

ONLINE REVIEWS, RATINGS, AND BRAND IMAGE IN SHAPING GENERATION Z'S PURCHASE DECISIONS: EVIDENCE FROM THE ORIGINOTE CONSUMERS IN DENPASAR

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ABSTRACT

The purpose of this study is to analyze how online customer reviews, online customer ratings, and brand image influence purchasing decisions for The Originote products on the TikTok Shop platform. This study focuses on understanding the digital factors that influence consumer behavior, particularly among Gen Z in Denpasar as an active group of social media and e-commerce users. This study employs a quantitative method using non-probability sampling (accidental sampling), involving 112 respondents. The data was collected through a questionnaire distributed to Gen Z customers of The Originote in Denpasar, which had undergone validity, reliability, and classical assumption tests, and was subsequently analyzed using multiple linear regression. The research results demonstrate that online customer reviews, online customer ratings, and brand image significantly contribute to purchasing decisions. This means that the better the customer reviews, the higher the product ratings, and the stronger the brand image perceived by consumers, the more likely they are to purchase The Originote products on TikTok Shop.

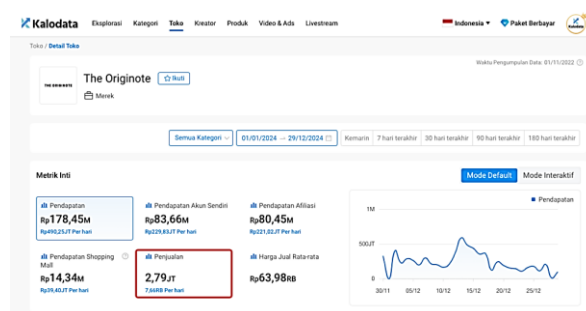
Keywords: online customer reviews, online customer ratings, brand image, purchasing decisions, gen Z

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1. INTRODUCTION

The development of the internet has shifted consumer shopping behavior from offline to online through e-commerce and social media, as product information is now easily accessible without the constraints of distance or time, allowing the process of searching, comparing, and purchasing to be completed quickly via smartphones (Damayanti et al., 2023). Consequently, purchasing decisions are increasingly influenced by real-time information, reviews, and digital recommendations. In addition to platforms like Shopee, Lazada, and Tokopedia, social media has also transformed into a transaction channel; TikTok, which originally started as a creative content app, has rapidly expanded through TikTok Shop as a social commerce platform offering easy access and an interactive shopping experience.

The Originote is a skincare brand focused on basic skincare products based on the principles of efficiency, simplicity, and natural ingredients. The brand's development is specifically tailored to the needs of consumers in Southeast Asia, taking into account local climate conditions and consumer habits. The Originote positions itself as a skincare brand offering affordable, minimalist, and effective products, aligning with the needs of urban consumers seeking practical yet high-quality skincare. The Originote's marketing strategy heavily leverages digital platforms, particularly social media and e-commerce, enabling direct interaction with consumers and fostering a loyal user community. The brand's popularity continues to rise as it expands across various marketplaces, supported by positive reviews and high product ratings, which further solidify its brand image in consumers' minds.



Source: Kalodata (2024)

Figure 1. The Originote Product Sales Data on TikTok Shop

According to data from Kalodata (2024), The Originote ranks first in sales on the TikTok Shop platform in Indonesia. The Originote's official store is recorded as the account with the highest sales performance nationwide, with all marketed products being exclusive to the brand. As of the end of December 2024, The Originote's official account had garnered 2.03 million followers, with total sales reaching 2.79 million units throughout 2024. Historically, total sales have reached 16.3 million units since the store went live, with a Gross Merchandise Value (GMV) of Rp178.45 billion. Additionally, The Originote's official store received a 4.9-star rating out of 5, reflecting an extremely high level of customer satisfaction.



Source: Kompas.co.id (2024)

Figure 2. Top 3 Beauty Care Brands

However, data from the Indonesian E-commerce FMCG Report for the First Half of 2024, released by Kompas.co.id, indicates competitive dynamics within the beauty care industry. Of the top three brands in this category, two are global brands that experienced a decline in sales value: Skintific and The Originote. Skintific recorded a market share of 3.6 percent with a 9.6 percent decline in sales, while The Originote achieved a market share of 1.8 percent with a 9.2 percent decline in sales. Conversely, the local brand Wardah actually saw a 10.5 percent increase in sales with a 2 percent market share. This situation indicates that even though The Originote has strong sales performance on TikTok Shop, industry competition still demands sustainable marketing strategies to maintain consumer purchasing decisions.

Online customer reviews are understood as informal evaluations provided by consumers regarding specific products or services through digital media. These reviews constitute a form of electronic word of mouth that offers additional information to prospective consumers during the purchasing decision-making process (Anggraini et al., 2025). Online customer reviews contain consumers' real-life experiences regarding the quality, strengths, and weaknesses of products they have used, thereby helping prospective buyers assess whether a product aligns with their needs and preferences (Murti & Santosa, 2025). Several studies conclude that online customer reviews have a positive and significant influence on purchasing decisions (Parasdita & Kurniasari, 2025). Similar findings were also reported by Dalimunthe et al., (2024) and Fitria et al., (2025). However, different results were found in the study by Kuncoro and

Suharti (2024), which stated that online customer reviews do not have a significant effect on purchasing decisions. A similar conclusion was also presented by Murti and Santosa (2025).

Online customer ratings are a form of consumer evaluation of products or services presented in the form of visual symbols, such as stars. Ratings reflect consumers' psychological and emotional experiences while interacting with products in a digital environment (Herdiana et al., 2025). Ratings also serve as collective feedback that provides an average picture of consumer assessments of the quality of the seller's products or services (Khotimmah et al., 2024). A number of studies state that online customer ratings have a positive and significant effect on purchasing decisions (Usmiati et al., 2023). Consistent results were also found by Lumansik and Kusuma (2025) and Nurhabibah et al. (2022). However, the study by Ariyani et al. (2024) showed that online customer ratings have a negative effect on purchasing decisions, while Kausaha et al. (2023) stated that ratings have no significant partial effect.

Brand image is understood as the set of beliefs, perceptions, and impressions consumers hold about a brand that are embedded in their memory and remain relatively consistent over the long term (Fatya et al., 2024). Brand image plays a crucial role in influencing purchasing decisions because consumers tend to consider a brand's reputation and customer reviews as the basis for assessing a product's quality and credibility. Several studies indicate that brand image has a positive and significant influence on purchasing decisions (Thalib & Wardani, 2025). Similar findings were also reported by Nainggolan et al., (2025) and Imani et al., (2023). However, different results were found in the study by Fitria et al. (2023), which stated that brand image does not have a significant effect on purchasing decisions. The same conclusion was also reported by Kurniawati et al. (2024).

A purchase decision is an evaluation process undertaken by consumers when selecting one product alternative from various available options. This process involves information search, evaluation of alternatives, and the final action of making a purchase (Anggraini et al., 2025). A purchase decision is also understood as part of consumer behavior encompassing all activities before and after the purchase of a product or service (Fatya et al., 2024). This process is influenced not only by rational considerations but also by psychological and social factors inherent in consumers.

2. LITERATURE AND HYPOTHESIS

Theory of Planned Behavior (TPB)

The Theory of Reasoned Action (TRA), developed by Ajzen and Fishbein in 1980, was later updated to the Theory of Planned Behavior (TPB) in 1988. This theoretical development was undertaken to address the limitations of TRA in explaining individual behavior that is not entirely under the individual's volitional control. TPB emphasizes that a person's intention is the primary factor influencing behavior, where that intention is shaped by attitudes toward the behavior, subjective norms, and perceived behavioral control. Thus, TPB explains that individual behavior, including consumption behavior, is heavily influenced by an individual's beliefs and perceptions regarding an action to be performed.

Online Customer Reviews

Online shopping gives consumers a wide range of product choices, yet the product information provided by sellers remains limited. Information from sellers focuses more on product attributes and specifications that describe product performance based on technical standards (Rahman, 2022). Online customer reviews are considered more capable of providing relevant information to fellow consumers because other users provide reviews voluntarily; thus, online customer reviews can provide reasons that support consumers in making purchasing decisions (Ovaliana and Mahfudz, 2022).

Online Customer Rating

Online customer ratings are understood as consumer opinions expressed on a scale, typically using star ratings on online stores (Komariyah, 2022). The more stars a customer gives, the higher the seller's rating. This rating is another type of opinion provided by many people and serves as an average evaluation from

buyers (Graciafernandy & Almayani, 2023). Thus, online customer ratings can be interpreted as consumers' assessments of products purchased on online stores using a star scale.

Brand Image

Brand image is the perception and belief that consumers hold regarding a brand, reflected through associations embedded in consumers' memories. Brand image often emerges first when consumers hear a brand's name or slogan and becomes firmly rooted in their minds. Additionally, brand image encompasses the name, terms, signs, symbols, designs, or a combination of all these elements that serve to identify and distinguish a company's products or services from those of its competitors (Arianty and Andira, 2021).

Hypothesis

The Impact of Online Customer Reviews on Purchasing Decisions

Online customer reviews are reviews written by consumers based on their experiences after using a product. Comprehensive, relevant, and accurate reviews can increase consumer trust in the products offered (Schepers, 2015). The influence of online customer reviews on purchasing decisions can be explained through the Theory of Planned Behavior (TPB), in which consumer reviews can foster a positive attitude toward the product, influence subjective norms through recommendations from other users, and enhance the perception of behavioral control in the purchasing decision-making process. Parasdita & Kurniasari (2025) state that online customer reviews have a positive and significant effect on purchasing decisions; similar results were also found by Dalimunthe et al., (2024), Nugroho et al., (2024), and Fitria et al., (2025). Based on these assumptions, the following hypothesis is proposed:

H₁: Online customer reviews have a positive effect on purchasing decisions.

The Effect of Online Customer Ratings on Purchase Decisions

Online customer ratings are consumer evaluations in the form of scores or stars given after purchasing a product. High ratings indicate good product quality and can increase consumer confidence in making purchasing decisions (Engler et al., 2015). From the perspective of the Theory of Planned Behavior (TPB), online customer ratings influence consumers' subjective norms and perceived behavioral control. Positive evaluations from other consumers can create social pressure that encourages prospective buyers to make a purchase. Lumansik & Kusuma (2025) state that online customer ratings have a positive and significant effect on purchasing decisions; similar results were also found by Usmiati et al., (2023) and Nurhabibah et al., (2022). Based on these assumptions, the following hypotheses are proposed:

H₂: Online customer ratings have a positive effect on purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image is consumers' perception of a brand formed through experience, promotion, and consumer interaction with the product. Brands with a good reputation and high recognition make it easier for consumers to make purchasing decisions (Anggraini, 2016). The influence of brand image on purchasing decisions can also be explained through the Theory of Planned Behavior (TPB), particularly regarding the attitude toward behavior aspect. A positive brand image fosters a favorable attitude toward the product and enhances the belief that the purchasing decision made is appropriate. Thalib & Wardani (2025) support this finding, where brand image was proven to have a positive and significant influence on purchasing decisions. Research results from Nainggolan et al., (2025), Riliantika et al., (2023), and Imani et al., (2023) also show similar results. Based on these assumptions, the following hypothesis is proposed:

H₃: Brand image has a positive effect on purchasing decisions.

3. RESEARCH METHODS

This study was conducted among Gen Z customers of The Originote products in Denpasar City via the TikTok Shop platform. The variables examined include online customer reviews, online customer ratings, brand image, and purchasing decisions regarding The Originote products on TikTok Shop. The population

consists of Gen Z customers of The Originote in Denpasar City, with a sample of 112 respondents selected using non-probability sampling (accidental sampling). To collect the data, a questionnaire will be distributed to Gen Z customers of The Originote in Denpasar to measure the respondents' attitudes, beliefs, and perceptions using a Likert scale. Data analysis will involve reliability and validity testing, multiple linear regression, classical assumptions, and the coefficient of determination (R^2).

4. RESULTS AND DISCUSSION

Research Instrument Validation

a. Validity Test

Table 1. Instrument Validity Test Results

No	Variable	Pearson Correlation	Description
1	Online Customer Review (OCRV)	0.936	Valid
		0.897	Valid
		0.815	Valid
2	Online Customer Rating (OCRT)	0.866	Valid
		0.858	Valid
		0.675	Valid
3	Brand Image (BI)	0.884	Valid
		0.931	Valid
		0.851	Valid
		0.850	Valid
4	Purchase Decision (PD)	0.730	Valid
		0.802	Valid
		0.767	Valid
		0.713	Valid

Source: Processed data, 2025

All indicators in this study are considered valid because each item of the variable has a correlation value > 0.30.

b. Reliability Test

Table 2. Instrument Reliability Test Results

No	Variable	Cronbach's Alpha Value	Description
1	Online Customer Review (OCRV)	0.859	Reliable
2	Online Customer Rating (OCRT)	0.719	Reliable
3	Brand Image (BI)	0.902	Reliable
4	Purchase Decision (PD)	0.744	Reliable

Source: Processed data, 2025

Each question yielded a Cronbach's Alpha value > 0.60, indicating the questionnaire's reliability.

Classical Assumption Test

a. Normality Test

Table 3. Normality Test Results

	Unstandardized Residual
N	112
Asymp. Sig. (2-tailed)	0.200

Source: Processed data, 2025

The two-tailed significance level of 0.200 is > 0.05 . The model is considered to meet the normality criteria and is reliable for interpretation and decision-making because it indicates that the residuals are normally distributed.

b. Multicollinearity Test

Table 4. Multicollinearity Test Results

Independent Variables	Tolerance	VIF Value	Description
Online Customer Review (OCRV)	0.357	2.803	Free of Multicollinearity
Online Customer Rating (OCRT)	0.414	2.413	Free of Multicollinearity
Brand Image (BI)	0.731	1.369	Free of Multicollinearity

Source: Processed data, 2025

Each independent variable is free of multicollinearity, as indicated by Tolerance (> 0.1) and VIF (< 10). The model is therefore considered suitable for further analysis because the independent variables do not exhibit strong linear relationships.

c. Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Independent Variables	Sig.	Description
Online Customer Review (OCRV)	0.294	No Heteroscedasticity
Online Customer Rating (OCRT)	0.267	No Heteroscedasticity
Brand Image (BI)	0.985	No Heteroscedasticity

Source: Processed data, 2025

All independent variables have a significance level above 0.05. This indicates that the absolute values and these independent variables are not significantly correlated. Therefore, it can be concluded that the data does not show signs of heteroscedasticity.

Data Analysis Results

Table 6. Summary of Multiple Linear Regression Analysis Results

Variables	Regression Coefficient	Beta	t-value	Sig.
Constant	4.553		4.307	0.000
Online Customer Review (OCRV)	0.335	0.338	3.280	0.001
Online Customer Rating (OCRT)	0.428	0.361	3.777	0.000
Brand Image (BI)	0.151	0.193	2.681	0.009
R				0.769
R-Square				0.591
Adjusted R-Square				0.579
F-Statistic				51.958
Significance of F Test				0.000

Source: Processed data, 2025

a. Results of Multiple Linear Regression Analysis

Based on the values in Table 6, the multiple linear regression equation will be:

$$PD = \alpha + \beta_1 OCRV_1 + \beta_2 OCRT_2 + \beta_3 BI_3 + e \quad (1)$$

$$PD = 4.553 + 0.335OCRV_1 + 0.428OCRT_2 + 0.151BI_3 + e \quad (2)$$

Based on the multiple linear regression equation above, the regression line equation is obtained, which indicates that:

- 1) α = The constant value of 4.553 means that if online customer review (OCRV), online customer rating (OCRT), and brand image (BI) are all zero, then the purchase decision (KP) has a value of 4.553.
- 2) β_1 = The regression coefficient for the online customer review (OCRV) variable is 0.335, indicating that online customer reviews (OCRV) have a positive influence on the purchase decision; if online customer reviews (OCRV) increase while assuming that online customer ratings (OCRT) and brand image (BI) remain constant, the purchase decision (KP) will increase.
- 3) β_2 = The regression coefficient for the online customer rating (OCRT) variable is 0.428, indicating that online customer rating (OCRT) has a positive effect on purchase decisions; if online customer rating (OCRT) increases, assuming that online customer reviews (OCRV) and brand image (BI) remain constant, then purchase decisions (KP) will increase.
- 4) β_3 = The regression coefficient for the brand image variable is 0.151, indicating that brand image (BI) has a positive influence on purchase decisions; if brand image (BI) increases while online customer reviews (OCRV) and online customer ratings (OCRT) remain constant, then purchase decisions (KP) will increase.

b. F-Test

The F-statistic of 51.958 with a significance value of 0.000 indicates that online customer reviews, online customer ratings, and brand image simultaneously have a significant effect on purchasing decisions. Therefore, the regression model is statistically significant.

c. Coefficient of Determination (R^2)

Table 6 shows an Adjusted R-Square value of 0.579, indicating that 57.9% of the variation in purchase decisions can be explained by the variables of online customer reviews, online customer ratings, and brand image, while the remaining 42.1% is influenced by other factors outside the model used in this study.

d. t-Test

From Table 6, the results can be explained as follows:

- 1) Online Customer Reviews
The t-value is 3.280 with a significance level of $0.001 < 0.05$; therefore, it can be concluded that online customer reviews have a positive and significant effect on purchasing decisions. Thus, the first hypothesis (H_1) is accepted.
- 2) Online Customer Rating
The calculated t-value is 3.777 with a significance level of $0.000 < 0.05$; therefore, it can be concluded that online customer ratings have a positive and significant effect on purchasing decisions. Thus, the second hypothesis (H_2) is accepted.
- 3) Brand Image
The calculated t-value is 2.681 with a significance level of $0.009 < 0.05$; therefore, it can be concluded that brand image has a positive and significant effect on purchasing decisions. Thus, the third hypothesis (H_3) is accepted.
- 4) Based on the t-test results, the online customer rating variable has the largest t-value, namely 3.777, compared to the online customer review and brand image variables. This indicates that online customer ratings are the most dominant variable influencing purchasing decisions.

Discussion

The Effect of Online Customer Reviews on Purchase Decisions

It was found that online customer reviews contribute significantly and positively to the decision to purchase The Originote products on TikTok Shop; thus, the more positive reviews there are, the more likely a purchase decision will be made. These results align with research stating that online customer reviews represent consumer evaluations after using a product (, Graciafernandy & Almayani, 2023;). This finding is consistent with the Theory of Planned Behavior proposed by Ajzen and Fishbein (1988), which posits that external factors such as reviews can influence purchase intentions and behavior. Similar conclusions

were also found in studies stating that online customer reviews have a positive and significant effect on purchasing decisions (Parasdita and Kurniasari, 2025) and were reaffirmed by other studies (Dalimunthe et al., 2024) and (Fitria et al., 2025).

The Influence of Online Customer Ratings on Purchase Decisions

The results indicate that online customer ratings have a significant positive effect on the decision to purchase The Originote products on TikTok Shop; thus, the higher the rating, the more likely a purchase decision will be made. These findings align with research stating that online customer ratings reflect perceptions of product quality based on user experience (Engler et al., 2015). Online customer ratings are the dominant variable with the greatest influence on purchase decisions in this study, as they have a higher t-value than other independent variables. This finding aligns with the Theory of Planned Behavior by Ajzen and Fishbein (1988), which posits that environmental information can influence purchase intentions. These results are supported by research indicating that online customer ratings have a positive and significant effect on purchasing decisions (Lumansik and Kusuma, 2025), and are further confirmed by other studies (Usmiati et al., 2023) and (Nurhabibah et al., 2022).

The Influence of Brand Image on Purchase Decisions

It was found that brand image contributes significantly and positively to purchasing decisions for The Originote products on TikTok Shop; thus, the better the brand image, the higher the likelihood of a purchase. These results align with research stating that brand image is consumers' perception of a brand formed through experiences and interactions (Aaker, 1996). This finding is consistent with the Theory of Planned Behavior described by Ajzen and Fishbein (1988), which posits that brand perception influences attitudes and purchase intentions. Similar conclusions were also found in studies stating that brand image has a positive and significant effect on purchase decisions (Thalib and Wardani, 2025), and were reaffirmed by other studies (Nainggolan et al., 2025) and (Imani et al., 2023).

5. CONCLUSIONS AND LIMITATIONS

Research findings show that purchasing decisions for The Originote products on TikTok Shop are significantly influenced by three main factors: online customer reviews, online customer ratings, and brand image. As the quality of online customer reviews and ratings for the product improves, purchasing decisions for The Originote products on TikTok Shop increase significantly. Additionally, as The Originote's brand image strengthens, purchasing decisions also increase significantly.

This study has several limitations that may affect the findings. The variables analyzed include only online customer reviews, online customer ratings, and brand image; therefore, other factors outside the model may still influence purchasing decisions. Additionally, the study sample consists of only one group—Gen Z customers of The Originote in Denpasar—so the results may not necessarily apply to different age groups, regions, or other consumer characteristics.

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