Digital Trust and Brand Origins: The Impact of Online Customer Reviews and Country of Origin on Skincare Purchase Intentions in E-Commerce

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Abstract

The rapid expansion of e-commerce has transformed consumer purchasing behavior, particularly in the beauty and skincare industry, where online product evaluations play a crucial role in shaping purchase decisions. This study examines the influence of online customer reviews (OCR) and country of origin (COO) on purchase intention for Skintific skincare products through Shopee in Southeast Sulawesi. Utilizing a quantitative research approach, data were collected from 120 respondents through an online and offline survey, employing a Likert-scale questionnaire. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both the measurement model and structural model. The findings reveal that OCR significantly and positively influences purchase intention, with key dimensions such as Perceived Usefulness, Source Credibility, Valence, and Argument Quality playing a crucial role. Additionally, COO has a strong and significant impact on purchase intention, with consumer perceptions of Innovation, Design, Quality, and Prestige shaping their product evaluations. These results align with prior studies emphasizing the growing importance of electronic word-of-mouth (eWOM) and COO branding in digital consumer behavior. The study contributes to the literature by integrating OCR and COO into a unified consumer decision-making framework, providing valuable insights for brands and e-commerce platforms to optimize their marketing strategies. Future research is encouraged to explore moderating factors such as brand familiarity, consumer trust, and cultural influences to further understand the complexities of online purchasing behavior in emerging markets.

Keywords: *Online Customer Reviews, Country of Origin, Purchase Intention, E-commerce, Skincare Industry, PLS-SEM*

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INTRODUCTION

The rapid advancement of technology has significantly transformed various aspects of human life, including consumer purchasing behavior. The growing penetration of the internet, which reached 79.5% of Indonesia's population in early 2024 (Sundamanik et al., 2024), has led to a significant increase in e-commerce transactions. Shopee, an e-commerce platform with the highest site visits in Indonesia, has become a dominant marketplace where consumers make purchasing decisions based on various informational cues, including online customer reviews (OCR) and country of origin (COO) (Datiar Nyimpado et al., 2024). The increasing reliance on OCR and COO in online purchasing decisions necessitates an in-depth investigation

into their influence on purchase intention, particularly in the context of beauty and skincare products.

The beauty and skincare industry has witnessed exponential growth in Indonesia, driven by rising consumer awareness of self-care and skincare routines (Arlini & Ekaputri, 2024). One of the most sought-after skincare brands is Skintific, a Canadian brand manufactured in China that has rapidly penetrated the Indonesian market since its entry in 2021. Despite being a foreign brand, Skintific has gained significant consumer trust, surpassing several local skincare brands due to its scientifically formulated ingredients and positive online consumer feedback (Skintific.com, 2024). The purchasing decisions of consumers in this industry are increasingly shaped by electronic word-of-mouth (eWOM), particularly OCR, as potential buyers rely on reviews from previous customers to evaluate product effectiveness and quality before purchasing (Nurvianti & Hartiningtyas, 2023).

Online customer reviews are a critical aspect of digital marketing communication, serving as unpaid testimonials that inform and influence prospective buyers (Utomo & Hidayah, 2023). Unlike traditional advertising, OCR is perceived as authentic and credible, making it an essential determinant of consumer trust in e-commerce platforms. Several studies have established that OCR has a significant positive impact on purchase intention, as consumers tend to prioritize products with higher ratings and positive reviews over those with negative feedback or limited reviews (Auliya & Alfi, 2021; Novitariyanjaya, 2022). However, contradicting findings suggest that the impact of OCR varies across product categories, raising concerns regarding its generalizability in different consumer contexts (Ulfaida et al., 2023).

Another crucial factor influencing consumer purchase intention is COO, which refers to the perceived reputation and quality associated with a product's country of origin (Apriyani & Oktavia, 2024). COO plays a crucial role in shaping consumer perceptions, particularly in categories such as skincare and cosmetics, where product safety, efficacy, and innovation are critical concerns (Budiarti, 2018). Products originating from countries known for technological advancements in cosmetics, such as South Korea or Japan, often enjoy higher consumer trust compared to products from less renowned markets (Fauzia & Sosianika, 2021). Skintific, despite being a Canadian brand, is manufactured in China, creating a unique COO perception dilemma for consumers. While some consumers associate Canadian skincare brands with superior quality, others may have reservations due to the Chinese manufacturing origin. This highlights the dual perception of COO, where both the brand's home country and manufacturing country can influence purchase intention in different ways (Amelia et al., 2023).

While previous research has extensively examined the role of OCR and COO in consumer purchasing decisions, research gaps remain in understanding their combined influence in the e-commerce landscape, particularly in emerging markets like Indonesia (Zed et al., 2023). Additionally, existing studies have primarily focused on individual impacts rather than examining their simultaneous effect, leaving a critical gap in knowledge regarding their interaction and relative strength in influencing purchase intention (Fitri et al., 2019). Given the inconsistent findings in prior research, this study seeks to fill this gap by providing empirical evidence on how OCR and COO jointly influence purchase intention for Skintific skincare products on Shopee in Southeast Sulawesi.

To address this research gap, this study applies a quantitative approach using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to test the

relationships among OCR, COO, and purchase intention. By analyzing consumer responses from 120 participants, this research aims to answer the following questions: (1) Does OCR significantly influence purchase intention? (2) Does COO significantly impact purchase intention? and (3) To what extent do OCR and COO jointly contribute to purchase intention? Understanding these relationships is essential for both theoretical advancements in consumer behavior research and practical implications for digital marketing strategies in the e-commerce industry. This study contributes to the growing body of literature on consumer decision-making in e-commerce by integrating two critical marketing constructs—OCR and COO—into a unified framework. The findings of this research are expected to provide valuable insights for practitioners, brand managers, and e-commerce platforms in optimizing their marketing strategies by leveraging consumer reviews and COO branding to enhance purchase intention. Furthermore, by focusing on the Indonesian market, this study offers a context-specific understanding that can be extended to other emerging economies with similar digital commerce dynamics.
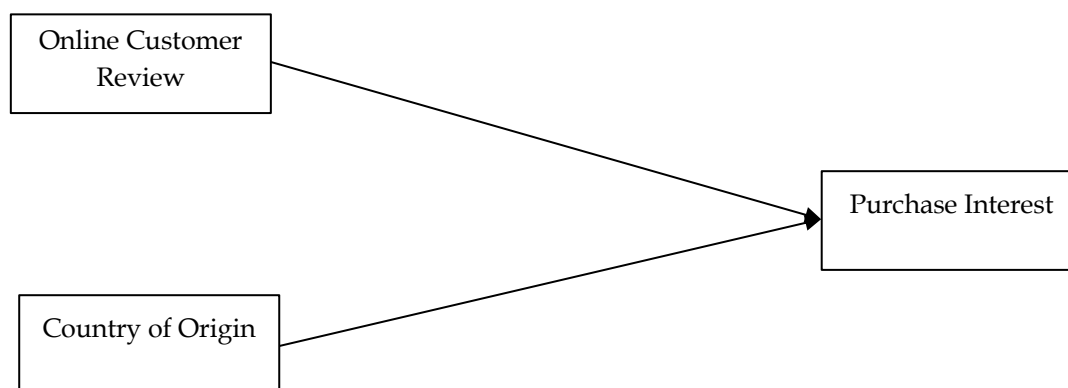
Figure 1: Framework

METHODS

This study employs a quantitative research approach to examine the influence of OCR and COO on purchase intention for Skintific skincare products on Shopee in Southeast Sulawesi. Quantitative research is widely recognized for its objective and systematic approach in analyzing relationships between variables through statistical methods (Harianto et al., 2022). The study utilizes a survey-based method by distributing structured questionnaires to consumers who have shown interest in purchasing Skintific products through Shopee. The target population consists of potential and existing buyers of Skintific products, with a sample size of 120 respondents, determined using purposive sampling to ensure the selection of individuals who meet specific research criteria. Purposive sampling is commonly applied in consumer behavior studies as it allows researchers to focus on respondents with relevant purchasing experiences (Amin et al., 2023). The questionnaire employs a Likert scale (1–5) to measure respondents' perceptions of OCR, COO, and purchase intention. Data collection was conducted both online via Google Forms and offline to maximize response rates and ensure data reliability. Given the structured nature of the questionnaire, self-administered surveys were used to enhance respondent convenience and minimize potential interviewer bias (Charismana et al., 2022).

To analyze the collected data, this study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software, a robust method for testing complex relationships between latent variables (Wonua et al., 2021). PLS-SEM is particularly suitable for this research as it allows for the simultaneous examination of direct and indirect relationships while addressing issues such as multicollinearity and small sample sizes (Juliandi, 2018). The model assessment consists of two stages: the measurement model (outer model) and the structural model (inner model). The outer model evaluates convergent validity, discriminant validity, and reliability through factor loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha (Hamid & Anwar, 2019). The inner model assesses path coefficients, R-squared values, and significance levels to determine the strength and direction of the relationships between variables. Hypothesis testing is performed using bootstrapping resampling techniques to generate t-statistics and p-values, ensuring the robustness of statistical conclusions (Abdillah & Hartono, 2015). A significance level of $p < 0.05$ is used as the threshold for hypothesis acceptance. The methodological rigor of this study ensures that findings contribute empirically validated insights into consumer decision-making in the e-commerce skincare industry, particularly in emerging markets like Indonesia.

RESULTS AND DISCUSSION

The findings of this study provide empirical insights into the influence of online customer reviews (OCR) and country of origin (COO) on purchase intention for Skintific skincare products through Shopee in Southeast Sulawesi. By utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), the study evaluates both the measurement model (outer model) and structural model (inner model) to ensure the validity and reliability of the research framework. The results highlight the extent to which OCR and COO contribute to shaping consumer purchasing decisions, reinforcing the theoretical premise that consumer trust, perceived credibility, and brand origin are critical determinants of purchase intention in the digital marketplace. The discussion section contextualizes these findings by comparing them with previous studies, identifying consistencies and discrepancies, and offering theoretical and managerial implications. Furthermore, this study acknowledges its limitations and suggests potential directions for future research to enhance the understanding of consumer behavior in the e-commerce sector.

Table 1. Composite Realibility Dan Cronbach's Alpha

Konstruk	Composite Realibility	Cronbach's Alpha
Online customer review	0,825	0,719
Country of origin	0,844	0,753
Purchase Interest	0,846	0,758

The reliability assessment of the constructs in this study was conducted using Composite Reliability (CR) and Cronbach's Alpha (CA), which are widely recognized measures for evaluating internal consistency in Structural Equation Modeling (SEM) (Hamid & Anwar, 2019). As presented in Table 4.14, the results indicate that all constructs—Online OCR, COO, and PI—exhibited strong reliability, with CR values of 0.825, 0.844, and 0.846, respectively, and CA values of 0.719, 0.753, and 0.758, respectively. These values confirm that the measurement model meets the required threshold for reliability, as a construct is considered reliable if its Composite Reliability

exceeds 0.70 and Cronbach's Alpha is above 0.70 (Abdillah & Hartono, 2015). Although the CA value for Online Customer Review (0.719) is slightly below the conventional threshold, it remains acceptable, as values above 0.60 are still considered to indicate adequate internal consistency in exploratory studies (Juliandi, 2018). These findings affirm that the measurement model used in this study is robust and reliable, ensuring that the constructs consistently reflect the underlying theoretical framework and can be used for further hypothesis testing in the structural model analysis.
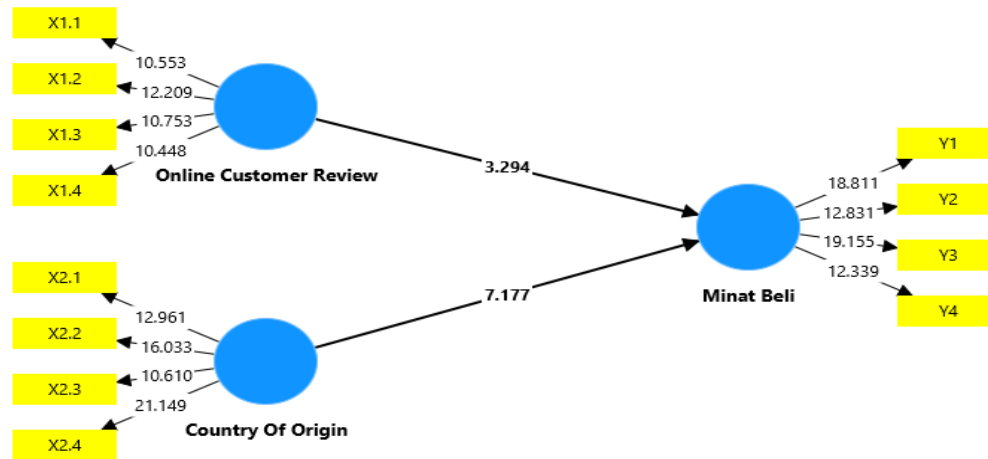

Figure 2. Output PLS Boothstrapping

The direct test which is presented in the following table:

Table 2. Path Analysis (Direct Effects)

Path	Original Sample	P-Value	Decision
Online Customer Review (X1)-> Purchase Interest	0.261	0.000	Significant
Country Of Origin (X2)-> Purchase Interest	0.454	0.000	Significant

The hypothesis testing results obtained through Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis reveal significant positive relationships between OCR, COO, and purchase intention. As presented in Table 4.16, the path coefficient for OCR to purchase intention is 0.261, with a T-statistic of 3.294 and a P-value of 0.000, indicating a significant positive influence. Similarly, the path coefficient for COO to purchase intention is 0.454, with a T-statistic of 7.177 and a P-value of 0.000, confirming a strong and statistically significant impact. These results align with the Rule of Thumb for hypothesis acceptance, where a T-statistic greater than 1.64 and a P-value below 0.05 indicate that both hypotheses (H1 and H2) are supported. These findings underscore the importance of consumer perceptions formed through online reviews and brand origin in influencing purchasing decisions on e-commerce platforms such as Shopee in Southeast Sulawesi.

The first hypothesis (H1) testing confirms that OCR significantly influences purchase intention, supporting prior research (Syifa et al., 2024; Sari et al., 2024), which suggests that consumer-generated content, such as product reviews, plays a crucial role in building trust and shaping purchase behavior. The effectiveness of OCR in influencing purchase intention can be attributed to four key aspects: Perceived Usefulness, Source Credibility, Valence, and Argument Quality. Perceived Usefulness refers to the extent to which consumers find online reviews beneficial in guiding their purchasing decisions, as positive reviews provide essential product information and

reduce uncertainty (Abadi et al., 2024). Source Credibility further enhances consumer confidence, as reviews written by previous buyers are perceived as more reliable than brand-generated marketing content. The Valence of reviews, particularly a high volume of positive feedback, can stimulate higher purchase intention, as consumers tend to align their preferences with collective customer experiences (Riyanjaya, 2022). Additionally, Argument Quality, or the relevance and coherence of review content, influences purchase intention by providing a sense of authenticity and rational justification for a product's effectiveness.

Similarly, the second hypothesis (H2) testing validates that COO has a significant positive impact on purchase intention, corroborating findings from Setiawan et al. (2021) and Aprilia et al. (2025). The influence of COO on consumer purchasing decisions stems from symbolic and emotional meanings attached to a product's country of origin (Zeverina et al., 2023). In the case of Skintific products manufactured in China, several COO-related aspects—Innovation, Design, Quality, and Prestige—affect consumer perceptions. China's reputation for technological advancements and manufacturing capabilities reinforces consumer confidence in product innovation. Additionally, aesthetically appealing product designs contribute to purchase motivation, as consumers associate attractive packaging with high-quality products. Perceptions of product quality and durability also play a key role, as consumers often associate COO with reliability standards, influencing their willingness to buy (Utomo et al., 2023). Prestige, or the reputation of a country in a specific industry, further enhances consumer trust, reinforcing COO as a significant determinant of purchase intention.

The survey findings support the theoretical premise that both OCR and COO serve as key drivers of purchase intention, particularly in the online shopping context. As reflected in Table 4.7, most respondents agreed that positive valence in OCR increases their likelihood of purchasing Skintific products. This suggests that consumers tend to trust peer reviews and user-generated content more than traditional advertisements, reinforcing the growing role of electronic word-of-mouth (eWOM) in shaping consumer behavior. Similarly, Table 4.8 highlights respondents' agreement that COO perceptions influence product evaluation and purchasing decisions. This indicates that consumers not only assess the physical attributes of a product but also factor in the country's image and its associated quality standards when making purchasing decisions. As such, COO serves as an important heuristic cue that influences consumer attitudes toward product reliability and desirability.

CONCLUSION

This study empirically demonstrates that OCR and COO significantly and positively influence purchase intention for Skintific skincare products on Shopee in Southeast Sulawesi. The findings confirm that OCR serves as a crucial determinant of consumer trust, with key aspects such as Perceived Usefulness, Source Credibility, Valence, and Argument Quality playing a significant role in shaping purchase decisions. Likewise, COO perceptions regarding Innovation, Design, Quality, and Prestige reinforce consumer confidence in product reliability, further strengthening their willingness to purchase. These results align with prior studies emphasizing the importance of electronic word-of-mouth (eWOM) and brand origin in online shopping behavior. From a theoretical perspective, this study enhances the understanding of

digital consumer decision-making by integrating both OCR and COO into a unified framework. From a managerial standpoint, the findings highlight the need for brands and e-commerce platforms to strategically optimize consumer reviews and leverage COO branding to enhance market competitiveness. As digital shopping behavior continues to evolve, future research should explore additional moderating variables, such as consumer trust, brand familiarity, and cultural influences, to provide deeper insights into the dynamics of online purchasing behavior in emerging markets.

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