

THE INFLUENCE OF ONLINE CUSTOMER REVIEW, PROMOTIONS, AND PRODUCT QUALITY ON THE PURCHASING DECISIONS OF GEN Z CONSUMERS (STUDY ON THE ORIGINOTE SKINCARE PRODUCTS)



Adhalul Ade Laila¹

Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia
adhalullaila12@gmail.com

Rizky Eka Febriansah²

Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia
riskyfebriyanzah@umsida.ac.id

Rita Ambarwati Sukomo³

Universitas Muhammadiyah Sidoarjo, Sidoarjo, Indonesia
ritaambarwati@umsida.ac.id

Abstract

Gen Z is the main focus in skincare product marketing strategies. Online customer reviews, promotions, and product quality are important factors in Gen Z's purchasing decisions. This study aims to determine the influence of online customer reviews, promotions, and product quality on consumer purchasing decisions. This study uses quantitative methods. The sampling method uses non-probability sampling. The population in this study is Gen Z. Data collection techniques use primary and secondary data. Primary data is obtained from the results of distributing questionnaires via Google Forms, and secondary data is obtained from books, journals, and articles. Data analysis techniques use Partial Least Square (PLS) version 4.0. The results of this study indicate that (1) Online Customer Reviews have a positive and significant effect on purchasing decisions. (2) Promotion has a positive and significant effect on purchasing decisions. (3) Product Quality has a positive and significant effect on purchasing decisions.

Keywords: Online Customer Reviews, Promotions, Product Quality, Buying Decision, Gen Z

INTRODUCTION

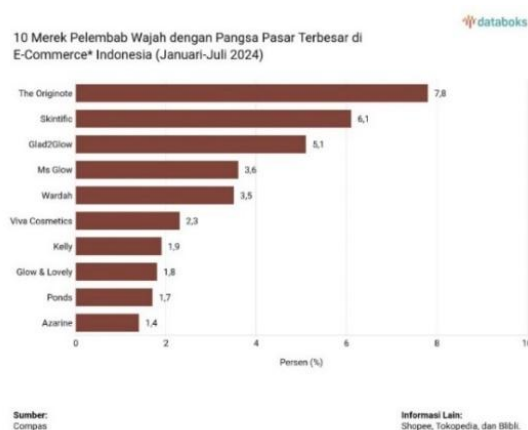
Currently, the digital era is increasingly developing, and Gen Z consumers have become very active in searching for information and making online transactions. Gen Z, as a generation born and raised in the digital era, shows a different tendency in shopping compared to previous generations. The internet is not only a source of information but can also be used as a platform for purchasing transactions. Especially for young consumers, social media is one of the media that has a significant influence on their decision to buy (Puspita Sari & Ambardi, 2023). Currently, Gen Z is a generation with a fairly high population. Gen Z is a generation born in 1997-2012 (Aulia & Fahlevi, 2021). According to the Central Statistics Agency (BPS), Gen Z dominates with a total of 74.93 million people. The Millennial Generation follows with a total of 69.38 million people, then Generation X follows with a total of 58.65 million people (Rainer, 2023). Currently, Gen Z has become the main focus in the marketing strategy for skincare products because skincare has an important role in beauty, especially for women who care about the condition and appearance of their skin (Amin & Yanti, 2021). A beautiful appearance can increase a woman's confidence in various moments and activities. For those who often do outdoor activities, exposure to pollution, dust, and UV rays can cause skin problems. Therefore, skincare is created to care for and protect the skin to keep it healthy and maintained.

In Indonesia, many manufacturers are competing to create skincare products that have quality ingredients at affordable prices to meet consumer needs (Yolanda & Keni, 2022). The growth of the beauty industry is increasing every day. According to Statista Analysis from 2022, the beauty and personal care industry generated sales of \$ 7.23 billion. The largest market share is self-care with a market value of US \$ 3.18 billion in 2022. Skincare is in second place with a market value of US \$ 2.05 billion, skin care is in second place, followed by cosmetics (\$ 1.61 billion) and perfumes (\$ 39 million), which are lower amounts (Mutia, 2022). Skincare is now an important need for everyone, both men and women, who are increasingly aware of the importance of maintaining health and caring for skin to improve appearance and self-confidence (Setiyanti & Ansori, 2024).

One of the skincare products that is quite familiar among the public is The Originote. The Originote is a local skincare brand that was founded in 2018, but the name "The Originote" began to gain public attention in 2022 after using various digital marketing

strategies, especially on TikTok, by attracting artists and influencers. Until now, it has continued to grow. The Originote consistently makes quality skincare products at affordable prices. Successful product sales transactions have recorded a positive image through social media to marketplaces in Indonesia (Putri et al., 2023). The product that is still widely discussed and receives positive comments is its moisturizer, which has the main content of hyaluron, ceramide, and chlorelina, which are useful for hydrating the skin, protecting the skin, and maintaining its moisture (Husniyyah et al., 2024). The Originote has released various other skincare products such as serum, toner, facial wash, micellar water, etc. Although it is a new product, the Originote Moisturizer has gone viral on social media because of its advantages, winning the "Brand Choice Award 2023," which is dubbed Top Moisturizer (Utami & Cahyono, 2023). This is proven in the following data:

Figure 1
10 Best Selling Facial Moisturizer Brands on Indonesian E-Commerce



Source: databoks (2024)

From the data above, it can be said that The Originote is able to compete with big brands with high value. The increasing interest in the skincare industry is in demand by Gen Z because they want to increase their self-confidence through healthy skin (Dea Pramesty Noor Indah Sari, Rizky Eka Febriansyah, 2024). The Originote has been widely reviewed by artists, influencers, and beauty vloggers with very good responses. However, each product has its own shortcomings. Although this product has some negative comments from consumers who have purchased it, The Originote products continues to evaluate its products to increase sales and expand its reach so that they are known to the public (Sitorus, 2023). However, this does not affect consumer purchasing decisions for those who are already comfortable using it. Each The Originote product has its own advantages, one of which is

that it can moisturize the skin, its price is affordable, and the packaging is elegant and makes it easy for consumers to use.

The Originote Skincare also has a fairly strong promotion by doing live and product reviews to attract consumer interest and build their confidence. Not only with that type of promotion, The Originote also often offers promotions in the form of big discounts on each product, where the price of the original product has been increased. Promotions are carried out because many people will be happy to receive free samples in the form of discounted prices or free shipping for every purchase of their products (Fajrin Aurora, 2024). Consumer reviews are also one of the factors that need to be considered in the decision to purchase The Originote products, because this marketing strategy can reach a very wide audience through digital platforms. This information can spread quickly organically, starting from users who share their personal experiences about their products (Fenolychia, 2024).

Online Customer Reviews include consumer reviews of how they received service from the seller. User reviews can provide in-depth information about quality, benefits, and customer satisfaction (Yulianyah et al., 2023). Customer reviews are related to the evaluation of goods from various aspects, such as the quality of goods or the experience of buying goods. Reviews are a type of electronic word of mouth (eWOM) that is spontaneous and not advertising. Customer reviews are considered relevant because they are done honestly by customers who have purchased the item (Trisunarno, 2021). This study shows the results that Online Customer Review has a significant effect on purchasing decisions (Ramadan et al., 2021). In other studies, Online Customer Review has an insignificant effect on purchasing decisions (Lestari et al., 2022).

Promotion also has a big impact on marketing, which is certainly necessary and must be applied in selling goods and services. Promotion usually uses digital marketing media, advertisements, and others (Kinski et al., 2023). One of the key factors that influence marketing success is promotion. With a promotion, it can encourage consumers to study or buy the goods offered (Oleng et al., 2024). This study proves that promotion has a significant effect on purchasing decisions (Yusda, 2019). Other studies say that promotion has no significant effect on purchasing decisions (Ardiansyah & Khalid, 2022).

Product quality has a significant impact on the judgment of what to buy because high-quality goods can create and maintain consumers as lifelong supporters (Fatmaningrum &

Fadhilah, 2020). Product quality is also one of the most important factors that buyers need to consider when making a purchase, be it a product or a service. Therefore, companies must ensure that their products have high quality to become popular when compared to the quality of competitors' products (Aghitsni & Busyra, 2022). This study proves that the results of Product Quality have a significant effect on purchasing decisions (Rangian et al., 2022). Other research on Product Quality shows that Product Quality does not have a significant effect on purchasing decisions (Fetrisen & Aziz, 2019). Based on the introduction above, the problem formulation is as follows: (1) How do online customer reviews influence Gen Z purchasing decisions, (2) How do promotions influence Gen Z consumer purchasing decisions, (3) How does product quality influence Gen Z purchasing decisions. The aim of the research is to test how much influence Online Customer Reviews, Promotions, and Product Quality have on Gen Z Consumer Purchasing Decisions.

REVIEW OF LITERATURE

Online Customer Review

Online Customer Review is a verifiable statement that the opinion expressed by consumers is factual or not fabricated (Amalia & Nurlinda, 2022). Online Customer Review is a form of word-of-mouth promotion in e-commerce, which allows potential buyers to gain insight into positive or negative comments about a product from people who have used it and felt the benefits (Gabriela et al., 2022).

Indicators in Online Customer Review, as follows: (Yulianyah et al., 2023) 1) Source credibility, product reviews from credible sources have great power in influencing public opinion. 2) Argument quality, informative arguments can be a reference. 3) Perceived usefulness, reviews in the marketplace can provide information to users about the product. 4) Review valence, positive or negative comments on reviews can affect the mood of buyers. 5) Quantity of reviews, the number of reviews can be an indication of how many people are interested in the product and have tried it.

Promotion

Promotion is a type of communication activity carried out by a business to inform consumers about the products produced by the business (Masnun et al., 2024). In addition,

promotion also includes indirect marketing strategies where sellers actively encourage customers to buy the products offered (Tjiptono, F; Anastasia, 2016).

Promotion indicators, as follows: (Frmansah & Sari, 2024) 1) Promotional Message, criteria for evaluating the quality of a message presented to the market in a promotion. 2) Promotional Media, the means used by business actors to carry out promotional activities. 3) Promotion Time, the length of time used when the promotion is taking place. 4) Promotion Frequency, the number of sales promotions carried out during a specified period

Product Quality

Product quality is a dynamic aspect and is related to products, people or workers, processes, tasks, and the environment. Product quality must be able to meet or even exceed consumer expectations. Therefore, companies need to ensure good product quality to improve customer quality (Nofitasari & Hastuti, 2024). Product quality reflects the superiority of a product and can be assessed based on how long the product lasts, which ultimately builds consumer trust in the product (Nopitasari & Murwanti, 2025).

As for product quality indicators, as follows: (Anjani & Simamora, 2022) 1) Product Performance, performance refers to the product's ability to provide the expected results consistently, for example, having the performance to clean, protect, and restore the skin effectively. 2) Durability is the length of time or age of the product used before the product must be replaced. 3) Reliability, a measure of the likelihood that the product will function satisfactorily for a certain period without experiencing malfunction or failure within a certain period of time. 4) Aesthetics refers to how a product can be seen from its appearance, smell, taste, and appearance. 5) Performance Quality, a measure of how well the main characteristics of the product can fulfill its expected function.

Purchasing Decision

Purchasing decision is a process that consumers go through in deciding on a purchasing action (Wahida et al., 2024). Purchasing decision is an integral part of consumer behavior that includes all stages, from the emergence of desire or need to real action to obtain a product or service (Rahmadani & Eka Febriansah, 2024). Before deciding to make a purchasing decision, customers first identify their needs according to what they want, then look for information related to the products needed (Anugrah, 2023).

There are 4 indicators of purchasing decisions, as follows: (Zuhroh et al., 2024) 1) According to needs, consumers buy goods that suit their needs. 2) Have benefits, goods purchased or used provide benefits to users. 3) Accuracy in purchasing products, when the quality of the product is commensurate with the price and quality of the product. 4) Repeat purchases, consumers are satisfied with the product and want to buy the product again.

RESEARCH METHOD

This study uses a quantitative method to analyze the influence of Online Customer Reviews, Promotions, and Product Quality on purchasing decisions for The Originote skincare products among Gen Z. The population in this study is Gen Z who use The Originote skincare products. The types of data used in this study are primary and secondary data, primary data obtained from online questionnaires, filled in using Google Forms. Secondary data comes from relevant books, journals, and articles. In this study, all variables were measured using a Likert scale measurement of 1-5, and each has a meaning. Score 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree. According to Riyanto and Hatmawan (2020: 13-14) said that the distribution of sample size uses the Lemeshow formula to compare the sample size with the full population, which is not yet known for certain (Slamet & Aglis, 2020).

Lemeshow Formula

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Description:

n = number of samples

z = z score with 95% confidence = 1,96

p = maximum estimate

d = margin of error

According to this method, the sample size is based on the Lemeshow formula, which has a maximum estimate of 50% with a margin of error of 10%

$$n = \frac{1,96^2 \cdot 0,5 (1 - 0,5)}{(0,1^2)}$$

$$n = \frac{3,8416^2 \times 0,25}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04 = 96$$

According to the calculation above, the resulting sample value (n) is 96, then the researcher sets it to 100 respondents (Rahmadani & Eka Febriansah, 2024) to make it easier to process data and ensure a better response rate. The sampling technique used in this study is Non-Probability Sampling with the Purposive Sampling method, which allows researchers to have certain criteria and does not require everyone to fill it in. The researcher sets the criteria that will later be used as respondents, namely: 1) Gen Z, namely 13-27 years old, 2) Have used The Originote products, 3) Have seen or accessed promotional content/advertising for The Originote products, 4) Have read online reviews about The Originote products

The data analysis technique used in this study uses the Structural Modeling-Partial Least Square (SEM-PLS) method using SmartPLS software version 4.0, which aims to test the feasibility of the data and provide conclusions in hypothesis testing. The analysis methods used are the Outer Model and Inner Model. The Outer Model consists of Convergent Validity, which measures indicators that are highly correlated with each other. Usually evaluated with a loading factor value of >0.7 , and AVE must be >0.5 . Discriminant Validity to measure whether a construct is different from other constructs with a value of >0.5 . Composite Reliability measures the internal consistency of the indicators in each construct, with a value of >0.7 . The inner model includes R Square, showing how much the independent variables are able to explain the dependent variable. and hypothesis testing (Path Coefficient), testing the relationship between latent variables by looking at the path coefficient and its significance through t-statistics and p values <0.05 (Khisamuddin & Sukmono, n.d.).

RESULTS AND DISCUSSION

Based on the research results, as many as 100 respondents, or 100% of the total respondents, have filled out the questionnaire online. From these results, the majority of respondents were female at 84% and male at 16%. Based on the age of 12-17 years, a percentage of 3% was obtained, the age of 18-23 was 93%, while the age of 24-29 was 4%. The results of the data tabulation will be presented in Table 1 as follows:

Table 1
Respondent Data Tabulation

| Characteristics | Respondent | Frequency | Presentation |
|------------------------|-------------------|------------------|---------------------|
|------------------------|-------------------|------------------|---------------------|

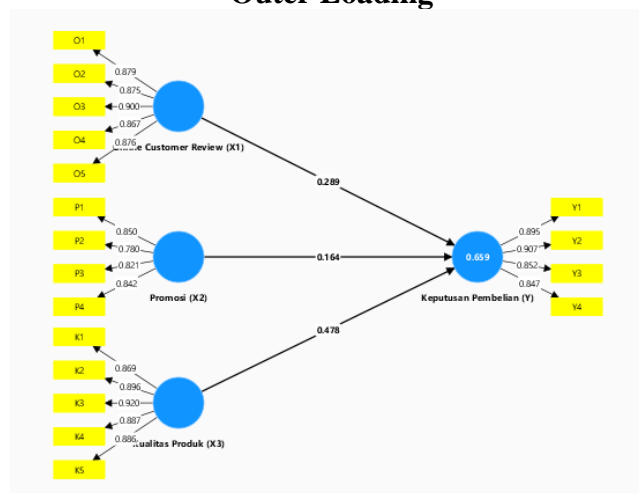
| | | | |
|----------|----------|-----|------|
| Gender | Man | 16 | 16% |
| | Woman | 84 | 84% |
| Age | 12-17 | 3 | 3% |
| | 18-23 | 93 | 93% |
| | 24-29 | 4 | 4% |
| Domicile | Sidoarjo | 100 | 100% |

Source: SmartPLS 4.0 Data Processing (2024)

Measurement Model (Outer Model)

Outer model analysis is used to determine the validity and reliability of the model and to determine whether the measuring instrument can be said to be feasible or not. Outer model measurements include Convergent Validity, Discriminant Validity, and Composite Reliability

Figure 3
Outer Loading



Source: SmartPLS 4.0 Data Processing (2024)

Convergent Validity

Convergent validity is a measurement model that is assessed based on the correlation between indicator indices. Validity in the PLS test can be seen in the loading factor value. If the loading factor is >0.7 , then it is said to be valid. The Average Variance Extracted or AVE value can also be used to determine convergent validity, the AVE value must be >0.5 , then it can be said to be valid (Sihombing & Arsani, 2022).

Table 2
Outer Loading Result

| | Online Customer Review (X1) | Promotion (X2) | Product Quality (X3) | Purchase Decision (Y) |
|----|-----------------------------|----------------|----------------------|-----------------------|
| O1 | 0.879 | | | |
| O2 | 0.875 | | | |
| O3 | 0.900 | | | |
| O4 | 0.867 | | | |
| O5 | 0.876 | | | |
| P1 | | 0.850 | | |
| P2 | | 0.780 | | |
| P3 | | 0.821 | | |
| P4 | | 0.842 | | |
| K1 | | | 0.869 | |
| K2 | | | 0.896 | |
| K3 | | | 0.920 | |
| K4 | | | 0.887 | |
| K5 | | | 0.886 | |
| Y1 | | | | 0.895 |
| Y2 | | | | 0.907 |
| Y3 | | | | 0.852 |
| Y4 | | | | 0.847 |

Source: SmartPls 4.0 Data Processing (2024)

Based on the results of outer loading in Table 2, it shows that the indicators of Online Customer Review, Promotion, Product Quality, and Purchase Decision have values greater than 0.7. Therefore, these indicators are declared valid.

Table 3
Construct Reliability and Validity

| | Average Variance Extracted (AVE) |
|------------------------|----------------------------------|
| Online Customer Review | 0.774 |
| Promotion | 0.678 |
| Product Quality | 0.796 |
| Purchase Decision | 0.767 |

Source: SmartPls 4.0 Data Processing (2024)

Average variance extracted (AVE) is a method of measuring convergent validity. AVE is declared good if each construct shows an AVE value >0.5. From the results of Table 3, it can be seen that the AVE value of each variable has a value >0.5, so the values of all variables are declared valid.

Discriminant Validity

The value of discriminant validity is the correlation between each indicator and other variables. The purpose of discriminant validity testing is to determine the difference in validity of a particular variable when compared to other variables. For each group, the cross-loading statistic must be greater than 0.5 so that it can be said to meet discriminant validity.

Table 4
Discriminant Validity Results (Cross Loading)

| | Online Customer Review (X1) | Promotion (X2) | Product Quality (X3) | Purchase Decision (Y) |
|----|-----------------------------|----------------|----------------------|-----------------------|
| O1 | 0.879 | 0.609 | 0.545 | 0.603 |
| O2 | 0.875 | 0.589 | 0.616 | 0.688 |
| O3 | 0.900 | 0.617 | 0.577 | 0.585 |
| O4 | 0.867 | 0.582 | 0.507 | 0.612 |
| O5 | 0.876 | 0.642 | 0.547 | 0.607 |
| P1 | 0.658 | 0.850 | 0.455 | 0.518 |
| P2 | 0.415 | 0.780 | 0.181 | 0.361 |
| P3 | 0.472 | 0.821 | 0.312 | 0.440 |
| P4 | 0.663 | 0.842 | 0.598 | 0.611 |
| K1 | 0.563 | 0.445 | 0.869 | 0.661 |
| K2 | 0.639 | 0.477 | 0.896 | 0.668 |
| K3 | 0.578 | 0.456 | 0.920 | 0.723 |
| K4 | 0.552 | 0.439 | 0.887 | 0.652 |
| K5 | 0.499 | 0.424 | 0.886 | 0.606 |
| Y1 | 0.686 | 0.633 | 0.739 | 0.895 |
| Y2 | 0.615 | 0.520 | 0.650 | 0.907 |
| Y3 | 0.577 | 0.514 | 0.594 | 0.852 |
| Y4 | 0.585 | 0.430 | 0.608 | 0.847 |

Source: SmartPLS 4.0 Data Processing (2024)

Based on the results of Table 3, it is concluded that the indicators in each variable have higher values than the indicators in other variable columns that have lower values. The table above shows that cross-loading has a value of > 0.5. Therefore, each indicator of each variable is declared valid because it has a value with the provisions of Discriminant Validity.

Composite Reliability and Cronbach's Alpha

Composite Reliability is a test used to assess the accuracy and consistency of an instrument during testing. The composite reliability and Cronbach's alpha values are declared reliable if they have a value >0.7 (Sihombing & Arsani, 2022). From table 5, it can be seen that the variables Online Customer Review, Promotion, Product Quality, and Purchasing

Decision. Thus, Online Customer Review, Promotion, Product Quality, and Purchasing Decision are declared reliable.

Table 5
Composite Reliability and Validity

| | Cronbach's alpha | Composite reliability |
|------------------------|-------------------------|------------------------------|
| Online Customer Review | 0.927 | 0.945 |
| Promotion | 0.845 | 0.894 |
| Product Quality | 0.936 | 0.951 |
| Purchase Decision | 0.899 | 0.929 |

Source: SmartPls 4.0 Data Processing (2024)

Structural Model (Inner Model)

R-Square Test

The R-Square value aims to compare several significant independent variables with the dependent variable. R-Square can be stated as strong if it has a value >0.67 , stated as moderate if it has a value >0.33 , and stated as weak if it has a value <0.33 (Sihombing & Arsani, 2022). The following are the results of the R-Square measurement:

Table 6
R-Square Results

| | R-Square |
|-------------------|-----------------|
| Purchase Decision | 0.659 |

Source: SmartPls 4.0 Data Processing (2024)

Based on Table 6, the R-Square results for purchasing decisions are worth 0.659, thus the purchasing decision variable is included in the moderate category.

Path Coefficient Test

Path Coefficient or hypothesis test is used to explain the hypothesis results. The original sample value, t-statistic value, and p-value support the hypothesis. The original sample results are used to illustrate the hypothesis. If the original sample has a positive value, then the result is said to be positive, and if it has a negative value, then the result is said to be negative. The t-statistic value states whether a model is significant or not, and is used to examine the influence of the hypothesis of the relationship between the independent and dependent variables. The independent variable is considered to have an influence on the dependent variable if the t-statistic has a t-table value. Assuming a two-tile test with a significance level of $\alpha = 5\%$, the t-table value is 1.96. This shows that the hypothesis is

accepted if the t-statistic is more than 1.96, and the hypothesis p-value is accepted if it is less than 0.05 (Singh et al., 2024). The following are the results obtained from bootstrapping in Table 7:

Table 7
Path Coefficient Results

| | | Original sample (O) | Sample mean (M) | Standard deviation | T-statistics | P values |
|----------------------------------|--------------------------|---------------------|-----------------|--------------------|--------------|----------|
| Online Review Decision | Customer Purchase | 0.289 | 0.293 | 0.115 | 2.515 | 0.012 |
| Promotion Decision | Purchase | 0.164 | 0.173 | 0.083 | 1.981 | 0.048 |
| Product Purchase Decision | Quality | 0.478 | 0.472 | 0.117 | 4.075 | 0.00 |

Source: SmartPls 4.0 Data Processing (2024)

Based on the table above, the results of the original sample, t-statistics and p values from bootstrapping can be said that Online Customer Review (X1) shows positive and significant results on Purchasing Decisions can be seen from the original sample with a value of 0.289, t-statistic value (> 1.96) is 2.515, and also p values (< 0.05) is 0.012. The Promotion variable (X2) shows positive and significant results on Purchasing Decisions can be seen from the original sample with a value of 0.164, t-statistic value (> 1.96) is 1.981, and also p values (< 0.05) is 0.048. While the Product Quality variable (X3) also shows positive and significant results on Purchasing Decisions, it can be seen from the original sample with a value of 0.478, a t-statistic value (> 1.96) is 4.075, and also p value (< 0.05) is 0.00.

First hypothesis: Online Customer Reviews have a positive and significant influence on purchasing decisions.

Based on the results of data analysis, it is stated that online customer reviews have a positive and significant effect on purchasing decisions for The Originote skincare products. This is evidenced by the indicator, namely the benefits felt, as looking at reviews in the marketplace can provide useful and relevant information to consumers about The Originote products. The Originote products are suitable for all skin types, especially sensitive and oily skin. With affordable prices and various benefits, this product is a popular choice among skincare users in Indonesia. The results of this study are consistent with the theory that Online Customer Reviews include consumer reviews of how they can receive service from sellers.

User reviews can provide in-depth information about quality, benefits, and customer satisfaction (Yulianyah et al., 2023). The results of this study are supported by previous studies, which show that Online Customer Reviews have a significant effect on purchasing decisions (Ramadan et al., 2021). Other studies also say that Online Customer Reviews have a positive and significant effect on purchasing decisions (Anggraini et al., 2023).

Second hypothesis: Promotion has a positive and significant effect on purchasing decisions.

The results of the data analysis state that promotion has a positive and significant effect on the decision to purchase The Originote skincare products. This is evidenced by the promotional message indicator. The promotional message conveyed by The Originote products is able to make consumers feel interested in making a purchase. The Originote product has a slogan that reflects its commitment to affordable and quality skincare products. Their main slogan is "Affordable Skincare for All". This slogan emphasizes that their products can be accessed by all groups without sacrificing quality. With a short promotion that is conveyed briefly and clearly through advertising or social media, consumers feel interested in making a purchase. The results of this study are in line with the theory that says promotion has a big impact on marketing, which is certainly needed and must be applied in selling goods and services. Promotion usually uses digital marketing media, advertising, and others (Kinski et al., 2023). The results of this study are supported by previous research, which proves that promotion has a significant effect on purchasing decisions (Yusda, 2019). Other studies also say that promotion has a positive and significant effect on purchasing decisions (Handayani, 2022).

Third hypothesis: Product quality has a positive and significant effect on purchasing decisions.

Based on the results of data analysis, it is stated that product quality has a positive and significant effect on purchasing decisions for The Originote skincare products. This is evidenced by the reliability indicator, The Originote uses ingredients such as Hyaluron, Ceramide, and Chlorella in its product formulation. These ingredients are known to be effective in maintaining skin moisture and repairing the skin barrier. Despite using quality product ingredients, not all consumers appreciate the benefits of this product. But that does not affect other consumers who are already compatible with using the skincare. They still

choose The Originote as their skincare of choice. The results of this study are in accordance with the explanation that product quality has a significant impact on the assessment of what to buy because high-quality goods can create, maintain, and turn consumers into lifelong supporters (Fatmaningrum & Fadhilah, 2020). The results of the study are supported by previous studies, which prove that product quality results have a significant effect on purchasing decisions (Rangian et al., 2022). Other studies also say that product quality has a positive and significant effect on purchasing decisions (Montolalu et al., 2021).

CONCLUSION

From the results of the research and analysis that have been explained in the previous chapter, the following conclusions can be drawn: First, Online Customer Reviews have a positive and significant effect on purchasing decisions for The Originote skincare products. This shows that reviews in the marketplace provide useful information that helps consumers, especially those with sensitive skin types. This product is affordable and popular among skincare users in Indonesia. Second, Promotion has a positive and significant effect on purchasing decisions for The Originote skincare products. Evidenced by the clear and attractive promotional message from The Originote, such as its slogan "Affordable Skincare for All," which functions to attract consumer interest. Promotion through digital media and advertising is stated to be crucial in marketing. Third, Product Quality has a positive and significant effect on purchasing decisions for The Originote skincare products. Because The Originote uses quality ingredients such as Hyaluron and Ceramide, which are known to be effective in maintaining skin moisture. However, even though some consumers do not feel the benefits, many still choose this product.

Suggestions for further researchers. First, the author hopes that future researchers can collect more information beyond the variables currently used. Because the results of the study from these three variables are only able to explain 0.659 of the results of purchasing decisions. With this, the author hopes that further researchers can also develop a broader theory or literature review related to the research object. Second, for further researchers, the author hopes that they can develop the population by expanding the scope of the study, not only on Gen Z.

REFERENCES

- Aghitsni, W. I., & Busyra, N. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor Di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 38–51. <https://doi.org/10.31955/mea.v6i3.2271>
- Amalia, K., & Nurlinda, R. (2022). Pengaruh Influencer Marketing Dan Online Customer Review Terhadap Purchase Intention Melalui Perceived Value Produk Serum Somethinc. *SIBATIK JOURNAL: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(11), 2383–2398. <https://doi.org/10.54443/sibatik.v1i11.353>
- Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *INVEST : Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 1–14. <https://doi.org/10.55583/invest.v2i1.111>
- Anggraini, W., Permatasari, B., & Devita Putri, A. (2023). Pengaruh Online Customer Review, Online Customer Rating, Dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Di Tiktok Shop Pada Masyarakat Kota Bandar Lampung. *Jurnal TECHNOBIZ*, 6(2), 2655–3457. <https://ejournal.teknokrat.ac.id/index.php/technobiz/article/view/2830/pdf>
- Anjani, E. R., & Simamora, V. (2022). Pengaruh Influencer, Harga Dan Kualitas Produk Skincare Scarlett Whitening Terhadap Keputusan Pembeli Generasi Z, Dki Jakarta. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 1293–1308. <https://doi.org/10.31955/mea.v6i3.2547>
- Anugrah, L. (2023). *PENGARUH KUALITAS PRODUK DAN HARGA DIMEDIASI BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN SKINCARE DI SHOPEE (STUDI PADA KONSUMEN MERK THE ORIGINOTE DI SURABAYA)* Khuzaini Sekolah Tinggi Ilmu Ekonomi (STIESIA) Surabaya. 2022.
- Ardiansyah, M. F., & Khalid, J. (2022). Pengaruh Promosi, Persepsi Harga, Dan Lokasi Terhadap Keputusan Pembelian Di Angkringan Nineteen. *Jurnal Ilmiah Multi Disiplin Indonesia*, 1(9), 1278–1285.
- Aulia, C. N., & Fahlevi, M. (2021). Analisis Komparasi Tingkat Literasi Keuangan Syari'ah Gen-Milenial dan Gen-Z Kabupaten Aceh Barat. *Jurnal Ilmiah Ekonomi Terpadu (Jimetera)*, 1(1), 1. <https://doi.org/10.35308/jimetera.v1i1.4314>
- Dea Pramesty Noor Indah Sari, Rizky Eka Febriansyah, S. (2024). THE INFLUENCE OF E-SERVICE QUALITY, PROMOTION AND E-WOM ON THE PURCHASE DECISION OF SCARLETT WHITENING BRAND ON SHOPE. *Penambahan Natrium Benzoat Dan Kalium Sorbat (Antiinversi) Dan Kecepatan Pengadukan Sebagai Upaya Penghambatan Reaksi Inversi Pada Nira Tebu*, 7, 11295–11308.
- Fajrin Aurora, M. D. D. F. (2024). *PASAR KEDUA TERBESAR*. 4(2), 157–166.
- Fatmaningrum, S. R., & Fadhilah, M. (2020). *Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Minuman Frestea*. 4(1), 176–188.

- Fenolychia, D. (2024). *YUME : Journal of Management Pengaruh Customer Review Dan Influencer Endorsement Terhadap Purchase Intention Pada Produk The Originote Dengan Trust Sebagai Variabel Moderasi*. 7(2), 247–258.
- Fetriszen, & Aziz, N. (2019). Analisis Pengaruh Kualitas Produk, Harga, Promosi terhadap Keputusan Pembelian Air Minum dalam Kemasan (AMDK) Merek AICOS Produksi PT. Bumi Sarimas Indonesia. *OSF Preprints*, 1, 1–9.
- Frmansah, F., & Sari, D. K. (2024). The Influence of Celebrity Endorser , Electronic Word of Mouth and Promotion on Consumer Purchase Interest in Erigo Productsin Sidoarjo [Pengaruh Celebrity Endorser , Electronic Word of Mouth dan Promosi terhadap Minat Beli Konsumen Pada Produk Erigo di. *Universitas Muhammadiyah Sidoarjo.*, 2(8), 1–11.
- Gabriela, Yoshua, & Mulyandi, M. R. (2022). Pengaruh Online Customer Review Dan Online Customer Rating Terhadap Minat Beli Pelanggan E-Commerce. *Jurnal Jempper : Jurnal Ekonomi, Manajemen Parawisata Dan Perhotelan*, 1(1), 121–125.
- Handayani, M. R. D. Y. (2022). Pengaruh Brand Ambassador, Brand Image, dan Promosi di Media Instagram Terhadap Keputusan Pembelian Pada Beauty Produk Skincare Bening’s Di Kota Surabaya. *EKONIKA : Jurnal Ekonomi Universitas Kadiri*, 7(2), 334. <https://doi.org/10.30737/ekonika.v7i2.3220>
- Husniyyah, T., Pantjolo, D. S. W., & Pitoyo, B. S. (2024). Pengaruh Diskon, Flash Sale, dan Live Shopping terhadap Keputusan Pembelian pada Brand The Originote di Shopee (Studi pada Mahasiswa Prodi Manajemen Angkatan 2020 Universitas Bhayangkara Jakarta Raya). *Jurnal Economina*, 3(2), 314–328. <https://doi.org/10.55681/economina.v3i2.1203>
- Khisamuddin, M. I., & Sukmono, R. A. (n.d.). *Analisis Strategi Kualitas Produk , Kredibilitas Iklan , dan Lokasi Terhadap Keputusan Pembelian Produk Starbucks Sidoarjo Strategic Analysis of Product Quality , Ad Credibility , Purchase Decisions for Starbucks Sidoarjo Products and Location on*. 1–10.
- Kinski, N., Sari, R. L., Prodi, D. R., Ekonomi, I., Ekononi, F., & Bisnis, D. (2023). Pengaruh Promosi Terhadap Perilaku Konsumen dalam Keputusan Pembelian di E-Commerce. *Jurnal Ilmiah Wahana Pendidikan*, 9(13), 435–443.
- Lestari, W., Lukitaningsih, A., & Hutami, L. T. H. (2022). Pengaruh Online Customer Review, Online Customer Rating, dan Price Consciousness terhadap Keputusan Pembelian. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 5(6), 2358–2368. <https://doi.org/10.47467/alkharaj.v5i6.2306>
- Masnun, S., Makhdalena, M., & Syabus, H. (2024). Pengaruh Kualitas Produk terhadap Kepuasan Konsumen. *JiIP - Jurnal Ilmiah Ilmu Pendidikan*, 7(4), 3736–3740. <https://doi.org/10.54371/jiip.v7i4.4280>
- Montolalu, N. A., Tumbel, T. M., & Walangitan, O. C. (2021). Pengaruh Kualitas Produk terhadap Keputusan Pembelian Skincare Scarlett Whitening pada Platform Digital. *Productivity*, 2(4), 272–275.

- Mutia, A. (2022). *Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022*. <https://databoks.katadata.co.id/datapublish/2022/12/05/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>
- Nofitasari, L., & Hastuti, M. A. S. W. (2024). Pengaruh Kualitas Produk dan Harga terhadap Kepuasan Konsumen Skincare The Originote pada Mahasiswa Universitas Bhinneka PGRI. *Jurnal Economina*, 3(7), 697–703. <https://doi.org/10.55681/economina.v3i7.1385>
- Oleng, T., Soegoto, A., Ch Kawet, R., Janieke Hereina Oleng, T., Supandi Soegoto, A., Ch Kawet, R., Manajemen, J., & Ekonomi dan Bisnis, F. (2024). Pengaruh Promosi Produk Dan Preferensi Konsumen Terhadap Keputusan Pembelian Produk the Originote Di Cura Beauty Manado the Influence of Product Promotions and Consumer Preferences on Purchasing Decisions for the Originote Products At Cura Beauty Manado. *Journal EMBA*, 12(3), 495–504. <https://theoriginote.id/>
- Puspita Sari, T., & Ambardi, A. (2023). Pengaruh Electronic Word of Mouth, Harga, Dan Citra Merek Terhadap Keputusan Pembelian Produk Skincare the Originote. *Jurnal Ilmu Manajemen Retail Universitas Muhammadiyah Sukabumi*, 4(2), 85–92. <https://doi.org/10.37150/jimat.v4i2.2252>
- Putri, Y., Akhmad, I., & Diane Binangkit, I. (2023). Pengaruh Brand Image , Celebrity Endorsement , Dan Perceived Quality Terhadap Purchase Intention Produk N Produk Skincare the Originote. *SNEBA , Prosiding Seminar Nasional Ekonomi, Bisnis & Akuntansi*, 3, 1097–1111.
- Rahmadani, D., & Eka Febriansah, R. (2024). *Pengaruh Content Marketing, Celebrity Endorsement, dan e-WOM Terhadap Keputusan Pembelian Produk di Shopee (Studi pada Mahasiswa Universitas Muhammadiyah Sidoarjo)*. 1–13.
- Rainer, P. (2023). *Sensus BPS: Saat Ini Indonesia Didominasi Oleh Gen Z*. <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Ramadan, F., Hafid, H., & Muhammadiyah, S. (2021). Pengaruh online customer review dan e-service quality terhadap keputusan pembelian melalui marketplace. *Forum Ekonomi*, 23(3), 405–412. <http://journal.feb.unmul.ac.id/index.php/FORUMEKONOMI>
- Rangian, M. C., Wenas, R. S., & Lintong, D. C. A. (2022). Analisis Pengaruh Kualitas Produk, Persepsi Harga Dan Brand Ambassador Terhadap Keputusan Pembelian Konsumen Pada Produk Ms Glow Skincare Di Kota Tomohon. *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 284. <https://doi.org/10.35794/emba.v10i3.41948>
- Setiyanti, S., & Ansori, M. I. (2024). Pengaruh Brand Image Dan Harga Terhadap Keputusan Pembelian Produk Skincare The Originote. *Profit: Jurnal Manajemen, Bisnis Dan Akuntansi*, 3(2), 211–226. <https://doi.org/10.58192/profit.v3i2.2121>
- Sihombing, P. R., & Arsani, A. M. (2022). *Aplikasi SmartPLS Untuk Statistisi Pemula (A*

Rasyid (ed.) (Issue March).

- Singh, S., Kaur, R., & Dana, L. P. (2024). Partial least squares structural equation modeling. In *Women Entrepreneurs*. <https://doi.org/10.1201/9781032725581-7>
- Sitorus, H. M. (2023). *Analisis perilaku konsumen terhadap produk skincare originote di indonesia*. 15 Desember. <https://www.kompasiana.com/hannay14/657c4583c57afb0719568052/analisis-perilaku-konsumen-terhadap-produk-skincare-originote-di-indonesia>
- Slamet, R., & Aglis, A. H. (2020). Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan, dan Eksperimen. In *Deepublish* (p. 373).
- Tjiptono, F ; Anastasia, D. 2018 : (2016). Pengaruh Strategi Perencanaan Pemasaran Digital ادبيج. *Dasar-Dasar Ilmu Politik*, 13, 17–39.
- Trisunarno, H. T. H. dan L. (2021). Analisis Pengaruh Online Customer Review, Online Customer Rating, dan Star Seller terhadap Kepercayaan Pelanggan Hingga Keputusan Pembelian pada Toko Online di Shopee. *Proceedings of the 6th International Workshop on Multimedia Data Mining, MDM '05: Mining Integrated Media and Complex Data*, 9(2), 71–78. <https://doi.org/10.1145/1133890.1133898>
- Utami, R. P., & Cahyono, T. D. (2023). Pengaruh Electronic Word Of Mouth, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Produk The Originote. *Nusantara Journal of Economics*, 5(2), 37–45.
- Wahida, N., Ilham Wardhana Haeruddin, M., Ichwan Musa, M., Paramaswary Aslam, & Annisa. (2024). Pengaruh Fear Of Missing Out Dan Brand Trust Terhadap Keputusan Pembelian Produk The Originote Universitas Negeri Makassar. *EBISMAN : EBisnis Manajemen*, 2(1), 30–43.
- Yolanda, V., & Keni, K. (2022). Customer Brand Engagement Dan Brand Experience Untuk Memprediksi Brand Loyalty Skincare Lokal: Variabel Brand Trust Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 380–393. <https://doi.org/10.24912/jmieb.v6i2.19506>
- Yulianyah, Febriana putri, Wahono, B., & ABS, M. K. (2023). Pengaruh Influencer Marketing, Online Customer Review, Dan Persepsi Harga Terhadap Keputusan Pembelian The Originote Hyalucera Moisturizer (Studi Kasus Mahasiswa FEB UNISMA Angkatan 2020). *Riset, Jurnal Prodi, Manajemen Fakultas, Manajemen Unisma, Bisnis*, 13(01), 510–518.
- Yusda, D. D. (2019). Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Pada House of Shopaholic Di Bandar Lampung. *TECHNOBIZ : International Journal of Business*, 2(2), 59. <https://doi.org/10.33365/tb.v3i2.284>
- Zuhroh, S., Febriansah, R. E., Indayani, L., & Yani, M. (2024). Pengaruh Penggunaan Platform Media Sosial, Persepsi Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada Catering Rumahan Dapur Bunda Pasuruan. *Jurnal Darma Agung*, 32(3), 44–59.