

# The Influence of Service Quality, Online Customer Reviews and Ratings on Purchasing Decisions of Skincare Cosmetics in the DKI Jakarta Region

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**Abstract:- This study aims to determine whether there is an influence of service quality, online customer reviews, and ratings on the purchasing decisions of skincare cosmetics online. The research uses a quantitative approach with an explanatory or causal design to explain how one variable affects changes in another, with the research object being female internet users aged 24-44 years. The sample size used in this study is 100 respondents. The method used is computerized media program SPSS 20.00. The results show a positive relationship between service quality and online customer reviews on purchasing decisions. However, ratings do not have a positive impact on purchasing decisions. Nonetheless, together, service quality, online customer reviews, and ratings have a positive influence on purchasing decisions due to other unobserved independent variables, such as product costs, human resources, processes, and physical evidence.**

**Keywords:-** *Service Quality, Online Customer Review, Rating, Purchasing Decision.*

## I. INTRODUCTION

Technological advancements, especially the internet, have brought significant changes in various aspects of life, including the business world. The internet has facilitated communication and access to information, enabling users to quickly obtain the latest information. Utilizing the internet as a means of social interaction has eased communication and information exchange in all fields, particularly in business, which currently faces intense global competition. The internet has become an essential tool for businesspeople to win in the business competition. The increase in internet users worldwide facilitates business people in marketing and developing their businesses.

Data from APJII shows that the highest number of internet users in Indonesia is on the island of Java, with a total of 86.4 million out of a total population of 252.6 million. The region with the highest internet user rate is DKI Jakarta, with a proportion of 81.6% of the population. According to a survey by Visa e-Commerce, several reasons contribute to the growing trend of online shopping: approximately 80% of respondents stated that online shopping is more flexible, 79% said it is easier to compare prices and save money, 78% stated they compare products, and 75% look for cheap items.

The shift in consumer behavior from conventional purchasing to online purchasing is driven by the ease of accessing the internet and evaluating products online, which in turn generates a desire to make purchases. Consumers now have the option to purchase online or offline. However, some consumers prefer to view products in physical stores before making online purchases. Offline stores are considered more tangible as they have locations and physical buildings that can be visited by consumers, while online stores have virtual locations separated by distance, with interactions conducted through intermediary tools.

Women and cosmetics are two inseparable things. Cosmetics have become a necessity for women, especially those who work to maintain their attractive appearance. This phenomenon occurs because they are aware that cosmetics have become a necessity to meet their lifestyle. According to a survey by the Center for Communication Studies (PUSKAKOM) UI, the majority of internet users in Indonesia are women, accounting for 51% of the total internet users.

Service quality plays an important role in attracting consumers to decide on purchases. According to Kotler, service quality is the totality of the characteristics of goods and services that demonstrate their ability to satisfy consumer needs. Additionally, Word of Mouth (WOM) also plays a crucial role in attracting consumers to make purchasing decisions. WOM is a communication process in which recommendations are given individually or in groups regarding a product or service, aimed at providing personal information (Puspita & Santoso, 2018). The concept of WOM has developed into electronic form, known as electronic word of mouth (e-WOM), which includes positive or negative statements made by potential, actual, or former customers about products or companies, available to many people and institutions via the internet (Raidanti et al., 2022).

Online customer reviews are part of e-WOM, playing a significant role in influencing consumer perceptions of a product, goods, services, or brand. Reviews are one of several factors determining consumer purchasing decisions. Consumers can use the number of reviews as an indicator of a product's popularity or value, influencing their willingness to buy the product. However, many factors influence the decision to purchase a product, and more reviews and ratings do not always mean the product will be bought (Arfah, 2022).

Nielsen's survey results show that 70% of consumers worldwide trust online reviews, while only 30% trust conventional media like television, radio, and print media. Internet users aged 25-44 years are a productive age group that always wants to look attractive. Among internet users in this age group, online sales of skincare cosmetics are relatively high (Febriani & Dewi, 2019).

According to research in China, ratings are part of reviews that use star symbols rather than text to express consumer opinions. Ratings can be interpreted as consumer evaluations of product preferences based on their experiences, referring to the psychological and emotional states they undergo while interacting with the product. Ratings are related to the level of consumer decision-making and the influence of consumer ratings on purchasing decisions, depending on how frequently the ratings are conducted by the consumers for a product (Harli et al., 2021).

Cosmetics are part of a person's lifestyle. Both men and women are starting to realize the importance of cosmetics to fulfill a clean, healthy, comfortable, and attractive lifestyle. The need for cosmetics influences information search activities related to cosmetics, especially skincare cosmetics. One of these activities is done through reviews of skincare cosmetic products. Data from the health industry show that skincare products are among the most frequently purchased products, with a percentage of 36.1%.

Skincare is a development of basic cosmetic products such as powder, lipstick, and eye shadow, including facial and body skincare like cleansers, toners, face creams, and body care products like body lotion, body scrub, lip care, masks, and hand care. The high growth rate in the cosmetic market, especially the skincare category, indicates fierce competition in the cosmetic industry. This growth is predicted to continue increasing. Data from Euromonitor shows that the forecast for skincare product sales increases annually, with a forecast reaching 15.84210 million dollars in 2015 (Robi'ah & Nopiana, 2022). Online customer reviews of skincare products can attract consumers and cause behavioral changes, making it easier for confused consumers with many product variants to access information and make purchases.

Skincare cosmetics pose high risks for their users, leading consumers to consider these risks before making a purchase. The risks faced by consumers include skin problems such as irritation, acne, itching, allergies, and even skin cancer due to exposure to harmful chemicals.

Based on the theoretical explanation above regarding service quality, online customer reviews, and ratings on purchasing skincare cosmetics, this research is essential to examine whether these three factors influence purchasing decisions. This research focuses on consumer perceptions of service satisfaction and product reviews, especially since skincare cosmetics pose high usage risks for consumers. Consumers tend to consider various factors before making a purchase to minimize the risks of using skincare cosmetics. This research aims to analyze the influence of service quality,

online customer reviews, and ratings on purchasing decisions of skincare cosmetics, both partially and simultaneously.

## II. LITERATURE REVIEW

### ➤ Online Marketing

Online Marketing is an effort to market products, provide services, and build consumer relationships through the internet. Social media is an effective and measurable digital marketing tool that allows companies to build effective two-way communication with consumers (Fatma et al., 2023). The benefits of online marketing for consumers include easy access to information, more product choices, and competitive prices. For companies, online marketing can improve consumer relationships, reduce costs, offer flexibility, and provide global access (Sholikah et al., 2021).

- *Service Quality According to Kotler, service quality is the totality of the characteristics of goods and services that demonstrate their ability to satisfy consumer needs. Service quality includes five main dimensions (Kotler et al., 2019):*

#### ✓ Tangibles:

Physical facilities and communication tools. This includes the appearance of facilities, equipment, personnel, and communication materials. For example, a clean and comfortable waiting room and well-dressed and professional staff.

#### ✓ Reliability:

The ability to provide promised services accurately and reliably. Consumers expect consistent and error-free services. For example, products received match the description and timely delivery.

#### ✓ Responsiveness:

Willingness to help consumers and provide prompt service. This includes staff readiness and willingness to respond to consumer requests, provide information, and handle complaints.

#### ✓ Assurance:

Knowledge and courtesy of staff and their ability to instill trust and confidence. This includes competence, credibility, and the perceived security by consumers.

#### ✓ Empathy:

Ease of communication, personal attention, and understanding consumer needs. Staff should show concern and care for consumers and understand and meet their needs individually.

- *Online Customer Review Online customer review is part of Electronic Word of Mouth (e-WOM), which includes positive or negative statements made by consumers about products or companies available via the internet. Online customer reviews influence consumer perceptions of products and purchasing decisions. The dimensions of online customer review include (Kunja & Acharyulu, 2018):*

✓ *Intensity:*

The frequency of consumer opinions on social networking sites. The more reviews written about a particular product, the higher its intensity, indicating its popularity or controversy.

✓ *Content:*

Information about product quality, price variations, and transaction security. Review content provides in-depth insights into consumer experiences and helps prospective buyers make better decisions.

✓ *Positive Opinions:*

Positive comments and recommendations from consumers. Positive reviews can enhance a product's image and encourage prospective buyers to make purchases.

✓ *Negative Opinions:*

Negative comments about products and services. Negative reviews can reduce buyer interest but also offer companies opportunities to improve their products and services.

- *Rating Rating is part of a review that uses star symbols to describe consumer opinions. The benefits of rating include:*

✓ *Product Evaluation:*

Serving as a benchmark in evaluating products. Ratings help consumers quickly assess product quality based on other users' experiences.

✓ *Feedback:*

Providing feedback from consumers. Ratings give vendors crucial information about consumer satisfaction and dissatisfaction.

✓ *Product Planning:*

Helping vendors plan new product procurements. High ratings indicate liked products and can guide vendors to increase stock.

✓ *Motivation:*

Motivating performance improvement. Low ratings can drive companies to make improvements and enhance product quality.

- *The dimensions of rating include:*

✓ *Perceived Usefulness:*

The level of consumer confidence in a product's usefulness. Consumers feel the product is effective and beneficial.

✓ *Perceived Enjoyment:*

Comfort and enjoyment in using the product. Consumers feel happy and comfortable using the product.

✓ *Perceived Control:*

Consumer control after purchase. Consumers feel they have control and influence over the product they buy.

✓ *Perceived Truthfulness:*

The honesty and credibility of the product. Consumers do not doubt the authenticity and integrity of the product they buy.

- *Purchasing Decision A purchasing decision is an action influenced by certain factors in choosing and buying products or services. According to Kotler, the purchasing decision-making process consists of five stages (Kotler & Armstrong, 2021):*

✓ *Problem Recognition:*

Awareness of needs or problems to be addressed. Consumers realize the difference between the actual situation and the desired situation, prompting a drive to find solutions.

✓ *Information Search:*

Seeking more information about the product. Consumers gather information from various sources, such as advertisements, reviews, recommendations from friends, and personal experiences.

✓ *Evaluation of Alternatives:*

Comparing available product alternatives. Consumers assess products based on specific criteria, such as price, quality, and features.

✓ *Purchase Decision:*

Determining the choice of product to buy. Consumers choose the product that best meets their needs and desires.

✓ *Post-Purchase Behavior:*

Evaluating the product after purchase, leading to satisfaction or dissatisfaction. Consumers assess whether the product meets their expectations and decide whether to repurchase or recommend the product.

- *Cosmetics Cosmetics are substances or preparations used on the external parts of the human body to clean, perfume, change appearance, or protect the body. The classification of cosmetics includes (Putri et al., 2022):*

✓ *Skincare Cosmetics:*

Products to care for the cleanliness and health of the skin, such as cleansers, moisturizers, and skin protectants. These products are designed to maintain skin health and prevent skin problems.

✓ *Makeup Cosmetics:*

Products to beautify and cover skin flaws, such as powder, lipstick, and eye shadow. These products are used to enhance appearance and provide aesthetic effects.

Skincare cosmetics pose high risks for users, leading consumers to consider various factors before making a purchase to minimize the risks associated with using cosmetics. These risks include irritation, allergies, and other skin reactions. Therefore, consumers often seek information through online reviews and product ratings before making a purchase.

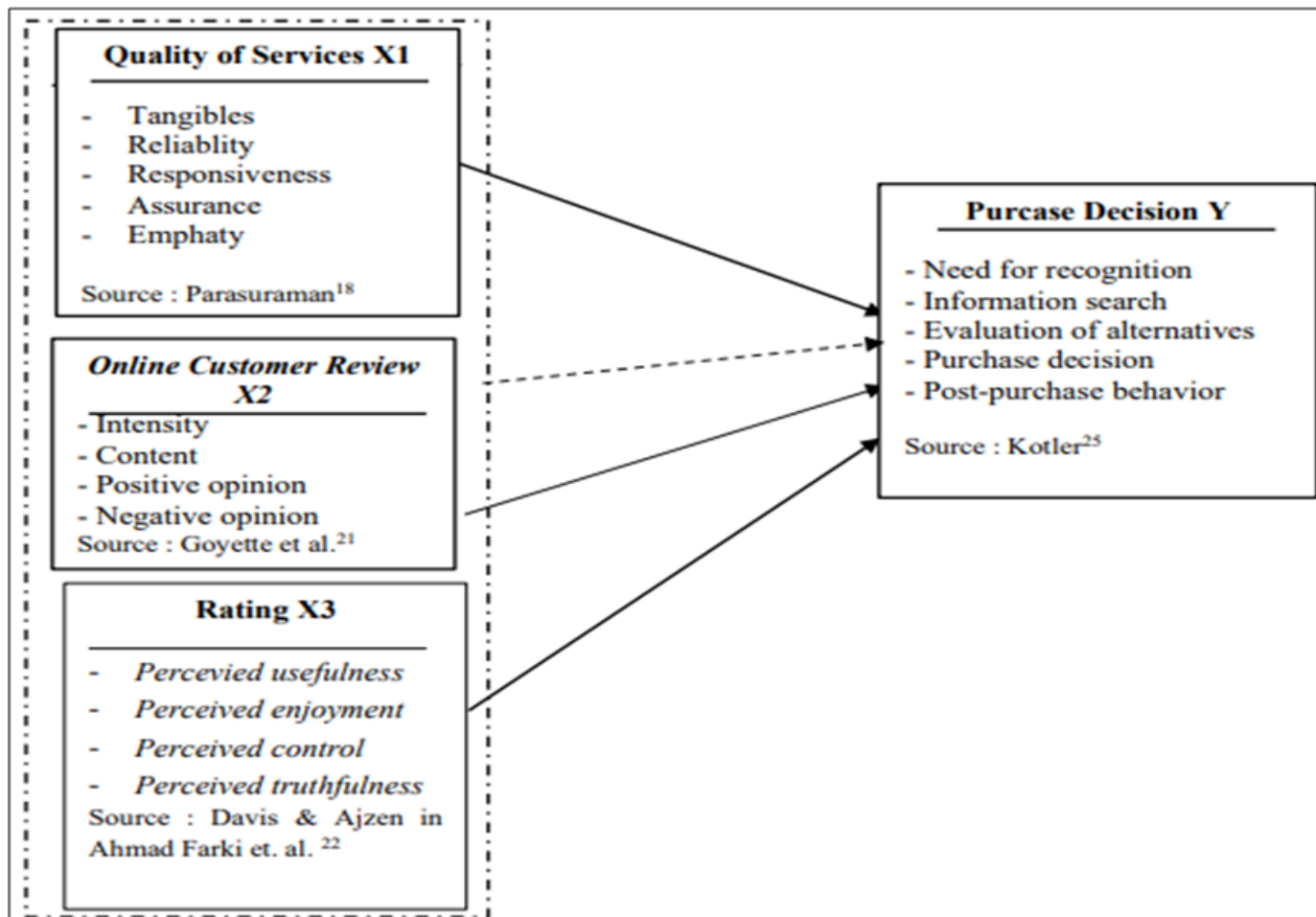


Fig 1 Research Framework

### III. RESEARCH METHOD

This research employs a quantitative approach to analyze the influence of service quality, online customer reviews, and ratings on the purchasing decisions of skincare cosmetics. This quantitative approach emphasizes the importance of operational definitions of variables and ensures reliability and validity as absolute requirements. This study requires hypotheses and their testing, which will determine the analytical techniques and statistical formulas used (Sugiyono, 2019).

The conceptual framework of this research illustrates the relationships among the studied variables: service quality (X1), online customer reviews (X2), rating (X3), and purchasing decisions (Y). The research variables consist of: service quality (X1), measured through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy; online customer reviews (X2), measured through intensity, content, positive opinions, and negative opinions; rating (X3), measured through perceived usefulness, perceived enjoyment, perceived control, and perceived truthfulness; and purchasing decisions (Y), measured through problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

This study uses Multiple Linear Regression Analysis to measure the relationships between the independent variables (X1, X2, X3) and the dependent variable (Y). Testing is conducted using SPSS 20.00 and Microsoft Excel. The research location is in the DKI Jakarta region, which has the highest number of internet users in Indonesia, during the period from February 2018 to April 2018.

The research population consists of internet users in the DKI Jakarta region. The sample is taken using probability sampling with the Slovin formula, resulting in a minimum of 100 respondents. The inclusion criteria are internet users aged 25-44 years who have purchased skincare cosmetics online. Data collection is conducted through two main methods: questionnaires and literature studies. The questionnaire contains closed-ended questions measured with a Likert Scale (1-4), while the literature study gathers information from books, literature, journals, and relevant articles (Ansori, 2020).

The data analysis design includes validity and reliability tests to ensure the questionnaire is valid and reliable, as well as classical assumption tests that cover normality tests, heteroscedasticity tests, multicollinearity tests, and autocorrelation tests. Hypothesis testing is conducted using multiple linear regression analysis, coefficient of determination (R<sup>2</sup>) tests, partial tests (t-tests), and simultaneous tests (F-tests).

**IV. RESULT**

➤ *Descriptive Statistics*

Descriptive statistics in this study include respondent characteristics and descriptive statistics of respondents' answers, as shown in the following table:

Table 1 Statistik Deskriptif

Category	Sub-Category	Frequency	Percentage (%)
Age	25-29 Years	29	29
	30-34 Years	25	25
	35-39 Years	24	24
	40-44 Years	22	22
Residence	East Jakarta	21	21
	West Jakarta	17	17
	North Jakarta	15	15
	South Jakarta	18	18
	Central Jakarta	16	16
	Thousand Islands	13	13
Job	Student	21	21
	Private Sector	24	24
	Civil Servant	19	19
	Military/Police	12	12
	Entrepreneur	17	17
	Housewife	15	15
Content Type	SocialMedia	39	39
	E-commerce Sites	63	63
	Education	21	21
	Entertainment	10	10
	News	16	16
	Public Services	8	8
	Others	15	15
Awareness of E-commerce Sites	Yes	100	100
E-commerce Media	Tokopedia	30	30
	Bukalapak	14	14
	Lazada	13	13
	Elevania	16	16
	Blibli.com	17	17
	MatahariMall.com	8	8
Reason for Choosing E-commerce	Service Quality	47	47
	Product Review	19	19
	Vendor Rating	22	22
	Discounts	13	13
	Rewards	15	15
	Cashback	14	14
Type of Cosmetics Purchased	Skincare	39	39
	Personal Care	20	20
	Hair Care	23	23
	Perfume	21	21
	Nail Care	3	3
Purchase Frequency in One Year	Once	48	48
	Twice	28	28
	Thrice	24	24
Repeat Purchase	Yes	100	100

Source: Primary Data Processing

Respondent data shows that among 100 respondents, the majority age group is 25-29 years (29%). Most respondents reside in East Jakarta (21%) and the least in Thousand Islands (13%). The majority of respondents work in the private sector (24%), and most access e-commerce sites (63%). All respondents are aware of e-commerce sites, with Tokopedia being the most used e-commerce platform (30%) and MatahariMall.com the least used (8%). The dominant reason for choosing e-commerce is service quality (47%), while discounts are the least chosen reason (13%). The most frequently purchased type of cosmetics online is skincare (39%), and the least is nail care (3%). Most respondents make online purchases once a year (48%), and all respondents have made repeat purchases. This information provides a comprehensive overview of respondent profiles, purchase media preferences, and factors influencing online cosmetic purchase decisions.

The study involves 100 respondents who are internet users in the DKI Jakarta region. The collected data includes age, residence, job type, content accessed, e-commerce media used, reasons for choosing e-commerce, type of cosmetics purchased, purchase frequency in one year, and repeat purchase behavior. The majority of respondents are in the age range of 25-29 years (29%). Most respondents reside in East Jakarta (21%) and work in the private sector (24%).

The index analysis of respondents' answers is conducted to obtain a descriptive overview of the responses to each question in the questionnaire. The scoring technique uses a Likert scale with scores ranging from 1 to 4. The index value is calculated using the formula:  $\text{Index Value} = \{(\%F1 \times 1) + (\%F2 \times 2) + (\%F3 \times 3) + (\%F4 \times 4)\} / 4$ . The index responses are grouped into three categories: low (10-40), moderate (40.01-70), and high (70.01-100). For the service quality variable, the average index for the tangibles dimension is 87.5, reliability 86.63, responsiveness 87.5, assurance 88, and empathy 88.25. These results indicate that service quality has a high impact on the purchasing decision of skincare cosmetics. For the online customer review variable, the average index for the intensity dimension is 84.25, content 85.17, positive opinions 84.5, and negative opinions 86.63. These results indicate that online customer reviews also have a high impact on purchasing decisions.

For the rating variable, the average index for the perceived usefulness dimension is 84.25, perceived enjoyment 82.25, perceived control 82.25, and perceived truthfulness 82.25. Although slightly lower than the other two variables, ratings still have a significant impact on purchasing decisions. Finally, for the purchasing decision variable, the average index for the problem recognition dimension is 87.31, information search 88, evaluation of alternatives 91, purchase decision 92.44, and post-purchase behavior 91.31. These results indicate that the purchasing decision of skincare cosmetics is highly influenced by factors related to service quality, online customer reviews, and ratings.

Overall, the analysis results show that the three variables (service quality, online customer reviews, and ratings) have a high impact on the purchasing decision of skincare cosmetics. This emphasizes the importance of these factors in influencing consumer purchasing decisions in the DKI Jakarta region.

#### ➤ *Validity and Reliability Test*

Validity and reliability tests are crucial before collecting research data. The validity test aims to ensure that the research instrument measures what it is supposed to measure, while the reliability test ensures the consistency of the measuring instrument in its use. Based on the validity and reliability tests for service quality, online customer reviews, ratings, and purchasing decision instruments, all question items are declared valid and reliable.

For the service quality instrument, all question items result in an r count greater than the r table (0.444) with the lowest value being 0.449. The Cronbach's Alpha reliability value of 0.904 indicates that this instrument has excellent consistency. The same results are obtained for the online customer review instrument, where all question items have an r count greater than the r table, with the lowest value being 0.476, and the Cronbach's Alpha reliability value of 0.875.

The rating instrument also shows good results, with all question items resulting in an r count greater than the r table (0.444), with the lowest value being 0.493, and the Cronbach's Alpha reliability value of 0.878. Similarly, the purchasing decision instrument, where all question items have an r count greater than the r table, with the lowest value being 0.476, and the Cronbach's Alpha reliability value of 0.943.

Based on these validity and reliability test results, it can be concluded that all instruments used in this study are valid and reliable. The high Cronbach's Alpha reliability value indicates that the research instruments have good consistency in measuring the studied variables, making the data reliable for further analysis.

#### ➤ *Classical Assumption Test*

The classical assumption tests for regression are conducted to ensure that the research data meets the requirements for linear regression analysis. First, the normality test is conducted to see the data distribution. Based on the scatter plot method, the data points appear to spread around the straight line and follow the diagonal line. The calculation results with the One Sample Kolmogorov Smirnov test show a significance value of 0.149, which is greater than 0.05. This means that the research data are normally distributed.

Next, the multicollinearity test is used to find correlations among the independent variables in the regression model. The test results show that the tolerance values are greater than 0.1 and the VIF values are less than 10, indicating no multicollinearity in the regression model used.

Finally, the heteroscedasticity test is conducted using the Glejser test and analysis of the data point pattern on the scatter plot. The test results show that the significance values for the three variables are greater than 0.05, meaning no

heteroscedasticity occurs in this regression model. Thus, the research data meet all classical regression assumptions, ensuring that the regression analysis provides valid and reliable results.

Tabel 2 Uji Hipotesis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	19.92	5.358		3.72	0.000
Quality of Services	0.652	0.087	0.545	7.48	0.000
Online Customer Review	0.419	0.087	0.352	4.8	0.000
Rating	0.114	0.089	0.095	1.29	0.202

Source: Primary Data Processing

The regression model used in this study is  $Y' = a + b_1X_1 + b_2X_2 + b_3X_3$ , where Y represents the purchasing decision, a is the constant of 19.922, and b1, b2, and b3 are beta coefficients. Variable X1 is service quality, X2 is online customer reviews, and X3 is rating. The resulting regression equation is: Purchasing decision = 19.922 + 0.652 Service Quality + 0.419 Online Customer Review + 0.114 Rating.

The explanation of the regression equation is as follows: The constant of 19.922 indicates that if service quality (X1), online customer reviews (X2), and rating (X3) remain constant, the purchasing decision (Y) value is 19.922. The regression coefficient for the service quality variable (X1) of +0.652 indicates that each point increase in service quality will increase the purchasing decision by 0.652 points. This coefficient is positive, meaning there is a positive relationship between service quality and purchasing decisions. The regression coefficient for the online customer review variable (X2) of +0.419 indicates that each point increase in online customer reviews will increase the purchasing decision by 0.419 points. This coefficient is also positive, showing a positive relationship between online customer reviews and purchasing decisions. The regression coefficient for the rating variable (X3) of +0.114 indicates that each point increase in rating will increase the purchasing decision by 0.114 points. This coefficient is positive, showing a positive relationship between rating and purchasing decisions.

Hypothesis testing is conducted to see the influence of each variable on purchasing decisions. For the service quality variable, the hypothesis is H0: There is no influence of service quality on purchasing decisions, and H1: There is an influence of service quality on purchasing decisions. With a 95% confidence level ( $\alpha = 0.05$ ), the t-test results show a t-count of 7.479, greater than the t-table of 1.983, with a significance value of 0.000 (less than 0.05). This means H0 is rejected and H1 is accepted, showing that service quality significantly influences purchasing decisions.

For the online customer review variable, the hypothesis is H0: There is no influence of online customer reviews on purchasing decisions, and H1: There is an influence of online customer reviews on purchasing decisions. The t-test results show a t-count of 4.802, greater than the t-table of 1.983, with a significance value of 0.000 (less than 0.05). This means H0 is rejected and H1 is accepted, showing that online customer reviews significantly influence purchasing decisions.

For the rating variable, the hypothesis is H0: There is no influence of rating on purchasing decisions, and H1: There is an influence of rating on purchasing decisions. The t-test results show a t-count of 1.285, less than the t-table of 1.983, with a significance value of 0.202 (greater than 0.05). This means H0 is accepted and H1 is rejected, showing that rating does not significantly influence purchasing decisions.

Tabel 3 Koefisien Determinasi Dan F

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 <sup>a</sup>	.511	.496	2.650
a. Predictors: (Constant), Rating, Kualitas Pelayanan, Online Customer Review				
b. Dependent Variable: Purchasing Decicion				
F: 33.477, Sig. .000 <sup>b</sup>				

Source: Primary Data Processing

The coefficient of determination (R<sup>2</sup>) obtained is 0.511, indicating that 51.1% of the variation in purchasing decisions is influenced by service quality, online customer reviews, and rating, while the remaining 48.9% is influenced by other variables not examined in this study. These other variables can include several factors, such as product reputation, quality, efficacy, price, manufacturer response, product usage process, and physical evidence of product innovation. Consumers generally pay attention to good reputation and

quality as well as product efficacy to achieve the desired results. Price is not a major consideration for female consumers as long as skincare cosmetics have good quality, as cosmetics are essential for women to maintain their appearance. The speed of manufacturer response to information needed by consumers is also an important factor. Additionally, consumers consider the benefits of skincare cosmetics to achieve healthy skin and the latest innovations applied to the products.

The F-test results show an F-count of 33.477, greater than the F-table of 2.70, with a significance value of 0.000, less than 0.05. Based on these results, it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, meaning that service quality, online customer reviews, and rating together have a significant influence on purchasing decisions.

## V. DISCUSSION

This study shows that service quality and online customer reviews have a positive and significant influence on purchasing decisions. Based on the t-test results, service quality has a t-count of 7.479, greater than the t-table of 1.983, with a significance value of 0.000, less than 0.05. This indicates that service quality plays an important role in meeting consumer needs and desires, as well as the accuracy of delivery in balancing consumer expectations. According to Tjiptono (2014), good service quality is the effort to meet customer needs and desires, as well as the accuracy of delivery in balancing consumer expectations. This indicates that timely service and vendor knowledge of the products sold can increase consumer confidence and comfort in making online purchases.

Additionally, online customer reviews also significantly influence purchasing decisions, with a t-count of 4.802, greater than the t-table of 1.983, and a significance value of 0.000, less than 0.05. Online reviews provide clear information and can reduce negative comments, influencing prospective buyers' decisions. Research in China shows that online reviews from consumers who have purchased products can influence prospective buyers' decisions because these reviews provide important information and can reduce negative comments. This indicates that positive customer reviews can increase consumer confidence in products and vendors, thereby increasing purchasing decisions.

However, this study finds that rating does not significantly influence purchasing decisions, with a t-count of 1.285, less than the t-table of 1.983, and a significance value of 0.202, greater than 0.05. This may be due to consumers' trust in major online stores that do not rely solely on ratings but also on other factors, such as escrow or third-party accounts that ensure transaction security. The escrow system or third-party accounts in online transactions ensure that sellers only receive payment after the goods are received by the buyer. As long as the goods have not been delivered, the money will be stored in the third-party account. If the transaction fails, the money will be returned to the consumer. This makes consumers feel comfortable and secure when shopping online, so rating is not a primary factor in purchasing decisions.

Overall, this study emphasizes the importance of providing good service and paying attention to customer reviews to enhance purchasing decisions. Good service quality and positive customer reviews can increase consumer confidence and comfort in online shopping, thereby increasing purchasing decisions. Therefore, vendors need to focus on improving service quality and encouraging customers to provide positive reviews to increase purchasing decisions.

## VI. CONCLUSION AND SUGGESTION

### ➤ Conclusion

- This study examines the influence of service quality, online customer reviews, and product ratings on the purchasing decisions of skincare cosmetics in the DKI Jakarta region. The research results show:
- Good service quality, including physical evidence such as stores, vendor knowledge of products, and customer orientation, positively influences purchasing decisions. Timely service and monitoring consumer needs enhance customer satisfaction.
- Online customer reviews significantly influence purchasing decisions. Consumers seek information about reviews before purchasing, including product quality, price, and positive and negative comments from other customers. This information is often obtained from family or friends who have shopped online.
- Product ratings also influence purchasing decisions. High ratings reflect consumer satisfaction and good product quality, attracting buyer interest. Vendor credibility and service satisfaction also affect product ratings.
- The F-test results show that all independent variables (service quality, online customer reviews, and product ratings) together have a significant influence on purchasing decisions. With an F-count of 33.477, greater than the F-table of 2.70, and a significance value of  $0.000 < 0.05$ , the alternative hypothesis ( $H_a$ ) is accepted. This means that the three independent variables together influence purchasing decisions.

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### ➤ Suggestions

Based on the research results, the following suggestions are provided:

- Business actors need to pay attention to indicators that influence purchasing decisions, especially the perceived usefulness of products that attract consumer attention to increase the sales of skincare cosmetics.
- Business actors should focus on improving service quality, especially the aspects of reliability and assurance, to make consumers feel comfortable and satisfied with the products used.
- Business actors need to pay attention to the content and positive opinions of customer reviews to attract consumer attention and encourage the purchase of skincare cosmetics.



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