

## The Influence of Product Quality, Brand Image, and *Online Consumer Review* on Purchasing Decision for The Originote Products

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### ABSTRACT

This study aims to determine the effect of product quality, brand image, and online consumer reviews on purchasing decisions. This research approach uses quantitative. The sample used was 100 respondents taken based on the purposive sampling technique. Tests include descriptive statistical tests, validity tests, reliability tests, and classical assumption tests, including normality tests, multicollinearity tests, and heteroscedasticity tests. The next test is the model fit test, multiple regression analysis, hypothesis testing, and the coefficient of determination  $R^2$ . The study's findings show that decisions about what to buy are positively and significantly influenced by brand perception, and positively but not significantly influenced by online consumer reviews. The Originote product is a beauty product from China. These findings imply that new brands like Originote should focus on improving product quality and branding strategies. Although online consumer reviews are currently playing less of a role in purchasing decisions, they are still crucial for long-term reputation. This finding provides direction for corporate strategy.

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## **INTRODUCTION**

Facial skin care has become a significant necessity for many people in the modern era, no less important than fashion. Taking care of facial skin aims to maintain skin condition to look healthy and beautiful (Sinaga & Hutapea, 2022). For women who often do outdoor activities, various challenges must be faced, such as skin problems that affect their appearance (Handayani et al., 2023). Skincare is necessary for every woman to maintain their beauty, used according to their skin needs. Manufacturers utilize the diverse consumer demand for skincare products to create various cheap and expensive products. Competition between skincare companies has become very tight, and consumer behaviour in purchasing decisions is very influential (Apriani & Bahrin, 2021).

The Originote, a brand from China that was founded in 2018, began to be widely recognized in 2022 after carrying out various effective digital marketing strategies (Anggarani et al., 2023). The originote consistently presents quality skincare products at affordable prices, even winning the Brand Choice Award 2023, present by TRAS N CO Indonesia and INFOBRAND – ID. The originote products are successfully sold through marketplaces and social media in Indonesia. Since January 2023, the original has consistently sold 2 to 3 million products per month, with sales reaching 9.8 million products on the Tiktok Shop e-commerce platform until July 2023. The originote products are used by adult women, teenagers, and men who want safe and BPOM-approved skincare (Putri et al., 2023). The phenomenon of intense competition in the beauty industry in Indonesia forces companies to implement effective business strategies to drive consumer purchasing decisions. Despite going viral in 2022, the originote remains competitive thanks to product quality and variations that suit various skin problems.

According to Tjiptono (2015), making a purchase involves a buyer understanding the challenge of searching for information or a specific brand of product, weighing the pros and disadvantages of each option, and then deciding which one to buy. According to the ZAP Beauty Index survey, before buying a cosmetic product, 73.2% of women first review the product online, with 55% using Instagram and 45% using YouTube to find information (Irmayanti & Annisa, 2023).

Product Quality, according to Keller (2016), is a product or service's overall characteristics and attributes that impact how well it can please the specified requirements of consumers. Meanwhile, according to (Hidayah, 2022), the customer's impression of the superiority of the item determines the product's decision to buy. The quality of the guarantee of a product is also used to increase the competitiveness of products that must provide satisfaction to consumers that exceeds or is different from the quality of competitors' products. In research conducted (Ristanti & Iriani, 2020), (Ernawati, 2019), (Rukmayanti & Fitriana, 2022), (Sukmawati et al., 2022), (Rahmawati & Nur'Aeni, 2023), it was found that product quality has a significant positive effect on purchasing decisions. However, this is different from research conducted by (Andrian et al., 2022), (Nasution et al., 2020), (and Zed et al., 2023), where product quality has no significant effect on purchasing decisions.

Brand Image, based on Keller (2013), is the beliefs and perceptions of a brand, which are reflected in associations in consumers' memories. Meanwhile, according to (Miati, 2020), it is a thought that exists in people's minds about a good or service that has been known and used, where consumers will

remember the advantages and disadvantages of the goods they have used. Research conducted (Ristanti & Iriani, 2020), (Lestari & Ekowati, 2020), (Azhari et al., 2023), (Satriani et al., 2021), (Rahmadani & Gofur, 2023), (Inriani, 2022) found that buying decisions are greatly and favorably influenced by the brand image. But this differs from the study carried out by (Adonis & Silintowe, 2021), where brand image has no significant effect on purchasing decisions.

Online Consumer Review, according to (Fauziah et al., 2023), is a consumer comment or post on a company website or website when wanting to buy a product and directly appreciates the product, which reflects customer satisfaction with the product. The phenomenon in the originote product is the number of users who provide reviews or reviews, which builds trust in consumers and encourages more consumers to try the product. I discovered this through interviews with consumers with the initials AP (2024). In research conducted (Fauziah et al., 2023), (Cahya et al., 2023), (Attila et al., 2020), (Azmi & Sudaryana, 2021), It was discovered that the results of online consumer reviews on purchasing decisions had a positive and significant effect on buying decisions. However, this differs from study carried out by (Amin et al., 2020), where online consumer evaluations have little impact on purchasing decisions.

This study re-examines the findings of previous research (Ristanti & Iriani, 2020), focusing on different brands of beauty products. Previous research shows that product quality and brand image positively and significantly affect purchasing decisions. To enrich the existing literature, this study will add online consumer review variables to see their effect on purchasing decision variables. With the addition of online consumer review variables, this research is expected to provide additional insights regarding consumer behaviour, which can be influenced by information from fellow consumers.

## **THEORETICAL REVIEW**

### ***Consumer Behavior Theory***

As stated by Olson (2013), consumer behavior is defined as their visible, observable, and quantifiable bodily activities. According to Tjiptono (2015), consumer behavior is the set of actions people take to satisfy their needs and desires. This set of exercises covers a variety of psychological rocesses, including feelings, ideas, and actions. Behaviour is essential for marketing strategy because sales and profits can be generated through behaviour.

### ***Cognition Theory***

Cognition is consumers' knowledge and thoughts about an object. Experience of attitude objects and information from various sources can be obtained through knowledge and perception. The following are cognition factors in consumers (Olson, 2013). Includes purchasing decisions and product quality.

### *Affect Theory*

Affect refers to consumer feelings (emotions, anger, and attitudes) towards event stimuli, for example, liking or disliking a product (Olson, 2013). Includes brand image and online consumer review.

### *Purchasing decision*

According to (Nadiya & Wahyuningsih, 2020), purchasing decisions are deliberate processes in which a person considers several options and decides on these choices for a product from the many choices available. Meanwhile, according to (Selvia et al., 2022), purchasing decisions are how consumers make choices about purchasing a product that is to their needs, wants, and expectations so that it can cause satisfaction or dissatisfaction with the product. Cognition theory is the experience of a consumer attitude obtained from various sources, and this shows that purchasing decisions are included in cognition theory because a purchase decision will occur with the knowledge or experience of the consumer. As stated by Kotler and Amstrong quoted from (Ernawati, 2019) , Five signs are present., namely, 1) Problem recognition, 2) Information search, 3) Alternative evaluation, 4) Purchase decision, and 5) Post-purchase behaviour.

### *Product Quality*

As stated by Kotler and Keller (2016), it is the sum of all the quality properties a product or service has and depends on to meet explicit and implied consumer expectations. Product Quality, according to (Bahrin, 2021), is the ability of a product to be produced with quality so consumers will make repeat purchases, while if the product is not as expected, consumers will switch their purchases to other products. Product quality is included in cognition theory because if someone sees a product, it must be through someone's knowledge or experience. According to Orville quoted from (Nasution et al., 2020) there are seven indicators, namely, 1) Performance, 2) Durability, 3) Conformance, 4) Features, 5) Reliability, 6) Aesthetics, and 7) Perceived quality. Previous research states that product quality has a positive and significant effect on purchasing decisions (Ristanti & Iriani, 2020), (Ernawati, 2019), (Sukmawati et al., 2022), (Rukmayanti & Fitriana, 2022) and (Rahmawati & Nur'Aeni, 2023).

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

### *Brand Image*

Brand image according to (Ekasari & Mandasari, 2022) is a consideration that consumers look at before buying a product. The stronger the brand image of a product, the more attractive it is for consumers to buy that product. According to (Keller, 2013), it is the belief that consumers have in a brand which is represented in the connections that arise in customers' recollections. Brand image is included in affect theory because if someone wants to buy a product, they look at whether they like the product or not. According to Kotler quoted from (Pratyaharani et al., 2022) there are 3 indicators, namely, 1) Image of the product 2) Image of the company 3) Image of the user. Previous research states

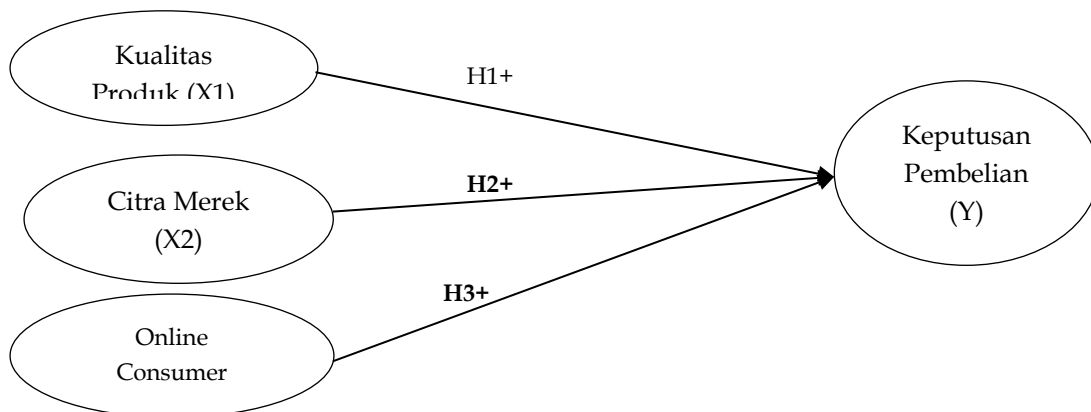
that brand image has a positive and significant effect on purchasing decisions (Azhari et al., 2023), (Lestari & Ekowati, 2020), (Rahmadani & Gofur, 2023), and (Ristanti & Iriani, 2020).

**H2: Brand image has a positive and significant effect on purchasing decisions.**

### Online Consumer Reviews

According to (Riska Sari Melati, 2020) Online Consumer Review is a review from consumers after purchasing a product where consumers will see good or bad reviews about the product they are going to buy. Meanwhile, according to (Najwah & Chasanah, 2023) online consumer review is an informational assessment of someone made before or after purchasing online. Affect theory includes online consumer reviews because those who wish to purchase a product will definitely use attitudes that refer to whether they like the product or not. According to (Riska Sari Melati, 2020) there are 6 indicators of online consumer reviews, namely, 1) Usefulness of online consumer reviews 2) Review expertise 3) Timeliness of online consumer reviews 4) Volume of online consumer reviews 5) Valence of online consumer reviews 6) Comprehensiveness of online consumer reviews. Previous research states that online consumer reviews have a positive and significant influence on purchasing decisions (Fauziah et al., 2023), (Cahya et al., 2023), (Atsila et al., 2020), (Azmi & Sudaryana, 2021).

**H3: Online consumer reviews have a positive and significant effect on purchasing decisions.**



**Figure 1. Conceptual Framework**

### METHODOLOGY

This research uses quantitative research methods which emphasize the analysis of numerical data related to statistical methods. The population used in this research is people who buy the Oiginote products. The method used in this research is non-probability sampling with the technique used in this research, namely a purposive sampling technique with characteristics: 1) People who are at least 17 years old, 2) People who have purchased "The Originote" products at least 2 times. To improve the precision of the questionnaire results, the researcher set the sample size in this study at 100 respondents, who are expected to be able to replace the entire population studied. This researcher

tested 4 variables, namely, 3 independent variables (Product Quality, Brand Image, and Online Consumer Review), as well as 1 dependent variable, namely (Purchase Decision). Researchers use primary data obtained from questionnaires which will be distributed via the researcher's Google Form to respondents. This test includes Descriptive Statistics Test, Reliability Test, Validity Test, Classic Assumption Test including Normality Test, Multicollinearity Test, Heteroscedasticity Test, and F Test, t Test, R<sup>2</sup> Determination Coefficient Test. Multiple linear regression analysis is a technique determined by researchers that will be used to analyze data collected from questionnaires filled out by respondents.

## RESULTS

### *Deskriptif Test*

Data that are visible through the mean, skewness, range, kurtosis, maximum, minimum, total, and standard deviation (distribution abnormalities) are referred to as descriptive statistics. The features of the sample that was utilized for this study are described by descriptive statistics.

#### 1. *Descriptive Purchase Decision Test (Y)*

In the purchasing decision variable, the average result of the highest statement item is 4.12, which means that the respondent agrees that he is interested in buying the original product because of its affordable price compared to other products. The mean value of the lowest mean statement of 3.95 means that some respondents disagree that they decided to buy the original product because of the persuasion of others. For an average value of 3.74, which means that the reply from the response statement item on the purchasing decision variable is close to agreeing, this explains that not all respondents agree with the statement submitted regarding purchasing decisions.

#### 2. *Product Quality Descriptive Test (X1)*

Within the variable of product quality, the average result of the highest statement item is 4.23, which means that respondents agree that the original product has a variety of variations according to consumer needs. The lowest average value is 3.71, meaning some respondents disagree that the original product suits various skin conditions. For a mean value of 3.93, which implies that the reply from the respondent statement items on the product quality variable is close to agreeing, this explains that not all respondents agree with the statements submitted regarding product quality.

#### 3. *Brand Image Descriptive Test (X2)*

The highest average statement item in the brand image variable is 4.25, respondents agree that the original brand is accessible for consumers to remember. The lowest average value is 3.75, meaning some respondents disagree that the original product increases self-confidence after using it. For an average amount of 4.00, the respondent's answer statement items on the brand image variable have an agreed-upon meaning.

#### 4. *Online Consumer Review Descriptive Test (X3)*

In the online consumer review variable, the highest average statement item is 4.16, meaning that respondents agree that the reviews submitted by previous buyers are a reference for buying products. The lowest average value of 4.05 means that some respondents disagree that complete and detailed reviews make consumers purchase the originote product. 4.01 on average implies that the reply from the respondent statement item on the online consumer review variable has an agreed meaning.

**Validity Test**

The validity test is performed (Ghozali, 2018) to ascertain the validity of a questionnaire. If the statement clearly states the goal of the questionnaire, it is deemed valid. If the degree of freedom (df) = n-2, then the computed r value is compared to the r table to determine the significance. Here, represents the number of samples. The questionnaire is deemed valid if the response rate exceeds the response rate table (r count < r table). If not, the questionnaire is considered invalid.

**Table 1. Validity Test Result**

| Variabel                    | Item | R hitung | R tabel | Keterangan |
|-----------------------------|------|----------|---------|------------|
| Keputusan Pembelian (Y)     | Y.1  | 0,790    | 0,165   | Valid      |
|                             | Y.2  | 0,735    | 0,165   | Valid      |
|                             | Y.3  | 0,569    | 0,165   | Valid      |
|                             | Y.4  | 0,623    | 0,165   | Valid      |
|                             | Y.5  | 0,648    | 0,165   | Valid      |
| Kualitas Produk (X1)        | X1.1 | 0,707    | 0,165   | Valid      |
|                             | X1.2 | 0,563    | 0,165   | Valid      |
|                             | X1.3 | 0,678    | 0,165   | Valid      |
|                             | X1.4 | 0,695    | 0,165   | Valid      |
|                             | X1.5 | 0,761    | 0,165   | Valid      |
|                             | X1.6 | 0,707    | 0,165   | Valid      |
|                             | X1.7 | 0,685    | 0,165   | Valid      |
| Citra Merek (X2)            | X2.1 | 0,781    | 0,165   | Valid      |
|                             | X2.2 | 0,739    | 0,165   | Valid      |
|                             | X2.3 | 0,801    | 0,165   | Valid      |
|                             | X2.4 | 0,740    | 0,165   | Valid      |
| Online Consumer Review (X3) | X3.1 | 0,698    | 0,165   | Valid      |
|                             | X3.2 | 0,675    | 0,165   | Valid      |
|                             | X3.3 | 0,745    | 0,165   | Valid      |
|                             | X3.4 | 0,678    | 0,165   | Valid      |
|                             | X3.5 | 0,717    | 0,165   | Valid      |
|                             | X3.6 | 0,722    | 0,165   | Valid      |

From table 1 above, each statement in the research questionnaire obtained an r value higher greater than the value in the r table, 0.196. These results can be interpreted as meaning that all indicators or statement items that measure purchasing decisions, product quality, brand image, and online consumer reviews are considered valid.

**Reliability Test**

(Ghozali, 2018) states the questionnaire is credible if a responder consistently replies to statements. An instrument's Cronbach's alpha coefficient indicates how reliable it is. The instrument is deemed dependable if the coefficient is greater than 0.60; if it is less than 0.60, it is deemed unreliable.

**Table 2. Reliability Test Results**

| Variabel                    | Cronbach's Alpha | Kriteria Cronbach's Alpha | Keterangan |
|-----------------------------|------------------|---------------------------|------------|
| Keputusan Pembelian (Y)     | 0,670            | 0,60                      | Reliable   |
| Kualitas Produk (X1)        | 0,810            | 0,60                      | Reliabel   |
| Citra Merek (X2)            | 0,762            | 0,60                      | Reliable   |
| Online Consumer Review (X3) | 0,799            | 0,60                      | Reliable   |

The results from table 2 above of the examinations that have been conducted show that the variables that influence product quality (X1), brand image (X2), online consumer reviews (X3), and purchasing decisions (Y) can be relied on because Cronbach's Alpha is above 0,60.

**Normality Test**

As stated by (Ghozali, 2018) the Normality Test is carried out to see if a confounding in the regression model variables, or residuals have a normal distribution. If the t-count significance level is  $> 0.05$  then the data is normally distributed.

**Table 3. Normality Test Results**

| Variabel                    | Sig.  | Keterangan           |
|-----------------------------|-------|----------------------|
| Keputusan Pembelian (Y)     |       |                      |
| Kualitas Produk (X1)        | 0,200 | Terdistribusi Normal |
| Citra Merek (X2)            |       |                      |
| Online Consumer Review (X3) |       |                      |

As observed in Table 3, it higher than that after data processing The significance value that was obtained was  $0.200 > 0.05$ , meaning the research's data set was regularly distributed.

**Multicollinearity Test**

According to Ghozali (2018), the multicollinearity test is used to ascertain whether a relationship exists between the independent and dependent variables in a regression model, which requires the absence of multicollinearity symptoms or correlation between the dependent and independent variables. To determine whether multicollinearity exists, you can calculate the VIF (Variance Inflation Factor) value for each independent variable. If the tolerance value is greater than 0.10, the VIF value is less than 10, and the cut-off value indicates a tolerance value of less than 0.10 or the same as the VIF greater than 10, multicollinearity does not occur.

**Table 4. Multicollinearity Test Results**

| No | Variabel            | Tolerance | VIF   | Keterangan                       |
|----|---------------------|-----------|-------|----------------------------------|
| 1  | Kualitas Produk (Y) | 0,437     | 2,291 | Tidak Terdapat Multikolinearitas |

|   |                             |       |       |                                  |
|---|-----------------------------|-------|-------|----------------------------------|
| 2 | Citra Merek (X2)            | 0,349 | 2,862 | Tidak Terdapat Multikolinearitas |
| 3 | Online Consumer Review (X3) | 0,404 | 2,475 | Tidak Terdapat Multikolinearitas |

The tolerance value for the product quality (X1) variable is displayed in Table 4 above is (0.437) with VIF (2.291), for the brand image variable (X2) is (0.349) with VIF (2.862), for the online consumer review variable is (0.404) with VIF (2.475). Therefore, the independent variables included in this study do not appear to be multicollinear.

### Heteroscedasticity Test

The heteroscedasticity test, according to (Ghozali, 2018), is used to assess whether there is a variance mismatch between the residuals of different data in a regression model. This method establishes a association between the absolute residual from the the outcomes of the regression and each independent variable. When the significance value is less than 0.05, heteroscedasticity happens when the significance value is greater than 0.05, is does not.

**Table 5. Heteroscedasticity Test Results**

| Variabel                    | Sig.  | Keterangan                         |
|-----------------------------|-------|------------------------------------|
| Kualitas Produk (X1)        | 0,949 | Tidak terdapat Heteroskedastisitas |
| Citra Merek (X2)            | 0,991 | Tidak Terdapat Heteroskedastisitas |
| Online Consumer Review (X3) | 0,354 | Tidak Terdapat Heteroskedastisitas |

The statistical results in the table above using the glejser method show that the significance values for the variables product quality, brand image and online consumer reviews do not occur heteroscedasticity.

### Hypothesis Test

#### Multiple Linear Regression Test

**Table 6. Multiple Linear Regression Test Results**

| Model |                        | Unstandardized Coefficients |            |
|-------|------------------------|-----------------------------|------------|
|       |                        | B                           | Std. Error |
| 1     | (Constant)             | 0,365                       | 0,353      |
|       | Kualitas Produk        | 0,317                       | 0,121      |
|       | Citra Merek            | 0,311                       | 0,131      |
|       | Online Consumer Review | 0,220                       | 0,125      |

Multiple Linear Regression Test Calculations:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0,365 + 0,317X_1 + 0,311X_2 + 0,220X_3 + e$$

Tabel 6 demonstrates that the resulting constant value is positive at 0.364. put another way, the purchasing decision will be 0.365 if the independent variables- product quality, brand image, and online consumer review are assumed to be nonexistent. The product quality variable (X1) has a positive beta coefficient value of 0.317. The brand image (X2) has a positive beta coefficient value of 0.311. The online consumer review variable has a positive beta coefficient value of 0.220.

**Coefficient of Determination (Adjusted R2)**

The coefficient of determination ( $R^2$ ), according to (Ghozali, 2018) is a useful tool for determining how well a model can elucidate why the dependent variable has changed. The determination coefficient has a value between 0 and 1. Almost nonexistent The adjusted  $R^2$  value shows how little the independent factors can account for in explaining the dependent variable. Changes in the dependent variable can be predicted when the independent variables have values close to one.

**Table 7. Coefficient of Determination Test Results**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimates |
|-------|------|----------|-------------------|-----------------------------|
| 1     | .704 | .495     | .480              | .43562                      |

Table 7 above indicates thus the  $R^2$  value after adjustment is 0.480, or 48% of the factors impacting purchasing decisions (Y) are independent variables such a product quality, brand image, and online consumer review, with be remaining 52% being influenced by variables not covered in the study.

**F Test**

According to (Ghozali, 2018) the F test is a hypothesis test to determine the suitability of the regression model as an analytical tool. If the significant value is  $<0.05$ , this model test is suitable for use, whereas if it is  $>0.05$ , then this model test is not suitable for use in research.

**Table 8. F Test Results**

| Model      | Sum of Squares | df | Mean square | F      | Sig.  |
|------------|----------------|----|-------------|--------|-------|
| Regression | 17.887         | 3  | 5.962       | 31,420 | 0.000 |
| Residual   | 18.217         | 96 | 0,190       |        |       |
| Total      | 36.104         | 99 |             |        |       |

Based on table 8 above, the F test results show that the calculated F value is 31.420 with a probability level of 0.000 which is smaller than the significance value of 0.05. Meanwhile, the F table value  $df_1 = N-K = 100-4= 96$  and  $df_2 = K-1 = 4-1 = 3$  obtains an F table value of 2.70. Thus  $F_{count} > F_{table}$  ( $31.420 > 2.70$ ). So it is concluded that the regression model is declared appropriate or suitable.

**T Test**

According to (Ghozali, 2018), I used the t-test examine hoew each independent variable affected the dependent. It can be inferred that the independent variable influences the dependent variable if the significance value is smaller than 0.05. However, the independent variables does not affect the dependent variable if the significance is less than 0.05.

**Table 9. t Test Results**

| Variabel                    | t hitung | t tabel | Sig.  |
|-----------------------------|----------|---------|-------|
| Kualitas Produk (X1)        | 2,625    | 1,660   | 0,010 |
| Citra Merek (X2)            | 2,382    | 1,660   | 0,019 |
| Online Consumer Review (X3) | 1,755    | 1,660   | 0,082 |

The test findings shown in table 9 above allow for the following inferences to be made:

**a. Product Quality *t* test (X1) on Purchasing Decisions (Y)**

Table 9 above indicates that the significant value for product quality, which has a *t* value of  $2.625 > t_{table} 1.660$ , is  $0.010 < 0.05$ . One may argue that decisions about what to buy are greatly influenced by the quality of the products offered. This justification deems H1 acceptable. These findings are consistent with earlier studies (Rukmayanti & Fitriana, 2022), (Ernawati, 2019), (Ristanti & Iriani, 2020), and (Rahmawati & Nur'Aeni, 2023) which explains that there is a positive and significant effect between product quality and buying decision.

**b. Brand Image *t* test (X2) on purchasing decisions (Y)**

The brand image with a *t* value of  $2.382 > t_{table} 1.660$  has a significant value of  $0.019 < 0.05$  based on the table above. One may argue that brand perception significantly and favorably influences consumers decisions to buy. Given this justification, H2 is proved. These findings are consistent with earlier studies (Azhari et al., 2023), (Lestari & Ekowati, 2020), (Rahmadani & Gofur, 2023), (Sutriani et al., 2021), and (Inriani, 2022) which explains that positive and significant influence on purchasing decisions.

**c. Online Consumer Review *t* test (X3) on Purchasing Decisions (Y)**

Online consumer reviews have a *t*-value of  $1.755 > 1.660$ . A significance value is  $0.082 > 0.05$ . It is clear from the previous sentence that decisions about what to buy are not significantly influenced by internet customers reviews. This rationale leads to the rejection of H3. These findings are consistent with earlier studies. With this explanation, H3 is rejected. These results are in line with previous research conducted (Amin et al., 2020) which explains that it has a positive and insignificant effect on purchasing decisions.

## DISCUSSION

### *The Influence of Product Quality on Purchasing Decisions*

The study's findings demonstrate that the quality of the goods significantly and favourably influences decisions about what to buy. This implies that the higher the purchasing decisions, the better the quality of the product offered by the company, on the other hand, the lower the purchasing decisions, the worse the quality of the product offered by the firm. Based on the study's findings, the respondent concluded that the items quality had a lengthy shelf life and were available in various product varieties to suit their demands. The result is that consumers are more likely to buy originote products of higher quality. This is supported by the results of research conducted by (Rukmayanti & Fitriana, 2022) which explains that product quality has a significant positive effect on purchasing decisions.

### ***The Influence of Brand Image on Purchasing Decisions***

The results of the Brand Image research have a positive and significant effect on Purchasing Decisions. A positive brand image can increase consumer purchasing decisions, whereas a negative brand image can reduce purchasing decisions. Brand image can influence consumers in making purchasing decisions about their products. Based on the research results, respondents assessed that the originote product was able to offer products at prices comparable to its quality and the brand of the originote product was easy for consumers to remember. The effect is that the better the brand image of a product, the more the brand image of the original product will be remembered, thereby encouraging purchasing decisions. This is supported by the results of research conducted by (Azhari et al., 2023) which explains that brand image has a positive and significant influence on purchasing decisions.

### ***The Influence of Online Consumer Reviews on Purchasing Decisions***

The finding of the Online Consumer Review study influence consumer's decisions to buy in a favourable and minor way. The study's findings indicate that respondents took into account the value message of the original products when making decisions, that they referred to the reviews left by previous customers when making decisions, and that they felt confident in their ability to make detailed and comprehensive decisions due to the abundance of reviews. The effect is that if reviews of a product are more recent, the decision to purchase the originote product will increase. This is corroborated by findings from study done by (Rusilawati et al., 2022) and (Amin et al., 2020) which explains that online consumer reviews have a positive and insignificant effect on purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

According to the findings of this research, the findings indicate that:

1. Quality product are positively and significantly impacted by purchase decisions. This implies that customers' ability to make purchases will rise with high-quality products. On the other side, a customer's choice to purchase will be less if the goods they receive falls short of their expectations. The customer's decisions are influenced by the product's quality.
2. Brand image has a major and benefical influence on purchasing decisions. A strong brand image is memorable and affects what customers decide to buy.
3. Online consumer review are positively and significant impacted by purchase decisions. This suggest that consumers do not use internet reviews as a deciding factor when selecting on originote product to purchase.

## **FURTHER STUDY**

The limitations of this research include that the researcher only studied several factors influencing product quality, brand image, and online consumer reviews on purchasing decisions, based on an R Square value of 48%, which

means there are still many other factors that can influence purchasing decisions. Suggestions for future researchers are to examine other factors that have not been studied regarding purchasing decisions, for example halal label variables, product innovation, viral marketing, price and promotion variables. This research only uses data from questionnaire results. Measuring data using questionnaires has a number of drawbacks, including as the inability of respondents to supply more details because their responses are restricted to the question posed.

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