

EXAMINING THE EFFECTS OF BRAND IMAGE, ONLINE CUSTOMER REVIEWS, AND GREEN MARKETING ON ONLINE PURCHASE DECISIONS FOR THE BODY SHOP AMONG SHOPEE USERS IN DENPASAR

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Abstract: Technological developments, especially the internet and social media, have influenced many aspects of people's lives, including how they shop. In Indonesia, marketplace platforms such as Shopee facilitate consumers to buy products online, including beauty products such as body mist. This study aims to analyze the influence of brand image, online customer reviews, and green marketing on the purchase decision of The Body Shop body mist in Denpasar City, Indonesia. Using a quantitative approach, this study collected data from 120 respondents who purchased The Body Shop body mist online. Multiple linear regression analysis showed that brand image, online customer reviews, and green marketing had a positive and significant effect on purchasing decisions. Brand image strengthened consumers' purchase intentions, while online reviews and the implementation of green marketing also increased trust and purchase interest. The results of this study provide insight into the importance of these factors in driving purchasing decisions on e-commerce platforms, particularly Shopee. This study suggests that companies should improve their brand image through education about sustainability, collaborate with influencers to increase positive reviews, and maximize green marketing strategies to boost interest in purchasing The Body Shop body mist products.

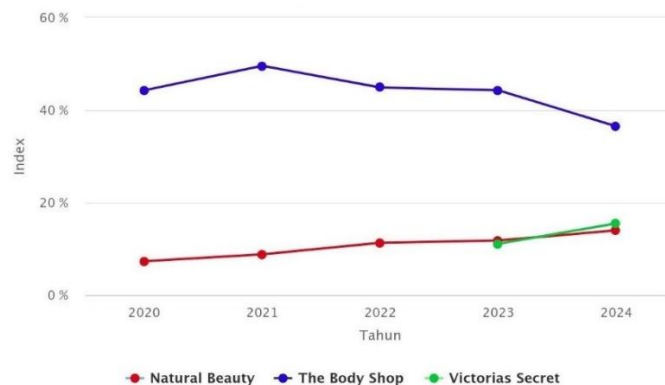
Keywords: brand image, online customer review, green marketing, purchase decision

INTRODUCTION

Rapid technological developments have changed many aspects of people's lives, especially in terms of lifestyle and habits. The internet, as an important part of technological progress, makes it easy for Indonesians to access information quickly, especially through social media (Firdaus et al., 2023) . In addition, technology also influences the way people shop, with many consumers now choosing to shop online through platforms such as marketplaces (Daga et al., 2023)). According to a survey, Indonesia ranks 9th globally with 59.3% of its users frequently making online purchases.

Marketplaces, as internet-based business transaction platforms, facilitate the buying and selling process without the need to go to a physical store. Platforms such as Shopee, Tokopedia, Lazada, and Bukalapak provide the public with various features, ranging from prices to product reviews. Shopee, for example, is the most visited platform, with more than 158 million visits. On the other hand, beauty

products, including perfumes and body mists, are increasingly in demand, with products from brands like The Body Shop gaining recognition. These products reflect the public's growing interest in aesthetics and appearance as part of personal expression and self-confidence enhancement. (Iryani & Fauzan, 2023).



Source: Top Brand Award (2024)

Figure 1

Top Brand Index Category: Body Mist

The decline in sales of Body Mist from The Body Shop over the past three years shows that although this product has a strong position in the body mist category, its sales are not always stable. Based on Top Brand Index (TBI) data, despite an increase in 2021, the TBI figure continues to decline for body mist products, even reaching 36.50% in 2023. This indicates a decline in purchasing interest even though the brand image and product remain popular.

The Body Shop itself recently closed stores in the United States and Canada, further highlighting this phenomenon. One factor that influences purchasing decisions is brand image, which reflects consumers' perceptions of a brand. Brand image plays a role in creating a positive impression that underlies purchasing decisions, which is in line with previous research showing a relationship between brand image and purchasing decisions. However, some studies also show that brand image does not always have a significant effect on purchasing decisions, as found by Yudistira (2022) and Yunita & Indriyatni (2022).

Online customer reviews also influence purchasing decisions. Online customer reviews serve as a form of electronic word of mouth (eWOM) that influences potential consumers' perceptions of a product. Research conducted by Arief et al. (2023) and Tryeana et al. (2023) shows that the more positive reviews there are, the more likely consumers are to make a purchase. However, there is also research that shows that online reviews do not always influence purchasing decisions, as found by Ghoni & Soliha (2022) and Putri et al. (2023).

Another factor that plays a role is green marketing. The Body Shop is known as a brand that implements the concept of green marketing with environmentally

friendly products, uses natural ingredients, and does not test on animals. Research conducted by Genoveva & Samukti (2020), Asyhari & Yuwalliatin (2021), and Alfian et al. (2023) shows that green marketing has a positive influence on purchasing decisions. However, several other studies, such as those conducted by Mahendra & Nugraha (2021) and Hermawan et al. (2023), show that green marketing does not have a significant effect on purchasing decisions.

The research gap found shows inconsistent results, with some stating a significant effect and others not. Therefore, it is important to retest these variables to determine their effect in the context of purchasing The Body Shop products, especially on e-commerce platforms such as Shopee. In addition, the focus of this study is limited to consumers in Denpasar City who are quite familiar with The Body Shop products.

LITERATURE

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was developed by Ajzen (1991) as an evolution of the Theory of Reasoned Action (TRA), focusing on the analysis of individual actions influenced by attitudes, subjective norms, and perceived behavioral control. According to Ajzen (2005), the main components of TPB include attitude toward behavior, subjective norm, and perceived behavioral control. TPB can be used to analyze consumer behavior in purchasing decisions.

Brand Image

Brand image is consumers' perception of a brand that can influence their purchasing decisions. Brand image is formed from consumers' experiences with the product and the information they receive about the brand (Ali et al., 2023). A good brand image among consumers will increase consumer confidence in making purchasing decisions (Angeline et al., 2023). According to Imbayani & Prayoga (2023), there are three indicators of brand image, namely superiority, strength, and uniqueness.

Online Customer Reviews

Online customer reviews are valuable information about products. Positive reviews can increase potential buyers' trust, while negative reviews can deter purchases. With the advancement of digital marketing, these reviews have become an effective promotional tool to assist consumers in decision-making (Regina et al., 2021). According to Rahmawati et al., (2022) there are several indicators in online customer reviews, namely Awareness, Frequency, Comparison, and Effect.

Green Marketing

Green marketing is the marketing of environmentally friendly products, focusing on sustainability and reducing negative impacts on the environment

(Alharthey, 2019). Green marketing can be described as a company's efforts to create, promote, package, and recover products in a manner that is sensitive or responsive to environmental issues. According to Sukiman (2021) in Zunaini et al., (2023) there are four indicators in green marketing, namely green product, green price, green place, and green promotion.

Purchase Decision

A purchase decision is a process that occurs when consumers evaluate a particular product or brand based on their needs (Suryani & Lusiah, 2023). The decision to buy can lead to how the decision-making process is carried out (Imbayani & Astiti, 2022). The actions of individuals who are directly involved in making decisions to purchase goods offered by sellers (Gunawan et al., 2022:8). According to Kotler (2021), there are four indicators in purchasing decisions, namely product stability, purchasing habits, recommendations from others, and repeat purchases.

Hypothesis

Brand image reflects the first impression that a brand or product gives to consumers and forms the basis for purchasing. Hartono et al. (2021) explain that brand image is a tool for displaying the value and superiority of a brand to consumers. Previous studies such as Angeline et al. (2023), Imani et al. (2023), and Khasanah et al. (2022) show that a positive brand image can increase consumer trust and purchasing decisions.

Hypothesis 1: Brand image has a positive effect on purchasing decisions.

Online customer reviews are reviews given by consumers about products or services on online platforms, which can be positive or negative comments. These reviews provide additional information that helps consumers make decisions. Research by Kamisa et al. (2022) and Rinaja et al. (2022) shows that good reviews can increase consumer confidence, which in turn encourages them to buy products. Research by Arief et al. (2023) and Tryeana et al. (2023) also found similar results.

Hypothesis 2: Online customer reviews have a positive effect on purchasing decisions.

Green marketing is a marketing strategy that focuses on environmentally friendly aspects, aiming to protect and preserve the environment. This concept is becoming increasingly important as consumer awareness of environmental issues grows. Research by Genoveva & Samukti (2020), Asyhari & Yuwalliatin (2021), and Alfian et al. (2023) shows that the implementation of green marketing can influence purchasing decisions because consumers prefer environmentally friendly products.

Hypothesis 3: Green marketing has a positive effect on purchasing decisions.

RESEARCH METHOD

This research was conducted in Denpasar City, which was chosen as the research location because it made it easier to determine clear research objects and objectives. Quantitative data was obtained from questionnaires, while qualitative data was obtained through interviews and information from companies. The research population was consumers in Denpasar City, and the sample was taken using purposive sampling, involving 120 respondents aged at least 17 years old, who had purchased The Body Shop body mist online and resided in Denpasar City. Data collection was carried out using a questionnaire containing a Likert scale to measure the attitudes and perceptions of respondents. The data analysis technique used was multiple linear regression analysis to produce valid and accurate results regarding the factors that influence the decision to purchase body mist in Denpasar City.

RESULTS AND DISCUSSION

Research Instrument Testing

Research instrument testing was conducted through validity and reliability tests to ensure the accuracy and consistency of the questionnaire. In the pre-test stage, which involved 30 respondents, the validity test showed that all statement items had a correlation coefficient of more than 0.30, thus declaring them valid. The reliability test using Cronbach's Alpha score showed results above 0.60, indicating that the research instrument was reliable. After that, a post-test was conducted with 120 respondents, and the validity test results showed a correlation coefficient of more than 0.30 for all items, while the reliability test showed a Cronbach's Alpha value of more than 0.60, so the research instrument was declared reliable and valid for use.

Descriptive Analysis

This study involved 120 respondents residing in Denpasar City who had purchased The Body Shop body mist online through Shopee. Respondent characteristics were based on several demographic variables, including gender, age, domicile, occupation, and income. The majority of respondents were female (91.7%) and aged between 17 and 22 years (49.2%). Most respondents resided in North Denpasar (30%), with the majority working as students (41.7%) and private employees (38.3%). In terms of income, most respondents had an income between IDR 1,000,000 and IDR 3,000,000 (46.7%).

The description of respondents' answers related to the research variables shows that the average scores for the variables of brand image, online customer reviews, green marketing, and purchase decisions were all in the "good" category. Specifically, purchase decisions had the highest average score on the third indicator (3.83), while the fourth indicator had the lowest score (3.32). The variables of brand image, online customer reviews, and green marketing also showed average values

above 3.5, with certain indicators reaching higher values, reflecting respondents' positive perceptions of these aspects in influencing their purchasing decisions.

Results of Multiple Linear Regression Analysis

Table 1
Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.868	1.534		1.217	0.226
	Brand image	0.249	0.125	0.181	1.987	0.049
	Online Customer Review	0.284	0.087	0.341	4.171	0.000
	Green Marketing	0.292	0.107	0.244	2.732	0.007

a. Dependent Variable: Purchase Decision

Source: Processed data, 2024

Based on Table 1, the regression equation obtained is as follows: $Y = 1.868 + 0.249 X_1 + 0.284 X_2 + 0.292 X_3$. This regression equation provides information about the influence of brand image (X_1), online customer reviews (X_2), and green marketing (X_3) on purchasing decisions (Y). The value of $\alpha = 1.868$ indicates that if brand image, online customer reviews, and green marketing remain constant, the purchase decision will be 1.868. The value of $b_1 = 0.249$ indicates that if online customer reviews and green marketing remain constant, the better the brand image, the higher the purchase decision will be. The value of $b_2 = 0.284$ () means that if brand image and green marketing remain constant, the better the online customer review, the higher the purchase decision will be. Meanwhile, the value of $b_3 = 0.292$ indicates that if brand image and online customer review remain constant, the better the green marketing, the higher the purchase decision will be.

Results of Classical Assumption Testing

The normality test, which aims to determine whether the data is normally distributed or not, was conducted using the Kolmogorov-Smirnov (K-S) test with a significance level of 5%. Based on the results, the Asymp. Sig. (2-tailed) value was 0.200, which is greater than 0.05. This indicates that the data is normally distributed, so the regression model meets the normality assumption.

The multicollinearity test aims to test for correlations between independent variables in the regression model. The Tolerance value for each independent variable is greater than 0.10, namely 0.664 for brand image, 0.826 for online customer reviews, and 0.691 for green marketing. Meanwhile, the Variance Inflation Factor (VIF) value for each variable is less than 10, namely 1.505 for brand image, 1.210 for

online customer reviews, and 1.448 for green marketing. This indicates that there is no multicollinearity between independent variables in the regression model.

A heteroscedasticity test was conducted to examine whether there was variance heterogeneity in the regression model. Based on the results of the heteroscedasticity test using the Glejser test, the significance values obtained were 0.978 for the brand image variable, 0.110 for online customer reviews, and 0.508 for green marketing. Since the significance values for all three variables were greater than 0.05, it can be concluded that there was no heteroscedasticity in the regression model.

Model Fit Test (F Test)

Table 2
Model Fit Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	457.754	3	152.585	21.765	0.000 ^b
	Residual	813.238	116	7.011		
	Total	1270.992	119			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Green Marketing, Online Customer Review, Brand Image						

Source: Processed data, 2024

Based on Table 2, which shows a calculated F significance value of 0.000 < 0.05, H_0 is rejected. This means that brand image, online customer reviews, and green marketing have a significant simultaneous effect on purchasing decisions, or the model used in regression is considered valid for use, so it can proceed to partial testing or t-testing.

Multiple Correlation Analysis

Table 3
Multiple Correlation Test Results

Model Summary ^b	
Model	R
1	0.600 ^a

Source: Processed data, 2024

A multiple correlation coefficient of 0.600 indicates a strong relationship between the three independent variables (brand image, online customer reviews, and green marketing) simultaneously with the dependent variable (purchase decision). In other words, the combination of these three factors has a significant and interrelated influence on consumer purchase decisions. A correlation range between 0.60 and 0.799 is generally considered a strong, though not perfect, relationship. This

indicates that although there is a fairly strong relationship between these three variables and purchasing decisions, there are still other factors that influence purchasing decisions that may not be covered in this model. These results indicate that brand image, online customer reviews, and green marketing play an important role and contribute significantly to the purchasing decisions made by consumers.

Analysis of the Coefficient of Determination (Adjusted R Square)

Table 4
Determination Test Results

Model Summary ^b			
Model	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.360	0.344	2.64777
a. Predictors: (Constant), Green Marketing, Online Customer Review, Brand Image			
b. Dependent Variable: Purchase Decision			

Source: Processed data, 2024

The Adjusted R Square value is 0.344, meaning that the influence of brand image, online customer reviews, and green marketing on purchase decisions is 34.4%, while 65.6% is influenced by factors outside the model.

t-test

Table 5
t-Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.868	1.534		1.217	0.226
	Brand Image	0.249	0.125	0.181	1.987	0.049
	Online Customer Review	0.361	0.087	0.341	4.171	0.000
	Green Marketing	0.292	0.107	0.244	2.732	0.007
a. Dependent Variable: Purchase Decision						

Source: Processed data, 2024

The Effect of Brand Image on Purchase Decision

Brand image has a positive and significant effect on the decision to purchase The Body Shop body mist online. The t-test results show a positive regression coefficient of 0.249 with a significance value of 0.049, which is smaller than $\alpha = 0.05$, indicating that the better the brand image, the higher the consumer's decision to purchase the product. The assessment of the three brand image indicators, namely superiority, strength, and uniqueness, showed positive results, with average scores

of 3.53 and 3.82, respectively, indicating that consumers consider The Body Shop to have competitive superiority, a trusted brand strength, and unique products. Overall, the average total brand image score reached 3.62, which is categorized as "good." Based on the Theory of Planned Behavior (TPB), a strong brand image influences consumer attitudes toward products, supports favorable subjective norms, and increases behavioral control, which ultimately strengthens consumers' purchase intentions. The results of this study are in line with previous studies showing that brand image has a positive effect on purchasing decisions. The results of this study are in line with the research of Angeline et al. (2023), Imani et al. (2023), and Khasanah et al., (2022) , which states that brand image has a positive effect on purchasing decisions.

The Influence of Online Customer Reviews on Purchase Decisions

Online customer reviews have a positive and significant influence on the decision to purchase The Body Shop body mist online, as seen from the positive regression coefficient of 0.284 and a significance value of $0.000 < \alpha = 0.05$. The better the online reviews, the more likely consumers are to purchase the product. The analysis shows that factors such as awareness, frequency, comparison, and effect of online reviews, all of which have high average scores, play an important role in increasing awareness and influencing purchasing decisions. A positive brand image also reinforces this influence, encouraging consumers to be more confident in purchasing the product. In the context of the Theory of Planned Behavior (TPB), online reviews form a positive attitude (), subjective norms, and increase perceived behavioral control, which ultimately encourages better purchasing decisions. The results of this study are supported by research conducted by Arief et al., (2023), Tryeana et al., (2023) Wilis & Faik (2022) which states that online customer reviews have a positive effect on purchasing decisions.

The Influence of Green Marketing on Purchase Decisions

Green marketing has a positive and significant influence on the decision to purchase body mist from The Body Shop online. This can be seen from the positive regression coefficient value and low significance, which indicates that the better the green marketing strategy, the greater the likelihood of consumers purchasing products online. Descriptive analysis shows that aspects of green marketing such as green product, green price, green place, and green promotion have good averages, with the green promotion indicator achieving the highest value. Although product distribution (green place) can still be improved, overall, green marketing has a positive impact on purchasing decisions. The Theory of Planned Behavior (TPB) explains this influence through positive attitudes toward environmentally friendly products, subjective norms from the social environment, and behavioral control that makes it easier for consumers to purchase sustainable products. The results of this

study support the findings of previous research conducted by Genoveva & Samukti (2020) , Asyhari & Yuwalliatin (2021) and Alfian et al., (2023) which state that green marketing influences purchasing decisions.

CONCLUSION AND LIMITATIONS

Conclusion

This study draws several conclusions regarding the influence of brand image, online customer reviews, and green marketing on the decision to purchase Body Mist by The Body Shop online. Partially, it shows that brand image has a positive and significant effect on purchasing decisions, meaning that the better the brand image, the higher the decision to purchase body mist. Second, online customer reviews also have a positive and significant effect, indicating that the better the customer reviews, the higher the purchase decision, and green marketing has a positive and significant effect, where an increase in green marketing will increase the purchase decision for body mist.

To improve brand image, companies can highlight the value of sustainability and the importance of protecting the environment in their body mist products, as well as create interesting educational videos that promote natural ingredients and their positive effects on skin health and the environment. Second, to improve online customer reviews, companies can collaborate with influencers or reviewers who are able to compare products objectively, as well as follow the growing trend of beauty-s on social media. Third, regarding green marketing, companies can improve their marketing strategies by educating consumers about empty packaging or product waste return programs, as well as collaborating with influencers who support plastic-free campaigns. By considering these suggestions, it is hoped that companies can increase online purchases of The Body Shop body mist.

Limitations

This study has several limitations, including being restricted to the variables of brand image, online customer reviews, and green marketing in influencing purchasing decisions. There are other factors that can influence purchasing decisions that are not covered in this study. In addition, this study only covers consumers residing in Denpasar City with a limited number of samples. Therefore, future researchers are expected to expand the scope of the study by involving other relevant variables and using additional theories to provide new perspectives in the analysis.

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