TRANSFORMATION OF DIGITAL CONSUMER BEHAVIOR: THE IMPACT OF REVIEWS, RATINGS, AND VIRAL MARKETING ON PURCHASES OF SKINCARE PRODUCTS ON SHOPEE

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Abstract
Study This aims to analyze influence review online customer review, rating customers, and viral marketing strategies towards decision purchase consumers on NPURE products on the Shopee platform. This background study rooted in the phenomenon increasing the use of e-commerce in Indonesia and shift behavior consumer in making purchase decisions influenced by digital opinions and campaigns marketing based on social media . This study use approach quantitative descriptive with method survey through questionnaire distributed to 100 respondents who were user active on Shopee and ever do purchase NPURE products . The sampling technique used is accidental sampling. Data analysis is done with Structural Equation Modeling (SEM) approach using the Partial Least Square (PLS) model through device soft SmartPLS 4. The research results show that customer rating and viral marketing variables have influence positive and significant to decision purchase . While that , the online customer review variable does not show significant influence . These findings contribute theoretically to development of behavioral models consumers in the digital era and offer implications practical for local skincare brand marketing strategies in the marketplace.

Keywords : Online Customer Review, Customer Rating, Viral Marketing, Purchase Decision , E-Commerce.

1. INTRODUCTION

Digital transformation has give impact substantial to change style life society , especially in realm consumption and behavior shopping (Liu, 2024). Progress technology information and communication, especially the internet, has change method consumer interact with products, brands, and decision-making processes decision in purchases (Jothimani et al., 2023). In indonesia, internet usage is growing in a way significant. According to report latest from we are social, internet users in indonesia have reach more from 213 million souls as of january 2023, experienced improvement by 5.44% of year previously. Improvement this in a way direct support the growth of e-commerce as one channel main in activity modern trade (Jothimani et al., 2023).

Marketplace platforms such as Shopee are becoming catalyst important in dynamics online trading in Indonesia (Afiana et al., 2024). Data from similar web show that shopee dominates e-commerce sector with visit monthly reached 157.9 million in the quarter first 2023. Features like review customer reviews, ratings, and promotions social media based has become element key in influence perception and decision purchase consumers (Ferrinadewi & Murtadho, 2022). In the context of this, it is important to understand how these digital elements form intention and action purchase consumer in a way empirical.

Cosmetics industry, in particular skincare products, is one of them sector with growth fastest in Indonesia's e-commerce ecosystem (Masood & Zaidi, 2023; Nuryakin et al., 2024). Based on data from statista, the Indonesian cosmetics market is growing around 4.59% each

year. NPURE, as one of the brand prominent local, has succeed building brand image through approach experience as well as creative and integrated promotions on social media. With confession from the Indonesian Record Museum (MURI) and BPOM and halal certification, NPURE has succeed build credibility among digital consumers, who are increasingly selective in choose product based on online recommendations .

However thus, the decision purchase in digital environment does not always linear (Xu et al., 2022). Consumers no only influenced by price and quality, but also by other aspects social and psychological like review customers , product ratings , and viral content spread across social media (Bevan-Dye, 2020; Nugraha, 2024; Santoso, 2020). Research previously show mixed results. For example, some studies state that online customer reviews have influence significant to decision purchases (Golalizadeh et al., 2023), while other studies have found the opposite result behind (Bevan-Dye, 2020). Something similar also happened to customer ratings and viral marketing, which showed results inconsistent in various studies previous .

In terms of theory, behavior consumer in digital context can analyzed use Theory of Reasoned Action (TRA) approach and its development namely the Technology Acceptance Model (TAM). Second theory This give framework conceptual to understand how perception, attitude, and subjective norms to form intention and behavior purchase in context digital interaction. Behavior consumer is discipline multidimensional study how individuals, groups and organizations choose, buy, use, and evaluate products and services to satisfy needs and wants they (Aydin & Aydin, 2022). In the context of e-commerce, the behavior purchase consumer experience transformation significant because existence digitalization of the purchasing process and increasing available information online . According to (Sinnaiah et al., 2023), the decision-making process purchase includes five stages: introduction problem, search information, evaluation alternative, decision purchases, and behavior post purchase. In the marketplace platform, the stages search information and evaluation alternatives are heavily influenced by digital features such as customer reviews, ratings, and social media content . This study make decision purchase as variable dependent main, with consider influence from the digital factor .

TRA developed by Fishbein and Ajzen (1975) states that behavior individual determined by intention behavior (behavioral intention) which in turn influenced by attitude to behavior and subjective norms (Amin & Chong, 2011). In the context of shopping online, attitude consumer to a product can influenced by perception to customer reviews and rating levels. Subjective norms are also formed through exposure to viral content that spreads on the network social , where individuals influenced by other people's views . TAM is expansion from TRA which is more focus on acceptance technology . Davis (1989) explains that reception user to technology influenced by two constructs main features, namely perceived usefulness and perceived ease of use (Musa et al., 2024). In the context of a marketplace like Shopee, the features such as easy reviews and ratings accessed as well as easy understood is part from ease of use, whereas benefit information obtained from the features are related with usefulness in support decision purchase .

Online customer reviews are form bait come back from customers who have do purchase and give opinion they through digital platforms. Reviews this play a role as form communication electronic word-of-mouth (e-WOM) which can give influence strong to consumer others (Duarte et al., 2018). According to (Sung et al., 2023), the effectiveness of customer reviews in influence decision purchases are highly dependent on credibility source, quality arguments, and valence (positive or negative). In the study, online customer reviews are reviewed of five indicators main factors: perceived usefulness, source credibility, argument

quality, valence, and volume of reviews (Bevan-Dye, 2020; Jothimani et al., 2023; Nizam & Hamza, 2023). Reviews that are abundant and have strong argument as well as originate from source trusted predicted can influence decision purchase in a way positive.

Customer rating is system evaluation based on number or symbols (generally stars 1–5) which represents level satisfaction customer to a product. Rating helps candidate buyer in evaluate quality product in a way concise and fast . High ratings generally associated with quality good product and reliability seller (Rachmiani et al., 2024). According to (Maryati & Kusuma, 2024), customer ratings can measured through three dimensions main , namely perception to quality product (product quality), perception about comfort usage (perceived enjoyment), and perception control (perceived control) over experience shopping . Ratings provide signal trust and help in reduce uncertainty in taking decision .

Viral marketing is form distribution - dependent marketing message in a way exponential from one individual to individual others , utilizing social media and digital platforms as its channels (Syah & Salim, 2024). Concept This resemble the spread of the virus, where the content is interesting and emotional spread in a way fast and wide. Viral marketing strategies can creating high awareness, building consumer engagement, and encouraging intention buy. There is three indicator main in measuring viral marketing (Maulina et al., 2024), namely knowledge product (product knowledge), clarity information (message clarity), and discussion about product (product talkability). When the content is distributed capable cause discussion and interest , then potential influence to decision purchase become tall.

Based on background behind that, research This focused on analysis empirical to the influence of online customer reviews, customer ratings, and viral marketing on decision purchase NPURE products on Shopee. Research This aims to provide contribution in strengthen understanding to behavior consumers in the digital era and give input strategic for perpetrator industry cosmetics local in design more marketing strategies effective and data - driven.

2. RESEARCH METHODS

Study This use approach quantitative descriptive which aims to test connection between variable independent consisting of on online customer reviews, customer ratings, and viral marketing towards variable dependent, namely decision purchase. Approach this chosen because capable give description numeric on current phenomenon observed as well as allows to do generalization from results obtained through analysis statistics inferential. Research design this nature explanatory research, because make an effort explain influence causal between variable based on theories and empirical data collected from respondents (Santoso et al., 2024). Population in study is all over consumers who have ever do purchase NPURE brand skincare products through the Shopee e-commerce platform. Considering size population that is not known in a way sure, researcher use formula Lemeshow to determine size minimum sample (Santoso et al., 2024). Based on the calculation, the amount sample taken as many as 100 respondents. Retrieval technique sample used is accidental sampling, namely non- probability techniques that select respondent based on who only that which is as it happens or no on purpose met and fulfilled criteria as user active Shopee ever buy NPURE products. This technique considered efficient and relevant for research based on online survey in e-commerce context .

Primary data was collected through distribution online questionnaire to respondents who meet the requirements criteria inclusion. Questionnaire arranged in form five- point Likert scale , with range answer from 1 (very much not) agree) to 5 (strongly agree). Instrument

measurement arranged based on indicator from each construct theoretical that has been reviewed in the section study literature. Validity content validity of questionnaire tested through expert judgment with involving three expert in the field management digital marketing. Trial questionnaires were also conducted in a way limited (pilot test) to ensure item clarity and reliability beginning .

The following table show definition operational and indicators main from each variable study :

Table 1. Definitions Operational Variables

Variables	Definition Operational	Indicator	Source
Online Customer Reviews	Evaluation customer to NPURE products written on the Shopee platform and can accessed public	Perceived Usefulness, Source Credibility, Argument Quality, Valence, Volume of Reviews	(Maryati & Kusuma, 2024)
Customer Rating	Quantitative value from customer to quality product in star rating form	Product Quality, Perceived Enjoyment, Perceived Control	(Maryati & Kusuma, 2024)
Viral Marketing	Distribution message promotion in a way fast through digital platforms and social media	Product Knowledge, Message Clarity, Product Talkability	(Maulina et al., 2024; Syah & Salim, 2024)
Buying decision	Final decision consumers to buy product based on evaluation on available information	Stability Products, Habits purchase, Recommendation, Purchase repeat	(Qazzafi, 2019; Sulaiman, 2021)

Data analysis methods used in study this is Structural Equation Modeling - Partial Least Squares (SEM-PLS), with help device soft SmartPLS version 4. The reason for choosing SEM-PLS is because of this model suitable used for research explorative with size sample small until medium, and can handling complex models and unstructured data normally distributed (non-parametric). The measurement model (outer model) was tested through: Convergent Validity, using outer loading value (>0.7). Discriminant Validity, using cross-loading and AVE values. Reliability Construct, assessed from composite reliability value and Cronbach's alpha (>0.7). While that, the structural model (inner model) was tested via: R-square value to measure strength model prediction. The path coefficient value and T-statistic value from the bootstrapping test to determine significance connection between variables. P-value to test hypothesis with level significance of 5% ($\alpha = 0.05$). Validity and Reliability Test using Validity Test Convergent Validity shows that all questionnaire items own outer loading value is above 0.7, so that can declared valid. Validity Test Discriminant Validity is proven through cross-loading value of each more indicators high on construction origin compared to with construct others. Reliability Test Construct show that all over construct own composite reliability and Cronbach's alpha values are higher big from 0.7, which means reliable.

3. RESULTS AND DISCUSSION
3.1.Description of Respondent Characteristics
Study this involving 100 respondents who had do purchase NPURE products on Shopee. Based on characteristics demographics part big Respondent is Woman aged 21–25 years who

have buy NPURE products more from three times in one year last. Findings This in harmony with the condition of the Indonesian cosmetics market shows that Woman young is segment dominant user skincare products. Preferences those who are tall to product maintenance face show that market segmentation based on age and gender are very relevant in marketing strategy.

3.2. Outer Model Test Results
a. Validity Convergent
All indicators in each construct have an outer loading value above 0.70, which means that each indicator is able to... represent the construction validly . For example , the OCR4 indicator of The online customer review variable has a loading of 0.850, indicating that that perception quality argument online reviews contribute greatly in to form construct review overall .

b. Validity Discriminant
The cross-loading value shows that every indicator own correlation more tall to the construction Alone compared to with construct others , which indicates existence good separation between construct (discriminant validity). This is strengthen argument that each construct nature unique and not overlap overlap in a way conceptual .

c. *Reliability* Construct
Composite Reliability (CR) and Cronbach's Alpha values for all construct is above 0.8. For example , the decision purchase has a CR of 0.928, which indicates internal reliability is very high . With thus , all construct can categorized as reliable .

3.3. Inner Model test results
a. R-Square (R²) Value
R^2 value for the variable decision purchase is 0.631, indicating that 63.1% of the variance in decision purchase can explained by online customer reviews, customer ratings, and viral marketing simultaneous . This number classified as moderate and indicative strength good predictive model in context behavior digital consumers .

b. Hypothesis Testing (Path Coefficient)

Table 2. Hypothesis test results

Connection Variables	Path Coefficient	T-Statistics	P-Value	Information
Online Customer Review → Purchase Decision	0.176	1,772	0.076	Not Significant
Customer Rating → Purchase Decision	0.372	2,890	0.004	Significant
Viral Marketing → Purchase Decision	0.434	5,091	0,000	Very Significant

4. Discussion
4.1. The Influence of Online Customer Reviews on Purchasing Decisions

Analysis results show that online customer review no influential significant to decision purchase (P = 0.076 > 0.05; T = 1.772 < 1.96). Findings This indicates that although review customer available in amount many and relative easy accessed , its existence No in a way direct push consumers to take decision purchase . There are several interpretation to findings this . First , some consumer Possible consider review not fully objective Because the amount review false or sponsored , so that trust to the review to be low . Second , consumers who have own preference towards a particular brand tend No too influenced by opinion other consumers . Third , reviews are considered only as information supporter , not as factor determinant in the

process of taking decision. Findings This consistent with (Maryati & Kusuma, 2024; Syah & Salim, 2024) studies also found that online customer reviews are not influential significant to decision purchase. In the context of NPURE, a brand's reputation has awakening and perception on quality experience product possibility big more play a role compared to review individual .

4.2. The Influence of Customer Ratings on Purchasing Decisions

Test results show that customer rating has influence positive and significant to decision purchase (P = 0.004 < 0.05; T = 2.890 > 1.96). This means that the more high rating of a product, then the more big trend consumers to do purchase. Rating is considered as signal simple quality cue but powerful. In a digital environment full of uncertainty , rating provides certainty partial to consumer that the product has been fulfil expectation user previously. In the case of NPURE, many product obtained high ratings (4 and 5 stars), so strengthen trust and intention buy candidate Consumers. Findings This support research by (Maryati & Kusuma, 2024) which emphasizes the importance of rating as mechanism validation social proof . In the era *of digital* shopping, consumers tend shorten the search process information and rely on indicator numeric like rating to make decision fast.

4.3. The Influence of Viral Marketing on Purchasing Decisions

The results of the analysis also show that viral marketing has influence positive and very significant to decision purchase (P = 0.000 < 0.05; T = 5.091 > 1.96). This shows that exposure to viral content, especially through social media , able to to awaken interest consumers and encourage them to do purchase. NPURE in active using viral marketing strategies through collaboration with influencers, short video campaigns , as well as use of platforms like Instagram and TikTok. When the message marketing went viral, he No only expand range brand but also creates a buzz that increases involvement emotional consumers. In conditions like this, decision purchase No only based on rationality but also emotionality and *peer influence* . Findings This strengthen study by (Maulina et al., 2024; Syah & Salim, 2024), who emphasize that viral marketing is effective can increase intention and decision purchase through effect psychological from Recurrence message *repetition* and validation social .

4. CONCLUSION

This study aims to analyze the influence of online customer reviews, customer ratings, and viral marketing on consumer purchasing decisions for local skincare products NPURE on the Shopee platform. Based on the results of data processing and analysis using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method, several important conclusions were obtained as follows: 1) Online customer reviews do not have a significant effect on purchasing decisions. This shows that the existence of reviews from other customers is not necessarily the main consideration in consumer purchasing decisions. Factors such as personal trust in a brand or previous experience seem to be more dominant in influencing purchasing behavior. 2). Customer ratings have a positive and significant effect on purchasing decisions. High product ratings provide a signal of trust and perception of quality to potential buyers. The assessment in the form of a star symbol is an important reference in simplifying the process of evaluating alternative products by consumers on digital platforms. 3). Viral marketing has the strongest and most significant effect on purchasing decisions. Viral content that is packaged in an attractive and informative way can increase exposure, build emotional interest, and encourage consumers to buy products. The social and psychological effects of viral marketing have proven to be one of the most effective digital marketing strategies in the context of e-commerce. Overall, the results of this study confirm that in the context of digital marketing of

skincare products in the marketplace, consumers are more responsive to easily digestible quantitative signals (such as ratings) and emotional approaches conveyed through social media, compared to textual information such as long and varied consumer reviews.

This study contributes to the development of digital consumer behavior and marketing management literature by empirically examining three important elements in the e-commerce ecosystem: customer reviews, product ratings, and viral marketing. The finding that online customer reviews are insignificant reinforces the view that not all online information has the same influence on consumer behavior. This study also confirms the relevance of the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM) in explaining purchasing decisions in the digital era, especially in understanding how perceptions of information credibility (ratings), ease of access to information (reviews), and social influence (viral marketing) shape intentions and actual decisions.

For business actors, especially local brands such as NPURE, the results of this study suggest several important strategies: 1). Focus on optimizing the rating system: Sellers need to ensure that product quality and customer service remain consistent so that consumers are encouraged to give high ratings after purchase. This can be done through after-sales service, packaging quality, and quick response to complaints. 2). Maximize the potential for viral marketing: Campaigns that utilize creative content, attractive visuals, and collaboration with influencers have a high driving force in creating purchasing decisions. Platforms such as Instagram, TikTok, and YouTube Shorts should be the main focus of a brand's communication strategy. 3). Curate and moderate customer reviews: Although reviews do not directly influence purchasing decisions, reviews that are too negative or hoax can still damage the overall brand perception. Therefore, it is important for management to respond to reviews professionally and facilitate consumer education about the benefits and uses of the product. Platforms such as Shopee can take an active role by increasing the reliability of review and rating features, for example by adding a "verified buyer" label, introducing a specific experience-based rating system, or expanding the "helpful review" feature so that users can sort information more quickly and accurately. The transparency of this system will increase customer trust and the quality of the online shopping ecosystem as a whole.

Although this study provides valuable insights, there are some limitations that need to be noted: 1). This study only involved one brand (NPURE) and one platform (Shopee), so generalization to other industry contexts or other marketplaces (such as Tokopedia or Lazada) is still limited. 2). The sampling technique is non-probabilistic (accidental sampling) so there is still potential for bias. 3). This study did not explore moderating or mediating variables that might strengthen or weaken the influence between variables. For further research, it is recommended to: 1). Use a more representative sampling technique and cover a wider demographic variation. 2). Analyze the role of mediating variables such as brand trust or perceived risk. 3). Compare local and international brands in the same sector to see differences in consumer purchasing behavior patterns.

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