

THE INFLUENCE OF SOCIAL MEDIA, PACKAGING, AND ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISION OF LOCAL PERFUME BRAND HMNS

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Abstract

This study examines the influence of social media, packaging, and online customer evaluations on the purchasing decisions for the local perfume HMNS. The study population comprises Generation Z consumers of the local perfume brand HMNS, with a sample size of 100 respondents selected by the Accidental Sampling method and the Lemeshow formula. The primary data analyzed was obtained through a questionnaire. Utilizing SPSS version 30.0 for data processing, the findings indicate that all question item indicators of the study instrument are valid and all variables are dependable. According to the simultaneous test, all independent variables influence purchasing decisions. The regression coefficient and t-test results indicate that social media, packaging, and online feedback from consumers exert a positive and significant influence on purchasing decisions. The online customer review variable exhibits the most significant impact, evidenced by the highest t-count value.

Keywords: *SocialMedia, Packaging, Online Customer Review, Purchase Decision, Local Perfume*

1. INTRODUCTION

In the contemporary digital age, social media significantly influences consumer purchase decisions. Social media users around the world are increasingly relying on these platforms to obtain information, interact with brands, and evaluate products before making a purchase. In addition, other factors such as product packaging and online customer reviews also significantly impact consumer perceptions and purchasing decisions. In the digital era, social media has become one of the main platforms for consumers to seek information and share experiences about products, including perfumes. Previous studies have shown that social media can significantly influence consumer behavior, especially in the context of product purchases (Hardiyanto et al., 2021).

With the increasing use of social media, it is important to understand how these platforms influence consumer purchasing decisions, especially among the millennial generation who are active social media users. Social media not only functions as a promotional tool, but also as a means to build relationships with consumers and influence their purchasing decisions (Indriyani & Suri, 2020). Social media, such as Instagram and TikTok, allow brands to reach a wider audience through engaging and interactive visual content. Research by Kumbara (2021) shows that product quality and product design promoted through social media can increase customer value and purchasing decisions. This is in line with the findings by Maulida & Sunarjo (2024), which emphasize the importance of influencer marketing in influencing consumer purchase intentions. Influencers on social media often have a significant influence on purchasing decisions, especially among the younger generation who are more active on the platform (Tamarima et al., 2025).

Product packaging also plays an important role in attracting consumer attention and influencing purchasing decisions. Research shows that attractive packaging design can increase consumer purchasing interest because packaging functions as one of the marketing elements that consumers first see (Ferdiansyah et al., 2024). In the context of perfume, packaging not only functions as a product protector but also as a tool to convey the brand image and aesthetic values desired by consumers. Therefore, this study will analyze how perfume packaging can influence consumer purchasing decisions.

Online customer reviews are also an important factor influencing purchasing decisions. In the world of e-commerce, consumers often rely on reviews and ratings from previous buyers to assess product

quality before making a purchase (Susilowati & Agustiya, 2022). Research shows that positive reviews can increase consumer trust in a product, while negative reviews can reduce purchasing (Satiawan et al., 2023). Therefore, it is important to explore how online customer reviews interact with social media and packaging in influencing perfume purchasing decisions. Online customer reviews, or electronic word of mouth (eWOM), are also a key factor influencing purchasing decisions. Research by Maharani et al. (2024) shows that eWOM can shape consumer perceptions of products and influence their purchasing decisions.

Positive reviews from previous customers can increase the trust of new consumers and encourage them to make purchases. Conversely, negative reviews can reduce purchasing interest and affect the overall brand image (Rahmawati & Dermawan, 2023). In the context of perfume, where sensory and emotional experiences are crucial, customer reviews can provide consumers with valuable insights into the scent and quality of a product. Research by Fadila et al. (2024) shows that positive product reviews can increase consumer purchase intention, while negative reviews can hinder purchase decisions. Therefore, companies need to manage customer reviews well and respond to feedback to build a good reputation in the market.

In the context of this study, it is important to consider the factors that influence consumer behavior in purchasing perfume. Previous studies have shown that psychological factors, such as self-confidence and self-image, can influence the decision to purchase perfume products (Harahap & Amanah, 2022). In addition, social factors, such as the influence of friends and family, can also play a role in purchasing decisions (Ekawati, 2020). Therefore, this study will consider various factors that can influence perfume purchasing decisions, including social media, packaging, and online customer reviews. This study will also consider the context of the COVID-19 pandemic, which has significantly changed consumer shopping behavior. During the pandemic, many consumers have turned to online shopping, and this can affect the way they make purchasing decisions (Safitri & Fathurohman, 2024). Research shows that during the pandemic, consumers are more likely to search for information online and rely on customer reviews before making a purchase (Hardiyanto et al., 2021).

Therefore, this study will explore how the COVID-19 pandemic affects the influence of social media, packaging, and customer reviews on perfume purchasing decisions. This study aims to examine the influence of social media, packaging, and online customer reviews on purchasing decisions for a local perfume brand, HMNS. HMNS perfume is one of the perfume brands that is starting to become popular among consumers in Indonesia. With the increasing number of perfume brands competing in the market, understanding the factors that influence purchasing decisions is becoming increasingly important for marketing strategies. This study is expected to provide deeper insights into how social media, packaging, and online customer reviews can influence consumer perceptions and drive purchasing decisions. Thus, the results of this study are expected to help companies in designing more effective marketing strategies and can increase sales of HMNS perfume products.

2. LITERATURE REVIEW

2.1. Social Media

Social media has become integral to everyday life, influencing various aspects of social interaction, individual behavior, and community dynamics. According to Nasrullah in Batee (2019), social media contains information created by people who utilize publishing technology, is very easy to access, and is intended to facilitate communication, influence, and interaction with others and the general public. Research from Rahmatullah (2021) shows that social media can influence social behavior, including aggressive and prosocial behavior. The anonymity offered by platforms like Twitter may increase the tendency for verbal aggression among users (Anggoro & Santosa, 2024). On the other hand, social media can also function as a means to increase prosocial behavior, such as emotional support and collaboration within the community (Nur Afrilia et al., 2024).

2.2. Packaging

Packaging is an important part of the branding process because it functions indirectly to communicate the identity and image of the company (Et. al., 2021). Packaging is all activities of designing and making containers for a product (Nabila et al., 2023). Packaging aims to protect the product and allow companies to advertise the product and increase sales (Nuryanti et al., 2023). Product packaging with an attractive appearance and more prominent than competitors can increase the selling value of the product and attract customer buying interest (Zaky Zardani Askarulloh & Dede R. Oktini, 2024). Attractive packaging has characteristics supported by visual appeal such as the use of graphic elements that can result in certain perceptions and impressions, as well as practical appeal such as the process of designing effective and efficient packaging (Vellina & Nugroho, 2020).

2.3. Online Customer Review

Online Customer Review is an opinion or experience given by consumers about the services they receive or products from a business (Dewikesumoningsih et al., 2022). According to Mo and Fan (Mo et al., 2015), Online Customer Reviews are consumer reviews regarding information from evaluating a product regarding various aspects. With this information, consumers can get the product quality they are looking for from reviews and experiences written by consumers who have purchased products from online sellers. Online Customer Reviews (OCR) is a form of Word of word-of-mouth communication in online sales where potential buyers get information about products from consumers who have benefited from the product (Ardianti & Dr. Widiartanto, 2019).

2.4. Purchase Decisions

Purchasing decisions are a process of determining one of the various problem-solving options with concrete further steps. After that, prospective buyers can analyze the options and then determine what attitude will be taken next (Handayani & Nurhasanah, 2023). Decision making is a series of stages consisting of an alternative, and will evaluate the decision (Ramadhana & Nicky, 2022). Purchasing decisions are influenced by several external and internal elements, shaping consumer attitudes that guide the processing of information and the formulation of reactions to product selection (Widiyawati & Siswahyudianto, 2022). The aspects involved in purchasing decision factors include needs identification, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. (Widiyawati & Siswahyudianto, 2022).

2.5. Research Framework

The research framework, as delineated in the preceding theoretical explanation, is illustrated in Figure 1.

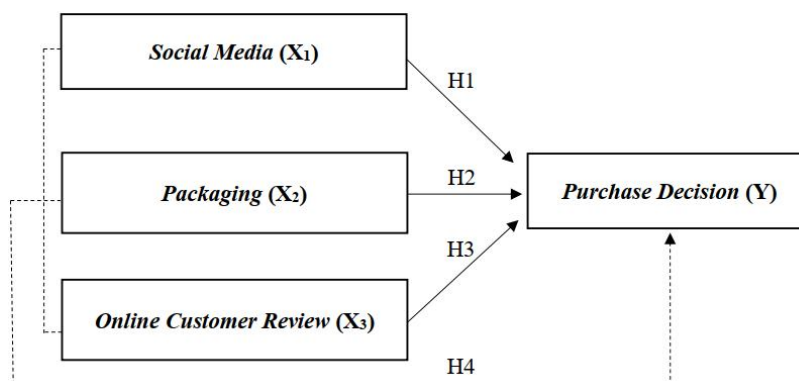


Figure 1. Research Framework

2.6. Formulation of Hypothesis

The Influence of Social Media on Purchasing Decisions

Social media serves as an important source of information for consumers, significantly influencing their purchasing behavior. According to Palalić et al., (2020), social media platforms facilitate the sharing of personal experiences and opinions, which can guide consumers in their purchasing decisions. This is in line with the findings of Dinh & Lee (2021), who emphasized that consumers often view social media influencers as role models, leading to increased purchase intentions for the products they endorse, including perfume. The ability of social media to disseminate information quickly and widely increases its role as an important factor in shaping consumer preferences. The subsequent hypothesis is formulated: H1: Social Media has a positive and significant influence on the Purchase Decision of Local Perfume Brand HMNS.

The Influence of Packaging on Purchasing Decisions

The aesthetic appeal of packaging plays a significant role in shaping consumer perceptions and purchase intentions. Research shows that visually appealing packaging can enhance consumers' emotional responses and increase their likelihood of purchasing a product. A study has shown that packaging color and design significantly influence consumer judgments, with brighter colors often associated with higher quality and attractiveness (Su & Wang, 2024). The aesthetic experience gained from packaging can evoke positive emotions, which in turn can lead to impulsive purchasing behavior (Yang et al., 2021). The subsequent hypothesis is formulated:

H2: Packaging has a positive and significant influence on the Purchase Decision of Local Perfume Brand HMNS.

The Influence of Online Customer Reviews on Purchasing Decisions

Online customer reviews serve as a critical source of information for consumers, significantly impacting their purchasing decisions. Research indicates that the perceived trustworthiness of online reviews is a key determinant of consumer behavior. For instance, Pan et al. highlight that trustworthiness and perceived price are crucial factors influencing consumer behavior, particularly in the context of online reviews and sales promotions (Pan et al., 2022). This suggests that consumers are more likely to purchase perfumes that have favorable reviews, as they perceive these products to be of higher quality and value. The subsequent hypothesis is formulated:

H3: Online Customer Reviews Have a Positive and Significant Influence on Purchase Decisions for Local Perfume Brand HMNS.

The Influence of Social Media, Packaging, and Online Customer Reviews on Purchasing Decisions

The influence of social media, packaging, and online customer reviews on perfume purchasing decisions is a multifaceted topic that encompasses various dimensions of consumer behavior and marketing strategies. Research shows that influencer marketing can have a significant impact on consumer trust and brand perception (Dian & Harsoyo, 2024). Other studies also show that well-designed packaging can increase the perceived value of a product and influence consumer preferences (Murwani et al., 2023). Furthermore, integrating online customer reviews with social media marketing strategies can strengthen the effectiveness of both. Positive reviews shared on social media platforms can increase brand visibility and credibility, creating a feedback loop that strengthens consumer trust and encourages purchases (Nurhaliza et al., 2024). The subsequent hypothesis is formulated:

H4: Social Media, Packaging, and Online Customer Reviews have a positive and significant influence on the Purchase Decision of Local Perfume Brand HMNS.

3. RESEARCH METHOD

This study uses a quantitative approach using a questionnaire as a research instrument. The object of the research is consumers of local perfume brand HMNS. The sampling technique uses Accidental Sampling with the Lemeshow formula. This study uses 100 respondents from Generation Z as research subjects. Data collection uses a questionnaire with an assessment using a Likert scale (scale 1-5). The

data analysis technique uses multiple linear regression and is processed with SPSS Version 30. This research consists of three independent variables, namely: social media, packaging and online customer reviews. While the dependent variable is purchase decision. This study was conducted to determine whether social media, packaging and online customer reviews influence the decision to purchase local perfume brand HMNS.

4. RESULTS AND DISCUSSION

4.1. Validity Analysis

A validity test is employed to assess the validity of a questionnaire (Ghozali, 2021). This study employed the Pearson Product Moment for the validity test. The examination employs a two-tailed test with a significance threshold of 0.05. The significance test is conducted by comparing the computed r with the r -table. If the computed r exceeds the r -table value, the item in question is deemed legitimate. Table 1 indicates that the computed R -count exceeds the R -table value of 0.197, thereby confirming its validity.

Table 1. Validity Test

Variables and Statements			
Social Media (X1)		R-count	R-table
X1.1	In my opinion, the way to promote HMNS products with storytelling on social media is exciting	0.922	0.197
X1.2	HMNS admin responded to my questions well	0.926	0.197
X1.3	I responded to messages or information from newly promoted HMNS products	0.918	0.197
X1.4	HMNS products always provide the latest updates	0.964	0.197
Packaging (X2)		R-count	R-table
X2.1	HMNS packaging is easier to carry because it is light	0.924	0.197
X2.2	The brand name of the local perfume brand HMNS is unique compared to other brands	0.913	0.197
X2.3	By buying HMNS products, it provides emotional benefits such as pleasure	0.914	0.197
X2.4	HMNS product packaging is more compact and does not take up space	0.916	0.197
X2.5	I like the local perfume brand HMNS because of its attractive packaging	0.938	0.197
Online Customer Review (X3)		R-count	R-table
X3.1	Reviews given by other consumers can be trusted	0.958	0.197
X3.2	I get the benefit of having review information through the application and social media accounts of HMNS	0.936	0.197
X3.3	I feel that reviews given by consumers about HMNS products on the Web help me get quality HMNS products	0.940	0.197
X3.4	Positive and negative reviews from consumers will influence me when making purchases.	0.950	0.197
X3.5	The more reviews from other consumers, the easier it is for me to decide.	0.944	0.197
Purchase Decision (Y)		R-count	R-table
Y1.1	I use perfume in my daily life	0.969	0.197
Y1.2	I read HMNS product reviews first on social media before making a purchase	0.967	0.197
Y1.3	I am sure that HMNS products are the best local perfumes	0.965	0.197
Y1.4	I will recommend my friends, family, and people around me to buy HMNS products	0.963	0.197
Y1.5	I will purchase HMNS products once every three months	0.971	0.197

4.2. Reliability Analysis

Reliability serves as a metric for assessing a questionnaire, functioning as an indicator of a variable or construct (Ghozali, 2021). The Cronbach alpha (α) statistical test was employed by the author to evaluate the reliability of each instrument in this study. An instrument is considered dependable if its Cronbach's alpha value exceeds 0.6. Table 2 indicates that the research data is deemed reliable.

Table 2. Reliability Test

No.	Variable	Cronbach Alpha	Standard Alpha	Result
1.	Social Media	0.949	0.6	Reliable
2.	Packaging	0.938	0.6	Reliable
3	Online Customer Review	0.944	0.6	Reliable
4.	Purchase Decision	0.971	0.6	Reliable

4.3. Classical Assumption Testing

4.3.1. Normality Test

4.3.2. The normality test evaluates whether the residuals in the regression model follow a normal distribution. The Kolmogorov-Smirnov test may be utilized, with the stipulation that if the significance value surpasses 0.05, the data is deemed regularly distributed. The Kolmogorov-Smirnov test may be utilized, with the stipulation that if the significance value surpasses 0.05, the data is deemed regularly distributed (Ghozali, 2021). The normality results in Table 3 indicate a significance value of 0.200, which exceeds 0.05; thus, it can be inferred that the residual values are normally distributed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,48025474
Most Extreme Differences	Absolute	,072
	Positive	,044
	Negative	-,072
Test Statistic		,072
Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	,229
	99% Confidence Interval	Lower Bound
		Upper Bound
		,218
		,240

4.3.3. Multicollinearity Test

The occurrence of multicollinearity can cause the use of the regression method to be less precise because the regression estimates are unstable and the regression coefficient variables are very large (Azizah et al., 2021). This research to confirm whether or not multicollinearity occurs by looking at the Variance Inflation Factor value. In table 4, the results show that the Variance Inflation Factor value is less than 10, so it can be concluded that there are no symptoms of multicollinearity.

Table 4. Multicollinearity Test

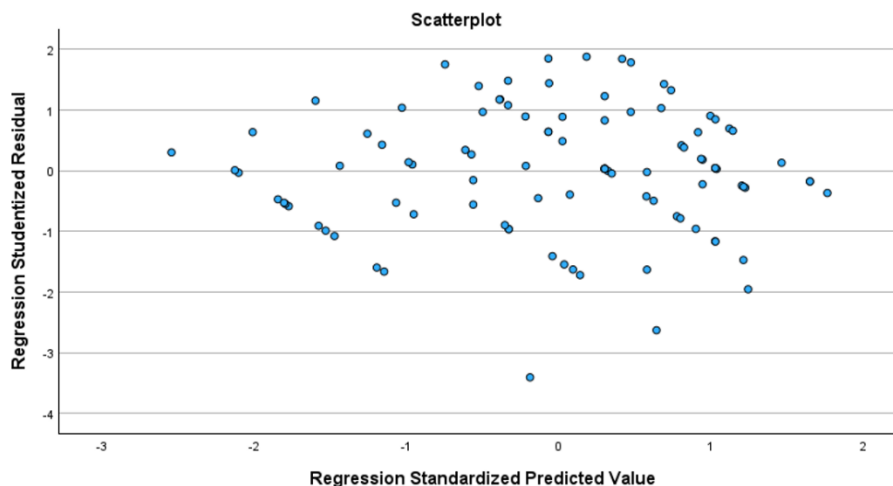
	<i>Model</i>	<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	<i>VIF</i>
1	Constant		
	Social Media	.690	1.450
	Packaging	.521	1.919
	Online Customer Review	.568	1.760

a. Dependent Variable: Purchase Decision

4.3.4. Heteroscedasticity Test

The heteroscedasticity test is conducted to ascertain the presence of heteroscedasticity in the regression model, which can be evaluated using the scatterplot or the predicted values of the dependent variable. (Azizah et al., 2021). In that case, it can be concluded that there are no symptoms of heteroscedasticity, or it can be interpreted that the research model used is good (Ghozali, 2018). Figure 2 shows a specific pattern, so it can be concluded that this study's results do not show heteroscedasticity symptoms.

Figure 2. Heteroscedasticity Test



4.4. Multiple Regression Analysis

4.4.1. T Statistic Test (Partial Test)

Table 5. T-test Statistics

	<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	-4.016	1.433		-2.803	,006
	Social Media	.378	.089	.270	4.236	<,001
	Packaging	.468	.093	.369	5.032	<,001
	Online Customer Review	.426	.079	.378	5.390	<,001

a. Dependent Variable: Purchase Decision

The t-table value can be calculated on the t-test table with the formula $df = n - k$ or $df = 100 - 4 = 96$, so that the t-table value is 1.985.

H1: Hypothesis test of social media (X_1) on purchasing decisions (Y) based on the calculation results obtained tcount 4.239 table 1.985 with a significance level of 0.05, which is $0.001 < 0.05$. This means that the social media variable partially has a positive and significant effect on purchasing decisions for local HMNS brand perfumes.

H2: Hypothesis test of packaging (X_2) on purchasing decisions (Y) based on the calculation results obtained tcount 5.032 ttable 1.985 with a significance level of 0.05, which is $0.001 < 0.05$. This means that the packaging variable partially has a positive and significant effect on purchasing decisions for local HMNS brand perfumes.

H3: Hypothesis test of online customer review (X_3) on purchasing decision (Y) based on the calculation results obtained tcount 5.390 ttable 1.985 with a significance level of 0.05, which is $0.001 < 0.05$. This means that the online customer review variable partially has a positive and significant effect on purchasing decisions for local brand perfume HMNS.

4.4.2. F Test (Simultaneous Test)

The F test is conducted to see the influence of all independent variables simultaneously on the dependent variable with a level value of 0.5 or 5%, if the significant value of $F < 0.05$, it can be interpreted that the independent variables simultaneously influence the dependent variable or vice versa (Ghozali, 2018). Based on Table 6, the calculated F value with regression results is 87.157 with a significant probability of 0.00, which is smaller than the significant level of 0.05 or less than five percent. This shows that the independent variables simultaneously affect the dependent variable. This indicates that the regression model is feasible and can be analyzed further.

Table 6. F Statistic Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1658.745	3	552.915	87.157	<.001 ^b
	Residual	609.015	96	6.344		
	Total	2267.760	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Online Customer Review, Social Media, Packaging

4.4.3. Coefficient of Determination Test (Adjusted R-Square)

This coefficient of determination test evaluates the model's ability to clarify the degree to which independent variables collectively influence the dependent variable, as indicated by the adjusted R-Squared value (Ghozali, 2018). According to Table 7, the Adjusted R² value is 0.723. The capacity of social media, packaging, and online customer review factors to elucidate their impact on purchasing decision variables is 72.3%. The residual 27.8% (100% - 72.3%) is affected by additional variables not examined in this study.

Table 7. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 ^a	.731	.723	2.519

a. Predictors: (Constant), Online Customer Review, Social Media, Packaging

b. Dependent Variable: Purchase Decision

4.5. Discussion

The Influence of Social Media on Purchase Decisions

The results of the first hypothesis test show that social media, packaging, and online customer reviews have a significant positive effect on the purchasing decision of local perfume brand HMNS. Therefore, the first hypothesis is accepted. The concept of personal branding on social media platforms, especially among young people, has been shown to influence purchase intentions. This is relevant to the research of Sunjaya et al., (2024), who found that consumers' self-concept and brand affiliation, shaped by their social media interactions, significantly influence their perceptions and intentions to purchase a

brand. Social media practices contribute to purchasing behavior and illustrate how social interactions on these platforms can lead to collective purchasing decisions driven by shared beliefs and emotions (Naeem & Ozuem, 2021).

The Influence of Packaging on Purchase Decisions

The results of the second hypothesis test show that packaging has a significant positive effect on purchasing decisions for local perfume brand HMNS. Therefore, the second hypothesis is accepted. Packaging not only functions as a protective barrier for the product, but also as an important marketing tool that shapes consumer perceptions, preferences, and ultimately, purchasing decisions. This is in line with Cammarelle et al., (2021), which noted that consumers are more likely to purchase products packaged in biodegradable materials, considering them higher quality and more environmentally friendly. This finding aligns with research by Retamosa et al., (2024), which has shown that well-designed nutrition labels can significantly influence consumer choices, especially in the context of healthy eating. This highlights the importance of not only aesthetic appeal but also the functionality of packaging in guiding consumer behavior.

The Influence of Online Customer Reviews on Purchase Decisions

The results of the third hypothesis test revealed that online customer reviews have a significant positive effect on the purchasing decision of local perfume brand HMNS. Therefore, the third hypothesis is accepted. The research results are relevant to the findings of Maulida & Sunarjo (2024), showing that influencer support, combined with positive online reviews, can significantly increase consumer purchasing interest. The influence of online customer reviews is further supported by findings from Majasoka et al., (2020), who emphasize that elements of the marketing mix, particularly product quality, have a pronounced impact on brand awareness and consumer purchasing behavior. This suggests that positive online reviews can enhance product visibility and credibility, thereby increasing the likelihood of purchase.

The Influence of Social Media, Packaging, and Online Customer Reviews on Purchase Decisions

The results of the fourth hypothesis test revealed that social media, packaging, and online customer reviews together have a significant positive effect on the purchasing decision of local perfume brand HMNS. This proves that the fourth hypothesis is accepted. This is in line with research by Kristiawan & Keni (2020), which found that packaging, social media marketing, and eWOM have a significant influence on purchasing decisions for local fashion products. Meanwhile, research by Wahyuningrum et al., (2024), also confirmed that online consumer reviews and promotions via social media have a positive influence on purchasing decisions, which shows the importance of integration between digital marketing and product reputation management. Overall, it can be concluded that social media, packaging, and online consumer reviews significantly influence purchasing decisions.

5. CONCLUSION

The analysis and discussion of the data indicate that social media exerts a partial, positive, and significant influence on the purchasing decisions for the local perfume brand HMNS. Packaging partially has a positive and significant effect on purchasing decisions for local perfume products brand HMNS. Online consumer reviews exert a partially favorable and significant influence on purchasing decisions for the local perfume brand HMNS. Social media, packaging, and online customer reviews collectively exert a positive and considerable influence on the purchasing decisions for the local perfume brand HMNS.

This study is anticipated to contribute a novel discourse and serve as a reference for research concerning social media, packaging, and online consumer reviews in the context of purchasing decisions. This study's practical implications serve as a reference for HMNS perfume brand owners to enhance their focus on promotional elements via social media, packaging, and online customer reviews, thereby facilitating consumers' selection of products and services that align with their preferences.

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