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The Influence of Price, Brand Trust and Social Media Marketing on Purchasing Interest in Oriflame Products in Pekanbaru

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ABSTRACT
This research aims to determine the influence of price, brand trust, and social media marketing on consumer buying interest in Oriflame products in Pekanbaru. This research uses quantitative methods using primary data obtained from questionnaires. The population of this research is customers of Oriflame products in Pekanbaru. The sample in this study of consumers who used at least 2 types of Oriflame products and used Oriflame products for at least 1 month in Pekanbaru were 384 respondents. The sample determination method used was non-probability sampling. Data was processed using multiple linear regression analysis with the help of SPSS. The research results show that the price variable has no significant effect on buying interest, the brand trust variable has no significant effect on buying interest, and the social media marketing variable has a positive and significant effect on buying interest.

Keywords: Prices, Brand Trust, Social Media Marketing, Purchase Interest, Oriflame Products, in Pekanbaru .

INTRODUCTION

In the current era of globalization, many companies continue to compete to increase their sales in many ways using technology. The rapid development of technology makes trading activities increasingly unlimited in space and time. This can have a positive effect on the economy so that it continues to improve company performance by developing marketing systems through technology, namely the internet (Supranto and Limakrisna 2011). In this day and age, almost everyone uses the internet to search for various things, including doing business in marketing their products. Marketing activities can be seen as a cycle that aims to provide satisfaction to consumer wants and needs (Kurniasari and Budiatmo, 2020).

Kotler et al. (2014) explained that buying interest arises after an alternative evaluation process. In the evaluation process, someone will make a series of choices regarding the product they want to buy based on brand or interest. In this era of technological progress, buying interest is increasing because of the many features that make it easier for consumers, such as choosing and buying products whenever consumers want without requiring a lot of energy to come to the store. Along with technological developments, the phenomenon of social media emerged. Social media is a forum for many online activities , one of which is marketing activities. Marketing using social media (social media marketing) is a business activity carried out to attract consumer interest without the need to meet face to face (Asi and Hasbi, 2021). Marketing is an activity where companies hope to create value for customers and achieve profitable relationships with customers (Kotler, 2014). That way the company must have a strategy.

In the evaluation process, someone will make a series of choices regarding the product they want to buy based on brand, price and interest. In this era of technological progress, buying interest is increasing because of the many features that make it easier for consumers, such as choosing and buying products whenever consumers want without requiring a lot of energy to come to the store. Interest in buying online is influenced by several factors, including price, level of consumer trust in the brand, freedom of time, and product variety.

The object of this research is Oriflame, a cosmetics company that was founded in Indonesia 54 years ago. Oriflame is a well-known cosmetics company in Indonesia. Oriflame is one of the fastest growing cosmetics companies in the world. Oriflame became known in Indonesia since 1986 and collaborated with PT. Orindo Alam Ayu to market its products. At that time Oriflame was a pioneer of MLM (Multi Level Marketing) in Indonesia, Oriflame developed by promoting through other people to other people. The large number of experienced consultants has made Oriflame increasingly known to the public (Agatha et al., 2019). Oriflame has received several awards from Harper's Bazzar magazine including Best Facial Toners for Optimal Balance Refreshing Toner , Best Eye Treatment for Time Reversing Eye Cream, Best Sun Screens for Sun Cream SPF 30 and Best Foundations for Flawless Foundation . In addition, Oriflame has received a statement letter from the Republic of Indonesia Food and Drug Agency (BPOM RI) Number HK.00.05.1.23.3516 which states that Oriflame products are free from animal elements and alcohol.

This research aims to determine the influence of price, brand trust and social media marketing on interest in purchasing Oriflame products. It is hoped that this research will continue as a guide and source of information regarding prices, brand trust, social media marketing and interest in purchasing Oriflame products.

LITERATURE REVIEW AND FORMULATION OF HYPOTHESES

Purchase Interest

Purchase interest is a consumer's choice to buy a product or service. Purchase intention is the tendency for consumers to be interested and then take action related to purchasing through various stages and levels of possibility up to the ability to purchase a particular product, service or brand (Younus Rasheed and Zia 2015) . According to Kotler and Keller (2016) that consumer buying interest is a consumer behavior where consumers have the desire to buy or choose a product based on experience in choosing, using and consuming or even wanting a product.

Price

According to Kotler et al. (2014) in a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all values provided by customers to gain benefits from owning or using a product or service. Price is also one of the determinants of a company's success because price determines how much profit the company will gain from selling its products. In marketing, price is the most important unit because price is one of the determinants of a company's success in running its business. Tjiptono (2018) price is a monetary unit or other measure that is exchanged to obtain ownership rights or use of a good or service.

Brand Trust

Customer trust in a brand is the customer's desire to rely on a brand despite the risks it faces because of the expectation that the brand will lead to positive results. Brand trust is a feeling of security that consumers have as a result of their interactions with a brand, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers, so that consumers trust the brand and can rely on it in the long term (Mamahit et al., 2015)

Social Media Marketing

Social media marketing can be a means of open communication regarding information and promotions, thereby enabling learning between users of the product. There are many varieties of online media, for example social media which has become something familiar to today's society (Dwivedi et al. 2015). According to Nasrullah (2015) social media is content containing information created by people who utilize publishing technology, is very easy to access and is intended to facilitate communication, influence and interaction with each other and with the public.

The selling price is essentially an offer to consumers. If consumers accept this price then the product will sell, conversely if consumers reject it then it is necessary to revise the selling price. Price is a flexible element of the marketing mix. According to Tjiptono (2018) the price that consumers want is competitive and affordable, so the better the price offered, the higher the interest in buying. There is a possibility that consumers will experience discrepancies after making a purchase because the price may be considered too expensive or because it does not match their previous wishes and images.

Previous research conducted by Wijaya Kusuma et al (2022) shows that price has a significant positive influence on buying interest. Meanwhile, previous research conducted by Satria (2017) showed that the price variable had a positive and significant effect on buying interest.

H_1 : It is suspected that there is an influence of price on purchasing interest in using Oriflame products in Pekanbaru.

Brand trust is the brand 's ability to be trusted reliability, which originates from consumer confidence that the product is able to fulfill the promised value and good intentions (Costabile 2012). Meanwhile, buying interest is the activity of individuals who are directly involved in obtaining and using the goods offered and want to buy them.

Previous research conducted by Pratiwi et al (2022) shows that brand trust has a significant positive influence on purchase intention. Meanwhile, previous research conducted by Santoso & Mardian (2020) showed that the brand trust variable had a positive and significant effect on purchase intention. This means that the better and higher the trustworthiness of a company's brand in the eyes of consumers, the more it will form buying interest.

H_2 : It is suspected that there is an influence of brand trust on purchase intention to use Oriflame products in Pekanbaru.

Social media marketing is very popular with companies because the costs are more economical when compared to other marketing communication activities. The increasing number of netizens is a big opportunity for companies. This is one of the reasons why social media marketing influences consumer buying interest. Kim and Ko (2012) revealed that social media marketing has a positive and significant influence on purchasing interest.

Previous research conducted by Tungka et al (2020) shows that social media marketing has a significant positive influence on buying interest. Meanwhile, previous research conducted by Ariesandy & Zulestiana (2019) showed that social media variables marketing has a positive and significant effect on buying interest.

H_3 : It is suspected that there is the influence of social media marketing towards purchasing interest in using Oriflame products in Pekanbaru.

Brand trust and social media marketing can provide information that raises potential buyers' views of the product. Information that can be received includes product advantages, reviews from other users regarding the product, and so on. When consumers receive information that the product can be trusted, they will have an intention to buy that product (Nurfitriani 2019). By increasing interest in product brands providing value to customers in every possible way, using social media for marketing seems to be the right influence to attract consumer buying interest.

H_4 : It is suspected that there is an influence of price, brand trust and social media marketing towards purchasing interest in using Oriflame products in Pekanbaru.

METHOD

The type of research used in this research is quantitative. Quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2015). This method is used to determine the influence of price, brand trust and social media marketing on interest in purchasing Oriflame products in Pekanbaru. The research time starts from the time the proposal is prepared until the results of the proposal research. This research was conducted on Oriflame products located in Pekanbaru.

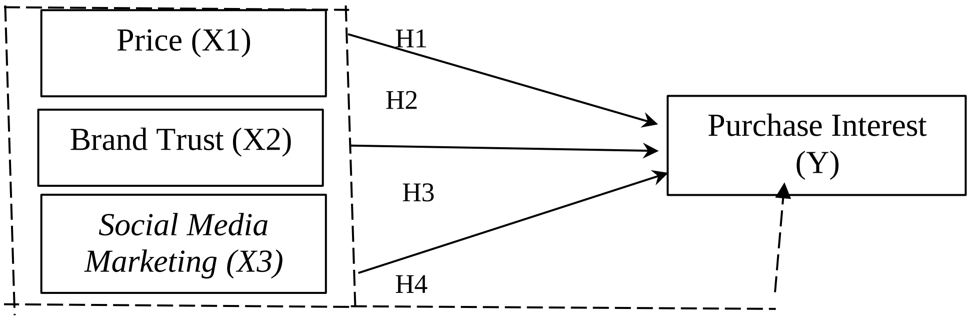

Figure 1. Research Framework

In this research, researchers will use a technique, namely non-probability sampling . Nonprobability sampling is a sampling technique that does not provide an equal chance or chance for members of the population to be selected as a sample. The technique for determining nonprobability sampling uses a purposive sampling method where researchers select samples based on certain characteristics in a population that have a dominant relationship so that they can be used to achieve research objectives. In this research, the sampling is consumers who meet certain criteria, such as, consumers who use Oriflame products for at least 2 types of products and use Oriflame products for at least 1 month. According to Sugiyono (2015) purposive sampling is a technique for sampling data sources with certain considerations. This research uses a questionnaire data collection technique (questionnaire). Questionnaires in the form of questions were distributed to respondents according to the problem being studied to obtain data in the form of respondents' statements. The data collection mechanism in this research was carried out by distributing questionnaires online (via Google Docs) to respondents.

RESULT AND DISCUSSION

Table 1. Validity Test

Variable	Items	r count	r table	Information
Price	X1.1	0.600	1,463	Valid
	X1.2	0.414	1,463	Valid
	X1.3	0.365	1,463	Valid
	X1.4	0.324	1,463	Valid
	X1.5	0.385	1,463	Valid
	X.6	0.363	1,463	Valid
Brand Trust	X2.1	0.311	1,463	Valid
	X2.2	0.450	1,463	Valid
	X2.3	0.391	1,463	Valid
	X2.4	0.513	1,463	Valid
	X2.5	0.492	1,463	Valid
	X2.6	0.445	1,463	Valid
	X2.7	0.443	1,463	Valid
	X2.8	0.401	1,463	Valid

Social Media Marketing	X3.1	0.329	1,463	Valid
	X3.2	0.395	1,463	Valid
	X3.3	0.420	1,463	Valid
	X3.4	0.394	1,463	Valid
	X3.5	0.369	1,463	Valid
	X3.6	0.447	1,463	Valid
	X3.7	0.343	1,463	Valid
	X3.8	0.307	1,463	Valid
Purchase Interest	Y.1	0.502	1,463	Valid
	Y.2	0.420	1,463	Valid
	Y.3	0.514	1,463	Valid
	Y.4	0.408	1,463	Valid
	Y.5	0.502	1,463	Valid
	Y.6	0.441	1,463	Valid
	Y.7	0.454	1,463	Valid
	Y.8	0.334	1,463	Valid

Source : Primary data processed, 2022

The data above shows that the $_{\text{calculated r value}}$ is greater than the r $_{\text{table}}$, the r $_{\text{table value}}$ is degree of freedom (df) = N-2 = 180-2 = 178 with an alpha of 0.05, the r $_{\text{table}}$ is 1,463. Thus, the question items used in this research are declared valid and can be used.

Reliability Test

To test reliability, a questionnaire is said to be reliable if the Cronbac alpha value is > 0.60 (Ghozali, 2013).

Table 2. Reliability Test

Variable	**Cronbach Alpha**	**Standard Value**	**Information**
Price	0.671	0.60	Reliable
Brand Trust	0.737	0.60	Reliable
Social Media Marketing	0.685	0.60	Reliable
Purchase Interest	0.751	0.60	Reliable

Source : Primary data processed, 2022

Cronbach alpha value for each variable is greater than 0.60, which means that the indicators for each variable are reliable and can be trusted as a measuring tool in this research.

Classic Assumption Test Results

Normality test

The normality test is a test used to determine whether a population is normally distributed or not.

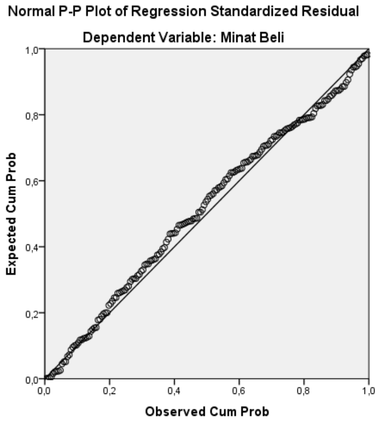

Figure 2. Normality Test Results

Based on the image above, it shows a normal probability plot graph where the points are spread around the diagonal line and the distribution follows the direction of the diagonal line. So it can be concluded that the regression model has met the normality assumption.

Table 3. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		180
Normal Parameters [a, b]	Mean	.0000000
	Std. Deviation	2.11422154
Most Extreme Differences	Absolute	,040
	Positive	,040
	Negative	-.031
Statistical Tests		,055
Asymp. Sig. (2-tailed)		,200 [c,d]

Source : Primary data processed, 2022

Based on the results of the normality test table above, it shows that the significance value (Asymp. Sig .) is 0.200, which can be said to be greater than the value of 0.05. So it can be concluded that this research data is normally distributed.

Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another observation. In this research, heteroscedasticity detection was carried out using the heteroscedasticity test using the Glejser test.

Table 4. Heteroscedasticity Test Results

Coefficients [a]

Model	Sig.
1 (constant)	,080
Price	,553
Brand Trust	,353
Social Media Marketing	,315

a. Dependent Variable: buying interest

Source: Primary data processed, 2022

Table 3 shows the results of the heteroscedasticity test carried out in this study. The heteroscedasticity test is carried out by looking at the significance value of each independent variable. Based on the results of the analysis, the significance score for all variables was > 0.05. This means that there are no symptoms of heteroscedasticity.

Multicollinearity Test Results

The multicollinearity test aims to see whether or not there is a high correlation between the independent variables in a multiple linear regression model.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	,847	1,181
Brand Trust	,745	1,343
Social Media Marketing	,722	1,385

Source: Primary data processed, 2022

From table 4 above, the multicollinearity test shows that the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is smaller than 10. Thus, it can be concluded that there are no symptoms of multicollinearity.

Multiple Linear Regression Test Results

According to Ghozali (2013), regression analysis is used to measure the strength of the relationship between two or more variables, and also shows the direction of the relationship between the dependent and independent variables.

Table 6. Multiple Linear Regression Test Results

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,192	2,750		6,615	,000
	Price	,159	.104	,119	1,534	.127
	Brand Trust	,048	,080	,049	,597	,551
	Social Media Marketing	,205	,076	,227	2,697	,008

a. Dependent Variable: buying interest

Source : Primary data processed, 2022

Based on Table 5 above, the following regression equation is obtained:

$$\mathbf{Y = 18.192 + 0.159\ X_1 + 0.048\ X_2 + 0.205\ X_3 + 2.750}$$

1. The regression coefficient value of price (X1) is 0.159, which means it is positive for the dependent variable (Y), which means that if the price variable (X1) increases by 1 unit, then consumer buying interest (Y) will also increase by 0.159 units assuming the variable others are fixed or constant.
2. The regression coefficient value of brand trust (X2) is 0.048, which means it is positive for the dependent variable (Y), which means that if the brand trust variable (X2) increases by 1 unit, then consumer buying interest (Y) will also increase by 0.048 units with assuming other variables are fixed or constant.
3. The regression coefficient value of social media marketing (X3) is 0.205, which means it is positive for the dependent variable (Y). This means that if the social media marketing

variable (X3) increases by 1 unit, then consumer buying interest (Y) will also increase by 0.205. units assuming other variables are fixed or constant.

F Test Results (Simultaneous)

The F test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent/dependent variable Ghozali (2013).

Table 7. F Test Results (Simultaneous)

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	134,804	3	44,935	6,645	,000 [b]
	Residual	1190.190	176	6,762		
	Total	1324,994	179			

a. Dependent Variable: Y
b. Predictors: (Constant), X3, X2, X1

Source: Primary data processed, 2022

Based on table 6, it is known that the calculated f value = 6.645 , while the f table obtained is 1.463 . Because calculated f > f table (6.645 > 1.463) with a significance of 0.000 < 0.05, the regression model used is significant. This means that simultaneously, price, brand trust , and social media marketing have a significant influence on purchasing interest.

t Test Results (Partial)

Hypothesis testing (t test) aims to see whether individually (partially) the independent variables have an influence on the dependent variable.

Table 8. t Test Results (Partial)

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,192	2,750		6,615	,000
	Price	,159	.104	,119	1,534	.127
	Brand Trust	,048	,080	,049	,597	,551
	Social Media Marketing	,205	,076	,227	2,697	,008

a. Dependent Variable: buying interest

Source: Primary data processed, 2022

Based on table 7 above, the research results obtained a significance value of 0.127 > 0.05, so it can be concluded that the hypothesis (H1) which states "The Influence of Price on Interest in Buying Oriflame Products" is rejected. The research results obtained a significance value of 0.551 > 0.05, so it was concluded that the hypothesis (H2) which stated "The Influence of Brand Trust on Interest in Buying Oriflame Products" was rejected. The research results obtained a significance value of 0.008 < 0.05, so it was concluded that the hypothesis (H3) which stated "The Influence of Social Media Marketing on Interest in Buying Oriflame Products" was accepted.

Results Determinant coefficient (R^2)

The determinant coefficient ($R2^{)}$ measures how far the model's ability to explain variations in the dependent variable.

Table 9. Determinant coefficient (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319 [a]	.102	,086	2.60047

a. Predictors: (Constant), X3, X2, X1

Source: Primary data processed, 2022

2 coefficient of determination R square value is 0.102. This means that 10.2% of purchasing interest can be explained by price, brand trust and social media marketing variables . Meanwhile, the remaining 89.8% of people's buying interest is influenced by other variables not examined in this research.

RESULT AND DISCUSSION

From the results of the t test, it is obtained that the t_{count} is 1.534 and the t_{table} is 1.463 so that $t_{count} > t_{table}$ and seen from the level of significance, the price variable has a value of 0.127 above the significant value of 0.05 so it can be concluded that price has no significant effect on interest. buy Oriflame products in Pekanbaru. This means that consumers' buying interest in Oriflame products in Pekanbaru is not influenced by price factors, the price offered does not reduce their intention to buy Oriflame products.

From the results of the t test, it is obtained that the t_{count} is 0.597 and the t_{table} is 1.463 so that the $t_{count} < t_{table}$ and seen from the level of significance, the brand trust variable has a value of 0.551 above the significant value of 0.05 so it can be concluded that brand trust has no significant effect regarding interest in buying Oriflame products in Pekanbaru. This provides an understanding that the brand trust of Oriflame product users in Pekanbaru towards the Oriflame brand alone is not enough to encourage consumers to be interested in purchasing Oriflame products.

From the results of the t test, the $_{calculated\ t}$ is 2.697 and the t_{table} is 1.463 so it can be seen from the level of significance, the social media marketing variable has a value of 0.008 above the significant value of 0.05 so it can be concluded that social media marketing has a positive and significant effect on interest. buy consumer Oriflame products in Pekanbaru. Social media marketing is the use of social technology in the form of media, which is used to communicate, convey and make offers regarding the value of an organization to consumers.

CONCLUSION

Price does not have a significant effect on consumer buying interest in Oriflame products in Pekanbaru. Brand trust does not have a significant effect on consumer buying interest in Oriflame products in Pekanbaru. Social media marketing has a positive and significant effect on consumer buying interest in Oriflame products in Pekanbaru. This means that good social media marketing has a big influence on consumer buying interest so that consumers are interested in buying. The better social media marketing is at selling its products, the greater consumers' buying interest. Price, brand trust and social media marketing jointly influence consumer buying interest in Oriflame products in Pekanbaru.

SUGGESTION

Based on the results of the research that has been carried out, the following suggestions can be given:

1. Companies for Oriflame products must further increase their sales through social media so that they can compete with other companies and further increase consumer purchases.
2. For further research, expand the population and add other variables that have not been used in this research. Such as discounts and services.

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