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WHAT DRIVES MORE INTEREST IN BUYING SKINCARE? ONLINE CUSTOMER REVIEW OR ONLINE CUSTOMER RATING

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ABSTRACT

The value of skincare is becoming more widely recognized, and the skincare business in Indonesia is expanding significantly. Through the marketplace platform, this study seeks to ascertain what motivates Generation Z consumers to purchase skincare products based on online user ratings and reviews. Questionnaires were employed in the study's quantitative data collection methodologies. The study's participants were Cirebon City teenagers between 14 and 18, and 400 responders were found using the Slovin formula. Data analysis was conducted using SEM-PLS, a statistical method that incorporates partial least squares. The data was examined through the use of SEM-PLS, a technique known as Structural Equation Modeling-Partial Least Square. The findings demonstrated that online consumer ratings and reviews significantly influence purchasing intention. These two independent variables can influence Generation Z's combined inclination to buy skincare products. Online reviews from customers play a crucial role in influencing the decision to buy skincare items. This suggests that Generation Z accepts and believes user reviews that provide product details, usage experiences, benefits, and drawbacks, as well as information that helps prospective customers comprehend the makeup of skincare products. To stimulate Generation Z's interest in purchasing skincare products, skincare business actors can use the study's findings to help them create digital-era marketing strategies that work. They can also try to get customers who have already purchased skincare products to write reviews.

Introduction.

The skincare industry in Indonesia has experienced significant growth in recent years, which is indicated by changes in consumer behavior that are increasingly concerned about the health and beauty of their skin (Khairunisa & Sunitiyoso, 2023). Public awareness of the importance of grooming and appearance has driven the demand for skincare products, which creates opportunities for the skincare industry to compete in the local market. The skincare business's growth in Indonesia drives skincare sales growth. The development of skincare sales in Indonesia can be seen in the figure below:
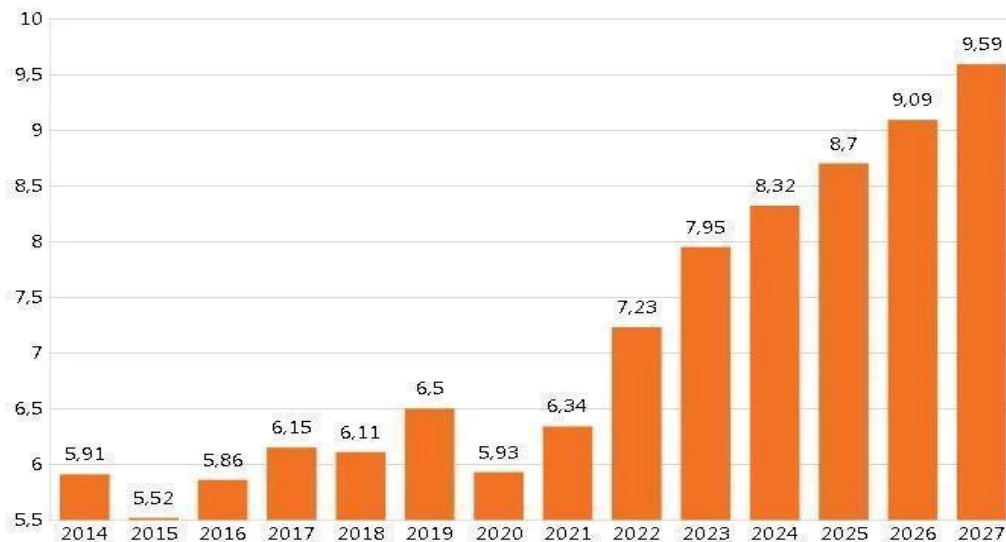
Fig. 1. *Skincare Sales Data in Indonesia*
Source: Databoks.com

Figure 1 above shows data on the increase in skincare sales from 2014 to 2021. Skincare sales in Indonesia fluctuate, but since 2022, it is predicted that until 2027, skincare sales will continue to increase. This is because skincare business actors compete to meet consumer needs for skincare that contains skin care compositions that are safe for the skin, whereas awareness of the use of skincare that is safe for the skin is the choice of consumers. Moreover, analyzing transaction reports on a monthly basis can lead to a more organized and pleasant shopping environment, ultimately shaping a unique shopping experience (Fatimah, 2023).

Consumer needs for skincare can be met through offline and online purchases. However, with the development and ease of technology, consumers prefer to buy skincare online because they feel more comfortable asking the admin and are free to compare the skincare of choice with other skincare products. In addition to product innovation, business owners' competitive advantage might affect marketing performance (Fatimah et al., 2024). Thus, consumer purchasing behavior has changed because consumers prefer online purchases, especially Generation Z consumers.

Online consumer purchasing behavior encourages businesses to offer products online (Piranda et al., 2022), including skincare products, through the marketplace. The marketplace is a medium business actors use to provide their products to consumers. Marketplaces in Indonesia include Tokopedia, Shopee, and Bukalapak. The pattern of online product shopping behavior can be seen:
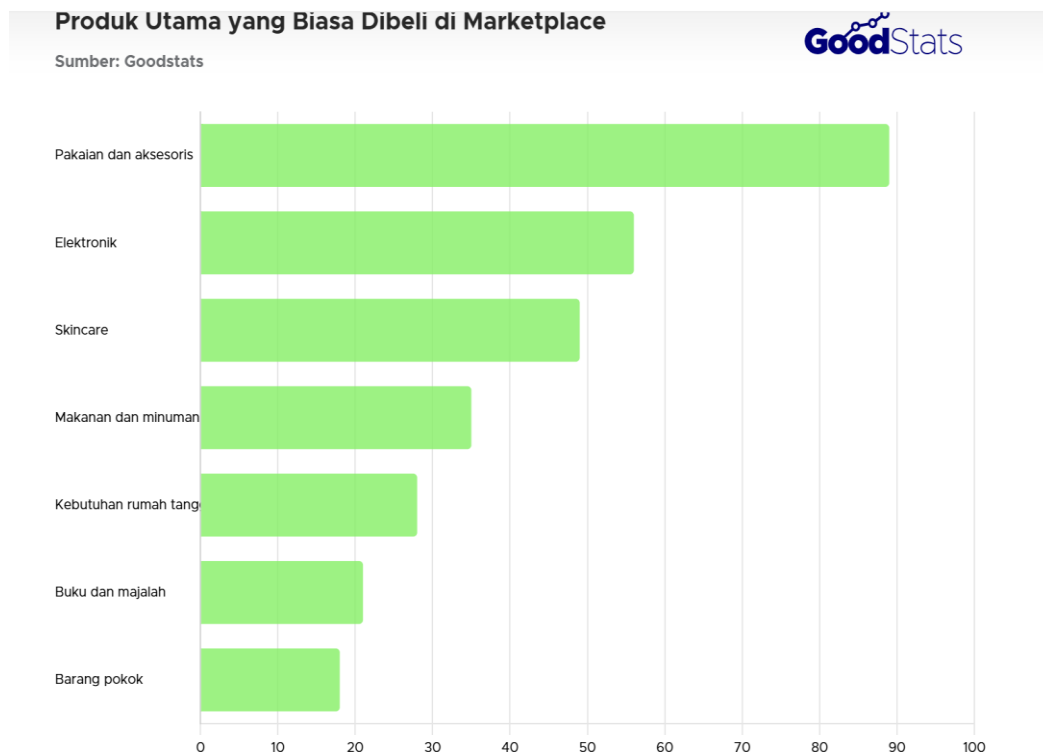
Fig. 2. *Main Products Usually Purchased in the Marketplace*
Source: good stats 2024

From Figure 2 above, the purchase of skincare products through the marketplace is in order no. 3, which means that the market is the choice of consumers when buying skincare products (Suryawan et al., 2022). Purchasing skin care is not only asked by adults, but with the awareness of caring for healthy skin, skincare is also in demand by Generation Z (Fatimah & Suryana, 2023). By using skincare, the lifestyle of Generation Z has changed, which can be seen in the figure below:
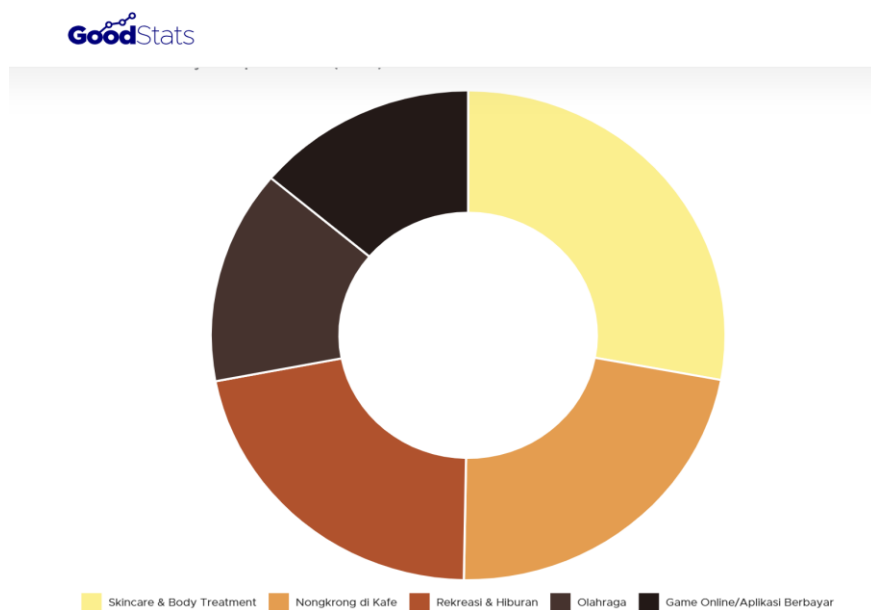
Fig. 3. *Generation Z Lifestyle*
Source: good stats 2024

From Figure 3, it can be seen that Generation Z prefers purchasing skincare and beauty treatment activities over other activities. This means that they spend more money on skincare purchases. The preferred skincare purchase is through the marketplace. Marketplaces provide a platform for buying and selling transactions and are equipped with features that help consumers make decisions, such as online customer reviews and ratings. This feature directly shows other consumers' experience with a product or service (Prianika & Bertuah, 2022). Online customer reviews are written by individuals who have purchased a product detailing their personal experiences, ultimately influencing other potential customers to make a purchase (Komara & Erwand, 2023). Online customer reviews are usually written comments that provide detailed information about product quality, authenticity, or effectiveness, especially for skincare products that directly impact the skin (Komara & Erwand, 2023).

Meanwhile, online customer rating is a product assessment given by consumers by considering whether or not the purchased goods are what they want. However, when consumers make online purchases, they typically view the product demonstration video offered by the seller and also read reviews from other customers who have bought the product (Cheng et al., 2022). Likewise, the situation of consumers who realize the benefits of these features as expected and are well fulfilled means that customer satisfaction is great. Rating is one of the factors determining buying interest; if the rating is higher, the interest in purchasing a product is higher (Prianika & Bertuah, 2022). Through online customer reviews and online customer ratings, consumers can determine the choice of skincare that they are interested in. Consumers usually demand skincare products with new product variants to get a variety of information before choosing skincare products (Fatimah & Suryana, 2023). Purchase Intention skincare is the intention of consumers to buy skincare with certain brands, as a desire that arises from within a person to buy a good or service by considering several factors before starting the buying process (Prianika & Bertuah, 2022). Attitudes and subjective norms play a key role in shaping how an individual perceives and interprets the beliefs and opinions of others regarding certain behaviors. For instance, when customers come across online reviews and ratings, they are more likely to lean towards shopping online due to the reflection of their own beliefs, attitudes, and inclination to make purchases (Suryawan et al., 2022).

The problem is Generation Z's intention to buy skincare, where Generation Z's purchase intention often changes by looking at online customer reviews and ratings from similar competitors. The novelty of this research compared to previous research is that it examines various marketplaces in skincare purchase interest (Fatimah et al., 2024). In contrast, the last research only examines one marketplace for purchase interest. This study aims to determine consumers' interest in buying skincare products through the market, as seen from online customer reviews and ratings. And knowing which marketplace is most loved by Generation Z in making skincare purchases. This study aims to uncover methods for boosting consumer interest in purchasing skincare products through the analysis of customer feedback and online ratings.

2. Literature Review
2.1. Online Customer Review

Online customer reviews are customers' thoughts and experiences about a vendor's service or goods they have previously bought and used (Riyanjaya, 2022). These reviews assess various aspects, including service quality, delivery time, and product performance. Online customer reviews can help merchants improve the quality of their goods and services and serve as a factor for other buyers when they judge what to buy (Laeli & Prabowo, 2022).

Online reviews are comments from customers about their experiences with a product. They can sway prospective buyers to buy comparable goods (Lestari & Maharani, 2023). Perceived usefulness is one of the indicators, along with (2). Credibility of Sources, (3). Argument Quality, (4). quantity of internet reviews, and (5). Online customer reviews' importance (Lestari & Maharani, 2023).

2.2. Online Customer Rating

Online customer ratings and numerical evaluations of product performance, often ranging from 1 to 5, are available in addition to online customer reviews. Despite serving the same purpose, they come in various formats for packaging. According to (Ananda et al., 2023), Customers use a star scale from 1 to 5 to indicate how satisfied they were with their online purchase experience. This is known as an online customer rating. Customers typically give a product a five-star rating when they are happy and the lowest rating when they are unhappy since the product does not meet their expectations (Arifin et al., 2023).

Ratings help sellers get more information about the goods to be purchased (Kojongian & Ariadi, 2024). There are two indicators of online customer ratings: (1) the number of ratings, which shows how many stars consumers give to sellers, and (2) higher ratings indicate product quality (Suryawan et al., 2022).

2.3. Purchase Intention

When consumers want to buy something, they are called purchase intention. This indicates their desire to buy something in the future, which can be predicted based on their consideration of various things, such as product quality, brand image, and previous experience (Kotler & Keller, 2016). A person's purchase intentions impact their needs, attitudes, and impressions of a brand or product (Ananda et al., 2023).

The development of purchase intentions is based on motivations that form strong patterns of activity that influence consumers to fulfill their needs (Kojongian & Ariadi, 2024). Purchase interest is broken down into several variables: 1. Transactional interest, which refers to customers' propensity to buy the desired product. 2. Referential interest, or customers' propensity to recommend previously acquired goods to encourage other customers to make the same purchase. 3. Preference is shown when consumers choose a product they have previously used as their top choice. Only if the selected product is damaged can this one be substituted. 4. The behavior of someone constantly interested in learning about product information from various sources that bolster the product's advantageous qualities is known as exploratory interest (Harli et al., 2021).

2.4. Relationship Between Variables and Hypothesis Development
2.4.1. Relationship between Online Customer Review and Purchase Intention

In the realm of e-commerce, a correlation can be observed between online customer feedback and the intention to make a purchase online. An instance of this is seen when creators of digital content release movies with endorsements (Nurillah et al., 2022). Online customer reviews are comments customers leave about their product experiences. They are client feedback and experiences on services rendered by vendors or associated with previously bought and utilized goods (Lestari & Maharani, 2023).

Online reviews directly and considerably impact customers' interest in purchasing products from TikTok businesses (Ramadhani & Sanjaya, 2021). Another investigation by Arifin et al. (2023) discovered that online reviews, ratings, and the #RacunTiktok hashtag trend all favorably and significantly impact consumers' decisions to purchase products in the TikTok market.

H1: A Connection Between Online Customer Reviews and Skincare Purchase Intentions

2.4.2. Relationship between Online Customer Rating and Purchase Intention

The capacity of ratings to gauge client satisfaction boosts confidence in e-commerce sites (Prasetya, 2024). Ratings affect purchase intention; purchase intention increases with higher ratings (Prianika & Bertuah, 2022); this rating is another viewpoint many hold (Daulay, 2020). It is the buyer's average assessment of different aspects of the seller's product or service and reflects the buyer's viewpoint on a specific scale.

Additionally, studies carried out by Suryawan et al. (2022) discovered that value directly and significantly influences the intention of Lazada customers to make a purchase; online value has a positive and significant influence on this intention. This implies that customers' buying inclination increases with their online rating on Shopee (Ananda et al., 2023).

H2: Online customer ratings and skincare purchase intentions are related.

2.4.3. The Relationship between Online Customer reviews and Online Customer Ratings with Purchase Intention

The initial study indicates that online customer reviews and ratings have a considerable impact on the intention to make a purchase. This is backed by prior research carried out by Ananda et al. (2023), which shows that the review and rating variables positively and significantly influence purchase intention. Furthermore, research on online customer reviews focuses on the review schedule (the date the review was uploaded).

The study by Harli et al. (2021) found that their online reviews and ratings influenced customers' interest in buying health products on Shopee. These ratings and evaluations favorably affect consumers' intentions to purchase goods on online marketplaces (Dwijayanti, 2022). The following hypothesis can be developed in light of the theoretical claims and results of earlier research studies:

H3: Online customer ratings and reviews are correlated with skincare purchase intention.

2.5. Research Framework

From the description above, the following research framework can be made:
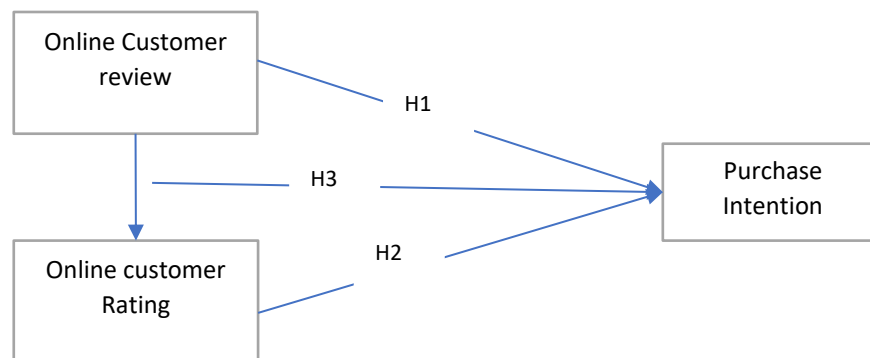
Fig. 4. *Framework of Thought*

3. Research Methods

3.1. Research Approach

This research investigates the connection among different factors by employing a quantitative method to analyze the hypothesis. Research instruments measure these factors, and the results are then statistically analyzed. This method aims to test previously developed concepts and theories to produce an objective and quantifiable image (Kapoor, 2022).

3.2. Research Data

This study makes use of primary data collected via a questionnaire with a Likert scale. The questionnaire was methodically created through a sequence of questions given to respondents to gather responses pertinent to the research issue. For respondents to respond based on their opinions and experiences, each line in the questionnaire alludes to research-related topics. This approach enables researchers to gather quantifiable and structured data to provide more precise and thorough analysis.

3.3. Population and Sample

This study involved 88, 221 people aged between 14-28 who live in Cirebon City (Source: Dukcapil Kota Cirebon). The sample size for the study was determined using the Slovin formula to account for a potential margin of error of 5%. As a result, 400 people were selected to be research respondents. Probability sampling is the sampling technique used. It is advantageous because researchers can calculate specific biases and errors in the data collected (Nayak & Singh, 2021).

3.4. Data Analysis Method

This data analysis method used the Structural Equation Model-Partial Least Square (SEM-PLS). SmartPLS is becoming popular in research because it allows researchers to overcome complex models with many variables. In addition, SmartPLS facilitates data analysis and generates information that can be used to make conclusions and make decisions in research (Iba & Wardhana, 2024).

3.5. Measurement Variables

Variables are measured using a designed questionnaire, which allows the researcher to collect structured data. The questionnaire is based on a Likert scale, divided into five scores: Strongly Disagree (1), Disagree (2), Moderately Agree (3), Agree (4), and Strongly Agree (5).

3.5.1. Online Customer Review

Online customer review indicators include (1) perceived usefulness, (2) credibility of the source, (3) quality of the argument, (4) volume of online reviews, and (5) value of online consumer reviews (Lestari & Maharani, 2023). These indicators were developed into 10 statement items.

3.5.2. Online Customer Rating

These are the metrics used to measure online customer ratings: (1) The number of ratings indicating the evaluation that customers have presented to the vendor; the higher the number of stars, the better. (2) Product quality can be described by product quality evaluation, specifically the presence of a rating (Suryawan et al., 2022). These indicators were developed into 4 statement items.

3.5.3. Purchase Intention

Purchase interest is divided into several indicators: (1) Transactional interest, (2) Referential interest (3) Preferential interest (4) Explorative interest (Harli et al., 2021). These indicators were developed into 8 statement items.

4. Results and Discussion
4.1. Results

The descriptive analysis 400 respondents with the following characteristics completed the questionnaire:

Table 1. Demographics of Respondents

Category	Possible Answer	Frequency	%
Gender	Male	125	31.3%
	Female	275	68, 8%
Age	14-17 Years Old	79	19, 8%
	18-22 Years Old	158	39, 5%
	23-26 Years Old	57	14, 3%
	$\geq$ 27 Years Old	111	27, 8%
Last Education	Junior High School	76	19%
	Senior High School	140	36, 8%
	Academy	46	11, 5%
	College	147	35%
Marketplace	Bukalapak	23	5, 8%
	Shopee	283	70, 8%
	Tiktok	170	42, 5%
	Other	80	20%

Source: Data Processing, 2025

Table 1 shows that out of the 400 people surveyed, 275 who are 18 to 22 years old and have a college degree use Shopee Marketplace to make skincare purchases. This is because women always use skincare products to look more beautiful throughout the day, especially Generation Z, who always want to look good, which boosts their confidence when participating in activities on and off campus.

4.1.1. Model Measurement Test Results

The analysis of suitable model measurements involves assessing their integrity and dependability. This study utilizes various analytical tests such as AVE, outer loading, Cronbach's alpha, and construct reliability to confirm the validity and reliability of the collected data. The outcomes of the measurement model are as follows:

Table 2. Model of Measurement

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Online Customer Review (X1)	X1.1	0, 754	0, 554	0, 911	0, 926
	X1.2	0, 751			
	X1.3	0, 764			
	X1.4	0, 718			
	X1.5	0, 737			
	X1.6	0, 706			
	X1.7	0, 749			
	X1.8	0, 716			
	X1.9	0, 754			
	X1.10	0, 794			
Online Customer Rating (X2)	X2.1	0, 826	0, 673	0, 838	0, 892
	X2.2	0, 839			
	X2.3	0, 835			
	X2.4	0, 780			
Purchase Intention (Y)	Y1	0, 776	0, 577	0, 895	0, 916
	Y2	0, 704			
	Y3	0, 816			
	Y4	0, 717			
	Y5	0, 816			
	Y6	0, 734			
	Y7	0, 768			
	Y8	0, 737			

Source: Data Processing 2025

Table 2 indicates that if the AVE value is more significant than 0.5 and the Outer Loading value for each indicator item is more important than 0.7, it is deemed legitimate. This study demonstrates that all indicators are valid since the AVE value and outer loading findings are based on the criteria. As for the reliability value with the Cronbach Alpa with Composite Reliability value criterion over 0.7, the reliability computation results in this study provide the Cronbach alpha and composite variable values in compliance with the standards, allowing each study item to be utilized for additional analysis.

4.1.2. Structure Model Analysis

The inner model analysis evaluates the structural model that forecasts causal relationships between variables that are not directly measurable, such as latent variables. The inner model analysis is indicated by r-squared, f-squared, and r-squared. The results of data processing for r square and adjusted r square are:

Table 3. Output R Square and Adjusted R Square

| Model	R Square	Adjusted R Square
X1 and X2 to Y	0, 882	0, 882

Source: Processing data 2025

The R square value can be divided into three groups: strong, moderate, and weak (Harli et al., 2021). The strong category includes R square values of 0.75, the moderate category includes R square values of 0.50, and the weak category includes R square values of 0.25 (Harli et al., 2021). The R Square and Adjusted R Square values of the Online Customer Review (X1) and Online Customer Rating (X2) models on Purchase Intention (Y) are both greater than 0.75, as Table 3 demonstrates. This indicates that the independent variable strongly influences the dependent variable.

Table 4. Output F Square

Variable	Purchase Intention
Online Customer Review	0, 685
Online Customer Rating	0, 181

Source: Processing data

The effect size or f-square value of the research variables is displayed in Table 4, indicating that the Online Customer Review variable significantly impacts Purchase Intention. In the meantime, Purchase Intention is only marginally influenced by the Online Customer Rating variable.
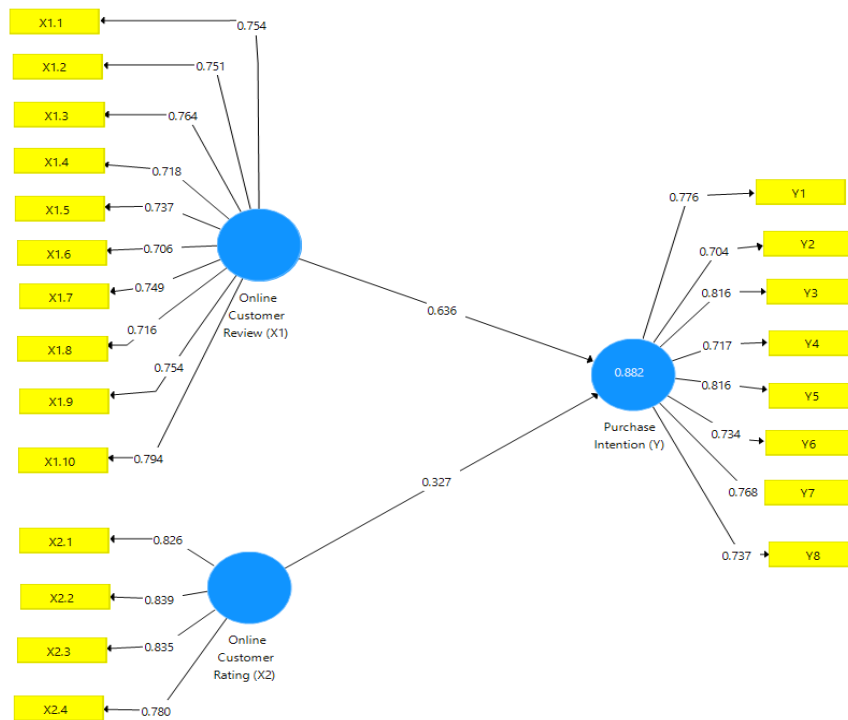
Fig. 5. *Output Path Analysis*

4.1.3. Hypothesis Testing
Direct and indirect hypothesis testing in this study can be seen in Table 5.

Table 5. Summary of Hypothesis Testing

Hypothesis	Independent Variable	Path Analysis	t value	P Value
H1	Online Customer Review -> Purchase Intention	0, 636	5, 825	0, 000
H2	Online Customer Rating -> Purchase Intention	0, 327	11, 842	0, 000
H3	Online Customer Review -> Online Customer Rating -> Purchase Intention	0, 882		

Source: Processing data

Table 5 above indicates that, with a path coefficient of 0.636 for online customer reviews, this variable has the most decisive direct impact on purchase intention. An influence of 0.327 is directly related to the online customer rating variable. However, since the overall path coefficient is 0.882, purchase intention is directly impacted by all independent factors. Since all of the study's hypotheses are accepted, each independent variable directly or indirectly influences the dependent variable. For every variable connection, the t value is more significant than the t table of 1.966.

4.2. Discussion

Generation Z tends to prefer online user reviews in the marketplace to get detailed product information because reviews provide more extensive and in-depth information compared to looking at rating numbers. Generation Z grew up in the age of technology and often surf social media to find skincare products that are interesting to buy. Because of their interest in buying, Generation Z will look for information about product content, customer service, delivery, and customer service through online reviews or videos about genuine buyers' experiences. They will even look for answers to Generation Z's skincare needs. Generation Z prefers online customer reviews over real user videos, as shown by the study, which found that online customer reviews influenced 0.636, or 63.6% of the total value of the study. As a result, Generation Z prefers to seek more information about other users' experiences expressed through online reviews. Hence, they are more careful when choosing products that will catch their attention. This study's results align with (Ramadhani & Sanjaya, 2021), which demonstrate the direct and substantial influence of online customer evaluations on consumers' intentions to make purchases; these reviews provide customers with more in-depth and relevant information, making them more confident to make decisions. In addition, supported by research (Arifin et al., 2023), it was found that the Racun Tiktok hashtag trend, online user reviews, and online user ratings influenced users' choice to buy goods at TikTok stores.

Online Customer Ratings have several vital roles in the market. Ratings, which are based on average scores from previous user experiences, provide an overview of the quality of a product or service and can help buyers determine which ones are worth considering quickly. Ratings also facilitate comparison, allowing buyers to compare similar items. However, ratings have less influence on Generation Z's skincare purchase intention, as shown by the results of the Online Customer Rating study, which found that ratings only provide a general overview that is not specific. Hence, Generation Z only needs more information about online consumer reviews. This study's results align with the findings of Suryawan et al. (2022), who found that online customer ratings directly and significantly influence customers' desire to purchase goods or services on trading platforms such as Lazada. Previous studies have also found that ratings serve as quality indicators influencing customer perceptions of products or services. A higher rating indicates that the customer thinks highly of the product or service. In addition, this is supported by Nurillah et al. (2022), who state that reviews in the form of ratings have a significant influence because online ratings can provide a better explanation of performance metrics.

Since they provide the desired information and drive stronger purchase intention, online customer reviews and ratings have an overall influence of 0.882, or 88.2%. These two variables can drive Gen Z's purchase intention for skincare products. Ratings provide a quick snapshot of the product based on the average score given by previous buyers. A higher rating indicates that the buyer is more confident and interested in buying the product. This is crucial to encourage consumers to purchase skincare products quickly (Harli et al., 2021). However, user reviews provide specific information, such as a description of the user experience, the level of product effectiveness, and the level of customer satisfaction. Generation Z also benefits from such reviews as they seek information about products. The two independent variables in this study work better together, encouraging Generation Z's interest in purchasing skincare products (Laeli & Prabowo, 2022).

5. Conclusions

In this study, 400 respondents mainly were females aged 18 to 22, with the last education having the highest value, who were interested in buying skincare in-store. The study showed that Generation Z is more likely to be interested in purchasing skincare products through online customer reviews. This is because Generation Z prefers to see user reviews of skincare products, which builds confidence and trust after knowing relevant information about skincare products, which in turn will drive a strong desire to purchase skincare products.

Therefore, youth skincare businesses use an effective marketing strategy by asking customers who have purchased the product to leave a review after using it. This can increase brand visibility and encourage Generation Z's interest in buying goods. Businesses can also find opportunities to grow and maintain their stability. For further research, consumer satisfaction after the use of cosmetics can be investigated. Therefore, this research is a continuation of this research.

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