



Examining the Impact of Social Media Marketing, Product Quality, and Online Reviews on Purchase Decisions through Purchase Interest: Evidence from Something Lip Glaze Consumers

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Received : 26-11-2025

Revised : 06-12-2025

Accepted : 07 -12-2025

Abstract

In development era digital has bring change significant in various aspect life, including business activities and public consumption. Advances in information technology, communication and the internet encourages business actors from small to large scale to take advantage of digitalization as a means of expanding market reach and increasing competitiveness. The phenomenon digitalization participate give influence on development industry beauty Which now become Wrong One sector with growth rapidly in Indonesia. Objective study This is analyze influence social media marketing , product quality, and online customer reviews on purchasing decisions through interest buy as well as For know variables where Which most dominant to interest buy And decision purchase product Lip Glaze Something. Method analysis on study This using quantitative primary data. The data obtained came from distributing questionnaires to 150 respondents were consumers who had purchased the Something Lip Glaze product. The analysis tool used in this study is SmartPLS 4.0 by conducting a validity test. (convergent validity, discriminant validity, and Average Variance Extracted (AVE)), reliability test (composite reliability and Cronbach's alpha), R- square , Predictive Relevance (Q2), Model Fit, test Hypothesis (Path Coefficient And Specific Indirect Effect). Results study This seen from Path Coefficient and Specific Indirect Effect which shows that social media marketing and quality product influential to decision purchase. Whereas, on line customer review No influence on purchasing decisions. Then, in the results of the path coefficient test calculation show that social media marketing, quality product, And on line customer review influential to purchasing decisions through interest buy.

Keywords : Purchasing Decision, Product Quality, Purchase Interest, Social Media Marketing , Online Customer Review

Introduction

In development era digital has bring change significant in various aspect life, including in activity business And consumption public. Progress technology information, communication, And Internet push perpetrator business from scale small until big For utilise digitalization as means expand market reach and increase competitiveness. By early 2025, the population of Indonesia Which use Internet has reach figure of 212 million people with a penetration rate a number of 74.6% from total population. Data This shows a significant increase compared to the years previously And become Wrong One indicator strong that technology digital the more attached on daily life public.



The digitalization phenomenon also provides influence on development industry. Beauty is now a sector with growth rapidly in Indonesia. Form digitalization on sector beauty Wrong one is social marketing media that become a strategy for marketing online. Social media marketing plays a role in strengthen brand awareness and encourage more intense consumer interaction towards product or service certain with distribute it through various platform social media. Trending social media in early 2025 is the TikTok application which is estimated to have around 107.68 million users active in Indonesia. Which make it as Wrong One platform most popular social media. Based on reports From We Are Social, Indonesia becomes a country with the largest number of TikTok users in world, reach 157.6 million users active on July 2024. Brand beauty Which use TikTok as media promotion between other is Something. Founded on May 2019, Something is brand cosmetics local Which has success interesting attention Lots beauty enthusiasts in Indonesia. One of the new products Something which is marketed on TikTok is Forever Stay Comfort Lip Glaze or Lip Glaze. Study this aims For analyze influence social media marketing , quality product, And on line customer review to decision purchase through interest buy as well as For know variables where Which most dominant to interest buy And buying decision product Lip Glaze Something. The results of this research are expected can give contribution empirical in clarify connection between variables Which investigated as well as give implications practical for strategy marketing brand beauty local.

Literature Review

Social Media Marketing

Social media marketing that is strategy marketing is growing rapidly in era digital. This, utilise media social as tool For market product And interact with the audience to strengthen connection Which intertwined And expand range market. development technology play a role in make things easier consumer use get information in a way fast And efficient. This is in line with changing patterns traditional community life going to to direction Which fully connected online (Narrotama & Moniaga, 2022). Indicator Social Media Marketing covering Power pull promotion And content, level consumer understanding of promotions and content Which delivered, suitability between promotions and content, encouragement to buy after see content, And encouragement Forgive reviews that positive.

Quality Product

Quality product is Wrong One factors that determine consumer decisions in do purchase. Product quality often time considered own price which is higher than the price competitors. This encourages companies to focus on quality product as well as compare it with product similar from competitors. Product quality refers to standards expected quality, which includes efforts control to diversity in process production use ensure that product capable fulfil need as well as expectations consumer (Tjiptono, 2020).

So that still For maintain superiority competitive in market, company need understand aspects Which become base for consumer in differentiate the product with competitor products. Indicator Product quality includes performance, durability, conformity to specifications, features, reliability, aesthetics, and impression of quality.



On line Customer Review

On line Customer Review functioning make things easier customer For get information related quality product before decide For buy something product. on line customer review can defined as feedback given by buyers to the business after purchasing a product (Sugiarti, 2021). On line customer review give information Which relevant to consumer, Because review the given in a way voluntary by consumers who have made purchase (Hariyanto & Trisunarno, 2020). Indicator On line Customer Review covering perception utility, credibility source, quality argument, many review, And valence review.

Decision Purchase

Decision purchase is stages end from process taking decision consumer Which involving assessment of various product alternatives or brand based on needs, preferences, as well as information Which owned. In process This, consumers rationally consider benefit, risk, price, And quality before determine choice Which in accordance with need Which required.

Decision purchase is A the process by which consumers evaluate a product or brand certain with consider as far as where each- each alternative the can fulfil needs or address problems that faced until Then leading For do decision purchase (Tjiptono, 2020). Indicator Decision Purchase covering readiness for a product, habits in buy product, give recommendation to others, and make purchases repeat.

Interest Buy

The attraction to a product or service appear as consequence from existence stimulation positive Which trigger motivation. General consumer purchasing behavior started And influenced by various encouragement external Which can originate from activity marketing like promotion, price, And distribution, and from factor environment around like culture, social groups, and economic conditions.

Purchase interest refers to action or behavior from consumer in where consumer show interest on moment will determine And use or arise flavor desire to have a product that is in demand for sale (Bakti et al, 2020). Buying Interest Indicator covering attitude consumer, interest to product, response to factor influence, perception to product, And intention Forbuy.

Model Study

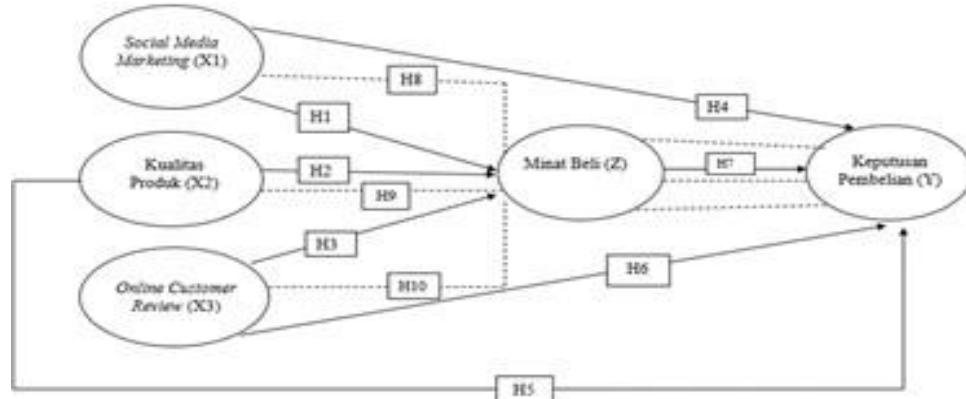


Figure 1. Model Study



Hypothesis Study

H1 : Social media marketing influential to interest buy
H2 : Quality product influential to buying interest
H3 : On line customer review influential to interest buy
H4 : Social media marketing influential to buying decision
H5 : Quality product influential to decision purchase
H6 : On line customer review influential to buying decision
H7 : Interest buy influential to decision purchase
H8 : Social media marketing influential to decision purchase with purchase interest as a variable intervening
H9 : Quality product influential to decision purchase with interest buy as a variable intervening
H10 : On line customer review influential to decision purchase with purchase interest as a variable intervening

Method

Data Which used is data quantitative And source data Which used that is data primary. Researchers use data primary Which obtained through method collection data in the form of questionnaire Which is instrument Which consists of from a series question or statement written Which given to respondents with objective For get answer or response. Questionnaire This made And distributed via Google Form.

Procedure taking sample Which used in study This is non probability sampling in where amount its population No known. Study This use scale Likert as indicator For measure answer from respondents. According to Sugiyono (2021), scale Likert is tool Which used in use attitude, opinion, And perception somebody or a group person to social phenomena. With a Likert scale, then The variables to be measured are described as component Which measurable.

Study This use tool test statistics model SEM (Structural Equation Modeling) with the PLS (Partial Least Squares) program Square . PLS (Partial Leat Square) is an SEM equation model based on component or variants. Partial Least Square (PLS) help researchers For find mark variables latent For objective prediction. According to Imam Ghozali (2023) Partial Least Square (PLS) is a method in model equality structural Which based on variance (PLS) which is able to describe the relationship between latent and measured variables using indicators as tools measurement empirical.

In analysis This used various test, including test validity convergent, discriminant, reliability, R- Square , Predictive relevance (Q^2), model fit, and path coefficient (hypothesis test). The population of this study is consumers who have made purchases Somethinc Lip Glaze product with sample as much as 150 respondents Which determined using techniques purposive sampling

Results and Discussion

Results from distribution questionnaire Which 150 respondents were collected meet the criteria which will then be processed And analyzed.



Validity Test

Table 1. Test Validity Convergent

Variabel	Indikator	>Loading Factor	Keterangan
<i>Social Media Marketing (X1)</i>	X1.1	0.808	Valid
	X1.2	0.706	Valid
	X1.3	0.765	Valid
	X1.4	0.743	Valid
	X1.5	0.722	Valid
<i>Kualitas Produk (X2)</i>	X2.1	0.768	Valid
	X2.2	0.774	Valid
	X2.3	0.745	Valid
	X2.4	0.761	Valid
	X2.5	0.756	Valid
	X2.6	0.770	Valid
	X2.7	0.716	Valid
<i>Online Customer Review (X3)</i>	X3.1	0.731	Valid
	X3.2	0.764	Valid
	X3.3	0.757	Valid
	X3.4	0.750	Valid
	X3.5	0.757	Valid
<i>Keputusan Pembelian (Y)</i>	Y.1	0.816	Valid
	Y.2	0.789	Valid
	Y.3	0.778	Valid
	Y.4	0.814	Valid
<i>Minat Beli (Z)</i>	Z.1	0.799	Valid
	Z.2	0.760	Valid
	Z.3	0.831	Valid
	Z.4	0.761	Valid
	Z.5	0.754	Valid

Source: primary data processed by SmartPLS 4.0

Based on results calculation on test validity convergent known that mark loading factor on variables social media marketing , quality product, on line customer reviews , purchasing decisions, and purchasing interest has a value above 0.70. Based on the results the can it is said that indicator-indicators used in this study it is said valid And can continue to stagetesting next.

Test Validity Discriminant

Table 2. Test Validity Discriminant

Variabel	Cronbach's Alpha	Composite Reliability	Keterangan
<i>Social Media Marketing</i>	0.804	0.808	Reliabel
<i>Kualitas Produk</i>	0.877	0.877	Reliabel
<i>Online Customer Review</i>	0.808	0.808	Reliabel
<i>Keputusan Pembelian</i>	0.813	0.816	Reliabel
<i>Minat Beli</i>	0.840	0.842	Reliabel

Based on the calculation results of the test validity discriminant known that mark cross loading on variables social media marketing , quality product, on line customer reviews , purchasing decisions, and purchasing interest has a value above 0.70. Based on the results it can be stated that the indicators of each construct has a higher value compared to indicator construct other. From results the can concluded that indicators Which used in study This show validity discriminant Which Good For each variable.



Test Average Variance Extracted (AVE)

Table 3. Average Test Variance Extracted

Variabel	Average Variance Extracted (AVE)
<i>Social Media Marketing (X1)</i>	0,562
Kualitas Produk (X2)	0,575
<i>Online Customer Review (X3)</i>	0,565
Keputusan Pembelian (Y)	0,641
Minat Beli (Z)	0,611

Source: primary data processed by SmartPLS 4.0

Based on mark Average Variance Extracted (AVE) can known that the entire construct has mark AVE > 0.5. So it can be concluded that each variable has own validity discriminant It means all variables in the study This valid.

Test Reliability

Table 4. Test Reliability

Variabel	Cronbach's Alpha	Composite Reliability	Keterangan
<i>Social Media Marketing</i>	0,804	0,808	Reliabel
Kualitas Produk	0,877	0,877	Reliabel
<i>Online Customer Review</i>	0,808	0,808	Reliabel
Keputusan Pembelian	0,813	0,816	Reliabel
Minat Beli	0,840	0,842	Reliabel

Source: primary data processed by SmartPLS 4.0

Based on the table above mark Cronbach's alpha And composite reliability , known that mark Cronbach's alpha and composite reliability have a value > 0.70. So it can be concluded that all construct And statement Which used in study This stated reliable.

Square Test (R²)

Table 5. Test R- Square (R²)

Variabel	R-Square	R-Square adjusted
Minat Beli	0,753	0,747
Keputusan Pembelian	0,794	0,789

Source: primary data processed by SmartPLS 4.0



Based on table results test R-Square (R^2), can be seen from the R-Square value for variables Interest buy own mark as big as 0.753 or 75.3% (model strong). Mark the states that the variable of purchasing interest can explained or influenced by variables social marketing media, product quality, and online customer review, Then the rest 24.7% can be explained or influenced by variables other Which No There is in study This. Meanwhile, the purchasing decision has value of 0.794 or 79.4% (strong model). Mark the state that variables decision purchase can explained or influenced by variables social media marketing, quality product, on line customer review, And interest buy. Then the rest as big as 20.6% can explained or influenced by other variables that do not exist in this research.

Test Predictive Relevance (Q^2)

Table 6. Predictive Test Relevance (Q^2)

Variabel	Q^2 predict	Keterangan
Keputusan Pembelian (Y)	0,714	Baik
Minat Beli (Z)	0,791	Baik

Source: primary data processed by SmartPLS 4.0

Based on on table in on, mark Q^2 on variables decision purchase as big as 0.714, Which show that variables social media marketing, product quality, and online customer reviews are able to predict decision purchase as big as 71.4%. Temporary That, mark Q^2 on variables interest buy as big as 0.791, Which show that third variables the capable predict interest purchase of 79.1%.

Test Model Fit

Table 7. Model Test Fit

Fit Summary	Saturated Model	Estimated Model
SRMR	0,058	0,058
NFI	0,801	0,801

Source: primary data processed by SmartPLS 4.0

Based on table results test kindness model fit, can be seen from the SRMR value and NFI. Mark SRMR get mark as big as $0.058 < 0.10$ and the NFI value is 0.801 which means model fit strong. Can seen that model in study This suitable or Good For used. So can concluded that in a way overall model can accepted.



Test Path Coefficient (Test Hypothesis)

Table 8. Test Hypothesis Influence Direct

Hipotesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Keterangan
<i>Social Media Marketing -> Keputusan Pembelian</i>	0,238	0,095	2,514	0,012	Signifikan
<i>Social Media Marketing -> Minat Beli</i>	0,222	0,081	2,734	0,006	Signifikan
<i>Kualitas Produk -> Keputusan Pembelian</i>	0,215	0,087	2,464	0,014	Signifikan
<i>Kualitas Produk -> Minat Beli</i>	0,435	0,059	7,318	0,000	Signifikan
<i>Online Customer Review -> Keputusan Pembelian</i>	0,059	0,088	0,672	0,501	Tidak Signifikan
<i>Online Customer Review -> Minat Beli</i>	0,285	0,076	3,753	0,000	Signifikan
<i>Minat Beli -> Keputusan Pembelian</i>	0,408	0,116	3,523	0,000	Signifikan

Source: primary data processed by SmartPLS 4.0

Based on on table in on can seen as reference For determine hypothesis influence direct. As for results testing to hypothesis Which submitted as follows:

Social Media Marketing Influential To Interest Buy

Based on the test results that have been done, connection between social media marketing to interest buy get mark T- statistic as big as 2,734 And P- value of 0.006. This value indicates T- statistic > 1.96 and P- value < 0.05 , then from That H1 accepted. Can concluded that social media marketing has an impact on buying interest.

Quality Product Influential To Interest Buy

Based on the test results that have been done, connection between quality product on buying interest gets a T- statistic value of 7.318 and P- value of 0.000. The value This shows a T- statistic > 1.96 and P-value < 0.05 , therefore H2 is accepted. concluded that quality product influential towards interest buy.

On line Customer Review Influential To Interest Buy

Based on the test results that have been done, connection between on line customer review of purchasing interest received a T- statistics as big as 3,753 And P- value as big as 0,000. Mark the show T- statistic > 1.96 And P- value < 0.05 , so from That H3 accepted. Can concluded that on line customer reviews influence interest buy.

Social Media Marketing Influential To Decision Purchase

Based on the test results that have been done, connection between social media marketing to decision purchase get mark T- statistic as big as 2,514 And P- value as big as 0.012. Mark the shows T- statistic > 1.96 and P- value < 0.05 , so from That H4 accepted. Can concluded that social media marketing influential to decision purchase.



Quality Product Influential To Decision Purchase

Based on the test results that have been done, connection between quality product to decision purchase get mark T- statistic as big as 2,464 And P- value of 0.014. This value indicates T - statistic > 1.96 and P- value < 0.05 , then from That H5 accepted. Can concluded that quality product influential to decision purchase.

On line Customer Review Influential To Decision Purchase

Based on the test results that have been done, connection between on line customer review to decision purchase get mark T- statistic as big as 0.672 And P- value as big as 0.501. Mark the shows T- statistic < 1.96 and P- value > 0.05 , so from That H6 rejected. Can concluded that on line customer review No influential to decision purchase.

Interest buy Influential To Decision Purchase

Based on the test results that have been done, connection between interest buy to decision purchase get mark T- statistics as big as 3,523 And P- value as big as 0,000. Mark the show T -statistic > 1.96 And P- value < 0.05 , so from That H7 accepted. It can be concluded that the interest in buying influential to decision purchase.

Table 9. Hypothesis Test of No Effect Direct

Hipotesis	Original sample (O)	T statistics ([O/STDEV])	P values	keterangan
<i>Social Media Marketing</i> \rightarrow Minat Beli \rightarrow Keputusan Pembelian	0,091	2,204	0,028	Signifikan
Kualitas Produk \rightarrow Minat Beli \rightarrow Keputusan Pembelian	0,177	3,013	0,003	Signifikan
<i>Online Customer Review</i> \rightarrow Minat Beli \rightarrow Keputusan Pembelian	0,116	2,623	0,009	Signifikan

Source: primary data processed by SmartPLS 4.0

Based on on table in on can seen as reference For determine hypothesis influence No direct. As for results testing to hypothesis Whichsubmitted as following:

Social Media Marketing Influential To Decision Purchase With Interest Purchase as an Intervening Variable

Based on the test results that have been done, connection between social media marketing to decision purchase with purchasing interest as an intervening variable get mark T- statistic as big as 2,204 And P- value as big as 0.028. Mark the shows T- statistic > 1.96 and P- value < 0.05 , so from That H8 accepted. Can concluded that social media marketing influential to decision purchase with interest buy as variables intervening.

Quality Product Influential To Decision Purchase With Interest Buy As Variables Intervening

Based on the test results that have been done, connection between quality product to decision purchase with interest purchase as an intervening variable to get mark T- statistic as big



as 3,013 And P- value of 0.003. This value indicates T- statistic > 1.96 and P- value < 0.05 , then from That H9 accepted. Can concluded that quality product influential to decision purchase with interest buy as intervening variables.

On line Customer Review Influential To Decision Purchase With Interest Purchase as an Intervening Variable

Based on the test results that have been done, connection between on line customer review of purchasing decisions with interest buy as variables intervening get mark T- statistic as big as 2,623 And P- value as big as 0.009. Mark the shows T- statistic > 1.96 and P- value < 0.05 , so from That H10 accepted. Can concluded that on line customer review influential to decision purchase with interest buy as variables intervening.

Conclusion

This study show that social media marketing And quality product influential to decision purchase, but on line customer review No influential to decision purchase on product Lip Glaze Something. Social marketing media , product quality, and online customer reviews influence interest Buy Lip Glaze products from Something. Social marketing media , product quality, and online customer review influential to purchasing decisions on Lip Glaze products Something through purchasing interest as a variable intervening.

Based on the research results that have been explained previously, then it can be obtained information that quality product become variables Which own influence most dominant in form interest buy consumer until on Finally push purchasing decisions on Lip Glaze products Something. Matter This show that consumer make decision purchase in a way real based on perception to product quality built through media social. Although online customer reviews are not influential to decision purchase can show that review from other consumers

Variables social media marketing And quality product own influence Which significant to purchasing decisions. By Because That, researchers recommend to company For maintain And ~~improves~~ social media marketing strategy Which consistent And directed with content Which creative, informative, and relevant to the target consumer. Besides That, company still maintain quality product from aspect formula, resilience color, security material, And packaging design.

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**Review: Journal of Multidisciplinary in
Social Sciences**

Volume 02 No 11 November 2025
E ISSN : 3031-6375
<https://lenteranusa.id/>



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