

The Role of Product Quality, Customer Reviews, Ratings, and E-WOM in Shaping Purchase Decisions for Skintific Products on Shopee

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ABSTRACT

This study analyzes the impact of product quality, online customer reviews, customer ratings, and e-WOM on purchasing decisions for Skintific products on Shopee. Using a quantitative approach, this study involved 100 students from three of the largest universities in Purwokerto who had purchased Skintific products. The sample was selected through purposive sampling. The results showed that product quality and online customer reviews significantly influenced purchasing decisions, surpassing the impact of customer ratings and e-WOM. E-WOM was found to have no significant impact, providing a new perspective on digital marketing strategies on Shopee. This study contributes to a deeper understanding of consumer behavior in e-commerce, by emphasizing the important role of product quality and reviews in shaping purchasing decisions.

INTRODUCTION

The e-commerce advertising in Indonesia is progressively appealing to industry players, besides the expanding number of web clients in this nation (Sianipar & Yoestini, 2021). The definition of Electronic Commerce way better known as E-commerce is the movement of buying and offering products and administrations utilizing the Web organize (Rehatalanit, 2021). Currently, business people prefer to make online sales through various e-commerce platforms. Sales through e-commerce platforms are more convenient, and efficient, and require lower costs, as seen from the current use of the Internet which often increases from year to year (Pransiska et al., 2024). E-commerce facilitates products in the process of searching for information that allows comparison and decision-making (Aulia et al., 2023).

In Indonesia, one of the most popular e-commerce is Shopee (Septiani et al., 2023). Shopee has been operating since December 2015 in Indonesia under the supervision of PT Shopee International Indonesia. The services provided by Shopee vary, namely sales and purchases, one of which is beauty products (Haliza & Anasrulloh, 2023). As well as the features provided are very innovative, namely on the product page, customers can provide reviews and ratings after customers buy the product, the review contains reviews about the shopping experience at the store regarding service, quality, and delivery time, reviews can be positive reviews or negative reviews depending on the shopping experience of each consumer, and the rating given by customers on the store page can be a reference for other customers to make purchasing decisions.

One of the products that are of great interest in Shopee e-commerce is skincare. Skincare is one of the primary needs that is trending among people, especially women (Sitohang et al., 2023). Skintific is one of the beauty products that is growing rapidly among Indonesian skincare enthusiasts. Skintific may be a Canadian brand established by Kristen Tveit and Ann-Kristin Stokke. This item is authorized by PT May Sun Yvan, China. This skincare product was recently launched in Indonesia and managed to beat local brands in less than two years (Handayani et al., 2024). Tight competition in the facial care industry, this skincare product from China managed to become the No. 1 best seller in the beauty product category on E-commerce Shopee beating several brands.

Table 1. Shopee E-Commerce Top Brand January – March 2024 Period

No.	Brand	Based on Market
		Share (%)
1.	SKINTIFIC_ID	66,48%
2.	SKINTIFIC_INDO SKINTIFIC Official	12,64%
3.	Shop	7,91%
4.	SooH Beauty	1,53%
5.	Skintific_store	1,36%
6.	Bio Factory	0,80%
7.	Sister Beauty	0,43%
8.	TnT Beauty Shop	0,42%

9.	BnB Skincare	0,38%
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Source: Compas.co.id Year 2024

Based on Table 1, sales performance at the official store skintific in E-Commerce Shopee ranks first to third with a total market share of 87.03%. Followed by the Sooh Beauty brand with a market share of 1.53 (Andini, 2024).

Skintific is one of the top brands in Shopee e-commerce that is always coveted by consumers from the skincare category, which inserts a slogan on its official store page "We repair your skin barrier". The strategy of winning customer satisfaction on its official store page makes Skintific consistent in gaining popularity on Shopee (Luthfiana & Saputro, 2024). This not only strengthens the product image but also increases consumer confidence which ultimately leads to purchasing decisions.

Based on the opinion of Tjiptono (2012), purchasing decisions are the process of identifying problems by consumers when looking for information and certain product brands, followed by an evaluation of how good each alternative is, before reaching a purchase decision. Several factors can influence purchasing decisions, one of which is product quality (Cesariana et al., 2022). Several factors influence purchasing decisions, one of which is product quality, good quality is by consumer preferences and needs and can encourage them to buy (Muliasari, 2020). Based on the conclusion of Puspitaningrum et al., (2024) regarding online customer reviews, the higher the level of consumer reviews will have a more positive influence on purchasing decisions. Based on the opinion of Syafa'at et al., (2024), customer ratings have an impact on users to achieve purchasing decisions. Based on the opinion of Rahmawati et al., (2022) related to e-WOM, the more positive recommendations, the more determined consumers are to make purchasing decisions.

According to Tjiptono (2008), the first component is product quality, which is a collection of attributes and features that determine how well a product can satisfy the expectations of the consumer (Lystia et al., 2022). Research on the impact of product quality on decisions to buy Skintific products on Shopee e-commerce conducted by Nurillah et al., (2022) supports this. It indicates that product quality has a favorable and substantial effect. It contradicts Aini & Andjarwati, (2020), however, who find that product quality has no discernible impact on decisions to buy.

Online customer reviews from customers, which are based on their experiences and indicate the quality of the goods, are the second aspect that might affect decisions to buy. These reviews are typically found on the marketplace's features (Putri & Lestari, 2022). Budiman & Martini, (2023) provide evidence that online consumer reviews favorably and significantly impact buying decisions. However, online customer reviews do not significantly influence decisions to buy Skintific products on Shopee e-commerce, which runs counter to (Khasanah et al., 2022).

Customer rating is the third factor, which is an assessment left by consumers who have bought online and marked by a star symbol, based on how satisfied they are with the product (Putri & Lestari, 2022). According to research by Nurhabibah et al., (2022) which states that customer ratings positively and significantly show influence. But not with Kausaha et al., (2023), customer rating does not affect purchasing decisions and Syafa'at et al., (2024) found a small but beneficial impact.

Electronic word-of-mouth (e-WOM), or the spread of information through electronic media, is the fourth factor. E-WOM, which many people can access online, is a favorable or negative opinion expressed by actual customers, prospective customers, or past customers who have used a product (Nurhasanah et al., 2021). This is supported by research by Lestari & Widjanarko, (2023) which concluded that e-WOM positively and significantly shows influence. However, it is not with Rahmawati et al., (2023) that e-WOM has no significant effect on purchasing decisions for skintific products in Shopee e-commerce.

Based on Skintific user reviews on Shopee, many feel the benefits of Skintific, but some do not get the benefits of Skintific. One user of Skintific products admitted that after using scientific products, skin problems such as acne appeared (Efendi & Aminah, 2023). Then the Skintific official store often complained about customers about the length of response that Skintific provides for Shopee users (Luthfiana & Saputro, 2024).

This research is a development research from the research of Pransiska et al., (2024), the novelty of this research is by adding E-WOM and e-commerce Shopee variables. Given this phenomenon, it is important to re-evaluate whether the variables studied have an impact on the decision to purchase Skintific products on Shopee. This is what motivated the researcher to examine how online user reviews, ratings, e-WOM, and product quality influence consumers' decisions to purchase Skintific products on Shopee.

LITERATURE REVIEW

Cognitive Theory

Schiffman & Kanuk, (2008) state that the cognitive component is made up of an individual's different cognitions, which include perceptions and knowledge derived from a combination of firsthand experience with the attitude object and relevant data from other sources. This theory is tested because it provides a basis for understanding how consumer perceptions and knowledge are formed through a combination of direct experience and external information relevant to the variables in the research model. Product quality from manufacturers provides a direct experience to consumers, while online customer reviews, customer ratings, and e-WOM, which are in consumers' cognitive domain, provide additional information that reinforces perceptions and knowledge. When consumers are making

decisions about what to buy, this mix of knowledge and experience is crucial.

Purchase Decision

According to Kotler & Keller, (2016), a purchase decision is a process of evaluation by consumers of various brands in a selection group, forming preferences for the most preferred brand, and developing an intention to buy. This process is influenced by several indicators, including: (1) buying stability, (2) preferred brand, (3) as desired, (4) recommending others (Mokodompit et al., 2022).

Product Quality

Kotler & Keller, (2009) define product quality as all the attributes of goods and services that rely on their capacity to satisfy demands, whether explicit or implicit. Not only seen from the functional side, but product quality also includes various other aspects that support the consumer experience according to their expectations. Some indicators that indicate product quality are: (1) shape, (2) features, (3) quality of performance, (4) quality of fit, (5) durability, (6) reliability, (7) repairability, (8) style, (9) customization (Kotler & Keller, 2016). Therefore, product quality is the overall characteristic of an item or service whose purpose is to fulfill needs and provide satisfaction to customers (Dwijantoro et al., 2022).

H1: Product quality has a positive and significant effect on purchasing decisions.

Online Customer Review

Online customer reviews are product reviews from consumers who have used the product, and are published on company websites and online stores (Nurillah et al., 2022). Online customer reviews can shape the perceptions of other consumers who have never used the product. Consumers tend to rely on reviews from consumers who have made purchases to get a clearer picture of the product before making a purchase decision, especially in today's digital era where direct interaction with the product is increasingly limited. The following indicators that make online customer reviews influential are: (1) perceived benefits, (2) source credibility, (3) argument quality, (4) perceived capacity, (5) volume of reviews (Simamora & Maryana, 2023).

H2: Online customer reviews have a positive and significant effect on purchasing decisions.

Customer Rating

Customer rating is a type of review that has stars instead of text as a way to convey consumer opinion (Priangga & Munawar, 2022). Ratings provide an easier and faster way for consumers to evaluate products based on their experience, usually using a star scale from one to five. Giving more stars indicates a more positive consumer assessment of the

product. This is due to several indicators: (1) usability, (2) convenience, (3) level of control (Simamora & Maryana, 2023).

H3: Customer rating has a positive and significant effect on purchasing decisions.

E-WOM

E-WOM can be defined as the process of sharing consumer views and experiences online that have an impact on potential buyers' decisions to support or reject certain products, services, or brands (Savitri, 2022). In today's digital era, e-WOM has become one of the most influential forms of communication because consumers have a tendency to seek recommendations and information from other users before buying and e-WOM has the potential to shape brand reputation and influence overall market perception. This is due to several indicators: (1) intensity, (2) content, and (3) consumer opinion (Rahmah & Supriyono, 2022). Thus, e-wom is a form of communication conducted through the internet network that serves as a medium to interact about a product or brand (Finley & Keni, 2022).

H4: E-WOM has a positive and significant effect on purchasing decisions.

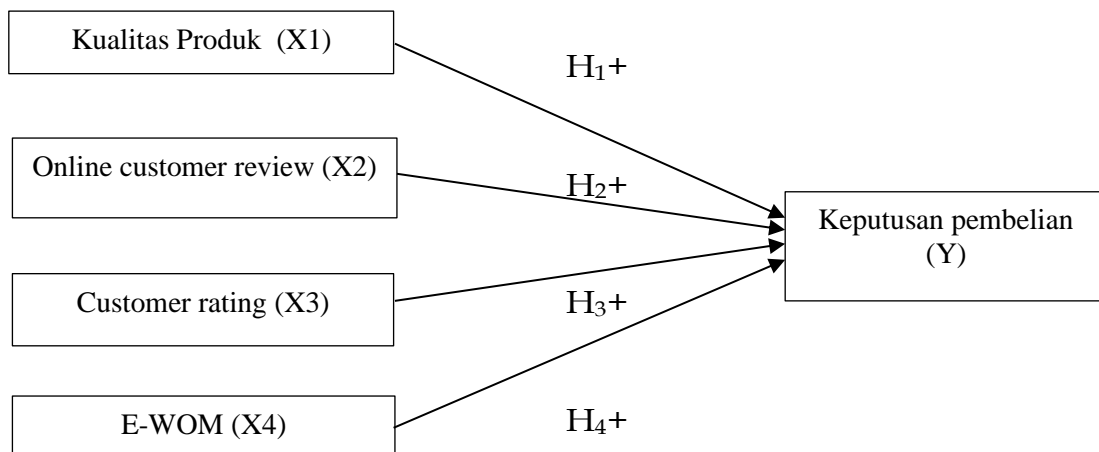


Figure 1. Conceptual Framework

METHODOLOGY

The researcher decided to use a quantitative approach for this investigation. The study of a social problem through quantitative research involves testing a theory using variables that are assessed quantitatively and subjected to statistical analysis to ascertain whether the theory's prediction generalization is accurate (Ali et al., 2022). Sampling method with an online questionnaire using Google Forms. The population in this study were active students of Jenderal Soedirman University, Muhammadiyah Purwokerto University, and Saizu Purwokerto State Islamic University who had bought Skintific products on Shopee e-commerce using purposive sampling techniques and the Roscoe formula. According to (Sugiyono, 2017), in the Roscoe

formula, a suitable sample size in research is between 30 and 500 respondents. So the researcher determined the sample size of 100 respondents to meet research standards. This research uses the help of IBM SPSS Statistics 25 software.

RESEARCH RESULT

As many as 100 respondents were obtained from distributing questionnaires using Google Forms, with respondents from Jenderal Soedirman University dominating as much as 46%, female respondents dominating as much as 86% and respondents aged 21-22 years as much as 58%.

Tabel 2. Respondent Description

No.	Description	Number of Respondents	Percentage (%)
Universitas			
1.	Unsoed	46	46%
	UMP	33	33%
	UIN Saizu	21	21%
Jenis kelamin			
2.	Laki-laki	14	14%
	Perempuan	86	86%
Usia			
3.	18 - 20	31	31%
	21 - 22	58	58%
	23 - 24	11	11%
	25 - 26	0	0%

Validity and Reliability Test

The output results of Table 3 explain the validity and reliability tests. The validity test is carried out to measure the validity of the data obtained from distributing questionnaires. To determine whether it is valid or not, there are two ways, namely through the significance value, where the data is valid if the value is < 0.05 and invalid if > 0.05 , and through the comparison of the value of r count and r table, where the data is valid if the value of r count $> r$ table with r table ($N = 100$) = 0.195, while the reliability test is carried out to test the reliability of the instrument used. In determining reliability, it can be seen from Cronbach's Alpha value which exceeds 0.6, indicating that the variable is reliable (Nuraeni et al., 2023).

Table 3. Validity Test and Reliability Test

Variables	Indicators	Validity Test ^a		Reliability Test ^c (Cronbach's Alpha)
		r count ^a	Sig ^b	
Decision Purchase (Y)	1. Steadiness buy	0.697	0.000	0.751
	2. Brands that are like	0.741	0.000	
	3. As desired	0.868	0.000	
	4. Recommend other people	0.729	0.000	
(Mokodompit et al., 2022)				
Product Quality (X1)	1. Shape	0.739	0.000	0.883
	2. Features	0.586	0.000	
	3. Quality of work	0.817	0.000	
	4. Quality suitability	0.757	0.000	
	5. Durability	0.690	0.000	
	6. Reliability	0.762	0.000	
	7. Ability repair	0.681	0.000	
	8. Style	0.717	0.000	
	9. Adjustments	0.733	0.000	
(Kotler & Keller, 2016)				
Online Customer Review (X2)	1. Perceived benefits	0.703	0.000	0.840
	2. Credibility source	0.788	0.000	
	3. Argument quality	0.823	0.000	
	4. Perceived capacity	0.768	0.000	
	5. Volume of review	0.817	0.000	
(Simamora & Maryana, 2023)				
Customer Rating (X3)	1. Usability	0.835	0.000	0.767
	2. Convenience	0.842	0.000	
	3. Level of control	0.801	0.000	
(Simamora & Maryana, 2023)				
E-WOM (X4)	1. Intensity	0.744	0.000	0.732
	2. Content	0.851	0.000	
	3. Opinion consumers	0.829	0.000	
(Rahmah & Supriyono, 2022)				

^a Accepted if the calculated r-value exceeds r table (0.196)

^b Accepted if the sig value is below 0.05

^c Accepted if Cronbach's Alpha exceeds 0.60

From Table 3, it is known that the calculated r-value exceeds the r table (0.196), with a sig value of not more than 0.05, therefore, the data is said to be valid. Each variable shows a Cronbach's Alpha value exceeding 0.60, so referring to these criteria, each variable used is reliable.

Normality Test

The results of the normality test, which is used to determine whether or not the distribution of variables or data is normal, are explained in Table 4. The test method was the nonparametric Kolmogorov Smirnov method, which states that if the sig value in the Kolmogorov-Smirnov test is less than 0.5, the data in circulation is considered abnormal; if the sig value is greater than 0.5, the data is considered normal or good.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test	
Unstandardized Residual	
Asymp. Sig. (2-tailed)	.200

From the SPSS output above, the significance value of Asymp.Sig (2- Tailed) is 0.200 and exceeds 0.05. By referring to the decision criteria of the Kolmogorov-Smirnov normality test, the data can be concluded to be normally distributed. That way, the normality requirement in the regression model has been successfully met.

Multicollinearity test

In Table 5, a multicollinearity test is carried out which is used to determine the correlation between variables. To be able to determine whether or not multicollinearity occurs, namely if the VIF value < 10 and the tolerance value > 0.10, it can be stated that multicollinearity does not occur.

Table 5. Multicollinearity Test

Model	Colinearity Statistics	
	Tolerance ^a	VIF ^b
(Constan)		
Product Quality	0.538	1.860
Online Customer Review	0.520	1.922
Customer Rating	0.528	1.895
E-wom	0.548	1.825

^a Accepted if the tolerance value exceeds 0.10

^b Accepted if the VIF value is below 10

Based on the SPSS output in Table 5, the variables of product quality, online customer reviews, customer ratings, and E-WOM show tolerance values > 0.10 and VIF values < 10. By referring to the decision criteria of the multicollinearity test, it is concluded that multicollinearity symptoms do not occur in the regression model.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Coefficients ^a	
Model	Sig [*]
(Constant)	0.634
Product Quality	0.897
1 Online Customer Review	0.755
Customer Rating	0.525
E-WOM	0.243

* Accepted if sig value exceeds 0.05

From the SPSS output in Table 6, the variables of product quality, online customer review, customer rating, and e-WOM show sig values exceeding 0.05. By referring to the decision criteria of the Glejser Test, it is concluded that heteroscedasticity does not occur in the regression model.

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test

Coefficients ^a			
Unstandardized Coefficients			
Model	B	t	Sig.
(Constant)	3.164	2.154	0.034
Product Quality	.104	2.268	0.026
1 Online Customer Review	.300	3.790	0.000
Customer Rating	.239	1.833	0.070

E-WOM	.013	.107	0.915
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The following regression equation is formed:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

$$Y = 3.164 + 0.104X_1 + 0.300X_2 + 0.239X_3 + 0.013X_4 + e$$

The following is an explanation of the regression equation above:

$\alpha = 3.164$ means that if the value of the independent variables product quality, online customer review, customer rating, and e-WOM is zero, it indicates that the purchase decision has increased by 3.164.

$\beta_1 =$ In other words, every time the quality of product X1 increases by 1 unit, the purchasing decision will increase by 0.104. Conversely, if the quality of product X1 decreases by 1 unit, the purchasing decision will decrease by 0.104.

$\beta_2 =$ In other words, every time the online customer review X2 increases by 1 unit, the purchasing decision will increase by 0.300. Conversely, if the online customer review X2 decreases by 1 unit, the purchasing decision will decrease by 0.300.

$\beta_3 =$ In other words, every time the customer rating X3 increases by 1 unit, the purchasing decision will increase by 0.239. Conversely, if the customer rating X3 decreases by 1 unit, the purchasing decision will decrease by 0.239.

$\beta_4 =$ In other words, every time the e-WOM X4 increases by 1 unit, the purchasing decision will increase by 0.013. Conversely, if the e-WOM X4 decreases by 1 unit, the purchasing decision will decrease by 0.013.

Coefficient of determination

Table 8. Coefficient of Determination

Model Summary	
Model	Adjusted R Square
1	0.459

From the table, the Adjusted R-Square value of the regression model is 0.459, indicating that the ability of the independent variables (product quality, online customer reviews, customer ratings, and e-WOM) to provide an explanation of the dependent variable (purchase decision) is 45.9%. The remaining 54.1% is affected by other variables not examined.

Model Fit Test

Tabel 9. Model fit test

ANOVA ^a			
Model	F	Sig.	
1	Regression	22.026	0.000 ^b
	Residual		
	Total		

Based on Table 9, testing the variables of product quality, online customer reviews, customer ratings, and e-WOM gets a sig value of 0.000, which is below 0.05. Therefore, it can be concluded that these variables are included in the fit criteria.

Table 10. Summary of Hypothesis Testing Results

Hypothesis	t Count	t Table	Sig	Result
H ₁ : Product quality has a positive and significant effect on purchase decision	2,268	1,985	0,026	Supported
H ₂ : Online customer review has a positive and significant effect on purchase decision	3,79	1,985	0,00	Supported
H ₃ : Customer rating has a positive and significant effect on purchase decision	1,833	1,985	0,07	Not supported
H ₄ : E-WOM has a positive and significant effect on purchase decision	0,107	1,985	0,915	Not supported

DISCUSSION

Product quality in purchasing decisions

The results of this study indicate that decisions to buy Skintific products on Shopee e-commerce are positively and significantly influenced by product quality. In cognitive theory put forward by Schiffman & Kanuk, (2008), consumer behavior and perceptions can be shaped through cognition, namely knowledge and information from various sources. In this study, product quality acts as a source of information that supports and shapes consumer perceptions so that it influences purchasing decisions. This proves that Skintific products have a reputation as high-quality products and can meet the needs and expectations of consumers, especially students of Jenderal Soedirman University, Muhammadiyah Purwokerto University, and UIN Saizu Purwokerto. This finding is supported by Anam et al., (2020) which reveals that product quality influences purchasing decisions positively and significantly.

Online Customer Reviews on Purchasing Decisions

From the research findings, online customer reviews show a positive and significant influence on purchasing decisions. In cognitive theory put forward by Schiffman & Kanuk, (2008)s, consumer behavior and perceptions can be shaped through cognition, namely knowledge, and information from various sources. In this study, online customer reviews act as a source of information that supports and shapes consumer perceptions so that it influences purchasing

decisions. This is evidence that the online customer reviews found on Shopee e-commerce regarding Skintific products have a good image. When consumers see reviews left by other consumers who have bought in the form of positive reviews, consumers will have more confidence and more confidence to make purchases. The findings of this study are supported by Cahyono & Wibawani, (2021) that online customer reviews positively and significantly influence purchasing decisions.

Customer Rating on Purchasing Decision

Based on the findings of this study, customer rating has no positive and insignificant effect on purchasing decisions. Based on the cognitive theory put forward by Schiffman & Kanuk, (2008) Consumer behavior and perceptions can be formed through cognition, namely knowledge and information from various sources. However, in this study it is different, customer ratings are not strong enough to significantly shape consumer perceptions that influence purchasing decisions. Customer ratings do not show influence, it is suspected that consumers are more focused on reviews or reviews that provide more specific details about the experience of using the product than relying solely on ratings. The results of this study support Aini & Andjarwati, (2020) which reveals the lack of effect of customer ratings on purchasing decisions.

E-WOM on purchasing decisions

Based on the research findings, e-WOM has no positive and insignificant effect on purchasing decisions. In cognitive theory put forward by Schiffman & Kanuk, (2008) that consumer behavior and perceptions can be shaped through cognition, namely knowledge, and information from various sources. However, in this study it is different, e-WOM is not strong enough to shape consumer perceptions significantly so that it influences purchasing decisions. This shows that e-WOM contained in Shopee e-commerce does not have a significant impact on purchasing decisions, presumably because consumers tend to seek information from sources that they consider more trustworthy, such as close friends and family, than from e-WOM distributed on the internet. The results of this study support Agustina et al., (2023) that e-WOM does not show a positive and insignificant influence on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the study's findings, it can be said that online user reviews and product quality have a significant impact on consumers' decisions to buy Skintific products on Shopee. This finding confirms that aspects that build consumer trust, such as product quality and online customer reviews, are more effective in driving purchasing decisions than numerical ratings or recommendations through e-WOM. This

differentiates this research from previous studies on TikTok Shop that did not include e-WOM as a variable, while this research shows that e-WOM was found to be less significant on Shopee. Based on these results, Skintific is advised to focus on improving product quality and maximizing online customer reviews. The limitation of the study is the representativeness of the sample which only involves students from three universities in Purwokerto and does not include various other variables that may also affect purchasing decisions.

ADVANCED RESEARCH

The limitation of this study is the representativeness of the sample which only involves students from three universities in Purwokerto and does not include various other variables that may also influence purchasing decisions. It is hoped that future researchers will look at other factors that may influence purchasing decisions and expand the sample beyond just three universities.

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