

THE INFLUENCE OF BRAND IMAGE, ONLINE CUSTOMER REVIEWS, AND PRICE ON WARDAH SKINCARE PURCHASE DECISIONS AMONG STUDENTS OF THE MANAGEMENT STUDY PROGRAM, WARMADewa UNIVERSITY

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Abstract:

Contemporary consumers are more selective when purchasing goods and services. For this to be successful, businesses need to understand what customers want and provide it to them. Price, online customer reviews, and how the brand is perceived all influence purchases. This study examines how price, online customer reviews, and brand image influence purchase choices. The sample consisted of 89 economics students from Warmadewa University who used Wardah skincare products. SPSS version 26 was used for the quantitative study. Several tests were used to analyze the data, including validity, reliability, classical assumption tests, multiple linear regression, F-tests, and t-tests. The study found that consumers were positively and significantly influenced by price, online customer reviews, and brand image when making purchasing decisions. People are highly influenced by price, online customer reviews, and brand image when making purchases. Scientists recommend that Wardah Skincare improve the quality of its products by developing new ideas and using better ingredients. Improve the quality of raw materials, blending, and dosage. Products must meet consumer expectations, and prices must reflect product benefits.

Keywords: Brand Image, Online Customer Review, Price, Purchase Decision

INTRODUCTION

As the importance of the beauty industry is increasingly recognized, it has experienced growth in Indonesia. Skincare products are now a staple in the routines of both men and women. Due to product innovation, technological advances, and the availability of digital media, consumers are becoming more selective in choosing skincare products (Tanuwijaya & Mulyandi, 2021; Heriyati et al., 2024). With the growing number of local and international skincare companies, competition is intensifying. Local brands must have effective marketing strategies to compete with imported brands that have advantages in technology, promotion, and capital (Wikansari et al., 2023).

How well a product performs in the market depends on what people decide to buy. Kotler and Armstrong (2016) state that buyer behavior involves choosing what to buy and how to use it based on their wants and needs. People consider price, product quality, brand image, and online customer reviews before making a purchase.

Brand impressions are a significant factor in product purchases. Knowledge and experience shape how people feel about a brand and how much they trust it (Kotler & Keller, 2016). A positive brand image makes people more likely to trust the brand and purchase it (Keller, 2013). Numerous studies have shown that brand image has a significant and positive influence on beauty product purchases (Lestari & Mantoro, 2024; Siregar et al., 2025).

Digital technology has made online customer reviews crucial for brand image and consumer information. E-WOM (electronic word of mouth) describes online customer reviews of a product (Hana Yoflike, 2022). Online customer reviews are more reliable because they come from real



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consumers, influencing the opinions and purchases of potential buyers (Khammash, 2008; Khoirotun Isnaini et al., 2024). Negative e-commerce reviews can damage consumer trust and influence purchases.

When people buy something, they use their money to assess its value and quality (Tjiptono, 2020). If the price is reasonable and in line with what customers can afford and what they think the product will do for them, they are more likely to buy it. If the price is too high compared to what the product will do for them, they will not buy it (Saladin, 2010; Kambali & Syarifah, 2020). Aprelyani et al. (2024) and Khasanah (2024) both stated that price has a positive and significant influence on skincare product purchases.

Based on this description, the objectives of this study are:

1. To assess how brand image, online customer reviews, and price influence the purchase of Wardah skincare products.
2. To determine how brand image influences the purchase of Wardah skincare products.
3. To determine how online customer reviews influence the purchase of Wardah skincare products.
4. To determine how price influences the purchase of Wardah skincare products.

Understanding Purchasing Decisions. Consumer choices determine a product's commercial success. Consumer behavior refers to the study of how people and organizations select, evaluate, acquire, and utilize goods, services, ideas, and experiences (Pradana et al., 2020).

Brand Image. Creating a positive brand connection in the minds of consumers can influence preferences and purchasing decisions (Abet Nego Siregar, 2025; Meti Lestari, 2024; Sintia Puspita Dewi, 2023).

Online Customer Reviews. Online customer reviews examine products from various perspectives. Through the evaluations and experiences of previous customers, buyers can determine the quality of the product they want from that online merchant. Online customer reviews encompass electronic word-of-mouth (Hana Yoflike, 2022).

Price. Price is what buyers pay for a product. Consumers will naturally switch to our products if the price aligns with their purchasing power (Cartwright et al., 2022).

Research Hypotheses.

- H1: Price, online customer reviews, and brand image all play a positive and substantial role in determining purchase decisions.
- H2: Consumers' positive perceptions of brand image significantly influence their purchase choices.
- H3: There is a positive and statistically significant relationship between online customer reviews and actual purchases.
- H4: The impact of price on purchase decisions is positive and statistically significant.

METHODS

This research was conducted at the following location: Warmadewa University, Faculty of Economics and Business, Management Department, Regular Class A, Sumerta Kelod, East Denpasar District, Denpasar City, Bali Province, Jl. Terempong No. 24, Sumerta Kelod. This study involved management students. Questionnaires, observations, and conversations were used to collect information. A total of 780 students from the Department of Economics and Business Management A, Warmadewa University, who participated in this study were selected by purposive sampling. This study used multiple linear regression, but the instruments used had been validated and were reliable from the beginning. This study used standard assumption tests such as normality, heteroscedasticity, and multicollinearity. Our study tested the hypothesis using simultaneous F-tests and partial t-tests to determine the influence of variables.



RESULTS AND DISCUSSION

The data were normally distributed, according to the one-sample Kolmogorov-Smirnov test, which yielded a value of 0.200 in this study. The regression model does not exhibit multicollinearity if and only if all independent factors have VIF values less than 10 and tolerance values greater than 0.10. Because each component in this model has a significance level greater than 0.05, heteroscedasticity is also absent. Table 1 displays the results of the multiple linear regression run in SPSS.

Table 1. Summary of Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.995	1.158		1.722	.089
1 Product quality	.440	.111	.354	3.964	.000
Brand image	.370	.093	.318	3.961	.000
Price	.277	.082	.284	3.383	.001

a. Dependent Variable: Purchasing Decision

Source: Appendix 7

The equation for multiple linear regression can be written like this, based on Table 1:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

$$Y = 1.995 + 0.440X_1 + 0.370X_2 + 0.277X_3 + e$$

which can be described as follows:

α = The choice to purchase something with a constant value of 1.995 means that quality, price, and online customer reviews are all zero.

β_1 = The regression coefficient for brand image is +0.440, indicating a positive effect on purchase choice. A positive regression score means that brand image makes people 0.440 times more likely to purchase something.

β_2 = Online customer reviews have a positive effect on purchase choice, as indicated by a regression coefficient of +0.370. A positive regression score means that reading online customer reviews makes people 0.370 times more likely to purchase something.

β_3 = Price has a beneficial effect on purchase decision, with a regression coefficient of +0.277. A positive regression coefficient indicates that pricing increases purchase decision by 0.277.

Table 2 shows the SPSS coefficient of determination (R^2) values.

Table 2. Results of the Coefficient of Determination (R^2) Analysis

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.754 ^a	.568	.553	2.279

Source: Data processing results (attachment 7)

The corrected R-squared value for the coefficient of determination is 0.553, as shown in the table above. It means that price, online customer reviews, and brand image explain 55.3% of the



variance in the purchasing decision variables. Non-research model elements explain the remaining 44.7% (100% - 55.3%).

The Influence of Brand Image, Online Customer Reviews, and Price on Wardah Skincare Purchasing Decisions among Management Students at Warmadewa University. Hypothesis H0 is rejected, and H1 is accepted based on the F-test, as $F(37.242) > F(2.71)$ with a significance value of $0.000 < 0.05$. Brand image (X1), online customer reviews (X2), and price (X3) have a positive and significant effect on Wardah skincare product purchases by management students at Warmadewa University. The better the brand image, online customer reviews, and price, the more Wardah skincare product purchases were made by management students at Warmadewa University in Denpasar. Management students at Warmadewa University in Denpasar made fewer Wardah skincare product purchases when brand image, online customer reviews, and price were poor.

Previous research supports this conclusion (Elva & Ari, 2022; Heykal et al., 2024; Shidieq, 2020; Dinda & Suadi, 2023), among other studies. A number of factors, including price, brand image, and online customer reviews, are known to have a positive and significant impact on consumers' final decisions.

The Influence of Brand Image on Wardah Skincare Purchasing Decisions among Management Students at Warmadewa University. Data analysis shows that management students at Warmadewa University in Denpasar City are more likely to purchase Wardah skincare products when they have positive thoughts about the brand ($t = 3.964$, $p\text{-value} < 0.05$). Therefore, H2 is confirmed, while H0 is rejected. Management students at Warmadewa University purchase more Wardah skincare products due to its brand image, which is partially positive and significantly positive. There is a correlation of +0.440 between the brand image measure and the other variables. Management students at Warmadewa University purchase more Wardah skincare products when the brand image is higher, and fewer when the brand image is lower.

These results support a previous study by Mawar and Lisbeth (2022), which found that brand image has a significant and positive influence on purchasing decisions.

The Influence of Online Customer Reviews on Wardah Skincare Purchasing Decisions among Management Students at Warmadewa University. This study found that management students at Warmadewa University in Denpasar City were significantly influenced by online customer reviews when purchasing Wardah skincare products ($t = 3.961$, $p\text{-value} < 0.05$). It indicates that H3 is true and H0 is false. Management students at Warmadewa University are influenced by online customer reviews when purchasing Wardah skincare products. This influence is quite significant. Online customer reviews have a regression coefficient of +0.370. Better online customer ratings influence Wardah skincare product purchases by Warmadewa University management students. Worse online customer ratings and perceived benefits can reduce Wardah skincare product purchases by Warmadewa University management students.

Previous research by Halim and Tyra (2021) supports this study. The study found that online customer reviews have a positive and significant influence on purchasing choices.

The Influence of Price on Wardah Skincare Purchasing Decisions among Management Students at Warmadewa University. Data analysis indicates that H0 and H4 are invalid because $t(3.383) > t(1.662)$, and the significance level is $0.001 < 0.05$. It means that price does not influence Wardah skincare product purchases by management students at Warmadewa University in Denpasar City. It means that price has a small but significant influence on Wardah skincare product purchases by management students at Warmadewa University. There is a regression value of 0.277 for the price variable. Management students at Warmadewa University will purchase more Wardah

skincare products if the price is more reasonable. Conversely, if the price is too high, management students at Warmadewa University will purchase fewer Wardah skincare products.

Previous studies (Doni & Nadilla, 2023) and (Alifiah & Marsudi, 2022) also found that price influences people's purchasing decisions. These results support the findings of these studies.

CONCLUSION

Data analysis and debate yielded the following conclusions:

1. Brand image, online customer reviews, and price all play a significant role in why Warmadewa University management students purchase Wardah skincare products. Warmadewa University management students will purchase more Wardah skincare products if the brand has a better reputation, more online customer reviews, and a lower price.
2. The way the brand is perceived has a significant and positive influence on the Wardah skincare products purchased by Warmadewa University management students. Warmadewa University management students will purchase more Wardah skincare products if the brand has a better image.
3. Online customer reviews have a significant and positive influence on the Wardah skincare products purchased by Warmadewa University management students. Warmadewa University management students will purchase more Wardah skincare products if the products have better online customer ratings.
4. Price has a significant and positive influence on the Wardah skincare products purchased by Warmadewa University management students. More Warmadewa University management students will purchase Wardah skincare products if the prices are reasonable.

Research Limitations.

1. This study could be improved by changing the subjects, as changing variables will produce varying results.
2. This study is cross-sectional, but the environment changes over time (dynamic), so it needs to be replicated.

Suggestions. For Wardah Skincare, a management student at Warmadewa University, Denpasar, the following suggestions can help improve purchasing decisions:

1. For the purchasing decision variable, Wardah Skincare product management should innovate and improve the quality of raw materials to enhance product excellence.
2. To enhance brand image, improve the quality of raw materials, the blending process, and dosage to produce a product that is superior to competitors.
3. For the online customer review variable, continue to provide products that meet consumer expectations to improve ratings.
4. Wardah Skincare product management should design a pricing policy that is more in line with product benefits.
5. Future researchers should incorporate promotions, expand the sample size, and go beyond Warmadewa University, Denpasar's management students.

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