

SMART SHOPPER ERA: EXPLORING THE ROLE OF CONTENT AND CUSTOMER REVIEWS ON THE PURCHASE OF WARDAH COSMETIC PRODUCTS ON SHOPEE E-COMMERCE PLATFORM

ERA SMART SHOPPER: MENJELAJAHI PERAN KONTEN DAN ULASAN PELANGGAN TERHADAP PEMBELIAN PRODUK KOSMETIK WARDAH DI SHOPEE PLATFORM E-COMMERCE

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ABSTRACT

The research objective is to determine and analyze the partial and simultaneous influence of content marketing, online customer reviews, and e-wom on purchasing decisions. This type of research approach is causal associative research, to determine the relationship between one or more variables, with the research method used is quantitative method. The population in this study are all consumers who shop on the shopee platform, the number of which cannot be known with certainty, so due to limited time, costs and others, the research sample was taken using the Zikmund Formula method by determining 100 respondents, namely consumers who shop on the shopee platform. The results of the study explain that content marketing, online customer reviews, and e-wom partially and simultaneously have a significant effect on purchasing decisions. The determination test results explain that the Adjusted R Square of 0.782 means 78.2% of the factors that influence purchasing decisions. While the remaining 21.8% can be explained by other factors not examined in this study.

Keywords: Online customer review, content marketing electronic word of mouth, purchasing decision

ABSTRAK

Tujuan penelitian ini adalah untuk menentukan dan menganalisis pengaruh parsial dan simultan pemasaran konten, ulasan pelanggan daring, dan e-wom terhadap keputusan pembelian. Pendekatan penelitian ini adalah penelitian asosiatif kausal, untuk menentukan hubungan antara satu atau lebih variabel, dengan metode penelitian yang digunakan adalah metode kuantitatif. Populasi dalam penelitian ini adalah seluruh konsumen yang berbelanja di shopee platform, yang jumlahnya tidak dapat diketahui secara pasti, sehingga karena keterbatasan waktu, biaya, dan lain-lain, sampel penelitian diambil menggunakan metode Formula Zikmund dengan menentukan 100 responden, yaitu konsumen yang berbelanja di platform Shopee. Hasil penelitian menjelaskan bahwa pemasaran konten, ulasan pelanggan online, dan e-WOM secara parsial dan simultan berpengaruh signifikan terhadap pembelian keputusan. Hasil uji determinasi menunjukkan bahwa R Square yang disesuaikan sebesar 0,782 menunjukkan 78,2% faktor mempengaruhi keputusan pembelian. Sementara itu, 21,8% sisanya dapat dijelaskan oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Ulasan pelanggan online, pemasaran konten elektronik dari mulut ke mulut, keputusan pembelian

1. INTRODUCTION

Digital transformation has changed the way consumers interact with brands and make purchasing decisions. One of the most influential strategies in digital marketing is content marketing, where companies create relevant, informative, and engaging content to build relationships with consumers. According to Lopes & Casais (2022), content marketing is effective in building consumer loyalty, increasing engagement, and ultimately driving purchasing decisions. Wardah, as one of the leading halal cosmetic brands in Indonesia, has utilized content marketing by presenting educational and inspirational content on various

platforms, including Shopee. It is explained that content marketing, online customer reviews or online customer reviews on e-commerce platforms such as Shopee play an important role in shaping purchasing decisions. According to Jain et al. (2021), online reviews provide direct information from previous users, thus increasing consumer confidence in a product. Shopee, as one of the largest e-commerce platforms in Indonesia, provides a review feature that allows consumers to compare products based on other users' experiences.

Not only that, electronic word of mouth (e-WOM) is also one of the determining factors in consumer purchasing decisions. According to Park & Kim (2020), e-WOM has a significant impact on consumer perceptions, especially when the information comes from sources that are considered credible or have similar experiences. Consumers tend to trust recommendations from friends, family, or reviews from other users that are considered honest and relevant. However, although Wardah has successfully increased sales through e-commerce, competition in the cosmetics industry is getting tougher. The number of local and international brands using similar digital marketing strategies poses a challenge for Wardah to maintain its position in the market. Based on Shopee data (2024), although Wardah's sales experienced an upward trend from 2021 to 2022, there was a decline in 2023 and has not shown a significant recovery until the end of the third quarter of 2024.

In today's digital era, content marketing has become one of the main strategies of cosmetic companies, including Wardah, in building relationships with their consumers. Wardah is known as a local brand that carries halal values and natural beauty, which is very suitable for the characteristics of Indonesian consumers. However, despite having a strong identity, challenges arise in terms of consistency and quality of content published on various digital platforms. Content that is irrelevant, uninformative, or too focused on promotion sometimes keeps audiences from emotionally engaging with the brand. For example, on Wardah's social media, some posts are considered too general and lack added value, such as beauty tips or product education. In fact, today's consumers prefer brands that build personal, authentic, and relevant narratives to their lives.

On the other hand, inter-brand competition in producing interesting and viral content is also getting tougher, especially from foreign brands that enter the Indonesian market with more aggressive and interactive content strategies. If Wardah is unable to present innovative marketing content that is oriented towards the needs and preferences of consumers, the potential for losing customer loyalty and decreasing digital engagement will increase. Therefore, it is important for Wardah to evaluate their content marketing strategy thoroughly, including communication style, content type, posting frequency, as well as proper utilization of influencers, to ensure that the content delivered not only sells, but also inspires, educates, and builds long-term engagement with its consumers.

Online customer reviews (OCR) are an important element in the consumer decision-making process on e-commerce platforms such as Shopee. For beauty products like Wardah, reviews from previous customers can directly influence the perception of potential buyers. The current phenomenon is that, while many Wardah products get high ratings and positive reviews, there are also a number of negative reviews that stand out and often go viral on social media. Problems arise when these negative reviews are not immediately responded to or responded to wisely by the brand. Today's digital consumers tend to be sensitive and critical of services, product quality, and shopping experiences, so one bad review can have a huge impact on public perception. Moreover, not all reviews that appear actually reflect real experiences; many are fake reviews created to bring down reputations or, conversely, to dishonestly boost images. In Wardah's context, this is a challenge because consumers need authentic, objective, and relevant reviews to make them feel confident before buying.

On the other hand, brands must also be able to utilize positive reviews as indirect promotional media and use them as constructive evaluation material. There are still many brands that have not fully utilized insights from reviews for product innovation or customer

service improvement. If Wardah does not respond to the dynamics of OCR with the right strategy-both in monitoring, sentiment analysis, and active communication-then they risk losing the trust of consumers who are currently heavily influenced by online reviews. Therefore, OCR management is not just about collecting testimonials, but about how to use the voice of the customer as a compass to shape a more responsive and relevant brand.

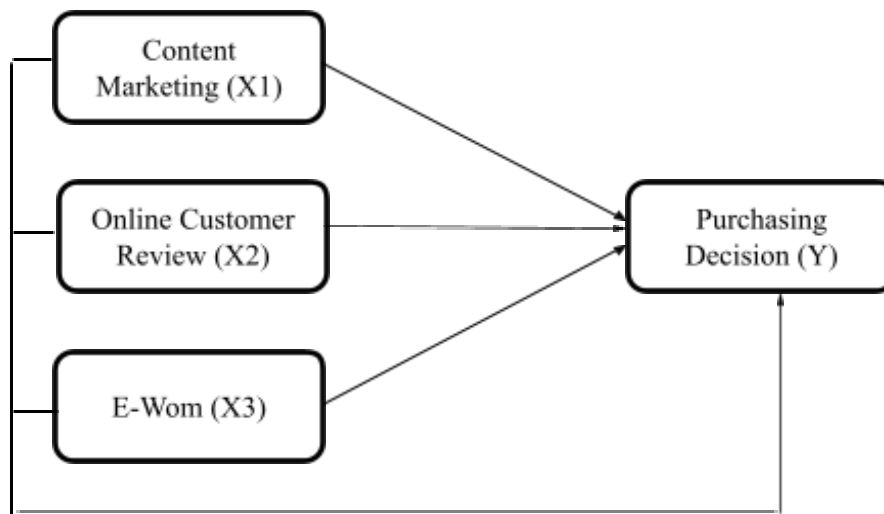
Electronic Word of Mouth (e-WOM) is now a major force in shaping a brand's image and purchasing decisions, including Wardah products. In an interconnected digital ecosystem, e-WOM occurs when consumers voluntarily share their experiences about a product through social media, blogs, beauty forums, and review platforms. For beauty products like Wardah, e-WOM can be a very effective promotional tool as consumers tend to trust recommendations from other users more than direct advertisements from brands. However, the challenge Wardah currently faces is how to ensure that the e-WOM spread online carries a positive and constructive narrative. Oftentimes, e-WOM can be negative, especially when consumers are dissatisfied or disappointed with product quality, service, or delivery.

In some cases, viral complaints can spread faster than positive testimonials. In addition, in an increasingly fierce competition, poorly managed e-WOM can cause doubts in potential buyers, especially if there is no clarification from the brand. On the other hand, the huge potential of e-WOM is often not fully utilized by Wardah. For example, there is a lack of strategy to encourage loyal customers to actively share their positive experiences online. In fact, organic and honest reviews from consumers can be much more influential in building public trust. Therefore, Wardah needs to develop a specific strategy to manage and trigger e-WOM on an ongoing basis, whether through loyalty programs, online communities, or collaboration with micro-influencers who are closer to consumers. With the right approach, e-WOM can be a key driving force in expanding market reach and increasing loyalty to the Wardah brand.

Digital-based marketing strategies, such as consistent content marketing, managing customer reviews, and utilizing e-WOM, are very important to overcome this competition. Therefore, this research was conducted to analyze the influence of content marketing, online customer reviews, and e-WOM on Wardah's purchasing decisions on the Shopee platform, with the hope of providing recommendations for effective marketing strategies. According to Al-Azzam & Al-Mizzed (2021) in general, purchasing decisions are selections from two or more alternative choices. The act of choosing is clarified as an act of decision making which includes decisions about the types and benefits of products, decisions about the form of products, decisions about brands, decisions about the number of products, decisions about the seller and decisions about the time of purchase and how to pay (Ali & Anwar, 2021; Mbete & Tanamal, 2020).

Content marketing is the use of content (text, images, audio, and video) in a larger form of marketing that includes basic marketing concepts, distribution and Web search tools, social media, and digital advertising (Pasaribu, 2023; Lou & Xie, 2021). Online customer reviews are reviews or feedback given by consumers after they have purchased and used a product or service through a digital platform. These reviews usually take the form of text, star ratings, or even photos and videos, which are uploaded to e-commerce sites, social media, or discussion forums. Electronic word of mouth is a product review that includes both positive and negative feedback and can be accessed by everyone through social media, depending on how online buyers and sellers utilize the product (Himmah & Prihatini, 2021; Verma et al., 2021).

Conceptual Framework



Source: Researcher (2025)

Figure 1. Conceptual Framework

2. METHODS

2.1. Type of research

The type of research used in this study is quantitative. Quantitative research is a method used to test certain theories by examining each relationship between variables. In this study, it is quantitative, namely data consisting of numbers of respondents' answers or data that can be calculated and will be included in calculations or used in quantitative analysis such as variables that will be studied for their influence on customer satisfaction. (Sugiyono, 2021).

2.2. Data source

This research uses primary and secondary data sources, as follows:

- According to Sugiyono, (2021), primary data is data that directly provides data to data collectors. Primary data sources are obtained through an interview activity with the research subject and by observation or observation in the field. The primary data used by the authors in the study was a questionnaire.
- According to Sugiyono, (2021), secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that function to complement the data needed by primary data. Secondary data referred to in this study is a source of research data obtained through intermediary media or indirectly published or unpublished in general.

2.3. Research Population and Sample

According to Sugiyono, (2021) population is the whole of the object under study. Population is a generalization area consisting of objects / subjects to study and then draw conclusions. The sampling method in this study uses non probability sampling. The population in this study are all online consumers who shop in online markets such as shopee, lazada, tokopedia, tiktokshop whose numbers cannot be known with certainty in Medan City, so due to limited time, costs and others, the research sample was taken using the Zikmund Formula method by determining 100 respondents, namely consumers who shop in online markets..

3. RESULTS AND DISCUSSION

3.1. Validity and Reliability Test Results

Table 4
Validity Test Results

Item Statement	Corrected Item Total Correlation	Information
X1.1	0,437	Valid
X1.2	0,467	Valid
X1.3	0,453	Valid
X1.4	0,434	Valid
X1.5	0,482	Valid
X2.1	0,471	Valid
X2.2	0,438	Valid
X2.3	0,446	Valid
X2.4	0,429	Valid
X2.5	0,472	Valid
Y.1	0,468	Valid
Y.2	0,481	Valid
Y.3	0,478	Valid
Y.4	0,432	Valid
Y.5	0,468	Valid

Source: Processed by researchers (2025)

Based on the statistical test results above, it is known that the corrected item correlation value > 0.361 , so the data is declared valid.

Table 5
Reliability Test Results

No	Variable	Cronbach Alpha	Results
1	Content marketing (X1)	0,731	Reliable
2	Online customer review (X2)	0,829	
3	Electronic word of mouth (X3)	0,774	
4	Purchasing decision (Y)	0,835	

Source: Processed by researchers (2025)

Based on the table above, it is known that Cronbach's alpha value for all research variables, service quality, physical evidence and student satisfaction > 0.60 , it can be said that the overall reliability test results are reliable (reliable)..

3.2. Normality Test Results

Table 6
Kolmogorove-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.18293343
Most Extreme Differences	Absolute	.079
	Positive	.072
	Negative	-.082
Test Statistic		.085
Asymp. Sig. (2-tailed)		.223^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Processed by researchers (2025)

Based on the data in the table above, it can be seen that the asymp. sig (2-tailed) value is $0.223 > 0.05$ so it can be concluded that this study is normally distributed and has met the requirements of the normality test.

3.3. Multicollinearity Test Results

Table 7
Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Content Markering	.527	2.635
	Online Customer Review	.527	2.635
	E-Wom	.527	2.635
a. Dependent Variable: Purchasing decision			

Source: Processed by researchers (2025)

Based on the table of multicollinearity test results, it is known that the two VIF values for each variable are < 10 , and the Tolerance value for each variable is > 0.10 , so it can be concluded that there is no multicollinearity.

3.4. Heteroscedasticity Test Results

Table 8
Glejser Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.315	1.874		.087	.733
	Content Marketing	.024	.068	.067	1.116	.207
	Online Customer Review	.187	.081	.132	1.231	.279
	E-Wom	.122	.077	.102	1.272	.233
a. Dependent Variable: ABS_RES						

Source: Processed by researchers (2025)

Based on the Glejser test table above, the significance value of the three independent variables is > from 0.05, it can be concluded that there is no heteroscedasticity.

3.9. Multiple Linear Regression Test Results

Table 9
Multiple Linear Regression Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	3.577	2.139
	Content Marketing	.229	.042
	Online Customer Review	.412	.087
	E-Wom	.331	.055

Source: Processed by researchers (2025)

Based on the table above, the regression equation is obtained as follows:

$$Y = 3,577 + 0,229 X_1 + 0,412 X_2 + 0,331 X_3 + 0, \varepsilon$$

This can be seen in the following information:

- The constant value of 3,577 means that if all independent variables are considered constant or equal to zero the dependent variable is 3,557.
- The regression coefficient value of the content marketing variable (X_1) is 0.229, which means that if there is an increase in content marketing by 1, then purchasing decision (Y) will increase by + 0.229.
- The regression coefficient value of the online customer review variable (X_2) is 0.412, which means that if there is an increase in online customer review by 1, then purchasing decision (Y) will increase by + 0.412.
- The regression coefficient value of the e-wom variable (X_3) is + 0.602, which means that if there is an increase in e-wom by 1, then purchasing decision (Y) will increase by + 0.331.

3.1-0. T-test Results (Partial Test)

Table 10
T-test Results (Partial Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.577	2.139		3.128	.005
	Content Marketing	.229	.042	.257	2.403	.001
	Online Customer Review	.412	.087	.346	3.751	.000
	E-Wom	.331	.055	.389	3.229	.000
a. Dependent Variable: Financial Behaviour						

Source: Processed by researchers (2025)

Based on the t test results above, the t-table value = at n-k (100-3) is 97 at a significant level of 5% (0.05) is 1.985. Thus, to find out partially, the following explanation can be described:

1. The Effect of Content Marketing on Purchasing Decision
The t-count value of content marketing is 2.403 > t-table 1.98 (n-k =100-3 = 97 at 0.05 / 5%) and a significance of 0.001 < 0.05, so Ha is accepted and Ho is rejected, then content marketing partially has a positive and significant effect on purchasing decision.
2. The Effect of Online Customer Review on Purchasing Decision
The t-count value of online customer review is 3.751 > t-table 1.98 (n-k =100-3 = 97 at 0.05 / 5%) and a significance of 0.000 < 0.05, so Ha is accepted and Ho is rejected, then online customer review partially has a positive and significant effect on purchasing decision.
3. The Effect of E-Wom on Purchasing Decision
The t-count value of E-Wom is 3.229 > t-table 1.98 (n-k =100-3 = 97 at 0.05 / 5%) and a significance of 0.000 < 0.05, so Ha is accepted and Ho is rejected, then E-Wom partially has a positive and significant effect on purchasing decision.

3.11. F-Test Results (Simultaneous Test)

Table 11
F-Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	613.632	3	201.102	23.166	.000^b
	Residual	38.632	96	.431		
	Total	511.512	99			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), E-Wom, Online Customer Review, Content Marketing						

Source: Processed by researchers (2025)

Based on the table above, It is known that the F-test results in an F-count of 23.166 > F-table 3.09 (n-k-1 at k = 100-3-1 = 96) so that Ha is accepted and Ho is rejected, meaning that content marketing, online customer review and e-wom simultaneously have a significant effect on purchasing decision.

3.12. Determination Test Results

Table 12
Determination Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.615	.782	3.177
a. Predictors: (Constant), E-Wom, Online Customer Review, Content Marketing				
b. Dependent Variable: Purchasing decision				

Source: Processed by researchers (2025)

From the table above, it can be seen that the coefficient of determination (Adjusted R Square) is 0.782 or equal to 78.2%. This figure means that the independent variables consisting of content marketing, online customer review and e-wom affect purchasing decision variables while the remaining 21.8% of the employee performance variable is influenced by other variables not examined in this study.

4. CONCLUSIONS AND SUGGESTIONS

4.1. CONCLUSION

This study concludes that content marketing, online customer reviews, and electronic word of mouth (e-WOM) each have a significant partial influence on purchasing decisions for Wardah products on e-commerce platforms in Medan City. The findings highlight that strategic content marketing initiatives can effectively attract consumer attention and drive engagement, leading to higher purchase intentions. Furthermore, online customer reviews play a crucial role in shaping consumer perceptions and trust, thereby influencing their final purchasing decisions. Similarly, e-WOM contributes significantly by amplifying user-generated opinions and recommendations, which serve as credible references for potential buyers. Collectively, the simultaneous influence of these three variables demonstrates a strong and significant effect on consumers' decision-making processes in the context of online product purchases. These insights suggest that integrated digital marketing strategies that leverage content, reviews, and social influence are essential for enhancing brand competitiveness in the digital marketplace.

4.2. SUGGESTION

Based on the findings of this study, several strategic recommendations are proposed to enhance consumer purchasing decisions for Wardah products on e-commerce platforms. First, the content marketing variable indicates a need for improvement in delivering engaging and relevant content. Wardah's marketing team is encouraged to develop more interactive and consumer-centric content, such as makeup tutorials, live streaming sessions with beauty influencers, and tailored solutions for specific skin concerns. Content should consistently emphasize the brand's unique value propositions, including halal certification and the use of high-quality ingredients, to strengthen brand differentiation and consumer appeal.

Second, the impact of online customer reviews on purchase decisions suggests the

importance of maximizing the review feature on e-commerce platforms. Wardah and Shopee can implement reward-based mechanisms to encourage customers to provide honest and high-quality reviews. Displaying curated top reviews on product pages and ensuring timely responses to negative feedback via customer service can further enhance consumer trust and satisfaction.

Third, the role of electronic word of mouth (e-WOM) underlines the significance of peer influence in digital purchase environments. Wardah is advised to activate brand advocacy by encouraging loyal customers to share positive experiences through social media platforms, user testimonials, and referral programs. Initiatives such as “Customer Stories” or “Real User Experiences” campaigns can reinforce the brand’s credibility and emotional connection with prospective buyers.

Lastly, to drive purchase intent more effectively, Wardah must ensure that product-related information on the Shopee platform is accurate, visually appealing, and informative. High-resolution product images, detailed descriptions, and promotional offerings—such as bundled packages and exclusive discounts—can significantly enhance the customer journey and encourage conversion. Collectively, these strategies offer actionable insights to strengthen Wardah’s competitive positioning in the digital cosmetics market.

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