The Influence of Customer Reviews, Digital Marketing, and Price on Glad2glow Skincare Purchase Decisions on Shopee

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Abstract

Research aim: *The purpose of this study is to determine the influence of customer reviews, digital marketing, and price on Glad2glow skincare purchase decisions both partially and simultaneously.*

Design/Methode/Approach: *This study's methodology is a quantitative one, a kind of descriptive study, a method of sampling that 40 respondents employed, and a data analysis technique using multiple linear regression, a classical hypothesis test, a crystallinity coefficient (d2), and validity and reliability testing were analyzed with the SPSS 24 program.*

Research Finding: *The findings demonstrate that price, digital marketing, and customer reviews all have a substantial impact on decisions to buy.*

Theoretical contribution/Originality: *This research paper provides a deeper understanding of the development of purchase decision theory by highlighting the role of consumer reviews and effective digital marketing strategies in building brand awareness and awareness. In addition, this study deepens our understanding of the impact of dynamic pricing and discounts on purchasing behavior, especially when it comes to skincare trends and provides a baaru perspective on online marketing research.*

Practical / Policy implication: *These findings can help businesses manage customer reviews, leverage creative digital marketing, and set competitive prices. By optimizing these three factors, companies can increase competitiveness and customer satisfaction by increasing consumer trust, expanding market reach, and facilitating purchasing decisions.*

Research limitations: *The limitations of this research include focusing on Glad2glow skincare products on shopee, so the results cannot be generalized to other products or platforms. The study also only looked at the impact of customer reviews, digital marketing, and price without considering other factors and focused on the younger generation of consumers.*

Keywords :*Customer Review, Digital Marketing, Pricing, Purchase Decision*

1. Introduction

Along with technological advancements, people's lifestyles have undergone significant changes. One of the changes due to technological developments is the growth of the e-commerce industry. Currently, e-commerce has become a social trend as a platform that makes purchasing products more convenient and provides a new experience to consumers when making online purchases, especially on Shopee e-commerce.[1] In addition, Shopee recorded success as the most visited e-commerce platform in Indonesia in the third quarter of 2023.[2] Shopee managed to get 165.8 million users with an average of 157.9 million per month (GoodStats.id, 2023).

In this modern era, women are increasingly paying attention to appearance to support daily activities.[3] One way to support the appearance is to use skin care products. Glad2glow as one of the skincare brands that is quite popular on Shopee with a total of 2.6 million followers attracts attention and becomes a hot topic among consumers, especially the younger generation. Glad2glow has received many positive reviews from consumers who feel the real benefits of its products. Customer reviews are considered relevant because they are voluntarily carried out by customers who have purchased a product.[4] These reviews not only increase trust among new consumers, but also serve as an effective marketing tool.

Digital marketing is the application of digital technology to achieve marketing goals.[5] Effective advertising and relevant content can increase brand awareness and influence consumer preferences. With optimal digital marketing, a company will be able to attract the attention of potential customers so that it will maintain the company's competitiveness. Glad2glow's skincare digital marketing leverages social media platforms with creative and interactive campaigns to reach a wider audience.

One of the important factors customers are interested in making purchasing decisions in e-commerce is price. Price is defined as an exchange rate by a particular product or service for consumers.[6] Consumers often compare prices and features as well as product quality, taking into account existing reviews. In the context of online shopping, discounts and dynamic pricing have a significant impact on purchasing decisions.[7] Competitive pricing also needs to be supported by positive reviews so that consumers can feel confident in buying Glad2glow skincare.

Purchasing decisions are the desire of consumers to acquire a product, and consumers make decisions based on the perception of whether the product is suitable to meet their needs.[8] Consumers use their knowledge to assess the benefits and drawbacks of two or more products before choosing which product to buy. Buyers consider many options before making a purchase, so at this stage they will take steps to decide whether or not to buy the product.[9]

Research by Yuli Tri Cahyono and Indah Dwi Wibawani proves that prices and customer reviews significantly and positively affect consumers' decisions to buy.[10] Digital marketing is also affected by the same. This study differentiates itself from previous research by concentrating on different things. This study focused on Glad2glow skincare products on Shopee by adding digital marketing variables, while the previous study did not target specific

product categories and paid less attention to the role of digital marketers. The purpose of this study is to analyze how customer reviews, digital marketing, and pricing work together to influence purchasing decisions. This provides a more comprehensive and relevant approach than previous research.

Based on the description above, this study examines "The Influence of Customer Reviews, Digital Marketing, and Price on Glad2glow Skincare Purchase Decisions on Shopee".

1.1. Statement of Problem

Based on the background that has been explained above, the formulation of the problems contained in this study is:

1. Does customer reviews have a significant effect on the purchase decision of Glad2glow skincare products partially?
2. Does digital marketing have a significant effect on the purchase decision of Glad2glow skincare products partially?
3. Does the price have a significant effect on the purchase decision of Glad2glow skincare products partially?
4. Do customer reviews, digital marketing and prices have a significant effect on the purchase decision of Glad2glow skincare products simultaneously?

1.2. Research Objectives

Based on the formulation of the problem that has been described above, the objectives of the research that we want to know are:

1. To find out and analyze the significant influence of customer reviews on consumer purchasing decisions of Glad2glow skincare products partially.
2. To find out and analyze the significant influence of digital marketing on the decision to purchase Glad2glow skincare products partially.
3. To find out and analyze the significant influence of price on the purchase decision of Glad2glow skincare products partially.
4. To find out and analyze the influence of customer reviews, digital marketing, and prices on consumer purchasing decisions of Glad2glow skincare products simultaneously.

2. Method

The research methodology used is quantitative descriptive research methodology. The population taken is the customers who buy Glad2glow skincare products. Sugiyono (2016) defines a sample as part of the number and characteristics of a population by utilizing purposive sampling techniques to determine sample size. This study uses questionnaires as primary data while research journals and case studies are secondary data. The variables studied include customer reviews, digital marketing, and pricing on purchase decisions. The sample that is suitable for use in each study can range from 30 to 500 people with the number of sample members must be at least 10 times greater than the total number of variables studied. The total variables of this study are four, three independent variables and one dependent variable. The sample was calculated using multivariate analysis calculated by

entering the following four variables into the formula**: Sample = (Number of Variables) x 10 = 40 respondents** So the minimum sample taken in this study was 40 respondents.

This method applies multiple linear regression to examine the influence of independent variables. The data analysis stage is: a) multiple linear regression, b) classical hypothesis testing including data normality, multicollinearity and heterogeneity, c) hypothesis testing containing t and F tests, d) crystallinity coefficient (d2), e) testing instruments including validity and reliability analyzed with the SPSS 24 program.

Sec. 3. Results and Discussion

Validity

Table 1. Validity Test Results

Variabel	Item	R count	Itself	R table	Information
Customer Review	X1.1	0,874	0.000	0.312	Valid
	X1.2	0.908	0.000	0.312	Valid
	X1.3	0.857	0.000	0.312	Valid
	X1.4	0.847	0.000	0.312	Valid
	X1.5	0.863	0.000	0.312	Valid
	X1.6	0.873	0.000	0.312	Valid
	X1.7	0.852	0.000	0.312	Valid
	X1.8	0.841	0.000	0.312	Valid
Digital Marketing	X2.1	0.745	0.000	0.312	Valid
	X2.2	0.816	0.000	0.312	Valid
	X2.3	0.908	0.000	0.312	Valid
	X2.4	0.783	0.000	0.312	Valid
	X2.5	0.804	0.000	0.312	Valid
	X2.6	0.825	0.000	0.312	Valid
	X2.7	0.862	0.000	0.312	Valid
	X2.8	0.808	0.000	0.312	Valid
Price	X3.1	0.710	0.000	0.312	Valid
	X3.2	0.641	0.000	0.312	Valid
	X3.3	0.826	0.000	0.312	Valid
	X3.4	0.706	0.000	0.312	Valid
	X3.5	0.574	0.000	0.312	Valid
	X3.6	0.679	0.000	0.312	Valid

	X3.7	0.653	0.000	0.312	Valid
	X3.8	0.745	0.000	0.312	Valid
Buyer Satisfaction	Y1	0.712	0.000	0.312	Valid
	Y2	0.854	0.000	0.312	Valid
	Y3	0.758	0.000	0.312	Valid
	Y4	0.845	0.000	0.312	Valid
	Y5	0.890	0.000	0.312	Valid
	Y6	0.783	0.000	0.312	Valid
	Y7	0.821	0.000	0.312	Valid
	Y8	0.820	0.000	0.312	Valid

Source: SPSS Output 24, 2024

Reliability Test

Table 2. Reliability Test

Variabel	Cronbach Alpha	Alpha limit value	Information
Customer Reviews (X1)	0.951	0.6	Reliabel
Digital Marketing (X2)	0.929	0.6	Reliabel
Price (X3)	0.844	0.6	Reliabel
Purchase Decision (Y)	0.923	0.6	Reliabel

Source: SPSS Output 24, 2024

Based on the table above, it shows that the 4 variables contained in this study have a Cronbach's Alpha value of > 0.6 so they are reliable.

Normality Test
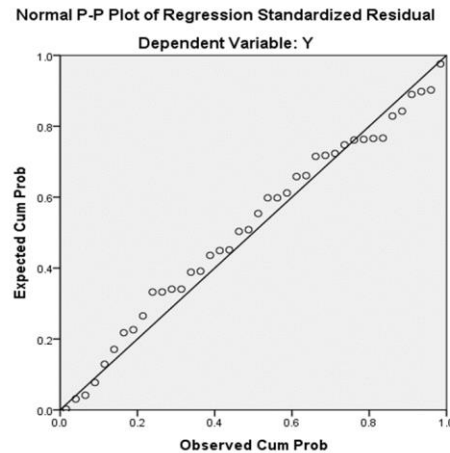
Source: SPSS Output 24, 2024

Figure 1. Normality Test Results

Based on the graph on the normal P-P plot regression standardized residual above, it shows that the data in this study is distributed normally, because the data is spread along a diagonal line and follows a diagonal line, so that the resulting regression model meets the classical assumption of normality.

Multicollinearity Test

Table 3.

Multicollinearity Test

Coefficientsa							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Itself.	Tolerance	BRIGHT
1	(Constant)	-,670	3,005		-,223	,825		
	X1	,351	,108	,383	3,246	,003	,371	2,695
	X2	,328	,119	,334	2,751	,009	,351	2,848
	X3	,341	,150	,271	2,274	,029	,363	2,752
a. Dependent Variable: Y								

Source: SPSS Output 24, 2024

Table 3 above proves that multicollinearity was not detected in this study because the independent variable has a VIF value of < 10. So there is no strong correlation between variables. The following are the details:

a. With a VIF value of 2.695 < 10 for the Customer Review (X1) variable, there is no problem of multicollinearity.

b. The Digital Marketing variable (X2) has a VIF value of 2.848 < 10, so there is no problem of multicollinearity.

c. Since the VIF value of the Price variable (X3) is 2.752 < 10, there is no problem of multicollinearity.
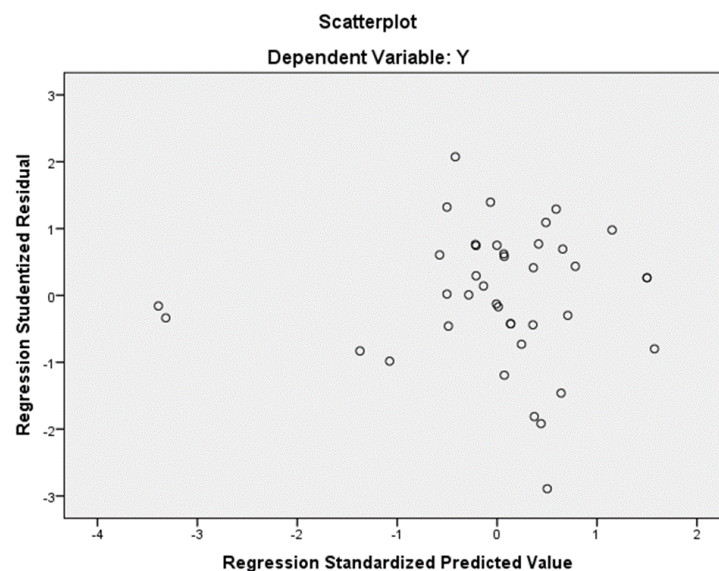
Heteroscedasticity Test

Figure 2. Heteroscedasticity Test

Source: SPSS Output 24, 2024

Based on the results of the output above, it is illustrated that the dots are scattered and do not form a certain pattern, so it can be concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.
	B	Std. Error	Beta		
1 (Constant)	-,670	3,005		-,223	,825
X1	,351	,108	,383	3,246	,003
X2	,328	,119	,334	2,751	,009
X3	,341	,150	,271	2,274	,029
a. Dependent Variable: Y					

Source: SPSS Output 24, 2024

Based on table 4, it can be concluded that the variables of purchase decisions are influenced by these three independent variables so that they form an equation:

Y=α+b1X1+b2X2+b3X3+e

Y=-0,670+0,351X1+0,328X2+0,341X3+e

The explanation of multiple linear regression in this study is:

a. A constant value of -0.670 indicates a negative influence on the independent variable if the independent variables, namely Customer Review (X1), Digital Marketing (X2), and Price (X3) are constant or zero, then the Purchase Decision variable (Y) is -0.670.

b. The regression coefficient of the Customer Review variable (X1) is positive of 0.351. This condition proves that the relationship between the variables of Customer Review and Purchase Decision (Y) is unidirectional. Assuming all other factors remain the same, the increase of one unit in Customer Reviews increases, it will increase 0.351 in the purchase decision (Y).

c. The Digital Marketing variable (X2) has a positive regression value of 0.328. This proves that the relationship between the Digital Marketing variable and Purchase Decision (Y) is unidirectional. Assuming all other factors remain the same, an increase of one unit in Digital Marketing will result in an increase of 0.328 in Purchase Decision (Y).

d. The regression coefficient of the variable Price (X3) is positive of 0.341. With this, it can be seen that there is a unidirectional relationship between the Price variable and the Purchase Decision variable (Y), which shows that every time the price of 1 unit increases with the assumption that other variables are constant, the Purchase Decision variable (Y) increases by 0.341.

Coefficient of Determination Test (d^2)

Table 5. Results of Determination Coefficient Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902a	,814	,798	2,354
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y				

Source: SPSS Output 24, 2024

The % table shows an R-squared value of 0.814 or 81.4%. This indicates that the variables Customer Review (X1), Digital Marketing (X2), and Price (X3) contribute to a significant influence on Purchase Decision (Y) by 81.4% and other factors contribute by 18.6%.

Uji Hypothesis

Partial Test (t-test)

Table 6. Test Results t

		Unstandardized Coefficients		Standardized Coefficients		
Coefficientsa						
Model		B	Std. Error	Beta	t	Itself.
1	(Constant)	-,670	3,005		-,223	,825
	X1	,351	,108	,383	3,246	,003
	X2	,328	,119	,334	2,751	,009
	X3	,341	,150	,271	2,274	,029
a. Dependent Variable: Y						

Source: SPSS Output 24, 2024

N: 40

K: 3

Df: n-k-1 = 40-3-1 = 36

Table = 2.028

Based on the results of the calculation above, it can be concluded that is:

1. The Customer Review variable has a probability value of 0.003 < 0.05 and t calculation of 3.246 > 2.028, meaning that H01 is rejected and Ha1 is accepted, namely the Customer Review variable has a partial significant effect on the Purchase Decision (Y).

2. Digital Marketing has a probability value of 0.009 < 0.05 and t calculation of 2.751 > 2.028, meaning that h02 is rejected and Ha2 is accepted, which is a Digital Marketing variable that has a partial significant effect on the Purchase Decision (Y).

3. The Price variable has a probability value of 0.029 < 0.05 and t calculated as 2.274 > 2.028, meaning that H03 is rejected and Ha3 is accepted, namely the Price variable has a partial significant effect on the Purchase Decision (Y).

F Test (Simultaneous)

Table 7. F Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Itself.
1 Regression	871,294	3	290,431	52,414	.000b
Residual	199,481	36	5,541		
Total	1070,775	39			
a. Dependent Variable: Y					
b. Predictors: (Constant), X3, X1, X2					

Source: SPSS Output 24, 2024

df1 = k-1 = 3-1 = 2

Qf2 = N-K-1 = 40-3-1 = 36

F table = 2.87

The value of f calculated is 52.414 > f table 2.87 and the significance or probability value is 0.000 < 0.05 according to SPSS output data. So it can be concluded that H0 is rejected and Ha4 is accepted, which means that independent variables in the study, namely Customer Review (X1), Digital Marketing (X2), and Price (X3) simultaneously have a significant effect on Purchase Decision (Y).

Discussion

Customer Reviews Have a Significant Effect on Purchase Decisions

The findings of the study prove that the customer review has a significance value of 0.003 < 0.05 as well as a T value of 3.246 > a T value of 2.028. This condition proves how purchasing decisions are significantly influenced by customer review variables. The results have proven beyond a doubt that customer reviews influence consumer decisions.

Based on this data, customer reviews influence consumer purchase decisions with customer reviews who have experienced the benefits of Glad2glow skincare products. With these customer reviews, buyers are attracted to buy Glad2glow skincare products even more.

The results of the study are supported by the research of Hariyanto and Trisunarno (2020) in their research explaining that customer reviews are said to be relevant because they are carried out voluntarily by customers who have bought a product, customer reviews are also one of the factors that determine purchase decisions.

Digital Marketing has a significant impact on Purchasing Decisions

The findings of the study prove that the significant level of 0.009 < 0.05, digital marketing has a calculated T value of 2.751 > a table T value of 2.028. This condition proves that purchasing decisions are significantly influenced by digital marketing. Thus, it is established that digital marketing influences consumer purchasing decisions.

Based on the information above, digital marketing is influenced by the credibility of the information conveyed through digital advertising that influences consumers to buy Glad2glow skincare products.

The results of this study are supported by the research of Kotler and Keller (2016) digital marketing is the application of digital technology to achieve marketing goals.

Price has a significant effect on Purchase Decisions

The findings of the study prove that the price variable has a significance level of 0.029 < 0.05 and the calculated T value is 2.274 > the table T value is 2.028. This shows how prices have a big impact on the judgment of what to buy. Therefore, it can be proven that price has a big influence on consumer purchase decisions.

Based on the information above, the price of skincare from Glad2glow is cheaper and competitive compared to other products.

The results of this study are supported by the research of Tjiptono (2002:152) Price is defined as an exchange rate for the benefits caused by a certain product or service for a person. The higher the benefits that consumers feel from a certain product or service, the higher the exchange rate of these goods and services for consumers.

Customer Reviews, Digital Marketing, and Pricing have a positive and significant effect on Purchase Decisions

Based on the findings of the study, the calculated F value is 52,414 > the table F value of 2.87 has a significant level of 0.000 < 0.05. The results of this study show that all three independent variables have a simultaneous impact on purchasing decisions. Therefore, the findings of the study prove that the three independent variables simultaneously affect the purchase decision, which is 81.4%, has an R^2 value of 81.4%. Other variables not included in this study influenced the remaining 18.6% of purchase decisions.

4. Conclusion

Based on the findings of the study and the description of the previous discussion, it can be concluded that partially, the three independent variables each significantly affect the purchase decision of Glad2glow skincare. Overall, these three variables also have a significant effect on the Glad2glow skimcare. Based on these findings, it is hoped that Glad2glow can encourage consumers to provide positive reviews about their products. In addition, Glad2glow skincare needs to develop more creative and interactive digital marketing campaigns on social media platforms, as well as ensure that product prices remain competitive in the e-commerce market.

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