



Original Article

Online Purchase Intention on Halal Cosmetic Products in Indonesia

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Abstract: The objective of this research is for finding the influence of online customer review and rating toward online purchase intention on halal cosmetic in Indonesia. This research also for finding the mediating role of trust on online customer review and rating toward online purchase intention this research is descriptive research which is used quantitative approach. This study uses questionnaire to collect data. The number of respondents in this study was 200 consumers of halal cosmetic in Indonesia taken by accidental sampling method. The data analysis used partial least square (PLS) analysis. The findings of this study are: (1) Online customer reviews have a positive and significant effect on trust; (2) Customer rating has a positive and significant effect on trust; (3) Trust has a positive and significant effect on purchase intention; (4) Trust has a mediating role on the influence of online customer reviews on purchase intention of halal cosmetic products; and (5) Trust mediates between customer rating on purchase intention of halal cosmetic product. The mediating effect of trust is partially mediated. This means that online customer review and customer rating has a positive and significant direct influence on online purchase intention without being mediated by trust.

Keywords: online customer review; customer rating; trust; purchase intention



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1. Introduction

Internet development is more sophisticated and benefits many people, including the perpetrators 'businesses in Indonesia. From the consumer's point of view, the development of technology information has changed the aspects of people's live, such as changes in consumer behavior. The behavior change can be seen in purchasing behavior, the transition from offline shopping to online shopping behavior. The actualization of this behavior change takes the form of product purchase decision. Meanwhile, from a business perspective, the development of technology information makes on online business grow fast, marked by many perpetrator businesses who use the internet as a marketing medium, such as to promote, interact, and customer relationship management.

Nowadays, in Indonesia, many sales, mainly cosmetics, are sold through e-commerce. Industry cosmetics in Indonesia have perfect potential, considering that Indonesia has a dynamic market in the Southeast Asia region.

According to the Ministry of Industry of the Republic of Indonesia, by the end of 2016, the value industry of Cosmetics in Indonesia reached 25 trillion rupiahs (Aji, 2016). Moreover, Indonesia is predicted to emerge as a major economy for the beauty sector in 2019 (Rahayu, 2016).

Since 87% of Indonesia's population is Muslim (Badan Pusat Statistik, 2010), the demand for halal products in Indonesia continues to increase, including cosmetic products. In Arabic, halal means "allowed". Halal cosmetics are a cosmetic that do not contain pork, animals that are slaughtered are not in accordance with Islamic law, and do not contain hazardous material like mercury and hydroquinone. In addition, halal cosmetics, such as stem cells, must not contain ingredients derived from the body (Wolfenbarger & Gilly, 2003). Halal cosmetics are believed to be healthier than ordinary cosmetics. Because halal cosmetics are usually made from natural and herbal ingredients.

The enormous potential market for halal cosmetic products is utilized by local cosmetic manufacturers targeting Muslim consumers with a strategy of making halal cosmetic products. One of the brands which targeted Muslim consumers is Wardah under Paragon Technology and Innovation industry. The method used by Wardah is to target Muslim women by relying on halal labels. With this strategy, from 2014 to 2017, Wardah won the Top Brand Awards for lipstick, lip gloss, mascara, and others. Wardah competes with big brands such as Revlon, Maybelline, Sariayu, Pixy, and Garnier. In Indonesia, several famous brands have Halal certification, including Wardah, Mustika Ratu, Sariayu, Silky Girl, Pixy, Caring Colors, and others. The halal certificate was obtained from the Majelis Ulama Indonesia (MUI) through an audit process initially (Balques et al., 2017).

From this description, an interesting thing that can be studied as a factor that influences consumer attitudes and behaviour in online shops is online customer review (OCR) or also known as electronic word of mouth (e-WOM). OCR is one of the features that have been interesting to considerable attention from academics and the Public as one of the most influential factors in determining consumer decision purchase (Hu et al., 2006); (Huang et al., 2009). Online customer reviews are a form of electronic word of mouth (eWOM) which refers to artificial content users post on online sites or websites _ party third (Mudambi & Schuff, 2010). Besides, there is also the usual user or product rating in the research, called customer ratings. Customer ratings are part of OCR; however, no use of text but the symbol _ usually in the form of a star.

From the description of the problems that have been described, it can be said that the topic of Online Customer Review (OCR) is exciting to discuss, and currently, many researchers in the world are researching this. If previous research was conducted in countries like America and China, it would be interesting if many hypotheses were tested in countries like Indonesia. In addition, previous analysis was limited to film reviews, book reviews, or hotel reservations. Therefore, this research will be conducted on an online marketplace in Indonesia. An online marketplace is an online mall in which there are vendors and online shops selling there.

2. Literature Review

2.1. Digital Marketing

Digital marketing is an evolution from the basic marketing concept. Digital marketing refers to the use of digital technology to make communication integrated, directed, and measurable, which helps acquire and retain customers while building deeper relationships with them (Wymbs, 2011). Digital marketing can also aim to reach target consumers by introducing a brand or service through digital (electronic) media. Tarigan & Sanjaya (2013) define digital marketing as a marketing activity, including branding that uses various web media such as blogs, websites, e-mail, AdWords, or social networks. According to Chaffey & Smith (2022), digital marketing is a core of e-business, if a company is closer to customers and better understanding, adding value to a product, expanding the supply chain, and increasing marketing activities.

Moreover, Kotler et al. (2017) defined that Digital marketing and social media are involved as marketing tools. For example, the seller promotes their product on websites, social media, mobile ads and applications, online videos, e-mail, blogs, and other digital platforms to reach consumers anywhere and anytime through computers, smartphones, tablets, TVs, and other digital devices. In this digital era, digital marketing is continued through an application, online shops and social media. Consumers can quickly look for new information or buy directly the product they want. From the description above, we can conclude that the crucial part of digital marketing is social media (Kotler & Keller, 2020). Social media is a tool for consumers to share text, image, audio, and video information with one another, the company and vice versa. Social media allow marketers to listen to consumers' suggestions. Marketers could build or enter a community online, invite consumer participation and create long-term marketing assets. Through intense communication with marketers, consumers could push the company for permanent innovation and relevance.

2.2. Purchase Intention

The consumer will buy that product in the future. Kotler & Keller (2020) define intention is as a strong desire or internal stimulus that motivates a person's actions. The desire is influenced by positive motivations and feelings about a product. Khan et al. (2012) stated that the purchase intention is defined as the intention of people to buy a specific brand

after selecting and evaluating it. The consumer could measure purchase intention. For example, they are considering a brand to be purchased and expect to buy products from that brand in the future. (Simamora, 2011) states that consumer purchase intention about a product emerges because of trust in the product and the ability to buy the product. Besides, the consumer's purchase intention of the product can also occur with the influence of others' beliefs. Penitasari (2017) states that purchase intentions are made from the consumers' attitudes toward a product. The purchase intention comes from consumer trust in the quality of the product. If consumers' trust in a product is lower, that will decrease consumer purchase intention.

Ismail et al. (2020) explained that external influences, awareness of needs, product introduction, and evaluation of alternatives could lead to consumer purchase intentions. The external (input) influence consists of effort in marketing and socio-cultural factors. The company's marketing activities are a stimulus to obtain, inform, and convince consumers to buy and use the product. Purchase intention arises after evaluation process alternatives and in the evaluation process. According to Kotler et al. (2017), consumer purchase intention is consumer behavior in which consumers desire to buy or choose a product based on experience in choosing, using and consuming, or even wanting a product. According to Kotler & Keller (2020), consumers desire to buy a product based on a brand.

2.3. Online Customer Review (OCR)

Consumers usually seek quality information when they decide to buy a product. Online Customer Review (OCR) is reviews given by consumers related to information on the evaluation of a product in various aspects. With the information, consumers can get the quality of the product they are looking for from reviews and experiences written by other consumers who have previously bought a product from an online seller (Mo et al., 2015). With the increasing popularity of the internet, OCR has become an important source sought by consumers to determine the quality of a product (Zhu & Zhang, 2010). OCR can contain information about things that are positive or negative about products or companies (sellers) made by consumers via the internet (Park & Lee, 2009), as well as describe characteristics (for example, advantages and disadvantages) of the products (Lackermair et al., 2013). The results of the previous study indicate that the suggestions given by consumers who have used the product through the provision of information about the product become one of the valuable evaluations for decision-making by potential consumers for the product (Liu, 2006).

2.4. Customer Rating (CR)

Customers' feedback in e-commerce could be seen as an expression of satisfaction with the product. Because of that, they usually use a variable star or individual star rating to measure satisfaction with a particular product. We define rating as an assessment by users of a product's preference for their experience, referring to the psychological and emotional state they experienced when interacting with virtual products in a mediated environment (Li & Zhang, 2002). Rating products online has been researched from various perspectives, which can be classified according to whether they investigate antecedents or outcomes. The first category includes several studies examining the effects of online product ratings on customer purchasing decisions. In most of these studies, a significant positive impact was found (Engler et al., 2015), although it may diminish over time (Hu et al., 2008).

2.5. Trust

Trust is a descriptive thought held by someone about something. (Sunyoto, 2018) states that a trust is an image of products and brands. A person's actions are based on his beliefs. If someone's faith in the product is not good, then that person will cancel to buy. So, at this time, producers should provide clarification so that consumer confidence in their products changes for the better. According to Sirdeshmukh et al., (2002), trust is essential in business. A transaction between two or more parties will occur and can be accounted for if both parties can trust each other. Trust relies on others, and we have trust in them. The higher a person's trust, the higher their intention to repurchase a product. Consumer trust is critical in online shopping and e-commerce because it provides consumers with a sense of comfort and security in areas such as privacy and quality products (Puspitasari & Briliana, 2018)

In order to have a transactional relationship, a party must be confident that the other party can fulfill all of his commitments as expected and suitably; this is known as trust. Therefore, in the long-term connection between businesses and consumers, trust in sellers, products, and corporations is crucial (Awan et al., 2015). Elwalda & Lu, (2014) studied online customer reviews (OCR) on purchase intention, which is influenced by perceived usefulness, perceived ease of use, perceived enjoyment, and perceived trust and purchase intention. Furthermore, the study conducted by Farki & Baihaqi, (2016) analyzed the influence of customer reviews and ratings on purchase intentions. The model used in this research is adopted and modified from the study by Elwalda & Lu, (2014) and (Farki & Baihaqi, 2016). Based on both studies, the researcher did a modification, replication, and added variable research, with an explanation as follows:

1. Adding trust as a mediation variable that influences purchase intentions.
2. Analyze the mediation effect from trust between online customer reviews (OCR) and ratings on consumer purchase intention.

From the description above, the framework analysis study is depicted as follows:

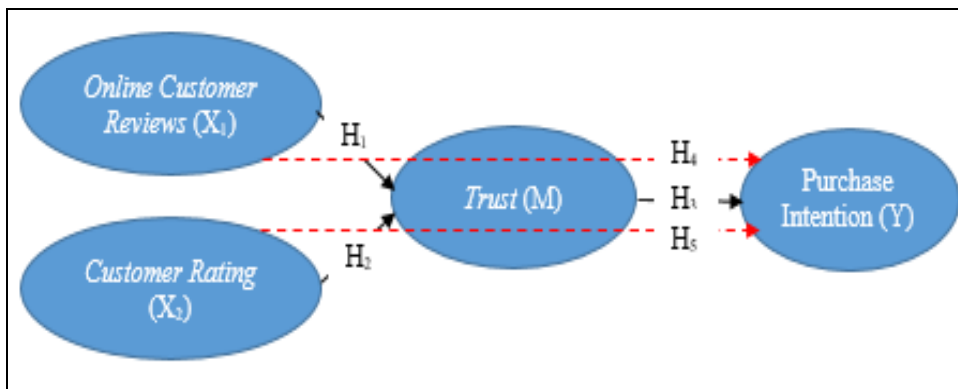


Figure 1. Research Framework

3. Results and Discussion

3.1. Results

To verify structural modeling, we conducted a feasibility test (inner model). This study also carry out hypothesis test used PLS. Significant or insignificant value indicated the influence between variables. In the structural path analysis, there is iteration bootstrapping which is to minimize the abnormality of research data (Abdillah & Hartono, 2015).

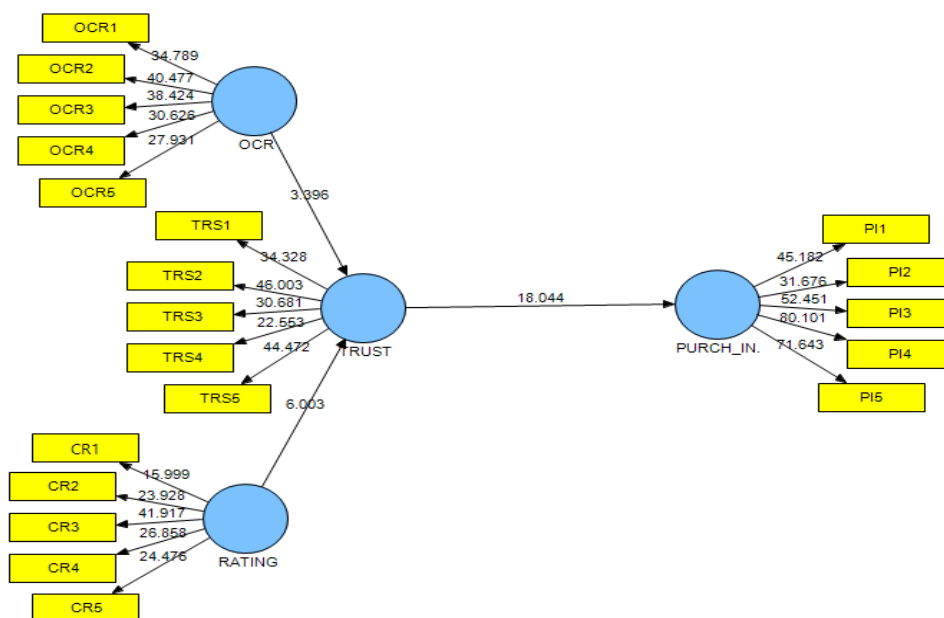


Figure 2. Structural Model Bootstrapping Results

The results of hypothesis testing with the bootstrapping iteration method are shown in the output path coefficient, as shown in Table 1.

Table 1. Structural Path Model Test Result

Path Analysis	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)
OCR -> PURCH_INTENTION	0.182955	0.195811	0.059036	3.099070
OCR -> TRUST	0.276237	0.291843	0.081338	3.396177
RATING -> PURCH_INTENTION	0.289014	0.282858	0.050077	5.771372
RATING -> TRUST	0.436372	0.424435	0.072696	6.002721
TRUST -> PURCH_INTENTION	0.662312	0.666880	0.036706	18.043829

Table 1 captures the bootstrapping result can only be done by comparing the t-statistic value with t-table value. In this study, t-table value is 1.96.

3.2. Discussion

3.2.1. The Effect of Online Customer Review (OCR) on Trust

OCR provides information about the product, which helps consumers know about the product. The result showed that online customer review positively and significantly influences customer trust. This means that if consumers give positive online customer reviews about halal cosmetics, consumer trust in the product will increase. Furthermore, if the estimated value is positive, there is increasing review about the product in e-commerce, which will be increasing consumer trust. But, if consumers have experienced online shopping, then consumers will have self-control and consumer trust in online shopping. Online customer reviews help the consumer to know about the product, thus affecting consumer trust. Consumers who have purchased a product will provide a review of the product they bought before. If the product to be purchased has a lot of positive reviews, then people will believe in the product. However, if the product to be bought has many negative reviews, consumer trust in the product will decrease. Positive online customer reviews will affect consumer trust (Gefen et al., 2003; Pavlou, 2003).

In previous research, online customer reviews determine customer trust (Abdulaziz Elwalda & Lu, 2016). But, (Farki & Baihaqi, 2016) found different results that online customer reviews can't determine customer trust because there is no warranty the online seller will not commit fraud. However, OCR can have a positive influence on consumer trust because there is a warranty in e-commerce that the consumer will get the product they bought, and the money will not be sent to the online seller if the consumer doesn't receive the product (Abdulaziz Elwalda & Lu, 2016). The warranty provided by this e-commerce usually varies depending on each e-commerce. Types of guarantees are generally given, such as guarantees for goods received by consumers, warrants for the authenticity of goods etc. Some online marketplaces even provide a satisfaction guarantee; namely, they can exchange goods back just for reasons of changing their minds; however, the usual terms and conditions are a little complicated. This guarantee is thought to affect the trust tested in this study.

In sum, the influence of OCR on trust is because this research is devoted to people who have shopped on the e-commerce. Because of warranty reasons, the respondents who filled out this questionnaire indirectly believed in shopping through e-commerce because they had shopped online. A factor that can influence customers' trust is the brand from the online marketplace. If e-commerce disappoints the consumer, the user of e-commerce will naturally decrease. Because of this, every e-commerce as the facilitator of online buying and selling transactions needs to increase their service so that the consumer will choose them. However, to know this, further research is required.

3.2.2. The Effect of Customer Rating (CR) On Trust

The results showed that customer ratings positively and significantly influence consumer trust. Customer rating on e-commerce platforms is usually represented by the 'star' symbol on product reviews purchased by a consumer on an e-commerce platform. It means that the higher the CR consumers give on the halal product cosmetics on the e-commerce platform, the higher the trust consumers have in intended products and e-commerce. Similar to previous research, OCR and CR are two mutual aspects that complete each other. Usually, the rating will be high if consumer reviews are positive. The positive estimation value on the rating indicates that the direction of the relationship or the influence of the rating on trust is positive. This condition will automatically increase the level of consumer trust. The effect of CR on trust occurs in the results because the participants are the people who have been shopping on online marketplace for sure or the same products and who already have trust in e-commerce.

The star symbol that shows the rating of a product could increase the effectiveness of shopping consumers because it is very simple and easy to use. The rating could be used for choosing or comparing something faster. The type of simple consumer or so-called limited problem solving is simple in buying something without a lot to think about and with more time fast (Solomon & Behavior, 1994). Just like the previous reason, the trust in the online marketplace is possibly determined by online brands marketplace, and consumers tend to believe in what is sold online because of

warranty. These research results supported by Abdulaziz Elwalda & Lu (2016) and Farki & Baihaqi (2016) that customer rating significantly affects trust when evaluating the online marketplace. So, after shopping, people will thoroughly rate the products they have bought, including the services provided by e-commerce.

3.2.3. The Influence of Trust on Purchase Intention

The results showed that trust positively and significantly affects purchase intention. It means that if the higher trust in consumer goods on product halal cosmetics or e-commerce platforms, the higher interest consumer for shop products on the e-commerce platform. The higher a person's trust in something, the higher the possibility they will buy; this reflects the same result as previous studies that researched the effect of trust on purchase intention (Abdulaziz Elwalda & Lu, 2016; Gefen et al., 2003; Pavlou, 2003). This result supports the theories that have been existed and fit with the studies that have conducted before. The results confirmed that trust is the factor that influences purchase intention in e-commerce. When e-commerce is trusted, the possibility customer's purchase is higher. In e-commerce, 'trust' is not only obtained based on online customer reviews and customer ratings because shopping in the online marketplace has a guarantee that all customers believe. Reviews and ratings no longer affect their trust. In addition, this study is devoted to those who have shopped online so that it is possible to affect these results. Factors that affect trust in the online marketplace will be done in further research.

3.2.4. Trust as Mediator Between Online Customer Review on Purchase Intention

The results show that trust has a role in influencing online customer reviews of consumers shopping (purchase intention) Halal Cosmetics online. Suppose OCR about products is more positive, so customer trust will increase and interest in buying them on e-commerce platforms. The mediating effect of consumer trust is partial mediation. It means OCR positively influences purchase intention even without trust. A possible explanation given from the results study is in practice, positive reviews impact the level of consumer trust, driving consumers to buy. Thus, a trust could be influenced by a customer review, either positive or negative. A positive review will increase trust, while a negative review could cause self-confusion among consumers. This result is similar to Abdulaziz Elwalda & Lu (2016), that trust could be hampered because of inconsistent answers, like a review with negative text with a positive rating value. Abdulaziz Elwalda & Lu (2016) provides evidence that the effect of positive and negative reviews in e-commerce causes customers to be confused. Consumers tend to buy the product that has the most positive reviews.

3.2.5. Trust as Mediator between Customers Rating on Purchase Intention

Trust mediates the customer rating (CR) on the purchase intention of Halal Cosmetics online. This result means that a higher customer rating of the product will increase consumer trust and purchase intention of the product. The mediation effect of consumer trust is also partially mediation. It means customer ratings have a direct positive and significant impact on purchase intention with or without the aspect of trust. In sum, a consumer will consider the rating in determining the level of consumer trust in a particular product or e-commerce. This will encourage consumers to buy. In e-commerce, the rating is not very clear because the rating only describes the assessment in an abstract or general way. Rating is different from online customer review that contains consumer opinions after buying and using a product.

However, Consumers consider rating an easy tool to use and can increase their effectiveness in shopping. However, the rating has proven to affect purchase intentions significantly. It is because only some people have the time or want to read reviews. The main advantage of rating is trust. Ratings are perfect for consumers who do not have much consideration in making a purchasing decision. Because of trust, the users of e-commerce also more often give ratings than a review because the time required for giving a rating is not as much time required for giving reviews. These research results support the findings of Li & Zhang (2002) that positive customer rating influences customer behavior, as well as the findings by Abdulaziz Elwalda & Lu (2016) that the customer rating (CR) is the main element that directly affects consumer trust and impacts purchase intention in e-commerce. The simpler the rating system in e-commerce, the easier it is for consumers to compare product in one store with other stores.

4. Conclusions

This study concludes that online customer reviews have a positive and significant effect on consumers' trust. Customer rating has a positive and significant effect on consumer trust. Trust positively and significantly affects consumer intention to shop (purchase intention). Trust has a mediating role in the influence of online customer reviews on consumer intentions to shop (purchase intention) for Halal cosmetic products online. Also, Trust has a mediating role in influencing customer rating (CR) on consumer intentions to shop (purchase intention) for Halal cosmetic products online. Future study suggested to: For online marketplaces, they should continue encouraging their customers to provide reviews and ratings on products sold online and their e-commerce platform services. This can be an evaluation to increase the trust and attractiveness of consumers to continue shopping on the online marketplace. Online

marketplaces must foster sellers who are members of their online marketplaces to provide and maintain consumer trust. The online marketplace must also filter out who can sell on their website so that later it doesn't damage the online marketplace's image and destroy consumer/customer trust. The online marketplace must also be able to counter fake accounts that fill out reviews and ratings for certain products to boost their popularity, but it does not match what was said. What can be done is to provide a clear and authentic profile of the person who gave a review or rating.

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