

The Influence of Online Customer Review, Online Customer Rating, and Influencer Endorsement on Purchase Decisions of Garnier Facial Cleanser Products on Shopee in DKI Jakarta

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ABSTRACT

This study examines the influence of online customer review, online customer rating, and influencer endorsement on the purchase decisions of Garnier facial cleanser consumers on Shopee in DKI Jakarta, motivated by Garnier's comparatively small market share (around 0.85%) amid the rapidly growing beauty and personal-care sales value on Shopee. A quantitative survey was conducted with 170 Garnier consumers in DKI Jakarta selected through purposive sampling, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that online customer review, online customer rating, and influencer endorsement each have a positive and significant effect on purchase decisions, with online customer review exerting the strongest influence, followed by influencer endorsement and online customer rating. The three predictors jointly explain 74.2% of the variance in purchase decisions, indicating substantial explanatory power. These findings extend the e-commerce consumer behavior literature and offer practical guidance for Garnier in strengthening its digital marketing strategy on Shopee.

INTRODUCTION

Technological development has reshaped the landscape of consumer behavior, particularly in the context of online shopping. Society's shopping habits have shifted from face-to-face transactions in offline stores toward online transactions, driving a significant increase in competition among marketplace platforms. The growing number of internet and social media users, together with intensifying competition among e-commerce platforms, indicates that online-based purchasing decisions in Indonesia are increasingly dominant (Imamatuz Zakiyah et al., 2024).

Data on internet users in Indonesia show a consistent upward trend from 2018 to 2024. In 2018, internet users were recorded at 106 million, growing 24.6% year-on-year; this trend continued with 128 million users (20.7%) in 2019, 146 million (13.7%) in 2020, 169 million (16.5%) in 2021, 183 million (7.7%) in 2022, 184 million in 2023, and 185.3 million (0.8%) by January 2024. Although the growth rate has declined year over year, the overall direction remains positive, and this expansion has strongly driven the growth of the digital industry, particularly the e-commerce sector, which has become one of the pillars of Indonesia's digital economy (Ahdiat, 2024). Online shopping activity is itself one of the reasons internet usage continues to rise (Kadek et al., 2022).

Indonesia's economy continues to grow above the global average, a development inseparable from the role of entrepreneurs who have capitalized on the country's large population as a potential market for various products, including skincare (Rahmawati & Puspita, 2024). Online shopping behavior has become a trend and tendency of Indonesian society, prompting businesses to safeguard their sustainability (Hamdan et al., 2023). Appearance plays an important role in boosting self-confidence, making skincare products increasingly popular and sought after (Fahrudin & Aminah, 2025). Skincare has become a primary need across demographics, with the beauty industry continuously innovating new products for men and women, from teenagers to adults, causing consumers to become more selective in choosing brands based on various considerations (Intan Tasia et al., 2024).

Regarding the beauty and personal-care sales value across five e-commerce platforms in Indonesia (January–October 2024), Shopee dominates with a 60% market share, far ahead of other platforms, reflecting the strength of its ecosystem in marketing, active users, and transaction convenience. TikTok Shop ranks second with 29%, leveraging live-streaming features and influencer promotion; Tokopedia trails at 6.1%; Lazada holds 4.7%; and Blibli records only 0.2% (Muhamad, 2025). The wide variety of skincare products in Indonesia – from local brands to American, European, Japanese, and Korean brands – demonstrates strong public enthusiasm for cosmetics, one of which is Garnier (Ponto et al., 2023).

Garnier was founded by Alfred Amour Garnier in Blois, Paris, in 1904, initially focusing on natural hair-care products before expanding into skin care, guided by the belief that nature provides the best self-care solutions (Garnier.com). Amid intensifying competition in the facial-care industry, Garnier must prioritize the development of more effective, innovative, and consumer-

responsive products in order to improve purchase decisions (Marbun & Khoiri, 2024). Regarding the 10 beauty and personal-care brands with the largest market share on Shopee Indonesia (Q1 2025), Skintific leads with 4.10%, followed by Wardah (2.97%), Glad2Glow (2.51%), Hanasui (1.52%), and Maybelline (1.47%), while MS Glow, Somethinc, and Skin1004 each hold between 0.98% and 1.36%, and Make Over holds 0.98%. Garnier is estimated to hold only around 0.85% of the market – a considerable gap compared with the market leader, Skintific, at 4.10% (Muhamad, 2025).

Since 15 November 2016, Garnier has released its Micellar Cleansing Water line, comprising five variants: Micellar Water Salicylic BHA (for acne-prone, combination-oily skin), Micellar Water Rose (for dry, dull skin, with soothing rose water), Micellar Water Pink (for normal-to-sensitive skin), Micellar Oil-Infused Cleansing Water (an all-in-one cleanser with argan oil for waterproof make-up, suitable for dry skin), and Micellar Water Vitamin C (a brightening formula for dull skin) (Garnier.com). Micellar cleansing water is a colorless, liquid-textured facial cleanser; micelles are small oil molecules suspended in water that can bind make-up, oil, and dirt on the face without irritating or drying the skin (Giante et al., 2025).

Many factors influence consumers' decisions to purchase micellar water, particularly Garnier's, including customer reviews and ratings (Fitriyani et al., 2024). Previous buyers can provide a direct picture of product quality and shopping experience, helping prospective consumers make decisions: positive reviews typically increase purchase confidence, while negative reviews reduce purchase intention. Online customer review is one aspect that shapes consumers' purchase decisions, as the volume of reviews can be seen as a sign of a product's popularity or value, which in turn influences purchase intention (Yanti et al., 2024). Consumers also weigh online customer rating, typically shown as a 1-to-5-star score reflecting the experience of consumers who have completed a transaction; a higher rating signals a better product assessment, while a lower rating signals dissatisfaction, and the number of ratings a store accumulates influences its online performance and, consequently, prospective buyers' purchase decisions (Nur Ifah et al., 2024). Ratings function as a highly important reference on e-commerce platforms, reflecting a product's relative advantages and allowing consumers to more easily compare similar products sold by different online sellers, a benefit accelerated by the rapid growth of digital marketing that spares consumers the need to visit sellers in person (Fahrudin & Aminah, 2025).

In addition, part of Garnier's marketing strategy to boost purchase decisions involves leveraging beauty influencers, a component of influencer marketing strategy (Pakan & Purwanti, 2022). The presence of influencers in digital marketing strategy is a component that cannot be ignored: influencers can shape public opinion through the content they create, and those with large, loyal followings can influence perceptions of a brand or product. In the social media era, influencers hold substantial power to shape consumer behavior and decisions; endorsement through social media is considered more beneficial than

television-based marketing, making it the most recommended marketing strategy both currently and going forward (Hafiz Alvinanda & Candra, 2025).

A company's growth must be accompanied by increasing profit, which is generally influenced by two categories of factors: internal factors within the company and external factors outside it (Fauzi & Siregar, 2020). Based on the data and phenomena described above, the researcher identifies a phenomenon in consumers' purchase-decision process regarding Garnier as a beauty and personal-care brand. The relatively small market share of Garnier amid the high sales value of beauty and personal-care products on the Shopee marketplace motivated the researcher to examine the factors influencing consumers' purchase decisions for Garnier facial cleanser on Shopee, with a research focus on the DKI Jakarta region.

To identify the relevant variables, the researcher first reviewed prior journal research and then conducted a preliminary survey of 43 respondents to determine which variables consumers consider important in their purchase decisions. Table 1 summarizes the preliminary survey results.

Table 1. Preliminary Survey on Garnier Facial Cleanser via the Shopee Marketplace

No.	Question	Yes	No
<i>Online Customer Review</i>			
1	Do you frequently read customer reviews before deciding to purchase Garnier facial cleanser on Shopee?	40	3
2	Do customer reviews influence your decision to purchase Garnier facial cleanser on Shopee?	40	3
3	Have you ever cancelled a purchase after finding a negative review of Garnier facial cleanser on Shopee?	35	8
<i>Online Customer Rating</i>			
4	Do you pay attention to the star rating when choosing Garnier facial cleanser on Shopee?	42	1
5	Are you more inclined to buy Garnier facial cleanser with a rating of 4 and above rather than below 4?	40	3
6	Does the rating reflect the quality of the Garnier facial cleanser you purchase?	42	1
<i>Influencer Endorsement</i>			
7	Have you ever been interested in buying Garnier facial cleanser after seeing a review/endorsement from an influencer on social media?	35	8
8	Does an influencer affect your purchase decision for Garnier facial cleanser, particularly when they provide a Shopee link to the product?	30	13
9	Do you trust an influencer's review more than a review from an ordinary customer?	22	21

Source: Preliminary Research Survey (2025)

For online customer review, 40 of 43 respondents (93%) stated they often read customer reviews before purchasing, 40 (93%) believed reviews affect their purchase decision, and 35 (81%) had cancelled a purchase due to a negative

review indicating that online reviews are a dominant factor in shaping consumer perception and decisions. For online customer rating, 42 respondents (98%) pay attention to the star rating, 40 (93%) tend to buy products rated 4 and above, and 42 (98%) believe ratings reflect product quality, showing that modern consumers rely heavily on numerical ratings as an indicator of quality and trust, particularly on platforms such as Shopee that display ratings explicitly. For influencer endorsement, 35 respondents (81%) had been interested in purchasing after seeing an influencer's endorsement, but only 30 (70%) said influencers genuinely affected their decision when providing a Shopee link, and only 22 (51%) trusted an influencer's review more than an ordinary customer's review suggesting that while influencers attract initial attention, consumer trust remains stronger toward peer reviews perceived as more objective.

Overall, the preliminary survey indicates that online customer review and online customer rating have a strong influence on Garnier consumers' purchase decisions on Shopee, while influencer endorsement also exerts a fairly significant, though comparatively less dominant, influence.

These phenomena are further supported and complicated by inconsistent findings in prior research. Imamatuz Zakiyah et al. (2024) found a positive and significant relationship between online customer review and purchase decision, whereas Yanuardi Wisnu Murti and Awan Santosa (2025) found no significant effect, indicating a research gap. Similarly, Yanti et al. (2024) found that online customer rating positively and significantly affects purchase decisions, while Anna Irma Rahmawati (2021) found no significant effect. For influencer endorsement, Pangain et al. (2023) found a significant effect on purchase decisions, while Raihan et al. (2022) found no significant effect. These contradictory findings across studies point to an unresolved research gap that motivated the present study, titled "The Influence of Online Customer Review, Online Customer Rating, and Influencer Endorsement on Purchase Decisions of Garnier Facial Cleanser Products on Shopee in DKI Jakarta."

Based on this background, the research problems are formulated as follows: (1) Does online customer review significantly affect the purchase decisions of Garnier facial cleanser consumers on Shopee in DKI Jakarta? (2) Does online customer rating significantly affect the purchase decisions of Garnier facial cleanser consumers on Shopee in DKI Jakarta? (3) Does influencer endorsement significantly affect the purchase decisions of Garnier facial cleanser consumers on Shopee in DKI Jakarta?

Accordingly, this study aims to analyze the effect of online customer review, online customer rating, and influencer endorsement on the purchase decisions of Garnier facial cleanser consumers on Shopee in DKI Jakarta. Practically, this research is expected to provide business actors in the beauty and personal-care sector, such as Garnier, with additional insight for designing marketing strategies based on online customer review, online customer rating, and the use of influencer endorsement. Theoretically, this research is expected to serve as a reference that enriches readers' knowledge and provides a foundation for future studies on the same or related topics in marketing management.

LITERATURE REVIEW

Stimulus-Organism-Response (S-O-R) Theory

The S-O-R theory states that an individual's behavior is determined not only by external stimuli but also by internal processes within the organism. Stimulus refers to anything originating from outside the individual words, images, sounds, situations, or social experiences while organism encompasses internal psychological processes such as emotion, perception, and motivation, and response is the resulting behavior or reaction after the organism processes the stimulus it receives (Armawan et al., 2025). In the digital context, S-O-R theory is widely used to understand social media and e-commerce user behavior: an advertisement on a phone screen is a stimulus, but whether a person becomes interested, ignores it, or feels disturbed is determined by internal conditions, and users' emotional responses to digital stimuli substantially determine the success of marketing communication (Armawan et al., 2025). The theory comprises three main components: Stimulus (S) – an external factor that triggers a specific individual response; Organism (O) – internal psychological aspects such as emotion, attitude, personality, belief, and interpretation that shape how a stimulus is processed; and Response (R) – the resulting behavioral reaction from the interaction between stimulus and organism.

Marketing Management

Marketing management involves undertaking processes that support organizational or business objectives, encompassing planning, direction, pricing, distribution, and promotion (Suhairi et al., 2023). It is also described as the art and science of identifying target markets and acquiring, retaining, and growing customers through creating, delivering, and communicating superior customer value (Rahayu et al., 2021). According to Misra et al. (2024), marketing's objectives include informing (promotion) to attract consumers, creating purchases, creating repeat purchases through satisfied and loyal customers, indirectly creating employment, and building mega-brands whose loyal customer base ensures continued market attention.

E-WOM

Word of Mouth (WOM) can be spread not only through direct oral communication but also through social media, in which case it is termed electronic word of mouth (e-WOM), typically expressed through product reviews, recommendations to other consumers, or simply sharing experiences (Ayunita et al., 2021). WOM is a form of promotion consisting of mouth-to-mouth recommendations about a product's positive attributes, defined as communication by consumers who have made a purchase and describe their experience with a product or service (Anggi Muninggar et al., 2022). While WOM traditionally refers to direct, face-to-face communication between consumers, rapid technological development has encouraged consumers to share product information online, increasing the incidence of e-WOM (Saragih et al., 2022).

Consumer Behavior

Consumer behavior refers to the buying behavior of final consumers individuals and households purchasing goods and services for personal consumption who form the consumer market that is central to marketing strategy, since understanding their behavior helps companies create value and

build effective long-term relationships (Kotler et al., 2024). Consumer behavior is dynamic, involving interaction between affect and cognition, behavior, and surrounding events, and it involves exchange; shopping interest is itself a form of consumer behavior, where consumers respond to given stimuli with specific actions for example, low prices tend to increase purchase interest, and intensive promotion tends to stimulate consumers' desire to buy (Dwi et al., 2024). According to Kotler et al. (2024), four major factors shape consumer behavior: cultural factors (values, perceptions, wants, and behaviors learned from family and social environment, including subcultures such as religion, ethnic groups, and geographic groups); social factors (reference groups, family, and social roles/status); personal factors (age and life-cycle stage, occupation, economic condition, lifestyle, personality, and self-concept); and psychological factors (motivation, perception, learning, beliefs, and attitudes).

Online Customer Review

Online customer review can be defined as peer-generated product evaluations uploaded on online retailer or third-party websites user-generated information from those who have purchased a target product, containing information and recommendations about the product from the consumer's point of view (Rahayu et al., 2021). It is also described as a form of electronic word of mouth (e-WOM) that allows consumers to view previous consumers' descriptions or reviews of a product, a company's service, and the producer itself (Hasanah & Kosasih, 2022), and as positive or negative messages conveyed by consumers who have used a company's product or service, reaching many individuals or institutions through the internet (Saragih et al., 2022). Online customer review comprises three dimensions: perceived usefulness (the extent to which consumers believe reviews are useful and beneficial), perceived enjoyment (comfort and pleasure felt when seeking information through reviews), and perceived controlling (the degree of control consumers feel over their actions) (Salsia et al., 2024), operationalized through nine indicators: usefulness, improved effectiveness, benefit, attractiveness, enjoyment, comfort, importance of information, self-control, and necessity of information (Salsia et al., 2024).

Online Customer Rating

Online customer rating is an assessment customer give through symbols, typically stars; Indonesian marketplaces generally use a five-point rating scale, where five stars indicates high satisfaction and one star indicates high dissatisfaction (Pratama Putra et al., 2021). Rating plays a very important role in purchase decisions by providing customer satisfaction, and marketplace rating schemes can influence consumer purchase decisions (Sukirman et al., 2023); it also functions as feedback from consumers to sellers after a purchase, expressed on a one-to-five-star scale according to product condition (Mokodompit et al., 2022). Online customer rating comprises three dimensions helpfulness (ratings are highly helpful for online purchases), representativeness (representing consumer satisfaction through star ratings), and purchase decision (satisfied consumers give high ratings) (Salsia et al., 2024) operationalized through nine indicators: purchase, trustworthiness, usefulness, satisfaction, assessment,

popularity, post-purchase, purchase convenience, and purchase volume (Salsia et al., 2024).

Influencer Endorsement

Endorsement is a form of support or recommendation from influential individuals, such as celebrities or influencers, for a product or service for promotional purposes, commonly conducted through social media and advertising to increase brand awareness and consumer trust and drive sales, with the influencer being a key element in this process (Asmiyatun et al., 2025; Armawan et al., 2025). Three factors are considered effective in influencer endorsement: celebrities' ability to capture consumer attention and create buzz on social media; celebrities' popularity and credibility, which increase consumer trust in the endorsed product or brand; and fans' tendency toward high loyalty to their idols, making them more likely to purchase products endorsed by those idols (Yanuar Erika Putri et al., 2025). Influencer endorsement comprises three dimensions visibility, credibility, and attractiveness (Ulinnuha et al., 2024) operationalized through eight indicators: popularity, attractiveness, broad influence, expertise, trustworthiness, likeability, familiarity, and similarity (Ulinnuha et al., 2024).

Purchase Decision

Purchase decision is the final decision a consumer makes to buy a good or service after weighing various considerations, reflecting how far marketers have succeeded in marketing a product to consumers, and is influenced by financial and economic conditions, technology, politics, culture, product, price, place, promotion, physical evidence, people, and process (Marlius & Jovanka, 2023). According to Kotler et al. (2024), four major factor groups shape purchase decisions: cultural (culture, subculture, social class), social (reference groups, family, roles and status), personal (age and life-cycle stage, occupation, economic condition, lifestyle, personality and self-concept), and psychological (motivation, perception, learning, beliefs and attitudes). Purchase decision comprises three stages consumers undergo purchase conviction (confidence and satisfaction sufficient to purchase), information search (recommending the product to others), and post-purchase behavior (repurchasing the product) (Salsia et al., 2024) operationalized through seven indicators: purchase conviction, information quality, consumer perception, information planning, repurchase, purchase satisfaction, and providing recommendations (Salsia et al., 2024).

Previous Research

A number of prior studies inform the hypothesized relationships in this research. Adriani Faradita and Widjajanti (2023) found that online customer review, price, and product quality significantly affect purchase decisions on Tokopedia; Sugianto and Astuti (2023) found that customer reviews and ratings positively affect purchase decisions for Erigo products, while SEO had a negative effect; Setia et al. (2023) and Arbaini et al. (2020) both confirmed that reviews and ratings significantly affect online purchase decisions on Tokopedia. However, Yanuardi Wisnu Murti and Awan Santosa (2025) found that online customer review does not significantly affect purchase decisions on Tokopedia in Yogyakarta, while product quality and promotion do; Syafitri et al. (2023) and Gilrandi and Rahmawati (2024) confirmed a significant positive effect of online

reviews (and price) on purchase decisions on Tokopedia; and Dahliyanti and Sudarnice (2023) found that price and product reviews significantly affect purchase decisions in Bekasi.

Regarding influencer/celebrity endorsement, Puspita and Handayani (2024) found that Instagram influencer endorsement positively and significantly affects Generation Z's purchase decisions; Dede Alipudin et al. (2023) found that celebrity endorser and lifestyle significantly affect purchase decisions on Tokopedia, while digital marketing did not. Studies specifically combining online review and rating variables Lila Febriana Kausaha et al. (2023), Tanuwijaya et al. (2023), Rizqullah et al. (2025), Sedana and Mahyuni (2024), and Yanti et al. (2024) generally confirm that online customer reviews and ratings (and, where examined, celebrity endorsers, brand image, and price perception) significantly shape purchase decisions across various marketplaces such as Gojek/GoFood, Sociolla, Shopee, and Tokopedia, although some (e.g., Lila Febriana Kausaha et al., 2023) found that rating alone was not significant, underscoring the inconsistency of findings that motivates further investigation of these three variables together in the Garnier context.

Hypothesis Development

Online Customer Review and Purchase Decision. Syafitri et al. (2023) show that online customer review has a positive and significant effect on purchase decision, a finding reinforced by Widjaya and Aodi (2024) and Kadek et al. (2022). However, Yanuardi Wisnu Murti and Awan Santosa (2025) and Wijaya et al. (2023) found no significant effect, indicating that customer reviews do not always determine purchase decisions. Logically, well-written reviews reduce consumers' perceived risk by offering a realistic picture of a product's quality, benefits, and prior users' experience, thereby strengthening the confidence needed to proceed with a purchase.

H1: Online customer review has a positive and significant effect on purchase decision.

Online Customer Rating and Purchase Decision. Widjaya and Aodi (2024) and Kadek et al. (2022) found that customer ratings positively and significantly affect purchase decisions, a pattern also confirmed by Novitasari and Maulana (2022) for both review and rating. Conversely, Wijaya et al. (2023) found that rating does not significantly affect purchase decisions, suggesting that its influence may depend on other factors such as consumer demographics or product type. From a rational standpoint, a numerical star rating functions as a quick, aggregated signal of product quality that reduces consumers' search effort and reinforces their confidence before purchasing.

H2: Online customer rating has a positive and significant effect on purchase decision.

Influencer Endorsement and Purchase Decision. Chindy Ariesca et al. (2025) show that influencer endorsement has a positive and significant effect on purchase decisions, a finding corroborated by Asmiyatun et al. (2025), Muhani and Sabillah (2022) for celebrity endorsers, and Bintang Gorafli Wibowo and Andriansyah Bachtillah Putra (2024). An influencer's popularity, credibility, and attractiveness create an image-transfer effect in which consumers associate the

influencer's positive qualities with the endorsed product, increasing brand trust and purchase confidence.

H3: Influencer endorsement has a positive and significant effect on purchase decision.

Conceptual Framework

Based on the theoretical review and hypothesis development above, the conceptual framework positions online customer review (X1), online customer rating (X2), and influencer endorsement (X3) as independent variables hypothesized to positively and significantly affect purchase decision (Y) as the dependent variable, tested simultaneously in a single structural model using PLS-SEM.

METHODOLOGY

This study employed a quantitative research design. According to Creswell and Creswell (2023), quantitative research is an approach for testing objective theories by examining the relationships among measurable variables, so that numerical data can be analyzed using statistical procedures. The study was conducted from March 2025 to February 2026 in DKI Jakarta, covering its five administrative cities (Central, North, West, South, and East Jakarta), focusing on Garnier as the object of research within the beauty and personal-care industry.

The population comprised residents of DKI Jakarta who had purchased Garnier facial cleanser products on Shopee, with an unidentified exact population size. Given the unknown population size, sample size was determined using the formula proposed by Hair et al. (2021), which recommends a minimum sample of five to ten times the number of indicators used in the research instrument. With 34 indicators, the minimum required sample was $5 \times 34 = 170$ respondents; accordingly, 170 respondents were selected using a non-probability, purposive sampling technique based on the following criteria: (1) had purchased Garnier facial cleanser at least once on Shopee, (2) had used

Garnier facial cleanser at least once, (3) resided in DKI Jakarta, (4) were male or female, and (5) were between 17 and 45 years of age.

Primary data were collected through a structured online questionnaire distributed via Google Forms, using a five-point Likert scale (Strongly Agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly Disagree = 1) to measure each indicator of online customer review, online customer rating, influencer endorsement, and purchase decision (Sugiyono, 2023).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0, a causal-predictive structural modeling approach used primarily to maximize the explained variance of dependent constructs, and particularly useful for theory development, prediction, and contexts with limited sample size or non-normal data distribution (Hair et al., 2021). The analysis proceeded through evaluation of the measurement model (outer model) comprising convergent validity (outer loadings ≥ 0.70 and Average Variance Extracted ≥ 0.50) and discriminant validity (assessed through cross-loadings and the Heterotrait-Monotrait Ratio/HTMT, with thresholds of < 0.85 for conceptually distinct constructs or < 0.90 for conceptually similar constructs) followed by reliability testing using Composite Reliability and Cronbach's Alpha

(≥ 0.70), and finally evaluation of the structural model (inner model) through the coefficient of determination (R^2), predictive relevance (Q^2 predict), model fit indices (SRMR, d_ULS, d_G, Chi-square, and NFI), and hypothesis testing via bootstrapping, in which a hypothesized relationship is accepted when the T-statistic exceeds 1.96 and the p-value is below 0.05 (Ghozali & Aprilia Kusumadewi, 2023; Hair et al., 2022).

RESEARCH RESULT

Overview of the Research Object

Garnier is a hair-care and skin-care brand founded by Alfred Amour Garnier in 1904 in Blois, France. It initially focused on natural hair-care products before expanding into skin care with facial cleansers, moisturizers, serums, and facial masks. As part of the L'Oréal Group, Garnier is committed to developing products that combine natural ingredients with technological innovation to meet consumers' skin-care needs (Garnier.com). Amid intensifying competition in the facial-care industry, Garnier is required to continuously innovate effective, high-quality, consumer-responsive products while pursuing marketing strategies that strengthen brand image and competitiveness, positioning Garnier as a relevant object for analyzing the factors that shape consumer purchase decisions (Marbun & Khoiri, 2024).

Respondent Profile

A total of 170 valid responses were collected from Garnier consumers residing in DKI Jakarta who met the sampling criteria. The respondent profile is summarized in Table 2.

Table 2. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Male	69	40.6%
	Female	101	59.4%
Age	< 18 years	3	1.8%
	18-25 years	112	65.9%
	26-35 years	41	24.1%
	36-45 years	12	7.1%
	> 45 years	2	1.2%
Occupation	Student	95	55.9%
	Employee	66	38.8%
	Homemaker	8	4.7%
	Other	1	0.6%
Domicile	South Jakarta	55	32.4%
	West Jakarta	43	25.3%
	Central Jakarta	32	18.8%
	North Jakarta	21	12.4%
	East Jakarta	19	11.2%
Last Education	Senior High School	85	50.0%
	Bachelor's (S1)	64	37.6%
	Diploma (D3)	16	9.4%
	Postgraduate (S2/S3)	4	2.4%
	Junior High School	1	0.6%

Monthly Spending	Rp1,000,000–Rp3,000,000	59	34.7%
	Rp3,000,001–Rp5,000,000	49	28.8%
	Rp5,000,001–Rp10,000,000	29	17.1%
	> Rp10,000,000	18	10.6%
	< Rp1,000,000	15	8.8%

Source: Primary questionnaire data (2026). N = 170 for each category

The respondent profile is dominated by female consumers (59.4% vs. 40.6% male), reflecting Garnier facial cleanser's stronger appeal among women, though the substantial male share confirms the product also attracts men. Respondents are dominated by the 18–25 age group (65.9%) – a productive, digitally active age group typical of marketplace shoppers and by students (55.9%), followed by employees (38.8%). Respondents are geographically spread across all five DKI Jakarta cities, led by South Jakarta (32.4%). Educationally, respondents are dominated by senior-high-school graduates (50.0%) and bachelor's-degree holders (37.6%), suggesting an adequate capacity to evaluate product information. In terms of monthly consumptive spending, respondents are concentrated in the Rp1,000,000–Rp3,000,000 bracket (34.7%), indicating a middle-purchasing-power consumer base.

Descriptive Statistics of Research Variables

Respondents' perceptions of each variable were measured on a five-point Likert scale. All four variables received consistently positive mean scores (above 3.70), with standard deviations that remained comparatively low across items, indicating a generally positive and reasonably homogeneous perception among respondents. Table 3 summarizes the highest- and lowest-scoring indicators for each variable.

Table 3. Summary of Descriptive Statistics by Variable

Variable	Highest-Scoring Indicator (Mean)	Lowest-Scoring Indicator (Mean)	SD Range
Purchase Decision (Y)	"I know product information before deciding to purchase" (3.982)	"I feel confident to purchase this product" (3.781)	0.923–1.047
Online Customer Review (X1)	"Online reviews provide the information I need before buying" (4.024)	"I feel happy when reading online reviews" (3.834)	0.935–1.014
Online Customer Rating (X2)	"The product rating helps me decide my purchase" (3.941)	"I trust the rating given by other consumers" (3.704)	0.969–1.102
Influencer Endorsement (X3)	"The influencer has broad social media influence to attract the audience to purchase" (3.994)	"I trust the product information conveyed by the influencer" (3.805)	0.991–1.099

Source: SmartPLS 4.0 data processing output (2026)

For purchase decision, respondents rated pre-purchase information-seeking as strongest, while purchase confidence itself was comparatively (though still positively) lower. For online customer review, respondents most valued reviews as a source of needed pre-purchase information, while the enjoyment of reading reviews scored comparatively lower. For online customer rating, respondents relied most on the rating's role in decision-making, while trust in other consumers' ratings scored lowest suggesting that ratings are used functionally more than as a fully trusted credibility signal. For influencer endorsement, respondents most strongly perceived the influencer's broad social reach, while trust in the specific information the influencer conveyed was comparatively weakest, echoing the preliminary survey finding that influencers attract attention more readily than they build deep trust.

Instrument Testing: Validity and Reliability

Validity testing was conducted using PLS-SEM through evaluation of the outer model, covering both convergent and discriminant validity. Convergent validity was assessed via outer loadings and Average Variance Extracted (AVE); all measurement items exceeded the minimum outer-loading threshold of 0.70, and all constructs achieved AVE values above 0.50, confirming convergent validity was satisfied.

Table 4. Outer Loading Results (PLS Algorithm)

Variable	Outer Loading Range	Highest Item	Lowest Item
Influencer Endorsement (X3)	0.784–0.838	EI3 = 0.838	EI4 = 0.784
Purchase Decision (Y)	0.728–0.847	KPB1 = 0.847	KPB4 = 0.728
Online Customer Rating (X2)	0.770–0.854	OCRA1 = 0.854	OCRA4 = 0.770
Online Customer Review (X1)	0.740–0.817	OCRE1 = 0.817	OCRE5 = 0.740

Source: Data processed using SmartPLS, 2026

Table 5. Average Variance Extracted (AVE)

Variable	AVE
Influencer Endorsement (X3)	0.642
Purchase Decision (Y)	0.650
Online Customer Rating (X2)	0.663
Online Customer Review (X1)	0.661

Source: Data processed using SmartPLS, 2026

Discriminant validity was assessed through the Heterotrait–Monotrait Ratio (HTMT) and cross-loading analysis. All HTMT values were below the 0.90 threshold: Influencer Endorsement–Purchase Decision = 0.711, Influencer Endorsement–Online Customer Rating = 0.710, Influencer Endorsement–Online Customer Review = 0.351, Purchase Decision–Online Customer Rating = 0.782, Purchase Decision–Online Customer Review = 0.780, and Online Customer Rating–Online Customer Review = 0.616, confirming that all four constructs are statistically distinct. Cross-loading analysis further confirmed that every

indicator loaded most strongly on its intended construct (ranges matching Table 4) compared with other constructs, satisfying discriminant validity requirements.

Table 6. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	rho_a	rho_c (Composite Reliability)	Remarks
Influencer Endorsement (X3)	0.920	0.923	0.935	Reliable
Purchase Decision (Y)	0.923	0.925	0.937	Reliable
Online Customer Rating (X2)	0.936	0.938	0.947	Reliable
Online Customer Review (X1)	0.920	0.922	0.934	Reliable
Variable	Cronbach's Alpha	rho_a	rho_c (Composite Reliability)	Remarks

Source: Data processed using SmartPLS, 2026

All constructs exceeded the recommended 0.70 threshold for both Cronbach's Alpha and Composite Reliability, confirming strong internal consistency across all research instruments.

Structural Model Evaluation

The coefficient of determination (R^2) for purchase decision was 0.742, indicating that online customer review, online customer rating, and influencer endorsement jointly explain 74.2% of the variance in purchase decision – a substantial level of explanatory power, with the remaining 25.8% explained by variables outside the research model. The predictive relevance test (Q^2 predict) produced a value of 0.722 for purchase decision; since this exceeds zero, the model demonstrates strong predictive relevance for the endogenous construct.

Table 7. R-Square and Q-Square Results

Endogenous Variable	R-Square	Category	Q^2 predict
Purchase Decision	0.742	Substantial	0.722

Source: Data processed using SmartPLS, 2026

Model fit was evaluated using SRMR, d_{ULS} , d_G , Chi-square, and NFI. The SRMR value of 0.055 (below the 0.08 threshold, for both the saturated and estimated models) indicates good model fit; d_{ULS} was 1.792 and d_G was 0.855, reflecting the discrepancy between the observed and estimated covariance matrices; Chi-square was 757.178; and NFI was 0.833, indicating a fairly good level of model conformity.

Table 8. Model Fit Results

Index	Value
SRMR (saturated / estimated)	0.055
d_{ULS}	1.792
d_G	0.855
Chi-square	757.178
NFI	0.833

Source: Data processed using SmartPLS, 2026

Hypothesis Testing

Hypothesis testing was performed through bootstrapping, with a hypothesis accepted when the T-statistic exceeds 1.96 and the p-value is below 0.05 (Hair et al., 2022). As shown in Table 9, all three hypothesized paths were statistically significant.

Table 9. Bootstrapping (Hypothesis Testing) Results

Path	Original Sample (O)	T-Statistics	P-Values	Result	Path
Online Customer Review (X1) → Purchase Decision	0.476	7.859	0.000	H1 Accepted	Online Customer Review (X1) → Purchase Decision
Online Customer Rating (X2) → Purchase Decision	0.216	2.981	0.003	H2 Accepted	Online Customer Rating (X2) → Purchase Decision
Influencer Endorsement (X3) → Purchase Decision	0.363	6.168	0.000	H3 Accepted	Influencer Endorsement (X3) → Purchase Decision

Source: Data processed using SmartPLS, 2026

The path from online customer review to purchase decision produced the highest path coefficient (0.476), followed by influencer endorsement (0.363), and online customer rating (0.216). These results confirm that H1, H2, and H3 are all supported, with online customer review emerging as the most dominant predictor of purchase decision within the research model.

DISCUSSION

The Effect of Online Customer Review on Purchase Decision (H1)

The findings confirm that online customer review has a positive and significant effect on the purchase decisions of Garnier facial-cleanser consumers on Shopee (O = 0.476, T = 7.859, p = 0.000), supporting H1. This indicates that the better the quality of reviews consumers provide, the higher the tendency of other consumers to make a purchase decision. The outer-loading results show that OCRE1 reflecting reviews' ability to provide the information consumers seek before purchasing recorded the highest loading (0.817), making it the most dominant indicator of the construct, while OCRE2.5 ("I feel happy reading online reviews") recorded the lowest loading (0.740), still above the 0.70 threshold. Descriptively, respondents scored highest on reviews' informational usefulness, reinforcing that consumers primarily use reviews as an information source that helps them gauge product quality, benefits, and other users' real experience – consistent with Syafitri et al. (2023), Widjaya and Aodi (2024), and Kadek et al. (2022).

The Effect of Online Customer Rating on Purchase Decision (H2)

Online customer rating was also found to have a positive and significant effect on purchase decision ($O = 0.216$, $T = 2.981$, $p = 0.003$), supporting H2 and indicating that the higher a product's rating, the greater consumers' confidence to purchase. OCRA3.1 ("the rating helps me determine my purchase choice") recorded the highest outer loading (0.854), while OCRA3.4 ("the rating reflects consumer satisfaction with the product") recorded the lowest (0.770), still meeting the validity criterion. Descriptively, respondents indicated that product ratings help them decide and provide a picture of consumer satisfaction levels. Although rating exerted the smallest effect among the three predictors consistent with the comparatively lower trust respondents placed in other consumers' ratings during descriptive analysis the result aligns with Widjaya and Aodi (2024), Kadek et al. (2022), and Novitasari and Maulana (2022), while diverging from Wijaya et al. (2023), who found no significant effect, suggesting rating's influence may be more context-dependent than that of reviews.

The Effect of Influencer Endorsement on Purchase Decision (H3)

Influencer endorsement was found to have a positive and significant effect on purchase decision ($O = 0.363$, $T = 6.168$, $p = 0.000$), supporting H3. This indicates that using influencers as a promotional medium can strengthen consumers' interest and confidence in purchasing. EI4.3 ("the influencer has broad social influence") recorded the highest outer loading (0.838), showing that the breadth of an influencer's social reach contributes most to shaping consumer perception, while EI4.4 ("the influencer has expertise in recommending the product") recorded the lowest loading (0.784), still above the minimum threshold. Descriptively, respondents rated the influencer's broad social media influence highest, while trust in the specific product information conveyed by the influencer scored lowest mirroring the preliminary survey finding that influencers attract initial interest more effectively than they build deep informational trust. These results are consistent with Chindy Ariesca et al. (2025), Asmiyatun et al. (2025), Muhani and Sabillah (2022), and Bintang Gorafli Wibowo and Andriansyah Bachtillah Putra (2024).

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion above, three conclusions can be drawn. First, online customer review has a positive and significant effect on the purchase decisions of Garnier facial-cleanser consumers via the Shopee marketplace; the better the quality of consumer reviews, the higher other consumers' tendency to purchase, as reviews serve as an important information source describing product quality, benefits, and real usage experience. Thus, H1 is accepted. Second, online customer rating has a positive and significant effect on purchase decision; a high rating increases consumer confidence in choosing to purchase, although its effect is the smallest among the three independent variables, positioning rating as supporting rather than primary decision information. Thus, H2 is accepted. Third, influencer endorsement has a positive and significant effect on purchase decision; influencers with credibility, attractiveness, popularity, and broad social media reach increase consumer trust in the product and encourage purchase decisions. Thus, H3 is accepted.

Several practical recommendations follow from these findings. All measurement items met the validity threshold (outer loading > 0.70); nevertheless, several items recorded comparatively lower loadings and are recommended for refinement in both future research and Garnier's managerial practice. For online customer review, item OCRE2.5 ("I feel happy reading Garnier's online reviews on Shopee") recorded the lowest loading (0.740); future studies should develop this item to more comprehensively capture the attractiveness of review content and ease of understanding, while at the managerial level Garnier should optimize the quality of product information available on the marketplace by better managing consumer reviews and encouraging buyers to share clear, informative post-purchase experiences. For online customer rating, item OCRA3.4 ("the rating reflects consumer satisfaction with the product") recorded the lowest loading (0.770); future research should refine this item to better capture consumer trust in the rating system and its consistency with product quality, while Garnier should maintain consistent product quality and purchasing experience across the marketplace so that ratings more objectively reflect actual product conditions. For influencer endorsement, item EI4.4 ("the influencer has expertise in recommending the product") recorded the lowest loading (0.784); future research should add items capturing influencers' experience in the beauty field, credibility toward the promoted product, and ability to educate consumers clearly, while Garnier should give particular attention to selecting and managing influencer partnerships based on fit between the influencer's characteristics, the product's image, and the target consumer profile. Finally, for purchase decision, item KPB1.4 ("the information I obtain influences my perception of the product") recorded the lowest loading (0.728); future research should refine this item to better capture the quality of information received, the level of trust placed in it, and the extent to which it shapes purchase confidence.

ADVANCED RESEARCH

This study is subject to several limitations that offer directions for future research. The sample was drawn using non-probability purposive sampling limited to 170 Garnier consumers within DKI Jakarta, which constrains the generalizability of the findings to other regions or to the broader national consumer population. The cross-sectional design also captures consumer perceptions only at a single point in time, without accounting for changes in preference over a longer period. Future research is therefore encouraged to employ probability sampling techniques with a larger and more geographically diverse sample, to extend the model with additional variables beyond online customer review, online customer rating, and influencer endorsement (such as price, brand image, e-trust, or brand ambassador effects, which prior studies suggest also shape purchase decisions for comparable products), to examine potential mediating variables such as trust or purchase intention, and to refine the measurement items identified above particularly those related to review enjoyment, rating credibility, influencer expertise, and the information-to-

perception link in purchase decision so that future instruments capture these constructs with even greater precision.

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