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The Influence of Price Perception, Online Customer Reviews, and Brand Trust on Purchase Decisions for Hanasui Lip Cream on the Shopee Marketplace

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Abstract: *The growth of marketplace usage encourages consumers to consider various factors before purchasing cosmetic products online, including price perception, online customer reviews, and brand trust. This study aims to analyze the influence of price perception, online customer reviews, and brand trust on purchasing decisions for Hanasui lip cream on Shopee. The study used a quantitative approach with a survey method. The study population was students at Maarif Hasyim Latif University who had purchased Hanasui lip cream on Shopee, with a sample of 100 respondents selected using purposive sampling. The research instrument was a Likert scale questionnaire and data were analyzed using SPSS 27 through validity, reliability, classical assumptions, multiple linear regression, t-test, F-test, and coefficient of determination. The results showed that price perception had no significant effect, while online customer reviews and brand trust had a positive and significant effect on purchasing decisions. In conclusion, all three variables simultaneously had a significant effect with an explanatory power of 79%.*

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Introduction

The cosmetics industry in Indonesia is experiencing rapid growth as public awareness of appearance, skin health, and lifestyle increases, especially among the younger generation. By 2025, the Indonesian cosmetics and personal care market revenue is projected to reach USD 2.09 billion, with an estimated average growth of 4.73% from 2025 to 2030 (Business Indonesia, 2025). The number of cosmetics businesses also increased from 726 in 2020 to 1,040 in 2023, representing a 43% increase (Kurnia, 2024). This change is accompanied by a shift in consumer behavior from offline to online purchases due to the ease, speed, and convenience of digital transactions (Ekowati et al., 2024).

Shopee has become a marketplace widely used by Indonesians because it offers easy, secure transactions and a wide variety of product categories, including cosmetics (Febiantika et al., 2025; Khasanah & Fitra, 2024). According to an APJII survey published by GoodStats, Shopee became the most commonly used e-commerce platform in 2025, accounting for 53.22% of sales (Lestari, 2025). This situation presents opportunities for local cosmetic brands such as Hanasui. Hanasui ranked third on the list of the 10 best-selling lipstick brands on Shopee Indonesia in the third quarter of 2025, accounting for 9.16% of sales (Wafa, 2026). One of its products is lip cream, available in various variants, colors, textures, and finishes tailored to consumer needs (Pramesti & Istiyanto, 2024).

The decision to purchase Hanasui lip cream on Shopee can be influenced by price perception and online customer reviews. Consumers assess price by comparing the costs incurred and the benefits obtained (Melindawaty & Istikomah, 2024). Hanasui lip cream, priced between Rp32,000 and Rp46,000, can be compared with other products on the marketplace. Research by Hu (2024) shows that price perception plays a positive role in purchasing Hanasui products on Shopee. Furthermore, online customer reviews serve as a source of information for potential buyers to learn about previous consumer experiences regarding product quality, delivery service, and authenticity (Pramudita, 2024; Utami & Hendratmoko, 2025).

In addition to price and consumer reviews, brand trust is also a factor that can influence purchasing decisions. Brand trust indicates consumer confidence that a brand can provide benefits and a sense of security when used (Rahayu, 2025). Strong trust can encourage consumers to choose and purchase a particular product even though many alternative brands are available (Anggraini & Suwangsih, 2025). In marketplace transactions, consumers cannot see or try the product directly, so price perception, online customer reviews, and brand trust can be considered in reducing uncertainty. The purchasing decision stage occurs when consumers have evaluated various alternatives and determined the product of choice (Nuraeni & Irawati, 2021; UmpuSinga et al., 2025).

Previous studies have discussed price perception, online customer reviews, and brand trust on purchasing decisions, but some have tested these variables separately or combined them. Brand trust is also used in some studies as a mediating variable rather than an independent variable. Therefore, research that simultaneously tests these three variables on Hanasui lip cream products on Shopee is still limited. This study aims to analyze the influence of price perception, online customer reviews, and brand trust on purchasing decisions for Hanasui lip cream on the Shopee marketplace, both partially and simultaneously. This research is important for providing information on factors that influence purchasing decisions and can be used as consideration for business actors in developing marketing strategies. The novelty of this study lies in the simultaneous testing of these three independent variables on purchasing decisions for Hanasui lip cream among students at Maarif Hasyim Latif University.

Research methods

This study uses quantitative research to analyze the influence of price perception, online customer reviews, and brand trust on purchasing decisions for Hanasui lip cream on the Shopee marketplace. The research data is in the form of quantitative data expressed in numerical form and analyzed using statistics (Sugiyono, 2023; Abdullah, 2015). The study was conducted by distributing questionnaires to students of Maarif Hasyim Latif University who had purchased Hanasui lip cream on Shopee. Then, the data were analyzed using SPSS version 27 through descriptive statistics, instrument testing, classical assumption testing, multiple linear regression, and hypothesis testing.

The study population was students of Maarif Hasyim Latif University who had purchased Hanasui lip cream on Shopee. Because the exact population size that met the research criteria was unknown, the sample was determined using nonprobability sampling with a purposive sampling technique (Sugiyono, 2023; Mushofa et al., 2024). The sample size was determined using the Lemeshow formula with a 95% confidence level and a 10% margin of error, resulting in a minimum of 97 respondents and a total of 100 respondents. The sample criteria included active students of Maarif Hasyim Latif University, aged 17 to 35 years, who had purchased and used Hanasui lip cream on Shopee at least once, and who had read or viewed information and reviews of the product (Mushofa et al., 2024).

The research instrument was a questionnaire compiled based on price perception indicators, online customer reviews, brand trust, and purchasing decisions. Price perception was measured

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through price affordability, price-to-quality ratio, price competitiveness, and price-to-benefit ratio (Hu, 2024); online customer reviews through perceived usefulness, source credibility, quality argument, quantity of reviews, and review valance (Nuraeni & Irawati, 2021); brand trust through consumer trust, brand safety, and brand honesty (Rahayu, 2025); while purchasing decisions through product stability, purchasing habits, recommendations to others, and repeat purchases (Melindawaty & Istikomah, 2024). Data collection was carried out through observation and questionnaires with a Likert scale of 1 to 5, while secondary data were obtained from articles, journals, books, and related references (Sugiyono, 2023; Abdullah, 2015).

The research data were analyzed using SPSS version 27 through descriptive statistics, validity tests, reliability tests, classical assumption tests, and hypothesis tests. Classical assumption tests include normality tests with Kolmogorov-Smirnov, multicollinearity tests with Tolerance and VIF values, and heteroscedasticity tests using the Glejser test (Purnomo, 2016; Indartini & Mutmainah, 2024). Furthermore, multiple linear regression was used to determine the effect of price perception, online customer reviews, and brand trust on purchasing decisions, while the t-test was used to test partial effects, the F-test to test simultaneous effects, and the coefficient of determination to determine the ability of independent variables to explain the dependent variable (Indartini & Mutmainah, 2024; Purnomo, 2016).

The research procedure begins by identifying the phenomenon and formulating the problem related to the purchasing decision of Hanasui lip cream on Shopee. Then, the researcher determines the objectives, theoretical basis, variables, indicators, and research hypotheses. Next, the researcher determines the population and sample, develops a questionnaire based on the research indicators, and collects data from 100 respondents who meet the criteria. The collected data is then processed using SPSS version 27 through descriptive statistics, validity tests, reliability tests, classical assumptions, multiple linear regression, t-tests, F-tests, and coefficients of determination. The results of the analysis are then used to answer the research problem formulation and draw research conclusions.

Research results

Respondent Characteristics

Table 1 Respondent Gender

Gender	Amount	Percentage (%)
Woman	100	100%

Table 4.1 shows that all 100 research participants were women (100%). This indicates that Hanasui lip cream products are typically used by women.

Table 2 Respondents' Age

Age	Amount	Percentage (%)
17-22 years old	80	80%
23-28 years old	16	16%
29– 35 years old	4	4%
total	100	100%

Table 2 shows that the highest age group of participants was 80 students (80%) aged 17-22. Four respondents (4%) aged 28-35 were in the lowest category. Sixteen respondents (16%) were in the 23-28 age group.

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Table 3 Respondents' Majors

Major	Amount	Percentage (%)
Law	10	10%
management	57	57%
accountancy	13	13%
Medical Laboratory Technology	10	10%
Informatics Engineering	5	5%
Visual communication design	3	3%
Entrepreneurship	1	1%
Industrial Engineering	1	1%
total	100	100%

In Table 3, respondents were dominated by Management students with 57 people (57%), followed by Accounting with 13 people (13%), Law and Medical Laboratory with 10 people each (10%), Informatics Engineering with 5 people (5%), Visual Communication Design with 3 people (3%), and Entrepreneurship and Industrial Engineering with 1 person each (1%).

Table 4 Respondent Generation

Force	Amount	Percentage (%)
2022	52	52%
2023	11	11%
2024	15	15%
2025	22	22%
Total	100	100%

Table 4 shows that the majority of respondents were students from the class of 2022, with 52 respondents (52%). The class of 2025 had 22 respondents (22%), and the class of 2024 had 15 respondents (15%). Meanwhile, the class of 2023 had only 11 respondents (11%).

Table 5 Monthly Pocket Money/Income

Pocket Money / Monthly Income	Amount	Percentage (%)
< 500,000	39	39%
500,000 - 1,000,000	31	31%
1,000,001 - 1,500,000	6	6%
1,500,001 - 2,000,000	18	18%
> 2,000.00	6	6%
Total	100	100%

In Table 5, the majority of students have pocket money or income of less than Rp. 500,000 as many as 39 people (39%), followed by Rp. 500,000 to Rp. 1,000,000 as many as 31 people (31%), Rp. 1,500,001 to Rp. 2,000,000 as many as 18 people (18%), and Rp. 1,000,001 to Rp. 1,500,000 and above Rp. 2,000,000 each with 6 people (6%).

Table 6 Purchase Frequency

Purchase frequency	amount	Percentage (%)
1 time	24	24%
2-3 times	47	47%
4-5 times	23	23%
>5 times	6	6%
Total	100	100%

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Table 6 shows that 47 students (47%) purchased two or three times. Furthermore, 24 respondents (24%) purchased once, and 23 respondents (23%) purchased four or five times. Finally, only six (6%) purchased more than five times.

Descriptive Statistics and Correlation

Table 7 Descriptive Test Results

Descriptive Statistics				
	Minimum	**Maximum**	**Mean**	**Standard Deviation**
Price Perception	22.00	40.00	32,890	4.46285
Online Customer Review	25.00	50.00	41,990	5.74104
Brand Trust	17.00	30.00	24,350	3.53160
Buying decision	21.00	40.00	32,510	4.84819

In Table 7 with 100 respondents, price perception (X1) has a minimum value of 22.00, a maximum of 40.00, a mean of 32.890, and a standard deviation of 4.46285. Online customer review (X2) has a minimum value of 25.00, a maximum of 50.00, a mean of 41.990, and a standard deviation of 5.74104. Brand trust (X3) has a minimum value of 17.00, a maximum of 30.00, a mean of 24.350, and a standard deviation of 3.53160. Meanwhile, purchasing decision (Y) has a minimum value of 21.00, a maximum of 40.00, a mean of 32.510, and a standard deviation of 4.84819.

Table 8 Correlation Test Results

Model	R	Sig. F Change
1	0.889	0,000

The correlation test yielded an R value of 0.889. This value reflects a very strong relationship between the variables of price perception, online customer reviews, brand trust, and purchasing decisions, as it falls within the range of 0.81 to 1.00.

Results of the Classical Assumption Test of Sampling Adequacy

Table 9 Validity Test of Price Perception

Statement items	r count	r table	information
X1.1	0.665	0.1966	Valid
X1.2	0.719	0.1966	Valid
X1.3	0.782	0.1966	Valid
X1.4	0.681	0.1966	Valid
X1.5	0.655	0.1966	Valid
X1.6	0.628	0.1966	Valid
X1.7	0.525	0.1966	Valid
X1.8	0.781	0.1966	Valid

Table 9 shows that all items in the price perception variable are valid. The calculated r value exceeds the table r value. The following table presents the results of the online customer review validity test:

Table 10 Validity Test of Online Customer Reviews

Statement Items	r count	r table	Information
X2.1	0.694	0.1966	Valid
X2.2	0.736	0.1966	Valid
X2.3	0.677	0.1966	Valid
X2.4	0.736	0.1966	Valid
X2.5	0.651	0.1966	Valid
X2.6	0.822	0.1966	Valid
X2.7	0.741	0.1966	Valid
X2.8	0.726	0.1966	Valid

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X2.9	0.686	0.1966	Valid
X2.10	0.758	0.1966	Valid

In Table 10, we can observe that all online customer review statement items are valid. The calculated r value exceeds the table r value. The following table presents the results of the brand trust validity test:

Table 11 Brand Trust Validity Test

Statement Items	r count	r table	Information
X3.1	0.749	0.1966	Valid
X3.2	0.805	0.1966	Valid
X3.3	0.688	0.1966	Valid
X3.4	0.825	0.1966	Valid
X3.5	0.803	0.1966	Valid
X3.6	0.764	0.1966	Valid

In table 11, it can be observed that all statement items*brand trust*(X3) consists of valid. The calculated r figure exceeds the table r. The following table presents the results of the purchasing decision validity test:

Table 12 Validity Test of Purchase Decisions

Statement Items	r count	r table	Information
Y1	0.810	0.1966	Valid
Y2	0.788	0.1966	Valid
Y3	0.574	0.1966	Valid
Y4	0.684	0.1966	Valid
Y5	0.825	0.1966	Valid
Y6	0.681	0.1966	Valid
Y7	0.715	0.1966	Valid
Y8	0.800	0.1966	Valid

Table 13 Reliability Test Results

variables	*Cronbach's alpha*	*Cronbach's alpha*as implied	information
Price Perception	0.833	0.60	Reliable
Online Customer Review	0.898	0.60	Reliable
Brand Trust	0.864	0.60	Reliable
Buying decision	0.878	0.60	Reliable

The overall results of variables X1, X2, X3 and Y exceed 0.60, which indicates that all the question items in the questionnaire have been proven to meet the reliability criteria and are declared reliable or consistent.

Measurement Model Analysis Results

Table 14 Normality Test

Asymp. sign (2 - tailed)	significance	information
0.098	> 0.05	Normally distributed

Table 14 shows that the significance level for the normality test is 0.098. A value of 0.098 > 0.05 indicates that the research data meets the assumptions of a normal distribution.

Table 15 Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Price Perception	0.390	2,563
Online Customer Review	0.320	3.121
Brand Trust	0.293	3,418

Table 15 shows that price perception, online customer reviews, and brand trust have met the applicable provisions, indicated by a tolerance value exceeding 0.1 and a VIF value not reaching 10, so

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it can be concluded that in this case, price perception, online customer reviews, and brand trust do not have symptoms of multicollinearity.

Table 16 Heteroscedasticity Test

Variables	Sig.	The implied significance	Information
Price Perception	0.300	> 0.05	heteroscedasticity free
Online Customer Review	0.551	> 0.05	heteroscedasticity free
Brand Trust	0.890	> 0.05	heteroscedasticity free

Table 16 shows that price perception, online customer reviews, and brand trust achieved significance values exceeding 0.05 in the Glejser test. This finding demonstrates the absence of heteroscedasticity in the study.

Results of Model Analysis and Hypothesis Testing

Table 17 Multiple Linear Regression Test

Variables	B
Constant	- 0.124
Price Perception	0.149
Online Customer Review	0.224
Brand Trust	0.753

Based on Table 17, the regression equation shows a constant of -0.124. The coefficient of price perception (X1) is 0.149, online customer reviews (X2) is 0.224, and brand trust (X3) is 0.753, which means that every 1-point increase in each variable will increase purchasing decisions by the value of its coefficient.

Table 18 t-test

variables	t count	t table	sig.
Price Perception	1,836	1,985	0.069
Online Customer Review	3,203	1,985	0.002
Brand Trust	6,341	1,985	0,000

Based on Table 18, price perception has a significance value of 0.069 > 0.05 and a calculated t of 1.836 < t table of 1.985, so it does not have a significant effect on purchasing decisions even though the relationship is positive. Online customer reviews have a significance value of 0.002 < 0.05 and a calculated t of 3.203 > 1.985, so it has a positive and significant effect on purchasing decisions. Meanwhile, brand trust has a significance value of 0.000 < 0.05 and a calculated t of 6.341 > 1.985, so it has a positive and significant effect on purchasing decisions.

Table 19 f-test

model	f	f table	sig.
Regression	120,280	2.70	0,000

In table 19, which shows sig., which is 0.000, meaning it is lower than 0.05, and the f value is 120.280, which is higher than the f table of 2.70, which can be decided that H_0 is rejected and Ha is accepted.

Table 20 Test of Determination Coefficient

Model	R square
1	0.790

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Table 20 shows an R-square value of 0.790, indicating that price perception, online customer reviews, and brand trust have a 0.790 (79%) influence on purchasing decisions. The remaining 21% is explained by other factors not included in the study.

Discussion

1. **The Influence of Price Perception on Purchasing Decisions for Hanasui Lip Cream on the Shopee Marketplace**

   The results of the hypothesis testing using the t-test (partial) show that the price perception variable has a significance value of 0.069, which exceeds the significance level of 0.05. The calculated t-value is 1.836, which is lower than the t-table of 1.985. Based on the results of the significance and calculated t-value, Ho is accepted and Ha is rejected. Thus, price perception has a positive but insignificant influence on the decision to purchase Hanasui lip cream on the Shopee marketplace. Thus, the hypothesis that price perception has a significant influence on purchasing decisions is rejected. From the findings of the descriptive analysis, price perception has a mean value of 32.890. This value indicates that most respondents have a positive perception of the price of Hanasui lip cream, but this perception has not been a primary consideration in influencing purchasing decisions.

   According to Melindawaty & Istikomah (2024), price perception is an important factor in purchasing decisions because consumers tend to evaluate a product by comparing the price paid with the benefits obtained. Products that are competitively priced and offer better benefits or features are usually more attractive to consumers. However, the findings of this study indicate that price perception does not significantly influence purchasing decisions. This indicates that student respondents do not consider price as a factor in determining purchasing decisions. This condition occurs because consumers consider other aspects, such as online customer reviews, brand trust, and the availability of various similar products available on the Shopee marketplace. The price of Hanasui lip cream is in a relatively affordable range and not much different from lip cream products from local brands such as Implora, OMG, Purbasari, or Madam Gie. Thus, price is not the main factor determining the purchase of Hanasui lip cream on the Shopee marketplace.

   The findings of this study align with research conducted by Khairunnisaa & Nurafiah (2021) entitled "The Influence of Product Quality, Brand Image, and Price Perception on Purchasing Decisions for Ms Glow Products." This study demonstrated that, partially, price perception does not significantly influence purchasing decisions. These results indicate that consumers do not consider price perception a primary factor in determining product purchasing decisions.

   In line with the research findings, this study also found that price perception does not significantly influence purchasing decisions for Hanasui lip cream on the Shopee marketplace. Therefore, the company needs to maintain product prices in line with the benefits, strengthen product quality, encourage positive reviews, and increase consumer trust in the brand, as these aspects have been shown to play a more significant role in influencing purchasing decisions.

2. **The Influence of Online Customer Reviews on Purchasing Decisions for Hanasui Lip Cream on the Shopee Marketplace**

   The results of hypothesis testing using the t-test (partial) show that the online customer review variable has a significance value of 0.002, which is smaller than the significance level of 0.05. The calculated t-value is 3.203, which is higher than the t-table of 1.985. Based on the results of the significance and calculated t-value, Ho is rejected and Ha is accepted. Thus, online customer reviews have a positive and significant influence on purchasing decisions for Hanasui lip cream on the Shopee marketplace. This is in accordance with the hypothesis that online customer reviews have a positive and significant influence on purchasing decisions. From the findings of the descriptive analysis, online customer reviews have a mean value of 41.990. This value indicates that online customer reviews play a role in influencing purchasing decisions for Hanasui lip cream on the Shopee marketplace.

   According to Nuraeni & Irawati (2021), the quality of information in customer reviews influences perceived credibility, as it is considered a key indicator of the veracity of online reviews. Through reviews provided by previous users, consumers can learn various information about

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product quality, color compatibility, texture, durability, user experience, and perceived benefits. In a study of Hanasui lip cream on the Shopee marketplace, students, as digital consumers, not only considered product appearance and promotions but also paid attention to ratings, previous customer experiences, and reviews available on the product page. Product-related information can be a basis for evaluating a product before making a purchasing decision. Customer reviews accessed online have a positive and significant effect on purchasing decisions (Lema et al., 2025).

The findings of this study align with research conducted by Utami & Hendratmoko (2025) entitled "The Influence of Price, Online Customer Rating, and Online Customer Review on Purchasing Decisions in the Shopee Marketplace." This study proves that, partially, online customer reviews have a positive and significant influence on purchasing decisions. These results indicate that customer reviews accessed online have a positive and significant effect on purchasing decisions. The more informative, honest, and relevant reviews are, the more likely customers are to make a purchasing decision (Utami & Hendratmoko, 2025).

In line with these research findings, this study also found that online customer reviews contribute to consumer decisions to purchase Hanasui lip cream on Shopee. Therefore, the company needs to maintain product quality and optimize customer service to encourage positive reviews and attract new customers to purchase Hanasui lip cream.

3. The Influence of Brand Trust on Purchasing Decisions for Hanasui Lip Cream on the Shopee Marketplace

The results of the hypothesis testing using the t-test (partial) show that the brand trust variable has a significance value of 0.000, which is smaller than the significance level of 0.05. The calculated t-value is 6.341, which is higher than the t-table of 1.985. Based on the results of the significance and calculated t-value, Ho is rejected and Ha is accepted. Thus, brand trust has a positive and significant influence on the purchase decision of Hanasui lip cream on the Shopee marketplace. This is in accordance with the hypothesis that brand trust has a positive and significant influence on purchasing decisions. From the findings of the descriptive analysis, brand trust has a mean value of 24.350. This value indicates that one of the main aspects that plays a role in the purchasing decision-making process is Brand trust.

The findings of this study align with research conducted by (Anggraini & Suwangsih, 2025) entitled "The Influence of Brand Trust, Brand Image, and Product Quality on Purchasing Decisions at Le Minerale in Surabaya." This study proves that, partially, brand trust has a positive and significant influence on purchasing decisions. These findings indicate that consumers who have a high level of trust in a brand will be more confident in choosing and purchasing a product.

Brand trust, or trust in a brand, provides assurance to consumers that the product is safe and has related benefits so that consumers can feel confident in using it (Rahayu, 2025). In the study of Hanasui lip cream on the Shopee marketplace, trust in Hanasui was formed because it was perceived to have good product quality, was able to meet consumer expectations, and had a distribution permit from BPOM and halal certification. Thus, consumer doubts can be reduced, encouraging them to make purchasing decisions. For students who want to buy lip cream products online, who cannot see or try the product directly, brand reputation is a consideration before making a purchase. In addition, according to Anggraini & Suwangsih, (2025), strong trust in a brand, customers will be more likely to choose that brand among the many available brands.

When consumers cannot see or try a product in person, their attention can be drawn to well-known brands with a good reputation, while also providing assurance. High trust in a brand will encourage consumers to be more confident in their purchasing decisions and reduce perceived risk. Therefore, this study shows that brand trust is the primary factor influencing purchasing decisions for Hanasui lip cream on the Shopee marketplace. Companies need to maintain product quality, uphold their reputation, and enhance consumer trust through honest information and satisfactory service delivery to ensure continued improvement in purchasing decisions.

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4. The Influence of Price Perception, Online Customer Reviews, and Brand Trust on Purchase Decisions for Hanasui Lip Cream on the Shopee Marketplace

The results of the hypothesis testing using the simultaneous f test show that the significance value of the variables of price perception, online customer reviews, and brand trust on purchasing decisions is 0.000, which is smaller than the significance level of 0.05. The calculated f is 120.280, which is higher than the table f of 2.70. The results of this study prove that price perception, online customer reviews, and brand trust simultaneously have a positive and significant influence on purchasing decisions. This is in accordance with the hypothesis that price perception, online customer reviews and brand trust simultaneously have a positive and significant influence on purchasing decisions.

Consumer behavior theory explains that consumer behavior is the process by which individuals select, purchase, use, and evaluate products to meet their needs and desires (Kotler et al., 2022). During this process, consumers consider various available information before making a decision. Students who purchased Hanasui lip cream on the Shopee marketplace not only considered price but also considered the information available on Shopee and their trust in the Hanasui brand before deciding to purchase. Price perception relates to consumers' evaluation of the suitability of a product's price to its perceived benefits. Online customer reviews serve as a source of information and provide product descriptions based on the experiences of other consumers. Meanwhile, brand trust plays a role in increasing confidence and trust in the quality and reputation of the Hanasui brand.

The findings of this study align with research conducted by (Fadhi et al., 2026) entitled "The Influence of Price Perception, Brand Trust, and Online Customer Reviews on the Purchase Decision of Skintific Skincare Among Students of Mercu Buana University Yogyakarta" which proves that the influence of price perception, brand trust, and online customer reviews simultaneously have a significant influence on purchasing decisions. These results indicate that positive reviews can increase consumer trust in a product, thereby encouraging purchasing decisions. In addition, online customer reviews are a source of information considered before purchasing a product. In line with the results of this study, this study also found that online customer reviews have a positive and significant influence on purchasing decisions.

Price perception as a tested variable does not have a significant partial impact on purchasing decisions, but still contributes when analyzed together with online customer reviews and brand trust. The combination of price perception, online customer reviews, and brand trust on purchasing decisions provides a sense of trust and added value for consumers in determining purchasing behavior. Thus, this study shows that price perception, online customer reviews, and brand trust simultaneously play a role in influencing purchasing decisions for Hanasui lip cream on the Shopee marketplace. The company must continue to strengthen consumer trust in the brand and encourage the formation of positive and informative reviews. Furthermore, pricing according to the quality and benefits offered also needs to be maintained to continuously improve purchasing decisions.

Conclusion

This study found that price perception was not statistically significant in the partial test of purchasing decisions for Hanasui lip cream on Shopee ((p = 0.069)). In contrast, online customer reviews ((p = 0.002)) and brand trust ((p < 0.001)) were positively and significantly associated with purchasing decisions among the respondents. The simultaneous test was statistically significant ((F = 120.280), (p < 0.001)), indicating that the three variables were jointly associated with purchasing decisions in the regression model. The coefficient of determination ((R^2 = 0.790)) indicates that the model explains 79% of the variation in purchasing decisions, while the remaining 21% represents variation attributable to factors outside the model and unexplained variation. These findings do not establish causal relationships, and the results do not conclusively demonstrate that brand trust is the most important factor without a suitable comparative analysis.

Practically, Hanasui may use these findings as a basis for maintaining brand reputation, providing satisfactory customer service, and encouraging informative and relevant online customer reviews. Product pricing should also remain consistent with perceived quality and benefits, although price perception was not statistically significant in the partial test. These recommendations should be

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considered within the scope of the current sample. This study is limited to 100 female students from one university, which restricts the generalizability of the findings to other consumer groups. Future research should test the model with larger and more diverse samples across universities, regions, age groups, and genders, and consider additional variables that may help explain purchasing decisions.

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