

THE INFLUENCE OF ONLINE CUSTOMER REVIEWS, PRODUCT QUALITY, AND INFLUENCER MARKETING ON CONSUMER PURCHASE DECISIONS: EVIDENCE FROM NPURE SKINCARE CONSUMERS ON SOCIOLLA E-COMMERCE PLATFORM

I Gusti Agung Bintang Arini^{1*}, I Gusti Ayu Imbayaini², Daniel Manek³

^{1,2,3}Universitas Mahasaraswati Denpasar, Bali, Indonesia

*Correspondence: gungbintang28@gmail.com

ABSTRACT

The rapid growth of e-commerce platforms has transformed consumer behavior in purchasing skincare products, where online information sources, product attributes, and digital marketing strategies play important roles in influencing purchase decisions. This study aims to analyze the influence of online customer reviews, product quality, and influencer marketing on consumer purchase decisions for NPURE skincare products on the Sociolla e-commerce platform in Denpasar City. This research employed a quantitative approach using a survey method. The sample consisted of 112 respondents who had purchased and used NPURE skincare products through the Sociolla e-commerce platform, with data collected through questionnaires. The data were analyzed using validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, multiple correlation analysis, coefficient of determination, F-test, and t-test. The findings indicate that online customer reviews, product quality, and influencer marketing simultaneously have a positive and significant influence on consumer purchase decisions. Partially, each independent variable also contributes significantly to consumers' decisions in purchasing NPURE skincare products. This study provides practical implications for skincare brands and e-commerce marketers in optimizing digital marketing strategies, improving product quality, and utilizing consumer-generated content to strengthen purchase intention.

Keywords: online customer reviews, product quality, influencer marketing, purchase decision, e-commerce platform

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1. INTRODUCTION

The advancement of digital technology has significantly transformed consumer behavior, particularly in the process of searching for information, evaluating alternatives, and making purchasing decisions. One of the major developments resulting from this transformation is the rapid growth of electronic commerce (e-commerce), which enables consumers and businesses to conduct transactions through digital platforms. Through e-commerce platforms, consumers can access product information, compare alternatives, evaluate prices, and consider other consumers' experiences before making purchasing decisions. Tailuino et al. (2022) explain that e-commerce represents a value exchange process facilitated by technological innovation, allowing businesses to provide more accessible and efficient services for consumers.

The development of e-commerce has also influenced the growth of the beauty and personal care industry in Indonesia. Consumers are increasingly utilizing digital platforms not only for purchasing products but also for obtaining information regarding product characteristics, user experiences, and recommendations. In the beauty industry, specialized e-commerce platforms such as Sociolla have developed as digital marketplaces that provide various skincare and personal care products. The availability of product descriptions, consumer reviews, and digital purchasing facilities has changed consumer decision-making patterns because consumers increasingly depend on online information before selecting skincare products.

The skincare industry in Indonesia has experienced significant growth due to increasing consumer awareness regarding personal appearance, skin health, and product safety. Skincare products have become an essential part of consumers' daily routines because they provide various functions, including cleansing, protecting, maintaining, and improving skin conditions (Dwiyanti et al., 2024). Furthermore, consumers are becoming more selective in evaluating skincare products, particularly regarding ingredients, safety, and product effectiveness. This condition encourages skincare companies to maintain product quality and communicate product benefits effectively to consumers (Akbar & Latte, 2024).

One of the local skincare brands that has gained attention in Indonesia is NPURE. Established in 2017, NPURE represents the growth of local skincare brands that emphasize natural ingredients and locally inspired formulations. The increasing competitiveness of local skincare brands is supported by greater consumer access to information regarding domestic products, which previously received less attention compared with international skincare brands (Sholikhah & Marlana, 2024). However, in the increasingly competitive skincare market, brand recognition alone does not guarantee consumer purchasing decisions. Consumers also consider various factors, including online customer reviews, perceived product quality, and recommendations from influencers.

The competitive position of NPURE in the Indonesian e-commerce skincare market demonstrates the importance of understanding consumer purchasing behavior. Based on market data, NPURE was among the top toner brands based on e-commerce market share in Indonesia during January–June 2024.

Table 1. Top Skincare Brands Based on E-Commerce Market Share in Indonesia (January–June 2024)

No	Toner Brand	E-Commerce Market Share in Indonesia (January–June 2024)
1	Npure	9,5%
2	Avoskin	9%
3	Skintific	7%
4	Skin1004	5%
5	Pyunkang Yul	4%
6	The Originote	3,5%
7	Cosrx	3%
8	Louisse Choise	2,5%
9	Some by Mi	2%
10	Anua	1,5%

Source: Katadata (2024)

The market position presented in Table 1 indicates that NPURE has achieved competitive recognition among skincare brands in Indonesia. Nevertheless, maintaining consumer purchasing decisions in digital marketplaces requires companies to understand factors beyond product availability. Online purchasing decisions, particularly for skincare products, are influenced by information availability, consumer perceptions, and digital marketing communication.

One factor that influences consumer purchasing decisions in e-commerce is online customer reviews. Online customer reviews provide experience-based information from previous users and function as a form of electronic word-of-mouth (e-WOM). Through reviews, consumers can evaluate product performance, identify potential benefits and risks, and develop confidence before purchasing. Recent studies have shown that online customer reviews significantly influence purchasing decisions because consumers use reviews as an important reference when evaluating products in online marketplaces (Saniyah, 2023; Agustina, 2023).

Another important factor is product quality. Product quality reflects consumers' perceptions regarding product performance, reliability, safety, and suitability with their expectations. In the skincare industry, product quality becomes particularly important because consumers evaluate not only the appearance of the product but also its ingredients, effectiveness, and compatibility with personal needs. Products perceived as having higher quality are more likely to strengthen consumer confidence and encourage purchasing decisions.

Furthermore, influencer marketing has become an increasingly relevant strategy in digital marketing. Beauty consumers often obtain product information from influencers who provide reviews, demonstrations, and recommendations through social media platforms. Influencers can influence consumer perceptions because they are considered sources of information that combine product knowledge, personal experience, and social credibility. Therefore, influencer marketing has become an important factor in shaping consumer preferences and purchase decisions in the beauty industry.

Although previous studies have examined factors affecting online purchase decisions, research focusing on local skincare brands, particularly NPURE products purchased through beauty-specialized e-commerce platforms, remains limited. Existing studies have frequently focused on general marketplace products, while specific studies examining the combined influence of online customer reviews, product quality, and influencer marketing on skincare purchase decisions within the Sociolla platform context remain limited. Therefore, this study aims to analyze the influence of online customer reviews, product quality, and influencer marketing on consumer purchase decisions for NPURE skincare products through the Sociolla e-commerce platform in Denpasar City.

This research contributes to the development of digital marketing and consumer behavior studies by providing empirical evidence regarding factors influencing skincare purchasing decisions in an e-commerce environment. Practically, the findings provide insights for skincare companies and digital marketers in improving review management, maintaining product quality, and optimizing influencer marketing strategies.

2. LITERATURE REVIEW AND HYPOTHESIS

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) is an extension of the Theory of Reasoned Action developed by Fishbein and Ajzen (1975). TPB explains individual behavior by emphasizing that behavioral intention is influenced by three main factors: attitude toward behavior, subjective norms, and perceived behavioral control. The theory assumes that individuals tend to consider available information and evaluate potential consequences before performing a specific behavior. In the context of consumer behavior, purchase decisions are influenced by consumers' attitudes, social influences, and perceived ability to make purchasing choices.

In online purchasing environments, consumers' decisions are not only determined by personal evaluations but also by external information sources, such as online customer reviews and influencer recommendations. Meanwhile, perceived product quality can strengthen consumers' confidence and perceived behavioral control when deciding whether to purchase a product. Therefore, TPB provides a relevant theoretical foundation for explaining how online customer reviews, product quality, and influencer marketing influence consumer purchase decisions for NPURE skincare products through the Sociolla e-commerce platform.

Online Customer Reviews

Online customer reviews refer to consumer-generated evaluations containing experiences, opinions, and assessments regarding products purchased through digital platforms. These reviews provide valuable information for potential buyers who have not directly experienced the product. According to Suryaini et al. (2022), online customer reviews assist consumers in obtaining product-related information from previous users and can influence consumer perceptions, purchase interest, and purchasing decisions. Online reviews become increasingly important in e-commerce because consumers cannot physically examine skincare products before purchase. Reviews provide social validation by presenting other consumers' experiences regarding product effectiveness, quality, and suitability. Positive reviews can reduce perceived risk and increase consumer confidence in selecting a product. Furthermore, Anggraini et al. (2023) explain that online customer reviews can be evaluated through several indicators, including perceived usefulness and comparison. Perceived usefulness refers to the extent to which consumers consider reviews beneficial in supporting purchasing decisions, while comparison refers to consumers' efforts to compare product information based on other users' experiences. Therefore, online customer reviews function as an important information source that influences consumer evaluation processes and purchasing decisions.

Product Quality

Product quality represents the ability of a product to meet consumer expectations through its performance, characteristics, reliability, and suitability with consumer needs. According to Arjuna et al. (2024), product quality is an essential factor in achieving consumer expectations because consumers generally consider quality as one of the primary considerations before purchasing a product.

In the skincare industry, product quality becomes particularly important because consumers evaluate products based on ingredients, effectiveness, safety, and compatibility with their skin conditions. Anam et al. (2021) explain that consumers develop perceptions of product quality based on their evaluation before purchase and their experiences after using the product. Therefore, product quality is not only related to physical attributes but also reflects consumers' perceptions regarding product benefits and performance.

Furthermore, Solikhah et al. (2025) and Mitariani and Imbayani (2020) explain that product quality can be measured through several indicators, including durability, which reflects the ability of a product to maintain its function over a certain period. Products with better quality perceptions tend to increase consumer confidence and encourage purchasing decisions. Thus, product quality is considered an important factor influencing consumers' decisions to purchase NPURE skincare products.

Influencer Marketing

Influencer marketing is a digital marketing strategy that involves individuals who have the ability to influence target audiences through product communication and recommendations. According to Arhofai and Andarini (2024), influencer marketing involves identifying individuals who can influence consumer perceptions, increase product awareness, expand market reach, and strengthen relationships between brands and consumers.

In the beauty industry, influencers play an important role because consumers often seek product reviews, demonstrations, and recommendations before purchasing skincare products. Influencers can stimulate consumer interest by delivering persuasive content, sharing personal experiences, and building credibility among followers. Therefore, influencer marketing can influence consumer attitudes and subjective norms, which are important components of the Theory of Planned Behavior.

According to Nasir et al. (2023), influencer marketing can be measured through indicators such as visibility and credibility. Visibility relates to the popularity and public recognition of influencers, while credibility refers to consumers' perceptions regarding the trustworthiness and attractiveness of influencer recommendations. Influencers with high credibility are more likely to influence consumer perceptions and purchasing decisions.

Hypothesis Development

The Influence of Online Customer Reviews on Purchase Decisions

Online customer reviews provide consumers with information based on previous users' experiences and become an important reference in evaluating products before purchase (Suryaini et al., 2022). In e-commerce environments, consumers often rely on reviews because direct product evaluation is limited. Positive reviews can increase consumer confidence, reduce uncertainty, and strengthen purchase intention.

In the context of NPURE skincare products purchased through the Sociolla e-commerce platform, online customer reviews provide additional information regarding product effectiveness, quality, and user experiences. Based on the perspective of TPB, online reviews can influence consumer attitudes and perceptions toward products, which subsequently affect purchase decisions. Therefore, consumers who receive more positive information through online reviews are more likely to make purchasing decisions.

H1: Online customer reviews have a positive influence on consumer purchase decisions.

The Influence of Product Quality on Purchase Decisions

Product quality is an important consideration in consumer decision-making because consumers tend to select products that provide expected benefits and meet their needs. For skincare products, consumers evaluate quality based on ingredients, effectiveness, safety, and suitability with their skin conditions (Arjuna et al., 2024; Anam et al., 2021).

Based on TPB, perceived product quality can strengthen consumers' confidence and perceived behavioral control when making purchasing decisions. When consumers perceive that NPURE skincare products provide good quality and meet their expectations, they are more likely to develop positive attitudes toward purchasing the product.

Therefore, product quality is expected to positively influence consumer purchase decisions.

H2: Product quality has a positive influence on consumer purchase decisions.

The Influence of Influencer Marketing on Purchase Decisions

Influencer marketing has become an important promotional strategy in digital markets because influencers can communicate product information in a more personal and persuasive manner. Influencers who are perceived as credible can influence consumer attitudes, strengthen trust, and encourage purchasing decisions (Arhofai & Andarini, 2024).

From the perspective of TPB, influencer marketing can influence subjective norms because consumers may consider recommendations from trusted influencers when evaluating purchasing alternatives. Nasir et al. (2023) explain that influencer visibility and credibility are important factors affecting the effectiveness of influencer marketing.

Therefore, consumers who receive persuasive recommendations from credible influencers are more likely to make positive purchasing decisions toward NPURE skincare products.

H3: Influencer marketing has a positive influence on consumer purchase decisions.

3. RESEARCH METHOD

This study employed a quantitative approach to examine the influence of online customer reviews, product quality, and influencer marketing on consumer purchase decisions for NPURE skincare products through the Sociolla e-commerce platform in Denpasar City. The population in this study consisted of consumers who had purchased and used NPURE skincare products through the Sociolla platform. The sample was selected using a purposive sampling technique with the following criteria: respondents had purchased NPURE skincare products through Sociolla, were actively using the products, had a minimum educational background of senior high school or equivalent, and were at least 17 years old.

The sample size was determined based on the rule of thumb proposed by Hair et al. (2019), where the minimum sample size is five to ten times the number of indicators used in the study. With 16 indicators,

the required sample size ranged from 80 to 160 respondents. Therefore, 112 respondents were considered sufficient for this study. Data were collected through structured questionnaires using a Likert scale to measure online customer reviews, product quality, influencer marketing, and purchase decisions.

The collected data were analyzed using validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, multiple correlation analysis, coefficient of determination, F-test, and t-test to determine the influence of independent variables on consumer purchase decisions.

4. RESULTS AND DISCUSSION

Research Instrument Validation

The validity and reliability tests were conducted to ensure that the research instruments accurately measured the variables examined in this study. The validity test was assessed using the corrected item-total correlation value, where an indicator is considered valid when the correlation coefficient exceeds 0.30 (Sugiyono, 2017). Meanwhile, reliability testing was performed using Cronbach's Alpha, where a value above 0.70 indicates that the instrument has good internal consistency.

Table 1. Research Instrument Validation Results

Variable	Item	Corrected Item-Total Correlation	Cronbach's Alpha	Result
Online Customer Reviews (X1)	X1.1	0.940	0.933	Valid & Reliable
	X1.2	0.902		
	X1.3	0.906		
	X1.4	0.902		
Product Quality (X2)	X2.1	0.904	0.900	Valid & Reliable
	X2.2	0.893		
	X2.3	0.832		
	X2.4	0.894		
Influencer Marketing (X3)	X3.1	0.920	0.926	Valid & Reliable
	X3.2	0.892		
	X3.3	0.907		
	X3.4	0.903		
Purchase Decision (Y)	Y1	0.840	0.877	Valid & Reliable
	Y2	0.866		
	Y3	0.854		
	Y4	0.875		

Based on Table 1, all indicators of online customer reviews, product quality, influencer marketing, and purchase decisions obtained corrected item-total correlation values above 0.30. Therefore, all measurement indicators were considered valid. Furthermore, the Cronbach's Alpha values for each variable exceeded 0.70, indicating that all research instruments demonstrated acceptable reliability and consistency.

Classical Assumption Tests

Before conducting multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model met the required statistical assumptions.

a. Normality Test

The normality test was conducted to determine whether the residual values in the regression model were normally distributed. The decision criterion was based on the Asymp. Sig. value, where a significance value greater than 0.05 indicates normally distributed residuals (Ghozali, 2019).

Table 2. Normality Test Results

Test	Value
N	112
Mean Residual	0.0000000
Standard Deviation	2.14742873
Test Statistic	0.082
Asymp. Sig. (2-tailed)	0.060

The normality test results show that the Asymp. Sig. value was 0.060, which is greater than 0.05. Therefore, the residuals were normally distributed, indicating that the regression model fulfilled the normality assumption.

b. Multicollinearity Test

The multicollinearity test was performed to determine whether correlations existed among independent variables. A regression model is considered free from multicollinearity when the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is below 10 (Ghozali, 2019).

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Online Customer Reviews	0.702	1.425
Product Quality	0.429	2.332
Influencer Marketing	0.471	2.124

Table 3 shows that all independent variables obtained tolerance values above 0.10 and VIF values below 10. These results indicate that no multicollinearity problem existed among the independent variables.

c. Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether differences in residual variance occurred within the regression model. A model is considered free from heteroscedasticity when the significance value of each independent variable exceeds 0.05 (Ghozali, 2019).

Table 4. Heteroscedasticity Test Results

Variable	Sig.
Online Customer Reviews	0.225
Product Quality	0.335
Influencer Marketing	0.793

The results indicate that all independent variables have significance values greater than 0.05. Therefore, the regression model does not experience heteroscedasticity and is appropriate for further analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of online customer reviews, product quality, and influencer marketing on purchase decisions.

Table 5. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient (β)	t-value	Sig.
Constant	3.369	3.062	0.003
Online Customer Reviews	0.297	4.311	0.000
Product Quality	0.259	2.813	0.006
Influencer Marketing	0.225	2.402	0.018

Based on the results of multiple linear regression analysis, the regression equation obtained is $Y = 3.369 + 0.297X_1 + 0.259X_2 + 0.225X_3 + e$. The constant value of 3.369 indicates the predicted value of purchase decisions when online customer reviews, product quality, and influencer marketing are assumed to remain constant at zero. The regression coefficient of online customer reviews ($\beta_1 = 0.297$) indicates that an increase in online customer reviews is associated with an increase in purchase decisions by 0.297 units, assuming other independent variables remain unchanged. The regression coefficient of product quality ($\beta_2 = 0.259$) indicates that improved product quality contributes to an increase in purchase decisions by 0.259 units under the assumption that other variables remain constant.

Meanwhile, the regression coefficient of influencer marketing ($\beta_3 = 0.225$) indicates that stronger influencer marketing activities contribute to an increase in purchase decisions by 0.225 units, with other independent variables being constant. These findings indicate that online customer reviews, product quality, and influencer marketing have positive regression coefficients, suggesting that improvements in these factors are associated with higher purchase decisions for NPURE skincare products through the Sociolla e-commerce platform.

Coefficient of Determination (R^2)

Table 6. Coefficient of Determination Results

R	R Square	Adjusted R Square	Std. Error
0.724	0.525	0.512	2.177

The adjusted R-square value of 0.512 indicates that 51.2% of the variation in purchase decisions can be explained by online customer reviews, product quality, and influencer marketing. Meanwhile, the remaining 48.8% is influenced by other factors outside this research model.

F-Test

Table 7. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	565.120	3	188.373	39.745	0.000
Residual	511.871	108	4.740		
Total	1,076.991	111			

The F-test results show a significance value of 0.000, which is lower than 0.05. This indicates that online customer reviews, product quality, and influencer marketing simultaneously influence purchase decisions. Therefore, the regression model is statistically feasible for hypothesis testing.

Hypothesis Testing (t-Test)

The t-test was conducted to examine the partial influence of each independent variable on purchase decisions.

Table 8. Hypothesis Testing Results

Hypothesis	Variable	Regression Coefficient (β)	t-value	Sig.	Decision
H1	Online Customer Reviews → Purchase Decision	0.297	4.311	0.000	Supported
H2	Product Quality → Purchase Decision	0.259	2.813	0.006	Supported
H3	Influencer Marketing → Purchase Decision	0.225	2.402	0.018	Supported

The partial hypothesis testing results presented in Table 8 indicate that all independent variables have a significance value below 0.05. Therefore, online customer reviews, product quality, and influencer marketing individually have a positive and significant influence on consumer purchase decisions for NPURE skincare products through the Sociolla e-commerce platform. Thus, all proposed hypotheses (H1, H2, and H3) are supported.

Discussion

The Influence of Online Customer Reviews on Purchase Decisions

The results of hypothesis testing indicate that online customer reviews have a positive and significant influence on consumer purchase decisions, with a regression coefficient of 0.297 and a significance value of 0.000. Therefore, H1 is supported. This finding demonstrates that online customer reviews play an important role in influencing consumers when purchasing NPURE skincare products through the Sociolla e-commerce platform.

In an online shopping environment, consumers cannot directly evaluate skincare products before purchase. Therefore, information provided by previous users through reviews becomes an important reference in reducing uncertainty and increasing consumer confidence. Positive reviews, ratings, and user experiences provide social validation that helps consumers evaluate product benefits and suitability. From the perspective of the Theory of Planned Behavior, online customer reviews can influence consumer attitudes toward products by shaping perceptions of product reliability and expected outcomes.

This finding is consistent with previous studies conducted by Suryaini et al. (2022), Anggraini et al. (2023), Faradita and Widjajanti (2023), Puspitaningrum et al. (2024), and Sari and Arifin (2024), which found that online customer reviews significantly influence consumer purchasing decisions. Therefore, managing consumer reviews and encouraging positive user experiences are important strategies for skincare brands in strengthening consumer confidence in digital marketplaces.

The Influence of Product Quality on Purchase Decisions

The hypothesis testing results indicate that product quality has a positive and significant influence on purchase decisions, with a regression coefficient of 0.259 and a significance value of 0.006. Therefore, H2 is supported. This finding indicates that consumers consider product quality as an important factor when deciding to purchase NPURE skincare products.

Skincare products involve personal usage and long-term expectations; therefore, consumers pay attention to product effectiveness, ingredients, safety, and suitability with their skin conditions. Products perceived as having better quality are more likely to generate consumer confidence and encourage purchasing decisions. Based on the Theory of Planned Behavior, positive perceptions regarding product quality can strengthen consumers' attitudes and perceived behavioral control, which subsequently influence behavioral decisions.

This result supports previous research conducted by Anam et al. (2021), Fransisca and Pujiarta (2022), Kanti et al. (2024), and Sinaga and Rochdianingrum (2024), which demonstrated that product quality has a significant influence on purchasing decisions. These findings imply that skincare companies need to maintain consistent product quality to build consumer trust and strengthen competitive advantage in the digital marketplace.

The Influence of Influencer Marketing on Purchase Decisions

The results show that influencer marketing has a positive and significant influence on purchase decisions, with a regression coefficient of 0.225 and a significance value of 0.018. Therefore, H3 is supported. This finding indicates that influencer marketing contributes to consumers' decisions to purchase NPURE skincare products through the Sociolla e-commerce platform.

Influencers can affect consumer perceptions by providing product information, demonstrations, and recommendations through digital content. In the beauty industry, consumers often consider influencers as credible sources because they share personal experiences and provide practical information regarding product usage. From the perspective of the Theory of Planned Behavior, influencer marketing can influence subjective norms because consumers may consider recommendations from trusted influencers when evaluating purchasing alternatives.

This finding is consistent with previous studies by Lengkawati and Saputra (2021), Herman et al. (2023), Hamsena and Sudiaryanti (2024), and Velensya et al. (2025), which found that influencer marketing positively influences consumer purchasing behavior. Therefore, selecting influencers who possess credibility, relevance, and alignment with brand values is essential for increasing marketing effectiveness..

5. CONCLUSION

This study concludes that online customer reviews, product quality, and influencer marketing have positive and significant effects on consumer purchase decisions for NPURE skincare products through the Sociolla e-commerce platform in Denpasar City.

Online customer reviews significantly influence purchase decisions, indicating that consumer-generated information, ratings, and feedback reduce purchase uncertainty and enhance consumer confidence. Product quality also demonstrates a significant effect, confirming that consumers prioritize product performance, safety, benefits, and suitability when evaluating skincare products. Furthermore, influencer marketing significantly affects purchase decisions, showing that credible and relevant influencers can shape consumer perceptions and strengthen purchase intention in the digital skincare market.

These findings highlight that purchase decisions in e-commerce environments are determined by the interaction between digital consumer information, perceived product value, and social influence. Therefore, NPURE and other skincare businesses should actively manage online reviews, encourage authentic customer feedback, and maintain consistent product quality to strengthen consumer trust. Companies should also develop influencer marketing strategies by selecting influencers based on credibility, audience relevance, and alignment with brand values rather than popularity alone.

This study is limited to NPURE consumers using the Sociolla platform in Denpasar City, which limits the generalizability of the findings. Future research should examine different brands, broader geographical areas, and additional variables such as brand trust, perceived value, electronic word-of-mouth, and customer loyalty to provide a more comprehensive understanding of consumer purchasing behavior in digital commerce.

Declarations

Author Contributions: All authors contributed to the completion of this research. The first author contributed to the research conceptualization, questionnaire development, data collection, statistical analysis, and preparation of the initial manuscript. The second author contributed to the development of the theoretical framework, research methodology, and evaluation of the research results. The third author contributed to academic supervision, critical review of the manuscript, and refinement of the final article. All authors have reviewed and approved the final version of the manuscript.

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Data Availability: The data used in this study were collected through questionnaires distributed to consumers who had purchased and used NPURE skincare products through the Sociolla e-commerce platform in Denpasar City. Due to the confidentiality of respondent information, the dataset is not publicly available. However, relevant data may be obtained from the corresponding author upon reasonable academic request.

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