

# **THESIS**

## **THE INFLUENCE OF CUSTOMER REVIEW, INFLUENCER AND BRAND AWARENESS ON PURCHASE DECISION OF MS GLOW PRODUCT IN WAJO REGENCY**

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**DEPARTMENT OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
HASANUDDIN UNIVERSITY  
MAKASSAR  
2022**

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as one of the requirements to obtain

Bachelor of Economics degree

Compiled and submitted by

**HASLINDA**

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To

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## PREFACE

Assalamualaikum Wr. Wb.

Praise and gratitude to Allah SWT. Alhamdulillah, for His blessings, love, mercy, and grace, the author is finally able to complete this research with title "The Influence of Customer Review, Influencer and Brand Awareness on Purchase Decisions of MS Glow product in Wajo Regency". As one of the requirement to complete the study and obtain academic degree at the Management Department, Faculty of Economics and Business, Hasanuddin University Makassar.

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Isnawati Osman

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## Table of Contents

<b>COVER PAGE</b> .....	
<b>TITLE PAGE</b> .....	
<b>APPROVAL PAGE</b> .....	<b>iii</b>
<b>LEGITIMATION PAGE</b> .....	<b>iv</b>
<b>STATEMENT OF AUTHENTICITY</b> .....	<b>v</b>
<b>PREFACE</b> .....	<b>iv</b>
<b>ABSTRACT</b> .....	<b>ix</b>
<b>TABLE OF CONTENTS</b> .....	<b>x</b>
<b>LIST OF TABLES</b> .....	<b>xii</b>
<b>LIST OF FIGURES</b> .....	<b>xiii</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background .....	1
1.2 Research Problem .....	9
1.3 Research Purpose .....	9
1.4 Benefit of the Research .....	9
1.5 Systematic of Writing .....	10
<b>CHAPTER II LITERATUR REVIEW</b> .....	<b>12</b>
2.1 Theoretical Basis .....	12
2.1.1 Marketing Management .....	12
2.1.1.1 Definition of Marketing Management.....	12
2.1.1.2 The Philosophy of Marketing Management .....	13
2.1.1.3 The Core of Marketing Concept .....	14
2.1.1.4 The Function Of Marketing Management .....	15
2.1.2 E-WOM.....	17
2.1.2.1 Definition of E-WOM .....	17

2.1.2.2 The Benefit of E-WOM .....	17
2.1.2.3 Dimensions of E-WOM.....	18
2.1.3 Customer Review.....	19
2.1.3.1 Definition Of Customer Review .....	19
2.1.3.2 Benefits of Customer Reviews .....	20
2.1.3.3 Dimensions of Customer Review .....	20
2.1.4 Influencer .....	22
2.1.4.1 Definition of Influencer .....	22
2.1.4.2 Categories of Influencer .....	22
2.1.4.3 Dimensions of Influencer.....	23
2.1.5 Brand Awareness.....	24
2.1.5.1 Definition of Brand Awareness .....	24
2.1.5.2 Benefit of Brand Awareness.....	25
2.1.5.3 Influencing Factors of Brand Awareness .....	26
2.1.5.4 Indicators of Brand Awareness .....	26
2.1.6 Purchase Decision .....	27
2.1.6.1 Definition of Purchase Decision .....	27
2.1.6.2 Influencing Factors of Purchasing Decisions .....	27
2.1.6.3 Stage in The Purchase Decision Making process .....	29
2.2 Previous Research.....	31
2.3 Research Framework.....	38
2.4 Research Hypothesis.....	41
<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>44</b>
3.1 Research Design .....	44
3.2 Time and Location of Research .....	44
3.3 Population and Samples .....	44

3.3.1 Population.....	44
3.3.2 Samples.....	45
3.4 Types and Sources of Data.....	46
3.4.1 Data Types .....	46
3.4.2 Source of Data .....	46
3.5 Data Collection Technique .....	47
3.5.1 Questionnaire.....	47
3.5.2 Literatur of Research.....	47
3.6 Research Variable and Operational Definition.....	47
3.6.1 Research Variable .....	48
3.6.2 Operational Definition.....	48
3.7 Research Instrument Test.....	48
3.7.1 Validity Test .....	48
3.7.2 Realibility Test.....	48
3.8 Data Research Method .....	55
3.8.1 Classical Assumption Test .....	55
3.8.1.1 Normality Test.....	55
3.8.1.2 Multicollinearity Test.....	55
3.8.1.3 Heteroscedasticity Test.....	56
3.8.2 Multiple Linear Regression Analysis.....	56
3.8.3 Research Hypothesis Test .....	57
3.8.3.1 T-Test (Partial Test) .....	57
3.8.3.2 F-Test (Simultaneous Test).....	57
3.8.3.2 Coefficiance of Determinatin ( $R^2$ ) .....	58
<b>CHAPTER IV RESULT AND DISCUSSION .....</b>	<b>59</b>
4.1 Research Result and Discussion .....	59



4.1.1 History of Wajo Regency.....	59
4.1.2 General Description of the Company .....	59
4.2 Descriptive Analysis.....	60
4.2.1 Descriptive Analysis of Respondents .....	60
4.2.1.1 Characteristics of Respondents based on Age.....	61
4.2.1.2 Characteristics of Respondents based on Sub-District.....	62
4.2.1.3 Characteristics Respondents based on Treatment Products used.....	63
4.2.1.4 Characteristics Respondents based on Product Usage Time.	64
4.2.2 Descriptive Analysis of Variables .....	65
4.2.2.1 Range Determination .....	65
4.2.2.2 Descriptive Analysis of Customer Review (X1) .....	66
4.2.2.3 Descriptive Analysis of Influencer (X2).....	67
4.2.2.4 Descriptive Analysis of Brand Awareness (X3) .....	68
4.2.2.5 Descriptive Analysis of Purchase Decisions (Y).....	69
4.3 Validity and Realibility Test .....	69
4.3.1 Validity Test .....	69
4.3.2 Realibility Test.....	71
4.4 Classical Assumption Test.....	75
4.4.1 Normality Test.....	75
4.4.2 Multicollinearity Test.....	77
4.4.3 Heteroscedesiticity Test .....	79
4.5 Multiple Linear Regression Analysis .....	80
4.6 Research Hypothesis Test .....	81
4.6.1 Results of T-Test (Partial Testing) .....	81
4.6.2 F-Test (Simultaneous Test) .....	81

4.6.3	Coefficient of Determination Analysis .....	82
4.7	Discussion .....	84
4.7.1	The Influence of Customer Reviews (X1) on Purchase Decisions (Y) of MS Glow products in Wajo Regency .....	84
4.7.2	The Influence of Influencer (X2) on Purchase Decisions (Y) of MS Glow products in Wajo Regency .....	84
4.7.3	The Influence of Brand Awareness (X3) on Purchase Decisions (Y) of MS Glow products in Wajo Regency .....	85
<b>CHAPTER V CONCLUSION &amp; SUGGESTIONS.....</b>		<b>88</b>
5.1	Conclusions .....	88
5.2	Suggestions .....	88
<b>REFERENCES .....</b>		<b>91</b>
<b>APPENDICES .....</b>		<b>96</b>

## LIST OF TABLES

Table 1.1 Total Sales of MS Glow in April 2022 .....	3
Table 1.2 Total Sales of MS Glow Product in Wajo Regency .....	4
Table 2.1 Previous Research.....	29
Table 3.1 Operational Definition.....	43
Table 3.2 Research Instrument.....	45
Table 4.1 Characteristics Respondents based on Age.....	61
Table 4.2 Characteristics Respondents based on Sub-District.....	61
Table 4.3 Characteristics Respondents based on Treatment Products used .....	63
Table 4.4 Respondents' Characteristics based on product usage time .....	64
Table 4.5 Categorization of Respondents Answers.....	65
Table 4.6 Respondents' Answers regarding Customer Review (X1) .....	66
Table 4.7 Respondents' Answers regarding Influencer (X2) .....	67
Table 4.8 Respondents' Answers regarding Brand Awareness (X3) .....	68
Table 4.9 Respondents' Answers regarding Purchase Decisions (Y).....	69
Table 4.10 Validity Test of Customer Review Item.....	72
Table 4.11 Validity Test of Influencer Item .....	73
Table 4.12 Validity Test of Brand Awareness Item.....	73
Table 4.13 Validity Test of Purchase Decisions Item .....	74
Table 4.14 Realibility Test of All Variables .....	74
Table 4.15 result of Multicollinearity Test .....	78
Table 4.16 Multiple Linear Regression Analysis.....	80
Table 4.17 Results of T-Test.....	81
Table 4.18 Results of F-Test.....	82
Table 4.19 Result of Coefficient of Determination .....	83

## LIST OF FIGURES

Figure 1.1 Best Selling Local Skincare Products in E-commerce .....	2
Figure 1.2 Nagita Slavina as Influencer from Celebrities.....	7
Figure 2.1 Research Framework.....	42
Figure 4.1 MS Glow's Logo.....	57
Figure 4.2 Results of P-Plot Normality Test .....	76
Figure 4.3 Results of Histogram Graph Normality Test .....	77
Figure 4.4 Results Heteroscedasticity Test.....	79

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

In the era of marketing 4.0, technological advances have changed the social life and also have a considerable impacted on various existing industries, one of which is the trend in the beauty or cosmetic industry. Companies are required to do online or often referred to as digital marketing, where companies use the internet to make sales and open up greater opportunities for their companies. Company needs to ensure that consumers really get satisfactory service for their services or products. In addition to companies implementing a good digital marketing strategy, they have to create content that is relevant, interesting, and up-to-date for customers. So, both online marketing and offline marketing have their respective roles and this role are very important to complete the marketing 4.0 strategy.

In cosmetic industry, creativity in innovation is an opportunity to penetrate the era of the marketing industry 4.0. Where the control system, as well as the combination of physical systems and the internet of things will become the main production force. The cosmetic industry in Indonesian has developed well and some of them have competed well with global cosmetics such as Somethinc, Avoskin, Scarlett, MS Glow and Wardah. The emergence of this phenomenon is, to some extent, due to technological developments and the influence of social media. Therefore, many cosmetic companies make consumers aware of the desires and needs of the cosmetics they looking for.



**Figure 1.1**  
**Best Selling Local Skincare Products in E-commerce in Indonesian**  
 Source: Compas.co.id

Figure 1.1 shows that in the period 1-18 February 2021, MS Glow is a local brand that managed to occupy the first position with total sales reaching Rp.38,5 billion. The second position is, Scarlett with total sales of Rp.17,7 billion, and Somethinginc with total sales of Rp.8,1 Billion.

PT. Kosmetika Cantik Indonesia was founded in 2013 which stands for Magic For Skin. Now MS Glow, has a range of product, such as skincare, bodycare, cosmetics producers. MS Glow has official agents and members throughout Indonesia and has even penetrated overseas market. The MS Glow product have BPOM and halal certificates, and clinically tested. For the customer satisfaction and trust, MS Glow has established a beauty clinic which currently has several branches in major cities in Indonesia (msglowid.com).

In 2021, MS Glow won 3 award categories from the Indonesian best brand awards, namely MS Glow as the beauty Indonesian best brand in the exclusive facial care cosmetics category with a brand share of 66.9% of the exclusive facial care cosmetics market. The second, MS Glow for men as Indonesian best brand in the category of facial care packages for men with a brand share of 71.8% of the men's facial care market in Indonesian. Third, MS Glow aesthetic clinic as



Indonesian best brand in the aesthetic clinic category with a brand share of 62.2% of the aesthetic clinic market. In addition, MS Glow always innovates to create the best products that are able to compete on a national and international scale and are able to survive as the best brand in Indonesian, and won the MURI record award (Museum Rekor Indonesia) as a cosmetic company with the most sales network in Indonesia in 2021 (@msglowbeauty). Those figures of MS Glow has become a reason or attraction to conducting this research related to MS Glow brand.

**Table 1.1**  
**Total sales of MS Glow in Several Regencies on April 2022 in South Sulawesi**

No	Regency	Total of Sales
1.	Bone	1000 Product
2.	Sidrap	900 Product
3.	Wajo	800 Product
4.	Pangkep	650 Product
5.	Maros	600 Product

Source: Official distributor of MS Glow, South Sulawesi

Based on information obtained from the official distributor of MS Glow South Sulawesi, on a Regency scale, the most MS Glow users is Bone Regency with total sales of 1000 products. Second, Sidrap Regency with total sales of 900 products. Third, Wajo Regency with total sales of 800 products. Fourth, Pangkep Regency with total sales of 650 products. Fifth, Maros Regency with total sales of 600 products.

MS Glow is one of the beauty products that dominates the market in Indonesian. An increasing number of communities for beauty makes the company expand its business in various regions in Indonesia, such as in Wajo Regency, in South Sulawesi. The sales of MS Glow products in Wajo Regency initially only

focused on online marketing, but the distributor of MS Glow Wajo Regency has decided to officially open a large store in December 2021. The marketing strategy used in these selling products using agents and reseller systems to reach remote customers areas. According to the distributor of MS Glow in Wajo Regency from the demand side, customer are enthusiasm in using these products as show in the data about total sales of MS Glow product in Wajo Regency as in the table below:

**Table 1.2**  
**Total Sales of MS Glow product in Wajo Regency**

<b>No</b>	<b>Years</b>	<b>Total of Sales</b>
1.	2019	3.000 Product
2.	2020	7.000 Product
3.	2021	12.000 Product

Sources: Distributor MS Glow in Wajo Regency, 2021

Table 1.2 shows that the sales of MS Glow products in Wajo Regency during the last three years have increased. From the year of 2019 to 2020 the number of sales of MS Glow products increased to a more than 100 percent, that is from 3000 products increased to 7000 products total sales, then increased to 12,000 products in 2021. This number increased due to good cooperation from distributors, agents and resellers in Wajo Regency. From the table that has been presented, it becomes an attraction for researchers to conduct research on MS Glow products in Wajo Regency.

The achievements of the MS Glow product above, achievements cannot be separated from the existence of good marketing management. Every company is required to be able to optimize marketing management in order to ensure the survival of the company and be able to compete with other companies.

According to Armstrong *et al.* (2018:4) marketing is the process in which marketing organisations engages customers, build strong customer relationships

and create customer value in order to capture value from customers in return. The role of marketing management cannot be separated without the contribution of each perpetrator such as employees, distributors, agents, resellers and more importantly marketing staff and without marketing activities there is no purchase. So, marketing activities for companies or business owners are the main role so that the products they sell can be owned by others by buying or exchanging part of the buyer's property to the seller.

In marketing management, purchasing decision is one of the factors faced by customers in determining their decisions. Purchase decisions are part of a much larger buying process than recognizing needs through post-purchase behavior (Kotler & Armstrong, 2018:175). Before making a decision to buy a desired product, customers can first look at websites on the web, advertisements or social media to find out whether the desired product is safe to use.

There are various forms of product marketing communication strategies on social media. Such as advertising, personal selling, sales promotion, sponsorships and packaging. Understanding consumer purchasing decision is important for companies. The company's success in influencing purchasing decisions can be done by providing facilities related to feedback felt by consumers after shopping. One of marketing communication strategy that is currently in great demand by industry players is to use electronic word of mouth ([pakarkomunikasi.com](http://pakarkomunikasi.com)).

Henning-Thurau *et al.* (in Lin, Wu & Chen, 2013:31) described electronic word of mouth as any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet. E-WOM is one of the marketing communications used in the business world. With marketing communication in the form of electronic word of mouth, companies can benefit from low cost and high

impact. Existence e-WOM, consumers can easily collect and receive information about the buying experience from other consumers about the products to be purchased. Recommendations from customers are usually considered more trustworthy than promotional activities from the company and can greatly influence the decision of others to use a service. In fact, the greater the risk that customers feel in buying a service, the more actively they will seek and rely on word of mouth to help make their decisions (Paludi, 2017).

One form of e-WOM is customer review. Customer reviews are one of the factors that influence consumers in determining their decisions. Online customer reviews function as decision aids, consumer feedback mechanisms, and recommendation systems in online shopping platforms (Almana & Mirza, 2013:23). Online customer reviews consist of analysis and comments generated and posted by product users who have spent their money on the product and are indeed using it. Customer reviews have been used as a basis for searching for consumer information and from these reviews have an effect on customer buying behavior. With customer reviews, manufacturers can also continue to monitor customer comments, so if the product is less or more, the manufacturer will immediately find out and fix it quickly. One of the results of previous research conducted by Sari (2019), research showed that online customer reviews have a positive effect on purchase decisions.

Apart from customer review services, influencer services are also one of the factors that influence consumers in determining their decisions. Influencer is someone who can help determine specifications and also provide information about a product to customers (Kotler & Armstrong, 2018:192). Influencers usually come from people who have considerable influence in certain circles such as people who work as celebrities. Shimp (in Ifeanyichukwu, 104:2016) defines celebrity as a well-known personality such as an actor, entertainer or athlete, who is known to the public for his achievements in fields other than the product class supported.

**Figure 1.2**



**Nagita Slavina as Influencer from celebrities**

Sources: Instagram @msglowbeauty (17 September 2022)

PT. Kosmetika Cantik Indonesia sells its products using the services of influencers from celebrities such as Nagita Slavina, Sarwendah, Lesti and many other celebrities who are influencers of the MS Glow brand. Figure 1.2 is one of the celebrity influencers, namely Nagita Slavina. With influencer services, consumers can get information before making a decision to buy. One of the results of previous research conducted by Widyastuti and Noor (2020, research showed that influencer directly affect and contribute to purchasing decisions.

The involvement of influencer marketing is an online marketing strategy choice that companies can rely on, because by using this service the company can increase brand awareness and increase sales according to the specified target market.

Brand awareness is defined as the buyer's ability to identify the brand in sufficient detail to make a purchase (Rossiter, 2014:534). Brand awareness familiarizes people with a product and differentiates it from competing brands. Businesses that maintain a high level of brand awareness tend to generate more revenue because consumers are more likely to buy familiar brand names than unfamiliar ones. Brand awareness leads to trust, meaning the more recognition a brand has, the more successful the brand or business will be (bmediagroup.com).

Based on data from the IBBA (Indonesia Best Brand Award) in terms of brand awareness, MS Glow has become the Top Of Mind or the brand that is most remembered by consumers. MS Glow also ranks first in the Best Brand classification or brands that are considered the best by consumers (@msglowbeauty). One of the results of previous research conducted by Sivaram (2019), found that brand awareness has a positive and significant effect on purchasing decisions.

Based on the background described above, the authors were inspired to conduct research on **“The Influence of Customer Review, Influencer and Brand Awareness on Purchase Decision of MS Glow Product in Wajo Regency”**.

## **1.2 Research Problem**

Based on the background of the study, the research problem in this study are as follow:

1. Do customer reviews affect purchase decisions for MS Glow's customer in Wajo Regency?
2. Do influencers affect purchase decisions of MS Glow's customers in Wajo Regency?
3. Do brand awareness affect purchase decisions of MS Glow's customer in Wajo Regency?
4. Do customer reviews, influencer, and brand awareness simultaneously affect on purchase decisions of MS Glow's customer in Wajo Regency?

## **1.3 Research Purposes**

Based on the research problem that have been explained, the research purpose in this study are as follows:

1. To know the affect of customer reviews on purchase decisions of MS Glow's customer in Wajo Regency;
2. To know the affect of influencers on purchase decisions of MS Glow's customer in Wajo Regency;
3. To know the affect of brand awareness on purchase decisions of MS Glow's customer in Wajo Regency.
4. To know the affect of customer review, influencer, and brand awareness simultaneously on purchase decisions of MS Glow customer in Wajo Regency.

## **1.4 Benefit of the Research**

### **1.4.1 The Theoretical Benefits**

This research is expected to contribute to the development of management science, especially in marketing management and increase knowledge related to the problems studied regarding the influence of customer reviews, influencers and brand awareness on purchase decisions for MS Glow products. This research can also be expected to be a reference or reading, especially for those who conduct similar research.

### **1.4.2 The Practical Benefits**

#### **a. For Researchers**

This research can provide knowledge and add insight and information about the influence of customer reviews and influencers on purchase decisions and the results of this study can be used as references, comparisons and references for further research.

#### **b. For Company**

This research can be a consideration for companies in developing MS Glow from their businesses.



### **1.5 Systematics of Writing**

The thesis research is compiled comprehensively and systematically as follow:

#### **CHAPTER I BACKGROUND**

The chapter describes a description of the background regarding the product and variables to be studied, research problem, research purpose, benefit of the research and the systematics of writing.

#### **CHAPTER II LITERATUR REVIEW**

The chapter consists of descriptions related to theories from experts who explain the problems or variable to be studied based on quotations from scientific journals and books. In addition to theory, there are also previous research, research framework and research hypothesis.

#### **CHAPTER III RESEARCH METHODOLOGY**

This chapter explains the research design, location and time of the research, population and sample, types and sources of data, data collection technique, research variables and operational definitions, research instruments, and data research methods.

#### **CHAPTER IV RESULT AND DISCUSSION**

This chapter explains the general description of the company, the characteristics of respondents, descriptions of variables, test results of research instruments, classical assumption test, multiple linear regression analysis test, hypothesis testing, and discussion.

#### **CHAPTER V CONCLUSIONS**

This chapter consisting the conclusions and suggestions for the research.

## CHAPTER II

### LITERATUR REVIEW

#### 2.1 Theoretical Basis

This section describes theories related to this study, namely customer reviews, influencers, brand awareness and purchase decisions.

##### 2.1.1 Marketing Management

###### 2.1.1.1 Definition of Marketing Management

Kotler *et al.* (2019:6) defines marketing as about identifying and meeting human and social needs at a profit. One of the shortest definitions of marketing that is the process of meeting customer needs profitably. Meanwhile, according to Armstrong *et al.* (2018:4), marketing is the process by which marketing organisations engage customers, build strong customer relationships and create customer value in order to capture value from customers in return. Management is a process that involves the major functions of planning, organising, leading and controlling resources in order to achieve goals (Kotler *et al.*, 2019:61).

Marketing management is a business discipline that achieves goals through the practical application of marketing techniques and the management of the total firm's marketing resources and activities (Kotler *et al.*, 2019:42). Marketing management as the art and science of choosing target markets and building profitable relationships with them. The marketing manager's aim is to attract, engage, keep and grow target customers by creating, delivering and communicating superior customer value (Armstrong *et al.*, 2018:9). So it can be concluded that marketing management is a process of planning, organising, leading and controlling that engages customers, builds strong customer

relationships and creates customer value to capture value from customers in return.

### **2.1.1.2 The Philosophy of Marketing Management**

According to Kotler *et al.* (2019:17-19), marketing philosophy consists of several philosophies:

#### **1. The Production Philosophy**

The production philosophy is one of the oldest concepts in business. It holds that consumers prefer products that are widely available and inexpensive. Managers of production-orientated businesses concentrate on achieving high production efficiency, low costs and mass distribution.

#### **2. The Product Philosophy**

The product philosophy proposes that consumers favour products offering the most quality, performance or innovative features, and companies with this focus the product or service, always searching for improvements.

#### **3. The Selling Philosophy**

The selling philosophy holds that consumers and businesses, if left alone, can't buy enough of the organisation's offerings. Except the company holds a large-scale sales and promotion business.

#### **4. The Marketing Philosophy**

The marketing philosophy appears as a customer centered philosophy, feel and respond to total company efforts to achieve customer satisfaction with profit. marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming it.

#### **5. The Holistic Marketing Philosophy**

The holistic marketing philosophy is an extension of the marketing philosophy and is based on the development, design and implementation of marketing programmes, processes and activities that recognises their breadth and interdependencies.

### **2.1.1.3 The Core of Marketing Concepts**

According to Armstrong *et al.* (2018:5-8), there are five core marketing concepts:

#### **1. Customer needs, wants and demands**

The most basic concept underlying marketing is that of human needs. Human needs are states of felt deprivation. Humans have many complex needs. These include basic physical needs, social needs and individual needs for knowledge and self-expression. Wants are the form taken by human needs as they are shaped by culture and individual personality. People have almost unlimited wants but limited resources. Thus, they want to choose products that provide the most value and satisfaction for their money. When backed by buying power, wants become demands.

#### **2. Market offerings: goods, services and experiences**

Consumers' needs and wants are fulfilled through market offerings some combination of goods, services, information or experiences offered to a market to satisfy a need or a want.

#### **3. Customer value and satisfaction**

Customer value and customer satisfaction are key building blocks for developing and managing customer relationships. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but may fail to attract enough buyers. If they set expectations too high, buyers will be disappointed.

#### 4. Exchanges, transactions and relationships

Exchange is the act of obtaining a desired object from someone by offering something in return. In the broadest sense, the marketer tries to bring about a response to some market offering. Whereas exchange is the core concept of marketing, a transaction is marketing's unit of measurement. A transaction consists of a trade of values between two parties. Marketing consists of actions taken to build and maintain desirable exchange relationships with target audiences involving a product, service, idea or other object.

#### 5. Market

The concepts of exchange and relationships leads to the concept of a market. Market is the set of actual and potential buyers of a product. Whereas buyers share certain needs or wants that can be satisfied through exchange relationships.

#### **2.1.1.4 The Function of Marketing Management**

According to Kotler and Armstrong (2018: 53-56), there are four functions of marketing management:

##### 1. Marketing Analysis

Managing the marketing function begins with a complete analysis of the company's situation. The marketer should conduct a SWOT analysis by which it evaluates the company's overall strengths (S), weaknesses (W), opportunities (O), and threats (T). The goal is to match the company's strengths to attractive opportunities in the environment, while eliminating or overcoming the weaknesses and minimizing the threats. Marketing analysis provides inputs to each of the other marketing management functions.

## 2. Marketing Planning

Marketing planning involves choosing marketing strategies that will help the company attain its overall strategic objectives. A detailed marketing plan is needed for each business, product, or brand. Part of the marketing plan lays out a program of action to implement the marketing strategy along with details of the supporting marketing budget. The final section outlines the controls that will be used to monitor progress, measure return on marketing investment, and take corrective action.

## 3. Marketing Implementation

Marketing implementation is the process that turns marketing plans into marketing actions to accomplish strategic marketing objectives. Whereas marketing planning addresses the what and why of marketing activities, implementation addresses the who, where, when, and how.

## 4. Marketing Control

Marketing control is evaluating the results of marketing strategies and plans and taking corrective action to ensure that the objectives are attained.

According to Kotler and Armstrong (2018:30) there are five steps in the marketing process in creating value for customers as follow:

1. Marketers need to understand the market and customer needs and wants;
2. Marketers design customer-driven marketing strategies with the aim of acquiring, retaining, and growing target customers;
3. Marketers build marketing programs that actually deliver superior value;
4. Build profitable customer relationships and create customer satisfaction;
5. In the final step, companies will gain from strong customer relationships by capturing value from customers.

## **2.1.2 Electronic Word of Mouth (E-WOM)**

### **2.1.2.1 Definition of E-WOM**

Westbrook (in Lin, Wu & Chen, 2013:30) defined Word-of-mouth as all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers. Henning-Thurau (in Lin, Wu & Chen, 2013:31) describes electronic word of mouth as a positive or negative statement made by potential, actual, or former customers about a product or company, which is available to many people and institutions via the internet. Bickart and Schindler (in Lin, Wu & Chen, 2013: 31) say that electronic word of mouth has higher credibility, empathy, and relevance to customers than information sources made by marketers on the web.

According to Ring *et al.* (in Irwansyah & Sari, 2020:212) e-WOM occurs in the context of certain situations, word of mouth is trusted by consumers who have not experienced a product or service because word of mouth from influencers looks credible and trustworthy because they are considered to have had experience with the product or service. So it can be concluded that e-WOM is an informal communication about positive or negative statements made by potential, actual, or former customers about a product with higher credibility, empathy, and relevance to customers than information sources made by marketers on the web.

### **2.1.2.2 The Benefit of E-WOM**

According to Hasan (in Aghniya, 2019:32) the benefits of e-WOM as a strong source of information in influencing purchasing decisions are as follows:

- a. Word of mouth is an independent and honest source of information (when information comes from a friend it is more credible because there is no association of people with the company or product);

- b. Word of mouth is very powerful because it provides benefits to those who ask with direct experience about the product through the experiences of friends and relatives;
- c. Word of mouth is tailored to the people who are the best in it, someone will not join the conversation, unless they are interested in the topic of discussion;
- d. Word of mouth produces informal advertising media;
- e. Word of mouth can start from one source depending on how the power of the influencer and social network spreads quickly and widely to others;
- f. Word of mouth is not limited by space or other constraints such as social ties, time, family or other physical barriers.

### **2.1.2.3 Dimensions of E-WOM**

According to Lin *et al.* (2013:31) e-WOM communication consists of 3 dimensions as follow:

#### **1. E-WOM Quality**

The quality of e-WOM refers to the power of persuasive comments embedded in informational messages. Consumer buying decisions can be based on several criteria or requirements that meet their needs and to determine willingness to buy it based on what they feel from the quality of the information they receive. Therefore, it is important to determine consumers' perceptions of information quality as an element for assessing their potential purchase decisions.

#### **2. E-WOM Quantity**

The e-WOM quantity refers to the total number of comments posted. The popularity of the product is determined by the number of online comments because it is considered to represent the market performance of a product. Consumers also need references to strengthen their confidence to reduce



mistakes or risks when shopping, and the number of online comments can represent the popularity of a product. In other words, consumers have more reviews about the product that reflect the popularity of the product.

### 3. Sender Expertise

Expertise can be seen as the authority, competence and expertise of the sender of the message. It is considered that the skill of the message senders when they make comments in consumer reviews will attract other users/consumers to adopt the information and make a purchase decision.

## **2.1.3 Customer Review**

### **2.1.3.1 Definition of Customer Review**

According to Mudambi and Schuff (2010:186), online customer reviews can be defined as a product evaluations made by colleagues posted on company websites or third parties. Online customer reviews, consisting of analysis and comments generated and posted by product end users who have spent their money on the product and are indeed using it. Online customer reviews have been used as a basis for finding consumer information, consumer feedback mechanisms, and recommendation systems in online shopping platforms and from these reviews have an effect on customer buying behavior (Almana & Mirza, 2013: 23).

According to Ningsih (in Depari & Ginting, 2022:2) online customer review is an evaluation, review, and assessment from customers of a product or service regarding various aspects. The existence of online customer reviews makes it easier for customers to get information from other customers regarding a desired product or service. So it can be concluded that customer reviews are direct opinions from someone as a medium for potential consumers to see reviews,

evaluations, and ratings of a product and serve as a decision aid, consumer feedback mechanism, and recommendation system in online shopping platforms.

### **2.1.3.2 Benefits of Customer Reviews**

According to Jana Valant (2015:3-4) the benefits of customer review are:

- a. Enabling consumers to make faster and better buying decisions
- b. Ensuring (or boosting) competition among businesses regarding products and services that consumers value and therefore indirectly with the feedback provided by consumers online help bring up their quality
- c. Allowing consumers to narrow their search and identify reviews of particular relevance to them (for instance reviews filtered by age, social status or other criteria)
- d. Bringing consumers' attention to a wider range of products and services that they might otherwise not have been aware of (and thus also allowing new business entrants and small businesses to benefit from online visibility)

### **2.1.3.3 Dimensions of Customer Reviews**

Flanagin and Metzger (in Megawati, 2018:16 described online customer review consists of 3 dimensions, namely:

#### **1. Credible**

Credible is information that can be trusted by information users and if the information contains errors, then the error is not much and the source of the information can be accounted for, which consists of:

- a. Trustworthy refers to the extent to which the source is seen as having honesty and trustworthiness.

- b. Honest is a decision that is on a person to express his feelings, words, and actions. If the facts that exist really take place and there is no manipulation by imitating or lying in order to get an advantage for himself.

## 2. Expertise

Expertise is the ability to do something about a role. It is an ability that can be transferred from one person to another, which consists of:

- a. Professionalism is a description of the ability to recognize community needs, prioritize services, set agendas and develop service programs according to needs.
- b. Useful is a form of ability that brings good (profit), benefits that help consumers in getting information from a product.

## 3. Likable

Likable is the ability to create positive behaviors through emotional channels, which consist of:

- a. is an expression of pleasure that arises from satisfaction with the services and information provided;
- b. Interesting is an expression of pleasure that arises from feelings of liking for shapes, colors, and so on;
- c. Likely To Buy From This Website) is a thing in the form of consumers wanting to buy a product after seeing the product and product information obtained.

## **2.1.4 Influencer**

### **2.1.4.1 Definition of Influencer**

According to Kotler and Armstrong (2018:192) explained that influencer is someone who can help determine specifications and also provide information about a product to customers. An influencer is an individual with a significant following on social media who is paid by a product to promote their product to their followers, through free products and travel and or cash payments per promotion. The aim is to persuade followers to buy such products (Irwansyah & Sari, 2020:207). Influencers is people who influence the buying decision, often by helping define specifications and providing information for evaluating alternatives (Kotler et al., 2018:242)

According Sudha and Shena (in Amalia & Putri, 2019) Influencer marketing is the process of identifying and activating individuals who have influence on a particular target audience to be part of a product campaign with the aim of increasing reach, sales, and customer engagement. An influencer is also an activist, well-connected, impactful, active-minded, and a trend setter for his followers (Irwansyah & Sari, 2020:208). So, it can be concluded that an influencer is someone who can help and provide information about a product to customers and influence customer purchasing decisions.

### **2.1.4.2 Categories of Influencer**

According to Irwansyah & Sari (2020:210) influencers are divided into three different categories, regarding the number of followers and their social status on social media, namely:

#### **a. Mega Influencer or Celebrity Influencer**

Mega Influencers usually consist of celebrities, actresses, actors, athletes or public figures. Celebrities carry the image of a brand or supporters

through the media. Influencer marketing agencies have very large reach or have up to one million followers. They provide high topical relevance but low brand relevance.

b. Macro Influencer or Opinion Leader

Macro Influencers consist of bloggers or journalists who already have a close relationship with their followers. They have resonance and the ability to convey an action that influences their followers on social media and has a significant influence on buying behavior for the goods they promote on social media.

c. Micro Influencers

Micro influencer are people who are described as successful, talented, and attractive people with admiration, association, and aspirations. They are highly capable of triggering consumer desire and can have a positive impact on brand attitudes and loyalty because they can pass on recommendations to their large-scale followers.

#### **2.1.4.3 Dimensions of Influencer**

A trusted influencer can direct consumers to receive suggestions and make purchases of the items they promote through social media. According to Solis (2012:10) the pillars or dimensions that must be owned by an influencer are as follows:

1. Reach

Ability to deliver content to the target audience. The relationships of the social graphs converge and determine how far information can travel across the social graph and the community at large. reach is a measure of popularity, affinity, and potential impact.

## 2. Relevance

The strength of the connection to the brand or topic. Topical relevance is the glue of interest graphs and communities of focus. Individuals are aligned through the subject matter creating a series of related relationships that transmit information throughout the community.

## 3. Resonance

The ability to direct the desired behaviour of the audience. The peaks of reach and relevance serve as the basis for the "score". Resonance is a measurement of the duration, speed, and level of interactivity around content, topics, or conversations. High resonance ensures that more people will see each post or update.

### **2.1.5 Brand Awareness**

#### **2.1.5.1 Definition of Brand Awareness**

According to Rossiter (2014:534) explained that brand awareness as the buyer's ability to identify the brand in sufficient detail to make a purchase. Brand awareness is a necessary precursor to brand attitude. Winatapradja (2013: 959), states that brand awareness is the ability of a buyer to recognize or recall that a brand is part of a certain product category. Meanwhile, Anwar *et al.* (2018:215) argues that brand awareness is the way of consumer to notice the brand and try to recall the brand by memorizing the brand from the certain product itself.

Brand awareness is crucial to differentiating your product from other similar products and competitors. Brand awareness refers to how aware customers and potential customers are of your business and its products (Gustafson & Chabot, 2007:105). It can be concluded that brand awareness is a person's ability to recognize or remember a particular product.

According to Gustafson and Chabot (2007:108), factors in deciding how to create brand awareness:

- a. The message of what a brand is offering to the consumer should be consistent
- b. The images displayed must also be consistent in order to increase brand awareness.
- c. Slogans and taglines should also be consistent throughout mediums and material.

According to Gustafson and Chabot (2007:106), the five main components of a plan to developing brand awareness are:

1. Identify and understand your target customers
2. Create company names, logos and slogans
3. Add value through packaging, locations, services, special events, etc.
4. Advertising
5. After-sales follow-up and customer relationship management

#### **2.1.5.2 Benefit of Brand Awareness**

According to Rossiter (2014:536), the benefit of brand awareness are:

- a. Increase Brand Awareness: As the name implies, this brand awareness will increase people's awareness of the existence of a brand. Increased brand awareness will cause people to tend to prefer to use products with brands they are familiar with rather than less well-known brands.
- b. Increase Selling Value: A branding can be said to be successful when the brand awareness of a product can increase. In addition, you can also know the benchmark for success based on how good the effect is on the growth of the selling value of the product.

- c. As a Form of Trust: Brand awareness also has benefits in building trust in the community. When a brand has a big name, people will believe in the quality of the brand.
- d. Brand Awareness Able to Create Associations: an association can be formed if a product has a very good brand awareness. Usually, people will form an association where the members are users of a brand.

### **2.1.5.3 Influencing Factors of Brand Awareness**

According to Herdana (in Arianti & Ardina, 2021), the factors that influence brand awareness are:

- a. Product quality: the product can satisfy consumers if it is judged to be able to meet or exceed their wishes and expectations
- b. Advertising: advertising as a corporate communication tool to convey information on a product or brand to consumers
- c. Promotion: is an activity to communicate the advantages of the product and persuade target customers to buy it.

### **2.1.5.4 Indicators of Brand Awareness**

According to Rossiter (2014:534), there are three indicators of brand awareness:

1. Brand Recognition: Buyer's ability to recognize the brand name when heard, or the stylized name, pack or logo when seen.
2. Category Cued Brand or Name Recall: Buyer's ability to recall the brand name before purchase, accurately enough to look for it or order it when given the category cue.
3. Brand Recall: Buyer's ability to cued recall the brand, followed by ability to auditory or visually recognize it.



## **2.1.6 Purchase Decision**

### **2.1.6.1 Definition of Purchase Decision**

Purchase decisions are part of a much larger buying process than recognizing needs through post-purchase behaviour (Kotler & Armstrong, 2018: 175). The purchase decision is to buy the desired product, then faced between two choices (Kotler & Armstrong, 2018:177). If a person has a choice between making a purchase or not, that person is in a decision-making position, it can be concluded that the purchase decision is a decision-making process in which individuals seek information on a product or brand which is then faced with two or more alternative choices.

### **2.1.6.2 Influencing Factors of Purchasing Decisions**

In deciding to buy a brand, a consumer is influenced by several factors (Kotler & Armstrong, 2018:159-173):

#### **a. Cultural Factors**

Cultural factors have a very broad and deep influence on consumer behaviour. Culture is the set of basic values, perceptions, desires and behaviours learned by members of society from family and other important institutions. Culture is also the basic cause of consumer wants and behavior.

#### **b. Social Factors**

Consumer behaviour is also influenced by social factors such as small groups, family, social roles and status.

##### **1. Groups**

Consumer behaviour groups are much influenced by small groups, this group has a direct influence on consumers. The significance of the group influence varies between products and brands. The influence tends to be very strong if the product is seen by other people who are respected by

consumers. Purchase of purchased and used products. For personal needs are not much influenced by other people.

## 2. Family

Family members have a strong influence on buyer behaviour. The family is the buying organization in society where the consumer is most important. Currently, not only the wife can have an influence on purchasing decisions but the children also have it.

## 3. Role and Status

Roles consist of a number of activities that are expected to be carried out by those around them. Each role carries a status that reflects the general respect for that role in society.

### c. Personal Factors

A buyer's decision is also influenced by personal characteristics such as age and life cycle stage, economic situation, lifestyle, personality and self-concept.

### d. Psychological Factors

Purchase choices are influenced by four main psychological factors: motivation, perception, learning, and beliefs and attitudes.

#### 1. Motivation

Every time a person has many needs. Like biological needs, namely hunger and thirst. But there are other needs, namely psychological, namely appreciation and ownership. The need will become a motive when stimulated to a certain level of intensity.

#### 2. Perception

Perception is the process of selecting, organizing, and interpreting information to form a meaningful picture of the world.

### 3. Learning

When people act, they learn. Learning shows a change in a person's behaviour due to experience.

### 4. Confidence and Attitude

Through action and learning people gain beliefs and attitudes that will then influence buying behavior. Beliefs are descriptive thoughts that a person maintains about something, while attitudes are describing consistent evaluations, feelings and tendencies of a person's likes or dislikes of objects or ideas.

#### **2.1.6.3 Stages in the purchase decision making process**

Armstrong *et al.* (2018:145-147) explained that the purchasing decision-making process consists of five stages:

##### a. Need Recognition

Is the first stage in the buying decision process that starts from need recognition, in recognizing problems or needs. At this stage, consumers will sort out which needs must be met first. If the products offered are in accordance with consumer needs, then this will encourage consumer decisions to buy them.

##### b. Information Search

After recognizing the product, the next stage is that consumers will start looking for more information about the product. This information search can be obtained from various sources. It can be from reading, other people's experiences, or by coming directly to the store.

c. Alternative Evaluation

Consumers will evaluate alternatives to several brands or brands that offer the same product. At this stage there are several basic principles that can help consumers decide to buy a product or not. Here's the explanation:

1. Consumers should try to consider the fulfillment of needs.
2. Consumers must seek the benefits of a particular product that has been offered.
3. Consumers will consider several products that can be alternatives but also have the same use.

d. Purchase Decisions

After evaluating alternatives, consumers will make beliefs about the product based on the considerations that have been thought out. The alternative evaluation stage also makes consumers form a reference recap of the brand or brand of a product that ends in a purchase decision.

e. Post-purchase decisions

Is the stage that occurs after the consumer's decision process to buy a product. In the behaviour after the purchase there will be two possibilities. Consumers are satisfied with the product that has been purchased or feel dissatisfied because it is not in accordance with expectations.

## 2.2 Previous Research

There are several studies related to this research on customer reviews, influencer, and purchase decision as in table 2.1 below:

**Table 2.1**  
**The Previous Research**

<b>NO.</b>	<b>RESEARCH TITLE &amp; AUTHORS</b>	<b>RESEARCH VARIABLES</b>	<b>METHODOLOGY RESEARCH</b>	<b>RESEARCH RESULT</b>
1.	The Influence of Seller Reputation and Online Customer Reviews towards Purchase Decisions through Consumer Trust from C2C E-Commerce Platform Users in Medan, North Sumatera, Indonesia  Ami Natuz Zahara, Endang Sulistya Rini & Beby Karina Fawzea Sembiring (2021)	a. Seller Reputation b. Online Customer Review c. Purchase Decisions d. Consumer Trust	a. Population: Unknown b. Sample: 140 People c. Analysis Tools: Descriptive Analysis and Path Analysis	The results show that: - The seller's reputation has a positive and significant impact on consumer trust of C2C ECommerce Platform Users in Medan. - The seller's reputation has a positive and significant effect on the consumer decision purchase of C2C E-Commerce Platform Users in Medan - The online customer review has a positive and significant effect on

				<p>consumer trust of C2C E-Commerce Platform Users in Medan</p> <ul style="list-style-type: none"> <li>- The online customer review has a positive and significant impact on the consumer purchase decision of C2C E-Commerce in Medan.</li> </ul>
2.	<p>The Influence of Customer Reviews and Influencers on Purchase Decisions at Shopee Online Shops with Purchase Intentions as Intervening Variables</p> <p>Agung Waluyo (2021)</p>	<p>a. Customer Review</p> <p>b. Influencer</p> <p>c. Purchase Decision</p>	<p>a. Population: Unknown</p> <p>b. Sample: 100 People</p> <p>c. Analysis Tools: Multiple linear regression</p>	<p>The results of this study indicate that:</p> <ul style="list-style-type: none"> <li>- Customer review, influencer and buying interest have a significant positive effect on purchasing decisions.</li> <li>- Customer reviews and influencers have a significant positive effect on buying interest.</li> </ul>
3.	<p>Impact on online customer reviews on</p>	<p>a. Online Customer review</p>	<p>a. Population: Unknown</p>	<p>The result shows that:</p> <ul style="list-style-type: none"> <li>- There is a relationship</li> </ul>

	<p>purchase decision (Study a reference to Mayiladuthurai)</p> <p>C. Sridevi &amp; Dr. M. Mathivanan (2022)</p>	<p>b. Purchase Decision</p>	<p>b. Samples: 120 People</p> <p>c. Analysis Tools: Chi Square test</p>	<p>between the Age and influential level of online customer review on purchase decision</p> <p>- There is no relationship between the educational qualification and Reliability of online customer review on purchase decision.</p>
4.	<p>The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace Shopee in Surabaya City</p> <p>Neri Agesti, Mohammad Shihab Ridwan &amp; Endah Budiarti</p>	<p>a. Online Marketing</p> <p>b. Online Customer Review</p> <p>c. Price Perception</p> <p>d. Trust</p> <p>e. Lifestyle</p> <p>f. Purchase Decisions</p>	<p>a. Population: Unknown</p> <p>b. Sample: 100 People</p> <p>c. Analysis Tools: Descriptive Statistical Analysis</p>	<p>This result shows that:</p> <ul style="list-style-type: none"> <li>- Viral Marketing, Price Perception, Trust has a positive and significant effect on lifestyle</li> <li>- Online Customer Reviews do not have a positive effect on lifestyle</li> <li>- Meanwhile, Viral Marketing, Online Customer Reviews, Price Perception, Trust have a</li> </ul>

	(2021)			positive and significant effect on purchasing decisions.
5.	<p>The Role of Influencer Marketing to Improve Organizational Performance and its Impact on Purchasing Decisions</p> <p>Cucu Hodijah, Amalia Juliana Monika Intan, Rika Solihah &amp; Santi Maria (2021)</p>	<p>a. Influencer Marketing</p> <p>b. Organizational Performance</p> <p>c. Purchase Decision</p>	<p>a. Population: Unknown</p> <p>b. Samples: 131 People</p> <p>c. Analysis Tools: Structural equation modeling (SEM)</p>	<p>The result shows that:</p> <p>The role of influencers had a positive and significant effect on organizational performance and purchasing decisions, and the role of influencers had a positive effect on organizational performance through mediation of purchasing decisions</p>
6.	<p>The effect of Content, Influencer marketing on Purchasing Decisions of Fashion Erigo Company</p> <p>Sri Widyastuti and Laili Safitri Noor (2020)</p>	<p>a. Content</p> <p>b. Influencer Marketing</p> <p>c. Purchasing Decision</p>	<p>a. Population: Unknown</p> <p>b. Sample: 100 People</p> <p>c. Analysis Tools: Path Analysis Method</p>	<p>The test results show that:</p> <ul style="list-style-type: none"> <li>- Content marketing and influencer marketing have a direct influence and contribution to consumer behaviour</li> <li>- Content marketing and influencer marketing directly influence</li> </ul>



				and contribute to purchasing decisions.
7.	The influence of social media influencers and trustworthiness on purchase decisions of Make Over cosmetics in Royal Plaza  Rima Rohmatun Nisa (2019)	<ul style="list-style-type: none"> <li>a. Social Media Influencer</li> <li>b. Trustworthiness</li> <li>c. Purchase Decision</li> </ul>	<ul style="list-style-type: none"> <li>a. Population: Unknown Population</li> <li>b. Sample: 45 People</li> <li>c. Analysis Tools: Multiple linear regression analysis</li> </ul>	The results shows that: There was an effect of the relationship between social media influencers, trustworthiness, on the decision to purchase Make Over cosmetics
8.	The impact of Lifestyle, social media marketing and Influencer marketing on purchase decisions for ayam geprek culinary business  Andala Rama Putra Barusman & Felicia Suwandi (2020)	<ul style="list-style-type: none"> <li>a. Lifestyle</li> <li>b. Social Media Marketing</li> <li>c. Influencer</li> <li>d. Purchase decision</li> </ul>	<ul style="list-style-type: none"> <li>a. Population: Unknown</li> <li>b. Samples: 1000 People</li> <li>c. Analysis Tools</li> </ul>	The results shows that: Lifestyle, social media marketing, influencer marketing variable significantly influence purchase decision and as simultaneously influence purchase decision of ayam geprek business culinary
9.	The Effect of Green Marketing, Brand	<ul style="list-style-type: none"> <li>a. Green Marketing</li> </ul>	<ul style="list-style-type: none"> <li>a. Population: Unknown</li> </ul>	The result show that: - Green marketing has a positive effect on

	<p>Awareness and Price Perception on Purchase Decision</p> <p>Alviccenia Lailatul Mukaromah, I Gusti Ngurah Agung Eka Teja Kusuma &amp; Ni Putu Nita Anggraini (2019)</p>	<p>b. Brand Awareness</p> <p>c. Price Perception</p> <p>d. Purchase Decisions</p>	<p>b. Sample: 90 People</p> <p>c. Analysis Tools: Multiple linear regression</p>	<p>purchasing decisions</p> <ul style="list-style-type: none"> <li>- Brand awareness has a positive effect on purchasing decisions</li> <li>- Price perception has a positive effect on purchasing decisions</li> </ul>
10.	<p>Building a Purchase and Purchase Decision: Analysis of Brand Awareness and Brand Loyalty (Case study of private label products at Alfamidi stores in Tangerang City)</p> <p>Muhammad Sivaram, Agung Hudaya &amp; Hapzi Ali (2019)</p>	<p>a. Brand Awareness</p> <p>b. Brand Loyalty</p> <p>c. Repurchase Intentions</p> <p>d. Purchase Decisions</p>	<p>a. Population: Unknown</p> <p>b. Samples: 100 People</p> <p>c. Analysis Tools: Path analysis</p>	<p>The result show that:</p> <ul style="list-style-type: none"> <li>- Brand awareness has significant and significant effect on purchase intentions. significant to Repurchase Intention</li> <li>- Brand awareness has significant and significant influence on purchasing decisions</li> <li>- Purchase intention has significant influence on the</li> </ul>

				purchasing decision.
11.	<p>The impact of social networking sites advertisement on consumer purchasing decision: The Mediating role of brand awareness</p> <p>Reema Nofala, Cemal Calicioglu &amp; Hasan Yousef Aljuhmanic (2020)</p>	<p>a. Social Networking Sites Advertisiment</p> <p>b. Brand Awareness</p> <p>c. Purchase Decisions</p>	<p>a. Population: Unknown</p> <p>b. Samples: 360 People</p> <p>c. Analysis Tools: Structural equation modeling (SEM)</p>	<p>The result shows that:</p> <p>SNS advertisement had a significant impact on brand awareness, alongside consumer purchase decisions. Similarly, it found support for the mediating role of brand awareness</p>
12..	<p>Effect of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on Purchasing Decision: Case Study on ACE Hardware Indonesia Consumers</p> <p>Yosua Giovanni Widjaja</p>	<p>a. Brand Awareness</p> <p>b. Brand Association</p> <p>c. Perceived Quality</p> <p>d. Brand Loyalty</p> <p>e. Purchase Decision</p>	<p>a. Population: Unknown</p> <p>b. Samples: 100 People</p> <p>c. Anlysis Tools: Multiple regression</p>	<p>The result shows that:</p> <ul style="list-style-type: none"> <li>- Simultaneously all brand equity variables have a significant effect, but partially the results are varied.</li> <li>- Brand awareness and brand association have no significant</li> </ul>

	(2019)			effect, while perceived quality and brand loyalty have a significant effect on purchasing decisions.
13	The influence of customer review, influencer marketing, and brand awareness on purchase decisions of Scarlett Whitening products in FEB Unesa students  Sifa Nur Uyuun & Renny Dwijayanti (2022)	a. Customer review b. Influencer c. Brand Awareness d. Purchase Decisions	Population: 3258 Sample: 97 people Analysis Tools: Multiple regression	The result shows that: - Customer review has a positive effect on purchase decisions of Scarlett Whitening products in FEB Unesa students - Influencer marketing has a positive effect on purchase decisions of Scarlett Whitening products in FEB Unesa students - Brand awareness has a positive

				<p>effect on purchase decisions of Scarlett Whitening products in FEB Unesa students</p> <p>- Customer reviews, influencer marketing and brand awareness simultaneously affect purchase decisions of Scarlett Whitening products in FEB Unesa students</p>
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### 2.3 Research Framework

In this study, the dependent variable (Y) is the purchase decision and the independent variable (X) is customer review (X1), influencer (X2) and brand awareness (X3). The relationships between dependent variable and independent variable is described as follows:

### **2.3.1 The Relationship between Customer Reviews (X1) and Purchase Decisions (Y)**

Mudambi and Schuff (2010:186) explained that online customer reviews can be defined as product evaluations made by colleagues posted on company websites or third parties. Customer reviews are used as one of the considerations of consumers before making a purchase, because the reviews submitted by previous buyers are the value given from the products that have been purchased, where the quality of the product can be known. So that consumers will be influenced in determining purchases (Waluyo, 2021:28).

Based on the research conducted by Zahara *et.al* (2021), the online customer review has a positive and significant impact on the consumer purchase decision. Another study conducted by Agesti *et.al* (2021), the results showed that Online Customer Reviews have a positive and significant effect on purchasing decisions. Therefore, customer review is also one of the reasons to influence a consumer to make a purchase decision. Because from the reviews given by previous buyers, the popularity and value of the product can be known, so that it becomes one of the determinants of the willingness to buy a product.

### **2.3.2 The Relationships between Influencer (X2) and Purchase Decisions (Y)**

An influencer is someone who can help determine specifications and also provide information about a product to customers (Kotler & Armstrong, 2018: 192). An influencer is also an activist, well-connected, impactful, active-minded, and a trend setter for his followers. Social media influencers who promote lifestyle brands are the most successful in engaging with consumers because they are authentic, confident, and interactive in the content they create. The use of social media influencers brings consumers, brands and followers closer together through social media content (Irwansyah & Sari, 2020:208).

Research conducted by Widyastuti and Noor (2020) shows that influencer marketing directly influences and contributes to purchasing decisions. Another study conducted by Nisa (2019) showed that there was a relationship between social media influencers on purchasing decisions. This shows that in making a purchase of a consumer item can be influenced by the lifestyle of the person who is idolized. So an influencer must be a figure that many people can follow.

### **2.3.3 The Relationship between Brand Awareness (X3) and Purchase Decisions (Y)**

Brand awareness is defined as the buyer's ability to identify the brand in sufficient detail to make a purchase (Rossiter, 2014:534). Brand awareness can provide great benefits for producers and consumers. For consumers, brands are able to add value to consumers. Where there are perceptions and beliefs about products that cause consumers to want to be associated and buy them, so that consumers do not hesitate to pay dearly for products with certain brands (Ramaayanti, 2019:82).

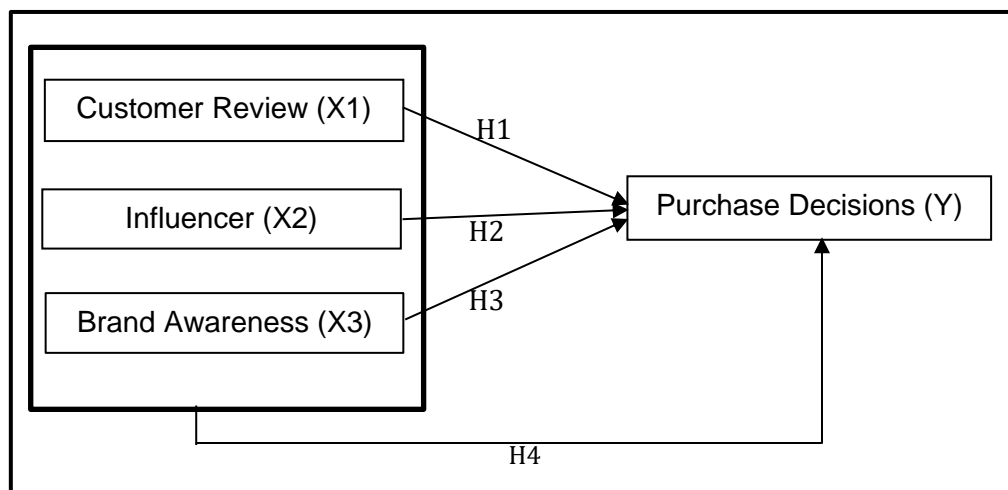
The research conducted by Sivaram (2019), found that brand awareness has a positive and significant effect on purchasing decisions. Another study by Mukaromah (2019), shown that brand awareness has a significant effect on purchasing decisions. the existence of brand awareness will help consumers get to know the brand and products offered, therefore brand awareness is very important in determining purchasing decisions.

### **2.3.4 The Relationship between Customer Review (X1), Influencer (X2), Brand Awareness (X3) and Purchase Decisions (Y)**

According to Uyuun and Dwijayanti (2022) in his research, it shows that the customer review variable (X1), influencer variable (X2), and brand awareness variable (X3) simultaneously have a positive and significant effect on purchase

decisions variable (Y) of Scarlett Whitening products in FEB Unesa students. To find out whether the independent variables simultaneously affect the dependent variable, then the F test is carried out to determine the significant relationship between the independent variable and the dependent variable. This test can be done by comparing the F count with the F table, and seeing the magnitude of the regression coefficient in the significance column.

Therefore, the research framework for this study can be describe as:



**Figure 2.1**  
**Research Framework**

Description:

X1: Independent Variable (Customer Review)

X2: Independent Variable (Influencer)

X3: Independent Variable (Brand Awareness)

Y: Dependent Variable (Purchase Decisions)

→ : The Influence



## **2.4 Research Hypothesis**

Based on the theories explanation of relationships between variables, and the previous research, the following hypotheses are formulated:

H1: Customer review has a significant effect on purchase decisions for MS Glow products in Wajo Regency

H2: Influencer has a significant effect on purchase decisions for MS Glow products in Wajo Regency

H3: Brand Awareness has a significant effect on purchase decisions for MS Glow products in Wajo Regency

H4: Customer Review, Influencer, and Brand Awareness has a simultaneously effect on purchase decisions for MS Glow product in Wajo Regency