

The Influence of Customer Reviews on Shopee and Brand Image on Wardah Product Purchasing Decisions among Active Female Students of the Business Administration Study Program at the International Women University in 2026

Susi Nurfitri^{1✉}, Rizka Aula Assaf²

Program Studi Administrasi Bisnis, Fakultas Ilmu Sosial dan Bisnis, Universitas Wanita Internasional, Bandung

Corresponding Author e-mail: susinurfitri48@gmail.com, Rizka@iwu.ac.id

Article History:

Received: 23-07-2026

Revised: 01-09-2026

Accepted: 01-09-2026

Keywords: *customer reviews, brand image, purchasing decisions, e-commerce, beauty*

Abstract: *The rapid growth of e-commerce has transformed consumer purchasing behavior, including the purchase of beauty products through online marketplaces. In this context, customer reviews and brand image are important factors that may influence consumers' purchasing decisions. This study aims to examine the partial and simultaneous effects of Shopee customer reviews and brand image on purchasing decisions for Wardah beauty products among active female students of the Business Administration Study Program at the International Women's University. This research employed a quantitative approach using a survey method. Data were collected through a questionnaire distributed to 92 active female students who had previously purchased Wardah products through Shopee. The data were analyzed using descriptive analysis and multiple linear regression, supported by partial t-tests and a simultaneous F-test. The results show that customer reviews have a positive and significant effect on purchasing decisions, with $t = 3.863$ and $p < 0.001$. Brand image also has a positive and significant effect, with $t = 7.926$ and $p < 0.001$. Simultaneously, customer reviews and brand image significantly explain variations in purchasing decisions, as indicated by $F = 89.897$, $p < 0.001$, and $R^2 = 0.669$. Thus, the model explains 66.9% of the variance in purchasing decisions, while the remaining 33.1% is explained by other factors not included in the model. Brand image has the largest standardized regression coefficient ($\beta = 0.605$), indicating that it is the most dominant predictor in this model. These findings suggest that businesses should strengthen brand reputation, provide accurate product information, and manage authentic customer reviews transparently, particularly in the context of halal beauty-product marketing.*

How to Cite:

Escalate :

. 4(03). pp. 597-601 <https://doi.org/10.61536/escalate.v4i03.583>



<https://doi.org/10.61536/escalate.v4i03.583>

This is an open-access article under the [CC-BY-SA License](#).



INTRODUCTION

Indonesia's internet user base has consistently increased over the past few years. According to the 2025 Internet Usage and Penetration Survey released by the Indonesian Internet Service Providers Association (APJII), approximately 80.66% of Indonesians are connected to the internet, representing 229.43 million out of a total population of 284.44 million. This increased internet access has also driven growth in online shopping, including in the beauty and beauty product category, which is one of the most in-demand product categories on e-commerce platforms like Shopee.

Indonesian women are known to have a high level of concern for skin care from a young age. According to the ZAP Beauty Index, 8 in 10 women consider beauty products more important than makeup, and 9 in 10 respondents believe that good skin can boost self-confidence. This provides beauty products, including Wardah, a local halal beauty brand founded in 1995, with a broad market reach among young female consumers.

In the context of online shopping, consumers generally cannot touch or try products directly before making a purchase, making customer reviews a key source of information in the decision-making process. Chaffney and Ellis-Chadwick (2022) explain that customer reviews are a form of user-generated content that has a significant influence on digital consumer behavior, as consumers tend to trust other users' experiences more than company promotions. In addition to customer reviews, brand image is also an important consideration for consumers. Sudirman et al. (2024) explain that brand image is a collection of perceptions and relationships consumers have with a brand, formed through user experience, product quality, and marketing communications.

Although Wardah's customer reviews and brand image are generally in the good category, the results of the pre-survey conducted by the researchers showed that some respondents still doubted the credibility of product reviews and the strength of Wardah's brand image compared to competitors. This phenomenon raises questions about the extent to which customer reviews and brand image actually influence consumer purchasing decisions empirically, considering that most previous studies still discuss these two variables separately or in the context of different products and platforms.

Based on the description, this study formulates the following problems: (1) Do customer reviews influence the purchasing decision of Wardah beauty products on Shopee? (2) Does brand image influence the purchasing decision of Wardah beauty products on Shopee? (3) Do customer reviews and brand image simultaneously influence the purchasing decision of Wardah beauty products on Shopee?

This study aims to determine and analyze the influence of customer reviews on purchasing decisions, the influence of brand image on purchasing decisions, and the influence of customer reviews and brand image simultaneously on purchasing decisions for Wardah beauty products on Shopee among female students of the Business Administration Study Program at the International Women's University.

This study makes a scientific contribution by empirically testing the relationship between customer reviews and brand image simultaneously within a single research model, within the specific context of local halal beauty products and rapidly growing e-commerce platforms in Indonesia. The results are expected to enrich studies of digital consumer behavior and provide practical insights for businesses in developing review-based marketing strategies and strengthening brand image.

RESEARCH METHODS

This research uses a quantitative approach with a survey method. This approach was chosen because the research problem has been clearly identified and aims to test hypotheses regarding the relationships and influences between variables that can be measured numerically.

The subjects of this study were active female students in the Business Administration Study Program at the International Women's University who had purchased Wardah beauty products through



Shopee. The respondent selection criteria were determined through a screening question at the beginning of the questionnaire, ensuring that the respondents were active female students in the study program and had purchased Wardah products through Shopee. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a sample size of 92 respondents from the 99 questionnaire responses received.

Data collection was conducted through an online questionnaire using a Likert scale with a score range of 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire consisted of 10 items for the Customer Reviews variable, 8 items for the Brand Image variable, and 8 items for the Purchase Decision variable. Data were also supplemented through literature studies and documentation in the form of supporting data related to the research phenomenon.

The data analysis techniques used include descriptive analysis to describe the tendency of respondents' answers to each variable, as well as verification analysis using multiple linear regression to test the influence between variables. Before conducting regression testing, instrument testing was first carried out in the form of a validity test using Pearson correlation and a reliability test using Cronbach's Alpha, as well as classical assumption tests including normality tests, multicollinearity tests, and heteroscedasticity tests. Hypothesis testing was carried out through partial tests (t-tests) to determine the influence of each independent variable, and simultaneous tests (F-tests) to determine the influence of both independent variables together on the dependent variable, with the help of the SPSS program.

Results and Discussion

Instrument Test Results and Classical Assumptions

The validity test results show that all statement items in the three variables have a calculated r value greater than the r table (0.1734), so all items are declared valid. The reliability test results also show a Cronbach's Alpha value above 0.60 for all variables ($X_1 = 0.779$; $X_2 = 0.800$; $Y = 0.755$), so the instrument is declared reliable. The classical assumption test shows that the data is normally distributed (Sig. Kolmogorov-Smirnov = 0.200), there is no multicollinearity (Tolerance = 0.637; VIF = 1.569), and there is no heteroscedasticity based on the point distribution pattern on the scatterplot.

Table 1. Summary of Instrument Test Results and Classical Assumptions

Testing	Results	Information
Validity (X_1 , X_2 , Y)	r count > 0.1734	All items are valid
Reliability X_1	Cronbach's Alpha 0.779	Reliable
Reliability X_2	Cronbach's Alpha 0.800	Reliable
Reliability Y	Cronbach's Alpha 0.755	Reliable
Normality	Significant 0.200 (>0.05)	Normally distributed
Multicollinearity	Tolerance 0.637; VIF 1.569	There is no multicollinearity
Heteroscedasticity	Random patterns on scatterplots	There is no heteroscedasticity

Overview of Customer Reviews, Brand Image, and Purchase Decisions

The results of the descriptive analysis show that the Customer Review variable obtained a score interpretation value of 83.4% (good category), Brand Image of 82.4% (good category), and Purchase Decision of 82.2% (good category).

Table 2. Results of Descriptive Analysis of Research Variables

Variables	Value (IS%)	Category
Customer Reviews (X_1)	83.4%	Good
Brand Image (X_2)	82.4%	Good
Purchase Decision (Y)	82.2%	Good

These three variables, which fall into similar categories, indicate a congruence between the variables, where favorable customer reviews and brand image are also associated with favorable purchasing decisions. This finding reinforces the notion that in the context of online shopping, the quality of informal information (reviews) and brand perceptions go hand in hand in shaping consumer

confidence, in line with the characteristics of the digital environment that minimizes direct interaction between sellers and buyers.

At the indicator level, it was found that the aspect of the conformity of review information to the actual condition of the product in the Customer Reviews variable received the lowest relative score compared to other indicators, although it was still in the good category. Similarly, in the Brand Image variable, the aspect of product quality competitiveness compared to competitors was the indicator with the lowest score. These findings indicate that although Wardah's reviews and brand image were generally considered positive, consumers remained critical in assessing the accuracy of information and the brand's competitive position, a pattern consistent with the characteristics of digital consumers who are increasingly savvy and selective in online shopping.

The Influence of Customer Reviews on Purchasing Decisions

Table 3. Multiple Linear Regression Test Results

Variables	B	Beta	t Count	Sig.	Information
Constant	2,451	-	1,027	0.307	-
Customer Reviews (X1)	0.261	0.295	3,863	<0.001	Significant
Brand Image (X2)	0.593	0.605	7,926	<0.001	Significant

The test results show that customer reviews have a positive and significant influence on purchasing decisions, with a t-value of 3.863 and a significance level of <0.001, and a regression coefficient of 0.261. This finding confirms the electronic word of mouth (e-WOM) theory, which states that digital consumers tend to trust other users' experiences more than company promotions. In the context of purchasing beauty products, where consumers cannot try the product directly before purchasing, customer reviews serve to reduce uncertainty (perceived risk) by providing a realistic picture of the texture, results of use, and suitability of the product for certain skin types. The significant but relatively smaller contribution of customer reviews compared to brand image also indicates that reviews play a larger role in the information search and initial evaluation stages, while the final decision is still heavily influenced by other factors that are more inherent to the brand itself.

The Influence of Brand Image on Purchasing Decisions

Brand image has been shown to have a positive and significant influence on purchasing decisions, with a t-value of 7.926, a significance level of <0.001, and a regression coefficient of 0.593. It is also the most dominant variable in this study (Beta value of 0.605 compared to 0.295 for customer reviews—see Table 3). This dominant influence of brand image can be interpreted as meaning that in product categories related to safety and trust, such as beauty, consumers do not solely rely on fleeting opinions from reviews, but rather rely on the brand's reputation that has been built over the long term. Wardah, as a local halal beauty brand established in 1995, appears to have succeeded in instilling trust associations related to halal certification and product safety in consumers' minds, making this image a stronger consideration than reviews, which are more situational and vary between products. This finding emphasizes that long-term investment in building brand image has a greater impact on purchasing decisions than short-term strategies that rely solely on review management.

The Simultaneous Influence of Customer Reviews and Brand Image on Purchasing Decisions

Table 4. Results of Simultaneous Test (F) and Coefficient of Determination

F count	Sig.	R Square	Contribution
89,897	<0.001	0.669	66.9%

Simultaneously, customer reviews and brand image are proven to have a significant influence on purchasing decisions, with a calculated F value of 89.897 and a significance of <0.001. The coefficient of determination value of 0.669 indicates that these two variables are able to explain 66.9% of the variation in purchasing decisions, while the remaining 33.1% is influenced by other factors outside the research model, such as price, promotion, or product quality. The large combined contribution indicates that customer reviews and brand image are not stand-alone factors, but rather complement each other in shaping consumer beliefs: reviews provide social validation based on actual experience, while brand image provides long-term credibility assurance. The combination of these two elements academically strengthens the digital consumer behavior model, where purchasing decisions are no

longer purely determined by product attributes alone, but by the social information ecosystem (reviews) and brand perceptions that are formed collectively in the digital space.

Conclusion

This study concludes that customer reviews and brand image each have a positive and significant influence on purchasing decisions for Wardah beauty products on Shopee, with brand image showing a more dominant influence than customer reviews. Simultaneously, these two variables contribute 66.9% to purchasing decisions, confirming that in the context of online beauty product shopping, consumers consider both social information from fellow users and established brand reputation. This finding answers the research problem formulation and objectives proposed, while providing theoretical implications that purchasing decision models in the e-commerce context need to integrate e-WOM and brand image variables simultaneously, not just one of them. Practically, this study implies that business actors, especially local beauty brands, need to prioritize long-term brand image strengthening strategies without neglecting the management of customer review quality on e-commerce platforms.

This study is limited by the fact that respondents came from only one study program at one university, making the results difficult to generalize widely. Furthermore, it only tested two independent variables that collectively explain a portion of the contribution to purchasing decisions. Future research is recommended to expand the scope of respondents to a more diverse population, add other variables such as price or product quality, and expand the research object to other e-commerce platforms to obtain a more comprehensive picture of digital consumer behavior.

Bibliography

- Chaffney, D., & Ellis-Chadwick, F. (2022). *Digital Marketing (Strategy, Implementation, and Practice) Eight Edition*. pearson.
- Rio, N., Yuliana, L., Ratnasari, K., Nugraha, J., Lamingrat, A., Kusuma, H. W., Fauziridwan, M., Sudirman, A., Winata, A., Imron, A., Nursalim, A., Syahputra, A., Oktavianti, P. R. M., Zulbahri, L., Yuhendra, A., & Wardhana, A. (2024). *Branding Strategy di Era Digital*.
- Sudirman, A., Akib, S., Sari, E. aJunita, Kardunu, A. H. & F., Hanifah, Susanto, Y., Putra, D. S., Athalarik, F. M., Helin Garliani Yudawisastra, N. N. S. A. Y., & Rullyana Puspitaningrum Mamengko, D. E. P. (2024). *Manajemen Merek*.
- <https://data.goodstats.id/statistic/bagaimana-standar-kecantikan-menurut-perempuan-indonesia-weAtZ>
- <https://data.goodstats.id/statistic/penetrasi-internet-indonesia-konsisten-naik-tembus-80-pada-2025-jSGpJ>