



The Influence of Product Quality, Influencer Credibility and Online Customer Reviews on Purchase Decisions of Facetology Skincare Products (Study on Consumer Students of the University of Muhammadiyah Purwokerto)

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ABSTRACT

This study aims to determine the influence of product quality, influencer credibility, and online customer reviews on the purchase decision of Facetology skincare products. The research population included students of the University of Muhammadiyah Purwokerto with a total of 113 respondents who were selected using the purposive sampling technique. This study uses a quantitative approach with multiple linear regression analysis through the SPSS version 23 program. Based on the results of the analysis, it is shown that product quality and online customer reviews have a positive and significant effect, but the credibility of influencers has a negative and insignificant effect on purchase decisions. These findings are expected to serve as a reference for local skincare industry players in formulating more effective and credible marketing strategies.

INTRODUCTION

A significant growth experienced by Indonesia's skincare business in recent years as a result of increased public awareness of the need of skincare as a part of a healthy lifestyle. The Ministry of Industry reports that from 913 in 2022 to 1,010 in mid-2023, the number of cosmetics enterprises increased by 21.9%. This growth was led by small and medium-sized enterprises (Limanseto 2024). This condition reflects the high demand for quality and innovative skincare products, thus encouraging companies to continue developing competitive marketing strategies (Manurung and Sisilia 2024).

One of the fastest-growing segments in the industry is the sunscreen category. According to the Kompas Market Insight Dashboard, sunscreen sales in Indonesia increased by 99% in the first quarter (Q1) of 2024 compared to Q1 of 2023, making it the category with the highest growth compared to other beauty products. Although there was a decline in sales at the end of 2023, the trend of resales increased significantly in early 2024, showing the continued market potential (Andini 2024).

PT Facetology Innovation & Technology is a local Indonesian brand that was established in 2022 and is engaged in beauty and personal care. Facetology showed a very prominent growth performance, especially in the sunscreen category, with sales increasing by 1860% from Q1 2023 to Q1 2024 (Andini 2024). One of its flagship products, has passed in vitro and in vivo tests, and received a positive response from consumers amid increasing public concerns about excessive claims on local skincare products (Aziza 2024).

In the process of purchasing decisions, consumers must choose between two or more available alternatives. One needs to have several options before being able to make a decision (Mutiarra *et al.* 2023).

This growth indicates that building trust and influencing purchase decisions are two key aspects of product quality. Product quality can be used as a competitive advantage for a business and is evaluated refers to the product's capacity to deliver advantages in accordance with consumer needs (Lim 2025). This is supported by research Fatya *et al.* (2024) which indicates that purchasing decisions is significantly effected by product quality, but is inconsistent with (Rahmahyanti and Andriana 2023).

In addition to product quality, purchase decisions is importantly effected by influencer credibility, because consumers tend to trust recommendations from influencers who have a good reputation and expertise compared to conventional promotions (Yuwono *et al.* 2024). This is supported by research Adhidarma and Kiky (2025) which indicates that decisions is significantly effected by influencer credibility, but is different from (Nadila *et al.* 2024).

The purchasing decisions can also be effected by another factor, that is online customer reviews. The primary source of information for customers prior to making a purchase is customer reviews. While unfavorable reviews may discourage people from making purchases, positive ratings may boost interest in making a purchase. One type of electronic word-of-mouth that is subjective and varies among customers is online customer reviews (Syafitri *et al.* 2024). This is supported by research Oktafiani and Hargyatni (2025) which indicates that

purchasing decisions is significantly effected by online customer reviews, but are different from (Lestari and Jaya 2025).

Refers to the research gap, the researcher is interested in analyzing the influence of product quality, influencer credibility, and online customer reviews on the purchase decision of Facetology skincare products in consumer students of the University of Muhammadiyah Purwokerto.

LITERATURE REVIEW

Hierarchy of Effect Theory

The Hierarchy of Effects Model developed by Lavidge and Steiner (1961) is a theory of consumer behavior that describes the process of consumers responding to marketing communications, from the awareness stage to the purchase decision. This theory describes changes in consumer behavior and attitudes through three main aspects, namely cognitive (thought), affective (emotion), and conative (action). This process consists of six stages: awareness, knowledge, likes, preferences, beliefs, and purchases (Setyowati *et al.* 2024).

In the context of digital marketing, this theory is relevant to understand how consumers move from the initial stage of product awareness to making a purchase. In this study, the three main factors that influence this process are product quality, influencer credibility, and online customer reviews. Product quality plays a role in the early stages when consumers begin to get to know the product, the credibility of influencers affects the emotional stage and consumer trust, while online customer reviews reinforce confidence before purchase. The combination of these three factors speeds up the decision-making process in the purchase of skincare products.

Product Quality

Kotler and Keller (2016) said that the ability of a product to satisfy or surpass customer expectations is known as product quality (Setiyadi *et al.* 2022). Kuspriyono (2017) defines product quality as quality that is embedded in an effort to meet customer expectations, where this quality includes products or services, processes, and also the environment. Quality itself can be interpreted as something that can change over time, and such changes often lead to a decline (Ramadhani and Zaini 2023).

Product quality indicators according to Harjadi & Arraniri (2021) in Frasiska *et al.* (2025) are as follows: Performance, Features, Reliability, Specification Conformity, and Durability.

Several studies have found that purchasing decisions is significantly effected by product quality (Fatya *et al.* 2024; Frasiska *et al.* 2025), although there are studies that show different findings (Feronicha and Wasino 2024; Rahmahyanti and Andriana 2023). From the above statement, the author can draw the following hypothesis:

H₁: Purchase decision is positively and significantly effected by product quality (X1).

Influencer Credibility

Hamouda (2018) defines influencer credibility as an influencer attitude that introduces himself honestly, reliably, and in accordance with what is accepted by

consumers (Putri *et al.* 2023). Cesar & Martin (2022) define the measure of influencers' expertise as their ability to promote the products or services they advertise on social media platforms (Rimbahari and Thahira 2024).

AlFarraj *et al.* (2021) in Mewengkang and Hidayah (2023) said that Attractiveness, Expertise, and Trustworthiness are indicators of influencer credibility.

Several studies have found that purchasing decisions is significantly effected by influencer credibility (Adhidarma and Kiky 2025; Ginayatunnisa *et al.* 2025), although there are studies that show different findings (Aprilia and Arifin 2023; Nadila *et al.* 2024). From the above statement, the author can take the following hypothesis:

H₂: Purchasing decision is positively and significantly effected by influencer credibility (X₂).

Online Customer Reviews

Rahmawaty *et al.* (2023) said that both positive and negative experiences that customers have had after making a purchase of a good or service are featured by online customer reviews (Lestari and Jaya 2025). Gesitera (2020) states that online customer reviews are considered more effective in attracting people to shop online than promotions made through social media, and that reviews from individuals can also influence a person's desire to shop (Oktafiani and Hargyatni 2025).

Putri & Wandebori (2016) in Syria *et al.* (2022) said that Perceived Usability, Credibility of Sources, Quality of Arguments, Valence, and Review Volume are online customer review indicators.

Several studies indicate that purchasing decisions is positively and significantly effected by online customer reviews (Manurung and Sisilia 2024; Oktafiani and Hargyatni 2025), although there are studies that show different findings (Lestari and Jaya 2025; Putri *et al.* 2024). From the above statement, the author can take the following hypothesis:

H₃: Purchase decision is positively and significantly effected by online customer reviews (X₃).

Purchase Decision

Kotler and Armstrong (2018) said that the process by which customers select, purchase, and utilize goods or services to satisfy their needs and wants is known as purchasing decisions (Firdausi 2024). Karim (2019) states that when consumers consciously choose one of the available options, they make a purchase decision as they engage in intentional behaviors, which are then evaluated and driven by desire (Kusuma 2023).

Indrasari (2019) in Fraskisa *et al.* (2025) said that Product selection, Brand selection, Distributor selection, Purchase time and Purchase amount are included in purchase decision indicators.

H₄: Purchasing decision is significantly effected by Product Quality, Influencer Credibility and Online Customer Reviews togetherly.

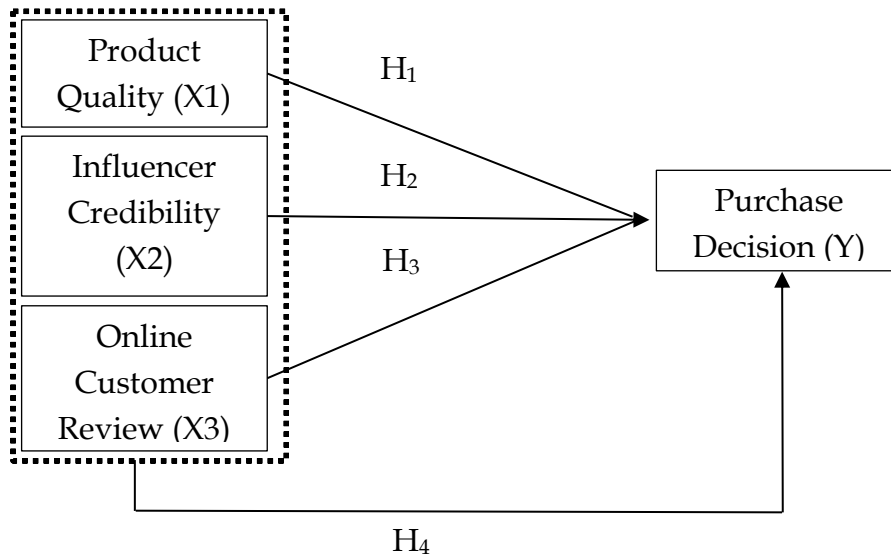


Figure 1. Conceptual Framework

METHODOLOGY

A quantitative research is a method that implemented in this study, utilizing primary and secondary data. An online questionnaire distributed via Google Forms using a Likert scale was used to collect primary data. Meanwhile, journals, books, scientific articles, internet articles and official websites are used as a number of sources for obtaining secondary data (Sherli *et al.* 2023). This samples in this study are detemined by purposive sampling technique implementation, with the criteria that respondents have purchased or used at least one Facetology product with the Slovin formula 10%, which requires a minimum of 100 respondents. 113 respondents in this study consisted of consumer students of the University of Muhammadiyah Purwokerto. SPSS 23 that includes instrument tests, classical assumption tests, multiple linear regression analysis and model accuracy tests is used to analyze the data in this study.

RESULTS

Respondent Characteristics

Table 1. Description of Respondent Characteristics

Characteristics	Groups	Frequency	Percentage
Faculty	Economics and Business	42	37,2%
	Health Sciences	15	13,3%
	Teacher Training and Education	10	8,8%
	Psychology	9	8 %
	Agriculture and Fisheries	9	8%
	Engineering and Science	7	6,2%
	Pharmacy	7	6,2%
	Medicine	4	3,5%
	Law	4	3,5%
	The Religion of Islam	4	3,5%

	Cultural and Communication Sciences	2	1,8%
Total		113	100%
Age	20 - 25 Years	112	99%
	26 - 30 Years	1	0,9%
Total		113	100%
Gender	Women	74	65,5%
	Male - Male	39	34,5%
Total		113	100%
Origin of Domicile	Purwokerto	46	40,7%
	Purbalingga	15	13,3%
	Cilacap	11	9,7%
	Brebes	8	7%
	Banjarnegara	7	6,2%
	Pemalang	6	5,3%
	Tegal	5	4,4%
	Kebumen	2	1,8%
	Baturraden	2	1,8%
	Banyumas	2	1,8%
	Tangerang	1	0,9%
	Blora	1	0,9%
	Jakarta	1	0,9%
	Cirebon	1	0,9%
	Kembaran	1	0,9%
	Ciamis	1	0,9%
	Palembang	1	0,9%
	Jawa Barat	1	0,9%
	Pekuncen	1	0,9%
Total		113	100%

Source: SPSS 23 (edited by author, 2025)

The findings showed that most of the respondents came from the Faculty of Economics and Business with 42 people (37.2%), the Faculty of Health Sciences with 15 people (13.3%), the Faculty of Teacher Training and Education with 10 people (8.8%), the Faculty of Psychology with 9 people (8%), the Faculty of Agriculture and Fisheries with 9 people (8%), and while other faculties have a smaller proportion. By age, almost all respondents were aged 20–25 years, with a total of 112 people (99%). Refers to gender, female respondents dominated with 74 people (65.5%) and male respondents with 39 people (34.5%). Refers to the origin of domicile, most of the respondents came from Purwokerto, as many as 46 people (40.7%), followed by Purbalingga with 15 people (13.3%), Cilacap with 11 people (9.7%), Brebes with 8 people (7%), and other areas with a lower percentage.

INSTRUMENT TEST

Validity Test

The validity of the questionnaire in the study can be measured by the validity test implementation. A questionnaire is considered valid if the calculated r-value is above the r-value of the table and the positive value is 0,05 (Ghozali 2018). The following table shows the findings of the validity test:

Table 2. Validity Test Results

Variable	Statement	r count	Remarks
Product Quality (X1)	X1.1	0,652	Valid
	X1.2	0,650	Valid
	X1.3	0,688	Valid
	X1.4	0,654	Valid
	X1.5	0,694	Valid
Influencer Credibility (X2)	X2.1	0,757	Valid
	X2.2	0,750	Valid
	X2.3	0,783	Valid
Online Customer Review (X3)	X3.1	0,747	Valid
	X3.2	0,661	Valid
	X3.3	0,631	Valid
	X3.4	0,655	Valid
	X3.5	0,692	Valid
Purchase Decision	Y.1	0,692	Valid
	Y.2	0,682	Valid
	Y.3	0,697	Valid
	Y.4	0,711	Valid
	Y.5	0,701	Valid

Source: SPSS 23 (edited by author, 2025)

The validity of the questionnaire can be measured by determine whether the calculated r-value is above the r-value of the table. The DF calculation method for determining the r-value of the table is $(df) = n-2$, $113-2 = 111$ at a significance level of 0.05 yielding 0.184. Therefore, it indicates that the validity of all the values of the variable items can be proven.

Reliability Test

Questionnaires that are indicators of a variable or construct can be measured by the reliability test implementation. Taherdoost (2018) states that a construct or variable is considered reliable if it has a value Cronbach's Alpha above 0.6 (Anggraini *et al.* 2022). The findings of the reliability test are shown in the following table:

Table 3. Reliability Test Results

No.	Variable	Cronbach Alpha Values	Remarks
1.	Product Quality	0,685	Reliable
2.	Influencer Credibility	0,640	Reliable
3.	Online Customer Reviews	0,699	Reliable
4.	Purchase Decision	0,732	Reliable

Source: SPSS 23 (edited by author, 2025)

The table above indicates that all variables are reliable because they have a Cronbach Alpha value > 0.60 . Therefore, it indicates that all statements in variable indicators can be used for hypothesis testing.

CLASSIC ASSUMPTION TEST

Normality Test

The whether a normal distribution that had by the interference variable or residue in a regression model can be tested by the normality test implementation. The following are the findings of the normality test using the One Sample Kolmogorov-Smirnov method, with the rule of decision that there is a normal distribution seen in the finding when the significance value is above 0.05 (Ghozali 2018). The following table shows the findings of the normality test:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		113
Normal Parameters, b	Red	.0000000
	Std. Deviation	0,51516689
Most Extreme Differences	Absolute	.044
	Positive	.041
	Negative	-.044
Test Statistic		.044
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: SPSS 23 (edited by author, 2025)

The table above indicates that the significance value of 0.200 is above 0.05, so it indicates that there is a normal distribution seen in the value of the residue.

Multicolligiate Test

Whether there is a correlation between independent variables in regression model can be tested by the multicollinearity test implementation, with the cutoff value commonly used to indicate multicollinearity being a tolerance value of under 0.10 or a VIF value of above 10, and vice versa (Ghozali 2018). The following are the findings of the multicollinearity test:

Table 5. Multicolligiate Test Results

Coefficient			
Models		Collinearity Statistics	
		Tolerance	VIVID
1.	(Constant)		
	Product Quality (X1)	0,801	1.249
	Influencer Credibility (X2)	0,960	1.042
	Online Customer Review (X3)	0,799	1.252
a. Dependent Variable: Purchase Decision			

Source: SPSS 23 (edited by author, 2025)

The table above indicates that there are no signs of multicollinearity as all independent variables have a Tolerance value of is above 0.10 and a VIF value of is under 10.

Heteroscedasticity Test

Whether there is an inequality of variance from one observation to another in a regression model can be analyzed by the Heteroscedasticity test implementation. There's no Heteroscedasticity in a good regression model. In the Glejser test, this is seen from the probability of significance is above 0.05 (Ghozali 2018). The following table shows the heteroscedasticity test:

Table 6. Heteroscedasticity Test Results

Variable	Significance Value	Remarks
Product Quality	0,761	Heteroscedasticity does not occur
Influencer Credibility	0,151	Heteroscedasticity does not occur
Online Customer Reviews	0,934	Heteroscedasticity does not occur
a. Dependent Variable: Abs_RES		

Source: SPSS 23 (edited by author, 2025)

The table above indicates that there is no heteroscedasticity because a significance value of above 0.05 is had by all independent variables.

MULTIPLE LINEAR REGRESSION ANALYSIS

The strength of the relationship between two or more variables can be measured and the direction of the relationship between independent variables that acted by product quality, influencer credibility and online customer reviews and dependent variables that acted by purchase decisions can be showed by regression analysis (Ghozali 2018). The following table shows the findings of the multiple linear regression analysis:

Table 7. Results of Multiple Linear Regression Analysis

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	0,328	0,108		3,050	0,003
	Product Quality	0,198	0,081	0,202	2,433	0,017
	Influencer Credibility	-0,101	0,062	-0,120	-1,627	0,107
	Online Customer Reviews	0,643	0,087	0,618	7,415	0,000

The following is the multiple linear regression equation refers to the table above:

$$Y = 0,328 + 0,198X_1 - 0,101X_2 + 0,643X_3$$

From the regression period above, it can be concluded that:

1. A constant value (a) of 0.328 means that influencer credibility and online customer reviews, the purchase decision will be 0.328 if there is no change in independent variables product quality.
2. A positive value of 2.433 is had by the value of the product quality regression coefficient (X1). There was an increase in the value of the purchase decision variable by 2.433 if an increase of 1 unit is experienced by product quality variable (X1).
3. A negative value of 0.101 is had by the value of the regression coefficient for influencer credibility (X2). If there is a decrease of 1 unit in the influencer credibility variable (X2), then the value of the purchase decision variable will be reduced by 0.101.
4. A positive value of 0.643 is had by the value of the regression coefficient for online customer reviews (X3). There was an increase in the online customer review variable (X3) by one unit if an increase by 0,643 is experienced by The value of the purchase decision variable.

MODEL ACCURACY TEST

Coefficient Determination Test

The extent to which variations in dependent variables can be explained by the model can be measured by the determination coefficient test. The following are the findings from the test of determination coefficient:

Table 8. Determination Coefficient Test Results (R2)

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712a	0,506	0,493	0,142

Source: SPSS 23

The table above indicates that the determination coefficient in Adjusted R Square is 0.493, meaning that the dependent variables of the purchase decision is effected by all independent variables (product quality, influencer credibility and online customer reviews) by 49,3%. The remaining 50.7% was effected by other variables not used in the study.

T test

The t-test aims to show the extent to which independent variables individually affect variations in dependent variables. The decision criteria state that rejection was made on H_0 if the significance value id under 0.05 and t is calculated is above t table, showing that dependent variable is significantly effected by independent variable, and vice versa (Ghozali 2018). The following are the results of the t test:

Table 9. Test Results t

Variable	T Count	T Table	Significance Value
Product Quality	2,433	1,981	0,017
Influencer Credibility	-1,627	1,981	0,107
Online Customer Reviews	7,415	1,981	0,000

Source: SPSS 23 (edited by author, 2025)

The following are the conclusions that can be drawn refers to the results of the t-test in the table above:

Product Quality Variables

The findings of the t-test for the product quality variable showed a significance value of 0.017, that is under 0.05. This means that rejection was made on H_0 and acceptance was carried out on H_1 , showing that the purchase decision is positively and significantly effected by product quality. Therefore, it indicates that product quality is the main factor that influences the purchase decision.

Influencer Credibility Variables

The findings of the t-test for the influencer credibility variable obtained a significance value of 0.107, that is above 0.05. This means that acceptance was carried out on H_0 and rejection was made on H_2 , indicating that the purchase decision is not significantly effected by the influencer's credibility. Therefore, it indicates that although the credibility of influencers is high in terms of expertise, trust, and appeal, there are still other factors in influencing consumers to make purchasing decisions.

Online Customer Reviews Variable

A significance value of 0.000 that is under 0.05 is showed by the findings of the t-test for the online customer review variable. This means that rejection was made on H_0 and acceptance was carried out on H_3 , showing that purchasing decisions is significantly effected by online customer reviews. Therefore, it indicates that the more positive the online customer reviews, the more confident consumers are in making purchases.

Test F

Whether or not an influence that received by the target variable from the independence variables simultaneously can be analyzed by the F test implementation. The basis for decision-making in the statistical test F uses the criterion that if the value of F is above 4, then rejection was made on H_0 at a 5% confidence level. In addition, it can also be seen that rejection was made on H_0 rejected and acceptance was carried out on H_4 when the value of F is calculated to be above the F of the table (Ghozali 2018). The findings of the F test are as follows:

Table 10. F Test Results

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,265	3	0,755	37,281	0.000b
	Residual	2,208	109	0,020		
	Total	4,473	112			

Source: SPSS 23 (edited by author, 2025)

The table above indicates that the F-value of the calculation is 37.281 and the significance value is 0.000 that is under 0.05, with the f-value of the table being 2.69. Therefore, $F \text{ calculates} > F \text{ table}$ ($37.281 > 2.69$) so that it indicates that rejection was made on H_0 and acceptance was carried out on H_4 , which means that the purchase decision variables is significantly effected by product quality (X_1), influencer credibility (X_2) and online customer reviews (X_3) togetherly.

DISCUSSION

The effect of product quality on purchase decisions

Purchasing decisions is positively and significantly effected by product quality variables. These findings indicate that students as consumers consider the benefits, performance and safety of products more than promotional factors. This statement is in line with the Hierarchy of Effect Theory, where product quality plays a role at the cognitive stage in shaping consumer knowledge and beliefs before making a purchase decision. The findings of this study also give a support to Fatya *et al.* (2024) which indicates that the purchase decision is significantly and positively effected by the quality of the product.

The influence of influencer credibility on purchasing decisions

Purchasing decisions is negatively and significantly effected by the influencer credibility variable. These findings indicate that students as consumers do not use influencers as the main reference in making purchase decisions, and show a tendency to be skeptical of influencer promotion. In the Hierarchy of Effect Theory, influencers are not yet able to encourage consumers precisely at the affective stage, but it can be explained by the Elaboration Likelihood Model (ELM), that a peripheral cue is acted by influencer credibility whose effectiveness depends on the level of consumer involvement (Adinda *et al.* 2025). When consumers are more oriented towards rational considerations of products, influencer influence becomes less dominant. The findings of this study also give a support to Nadila *et al.* (2024) which indicates that purchasing decisions is significantly effected by the credibility of influencers.

The influence of online customer reviews on purchase decisions

Product purchase decisions is significantly effected by the variable of online customer reviews. These findings indicate that students' perceptions and beliefs towards Facetology skincare products can be shaped by an important role that played by Consumer reviews. The statement In line with the Hierarchy of Effect Theory, that consumer reviews push consumers to the conative stage of purchasing decisions. The findings of this study also give a support to Oktafiani and Hargyatni (2025) which states that purchase decisions is positively and significantly effected by online customer reviews.

The influence of product quality, influencer credibility and online customer reviews on purchase decisions

The purchase decision of Facetology skincare products among consumer students of the University of Muhammadiyah Purwokerto is simultaneously effected by the variables of product quality, influencer credibility and online customer reviews, because purchase decisions is significantly and positively effected by these variables. Thus, this combination can create added value for consumers and increase sales for the skincare industry.

CONCLUSIONS AND SUGGESTIONS

Refers to the data analysis carried out to find out how the purchasing decisions of consumers of Universitas Muhammadiyah Purwokerto students is effected by product quality, influencer credibility and online customer reviews, it can be concluded as follows: The findings of the first hypothesis test indicate that

product purchase decisions is significantly and positively effected by product quality. The findings of the second hypothesis test showed that the purchase decision is not significantly and negatively effected by influencer credibility, and the findings of the third hypothesis test showed that the purchase decision of Facetology skincare products is significantly and positively effected by online customer reviews. This means students are aware of and know Facetology as a skincare brand, which influences their purchasing decisions.

Refers to the findings of the research that has been conducted, it is recommended for companies to maintain their digital marketing strategy by optimizing customer reviews as an effective promotional medium. This strategy needs to be supported by prioritizing the quality of products and services to meet consumer expectations, thereby encouraging positive reviews that have the potential to increase the trust of potential consumers. In addition, the selection of influencers as a promotional medium should consider their emotional closeness to the audience as well as an educational and authentic communication style to minimize negative perceptions of commercial promotion.

ADVANCED RESEARCH

This study has limitations in terms of the scope of respondents, which only includes students of the University of Muhammadiyah Purwokerto, so the findings cannot be generalized to all consumers of Facetology skincare products. In addition, the variables studied were limited to product quality, influencer credibility, and online customer reviews. Therefore, it is recommended to conduct further research by expanding the object and population of the study and adding other variables such as digital promotion, given the increasingly dominant competition between industries on social media.

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