


The Influence of Online Marketing on Purchasing Decisions for OMG Lipstick

Intan Panya Lita Teri^{1*}  <https://orcid.org/0009-0000-5234-4110>

Dedi Kundana²  <https://orcid.org/0009-0003-8326-9290>

Taridi³  <https://orcid.org/0000-0002-4653-314X>

^{1,2,3}Buddhist Business and Management Department, Jinarakkhita Buddhist College of Lampung, Indonesia.

*corresponding author: intan.panya.lita.teri@sekha.kemenag.go.id

ABSTRACT

This study investigates the influence of online marketing on purchasing decisions among young female consumers in the Indonesian urban cosmetics market. Using a quantitative survey approach, data were collected from 70 female respondents aged 16-24 years through a structured questionnaire. The data were analyzed using simple linear regression to examine the impact of social media marketing, particularly on platforms such as Instagram and TikTok, on purchasing behavior. The results show that online marketing has a statistically significant influence on consumer purchasing decisions, with social media promotions playing a significant role in influencing brand awareness and purchase intention. The regression analysis shows a positive relationship between online marketing and purchasing decisions, underscoring the effectiveness of digital platforms in shaping consumer behavior. These findings highlight the importance of strategic data-driven online marketing, particularly for local cosmetic brands targeting Gen Z consumers. This study contributes to the growing literature on digital marketing and consumer behavior in emerging markets, and offers practical implications for marketers seeking to enhance their competitiveness in the digital economy.

ARTICLE INFO

Keywords:

Online marketing; Purchase decision; Cosmetic product promotion; OMG lipstick; Social media.

Article History:

Received: January 22, 2025

Revised: June 28, 2025

Accepted: June 29, 2025

Published: June 30, 2025

How to Cite in APA Style:

Teri, et al. (2025). The Influence of Online Marketing on Purchasing Decisions for OMG Lipstick. *Journal of Economic, Religious, and Entrepreneurship*, 3(1), 25-36.

Introduction

In the digital age, online marketing has become the main strategy for Lots companies, including industry Beauty. Technology make it easier access consumer to information product through various channel such as social media , e-commerce, and websites (Rehatalanit, 2021). Research show that online marketing strategies can increase decision purchase through relevant content and attractive promotions (Elizabeth et al., 2024)

Social media play a role important in to form perception consumers, especially in category product beauty. Promotion through platforms like Instagram and TikTok not only increase awareness brand but also influences intention buy consumers (Aulia et al., 2024). A study in Medan shows that social media promotion give significant contribution to the decision purchase product beauty (Salsabila, 2024). Lipstick is one of the product cosmetics that have a large market, especially among woman young. Research about product local in Indonesia shows that review from beauty influencers is very influential decision purchase through strengthening attitude consumer to product local (Octaffiana et al., 2022).

Apart from online marketing, quality products and prices also become factor important in decision purchases. Research in the marketplace shows that combination between quality good product and competitive price capable influence up to 87.4% of decisions purchase consumers (Lestari & Juhana, 2024). In addition, the results of the study show that halal label, style life, religiosity and price in a way simultaneous influential positive and significant to decision Buyers. Marketing content and influencer marketing also influence purchasing decisions. cosmetics of 9,722. Below This summary of factors that influence purchasing decisions.

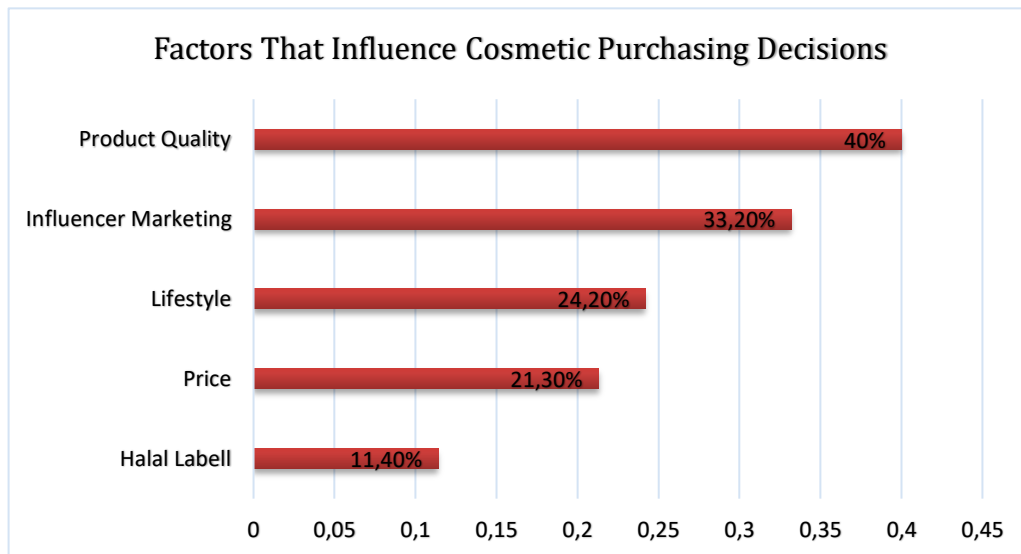


Figure 1. Factors that influence cosmetic purchasing decisions (Shukmalla et al., 2023; Siregar et al., 2023)

In the Pidada Panjang area, Bandar Lampung, the trend purchase cosmetics through online platforms also started increased. Local studies required for identify preferences and behavior consumer in choose product like OMG lipstick, which is brand cosmetics popular in Indonesia. Study This give outlook about how online marketing strategies can optimized for increase decision purchase product cosmetics. With understand factors that influence purchases, such as trust consumer on platform and power pull content marketing, company can design a better strategy effective (Hussain & Chimhundu, 2023). The purpose of study This is for explore influence online marketing and decisions purchase consumer against OMG lipstick in Pidada, Panjang. Findings from studies This expected can give contribution to the development of marketing strategies local and provide guide for perpetrator business cosmetics in Bandar Lampung.

Online Marketing

Online marketing has become one of the key elements in modern marketing strategies. With the development of digital technology, social media, e-commerce, and websites have become important tools for providing access to product information to consumers (Sudirjo et al., 2023). Research shows that online marketing not only provides wider exposure but also allows companies to create direct interactions with consumers. This strategy is very effective in attracting customer attention through relevant, informative, and interesting promotional content, as found in research by (Manurung et al., 2023; Sugiyanti et al., 2022). Through this approach, companies can increase brand awareness and strengthen consumer purchase intentions.

Social media, such as Instagram and TikTok, play a huge role in shaping consumer perceptions, especially in the cosmetic product category (Jannah & Rizal, 2025). These platforms allow brands to capitalize on eye-catching visual trends and use influencers to convey marketing messages. Product promotion through social media has been shown to significantly increase consumer purchase intention due to its ability to provide visual reviews and recommendations that are perceived as more authentic. A study conducted by (Naibaho et al., 2024) confirmed that social media plays a significant role in increasing purchasing decisions through more personalized and interactive communication.

Furthermore, the success of online marketing in increasing purchasing decisions is also influenced by the ability to deliver a better user experience. E-commerce, for example, offers convenience in shopping and allows consumers to compare products more easily. In addition, the official website provides detailed information that strengthens consumer confidence in the product (An'ars et al., 2023; Handayani, 2023). With these various online channels, companies can integrate their marketing strategies to reach a wider consumer segment, strengthen brand loyalty, and increase purchase conversion rates (Kirana, 2024). This confirms that online marketing is one of the most relevant and effective strategies in the digital era.

Purchase Decision

A purchase decision can be defined as the process of selecting and purchasing a product or service based on consumer needs and wants after considering available alternatives (Vriya & Safitri, 2024). This decision includes not only the purchase itself, but also an assessment of the post-purchase experience, such as satisfaction or dissatisfaction.

Purchasing decisions are characterized by being based on needs and wants, meaning that purchasing decisions are triggered by consumer needs or wants that need to be fulfilled. Involving alternative considerations, meaning that consumers compare various products or brands before choosing. Based on information, meaning that collecting information is an important part of this process, whether from the media, reviews, or recommendations. Influenced by psychological, social, and environmental factors also influence decisions (Sandora, 2020).

Then the purchasing decision process involves several main stages, namely, first, problem recognition is carried out, such as consumers recognizing what products are needed. Second, consumers look for information about the product. Third, evaluating alternatives means that consumers compare one product with another to see which is better. Fourth, a purchase decision is made or the desired product is purchased. Next is the post-purchase evaluation, at this stage consumers assess whether the product or service purchased meets their expectations or not. If it meets, a repeat purchase will be made, otherwise the consumer will stop (Hussain & Chimhundu, 2023).

Hypothesis Development

Based on the literature review, the research hypothesis is formulated as follows:

- H1: Online marketing has a positive and significant influence on the purchasing decision of OMG lipstick in Pidada Panjang, Bandar Lampung.
- H0: Online marketing does not have a positive and significant influence on the purchasing decision of OMG lipstick in Pidada Panjang, Bandar Lampung.

The above hypothesis is based on previous research showing that online marketing strategies can increase purchasing decisions through effective promotional content

(Amalina & Riofita, 2024). Product quality and price are also important factors in purchasing decisions. In addition, the results of the study showed that halal labels, lifestyle, religiosity and price simultaneously have a positive and significant effect on buyer decisions (Sireger et al., 2023). In addition, marketing content and influencer marketing also influence cosmetic purchasing decisions by 9.722 (Shukmalla et al., 2023). Based on this, the researcher wants to test the above hypothesis.

Method

In this study, the research approach used is a quantitative approach with a survey method. Quantitative research is a research method that collects and analyzes data based on numbers and numerical measurements (Ardiansyah et al., 2023; Firmansyah et al., 2021). This approach was chosen because it is able to collect data systematically from a large number of respondents, in order to identify the relationship between online marketing and consumer purchasing decisions. Data collection will be carried out through a structured questionnaire that will be distributed to respondents in the Pidada Panjang area, Bandar Lampung. To analyze the data, statistical techniques will be used, such as linear regression, to test the effect of online marketing on purchasing decisions for OMG lipstick.

This study used 70 respondents with 10 questions asked to women in Pidada, Panjang, Bandar Lampung, especially women aged 16 to 24 years. This age was chosen because at that age women want to beautify themselves more. Based on the research objectives, two forms of analysis are used to describe the data and test the hypothesis. One is an inferential analysis using simple regression to test the hypothesis, and the other is a correlation test using the SPSS for Windows version 25.0 program.

Findings

Descriptive Statistics Testing the Influence of Online Marketing on Purchasing Decisions

Table 1. Descriptive statistical test output variable X

| Descriptive Statistics | | | | | | | | |
|------------------------|----|-------|---------|---------|------|-------|----------------|----------|
| | N | Range | Minimum | Maximum | Sum | Mean | Std. Deviation | Variance |
| X | 70 | 24 | 26 | 50 | 2538 | 36.26 | 4.850 | 23.527 |
| Valid N | 70 | | | | | | | |

(listwise)

Source: Data analysis 2025

Based on the results of the descriptive statistical analysis presented in Table 1, variable X was measured using data from 70 respondents. The observed range of responses is 24, with a minimum value of 26 and a maximum value of 50. The total accumulated score for all respondents is 2,538, resulting in a calculated mean (average) value of 36.26. This indicates that, on average, respondents tend to rate variable X moderately high within the given scale. Additionally, the standard deviation for variable X is 4.850, which reflects the degree of variation or dispersion from the mean. The variance value, calculated at 23.527, further supports the presence of a moderate level of variability in the responses. These results suggest that while responses are relatively concentrated around the mean, there is still some variation in how participants perceive or respond to variable X. Therefore, the data for this variable are appropriate for further inferential statistical analysis.

Table 2. Descriptive statistical test output variable Y

| Descriptive Statistics | | | | | | | | |
|------------------------|----|-------|---------|---------|------|-------|----------------|----------|
| | N | Range | Minimum | Maximum | Sum | Mean | Std. Deviation | Variance |
| Y | 70 | 25 | 25 | 50 | 2513 | 35.90 | 5.456 | 29.772 |
| Valid N (listwise) | 70 | | | | | | | |

Source: Data analysis 2025

Based on the descriptive statistical analysis presented in Table 2, variable Y was assessed using data from 70 respondents. The data show a value range of 25, with a minimum score of 25 and a maximum of 50. The total cumulative score is 2,513, resulting in a mean of 35.90. This average indicates that respondents generally rated variable Y at a moderate to high level within the measured scale. Regarding data dispersion, the standard deviation of variable Y is 5.456, suggesting a moderate spread of values around the mean. Additionally, the variance is recorded at 29.772, indicating a relatively broader distribution compared to variable X. These findings suggest that while responses tend to cluster around the average, there is a noticeable degree of variation among individual responses. Therefore, the distribution of this data satisfies the assumptions required for further inferential statistical analysis.

Prerequisite Test

Test The Validity of The Influence of Online Marketing on Purchasing Decisions

The requirement for decision making of a question item data can be said to be valid if R_{count} is greater than R_{table} ($R_{count} > R_{table}$) and vice versa if R_{count} is smaller than R_{table} ($R_{count} < R_{table}$) then it can be said to be invalid. To find out the value of R_{table} , you can search on Google and the formula used is $df = n - 2$ then determine the level of significance of what percentage is used. This study uses a level of significance error of 5% so that the R_{table} of this study is 0.2352.

Table 3. Results of the validity test of variable X

| | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 | X10 | Total Scor |
|---------|--------|--------|-------|--------|--------|-------|-------|-------|-------|-------|---------------|
| 1 | 1,000 | | | | | | | | | | |
| 2 | 0,125 | 1,000 | | | | | | | | | |
| 3 | -0,011 | 0,184 | 1,000 | | | | | | | | |
| 4 | 0,029 | -0,044 | 0,227 | 1,000 | | | | | | | |
| 5 | 0,321 | 0,084 | 0,031 | 0,022 | 1,000 | | | | | | |
| 6 | 0,228 | 0,071 | 0,475 | 0,094 | -0,048 | 1,000 | | | | | |
| 7 | 0,047 | 0,209 | 0,130 | 0,079 | -0,133 | 0,296 | 1,000 | | | | |
| 8 | 0,226 | 0,060 | 0,040 | -0,068 | 0,080 | 0,348 | 0,176 | 1,000 | | | |
| 9 | 0,052 | 0,385 | 0,055 | 0,133 | 0,009 | 0,123 | 0,539 | 0,162 | 1,000 | | |
| 10 | 0,220 | 0,176 | 0,168 | 0,109 | 0,107 | 0,233 | 0,118 | 0,221 | 0,405 | 1,000 | |
| Rhitung | 0,471 | 0,463 | 0,458 | 0,317 | 0,291 | 0,577 | 0,544 | 0,473 | 0,617 | 0,578 | 1,000 |
| Rtabel | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 |
| Status | V | V | V | V | V | V | V | V | V | V | V |

Source: Data analysis 2025

Based on the explanation above and seen from the validity test table of variable X, the question items are said to be valid because all R_{counts} are greater than R_{table} .

Table 4. Results of the validity test of variable Y

| | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | Y7 | Y8 | Y9 | Y10 | Total Score |
|--------|-------|-------|--------|-------|--------|-------|-------|-------|-------|-------|-------------|
| 1 | 1,000 | | | | | | | | | | |
| 2 | 0,316 | 1,000 | | | | | | | | | |
| 3 | 0,726 | 0,207 | 1,000 | | | | | | | | |
| 4 | 0,331 | 0,251 | 0,249 | 1,000 | | | | | | | |
| 5 | 0,156 | 0,314 | 0,125 | 0,390 | 1,000 | | | | | | |
| 6 | 0,440 | 0,132 | 0,398 | 0,149 | 0,125 | 1,000 | | | | | |
| 7 | 0,159 | 0,243 | 0,034 | 0,113 | -0,039 | 0,325 | 1,000 | | | | |
| 8 | 0,170 | 0,199 | 0,235 | 0,562 | 0,273 | 0,027 | 0,077 | 1,000 | | | |
| 9 | 0,030 | 0,360 | -0,075 | 0,194 | 0,135 | 0,100 | 0,552 | 0,025 | 1,000 | | |
| 10 | 0,244 | 0,163 | 0,276 | 0,881 | 0,323 | 0,116 | 0,005 | 0,516 | 0,057 | 1,000 | |
| Rcount | 0,625 | 0,559 | 0,557 | 0,755 | 0,462 | 0,478 | 0,461 | 0,570 | 0,443 | 0,661 | 1,000 |
| Rtable | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 | 0,235 |
| Status | V | V | V | V | V | V | V | V | V | V | V |

Source: Data analysis 2025

Based on the explanation above and seen from the validity test table of variable Y, the question items are said to be valid because all R_{counts} are greater than R_{table} .

Reliability Test of The Influence of Online Marketing on Purchasing Decisions

Table 5. Reliability Statistics

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .765 | 70 |

Source: Data analysis 2025

Based on the results shown in Table 5, the reliability test of the instrument measuring the influence of online marketing on purchasing decisions produced a Cronbach's Alpha value of 0.765 across 20 items. This value exceeds the minimum threshold of 0.60, indicating a good level of internal consistency. A Cronbach's Alpha between 0.70 and 0.80 is generally considered acceptable in social science research. Thus, the instrument can be considered reliable and appropriate for further statistical analysis. The consistency of the responses suggests that the items effectively measure the intended construct, supporting the validity of the conclusions drawn regarding the impact of online marketing on purchasing decisions.

Normality Test of The Influence of Online Marketing on Purchasing Decisions

The basis for making decisions on normality tests is that if the significant value is greater than 0.05, the data is said to be normal. Conversely, if the significant value is less than 0.05, the data is not normal and needs to be replaced or repaired.

Table 6. *One-Sample Kolmogorov-Smirnov Test Output*

| | | X | Y |
|----------------------------------|----------------|-------------------|-------------------|
| N | | 70 | 70 |
| Normal Parameters ^{a,b} | Mean | 36.26 | 35.90 |
| | Std. Deviation | 4.850 | 5.456 |
| Most Extreme Differences | Absolute | .064 | .058 |
| | Positive | .064 | .058 |
| | Negative | -.043 | -.036 |
| Test Statistic | | .064 | .058 |
| Asymp. Sig. (2-tailed) | | .200 ^c | .200 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data analysis 2025

The results of the normality test using the One-Sample Kolmogorov-Smirnov method indicate that both variables X and Y are normally distributed. This conclusion is drawn based on the Asymptotic Significance (2-tailed) values for both variables, which are 0.200. Since these values exceed the standard significance threshold of 0.05, it can be inferred that there is no statistically significant deviation from a normal distribution in the dataset. The test statistic values (0.064 for X and 0.058 for Y) further support this conclusion, demonstrating that the observed distributions closely approximate a normal curve.

Normal data distribution is a fundamental assumption in many parametric statistical analyses, including correlation, regression, and analysis of variance (ANOVA). The confirmation of normality in this study ensures the robustness and validity of subsequent statistical procedures. It allows for the appropriate application of inferential tests that require normally distributed data, thereby enhancing the reliability of the findings. Furthermore, the normality of both variables supports the internal consistency of the data and indicates that the measurement instruments used to assess variables X and Y perform reliably within the sampled population.

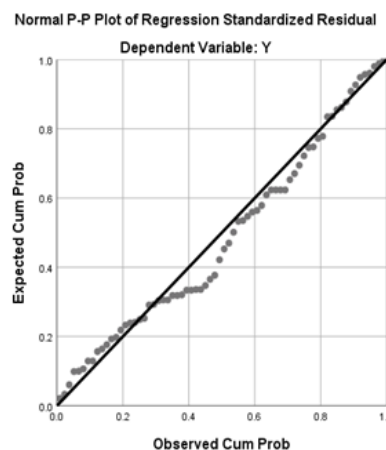


Figure 2. Normal P-P Plot

The above data is a Normal P-P Plot of Regression Standardized Residuals, which is used to evaluate the assumption of residual normality in regression analysis. The horizontal axis (Observed Cum Prob) shows the cumulative probability of the observed residuals, while the vertical axis (Expected Cum Prob) represents the cumulative probability of the expected residuals if the residuals follow a normal distribution. The diagonal line in this plot is the reference line indicating a normal distribution. In this plot, most of the points are around the diagonal line, indicating that the residuals of the regression model follow a normal distribution. Thus, it can be concluded that the assumption of residual normality in this regression model is met.

Regression Test of The Influence of Online Marketing on Purchasing Decisions

Table 7. Model Summary^b output

| <i>Model Summary^b</i> | | | | |
|----------------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .761 ^a | .750 | .117 | 5.126 |

a. Predictors: (Constant), X
b. Dependent Variable: Y

Source: Data analysis 2025

The Model Summary output reveals a strong positive correlation between online marketing strategies (X) and purchasing decisions (Y), as evidenced by the R value of 0.761. More importantly, the R Square value of 0.750 indicates that 75% of the variance in purchasing decisions can be explained by the online marketing strategies applied. This high proportion suggests a substantial level of predictive power, implying that online marketing initiatives play a critical role in shaping consumer behavior. The adjusted R Square value of 0.117, although significantly lower, may reflect model refinement limitations or variability within the sample data, warranting further investigation into the inclusion of additional variables that may improve model accuracy.

These findings provide strong empirical support for the effectiveness of online marketing in influencing consumer purchasing behavior. The implication is that digital promotional efforts, such as targeted advertising, influencer endorsements, and social media campaigns, substantially drive purchase intent and decision-making processes. However, the remaining 25% of the variation is likely attributable to other influential factors not captured in the current model, such as brand loyalty, product quality, price sensitivity, or peer recommendations. Future research should consider incorporating these variables to build a more comprehensive model and to better understand the multidimensional nature of consumer decision-making in digital commerce.

Table 8. ANOVA^a analysis output

| <i>ANOVA^a</i> | | | | | |
|--------------------------|----------------|----|-------------|--------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. ^b |
| 1 Regression | 267.356 | 1 | 267.356 | 10.174 | .000 ^b |
| Residual | 1786.944 | 68 | 26.279 | | |
| Total | 2054.300 | 69 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source: Data analysis 2025

The analysis of variance (ANOVA) results demonstrates that the regression model is statistically significant, with an F-value of 10.174 and a p-value (Sig.) of 0.000. Since the significance value is far below the conventional threshold of 0.05, this indicates a strong and statistically meaningful relationship between online marketing strategies (independent variable) and purchasing decisions (dependent variable). The regression sum of squares (267.356) compared to the residual sum of squares (1786.944) further confirms that a notable proportion of the variance in purchasing decisions is explained by the model. These results validate the hypothesis that online marketing strategies significantly influence consumer purchasing behavior.

From a practical standpoint, the significant ANOVA output affirms the model's predictive reliability and reinforces the importance of digital marketing efforts in shaping consumer choices. The findings suggest that investments in strategic online marketing initiatives—such as social media campaigns, email marketing, search engine optimization (SEO), and targeted advertisements—can lead to measurable improvements in purchasing outcomes. This evidence strengthens the case for businesses to adopt data-driven online marketing approaches, as they have demonstrable effects on consumer decision-making. Further research may expand on these findings by testing multiple predictors simultaneously to improve the explanatory power of the model and uncover more nuanced dynamics in online consumer behavior.

Table 9. *Coefficients^a output*

| <i>Coefficients^a</i> | | | | | |
|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
| | B | Std. Error | Beta | t | Sig. |
| 1 (Constant) | 21.186 | 4.654 | | 4.553 | .000 |
| X | .406 | .127 | .361 | 3.190 | .002 |

a. Dependent Variable: Y

Source: Data analysis 2025

The coefficients table reveals the parameters of the simple linear regression model used to assess the effect of online marketing strategies on purchasing decisions. The regression equation derived is $Y = 21.186 + 0.406X$, where Y represents purchasing decisions and X denotes the implementation of online marketing strategies. The constant (α) of 21.186 implies that in the absence of any online marketing efforts ($X = 0$), the baseline level of purchasing decisions would be 21.186. Meanwhile, the regression coefficient (β) of 0.406 indicates that for every one-unit increase in the application of online marketing strategies, there is an expected increase of 0.406 units in purchasing decisions, assuming all other factors remain constant.

The statistical significance of the β coefficient is supported by a t-value of 3.190 and a p-value of 0.002, which is well below the 0.05 threshold. This confirms that the influence of online marketing on purchasing behavior is not only positive but also statistically significant. The standardized coefficient (Beta) of 0.361 further suggests a moderate effect size, indicating that online marketing contributes meaningfully to shifts in consumer decision-making. These findings underscore the strategic importance of digital marketing as a tool for influencing purchasing patterns and optimizing business performance. Future studies could explore the differential impact of various types of online marketing strategies (e.g., content marketing, influencer engagement, SEO) to identify which have the strongest effect on consumer behavior.

Discussion

The Influence of Online Marketing on OMG Lipstick Purchasing Decisions

The results of the study show that online marketing, especially through social media such as Instagram and TikTok, has a significant role in influencing consumer purchasing decisions. These platforms provide an opportunity for brands to take advantage of visual trends and collaboration with influencers, which can ultimately increase consumer trust. In Pidada Panjang, the implementation of a community-based marketing strategy is the key to success by involving local influencers who are more relevant to the target audience. This finding is in line with previous research conducted by (Fakhita Rezani Alhamid et al., 2023) and has confirmed that online marketing through various social media can have a positive impact on consumer purchasing interest.

In addition, the integration of social media and e-commerce provides additional benefits for consumers. E-commerce not only provides comprehensive product information but also allows for price comparison and convenience in transactions (Syukur & Rizal, 2024). This study shows that an integrated online marketing strategy can significantly improve purchasing decisions. However, to maximize its impact, companies need to pay attention to aspects of the user experience, such as transaction security and logistics efficiency, so that consumer trust in the platform is maintained.

Psychological and social factors are also important elements in consumer purchasing decisions (Prasetya & Sudrajat, 2024). For example, halal labels on local beauty products play a significant role in building consumer trust, especially in the Indonesian market. In addition, reviews from influencers and culturally relevant promotions can strengthen consumer loyalty to local brands such as OMG lipstick. Therefore, companies need to create added value that is in line with local market needs to increase their competitiveness.

However, this study has limitations that need to be considered. The limited sample size of 70 respondents limits the generalizability of these findings to a wider population. Further studies with a more in-depth approach, such as qualitative interviews or case studies, could provide more comprehensive insights into consumer preferences. In addition, exploration of other factors such as product innovation and brand loyalty could provide a more complete picture of the dynamics of the cosmetics market in Indonesia.

From a practical perspective, these findings provide important implications for cosmetic businesses. By utilizing data from this study, companies can develop marketing strategies that are more targeted and relevant to the target audience. Data-driven marketing campaigns, collaboration with local influencers, and improving the online shopping experience can be strategic steps to improve consumer purchasing decisions. This study emphasizes the importance of online marketing as a primary tool in winning the competition in the digital era.

Conclusion

This study concludes that online marketing through social media such as Instagram and TikTok has a significant influence on consumer purchasing decisions, especially for local cosmetic products such as OMG lipstick. This strategy is effective because of reviews from influencers, local culture-based promotions, and integration of social media with e-commerce platforms that increase consumer trust and loyalty. In addition, the online shopping experience that includes comprehensive product information, transaction

security, and ease of price comparison greatly contributes to purchasing decisions. Psychological factors, such as consumer trust in halal labels, as well as culturally relevant promotions, also strengthen the appeal of local brands in the Indonesian market.

This study provides practical recommendations for business actors to utilize data in designing more effective marketing strategies. Promotions involving local influencers, community-based promotions, and improving user experience digitally are strategic steps to increase competitiveness. Thus, online marketing can be a primary tool in winning competition in the digital era while strengthening the position of local products in the cosmetics market.

References

- Amalina, V., & Riofita, H. (2024). Pengaruh Strategi Pemasaran Live Shopee Terhadap Keputusan Pembelian Konsumen. *Jurnal Inovasi Pendidikan*, 6(2), 386–400. <https://journalpedia.com/1/index.php/jip/index>
- An'ars, M. G., Hendrastuty, N., Damayanti, & Putra, A. D. (2023). Perancangan Teks Promosi UMKM Sikop Arrum Batik Menggunakan Program Berbasis AI ChatGPT. *Jurnal Pengabdian Kepada Masyarakat (JPKM) TABIKPUN*, 4(1), 11–18. <https://doi.org/10.23960/jpkmt.v4i1.109>
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif. *Jurnal IHSAN : Jurnal Pendidikan Islam*, 1(2), 1–9. <https://doi.org/10.61104/ihsan.v1i2.57>
- Aulia, H., Mu'arrif, Z., & Sumanti, E. (2024). Perbandingan Model Promosi pada Platform Facebook, Instagram, dan Tiktok terhadap Keputusan Pembelian berdasarkan model AISAS. *Ekonomis: Journal of Economics and Business*, 8(2), 1414–1433. <https://doi.org/10.33087/ekonomis.v8i2.1818>
- Elizabeth, Yuniydwati, A., Agus, N., Jodi, I. W. G. A. S., & Setianti, Y. (2024). Pengaruh Kualitas Produk, Kualitas Layanan dan Social Media Marketing Terhadap Keputusan Pembelian. *Jurnal Manajemen Kewirausahaan Dan Teknologi*, 1(3), 98–110. <https://doi.org/10.61132/jumaket.v1i3.322>
- Fakhita Rezani Alhamid, Mardiatul Halawiyah, Anis Nur Cholimah, & Nani Hanifah. (2023). Pengaruh Strategi Pemasaran Online Terhadap Keputusan Pembelian Konsumen Pada Produk Mixue di Kota Jayapura. *Jurnal Ekonomi Bisnis Dan Akuntansi*, 3(3), 153–163. <https://doi.org/10.55606/jebaku.v3i3.2865>
- Firmansyah, M., Masrun, M., & Yudha S, I. D. K. (2021). Esensi Perbedaan Metode Kualitatif Dan Kuantitatif. *Elastisitas - Jurnal Ekonomi Pembangunan*, 3(2), 156–159. <https://doi.org/10.29303/e-jep.v3i2.46>
- Handayani, H. (2023). Implementasi Sosial Media Influencer terhadap Minat Beli Konsumen: Pendekatan Digital Marketing. *Jesya*, 6(1), 918–930. <https://doi.org/10.36778/jesya.v6i1.1023>
- Hussain, S. I., & Chimhundu, R. (2023). Effects on Consumer Purchase Intentions through Online Marketing Activities: Evidence from Australian Retail Sector Consumers. *International Journal of Arts and Humanities Studies*, 3(1), 16–25. <https://doi.org/10.32996/ijahs.2023.3.1.3>
- Jannah, M., & Rizal, A. A. (2025). Pengaruh "Virtual Influencer" di TikTok terhadap Perilaku Konsumen Generasi Z di Kota Mataram. 6(1), 218–227.
- Kirana, R. M. (2024). Strategi Sales Promotion Dalam Meningkatkan Penjualan Indihome Dengan Pendekatan Stop-Sit. *The Marketing Book*, 8, 458–484. <https://doi.org/10.69645/axkj9490>
- Lestari, D., & Juhana, D. (2024). The Influence of Price and Product Quality on Cosmetic

- Purchasing Decisions in a Marketplace. *Jurnal Computech & Bisnis (e-Journal)*, 18(1), 40–46.
- Manurung, J., Anom, E., & Iswadi. (2023). Strategi Pemanfaatan Media Sosial Sebagai Sarana Promosi Sekolah Musik Di Dotodo Music Edutainment. *Technomedia Journal*, 8(2), 248–260. <https://doi.org/10.33050/tmj.v8i2.2086>
- Naibaho, N., Sundari, S., Wiradanti, B., & Pakpahan, M. (2024). *Role of Service Personnel Nurse in Implementation of Electronic Medical Records to Improve Inpatient Services at Adventist Hospital Bandung*. 4.
- Octaffiana, E., Rahmiati, F., & Genoveva, G. (2022). Online Reviews by Beauty Vloggers of Local Lipsticks Product Impact on Purchase Intention. *Indonesian Marketing Journal*, 2(1), 145. <https://doi.org/10.19166/imj.v2i1.5869>
- Prasetiya, D., & Sudrajat, A. (2024). *Analisis Keputusan Pembelian melalui Pendekatan Perilaku Konsumen Es Teh Poci*. 8, 24339–24350.
- Rehatalanit, Y. L. . (2021). Peran E-Commerce Dalam Pengembangan Bisnis. *Jurnal Teknologi Industri*, 5(0), 62–69. <https://journal.universitassuryadarma.ac.id/index.php/jti/article/view/764>
- Salsabila, N. A. (2024). *Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian*.
- Sandora, M. (2020). Pengaruh Kepercayaan Dan Kemudahan Terhadap Keputusan Pembelian Belanja Secara Online. *Eko Dan Bisnis: Riau Economic and Business Review*, 11(3), 290–310. <https://doi.org/10.36975/jeb.v11i3.288>
- Shukmalla, D., Savitri, C., & Pertiwi, W. (2023). Pengaruh Content Marketing Dan Influencer Marketing Terhadap Keputusan Pembelian Produk Kosmetik Lokal di Tiktok Shop (Studi Pada Mahasiswa Manajemen Universitas Buana Perjuangan Karawang). *Jurnal Mirai Management* , 8(3), 326–341.
- Sireger, N. D., Fitri, L. E., & Ridhwan. (2023). *Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Kosmetik dengan Pendekatan Ekonomi Islam*. 4(1), 36–47.
- Sudirjo, F., Purwati, T., Unggul Budiman, Y., & Manuhutu, M. (2023). Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce. *Jurnal Pendidikan Tambusa*, 7(2), 7524–7532. <https://jptam.org/index.php/jptam/article/view/7422>
- Sugiyanti, L., Rabbil, M. Z., Oktavia, K. C., & Silva, M. (2022). Strategi Pemasaran Digital untuk Meningkatkan Penjualan Produk UMKM SHIBIRU. *Jurnal Manajemen Pemasaran Internasional*, 14(1), 111–123. <http://jdm.unnes.ac.id>
- Syukur, K., & Rizal, A. (2024). *Peran E-commerce dalam Meningkatkan Volume Penjualan Mobil Honda Brio di PT. Remaja Jaya Mobilindo*. 5(November), 36–44.
- Vriya, R., & Safitra, R. (2024). *Pengaruh Persepsi Harga, Kualitas Produk dan Kualitas Pelayanan Terhadap Keputusan Pembelian*. 1(5), 90–97.