

CHAPTER I

INTRODUCTION

A. Background of Research

As the number of internet users continues to grow in the digital era, business competition has become increasingly fierce. Technological advancements have created online marketplaces, commonly called e-commerce, enabling companies to conduct business activities online.¹ This has an impact on people's dependence on the internet and social media as a means to carry out various social activities, because people's activities have become all online, and even more people spend time surfing the internet to shop. People usually look for cosmetic products for their care on e-commerce, because they are looking for affordable prices, and also by shopping through e-commerce can save their time.²

Cosmetics have become a lifestyle for today's society, as people emphasize the importance of maintaining their appearance, especially on facial features such as lips and eyelids, to always look attractive. The growth of skincare product sales in Indonesia continues to rise, with various brands, types, and new innovations competing fiercely against competitive international products.³ One of the original Indonesian cosmetic or facial care brands that has successfully captured market share is Implora. With the name PT Implora Sukses Abadi, which was founded by a married couple, Go Wie Liem and Sri Melani founded Implora in 2002. In addition, Implora products have BPOM license, which means they are safe for the skin. Due

¹ Carmelia Cesariana, Fadlan Juliansyah, and Rohani Fitriyani, "Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran)," *Jurnal Manajemen Pendidikan Dan Ilmu Sosial* 3, no. 1 (February 22, 2022): 211–24, <https://doi.org/10.38035/jmpis.v3i1.867>.

² Zalfachita Mashel Aqilah and Krido Eko Cahyono, "Pengaruh Harga, Word of Mouth, Dan Brand Trust Terhadap Keputusan Pembelian Produk Implora Cosmetics (Studi Pada Mahasiswa Stiesia Surabaya)," *Jurnal Ilmu Dan Riset Manajemen (JIRM)* 13, no. 1 (January 31, 2024), <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/5737>.

³ Nadiyahul Hasanah, Ayun Maduwiniarti, and Awin Mulyati, "Pengaruh Online Customer Review dan Product Knowledge Terhadap Keputusan Pembelian Produk Implora Melalui Shopee Pada Masyarakat di Kota Surabaya," *Sosialita* 2, no. 2 (September 28, 2023): 1633–46.

to its affordable prices, Implora has become a trusted choice for Indonesians of all ages and walks of life for its various products, including cosmetics, skincare, hair polish, nail polish, eye makeup, and farfume. Along with the development of the beauty industry in Indonesia, Implora continues to innovate to meet the needs of a dynamic market.⁴

With the number of cosmetic products that are increasingly mushrooming in the market with increasing competition, it is very important for a company to be able to market its products in a way that is increasingly innovative, easy to remember, and attracts potential customers.⁵ In the realm of e-commerce, a variety of tactical and planned marketing tools are used to achieve customer response, including affiliate marketing.⁶ Affiliate marketing has now become one of the latest innovations in the marketing world. The affiliate marketing system is accessible to everyone. This service provides consumers with convenient access to information, helping them find desired products and facilitating their purchasing decisions.⁷

Affiliate marketing is a collaboration between organizations and companies to achieve mutual benefits through product promotion. The behavior of Indonesian consumers who are increasingly turning to online shopping, especially through e-commerce, makes this strategy an effective method for Implora to reach a wider audience.⁸ This strategy utilizes the

⁴ Pratiwi Dwi Handini, Rizal Ula Ananta Fauzi, and Hendra Setiawan, "Pengaruh Iklan Online, Citra Merek dan Celebrity Endorser Terhadap Keputusan Pembelian Implora," *SIMBA: Seminar Inovasi Manajemen, Bisnis, dan Akuntansi* 5, no. 0 (September 30, 2023), <https://prosiding.unipma.ac.id/index.php/SIMBA/article/view/5089>.

⁵ Langgeng Sri Handayani and Rahmat Hidayat, "Pengaruh Kualitas Produk, Harga, dan Digital Marketing Terhadap Kepuasan Pelanggan Produk MS Glow Beauty," *IKRAITH-EKONOMIKA* 5, no. 2 (2022): 135–145.

⁶ dwi Kurniasari, "Pengaruh Promosi dan Halal Lifestlye Terhadap Preferensi Belanja di Shopee Barokah Dengan Produk Sebagai Variabel Moderating dalam Perspektif Ekonomi Islam (Studi Pada Masyarakat Bandar Lampung)" (Lampung, Universitas Islam Negeri Raden Intan Lampung Fakultas Ekonomi Dan Bisnis Islam, 1444), <http://repository.radenintan.ac.id/22907/1/Bab%201%205%20DAPUS.pdf>.

⁷ nadia Fordia Rahmawati, "Pengaruh Affiliate Marketing, Live Streaming, dan Program Flash Sale Terhadap Keputusan Pembelian" (Sekolah Tinggi Ilmu Ekonomi Yayasan Keluarga Pahlawan Negara, January 12, 2023).

⁸ Nicole Jolie Susanto, "Pengaruh Sosial Media Affiliate Marketing Terhadap Willingness to Buy Pada Marketplace Shopee dengan Subjective Norm Sebagai Variabel Moderasi," *Jurnal Strategi Pemasaran* 9, no. 2 (2022).

perceived trust that consumers have towards affiliates or influencers who promote products. In addition, the ease of finding convenience products through affiliate links provided by Implora is an important factor in increasing consumer interest.⁹

The quality of information conveyed through affiliates helps provide consumers with an in-depth understanding of the advantages of the product. Incentives and perceived usefulness of affiliate offers also further encourage consumers to make purchases of Implora products.¹⁰ The use of affiliate marketing provides a significant opportunity for Implora to influence consumer purchasing decisions. This is because affiliate marketing utilizes the influence of influencers, who have a great opportunity to influence their followers' purchasing decisions for the promoted products. It is no surprise, then, that many local and international brands are adopting this strategy as part of their marketing efforts.¹¹

Implora not only applies affiliate marketing strategies, but also uses video marketing to promote their products. Video marketing is more engaging, interactive, and can spread quickly. If the video content presented is relevant to consumer needs and valuable, this strategy can positively influence Implora's consumer purchasing decisions. Another advantage is the support of digital platform algorithms that recommend videos according to user interests with accurate information, this can make it easier for consumers to make choices.¹² In addition, if the video marketing presented by Implora can present complete information and is easy to understand, it

⁹ Nadia Fordia Rahmawati, "Pengaruh Affiliate Marketing, Live Streaming, dan Program Flash Sale Terhadap Keputusan Pembelian" (Skripsi, Sekolah Tinggi Ilmu Ekonomi Yayasan Keluarga Pahlawan Negara, 2023).

¹⁰ Rena Puspitasari, "Pengaruh Pemasaran Afiliasi E-Commerce Pada Media Sosial Terhadap Minat Beli Mahasiswa Politeknik Negeri Bandung," *International Journal Administration Business and Organization* 4, No. 2 (August 15, 2023): 1–9.

¹¹ Bintang Asto Nugroho, Devan Nathaniel Pattiata, and Catharina Aprilia Hellyani, "Pengaruh Affiliate Marketing Terhadap Keputusan Pembelian: Studi Kasus Pada Tokopedia," *Prosiding Seminar Nasional Ekonomi dan Bisnis* 4 (September 10, 2024): 109–118.

¹² Meyliana Tjan Mulyadi, Nur Laili Isnawati, and Catharina Aprilia Hellyani, "Analisis Tiga Dimensi Short Video Marketing Yang Mempengaruhi Purchase Intention Generasi Z," *Wawasan: Jurnal Ilmu Manajemen, Ekonomi dan Kewirausahaan* 1, no. 3 (June 3, 2023): 233–243.

can help consumers in the decision-making process.¹³ With the ease of finding video content on platforms such as YouTube, Instagram, and TikTok, this strategy is increasingly effective in reaching a wider market. Video marketing involves planning, producing, distributing, and managing relevant and engaging content, enabling consumers to obtain product information that suits their needs, thereby increasing promotional effectiveness.¹⁴

In addition to video marketing, halal brand awareness is also a strategy that must be implemented by Implora product. Because halal brand awareness is the factors that can influence consumer purchasing decisions.¹⁵ This knowledge includes consumers' understanding of the production process that complies with halal standards. In the purchasing decision process, brands with a positive image in society tend to become the primary choice, as consumers generally perceive such products more favorably.¹⁶

This becomes even more significant in Indonesia, which has a majority Muslim population. As a result, Indonesia has the potential to become the largest halal market in the world, given its status as the country with the largest Muslim population globally.¹⁷ In addition, halal products are now in the spotlight and are considered a standard in the product industry. Both Muslim and non-Muslim consumers are starting to adopt

¹³ Chairina Debika Amalia, "Pengaruh Content Marketing di Instagram Stories @Lcheesefactory Terhadap Minat Beli Konsumen," *Jom Fisip* 7, No. 1 (Januari-Juni2020).

¹⁴ Rizky Erifiyanti Et Al., "Pengaruh Content Marketing Shopee Affiliate Terhadap Minat Pembeli," *Madani: Jurnal Ilmiah Multidisiplin* 1, No. 4 (May 20, 2023), <https://jurnal.penerbitdaarulhuda.my.id/index.php/MAJIM/Article/View/76>.

¹⁵ Rahmah Dhea Hervina, Reny Fitriana Kaban, and Popy Novita Pasaribu, "Pengaruh Kesadaran Halal dan Harga Terhadap Keputusan Pembelian Konsumen Gofood di Era Pandemi Covid-19," *Jurnal Manajemen* 10 (N.D.).

¹⁶ Farrah Noer Ramadhanty and Yolanda Masnita, "Peran Moderasi Halal Brand Awareness Terhadap Makanan dalam Kemasan Yang Mempengaruhi Purchase Decision Making," *Jurnal Ekonomi Trisakti* 3, No. 2 (September 6, 2023): 3221–30, <https://doi.org/10.25105/jet.v3i2.17940>.

¹⁷ Fika Hidayatul Maula, "Pengaruh Halal Awareness, Gaya Hidup, Brand Ambassador, dan Harga Terhadap Keputusan Pembelian Kosmetik dengan Preferensi Sebagai Variabel Intervening di Kabupaten Lumajang" (Skripsi, Uin Kiai Haji Achmad Siddiq Jember, 2022), Accessed August 30, 2023, http://digilib.uinkhas.ac.id/11435/1/Fika%20hidayatul%20maula_203206060011.Pdf.

halal products as their consumption standard, this is because halal products provide assurance of the quality, cleanliness, health, and safety of the products they buy. So that halal brand awareness can influence consumers in making purchasing decisions for Implora products.¹⁸

Purchase decisions are one of the critical factors for companies to consider in addressing Implora consumers' needs, as this will serve as a basis for formulating future marketing promotion strategies. A company's success in influencing consumer decisions is highly dependent on its efforts to establish effective communication with consumers, build a strong brand through marketing strategies, and innovate in developing various new product variants.¹⁹ The purchase decision is the final stage in the decision-making process, where the consumer decides to buy the product. However, two factors can influence the transition between purchase intention and final purchase decision.²⁰ There are several indicators in determining consumer purchasing decisions, including stability towards a product, habitual purchase of products, giving recommendations to others, and repurchasing.²¹ From the strategies that have been implemented by Implora we can see the results of competitor product data and Implora product sales rankings in the following figure.

¹⁸ Izza Faiza Et Al., “Fitur Halal Shopee Barokah Sebagai Preferensi Belanja Online Muslim di Era Digital,” *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis* 1, No. 1 (January 27, 2022): 78–87, <https://doi.org/10.55606/jupsim.v1i1.198>.

¹⁹ Assifa Fajrina, “Pengaruh Halal Awareness dan Kualitas Produk Terhadap Keputusan Pembelian Produk Korean Food Pada Generasi Z di Kota Pekanbaru” (Riau, Universitas Islam Negeri Sultan Syarif Kasim, 2023).

²⁰ Khilmatuz Zuhriyah, “Pengaruh Pengetahuan Produk Halal, Religiusitas dan Halal Awareness Terhadap Keputusan Pembelian Kosmetik Halal (Studi Pada Konsumen Kosmetik Halal Merek Wardah di Kec. Wajak Kab. Malang)” (Malang, Universitas Islam Malang, 2020), [Repository.Unisma.Ac.Id](https://repository.unisma.ac.id).

²¹ Philip Kotler, *Manajemen Pemasaran*, Milenium, Vol. 1 (Jakarta: Prehallindo, 2000).

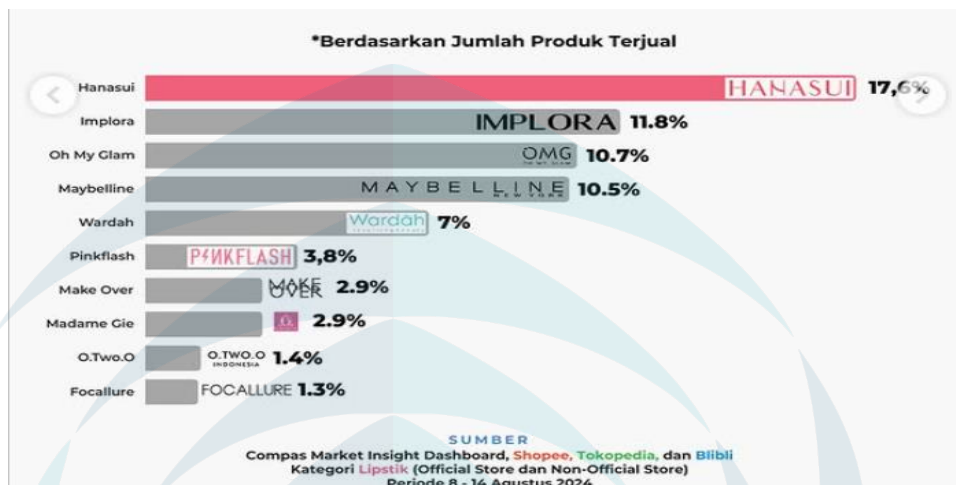


Figure 1. Data Image of The Best-Selling Brands with The Largest Marketshare.

Based on the report, Hanasui leads the market with a share of 18.8%, followed by Implora (12.5%), Oh My Glam (10.19%), and other local brands such as Wardah and Make Over. Implora's success in attracting consumer attention is inseparable from the implementation of various digital-based marketing strategies, such as affiliate marketing and video marketing.²² However, even though Implora has produced more video marketing than Hanasui, Implora has not managed to surpass Hanasui's market share. This suggests that the effectiveness of Implora's video marketing still requires further evaluation and optimization to have a more significant impact on consumer purchasing decisions. This marketing strategy still plays an important role in building a more personalized connection with consumers and increasing brand loyalty.

Based on the explanation above, several factors can influence purchasing decisions for a product, both internal and external. Therefore, to increase product sales, companies need to understand how to attract consumer attention by analyzing various factors that can affect consumer behavior. Hence, the researcher is interested in conducting a study titled

²² "Compas Market Insight: Road to Harbolnas Report 2024 - Compas," September 26, 2024, accessed January 6, 2025, <https://compas.co.id/article/compas-market-insight-road-to-harbolnas-report-2024/>.

"Analysis of Affiliate Marketing, Video Marketing, and Halal Brand Awareness Factors in Influencing Consumers' Purchase Decisions for Implora Products." The population in this study consists of students from Universitas Darussalam Gontor, Campus C, who use Implora products. The difference in this study is that the variables used are derived from previous studies and then combined into one research title. Furthermore, this study examines each variable from an Islamic perspective.

B. Problem Formulation

Based on the background explanation above, the problems that arise in this study can be identified as follows:

1. Does affiliate marketing affect consumer decisions in purchasing Implora products?
2. Does video marketing affect consumer decisions in purchasing Implora products?
3. Does halal brand awareness affect consumer decisions in purchasing Implora products?

C. Research Objectives

In general, this research aims to achieve the following:

1. To find out whether Affiliate Marketing affects consumer decisions in purchasing Implora products.
2. To find out whether Video Marketing affects consumer decisions in purchasing Implora products
3. To determine whether Halal Brand Awareness affects consumer decisions in purchasing Implora products

D. Benefits of Research

The results of this study are expected to provide the following benefits:

1. Benefits for Academic

This research is expected to expand knowledge and academic insights about Affiliate Marketing, Video Marketing, and Halal Brand Awareness in influencing Consumer Decisions in purchasing Implora products.

2. Practical Benefits

- a. For researchers, this research can be used to deepen experience in the field of marketing, especially in applying the theories that have been obtained during lectures.
- b. For the Company, this research is expected to be an objective basis for decision-making and as a guide in the development of the Company in the future.

