

The Influence of Online Reviews and Online Ratings on Consumer Purchase Decisions of Somethinc Products in Pekanbaru Area with Korean Wave as a Moderating Variable

Putri Alisa H^{1*}, Lailan Tawila Berampu², Taufiqurrahman³
Fakultas Ekonomi dan Bisnis, Universitas Riau, Indonesia

Corresponding Author: Putri Alisa H putrialisahsb@gmail.com

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ABSTRACT

In Indonesia's growing beauty industry, online reviews and online ratings are critical in shaping consumer purchase decisions. Local beauty brands like Somethinc leverage eWOM to build trust, while the Korean Wave (Hallyu) influences consumer preferences. This study explores the impact of online reviews and online ratings on Somethinc product purchases, with the Korean Wave as a moderating factor. This study designed using a quantitative research design, data was collected via structured questionnaires, and analyzed using Structural Equation Modeling (SEM). The results reveal that online ratings significantly influence purchase decisions, while online reviews show a weaker effect. The Korean Wave moderates the relationship between online ratings and purchase decisions, enhancing their effect, but has a negative moderating effect on online reviews. These results suggest that local beauty brands like Somethinc can benefit from aligning their marketing strategies with global cultural trends, especially those related to Korean beauty standards.

INTRODUCTION

In the rapidly evolving beauty industry, particularly in emerging markets like Indonesia, digital platforms and e-commerce have reshaped how consumers make purchasing decisions. One of the most significant changes has been the rise of electronic word-of-mouth (eWOM), which includes online reviews and ratings, and their increasing influence on consumer behavior. Consumers now rely heavily on reviews and ratings provided by other users rather than traditional advertisements or marketing claims ((Donthu et al., 2021); (Fileri et al., 2021)) This shift has significantly affected both global and local beauty brands, as the digital space provides an open forum for consumers to share their experiences and opinions. In markets like Indonesia, where online shopping is gaining rapid popularity, understanding the role of eWOM in consumer behavior is essential for brands aiming to stay competitive and build consumer trust ((Karinda & Fajri, 2024); (Tanuwijaya et al., 2023))

In Indonesia, a market characterized by a high percentage of internet penetration and active e-commerce participation, local beauty brands have leveraged online reviews and ratings as key tools to strengthen their market presence and build consumer trust. Somethinc, a local skincare brand, has rapidly emerged as a leader in the Indonesian beauty industry, effectively using eWOM through digital platforms to create a loyal consumer base (Somethinc Market Overview, 2021). Somethinc's success can be attributed to both the quality of its products and the strategic use of online reviews and ratings, which help consumers make more informed purchase decisions. Furthermore, it has built a strong digital presence and engaged with younger generations who rely on social media and e-commerce platforms for their beauty-related needs (Karinda & Fajri, 2024).

However, despite the recognized significance of online reviews and ratings, there remains a gap in understanding the specific role of cultural influences – such as the Korean Wave (Hallyu) in amplifying or diminishing the effects of these online feedback mechanisms. The Korean Wave, which encompasses K-pop, K-dramas, and K-beauty, has become a powerful cultural force that has influenced consumer preferences globally, including in Southeast Asia ((Chae et al., 2020); (Halim & Kiatkawsin, 2021)).

The Korean Wave has had a profound impact on beauty standards, particularly among younger generations in Indonesia. Korean beauty products, which emphasize flawless skin, multi-step skincare routines, and a natural aesthetic, have gained immense popularity (Halim & Kiatkawsin, 2021). Korean celebrities, K-pop idols, and K-drama stars play a crucial role in shaping these trends, creating a strong cultural appeal that resonates with Indonesian consumers. The influence of Korean beauty standards has made Korean-inspired products highly desirable, even among local brands like Somethinc, which incorporate K-beauty elements into their product offerings (Chae et al., 2020).

The integration of the Korean Wave into digital marketing strategies has been shown to improve consumer engagement, as Korean beauty standards and products are often seen as symbols of beauty and aspiration (Scott, 2020). Studies show that Korean beauty standards and products have shaped consumer

perceptions, particularly in Southeast Asia (Muskitta et al., 2022). Local brands such as Somethinc have capitalized on this trend by aligning their products with Korean-inspired beauty ideals, which resonate with Indonesian millennials and Gen Z consumers who are heavily influenced by global beauty trends (Halim & Kiatkawsin, 2021). However, while the influence of the Korean Wave on consumer behavior is well documented, its interaction with digital feedback mechanisms, such as online reviews and ratings, remains underexplored in the context of local beauty brands in Indonesia.

This study aims to examine the role of online reviews and ratings in shaping consumer purchasing decisions for Somethinc products in Pekanbaru, Indonesia, while also investigating how the Korean Wave acts as a moderating factor in this relationship. By investigating how cultural trends like Hallyu affect consumer responses to online reviews and ratings, the study aims to provide a deeper understanding of the factors driving consumer behavior in the beauty industry. Positive eWOM, such as high ratings and favorable reviews, can enhance brand reputation and increase consumer trust, while negative feedback may deter potential buyers ((Macheka et al., 2024); (Zhao et al., 2020))

The importance of this research is twofold: it contributes to the growing body of literature on eWOM by examining the moderating role of cultural phenomena like the Korean Wave, and it provides practical insights for local beauty brands, such as Somethinc, on how to better align their digital marketing strategies with cultural trends. As consumers increasingly rely on online feedback to make informed purchasing decisions, brands that effectively integrate global cultural influences with digital marketing strategies can build stronger consumer trust, enhance brand loyalty, and ultimately drive greater sales performance ((Zhao et al., 2020); (Leong et al., 2021)).

LITERATURE REVIEW

Online Review

Online reviews are a form of reviews given by consumers after they use a product or service, which is published through digital platforms such as e-commerce, social media, or online forums. According to (Mudambi & Schuff, 2010), the quality and trust of online reviews affect consumer perception of products and brands. Online reviews function as an electronic word of mouth (e-WOM) that has a significant influence on shaping consumer purchase intentions, especially on cosmetic products that involve high considerations.

Research by (Shankar et al., 2002) It shows that informative and credible reviews tend to be more trusted by consumers in making purchase decisions. In the midst of high competition for beauty products, consumers usually read reviews from previous users to minimize the risk of purchases.

Online Rating

Online rating refers to a numerical rating system (e.g. 1-5 stars) on product quality based on user experience. According to (Zhu & Zhang, 2010), ratings affect the perception of the value of a product in the eyes of consumers. A high

rating creates a positive perception and increases the likelihood of a product to be chosen.

Cosmetic consumers, including users of Somethinc products, tend to consider ratings as a form of "heuristic cue" or a brief clue in the decision-making process. A high rating is usually associated with customer satisfaction, while a low rating can indicate a quality problem.

Consumer Purchase Decision

Consumer purchasing decisions are a mental process that involves searching for information, evaluating alternatives, and selecting products that are considered to best meet their needs. According to (Kotler, n.d.), social, personal, and psychological factors influence a person's purchasing decision.

In the digital context, purchasing decisions are increasingly influenced by information available online such as reviews and ratings. Research from (Nurbaety, 2024) stating that positive reviews and high ratings can speed up purchasing decisions, especially for cosmetic products that have variations and effects that are subjective to each individual.

Korean Wave (Hallyu) as a Moderation Variable

Korean Wave or Hallyu is the spread of South Korean pop culture such as music (K-pop), drama (K-drama), and lifestyle that has a great influence on consumer preferences, including in the world of beauty. According to (Miko'ende, 2025), Korean Wave formed a new consumption trend in Asia, including Indonesia, where many consumers began to like products with Korean imagery or endorsements.

As a moderation variable, Korean Wave can strengthen the relationship between online reviews and ratings and purchasing decisions. Study by (Lee, 2024) show that fans of Korean culture tend to be more interested in cosmetic products associated with Korean artists, even when the reviews and ratings are the same as other products. In the context of Somethinc's products, which adopt a Korean-style aesthetic and promotional style, interest in Korean Wave can be the main trigger for consumers in Pekanbaru to make purchase decisions, especially if online reviews and ratings are also supportive.

METHODOLOGY

This research employs a quantitative approach to examine the impact of online reviews and ratings on consumer purchase decisions for Somethinc products in Pekanbaru, with the Korean Wave acting as a moderating variable (Santoso & Madiistriyatno, 2021). A survey method was used for data collection, targeting 134 respondents who have purchased Somethinc products and have been exposed to online reviews, ratings, and the Korean Wave. The respondents were selected using purposive sampling, which was chosen to ensure that participants had relevant experience and exposure to the factors being studied. A structured questionnaire was developed to assess the respondents' perceptions of online reviews, ratings, and cultural influences, and their impact on purchase decisions.

The sample size was determined using the formula recommended by (Sarstedt et al., 2021), who suggest that the required sample size for structural equation modeling (SEM) is the product of the number of indicators for each latent construct and a multiplier of 5 to 10. Given that the study used 13 indicators, I selected a multiplier of 10, resulting in a recommended sample size of 130 respondents (13 indicators × 10). Thus, the final sample of 134 respondents exceeded the recommended minimum, ensuring the robustness and reliability of the data for analysis.

Data collected from the respondents were analyzed using Structural Equation Modeling (SEM) to test the relationships between the independent variables (online reviews and ratings) and the dependent variable (consumer purchase decisions), as well as to evaluate the moderating effect of the Korean Wave. This method is suitable for investigating complex relationships and provides a comprehensive approach to testing the proposed hypotheses.

Table 1. Dimensions and Indicators of Research Variables

Variable	Dimension	Indicator
Online Reviews	Consumer Perception	a) Clarity b) Credibility c) Usefulness d) Sentiment Alignment (Donthu et al., 2021; Ventre & Kolbe, 2020)
Online Ratings	Consumer Evaluation	a) Average Rating Score b) Rating Consistency c) Volume of Ratings (Gil-saura et al., 2020; Sun et al., 2020)
Korean Wave	Cultural Influence	a) Cultural Affinity b) Perception of Korean Trends c) Influence of Korean Celebrities (Halim & Kiatkawsin, 2021; Suwuh et al., 2022)
Purchase Decision	Decision Confidence	a) Decision Confidence b) Transaction Frequency c) Post-Purchase Satisfaction (Darmatama & Erdiansyah, 2021; Sri Gandari & Seminary, 2024)

RESEARCH RESULTS

Respondent Demographics

The sample for this study consisted of 134 respondents who were selected based on their experience with Somethinc products and their exposure to online reviews, online ratings, and the Korean Wave. The total initial number of respondents was 143, with 125 females and 18 males. However, 7 females and 2 males were excluded from the study because they had not purchased Somethinc

products, which was a necessary criterion for inclusion. After these exclusions, the final sample size consisted of 134 respondents, with 118 females (88.1%) and 16 males (11.9%). The demographic characteristics of the respondents were analyzed to provide a better understanding of the consumer profile and its potential impact on the research findings. The gender distribution reflects the predominant role of female consumers in the beauty industry, while the inclusion of male participants highlights the increasing interest of men in skincare products.

Table 2. Research Respondents

Gender	Frequency	Percentage
Female	118	88.1%
Male	16	11.9%
Total	134	100%

Source: Processed Data

As seen in table above, the majority of the respondents were female, comprising 88.1% of the total sample. This is consistent with the beauty and skincare market, where female consumers typically dominate. The remaining 11.9% were male respondents, reflecting a growing interest among male consumers in skincare products.

Outer Model

The outer model evaluation assesses the measurement model, which determines the relationships between observed variables (indicators) and latent constructs (variables). This evaluation was performed using Confirmatory Factor Analysis (CFA), with key metrics such as outer loading, Average Variance Extracted (AVE), Cronbach's Alpha and Composite Reliability to assess the reliability and validity of the model.

Outer Loading

Outer loadings represent the correlations between the indicators and their respective constructs. A higher outer loading that the indicator is a strong representative of the construct.

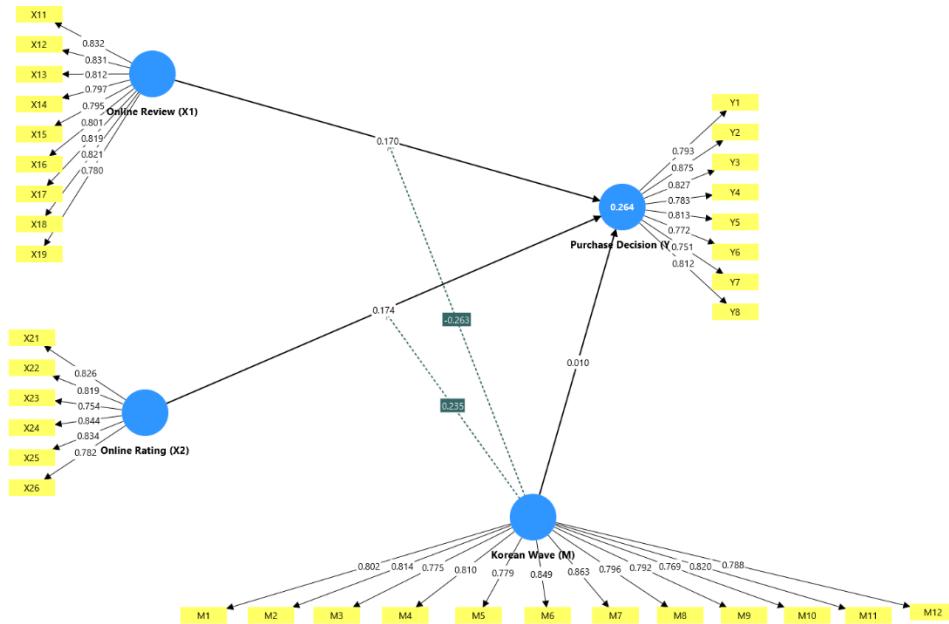


Figure 1. Result PLS SEM Loading Factor
Source: Processed Data

Table 3. Outer Loading

Variables	Indicator	Outer Loading	Results
Online Review	Usefulness2	0.795	Valid
	Usefulness1	0.797	Valid
	Feeling Alignment3	0.780	Valid
	Usefulness3	0.801	Valid
	Credibility2	0.812	Valid
	Sentiment Alignment1	0.819	Valid
	Feeling Alignment2	0.821	Valid
	Credibility1	0.831	Valid
Online Rating	Clarity	0.832	Valid
	Rating Consistency2	0.754	Valid
	Quantity of Ratings2	0.782	Valid
	Consistency Rating1	0.819	Valid
	Average Rating Score	0.826	Valid

	Quantity of Ratings1	0.834	Valid
	Consistency Rating3	0.844	Valid
Korean Wave	Influence of Korean Celebrities1	0.769	Valid
	Cultural Affinity3	0.775	Valid
	Perception of Korean Trends2	0.779	Valid
	Influence of Korean Celebrities2	0.788	Valid
	Perception of Korean Trends6	0.792	Valid
	Perception of Korean Trends5	0.796	Valid
	Cultural Affinity1	0.802	Valid
	Perception of Korean Trends1	0.810	Valid
	Cultural Affinity2	0.814	Valid
	Influence of Korean Celebrities3	0.820	Valid
	Perception of Korean Trends3	0.849	Valid
Perception of Korean Trends4	0.863	Valid	
Purchase Decision	Post-Purchase Decision2	0.751	Valid
	Post-Purchase Decision1	0.772	Valid
	Transaction Frequency1	0.783	Valid
	Decision Confidence1	0.793	Valid
	Post-Purchase Decision3	0.812	Valid
	Transaction Frequency2	0.813	Valid
	Decision Confidence3	0.827	Valid
	Decision Confidence2	0.875	Valid

Source: Processed Data

Table above shows that all indicators demonstrated outer loadings above 0.7, indicating that the items are valid and robust in measuring their respective constructs.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) measures the amount of variance captured by a construct in relation to the variance due to measurement error. A value above 0.5 indicates adequate convergent validity.

Table 4. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Online Review (X1)	0.656
Online Rating (X2)	0.657
Korean Wave (M)	0.649
Purchase Decision (Y)	0.647

Source: Processed Data

Table shows that all constructs had AVE values higher than 0.5, indicates that the constructs effectively captured the majority of the variance in the indicators.

Cronbach's Alpha and Composite Reliability

Both Cronbach's Alpha and Composite Reliability are used to assess the internal consistency and reliability of the constructs. A value above 0.7 for both metrics indicates acceptable reliability.

Table 5. Construct Reliability Table

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Korean Wave (M)	0.951	0.959	0.957
Online Rating (X2)	0.896	0.901	0.920
Online Review (X1)	0.935	0.942	0.945
Purchase Decision (Y)	0.923	0.937	0.936

Source: Processed Data

Table shows that the values for Cronbach's Alpha and Composite Reliability for each construct were all above the recommended threshold, confirming that the measurement model was reliable.

Inner Model

The inner model evaluation assesses the relationships between the latent constructs and the significance of the paths between them. This analysis was conducted using Structural Equation Modeling (SEM), focusing on model fit and hypothesis testing.

Model Fit

In assessing the fit of the structural model, R-squared (R^2) is a key indicator of how well the model explains the variance in the dependent variables. R^2 represents the proportion of the variance in a dependent variable that can be explained by the independent variables in the model.

Table 6. Coefficient Determination (R-Square)

Endogenous Variable	R-square	R-square adjusted	Conclusion
Purchase Decision (Y)	0.264	0.236	Weak to moderate explanatory model

Source: Processed Data

The R-square value for purchase decision (Y) is 0.264, indicating that the model explains 26.4% of the variance in consumer purchase decisions. When adjusted for the number of predictors in the model, the adjusted R-square is 0.236, suggesting a slightly lower explanatory power. This implies that the model has a weak to moderate explanatory power, meaning that while online reviews, online ratings, and the Korean Wave do influence purchase decisions, there are other factors not captured by the model that also play a significant role in shaping consumer behavior.

Hypothesis Testing

Hypothesis testing was performed using the t-statistic test at a 5% significance level ($\alpha = 0.05$). A path is considered statistically significant if the t-statistic is greater than 1.96. Additionally, p-values are examined where $p < 0.05$ indicates significance.

Table 7. Path Coefficient

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic	P Value
Korean Wave (M) → Purchase Decision (Y)	0.010	0.015	0.119	0.081	0.935
Korean Wave (M) x Online	0.235	0.210	0.118	1.995	0.046

Rating (X2) →						
Purchase						
Decision (Y)						
Korean Wave		-0.263	-0.243	0.115	2.291	0.022
(M) x Online						
Reviews (X1) →						
Purchase						
Decision (Y)						
Online Ratings		0.174	0.187	0.081	2.134	0.033
(X2) → Purchase						
Decision (Y)						
Online Review		0.170	0.189	0.101	1.674	0.094
(X1) → Purchase						
Decision (Y)						

Source: Processed Data

Based on table above, the path coefficients, T-statistic, and P-values are used to assess the significance of the relationships between the constructs in the model. The model are as follows:

- Hypothesis Testing 1: Online reviews have a significant effect on consumer purchase decision on Somethinc products. The path coefficient is 0.170, with a T-statistic of 1.674 and a P-value of 0.094. Since the P-value is greater than 0.05, this path is not statistically significant, suggesting that online reviews alone do not have a direct significant effect on purchase decisions. This indicates that Hypothesis 1 is not supported.
- Hypothesis Testing 2: Online ratings have a significant effect on consumer purchase decision on Somethinc products. The path coefficient is 0.174, with a T-statistic of 2.134 and a P-value of 0.033. The P-value is less than 0.05, indicating that online ratings have a significant positive effect on purchase decisions. Thus, Hypothesis 2 is accepted.
- Hypothesis Testing 3: Korean Wave positively moderates the relationship between online reviews and purchase decision for Somethinc products. The interaction between Korean Wave on Online Review on Purchase Decision has a path coefficient of -0.263, with a t-statistic of 2.291 and a p-value of 0.022. Since the p-value is below 0.05, the moderating is statistically significant. However, the negative coefficient suggests that Korean Wave weakens the positive relationship between Online Review and Purchase Decision. Therefore, Hypothesis 3 is accepted, but the effect is in the negative direction.

- Hypothesis Testing 4: Korean Wave positively moderates the relationship between online ratings and purchase decision for Somethinc products. Regarding the interaction between Korean Wave and Online Rating on Purchase Decision, the path coefficient is 0.235, t-statistic 1.995, and p-value 0.046. The p-value is below than 0.05, indicating a significant moderating effect. Korean Wave strengthens the positive influence of Online Rating on Purchase Decision. Hence, Hypothesis 4 is accepted.
- Hypothesis Testing 5: Korean Wave influence has direct positive effect on purchase decision. The path coefficient is 0.010 with a T-statistic of 0.081 and a P-value of 0.935. Since the P-value is greater than 0.05, this path is not statistically significant, meaning that online reviews do not significantly affect purchase decisions in this model. Therefore, Hypothesis 5 is rejected.

DISCUSSION

The results of this study offer significant insights into the factors influencing consumer purchase decisions, particularly in the beauty industry, and provide valuable implications for local brands like Somethinc in Pekanbaru. This research examined the effects of online reviews, online ratings, and the Korean Wave as a moderating variable in shaping consumer purchase decisions. The findings reveal that online ratings have a significant positive influence on purchase decisions, while online reviews did not show a statistically significant effect.

The findings of this study provide deeper insight into the interplay between online reviews, online ratings, and cultural influences in shaping purchasing decisions. The significant of online ratings aligns with existing literature, such as (Gil-saura et al., 2020) and (Sun et al., 2020), which emphasize that numerical ratings offer quick and accessible evaluations for consumers. Consumers often perceive online ratings as reliable indicators of product quality, especially in high-involvement categories such as beauty and skincare. This support the notion that a high average rating can build consumer confidence and influence their purchase decision ((Ventre & Kolbe, 2020)).

In contrast, the study found that online reviews do not significantly influence purchase decisions. This results diverges from some prior findings ((Donthu et al., 2021); (Sun et al., 2020)) which suggest that reviews enhance credibility and reduce uncertainty. A possible explanantion is that in markets like Pekanbaru, where beauty product purchases are frequently influenced by trends and peer behavior, consumers may prioritize easily digestible information like ratings over more elaborate written feedback. Moreover, the dominance of visual-based platform and influencer content reduce the relative impact of written reviews (Tanuwijaya et al., 2023).

The Korean Wave plays a dual moderating role in this context. It positively moderates the relationship between online ratings and purchase decisions, suggesting that cultural affinity with Korean trends amplifies consumer trust in products that are highly rated. This reflects the view of (Halim & Kiatkawsin, 2021) and (Chae et al., 2020), who found that the aesthetic appeal and celebrity endorsement in K-beauty significantly shape consumer behavior. Consumers

influenced by Hallyu are more likely to associate high product ratings with alignment to Korean beauty standards, increasing their willingness to purchase.

On the other hand, the Korean Wave negatively moderates the influence of online reviews. This counterintuitive result may be due to consumers' preconceived positive perceptions of Korean-influenced products, rendering textual reviews less necessary in their decision-making process. As suggested by (Suwuh et al., 2022), cultural admiration for Korea can lead to cognitive biases, where consumers assume quality based on brand image or trend conformity rather than detailed descriptions. This findings is supported by (BOUGUERN Hamida, 2023), who explored the impact of Korean Wave can alter consumers' perceptions and minimize the weight given to written reviews, as consumers increasingly rely on cultural signals and brand associations with Korean beauty trenfs. In this context, the Korean Wave reinforces the appeal of products that are perceived as culturally trendy or fashionable, even if the online reviews do not explicitly highlight the product's benefits.

Interestingly, this study found that the Korean Wave does not have a direct significant effect on purchase decisions. This indicates that while cultural influence does shape perceptions, it is more impactful as a contextual enhancer rather than a standalone determinant of consumer behavior. This finding contributes to the growing body of literature that explores how global cultural phenomena indirectly shape market outcomes through interaction with other marketing variables (Macheka et al., 2024).

From a practical perspective, these findings suggest that beauty brands like Somethinc should prioritize enhancing their online rating visibility and ensure consistency in consumer ratings. They should also consider embedding Korean aesthetics in their branding strategy to appeal to culturally influenced consumers. However, less emphasis may be needed on textual reviews, especially when targeting consumers who are highly familiar with K-beauty trends.

Overall, this study offers a nuanced understanding of the effectiveness of eWOM elements and the moderating role of cultural influence. By situating the research in a specific regional context—Pekanbaru—this study adds localized insight to broader discussions on digital marketing and cross-cultural consumer behavior.

CONCLUSIONS AND RECOMMENDATIONS

This study provides valuable insights into the factors influencing consumer purchase decisions for Somethinc products in Pekanbaru, particularly in relation to online reviews, online ratings, and the Korean Wave as a moderating variable. The findings reveal several key insights that have practical implications for local beauty brands aiming to optimize their digital marketing strategies.

First, the study found that online ratings have a significant positive effect on consumer purchase decisions, suggesting that ratings are a crucial factor in shaping consumers' trust and willingness to purchase. This supports the growing body of literature that emphasizes the importance of aggregated, numerical feedback in online decision-making processes. In contrast, online reviews did not

show a significant direct effect, highlighting that consumers may prioritize quick, simple cues like ratings over more detailed, qualitative feedback when making purchasing decisions.

Second, the Korean Wave was found to significantly moderate the relationship between online ratings and purchase decisions, amplifying the impact of positive ratings on consumer behavior. This finding suggests that cultural trends, such as the growing influence of Korean beauty standards, play a crucial role in shaping how consumers respond to online feedback. However, the Korean Wave did not significantly moderate the relationship between online reviews and purchase decisions, indicating that reviews may be less influential for consumers who are strongly influenced by cultural trends.

The results of this study underscore the importance of leveraging both online ratings and cultural trends in digital marketing strategies. For brands like Somethinc, aligning their products with popular global beauty standards, such as those associated with the Korean Wave, could enhance the effectiveness of their eWOM strategies. While detailed online reviews are important for building credibility, focusing on optimizing online ratings and incorporating cultural elements in product positioning may yield greater results in driving consumer purchase decisions.

In conclusion, while online reviews and ratings both play critical roles in shaping consumer behavior, ratings appear to have a more direct and powerful impact. Additionally, cultural influences like the Korean Wave can enhance the effectiveness of eWOM, especially in markets where consumers are highly attuned to global beauty trends. These findings offer valuable guidance for local beauty brands to refine their marketing approaches and better align their strategies with the evolving preferences of their target consumers.

ADVANCED RESEARCH

Building upon the findings of this study, future research can adopt a more advanced approach by exploring the dynamic interplay between different types of electronic word-of-mouth (eWOM) content—such as visual reviews (e.g., TikTok, Instagram Reels) and influencer endorsements—and their differential impacts on consumer purchase decisions in culturally influenced markets. Incorporating longitudinal data and behavioral tracking could offer deeper insights into how consumer trust evolves over time in response to fluctuating online ratings and culturally resonant marketing campaigns. Additionally, employing a cross-regional comparative framework, particularly between cities with varying levels of exposure to the Korean Wave, could illuminate the geographical boundaries of cultural influence and the scalability of digital marketing strategies across diverse consumer segments.

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