






Hashtag #MakeUpReview: The Searchable Words Used in Online Review on Purchasing Decision in Indonesia

Nia Kurniasih¹ , N. Iis Kurnia² , Sutiadi Rahmansyah¹ ,
and M. Chika Wulan²

¹ Institut Teknologi Bandung, Bandung, Indonesia
nia.kurniasih@itb.ac.id

² Telkom University, Bandung, Indonesia

Abstract. This study discusses one of the mostly used ways of searching information on the Internet, hashtag (#) on the social media, Instagram. This semiotic phenomenon is measured and analyzed quantitatively to answer the research question about the correlation between use of hashtags and consumers' purchasing decision. Data in this study were collected by distributing questionnaires to 60 women who are Instagram social media users that have used hashtags to look for reviews of cosmetic products. The result shows a positive influence from online review through the hashtag #MakeUpReview on Instagram affects the consumers' decision to purchase cosmetic products in Indonesia. It also shows that the greater the benefits, convenience, and control indicated by the online review of the cosmetic products through the hashtag #MakeUpReview, the more likely consumers will buy the cosmetic products.

Keywords: hashtag · online review · consumers' purchase decision · products · Instagram

1 Introduction

Following technological breakthroughs in the current digital era, social media is expanding rapidly. According to the research findings of We Are Social and Hootsuite, there were around 132.7 million internet users in Indonesia in January 2018, of which 130 million were engaged on various social media platforms. Thus, about 97.9 percent of Internet users in Indonesia are active social media users (Laksana).

Social media are utilized by marketers to communicate their product information to customers. Social media are deemed to have a significant impact on society as people can actively interact with each other fast and effortlessly, especially when delivering and receiving information. The phenomena of social media also enable customers to actively evaluate products or services through discussions and sharing of brand experiences with other users. Instagram, a social media platform for sharing photographs and videos, is currently one of the most popular social media among Indonesians.

Instagram's monthly active user (MAU) reaches 1 billion as of June 2018, increasing 5 percent from quarter to quarter. This growth is considered the most significant compared to Facebook and Snapchat which every quarter increased 3.14 percent. (Kompas, June 21, 2018). The number of Instagram users reaching 1 billion is quite large with a significant increase, in September 2017 Instagram still has 800 million users. (Liputan6.com, June 26, 2018). Reported from The Next Web, as of April 2018 Indonesia ranks 5th most Instagram users, which is as many as 56 million Instagram users. (Liputan6.com, April 26, 2018). Aside from being a social media for sharing photos and videos, Instagram also has features such as filters, live videos, bookmarks, direct messages, hashtags, and others.

Instagram's monthly active user (MAU) count for Instagram has reached 1 billion as of June 2018, an increase of 5 percent from quarter to quarter. Compared to Facebook and Snapchat, whose quarterly growth was 3.14 percent, the growth of Instagram use is regarded the most significant. (Kompas, June 21, 2018). With a huge rise, the number of Instagram users approaching 1 billion is pretty high; as of September 2017, Instagram had 800 million users. (Liputan6.com, June 26, 2018). According to The Next Web, as of April 2018, Indonesia ranked fifth in terms of Instagram users, with around 56 million users. (Liputan6.com, April 26, 2018). Instagram is a social networking platform for sharing images and videos, but it also contains additional features such as filters, live videos, bookmarks, direct messaging, and hashtags.

Hashtags, words, or phrases marked with the # sign to indicate their special status as a tag, are a phenomenon that has spawned instantaneous social trends and made messages go viral. They represent contemporary trends in the same issues that people are discussing, particularly in social media. Hashtags provide novelty in the form of a collection of discourse about a certain subject, person, or event that relates to the central ideas of a discipline (Zappavigna, 2018).

In the field of business, hashtags have been seen as "a way of increasing the communicative reach of a social media text by attracting a greater audience who might 'engage' (to use social media marketing parlance) with a post" (Zappavigna, 2018). As hashtags organize subjects by category, they facilitate and accelerate Internet searches, enabling users of social media to search subjects and information rapidly. Engagement (<https://marketing.co.id/instagram/>) increases by 12.6% for shipments with at least one hashtag (<https://marketing.co.id/instagram/>). Hashtags can encourage conversations, take advantage of public support, and attract attention to products. The initiator of the Instagram Iphonesia photo community, Arief Lukman, considers that the use of the hashtag on Instagram has shifted. The use of hashtags was originally for categorization, but it was more used to find followers, selling, marketing communications, and other marketing activities, ... (Antara News, August 2015).

#Makeup Hashtag is one of 25 Always Trending Hashtags for Success. Many people who post photos or videos related to cosmetics and beauty usually add additional hashtags such as #dailymakeup #makeupreview #hot #girl #model (Izea). There are 343,000 photos and videos with the hashtag #MakeUpReview, around 88,000 of which found on Instagram (October 2018). Altogether, there are around 431,000 photos and videos about online cosmetic product reviews on Instagram social media.

Online reviews are often used as references before buying goods or using certain services. Online reviews provide various advantages and disadvantages for businesspeople. Reputation Advocate issues an infographic based on a January 2013 survey of the perks and disadvantages of using various products, which results in a product's brand decrease or increase in sale (<https://marketing.co.id/online-review-friend-or-foe>).

Prospective buyers often deliberately browse information on the internet regarding the assessment or review of a product. Statistics shows 7 out of 10 people claim to believe in online reviews because they lack information about the advantages and disadvantages of the product to increase their trust about the product (<https://marketing.co.id/online-review-friend-or-foe>). Reputation Advocate (2013) also found that 73% of prospective customers have strong trust about the products they consider purchasing after they have obtained information from online reviews and 80% of them decide not to buy a product due to its online review. It was also found that 83% of prospective customers state that reading the contents of the review made by other people prior to a decision making to buy a product or use a service is very important.

There has been a lot of previous research discussing the relevance of language to consumer behaviors. Some of them find that both structural features of language, such as grammar, and lexical-semantic and phonological features of language are inevitable. To be precise, many studies suggest that language features affect how consumers perceive and respond to various marketing stimuli such as advertisements and brand names. This research is an effort to show that a specific form of language on the internet, a hashtag used for online review, can play role in determining consumers' decision to buy products.

Review is part of Word of Mouth (WOM) which is a direct opinion of someone. Review is one of several factors that can determine a person's buying decision. Someone can make a review as an indicator of product popularity or the value of a product that will influence the decision to buy a product. But not necessarily that the more and the better the review of a product means the product will be purchased by the customer. Many factors are the reasons for purchasing products for customers. Online review can be a promotional tool for [Lee] marketing communications. Marketers and vendors have used this media because it provides cheap and impactful channels to reach their customers. Marketers are known to have taken advantage of the network of influence between customers to influence the buying behavior of potential buyers [Farki]. Online reviews provide various advantages and disadvantages for businesspeople. The next advantage is responses and comments from consumers who use social media. Although not infrequently consumers give negative comments and ratings, but negative comments can be an input so that improvements can be made later.

Kotler and Keller (2012) interpret social media as a means for consumers to share text, image, video, and audio information with each other and with companies and vice versa. Social media allows the practice of communication in the direction of the broadcast media from one media institution to many audiences (one to many) into the practice of dialogic communication between many audiences (many to many). The four principles of social media are:

- Participation: Encourage contributions and feedback from interested people.
- Openness: Open to feedback and participation through means - such as voting and comments.

- Discussions: Open for interactions and two-way conversations between users.
- Connectivity: An ability that can serve connectivity between users through links to various other sources of information.

Instagram is a social media application for sharing photos and videos that allows users to take photos, record videos, add various filter options, and share them on Instagram itself and to various social media services such as Twitter, Facebook, and Tumblr. Instagram is a social media application based on Android, iOS, Blackberry, Windows Phone and PC. In general, Instagram is used to share photos and videos, in contrast to other social media used to share words with the public. Interactions between users are done with likes (like the posts that are shared) or comments on the items that are shared (<https://www.businessinsider.com/instagram-2010-11/?IR=T>). At present, interactions can also be carried out using messages or direct message (DM) and InstaStory, which is to share shipments via photos/images or videos with a maximum duration of 15 s. Instagram social media can also be used to find lots of friends by using the terms following and followers.

Hashtag was first popularized on Twitter. Currently hashtags are often found on social media, such as Twitter, Google+, Facebook, Instagram, and other social media. Hashtag is one of the popular ways of categorizing content on social media, hashtags are used to group more specific themes or topics, so hashtags make it easier for social media users to find related topics. Hashtags can also be useful for connecting fellow social media users based on similar themes or interests.

The hashtag fence symbol is used before keywords on social media to categorize the shipment, so that it can be displayed more easily in searches, by clicking on any hashtag word it will show all other posts in the hashtag category. With the use of hashtags, the content shared on social media becomes visible to others, and vice versa. Hashtags can be likened to a forum without moderators discussing a topic. On Instagram social media, hashtags are useful for grouping photos or videos shared by users, so they are easy to find.

A purchase decision is a condition where the consumer decides to buy and enjoy an item or service among various alternative choices. There are five stages of purchasing decisions made by consumers, namely product selection, brand selection, purchasing channel selection, purchase time and purchase method (Kotler & Keller, 2012: 92).

On Instagram social media, hashtags are useful for grouping photos or videos shared by users, so they are easy to find. Hashtags can be likened to a forum without moderators discussing a topic. Hashtags can encourage conversations, take advantage of public support, and get attention for products. The use of the hashtag on Instagram was originally for categorization, but has been used more for searching followers, selling, and marketing communications.

Online review is one of the marketing communication promotion tools that can determine purchasing decisions. Lee and Shin (2014). Chen and Xie (2007) Review can reduce consumer uncertainty by giving a more real picture of the product offered. This means that there is a relationship between the review of purchasing decisions where consumers get information when looking at the value of a product so that a purchase decision can occur (Fig. 1).

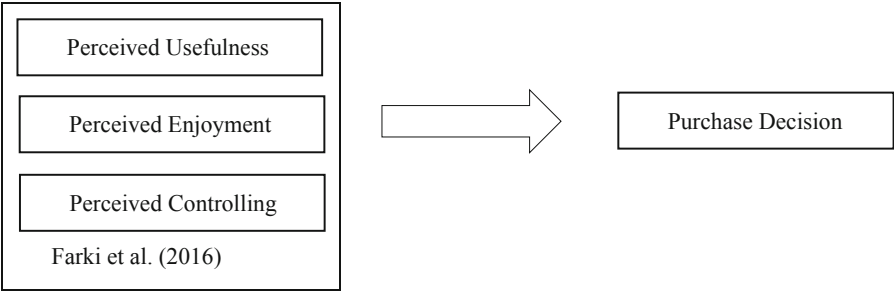


Fig. 1. Questionnaire items model

2 Methods

This research departed from observations over use of hashtags in advertisements of consumer products on the internet. The study uses a quantitative method. In a quantitative research, data collection uses research instruments and quantitative data analysis (statistics) to test predetermined hypotheses (Sugiyono, 2014: 8). For this study, a quantitative method has been used to answer the research question about the correlation between use of hashtags and consumers’ purchasing decision. Data were collected by distributing questionnaires to 60 women who are Instagram social media users that have used hashtags to look for reviews of cosmetic products (Table 1).

The scaling method used in this study is the Likert scale. According to Sugiyono (2017: 93) the Likert scale can be used to measure attitudes, opinions, and perceptions of the potential and problems of an object. This study uses structural equation modeling (SEM) with the partial least square (PLS) method. Data analysis in this study was conducted using Smart PLS 3 software. PLS aims to predict the effect of variable X on Y variable and explain the theoretical relationship between the two variables. (Abdillah & Jogiyanto, 2015: 163).

3 Results

Based on the results of data collection carried out by distributing questionnaires to 60 women in Instagram social media users in Indonesia who used hashtags to look for reviews of cosmetic products, the results obtained based on age show that 46 respondents were aged 15–24 years, 13 respondents aged 25–34 years, and 1 respondent aged 35–44 years. Based on domicile, the result was 4 respondents are domiciled in Bali and Nusa Tenggara, 41 respondents are domiciled in Java, 5 respondents are domiciled in Kalimantan, 1 respondent is domiciled in Maluku Island, 2 respondents are domiciled on Sulawesi island, 5 respondents are domiciled on Sumatra island, and 2 respondents etc. There are screening questions to ensure that the respondents have met the criteria of Instagram users and have searched for #MakeUpReview.

Figure 2 shows the relationship between variable X (online review via hashtag) and variable Y (purchase decision) as well as the value of the loading factor of each indicator. Indicators are deemed valid if the correlation value (loading factor) is higher

Table 1. Questionnaire Items

Variables	Sub Variables	Statements
Online Review	Perceived Usefulness	The hashtag #MakeUpReview on Instagram posts and videos on Instagram increases my effectiveness in buying cosmetic products.
		Submissions of photos and videos with the hashtag #MakeUpReview on Instagram help me determine the purchase of cosmetic products.
		I benefited from submissions of photos and videos with the hashtag #MakeUpReview on Instagram
	Perceived Enjoyment	Submissions of photos and videos in #MakeUpReview on Instagram are interesting content for me
		I like to see photos and videos with the hashtag #MakeUpReview on Instagram
		I am comfortable seeing photos and videos with the hashtag #MakeUpReview on Instagram
	Perceived Controlling	I get the information needed through the hashtag #MakeUpReview on Instagram
		I get important information through the hashtag #MakeUpReview on Instagram
		Submissions of photos and videos with hashtag #MakeUpReview on Instagram can make me control myself in buying cosmetic products
Purchase Decision		I will buy a cosmetic product after viewing a good review based on photos and videos with the hashtag #MakeUpReview on Instagram
		I will not buy a cosmetic product after viewing a bad review based on photos and videos with the hashtag #MakeUpReview on Instagram
		I will recommend these cosmetic products to others after viewing photos and videos with the hashtag #MakeUpReview on Instagram
		I will make these cosmetic products the first choice after viewing photos and videos with the hashtag #MakeUpReview on Instagram
		I will look for information about cosmetic products through the hashtag #MakeUpReview on Instagram

than 0.5 (Ghazali, 2014). The value of the loading factor of all indicators of variable X is declared valid and the next test can therefore be carried out; meanwhile, with variable Y, one indicator has a value of loading factor that does not reach 0.5, hence Yb must be dismissed.

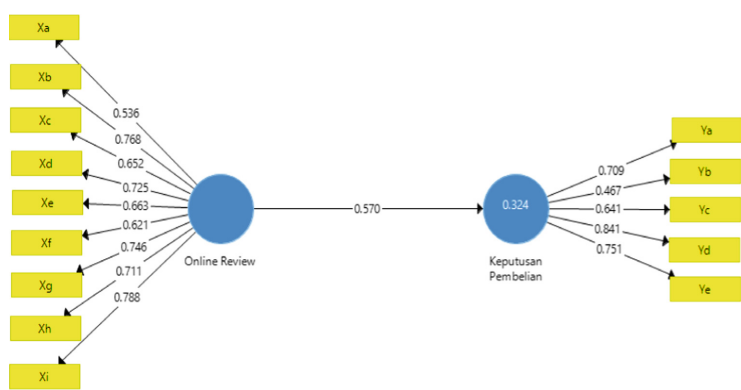


Fig. 2. Outer model of this study

Table 2. The results of the discriminant validity test obtained is as follows:

	X	Y
Xa	0,536	0,296
Xb	0,768	0,478
Xc	0,652	0,290
Xd	0,725	0,346
Xe	0,663	0,443
Xf	0,621	0,228
Xg	0,621	0,228
Xh	0,711	0,468
Xi	0,788	0,488
Ya	0,398	0,709
Yc	0,238	0,641
Yd	0,447	0,841
Ye	0,533	0,751

The next stage is discriminant validity. The model is declared valid if the cross loadings of a construct are greater than the others (Hair et al., 2017). The results of the discriminant validity test obtained is as follows:

Table 3. Reliability test results

Variable	Composite Reliability	Cronbach's Alpha
X	0,864	0,892
Y	0,726	0,817

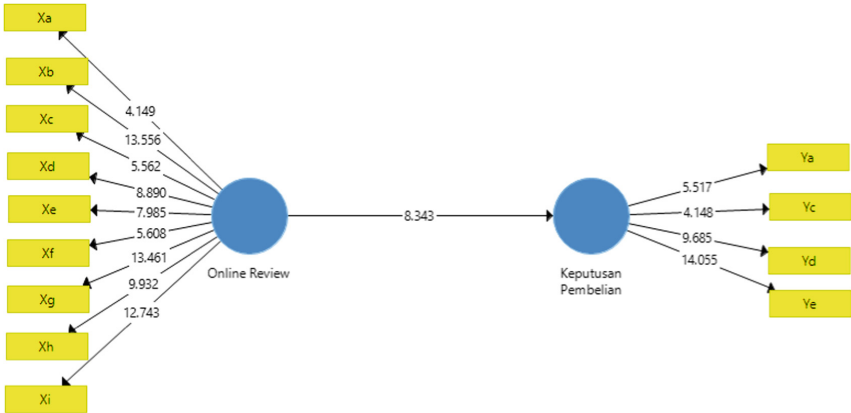


Fig. 3. Inner model of this study

3.1 Cross Loadings

Table 2 shows that the value of cross loading constructs is greater than that of other constructs, hence all constructs are declared valid (Hair et al., 2017). Reliability is the value of trust and consistency of measurement results (Indrawati, 2015: 155). In PLS reliability testing, a construct is deemed reliable if the values of Cronbach's Alpha and Composite Reliability > 0.60 (Hair et al., 2017). The reliability test results obtained is as in Table 3.

3.2 Inner Model

Inner model is a structural model to predict causality between variables. The structural model in PLS is evaluated with a value of R^2 for the dependent variable, namely the Purchase Decision and the path coefficient on the independent variables (Abdillah & Jogiyo, 2015: 245). The structural model of this research can be seen in Fig. 3.

3.3 Discussion

Testing the hypothesis in this study was performed using the path coefficient and t-value values. According to Hair et al., (2017), assessing predictions and testing structural models can be seen from t-value. With a confidence level of 95%, the limit of inaccuracy

Table 4. Hypothesis test results

Effect	Path Coefficient	T – value	Meaning
X → Y	0,570	8,343	Accepted

is (α) = 5%, two tailed, and the number of samples is 60 people, then the t-table value is 2.00. Thus, t-value is smaller than t-table value (t-value < 2.00), therefore H0 is accepted; if t-value is greater than t-table value (t-value > 2.00), then H0 is rejected. Table 4 shows the test result of the research hypothesis.

H0 = Online Review via the hashtag #MakeUpReview on Instagram has no effect on purchasing decisions on cosmetic products in Indonesia.

H1 = Online Review through the hashtag #MakeUpReview on Instagram affects the decision to purchase cosmetic products in Indonesia.

The results of the SmartPLS3 software calculation show the results of t-value of 8.820. This shows that the hypothesis meets the provisions where t-value > t-table, meaning the hypothesis is accepted (Hair et al., 2017). The resulting R-square value is 0.324, meaning that variable X can form Y variable by 32.4%.

The hypothesis states that Online Review through the hashtag #MakeUpReview on Instagram influences the decision to purchase cosmetic products in Indonesia. This means that there is an influence from Online Review through the hashtag #MakeUpReview on Instagram on the decision to purchase cosmetic products in Indonesia.

In this study, Online Review through the hashtag #MakeUpReview on Instagram consists of sub-variables Perceived Usefulness, Perceived Enjoyment, and Perceived Controlling. Based on the questionnaire items, the Perceived Usefulness sub-variable (benefits) indicates the effectiveness of cosmetic purchases related to review via the hashtag #MakeUpReview on Instagram, the benefits of having a review via hashtag #MakeUpReview on Instagram, and information on whether a review via hashtag #MakeUpReview on Instagram can help determine purchase of cosmetic products. The sub-variable Perceived Enjoyment (comfort) indicates the pleasure, comfort, and consumer interest in cosmetic review content through the hashtag #MakeUpReview on Instagram. The sub-variable Perceived Control (self-control) states that the review through the hashtag #MakeUpReview on Instagram provides useful and needed information, as well as self-control in purchasing cosmetic products.

This research measures benefits, convenience, and self-control. The positive path coefficient value, which is equal to 0.570 indicates that there is a positive effect of variable X on variable Y. That is, the greater the benefits, convenience, and control felt by the online review of cosmetic products through the hashtag #MakeUpReview, the more likely consumers to buy cosmetic products in Indonesia. Through the linguistic perspective, the use of hashtag on virtual community, in this case the consumers, has shown how people use language to construe social bonds by creating interpersonal meaning, in this case through the online review. Hashtags are, therefore, widely used in advertising (Strathopoulos, Borel, Christodoulides, & West, 2017).

4 Conclusion

This research was conducted to determine the effect of Online Review, through a searchable collection of words, hashtag, #MakeUpReview on Instagram on consumers' purchasing decisions on cosmetic products in Indonesia. Based on the results of analysis and statistical testing in this study, it can be concluded that online review through the hashtag #MakeUpReview on Instagram affects the consumers' decision to purchase cosmetic products in Indonesia.

Regarding the relation between use of hashtag #MakeUpReview on Instagram and the decision to purchase cosmetic products in Indonesia, the greater the benefits, convenience, and control indicated by the online review of the cosmetic products through the hashtag #MakeUpReview, the more likely consumers will buy the cosmetic products. Therefore, this new form of language of advertising on the internet has proven to be quite effective in influencing consumers' purchase decisions, and consequently more detailed research regarding the effectiveness of use of hashtag needs to be conducted to help boost sales of products being advertised.

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