

# The Influence of Online Customer Reviews, Brand Reputation, and Brand Trust on the Purchase Intention of Somethinc Skincare Products on Shopee

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## ARTICLE INFO



ISSN: 2620-6196

Vol. 8 Issues 1 (2025)

### Article history:

Received – April 15, 2025

Revised – April 29, 2025

Accepted – May 04, 2025

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### Keywords:

Online Customer Review, Brand Reputation, Brand Trust, Purchase Intention, Shopee, Somethinc.

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## ABSTRACT

*This research aims to analyze the influence of online customer reviews, brand reputation, and brand trust on the purchase intention of Somethinc skincare products on Shopee. Using a quantitative approach and purposive sampling, the study collected primary data from 160 respondents residing in Surakarta who own a Shopee account and are familiar with Somethinc but have never purchased its products. Data analysis was conducted using SPSS version 25, employing validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results indicate that online customer reviews, brand reputation, and brand trust each have a positive and significant effect on purchase intention. Positive online reviews, a strong brand reputation, and high consumer trust significantly enhance the likelihood of purchasing Somethinc skincare products. However, the research is limited by its sample area and the number of variables analyzed. Future research is recommended to involve broader geographic samples and explore additional influencing factors to obtain more generalized findings.*

## INTRODUCTION

The beauty industry has experienced significant growth in recent years, becoming one of the most dynamic market segments within the broader beauty sector (Sh & Gewati, 2024). Skincare products are no longer considered a luxury, but rather a necessity for many individuals, attracting a diverse demographic that includes women, men, and teenagers. The increasing public awareness of the importance of skincare and overall health has been largely driven by the influence of social media, which promotes various products and beauty trends (Reza Pahlevi & Trianasari, 2023). The accessibility of information through the internet enables consumers to be more selective and informed when choosing skincare products that suit their needs. Technological advancements have also fueled the rise of e-commerce platforms as primary channels for businesses to reach their customers. In Indonesia, Shopee emerged as the most popular e-commerce platform in 2023, recording approximately 2.3 billion cumulative site visits between January and December (Kata Data, 2024). This highlights Shopee's crucial role in shaping online shopping behavior among Indonesian consumers. With the ease of accessing information and purchasing products online, beauty brands are increasingly leveraging platforms like Shopee to optimize their marketing strategies.

Beauty brands are continually innovating by developing a wide range of skincare products tailored for both men and women. One notable success story is Somethinc, a local skincare brand that has captivated consumers through product innovation and effective marketing strategies. During the Shopee 10.10 Brand Festival campaign, Somethinc secured the top position among bestselling skincare brands in e-commerce platforms (Kompas.co.id., 2022). Founded by Irene Ursula in 2019, Somethinc has gained

consumer trust by ensuring all its products are certified and safe, as verified by Indonesia's Food and Drug Authority (BPOM). One of the key factors influencing consumer purchasing decisions is purchase intention, which refers to the consumer's consideration to buy a product or service. Consumer actions, viewpoints, and mindset play a crucial role in shaping their intention to make a purchase (Hermanda et al., 2019). Several factors, such as online customer reviews, brand reputation, and brand trust, are critical in shaping purchase intentions. Previous studies have demonstrated that online customer reviews Farki et al. (2016); Kurniawan (2021), brand reputation Agmeka et al. (2019);Kircova et al. (2018) and brand trust play pivotal roles in influencing consumers' decision-making processes, particularly in reducing perceived risks and reinforcing brand confidence.

## **Literature Review**

### *Purchase Intention*

Purchase intention is an integral part of the consumer purchasing decision process, emerging as a result of how consumers seek and evaluate product information. It arises when individuals become interested in a product and ultimately decide to purchase it. Peña-García et al. (2020) define purchase intention as the extent to which consumers are willing to buy products from an online store, while Abdillah (2021) describes it as consumer behavior after evaluating a product, serving as an indicator of potential purchase. Marketers must closely monitor consumer tendencies, as purchase intention reflects a consumer's expressed willingness to buy a particular brand (Mulyati & Gesitera, 2020). According to Sudirman et al. (2021), purchase intention involves a strong internal desire that drives an individual toward purchasing goods or services, with higher purchase intention significantly increasing the likelihood of actual purchase behavior. Thus, consumer behavior related to purchase intention critically influences their actions before making a final buying decision.

### *Online Customer Review*

Online customer review is a form of word-of-mouth communication where potential buyers learn about products from individuals who have previously used or consumed them, thus reducing information asymmetry through shared experiences, evaluations, and perceptions (Dwidienawati et al., 2020). It is described as a mechanism that allows consumers to provide web-based feedback on various products or services Latief & Ayustira (2020), and is considered a type of electronic word-of-mouth (e-WOM) offering consumer-generated information and recommendations based on actual usage (Jonathan, 2024). Furthermore, online customer reviews serve as a valuable tool for companies to evaluate and enhance their products or services by analyzing customer feedback, which is essential for understanding online buyers' preferences regarding product or service quality (Niti Sabda & Kussudyarsana, 2023).

### *Brand Reputation*

Brand reputation is a key contributor to the perceived quality of products associated with a brand name. It generally refers to how consumers view a brand, influencing others' opinions about its quality or superiority. A strong brand reputation is essential for businesses to retain existing customers and attract potential ones, as it shapes how consumers perceive, feel, and talk about the brand. Brands with a positive reputation are often in a more advantageous position compared to competitors in both national and international markets, gaining consumer preference and media attention, which ultimately enhances brand value and fosters customer loyalty. Conversely, brands with poor reputations may encounter customer hesitation. A strong brand reputation serves as a critical differentiator among companies, helping maintain a sustainable competitive advantage (Ryan & Casidy, 2018). Furthermore, brand reputation has a significant influence on consumer trust, as consumers often consider a company's reputation an important factor in evaluating trustworthiness and making purchase decisions. Ultimately, brand reputation reflects the collective judgments and perceptions about a brand, shaped by past experiences, recommendations, media exposure, and public relations efforts.

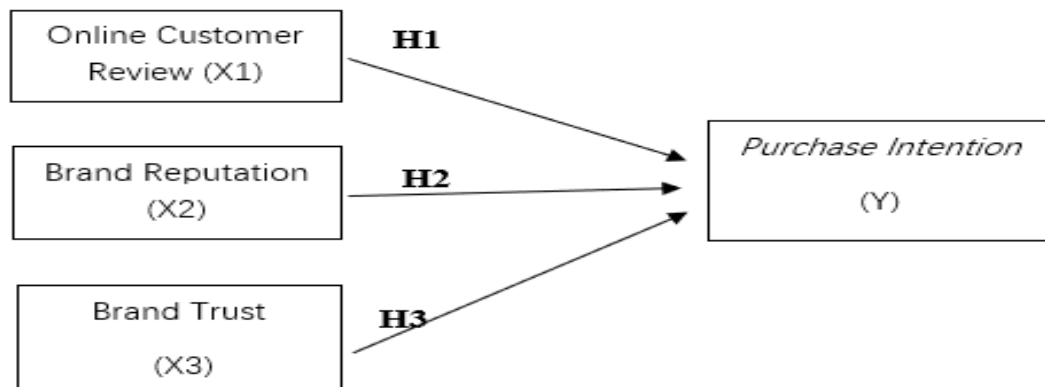
### Brand Trust

Brand trust plays a crucial role in shaping individual attitudes in business relationships, as it helps consumers minimize both time and perceived risk when choosing a brand (Putra & Soebandi, 2019). It is defined as the consumer's belief that a brand is reliable, will not cause harm, and consistently delivers valuable performance (Nurhasanah et al., 2021). In online shopping, brand trust significantly influences purchase intention, as consumers are more likely to experience satisfaction when they trust that a brand will provide positive outcomes (Muslim et al., 2020). Consumers who feel comfortable and trust a product are less likely to switch to competitors, as trust strengthens brand loyalty. High brand trust fosters repeated purchases and strengthens consumers' confidence in the brand's ability to meet their needs (Yohanna & Ruslim, 2021). As brand trust grows among target market consumers, it becomes easier for companies to communicate marketing messages effectively and establish a favorable brand image.

### Hypothesis Development

With the research results above, the conceptual framework is as follows:

**Figure 1. Conceptual Framework**



**Figure 1. Conceptual Framework**

Source: Data Processed, 2025

From this framework, a hypothesis can be formulated:

#### *The Influence of Online Customer Review on Purchase Intention*

Online customer reviews, as a form of electronic word-of-mouth (e-WOM), have become an important factor in shaping consumer behavior. Reviews from other consumers on various review platforms can influence purchase intention. According to a study by Amalia & Nurlinda (2022), online customer reviews have a positive and significant effect on purchase intention. Furthermore, Riyanjaya & Andarini (2022) also found that online customer reviews have a positive impact on purchase intention, meaning that consumers are more willing to purchase products online as the quality of the reviews improves.

H1: Online customer reviews have a positive and significant effect on purchase intention.

#### *The Influence of Brand Reputation on Purchase Intention*

Brand reputation can enhance consumers' purchase intention. Research conducted by Bernika & Ekawanto (2023) shows that brand reputation has a positive influence on purchase intention, indicating that the higher the reputation or image of a brand, the higher the consumer's purchase intention. Similarly, a study by Qalati et al. (2021) confirms a positive relationship between brand reputation and purchase

intention, emphasizing that having a strong brand reputation is crucial for building customer trust and reducing customer apathy in highly competitive markets.

H2: Brand reputation has a positive and significant effect on purchase intention.

*The Influence of Brand Trust on Purchase Intention*

Purchase intention can be influenced by consumer trust in a brand, making brand trust a key factor in increasing consumers' purchase intention. Research conducted by Ellitan et al. (2022) demonstrates that brand trust has a positive and significant effect on purchase intention, suggesting that trust can remind consumers of a brand and lead to their purchase intention. Similarly, a study by Sanny et al. (2020) explains that there is a positive influence between brand trust and purchase intention, meaning that as brand trust increases, so does purchase intention. This finding is consistent with research by Mawaddah & Samsudin (2024), which also highlights the critical role of brand trust in influencing consumers, showing that brand trust significantly affects purchase intention.

H3: Brand trust has a positive and significant effect on purchase intention.

**RESEARCH METHOD**

In accordance with the formulation of the problem and the objectives of this study, a positivistic paradigm with a quantitative approach is deemed the most appropriate method to answer the formulated research questions. The sample in this study involved 160 respondents who were selected using purposive sampling with specific criteria: individuals residing in Surakarta, owning a Shopee account, being aware of Somethinc skincare products, and having never purchased Somethinc products. Data were collected through a questionnaire and analyzed using SPSS version 25 software.

The data analysis technique utilized to answer the research questions included validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), coefficient of determination ( $R^2$ ) analysis, F-test, t-test, and multiple linear regression analysis to determine the direct impact of the independent variables.

*Respondent Information*

Based on the respondent profile, through gender data, respondents in this study were dominated by females. From the age category, it shows that most users who are familiar with Somethinc skincare and meet the criteria fall within the 20-30 years age group. In terms of current employment, respondents were mostly students. Below are detailed demographics:

**Table 1. Demographic Profile of Respondents**

Category	Description	Frequency	Percentage (%)
Gender	Male	47	29.38%
	Female	113	70.62%
Age	Under 20 Years	22	13.75%
	20–30 Years	130	81.25%
	31–40 Years	4	2.5%
	41–50 Years	4	2.5%
Current Employment	Student	73	45.625%
	Entrepreneur	15	9.375%
	Civil Servant (PNS)	6	3.75%
	Private Sector Employee	34	21.25%
	Others	32	20%

*Source: Data Processed, 2025*

## RESULTS AND DISCUSSION

### *Validity Test*

Validity testing is conducted to assess whether a questionnaire accurately measures what it is intended to. A questionnaire is deemed valid when its items effectively capture the concepts or constructs being evaluated, meaning it truly measures what it is supposed to measure (Ghozali, 2016). The validity of an item can be determined by correlating the item score with the total score. If the correlation coefficient ( $r$ ) is greater than 0.05, it can be concluded that the item is valid; conversely, if it is below 0.05, the item is considered invalid and must either be revised or discarded.

In this study, the researcher used a computer program, IBM SPSS version 25, as the measurement tool for validity testing. In the validity test, it was found that the number of respondents ( $N$ ) was 160. The critical value ( $R_{table}$ ) was determined based on the probability for a two-tailed test at a significance level of 0.05. The degrees of freedom ( $df$ ) were calculated using the formula  $df = n - 2$ , resulting in  $df = 160 - 2 = 158$ . Therefore, the  $R_{table}$  for the validity test in this analysis was 0.155.

The complete validity testing results can be seen in the table below:

### *Validity of the Online Customer Review Variable (X1)*

**Table 2. Validity of the Online Customer Review Variable**

Variable	$R_{calculated}$	$R_{table}$	Description
Online Customer Review (X1)			
X1.1	0,741	0,155	Valid
X1.2	0,808	0,155	Valid
X1.3	0,654	0,155	Valid
X1.4	0,746	0,155	Valid
X1.5	0,371	0,155	Valid

*Source: Data Processed, 2025*

Based on the results of the validity test in the table above, all items in variable X1, namely online customer review, are deemed valid. This is because the correlation value ( $r$ -calculated) is greater than the  $r$ -table value, which is 0.155.

### *Validity of the Brand Reputation Variable (X2)*

**Tabel 2. Validity of the Brand Reputation Variable**

*Source: Data Processed, 2025*

Variabel	$R_{hitung}$	$R_{tabel}$	Keterangan
Brand Reputation (X2)			
X2.1	0,771	0,155	Valid
X2.2	0,775	0,155	Valid
X2.3	0,755	0,155	Valid

Based on the results of the validity test in the table above, all items in variable X2, namely brand reputation, are deemed valid. This is because the correlation value ( $r$ -calculated) is greater than the  $r$ -table value, which is 0.155.

### Validity of the Brand Trust Variable (X3)

**Tabel 3. Validity of the Brand Trust Variable**

Variable	R <sub>calculated</sub>	R <sub>table</sub>	Description
Brand Trust (X3)			
X3.1	0,634	0,155	Valid
X3.2	0,845	0,155	Valid
X3.3	0,749	0,155	Valid
X3.4	0,734	0,155	Valid

*Source: Data Processed, 2025*

Based on the results of the validity test in the table above, all items in variable X3, namely brand trust, are deemed valid. This is because the correlation value (r-calculated) is greater than the r-table value, which is 0.155.

### Validity of the Purchase Intention Variable (Y)

**Table 4. Validity of the Purchase Intention Variable**

Variable	R <sub>calculated</sub>	R <sub>table</sub>	Description
Purchase Intention (Y)			
Y1	0,635	0,155	Valid
Y2	0,728	0,155	Valid
Y3	0,741	0,155	Valid
Y4	0,737	0,155	Valid

*Source: Data Processed, 2025*

Based on the validity test results in the table above, all items in variable Y, namely purchase intention, are considered valid. This is because the correlation value (r-calculated) is greater than the r-table value, which is 0.155.

### Reliability Test

The reliability test is used to demonstrate and prove that a data instrument can be trusted enough to be used as a data collection tool because the instrument is deemed good (Imam Ghazali, 2013). The alpha coefficient can be considered reliable when the Cronbach's Alpha value is greater than 0.6. The data calculation will be carried out using the IBM SPSS version 25 program. The results of the reliability test for each variable can be seen in the following table:

**Table 5. Reliability of X1**

Reliability Statistics	
Cronbach's Alpha	N of Items
.691	5

*Source: Data Processed, 2025*

Based on the table above, it is known that the results of the reliability test analysis for the online customer review variable (X1) obtained a reliable value with a Cronbach's Alpha result of 0.691. A variable can be considered reliable if the Cronbach's Alpha value is greater than 0.6, thus the results indicate that all items are reliable.

**Table 6. Reliability of X2**

Reliability Statistics	
Cronbach's Alpha	N of Items
.648	3

*Source: Data Processed, 2025*

Based on the table above, it is known that the results of the reliability test analysis for the brand reputation variable (X2) obtained a reliable value with a Cronbach's Alpha result of 0.648. A variable can be considered reliable if the Cronbach's Alpha value is greater than 0.6; therefore, these results indicate that all items are reliable.

**Table 7. Reliability of X3**

Reliability Statistics	
Cronbach's Alpha	N of Items
.728	4

*Source: Data Processed, 2025*

Based on the table above, it is known that the results of the reliability test analysis for the brand trust variable (X3) obtained a reliable value with a Cronbach's Alpha result of 0.728. A variable can be considered reliable if the Cronbach's Alpha value is greater than 0.6; therefore, the results indicate that all items are reliable.

**Table 8. Reliability of Y**

Reliability Statistics	
Cronbach's Alpha	N of Items
.671	4

*Source: Data Processed, 2025*

Based on the table above, it is known that the results of the reliability test analysis on the purchase intention (Y) variable yielded a reliable value with a Cronbach Alpha result of 0.671. A variable can be considered reliable if the Cronbach Alpha value is  $>0.6$ , so the data shows that all items are reliable.

#### *Results of the Classical Assumption Test*

##### *Normality Test*

The normality test aims to examine whether, in the regression model, the disturbance or residual variable has a normal distribution. The regression equation is considered good if both the independent and dependent variables are normally distributed (Imam Ghazali, 2013). The normality test is conducted using a normal probability plot with the help of IBM SPSS Statistics software version 25. In this study, the One Sample Kolmogorov-Smirnov test is used with a significance level of 0.05, and the decision criteria are as follows:

1. If the sig value  $> 0.05$ , the data is normally distributed.
2. If the sig value  $< 0.05$ , the data is not normally distributed.

**Table 9. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		160
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.64254236
Most Extreme Differences	Absolute	.049
	Positive	.047
	Negative	-.049
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		

*Source: Data Processed, 2025*

Based on Table 9 above, the results of the normality test show that the Asymp. Sig. (2-tailed) value obtained is 0.200, which is greater than 0.05. Therefore, in this analysis, the data is normally distributed.

#### *Multicollinearity Test*

The multicollinearity test is used to examine whether there is a correlation among the independent variables in the regression model. If there is no correlation among the independent variables, the regression model is considered good. To detect the presence of multicollinearity, we look at the Variance Inflation Factor (VIF) and tolerance values. If the VIF value is less than 10 and the tolerance value is above 0.1 or 10%, it can be concluded that there is no multicollinearity in the regression model (Imam Ghazali, 2013).

**Table 10. Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.856	1.169
	X2	.907	1.102
	X3	.860	1.163

Dependent Variabel : Y

Source: Data Processed, 2025

Based on Table 10 above, it shows that the Tolerance value for the variable online customer review (X1) is 0.856, for the brand reputation variable (X2) is 0.907, and for the brand trust variable (X3) is 0.860. These values are all  $> 0.10$ . Meanwhile, the VIF value for each independent variable, namely the online customer review (X1) variable, is 1.169, for the brand reputation (X2) variable, it is 1.102, and for the brand trust (X3) variable, it is 1.163. These values are all  $< 10.00$ . Therefore, it can be concluded that there is no multicollinearity symptom among the independent variables in this regression model.

#### *Heteroscedasticity Test*

The Heteroscedasticity test is used to assess whether there is unequal variance of residuals for all observations in the linear regression model. Heteroscedasticity refers to the condition where there is unequal variance of the error terms for all observations of each independent variable in the regression model. The purpose of the heteroscedasticity test is to determine whether the residual variance between several observations differs in the regression model. According to Imam Ghazali (2018), a good regression model is one where heteroscedasticity does not occur. The heteroscedasticity test in this study uses the Glejser test. The results of the test can be seen in the table below.

**Table 11. Heteroscedasticity Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1	(Constant)	.929	.832	1.117	.266
	X1	.007	.033	.020	.822
	X2	.032	.049	.056	.509
	X3	-.011	.037	-.027	.757

a. Dependent Variable: ABS\_RES

Source: Data Processed, 2025



Based on the results of the heteroscedasticity test through the Glejser test in the table above, the significance values for each variable are as follows: the online customer review variable (X1) is 0.822, the brand reputation variable (X2) is 0.509, and the brand trust variable (X3) is 0.757. These values are all greater than 0.05. Therefore, it can be concluded that this analysis indicates no heteroscedasticity in the regression model.

#### *Coefficient of Determination ( $R^2$ )*

The results of the multiple linear regression analysis also yield the coefficient of determination  $R^2$ . This value can be seen in the following table.

**Table 12. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 <sup>a</sup>	.443	.432	1.65826

a. Predictors: (Constant), X3, X2, X1

Source: Data Processed, 2025

Based on Table 12, the value of the coefficient of determination ( $R^2$ ) can be seen in the R Square column, which is 0.443. This value explains that the influence of the variable online customer review, brand reputation, and brand trust on the variable purchase intention is 0.443 (44.3%), while 55.7% is influenced by other variables outside the research model.

#### *Hypothesis Testing*

Hypothesis testing is conducted with the aim of proving the hypotheses that have been formulated earlier. There are two types of hypothesis tests: the T test (Partial) and the F test (Simultaneous).

#### *F Test*

The results of the simultaneous test or F test can be seen in the table below.

**Table 13. F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	341.120	3	113.707	41,351	,000 <sup>b</sup>
	Residual	428.973	156	2.750		
	Total	770.094	159			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Data Processed, 2025

Based on Table 13 above, with  $df(n1) = 2$ ,  $df(n2) = 157$ , the F-table value is 3.054. From the results of the simultaneous test or F-test, the calculated F-value is 41.351 and the F-table value is 3.054. This value shows that the calculated F-value > F-table with a significance level of  $0.000 < \alpha 0.05$ . Based on the hypothesis, it can be interpreted that  $H_0$  is rejected and  $H_1$  is accepted, so overall the independent variables, namely online customer review, brand reputation, and brand trust, have an effect on purchase intention as the dependent variable.

#### *T-Test*

The hypothesis test is conducted to show how much the independent variables affect the dependent variable individually. In this study, the hypothesis test is used to determine the effect of the variable online customer review, brand reputation, and brand trust on the variable purchase intention. The criterion is that if the calculated t-value is greater than the t-table value, the independent variables affect the dependent variable. The results of the hypothesis test can be seen as follows:

**Table 14. T-Test Analysis Results.**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.404	1.374		1.022	.309
X1	.390	.055	.460	7.118	.000
X2	.316	.080	.247	3.935	.000
X3	.173	.060	.184	2.859	.005

a. Dependent Variable: Y

Source: Data Processed, 2025

#### *Results of the Test on the Effect of Online Customer Reviews on Purchase Intention*

According to the table above, the t-calculated value is 7.118, which is greater than the t-table value of 1.975, and the significance value is 0.000, which is less than 0.05. Based on the hypothesis, this indicates that H1 is accepted and H0 is rejected. Therefore, the online customer review variable has a positive and significant partial effect on purchase intention.

For the test on the effect of brand reputation on purchase intention, the t-calculated value is 3.935, which exceeds the t-table value of 1.975, and the significance value is 0.000, which is less than 0.05. According to the hypothesis, this means H2 is accepted and H0 is rejected. Hence, brand reputation has a positive and significant partial effect on purchase intention.

Regarding the effect of brand trust on purchase intention, the t-calculated value is 2.859, which is greater than the t-table value of 1.975, and the significance value is 0.005, which is less than 0.05. Based on the hypothesis, this means H3 is accepted and H0 is rejected. Therefore, brand trust has a positive and significant partial effect on purchase intention.

#### *Multiple Linear Regression Analysis*

The influence between the independent variables, namely online customer review, brand reputation, and brand trust, on the dependent variable, purchase intention, can be determined through multiple linear regression analysis testing. This test is performed using a computer with the SPSS (Statistical Program for Social Science) version 25 software. The results are shown as follows:

**Table 15. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.404	1.374		1.022	.309
1 X1	.390	.055	.460	7.118	.000
X2	.316	.080	.247	3.935	.000
X3	.173	.060	.184	2.859	.005

a. Dependent Variable: Y

Source: Data Processed, 2025

Based on Table 15, the multiple linear regression equation model can be obtained as follows:

$$Y = 1.404 + 0.390 X1 + 0.316 X2 + 0.173 X3 + \epsilon$$

The interpretation of the equation is as follows: The coefficient for the online customer review variable (X1) is 0.390, indicating a positive relationship between online customer reviews and purchase intention. The coefficient for brand reputation (X2) is 0.316, showing a positive impact of brand reputation on purchase intention. Lastly, the coefficient for brand trust (X3) is 0.173, suggesting a positive effect of brand trust on purchase intention.

*Discussion*

### *The influence of online customer review on purchase intention*

The overall analysis results indicate that online customer reviews positively and significantly influence purchase intention. This indicates that the online reviews available play an important role in shaping consumer purchase intentions for the Somethinc skincare product on Shopee. The more positive, informative, and convincing the reviews are received by potential buyers, the greater the likelihood they will be interested in purchasing the product.

This finding aligns with the study by Amalia & Nurlinda (2022), which confirms that online customer reviews positively and significantly influence purchase intention. An increase in positive reviews enhances consumer confidence in making a purchase. Similarly, research by Riyanjaya & Andarini (2022) supports this view, stating that online customer reviews have a favorable impact on purchase intention, as consumers tend to place greater trust in products when the quality of reviews improves.

### *The Influence of Brand Reputation on Purchase Intention*

The results obtained from the overall analysis conducted indicate that brand reputation has a positive and significant effect on purchase intention. This suggests that the better the brand reputation of Somethinc, the higher the consumer's intention to purchase its products. A positive brand reputation reflects the consumer's perception of the quality, credibility, and consistency of the brand in meeting customer expectations.

This study is in line with research conducted by Qalati et al. (2021) which states that there is a positive influence between brand reputation and purchase intention. Having a strong brand reputation is crucial for building customer trust and reducing customer apathy in a highly competitive market. Furthermore, from the research Bernika & Ekawanto (2023) it is stated that brand reputation has a positive influence on purchase intention, indicating a positive relationship between brand reputation and purchase intention. This shows that the higher the reputation or image of a brand, the higher the consumer's purchase intention will be.

### *The influence of brand trust on purchase intention*

The results obtained from the overall analysis show that brand trust has a positive and significant effect on purchase intention. This finding indicates that the higher the level of consumer trust in the Somethinc brand, the more likely they are to have an intention to make a purchase. Brand trust reflects consumers' belief that the brand is capable of consistently delivering the promised benefits.

This research is reinforced by prior studies, such as Ellitan et al. (2022), which found that brand trust has a positive and significant impact on purchase intention. Trust helps keep a brand top-of-mind for consumers, ultimately encouraging them to make a purchase. Similarly, Mawaddah & Samsudin (2024) also concluded that brand trust significantly influences purchase intention, with strong brand trust increasing the likelihood that consumers will buy a product.

## **CONCLUSION**

Based on the research conducted, it can be concluded that online customer reviews, brand reputation, and brand trust each have a positive and significant influence on purchase intention. These findings highlight that consumer are more inclined to purchase Somethinc skincare products when they encounter positive reviews, perceive the brand as reputable, and trust the brand. The study reinforces the importance for businesses to cultivate strong online customer feedback, maintain a positive brand image, and build consumer trust to increase purchase intentions.

However, this research is not without limitations. The study focused solely on respondents residing in Surakarta, which may not represent the broader perceptions of consumers across Indonesia.

Furthermore, only three independent variables were examined, while other factors that could influence purchase intention, such as brand loyalty or perceived value, were not considered. Additionally, the research was limited to Shopee as the sole marketplace platform. Future studies are encouraged to explore a broader range of variables, include respondents from different regions, and compare multiple marketplace platforms to achieve more generalized and comprehensive results

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