



The Influence of Influencer Reviews and Electronic Word of Mouth on Purchase Decisions of The Originote Cosmetic Products

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DOI:

<https://doi.org/10.53697/emak.v6i4.3034>

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Received: 24-08-2025

Accepted: 24-09-2025

Published: 24-10-2025



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Abstract: This study aims to examine (1) the influence of influencer reviews on purchasing decisions for the Originote cosmetic products, (2) the influence of electronic word-of-mouth on purchasing decisions for the Originote cosmetic products. The method used in this study is a quantitative approach. Data were collected through the distribution of questionnaires online to 400 respondents who are consumers of the Originote products throughout Indonesia. The sampling technique used a non-probability sampling method with a purposive sampling technique. The data analysis technique used was multiple linear regression. The results of the study indicate that influencer reviews, electronic word-of-mouth, together have a significant effect on purchasing decisions for the Originote cosmetic products. Partially, influencer reviews (X1) have a positive effect on purchasing decisions (Y) for the Originote moisturizer, as can be seen from the calculated t-test of $7.600 > t$ -table of 1.966, and the significance value is $0.000 \leq 0.05$. Electronic word of mouth (X2) has a positive and significant effect on purchasing decisions (Y) of the Originote cosmetic products, as can be proven from the calculated t value of $3.770 > t$ table 1.966, and the significance value is $0.000 \leq 0.05$.

Keywords: Influencer Reviews, Electronic Word of Mouth, and Purchase Decision of the Originote Cosmetic Products

Introduction

The cosmetics industry in Indonesia is experiencing rapid growth along with advances in digital technology and changes in consumer behavior, especially among the younger generation who are increasingly using social media as a source of information and references before purchasing beauty products (Fatmona & Rahmawati, 2025) (Zagita, 2025). This phenomenon is supported by the increasing role of influencers and electronic word of mouth (e-WOM) in shaping consumer perceptions and preferences for cosmetic products, where reviews and recommendations conveyed through digital platforms have been shown to significantly influence purchasing decisions (Saputra et al, 2023) (Zagita, 2025) (Angellicea & Irvana, 2023).

Furthermore, the rise of social media has encouraged cosmetic companies to utilize influencer-based marketing strategies and encourage consumers to share their experiences online, creating a widespread electronic word-of-mouth effect (Susmonowati & Khotimah, 2021) (Zagita, 2025). Previous studies have shown that influencer reviews and e-WOM not

only increase consumer trust but also strengthen brand loyalty and expand the market reach of cosmetic products (Halim & Tyra, 2021) (Zagita, 2025).

However, although the influence of influencers and e-WOM has been widely studied, there are still issues regarding the extent to which these two factors simultaneously and partially influence purchasing decisions for certain cosmetic products, such as The Originote, amidst increasingly fierce industry competition (Fatmona & Rahmawati, 2025; Angellicea & Irvana, 2023). Several studies have found that although influencers have a significant influence, the power of e-WOM or online customer reviews is often more dominant in shaping purchasing decisions, depending on consumer characteristics and the product offered (Zagita, 2025) (Putri & Fikriyah, 2024).

Another emerging issue is how companies can simultaneously manage and optimize both strategies to increase marketing effectiveness and drive sustainable consumer purchasing decisions (Susmonowati & Khotimah, 2021) (Zagita, 2025). Furthermore, a deeper understanding of other factors that may moderate or mediate the influence of influencer reviews and e-WOM on purchasing decisions is needed, such as product quality, price, and packaging design (Fatmona & Rahmawati, 2025) (Angellicea & Irvana, 2023).

Based on the background and problems mentioned above, this study aims to examine the influence of influencer reviews and electronic word-of-mouth on purchasing decisions for The Originote cosmetic products. This research is important because it can provide empirical contributions to the development of more effective digital marketing strategies in the cosmetics industry, especially in the context of the highly dynamic Indonesian market. The novelty of this study lies in the simultaneous and partial analysis of the influence of these two variables on purchasing decisions for The Originote products, as well as the use of primary data from actual consumers throughout Indonesia. Therefore, the results are expected to serve as a reference for industry players and future researchers (Fatmona & Rahmawati, 2025) (Zagita, 2025).

Methodology

Types and Methods of Research

This study uses a quantitative approach to examine the influence of influencer reviews and electronic word-of-mouth on purchasing decisions for The Originote cosmetic products. The quantitative approach was chosen because it provides an objective and measurable picture of the relationship between variables through statistical analysis (Sugiyono, 2024) (Fatmona & Rahmawati, 2025). Quantitative research methods are also considered relevant for empirically and systematically testing hypotheses and have been widely used in research related to consumer behavior in the cosmetics industry (Creswell & Creswell, 2022) (Yulindasari, 2022).

Data Analysis Instruments and Techniques

The primary instrument used in this study was a Likert-scale questionnaire designed to measure respondents' perceptions of influencer reviews, electronic word-of-mouth, and purchasing decisions. The instrument's validity and reliability were tested before use to ensure accurate and consistent data (Sudaryono, 2023; Halim & Tyra, 2021). The collected data were analyzed using multiple linear regression to determine simultaneous and partial

effects between variables, and were supplemented with classical assumption tests such as normality, multicollinearity, and heteroscedasticity (Sugiyono, 2024; Yulindasari, 2022).

Population and Sample

The population in this study was all consumers of The Originote products in Indonesia. The research sample consisted of 400 respondents selected using a non-probability sampling technique with a purposive sampling method, which selects samples based on specific criteria relevant to the research objectives (Fatmona & Rahmawati, 2025) (Siswanty, 2020). This technique is considered effective in obtaining data from consumer groups who have actually used The Originote products, thus making the research results more representative (Creswell & Creswell, 2022) (Yulindasari, 2022).

Research Procedures

The research procedure began with the development of a questionnaire instrument based on validated indicators from previous research. The questionnaire was then distributed online to eligible respondents. After data collection, data processing and analysis were carried out using statistical software, starting with validity and reliability tests, classical assumption tests, and multiple linear regression analysis to test the research hypotheses (Sugiyono, 2024) (Sudaryono, 2023). Each stage of the research was conducted systematically and logically to ensure the validity of the results and the research's contribution to the development of knowledge in the field of digital marketing of cosmetic products (Fatmona & Rahmawati, 2025) (Yulindasari, 2022).

Results and Discussion

Respondent Overview

The study population included 400 respondents representing The Originote's Indonesian customers. Of these, 305 were female and 95 were male. Based on age, the majority of buyers were aged 17-24, representing 83.3%, while students represented 69% of the total sample.

Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		382
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.94948935
Most Extreme Differences	Absolute	.041
	Positive	.034
	Negative	-.041
Test Statistics		.041
Asymp. Sig. (2-tailed)		.159 ^c
a. Test distribution is Normal.		
b. Calculated from data.		

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

c. Lilliefors Significance Correction.

Based on the table above, the Normality Test using Kolmogorov-Smirnov shows a significance value of 0.159 (Asymp. Sig. 2-tailed), which is greater than the alpha value of 0.05. Thus, it can be concluded that the residual data is normally distributed.

Multicollinearity Test**Table 2.** Multicollinearity Test

		Coefficients ^a				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		Tolerance	VIF
		B	Std. Error	Beta	T		
1	(Constant)	10,823	1,119		9,676	.000	
	X1	.287	.038	.354	7,600	.000	.943
	X2	.153	.041	.176	3,770	.000	.943

a. Dependent Variable: Y

Based on Table 2, Multicollinearity Test Results, the following conclusions can be drawn:

- The influencer review variable (X1) has a tolerance value of 0.943 and a VIF value of 1.061. The tolerance value is greater than 0.10, and the VIF is less than 10, so there is no multicollinearity in this variable.
- Electronic variable of viral transmission (X2) has a tolerance value of 0.943 and a VIF value of 1.061. The tolerance value is greater than 0.10, and the VIF is less than 10, so there is no multicollinearity in this variable.

Heteroscedasticity Test**Table 3.** Heterodistics Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1,942	.734		2,645	.008
	X1	-.044	.025	-.092	-1,779	.076
	X2	.001	.027	.002	.043	.965

a. Dependent Variable: Abs_Res

The table above shows that the influencer review variable (X1) obtained a significance value of $0.076 > 0.05$, meaning this variable is not affected by heteroscedasticity. The electronic viral marketing variable (X2) obtained a significance value of $0.965 > 0.05$, meaning this variable is not affected by heteroscedasticity.

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	10,823	1,119		9,676	.000
	X1	.287	.038	.354	7,600	.000
	X2	.153	.041	.176	3,770	.000

a. Dependent Variable: Y

- Constant value = 10,823, indicating that if the influencer review (X1), electronic word of mouth (X2), the value is zero, then the Purchase Decision (Y) is 10,823.
- The influencer review variable (X1) has a regression coefficient of 0.287, indicating that influencer reviews (X1) have a positive effect on purchasing decisions. Every 1-unit increase in influencer reviews (X1) can increase purchasing decisions (Y) by 0.287.
- The electronic word of mouth variable (X2) has a regression coefficient of 0.153, which indicates that electronic word of mouth (X2) has a positive effect on purchasing decisions (Y). Every 1 unit increase in electronic word of mouth (X2) can increase purchasing decisions (Y) by 0.153.

Coefficient of Determination Test (Adjusted R)

Table 4. Results of the Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted Square	RStandard Error of the Estimate
1	.734a	.538	.537	.466

a. Predictors: (Constant), X1

Based on the table above, the Adjusted R value is 0.537. This indicates that the influence of the influencer review variable, electronic word-of-mouth, is 53.7%, while the remaining 46.3% is explained by other variables outside this study.

Partial Test (t-Test)

Table 5. Partial Test Results (t-Test)

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	10,823	1,119		9,676	.000
	X1	.287	.038	.354	7,600	.000
	X2	.153	.041	.176	3,770	.000

a. Dependent Variable: Y

- a. The results of the t-test calculation on the influencer review variable (X1) obtained a t-value of $7,600 > t$ table 1.966 with a significance value of $0.000 < 0.05$. So H_0 is rejected and H_a is accepted; it can be concluded that the influencer review variable (X1) has a positive and significant effect on purchasing decisions (Y).
- b. The results of the t-test calculation on the electronic viral variable (X2) obtained a t-value of $3,770 > t$ table 1.966 with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted. It can be concluded that the influencer review variable (X1) has a positive and significant effect on purchasing decisions (Y).

Conclusion

Based on the research results, it was found that influencer reviews and electronic word of mouth simultaneously and partially had a positive and significant influence on purchasing decisions for The Originote cosmetic products. This finding supports previous research showing that digital marketing strategies through influencers and electronic word of mouth can increase consumer purchase interest and purchasing decisions in the cosmetics industry (Fatmona & Rahmawati, 2025) (Halim & Tyra, 2021) (Yastutik & Prapanca, 2024). Multiple linear regression analysis showed that these two variables contributed 53.7% to purchasing decisions, while the remainder was influenced by other factors outside this study. These results also align with other studies that emphasize the importance of digital marketing and communication quality in shaping consumer behavior (Fatricia, 2025) (Yulindasari, 2022).

However, this study has several limitations, including the use of a non-probability sampling method, which may limit the generalizability of the findings, and the focus on a single cosmetic brand, which may not necessarily apply to other brands. Furthermore, other variables such as product quality, price, and packaging design have not been analyzed in depth. Therefore, future research is recommended to expand the scope of variables and use qualitative methods to delve deeper into consumer perceptions. The practical implication of this study is that cosmetic companies need to optimize collaboration strategies with influencers and encourage consumers to share positive experiences online to improve purchasing decisions. Furthermore, marketers can use the results of this study as a basis for designing more effective and targeted digital campaigns aimed at relevant target markets.

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