

The Role of Online Customer Review, Brand Image, and Brand Trust on Purchase Decision of Sunscreen Product at Murni Cosmetic Store



A A Istri Krisna Gangga Dewi¹, Ni Putu Ayu Tika Kurniawati², A A Ngurah Mayun Narindra³

^{1,2,3}Faculty of Economic and Business, Warmadewa University, Bali

ABSTRACT: The focus of marketing initiatives is on purchase decisions, which are affected by two elements, attitude and situational factor when buyers finally determine their decision to buy a product. Reviews or comments from previous customers based on their experiences frequently impact a consumer's decision to buy a product. Additionally, their decision to purchase a product is greatly influenced by their level of brand trust. This study examines how consumers can make decisions about what products to buy based on a number of variables that are identified as potential influencing factors. This study adopted the Quantitative method. The subject of this study were all of the customers of the Murni Cosmetics store with the criteria of having purchased or currently using sunscreen products. The empirical study was based on 50 respondents with multiple linear regression as the technique of data analysis. The result of this study shows a positive and significant effect between online customers, brand image, and brand trust on purchase decision of sunscreen at the Murni Cosmetics store.

KEYWORDS: Brand Image, Online Customer Reviews, Brand Trust, Purchase Decision

I. INTRODUCTION

The demand for beauty and cosmetic products is growing, which has raised the level of competitiveness in the industrial world. The range of cosmetics on offer in the market, both locally and abroad, is proof of this. In Indonesia, the cosmetics market expanded by 7% in 2019. According to the Ministry of Industry (2020), exports of domestic beauty items climbed to US\$ 600 million in 2019 from US\$ 556.36 million in 2018. According to BPOM, the number of enterprises in the cosmetic industry would rise by up to 20.6% between July 2021 and July 2022. The number of industries in the cosmetics sector increased from its initial 819 to 913 (CNBC Indonesia, 2022). The range of businesses and cosmetics on the market has an impact.

Consumer purchase decisions have become more competitive due to the growing interest in acquiring beauty and cosmetic products, which has created competitiveness in the industrial sector. Before making a purchase decision, many consumers, according to Zhang et al. (2018), choose to conduct research or read online reviews in order to ascertain other consumers' perceptions on online retail, products, and services. These unfavourable reviews reflect the consumer reactions to sunscreen use or its aftermath. Consumers who desire to use sunscreen products may be influenced by the unfavourable evaluations left by these customers. These reviews or information, consumers can obtain product quality that matches the reviews and experiences written by consumers who have purchased products from online marketplaces (Mo et al., 2015). Many brands of sunscreen products have been circulating, such as Wardah, Nivea, Azarine, La Tulipe, Hanasui, Garnier, Emina, Skin Aqua, and so on. Murni Cosmetics Store is a shop that sells cosmetic products, skin care products, and hair styling products. Based on the Sunscreen sales data, it shows that the most widely sold sunscreen is the Azarine brand. Meanwhile, the sunscreen that sold the least amount was the La Tulipe brand. The number of sunscreen products sold is quite high for several brands such as the Azarine, Skin Aqua, Wardah, and Emina brands. Meanwhile, the number of sunscreens under the Garnier, Hanasui, Nivea, and La Tulipe brands sold quite low, with hundreds of units. The difference in the amount of sunscreen sold between the several brands is quite lame. This indicates that sales of several sunscreen brands at Murni Cosmetics are not fully optimized. Based on the problems described above and also supported by the existence of research gaps in previous studies, the researcher is interested in examining these problems.

II. METHOD

The population used in this research is Murni Cosmetics customers in 2022 as many as 41,045 people. In determining the sample, nonprobability sampling and quota sampling methods were used with several criteria, namely a) Have purchased

The Role of Online Customer Review, Brand Image, and Brand Trust on Purchase Decision of Sunscreen Product at Murni Cosmetic Store

products at Murni Cosmetics store, b) Have purchased or are currently using sunscreen products. In this study, the number or quota of the sample determined by the author is 50 people, and must meet the criteria to be sampled. Multiple linear regression analysis utilizing the Statistical Program for Social Sciences (SPSS) version 25 was the tools and method of data analysis used in this study.

III. RESULT AND DISCUSSION

Based on the multiple linier regression result analysis that shows on table 1 below,

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|-------------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .443 | .294 | | 1.507 | .139 | | |
| | Online customer reviews | .376 | .091 | .417 | 4.108 | .000 | .523 | 1.913 |
| | Brand image | .258 | .105 | .304 | 2.449 | .018 | .349 | 2.863 |
| | Brand trust | .214 | .095 | .257 | 2.243 | .030 | .410 | 2.441 |

A. Coefficients result

Can be written multiple linier regression equation as follows :

$$Y = 0,417 X_1 + 0,304 X_2 + 0,257 X_3 + e$$

The online customer reviews regression coefficient shows a result of +0.376, this figure indicates that online customer reviews have a positive influence on purchase decisions for sunscreen products at Murni Cosmetics Store, if online customer reviews increase, purchase decisions will increase. The brand image regression coefficient is +0.258, indicating that brand image has a positive influence on purchase decisions for sunscreen products at Murni Cosmetics Store. If brand image increases, purchase decisions will increase. The brand trust regression coefficient +0.214, indicates that brand trust has a positive influence on purchase decisions for sunscreen products at Murni Cosmetics Store, if brand trust increases, purchase decisions will increase. The next test is the F-test. According to Ghozali (2018), the F-test is carried out to see whether the model being analysed has a high level of model feasibility, namely the variables used or to explain the phenomena being analyzed. The F-test in this study was used to determine whether simultaneously all independent variables (online customer reviews variables, brand image variables, rand trust variables) influence the dependent variable (purchase decision). With the following decision-making criteria. If $F\text{-count} > F\text{-table}$, or $F\text{-sig value} < 0.05$, then H_0 is rejected and H_a is accepted. If $F\text{-count} \leq F\text{-table}$, or $F\text{-sig value} > 0.05$ then H_0 is accepted and H_a is rejected.

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 25.089 | 3 | 8.363 | 46.559 | .000 ^b |
| | Residual | 8.262 | 46 | .180 | | |
| | Total | 33.351 | 49 | | | |

B. Anova

According to the calculation results in the table above, it is known that $F\text{-count} (46.559) > F\text{-table} (2.81)$ with a significance value of F is $0.000 < 0.05$, then H_0 is rejected. This means that the online customer reviews variable (X_1), brand image variable (X_2), and brand trust (X_3) simultaneously have a significant effect on purchase decisions (Y) for sunscreen products at Murni Cosmetics Store. So that research can be continued to test the hypothesis.

A partial test (t-test) is used to test the effect of each independent variable (online customer reviews variable, brand image variable, brand trust) on the dependent variable (purchase decision). The table shows the results of calculating the t-test with the Statistical Program for Social Science (SPSS) version 25.0 for Windows. Criteria for testing or decision-making are determined based on the following formula, H_0 is rejected if $t\text{-count} > t\text{-table} > -t\text{-count}$, or $\text{sig.} \leq 0.05$ and an H_0 is accepted if $t\text{-count} \leq t\text{-table} \leq -t\text{-count}$, or $\text{sig.} > 0.05$. Determine the real level (α) = 5% = 0.05 and $F = (n-k-1) = 46$, so that the value of $t\text{-table} = (0.05; 46) = 2.013$ is obtained.

The Role of Online Customer Review, Brand Image, and Brand Trust on Purchase Decision of Sunscreen Product at Murni Cosmetic Store

| Variabel | Unstandardized Coefficients Beta | t hitung | Sig. |
|--------------------------------|----------------------------------|----------|-------|
| <i>Online customer reviews</i> | 0,376 | 4,108 | 0,000 |
| <i>Brand image</i> | 0,258 | 2,449 | 0,018 |
| <i>Brand trust</i> | 0,214 | 2,243 | 0,030 |

C.T-Test

Based on the calculation results in the table above, it can be explained that t-count (4.108) > t-table (2.013) with a significance level of 0.000 < 0.05, so H₀ is rejected and H_a is accepted which means that the online customer reviews variable has a significant positive effect on purchase decisions. The regression coefficient β_1 (customer reviews online variable) is 0.376, indicating that an increase in online customer reviews will increase purchase decisions for sunscreen products at Murni Cosmetics Store. T-count (2.449) > t-table (2.013) with a significance level of 0.018 < 0.05, so H₀ is rejected and H_a is accepted which means that the brand image variable has a significant positive effect on purchase decisions. The regression coefficient β_2 (brand image variable) is 0.258, indicating that an increase in the brand image will increase purchase decisions on sunscreen products at Murni Cosmetics Store. Based on Figure 4.7 above it can be explained that t-count (2.243) > t-table (2.013) with a significance level 0.030 < 0.05, so H₀ is rejected and H_a is accepted, which means that the brand trust variable has a significant positive effect on purchase decisions. The regression coefficient β_3 (brand trust variable) is 0.214, indicating that an increase in the brand trust will increase purchase decisions for sunscreen products at Murni Cosmetics Store.

IV. DISCUSSION

The Effect of Online Customer Reviews on Purchase Decisions

The effect of online customer reviews on purchase decisions is obtained t-count (4.108) > t-table (2.013) with a significance level of 0.000 < 0.05, so H₀ is rejected and H_a is accepted which means that the online customer reviews variable has a significant positive effect on purchase decisions. The regression coefficient β_1 (customer reviews online variable) is 0.376, indicating that an increase in online customer reviews will increase purchase decisions for sunscreen products at Murni Cosmetics Store 3. So the first hypothesis in this study is accepted. When shopping online, consumers tend to look at reviews because they are seen as something they can trust. However, reviews sometimes make someone reluctant to buy a product because the reviews given are not good. According to Najwah & Chasanah, (2022) online customer reviews encourage consumers to make a purchase process because they are influenced by indicators of the usefulness of reviews, review expertise, timeliness of reviews, number of reviews, review value, and completeness of reviews. The results of this study have the same result as research conducted by Halim & Tyra (2021), Rahmawati, et al (2022), and Atsila, et al (2020) which shows online customer reviews have a positive and significant effect on product purchase decisions

The Effect of Brand Image on Purchase Decision

The effect of brand image on purchase decisions is obtained by t-count (2.449) > t-table (2.013) with a significance level of 0.018 < 0.05, so that H₀ is rejected and H_a is accepted which means that the brand image variable has a significant positive effect on purchase decisions. The regression coefficient β_2 (brand image variable) is 0.258, indicating that an increase in brand image will increase purchase decisions for sunscreen products at Murni Cosmetics Store. the second hypothesis in this study is accepted. Brand image has a major influence in influencing consumer purchase decisions. The popularity of the brand and the company's ability to provide services and meet consumer needs greatly determine the impression of consumers or potential customers on the brand image. According to Arianty & Andira, (2021) brands that have a good image, their products tend to be more liked and easily accepted than brands that have a bad image or a neutral image. Brand image is often used as a reference by consumers in making purchase decisions when these consumers have no experience or knowledge about a product. The results of this study are by research conducted by Zulkarnain (2021), Hs, et al (2021), and Sari, et al (2021) who obtained research results that brand image has a positive and significant influence on purchase decisions.

The Effect of Brand Trust on Purchase Decisions

The effect of brand trust on purchase decisions is obtained t-count (2.243) > t-table (2.013) with a significance level of 0.030 < 0.05, so that H₀ is rejected and H_a is accepted which means that the brand trust variable has a significant positive effect on

The Role of Online Customer Review, Brand Image, and Brand Trust on Purchase Decision of Sunscreen Product at Murni Cosmetic Store

purchase decisions. The regression coefficient β_3 (brand trust variable) is 0.214, indicating that increasing brand trust will increase purchase decisions for sunscreen products at Murni Cosmetics Store 3. So the third hypothesis in this study is accepted. An individual who has used a product, then followed by others, has proven that the quality of the product is guaranteed, giving rise to a feeling of trust in the product (Pramezwarly et al., 2021). According to Siswanti & Prihatini, (2020) the better the brand trust that a product has, the higher the purchase decision that consumers will make to buy the product. The results of this study are in accordance with research conducted by Putri & Sari (2021), Pramezwarly, et al (2021), and Kuhu, et al (2019) which state that brand trust has a significant positive effect on purchase decisions.

V. CONCLUSIONS

Based on the results of data analysis and discussion, the conclusions obtained from the research results are as follows: Online customer reviews have a partially positive and significant effect on purchase decisions for sunscreen products at Murni Cosmetics Store, which indicates that the better the online customer reviews, the better the purchase decision for sunscreen products at Murni Cosmetics Store. Brand image has a partially positive and significant effect on purchase decisions for sunscreen products at Murni Cosmetics Store, which indicates that the better the brand image, the better the purchase decision for sunscreen products at Murni Cosmetics Store. Brand trust has a positive and significant partial effect on purchase decisions for sunscreen products at Murni Cosmetics Store, which indicates that the better the brand trust, the better the purchase decision for sunscreen products at Murni Cosmetics Store.

VI. SUGGESTIONS

Based on the results and conclusions that have been explained in the previous sections of this study, several suggestions can be formulated as follows: First, for further research it is expected to be able to add variables that can influence purchase decisions, and be able to expand the scope of research that is not only limited to sunscreen products at Murni Cosmetics Store or can also change research locations that are not only focused on one research location, so as to provide a more comprehensive view and can be implemented in general. Second, companies need to pay more attention to brand trust. To increase brand trust, companies can provide experience to consumers in the form of maintaining company loyalty with consumers. For example, the company provides customer service to respond to questions or complaints from consumers regarding the products produced by the company. By providing customer service, the company can trust by the public because it pays attention to consumers and potential customers. Third, Murni Cosmetics is expected to pay attention to online customer reviews, by increasing online customer reviews it can improve purchase decisions. Companies need to pay more attention to the brand image of sunscreen products at Murni Cosmetic Store, with a good brand image, purchase decisions for sunscreen products at Murni Cosmetics Store will also increase.

REFERENCES

- 1) Arianty, N., & Andira, A. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *MANNEGIO: Jurnal Ilmiah Magister Manajemen*, 4, 897.
- 2) Halim, A., & Tyra, M. J. (2021). Pengaruh Online Consumer Review dan Influencer Terhadap Keputusan Pembelian Produk di Marketplace Shopee. *Buletin Ekonomi: Manajemen, Ekonomi Pembangunan, Akuntansi*, 18(1), 99.
- 3) Kemenperin.Go.Id. *Perubahan Gaya Hidup Dorong Industri Kosmetik*. (2020). <https://kemenperin.go.id/artikel/21460/Perubahan-Gaya-Hidup-Dorong-Industri-Kosmetik>
- 4) Muryati, M., & Zebua, A. J. (2021). Analisis Pengaruh Citra Merek, Harga, dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Wardah. *Jurnal Ilmiah Universitas Batanghari Jambi*, 21(2), 748.
- 5) Mo, Z., Li, Y.-F., & Fan, P. (2015). Effect of Online Reviews on Consumer Purchase Behavior. *Journal of Service Science and Management*, 08(03), 419–424.
- 6) Najwah, J., & Chasanah, A. N. (2022). Pengaruh Viral Marketing, Online Consumer Reviews, Harga, dan Brand Ambassador Terhadap Keputusan Pembelian Secara Online Di Tokopedia. *BISECER (Business Economic Entrepreneurship)*, 5(2), 1–13.
- 7) Pramezwarly, A., Juliana, J., Winata, J., Tanesha, R., & Armando, T. (2021). Brand Trust dan Promosi Penjualan Terhadap Keputusan Pembelian Produk di Masa Covid-19. *Jurnal Perspektif*, 19(1), 24–31.
- 8) Putri, C. S., & Sari, S. N. (2021). Pengaruh Brand Trust dan Promosi Terhadap Keputusan Pembelian Starbucks Coffee di Mall of Indonesia (Studi Kasus Pada Masa Pandemi COVID-19). 1(6), 585–592.

The Role of Online Customer Review, Brand Image, and Brand Trust on Purchase Decision of Sunscreen Product at Murni Cosmetic Store

- 9) Siswanty, Y. E., & Prihatini, A. E. (2020). Pengaruh Electronic Word Of Mouth, Brand Image, dan Brand Trust Terhadap Keputusan Pembelian Kosmetik Sariayu Martha Tilaar (Studi Pada Konsumen Wanita Sariayu Martha Tilaar Yang Berada Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(3), 380– 388.
- 10) Zhang, K. Z. K., Xu, H., Zhao, S., & Yu, Y. (2018). Online Reviews and Impulse Buying Behavior: The Role of Browsing and Impulsiveness. In *Internet Research* (Vol. 28, Issue 3).
- 11) Zulkarnain, V. C. (2021). Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Produk Kacang Mayasi. *Performa*, 6(3), 207–216.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.