

Analysis of Reviews, Brand image, and Product Quality on Purchasing Decisions for OMG Lip Cream Among UNP Kediri Students.

Chandra Dwi Fatiha¹, Poniran Yudho Leksono²

PGRI Nusantara University Kediri, Jalan KH Achmad Dahlan No. 76, 64112, Indonesia.

chandraaditya274@gmail.com¹ poniranyudho@unpkediri.ac.id²

*corresponding author

Article Information		Abstrack
Submission date	January 2, 2025	<p>Research aim: This study aims to measure or analyze the existence and absence of the influence of Review, Brand Image, and product quality partially and simultaneously on the purchase decision of OMG Lip Cream in UNP Kediri Students.</p> <p>Design/Method/Approach: This research employs a quantitative methodology utilizing a non probability sampling method. This study involves all studentwho have used OMG Lip Cream products as the population, with a sample consisting of 40 respondents who have purchased the product. The data were analyzed using classical methods, assumption tests, multiple linear regression, determination coefficients and hypothesis tests. The analysis process was carried out using the SPSSv23 application, which made it easier to process the data of this research.</p> <p>Research Finding: The findings of this indicate that reviews do not partially affect the purchase decision of OMG Lip Cream product. Conversely, brand image and product quality have a partial influence on the purchase decision. However, simultaneously the variables of reviews, brand image, and product quality positively and significantly affect purchases.</p> <p>Theoretical contribution/Originality: Reviews have a significant role in increasing consumer trust in OMG Lip Cream. Positive reviews from previous users can influence the process of finding information and evaluating alternatives, ultimately driving consumer intent to make a purchase. On the other hand, product quality also plays a role in supporting purchasing decisions through marketing attributes such as brand image, which is influenced by the company's image, product, and users. Attractive aspects of product design and consistency of quality are important factors in forming a positive perception in the eyes of consumers. By offering a more diverse variety of products equipped with accurate information and maintaining superior quality, OMG Lip Cream can cater to different consumer preferences while increasing the frequency of purchases.</p> <p>Practitioner/Policy implication: This study provides practical implications for UNP Kediri students who use OMG Lip Cream.</p> <p>Research limitations: : This research only focuses on reviews, brand image, and product quality as independent variables, while purchasing decisions are set as bound variables.</p> <p>Keywords : review, brand image, product quality, and buying decision</p>
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1. Introduction

According to Kotler and Keller [1]. Purchase decisions are a behavior formed by consumers in choosing the most preferred brand to buy. To achieve success in controlling the market, an effective strategy is required, one of which is understanding consumer needs and desires. Because the success of a business depends heavily on understanding purchasing behavior and the level of consumer trust. Consumers who have a positive experience when making a purchase tend to give good reviews and also suggest products or services to others. Meanwhile [2]. purchasing decisions are understood as customer choices influenced by economics, innovation, government issues, culture, goods, costs, areas, progress, real evidence, individuals and cycles. One of the products that is the object of purchasing decisions, especially among students, is lip cream. Lip Cream is a type of lipstick with a more liquid texture and provides more intense color pigmentation than solid lipsticks, which usually have a thicker texture and a less sharp color. In addition, Lip cream is also known to have a lightweight and highly durable formula, which can provide comfort to the lips even when used in daily activities. This product is made of safe and vitamin-rich ingredients that guarantee its quality. Because, consumers tend to choose products with the best quality. The brand image of the Oh My Galm (OMG) as a cosmetics brand is still not widely recognized by the public. Instead, its lipstick product, Lip Cream, is more populer due to its diverse shade options. To compete in the market, this brand requires a creative and flexible strategy in marketing its products. Therefore, the Oh My Glam (OMG) brand continues to look for ways to make its products grow. Therefore, researchers exhibit great enthusiasm in exploring the cosmetics brand Oh My Glam (OMG) and the strategies that can influence purchase decisions for OMG Lip Cream products, with students as the primary consumers. Oh my Glam (OMG) was born as a new Indonesian cosmetics brand that believes that the confidence and trust of women can come from beauty and of course can be achieved by all groups. Oh My Glam (OMG) is a local beauty product in Indonesia that was established in 2021 under PT Varcos Citra Internasional with its tagline *Never Fade*. As a beauty brand, OMG has a vision to support women in Indonesia who want to have a flawless and on point facial appearance at all times.

According to Liu et al [3]. , product reviews can provide product information from the perspective of consumers and as recommenders. This means that *Reviews* giving confidence to consumers to buy a product. *Reviews* itself is a review of a product or service that is based on the real experience of consumers who have used it. According to [4]. From product reviews, we can learn both positive and bad feedback from customers who have purchased the item. Positive reviews from OMG Lip Cream consumers can create a good impression of the product, as well as strengthen the product's image in the eyes of potential buyers. This can ultimately influence consumer purchasing decisions. The more positive reviews obtained, the greater the chances of Lip Cream OMG products to attract new consumers and retain existing ones. This is supported by a study by Mardiyanti and Andriana [5]. that *Product Reviews* have a positive and significant effect on consumer purchase decisions.

According to Kotler, P., & Keller [6]. Brand Image is the perception and belief carried out by buyers, as reflected in the socialization that occurs in the buyer's memory. Meanwhile, according to Zella et all [7]. Brand image This is the impression that the brand instills in consumers and the form of past impressions and experiences on the brand. Like the Oh My Glam (OMG) brand whose brand is a new local brand, but in reality, this Lip Cream has entered the Top sales of cosmetic products in Indonesia. The existence of a relatively new

local brand needs to build a strong image in order to compete with brands that are already well-known. As According to [8], companies need to form a strong brand image in order to compete in a competitive market. With the completeness of the information conveyed in the product, of course consumers will be more confident and not hesitate when choosing the OMG Lip Cream product. This is supported by Sinaga's research [9]. also states that brand image has a significant influence on purchasing decisions (Study on Somethinc by Irene Ursula).

According to Santoso [10], Product quality is a statement about the level of ability of a brand or product to perform the expected function as a material to meet basic human needs. In addition, consumer decisions to buy a product are closely related to the level of suitability of the product to their preferences or needs. With good product quality, it will be able to meet consumer desires and needs for the Lip Cream being marketed [11]. Improving product quality involves a number of steps and strategies that can be applied in business development, especially for OMG Lip Cream. The Oh My Glam (OMG) brand aims to improve the quality of its products, namely good production processes such as high-quality raw materials with safe and vitamin-rich content, as well as sterile packaging that helps product safety when marketed. Based on this, further research is needed on reviews, brand image, and product quality to understand the influence of all three on consumer purchasing decisions and improve more effective marketing strategies. According to the study of Saputri et al. [12]stated that the product quality variable has a significant influence on consumer purchasing decisions.

The three independent variables in this study, namely reviews, brand image, and product quality, show a close relationship in influencing consumer purchasing decisions. Reviews provided by consumers, especially positive ones, not only serve as a form of testimony to the experience of using the product, but also contribute to the formation of public perceptions of the brand concerned. This kind of review can strengthen the brand image by creating a credible and convincing impression in the minds of potential buyers. Furthermore, a good brand image can be an indicator of trust, which in turn strengthens consumers' assessment of overall product quality. Positive perceptions of quality in terms of durability, performance, and comfort of use will increase the likelihood of a purchase decision. Thus, the synergy between these three variables forms a mutually reinforcing and complementary relationship, which theoretically provides a strong conceptual basis in explaining and predicting consumer purchasing behavior. This mutually influencing relationship between variables is the main basis for formulating the hypothesis in this study.

Meanwhile, the selection of UNP Kediri students as respondents in this study was motivated by the fact that Universitas Nusantara PGRI Kediri (UNP Kediri) is a higher education institution with the largest number of students in the Kediri area. This large population increases the likelihood that many students will use OMG Lip Cream products. In addition, students in general are an active consumer group in exploring various products, following trends, and providing responses through reviews. Therefore, UNP Kediri students are considered an appropriate and relevant population to describe the influence of reviews, brand image, and product quality on purchasing decisions in the context of this study.

1.1. Statement of Problem

Regarding reviews created by consumers, they can provide positive and negative reviews. Where negative reviews will later cause doubts for consumers to make a purchase. Likewise, vice versa, the number of positive reviews will create trust in consumers. Many people have not been careful in looking at product detail information that can affect consumer perception of the brand image. Because this can reduce consumer confidence. Brands that are not transparent can lose consumer trust, especially if that information is important to purchasing decisions. Regarding the quality of OMG brand products, the production of lip cream must use safe and high quality ingredients. If low-quality materials are used, the lip cream will easily fade, crack, and become damaged when applied. Additionally, low-quality products may cause lip irritation, have poor longevity, and result in uneven application.

1.2. Research Objectives

Based on the explanation above, the objectives of this research are as follows:

1. To analyze and find out the influence of the partial review on the purchase decision of OMG Lip Cream products in UNP Kediri Students
2. To analyze and find out the influence of Brand Image partially on the purchase decision of OMG Lip Cream products in UNP Kediri Students
3. To analyze and find out the partial influence of product quality on the purchase decision of OMG Lip Cream products in UNP Kediri Students
4. To analyze and find out the influence of *Review*, *Brand Image* and product quality simultaneously on the purchase decision of OMG Lip Cream products in UNP Kediri Students.

2. Method

This study aims to analyze the extent to which reviews, brand image, and product quality influence the purchasing decision of OMG lip cream among students at UNP Kediri. According to Roscoe in Sugiyono [13]. The appropriate sample size for multivariate analysis, such as multiple regression or correlation, should be at least 10 times the number of variable studied. In this research, there are four variables: three independent variables (reviews, brand image, and product quality) and one dependent variable (purchase decision). Therefore, following Sugiyono's theory[13]. the sample size used is 10 times the number of variables, which amounts to 40 samples. The analytical methods in this study include the t-test and the f test.

2.1 Validity Testing

According to Ghazali [14]. The validity test is used for the validity of the questionnaire. A questionnaire is considered valid if the statements within it clearly define what is intended to be measured.

1. If $r_{count} > r_{table}$ where the question is said to be valid
 2. If $r_{calculate} < r_{table}$ where the question is said to be non-valid
- From the calculation of R the table is obtained (0.312)

Table 1. Validity Test

"Review validity test results"(X1)

It	R Calculate	R Table 5% (38)	Significance	Criteria
1	0.664	0.312	< 0.001	Valid
2	0.707	0.312	< 0.001	Valid

3	0.796	0.312	< 0.001	Valid
4	0.524	0.312	< 0.001	Valid
5	0.629	0.312	< 0.001	Valid
6	0.595	0.312	< 0.001	Valid
7	0.791	0.312	< 0.001	Valid
8	0.734	0.312	< 0.001	Valid

"Brand image validity test results" (X2)

It	R Calculate	R Table 5% (38)	Significance	Criteria
9	0.752	0.312	< 0.001	Valid
10	0.802	0.312	< 0.001	Valid
11	0.509	0.312	< 0.001	Valid
12	0.745	0.312	< 0.001	Valid
13	0.735	0.312	< 0.001	Valid
14	0.734	0.312	< 0.001	Valid

"Results of product quality validity test" (X3)

It	R Calculate	R Table 5% (38)	Significance	Criteria
15	0.492	0.312	< 0.001	Valid
16	0.781	0.312	< 0.001	Valid
17	0.695	0.312	< 0.001	Valid
18	0.867	0.312	< 0.001	Valid
19	0.813	0.312	< 0.001	Valid
20	0.687	0.312	< 0.001	Valid
21	0.791	0.312	< 0.001	Valid

"Results of the validity test of the purchase decision" (Y)

It	R Calculate	R Table 5% (38)	Significance	Criteria
22	0.627	0.312	< 0.001	Valid
23	0.688	0.312	< 0.001	Valid
24	0.719	0.312	< 0.001	Valid
25	0.718	0.312	< 0.001	Valid
26	0.691	0.312	< 0.001	Valid
27	0.818	0.312	< 0.001	Valid

Source: Primary data processed in 2024

Referring to the table above, there are 3 dependent variables and 1 independent variable, making a total of four variables. Each variable consists of its own statements, where the R value in each statement exceeds the R table (0.312), and the significance level is below 0.05, specifically (0.001). Therefore, it can be concluded that the obtained data is valid.

2.2 Reliability Testing

As stated by Ghazali, the reliability test is a method used to determine whether the questionnaire utilized for collecting data on research variables is dependable or not.

1. When the value of Cronbach's alpha > 0.60 intrusment, it is said to be reliable
2. If the value of Cronbach's alpha < 0.60 is said to be invariable

Table 2. "Reliability test results"

Variable	Cronbach's alpha	R	Information
Purchase Decision (Y)	0,804	0,60	Reliable

Reviews	0,832	0,60	Reliable
Brand image	0,778	0,60	Reliable
Product quality (X3)	0,857	0,60	Reliable

Source: Primary data processed in 2024

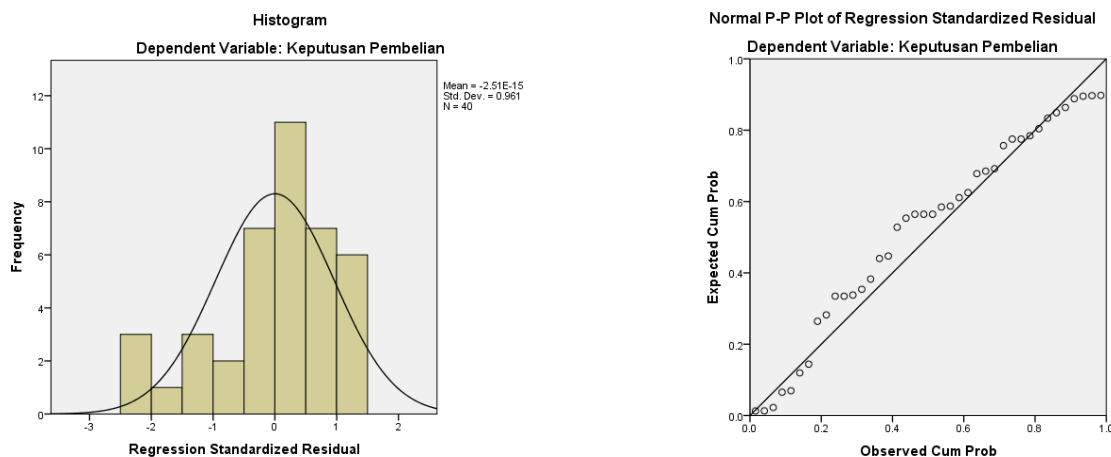
Reffering to the table above, it can be inferred that the Cronbach's alpha value is above 0.60, which confirms that the penetration test is reliable.

3. Results and Discussion /Hasil dan Pembahasan

Additionally, this study employs multiple linear regression analysis to gain a comprehensive understanding or assess whether the independent variables, namely reviews, brand image, and product quality, have an impact on the dependent variable, namely the purchase decision of OMG Lip Cream. The research utilizes the IBM SPSS for Windows version 23 software. Therefore, to ensure the assumptions required in the multiple linear regression model are met, a classical assumption test must be performed, followed by multiple linear regression analysis and coefficient determination as outlined below.

3.1 Classic Assumption Testing

This study utilise multiple linear regression analysis with primary data as the main source. Prior to implementing the multiple linear regression model, a classical assumption test must be conducted to validate the model. The purpose of this test is to assess whether the dependent and independent variables, either individually or together, follow a normal distribution. Data normality analysis is performed using histograms, normal probability plots, and the Kolmogorov-Smirnov test. The data is considered to be normally distributed if the histogram displays a bell-shaped pattern or if the points on the normal probability plot are distributed around the diagonal line and align with its direction.



Source: Primary data processed in 2024

Figure 1 Normality Test Results

The normality test result, as presented in Figure 1, indicate that the analyzed data follows a normal distribution. The histogram results reveal that the variable data forms a bell-

shaped pattern. Additionally, the normal probability plot results demonstrate that the data points from 100 respondents are either close to the diagonal line or dispersed around it while following the curve of the diagonal line.

The multicollinearity test aims to determine whether there is a correlation between independent variables in the regression model. A well-constructed regression model should ensure that no correlation exists among the independent variables. One common method for detecting multicollinearity is by using the Variance Inflation Factor (VIF). The results of the multicollinearity analysis, including the correlation matrix between independent variables, tolerance values, and VIF, are presented in the following table.

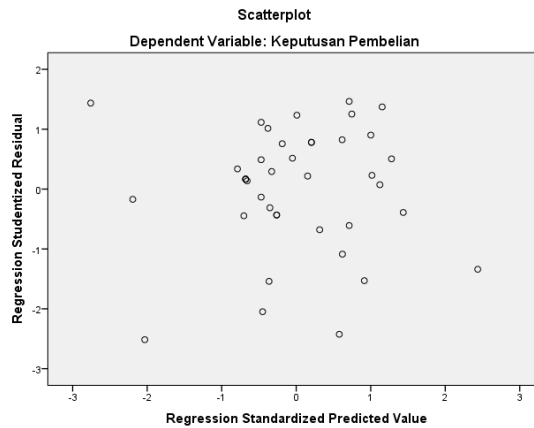
Table 3. Multicollinearity Test

	Type	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Reviews	.379	2.637
	Brand Image	.298	3.359
	Product Quality	.198	5.046

a. Dependent Variable: Purchase Decision

Source: Primary data processed in 2024

Table 3 illustrates the result of the multicollinearity test, showing a tolerance value greater than 0.10 and a VIF value less than 10.00. These result indicate that multicollinearity is not present in the model. The heteroscedasticity test aims to examine whether there is an inconsistency in residual variance across different observations in the regression model. If the residual variance remains uniform across observations, it is referred to as homoscedasticity, whereas if it varies, it is classified as heteroscedasticity. A well-constructed regression model should exhibit homoscedasticity test, analyzed through a scatterplot graph, are presented in Figure 4 below.



Source: Primary data processed in 2024

Figure 2. Heteroscedasticity Test Results

In Figure 2, the scatterplot graph illustrated that the points are dispersed randomly and do not form a specific pattern. Additionally, the points are spread both above and below the number 0 on the Y-axis. Based on these observations, it can be concluded that the regression model does not exhibit heteroscedasticity.

3.2 Multiple Linear Regression Analysis

In this study, the outcomes of the multiple linear regression analysis for Lip Cream OMG are presented in Table 4.

Table 4. Multiple Linear Regression Analysis
Coefficients^a

	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.879	2.487		3.571	.001
	Reviews	-.479	.102	-.715	-4.706	.000
	Brand Image	.434	.178	.417	2.432	.020
	Product Quality	.724	.174	.875	4.163	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed in 2024.

Referring to Table 5 above, the multiple linear regression equation obtained from the analysis test results is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$= 8.879 - 0.479 + 0.434 + 0.724 + e$$

In this study, a regression equation with a constant value of $a = 8.879$ indicates that the Purchase Decision variable remains unchanged when not influenced by the independent variables Review (X1), Brand Image (X2), and Product Quality (X3). If these independent variables are absent, the Purchase Decision variable will stay the same.

If the Review coefficient (X1) increases by 1 unit, while Brand Image (X2), and Product Quality (X3) remain unchanged, the Purchase Decision (Y) will decrease by -0.479

If the Brand Image coefficient (X2) increases by 1 unit, assuming Review (X1), and Product Quality (X3) do not change, the Purchase Decision (Y) will increase by 0.434.

If the Product Quality coefficient (X3) increases by 1 unit, while Review (X1), and Brand Image (X2) remain constant, the Purchase Decision (Y) will increase by 0.724

3.3 Determination Coefficient Analysis (Adjusted R2)

The Adjusted R2 coefficient of determination in this study is used to evaluate the model's ability to explain variations in the dependent variable. The purpose of this analysis is to determine the percentage contribution of independent variables to the dependent variable as a whole. This coefficient represents the extent to which the independent variables included in the model can explain the variance of the dependent variable. If Adjusted R2 equals 0, it indicates that the independent variables do not contribute to explaining the dependent variable. On the other hand, if Adjusted R2 equals 1, it signifies that the independent variables fully explain 100% of the variations in the dependent variable.

Table 5. Coefficient of Determination
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.685	.659	1.62676

a. Predictors: (Constant), Product Quality, Review, Brand Image

b. Dependent Variable: Purchase Decision

Source: Primary data processed in 2024

In this study, as shown in Table 5, the R square (R2) value is 0.685 or 68.5%. This indicates that the independent variables, namely Review, Brand Image, and Product Quality, collectively explain 68.5% of the variation in the dependent variable, Purchase Decision. Meanwhile, the remaining 31.5% is influenced by other factors that were not analyzed in this study.

3.4 Hypothesis testing

In this study, hypothesis testing is carried out using the t test and F test, as outlined below:

The partial test is evaluated using the t-test. where the results are compared to a significance level of 0.05. The details of this test can be found in Table 6 below.

Table 6. T-test (Partial Test)
Coefficients^a

	Type	t	Sig.
1	(Constant)	3.571	.001
	Reviews	-4.706	.000
	Brand Image	2.432	.020
	Product Quality	4.163	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processed in 2024

In the analysis of Table 6, the significance value for the Review variable is 0.000, which is below 0.05. Therefore, H₀ is rejected, and H_a is accepted, indicating that Review has a significant partial impact on Purchase Decision.

Similarly, the Brand Image variable has a significance value of 0.020, which is also less than 0.05. As a result, H₀ is rejected, and H_a is accepted, confirming that Brand Image has a significant partial influence on Purchase Decision.

For the Product Quality variable, the significance value is 0.000, which is lower than 0.05. Consequently, H₀ is rejected, and H_a is accepted, suggesting that Product Quality does not significantly impact Purchase Satisfaction when considered individually.

Additionally, in this study, an F-test was performed on Lip Cream OMG to assess the combined influence of the independent variables, namely Review, Brand Image, and Product Quality, on the dependent variable, Purchase Decision. The F-test results were obtained by comparing probability values. The outcomes of this simultaneous test, along with a significance threshold of 0.05, are detailed in Table 7.

Table 7. F test (simultaneous test)
ANOVA^a

	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	207.131	3	69.044	26.090	.000 ^b
	Residual	95.269	36	2.646		
	Total	302.400	39			

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- a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Quality, Review, Brand Image
Source: Processed Primary Data, 2024

Based on the calculation results in Table 7, it can be concluded that the obtained significance value of 0.000 is lower than 0.05, leading to the rejection of the H_0 hypothesis and the acceptance of H_a . This implies that the variables of reviews, brand image, and product quality collectively have a significant impact on the purchase satisfaction variable.

4. Discussion

This research aims to examine the significance of the relationship between reviews, brand image, and product quality in influencing the purchase decision of OMG lip cream among UNP Kediri students. The findings indicate that these three variables collectively impact consumer purchase decisions. This study utilizes a questionnaire with a simple random sampling method and adopts a quantitative research approach. The hypotheses tested in this study are as follows :

The Influence of Reviews on Purchase Decisions

Since OMG Lip Cream products receive positive customer reviews, it can be stated that the review variable has an influence on the purchase decision variable. This can be seen across various platforms such as social media and the official Oh My Glam (OMG) e-commerce pages, which have received many reviews from customers who were satisfied after using OMG lip cream products. However, in reality, these reviews do not have a strong partial influence on purchase decisions. The regression coefficient shows a negative direction, which does not necessarily indicate a harmful relationship. Instead, it may reflect the corrective influence of negative reviews, which actually increase consumer attention to product quality before making a purchase. Although OMG Lip Cream products have received various consumer reviews, the research results show that, partially, the negative review variable has a significant influence on purchase decisions. This may be due to several factors, such as consumers relying more on personal preferences, direct recommendations from close acquaintances, or visual promotions from influencers, rather than thoroughly

reading reviews. In addition, consumers' perceptions of circulating reviews may be deemed less credible, subjective, or even fabricated, thus reducing their influence in shaping purchase decisions for OMG Lip Cream. This is evidenced by the regression results in this study, which show that the t-value is -4.706. In this case, the absolute t-value of 4.706 is greater than the critical t-value of 1.684, and the probability value of 0.000 is less than the significance level of 0.05. This provides evidence to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This indicates that the review variable (X_1) has a significant influence on purchase decisions (Y). This is supported by a previous study [3], which found that reviews have a relevant influence on purchase decisions. In other words, the better the reviews of OMG lip cream, the greater the likelihood of purchase and its market value.

The Influence of Brand Image on Purchase Decisions

The brand image of OMG Lip Cream products has an influence on purchase decisions, as consumers tend to evaluate and choose a product based on their perception of the brand. In the cosmetics industry, brand image plays a crucial role as an indicator of quality, trust, and lifestyle. Consumers of OMG lip cream, particularly university students, are more attracted to products with a good reputation and those frequently featured in relevant and trendy promotional campaigns. When consumers have a positive perception of a brand's image, they are more confident and motivated to make a purchase, even without conducting in-depth information searches. The results of the regression analysis show that Brand Image (X_2) has a significant influence on Purchase Decision (Y), with a calculated t-value of 2.342, which is greater than the critical t-value of 1.684, and a probability value of 0.020, which is less than the significance level of 0.05. This provides evidence to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_2). This indicates that the Brand Image variable (X_2) has a significant influence on purchase decisions (Y). Study [9]. also demonstrates a clear and positive impact of brand image on purchase decisions. It can be concluded that the greater the consumer trust in the brand image of OMG Lip Cream, the stronger the influence on their purchasing decisions.

The Influence of Product Quality on Purchase Decisions

The quality of OMG Lip Cream products has an influence on purchase decisions. This is because consumers, especially university students, pay close attention to various quality aspects such as the lipstick's durability, comfort when used, attractive shade options, and its affordable price all of which become key considerations before making a purchase decision. When consumers perceive a product to be of good quality, they are more confident and feel that the product is worth buying. Perceived quality also affects the perception of utility value and post-purchase satisfaction, thereby reinforcing the decision to buy. The quality of OMG Lip Cream is also believed to boost consumer confidence particularly for students when used in daily

activities. When students feel that the product is safe, long-lasting, and meets their expectations, they are more likely to repurchase it. Therefore, product quality can influence purchase decisions. The results of the regression analysis show that Product Quality (X3) has a significant influence on Purchase Decision (Y), with a calculated t-value of 4.163, which is greater than the critical t-value of 1.684, and a probability value of 0.000, which is less than the significance level of 0.05. This provides evidence to reject the null hypothesis (H0) and accept the alternative hypothesis (H3). This indicates that the Product Quality variable (X3) partially has a significant influence on purchase decisions (Y). Study [12]. also confirms that there is a clear and positive impact between product quality and purchase decisions.

5. Conclusion

This research aims to examine the significance of the influence of brand image, reviews, and product quality on the purchase decision of OMG lip cream among UNP Kediri students. The study's findings reveal that, collectively, the variables of reviews, brand image, and product quality significantly affect consumer purchase decisions. Furthermore, the regression analysis results indicate that these three variables positively impact purchase decisions.

The primary contribution of this study is to offer a comprehensive understanding of the factors influencing the purchase decision of OMG Lip Cream among UNP Kediri students. This research emphasizes the significance of reviews, brand image, and product quality in shaping consumer preferences while also providing new insights into purchasing decisions. These findings can serve as a foundation for brand owners to develop more effective marketing strategies in the cosmetics industry.

The findings of this study can serve as a foundation for future research, particularly within the same field of study. Further research should consider expanding the research variables to achieve more comprehensive results. This recommendation is based on the fact that reviews, brand image, and product quality have been shown to influence purchase decisions by 68.5%, while the remaining 31.5% is affected by other factors not examined in this study. Therefore, additional factors such as price, location, and others should also be explored, as they may play a role in shaping purchasing decisions.

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