

The Influence of Online Customer Reviews and Online Customer Ratings on Purchasing Decisions for Cosmetic and Skincare Products via Sociolla E-Commerce

Intan Rizkia¹, Rusminah HS²

¹Management Study Program, University of Mataram

²Management Study Program, University of Mataram

E-mail: intanrizkia33@gmail.com, rosewabyu99@gmail.com

Abstract

Keywords:

E-Commerce, Online Customer Rating, Online Customer Review, Purchase Decision, Sociolla

The purpose of this study is to determine the influence of online customer reviews and online customer ratings on purchasing decisions for cosmetic and skincare products through Sociolla E-Commerce. This type of causal quantitative research uses PLS-SEM, with a population of Sociolla consumers in Mataram and a sample of 100 respondents through purposive sampling. The instrument in the form of a 5-point Likert questionnaire was analyzed with SmartPLS after validity and reliability tests. The results of the study indicate that online customer reviews have a positive and significant effect on purchasing decisions, online customer ratings are also proven to have a positive and significant effect on purchasing decisions. Online customer reviews and online customer ratings have a contribution of 0.633 and an adjusted R-square of 0.626 or 62.6% in forming purchasing decisions and the remaining 36.7% is determined by other variables outside the research model.

INTRODUCTION

Introduction This Journal's research departs from the phenomenon of increasing use of beauty e-commerce and the strategic role of online reviews and ratings in shaping consumer purchasing decisions. The focus is directed at the Soco by Sociolla platform as one of the main players in cosmetic and skincare e-commerce in Indonesia, by highlighting how consumer interaction with online customer review and online customer rating features influences purchasing behavior. The rapid internet penetration and shift in shopping patterns from offline to online make reviews and ratings the main source of information that replaces consumers' direct experience of products, especially in the cosmetics and skincare categories that have a high perceived risk related to suitability and safety of skin use. Various studies show that consumer exposure to online reviews significantly changes the way they evaluate product alternatives, where information presented in the form of text and star scores becomes an important reference before making a transaction.

In the context of the beauty market, consumers tend to rely heavily on other users' experiences to minimize uncertainty, making the volume, valence, and credibility of reviews important determinants in the formation of trust and perceptions of product quality. Previous research shows that online customer reviews and online customer ratings act as a form of electronic word of mouth that can influence consumer attitudes and purchase intentions, because they are considered more objective and relevant than promotional information conveyed by manufacturers. On platforms such as Sociolla, a star-based rating system and structured review columns facilitate consumers to quickly assess product quality while documenting their usage

experiences, thus creating a continuous cycle of information and potentially strengthening or weakening purchasing decisions for cosmetic and skincare products.

Although online customer reviews and ratings have been extensively researched in various marketplace contexts, conceptual and empirical challenges remain regarding the extent to which these two variables directly influence purchasing decisions, particularly in the beauty product category, which relies heavily on perceived quality, trust, and peer recommendations. Some studies have found that online reviews have a stronger influence than ratings due to their richer arguments and narratives, while others have shown that high ratings can serve as a quick and practical quality cue, especially when consumers face time constraints in evaluating products. Furthermore, mixed findings regarding the role of ratings, such as significant in one context but insignificant in another, suggest potential differences in consumer behavior across platforms and product categories, necessitating further testing in specific contexts such as Sociolla e-commerce.

In Indonesia, research on the influence of online customer reviews and ratings on beauty product purchasing decisions has been conducted on several major marketplaces, such as Shopee, Lazada, and TikTok Shop, and shows that both variables generally have a positive influence on both interest and purchasing decisions. However, Sociolla's context as an e-commerce platform specifically focused on beauty products has distinct characteristics, including brand curation, more specific consumer segmentation, and an emphasis on product quality and safety. Therefore, consumer response patterns to reviews and ratings may potentially differ from those of general marketplaces. Recent research has also begun to highlight that trust, e-service quality, and digital marketing factors can interact with reviews and ratings in influencing purchasing decisions, thus enriching the complexity of the relationships between variables that need to be analyzed more deeply on platforms like Soco By Sociolla.

Based on this background, the main problem in this study is whether online customer reviews and online customer ratings have a positive and significant influence on purchasing decisions for cosmetic and skincare products through the e-commerce site Sociolla, and to what extent the relative contribution of each variable is in explaining variations in consumer purchasing decisions. This question is important considering that reviews and ratings not only function as supporting information, but also as quality signals that can reduce risk perception and increase consumer confidence in choosing products that suit their needs and preferences. On the other hand, there is still an open question regarding whether high ratings without the support of in-depth reviews are sufficient to encourage purchasing decisions, or whether the combination of the quality of arguments in reviews and the consistency of ratings is the key influence on consumer purchasing behavior.

More specifically, there are not many studies that simultaneously examine the influence of online customer reviews and online customer ratings on purchasing decisions on platforms that exclusively focus on beauty products such as Sociolla, especially using structural analysis approaches such as partial least squares to measure the strength and significance of the influence of each variable. Furthermore, there is a need to test whether the finding that reviews tend to be more dominant than ratings, as found in several studies in the context of general marketplaces, also applies to Sociolla consumers who have characteristics and information search patterns that may be different. This gap strengthens the urgency of research to provide more contextual empirical evidence on how reviews and ratings work together to influence purchasing decisions for cosmetic and skincare products on Sociolla's e-commerce platform.

This study aims to analyze the influence of online customer reviews and online customer ratings on purchasing decisions for cosmetic and skincare products through Sociolla e-commerce, using a quantitative approach and Sem-PLS analysis techniques to measure the magnitude and significance of the influence of each variable. Theoretically, this study is important because it strengthens and expands the study on the role of electronic word of mouth in the context of segmented beauty e-commerce, while providing the latest empirical evidence regarding the differences in the role of reviews and ratings in influencing purchasing decisions. In terms of novelty, this study contributes by focusing on the Soco By Sociolla platform and the cosmetic and skincare product categories, using online customer review and online customer rating indicators that have been developed in previous studies but retested in different contexts and populations, so it is expected to be able to provide new insights for the development of digital marketing management theory and practice in the beauty industry.

RESEARCH METHODS

This research is a quantitative study with a causal associative approach, which aims to examine the influence of online customer reviews and ratings on purchasing decisions for cosmetic and skincare products through the e-commerce platform Sociolla. The quantitative approach was chosen because it allows for the collection of numerical data through structured instruments such as questionnaires, which are then analyzed statistically to test hypotheses about relationships between variables objectively and in a generalizable manner. According to Sugiyono (2021), quantitative research is positivistic in nature, focusing on testing theories through numerical data processed using statistical methods. Sudaryono (2021) emphasizes that the causal associative method is suitable for analyzing causal relationships, such as the influence of reviews and ratings on purchasing decisions in an e-commerce context.

The primary research instrument was a 5-point Likert-scale-based questionnaire distributed via Google Forms, covering online customer review indicators (such as perceived usefulness, source credibility, argument quality, volume, and valence), online customer ratings (credible, expert, likable), and purchasing decisions (product selection, brand, dealer, timing, and quantity). This primary data collection technique was supported by an online survey to efficiently reach respondents, with the instrument's validity and reliability tested through instrument tests such as Cronbach's Alpha and exploratory factor analysis. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to measure simultaneous influences between variables, including classical assumption tests, convergent validity, discriminant validity, and bootstrapping for path significance. Sugiyono (2021) recommends PLS-SEM for causal models with small to medium samples and non-normal data, while Creswell and Creswell (2018) highlight that this approach integrates hypothesis testing with latent factor exploration in a quantitative design.

The study population was all Sociolla (SOCO by Sociolla) e-commerce consumers in the Mataram region who had purchased cosmetic and skincare products. The sample was determined using the Lemeshow formula for an infinite population, resulting in a minimum size of 96 respondents, rounded up to 100 respondents. A non-probability purposive sampling technique was used with the criteria for respondents being 17 years old or older, familiar with the SOCO platform, and having purchased cosmetic/skincare products at least twice on Sociolla. This approach ensures a representative sample of active users relevant to the research variables, as explained by Sugiyono (2021) that purposive sampling is suitable for selecting subjects based on

specific characteristics to support hypothesis testing. Emzir (2021) added that in quantitative research in the social field such as consumer behavior, this criterion-based sampling increases the validity of the generalization of findings.

The research procedure began with the development of a questionnaire instrument based on operational definitions of variables from the literature, such as Agesti et al. (2021) for online customer reviews and Rahmawati (2021) for online customer ratings, followed by online distribution via Google Form to respondents in Mataram in 2025. The next stage included instrument testing (validity and reliability), data processing with SmartPLS software for SEM-PLS analysis, including evaluation of the outer and inner models, and interpretation of the results of the H1 and H2 hypotheses regarding the influence of independent variables on purchasing decisions. The research location was focused on Mataram for easy sample access, with the timeline from preparation to analysis aligned with scientific principles. Sudaryono (2021) emphasized the sequence of these procedures to ensure a logical flow from collection to interpretation of quantitative data, while Creswell and Creswell (2018) underscored the importance of ethics and transparency in every stage of causal research design.

RESULTS

Overview of Research Object

Sociolla, the e-commerce platform, is the primary object of this research, specifically examining the influence of online customer reviews and ratings on purchasing decisions for cosmetic and skincare products. Sociolla was founded in 2015 as part of PT Social Bella Indonesia, initially aiming to be a marketplace exclusively selling authentic and officially registered beauty and skincare products, including those registered with the Indonesian Food and Drug Authority (BPOM).

As one of Indonesia's leading e-commerce platforms, Sociolla offers thousands of products from various local and international brands, accessible online through its website and mobile app. The site serves not only as a marketplace for buying and selling, but also provides community features and a review platform through the SOCO (Sociolla Connect) app, a platform that allows consumers to provide reviews, share experiences, and read reviews from other users before making a purchase.

As consumer needs and behaviors evolve, Sociolla has adopted an omnichannel strategy by opening physical stores in major cities across Indonesia, such as Padang, Jakarta, Bandung, and others, enabling a seamless online and offline shopping experience. This strategy not only expands market reach but also reflects a modern approach to blending digital interactions with tangible, in-store experiences.

Sociolla's presence in Indonesia's cosmetics e-commerce ecosystem is highly relevant to the evolving dynamics of the beauty industry, where consumers increasingly rely on digital information such as ratings and reviews to reduce uncertainty before making a purchase. This phenomenon is reinforced by the continued growth of the beauty e-commerce industry, where Sociolla is a dominant player and is frequently visited by consumers searching for skincare, makeup, and other personal care products online.

In the context of this research, Sociolla serves as a research object that provides real data on digital consumer behavior, specifically how consumer interactions with rating and review features influence their purchasing decisions. This overview serves as an important basis for understanding the consumer decision-making process that occurs on this e-commerce platform, while also

providing context for the phenomena studied in the realm of digital consumer behavior, online information, and e-marketing. The existence of review and rating features on this platform is also in line with the theory of digital marketing communications and e-WOM (electronic word of mouth), which emphasizes that reviews from other users are a credible source of information and can influence online consumers' perceptions and purchasing decisions.

1. Respondent Characteristics

Table 1. Respondent Characteristics Based on Gender

NO	Gender	Amount	Percentage
1	Man	10	10%
2	Woman	90	90%
Amount		100	100%

Source: Primary data processed 2025

Based on Table 1 above, it can be seen that the respondents who made purchases through Sociolla e-commerce were mostly female respondents with a total of 90 people with a percentage of 90% while there were only 10 men (10%), this shows that the gender is dominated by women, this also shows that the majority of Sociolla E-commerce users are women.

Table 2. Respondent Characteristics Based on Age

NO	Age	Amount	Percentage
1	15-20 years	24	24%
2	21-25 years old	66	66%
3	26-30 years old	8	8%
4	>30 years	2	2%
Amount		100	100%

Source: Processed Data, 2025

Based on table 2 above, it can be seen that the number of respondents at the research location were mostly respondents aged 21-25 years, totaling 66 respondents with a percentage of 66%, those aged 15-20 years totaling 24 respondents with a percentage of 24%, and respondents aged 26-30 years totaling 8 respondents with a percentage of 8%, meanwhile the age group >30 years only had 2 respondents with 2%.

Table 3. Respondent Characteristics Based on Education

NO	Education	Amount	Percentage
1	JUNIOR HIGH SCHOOL	7	7%
2	SENIOR HIGH SCHOOL	30	30%
3	D3 students	10	10%
4	Undergraduate students	47	47%
5	Master's student	5	5%
6	Doctoral student	1	1%
Amount		100	100%

Source: Processed Data, 2025

Based on table 3, the results of the study from 100 respondents, respondents who came from junior high school were 7 people (7%), high school were 30 people (30%), D3 students were

10 people (10%), undergraduate students were 47 people (47%), postgraduate students were 5 people (5%), and doctoral students were 1 person (1%). From the data above, the characteristics of the respondents mostly came from undergraduate education.

Table 4. Respondent Characteristics Based on Monthly Income

NO	Monthly Expenses	Amount	Percentage
1	< Rp. 1,000,000	27	27%
2	Rp. 1,000,000 - 2,000,000	34	34%
3	Rp. 2,000,000 - 3,000,000	22	22%
4	>Rp 3,000,000	17	17%
Amount		100	100%

Source: Processed Data, 2025

Based on table 4, the majority of respondents in this study have a monthly income level below Rp 1,000,000, which is 27 people or 27% of the total respondents. Furthermore, as many as 34 respondents or 34% are at an expenditure level between Rp 1,000,000 to Rp 2,000,000, which also still reflects the group of respondents with lower to middle expenditure. Meanwhile, only 22 respondents or 22% have expenditures between Rp 2,000,000 to Rp 3,000,000 and 17 respondents or 5% have expenditures above Rp 3,000,000. This very small proportion in the upper and upper middle income groups indicates that most Sociolla E-commerce users in this study come from groups of people with limited expenditures.

Table 5. Respondent Characteristics Based on Monthly Expenditure

NO	Monthly Expenses	Amount	Percentage
1	< Rp. 1,000,000	50	50%
2	Rp. 1,000,000 - 2,000,000	36	36%
3	Rp. 2,000,000 - 3,000,000	9	9%
4	> Rp. 3,000,000	5	5%
Amount		100	100%

Source: Processed Data, 2025

Based on table 5, the majority of respondents in this study have a monthly expenditure level below Rp 1,000,000, which is 50 people or 50% of the total respondents. Furthermore, as many as 36 respondents or 36% are at an expenditure level between Rp 1,000,000 to Rp 2,000,000, which also still reflects the group of respondents with lower to middle expenditure. Meanwhile, only 9 respondents or 9% have expenditures between Rp 2,000,000 to Rp 3,000,000 and 5 respondents or 5% have expenditures above Rp 3,000,000. This very small proportion in the upper and upper middle and high expenditure groups indicates that most Sociolla E-commerce users in this study come from groups of people with limited expenditures.

2. Description of Research Variable Data

Table 6. Description Online Customer Review (X1)

No	Statement	ST	T	C	R	SR	Average	Category
<i>Perceived Usefulness</i>								
X1.1	I find the reviews on Sociolla helpful in my purchasing decision making process.	27	47	21	3	2	3.94	Tall
X1.2	Customer reviews on Sociolla help me	27	59	10	3	1	4.08	Tall

	understand the quality of cosmetic/skincare products.								
Source Credibility									
X1.3	I believe that the reviewers on Sociolla are genuine users of the product.	36	42	21	1	0	4.13	Tall	
X1.4	I believe the reviews I read come from reliable sources.	26	42	27	4	1	3.88	Tall	
Argument Quality									
X1.5	I feel that the content of the reviews on Sociolla is accompanied by convincing explanations and evidence.	26	51	19	3	1	3.98	Tall	
X1.6	I consider reviews that provide in-depth explanations to be more influential in my decision.	34	43	18	3	2	4.04	Tall	
Online Review Volume									
X1.7	The more reviews there are about a product, the more interested I am in purchasing it.	47	39	13	0	1	4.31	Very high	
X1.8	I tend to choose products with a higher number of reviews.	34	45	16	4	1	4.07	Tall	
Valence of Online Consumer Review									
X1.9	I have more confidence in products with predominantly positive reviews.	42	42	11	3	2	4.19	Tall	
X1.10	Negative reviews made me hesitate to buy products on Sociolla.	35	42	16	5	2	4.03	Tall	
	Total Average						4.07	Tall	

Source: Processed Data, 2025

Based on the table above, the Online Customer Review variable has an average score of 4.07, within the range (3.41 – 4.20) in the High category. The item with the highest score is X1.7, namely "The more reviews there are about a product, the more interested I am in buying it.", has the highest score of 4.31 in the Very High category. Meanwhile, the item with the lowest score of 3.88 is X1.4, namely "I am confident that the reviews I read come from reliable sources", with a High category.

Table 7. Description of Online Customer Rating Variable (X2)

No	Statement	ST	T	C	R	SR	Average	Category
Credible								
X2.1	I believe the ratings given by users reflect the true quality of the product.	23	57	18	2	0	4.01	Tall
X2.2	I am more interested in buying products with high ratings.	49	33	16	1	1	4.28	Very high
X2.3	Product ratings on Sociolla are the main reference before I buy.	30	39	24	7	0	3.92	Tall
Expertise								
X2.4	I believe that users who give ratings have sufficient experience with the product.	22	50	24	4	0	3.9	Tall
X2.5	I highly value ratings from users who clearly	30	48	16	6	0	4.02	Tall

	explain their reasons.							
Likeable								
X2.6	I trust ratings given by users who write politely and pleasantly.	29	50	18	3	0	4.05	Tall
X2.7	The rating accompanied by interesting comments makes me more confident about the product.	31	48	18	3	0	4.07	Tall
Total Average							4.03	Tall

Source: Processed Data, 2025

Based on the table above, the Online Customer Rating variable has an average score of 4.03, which is in the range (3.41 – 4.20) and is categorized as High. The item with the highest score is X2.2, namely "I am more interested in buying products with high ratings.", with a score of 4.28 and is included in the Very high category. Meanwhile, the item with the lowest score is X2.4, namely "I believe that the users who gave the rating have sufficient experience with the product" with a score of 3.9 which is included in the High category.

Table 8. Description of Purchase Decision Variables (Y)

No	Statement	ST	T	C	R	SR	Average	Category
Product Selection								
Y1	I buy cosmetic/skincare products at Sociolla because they suit my skin needs.	33	50	14	3	0	4.13	Tall
Y2	I consider the benefits described in the reviews before choosing a product.	26	56	16	1	1	4.05	Tall
Brand Selection								
Y3	High ratings on a particular brand make me more confident in buying it.	34	50	12	4	0	4.14	Tall
Y4	I prefer to buy brands that are well known and highly recommended in reviews.	29	47	20	4	0	4.01	Tall
Distributor Selection (Place of Purchase)								
Y5	I choose to buy cosmetic/skincare products through Sociolla because this platform is trusted.	30	44	20	6	0	3.98	Tall
Y6	I feel safer buying products on Sociolla because the reviews and ratings help ensure the authenticity of the product.	30	46	18	6	0	4	Tall
Purchase Time								
Y7	I buy cosmetic/skincare products at Sociolla when there are promotions or attractive discounts.	28	43	20	8	1	3.89	Tall
Y8	I made the purchase immediately after reading positive reviews from other users.	21	41	30	6	2	3.73	Tall
Purchase Amount								
Y9	I buy in larger quantities when there are reviews that say the product is economical to use.	29	46	21	4	0	4	Tall
Y10	I tend to repurchase products that previously had good reviews and ratings on Sociolla.	35	46	14	5	0	4.11	Tall

Total Average	4.01	Tall
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Source: Processed Data, 2025

Based on the table above, the Consumer Satisfaction variable has an average score of 4.01, which is in the interval (3.41 – 4.20) with a High category. The item with the highest score is Y.3, namely, "High ratings on a particular brand make me more confident in buying it", with the highest score of 4.14 and included in the High category. Meanwhile, the item with the lowest score was Y8, namely "I made the purchase immediately after reading the positive reviews from other users" with a score of 3.73 which is included in the High category.

3. Research Analysis and Results

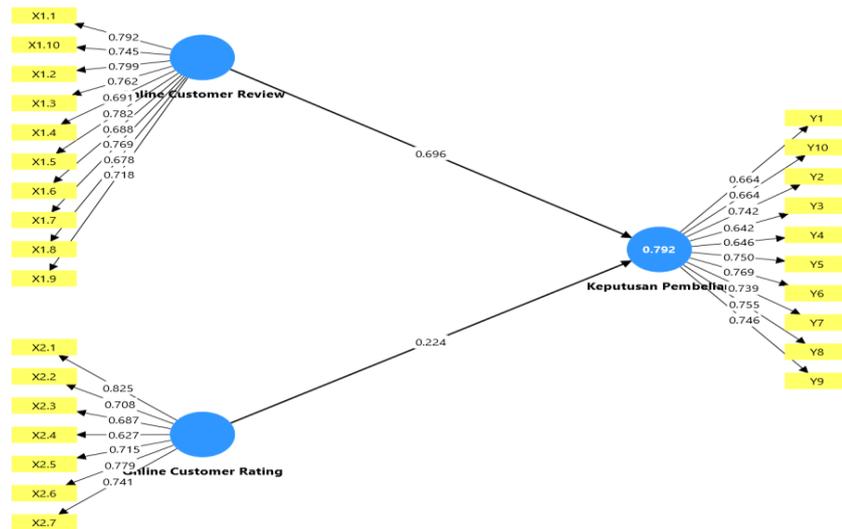


Figure 1. Research Model

Source: Primary data processed 2025

Validity Test

Table 9. Outer Loading Value Results before indicator elimination

No	Variables	Item	Loading	Information Factor
1	Online Customer Review(X1)	X1.1	0.792	Valid
		X1.2	0.799	Valid
		X1.3	0.762	Valid
		X1.4	0.691	Invalid
		X1.5	0.782	Valid
		X1.6	0.688	Invalid
		X1.7	0.769	Valid
		X1.8	0.678	Invalid
		X1.9	0.718	Valid
		X1.10	0.745	Valid
2	Online Customer Rating (X2)	X2.1	0.825	Valid
		X2.2	0.708	Valid

		X2.3	0.687	Invalid
		X2.4	0.627	Invalid
		X2.5	0.715	Valid
		X2.6	0.779	Valid
		X2.7	0.741	Valid
3	Purchase Decision (Y)	Y.1	0.664	Invalid
		Y.2	0.742	Valid
		Y.3	0.642	Invalid
		Y.4	0.646	Invalid
		Y.5	0.750	Valid
		Y.6	0.769	Valid
		Y.7	0.739	Valid
		Y.8	0.755	Valid
		Y.9	0.746	Valid
		Y.10	0.664	Invalid

Source: Primary data processed 2025

From Table 9 above, there are two colors for each value that indicate two different meanings. The red value indicates the validity test value that does not meet the requirements, and vice versa with the green value. Hair et al. (2019) and Yamin (2023) concluded that in the PLS model, an item can be considered valid if the value shown is above 0.70. In SmartPLS itself, the Loading Factor value of an item that is below 0.70 will automatically be colored red, meaning Invalid, and the green value is

Other green loading factors are valid. Of the 27 statement items used by the researcher, 9 loading factor values had to be removed before further data processing.

namely: X1.4; X1.6; X1.8; X2.3; X2.4; Y.1; Y.3; Y.4; and Y.10

Table 10. Outer Loading Value Results after indicator elimination

No	Variables	Item	Loading	Information
			Factor	
1	Online Customer Review(X1)	X1.1	0.792	Valid
		X1.2	0.799	Valid
		X1.3	0.762	Valid
		X1.5	0.782	Valid
		X1.7	0.769	Valid
		X1.9	0.718	Valid
		X1.10	0.745	Valid
2	Online Customer Rating (X2)	X2.1	0.825	Valid
		X2.2	0.708	Valid
		X2.5	0.715	Valid
		X2.6	0.779	Valid
		X2.7	0.741	Valid
3	Purchase Decision (Y)	Y.2	0.742	Valid
		Y.5	0.750	Valid
		Y.6	0.769	Valid
		Y.7	0.739	Valid
		Y.8	0.755	Valid
		Y.9	0.746	Valid

Source: Primary data processed 2025

Based on Table 10 above, it can be seen that the outer loading value of all indicators of the Online Customer Review (X1), Online Customer Rating (X2), and Purchase Decision (Y) variables is greater than ≥ 0.7 , so all indicators are declared valid in explaining the latent variables. The following is the loading factor value after eliminating the indicators.

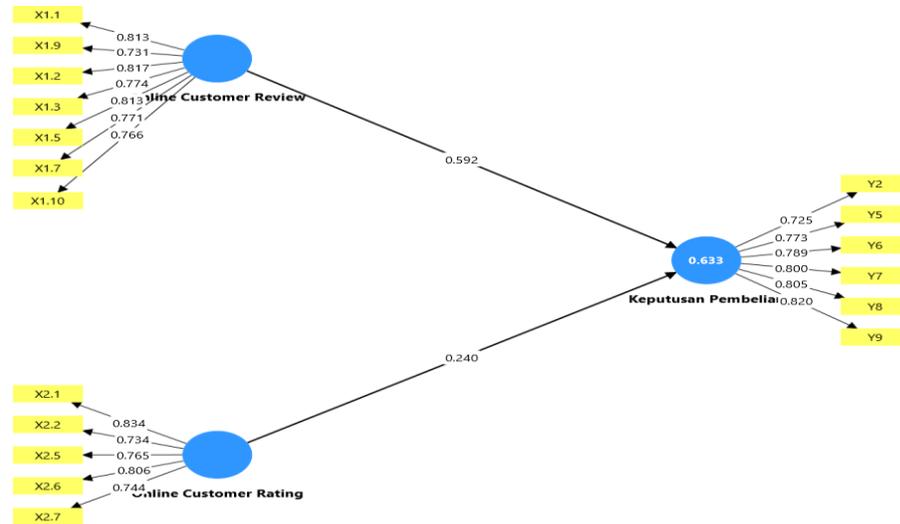


Figure 2. Loading factor value after indicator elimination

Source: Primary data processed 2025

Additionally, convergent validity can be evaluated using the AVE, which must be greater than 0.5 to meet the requirements for adequate convergent validity. This indicates that a single latent variable has the ability to describe more than half of the variation in its indicator's mean value.

Table 11. Average Variance Extracted (AVE)

Variables	AVE value	Standard	Information
Purchase Decision (Y)	0.618	0.50	Valid
Online Customer Rating (X2)	0.604	0.50	Valid
Online Customer Review (X1)	0.615	0.50	Valid

Source: Primary data processed 2025

Table 11 shows that the Average Variance Extracted (AVE) values for the Online Customer Review (X1), Online Customer Rating (X2), and Purchase Decision (Y) variables have produced AVE values greater than 0.5. Therefore, it can be concluded that all indicators used in this study are valid because they have met the requirements for convergent validity.

Table 12. Cross Loading Value Results

Indicator Items	Purchase Decision (Y)	Online Customer Rating (X2)	Online Customer Review (X1)
X1.1	0.614	0.581	0.813
X1.2	0.651	0.625	0.817
X1.3	0.631	0.655	0.774
X1.5	0.660	0.636	0.813
X1.7	0.600	0.622	0.771

X1.9	0.558	0.600	0.731
X1.10	0.571	0.640	0.766
X2.1	0.568	0.834	0.717
X2.2	0.492	0.734	0.627
X2.5	0.602	0.765	0.598
X2.6	0.596	0.806	0.619
X2.7	0.481	0.744	0.517
Y.2	0.725	0.604	0.669
Y.5	0.773	0.537	0.533
Y.6	0.789	0.612	0.707
Y.7	0.800	0.490	0.530
Y.8	0.805	0.517	0.571
Y.9	0.820	0.555	0.632

Source: Primary data processed 2025

Table 12 shows that the cross-loading value of each indicator is greater than the cross-loading value of other latent variables, with the criterion of having a value > 0.7. It can be concluded that all research instruments are discriminantly valid.

Reliability Test

Table 13. Reliability Test Results

Variables	Cronbach's alpha	Composite reliability	Standard	Information
			0.70	Reliable
Buying decision	0.876	0.879	0.70	Reliable
Online Customer Rating (X2)	0.836	0.841	0.70	Reliable
Online Customer Review (X1)	0.895	0.897	0.70	Reliable

Source: Primary data processed 2025

Based on the table The Cronbach's alpha and composite reliability values for all constructs were above 0.7. Therefore, it can be concluded that the instruments for each variable are reliable, and all constructs have high or good reliability values.

Hypothesis Testing (Bootstrapping)

Table 14. Results of Path Coefficients Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Online Customer Rating -> Purchase Decision	0.240	0.252	0.106	2,266	0.023
Online Customer Review -> Purchase Decision	0.592	0.588	0.091	6,501	0.000

Source: Primary data processed 2025

Based on the results of the hypothesis test in table 15, it can be explained as follows:

1. Based on the test results, the relationship between Online Customer Rating and Purchasing Decisions has a path coefficient value (original sample) of 0.240, indicating that the influence of Online Customer Rating is positive. This means that the higher the assessment or rating given by consumers to the product, the higher the consumer's tendency to make a purchasing decision. The t-statistic value of 2.266, which is greater than the critical limit of 1.96, and the p-value of 0.023, which is smaller than 0.05, indicate that the influence is statistically significant. Thus, Online Customer Rating is proven to have a positive and significant influence on Purchasing Decisions.
2. The results of the path coefficient test show that Online Customer Reviews on Purchasing Decisions have a coefficient value of 0.592, which indicates a strong positive influence. This means that the better and more informative consumer reviews are of a product, the more likely consumers are to make a purchase. The t-statistic value of 6.501, which far exceeds the critical value of 1.96, and the p-value of 0.000, which is smaller than 0.05, indicate that the influence of Online Customer Reviews on Purchasing Decisions is very significant. Thus, Online Customer Reviews have a more dominant role than Online Customer Ratings in influencing Purchasing Decisions.

Structural Model Evaluation (Inner Model)

Table 15. R-Square Value Results

	R-square	R-square adjusted
Buying decision	0.633	0.626

Source: Primary data processed 2025

Based on the table above, it shows that the R-square value for the Purchase Decision variable is 0.633 and the adjusted R-square is 0.626, indicating that the Online Customer Review and Online Customer Rating variables are able to explain 63.3% of the variation in Purchase Decisions.while the remaining 36.7% is influenced by other variables outside the research model.

Discussion

The Influence of Online Customer Reviews on Purchasing Decisions

Based on the research results, it is known that Online Customer Reviews have a positive and significant influence on Skincare and Makeup Purchasing Decisions through Sociolla E-Commerce. This is evidenced by 0.240 which indicates that the influence of Online Customer Rating is positive. Meanwhile, the P-value of 0.023 means it has a significant influence because the P-value is <0.05. In addition, the T-statistics value of 2.253 is greater than > 1.96. Therefore, it can be concluded that the first hypothesis (H1) which states "It is suspected that Online Customer Reviews have an influence on Purchasing Decisions" can be accepted and is in accordance with the results of the research that has been done. This means that the Online Customer Review variable has a positive and significant influence on Skincare and Makeup Purchasing Decisions through Sociolla E-Commerce.

These results indicate that the majority of respondents in the questionnaire agreed with the Online Customer Review variable. This means that the dissemination of information in the form of reviews or comments about skincare and makeup is increasing. On Sociolla's e-commerce

platform, it will increase someone's interest in purchasing. This is reinforced by the open-ended questionnaire, where respondents generally stated that reviews on Sociolla's e-commerce platform can help them make purchasing decisions. They can interact with others to exchange information in the form of comments, reviews, and various experiences on Sociolla's e-commerce platform, which can ultimately convince and encourage people to shop at Sociolla.

The results of this study are in line with research conducted by (Sugiarto & Hanif, 2023) with the title "THE INFLUENCE OF ONLINE CUSTOMER REVIEWS AND RATINGS ON PURCHASE DECISIONS ON LAZADA", the results of which state that online customer reviews have a positive and significant influence on purchasing decisions. This research is also supported by the results of research (Harli et al., 2021) which states that online customer reviews have a positive and significant influence on purchasing decisions on the Shopee application. Online Customer Reviews and Online Customer Ratings have a contribution to Purchasing Decisions with an R-square value on the Purchasing Decision variable of 0.633 and an adjusted R-square of 0.626 indicating that the Online Customer Review and Online Customer Rating variables are able to explain 63.3% of the variation in Purchasing Decisions, while the remaining 36.7% is influenced by other variables outside the research model.

The Influence of Online Customer Ratings on Purchasing Decisions

Based on the research results, it is known that Online Customer Rating has a positive and significant influence on Skincare and Makeup Purchasing Decisions through Sociolla E-Commerce. This is evidenced by 0.592 which indicates that the influence of Online Customer Rating is positive. Meanwhile, the P-value of 0.000 means it has a significant influence because the P-value is < 0.05 . In addition, the T-statistics value of 2.253 is greater than > 1.96 . Therefore, it can be concluded that the second hypothesis (H2) which states "It is suspected that Online Customer Rating has an influence on Purchasing Decisions" can be accepted and is in accordance with the results of the research that has been done. This means that the Online Customer Rating variable has a positive and significant influence on Skincare and Makeup Purchasing Decisions through Sociolla E-Commerce.

The results of the study showed that the majority of respondents agreed with the Online Customer Rating variable. This indicates that the numerical or star-based ratings displayed on skincare and makeup products on Sociolla e-commerce play a significant role in influencing consumer purchasing decisions. The higher the rating given by previous consumers, the more positive the potential buyer's perception of product quality, thus encouraging consumers to make a purchasing decision. This finding was also supported by the results of the open-ended questionnaire, where respondents generally stated that product ratings on Sociolla e-commerce made it easier for them to quickly assess product quality and popularity before making a purchase. These ratings serve as an initial reference for consumers in filtering product choices, increasing trust, and strengthening confidence in making purchasing decisions through Sociolla e-commerce.

The results of this study are in line with research conducted by (Anggraini et al., nd) with the title "The Influence of Online Customer Reviews, Online Customer Ratings, and Consumer Trust on Purchasing Decisions at TikTok Shop in the Community of Bandar Lampung City", where the research results state that online customer ratings have a positive and significant influence on purchasing decisions. This research is also supported by the results of research (Sugiarto & Hanif, 2023) which states that online customer ratings have a positive and significant influence on purchasing decisions on the Lazada application. Online Customer Reviews

and Online Customer Ratings have a contribution to Purchasing Decisions with an R-square value on the Purchasing Decision variable of 0.633 and an adjusted R-square of 0.626 indicating that the Online Customer Review and Online Customer Rating variables are able to explain 63.3% of the variation in Purchasing Decisions, while the remaining 36.7% is influenced by other variables outside the research model.

CONCLUSION

This study found that online customer reviews have a positive and significant influence on purchasing decisions for cosmetic and skincare products through Sociolla e-commerce, with a path coefficient of 0.592 and a t-statistic value of 6.501 ($p < 0.001$), making it the dominant variable that explains most of the variation in consumer behavior. Online customer ratings also have a positive and significant influence with a coefficient of 0.240 and a t-statistic of 2.266 ($p = 0.023$), so that both together are able to explain 63.3% of the variation in purchasing decisions ($R\text{-square} = 0.633$), while 36.7% is influenced by other factors such as trust or promotion. The characteristics of respondents who are predominantly women aged 21-25 years with a bachelor's degree and low to medium expenditure further strengthen the relevance of this finding in the context of young Sociolla consumers in Mataram.

However, limitations of the study include the use of a purposive sample of 100 respondents limited to the Mataram region, requiring caution in generalizing to the national population. Furthermore, several indicators were eliminated in the validity test that may have affected the robustness of the model. Suggestions for future research include expanding the sample across regions, testing moderating variables such as consumer trust, and employing a mixed-methods approach for qualitative exploration. Practically, Sociolla management is advised to prioritize authentic review moderation, promotion of highly rated products, and review analytics features to increase sales conversions and customer loyalty in the beauty e-commerce industry.

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