



Online Customer Reviews and Online Customer Ratings on Product Purchasing Decisions Skintific through Customer Trust

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ABSTRACT

The rapid growth of Indonesia's cosmetics industry is influenced by increasing skincare awareness. This study examines the impact of Online Customer Review and Online Customer Rating on Purchasing Decision, with Consumer Trust as a mediating variable. Using a quantitative method, data were collected from 167 Instagram users who had purchased Skintific products. Analysis via Partial Least Square with SmartPLS 3.0 reveals that both Online Customer Review and Online Customer Rating significantly affect Purchasing Decision, directly and indirectly through Consumer Trust. Consumer Trust strengthens the relationship between review, rating, and purchase. These findings highlight the need for strong reputation management to foster trust and boost loyalty, ultimately enhancing sales in the cosmetics sector.

INTRODUCTION

Indonesia's cosmetics industry has experienced rapid growth over the past years. Cosmetics and personal care products are no longer considered as secondary needs, but rather a lifestyle that people now follow. The increasing awareness of the importance of taking care of one's appearance and skin health, both among women and men, resulted in the growth of demand for several beauty products, and the industry has observed a notable expansion lately times.

Referring to Katadata's records, income from the beauty and care sector touched USD7.23 billion or in rupias exchange rate is IDR 111.83 trillion (exchange rate IDR 15,467.05) in 2022. It is predicted to continue to increase annually reaching a percentage of 5.81% (CAGR) in the period 2022 to 2027. This development opens up great opportunities for brands to compete, especially through digital platforms that further facilitate market access and interaction with consumers.

One tangible manifestation of the function of digital platforms in supporting the growth of the cosmetics sector is through e-commerce. This technology allows customers to browse and purchase various cosmetic products easily, quickly and allows customers to access various local and international cosmetic brands without having to visit a physical store.

Data from the Ministry of Trade of the Republic of Indonesia shows that the total population using e-commerce in Indonesia has increased consistently since 2020, until 2023 the total number of users reached 58.63 million. This number is predicted to increase again until 2029, which touches 99.1 million. Thus, e-commerce is the main driver of the growth of the cosmetics industry so that its access can be reached by various groups on a national scale. One of the successful examples of utilizing the potential of e-commerce is the Skintific brand, which has managed to attract the attention of Indonesian customers.

According to [Compas.co.id](https://compas.co.id), the sales performance of the top three cosmetics and beauty care brands in Indonesia in the early period of 2024, Skintific ranked 1st with sales of IDR 812 billion and still leads the market as the top global brand with a market share of 3.6%. This success shows how e-commerce can strengthen brand competitiveness in the increasingly competitive cosmetics industry.

In the highly competitive cosmetics industry, efforts to encourage consumers to decide to buy Skintific products are crucial. Consumers not only consider products based on need, but are also influenced by their perception of brand reputation, product quality, and often rely on other users' opinions and experiences. Therefore, Skintific's strategy should include product innovation, integration of relevant value-adds, and improving the quality of interactions with consumers to build trust and loyalty. According to (Arfah, 2022) Purchasing decisions include consumer efforts in making decisions, which occur before the act of buying something. Previously, consumers had considered a number of alternative options, and at this stage, consumers will later make concrete efforts in choosing the product to be purchased according to predetermined choices. This process involves five main phases, specifically problem identification, information search, evaluating other options, purchase decisions, and post-

purchase behavior (Kotler & Keller, 2019). At the stage of searching for information and evaluating other options, customers tend to look for reviews (Online Customer Review) and ratings (Online Customer Rating) from other users to assess the quality and benefits of the product on offer before making a decision. This stage is crucial, especially in the cosmetics industry which offers various alternatives to similar products.

Therefore, elements such as reviews and ratings are significant resources for knowledge that help consumers feel more confident about their choices. Both are crucial reference information for customers in assessing the quality and benefits of products prior to creating a purchase decision.

LITERATURE REVIEW

Online Customer Review and Purchase Decision

According to (Gesitera, 2020) Online customer reviews refer to feedback from consumers regarding info about the evaluation of an item regarding several facets of the product. This reviews are reviews that are either positive or negative which are useful for consumers who contain reliable information which makes the increasing number of reviews, it can be stated that they influence customers to attract consumer interest and decide to buy the product. Reviews from consumers regarding various product elements, such as quality, benefits, and usage experience. (Pratama Putra et al., 2021). These reviews often contain in-depth details that benefit new customers understand the benefits and drawbacks of the good from the perspective of previous users. Good evaluations can raise the overall impression of the good from the perspective of previous users, while negative evaluations can reduce buyer interest. The assertion is irrelevant to studies from (Almayani & Graciafernandy, 2023), (Mufid Suryani et al., 2022), and (Fauziah et al., 2023) which show that reviews have major impacts on purchasing decisions. However, different findings were produced by previous study (Kawet et al., 2024) which proved that reviews did not have a positive and major impacts on purchasing decisions.

H1: Online Customer Reviews influence Purchasing Decisions

Online Customer Rating and Purchase Decision

On the other hand, as stated by Lackermair et al., (Mokodompit et al., 2022) Rating refers to consumer opinions shown on a gauge. Ratings are usually used by internet merchants as stars, which if the additional stars, indicates an improved judgment (Sianipar & Yoestini, 2021). When the rating received by a product is high, consumers have a tendency to sense assured and then make a purchase decision on the product concerned. Conversely, if the rating is poor, consumers are more likely to undo the purchase intention. The outcomes match up with the study (Anggraini et al., 2023), (Latief & Ayustira, 2020), and (Priangga & Munawar, 2022) which indicates that ratings partially have a positive and significant effect on purchasing decisions. However, this finding contradicts the study (Haikal Ayasya Isfansyah, 2021) which indicates, ratings do not significantly influence purchasing decisions.

H2: Online Customer Rating influences Purchase Decision

Online Customer Reviews and Customer Trust

Reviews possess a crucial function in building trust from customers because they provide an in-depth picture of the user's real experience along with the good. Good evaluations from customers can build more trust which in turn boosts sales while negative reviews reduce trust for customers (Pasi & Sudaryanto, 2021). Detailed and transparent reviews allow potential buyers to know the advantages and disadvantages of the product objectively, so they feel more confident and secure in making a purchase decision. Information obtained from these various points of view not only increases understanding of product quality, but also strengthens the positive image of the brand in the eyes of consumers. This statement is supported by research (Hariyanto & Trisunarno, 2020), (Cincin Rohmatulloh, 2022), and (Kamisa et al., 2022) which indicates that reviews significantly affect customer trust. However, these findings are different from the opinion (Pratama Putra et al., 2021) that reviews do not significantly affect trust.

H3: Online Customer Reviews influence Customer Trust

Online Customer Rating and Customer Trust

Ratings presented through a star system provide a quick and clear visual picture of user satisfaction with a product. The higher the rating given, the stronger the signal of trust and quality perceived by potential buyers, thereby reducing doubts and increasing motivation to make a purchase. This assertion is backed by previous research (Firdaus et al., 2023), (Wahyudi & R, 2019), and (Ovaliana & Mahfudz, 2022) which indicates that reviews affect customer trust. However, this contradicts the opinion of previous study (Munte et al., 2020) , rating do not significantly affect customer trust.

H4: Online Customer Rating affects Customer Trust

Customer Trust and Purchasing Decisions

Customer trust that has been built through online reviews and ratings is the main foundation of the decision-making mechanism for customers before buying something. Transparent and authentic information from previous users gives confidence that the product has proven its quality, so that potential buyers feel safer and more confident in choosing the product. Trust is an aspect that all business actors want to achieve from their customers (Bil, 2020). Consumer trust is also known as consumer trust, which is a sense of confidence, trust, and customer insight regarding a product regarding the various features and benefits it offers. This aspect is useful for generating positive feedback from the customers concerned, while attributes are features that may or may not be present in an object. Consumer trust in service and goods companies is strongly influenced by the honesty and responsibility of a company (Hijriyatunnisa & Widodo, 2024). The availability of social evidence in the form of positive testimonials not only strengthens perceptions of quality, but also reduces doubts and increases brand loyalty. This phenomenon encourages customers to make purchases quickly and accurately, and has the potential to create long-term relationships between brands and customers. This statement is supported by research (Pasi & Sudaryanto, 2021), (Oktaviani et al., 2022) and (Lailiya, 2020) which proves that

customer trust affects purchasing decisions. However, it is contrary to the opinion of (Hariyanto & Trisunarno, 2020) that customer trust does not affect customer trust.

H5: Customer Trust affects Purchasing Decision

This difference in findings indicates that context, customer characteristics, and product type can influence the connection across reviews and ratings with purchase decisions and customer trust. Consumers' reliance on reviews and ratings in evaluating products directly affects how trusting they are of a brand. Customer trust is the customer's confidence, trust, and insight regarding a product regarding the various features and benefits it offers. This trust arises because customers consider reviews and ratings as a form of social proof that indicates the product in question has been tested and accepted by most of the public. With increased trust in positively reviewed products, consumers are more likely to make purchases, which in turn increases consumer loyalty and satisfaction with the brand in question. That is why, consumer trust serves as a link between reviews and ratings and greater purchase decisions. Referring to a study from (Waluyo, 2022) and (Sari & Mustaqim, 2024) that reviews have a significant effect on purchasing decisions through customer trust. According to studies from (Indra et al., 2022) and (Banurea et al., 2023) that ratings have a significant effect on purchase decisions through customer trust and according to (Hijriyatunnisa & Widodo, 2024) the findings, customer trust can mediate the correlation between reviews and customer ratings as an intervener does not strengthen the correlation between review variables and payment variables to purchase decision variables.

H6: Online Customer Reviews positively influence Purchasing Decisions through Customer Trust as a Mediating Variable

H7: Online Customer Rating positively influences Purchasing Decisions through Customer Trust as a Mediating Variable.

Referring to this explanation, the findings of previous studies were found to be inconsistent or there was a research gap, so it was re-examined regarding the Effect of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions for Skintific Products using Customer Trust as the Mediating Variable. By understanding these factors, this research not only provides insight for marketers in finding the best ways to attract customers, but also helps customers make smarter decisions. This research becomes relevant in the context of a changing economy, where consumers are increasingly dependent on digital information.

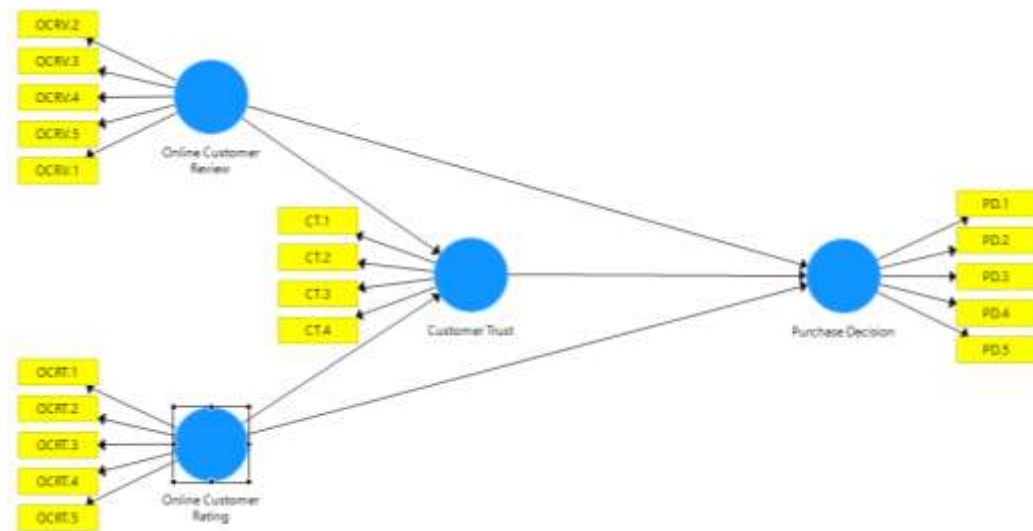


Figure 1 The research framework model Measurement Construct

METHODOLOGY

The kind of study that occurred here is quantitative. Sugiyono (Sugiyono, 2020) describes, quantitative research is a way of studying a topic founded on positivist philosophy, utilized to investigate a sample or population and collect information utilizing certain tools, examining the information using statistics methods form aimed at investigating predetermined hypotheses. In this research, there are two ways to collect data, namely questionnaires and literature reinforcement. In collecting the data, a method is used in the form of distributing Likert scale questionnaires online via Google Forms. While strong literature is done by taking and collecting sources in journals, articles and previous research.

The selected population is Instagram users who have a history of buying or using Skintific products. The population size is unknown, which is why in determining the sample according to (Hair, Black, et al., 2019) can depend on the parameters being estimated. The guideline used is the total estimated parameters times 5-10, which is why the result obtained is the number of samples required is (minimum sample). For this investigation, the sample amount comprised 167 respondents, exceeding the minimum recommended limit. Then this research has entered the criteria so that it is feasible to conduct research.

Table 1. Research Variables

Variable	Indicator	Source
Online Customer Review (X1)	1. Source credibility 2. Argument quality 3. Perceived usefulness 4. Review valance 5. Quatity of review	Putri dan Wandebori
Online Customer Rating (X2)	1. Perceived usefulness	Hariyanto dan Trisunarno

	2. Perceived ease of use	
Custome Trust (Z)	1. Reliability 2. Honesty 3. Caring 4. Credibility	Aditya wardhana
Purchase Decision (Y)	1. Recognition of Needs 2. Information Research 3. Alternative Evaluation 4. Purchase Decision 5. Post-Purchase Behavior	Kotler dan Keller

In analyzing the data, the Partial Least Square (PLS) approach was utilized, including descriptive analysis, testing the outer model (validity and reliability) to the inner model (R Square, hypothesis, mediation) which was carried out with SmartPLS application version 3.0. Researchers categorize variables to identify the data collection instruments used. Based on the formulation of the conceptual framework, the variables selected are online customer reviews, online customer ratings, customer trust and purchasing decisions.

RESEARCH RESULT

Validity Test

Table 2. Validity Test Result

Indicator	Online Customer Review	Online Customer Rating	Purchase Decision	Consumer Trust
OCR.V.1	0,705			
OCR.V.2	0,750			
OCR.V.3	0,805			
OCR.V.4	0,704			
OCR.V.5	0,770			
OCRT.1		0,770		
OCRT.2		0,752		
OCRT.3		0,748		
OCRT.4		0,784		
OCRT.5		0,789		
PD.1			0,843	
PD.2			0,751	
PD.3			0,808	
PD.4			0,844	

PD.5			0,803	
CT.1				0,817
CT.2				0,837
CT.3				0,867
CT.4				0,835

In the validity test based on the explanation of Hair et al. (2019), the suggested loading factor value for a valid indicator is with a preference of > 0.7 , to indicate, the indicator contributes significantly constructively. Based on the data presented in the table, all indicators have exceeded the loading factor value > 0.7 except for one indicator in the Online Customer Review construct (X1.1), which has a value of 0.705, which is still below the acceptance threshold. This indicates that all indicators have good convergent validity, because each indicator can explain the latent variable quite well. Thus, the results of this validity test confirm that the tested model has valid indicators and is suitable for use in further analysis.

Reliability Test

Table 3. Reliability Test Results

	Cronbach's Alpha	Rho-A	Composite Reliability	Average Variance Extracted (AVE)
Customer Trust	0,860	0,861	0,905	0,704
Purchase decision	0,869	0,872	0,905	0,657
Online Customer Rating	0,827	0,827	0,878	0,591
Online Customer Review	0,804	0,808	0,864	0,560

In the reliability analysis, the results displayed by the four variables are worth Cronbach's Alpha > 0.7 , meaning that this instrument has good internal consistency. In addition, the Composite Reliability value also indicates strong findings, through all of its constructs that are worth > 0.8 , which indicates high construct reliability. Then the results show, all of its constructs are worth AVE > 0.5 , which indicates its convergent validity is acceptable because each construct has the ability to explain more than 50% of the variance of its indicators. Therefore, the findings indicate that the four constructs tested produce good validity and reliability, so these findings can be used for further research analysis.

R-Square

Table 4. R-Square

	R Square	Adjusted R-Square
Customer Trust	0,642	0,638
Purchase Decision	0,657	0,651

According to (Hair, Risher, et al., 2019), R^2 worth 0.75 is classified as significant, 0.50 is moderate, and 0.25 is weak in social research. Considering the examination's outcomes, the adjusted R value of the Trust is 0.638, which indicates that the review and ratings are able to explain the Trust variable worth 63.8%. That is why, it might be said that the model is said to be moderate. Meanwhile, the R square adjusted Purchase Decision is 0.651, which indicates that the Review, Rating and Trust able to clarify the Purchase Decision worth 65.1%. Thus, it might be implied that the model is considered moderate.

Direct Effect

Table 5. Direct Effect

Path	T Statistics	P Values	Description
Reviews -> Purchase Decision	3,061	0,002	Accepted
Reviews -> Customer Trust	3,492	0,001	Accepted
Rating -> Purchase Decision	2,473	0,014	Accepted
Rating-> Customer Trust	7,115	0,000	Accepted
Customer Trust -> Purchase Decision	4,466	0,000	Accepted

Referring to the findings of the analysis as Table 5 indicates positive relationships across all paths, each with T-Statistic > 1.96 and P-values of $0.000 < 0.05$ through the 5% significance level, indicating strong support for the hypothesized relationships in the model.

Indirect Effect

Table 6. Indirect Effect

Path	T Statistics	P Values
Rating -> Customer Trust -> Purchase Decision	3,629	0,000
Reviews -> Customer Trust -> Purchase Decision	2,864	0,004

In the Summary of Indirect Influence Result (indirect effect) analysis, it indicates how the dependent is impacted by the independent variable by means of the mediator variable.

DISCUSSION

Online Customer Review and Purchase Decision

The findings in table 4 indicate that H1 is accepted, as evidenced by the T-Statistics of 3.061 and P-Values of 0.002 under the standard of significance of 0.05.

The findings indicate that Reviews have a significant impact on Purchasing Decisions. When someone buys a product online, they want to get a really good product without seeing it in person. so reviews are crucial to convincing buyers to make decisions. This means that it can be stated that the better the online consumer reviews, the more probability consumers are to purchase the good. This discovery is pertinent to previous studies (Utami et al., 2024) and (Aah Koriah et al., 2024) that concluded that reviews have a positive and significant impact on Purchasing Decisions.

Online Customer Rating and Purchase Decision

The findings in table 4 show that H2 is accepted, as evidenced by the T-Statistics 2.473 and P-Values 0.014 under the standard of significance of 0.05. When someone wants to buy a product online, they will rely on ratings from previous customers as a guide in making decisions so that the better the assigned rating by previous buyers, the more probability potential buyers are to make a decision to buy the product because they feel more confident that the product is of quality and as expected. The resulting findings are relevant to previous studies (Ananda & Andriani, 2024) and (Isnaini et al., 2024) which concluded that ratings have a positive and significant impact on Purchasing Decisions.

Online Customer Reviews and Customer Trust

The findings in table 4 show that H3 is accepted, as evidenced by the T-Statistics of 3.492 and P-Values of 0.001 under the standard of significance of 0.05. This means that Online Customer Review has a significant effect on Trust according to the results of the statistical value, this indicates that when someone sees a lot of positive reviews from other customers, they will feel more confident that the product is indeed of quality and as promised by the seller. Conversely, if there are many negative reviews, they will hesitate and may look for other products. The more positive reviews, the more probability consumers are to believe in the product or store and ultimately decide to buy. This finding is relevant to the study from (Gesitera, 2020) which proves that reviews have a positive and significant impact on customer trust.

Online Customer Rating and Customer Trust

The findings in table 4 show that H4 is accepted, as evidenced by the T-Statistics of 7.115 and P-Values of 0.000 under the standard of significance of 0.05. This means that Online Customer Rating has a highly major impacts on Trust, with the highest T-Statistics among all tested relationships. Humans tend to follow the decisions of others. If thousands of people give a high rating for a product, potential buyers will think that the product is indeed worth buying, because many people have proven it. so Online Customer Rating plays a role in providing trust signals for consumers. The higher the rating of a product or store, the more probability potential buyers are to believe and finally decide to buy. This finding is relevant to the study produced by (Kamisa et al., 2022) which proves, ratings have a positive and significant impact on customer trust.

Customer Trust and Purchasing Decisions

The findings in table 5 show that H5 is accepted, as evidenced by the T-Statistics of 4.466 and P-Values of 0.000 it falls below the degree of relevance of 0.05. Consumer trust has a significant impact on Purchasing Decisions. The greater the degree of customer trust in a trademark or goods, greater the likelihood probable the customer is to buy that product. This outcomes is relevant to previous studies(Nur & Octavia, 2022) and(Umma & Nabila, n.d.) it determined that the client trust has a significant positive effect on purchasing decisions.

The study found that reviews and ratings can increase customers' trust in a particular brand, which can significantly influence their purchase decisions. The findings indicate the interdependence between these components and their collective impact on specific product sales. From a theoretical perspective, this research supports and extends the marketing strategy of incorporating customer trust which in turn leads to purchase decisions.

The Mediating Effect of Customer Trust Between Online Customer Reviews on Purchasing Decisions

The findings in table 5 show that H6 is accepted, as evidenced by the T-Statistics of 2.864 and P-Values of 0.004, indicating a significant relationship. This means that Online Customer Review significantly influences Purchase Decision through Trust. Positive customer reviews do not necessarily make someone buy immediately, but first build trust. After trust is established, then potential buyers feel safe and confident to make a buying decision. This is why customer trust acts as an important intermediary in the decision-making process. These findings indicate that positive customer reviews will increase customer trust in a product or service, which in turn has an impact on increasing purchasing decisions. The resulting findings support the study(Fahrozi et al., 2022) which concluded that customer trust can mediate reviews to purchasing decisions.

The Mediating Effect of Customer Trust Between Online Customer Ratings on Purchasing Decisions

The findings in table 6 show that H7 is accepted, as evidenced by the T-Statistics of 3.629 and P-Values of 0.000, this means, Rating also affects Purchasing Decision through Trust showing a significant relationship. The findings indicate that trust has a significant part in regulating the connection across ratings and purchasing decisions, where the greater the customer rating, the higher the degree of customer trust in a product which ultimately increases their possibility of creating a purchase. The findings indicate that there is an influence of Reviews on Trust and Purchasing Decisions. The resulting findings can be said to support the study (S. Novela, et al., 2023) which identifies ratings influence purchasing decisions through consumer trust as the mediating variable.

Thus, the outcomes of this analysis indicate that trust serves as a significant mediator of the connection across ratings and reviews and purchase decisions. This reinforces the idea that, while consumer ratings and reviews immediately influenced purchase decisions, the effect becomes stronger when consumer trust in the product or service increases. Therefore, in digital marketing strategies,

building customer trust through positive reviews and ratings is a crucial factor in efforts to increase the purchase decision of a product.

CONCLUSIONS

This study found that customer reviews and ratings on the internet (online) have a significant impact on customer decisions to buy goods, from direct or through customer trust as a mediating factor. When customers find positive reviews and ratings about a product, they tend to be more confident and trusting to make that purchase. This suggests that online reputation management is an important component in increasing customer trust.

The resulting research findings indicate, customers tend to trust more and feel confident to make a purchase when they find positive reviews and ratings about the product. This shows how important effective online reputation management is for companies in increasing trust which then drives purchasing decisions. The results suggest that companies should actively manage their digital reputation, especially in the cosmetics industry. Review and rating-based marketing strategies, positive interactions with customers, and transparent information can increase customer loyalty and boost sales figures.

RECOMMENDATIONS

Skintific should prioritize managing online reviews and ratings to strengthen consumer trust, which significantly drives purchase decisions. Implementing transparent communication and encouraging satisfied customers to share feedback can boost credibility. In the competitive cosmetics industry, fostering trust through digital reputation will enhance brand loyalty and sustain sales growth in Indonesia's expanding e-commerce-driven beauty market.

ADVANCED RESEARCH

However, the findings produced have limitations that are limited to focusing on beauty industry products only and do not consider external factors such as price and promotion. In order to obtain more precise findings, future studies are recommended to include various brands and products and consider other factors or variables that can influence consumer confidence and purchasing decisions.

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