



The Influence of Online Customer Review and Digital Marketing on Online Purchasing Decision for Beauty Products with Brand Trust as an Intervening Variable: Study of Cirebon Students

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ABSTRACT

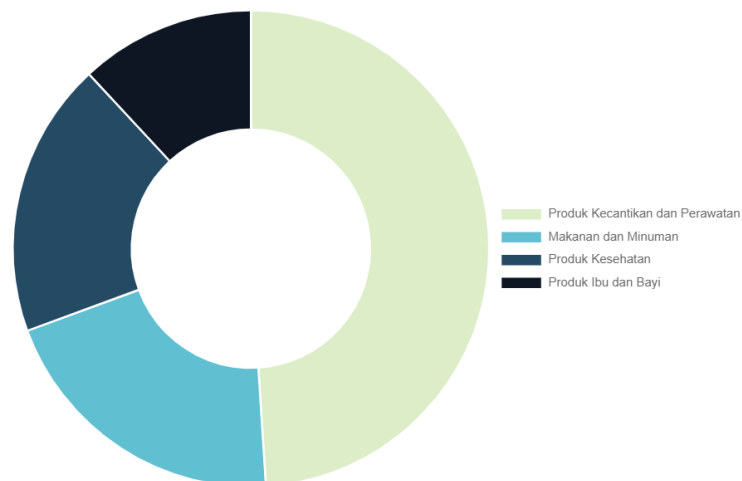
The purpose of this study is to ascertain the influence of digital marketing and online customer reviews on decisions made about purchases made online through brand trust. This study employs a quantitative approach to data analysis, utilizing SmartPLS 3.0 software to support Structural Equation Modeling (SEM) based on Partial Least Square (PLS). By giving out questionnaires to 85 Cirebon students who had made online purchases of cosmetics, primary data was gathered. The study's findings indicate that both digital marketing and online customer reviews have a big impact on brand trust and online customer reviews have an impact on online purchase decisions. Furthermore, it was discovered that brand trust significantly affects judgments made when making purchases online. Additionally, brand trust can act as a mediator between digital marketing and online customer evaluations on judgments made when shopping online. Investigating additional factors that can help achieve this objective is crucial. These variables should be further investigated by future scholars.

INTRODUCTION

Since entering the 21st century, Digital Marketing and Data Science have experienced significant growth in terms of usage and profitability (Saura, 2021). Digital marketing and social media allow companies to achieve their marketing goals at relatively low costs. The rapid growth of internet and social media users in Indonesia encourages business people to take advantage of this trend by marketing their products to the online market, which has a wider and unlimited reach, and of course to increase purchasing decisions. (Tanuwijaya & Mulyandi, 2021). Statista, an international market and consumer data portal, projects that the Indonesian cosmetics industry will experience annual growth of 4.59% from 2023-2028 (Nababan, 2023). This projection includes skin care and personal care products. This shows that there has been an increase in demand for cosmetics in Indonesia. The ever-growing cosmetics industry motivates manufacturers to continue developing new innovations, in order to remain competitive in the market, especially in digital marketing (Amin & Rachmawati, 2020).

In the era of digital marketing 4.0, which uses the internet entirely, business and purchasing opportunities are created using online features. In the e-commerce business model, the majority of consumers buy beauty products, with a total proportion of 49%. As many as 39.4% of respondents admitted that they often buy facial care products, followed by body care products with a proportion of 13.7% (Yonatan, 2024). Online purchasing decisions tend to give consumers the potential to produce better quality compared to conventional purchases (Amanah et al., 2018). Easy search through online purchasing has resulted in better consumer decisions. Online purchasing provides consumers with a wide choice of information about products and is easy to find online.

Figure 1. Purchasing Beauty Products in E-Commerce



Online customer reviews, or OCR, or electronic word of mouth, are one of the characteristics of online retailers who use digital marketing (eWOM). User-generated content published on websites and outside domains is referred to as OCR, a type of electronic word-of-mouth communication (eWOM) (Mudambi &

Schuff, 2010; Sianipar & Yoestini, 2021). In his research, Nilashi et al. (2023) explains that rather than responding passively to feedback from manufacturers and customers, product designers can investigate the potential value of user data proactively with the help of online reviews. Online product reviews are becoming more and more valued as a source of user research data for product evaluation. It should come as no surprise that studies have indicated that readers are more influenced by high-quality reviews than by low-quality evaluations when making purchases. Reviews that are directly related to the product are of the highest caliber. Comparing their effects to low-quality reviews that mostly reflect the reviewer's subjective thoughts without supporting facts, make sure the reviews are clear and have enough factual evidence.

For marketers, building a solid relationship between customers and brands is the ultimate goal. One of which is brought on by OCR, which then influences the way that customers buy. In order to convince customers to form a sense of trust, this is crucial. A customer's propensity to depend on a brand to keep its explicit or implicit commitments when they have faith in the dependability and honesty of the service provider is known as brand trust. Hanaysha (2022). According to Ruth et al. (2022), social media interactions are crucial for preserving consumer confidence in brands. The author continues by saying that OCR and social media analytics, as well as company-generated digital marketing content, can be used to build this engagement. As target consumers' trust in the brand increases market, businesses find it simpler to communicate their intended marketing messages and cultivate a positive consumer perception of their brand.

Overall, a large number of studies, including earlier research by (Apriliani & Setyawati, 2023; Hasnani et al., 2023; LN Putri et al., 2023), have used brand trust as an independent variable as a factor. According to their research, decisions to buy beauty products are positively and significantly influenced by brand trust. Nevertheless, there is little data in the empirical literature to demonstrate whether brand trust actually acts as a mediator in the interaction between online purchase decisions and digital marketing characteristics. In order to mediate other variables, the author employs Brand Trust as an intervening variable.

Inconsistent findings were found in earlier research that examined the connection between online customer reviews and digital marketing variables. Saragi and Samosir (2023) With T-Statistics values larger than 1.96 and P-Values less than 0.05, the data demonstrates a positive and significant association between digital marketing and online customer reviews on purchasing decisions. In the meantime, studies by Amar et al. (2023) and Rahmawati (2021) claimed that digital marketing had little bearing on consumer decisions to buy, and that online customer reviews had no discernible impact either way. The study titled "The Influence of Online Customer Reviews and Digital Marketing on Online Purchase Decisions for Beauty Products with Brand Trust as an Intervening Variable:" describes the phenomena, research challenges,

and identified research gaps. Research on "Study of Cirebon Students" must be done more.

LITERATURE REVIEW

Digital Marketing

Digital marketing, as defined by Sasa et al. (2021), is the use of social networks for promotional activities and digital market mapping. The use of digital technologies to contact potential customers and accomplish business objectives by better satisfying their demands is known as digital marketing. In the meantime, digital marketing, according to Sopiyan (2022), is a component of the promotional mix that permits interactive or two-way information interaction, allowing users to participate and alter the content and form of the information they get at that particular moment.

Pangestika (2018) The advantages of digital marketing for businesses include its rapidity, the ability to instantly ascertain and assess the outcomes of marketing initiatives, and its broad global reach, which can be achieved by a few simple online clicks. According to Sopiyan (2022), digital marketing has dimensions and indicators for promotion as part of the marketing mix that include

1. Website, Search Engine Optimization (SEO)
2. Pay-per-click based advertising (PPC Advertising)
3. Affiliate marketing and strategic partnerships
4. Social Networks
5. E-mail marketing

Customer Online Review

In his study, Putri & Marlien (2022) define online customer reviews as a source of consumer knowledge about goods and businesses. Online customer reviews can also be defined as consumer assessments of products and services posted on third-party websites and by retailers. According to Hariningsih et al. (2022), the quantity of reviews may serve as a gauge for a product's value or popularity, which may affect buyers' propensity to make a purchase. One way to think of online consumer reviews is as an electronic kind of word-of-mouth. that the brand will produce favorable outcomes.

On a certain scale, online consumer reviews are likewise customer opinions. Giving stars is a common rating system used in e-commerce. The seller rating improves with more stars. (Sartika, 2022) Lackermairin There are four signs, specifically:

1. Awareness
2. Frequency
3. Comparison and
4. Influence

Brand Trust

Ferrinadewiin defines kB (Pandiangan et al., 2021). Brand trust encompasses the following specific beliefs: competency (the trusted party's ability to implement the needs of the trusting party), benevolence (the trusted party's concern and motivation to act in accordance with the interests of those who trust them), predictability (the consistent behavior of the trusted party), and reliability and intensity of both brands. From a consumer's point of view, brand trust is a perception of dependability based on past experiences, or more specifically, on a series of exchanges or encounters where expectations related to product performance and satisfaction are met. The desire of a customer to rely on a brand despite the risks it faces due to expectations is known as customer confidence in a brand that the brand will produce favorable outcomes.

Adji & Semuelin (Pandiangan et al 2021) states that there are 4 indicators of brand trust, namely:

1. Benevolence, defined as an attitude of consumer confidence that the use of a product brand will have a good impact or provide benefits.
2. Integrity, defined as consumer confidence that a product brand has complete and honest quality.
3. Willingness to depend, means the consumer's willingness to bear all risks that may arise from using a brand.
4. Subjective probability of depending, means the consumer's willingness to accept requests from other parties on the basis of trust.

Online Purchase Decision

Making a purchase decision online involves using knowledge to evaluate two or more alternative behaviors and selecting one that is highly correlated with a person's personality, the quality of the website, the vendor or service, their attitude at the time of the purchase, their intention to make an online purchase, and their ability to make decisions. Wulandari (2018). According to Rik Riswandi (2019), making a purchasing decision involves first determining needs, then choosing among the available product options, and then making the purchase. Environmental and psychological elements typically influence a person's purchasing decision. After realizing their needs, the person acts and finally decides to make a purchase. The study by Resmanasari et al. (2020) identified four factors that influence purchase decisions:

1. According to the needs
2. Has benefits
3. Accuracy in purchasing products
4. Repeat purchases

RESEARCH METHODS

Making a purchase decision online involves using knowledge to evaluate two or more alternative behaviors and selecting one that is highly correlated with a person's personality, the quality of the website, the vendor or service, their attitude at the time of the purchase, their intention to make an online purchase, and their ability to make decisions. Wulandari (2018). According to Rik Riswandi

(2019), making a purchasing decision involves first determining needs, then choosing among the available product options, and then making the purchase. Environmental and psychological elements typically influence a person's purchasing decision. After realizing their needs, the person acts and finally decides to make a purchase. The study by Resmanasari et al. (2020) identified four factors that influence purchase decisions: matched by the research samples used in this study. The requirements are as follows: 1) Cirebon residency; 2) Student status; and 3) Previous online purchases of cosmetics.

Both primary and secondary data sources are used in this study. Primary data was gathered from students who live in Cirebon City using a Google Form questionnaire. On Google Form, indicators are measured using a Likert scale. A measurement instrument used to evaluate a person's or a group's attitudes, views, and perceptions on social phenomena is the Likert scale. Sugiyono (2019). By checking or crossing the appropriate responses, respondents indicate how much they agree or disagree with the assertions. There are several statements in the questionnaire. The secondary data used in this study comes from a variety of sources, including literature, electronic and hardcopy publications, scholarly journals, and literature reviews (Hair et al., 2019).

The number of variable questions or items that can be employed in the research is at least four or five times the sample size. $N = 5 \times Q$, where N is the sample size and Q is the question, follows. Since there were 17 question indicators in all in this study, 85 Cirebon City student samples were selected as the sample. We utilized the SmartPLS 3 program to evaluate our theoretical model. Convergent and discriminant validity tests for construct validity and construct internal consistency (reliability) testing for construct validity were the two primary criteria that were created. Next, run a Bootstrapping test to get the outcomes of each hypothesis's test.

RESULTS AND DISCUSSION

Data Analysis Results

1. Convergent Validity Test

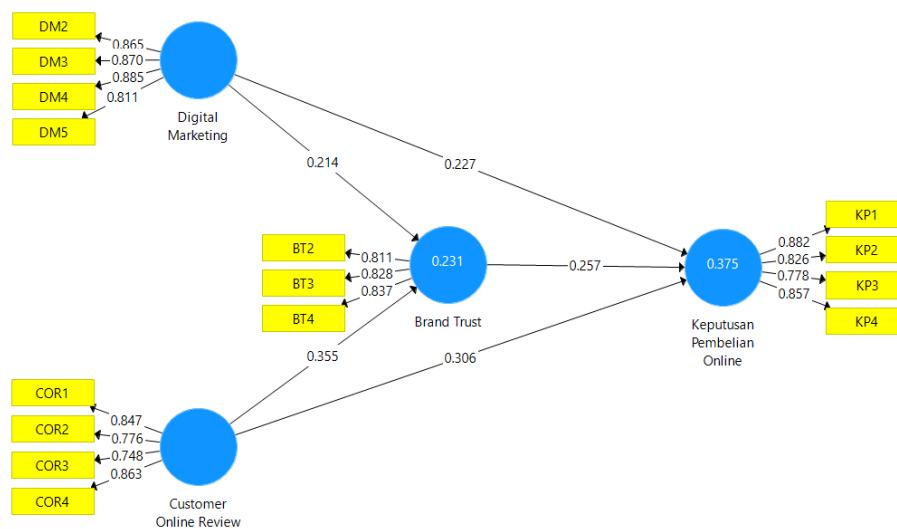
Table 1 Outer Loading

	Brand Trust	Customer Online Review_	Digital Marketing_	Online Purchase Decisions
BT2	0.811			
BT3	0.828			
BT4	0.837			
COR1		0.847		
COR2		0.776		
COR3		0.748		
COR4		0.863		
DM2			0.865	

DM3			0.870	
DM4			0.885	
DM5			0.811	
KP1				0.882
KP2				0.826
KP3				0.778
KP4				0.857

An outer loading value of more than 0.7 indicates that the indicator can be used. Loadings above 0.5 are also acceptable, but factors with loadings below 0.5 should be removed. Therefore, it can be concluded that all indicators in this study are valid and warrant further research. The structural model is shown in the following figure:

Figure 2. Outer Model Test Results



2. Reliability Test Results

Subsequent testing determines the indicator block's reliability in measuring the construct. Reliability in this study is assessed using the composite reliability value, with an acceptability threshold of greater than 0.7. Furthermore, the indicator block's Cronbach's alpha can be used to infer dependability based on the construct variable's value. If a construct has a Cronbach's alpha value greater than 0.7, it is regarded as dependable. The loading values for the research variable constructions that were acquired by executing the Smart PLS software are displayed in Table 2 below.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	(AVE)
Brand Trust	0.767	0.865	0.681
Customer Online Review_	0.824	0.884	0.656
Digital Marketing_	0.882	0.918	0.737
Online Purchase Decisions	0.856	0.903	0.700

Table 2 shows that the AVE value for each variable tested is greater than 0.5, which indicates that all variables in this study meet the criteria for discriminant validity. Based on these criteria, it is proven that all variables in this study meet the construct reliability criteria that have been explained.

3. Hypothesis Testing Results

A hypothesis is examined using structural model coefficient analysis, which examines the link between variables that are significantly correlated. T-Statistics and P-Values values were examined in this study's hypothesis testing process. If the P-Values are less than 0.05 and the T-Statistics value is more than 1.96, the hypothesis is deemed accepted. The path coefficients of direct influence between the variables are displayed in the table below.

Table 3 Direct Effect Test Results

Hypothesis	Connection	Coefficient	T Statistics	P Values	Information
H1	Digital Marketing > Online Purchase Decisions	0.227	2,415	0.016	Supported
H2	Customer Online Review > Brand Trust	0.355	3,644	0,000	Supported
H3	Customer Online Review_ > Online Purchase Decision	0.306	3,046	0.002	Supported
H4	Digital Marketing > Brand Trust	0.214	2,494	0.013	Supported
H5	Brand Trust > Online Purchase Decisions	0.257	2,989	0.003	Supported

Hypothesis 1: Digital Marketing has a Positive and Significant Influence on Online Purchasing Decisions

The findings of this study indicate that hypothesis one has a major impact. Online shopping decisions are significantly and favorably impacted by digital marketing. The empirical test results align with previous research (Al-Azzam & Al-Mizeed, 2021; Iswahyuniarto, 2023; PM Putri & Marlien, 2022; Zahra & Sulaeman, 2023) which indicates a noteworthy favorable impact of digital

marketing on variables related to online purchasing decisions. When customers see digital marketing content that is customized to meet their unique wants, it will be clear that their needs are becoming more personalized (Terho et al., 2022). Customers have responded favorably to the influence of digital marketing in terms of tactics and advantages like marketing automation and the ease of regularly accessing information online. This includes the display of digital marketing features and content that are simple to understand and can draw in customers who are interested in beauty products among city students. Cirebon.

Hypothesis 2: Customer Online Reviews have a positive and significant effect on brand trust

The findings of this study indicate that hypothesis two has a major impact. Brand confidence is positively and significantly impacted by online consumer reviews. The empirical test's findings are consistent with the study done by Fardah et al. (2022), which indicates that most respondents' trust in the product has increased as a result of the product's favorable online customer reviews. Foreigners wishing to transact through digital economic platforms are better able to establish confidence when they read online customer reviews (Meijerink & Schoenmakers, 2020). Online customer reviews have greater authenticity, relevance, and the power to evoke empathy and trust in readers, which makes them persuasive. By consulting customer reviews, buyers can enhance their confidence in their comprehension of the product, which eventually lowers the likelihood that they would make a poor decision.

Hypothesis 3: Customer Online Reviews have a positive and significant effect on Online Purchasing Decisions

The findings of this study indicate that hypothesis three has a major impact. Online customer reviews significantly and favorably impact consumers' decisions to make purchases. The findings of this empirical test are consistent with the study that was carried out. Research by Sudirjo et al. (2023) demonstrates that online customer reviews significantly and favorably affect consumers' decisions to buy products from online retailers. According to Elwalda & Lu's (2016) research, web-based client audits increase the likelihood of selecting a web-based commercial center purchase. This is because different analysts have demonstrated that online customer reviews have a significant and favorable impact on the decision to buy. Purchase selections are influenced by the positive and negative feedback left in online retailer surveys. Individuals who think that internet reviews from customers are reliable will be more inclined to consider that data when making final purchasing choices.

Hypothesis 4: Digital Marketing has a positive and significant effect on Brand Trust

Based on the results of this research, hypothesis four shows a significant effect. Digital marketing has a positive and significant effect on brand trust. The results of this empirical test are in line with the research conducted Digdowiseiso

et al (2021) This means that the higher the quality of digital marketing, the brand trust will also increase and vice versa.

Therefore, it can be said that digital marketing plays a vital role in generating trust among willing people (Agarwal & Bansal, 2020). Meanwhile, it remains important to explore what factors build customer trust, which ultimately leads them to adopt the information, and ultimately purchase products and services (Khwaja et al., 2020).

Hypothesis 5: Brand Trust has a positive and significant effect on Online Purchasing Decisions

The findings of this study indicate that hypothesis five has a major impact. Online purchase decisions are positively and significantly impacted by brand trust. This empirical test's findings are consistent with the studies that were done (Pingki & Ekasi, 2023; Siswanti & Prihatini, 2020). According to their research, factors that influence purchasing decisions significantly are impacted by the trust variable. When someone wants to buy something, they read reviews or comments left by customers on social media platforms in an attempt to gather information before making a final decision. (Et al., Ramadoni, 2023). This illustrates how consumer trust in a brand increases with its fame and accomplishments, meaning that consumer trust in a product is likewise influenced by brand trust purchasing decisions in purchasing the products offered.

Table 4 Indirect Effect Test Results

Hypothesis	Connection	Coefficient	T Statistics	P Values	Information
H6	Customer Online Review > Brand Trust > Online Purchase Decisions	0.091	2,169	0.031	Supported
H7	Digital Marketing > Brand Trust > Online Purchase Decisions	0.055	1,975	0.049	Supported

Hypothesis 6: Brand trust has a significant effect in mediating the influence of online customer reviews on online purchasing decisions

The data analysis findings, as indicated in Table 4, demonstrate that brand trust has the ability to mitigate the impact of online customer reviews on judgments made about purchases made online. The aforementioned data results are consistent with research by Wang et al. (2023), which found that word-of-mouth and customer reviews might affect consumers' trust in brands and establishments.

According to earlier research by Pechatarat & Leelasantitham (2021), perceived quality is necessary to understand customer needs before information is obtained through online customer reviews, which will influence customers to make a decision to buy or proceed with a post-purchase evaluation process. This

is because users must examine and take into account the platform's overall usability and ease of use before making a decision.

Hypothesis 7: Brand trust has a significant effect in mediating the influence of digital marketing on online purchasing decisions

As can be shown from Table 4's data analysis results, brand trust can act as a mediating factor between digital marketing's influence and online purchase decisions. The aforementioned research findings are consistent with In other words, Hanaysha (2022) demonstrates the significance of social networks in business by demonstrating how the two digital marketing components, interactivity and informativeness, have a major impact on brand trust and online purchasing decisions. In order to accomplish the intended marketing goals, beauty product business practitioners who use digital marketing to sell items must enhance social media platforms to create compelling content and disseminate marketing messages.

Ensuring the effectiveness of the message is crucial in digital marketing. Customers are more likely to believe the message if the source is reliable. A high-level term called "message source credibility" is made up of "consumer trustworthiness" (Hardjono et al., 2020). Positive messages disseminated help ease consumers' thoughts and facilitate improved conversation. This implies increased interest in and intention to buy things online (Garg et al., 2023).

CONCLUSION

This study offers a thorough examination of the connections between online customer reviews, digital marketing, brand trust, and online purchase decisions made by Cirebon-based student consumers of beauty items. The study's conclusions attest to the importance of digital marketing and user evaluations in influencing consumers' decisions to make purchases online. Similarly, decisions about brand trust are greatly influenced by digital marketing and online customer reviews. Because of this, owners of businesses that sell beauty products must constantly maximize how easy it is for customers to access information within the store. This includes showcasing features and creating easily understood digital marketing content, which can draw in customers who are interested in beauty products among Cirebon City students.

Furthermore, it was discovered that digital marketing and online consumer reviews might be mediated by brand trust. In order to accomplish the intended marketing goals, beauty product business practitioners who use digital marketing to sell items must enhance social media platforms to create compelling content and disseminate marketing messages. This study recognizes its limitations, including its particular location and breadth, and it recommends more research to broaden the study's geographic coverage and enlarge its sample size. In addition, this research implies that other factors that may influence brand trust and purchase decisions should be investigated by future researchers. This study provides insightful information for academics hoping to better understand and enhance the factors influencing online purchase decisions, particularly those in the beauty product industry.

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