

THE INFLUENCE OF INFLUENCER MARKETING, ONLINE CUSTOMER REVIEWS, AND PRICE ON PURCHASE INTENTION OF OH MY GLAM (OMG) BEAUTY PRODUCTS ON SHOPEE E-COMMERCE (STUDY ON GENERATION Z IN SURABAYA CITY)

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ABSTRACT. The rapid growth of the beauty industry in Indonesia's e-commerce sector is driving competition among cosmetic brands, including the local brand Oh My Glam (OMG). In this context, companies need to understand the factors that can increase consumers' purchase intention. This study aims to analyze the influence of influencer marketing, online customer reviews, and price on purchase intention for Oh My Glam (OMG) Beauty products on the Shopee e-commerce platform among Generation Z in Surabaya. Using an associative quantitative method, the study sample consisted of 157 respondents obtained through non-probability sampling using a questionnaire as the research instrument. Data analysis was performed using multiple linear regression via SPSS 25. The data analysis techniques used included a research instrument test, classical assumption tests, multiple linear regression analysis, a coefficient of determination (R^2) test, an F-test, and a t-test. The results indicate that Influencer Marketing, Online Customer Reviews, and Price simultaneously have a significant effect on purchase intention for Oh My Glam (OMG) products. Influencer Marketing has a partial, positive, and significant influence on purchase intention for Oh My Glam (OMG) products. Online Customer Reviews have a partial, positive, and significant influence on purchase intention for Oh My Glam (OMG) products, and price has a partial, positive, and significant influence on purchase intention for Oh My Glam (OMG) products.

Keywords: Influencer Marketing, Online Customer Reviews, Price, Purchase Intention

I. INTRODUCTION

The development of digital technology has changed people's behavior in meeting various needs, including shopping activities. Increasing internet access encourages people to use digital platforms as a more practical and efficient means of transactions. Based on data, the number of internet users in Indonesia reaches 221 million people or around 79.5% of the total population. This condition shows that Indonesian people are increasingly integrated with digital technology, thereby encouraging the growth of electronic trade activities. Indonesian Internet Service Providers Association (2024)

One of the *e-commerce* platforms that dominates the Indonesian market is Shopee. The various features offered, such as free shipping, Shopee Live, Shopee Mall, and various promotional programs, make Shopee a platform that is widely used by consumers in making online transactions. The high use of *e-commerce* has also encouraged the growth of the beauty industry, which is one of the product categories with the most

rapid development. Based on data, the value of sales of beauty products in GoodStats (2025), *e-commerce* will increase from IDR 26.1 trillion in 2024 to IDR 36.1 trillion in 2025. The high growth of the beauty industry is driven by increasing public awareness of self-care, lifestyle changes, and the increasingly strong influence of social media, showing that beauty products are in high demand and become a potential market for various cosmetic brands.

The high growth of the beauty industry also causes competition between brands to be even tighter. One of the local brands that competed in the market was Oh My Glam (OMG) produced by PT Varcos Citra International. Although Oh My Glam (OMG) has leveraged social media and *e-commerce* as a means of marketing, it still ranks below some of its major competitors. Based on data from the show, Oh My Glam (OMG) only has a sales share of around 1.7% and is ranked 10th in the best-selling beauty package category in Indonesian Databox (2024) *e-commerce*. This condition shows that even though OMG Beauty products have been accepted by the

market, consumer attractiveness and buying interest in the product still needs to be increased in order to be able to compete with other brands that have a larger market share.

In the beauty industry, Generation Z is a market segment that has a very important role. Generation Z is a group of individuals born between 1997–2012 and are known as *digital*. Generation Z has different consumption behaviors compared to previous generations. They tend to look for product information through social media, pay attention to customer reviews before buying, and are more responsive to recommendations provided by *influencers*. In addition, Generation Z is also known as a consumer group that is critical in evaluating product prices and benefits before making a purchase. Surabaya was chosen as the location of the study because it is one of the largest metropolitan cities in Indonesia with a relatively large Generation Z population. Based on data, the number of Generation Z residents reaches around 707,871 people, making it one of the largest productive age groups in the city of Surabaya. The large population makes Generation Z a potential target market for the beauty industry. Central Statistics Agency of the City of Surabaya (2025)

In the competitive beauty industry, *purchase intention* is an important aspect because it reflects the tendency of consumers to make purchases of a product. *Purchase intention* does not arise spontaneously, but is influenced by various factors that shape consumer perception and belief in the products offered. Therefore, companies need to understand the factors that can increase *purchase intention* so that the marketing strategy implemented can run effectively.

One of the digital marketing strategies that many companies use today is *influencer marketing*. *Influencer marketing* is a marketing strategy that utilizes individuals who have influence and credibility on social media to promote a product to their audience. In the beauty industry, influencers [5] are often used as a source of reference because they are considered able to provide more interesting and trustworthy information. Research shows that Seruni et al. (2024) *influencer marketing* has a significant effect on buying interest in beauty products in Generation Z.

In addition to *influencer marketing*, *online customer reviews* are also an important factor in shaping consumer *purchase intent*. *Online customer reviews* are reviews given by consumers based on product use experience and can be used as a source of information by potential buyers. The existence of customer reviews is able to reduce consumer uncertainty in online transactions because it provides an overview of the quality, benefits, and real experience of using products. On the other hand, the [7] *price factor* is also an important consideration in the buying process. Consumers tend to be interested in products that have affordable prices and are in accordance with the quality and benefits obtained. [8]

Previous research has shown that *influencer marketing* and *online customer reviews* have an effect on consumer *purchase intention*. Another study conducted by also found that [9] Satiawan et al. (2023) *influencer marketing* and *online customer reviews* have an effect on purchasing decisions on the TikTok platform. However, these studies still have limitations because they have not integrated the variables of *Influencer Marketing*, *Online Customer Reviews*, and *Price*

simultaneously in a single research model. In addition, research that specifically examines the *purchase intention* of local beauty products in Generation Z in the city of Surabaya through the Shopee platform is still relatively limited. This condition shows that there is a research gap that needs to be studied further.

Based on the empirical phenomenon and research gap, there is a need to further examine the *influence of Influencer Marketing, Online Customer Reviews, and Price on the Purchase Intention* of Oh My Glam (OMG) Beauty products in *Shopee e-commerce* in Generation Z in the city of Surabaya.

II. RESEARCH METHODS

This study uses a quantitative approach with the type of associative research. According to Sugiyono, associative research is a type of research that aims to find out the relationship and influence between two or more variables. Associative research serves to find and test the causal relationship between independent variables and bound variables. In this study, an associative method was implemented to analyze the simultaneous and partial influence of independent variables (X), which include Wulandari & Efendi (2022) *influencer marketing, online customer reviews, and price*, on the dependent variable (Y), namely *purchase intention*. The research population is Generation Z women who live in the city of Surabaya. The sampling technique used *non-probability* sampling with the *purposive sampling method*. The respondent criteria include women who belong to the Generation Z category, domiciled in the city of Surabaya, actively use Shopee, and have seen, known, or bought OMG Beauty products on the platform. The type of data used is primary data obtained directly from respondents through the distribution of questionnaires. The research instruments were compiled based on the indicators of each variable and measured using the Likert scale. The questionnaire was distributed online to respondents who met the research criteria. The collected data was analyzed using statistical techniques with the help of SPSS software. The analysis stages include a validity test, a reliability test, a classical assumption test consisting of normality, multicollinearity, and heteroscedasticity tests, then followed by multiple linear regression analysis. Hypothesis testing is carried out through simultaneous tests (F test), partial tests (t tests), and determination coefficients.

III. RESULTS AND DISCUSSION

1. Test Research Instruments

a. Validity Test

The statement item is declared valid if the calculated value > the table. The results of the validity test on each of the research variable indicators can be seen in the following table 1.

Based on the table of validity test results above, it can be seen that the results of the validity test of each indicator on the variables *Influencer Marketing* (X1), *Online Customer Review* (X2), *Price* (X3), and *Purchase Intention* (Y) have a calculation value of > rtable of 0.156. Thus, all statement items

are declared valid because they have met the validity testing criteria and are suitable for analysis at a later stage.

Table 1. of Validity Test Results

Variabel	Pernyataan	r _{hitung}	r _{tabel}	Keterangan
Influencer Marketing (X1)	X1.1	0,533	0,156	Valid
	X1.2	0,626	0,156	Valid
	X1.3	0,653	0,156	Valid
	X1.4	0,683	0,156	Valid
	X1.5	0,615	0,156	Valid
	X1.6	0,696	0,156	Valid
	X1.7	0,701	0,156	Valid
	X1.8	0,609	0,156	Valid
Online Customer Review (X2)	X2.1	0,680	0,156	Valid
	X2.2	0,752	0,156	Valid
	X2.3	0,630	0,156	Valid
	X2.4	0,651	0,156	Valid
	X2.5	0,575	0,156	Valid
	X2.6	0,689	0,156	Valid
	X2.7	0,711	0,156	Valid
	X2.8	0,647	0,156	Valid
	X2.9	0,702	0,156	Valid
	X2.10	0,431	0,156	Valid
Price (X3)	X3.1	0,615	0,156	Valid
	X3.2	0,590	0,156	Valid
	X3.3	0,615	0,156	Valid
	X3.4	0,709	0,156	Valid
	X3.5	0,628	0,156	Valid
	X3.6	0,510	0,156	Valid
	X3.7	0,623	0,156	Valid
	X3.8	0,712	0,156	Valid
Purchase Intention (Y)	Y.1	0,697	0,156	Valid
	Y.2	0,634	0,156	Valid
	Y.3	0,670	0,156	Valid
	Y.4	0,531	0,156	Valid
	Y.5	0,628	0,156	Valid
	Y.6	0,714	0,156	Valid
	Y.7	0,529	0,156	Valid
	Y.8	0,576	0,156	Valid

Data processed by researchers, 2026

b. Reliability Test

An instrument is declared reliable if it has a Cronbach's Alpha value of > 0.60 . The results of the reliability test can be seen in the following table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Alpha Minimum	Remarks
Influencer Marketing (X1)	0,794	0,60	Reliable
Online Customer Review (X2)	0,839	0,60	Reliable
Price (X3)	0,761	0,60	Reliable
Purchase Intention (Y)	0,772	0,60	Reliable

Data processed by researchers, 2026

Based on the table of reliability test results above, it shows that the reliability test results on the variables *Influencer Marketing* (X1), *Online Customer Review* (X2), *Price* (X3), and *Purchase Intention* (Y) meet the reliability criteria because

it has a Cronbach's Alpha value of > 0.60 . This shows that all variables in this study are declared reliable so that they can be used in further analysis.

2. Classic Assumption Test

a. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		157
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3,65982651
Most Extreme Differences	Absolute	,064
	Positive	,035
	Negative	-,064
Test Statistic		,064
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Kolmogorov-Smirnov Normality Test Results

Source: Researcher-processed data, 2026

Based on the image of the results of the Normality Test above, it shows that the results of the normality test using the Kolmogorov-Smirnov method obtained an Asymp value. Sig. (2 tailed) of 0.200, greater than the significance level of 0.05. This shows that the research data is distributed normally so that the assumption of normality in this study has been met.

b. Multicollinearity Test

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error				
1	(Constant)	5,168	3,167	1,613	,109	
	Influencer Marketing	,227	,074	,222	3,083	,003
	Online Customer Review	,191	,055	,255	3,482	,001
	Price	,342	,079	,305	4,319	,000
a. Dependent Variable: Purchase Intention						
						Tolerance VIF
						,844 1,185
						,861 1,161
						,892 1,121

Multicollinearity Test Results Picture

Source: Data processed by researchers, 2026

Based on the image of the results of the Multicollinearity Test above, it shows that the results of the multicollinearity test on the *Influencer Marketing* variable (X1) obtained a Tolerance value of 0.844 and VIF of 1.185, *Online Customer Review* (X2) obtained a Tolerance value of 0.861 and VIF of 1.161, while the *Price* (X3) obtained a Tolerance value of 0.892 and VIF of 1.121. The tolerance value of all variables is above 0.10 and the VIF value is below 10, so it can be stated that the regression model in this study is free from the symptoms of multicollinearity.

c. Heteroscedasticity Test

Based on the image of the results of the Heteroscedasticity Test above, it shows that the results of the heteroscedasticity test on the *Influencer Marketing* (X1) variable obtained a significance value of 0.339, *Online*

Customer Review (X2) of 0.081, and Price (X3) of 0.662. The entire significance value is greater than 0.05, so it can be concluded that there are no symptoms of heteroscedasticity.

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	4,575	1,897	2,412	,017
	Influencer Marketing	,043	,044	,083	,339
	Online Customer Review	-,058	,033	-,151	,081
	Price	-,021	,047	-,037	,662

a. Dependent Variable: ABS_RES

Heteroscedasticity Test Results Picture
Source: Researcher-processed data, 2026

3. Multiple Linear Regression Analysis

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	5,108	3,167	1,613	,109
	Influencer Marketing	,227	,074	,222	,003
	Online Customer Review	,191	,055	,250	,001
	Price	,342	,079	,305	,000

a. Dependent Variable: Purchase Intention

Multiple Linear Regression Test Results Picture
Source: Researcher-processed data, 2026

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 5,108 + (0,227)X_1 + (0,191)X_2 + (0,342)X_3 + 3167$$

Based on the regression equation, it can be concluded that:

- A constant value of 5.108 indicates that if the variables *Influencer Marketing* (X1), *Online Customer Review* (X2), and *Price* (X3) are 0, then the value of the *Purchase Intention* (Y) variable is 5.108.
- The regression coefficient value of the *Influencer Marketing* variable (X1) is 0.227 and shows a positive influence on *Purchase Intention*.
- The regression coefficient value of the *Online Customer Review* (X2) variable is 0.191 and shows a positive influence on *Purchase Intention*.
- The value of the variable regression coefficient of *Price* (X3) is 0.342 and shows the greatest positive influence on *Purchase Intention*.

4. Coefficient of Determination (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,565 ^a	,319	,306	3,696

a. Predictors: (Constant), Price, Online Customer Review, Influencer Marketing

Determination Coefficient Test Results Picture (R²)
Source: Researcher-processed data, 2026

Based on the image of the results of the Coefficient of Determination Test (R²) above, the R Square value was obtained as 0.319 or 31.9%. This shows that the variables *Influencer Marketing*, *Online Customer Reviews*, and *Price* were able to explain the variation in *Purchase Intention* change by 31.9%. Meanwhile, the remaining 68.1% was explained by other factors outside the research model that were not studied in this study.

5. Hypothesis Test

a. F Test (Simultaneous)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
					Sig.
1	Regression	980,230	3	326,743	23,925
	Residual	2089,515	153	13,657	,000 ^b
	Total	3069,745	156		

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Price, Online Customer Review, Influencer Marketing

F Test Result Picture (Simultaneous)
Source: Data processed by researchers, 2026

Based on the image of the results of the F Test above, it can be seen that the Fcal value obtained is greater than the Ftable value, which is 23.925 > 2.66, and the significance value of 0.000 which is smaller than the significance limit of 0.05 (0.000 < 0.05). Thus, the variables of *Influencer Marketing*, *Online Customer Reviews*, and *Price* together have been proven to have a significant effect on *Purchase Intention*.

b. T test (Partial)

Coefficients ^a					
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	5,108	3,167	1,613	,109
	Influencer Marketing	,227	,074	,222	,003
	Online Customer Review	,191	,055	,250	,001
	Price	,342	,079	,305	,000

a. Dependent Variable: Purchase Intention

Picture of the Results of the t-test (partial)
Source: Data processed by researchers, 2026

Based on the image of the t-test results above, it is known that:

- The *Influencer Marketing* variable has a tcal value of 3.063 with a significance value of 0.003 < 0.05, so it has a significant effect on *Purchase Intention*.
- The *Online Customer Review* variable has a calculation value of 3.482 with a significance value of 0.001 < 0.05, so it has a significant effect on *Purchase Intention*.
- The *Price* variable has a calculation value of 4.319 with a significance value of 0.000 < 0.05, so it has a significant effect on *Purchase Intention*.

IV. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that *Influencer Marketing*, *Online Customer Reviews*, and *Price* simultaneously have a

significant effect on the *Purchase Intention* of Oh My Glam (OMG) Beauty products in Generation Z in the city of Surabaya. This shows that consumer buying interest is not only influenced by one factor, but is the result of a combination of digital marketing strategies, information obtained through customer reviews, and price considerations offered. Partially, *Influencer Marketing* has a positive and significant effect on *Purchase Intention*, which shows that *influencers* who have credibility, attractiveness, and the ability to convey information are able to increase consumer interest in OMG Beauty products. *Online Customer Reviews* also have a positive and significant effect on *Purchase Intent*, which indicates that customer reviews are an important source of information in helping consumers evaluate product quality and reduce the risk of online purchases. In addition, *Price* has a positive and significant effect on *Purchase Intention* and is the most dominant variable, which shows that Generation Z strongly considers the suitability between price, quality, and product benefits before making a purchase. Overall, the results of this study show that increasing consumer buying interest in OMG Beauty products on Shopee can be done through strengthening *influencer marketing* strategies, maintaining the quality of products and services to obtain positive customer reviews, and setting *prices* that are in accordance with the quality and benefits provided to consumers.

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