THE EFFECT OF ONLINE CONSUMER REVIEW TOWARD PURCHASE INTENTION: A STUDY IN PREMIUM COSMETIC IN INDONESIA

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Abstract

Today there is an increase in the number of Internet users as well as the growth of the cosmetics industry in Indonesia. As the online review becomes the emerging source to search the information of product, so the research about online consumer review was conducted. The purpose of this study is to examine the effect of online consumer review towards consumer purchase intention of premium cosmetic in Indonesia. There are four independent variables (source credibility, review quality, review quantity, and review valence) to examine the effect of online consumer review toward purchase intention. A quantitative method was used in this research by spreading online questionnaire to 400 Indonesian youth females aged 15-29 years old. The questionnaire used 5 Likert scale. The data was analyzed by Multiple Regression Analysis and processed by using SPSS 23 to know the effect of each independent variable to dependent variable. The author found that source credibility, review quality, review quantity, and review valence has positive and significant impact to purchase intention). By knowing the role of online consumer review on purchase intention, the premium cosmetic company may consider online consumer review as a cost-effective marketing strategy that in return can create more sales.

Keyword: electronic word of mouth, online consumer review, purchase intention, premium cosmetic

INTRODUCTION

Nowadays, the numbers of internet users over the world experience the positive growth. Indonesia is no exception. At 2014, there are about 83.7 million people as active internet user according to *kominfo.go.id*. While in 2015, *We are Social*'s survey released report about the numbers of active internet users in November 2015 that reached 88.1 million people from total number 255.5 million populations in Indonesia.

Recently, e-WOM seems to have a bigger influence than traditional word of mouth due to the rapid growth of internet user and platform availability in spreading the information (Beneke et al., 2015). Cited from *www.frobes.com*, online consumer review becomes more important in 2015 for business, proved by the increasing of consumer who read online review, followed by 88% of consumers are having trust to review they read. Classified as one type of e-WOM, online consumer reviews can be said as emerging marketing communication and advertising that plays a role in the consumer purchase process to identify and evaluate the product they need. In this study, online consumer review will focus on premium cosmetic (skin care and color) due to the projection that premium cosmetic in Asia

will rise and exceed the mass cosmetic. Generally, online consumer review could be very useful for other consumers or could be just disfigure about certain product. People could write a positive or negative article about certain product and there is no reliable standard of it. It makes the review content in highly diverse which may lead consumer in difficulties to find useful and credible information.

The purpose of this study is to discover the effect of online consumer review on purchase intention toward premium cosmetic in Indonesia. For practical implication, it is important for premium cosmetic companies to understand the effect of online consumer review to widen their product information. Online consumer review can be a very cost effective marketing strategy that can create more purchase intention. This research will also contribute academically in enriching the studies of e-WOM related to purchase intention specifically in premium cosmetic industries.

LITERATURE REVIEW

Consumer Buying Decision Process

Consumer buying decision process is a complex process experienced by consumer with evolves the stages from recognize the problem about the brand until select the product that solves the problem (Hawkins, Best, & Coney, 2007). Kotler (1997) proposed the 5 stages of consumer buying decision process which consist of problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase evaluation. In this study, the researcher focuses only on the stage information search and evaluation of alternatives because e-WOM plays a role in stage information search and has an influence in purchase intention.

Electronic Word of Mouth

According to Hennig-Thurau et al. (2004) e-WOM is a form of positive or negative statement about product or service, shared by consumer to other consumer via online platform. By having information about certain product or service, consumer could get a clearer point of view (Forman, Ghose, & Wiesenfeld, 2008).

Online Consumer Review

Almana & Mirza (2013) concluded consumer review as a part of e-WOM. Online consumer reviews can be translated into experienced-consumers' feedback and recommendation toward particular product and service that can embrace potential consumer to make a purchase intention (Khammash, 2008). According to Park, Lee, & Han (2007), consumers who wrote online review acted as information agent because they gave information and acted as recommender, they gave recommendation based on previous usage experience. In this research, the concept of online consumer review will be viewed through source credibility, review quality, review quantity, and review valence as independent variables.

Source Credibility

According to Lopez & Sicillia (2004), source credibility is consumer's perception about the credibility of the message source. It must be competent, believable and trustworthy for the readers, because it is considered as important aspect (Cheung, Lee, & Rabjohn, 2008). Based on the previous study which belongs to Bataineh (2015), source credibility is important things to the consumers in the process of receiving information. High level of credibility will result into higher purchase intention, otherwise, low level of credibility will have lower purchase intention.

H1: There is significant relationship between source credibility to purchase intention in premium cosmetic

Review Quality

High quality review is a review that contains objectivity and logical reasons, delivers understandable, sufficient and relevance information about related product and service (Park, Lee, & Han, 2007). According to Petty & Cacioppo (1984), understandable and objective information are stronger and more effective than emotional and subjective information. Park Lee, & Han (2007) said that the quality of a review, will gave a huge impact on consumer purchase intention. Another research also explained that clear information will help consumer to evaluate the product which may continue in creating the purchase intention (Bataineh, 2015)

H2: There is significant relationship between review quality to purchase intention in premium cosmetic

Review Quantity

According to Bataineh (2015), consumer tends to see the amount of review of particular product to know whether the product is popular and valuable or not. One of the factors that affects customer decision to buy the product or service is the amount of information customer received (Lee, Park, & Han, 2008). Park et al. (2007) stated that the more reviews number on a product indicates the more people have bought that product and it helps the potential consumer in consumer decision process. According to Park, Lee, & Han (2007), people consider whether the product is popular or not is bases on the amount of review. The level of purchase intention will increase along with the number of online consumer review (Park, Lee, & Han, 2007).

H3: There is significant relationship between review quantity to purchase intention in premium cosmetic

Review Valence

Review valence is defined as positive or negative statement occurred in particular product review (Cheung & Thadani, 2012). Lopez & Sicilia (2014) stated that valence will be combined by consumer to get the product evaluation. Park & Lee (2009) also explained that review valence gives a contribution in influencing consumer purchase decision. Cheung &

Thadani (2012) showed that valence is considered as persuasive effect because consumer purchasing decision depends on the type of information provided whether the review of particular brand is a positive review or negative review. If the positive review is more than the negative one, the level of purchase intention will increase toward particular brand (Doh & Hwang, 2009).

H4: There is significant relationship between review valence and purchase intention in premium cosmetic

Purchase Intention

Purchase intention is a part of consumer buying decision process. This process appeals as the result of the way consumer search and evaluate the product information. Purchase intention can be defined as the probability of consumer will purchase particular product (Fazli, Sam, & Tahir, 2009).

METHODOLOGY

This research gathered primary data by spreading the online questionnaire to 400 Indonesian youth female aged 15-29 years old. Slovin formula was used to determine the sample with error term (e) of 0.05. The questions of each variable used Likert five-point scales where is scale 1 means Strongly Disagree and scale 5 means Strongly Agree. The author used face validity and Pearson Correlation with SPSS 23 in order to validating the data while for the reliability the author used Cronbach's Alpha. Data will be analyzed further by using Multiple Regression Analysis and processed by SPSS 23.

RESULTS

Respondents' Profile

Table 1 shows that respondents who have searched for premium cosmetic online review mostly came from age 20-24 (71%), college student (76%) and came from Bandung and Jakarta (42% and 30%). It means this group is the most potential group to market premium cosmetics in terms of their interest in viewing premium cosmetic online review. College students start to pay more to beautify themselves with the branded one, so they start to look online review to determine which premium cosmetic is suitable and reduce the risks of purchasing premium cosmetic. Youth females who live in Bandung and Jakarta put more interest in premium cosmetic products because Bandung and Jakarta are a big city of beauty trend in Indonesia.

The highest percentage of respondents spent between IDR 100,000 – IDR 500,000 at 50% followed by respondents who spent IDR 500,001 – IDR 1,000,001 at 45%. This results support the research that premium cosmetic is growing related to the rising spending aspiration of middle to high end class In Table 1, we can see that respondents mostly buy the premium cosmetic product once in 1-3 months which represented 40% from total respondents.

Table 1. Respondents' Profile

Criteria	Frequency	Percent
Demographic Profile: Age		
15-19 years old	87	22%
20-24 years old	284	71%
25-29 years old	29	7%
Demographic Profile: Occupation		
Student	51	13%
College student	303	76%
Housewife	10	3%
Employee	28	7%
Others	8	2%
Demographic Profile: Domicile		
Bandung	169	42%
Semarang	35	9%
Surabaya	15	4%
Yogyakarta	31	8%
DKI Jakarta	120	30%
Others	30	8%
Purchasing Behavior: Premium Cosmetic Spending		
< IDR 100000	0	0%
IDR 100000 - IDR 500000	201	50%
IDR 500001 - IDR 1000000	179	45%
> IDR 1000001	20	5%
Purchasing Behavior: Frequency Buying Premium Cosmetic:		
less than once a month	77	19%
once in 1-3 months	162	41%
once in 4-5 months	103	26%
once in more than 5 months	58	15%
Review Behavior: Frequency of reading/viewing review every time you search product's review		
1-3	162	41%
4-6	181	45%
>6	57	14%
Review Behavior: Channel of reading / viewing review		
Website e-commerce	220	
Youtube	286	
Social Media	230	
Blog	187	
Forum	47	
Review Behavior: Time of reading / viewing review		
Every time new product is released	300	
Before choosing the brand (ex: I know I want to buy mascara, but I don't know which brand I have to buy)	387	
Other	42	

Table 1 show that respondents read/viewed the premium cosmetic review about 4-6 times with 45% of total respondents. This result proved that respondent knew the existence and interest to read online review. For the channel of reading/viewing review and time of reading/viewing review, the respondents may choose multiple platforms to obtain premium cosmetic review. The data shows that Youtube is the most favorite channel with 286 respondents due to video might be more interesting to look at. Then, about 387 respondents

read/viewed the premium cosmetic review every time before they chose the products. This happens because the respondents want to know the right one within many good brands. Besides, premium cosmetic product is not cheap as well, so they want to decrease the risk by reading/viewing the premium cosmetic review.

Validity and Reliability Test

Table 2. Table of Validity Result

Validity Test Result									
SC		QUAL		QUAN		VAL		PI	
SC1	0.824	QUAL1	0.77	QUAN1	0.864	VAL1	0.834	PI1	0.879
SC2	0.861	QUAL2	0.792	QUAN2	0.825	VAL2	0.717	PI2	0.739
SC3	0.85	QUAL3	0.698	QUAN3	0.818	VAL3	0.654	PI3	0.879
SC4	0.64	QUAL4	0.918	QUAN4	0.812	VAL4	0.751	PI4	0.652
		QUAL5	0.797					PI5	0.812
		QUAL6	0.636						

The author used Pearson Correlation to test the validity for each variable. From the result, it showed that all of the questions for each variable were valid because the r-calculation was bigger than r-table at 5% error term (0.361).

Table 3. Table of Reliability Test

Reliability Test Result		
Variables	Cronbach's Alpha	N of Items
SC	0.804	4
QUAL	0.865	6
QUAN	0.832	4
VAL	0.731	4
PI	0.834	5

Cronbach Alpha was used to test reliability. From the table 3, it can be concluded that all of the variables were reliable due to the values of each variable were greater than 0.7.

Descriptive Statistic

Table 4. Descriptive Statistic

Source Credibility	Mean	Overall Mean
I believe that people who left review about product of particular premium cosmetic brand is trustworthy	3.80	
I believe that people who left review about product of particular premium cosmetic brand is reliable	3.75	3.90
I believe that people who left review about product of particular premium cosmetic brand is credible	3.90	
I believe that people who left review experienced in using product of particular premium cosmetic brand	4.16	
Review Quality	**Mean**	**Overall Mean**
Review about product of particular premium cosmetic brand is clear	3.84	
The reviewers gave detail information about particular premium cosmetic product	3.61	3.89
The information about product of particular premium cosmetic brand is relevant with my search	4.09	
Review about product of particular premium cosmetic brand is objective	3.68	

	Mean	
Review about premium cosmetic product is understandable	3.94	
The online review of particular premium cosmetic product is helpful	4.17	

Review Quantity	Mean	Overall mean
The information quantity of product from particular premium cosmetic brand review is large	3.73	
Large number of reviews indicates that the product of particular premium cosmetic brand is popular	4.28	
Large number of reviews indicates that the product of particular premium cosmetic brand has good quality	3.92	3.96
The information quantity about product of particular premium cosmetic brand is sufficient to satisfy my needs of searching the information	3.91	

Review Valence	Mean	Overall Mean
Negative reviews decrease my interest towards the product	3.85	
Many negative reviews make me choose to seek another premium cosmetic brand	3.99	3.81
Reviewers positively evaluate the product of particular premium cosmetic brand	3.62	
In general, reviewer recommend the product of particular premium cosmetic brand	3.79	

Purchase Intention	Mean	Overall Mean
After seeing video about premium brand cosmetic review, my intention to purchase the brand is high	4.01	3.92
After reading particular premium cosmetic brand review, my intention of purchase the brand is high	3.95	
I am willing to purchase the product after reviewing the related premium cosmetic brand	3.92	
In the future, I will consider the product discussed in the online reviews/comments as my first choice	3.89	
I intend to continue purchasing the product of particular premium cosmetic brand based on online review	3.84	

Note: 1= Strongly disagree to 5= Strongly agree

Table 4 concludes that all of the statements in the source credibility, review quality, review quantity, review valence were good because each statement had the mean bigger than 3.00 (neutral) and also supported with the value of overall mean which is 3.90, 3.89, 3.96, 3.81, and 3.92. On the other words, the respondents mostly agreed with the statement given.

Classical Assumption Test

Table 5. Autocorrelation Test

Model	Durbin-Watson	dL	dU	4-dU	4-dL
1	1.972	1.81574	1.85612	2.14388	2.18426

Since the result of Durbin Watson was 1.972, and the value is between dU and 4-dU, so there was no autocorrelation in the data and the data passed the autocorrelation test.

Table 6. Multicolinearity Test

		Coefficients[a]	
	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SC	.547	1.828
	QUAL	.468	2.138
	QUAN	.604	1.655
	VAL	.757	1.321

Seen from the Table 6, the data pass the multicollinearity test because all of the independents variables had tolerance value between 0.10 till 0.90 and VIF value below than 10.

Table 7. Normality Test

		Standardized Residual
N		400
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.99497484
Most Extreme Differences	Absolute	.037
	Positive	.037
	Negative	-.029
Test Statistic		.037
Asymp. Sig. (2-tailed)		.196[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Table 7 shows the data had normal distribution because the result of Kolmogorov-Smirnov's result said that the test distribution is normal. So the data pass the normality test.

Table 8. Heteroscedascity Test

Model	Sig.
(Constant)	.129
SC	.750
QUAL	.294
QUAN	.383
VAL	.643

a. Dependent Variable: ABRES

Based on the Table 8, it can be seen that all of the significant values of each independent variable were bigger than 0.05. It means that the data were homoscedasticity or no heteroscedasticity. Thus the data passed from heteroscedasticity test.

Table 9. Linearity Test

		Sum of Squares	df	Mean Square	F	Sig.
PI*SC	Deviation from Linearity	24.615	67	.367	1.203	.150
PI*QUAL	Deviation from Linearity	58.099	190	.306	1.214	.085
PI*QUAN	Deviation from Linearity	27.672	92	.301	.905	.712
PI*VAL	Deviation from Linearity	24.288	69	.352	1.072	.340

Based on Table 9, the sig. value of all variables was bigger than 0.05, it means that this model shows the linearity relationship between independent variable and dependent variable.

MULTI REGRESSION RESULT

Table 10. Regression Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750[a]	.562	.558	.459599

a. Predictors: (Constant), VAL, SC, QUAN, QUAL

b. Dependent Variable: PI

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.182	4	26.795	126.854	.000[b]
	Residual	83.436	395	.211		
	Total	190.618	399			

a. Dependent Variable: PI

b. Predictors: (Constant), VAL, SC, QUAN, QUAL

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.117	.160		.730	.466
	SC	.199	.045	.199	4.421	.000
	QUAL	.323	.052	.301	6.178	.000
	QUAN	.180	.044	.175	4.078	.000
	VAL	.307	.043	.275	7.197	.000

a. Dependent Variable: PI

From the result of the Table 10, the regression model is:

PI = 0.117 + 0.199 SC + 0.323 QUAL + 0.180 QUAN + 0.307 VAL

Table 9 shows the value of coefficient of determination or R square was 0.562. It means that all of the Source Credibility, Review Quality, Review Quantity, and Review Valence can explain the purchase intention by 56.2%, while the remaining 43.8% (100% - 52.6%) is explained by other factors outside the model.

For F test, Table 9 shows that the sig. value in Anova table were 0.000. Since the sig. value is < 0.05, it indicates that all the independent variables have significant simultaneously toward dependent variable. For T test, Table 9 shows that all of the sig. value of each independent variable was 0.000. Since the all of the sig. values were < 0.05, it implies that each independent variable have significant effect to dependent variable partially. Besides, all of independent variables showed positive sign seen from t value.

Source Credibility
In this study, H1stated that there is significant relationship between source credibility to purchase intention in premium cosmetic. The result showed that source credibility (SC) had a significant influence to the purchase intention with positive direction with coefficient or β was 0.199 and sig. value was 0.000. It means that every 1 unit increment of source credibility will also increase the purchase intention as much 0.199 point. Thus, the findings offer

support to accept H1. This significant and positive relationship supports previous research on Bataineh (2015) which states that there is an effect of source credibility on purchase intention. If a message source has high credibility, then consumers will trust the message contents so that credibility is how much that message reflects the reality on the consumers' evaluation. Based on the results, consumers believe that a person who provides a review is someone who has had experience in using premium cosmetic. It also results into the higher source credibility, the higher purchase intention toward premium cosmetic.

Review Quality

In this study, H2 stated that there is significant relationship between review quality to purchase intention in premium cosmetic. Table 9 showed that review quality (QUAL) had a positively significant influence to the purchase intention with sig. value 0.000 and the coefficient value or β was 0.323. It implies that every 1 unit increment of review quality will also increase the purchase intention as much 0.323. Thus, the findings offer support to accept H2. Review quality becomes the most influent variable that affects the purchase intention. Review quality be very important because consumers want to minimize the risk when selecting premium cosmetic considering that the price is quite expensive compared to drugstore cosmetics. This result supports previous study from Park, Lee, & Han (2007) and Bataineh (2015) who said that there is a significant impact of review quality toward purchase intention. In addition, the higher the quality of review, the higher consumer intentions to purchase cosmetic products reviewed.

Review Quantity

In this study, H3 stated that there is significant relationship between review quantity to purchase intention in premium cosmetic. Table 9 shows that review quantity had a positive and significant influence to consumer purchase intention with coefficient value or β was 0.180. It indicates that every 1 unit increment of review quantity will also increase the purchase intention as much 0.180. Thus, the findings offer support to accept H3.This result proves that the more amount of the reviews about a product of a particular brand shows that a more people have used the product. The highest results of the review quantity questionnaire also showed that the more reviews, the more popular the product is in community. This shows that the Indonesian people, especially youth female are more likely to follow something popular. The significant and positive result supports the previous study from Park, Lee, & Han (2007) who said that the purchase intention will increase along with the number of online consumer review.

Review Valence

In this study, H4 stated that there is significant relationship between review valence to purchase intention in premium cosmetic product. Table 9 shows review valence (VAL) result 0.307 in the coefficient value or β. It implies that every 1 unit increment of review valence will also increase the purchase intention as much 0.307. Thus, the findings offer support to

accept H4. This result supports the previous study that mentioned review valence has a significant effect on consumer purchase intention (Doh & Hwang, 2009). Review valence depends on whether the review is positive and gives recommendation or the review is negative. The positive review which ends on the recommendation will make an increasing of purchase intention. On the contrary, the negative review will lower the purchase intention and the consumer will seek a review of another brand product which gives positive review that will increase the purchase intention toward the premium cosmetic reviewed.

DISCUSSION AND CONCLUSION

The aim of this study is to examine the effect of online consumer review to purchase intention in premium cosmetic product. The result of this research found that all of the independent variables (source credibility, review quality, review quantity and review valence) has significant and positive relationship toward consumer purchase intention. Review quality became the most influence variable that affects purchase intention, followed by review valence, source credibility, and review quantity. Thus, all hypothesizes can be accepted.

For practical implication, company should involve in monitoring the spread of online review. This could be also the opportunity for company to do the data mining. Companies can improve themselves if there are a lot of negative reviews spread online and create a brand recovery strategy to mitigate the negative review. In addition, since the review quality have the biggest influence in consumer purchase intention, company could utilize the existing review which had good quality and positive review as a part of company's business communication.

This study is focusing on youth female who also have an experience in reading/seeing the premium cosmetic as the limitation. Also, 5% of margin error is used in this study. As the improvement of this study, future research should focus in some issues. It is highly recommended for future research to adding another variable in the model. Variable such as attractiveness might have influence in purchasing intention. Other variable that might be included in further research is prior knowledge, and attitude. Future research could also to take settled career and mature woman who have bigger disposable income as the respondent.

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