

## The Relation Between Price, Online Reviews, Consumer Trust, and Purchase Decisions for OMG Lipmatte Products on the Shopee Platform

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### Abstract

Current consumer behavior has been influenced by advances in digital technology and the increased use of e-commerce platforms in making purchasing decisions, especially for cosmetic products. As a leading marketplace in Indonesia, Shopee offers various features, such as competitive prices, online reviews, and transaction systems that help build consumer trust. This study aims to analyze the relationship between price, online reviews, and consumer trust and purchasing decisions for OMG Lipmatte products on the Shopee platform among 12th-grade students at SMAN 1 Cibingbin. This study uses a quantitative method with a correlational design involving 52 respondents, determined using the Slovin formula from a population of 105 female students, with data collected through questionnaires that met validity and reliability tests and were analyzed using Pearson's correlation test in SPSS version 22. The results indicate that price, online reviews, and consumer trust have a positive and significant correlation with purchasing decisions. This finding demonstrates that these three variables play an important role in influencing students' decisions to purchase OMG Lipmatte products.

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### INTRODUCTION

The rapid development of digital technology has changed companies' strategies in marketing their products and building and maintaining relationships with their consumers. Currently, promotion and market research have shifted to digital media through various platforms such as social media and e-commerce platforms (Kuraidoh et al. 2025; Lestari et al. 2019; Lisnawati et al. 2021). This phenomenon marks the emergence of the digital marketing era. Digital marketing is a promotional activity carried out through the use of digital media (Syukri & Sunrawali, 2022).

In the fourth quarter of 2023, Shopee was a popular platform, attracting around 241.6 million monthly visits, according to (Aeni & Hendrayanti, 2024), due to its easy transactions, attractive promotions, and interactive features such as reviews from previous buyers. Shopee is a rapidly growing marketplace in Indonesia, offering products online that are easily accessible via smartphones (Mukarromah, 2023).

Lipmatte OMG is one of the most popular liquid lipstick brands, especially among teenagers (Gandhy et al. 2023). This product is in high demand among users who want long-lasting and intense lip makeup due to its soft texture, high color retention, and wide selection of colors, as well as innovations in the manufacturing process (Cahyani et al., 2023). Lipmatte OMG, which is marketed online through e-commerce platforms such as Shopee, is considered a cosmetic product that is also chosen as a consumer good based on price, other consumers'

reviews, and the level of trust in the seller and platform (Inayati et al. 2023; Islamiati et al. 2023).

Price is often positioned as the main factor on Shopee and other marketplaces in Indonesia, indicating that price perception and discounts are related to purchasing decisions, either directly or indirectly through consumers' perceived value. Price is a key factor in shaping consumer behavior, especially in highly competitive markets such as the cosmetics industry (Rusliani, 2024).

According to Filieri, as quoted in (Ismagilova, 2020), online reviews are also known as a type of word-of-mouth communication in the context of internet-based sales, where potential buyers obtain information about a product from consumers who have used it and experienced its benefits. Electronic word of mouth (eWOM) is defined as a positive or negative statement about a product shared through digital media by buyers, potential buyers, or other individuals (Putri et al. 2024; Septiani 2020).

Consumer trust refers to consumers' belief that a brand, seller, or platform is capable of providing products and services that meet their expectations and needs. Company quality, integrity, kindness, and honesty are some of the interpersonal and interorganizational factors that influence business partner trust (Watu et al., 2021).

The urgency of this research is driven by the growing dominance of e-commerce in Indonesia's retail sector and the increasing purchasing power of teenage consumers. Understanding what drives purchase decisions for local cosmetic brands like OMG is crucial for brand survival and growth in a competitive market dominated by international players. The novelty of this research lies in three aspects: (1) focusing on a specific local cosmetic brand (OMG Lipmatte) rather than general product categories; (2) targeting 12th-grade students at a semi-urban high school (SMAN 1 Cibingbin), a demographic segment often overlooked in e-commerce research; and (3) simultaneously examining price, online reviews, and consumer trust within a single correlational framework.

Based on the description above, it can be seen that price, online reviews, and consumer trust are important factors in purchasing cosmetic products online. However, it is not yet clear how these three factors relate to the decision to purchase Lipmatte OMG products on the Shopee platform, especially among high school students. Therefore, research is needed to examine the relation between price, online reviews, and consumer trust and purchasing decisions.

The research questions in this study are as follows: (1) Does price have a significant relation with the decision to purchase OMG Lipmatte on the Shopee platform? (2) Do online reviews have a significant relation with the decision to purchase OMG Lipmatte on the Shopee platform? (3) Does consumer trust have a significant relation with the decision to purchase OMG Lipmatte on the Shopee platform?

## **METHODS**

A quantitative methodology with a correlational design was used in this study. The study was based on the positivist paradigm and aimed to examine relationships among variables within a specific population or sample. Data were collected using research instruments and analyzed statistically to test the hypotheses (Sugiyono, 2013). The correlational technique, according to Arikunto as cited in (Ridho, 2015), was used to determine the relationships among

variables without manipulating them. This method was chosen to identify and explain how price, online reviews, and consumer trust were related to purchasing decisions.

The research was conducted at SMAN 1 Cibingbin, located in Cibingbin District, Kuningan Regency, West Java Province.

The sample consisted of 12th-grade students at SMAN 1 Cibingbin who had used and purchased OMG Lipmatte on the Shopee platform. The sample was determined using the Slovin formula with an error tolerance of 10% ( $e = 0.1$ ), as follows:

$$\begin{aligned}
 n &= \frac{105}{1+105(0,1)^2} \\
 &= \frac{105}{1+1,05} \\
 &= \frac{105}{2,05} \\
 &= 51,2 \text{ rounded up to be } 52
 \end{aligned}$$

In this study, data collection was conducted through a questionnaire consisting of a list of questions that were systematically compiled and given to respondents to obtain information about the variables being studied. The questionnaire was developed based on each variable indicator, then distributed to respondents as a source of primary data. Before being used in the main data collection, the instrument was first tested to ensure its suitability, including validity and reliability tests.

Next, it was tested using normality and linearity tests as prerequisites for correlation analysis. The next stage was to perform Pearson's correlation test to examine the relation between independent and dependent variables.

## RESULTS AND DISCUSSION

### Validity Test

Used to ensure that the questionnaire meets the criteria (Ghozali, 2018), This study used a sample of 30 respondents. The instrument was considered valid if the calculated  $r >$  table  $r$  at a significance level of 5%. The following are the validity test results obtained from SPSS 22 output :

**Table 1. Validity Test Results**

Variable	Question	R Count	R Table	Description
<b>Price (X1)</b>	X1.1	0,699	0,361	Valid
	X1.2	0,740		
	X1.3	0,808		
	X1.4	0,773		
	X1.5	0,816		
	X1.6	0,653		
<b>Online Review (X2)</b>	X2.1	0,643	0,361	Valid
	X2.2	0,566		
	X2.3	0,696		
	X2.4	0,741		
	X2.5	0,835		
	X2.6	0,759		
	X2.7	0,658		
	X2.8	0,673		

	X2.9	0,654		
	X2.10	0,841		
	X2.11	0,745		
<b>Consumer's Trust (X3)</b>	X3.1	0,786	0,361	Valid
	X3.2	0,800		
	X3.3	0,830		
	X3.4	0,884		
	X3.5	0,830		
	X3.6	0,721		
<b>Purchase Decision (Y)</b>	Y.1	0,850	0,361	Valid
	Y.2	0,817		
	Y.3	0,582		
	Y.4	0,773		
	Y.5	0,844		
	Y.6	0,894		
	Y.7	0,847		
	Y.8	0,784		

All instruments are declared valid because each variable item has a calculated  $r >$  table  $r$ .

### Reliability Test

To demonstrate how consistent a tool is so that it is considered feasible and reliable (Ghozali, 2018). If the Cronbach's Alpha value is  $> 0.70$ , the variable is considered reliable. The reliability test results obtained from SPSS 22 output are as follows :

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Criteria
Price (X1)	0,840	$> 0,70$
Online Review (X2)	0,902	
Consumer's Trust (X3)	0,893	
Purchase Decision (Y)	0,919	

All instruments have a reliable level of internal consistency because all variables have an  $\alpha$  value  $> 0.70$ .

### Normality Test

Performed to assess whether the distribution of data on independent and dependent variables is normally distributed with Asymp. Sig. (2-tailed)  $> 0.05$  (Ghozali, 2018). The following results were obtained from SPSS 22:

**Table 3. Normality Test Results**

Asymp. Sig. (2-tailed)	Criteria	Description
0,200	$> 0,05$	Normally distributed data

The data in this study is normally distributed because it obtained a significance value of  $0,200 > 0,05$ .

### Linearity Test

Conducted to determine whether the relation between each variable is linear (Sholikhah et al., 2018). Data analysis is considered linear if the Sig. Deviation form is linear  $> 0,05$ , The following are the linearity test results obtained from SPSS 22 output:

**Table 4. Linearity Test Results**

Variable Relation	Sig. Deviation form Linear	Description
Price (X1) – Purchase Decision (Y)	0,656	Linear
Online Review (X2) – Purchase Decision (Y)	0,609	Linear
Consumer's Trust (X3) – Purchase Decision (Y)	0,270	

The relation between the independent and dependent variables is linear because it has a Sig. value. Deviation from linearity  $> 0,05$ .

### Pearson Correlation Test

Used to measure the degree of closeness between the independent variable and the dependent variable. The data is considered positive if the Sig. value  $< 0,05$ (Priyatno, 2018).

**Table 5. Level of Correlation**

Correlation Value	Interpretation
0,00 - 0,199	Very Weak
0,20 - 0,399	Weak
0,40 - 0,599	Moderate/Fair
0,60 - 0,799	Strong
0,80 - 1,00	Sangat Kuat

**Table 6. Pearson Correlation Test Results**

Variable Relation	Pearson Correlation (r)	Sig. (2-tailed)
Price (X1) – Purchase Decision (Y)	0,623	0,000
Online Review (X2) – Purchase Decision (Y)	0,582	
Consumer's Trust (X3) – Purchase Decision (Y)	0,503	

The Pearson correlation test shows that the independent variable and the dependent variable have a positive and significant relation. Since the significance value of the entire relation is  $0.000 < 0.05$ , the hypothesis can be accepted.

Description:

- The price variable (X1) falls into the strong category because it has a coefficient value of 0.653, which is between 0.60 and 0.799.
- The online review variable (X2) has a coefficient value of 0.582, which is considered to have a moderate relation because it is between 0.40 and 0.599.
- The consumer confidence variable (X3) has a coefficient value of 0.503, which is considered to have a moderate relation because it is between 0.40 and 0.599

### Coefficient of Determination Test

The coefficient of determination test is used to test the magnitude of the contribution of independent variables to dependent variables. The R Square ( $r^2$ ) value can be used to determine how independent variables contribute to dependent variables (Chasanah & Laily, 2020). The following results were obtained from SPSS 22:

**Table 7 Coefficient of Determination Test**

Variable	R Square ( $r^2$ )	Percentage (%)
Price (X1) – Purchase Decision (Y)	0,388	38,8%
Online Review (X2) – Purchase Decision (Y)	0,338	33,8%
Consumer’s Trust (X3) – Purchase Decision (Y)	0,253	25,3%
Price (X1), Online Review (X2), Consumer’s Trust (X3) – Purchase Decision (Y)	0,464	46,4%

Based on the results of the partial determination test R Square ( $r^2$ ), It was found that Price (X1) and Online Reviews (X2) had a dominant contribution of over 30%. Meanwhile, Consumer Trust (X3) contributed 25.3%. This is considered reasonable and in line with the characteristics of the research object (Lipmatte OMG), where consumers tend to prioritize competitive prices and visual review evidence over store trust factors alone. However, it should be emphasized that statistically, based on the correlation test results (Sig 0.000), Trust still has a significant influence. And when combined simultaneously, these three variables are able to explain purchasing decisions by nearly 50% (46.4%), which is a strong enough figure to describe consumer behavior patterns in the marketplace

### **The Relation Between Price and Purchase Decisions**

The results of the study prove a positive and significant relation between price and purchasing decisions for OMG lipmatte products on the Shopee platform, with a correlation coefficient of 0.623 and an R Square ( $r^2$ ) value of 38.8%, indicating that consumers are more likely to purchase products that match their perceptions.

This study is in line with the marketing concept that explains that price serves as a value marker that influences the consumer's consideration process when choosing a product. In addition, the results reinforce previous studies that emphasize the crucial role of price perception in online product purchasing decisions, especially in e-commerce environments such as Shopee.

### **The Relation Between Online Reviews and Purchase Decisions**

The correlation test results prove that there is a positive and significant relation between online reviews and purchasing decisions, with a correlation coefficient of 0.582 and an R Square ( $r^2$ ) value of 33.8%. This study confirms that online reviews provided by other consumers serve as an important source of information that shapes the trust of potential buyers.

Online reviews serve as a form of electronic word of mouth (e-WOM) that can reduce consumer uncertainty about product quality. Consumer purchasing decisions will increase when reviews are more positive and informative.

### **The Relation Between Consumer Confidence and Purchasing Decisions**

The results of the consumer confidence correlation test prove that there is a positive and significant relation with purchasing decisions, with a correlation coefficient of 0.503 and an R Square ( $r^2$ ) value of 25.3%. This study shows that consumer confidence plays an important role in purchasing decisions.

Trust creates a sense of security for consumers when conducting online transactions, especially for cosmetic products that directly affect health and appearance.

## CONCLUSION

The findings of this study indicated that price, online reviews, and consumer trust all had positive and significant relationships with purchasing decisions for OMG Lipmatte products on the Shopee platform. Price showed the strongest relationship ( $r = 0.623$ ), followed by online reviews ( $r = 0.582$ ) and consumer trust ( $r = 0.503$ ), both of which demonstrated moderate correlations. These results confirmed that all proposed hypotheses were accepted, highlighting the importance of these factors in influencing consumer purchase decisions. Future research is recommended to explore additional variables, such as brand image, product quality, or promotional strategies, and to involve a broader and more diverse sample to enhance the generalizability of the findings.

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