The Role of Storytelling Marketing and Copywriting on Instagram Somethinc Product that Influences Purchasing Decisions

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ABSTRACT

This study aims to determine whether (1) storytelling marketing influences purchasing decisions for Somethinc skincare products, (2) copywriting influences purchasing decisions for Somethinc skincare products, and (3) storytelling marketing and copywriting simultaneously influence the decision to purchase Somethinc skincare products. This study uses a quantitative approach and was conducted in Banjarmasin City. The research respondents were 268 social media users who follow Somethinc's Instagram account, with an age range of 17-55 years. The sample was taken using a purposive sampling method, data was collected through questionnaires, and data analysis used multiple linear regression with the help of the SPSS 25 program. The results showed that both storytelling marketing and copywriting had a significant influence on purchasing decisions. The implications of this research provide insights for business practitioners to optimize their digital marketing strategies to enhance consumer engagement and trust.

Keywords: Storytelling Marketing, Copywriting, Purchasing Decisions, Instagram, Somethinc.

1. INTRODUCTION

The beauty industry is one of the most dynamic and competitive industries in Indonesia. Health and beauty products experienced an increase in transactions, reaching 40.1% during the Covid-19 pandemic, while FMCG (fast-moving consumer goods) only grew 0.7% from 2019 to 2021 (Annissa Mutia, 2022). The growth of beauty companies continues to increase from 819 in 2019 to 913 in 2022 and 1,010 in mid-2023 (Limanseto, 2024). Since 2018-2022, health and beauty have been the 3 highest sales in the marketplace with a total transaction of IDR 13,287.4 trillion and a volume of 145.44 million transactions (Limanseto, 2024). January-November 2023, the export value for cosmetic products, fragrances, and essential oils was recorded at USD 770.8 million (Anam, 2024).

One way for companies to compete is by utilizing the internet because it can reach potential areas and quickly deliver information universally with quality and requires almost no cost (Adelaar, 2000). The Indonesian Internet Service Providers Association (APJII) announced that the number of internet users in Indonesia in 2024 will reach 221,563,479 people (APJII, 2024). There are 139 million social media users in Indonesia, or around 49.9% of the total population (We Are Social, 2023). Based on data from We Are Social, the Instagram social media platform is ranked 2nd as the most used social media in Indonesia in 2024 (Annur, 2024). Instagram was chosen in the study because it is a social media platform that can reach a wider audience, not limited to mutual following (Sudirwo et al., 2021).

Content is the main key in social media, where it is necessary to pay attention to both the form of photos or videos to share information (Nafsyah et al., 2022). Copywriting can be the most effective marketing strategy by clearly and regularly convincing consumers to make decisions quickly (Astono, 2021). The emergence of experiences or emotions when consuming a brand is a current marketing development, not just buying products (Pravitaswari, 2018). Storytelling marketing is able to bring up or activate emotions through the senses, thoughts, feelings, and actions of consumers to work according to the purpose of storytelling marketing (Zainurossalamia et al., 2021; Rahmawan, 2023; Rachmah & Madiawati, 2022).

The strategy that companies often use in marketing products is to get consumers to decide to buy their products. Kotler & Keller (2016) argue that a purchasing decision is deciding to continue or no longer make a purchase. Purchasing decisions have several elements, namely product choice, brand choice, supplier choice, purchase time,

purchase amount, and payment method (Kotler & Keller, 2016). Several studies have shown that storytelling marketing and copywriting have a positive effect on decisions by buyers. Ruqoyyah & Rahmawan (2023) in their research found that copywriting has a significant influence on purchasing decisions. Research from Rachmah & Madiawati (2022) shows that storytelling marketing has a 23.8% effect on purchasing decisions, which is evidenced by a positive and significant relationship between storytelling marketing and purchasing decisions. Released from katadata.com, since 2022 the brand something has existed on the ecommerce platform in Indonesia. From April to June 2022, it ranks first in the best selling skincare brand on e-commerce and from January to Juny 2024, it ranks first in the largest market share on Indonesiane-commerce.

Somethinc is a local brand that has succeeded in becoming a successful example for the Indonesian skincare industry, founded by Irene Ursula in March 2019 (Mathori et al., 2022). Something is in the top ranking of best-selling in Indonesia and has the largest market share in e-commerce with promotion through marketing using social media content. According to Handley and Chapman in Theresa & Paramita (2023), content is anything that is uploaded to a site, such as words, images, tools, or other things that are there. Researchers use Somethinc as a research object because some of their content contains storytelling, marketing, and copywriting that can attract the attention of the audience, such as data from iPrice showing that Somethinc is ranked top with a total audience hashtag of 57.3 million on the TikTok application (Ekarina, 2020).

The higher the viewer reach, the greater the potential for transactions, but not all content contains elements of storytelling, marketing, and copywriting, which is a problem in this study. In several studies, storytelling marketing and copywriting are studied separately, each of which can influence purchasing actions, but not many have studied the influence of both variables simultaneously on purchasing decisions. Therefore, the author is interested in conducting research on the Instagram skincare something social media with research problems. (1) Does storytelling marketing influence purchasing decisions? (2) Does copywriting influence purchasing decisions? (3) Do storytelling marketing and copywriting simultaneously influence purchasing decisions?

2. RESEARCH METHODS

The focus of this research is storytelling marketing and copywriting on Instagram towards the decision to purchase Somethinc skincare in Banjarmasin City. The respondents of this research are Instagram followers and users of Somethinc products in Banjarmasin City with distribution through questionnaires. This research uses a quantitative method with the unit of analysis being consumers of Somethinc skincare products in Banjarmasin City. The sample in the study used a purposive sampling technique with the criteria of being 17 years old, having seen some social media content, and having purchased some skincare products. The variables studied include storytelling marketing (X1), copywriting (X2), and purchasing decisions (Y). The operational definition of these variables refers to relevant theories, with the indicators measured in Table 1.

Table 1. Research Instrument Development

Variables	Sources	Indicators
Storytelling (X1)	Alexander (2011)	Action
		Communication
		Transmision Value
		Knowledge
Copywriting (X2)	Bly (2005) in Sheriff et al. (2019)	Draw attention
		Communicate
		Persuade/ Invite
		Convincing
Purchasing Decision (Y)	Kotler & Keller (2016)	Consistency In A Product
		Habits in Buying Products
		Giving Recommendations To Others
		Make a repeat purchase

This study uses a questionnaire as a data collection technique, which refers to Sekaran & Bougie (2017, p. 170), where the questionnaire is a collection of written questions that have been created previously. This questionnaire was

designed using a Likert scale with the definition according to Sugiyono (2016, p. 136): the Likert scale is used in research to assess the attitudes, views, and perceptions of individuals or groups towards certain social phenomena. The data obtained were analyzed using the Statistical Package for Social Sciences (SPSS) version 25, a software program for performing statistical calculations and evaluating data (Ghozali, 2018).

The researcher will explain the relationship between variables and describe the relationship between variables in the study. The conceptual framework will facilitate understanding in observing the direction of the discussion to provide a detailed and clearer picture of the relationship between the research variables conducted by the researcher. A good theoretical framework is a framework that is able to identify and define key variables that are relevant to the problem and must be able to describe and explain the relationship between these variables (Sekaran & Bougie, 2017, p. 87). The research model is shown in Figure 3 Conceptual Framework.
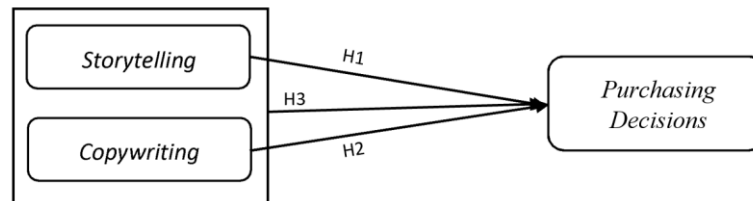

Figure 3. Conceptual Framework

Hypothesis: H1: Storytelling influences purchasing decisions.

H2: Copywriting influences purchasing decisions.

H3: Storytelling Marketing and Copywriting influence purchasing decisions

3. RESULTS AND DISCUSSIONS

The results of the respondent character analysis show that 80.2% of the buyers are predominantly women. Supported by the results of a Populix survey in August 2022 which showed that as many as 77 percent of Indonesian women diligently shop for cosmetics every month (Populix, 2022). Supported by the results of the ZAP Beauty Index survey of 6,460 female respondents in Indonesia, it showed that (45.4%) of them used skincare before the age of 19 and the highest age level of skincare users was 16-23 years old (Barlian, 2020). From these result, they are generally at the age of students and college students so that the results obtained are in line with previous research on skincare users.

Based on validity test, it can be seen that all statement items for each research variable have an r-count exceeding the t-table, which indicates that all statements are considered valid. Overall, this table shows that all statement items tested in this study are valid because the r-count value> r-table is 0.1199.

Based on the instrument reliability test, it can be seen that the results of the reliability test for all statement items, both variables X1, X2, and Y, obtained a Cronbach's Alpha value greater than 0.6, so it can be said that the statement items are reliable or consistent.

Based on the multicollinearity test results, it can be seen that the tolerance value for the Storytelling Marketing variable is 0.268, which is greater than 0.10, and the VIF value is 3.734, which is less than 10, so it can be said that the Storytelling Marketing variable does not show multicollinearity. The copywriting variable has a tolerance value of 0.268> 0.10 and a VIF value of 3.734 < 10, so it can be said that there is no multicollinearity. So the conclusion is that all independent variables do not have multicollinearity in this study.

Based on the heteroscedasticity test, it can be seen that the sig value of the Storytelling Marketing variable is 0.541, which is greater than the residual value> 0.05, and the Copywriting variable is 0.500, which is greater than the residual value> 0.05. So it can be concluded that all independent variables are free from heteroscedasticity.

Multiple Linear Regression Analysis

Table 2 regression analysis result: The beta coefficient of the Storytelling Marketing variable (X1) is 0.496, indicating that when other variables are considered constant and variable X1 increases by 1%, the Purchase decision variable (Y) will increase by 49.6% and vice versa. The beta coefficient of the copywriting variable (X2) is 0.586, proving that when other variables are considered constant and variable X2 increases by 1%, the purchase decision variable (Y) will increase by 58.6% and vice versa.

Table 2. Multiple Linear Regression Analysis and Hypothesis Test t Result

Variables	Beta	t-value	t-table	Sig.
Storytelling Marketing	0,496	3,683	1,9690	0,001
Copywriting	0,586	4,193	1,9690	0,001

Hypothesis Test t

Result of t-test (Table 2): It is known that the t-table value = 1.9690 is obtained from Df = n-1 = 267 = 1.9690. Based on the table above, it can be concluded that:

1. The calculated t-value for storytelling marketing is 3.683, which is greater than the t-table value of 1.9690, and the significance level is 0.001 < 0.05. Therefore, it is concluded that H_0 is rejected and H_a is accepted, which means that the storytelling marketing variable (X_1) partially has a positive and significant influence on purchasing decisions (Y).

2. The calculated t-value of copywriting is 4.193, which is greater than the t-table value of 1.9690, and the significance level is 0.001 < 0.05. Therefore, it is concluded that H_0 is rejected and H_a is accepted, which means that the copywriting variable (X_2) partially has a positive and significant influence on purchasing decisions (Y).

F Hypothesis Test

Table 3. F Hypothesis Test Result (Anova)

F-count	F-table	Sig.
107,507	3,88	0,001

Table 3, F test result: It is known that the calculated F-count = 107,507 with sig < 0.001 is smaller than 0.05, the numerator is 2, and the denominator is 267; the F table is 3.88 so that 107,507> 3.88 and sig < 0.001 < 0.05. All variables have a significant effect on the purchase decision variable (Y).

CONCLUSION

There is a positive and significant influence between storytelling marketing (X1) and purchasing decisions (Y) of Somethinc skincare products. There is a positive and significant influence between copywriting (X2) and purchasing decisions (Y) of Somethinc skincare products. Storytelling marketing (X1) and copywriting (X2) are proven to have a positive and significant influence on purchasing decisions (Y) of Somethinc skincare products.

It is recommended that Somethinc can provide improvements in terms of the use of storytelling marketing and copywriting in each content, such as providing additional hooks, stories, and interesting sentences to increase consumer confidence in making repeat purchasing decisions. Something also needs to always maintain product quality and increase innovation in each product so that consumers will always look forward to storytelling marketing and copywriting that Somethinc will do. It is hoped that further researchers will increase the number of research samples so that they truly represent the population and provide more accurate research results. It is hoped that further researchers will examine additional variables that have not been studied previously, such as brand ambassador, advertising, product quality, visual video, etc., which influence purchasing decisions on the same research object.

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