The Impact of Brand Image and Online Customer Review to Buying Decision of Skincare Skintific

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ABSTRACT

The purpose of this study is to focus the analysis to determine whether there is an effect of brand image and online customer reviews on purchasing decisions.brand image and online customer reviews on skintific skin care purchasing decisions.Distributing questionnaires to 100 tiktok users and following the tiktok @skintific.id account with a sampling technique using purposive sampling.with sampling techniques using purposive sampling. The research method used used is the causal associative method. Data analysis techniques using inferential analysis testers inferential analysis tester, research instrument tester, classical assumption tester, simple linear regression analysis hypothesis tester and determination coefficient tester.and test the coefficient of determination (R^2) with the help of the SPSS version 25 application program 25. The results of this study indicate that brand image and online customer reviews have a positive effect on purchasing decisions. positive effect on purchasing decisions of 0.000 < 0.05 and 99.16 > 3.09 while the coefficient of determination (R^2) influences brand image and online customer reviews. Coefficient of determination (R^2) of the effect of brand image and online customer reviews on purchasing decisions amounted to 67.2% and the influence of other variables amounted to 32.8%.

Keywords: Brand Image, Online Customer Reviews, Purchasing Decisions

RESEARCH BACKGROUND

In today's era, many women prioritize beauty, so they hunt for various kinds of skin care products to beautify themselves, many skin care products are spread on the market, making them obliged to be extra sorting out the best, so many companies see this opportunity and compete to make the latest innovations according to consumer needs. In today's era, many beauty products have sprung up, both imported and local. Which is spread in the market according to the needs of women, so women are obliged to make the right decision, to choose the appropriate skin care, including related to skin care content, composition, what skin type and also product prices. All of that greatly influences in determining skin care products.

One of the reasons that women consider to make purchasing decisions from a brand image is consumer assumptions about the industry or product. A good or positive image will always benefit the company because consumers will recommend to others, otherwise if the industry has a bad or negative image, consumers will spread bad information related to our products.

Not only is brand image a factor that influences purchase decision making, online customer reviews also influence decision making. Before consumers buy goods on social media, marketplaces or e-commerce such as Tiktok shop Tokopedia or shopee Judging from the above problems, many researchers used to conduct research on this matter.

According to (Bimo Andono, 2022) brand image variables have a positive effect on purchasing decisions.similar, but in research (Siti lam'ah nasution & Denny Ammari Ramadhan Nasution, 2020) that brand image does not affect purchasing decisions. Then on the variables of online customer reviews, have conducted research by (Nugrahani Ardianti, n.d.) and show that online customer review variables have a positive effect on purchasing decisions. However, in the study (Ghoni and Soliha 2022b) stated that online customer review variables did not affect purchasing decisions, nor did the research

In January 2023, Skintific was observed to get the highest sales revenue of around IDR 18 billion with serum product unit sales of approximately 81 thousand. The market share was also the highest among the others at 22.8%. Skintific's growth performance in 2022 per semester is also very spectacular, increasing to 450%++, this indicates that Skintific is still the choice of the public among other serum brands. (Compas.co.id 2023)

Many assume that consumers will make decisions related to brand image or brand image and customer reviews while the price does not really affect decision making because a good product image can gain consumer trust in the product, so consumers will no longer hesitate to buy it even though the price is not too cheap. The price offered is around 80 thousand-200 thousand, the right price for consumers who think it is worth what consumers get, but quite expensive for consumers who compare other brands whose prices are much cheaper, besides that Skintific skin care products have mini sizes at cheaper prices and also Skintific products have been circulating on various social media, marketplace or e-commerce.

Based on the description above, the author wants to examine whether or not there is an influence of brand image and online customer reviews on the purchase decision of Skintific products on Skintific skin care consumers on the tiktok account @Skintific.id. "The influence of brand image and online customer reviews on purchasing decisions for skintif skincare products"

LITERATURE REVIEW
Buying Decisions
Purchasing decision is a step in which the decision is made from some existing alternatives to buy products in fulfillment of needs and desires. When making purchasing decisions, consumers also ensure the type of product selection, brand, and various other offers that are attractive to consumers (Bimo Andono 2022). Purchasing decision is an integration process that is combined to evaluate 2 or more alternative attitudes and sort out one of them (Amrita 2021). Based on the concept above, the purchase decision indicator is Evaluating 2 or more, meeting needs, information about the product / brand.

Research Results (Andono & Maulana, 2022) brand image variables and online customer reviews have a partial or simultaneous effect on purchasing decisions through Traveloka online travel agents, but in research (Siti lam'ah nasution and Denny Ammari Ramadhan Nasution 2020) that brand image does not affect purchasing decisions.

Brand Image

Brand image is a name, term, mark, symbol, design or combination thereof to mark the product or service of one seller or group of sellers and to distinguish it from competitors (Adabi n.d.). Brand image is a clue that will be used by consumers to evaluate products when consumers do not have enough knowledge about a product (Pandiangan, Dwi Atmogo, and Author 2021). Based on the concept above, the brand image indicators are consumer views, consumer views and product instructions

The results of the study (Darmansah & Yosepha, 2020) which stated that brand image variables have a positive and significant effect on online purchase decisions on the Shopee application in the East Jakarta area And in accordance with research (Alfiah et al., 2023) which states that brand image has a significant effect on the purchase decision of Taco Brand Vinyl Flooring at CV Indosanjaya Bandung City

Online Customer Review

Online customer reviews are reviews provided by consumers related to information from the evaluation of a product about various aspects, with this information consumers can get the quality of the product sought from reviews and experiences written by consumers who have purchased products from online sellers (Arif Muluk Rahman, 2022). Online customer review is a form of electronic word of mouth and can be seen as a new marketing communication method that can influence and play a role in the purchase decision process (Shafa and Hariyanto, 2022).

Based on the concept above, the indicators of online customer reviews are the influence of positive or negative reviews, information related to quality, determining buying interest. The results of previous research (Ardianti & Widiartanto, 2019) which said Online consumer reviews have a significant effect on purchasing decisions on Purchase Decisions through the Shopee Marketplace.

RESEARCH METHODOLOGY

This study used 3 variables, with 2 independent variables, namely brand image and online customer reviews, and the dependent variable, namely purchase decisions. The research method used in this study is a quantitative method with an associative type of research. Associative problem formulation is a research problem formulation that asks the relationship between two or more variables (Sugiyono 2013). A causal relationship is a causal relationship. So here there are independent (influencing variables) and dependent (influenced) variables, (Sugiyono 2013).

The method used in this study is the survey method. This research was conducted on a tiktok account and a sample used by as many as 100 people. Which is obtained from the calculation of the slovin formula. This study uses non-probability sampling techniques because the number of population members is unknown, and with purposive sampling as a sampling technique, purposive sampling is selected with certain criteria set by researchers as data sources. Samples are selected because they consider problems, goals, time, funds and costs. The scale measurement method used in this study is the Likert scale.

RESULTS AND DISCUSSIONS
Multiple Linear Regression Analysis
This test is carried out to determine the direction and how influential the independent variable is on the dependent variable, with the results as:
   a. The Constant Coefficient is positive, meaning that when the Skintific company in building a business does not consider the brand image and online customer reviews generated, purchasing decisions will still increase
   b. 0.659 (X1) is the value of the regression coefficient of the variable X1 to Y meaning that if the variable X1 increases by 1% units, the purchase decision will increase by 0.659 or 65.9%, Every increase in brand image increases, will be accompanied by an increase in purchase decisions
   c. 0.404 (X2) is the value of the regression coefficient of the variable X2 to Y, meaning that if the variable X2 increases by 1% units, the purchase decision will increase by 0.404 or 40.4%, each

Simultaneous Test (F-Test)
Based on the output of table 4.19 the results of the f test show that the sig value is 0.000 < 0.05 with df = 100 – 3 = 97, then the value of the f distribution table is 3.09. Thus it can be concluded that the fcalculate value of 99.160 is rounded to 99.16 > 3.09 ftable,
so obtained Ho rejected and vice versa Ha accepted

Partial Test (T-Test)
With an error rate used of 5% or 0.05 and calculating the value of rtable = t (a / 2 : n – k – 1). Where a is the alpha or error rate used, n is the number of samples used and k is the number of independent variables. Based on table 4.7 of the results of the t test of brand image and online Customer Reviews, showing that the sig value is 0.000 and the calculation of ttable with ttable = (a/2 : n – k – 1) then obtained the distribution value of t table is 1,660 thus it can be concluded that the brand image value of signification is 0.000 < 0.05 and the t value is calculated on the brand image 5,874> 1,660 table t values. This means that brand image can have a significant influence on purchasing decisions. For online customer reviews, the sig value of 0.000< 0.05 and the rtable value of 4.810>1.660 concludes that Online Customer Reviews can have a significant influence on purchasing decisions.

Coefficient Determination
Testing the coefficient of determination is carried out to measure the ability of the model to explain how the influence of independent variables together (stimulants) affects the dependent variable which can be indicated by the adjusted R-squared value (R2). From the results of the coefficient of determination (R2) test conducted in table 4.9, it is known that the results of the coefficient of determination test are influenced by the R Square value of 0.672 or 67.2% of the independent variable (X) Brand image and online customer reviews can explain the dependent variable (Y) of purchasing decisions. The remaining 32.8% was influenced by other variables that were not studied.

From the results above, below are the discussions for each area:

The influence of Brand Image (X1) on purchasing decisions (Y)

a. The results of the hypothesis test that the researchers conducted, showed that the probability value of the belief variable was smaller than the significance value of $0.000 < 0.05$ and the calculated t value on the brand image of $5,874 > 1,660$ table t values. This means that the brand image partially has a significant effect on the purchase decision of skintical skin care products. This also means that the better the Skintific brand image known by consumers, the higher the level of purchase decisions. When related to respondents' answers, many respondents agreed with statements about brand image in Skintific skin care.

b. The results of this study are in line with the theory that is used as the basis for the theory proposed by (Pasaribu, 2022) brand image is people's perception of the company or product. Brand image plays an important role in the consumer purchase decision process, therefore a good image of a brand can remind consumers of their desires in purchasing a product. Then by (Pratiwi & Arini, 2021) stated that Brand Image is consumer perception of the Brand Image of products to be consumed or used. Because with a good brand image, the goods or services will make consumers interested and trust in these goods or services and make consumers remember the brand.

c. This is in accordance with research conducted by researchers in the past by (Darmansah & Yosepha, 2020) which stated that brand image variables have a positive and significant effect on online purchase decisions on the Shopee application in the East Jakarta area, as well as in accordance with research (Alfiah et al., 2023) which states that brand image has a significant effect on purchasing decisions for Taco Brand Vinyl Flooring at CV Indosanjaya Bandung City. A good and strong brand image will make consumers will continue to make continuous purchases on these goods or services. So if the image of a brand is good, then the higher consumer purchase decisions and increase sellers of products or services on the shopee portal in the east Jakarta area.

The influence of online customer reviews on purchasing decisions.

a. The results of the hypothesis test that the researchers did, showed that the probability value of the belief variable was smaller than the significant value of sig $0.000 < 0.05$ and milai rtable $4.810 > 1.660$. This means that online customer reviews have a partial significant effect on purchasing decisions for skincare products. This also means that the better the online customer reviews of the Skintific tiktok account known by consumers, the higher the level of purchase decisions. When related to respondents' answers, many respondents agreed with statements about brand image in Skintific skin care.

b. The results of this study are in line with the theory that is used as the basis for the theory proposed by (Mulyati & Gesitera, 2020) online customer review (OCR) or can also be referred to as electronic word of mouth (eWOM), which is one of the features that attracts a lot of attention among academics and the public as one of the most influential factors in determining consumer purchasing decisions.

c. The coefficient of determination shows that the online customer review variable against the purchase decision variable is 0.672 or 67.2% of the independent variable (X) Brand image and online customer reviews can explain the dependent variable (Y) of the purchase decision. The remaining 32.8% was influenced by other variables that were not studied. The results that have been tested by researchers show that these results support previous research (Ardianti & Widiartanto, 2019) d which said Online consumer reviews have a significant effect on purchasing decisions on Purchase Decisions through the Shopee Marketplace.

The influence of brand image and online customer reviews on purchasing decisions
Based on the results of the simultaneous test or f test, the fcalculate value that the sig value is $0.000 < 0.05$ with df $= 100 - 3 = 97$, then the value of the f distribution table is 3.09. thus it can be concluded that the fcalculate value of 99.160 is rounded to $99.16 > 3.09$ ftable, so that Ho is rejected and vice versa Ha is accepted. This result is also in accordance with previous research conducted by (Andono & Maulana, 2022) brand image variables and online customer reviews have a partial or simultaneous effect on purchasing decisions through Traveloka online travel agents.

CONCLUSIONS AND SUGGESTIONS
Conclusions
This study was conducted to examine the influence of brand image variables, online customer reviews on purchasing decisions. The statistical test of the results of this study is the result of data processing analysis using the SPSS data processing application. Based on the results of analysis and discussion that have been proven to be good quantitatively, it can be concluded as follows:

1. Brand image is proven to have a positive and significant influence on Skintific skincare purchasing decisions It can be interpreted that the high level of Skintific skincare purchase decisions on tiktok shop accounts occurs because the tiktok shop commerce brand image has increased and is getting better.

2. Online customer reviews are proven to have a positive and significant influence on Skintific skincare purchasing decisions on tiktok shop. It can be interpreted that the more positive reviews on a product, the higher consumers make purchases of a product on the tiktok shop account @skintific.id the increase in online customer reviews will increase will be accompanied by an increase in purchase decisions.

Suggestions

Based on the conclusions that have been stated earlier, the suggestions that researchers can give are as follows:

1. For the Skintific Management

   Skintific must maintain the quality of partners and also customer service in terms of the suitability of the products received. In this case, Skintific must strive so that customer complaints about goods that do not match the photo or product description can be followed up quickly. Skintific must continue to improve the quality of applications and websites so that users still feel comfortable using the application. For example, by upgrading the appearance of the TikTok application to be more attractive, filtering spam reviews that are not related to the product being sold or fake comments and only displaying appropriate reviews, so that users do not need to feel disturbed by these comments.

2. For Researchers

   Furthermore, researchers realize that in carrying out this research there are limitations, including limited time, area and the number of respondents who are still lacking. For this reason, it is hoped that further researchers can have more time flexibility and get respondents who are wider in scope. In addition, it is expected that further researchers will be able to add other variables related to factors that can influence purchasing decisions. So that it can obtain different results and can be a comparison with this study.

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