

The Effect Of Product Quality And Online Customer Reviews Through Consumer Attitudes On Purchasing Decisions For Skincare Skintific On Students Of Muhammadiyah University Palopo

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Abstract

This study aims to determine the effect of product quality and online customer reviews through consumer attitudes on purchasing decisions for Skintific skincare products. The data collection method uses a questionnaire or questionnaire with a Likert scale instrument. The population in this study were students of Muhammadiyah Palopo University who used Skintific skincare products. The variables used in this study are product quality and online customer review as independent variables, consumer attitudes as intervening variables, and purchasing decisions as dependent variables. Respondents in this study were 101 people. Sampling was carried out using purposive sampling technique because the population of students at Muhammadiyah University of Palopo who used Skintific skincare was not known with certainty. Testing the research hypothesis using Structural Equation Modeling (SEM). The results of this study, indicate that product quality has a positive and significant effect on consumer attitudes with a coefficient value of 0.593. Online customer reviews have a positive and significant effect on consumer attitudes with a significant coefficient value of 0.334. Consumer attitudes have a significant effect on Skintific skincare purchasing decisions with a significant coefficient value of 0.112. Product quality has a positive and significant effect oh purchasing decisions for Skintific skincare with a coefficient value of 0.375. online customer review have a positive and significant effect of purchasing decisions with a coefficient value of 0,331.

Kata Kunci: Product Quality, Online Customer Reviews, Consumer Attitudes, Purchasing Decisions.

1. Introduction

In this digitalised era, routine skincare use has become a new habit for people, especially women. Many beauty brands compete in creating a wide selection of skincare products with quality active ingredients. One of the skincare brands that is in great demand today is Skintific because its product innovations are constantly updated and improved. Skintific introduced its products at the end of 2021 and won prestigious awards within a year. Skintific is made with active ingredients that enhance skin barrier, moisturise skin, and are safe for sensitive skin.

Skintific's most popular products are moisturiser with 5x ceramide content, mugwort acne clay stick and truffle biome skincare reborn moisturiser which made Skintific Top 1 Beauty Category in all e-commerce in Indonesia. On the Skintific Official Shop account, the number of sales of each product reaches 1.1 million items with customer reviews on each product item reaching hundreds of thousands. This can influence consumers to plan purchases because reviews from consumers who have bought or used Skintific products help other potential consumers to get accurate information. Positive reviews in providing information about a product will affect the assessment of the store because good reviews from consumers

can increase sales and reputation to previous and potential customers (Maszudi., 2023). Skintific managed to rank the second highest sales in e-commerce with 9.7%.

Product quality is the focus of companies to fulfil consumer needs. High-quality products not only deliver the results consumers want, but also ensure product safety and convenience. Skincare with good quality is the most important factor in maintaining and attracting consumers to make repeat purchases. Consumers will consider the elements of a product including design, colour, size, composition (ingredients), and so on when wanting to buy a product. Because basically consumers do not just buy products but also see the advantages and benefits, whether the product can be used or consumed for a long time.

Before making a decision to buy a product, consumers will look for information from various sources, one of which is by looking at previous users' online reviews or Online Customer Review (OCR). Online Customer Review is a review given by consumers based on the quality or experience gained when or after using a product or service. (Hariyanto & Trisunarto, 2021) Online customer reviews are considered relevant because consumers do so voluntarily after buying or using the product. Online customer reviews have a major impact on consumer perceptions of Skintific products. Positive reviews from consumers can increase trust and attract purchase interest. Skintific should continue to communicate with consumers online, listen to feedback, and respond well to consumer feedback.

In addition, Skintific must conduct market research to identify consumer preferences and ensure that its marketing strategies match the desires of its target market. Understanding consumer attitudes is important as it can help Skintific create products that better meet customer needs and achieve long-term customer loyalty. Consumer attitude is a learned tendency to behave favourably or unfavourably towards a particular object (Schiffman and Kanuk, 2008; Rahmawati & Illiyin, 2018). Consumer attitudes lead to feelings or judgements towards a general response that has been put forward by many researchers. If beliefs are cognitive knowledge about an object, then attitudes are affective feelings that a person has towards an object. So, a brand should match its products into real attitudes without changing them.

The purchase decision is the stage that consumers go through before choosing between different product or service options. This is due to a number of factors that influence consumers' thoughts and feelings, including personal needs, preferences, product evaluation, price, customer reviews, advertising, and social influence. Purchasing decisions occur when consumers have made various considerations of alternative products. (Tjiptono, 2012; Cesariana et al., 2022) Purchasing decisions are a process where consumers understand their problems when looking for information or certain product brands, then evaluate alternatives to solve these problems so that they lead to purchasing decisions.

(Efendi & Aminah, 2023) in his research entitled "The Effect of Promotion and Product Quality on Skintific Skincare Purchasing Decisions (Study on UPN "Veteran" East Java Students) states that based on the results of the study, promotion has a positive and significant effect on purchasing decisions. Then product quality has a significant effect on purchasing decisions. (Dewi & Hasanah, 2023) in his research entitled "The Effect of Electronic Word of Mouth, Brand Image, and Brand Trust on Purchasing Decisions for Skintific Moisturizer Products (Study on the People of Kebumen Regency)" states that the electronic word of

mouth variable affects purchasing decisions, brand image affects purchasing decisions, and brand trust affects purchasing decisions. Word of mouth, brand image, and brand trust variables simultaneously influence purchasing decisions. Seeing the results of previous studies, researchers conducted a re-study by adding new variables, namely online customer reviews and consumer attitudes as novelty or novelty from this study. In this case, the research was conducted with the aim of examining the effect of product quality and online customer reviews

through consumer attitudes on Skintific skincare purchasing decisions

2. Methodology

This research is a type of quantitative research. Quantitative research emphasises real phenomena without being influenced by personal opinions in narrative form which are studied using numbers and statistical processing. The method used in this research is the survey method, in this case data collection is done by making a list of questions that will be submitted to a certain number of respondents. Data collection from respondents was carried out using a questionnaire or questionnaire distributed online. The questionnaire used in this study is an open questionnaire, where respondents are free to provide answers contained in the questionnaire. Questionnaires are used to determine the effect of product quality and online customer reviews through consumer attitudes on purchasing decisions for Skintific products based on personal experience. This research was conducted in Palopo City, precisely at Muhammadiyah Palopo University. This research was conducted for 2 months, starting from 1 October 2023 to 30 November 2023. This is because researchers must find as many respondents as possible to get significant results.

The population in this study were students of Universitas Muhammadiyah Palopo who used Skintific products. The sample in this study were students of the Faculty of Economics and Business who had bought and used Skintific products within 1 year. (Sugiono, 2019) considering that the population of students at Muhammadiyah Palopo University who use Skintific skincare is not known with certainty, the sample was determined as many as 101 people using the Cochran formula (Ramadhan & Zuliestiana, 2019). In this study, researchers used a questionnaire as an instrument to obtain significant data. The form of questionnaire instrument in this study uses a Likert scale to measure attitudes, opinions and perceptions of a person regarding social phenomena. The variables measured by the Likert scale are described as variable indicators. Furthermore, these indicators are used as benchmarks when making questions or statements. The answers to each instrument item range from strongly agree to strongly disagree. The data analysis technique in this study, namely quantitative analysis using the SEM (Structural Equation Modeling) model with the AMOS programme

3. Result and Discussion

3.1 Result

Based on Table 1, it can be seen that out of 101 respondents who use Skintific skincare products, 23 people or 22.8% are male, while for respondents who use Skintific skincare products with female gender are 78 people or 77.2%. From this number, it shows that the majority of Skintific product users who are the sample size in this study are women.

Table 2 shows the results of research using SEM (structural equation modelling) analysis. This table contains factor loading, validity and reliability. The validity test is used to test variable indicators, in this case the variables are matched with their indicators. To test the validity of SEM, it can be seen through the estimate value. Indicators of a variable are said to be valid if the estimate value > 0.05 . Based on this statement, it can be concluded that ES6 is declared invalid because $0.449 < 0.05$. Meanwhile, to test the reliability of data can be done using indicators based on the Variance Extracted (AVE) and Construct Reliability (CR) formulas. (Ghozali, 2014) states that the indicators of the variables are called realibel if the construct reliability value is ≥ 0.07 . The results of this test show that the CR value on the Product Quality variable is 0.845, the Online Customer Review variable is 0.846, the Consumer Attitude variable is 0.896, and the Purchasing Decision variable is 0.864. Based on this statement, it can be concluded that all the variables used in this study are realibel.

Table 3 shows the research results or research hypotheses. The hypothesis is said to have an influence when the CR value ≥ 0.07 and the p value is said to have an influence when $p \leq 0.05$ (Ghozali, 2011). Hypothesis test decision making is done by comparing the amount of p with the level of significance of 5% ($\alpha = 0.05$). The p value is said to have an effect when the resulting p value is < 0.5 . Based on this table, it can be concluded that:

Hypothesis Testing 1

The first hypothesis tests the relationship between product quality and consumer attitudes. The first test results show that product quality has a positive and significant effect on consumer attitudes because it shows a coefficient value of $0.593 > 0.07$ at a p-value of $p < 0.001$, thus the first hypothesis can be accepted.

Hypothesis Testing 2

The second hypothesis tests the relationship between online customer reviews and consumer attitudes. The second test results show that online customer reviews have a positive and significant effect on consumer attitudes because they show a significant coefficient value of $0.334 > 0.07$ at a p-value of $p < 0.001$. Thus the second hypothesis can be accepted.

Hypothesis Testing 3

The third hypothesis tests the relationship between consumer attitudes and purchasing decisions. The results of the third test show that consumer attitudes have a positive and significant effect on purchasing decisions because it shows a significant coefficient value of $0.112 > 0.07$ at a p-value of $p < 0.001$. Thus the third hypothesis can be accepted.

Hypothesis Testing 4

The fourth hypothesis tests product quality on purchasing decisions. The fourth test results show that product quality has a positive and significant effect on purchasing decisions because it shows a significant coefficient value of $0.375 > 0.07$ at a p-value of $p < 0.001$. Thus the fourth hypothesis can be accepted.

Hypothesis Testing 5

The fifth test results show that online customer reviews have a positive and significant effect on purchasing decisions because they show a significant coefficient value of $0.331 > 0.07$ at a p-value of $p < 0.001$. Thus the fourth hypothesis can be accepted.

3.2 Discussion

Product Quality Affects Consumer Attitudes

Based on the research results in table 3, the results show that product quality affects consumer attitudes with a coefficient value of 0.593 with a significance value at p-value <0.001. Thus, product quality can influence consumer attitudes, both before and after making a purchase. Products with good quality will give a positive impression to consumers, and vice versa, products with low quality will give a negative impression to consumers. Based on the results of the study, it shows that product quality has a significant effect on consumer attitudes. This statement is supported by research conducted by (Hanifah et al., 2017) which states that product quality significantly affects the attitudes of consumers of organic cosmetics Melilea International Bandung. The amount of product quality on consumer attitudes is 77.79%, this shows that the positive value of product quality has a significant influence on the attitudes of consumers of organic cosmetics Melilea International Bandung.

Online Customer Reviews Influence Consumer Attitudes

The results of testing the second hypothesis show that Online Customer Review has an effect on consumer attitudes with a coefficient value of 0.334, with a significance value at p-value <0.001. Thus, online customer reviews have an influence on consumer attitudes because it is a source of information for consumers to make considerations before making a purchase. Positive reviews from consumers will influence the preferences of other consumers so that there is interest in trying the product. Based on the results of the study, it shows that online customer reviews have a significant effect on purchasing decisions. This statement is supported by research conducted by (Gesitera, 2020) which says that online customer reviews significantly affect consumer attitudes. The better the reviews that consumers do on the product, the better the consumer's attitude towards the product will be.

Consumer Attitudes Influence Purchasing Decisions

Based on testing the third hypothesis, it shows that consumer attitudes affect purchasing decisions with a coefficient value of 0.112 with a significance value at p-value <0.001. Consumer attitudes are things that must be considered for companies to understand consumers. The positive attitude obtained from consumers is a big advantage for the company because it brings in sustainable purchases, and vice versa, a negative attitude can cause rejection which will affect other consumers. Based on the results of the study, it shows that consumer attitudes have a significant effect on purchasing decisions. This is supported by research (Solihin et al., 2020), consumer attitudes play an important role for Samsung-branded smartphone manufacturers and can increase purchasing decisions by giving consumers strong brand confidence in the quality of Samsung-branded smartphones.

Product Quality Affects Purchasing Decisions

The results of testing the fourth hypothesis, namely product quality, have an effect on consumer attitudes with a coefficient value of 0.375 with a significance value at p-value <0.001. Product quality is a measure of the success of a brand or product because maintaining quality will influence consumers to make repeat purchases. Based on the results of the study,

it shows that product quality has a significant effect on purchasing decisions. This statement is supported by research conducted by (Suari et al., 2018) saying that quality significantly affects purchasing decisions, the better the product is in improving its quality, it will provide opportunities for consumers to make purchases.

Online Customer Reviews Influence Purchasing Decisions

Based on the results of further hypothesis testing, it shows that online customer reviews have an effect on purchasing decisions with a coefficient value of 0.331 with a significance value at $p\text{-value} < 0.001$. Online customer reviews are proven to influence purchasing decisions because they can be a reference for information for consumers and act as a factor that influences consumer confidence to make purchases of a product. The results showed that online customer reviews have a significant effect on purchasing decisions. This statement is supported by research conducted (Ardianti & Widiartanto, 2019) which says that the results of the study show that online customer reviews influence purchasing decisions, therefore sellers must prioritize the quality of both products and services because some mistakes can disappoint consumers and they will express dissatisfaction through reviews

4. Conclusion

Based on the results of research and discussion, it can be concluded that the product quality variable has a positive and significant effect on consumer attitudes. Products with good quality will give a positive impression to consumers, and vice versa, products with low quality will give a negative impression to consumers. In addition, the product quality variable has a significant effect on Skintific Skincare purchasing decisions. In this case, the higher the quality of a product, the more consumers will make purchases because basically consumers will be positive about products with satisfactory quality. The online customer review variable has a positive and significant effect on consumer attitudes. Reviews from consumers will influence the preferences of other consumers so that there is interest in trying the product. In addition, the online customer review variable has a positive and significant effect on Skintific Skincare purchasing decisions. In this case, positive or negative reviews given by consumers online will affect the attitudes and perceptions of other potential consumers because online customer reviews are one source of information about a product. Furthermore, the consumer attitude variable has a positive and significant effect on purchasing decisions for Skintific products. Consumer attitudes are a big influence for a brand because by understanding consumer attitudes, companies can set marketing strategies to be more effective

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