



The Influence Of Buzz Marketing And Brand Image To Purchasing Decision On Consumer Of Azarine In Bandar Lampung

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ABSTRACT

This study aims to analyze the influence of buzz marketing and brand image on purchasing decisions of Azarine consumers in Bandar Lampung. The research employs a quantitative approach with data collected through questionnaires distributed to Azarine consumers. The data were analyzed using statistical methods to examine the relationships and effects among variables. The results show that buzz marketing has a significant influence on purchasing decisions. Consumers are highly exposed to product information through social media, influencer content, and online promotional activities, which increase awareness, stimulate discussions, and encourage purchasing decisions. Furthermore, brand image also has a significant effect on purchasing decisions. Azarine is perceived as a well-known skincare brand with a positive image, which enhances consumer confidence and reduces uncertainty regarding product quality and safety. Positive brand associations, such as recognition, uniqueness, and favorable public perception, play an important role in building consumer trust and shaping purchase preferences. Overall, both buzz marketing and brand image contribute to purchasing decisions. Buzz marketing functions to attract attention and stimulate interest, while brand image strengthens consumer confidence and reinforces the final decision to purchase. Therefore, the combination of effective buzz marketing strategies and a strong brand image is essential for Azarine to maintain and improve its competitive position in the cosmetic market in Bandar Lampung.

Keywords: Buzz Marketing, Brand Image, Purchasing Decision, Consumer, Azarine

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh buzz marketing dan brand image terhadap keputusan pembelian konsumen produk Azarine di Bandar Lampung. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner kepada konsumen Azarine. Data dianalisis menggunakan metode analisis statistik untuk mengetahui hubungan dan pengaruh antar variabel. Hasil penelitian menunjukkan bahwa buzz marketing memiliki pengaruh signifikan terhadap keputusan pembelian. Konsumen banyak terpapar informasi produk melalui media sosial, konten influencer, serta aktivitas promosi online yang mampu meningkatkan kesadaran, memicu diskusi, dan mendorong keputusan pembelian. Selain itu, brand image juga terbukti

berpengaruh signifikan terhadap keputusan pembelian. Azarine dipersepsikan sebagai merek skincare yang dikenal luas dengan citra positif, sehingga meningkatkan kepercayaan konsumen dan mengurangi ketidakpastian terhadap kualitas serta keamanan produk. Secara simultan, buzz marketing dan brand image berkontribusi terhadap keputusan pembelian, di mana buzz marketing berperan dalam menarik perhatian dan minat konsumen, sedangkan brand image memperkuat keyakinan dan keputusan akhir pembelian. Oleh karena itu, kombinasi strategi buzz marketing yang efektif dan citra merek yang kuat menjadi faktor penting bagi Azarine dalam mempertahankan dan meningkatkan daya saing di pasar kosmetik Bandar Lampung.

Kata Kunci: *Buzz Marketing, Brand Image, Keputusan Pembelian, Konsumen, Azarine*

PENDAHULUAN

The rapid development of the cosmetic industry has intensified competition among brands, requiring companies to adopt innovative marketing strategies to attract and retain consumers. In the digital era, consumer behavior has shifted significantly, with purchasing decisions increasingly influenced by online information, social media exposure, and peer recommendations. As a result, companies must understand the factors that drive consumer preferences in order to remain competitive and relevant in the market.

One of the most prominent strategies in modern marketing is buzz marketing, which focuses on creating word-of-mouth communication and viral discussions among consumers. This approach leverages social media platforms, influencers, and online communities to spread information quickly and effectively. Buzz marketing is considered powerful because it builds trust through peer influence rather than traditional advertising methods.

In addition to buzz marketing, brand image plays a crucial role in shaping consumer perceptions and influencing purchasing decisions. A strong brand image can create emotional connections, enhance credibility, and differentiate a product from its competitors. Consumers tend to choose brands that they perceive as trustworthy, reputable, and aligned with their personal values.

Brand image is not only formed through marketing communication but also through consumers' experiences, product quality, and public perception. A positive brand image can reduce perceived risk and increase consumer confidence in making purchasing decisions. Therefore, companies must consistently maintain and strengthen their brand image to ensure long-term success in the market.

The skincare industry, in particular, has experienced significant growth in recent years, driven by increasing consumer awareness of personal care and beauty. Consumers are becoming more selective in choosing skincare products, paying close attention to ingredients, safety, effectiveness, and brand reputation. This creates an opportunity as well as a challenge for brands to position themselves effectively.

Azarine is one of the emerging skincare brands that has successfully attracted consumer attention through innovative marketing strategies and a strong brand identity. The use of digital platforms and influencer marketing has enabled Azarine to reach a wider audience and create strong engagement with consumers. This phenomenon reflects the importance of integrating buzz marketing strategies with brand development efforts.

In Bandar Lampung, the growing interest in skincare products has led to increased competition among brands, including Azarine. Consumers in this region are actively engaged in social media, making them highly responsive to online marketing campaigns and brand-related content. This condition highlights the relevance of studying the influence of buzz marketing and brand image on purchasing decisions.

Previous studies have shown that both buzz marketing and brand image significantly affect consumer behavior, particularly in the context of purchasing decisions. Effective buzz marketing can generate awareness and stimulate interest, while a strong brand image reinforces consumer trust and loyalty. These two factors are often interrelated and play complementary roles in influencing consumer choices.

Despite the growing importance of these variables, there is still limited research focusing specifically on their combined effect on purchasing decisions in the local context, particularly in Bandar Lampung. Understanding this relationship is essential for developing effective marketing strategies that align with consumer behavior in the region.

Therefore, this study aims to analyze the influence of buzz marketing and brand image on the purchasing decisions of Azarine consumers in Bandar Lampung. The findings of this research are expected to provide valuable insights for marketers and businesses in designing effective strategies to enhance consumer engagement, strengthen brand positioning, and ultimately improve sales performance.

METODE

This study uses a quantitative approach with an explanatory research design to analyze the influence of buzz marketing and brand image on purchasing decisions of Azarine consumers in Bandar Lampung. The population consists of consumers who have purchased and used Azarine skincare products, with the sampling technique using purposive sampling. Respondents are selected based on criteria such as having purchased Azarine products at least once and being active on social media. Data collection is carried out through a structured questionnaire distributed online, using a Likert scale ranging from 1 (strongly disagree) to 5

(strongly agree). The variables in this study include buzz marketing and brand image as independent variables, and purchasing decision as the dependent variable, each measured through relevant indicators such as social media exposure, influencer involvement, brand recognition, and consumer purchase behavior.

The data analysis technique includes descriptive and inferential statistical analysis. Validity and reliability tests are conducted to ensure the accuracy and consistency of the research instrument. Furthermore, multiple linear regression analysis is used to examine the partial and simultaneous effects of the independent variables on purchasing decisions, supported by t-test and F-test. The coefficient of determination (R^2) is also used to measure the extent to which buzz marketing and brand image explain variations in purchasing decisions. In addition, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, are applied to ensure that the regression model meets statistical requirements and produces reliable results.

HASIL DAN PEMBAHASAN

This section presents the findings of the study on the influence of buzz marketing and brand image on purchasing decisions of Azarine consumers in Bandar Lampung. The data were collected through questionnaires distributed to respondents who have purchased and used Azarine skincare products. The analysis aims to provide an empirical overview of how the independent variables contribute to shaping consumer purchasing decisions. The results obtained are expected to reflect actual consumer behavior in response to marketing strategies and brand perceptions.

Before analyzing the relationships between variables, it is important to ensure that the research instrument used in this study is both valid and reliable. Therefore, validity and reliability tests were conducted to assess whether the questionnaire items accurately measure the intended variables and produce consistent results. A valid and reliable instrument is essential to ensure that the data collected can be used for further statistical analysis. The results of these tests are presented in the following tables.

Table 1 Result of Validity Test

Variable	Question	KMO	Anti Image	Component Matrix	Description
Buzz Marketing (X1)	BM1	0.912	0.901	0.725	Valid
	BM2		0.893	0.834	Valid
	BM3		0.893	0.832	Valid
	BM4		0.934	0.836	Valid
	BM5		0.944	0.816	Valid
	BM6		0.896	0.687	Valid
	BM7		0.914	0.785	Valid

	BM8		0.923	0.736	Valid
	BM9		0.925	0.804	Valid
	BM10		0.921	0.789	Valid
	BM11		0.936	0.855	Valid
	BM12		0.925	0.739	Valid
	BM13		0.894	0.755	Valid
	BM14		0.888	0.758	Valid
	BM15		0.863	0.682	Valid
Brand Image (X2)	BM16	0.827	0.936	0.702	Valid
	B11		0.799	0.786	Valid
	B12		0.811	0.917	Valid
	B13		0.783	0.889	Valid
	B14		0.857	0.862	Valid
Purchase Decision (Y)	B15	0.781	0.911	0.811	Valid
	PD1		0.824	0.779	Valid
	PD2		0.762	0.914	Valid
	PD3		0.739	0.901	Valid
	PD4		0.825	0.871	Valid

Source: Primary Data, 2025

Table 2 describes that question items with factor loadings > 0.5 can be declared valid. Based on the validity test results in Table 4.9, it can be seen that all items have factor loadings greater than 0.5, so these question items are declared valid and can be used in this study.

Table 4.9 Result of Reliability Test

Variable	Cronbach Alpha	Description
Buzz Marketing (X1)	0.954	Valid
Brand Image (X2)	0.904	Valid
Purchase Decision (Y)	0.887	Valid

Source: Primary Data, 2025

The results of the validity and reliability tests indicate that all questionnaire items used in this study are valid and reliable, as each indicator meets the required statistical criteria. This means that the research instrument is capable of accurately measuring the variables of buzz marketing, brand image, and purchasing decisions, and produces consistent results. Therefore, the data obtained can be considered appropriate for further analysis. Based on these results, the study proceeds to examine the influence of each independent variable, both partially and simultaneously, on purchasing decisions of Azarine consumers in Bandar Lampung.

1. The Influence of Buzz Marketing on Purchasing Decisions of Azarine Consumers in Bandar Lampung

Buzz marketing has become an essential strategy in influencing consumer purchasing decisions, particularly in the digital era where information spreads rapidly through social media platforms. Consumers are increasingly relying on online reviews, influencer recommendations, and viral content before making purchasing decisions.

In the context of Azarine consumers in Bandar Lampung, buzz marketing plays a significant role in shaping awareness and interest. The frequent exposure to product-related content allows consumers to become more familiar with the brand and its offerings.

Social media platforms such as Instagram, TikTok, and YouTube serve as the primary channels for buzz marketing activities. These platforms enable the rapid dissemination of product information and facilitate interaction among users, creating a dynamic flow of communication.

The involvement of influencers is another important aspect of buzz marketing. Influencers act as opinion leaders who can shape consumer perceptions and encourage purchasing decisions through their content.

Moreover, promotional strategies such as discounts, giveaways, and limited-time offers further enhance the effectiveness of buzz marketing. These incentives create urgency and motivate consumers to take immediate action.

The findings of this study indicate that the frequency of information exposure significantly affects consumer behavior. The more often consumers encounter Azarine products online, the higher the likelihood of them making a purchase decision.

In addition, consumer engagement through comments, shares, and likes contributes to the spread of information. This engagement not only increases visibility but also strengthens the credibility of the product.

Buzz marketing also creates a sense of community among consumers, where they share experiences and recommendations. This social interaction reinforces trust and reduces uncertainty in purchasing decisions.

Furthermore, the viral nature of buzz marketing allows Azarine to reach a broader audience without incurring high advertising costs. This makes it an efficient and effective marketing strategy in the cosmetic industry.

Overall, buzz marketing has a significant influence on purchasing decisions, as it successfully attracts attention, builds awareness, and stimulates consumer interest, ultimately leading to increased sales.

2. The Influence of Brand Image on Purchasing Decisions of Azarine Consumers in Bandar Lampung

Brand image is a critical factor that influences consumer perceptions and purchasing decisions. A strong and positive brand image can differentiate a product from its competitors and create a lasting impression in the minds of consumers.

Azarine is perceived as a reputable skincare brand with a positive image among consumers in Bandar Lampung. This perception plays a significant role in building trust and encouraging consumers to choose the brand over others.

Consumers tend to associate brand image with product quality, safety, and effectiveness. Therefore, a positive brand image reduces perceived risks and increases confidence in purchasing decisions.

Brand recognition is one of the key elements of brand image. Consumers who are familiar with a brand are more likely to consider it when making purchasing decisions. In addition, brand uniqueness contributes to the attractiveness of a product. Azarine's distinctive positioning in the skincare market helps it stand out among competitors.

Public perception also plays an important role in shaping brand image. Positive reviews and testimonials from other consumers strengthen the credibility of the brand. The results of this study show that brand image has a significant influence on purchasing decisions. Consumers are more likely to purchase products from brands that they perceive positively.

Furthermore, consistent branding and communication strategies help maintain a strong brand image. This consistency ensures that consumers have a clear understanding of the brand's values and identity. Brand image also affects emotional connections between consumers and products. A positive emotional connection increases loyalty and repeat purchases.

Overall, brand image is a key determinant of purchasing decisions, as it builds trust, reduces uncertainty, and enhances consumer confidence in choosing Azarine products.

3. The Simultaneous Influence of Buzz Marketing and Brand Image on Purchasing Decisions of Azarine Consumers in Bandar Lampung

The combination of buzz marketing and brand image creates a comprehensive and powerful influence on consumer purchasing decisions. In today's competitive cosmetic industry, relying on a single marketing approach is often insufficient. Instead, companies must integrate promotional strategies with strong brand positioning to effectively influence consumer behavior.

Buzz marketing functions as an initial stimulus that attracts consumer attention and generates curiosity about a product. Through social media exposure, influencer endorsements, and viral content, consumers become aware of Azarine products and are encouraged to explore further information.

On the other hand, brand image plays a reinforcing role in the decision-making process. Once consumers are exposed to buzz marketing, their perceptions of the brand determine whether they will proceed to purchase. A positive brand image enhances trust and reduces perceived risks associated with the product.

In the context of Azarine consumers in Bandar Lampung, the interaction between buzz marketing and brand image demonstrates a strong and significant influence on purchasing decisions. Consumers are not only influenced by promotional content but also by their overall perception of the brand.

The findings of this study indicate that these two variables have a simultaneous effect, meaning that both variables together provide a stronger impact compared to when they are analyzed separately. This suggests that effective marketing strategies must consider both aspects simultaneously.

Furthermore, buzz marketing helps create awareness and initiate consumer engagement, while brand image strengthens emotional attachment and confidence. This combination leads to a more convincing and persuasive influence on consumers, ultimately resulting in purchasing decisions.

The synergy between buzz marketing and brand image also enhances message credibility. When promotional messages align with a positive brand image, consumers are more likely to trust the information they receive and act upon it.

In addition, the consistency between marketing communication and brand identity is essential. If the buzz created in the market does not reflect the actual brand image, it may lead to consumer dissatisfaction and reduced trust. Therefore, companies must ensure that their marketing strategies are aligned with their brand values.

Another important finding is that consumers who are frequently exposed to buzz marketing and already have a favorable perception of the brand tend to show higher levels of purchase intention and actual buying behavior. This indicates that repeated exposure combined with a strong brand image significantly increases the likelihood of purchasing decisions.

Moreover, the integration of these variables allows Azarine to build a competitive advantage in the market. By maintaining a consistent brand image and leveraging effective buzz marketing strategies, the company can differentiate itself from competitors and attract a loyal customer base.

The results also highlight that buzz marketing alone may generate attention, but without a strong brand image, it may not lead to actual purchases. Conversely, a strong brand image without effective promotion may limit market reach. Thus, both variables must work together to achieve optimal results.

In the digital era, where consumers are highly connected and information spreads rapidly, the role of buzz marketing becomes increasingly important. However,

maintaining a strong brand image remains equally critical to sustain long-term consumer trust and loyalty.

Additionally, the simultaneous influence of these variables contributes to shaping consumer attitudes, perceptions, and preferences. This holistic influence ultimately determines the final purchasing decision, making it a crucial aspect of marketing strategy.

Overall, the results of this study confirm that buzz marketing and brand image simultaneously have a significant effect on purchasing decisions of Azarine consumers in Bandar Lampung. The integration of these two factors not only enhances consumer engagement but also strengthens trust and loyalty, leading to sustainable business growth.

SIMPULAN

Based on the results of this study, it can be concluded that buzz marketing has a significant influence on the purchasing decisions of Azarine consumers in Bandar Lampung. The high level of consumer exposure to product information through social media, influencer content, and online promotional activities successfully increases awareness, encourages interaction, and stimulates purchasing decisions. In addition, brand image also has a significant effect on purchasing decisions, where Azarine is perceived as a well-known skincare brand with a positive image, thereby enhancing consumer trust and reducing uncertainty regarding product quality and safety.

Furthermore, the simultaneous influence of buzz marketing and brand image shows that both variables play complementary roles in shaping consumer purchasing decisions. Buzz marketing functions to attract attention and generate interest, while brand image strengthens consumer confidence and supports the final decision to purchase. Therefore, the integration of effective buzz marketing strategies with a strong brand image is essential for Azarine to maintain its competitiveness and achieve sustainable growth in the cosmetic market, particularly in Bandar Lampung.

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