	0,1599	0,000	Valid
2	Item 2	0,842	0,1599	0,000	Valid
3	Item 3	0,756	0,1599	0,000	Valid
4	Item 4	0,748	0,1599	0,000	Valid
		User Generated Content			
5	Item 1	0,886	0,1599	0,000	Valid
6	Item 2	0,724	0,1599	0,000	Valid
7	Item 3	0,704	0,1599	0,000	Valid
8	Item 4	0,837	0,1599	0,000	Valid
		Usage Decision			
9	Butir 1	0,808	0,1599	0,000	Valid
10	Butir 2	0,670	0,1599	0,000	Valid
11	Butir 3	0,844	0,1599	0,000	Valid
12	Butir 4	0,860	0,1599	0,000	Valid

Source: Data processed, 2024

In table 1 above. it shows that all research variable items have r count > r table, namely at a significance level of 0.05 and n = 107 (n = 107-2) then the r table is obtained at 0.1599, so the r results of each item > 0.1599 so it can be said that all items in this research are valid to be used as instruments in research and the statements submitted can be used.

4.2. Reliability Test

Table 2. Reliability Test Result

No	Variable	Cronbach Alpha	Info
1	**Variabel X**		
	Social Media Marketing (X1)	0,806	Very High
	User Generated Content (X2)	0,799	Very High
2	**Variabel Y**		
	Usage Decision (Y)	0,808	Very High

Source: Data processed, 2024

Based on table 2, the results of the reliability test for each variable obtained a Cronbach's Alpha value. Namely, for the Social Media Marketing variable (X_1) is 0.806, the User Generated content variable (X_2) is 0.799 and the usage decision variable (Y) was 0.808. So it can be concluded that each of these variables are reliable.

4.3. Classic Assumption Test
4.3.1 Normality Test

The normality test shows that Asymp. Sig, namely 0.546, is greater than sig 0.05, so it can be concluded that the data is normally distributed.

4.3.2. Homogeneity Test

The test shows that the two Sig values. for Social Media Marketing (X1) and User Generated Content (X2) which is 0.00 smaller than sig 0.05 so it can be concluded that the data does not come from the same variance (not homogeneous).

4.3.3. Linearity Test

Regarding the linearity test of the Social Media Marketing variable (X1) shows that the sig. Deviation from Linearity of online variables is 0.925 > 0.05, which means there is a linear relationship between the Social Media Marketing variable (X1) and usage decisions (Y). Sig value. Deviation from Linearity of the User Generated Content variable (X2) is 0.045 > 0.05, which means there is a linear relationship between the User Generated Content variable (X2) and the usage decision variable (Y).

4.4.4. Multicollinearity Test

The test shows that social media marketing (X1) VIF value is 2.352 < 10 or tolerance value = 0.425 > 0.01, so there are no symptoms of multicollinearity. In the VIF user generated content (X2) = 2.352 < 5 or tolerance value = 0.425 > 0.01, there are no symptoms of multicollinearity.

4.4. Data Analysis Results
4.2.1. Multiple Regression Testing Results

Table 3 Results of calculating coefficient

Model	Coefficients	
	B	**Std.Error**
(Constant)	2,360	1,067
Social Media Marketing	0,233	0,083
User Generate Content	0,644	0,193

Source: Data processed, 2024

From table 3 above is the result of multiple linear regression calculations using the SPSS 20 program. The following regression equation is obtained:

This equation shows that:
Y = 2.360 + 0.233 (X1) + 0.644 (X2)

1. Usage Decision (Y)
   The variable (Y) or this is the decision to use a fixed service of 2,360 assuming that the other variables are constant.
2. Social Media Marketing Coefficient (X1)
   For every additional 1 unit of the Social Media Marketing variable (X1), the usage decision (Y) will increase by 0.233 units.
3. User Generated Content Coefficient (X2)
For every additional 1 unit of the User Generate Content variable (X2), the usage decision (Y) will increase by 0.644 units.

4.5. Discussion

4.5.1. The Influence of Social Media Marketing on Usage Decisions

Based on the results of data processing and analysis from this research, it proves that social media marketing influences usage decisions both partially and simultaneously. It can be seen from the results of the questionnaire that the @eva twinny account combines other platforms to enable more efficient exchange of information and the information provided on the social media account @eva_twinny can be trusted.

4.5.2. The Influence of User Generated Content on Usage Decisions

After looking at the results of data processing and analysis from research, it can be concluded that user generated content influences usage decisions both partially and simultaneously, seen from the results of the questionnaire that customers are more impressed with original reviews made by other users on Instagram about make up services @ eva_twinny which really attracts attention and customers feel helped by content created by other users. An efficient form of User Generated Content is characterized by authenticity, user involvement, relevance to the brand, attractive visuals, communication, and the use of hashtags to make content search easier.

4.5.3. The Influence of Social Media Marketing and User Generated Content on Usage Decisions

Looking at the results of the research data analysis that has been carried out, it can be concluded that there is a positive and significant influence of social media marketing variables and user generated content on simultaneous usage decisions for 107 respondents

who are Instagram followers @eva_twinny. This is proven based on usage decisions based on searches about @eva_twinny on social media before using her services.

5. CONCLUSION

Based on the results of data analysis and hypothesis testing that has been carried out the research of "The Influence of Social Media Marketing and Instagram User Generated Content on Usage Decisions for @eva_twinny Make Up Services", it can be concluded as follows:

1. Social Media Marketing has a positive and significant influence on the decision to use make up services at @eva_twinny.
2. User Generated Content has a positive and significant influence on the decision to use make up services at @eva_twinny.
3. Social Media Marketing and User Generated Content have a positive and significant influence on the decision to use make up services at @eva_twinny.

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