

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISION OF ELLA SKINCARE PRODUCTS IN SEMARANG CITY

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ABSTRAK: Saat ini, perawatan kulit telah menjadi bagian penting dalam merawat kesehatan kulit, terutama bagi wanita yang menginginkan kecantikan optimal. Studi ini bertujuan untuk mengkaji apakah ulasan yang diberikan oleh pelanggan secara online mempengaruhi keputusan pembelian produk Ella Skincare oleh konsumen di Kota Semarang. Metode analisis data dilakukan melalui pengambilan sampel dan populasi penelitian, diikuti dengan menyebarkan kuesioner kepada masyarakat Kota Semarang yang telah membeli produk Ella Skincare. Dalam penelitian ini, populasi yang diteliti meliputi seluruh pengguna produk Ella Skincare di Kota Semarang, dengan jumlah sampel mencapai 95 responden. Hasil penelitian ini mengindikasikan bahwa ulasan online dari pelanggan memiliki dampak positif dan signifikan terhadap keputusan pembelian.

Kata kunci: online customer review, keputusan pembelian

ABSTRACT: Nowadays, skincare has become an important part of maintaining skin health, especially for women who want optimal beauty. This study aims to examine whether reviews given by customers online affect the purchase decision of Ella Skincare products by consumers in Semarang City. The data analysis method was carried out through sampling and research population, followed by distributing questionnaires to the people of Semarang City who had purchased Ella Skincare products. In this study, the population studied includes all users of Ella Skincare products in Semarang City, with a sample of 95 respondents. The results of this study indicate that online reviews from customers have a positive and significant impact on purchase decisions.

Keywords: online customer review, purchase decision

1. INTRODUCTION

Business development in the field of skin care is currently progressing rapidly in Indonesia, and competition in the business world between companies is increasing. The tight competition that occurs today by the many companies engaged in skin care will encourage similar companies to maintain their market share. In an increasingly fierce competitive environment and an increasing number of competitors, all business actors must pay attention to what consumers need and want, and strive to meet their expectations. According to (Kotler et al., 2009 in Ghoni & Soliha, 2022), several factors influence the purchasing decisions of business consumers, such as methods of improving products through promotions, etc., and the influence of collecting reference materials on product quality. Along with the growth in the number of internet users and advances in technology, companies have now implemented new methods to market their products online. This strategy facilitates them in reaching out to diverse layers of society and makes it easier for consumers to get to know and buy products more conveniently.

Skincare is nowadays an important thing for every individual who wants to keep their skin healthy, especially for women who pursue perfect beauty. With today's changing lifestyle, maintaining appearance has become crucial, and skincare is considered an important aspect. Appearance, especially healthy skin, is a valuable asset in the eyes of others. Recognizing this need, companies in the health and beauty sector have started to respond by setting up various skincare clinics in major cities. Ella skincare is one such clinic that is committed to meeting the skincare needs of consumers. They offer products that use safe natural ingredients as well as a variety of treatment services provided by experienced doctors. In the face of competition, companies must implement efficient marketing strategies. One approach is to utilize the Online Customer Review (OCR) feature on Ella Skincare's website. This feature allows consumers who have purchased the product to share their experiences, providing valuable information to potential buyers through reviews posted online.

There are research gaps in several previous studies, such as research (Rahmawati, 2021) showing a shortcoming, where online customer reviews, when analyzed individually, have no significant impact on purchasing decisions. This is due to the fact that not all consumers feel that reviews from other buyers have an effect on their choices. Therefore, sellers on platforms like Shopee need to increase trust in the review feature. In addition, research by (Sari et al., 2023) found that online customer reviews do not have a significant impact on purchasing decisions, caused by the fact that Sociolla already has several physical stores spread throughout Indonesia. The existence of offline stores allows for faster and easier service, allowing customers to directly see products, handle complaints and return goods if needed.

Based on the background analysis and the phenomena found in the object of research, this study aims to assess how customer reviews posted online influence purchasing decisions. Before making a purchase through an online platform, customers and prospective buyers usually look for information that can be accessed through various sources (Pasi & Sudaryanto, 2021). Online purchases differ significantly from in-person purchases because they do not involve face-to-face interaction and tend to have higher

levels of risk and uncertainty. Therefore, building trust is a crucial element in online transactions and must receive serious attention. One of the most common ways to obtain information is by reading store ratings or reviews. When shopping on a website, the main factor that customers pay attention to is the extent to which they trust the online merchant and the platform where they transact (Maria, Regina, 2018). By considering this background and identifying gaps in previous research, the researcher intends to explore the topic with the title "The Influence of Online Customer Reviews on the Purchase Decision of Ella Skincare Products in Semarang City".

2. METHOD

2.1 Research Location

This research is focused on Ella Skincare skincare users in Semarang City, which provides insight into the issues being studied.

2.2 Type of Research

This research applies quantitative methods as the main approach. The focus of this approach is the collection of numerical data and the use of statistical analysis to process information (Sugiyono, 2019: 16 in Ramadhana & Nicky, 2022). The data collected in this study are in the form of numbers, which are obtained through the distribution of questionnaires to respondents. The data analysis process is carried out to draw conclusions that are in accordance with the quantitative approach used. This study aims to measure and evaluate the influence or effect between the variables that have been proposed in the hypothesis, so this research can be classified as explanatory research.

2.3 Data Collection Procedure

Prosedur pengumpulan data dalam penelitian ini melibatkan beberapa tahapan, yaitu :

1. Literature Study: This stage involves searching and collecting information from various relevant reference sources, including scientific journals, literature and other publications, either through print or digital media.
2. Questionnaire: This technique is an efficient method for collecting data, where researchers distribute a series of questions or written statements to respondents (Ramadhana & Nicky, 2022). The use of questionnaires is very effective if the researcher already understands well the variables to be measured and what is expected from the respondents' answers.

2.4 Population and Sample

Population

Populasi merujuk pada sekumpulan subjek, variabel, konsep, atau fenomena yang menjadi fokus dalam penelitian Population refers to a set of subjects, variables, concepts, or phenomena that are the focus of research (Sari et al., 2023). In this study, all users of Ella Skincare skin care products in Semarang City are included in the population.

Sample

According to (Sugiyono, 2017:81 in Octaviani & Sibarani, 2021) the sample is a part that represents the number and characteristics of a larger population. In this study, the sample consisted of 95 respondents and was selected using a non-probability sampling method, specifically the purposive sampling technique. This method selects samples based on specific criteria to collect data in accordance with the research objectives. Sugiyono (2018) in Mufid Suryani et al., (2022) explains the non-probability sampling selection method, where each member of the population does not have an equal opportunity to be selected as part of the sample.

3. RESULT AND DISCUSSION

3.1 Respondent Characteristics

Factors that influence or change the dependent variable are referred to as independent or independent variables (Keputusan et al., 2016). In this study, online customer review is the independent variable. In online sales, online customer reviews (OCR) function as Word of Mouth, where potential buyers obtain information about products based on previous user experiences (Anggraini et al., 2023). This review is a direct opinion and not an advertisement, and is included in Electronic Word of Mouth (eWOM).

In contrast, independent variables influence purchasing decisions. According to (Kotler, 2016:184 in Ghoni & Soliha, 2022), explaining that purchasing decisions are the final stage taken by individuals or families in the process of selecting and purchasing goods or services for personal use. (Cronin and Morris, 1989 in Merk & Kualitas, 2019) refer to purchasing decisions as a commitment to a service or product after use which creates a desire to consume again. In business, the right information about purchasing decisions is very important for marketing strategies, especially in the digital era, so that products remain recognized and increase people's purchasing power.

3.2 Validity Test

Variable	Item	r Count	r Table	Description
Online Customer Review (X1)	1	0,589	0,202	Valid
	2	0,582	0,202	Valid
	3	0,579	0,202	Valid
	4	0,664	0,202	Valid
	5	0,563	0,202	Valid
	6	0,710	0,202	Valid
	7	0,635	0,202	Valid
	8	0,592	0,202	Valid
	9	0,686	0,202	Valid
	10	0,640	0,202	Valid
	11	0,533	0,202	Valid
	12	0,599	0,202	Valid
	13	0,524	0,202	Valid
	14	0,606	0,202	Valid
	15	0,691	0,202	Valid
Purchase Decision (Y)	1	0,514	0,202	Valid
	2	0,602	0,202	Valid
	3	0,676	0,202	Valid
	4	0,631	0,202	Valid
	5	0,686	0,202	Valid
	6	0,605	0,202	Valid
	7	0,710	0,202	Valid
	8	0,771	0,202	Valid
	9	0,764	0,202	Valid
	10	0,792	0,202	Valid
	11	0,717	0,202	Valid
	12	0,721	0,202	Valid

Figure 1. Validity Test Results

Because the item-total correlation value exceeds the r table value of more than 0.202, it can be concluded that all indicator items are considered valid based on the available data.

3.3 Reliability Test

Variable	Alpha Cronbach	Critical Limit	Description
Online Customer Review	0,879	0,6	Reliabel
Purchase Decision	0,894	0,6	Reliabel

Figure 2. Reliability Test Results

Based on the data presented, it can be said that the data tested shows a satisfactory level of reliability because all Cronbach's alpha values exceed the 0.6 threshold. From the results displayed in the table, it can be seen that the reliability value for the Online Customer Review variable is 0.879 while for the Purchasing Decision variable it is 0.894.

3.4 Normality Test

			Unstandardized Residual
N			95
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		6.30180249
Most Extreme Differences	Absolute		.134
	Positive		.085
	Negative		-.134
Test Statistic			.134
Asymp. Sig. (2-tailed)			.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.060 ^d
	99% Confidence Interval	Lower Bound	.054
		Upper Bound	.067

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

Figure 3. Normality Test Result

The normality test results show that the Monte Carlo Sig value is 0.060, which is greater than 0.05. This indicates that the data follows a normal distribution.

3.5 Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.839	6.147		2.414	.018		
	Online Customer Review	.491	.101	.450	4.856	.000	1.000	1.000

a. Dependent Variable: Pengambilan Keputusan

Figure 4. Multicollinearity Test Results

The multicollinearity test results indicate that for the online customer review variable (X1), the Variance Inflation Factor (VIF) value is 1.000 < 0.1. While the Tolerance value is 1,000 > 0.1. This indicates that there is no multicollinearity in the data.

3.6 Heteroscedasticity Test

There is no heteroscedasticity problem if the pattern does not show a waveform, the spread is wide or limited and the data points are evenly distributed around the number 0 on the Y axis, as explained by Ghozali (2011).

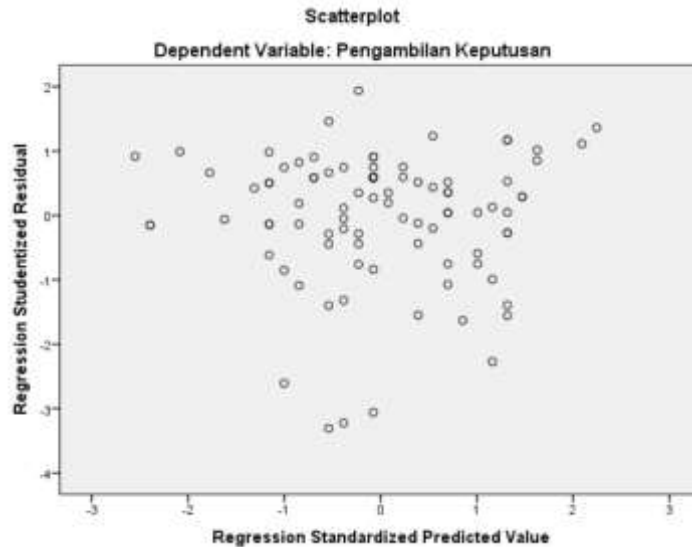


Figure 5. Heteroscedasticity Test Results

The figure above shows the results of the heteroscedasticity test with random distribution, which indicates that the regression model used is good and does not experience heteroscedasticity.

3.7 Test t (partial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.839	6.147		2.414	.018
	Online Customer Review	.491	.101	.450	4.856	.000

a. Dependent Variable: Keputusan Pembelian

Figure 6. t Test Result

Based on the available data, the partial t test results show that the online customer evaluation variable (X1) on purchasing decisions (Y) has a significance value of 0.000, which is lower than 0.05. In addition, the calculated t value is 4.856, which exceeds the t table value of 1.985. Therefore, Ho1 is rejected and Ha1 is accepted, indicating that online customer reviews have a significant impact on purchasing decisions.

3.8 Simple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.839	6.147		2.414	.018
	Online Customer Review	.491	.101	.450	4.856	.000

a. Dependent Variable: Keputusan Pembelian

Figure 7. Simple Linear Regression Test Results

Based on the data above, the simple linear regression equation can be written as follows :

$$Y = a + Bx$$

$$Y = 14,839 + 0,491x$$

The explanation of this equation is as follows:

1. The constant a is 14.839, indicating that the value of the dependent variable (Y) will reach 14.839 when the independent variable (X) does not change (X = 0).
2. The regression coefficient for variable X is 0.491, indicating that each additional one unit in online customer reviews will result in an increase of 0.491 in purchasing decisions.

3.9 Coefficient of determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450 ^a	.202	.194	6.33559

a. Predictors: (Constant), Online Customer Review

Figure 8. Determination Coefficient Test Results

Based on this data, the coefficient R square (R²) is 0.202 or 20.2%. This means that the contribution of the online customer review variable to purchasing decisions is 20.2%.

4. CONCLUSION

Based on research analysis involving validity, reliability, normality, multicollinearity, heteroscedasticity, simple linear regression, t test, and coefficient of determination, it can be concluded that:

1. Consumer purchasing decisions are positively influenced by online customer reviews. This shows that reviews from consumers can influence the purchasing decisions of potential buyers of Ella Skincare in Semarang City.
2. Online customer reviews are a crucial source of information in the decision-making process when shopping online. Products with positive reviews tend to increase buyer confidence, while negative reviews can make buyers look for alternatives with better reviews. This suggests that online consumer reviews have a significant influence on online purchasing decisions.
3. Future researchers are advised to consider additional variables that might influence purchasing decisions, to provide a more detailed understanding of the elements that play a role in influencing purchasing decisions.

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