



Influence of Influencer Marketing, Online Customer Review, and Product Quality on Glad2glow Skincare Purchasing Decisions in Marketplace Shopee

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Abstract. *This study aims to analyze the influence of influencer marketing, online customer reviews, and product quality on purchasing decisions of Glad2glow skincare products on the Shopee marketplace. The data were collected through questionnaires distributed to 100 respondents who are consumers of the product, using a non-probability sampling method. The measurements scale applied in this study was a five-point Likert scale. The instrument testing results indicate that all questionnaire items are valid and reliable. The classic assumption tests confirm that the data are normal distributed and that the regression model is free from multicollinearity and heteroscedasticity problems. The results of this study indicates that influencer marketing does not have a significant effect on purchasing decisions of Glad2glow skincare products on the Shopee marketplace, online customer reviews have a positive and significant effect on purchasing decisions of Glad2glow skincare products on the Shopee marketplace and product quality has a positive and significant effect on purchasing decisions of Glad2glow skincare products on the Shopee marketplace.*

Keywords: *Influencer Marketing; Marketplace; Online Customer Review; Product Quality; Purchasing Decision.*

1. INTRODUCTION

The cosmetics industry Indonesia in 2025 is growing rapidly with a projected market potential of USD 9,7 billion and will grow by 4,33% annually until 2030. In terms of the number of business actors, it shows a significant increase where in 2020 there were 726 business actors and increased by more than 77% in 2024 to 1,292 with 83% being micro and small scale industries and 17% being medium and large industries (<https://ikm.kemenperin.go.id>).

One type of cosmetics that has the largest segment in the beauty category and personal care is skincare. This is driven by changes in people's lifestyles, who are paying more attention to their appearance through skin care, and the emergence of various brands. skincare local and increasingly aggressive electronic-based activities (e-commerce). The large number of skincare brands and locally marketed products has an impact on the increasingly tight business competition in the industry, making it important for marketers to study consumer purchasing behaviour. Several factors that influence purchasing decisions include influencers. marketing, online customer reviews, and product quality (Bhati, 2025; Fatya et al., 2024; Ulhab, 2022). Influencers marketing which is considered to have high credibility by consumers in terms of expertise, trustworthiness, and attractiveness, can increase consumer trust in the products offered and ultimately increase purchasing decisions (Djafarova & Rushworth, 2017).

Similarly, online customer review customer reviews are customer opinions in online stores or merchants that contain positive and negative reviews to provide information and recommendations about a product to other customers, thereby influencing purchasing decisions (Agustiningsih, 2023). Meanwhile, products that are assessed for quality based on aspects of performance, durability, suitability, perceived quality, aesthetics, and features can encourage increased online purchasing decisions. in e-commerce (L.Kurniawati, 2024). Despite the extensive research conducted, there are several factors that are inconsistent in understanding the impact of existing factors on purchasing decisions. For example, influencers marketing does not have a significant impact on purchasing decisions due to incompatibility with influencer selection (Ani & Huda, 2025). Meanwhile, online customer review does not always determine purchasing decisions. This situation can be caused by the reviews being consistently positive, so that consumers perceive that reviews that is fake review) (Ariyani et al., 2024). Another finding is that product quality does not have a significant effect on purchasing decisions, because consumers are more Affordable prices are considered when determining purchasing decisions (Farhanah et al., 2021). This difference or inconsistency indicates the need for further research into the relationship between factors and purchasing decisions, one of which is the purchase of Glad2glow skincare in the marketplace. Shopee.

Based on this phenomenon and the existence of research gaps from a number of previous studies, this research is important to be conducted in order to understand how consumers make purchasing decisions in a highly competitive digital environment by considering a number of components in digital marketing strategies and product quality.

2. THEORETICAL STUDY

Influencer Marketing on Purchasing Decisions

Influencer marketing influencing purchase decisions by utilizing influential figures to shape consumer perceptions in a more personal and trustworthy way, thus creating added value that encourages consumers to choose a product (Zabrina & Junaidi, 2023). The fit between the influencer and the promoted product creates consumer purchasing decisions (Grewal et al., 2017). The success of these two aspects brings the product closer to achieving its effective marketing goals (Samanta et al., 2025).

The results of the study prove that influencers marketing has a positive and significant influence on purchasing decisions (Poetri et al., 2024). Influencer popular have a significant influence in building consumer trust and purchasing interest through positive product

(Yuliansyah et al., 2024). These findings demonstrate that influencer strategies are effective. Effectively implemented marketing can increase purchasing decisions.

H1: Influencer marketing has a positive and significant effect on skincare purchasing decisions Glad2glow on the marketplace Shopee.

Online Customer Review of Purchasing Decisions

Online customer reviews are a digital marketing strategy that can influence consumer purchasing decisions, because they are written by customers who have purchased a particular product or service (Jimera et al., 2025). Online customer review it has been shown to play a significant role in improving purchasing decisions. The more positive the consumer reviews, the higher their likelihood of making a purchase (Saehu; et al., 2025).

The results of previous research concluded that online customer review has a significant influence on purchasing decisions (Ulhab, 2022). The more online customer review the more consumers do, the better it is for other consumers to make purchasing decisions (Najwah & Chasanah, 2023). Online customer review able to increase purchasing decisions as indicated by benefits, perceived convenience, and perceived evaluation (Fauziah et al., 2023). Online customer review become a force that shapes consumer behaviour because it builds an understanding of the complex relationship between online reviews and perceptions of product reliability (Chen, 2022).

H2: Online customers review has a positive and significant effect on skincare purchasing decisions Glad2glow on the marketplace Shopee.

Product Quality on Purchasing Decisions

Good product quality can build trust and a positive brand image, thus encouraging customers to make purchases. The quality offered by marketers creates a selling point that influences purchasing decisions (Apriani & Bahrin, 2021). High product quality results in a more positive consumption experience, which strengthens consumer satisfaction (Encomienda et al., 2024).

Product quality has been shown to have a positive and significant impact on purchasing decisions (Kurniawati & Nuvriasari, 2024). Quality products provide added value and differentiate themselves from other products, thus attracting consumers to make purchases (Fatya et al., 2024). Consumers will choose products with good quality because they believe that the product will provide high value and meet their expectations (Jati & Nuvriasari, 2024).

Therefore, product quality that meets consumer expectations will be able to increase consumer attraction to make repeat purchases (Verzosa et al., 2025).

H3: Product quality has a positive and significant influence on skincare purchasing decisions. Glad2glow on the marketplace Shopee.

Referring to the relationship between variables in this study, a research framework is prepared in Figure 1. Research Framework to provide a basis for testing in this study.

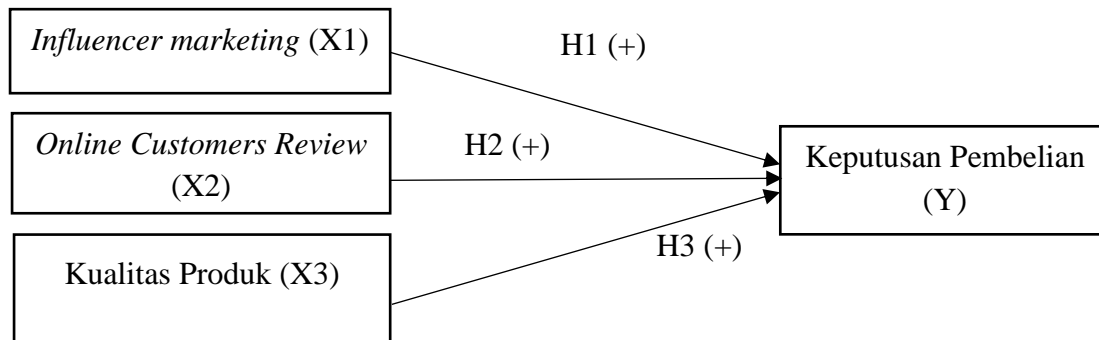


Figure 1. Research Framework.

3. RESEARCH METHODS

This study used quantitative methods aimed at testing hypotheses. The sample was determined using purposive sampling, with a sample size of 100 consumers who use and purchase Glad2glow skincare products on the marketplace Shopee. The data collection instrument used a questionnaire where each item was measured on a 5 point Likert scale from strongly disagree (score 1) to strongly agree (score 5). Influencer indicators marketing refers to research (Venciute et al., 2023) consisting of: (1) influencer experience (influencer experience), (2) influencer trust (influencer trustworthiness), (3) influencer attractiveness (influencer attractiveness), and (4) the usefulness of influencer content (influencer content usefulness). Meanwhile, the online indicator customer review refers to research (Guo et al., 2020; Wang et al., 2020) consists of: (1) emotional perception (perceived emotional), (2) perception of empathy (perceived empathy), (3) perception of cognitive effort (perceived cognitive effort), (4) perceived credibility (perceived credibility) and (5) diagnostic perception (perceived diagnostic). Furthermore, product quality indicators refer to research (Jati & Nuvriasari, 2024) consists of: (1) performance, (2) specification conformity, (3) durability, (4) reliability, (5) aesthetics, and (6) features. As well as purchasing decision indicators referring to research (Jati & Nuvriasari, 2024) consisting of: (1) product choice, (2) brand choice, (3)

distributor choice, (4) purchase time and (5) purchase amount. The data analysis tool uses Multiple Linear Regression Analysis.

4. RESULTS AND DISCUSSION

Based on the results of Table 1 of the validity test, it can be seen that all items in the influencer variable marketing (X1), online customer review (X2), product quality (X3) and purchasing decisions (Y) are declared valid, because all items used in the study have a calculated r greater than the table r , namely 0.161 and a significance value $< 0,05$.

Table 1. Validity Test.

Variables	Statement	r count	r table	Significant	Information
<i>Influencer</i>	X1.1	0.823	0.161	0,000	Valid
<i>Marketing</i> (X1)	X1.2	0.785	0.161	0,000	Valid
	X1.3	0.536	0.161	0,000	Valid
	X1.5	0.746	0.161	0,000	Valid
	<i>Online</i>	X2.1	0.758	0.161	0,000
<i>Customer</i> <i>Review</i> (X2)	X2.2	0.789	0.161	0,000	Valid
	X2.3	0.794	0.161	0,000	Valid
	X2.4	0.814	0.161	0,000	Valid
	X2.5	0.797	0.161	0,000	Valid
Product Quality (X3)	X3.1	0.772	0.161	0,000	Valid
	X3.2	0.724	0.161	0,000	Valid
	X3.3	0.751	0.161	0,000	Valid
	X3.4	0.693	0.161	0,000	Valid
	X3.5	0.643	0.161	0,000	Valid
	X3.6	0.653	0.161	0,000	Valid
Purchase Decision (Y)	Y.1	0.723	0.161	0,000	Valid
	Y.2	0.822	0.161	0,000	Valid
	Y.3	0.634	0.161	0,000	Valid
	Y.4	0.677	0.161	0,000	Valid
	Y.5	0.786	0.161	0,000	Valid

Table 2. Reliability Test.

Variables	Cronbach's Alpha	Critical Value	Information
<i>Influencer Marketing (X1)</i>	0.706	0.60	Reliable
<i>Online Customer Review (X2)</i>	0.849	0.60	Reliable
Product Quality (X3)	0.799	0.60	Reliable
Purchase Decision (Y)	0.781	0.60	Reliable

Based on Table 2, the results of the reliability test, it can be concluded that all research variables have a Cronbach's value. Alpha of more than 0,60 is declared reliable, which means that the research instrument has consistent results and can be used in research.

Table 3. Normality Test.

One- Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
		N	100
Normal Parameters ^{a,b}		Mean	.0000000
		Standard Deviation	1.90953479
Most Differences	Extreme	Absolute	.070
		Positive	.070
		Negative	-.069
		Test Statistics	.070
		Asymp. Sig. (2-tailed)	.200 ^{c,d}

Based on Table 3, the results of the normality test using one-sample Kolmogorov-Smirnov test in the table shows that the Asymp. Sig. (2-tailed) value is 0,200, which is greater than 0,05. Therefore, it can be concluded that the data in the study are normally distributed.

Table 4. Multicollinearity Test Results.

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	<i>Influencer Marketing</i>	0.651	1,537
	<i>Online Customer Review</i>	0.568	1,762
	Product Quality	0.518	1,931

a. Dependent Variable: Purchase Decision

Based on Table 4, the results of the multicollinearity test show that the influencer variable marketing, online customer review, product quality, and purchasing decisions each show a tolerance value greater than 0,10 and a VIF value > 10,00 so it can be concluded that the test results do not experience multicollinearity problems.

Table 5. Heteroscedasticity Test.

Model	Variables	Sig.
1	<i>Influencer marketing</i>	0.187
	<i>Online Customer Review</i>	0.131
	Product Quality	0.438

Based on Table 5, the results of the heteroscedasticity test using the Glejser test obtained a significance value with the influencer variable marketing of 0,187, online customer review of 0,131 and product quality of 0,438. Thus, all significance values are greater than $p > 0,05$, so it can be concluded that the study does not experience symptoms of heteroscedasticity.

Table 6. Multiple Linear Regression Test.

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4,443	1,952		2,276	.025
	<i>Influencer Marketing</i>	.147	.129	.106	1,135	.259
	<i>Online Customer Review</i>	.371	.096	.387	3,870	.000
	Product Quality	.242	.089	.283	2,703	.008

a. Dependent Variable: Purchase Decision

Based on Table 6, the results of the analysis using multiple linear regression analysis, the equation used is as follows:

$$Y = 4,443 + 0,147 X_1 + 0,371 X_2 + 0,242 X_3 + e$$

Based on Table 6 and the results of the analysis using the equation, the results obtained are that the constant value ($\beta_0 = 5,839$) shows that if the independent variable is an influencer marketing, online customer review, and product quality is zero, then the purchasing decision variable will have a value of 4,443. The X_1 coefficient of 0,099 indicates that the influencer variable marketing has a positive impact on purchasing decisions. This means that influencer assessment scores If marketing increases by one unit, the purchasing decision assessment score will increase by 0,147 units. The online regression coefficient X_2 customer review of 0,371 indicates that the online variable customer review has a positive direction towards purchasing decisions. This means if the assessment scores are online customer review increases by one unit, the purchasing decision assessment score will increase by 0,371 units. The regression coefficient of X_3 product quality of 0,242 indicates that the product quality variable has a positive effect on purchasing decisions. This means that if the product quality assessment score increases by one unit, the purchasing decision assessment score will increase by 0,242 units.

Table 7. t-test.

Model	t-test	Sig.	Information	Conclusion
<i>Influencer Marketing</i> On Purchasing Decisions	1,135	0.259	$p > 0.05$	Ha1 rejected
<i>Online Customer Review</i> On Purchasing Decisions	3,870	0,000	$p < 0.05$	Ha2 accepted

Model	t-test	Sig.	Information	Conclusion
Product Quality on Purchasing Decisions	2,703	0.008	$p < 0.05$	Ha3 accepted

Based on Table 7, the results of testing hypothesis 1 regarding the influence of influencers marketing on purchasing decisions, obtained with a calculated t-value of 1,135, less than the t-table of 1,661, and a significance value of 0,259 ($p > 0,05$). Testing of hypothesis 1 shows that Ho1 is accepted and Ha1 is rejected. Therefore, it is concluded that the influencer marketing does not have a significant influence on the purchasing decision of Glad2glow skincare products in the marketplace Shopee. Similarly, the results of testing hypothesis 2 regarding the influence of online customer review on purchasing decisions, the calculated t value was 3,870, which was greater than the t table value of 1,661, and the significance value was 0,000 ($p < 0.05$). Hypothesis 2 testing showed that Ho2 was rejected and Ha2 was accepted, so it was concluded that online customer review has a positive and significant influence on the purchasing decision of Glad2glow skincare products in the marketplace Shopee. Furthermore, based on the results of testing hypothesis 3 regarding the influence of product quality on purchasing decisions, with a calculated t-value of 2,703 exceeding the t-table of 1,661 and a significance value of 0,008 ($p < 0,05$). Testing hypothesis 3 shows that Ho3 is accepted and Ha3 is rejected, so it is concluded that product quality has a positive and significant effect on purchasing decisions for Glad2glow skincare products in the marketplace. Shopee.

Table 8. Determination coefficient test.

Model	R	R Square	Model Summary ^b	
			Adjusted R Square	Std. Error of the Estimate
1	.674 ^a	.455	.438	1.93914

a. Predictors: (Constant), Product Quality, Influencer Marketing, Online Customer Review
b. Dependent Variable: Purchase Decision

Based on the results of the determination coefficient analysis above, the Adjusted R Square value was obtained at 0,438. This information shows that the influencer variable marketing, online customer review, and product quality contribute 43% to the decision to purchase skincare products Glad2glow on the marketplace Shopee. While the rest is influenced by other variables not tested in this study.

5. CONCLUSION AND SUGGESTIONS

Based on the results of the discussion analysis, it can be concluded that influencers Marketing does not have a significant influence on the decision to purchase skincare products Glad2glow on the marketplace Shopee. Meaning influencer marketing is not a predictor of purchasing decisions, online customer reviews have a positive and significant influence on skincare product purchasing decisions Glad2glow on the marketplace Shopee. It means online customer review proven to be a determinant of purchasing decisions and product quality has a positive and significant influence on purchasing decisions for Glad2glow skincare products in the marketplace Shopee. This means that product quality has been proven to be a determining factor in purchasing decisions.

The results of the descriptive analysis show that the indicators on the influencer variable the marketing that is rated the lowest is influencer understand the products they promote on social media. Therefore, marketers are advised to improve the quality of promotional content by emphasizing educational, informative, and relevant aspects to consumer needs. Furthermore, marketers need to be more selective in selecting influencers with high credibility, experience in the skincare industry, and a fit with the characteristics of the target market so that promotional messages are more effective in increasing purchasing decisions. Similarly, indicators in the online variable customer the lowest-rated reviews were those where consumers considered some reviews to be poorly structured. Therefore, marketers are recommended to encourage consumers to provide more detailed, honest, and informative reviews, for example by offering incentives in the form of vouchers, Shopee coins, or loyalty programs. This effort is expected to improve the quality of reviews and thus assist potential consumers in their purchasing decisions. Furthermore, the lowest-rated indicators for product quality variables are perceptions of product safety and potential side effects. Therefore, companies are recommended to increase the transparency of product information by providing clearer explanations of active ingredients, benefits, safety certifications, and dermatological test results. Providing evidence based information is expected to increase consumer trust, security, and confidence in using Glad2glow skincare products, thereby encouraging increased purchasing decisions.

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