THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY, AND ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISIONS OF MAYBELLINE COSMETIC PRODUCTS AMONG STUDENTS IN SURABAYA

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Abstract. Digitalization has changed the way cosmetic companies operate, market their products, and interact with consumers. One company that has excellent cosmetic product quality and continues to innovate as time goes on is Maybelline. Maybelline leverages the power of social media to introduce new products, share makeup tutorials, and interact directly with consumers. The objective is to determine the influence of digital marketing, product quality, and online customer reviews on purchasing decisions. This study employs a non-probability sampling method using purposive sampling. The sample size consists of 152 respondents. Based on the results of the SEM Partial Least Squares (PLS) version 4.0 data analysis, it is evident that digital marketing, product quality, and online customer reviews have a positive and significant influence on the decision to purchase Maybelline cosmetic products. The findings of this study indicate that intensive digital marketing, high-quality products, and numerous positive reviews will drive purchase decisions for Maybelline cosmetic products and maintain their position in the competitive beauty market.

Keywords: digital marketing; product quality; online customer review; purchase decisions

I. INTRODUCTION

The beauty industry continues to experience growth, especially in the beauty industry. According to **[15]**, Indonesia's beauty industry is projected to continue growing at a CAGR (compound annual growth rate) of 5.81% until 2027. The advancing cosmetics industry is driving cosmetics companies to continuously develop cosmetics products tailored to customer needs and preferences to meet the demands of an increasingly diverse market. In this digital age, social media plays a significant role in making cosmetics products a means of self-expression. Platforms like Instagram, TikTok, and YouTube have become spaces for sharing makeup tutorials, creative ideas, and facial transformations. Many beauty influencers use cosmetic products as a means to share their personal perspectives, promote cosmetic products, and share tips on using beauty products. This demonstrates that the beauty industry not only fulfills aesthetic needs but also serves as a symbol of modern lifestyle and the rise of the creative economy. Digitalization has changed the way cosmetic companies operate, market their products, and interact with consumers. One company that has excellent cosmetic products and continues to innovate over time is Maybelline. Maybelline leverages the power of social media to introduce new products, share makeup tutorials, and interact directly with consumers.

Table 1. Data on The Use of maybelline, wardah, and La Tulipe lip gloss products from 2020 to 2024

Year	Maybelline	Wardah	La Tulipe
2020	17,30%	16,50%	10,10%
2021	25,80%	21,30%	11,70%
2022	18,20%	13,80%	11,30%
2023	19,60%	13,80%	10,30%
2024	15,00%	15,20%	16,00%

As can be seen in Table 1, sales of Maybelline Lipgloss cosmetic products from 2020 to 2024 have declined, but Maybelline remains the top-ranked brand. The continuous ups and downs in sales each year indicate that consumer perceptions are unstable in their purchasing decisions for Maybelline cosmetic products, yet sales of these products remain highly sought after by all demographics. Digital marketing as a tool and medium for promoting their products is efficient and enables interactive communication with communities and customers at relatively low costs **[4]**.

An effective marketing strategy is social media. Maybelline's engagement on the TikTok platform has grown rapidly in recent years and has influenced product sales revenue on that platform. Many other beauty brands are also aggressively utilizing digital marketing, including advertising campaigns on social media, collaborations with influencers, and the use of technology such as augmented reality to try

products virtually. The quality of cosmetic products themselves can be seen as the primary factor influencing consumers' decisions to purchase and use products. Consumers will make repeat purchases if they are satisfied and the product meets their expectations. In the highly competitive cosmetics industry, quality is a determining factor in whether a product can survive in the market or lose market share. In today's digital age, purchasing decisions are also influenced by online customer reviews. Online customer reviews are narratives or descriptions provided by buyers about a product, allowing potential buyers to see other people's experiences with the product before deciding to purchase. The presence of online customer reviews provides insights into previous consumers' experiences with the product's advantages, enabling potential buyers to obtain more detailed information. Consumer purchase decisions are influenced by promotional media. One of the fastest-growing digital marketing platforms is TikTok, which has become one of the most effective marketing channels in influencing consumer purchase decisions.

Based on the results of the research gap study according to [13], digital marketing, e-WOM, and product quality have a positive and significant influence on purchasing decisions at Adhi Fashion Garment Denpasar Selatan. According to [12], online purchases of Wardah cosmetics conducted at the Islamic University of Malang show that product quality and online reviews have a beneficial impact on purchasing decisions. However, this contrasts with the findings of [2], which indicate that digital marketing does not influence purchase decisions.

Based on observations from previous studies, the researcher aims to conduct further research and is interested in the title "The Influence of Digital Marketing, Product Quality, and Online Customer Reviews on Purchase Decisions for Maybelline Cosmetics Among Students in Surabaya."

One contemporary marketing strategy that is claimed to increase a company's business success is digital marketing. Digital marketing focuses on communication and a personal approach with customers, so that customers feel that they are being listened to and receiving recommendations to expand a business. According to [14] in their book The Dentsu Way, AISAS represents a shift in consumer behavior from the traditional marketing approach of AIDMA (Attention, Interest, Desire, Memory, and Action). The AIDMA paradigm has been transformed into AISAS (Attention, Interest, Search, Action, and Share) in the digital age because internet users can easily access and share information. Marketers use the interactive AISAS framework, and the emergence of new online media has facilitated a shift in how consumers use media and receive marketing messages. This can serve as a foundation for the development of the AISAS model [1].

This digital marketing method is effective and efficient because it offers various options anytime, anywhere. Some of the main objectives of digital marketing include: increasing

brand awareness, reaching a wider audience, increasing sales, improving customer interaction and loyalty, and analyzing and measuring performance. According to [10], the indicators in digital marketing are: accessibility, interactivity, entertainment, trust, and informativeness.

Product quality is one of the most important indicators for every company to maintain its existence and shine in order to survive fierce industry competition. Product quality demonstrates a company's ability to understand and accurately measure various customer needs [7]. Businesses must continuously develop and modify their products in response to changes in consumer demand and preferences, as well as market trends and customer feedback. Improving product quality is a major challenge for companies to compete and a key factor in economic growth in the global market. According to [8], indicators of product quality include: durability, reliability, precision, ease of operation and repair, and other valuable attributes.

In the digital age, consumers tend to search for information online before making a purchase. Online customer reviews provide information based on the real experiences of other users, which are considered more reliable than advertisements or promotions created by companies. According to [6], online customer reviews have several components that influence consumers' purchase decisions, including: a. The choice to purchase a product, b. Information in reviews left by previous customers that can influence product selection, c. Useful product information obtained from customers' expertise, d. How consistently customers provide reviews, e. Customer reviews about the product after they have purchased it. According to [2], there are several indicators of Online Customer Reviews, namely: Perceived Usefulness, Source Credibility, Argument Quality, Volume of Online Reviews, and Valence of Online Consumer Reviews.

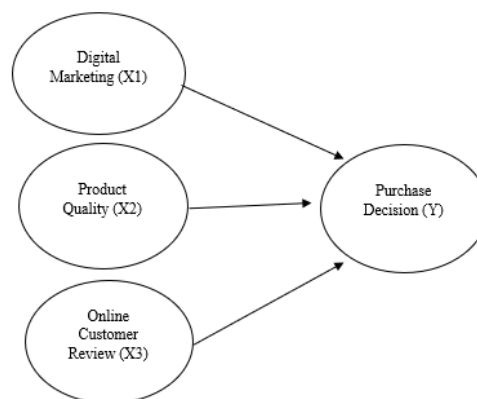The following is the conceptual framework used in this study:

Figure 1 Conceptual Framework

The process of evaluating and selecting an action is called decision making. This choice is reached after a number of calculations and considerations of alternatives. Decision makers will go through a series of steps before deciding on the selection results. According to [9], the decision-making process for purchasing consists of five steps: Problem recognition, Information search, Evaluation of alternatives,

Purchase decision, and Post-purchase behavior. According to Thompson & Peteraf (2016) in **[16]**, there are four indicators of purchase decisions, namely: Suitability to Needs, Product Benefits, Accuracy in Purchasing Products, and Repeat Purchases.

H1: Digital marketing has a positive and significant effect on purchase decisions.

H2: Product quality has a positive and significant effect on purchase decisions

H3: Online customer reviews have a positive and significant influence on purchase decisions.

II. RESEARCH METHOD

This study has four variables, namely digital marketing, product quality, online customer reviews, and purchase decisions. This study uses a Likert scale with weighting techniques for ordinal data. This research uses a non-probability sampling method with purposive sampling techniques. Data collection was conducted through questionnaires, supplemented with secondary data from journals, books, and other relevant literature. Data analysis utilized the SEM method based on the Partial Least Squares (PLS) component version 4.0. The research sample consisted of 152 female student respondents who used Maybelline products, resided in Surabaya, and used the TikTok application.
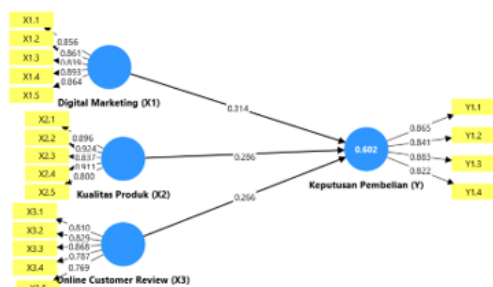
III. RESULT AND DISCUSSION

Outer Model

Figure 2 PLS Model

According to Figure 2, the factor loading (original sample) for all reflective indicators in Digital Marketing (X1), Product Quality (X2), Online Customer Review (X3), and Purchase Decision (Y) is more than 0.70. Therefore, the estimation results of all indicators show Convergent Validity or good validity.

A. *Average Variance Extracted (AVE)*

Table 2. Average Variance Extracted (Ave)

	Average Variance Extracted (AVE)
Digital Marketing	0,745
Purchase Decision	0,728
Product Quality	0,765
Online Customer Review	0,661

According to the analysis findings, the AVE values of the Digital Marketing (X1) variable were 0.745, Product Quality (X2) 0.765, Online Customer Review (X3) 0.661, and Purchase Decision (Y) 0.728. The construct validity of the latent variables in this study is categorized as good because all AVE values are above the minimum threshold of 0.5.

B. *Composite Reliability*

Table 3. Composite Reliability

	Composite Reliability
Digital Marketing	0,936
Purchase Decision	0,914
Product Quality	0,942
Online Customer Review	0,907

According to the findings, the composite reliability value of the Digital Marketing variable (X1) was 0.936, the Product Quality variable (X2) was 0.942, the Online Customer Review variable (X3) was 0.907, and the Purchase Decision variable (Y) was 0.914. All variables in this study were considered reliable because their values were greater than 0.70.

C. *Latent Variabel Corellation*

Table 4. Composite Reliability

	Digital Marketing (X1)	Purchase Decision (Y)	Product Quality (X2)	Online Customer Review (X3)
Digital Marketing (X1)	1,00	0,699	0,675	0,722
Purchase Decision (Y)	0,699	1,000	0,688	0,697
Product Quality (X2)	0,675	0,688	1,000	0,712
Online Customer Review (X3)	0,722	0,697	0,712	1,000

Table 4 shows that the latent variable correlation indicates a fairly high level of correlation between latent variables. The highest correlation value was obtained by Digital Marketing (X1) with Purchase Decision (Y) at 0.699. This shows that the correlation between Digital Marketing (X1) and Purchase Decision (Y) displays the strongest influence. The interpretation is that Purchase Decisions in this model is more dominantly influenced by Digital Marketing than by Product Quality and Online Customer Reviews.

D. *R-Square*

Table 5. R-Square

	R Square	R Square Adjusted
Purchase Decision	0,602	0,594

From the table above, it can be seen that the R^2 value for the purchase decision variable is 0.602, which means that 60.2% of the decision is influenced by digital marketing, product quality, and online customer reviews, with the remaining 39.8% coming from factors not included in this research model.

E. *Hypothesis Test*

Table 6. Path Coefficients

	Original Sample (O)	T Statistics	P Values
Digital Marketing -> Purchase Decision	0,314	3,780	0,000
Product Quality -> Purchase Decision	0,286	4,185	0,000
Online Customer Review -> Purchase Decision	0,266	3,273	0,001

Based on Table 6, it can be seen that:

1. Hypothesis 1, which states that digital marketing has a positive and significant effect on purchase decisions, is accepted with a T-statistic value of $3.780 > 1.64$ and a p-value of $0.000 < 0.05$, as well as an original sample value of 0.314.

2. Hypothesis 2 states that product quality has a positive and significant effect on purchase decisions, with a T-statistic value of $4.185 > 1.64$ and a p-value of $0.000 < 0.05$, and the original sample value is positive at 0.286.

3. Hypothesis 3, that online customer reviews influence purchase decisions, is accepted with a T-statistic value of $3.273 > 1.64$ and a p-value of $0.001 < 0.05$, and the original sample has a positive value of 0.266.

The Influence of Digital Marketing on Purchasing Decisions

According to the findings of this study, digital marketing has a positive and significant effect on purchase decisions for Maybelline cosmetic products. This indicates that digital marketing provides detailed information tailored to the preferences and needs of potential consumers. The results of this study align with previous research conducted by **[11]**, which found that digital marketing has a positive and significant influence on purchase decisions. Other studies conducted by **[2]** and **[10]** also found that digital marketing has a positive and significant influence on purchase decisions. From the results of these studies, it can be concluded that intensive and consistent digital marketing can influence consumers' decisions to purchase a product or service.

The Influence of Product Quality on Purchasing Decisions

The study findings indicate that the purchase of Maybelline cosmetics is positively and significantly influenced by product quality. This suggests that creative and high-quality products enhance brand awareness and consumer trust. Consumers feel more confident in their choices due to the quality assurance provided by the product or service. These research results align with **[5]**, who found that product quality has a significant positive influence on purchase decisions. Other studies have also been conducted by **[11]**, **[7]**, and **[3]**, which show that improving product quality is followed by an increase in purchase decisions. Referring to the results of the study, purchase decisions are in line with improvements in product quality.

The Influence of Online Customer Reviews on Purchasing Decisions

The results of the study indicate that online customer reviews have a positive and significant impact on the purchase decisions of Maybelline cosmetic products. Customers can learn more from online reviews about others' experiences than what is stated in the product description. These findings align with previous research conducted by **[5]**, which states that online customer reviews have a positive and significant influence on purchase decisions. Other studies conducted by **[3]**, **[12]**, and **[10]** also show that online customer reviews have a positive and significant influence on purchase decisions. Based on the findings of these studies, it can be said that the more online customer reviews and positive reviews there are, the greater the consumer's decision to make a purchase and expect the best service.

III. CONCLUSION

Based on the results of the PLS analysis, it can be concluded that digital marketing has a positive and significant effect on the purchase decisions of Maybelline cosmetic products. The more attractive and effective the content of digital marketing is, the more it can influence the purchase decision of potential consumers. This indicates that digital marketing contributes to increasing purchase decisions. Additionally, product quality also has a positive and significant effect on the purchase decision for Maybelline cosmetics. The higher the quality of the products offered by Maybelline cosmetics, the higher the level of purchase decisions to buy those products. This indicates that product quality contributes to increasing purchase decisions. Online customer reviews influence purchase decisions for Maybelline cosmetics. The more positive the online customer reviews provided by consumers, the more likely potential consumers are to decide to purchase the product. This indicates that online customer reviews contribute to encouraging purchasing decisions.

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