

The Effect of Advertising on Wardah Cosmetics Purchase Decisions (Case Study of Germasa Gpib Petra Parents)

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ABSTRACT

Keywords: wardah cosmetics, advertisements, purchase decisions, women of GPIB Petra. Advertising plays an important role in influencing consumer perceptions and attitudes towards products, especially for well-known brands like Wardah. Advertising strategies help build a positive image and increase consumer interest. Research shows that consumers are more likely to buy products from well-known brands than lesser-known brands. Wardah, which is widely known to Germasa GPIB Petra, allows consumers to recognize and create their own image. Wardah's advantages include the halal guarantee from MUI and its availability in various online and offline stores. Quantitative research methods This study examines the influence of advertising on consumer purchase decisions based on syringe theory. The validity and reliability of the questionnaire were adequate (Cronbach's alpha 0.749). The analysis shows that the impact of the ad is very small (R^2 0.030%). Although the T-test showed a significant influence (tcal 4.384 Ttable 2.0106), overall the influence of advertising was not significant (0.02958%). Internal and interpersonal factors are more dominant, so the syringe theory is not fully proven. Research shows that Wardah product advertising has a significant effect on purchase decisions (reliability 0.766 and 0.749). The hypothesis is accepted, but the R Square value of 0.030% shows very little influence. Consumers of GPIB petra mothers rely more on personal experience and other factors than advertising, so advertising does not play a significant role in purchasing decisions.



Introduction

Companies must quickly adapt to the rapid growth of international trade. There is an impact of globalization on many products and world maps. Therefore, it is not surprising that the future of the company is focused on companies on an international scale (Adwimurti & Sumarhadi, 2023). Technological advancements are a key component driving this change. The reduction of international trade barriers encourages technological advancement. As a result, customers in a region have the ability to meet

their needs for almost anything, even if the goods or services they are looking for are not available locally. As a result, foreign products are increasingly entering the domestic market. Consumers have to choose between global and local brands because of this (Amaliah, 2021).

Currently, advances in communication and information technology are developing very rapidly (Felisia & Wijayani, 2022). The rapid development of technology and globalization have led to major changes in market circles. With changes in marketing, then business people must also change. This is due to competition between similar companies and different companies to control an increasing number of market areas, as well as increasing consumer demands for companies to provide resources optimally. Compatible with emerging markets. It can also accommodate variations (Artino et al., 2024).

The increasingly diverse market makes consumers more careful in choosing and more critical of their purchasing behavior. Marketing is the first line of business survival and requires a certain strategy when marketing a product. The main goal of marketing is to create a strong product image in the eyes of consumers. Consumers consider a brand to be an important part of a product, and their perception of the brand greatly influences their decision to choose and buy a product. Advertising is an important part of marketing efforts that are directly visible to potential buyers. One of them is advertising on television, radio, newspapers, online media, for example on social media (Afni, 2024).

To meet the needs of the public, the media competes with other sources of information. Due to the high level of public awareness about media use, their interests, and motivations, researchers argue that the public's use of media is appropriate. This should be created with the value of a particular medium or content to the listener in mind. Wardah Cosmetics uses social media ads i.e. instagram to inform people about their products and encourage them to use them. To be an effective advertising medium that not only increases viewer awareness but also influences their decision to buy ads, advertising must be studied (Lee, 2022).

The cosmetics industry is becoming more and more attractive to consumers as the need for innovative and high-quality products increases. This is mainly due to the importance of the role of image and appearance in modern culture. Cosmetics are no longer seen as just a support for appearance, but also as part of something that supports self-expression and confidence. Consumers often use cosmetics to meet socially established beauty standards or as a means of expressing personal identity and style (Shiddiq, 2019).

Research conducted at the ITC Center Manado in 2019 by Selina O. Molok, Johnny R.E. Tampi, and Olivia Warangitan investigated the influence of advertising on Oppo product purchase decisions. This study reveals that the influence of advertising variables on purchasing decisions is very small. However, a simple linear regression analysis showed a positive regression coefficient, indicating that advertising had a positive impact on purchase decisions. This shows that even though the influence is low, ITC Center Manado advertising still plays a role in influencing consumer purchase decisions on Oppo

products. This study highlights the importance of advertising in marketing strategies. While the impact may not be as strong as expected, it still contributes positively to purchasing decisions. Unlike other studies that focus on cosmetics, this study focuses on smartphones.

In contrast to the research by Diana Alicia Sugiant and Asmina Lakhmi in 2023 which investigated the influence of advertising and brand ambassadors on consumer purchasing decisions on Tokopedia. This study found that the advertising variable (X1) has a positive and significant influence on consumer purchase decisions. In contrast, the brand ambassador variable (X2) has no significant influence on purchasing decisions. However, when ads and brand ambassadors are analyzed simultaneously, they both show a positive and significant influence on purchase decisions. While this study highlights the importance of the role of advertising in influencing purchasing decisions, the role of brand ambassadors may require more effective strategies in order to have a greater impact. Unlike other studies that focus on cosmetics, this study focuses on products on the Tokopedia e-commerce platform.

Based on the background that has been explained, this study aims to investigate the influence of advertising on the purchase decision of Wardah brand cosmetics among GPIB Petra mothers. This research is expected to provide benefits for various parties, especially for those who have a direct interest related to this topic. Theoretically, this study could be an additional source of reference, particularly in the context of hypodermic syringe theory, for other researchers investigating similar subjects. In practical terms, this research contributes to the literature related to the influence of advertising on cosmetic purchase decisions, as well as providing input to cosmetic companies, especially the Wardah brand, in developing more effective advertising strategies. In addition, this study also provides an understanding of the factors that influence cosmetic purchase decisions among consumers.

Method

Quantitative methods are used in this study, which focuses on analyzing statistical data and testing hypotheses that have been made previously through surveys. This quantitative approach refers to the philosophy of positivism and aims to gain an understanding of a particular population or sample by using research instruments to collect data and then analyze it quantitatively (Mulya & Lengkana, 2020).

The previous explanation showed that the sampling method of this study was used randomly, indicating that the survey was used to describe and test the hypothesis that had been established.

Location and Time of Research

This research is planned to be carried out at a location located on Jl. Jampea 44, South Koja, Koja, North Jakarta, DKI Jakarta, with a postal code of 14220, especially at the GPIB Petra Jakarta Church. This research will begin on May 15, 2024.

Population and Sample

In research, a population is a group of people or a unit of analysis that is the focus of the research. Instead, the sample is a small portion of the population that is carefully selected to study.

Research Population

In statistical analysis, "population" refers to a dataset that has similar characteristics. There are two main concepts related to population. First, population includes all data, both real and theoretical. Second, the sample is the part of the population that is selected to make conclusions or inferences about the population. Population refers to a group of data that has the same characteristics and is the main object in statistical analysis and inference. characteristics are similar and are the focus of inference and statistical analysis.

A population is a collection of objects or subjects identified by researchers to be studied and drawn from (Mulya & Lengkana, 2020). The characteristics possessed by the population must be clear and measurable so that the research results are reliable and valid.

Research Sample

Samples are part of the number and characteristics of a population (Wicaksono, 2020). The process of selecting several elements from a population to analyze is known as sampling. The purpose of sampling is to study the characteristics or properties of the sample so that the results can be generalized to the entire population.

Due to the limitations of time, funds, and human resources in this study, as well as the large population size, researchers will then use samples from the same population to determine the appropriate sample size. Sample sizes can be determined through statistical techniques or based on estimates from previous studies. To ensure that the selected sample reflects the population effectively and representatively, the sampling process must be carried out carefully.

Data Collection Techniques

Ada banyak metode untuk mengumpulkan data, termasuk:

1. Data Premier

The main data of the study was collected through questionnaires, or questionnaires, which were shared with respondents. A questionnaire is a method of collecting data that involves giving respondents several questions or written statements that they must answer. In this data collection process, the researcher used Google Forms to distribute the questionnaire online, with a link to the form provided to the respondents. Furthermore, respondents filled out a questionnaire through

2. Data Seconds

Secondary data is information collected by researchers from previous sources. In the case of this research, secondary data is obtained from various sources, such as records, archives, books, journals, the internet, and other sources related to the research topic. The purpose of secondary data collection is to support the smooth running of research by providing verified and documented information.

Data Analysis Techniques

Data analysis includes performing calculations to test the proposed hypothesis, dividing data based on respondent types and variables, dividing data based on the total respondent variables, and displaying data for each research variable. This study uses data analysis to simplify the data so that it is easier to make conclusions. This study uses a simple linear regression analysis method to test the proposed hypothesis and organize the data collected. The decision to use this method is based on the fact that it can produce direct inferences about one dependent variable (Y) and one independent variable (X).

The influence of advertising (X) on purchase decisions (Y) can be identified through the application of a simple linear regression analysis method. This process involves a mathematical formulation to relate how much the advertising influences the purchase decision, taking into account various factors that are relevant in the context as follows:

$$Y = a + bX$$

Information:

Y Related variables in this study.

A = The value of the regression constant for X = 0 (the value of y at the moment of x zero).

b = Coefficient of regression direction which is the increase and decrease variable based on the variable Y if 1 unit is added.

X = Value of an independent variable (Ads).

Test – F

The F-test shows the accuracy of the sample regression function in estimating the actual value. (Lesmana, 2021). The F test is designed to measure the impact of independent and related variables simultaneously. The study has a significance level of 5% or 0.05 The following hypotheses are used in the F test:

H0: accepted when Fcal is less than Ftablel at a significant level of 5%.

Ha: accepted when Fcal is more than Ftablel at a significant level of 5%.

The formula of the F test is as follows:

$$F = \frac{R^2 / (n - k)}{(1 - R^2) - (n - k)}$$

Information:

R²: Coefficient of determination

n: Sample

k: Number of independent variables

Test–T

Statistical testing of a hypothesis using a T-test is used to evaluate the significance of the difference between two samples that are considered to have the same mean. In this

context, the T-test will be applied to assess the impact of advertising on the purchase decision of Wardah brand cosmetics, focusing on mothers who are members of the GPIB Petra church group. The goal was to determine whether advertising had a significant influence on purchasing decisions in this group by comparing the average choice of shoppers before and after being exposed to ads. The findings from this T-test will be used to validate previous results.

The workflow is as follows: if the calculated t-value of each independent variable exceeds the t-value of the specified table, then the independent variable partially affects the dependent variable:

H0: This means that there is no significant influence of the independent variable

Against bound variables

Ha: This means that there is a significant influence of the independent variable on bound variables.

Results and Discussion

Validity and reliability test

1. Validity Test Results

The following table shows the validity data for the Ad (X) and Purchase Decision (Y) variables:

Table 1
Validity Test Results of X Variables

No.	Statement	label	recalculate	Information
1.	X1	0,279	388	Valid
2.	X2	0,279	440	Valid
3.	X3	0,279	561	Valid
4.	X4	0,279	317	Valid
5.	X5	0,279	444	Valid
6.	X6	0,279	658	Valid
7.	X7	0,279	567	Valid
8.	X8	0,279	676	Valid
9.	X9	0,279	511	Valid

Table 2
Variable Y Validity Test Results

No.	Statement	label	recalculate	Information
1.	Y1	0,279	114	Valid
2.	Y2	0,279	183	Valid

3.	Y3	0,279	154	Valid
4.	Y4	0,279	131	Valid
5.	Y5	0,279	440	Valid
6.	Y6	0,279	268	Valid
7.	Y7	0,279	448	Valid
8.	Y8	0,279	468	Valid
9.	Y9	0,279	366	Valid
10.	Y10	0,279	312	Valid
11.	Y11	0,279	451	Valid
12.	Y12	0,279	242	Valid
13.	Y13	0,279	294	Valid
14.	Y14	0,279	016	Valid
15.	Y15	0,279	081	Valid
16.	Y16	0,279	-186	Invalid
17.	Y17	0,279	-124	Invalid
18.	Y18	0,279	193	Valid

It can be seen from the validity results shown in the table above that in the questionnaire covering both variables 50 people who participated in the study filled in 27 questionnaires. One way to differentiate between valid and invalid surveys is to search the first table.

Using the formula $df = N - 2$, $r \text{ table} = 0.279$, with a significant value of 0.05. The results of the calculation of the validity of the table above show that the r count is greater than the r table, 25 questionnaires are valid because the r count is greater than the r table, and 2 negative questionnaires because the r count is less than the r table.

Reliability Validity Test Results

The authors of this study conducted a reliability test to ensure whether the questionnaire used was by the results. To ensure that the measurement tool provides reliable and consistent results, reliability tests are performed. The independent variable (X) indicates the impact of the bound variable (Y). In reliability testing, the basis for decision-making is based on an alpha coefficient value of 0.60, which is a threshold that indicates how consistent the items in the questionnaire are internally. If the alpha value is greater than or equal to 0.60, the questionnaire is considered reliable, but if the value is

less than or equal to 0.60, the questionnaire may need to be replaced or changed. Based on the results of the reliability test, here are the conclusions:

Table 3
Hasil Uji Reliabilitas Variabel Iklan (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
,641	9

The results of the reliability test of the advertising variable (X) showed that all statements in the questionnaire were considered reliable because the alpha value of Cronbach was greater than the base value, which was 0.641 greater than 0.060.

Table 4
Results of the Reliability Test of Purchase Decision Variables (Y)
Reliability Statistics

Cronbach's Alpha	N of Items
,744	18

The results of the reliability test of the ad variable (X) show that all statements contained in the questionnaire are declared reliable. The *Cronbach alpha* score of 0.744 far exceeded the generally accepted minimum value of 0.060, indicating that this questionnaire had a good level of internal consistency. This indicates that the ad variables measured by this questionnaire can be relied upon for further analysis.

Results of Simple Linear Regression Analysis

A simple linear regression analysis shows the influence of the independent variable X on the dependent variable Y with the following equation:

Table 5
Output Uji Regresi (Model Summary)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,276a	,076	,057	5,11873

Table 5 above displays the results of a correlation analysis that shows the relationship between the two variables tested. The correlation value (R) obtained at 0.276 indicates that there is a positive, albeit weak, relationship between these variables. In addition, a coefficient of determination (R²) value of 0.076 indicates that the independent variable, in this case, the ad, is only able to account for about 7.6% of the variation that occurs in the dependent variable.

Table 6
Regression Test Output (Anova Model)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Mr.
1	Regression	103,715	1	103,715	3,958	,052 ^b
	Residual	1257,665	48	26,201		
	Total	1361,380	49			

Based on the results of the analysis of the table data, it was found that the F value was 3.958 with a significance level greater than 0.05. Thus, it can be concluded that the regression model used makes it possible to make predictions about the effectiveness of advertisements.

Table 7
Output Uji Regresi (Model Coefficients)
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	33,467	10,436		3,207	,002
	advertisement	,631	,317	,276	1,990	,052

Dependent Variable: Purchase Decision

The value of the constant (a) in the table is 41.739, and the coefficient of the free variable is 0.191, so the regression equation is:

$$Y = a + bX$$

$$= 33,467 + 0,191X$$

Based on this equation, we can find out that the value of the constant is 41.739, which mathematically indicates that the ad is 0, and the purchase decision has a value of 33.467.

Test Result F

The simultaneous hypothesis test, also known as the F test, serves to evaluate whether one or more independent variables (X) have a significant influence on the dependent variable (Y) when examined simultaneously. This decision-making step aims to identify the existence of a significant relationship between independent variables and dependent variables in the context of statistical analysis as follows:

H0: accepted when $F_{cal} < F_{tabel}$ at a significant rate of 5% (0.05)

Ha: accepted when $F_{cal} > F_{tabel}$ on the table of 5% significant tariff (0.05)

Table 8
Test Test F (Model Anova)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103,715	1	103,715	3,958	,052 ^b
	Residual	1257,665	48	26,201		
	Total	1361,380	49			

Calculation to find F:

$$\begin{aligned}
 \text{Rumus} &= df (N1) = k - 1 \\
 &= df (N1) = 2 - 1 \\
 &= 1 \\
 &= df (N2) = n - k \\
 &= df (N2) = 50 - 2 \\
 &= 48 \\
 \text{F count} &= 3,958 \\
 \text{F table} &= 4,04
 \end{aligned}$$

So the results of the F test are not significant because the results of f are calculated $< f$ table.

T Test Results

To determine whether the independent variable (X) has a positive and significant influence on the dependent variable (Y), a partial hypothesis test was carried out using the T-test.

1. If the t-value is insignificant ($t > 0.05$), the null hypothesis is accepted, and the alternative hypothesis is rejected.
2. Conversely, if $t = 0.05$, the *alternative hypothesis* is accepted and the null hypothesis is rejected. A significant t-value indicates a significant relationship between the independent variable and the dependent variable.

Determination Test Results

Table 9
Determinant Coefficient (r2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,276 ^a	,076	,057	5,11873

Predictors: (Constant), IKLAN

After knowing that the r calculation is 0.276, we can use the determinant coefficient R2, which is calculated as follows:

$$\begin{aligned}
 R2 &= (0,276)^2 \times 100\% \\
 &= (0,07617) \times 100\% \\
 &= \text{Rounded } 0.76
 \end{aligned}$$

From this calculation, we can know that variable X has a significant influence on variable Y.

History of Wardah Cosmetics

The Wardah Halal cosmetics brand is owned by PT. Paragon Technology and Innovation (PT. PTI), which was established in 1995. Wardah, which was established by the Commissioner of PT. PTI Nurhayati Subakat prioritizes quality and supports women to look beautiful according to their character. PT. PTI has been committed to helping the community since the beginning.

High-quality products benefit Oregonians, partners, communities, and the environment. The Wardah team continues to work together to improve today from yesterday. Wardah then founded the Wardah Inspiration Movement (WIM) to achieve this goal. This charitable movement invites individuals, groups, and organizations to work together to improve the environment, education, and welfare of women in Indonesia.

WIM is the right forum for those who love this country to spread more virtues so that Indonesia's development is faster. Let's share inspiration by using any expertise and skills you have in whatever field interests you. For example, people who enjoy teaching recently graduated doctors, or activists who care about women and the environment can immediately participate. Sharing a little will have a big impact if done together. Now is the perfect time for you to help the country. Bring your siblings, friends, and groups. You can also contribute articles, infographics, and inspirational videos. With increased participation, development in Indonesia is running faster. On February 28, 1985, Dr. H. Subakat Hadi, M.Sc. and Dra. Hj. Nurhayati Subakat, Apt. Established a cosmetics company. PT. PTI started the production of hair care products under the Ega brand in 1987, which was privately promoted. Then, as time went by, Princess products appeared that are still produced today. From 1985 to 1990, PTI increased rapidly. Its products began to spread and compete with old products that were already famous in the eyes of customers. In December 1990, along with business expansion, PTI built a factory in the Cibodas Industrial Estate Tangerang. It is expected that production capacity will be increased with the opening of new factories. Students from the Hidayatullah Islamic boarding school came to PTI in 1995. They want PTI to make cosmetics that are based on Sharia and breathe Islam. Wardah products with a halal and safe cosmetic position are made because of the demand of students. Because the LP 51 POM MUI halal certificate owned by the product is said to be halal. And safe because it is made from high-quality materials and has a registration number from the Ministry of Health. In 1995. PTI experienced a second development between 1999 and 2003. At that time, Wardah's sales increased rapidly.

In 2002–2003, PTI began the process of modernizing its business. As Wardah shifted to retail, internal changes were necessary. In addition to starting sales in retail stores, Wardah Promotion is also carried out through advertisements in various media. PTI adopted Good Manufacturing Practice (GMP) and Good Cosmetic Manufacturing Practice (CPKB) in 2005. In 2007, Wardah's cosmetics selection became more complete. Wardah grows every year. Among many competing cosmetic companies, developing new products to attract customers is a necessity. Until the return of Wardah New Look in 2009.

At the CNR Expo in Istanbul, Turkey, Wardah also participated in the Halal & Healthy Products Fair. In addition, in 2011, Wardah's first store was opened at fX Sudirman, Jakarta. In addition to the above-mentioned successes, Wardah received fifty-two awards. The awards include:

1. The 2nd Indonesia Original Brand (IOB) 2011 version of SWA magazine.
2. The 1st Indonesia Original Brand in the 2012 version of SWA Magazine.
3. The first Wardah store in Malaysia opened in 2012.

Types of Wardah Cosmetic Products

Wardah Cosmetic has been strengthening its position for 23 years with a strong commitment to innovation and customer satisfaction. They continue to innovate in designing their products to meet the evolving needs of customers. Their main focus is on halal products and consumer safety, which is a strong foothold in the cosmetics market. Today, Wardah Cosmetic offers a complete range of 13 carefully designed makeup cosmetic products, covering a variety of attractive functions and packaging to meet various consumer preferences.



Figure 1
Wardah Mascara Products

PT Paragon Technology and Innovation's R&D team is developing a new formula. They strive to make innovative, high-quality products and meet consumer needs at prices that are competitive with other products on the market. Wardah Halal Mascara is one of PT Paragon RnD's innovations. Lab tests conducted by LPPOM MUI show that Wardah Mascara is permeable, just like election ink that is certified halal. The MUI Fatwa Commission decided to issue a halal certificate for Wardah mascara based on the announcement of the LPPOM MUI auditor. There are three categories of mascara:

Wardah AquaLash Mascara, promises longer, thicker lashes.

Wardah Perfect Curl Mascara is very comfortable to use and helps to apply eyelashes.

a) Wardah Volume Xpert Mascara is a 3D brush applicator that makes eyelashes curly and voluminous, long-lasting, and does not fade or clump.



Figure 2

Wardah Lipstick Products

The Wardah cosmetic lipstick type targets teenagers and adult women. Wardah long-lasting lipstick contains jojoba oil, squalene, and vitamin E, so it lasts up to eight hours and leaves lips moist with a matte finish. The Matte Exclusive Lipstick, which has the same formulation as the Wardah Long Lasting Lipstick, comes in a variety of shades from Rosy to Velvety Brown and has a soft finish matte texture that makes it look natural without being too thick.



Figure 3

Wardah Foundation Products

Wardah Exclusive's liquid-textured foundation is one of Wardah's best products. It has a soft focus technology agent and ultraviolet protection that can disguise acne scars and fine lines. Absorber oil, macadamia oil, silver extract, and vitamin E moisturize and remove oil from the skin. It is excellent for oily and normal skin. Beige, Natural, Ivory, and Light Beige colors are available.



Figure 4
Produk BB Cream, DD Cream Wardah & Powder Foundation Wardah

Wardah BB Lightening Beauty Balm Cream with a thick texture retains oil on the face and provides longer and more comprehensive coverage. It helps dry and rough skin. The SPF 32 PA+++ content brightens, moisturizes, and is safe to use. To make the skin more radiant and help fight premature aging, DD Wardah Cream combines sunscreen, antioxidants, and brightening. It is also suitable for all skin types as it is gentle on the skin. In addition, Wardah Lightening Powder Foundation, Wardah's newest powder foundation, has ultraviolet A and ultraviolet B protection and is suitable for all types of oily qualities. There are seven colors available for it: golden sand, pink beige, natural beige, warm beige, almond, and warm white. In addition, the formula has a soft, smooth, and non-comedogenic texture, and has two levels of illumination.

Wardah Social Network

Social networks, which are also a type of digital mass media, convey information to a wide audience, so there is always a variety of news. Social media is an app that allows many people to interact and share opinions, information, and news. Due to its interactive nature and feedback, users can collaborate, share information, and interact with each other. (Wulandari & Netrawati, 2019).

Wardah makes effective use of social media to promote its products and provide useful information to consumers. By utilizing social media platforms, Wardah can reach a wider and more diverse audience. Through a variety of interesting and informative content, Wardah not only markets its beauty products, but also provides beauty tips, tutorials, and the latest information on beauty trends. The following is a list of official Wardah social media that are actively used:

Website

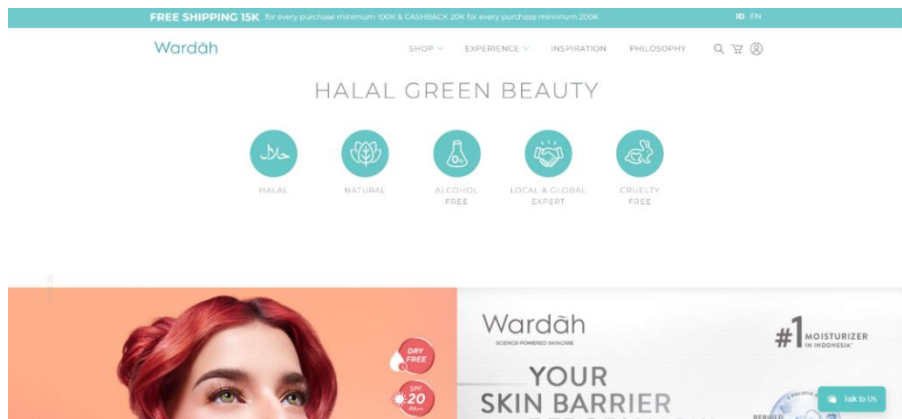


Figure 5
Website Wardah

Wardah has a website designed to introduce its entire range of products to customers. On this website, you can find a wide range of Wardah products, ranging from cosmetics to skincare. In addition, each product comes with a detailed description that includes the benefits, key ingredients, and how to use it. With user-friendly navigation, visitors can easily find the products they are looking for, read reviews from other users, and get the latest information about ongoing promos and events. The website also provides articles on skincare and beauty, as well as *tips* and tricks to maximize the use of Wardah products. Here is a link from the Wardah website:

<https://www.wardahbeauty.com/>

Instagram

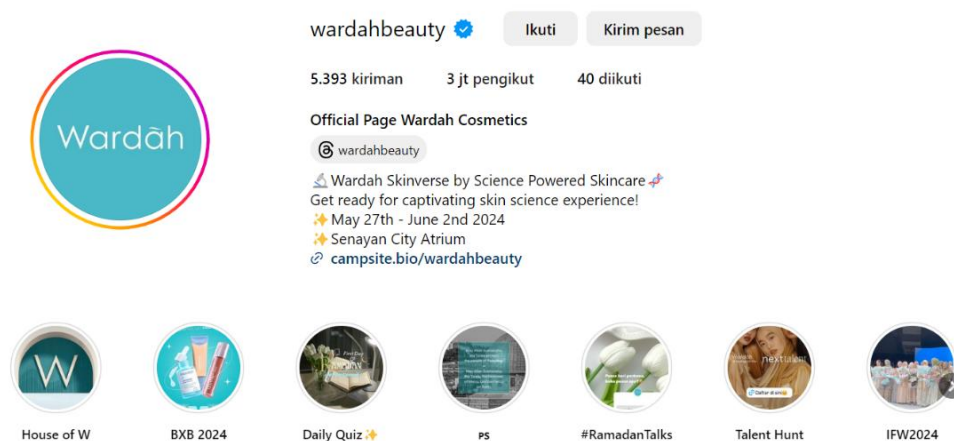
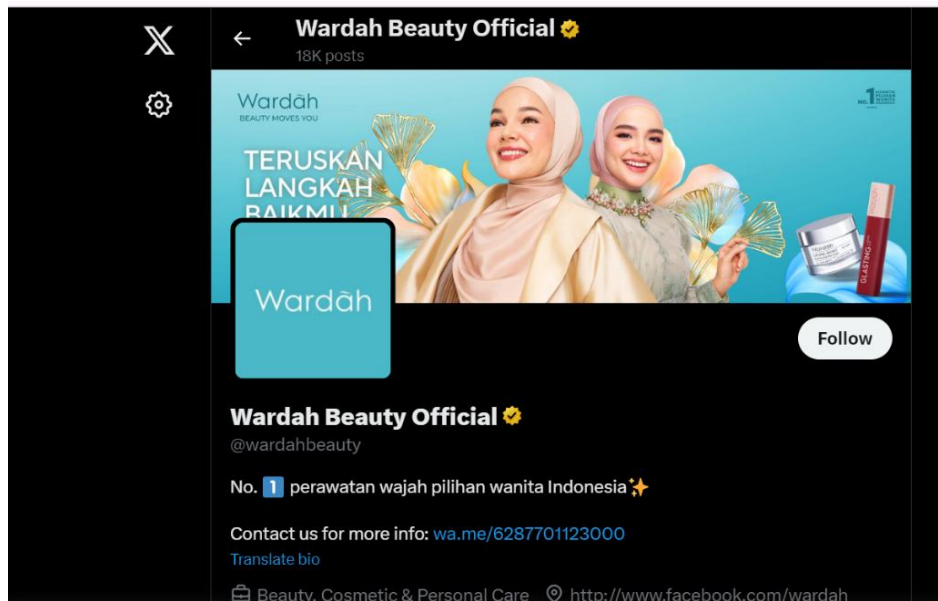


Figure 6
Instagram Wardah

Wardah has very active social media, especially on Instagram. Wardah's Instagram account has been verified, which is marked by a blue tick. Through this platform, Wardah not only introduces its various products but also provides information related to the usefulness and benefits of each product. In addition, Wardah also utilizes endorsement services from various well-known content creators and artists in Jakarta, such as Dewi Sandra, Amanda Rawles, Tasya Farasya, Yasmin Napper, and many more. This helps them in promoting the product more widely and effectively. Here is the link from Wardah's Instagram: <https://www.instagram.com/wardahbeauty/>.



Gambar 7 Twitter Wardah Beauty

Twitter

Wardah is not only present in the form of quality products but also active in utilizing social media, one of which is Twitter. The official Twitter account of Wardah has been verified with a yellow tick, signifying the authenticity and legitimacy of the account. On this platform, Wardah not only promotes its products, but also becomes a forum for information related to activities carried out by the company, such as beauty classes, product exhibitions, and various other activities. With its presence on Twitter, Wardah can reach more consumers and loyal fans, as well as provide valuable information about the company's products and activities. If you want to see more of Wardah's *latest posts* and activities on Twitter, you can visit <https://x.com/wardahbeauty?lang=en>.

In syringe theory, the impact of advertising on consumer purchase decisions refers to the process by which messages delivered directly and intensively through advertising can significantly influence consumer behavior. Advertising can influence various aspects of the purchase decision, including the choice of brand and seller, the number of items

purchased, the duration of time spent shopping, and even the payment method chosen by the consumer.

In this context, it is important to remember that the purchase decision (Y) is a complex phenomenon, made up of many interrelated dimensions. Each of these dimensions can be affected by advertising, which serves as a medium to convey messages directly and intensively to consumers. For example, an ad that highlights certain features of a brand can significantly influence consumer preferences for that brand. Similarly, ads that offer special discounts or promotions can have an impact on the number of items purchased, the time of purchase transactions, and the payment method chosen by consumers.

The results of the validity test, based on the analysis carried out, showed that as many as 25 out of a total of 27 questionnaires were declared valid, while the other 2 questionnaires were considered invalid. This shows that the research instruments used have an adequate level of validity to measure the research variables. In addition, the reliability test also showed that all statements in the questionnaire had a high level of consistency, with the purchase decision variable (Y) having a Cronbach alpha value of 0.641, and the X variable (advertising) also showing a good reliability level with a value of 0.744. This indicates that the results of the study are reliable and trustworthy in describing the relationship between the variables studied.

A simple linear regression analysis showed that there was a correlation coefficient (R) of 0.276 and a determination coefficient (R²) of 0.030% in the relationship between the independent variable (advertising) and the dependent variable (purchase decision), which showed that advertising only affected the purchase decision by 0.030%. However, the results of the ANOVA test showed a calculated F value of 3.958 with a significance level of 0.052 greater than 0.05, this shows that the regression model has weaknesses in determining advertisements. The Coefficients model shows a constant value of 33.467 which indicates that when the ad value is 0, the purchase decision tends to be 33.467. However, the results of the F test show that the influence of the ad is not significant; The F value of 1.463 is lower than the F table of 4.04. However, the t-test shows that the influence of advertising (X) on the purchase decision (Y) is still significant because the t-value calculated at 3.207 is greater than the t-value of table 2.0106. As a result, it cannot be concluded that variable X has a significant influence on variable Y, and the determination value is 0.0761%.

The history of Germasa GPIB Petra has its attraction to be explored further. This movement is not just a social organization, but also a platform for people who value community and religious values. This approach highlights the important role of internal and interpersonal factors in purchasing decision-making. Although syringe theory is often used to explain the influence of advertising on purchase decisions, in the context of Germasa GPIB Petra, purchase decisions are more influenced by recommendations from fellow community members and the values carried by the movement. Therefore, the history and social dynamics of Germasa GPIB Petra are a strong foundation for the influence of internal and interpersonal factors in the purchase process.

Therefore, the results of our study show that advertising has a significant influence on Germasa GPIB Petra's decision to buy Wardah cosmetics. Syringe theory is often used to explain how advertising affects consumer behavior, assuming that advertising messages are "injected" into consumers' minds and influence their decisions. However, in our situation, this theory is not entirely valid.

The results of this study found that Wardah advertising has a significant influence on consumers' purchasing decisions, although the influence is relatively small compared to other factors. This finding is in line with the research of (Dewi, 2018) This shows that advertising has a positive impact on purchase decisions, although the influence is not dominant. Molok et al. found that although the influence of advertising on the purchase of Oppo products is not large, advertising still plays a role in shaping consumer awareness. In addition, research by (AGUSTINA, 2021) The influence of advertising and brand ambassadors on purchase decisions on Tokopedia also supports the finding that advertising plays an important role, especially in creating a positive image that influences purchase decisions. Both studies showed that advertising had more effect on products that were emotional and personal, such as cosmetics, than other functional products.

The findings in this study that Wardah advertising influences consumer purchasing decisions, albeit small, can be confirmed by using marketing communication theories such as the "hypodermic needle" theory. This theory explains that the message conveyed through advertising is "injected" directly into the minds of consumers, so that it can influence their decisions. In this case, however, the "hierarchy of effects" theory is more relevant, as Wardah ads function more at the awareness and interest stages, rather than directly on purchases. Consumers may be exposed to ads and become aware of Wardah's products, but the final purchase decision is influenced by other factors, such as personal experience or recommendations from others.

The results of this study show that the purchasing decisions of Wardah consumers, especially GPIB Petra mothers, are more influenced by interpersonal factors such as recommendations from fellow community members than formal advertisements. This is consistent with research by (Nugroho, 2016) This found that word-of-mouth has more influence on purchase decisions than advertising, especially in the context of products that rely on trust and recommendations. In contrast, research by (Arianto et al., 2024) Shows that in consumers in more competitive markets, advertising plays a greater role as it creates significant differences between similar products. In the context of the GPIB Petra community, Wardah ads may serve more as a product reminder than as a key factor in purchasing decision-making.

Conclusion

Based on the results and analysis that has been carried out, it can be concluded that Wardah product advertisements have a significant impact on purchase decisions (Y) with a value of 0.766, which exceeds the threshold of 0.60, and also on advertisements (X) with a value of 0.749, which exceeds the threshold of 0.060. Therefore, the accepted hypothesis shows that Wardah product advertising has a significant influence on mothers

in the GPIB Petra age group. The impact of advertising on their purchase decisions increased along with the high exposure to Wardah products. The results of the analysis show that the R Square value of 0.030 indicates that the Y variable is affected by 0.030%.

The results of this research reveal that advertising has a significant impact on purchase decisions, but rather acts as a means to validate products. Due to the limited influence of advertising, today's consumers tend to be more pragmatic in choosing the products they use. They don't just rely on ad exposure, but they also prioritize real-world experience with the product, as seen in the case of using Wardah's products.

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