

## Product Quality and Purchase Decisions in Skincare: The Mediating Role of Repurchase Intention and the Moderating Role of Customer Reviews

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### Abstract

The rapid growth of the global skincare industry has intensified competition among brands to capture consumer attention, primarily through product quality offerings. This study aims to examine the effect of product quality on purchase decisions in the skincare sector, with repurchase intention as a mediating variable and customer review as a moderating variable. A quantitative explanatory approach was employed, involving 228 active skincare product users who responded to an online questionnaire. Data were analyzed using Structural Equation Modelling based on Partial Least Squares (SEM-PLS). The results reveal that product quality significantly influences both purchase decisions and repurchase intention. Furthermore, repurchase intention positively mediates the relationship between product quality and purchase decisions. On the other hand, customer reviews were found to have no significant direct effect on purchase decisions and did not moderate the relationship between product quality and purchase decisions. These findings suggest that consumers rely more on personal experience and perceived product quality rather than digital reviews. The study highlights the importance for companies to focus on product innovation and customer satisfaction to enhance repurchase behavior. Future research is recommended to involve potential consumers to broaden the understanding of purchasing behavior in the skincare market, and to explore how digital platforms might interact with consumer trust and technology acceptance in shaping long-term loyalty.

**Keywords:** Product Quality, Repurchase Intention, Purchase Decision, Customer Review, Digital Marketing

### Introduction

The beauty industry, especially skincare products, is experiencing rapid growth around the world. The influence of social media, lifestyle changes, and increased public awareness will increase the importance of self-care (Setiyanti & Ansori, 2024). Product quality is also a key factor that can influence consumer purchasing decisions. Because consumers tend to prefer products with good quality (Fanlikhin et al., 2023) repurchase intention also plays an important role as a link between quality perception and future purchasing decisions (Zhang et al., 2021)

In the process of making a purchase decision, customers not only consider the quality of the product, but also look at customer reviews that can be accessed digitally. Customer reviews are one of the sources of information that affect customer perception of a product. Positive reviews can foster trust and encourage people to buy something (Erina, 2025).

Meanwhile, negative reviews can make buyers hesitate, choose other options, and even cancel the purchase (Radhin Fauzan, 2024).

Consumers' decisions before buying a product or service are influenced by several things, including trust in the company, the services provided and the quality of the product as expected. sahaan, the services provided and the quality of the product are as expected. According to Kotler, P., & Keller (2016) a purchase decision is a consumer's decision to decide to buy after evaluating several factors such as the brand, place of purchase, quantity to be purchased, time of purchase, and payment method that can be made. According to Pakpahan (2016), the purchase decision is a buyer's decision is also influenced by his personality traits, including age, occupation, and economic circumstances. Consumer behavior will determine the decision-making process in purchasing products or services.

Consumers who will make purchase decisions consider several things, for example product quality variables as the most important consideration, because product quality is the main goal of consumers to meet their needs. Consumers who feel that they are suitable for a product and the product can meet their needs, then consumers will make the decision to buy the product again.

Product quality is an important implication in a company's competition strategy. Therefore, a company can maintain and maintain the quality of its products. A potential strategic weapon to beat competitors according to Kotler, (2006) is product quality. Because one of the right corporate strategies to attract consumer attention is to improve product quality (Putra et al., 2017).

However, despite the growing recognition of product quality and customer reviews, previous research remains fragmented. Most studies focus on either the direct effect of product quality or the influence of reviews in isolation, but rarely integrate both alongside repurchase intention. The lack of comprehensive models that explicitly examine repurchase intention as a mediating factor and customer reviews as a moderating factor represents a critical research gap. Addressing this gap is important, since repurchase intention can serve as a bridge between product evaluation and loyalty, while customer reviews can amplify or weaken this pathway.

Table. 1 Skincare Income

Year	Income
2021	6,34
2022	7,23
2023	7,95
2024	8,32
2025	8,7

Source: databoks.katadata.co.id

Based on the results of the table. 1 Skincare revenue, showing a consistent trend of increasing skincare revenue from 2021 to 2025. Revenue started at 6.34 trillion rupiah in 2021, then increased to 7.23 in 2022, 7.95 in 2023, 8.32 in 2024, and is projected to reach 8.7 in 2025. This increase indicates a growing consumer interest in skincare products, which is

likely driven by increasing public awareness of the importance of skincare and a shift in purchasing decisions that prioritize personal care products.

If the accumulated percentage increase is calculated, from 2021 to 2022 there was an increase of 14.04%. From 2022 to 2023 it increased by 9.96%. From 2023 to 2024, it will increase by 4.65%. Then from 2024 to 2025 it is projected to increase by 4.57%. Overall, from 2021 to 2025, the skincare industry experienced a cumulative increase of 37.22%. This shows a significant shift in consumer purchasing decisions that are increasingly prioritizing skincare products as an essential part of their daily routine.

This increasing phenomenon in the skincare industry reflects the change in consumer preferences that now prioritize high-quality products with effective and clinically tested active ingredients. Modern consumers tend to choose premium products that provide real results. This shows the transformation of the skincare market into an industry driven by scientific innovation and premium formulas to meet the expectations of increasingly conscious and knowledgeable consumers.

Research conducted by (Supriyadi et al., 2017) shows that product quality has a positive and significant influence on consumer purchase decisions. The better the quality of the products offered, the higher the likelihood of consumers to make a purchase. In addition, buyer reviews are proposed as a moderation variable that can strengthen or weaken the relationship between product quality and purchase decisions, where positive reviews from previous buyers will strengthen the influence of product quality on purchase decisions. Research conducted by (Shengyi, 2023) shows that positive reviews from previous buyers significantly strengthen the influence of product quality perception on purchase decisions, while negative reviews can weaken this influence even if the product quality is highly rated by consumers.

Although various studies have explored the relationship between product quality and purchasing decisions, there are still gaps in understanding the complex dynamics of these relationships, especially when influenced by mediation and moderation factors. Previous studies have tended to focus on the direct relationship between product quality and purchase decisions, without considering the role of repurchase intent as a potential mediating variable to strengthen or weaken the relationship. This lack of integration between repurchase intention and customer reviews within the same conceptual framework highlights the novelty of this study, as it responds directly to the absence of models that account for both psychological and digital influence pathways in purchasing behavior.

The influence of moderation from customer reviews, which is increasingly dominant in the digital era, has not been comprehensively integrated into existing research models. This is important considering that customer reviews have become one of the defining factors in the modern consumer decision-making process, which can significantly change consumers' perception of product quality and indirectly affect their repurchase intentions.

The purpose of this study is to analyze the influence of product quality on purchase decisions on skincare products by examining the role of repurchase intention as a mediating variable and examining the influence of customer review moderation in strengthening or weakening the relationship.



## Method

This study uses a quantitative approach with an explanatory method that aims to test the causal relationship between product quality variables, repurchase intention, and purchase decisions, with customer reviews as a moderation variable. The population in this study is active users of skincare products in Indonesia, with samples obtained through purposive sampling techniques, namely individuals who have used skincare products at least in the last three months. The rationale for setting this criterion is to ensure that respondents have fresh and relevant experiences with skincare products, thereby reducing recall bias and increasing the accuracy of responses. Limiting participation to active users within the last three months also ensures that purchase decisions and perceptions of product quality, repurchase intention, and customer reviews are based on recent consumption behavior, not outdated experiences. This strengthens the validity of the findings while minimizing potential selection bias. The number of respondents collected was 228 people. Primary data was obtained through the distribution of an online questionnaire using Google Form, with a Likert measurement scale of 1–5 to assess the perception of the variables studied. Each item in the questionnaire is designed to measure respondents' perception of product quality, repurchase intent, customer reviews, and purchase decisions. The data analysis technique used is Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software. This technique was chosen because it was able to analyze the relationship between latent variables simultaneously, as well as test the effects of mediation and moderation in one research model. The analysis is carried out through external model testing (validity and reliability) and inner model (hypothesis test and influence between variables), in order to obtain results that are valid, reliable, and can be interpreted theoretically and practically.

## Results and Discussion

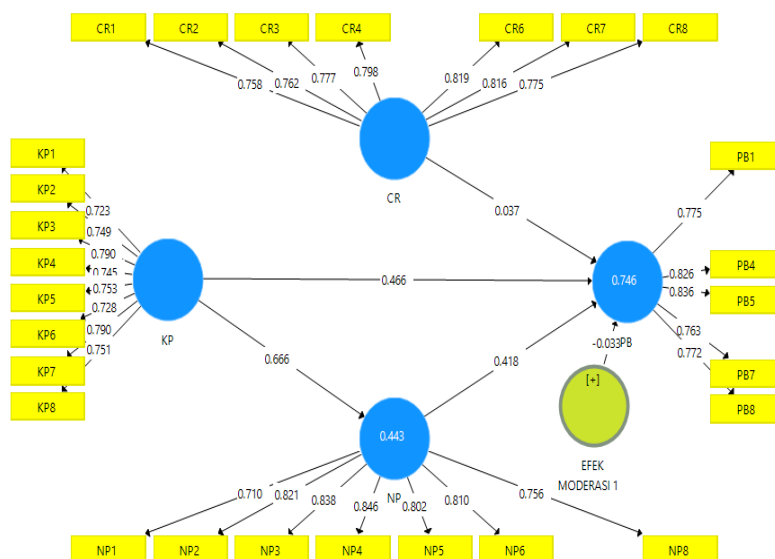


Figure. 1 Bootstrapping Analysis Results  
Source: Output: SmartPLS 3, (2025)

## Respondent Characteristics

Table 2. Respondent Characteristics

<b>Gender</b>	Woman	159	70%
	Man	68	30%
	<b>Total</b>	<b>227</b>	<b>100%</b>
<b>Age</b>	<20	69	30,40%
	21-25	150	66,10%
	26-30	7	3,10%
	>30	1	0,40%
	<b>Total</b>	<b>227</b>	<b>100%</b>
<b>Income</b>	<500,000	87	38,30%
	600.000-1.000.000	59	26%
	>1,000,000	81	35,70%
	<b>Total</b>	<b>227</b>	<b>100%</b>

Source: SmartPLS Output 3, (2025)

Based on processed data from SmartPLS 3 (2025), the number of respondents in this study is 227 people. Of these, the majority of respondents were women, namely 159 people or equivalent to 70% of the total respondents. Meanwhile, male respondents amounted to 68 people, or 30% of the total respondents.

This distribution shows that women's participation in this study is more dominant than men's. This may be a reflection of the characteristics of the population being studied or the tendency of gender-based participation interest in the context of this study. Most of the respondents in this study were in the age range of 21-25 years, which was 150 people or 66.10% of the total respondents. Followed by the age group <20 years old as many as 69 people (30.40%). Meanwhile, respondents aged 26–30 years and >30 years were recorded very few, only 7 people (3.10%) and 1 person (0.40%) respectively.

This shows that the majority of respondents come from young age, especially early productive age. Based on the data, the majority of respondents had an income of less than IDR 500,000, which was 87 people or 38.30% of the total 227 respondents. Furthermore, 81 people (35.70%) have an income of more than IDR 1,000,000, while 59 people (26%) are in the income range of IDR 600,000-IDR 1,000,000.

This distribution shows that most respondents are in the low- to moderate-income category, which can be a consideration in behavioral analysis or preferences based on purchasing power.

## Outer Model

Table 3. Results of the Outer model

<b>Variable</b>	<b>Outer loading</b>	<b>Composite reliability</b>	<b>AVE</b>
Product quality	0,723-0,790	0,913	0,568
Purchase decision	0,772-0,836	0,896	0,632
Repurchase intent	0,710-0,846	0,925	0,638
Customer review	0,758-0,819	0,919	0,619

Source: SmartPLS3 Output, (2025)

All variables in the model show an outer loading value above 0.70, which indicates that each variable is able to represent its construct well. Composite reliability values ranging from 0.896 to 0.925 indicate an excellent level of internal consistency. Meanwhile, the AVE values for all four variables were also above the threshold of 0.50, indicating the fulfillment of the convergent validity.

## R Square

Table 4. R Square Results

	R Square	R Square Adjusted
<b>Repurchase Intent</b>	0,443	0,441
<b>Purchase Decision</b>	0,746	0,742

Source: SmartPLS3 Output, (2025)

The R-Square value of 0.443 on the Repurchase Intention variable indicates that 44.3% of the variation in consumer intention to repurchase can be explained by independent variables in the model. Meanwhile, the R-Square value of 0.746 on the Purchase Decision variable shows that the model is able to account for 74.6% variation in the purchase decision.

## Path Coefficient

Table 5. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
<b>CR → PB</b>	0,037	0,038	0,081	0,456	<b>0,648</b>
<b>MODERATION EFFECT 1 -&gt; PB</b>	-0,033	-0,031	0,021	1,586	<b>0,113</b>
<b>KP → NP</b>	0,666	0,671	0,065	10,306	<b>0,000</b>
<b>KP → PB</b>	0,466	0,473	0,078	5,941	<b>0,000</b>
<b>NP → PB</b>	0,418	0,413	0,091	4,608	<b>0,000</b>

Source: SmartPLS3 Output, (2025)

This table shows the direct relationship between variables as well as the effect of moderation with different levels of strength and significance. The relationship between KP → NP had the strongest and most significant influence (coefficient 0.666; p = 0.000), followed by KP → PB (coefficient 0.466; p = 0.000) and NP → PB (coefficient 0.418; p = 0.000), all of which were statistically significant. Meanwhile, the relationship between CR → PB was not statistically significant (coefficient 0.037; p = 0.648), as well as the moderation effect (MODERATION EFFECT 1 → PB) was not statistically significant (coefficient -0.033; p =



0.113). This suggests that the majority of the main associations are significant and relevant, except for the influence of CR on PB and the insignificant moderation effect

Table 7. Spesific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
KP -> NP -> PB	0,278	0,277	0,066	4,188	<b>0,000</b>

Source: SmartPLS3 Output, (2025)

The results of the analysis showed that Product Quality (KP) had a significant effect on Purchase Decision (PB) indirectly through Repurchase Intention (NP), with a coefficient of 0.278 and a p value = 0.000. This signifies that NPs act as powerful mediators, strengthening the relationship between product quality and purchasing decisions. This means that improving product quality will have a greater impact on purchasing decisions if it is accompanied by increased repurchase intentions from consumers.

## Discussion

### The relationship of customer reviews to purchase decisions

In this study, the results of the analysis showed that the customer review variable did not have a significant contribution to the purchase decision. While customer reviews can provide an insight, purchasing decisions are often more influenced by personal needs and unique first-hand experiences. This research is in line with the research of Puspita & Setyowati (2023) which showed that online customers do not have a positive effect on purchase decisions, in this study it is known that testimonials made by old customers do not make new customers buy a product. This research supports the results of Rosalinda & Suryani (2023) research which shows that online customer reviews have no effect on purchasing decisions for Wardah skincare products. This finding can be understood in light of the fact that skincare purchases are inherently personal and subjective. Consumers tend to rely more on their own skin condition, first-hand experiences, and perceptions of product efficacy than on online reviews, which are often considered biased or lacking authenticity. In the Indonesian context, skepticism toward anonymous or overly promotional reviews further undermines their credibility, making word-of-mouth from trusted peers or direct product trials more persuasive. Consequently, customer reviews in the skincare sector exert less influence compared to categories with lower personal risk, such as electronics or fashion. The limitation of this study lies in its focus which only looks at the influence of customer reviews on skincare purchase decisions, without considering other factors such as personal preferences, skin conditions, and variations in the quality and honesty of reviews that can affect results.

### The Relationship of Product Quality to Repurchase Intention

In this study, the results of the analysis showed that product quality has a significant contribution to repurchase intention. This is because consumers feel satisfied and believe the product can meet their needs consistently. This is in accordance with research conducted by Yuliana & Pantawis (2022) which shows that product quality has a positive and significant

effect on repurchase, so the better or higher the quality of the product owned, the better or higher the consumer's repurchase decision on the product. This research is in line with the research of Makkiyah & Andjarwati (2023) which shows that there is a positive and significant influence between product quality variables on repurchase intentions. This study is inversely proportional to the research conducted by Harga et al. (2023), the results of this study show that product quality has a negative and insignificant effect on repurchase interest. These findings emphasize that consistent product performance builds consumer trust and long-term attachment, aligning with behavioral loyalty theories that view satisfaction as the strongest predictor of repeat purchasing.

### **The Relationship of Product Quality to Purchase Decisions**

This study confirms that product quality is the main determinant in shaping consumer purchasing decisions Agustino & Syaifullah (2020). This is strengthened by the findings at PT. Elco Indonesia Sejahtera who shows that quality improvement consistently encourages more positive purchasing considerations, Syaifuddin (2024). Similarly, a study at PT. Karunia Prima Sejati highlights the central role of quality in influencing consumers' final decisions (Syaifuddin, 2024).

Theoretically, these results are in line with Consumer Behavior Theory which states that the attributes of high-quality products are able to shape consumer beliefs and preferences Agung & Sri (2019). These findings are also consistent with the Perceived Value Model, where perceptions of quality create subjective values that influence purchasing decisions Belch & Belch (2020). In addition, Consumer Satisfaction Theory explains that qualities that meet or exceed expectations will strengthen loyalty and speed up the Decision process. The perspective of the Service Quality Paradigm emphasizes that quality is the foundation in shaping consumer trust in products, especially in categories such as skincare (Kumar & Reinartz, 2018). The practical implications of these findings include the importance of product innovation, scientific evidence-based communication strategies, as well as the development of Belch & Belch's quality-based loyalty, (2020). However, the limitations of the study lie in the limited coverage of respondents in skincare users, which can lead to bias and reduce generalizations (Malhotra & Birks, 2017).

### **The relationship of repurchase intent to purchase decisions**

In this study, the results of the analysis showed that repurchase intentions have a significant contribution to purchase decisions. The relationship between repurchase intent and purchase decision indicates that the higher the level of consumer intent to make a repurchase, which is influenced by satisfaction as well as previous positive experiences, the greater the opportunity for consumers to make a repurchase decision. This finding is in line with research conducted by Ummah et al. (2024) stating that after making a purchase, it can influence a person to have an interest in buying products that have already been purchased. The results of this study reinforce previous research, namely research from Aprileny et al. (2023) which revealed that purchase decisions have a significant influence on repurchase interest. The more the price matches the quality of the product, the higher the interest in repurchasing medical mask products, and vice versa. This research is in line with the theory put forward by Kotler & Keller Kevin Lane (2009) stating that repurchase intent is closely



related to consumers' motives to buy and use certain products or services, where this intention becomes the evaluation stage that underlies the repurchase decision.

### **The Role of Customer Review Moderation in the Relationship of Product Quality to Purchase Decisions**

In this study, the results show that customer reviews do not play a significant role in moderating the influence of product quality on purchase decisions. This shows that customer reviews do not strengthen or weaken the influence of product quality on purchase decisions. This is in line with research by Kesuma (2023) which shows that online customer reviews are not significant in affecting the relationship between product quality and purchase decisions. The results of this study are in line with research conducted by Fadhilah, M., & Cahya (2022) that online customer reviews do not strengthen the influence of product quality on purchase decisions. A closer reading of these findings suggests that the weak moderating effect may be related to contextual conditions. In the Indonesian market, skepticism toward the credibility of online reviews is still relatively strong, as the circulation of paid endorsements and fabricated testimonials reduces consumer confidence in digital information.

In addition, skincare products are characterized by highly personal outcomes that differ according to individual conditions, which makes consumers more inclined to depend on direct experience or interpersonal advice rather than anonymous reviews. Cultural patterns that emphasize trust in familiar social networks also appear to reduce the weight given to online narratives. A critical reflection on this result suggests several possible reasons: consumers in the skincare segment may prioritize personal trials and visible effects on their skin over digital narratives; distrust toward the authenticity of online reviews in Indonesia, where fake endorsements are common, could reduce their persuasive impact; and cultural preferences may lead consumers to rely more on interpersonal recommendations than on anonymous digital feedback. This insight contributes to behavioral finance and consumer behavior literature by showing that the persuasive role of digital reviews is not universal, but contingent on product type and cultural trust in online platforms. Many consumers think that the information in online customer reviews is not necessarily made according to the actual circumstances.

### **Conclusion**

This study concludes that product quality has a significant influence on the purchase decision and repurchase intention of skincare consumers. The perceived quality is able to drive trust and satisfaction, which ultimately strengthens the tendency of consumers to buy back the product. Repurchase intent has proven to be a significant mediator in strengthening the relationship between product quality and purchase decisions, signaling the importance of previous positive experiences in shaping consumer loyalty.

Theoretically, this finding expands the purchase decision model by positioning repurchase intention as a central mediating mechanism, thereby enriching the literature on consumer behavior and offering a refined explanation of how product quality translates into sustained purchasing actions. This contribution clarifies the pathway through which product quality fosters loyalty, moving beyond the direct effect model emphasized in earlier studies. From a practical perspective, the results suggest that skincare companies should prioritize the

development of product quality supported by scientific validation, invest in continuous innovation, and ensure a consistent consumer experience that encourages repeat purchases. Building long-term loyalty is more effectively achieved through tangible product performance than relying heavily on digital reviews.

The limitations of this study lie in the relatively narrow sample size and the insignificant moderating effect of customer reviews, which may reflect contextual constraints in consumer trust toward online narratives. These limitations restrict the generalizability of the findings and highlight the need for broader and more diverse datasets. For future research, it is suggested to involve potential consumers, integrate new variables such as brand loyalty or electronic word of mouth, and adopt qualitative approaches to capture deeper insights into consumer motivations and cultural nuances. Such extensions would provide a more comprehensive understanding of skincare purchasing behavior across different contexts.

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