

# Analyzing Indonesian Markets of Nursing Skincare Products on E-Commerce

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## Abstract

The goal of this study is to ascertain the extent to which brand perception and online word-of-mouth factors affect consumers' decisions to buy Somethinc skincare products on Shopee. Descriptive and causal associative quantitative methods-based research designs are used. Consumers who have purchased Somethinc skincare items through Shopee's online marketplace make up the target audience, and a sample size of 100 respondents was chosen using a non-probability sampling technique and a purposive sampling method. Questionnaires were used during the data collection process. Using IBM SPSS Version 25 software, the data were analyzed using descriptive analysis and multiple linear regression. As a result, it is advised that future studies include other factors that are thought to have the potential to affect consumers' purchase decisions.

**Keywords:** Skincare products, Brand Image, Electronic Word of Mouth, Purchase Decision

## 1. Introduction

The presence of the internet and other information and communication technologies, whose growth is accelerating over time, might make it easier to carry out a variety of tasks, which raises the intensity of online users. According to the We Are Social research on the [datareportal.com](http://datareportal.com) website, Indonesia will have 204.7 million internet users worldwide in 2022, making it one of the countries with the largest populations of internet users globally. One of the advantages for business people to use internet technology to change is the large number of internet users in Indonesia. One such advantage is the existence of e-commerce, which allows businesses to conduct activities like online buying and selling transactions. According to the Digital 2022 Overview Report on [wearesocial.com](http://wearesocial.com), up to 60.9% of Indonesian internet users use e-commerce platforms to make online purchases of specific goods. According to data published by [similarweb](http://similarweb.com) on the [databoks.katadata.co.id](http://databoks.katadata.co.id) website, which shows that Shopee e-commerce is ranked first in Indonesia, which has the highest number of visitors with a total of 190.7 million visits, it is one of the most popular options for making active transactions online. This demonstrates how Shopee may serve the community's requirements by facilitating information exchange and developing into a location for conducting online business transactions.

One of the online retailers with the broadest selection of products is Shopee. The Indonesian Digital Marketing Association has published a list of the top 10 product categories on Shopee, and it reveals that beauty items are the site's top-selling product category with sales totaling 247.1 percent. He further stated that according to [statistika.com](http://statistika.com) study, the beauty and personal care market is anticipated to generate US\$7.23 billion in revenue in 2022 and rise by 5.91% yearly (CAGR 2022-2026). This is significantly influenced by the contribution of

online sales, which in 2022 are projected to account for 15.8% of total income. Companies in these industries have a chance to grow their products and increase sales through Shopee e-commerce because of the high sales and income levels of beauty and personal care products. The degree of rivalry among various brands of cosmetics and personal care products is rising as a result of this potential as they compete to become a company that excels at satisfying the needs of its clients. Somethinc has a lot of competition in the skincare industry, according to statistics from [compas.co.id](http://compas.co.id) on the 10 Best Selling Skincare Brands in E-commerce, but it was able to rank first by generating sales revenue of Rp. 53.2 billion between April and June 2022 on Shopee and Tokopedia. However, according to data released by [compass.co.id](http://compass.co.id), the top five skincare brands in Indonesia for semester one of 2022, Garnier holds the top spot with more than one million skincare products sold, Wardah is in second place with 948 thousand products, and Somethinc is in third place with 895 thousand products sold. The fourth White lab sold 680 thousand more products than it did the year before, while the fifth Scarlett sold as many as 680 thousand more than the third White lab.

According to this information, it is clear that there is fierce competition among skincare companies in e-commerce, which forces the Somethinc brand to hold onto its position and preserve its superiority. Increasing customer spending is one strategy that may be used to make skincare brands more competitive in their race to stay ahead. The rise in consumer expenditure indicates that consumers are highly interested in the brand's skincare products because they are buying their goods. Purchase decisions are an aspect of consumer behavior, which is the study of how people, groups, and organizations select, acquire, utilize, and tailor products, services, ideas, or experiences to fulfill their needs and aspirations, according to Kotler &

Armstrong (2016) in (Lestari & Suryani, 2022). Consumers make decisions about which products or services to buy depending on a variety of factors while choosing between different brands. This is known as a process known as "purchasing decisions." (Hermiyenti & Wardi, 2018) in (Annafik & Rahardjo, 2012).

According to (Kotler & Keller, 2009), a consumer will typically check for information on the goods he plans to buy first when making a purchase. Consumers may feel better at ease making decisions about purchases as a result of this information (Adriyati & Indriani, 2017); Chevalier & Mayzlin, 2006). (Adriyati & Indriani, 2017). Customers' purchasing decisions, according to Hermiyenti and Wardi (2018), are undoubtedly influenced by a variety of factors, one of which is seeking out information. Finding information on a product or brand is now simpler to do and available whenever and wherever there is an internet connection. Before making a purchase, consumers will go through a process of gathering information, one of which is information from electronic word of mouth, which can take the shape of comments or reviews on the internet. 2018's Rahmadhani & Prihatini Electronic word-of-mouth is a dynamic and ongoing process of sharing information about services, products, brands, and businesses amongst current, potential, or past clients for many individuals and institutions through the internet media (Ismagilova et al., 2019).

According to the high degree of competition, there are numerous product brands of the same type that are available on the market (Arianty & Andira, 2021). As a result, there is fierce competition amongst brands. As a result, it is crucial to develop a positive brand image in the eyes of customers. (Arianty & Andira, 2021) claim (Qomariah, 2017) Brand image is the way customers perceive a brand and how that view is reflected in their memories of that brand. Brand image, as defined by (Kotler and Keller, 2016) in (Harvina et al., 2022), is the perception and belief that customers have about a brand as evidenced by the association that the consumer has stored in their memory. The public will have a favourable opinion of a brand if it has one, which will allow them to suggest its items to others and, in turn, affect their interest in making purchases. Positive brand perception among customers will increase their likelihood of making purchases (Qomariah, 2017). According to early study, brand image and electronic word of mouth have a positive and considerable impact on purchasing decisions (Auriel & Yosepha, 2022). According to research (Pratiwi et al., 2022) brand image has a positive and significant impact on purchasing decisions, and electronic word of mouth also has a positive and significant impact on these decisions. Promotions also have a positive and significant impact on purchasing decisions when it comes to brand image. Electronic word of mouth and brand image have a positive and significant impact on purchasing decisions simultaneously, according to research by Pearl and Madiawati (2019),

as well as other studies showing that brand image and electronic word of mouth both have a positive and significant impact on purchasing decisions.

According to the background description and problem formulation provided above, the following goals will be accomplished in this study:

1. To learn more about Somethinc skincare products' online store on Shopee.
2. To learn how Shopee's e-commerce platform integrates Electronic Word of Mouth Something skincare items.
3. To learn how Shopee's e-commerce users decide which skincare goods to buy.
4. To determine the impact of brand image on Shopee customers' decisions to purchase specific skincare items.
5. To determine the impact of electronic word-of-mouth on shoppers' decisions to buy Somethinc skincare products through Shopee.
6. To determine the impact that Brand Image and Electronic Word of Mouth have on Shopee customers' decisions to purchase Somethinc skincare goods.

The following are the study's hypotheses:

H1 = Somethinc skincare product purchases made through Shopee e-commerce are significantly influenced by brand image.

H2 = The decision to acquire Somethinc skincare goods through Shopee e-commerce is greatly influenced by electronic word of mouth.

H3 = Somethinc's decision to buy skincare through Shopee e-commerce is significantly influenced by brand image and electronic word of mouth.

## 2. Literature Review

### Brand

A brand is defined as a name, word, sign, symbol, design, or combination of all of these that is used to identify a good or service provided by one seller or group of sellers and to set it apart from rivals (Dewi et al., 2022). Qomariah (2017) defines brand image as consumer perception and brand preference, as shown by the many brand associations that exist in consumers' memories. While according to Zaman et al. (2021), perceptions and beliefs about a brand are reflected in the associations they have in their minds. Strength of brand association, favorability of brand association, and uniqueness of brand association are the three components of brand image. (2009) Kotler & Keller in (Hermiyenti & Wardi, 2019).

Word-of-mouth marketing, as defined by Savitri et al., (2022), is a social behavior that involves the exchange of information about a good or service between two or more individuals. Word of mouth, on the other hand, is described by (Goyette et al., 2010) as informal verbal communication that happens directly via various communication techniques discussing a good or service. Electronic word of mouth, as defined by Ismagilova et al. (2017) in (Ismagilova et al., 2020), is the dynamic and ongoing process of information exchange between prospective customers, present customers, and former customers about goods, services, and businesses online.

Electronic word of mouth, as defined by Rubiyanti et al. (2022), is a type of consumer desire to freely promote to others the purchase or use of products from a company over the internet. The electronic word of mouth has three dimensions: intensity, valence of opinion, and content (Ullah et al., 2022).

### 3. Research Methodology

Sugiyono (2022) interprets the study methodology as a scientific approach to achieving particular objectives and uses. The research methodologies used are quantitative causal associative research and descriptive research kinds. Hasbi et al. (2022) define quantitative methods as positivist-based research techniques that are used to study specific populations or samples, collect data using research instruments, and analyze that data quantitatively or statistically with the goal of describing and testing predetermined hypotheses. Descriptive research is a study that is carried out to ascertain the value of an independent variable, whether only one or more variables, without conducting comparisons and associating one or more variables with other factors, according to Sabilla et al. (2022). Associative research is defined by Sugiyono (2014: 37)

in (Istiqamah et al., 2019) as study that focuses on the association between two or more variables (Pradana et al., 2019). All clients who have purchased Somethinc skincare products from Shopee's online store make up the study's population. Given the ambiguity around the population size, which is not precisely known, this study used the Cochran formula to estimate (Willayat et al., 2022). Based on the outcomes of the sample calculation performed using Conchran, 96.04 samples were determined, and the number was rounded up to 100 respondents. the distribution of online questionnaires to shoppers who purchased Somethinc skincare goods through Shopee's e-commerce, as well as secondary sources such as books, published journals, literature studies, written works, or researchers, were used for data collecting (Kartawinata et al., 2020). Before moving on to the next step of analysis, validity tests and instrument reliability testing are conducted. This study's data analysis strategy includes the use of multiple linear regression analysis, a classical assumption test, descriptive statistical analysis, and test hypothesis.

### 4. Results and Discussion

#### Descriptive Statistics

Variable	Percentage of Value	Conclusion
Brand Image	84,7%	Excellent
Electronic Word of Mouth	83,7%	Good
Purchasing Decisions	89,4%	Excellent

Based on the table above, there are descriptive analysis results, the brand image variable gets a percentage of 84.7% and is included in the very good category. Variabel electronic word of mouth got a percentage of 83.7% and entered the good category. Variabel

purchase decisions get a percentage of 89.4% and fall into the excellent category.

#### Test Classical Assumptions

##### a. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		102
Normal Parameters <sup>a,b</sup>	Mean	0,0000000
	Std. Deviation	5240,62200249
Most Extreme Differences	Absolute	0,075
	Positive	0,067
	Negative	-0,075
Test Statistics		0,075
Asymp. Sig. (2-tailed)		.184 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the table above, it can be seen that the value of Asymp. Sig (2-tailed) is 0.184 and the value can be catalyzedan more than the significance value of 0.05

(0.184 > 0.05). So it can be said that the residual value in this study is normally distributed.

##### b. Multicholnearity Test

Coefficients <sup>a</sup>							
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIFs
(Constant)	20489,308	3158,120		6,488	0,000		
1 BRAND IMAGE	0,359	0,176	0,248	2,038	0,044	0,467	2,141
E-WOM	0,522	0,180	0,353	2,893	0,005	0,467	2,141
a. Dependent Variable: PURCHASING DECISION							

Based on tabel diatas, it can be seen that the Tolerance value of the brand image (X1) and electronic word of

mouth (X2) variables is 0.467 which means 0.469 > 0.10 and the VIF value of the brand image variable (X1) and

electronic word of mouth (X2) is 2,141 which means  $2,141 < 10.00$ . So it can be concluded that there is no correlation between the free variables, or it can be said

that there are no symptoms of multicholinearity in the regression model.

### c. Heterochedasticity Test

Table 4.4 Heterochedasticity Test Results						
Coefficients <sup>a</sup>						
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4718,928	1963,091		2,404	0,018
	BRAND IMAGE	0,090	0,109	0,120	0,823	0,413
	E-WOM	-0,118	0,112	-0,154	-1,054	0,294

a. Dependent Variable: Abs\_Res

Based on table 4. Above, the results of the heterochedasticity test of the glesjer test can be seen which shows that the independent brand image variable (X1) is 0.413 and the electronic word of mouth (X2) variable is 0.294 with absolute residual

greater than 0.05. So it can be concluded that there is no heterochedasticity in this study.

### Multiple Linear Regression Analysis

Table 4.5 Results of Multiple Linear Regression Analysis						
Coefficients <sup>a</sup>						
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	20489,308	3158,120		6,488	0,000
	BRAND IMAGE	0,359	0,176	0,248	2,038	0,044
	E-WOM	0,522	0,180	0,353	2,893	0,005

a. Dependent Variable: PURCHASING DECISION

Based on the table above, there is a constant value of 20489.308, indicating that if the values of the brand image (X1) and electronic word of mouth (X2) variables are zero (0) or constant without any change, the purchase decision will be worth 20489.308. The brand image regression coefficient is 0.359, which indicates that the brand image have a relationship that is in the same direction as the purchase decision. With a regression coefficient of 0.359, it can be interpreted that if the brand image increases by one, the purchase decision will increase by 35.9% of the brand image. The value of the coefficient is positive, which means that the brand image (X1) has a positive influence on purchasing decisions (Y), the better the brand image, the more purchasing decisions will increase. The

electronic word of mouth regression coefficient is 0.522, which indicates that the electronic word of mouth has a relationship that is in the same direction as the purchase decision. With a regression coefficient of 0.522, it can be interpreted that if the electronic word of mouth increases by one, the purchase decision will increase by 52.2% of the electronic word of mouth. The value of the coefficient is positive, which means that the electronic word of mouth (X2) has a positive influence on the purchase decision (Y), the better the electronic word of mouth, the more the purchase decision will increase

### Hypothesis Test

#### a. Simultaneous Test (F Test)

Table 4.6 Simultaneous Test Results						
ANOVA <sup>a</sup>						
Type	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1267703903,936	2	633851951,968	22,622	,000b
	Residual	2773876016,270	99	28018949,659		
	Total	4041579920,206	101			

a. Dependent Variable: PURCHASING DECISION  
b. Predictors: (Constant), E-WOM, BRAND IMAGE

Based on the table above, there are results from simultaneous tests (Test F) and it can be seen that thecalculated F value obtained is 22,622, which means  $22,622 > 3.09$ . And it is also known that the significance value obtained is 0.000, which means  $0.000 < 0.05$ . From these results, it can be seen that H0 is rejected and H1 is accepted, so it can be concluded that brand

image and electronic word of mouth simultaneously have a significant effect on the purchase decision of Somethinc skincare products through Shopee e-commerce.

#### b. Partial Test (T Test)

Table 4.7 Partial Test Results						
Coefficients <sup>a</sup>						
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	20489,308	3158,120		6,488	0,000
	BRAND IMAGE	0,359	0,176	0,248	2,038	0,044
	E-WOM	0,522	0,180	0,353	2,893	0,005

a. Dependent Variable: PURCHASING DECISION

Judging from the results of the t test, the significance value of the brand image variable (x1) obtained is 0.044, which means  $0.044 < 0.05$ . And also the calculated t value obtained is 2.038 which means  $2.038 > 1.984467$ . So it can be concluded that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, which means that the brand image has a partial and significant effect on the purchase decision of Somethinc skincare products through Shopee e-commerce. The significance of the electronic word of mouth (X<sub>2</sub>)

variable obtained is 0.005 which means  $0.005 < 0.05$ . And also the calculated value obtained is 2.893 which means  $2.893 > 1.984467$ . So it can be concluded that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, which means that the electronic word of mouth has a significant effect on the purchase decision of Somethinc skincare products through Shopee e-commerce.

### c. Coefficient of Determination Test (R Square)

Model Summary b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560a	0,314	0,300	5.293,293
a. Predictors: (Constant), E-WOM, BRAND IMAGE				
b. Dependent Variable: PURCHASING DECISION				

Based on the table above, there are results from the coefficient of determination test which shows that the value of R is 0.560 and the value (R<sup>2</sup>) is 0.314. This number is used to see the magnitude of the influence of *brand image* and *electronic word of mouth* on purchasing decisions. R square that has been calculated using the coefficient of determination formula obtained a result of 31.4%. This shows that the influence of *brand image* and *electronic word of mouth* on purchasing decisions is 31.4% while the remaining 68.6% is influenced by other variables not studied in this study.

### Discussion of Research Results

Based on the findings of a study done on 102 respondents who had purchased skincare products from Somethinc, it can be concluded that 101 participants, or 99% of the profile study's sample, are female. the majority, or 61.8% or as many as 63 persons, are between the ages of 18 and 22. With a percentage of 57.8% or as many as 59 persons, the bulk of employment are held by students. The majority of people earn between Rp 1,000,000 and Rp 2,000,000 each month, or up to 28 people, or a ratio of 27.5%. And the bulk of costs in a single month came to Rp. 1,000,000, or 39 persons, or a ratio of 38.2%.

According to the outcomes of the preceding descriptive analysis, the brand image variable received an overall percentage of 84.7% and was categorized as very good. Variable electronic word of mouth scored 83.7%, placing it in the "good" category. With a proportion of 89.4%, the purchasing decision variable qualifies as outstanding.

The results of partial test study (t test) reveal that brand image has a partial and considerable impact on purchasing decisions based on the outcomes of hypothesis testing. This is demonstrated using the t test's findings, which had a significance value of 0.044, which equals  $0.044 < 0.05$ . Additionally, the computed t value of 2.038 suggests that  $2.038 > 1.984467$ . The results of this study are directly proportional to the findings of research that has been conducted by (Mutiarra & Madiawati, 2019),

which states that brand image partially has an influence on purchasing decisions. Therefore, it can be concluded that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, which means that the brand image has a partial and significant effect on the purchase decision of Somethinc skincare products through Shopee e-commerce. And in accordance with earlier studies, his findings demonstrated that brand image has a major impact on purchase decisions (Inggasari & Hartati, 2022).

The examination of the findings from partial test study (t test) indicates that the influence of electronic word-of-mouth on purchasing decisions is both partial and considerable. This is demonstrated using the t test results; the electronic word-of-mouth (X<sub>2</sub>) variable's significant value was 0.005, or  $0.005 < 0.05$ . Additionally, the estimated t value of 2.893 indicates that  $2.893 > 1.984467$ . As a result, it can be said that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, indicating that electronic word of mouth significantly influences consumers' decisions to buy Somethinc skincare goods through Shopee e-commerce. The findings of this study are directly correlated with those of a study by Pratiwi et al. (2022), which found that electronic word of mouth influences purchasing decisions in part. And in line with earlier research, his findings demonstrated that (Oktaviani & Estawara, 2022) electronic word of mouth significantly influenced his purchasing choices.

Brand image and electronic word of mouth have a simultaneous and considerable impact on purchasing decisions, according to an examination of the findings of simultaneous test research (f test). The simultaneous test (F test) results are used to support this, and it can be seen that the calculated F value was 22.622, which shows that  $22.622 > 3.09$ . Additionally, it is well known that the resultant significance value is 0.000, or  $0.000 < 0.05$ . These findings demonstrate that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, indicating that brand image and electronic word of mouth both significantly influence consumers' decisions to purchase Somethinc skincare goods through Shopee e-commerce. The findings of this study are directly related to those of

a study by Auriel and Yosepha (2022), which found that brand image and electronic word of mouth had an impact on purchasing decisions at the same time. And similar to earlier research, the findings of her study (Mutiara & Madiawati, 2019) indicated that brand image and electronic word of mouth significantly influenced purchasing decisions.

## 5. Conclusions and Suggestions

1. According to the findings of the descriptive analysis, the brand image variable for Somethinc skincare items sold on Shopee received an 84.7% percentage and was categorized as very good. Somethinc skincare items in Shopee's e-commerce received an electronic word-of-mouth variable of 83.7 and fell into the good group. Variable purchases of Somethinc skincare goods from Shopee's online store received an 89.4% proportion and qualified as "very good."

2. Brand Image (X1) partially influences Somethinc skincare product purchases through Shopee e-commerce in a favorable and significant way, as shown by the t count of  $t_{count} > t_{table}$  ( $2,038 > 1.984467$ ) and the significance value of 0.044, which indicates 0.044 0.05.

3. With t count  $> t_{table}$  ( $2.893 > 1.984467$ ) and a significant value of achieved 0.005, which implies 0.005 0.05, electronic word of mouth (X2) partially has a favorable and significant effect on the variable buying choice of Somethinc skincare goods.

4. According to the results of the hypothesis testing, the variables of brand image and electronic word of mouth have a simultaneous positive and significant impact on the variables of purchasing decisions for Somethinc skincare products through Shopee e-commerce, with the value of f calculate  $> f_{table}$  ( $22,622 > 3.09$ ) and the significance value obtained being 0.000, which means 0.000 0.05. Additionally, the results of the coefficient of determination test (R Square) yielded an adjusted r square value of 0.314, indicating that brand image and electronic word of mouth influence 31.4% of purchasing decisions for Somethinc skincare products through Shopee e-commerce while other factors, accounting for 68.6% of the total, were not examined in this study.

### Suggestion

The researcher will offer the following recommendations that can be helpful for associated parties based on the research findings that have been presented and the conclusions drawn. Additionally, it is suggested that researchers perform research utilizing the same object, but different variables not covered in this study.

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