



Drivers Of Cosmetic Purchase Decisions On Shopee: Content Marketing, Influencer Marketing, Online Reviews, And Product Variety

Rina Nurhayati^{1*}

¹ AffFaculty of Economics, Universitas Gunadarma, Depok, Indonesia

*Email: rinanh672@gmail.com

Received: Oct 2026

Accepted: Oct 2026

ABSTRACT

The growth of electronic commerce has expanded opportunities for cosmetic brands to reach consumers through marketplace platforms. In this environment, digital content, influencer endorsements, customer reviews, and product assortment may shape consumers' purchasing decisions. This study examines the partial and simultaneous effects of content marketing, influencer marketing, online customer reviews, and product variety on the purchase decisions of Madame Gie cosmetics on Shopee. A quantitative approach was applied using primary data collected through an online questionnaire distributed via Google Forms. The sample comprised 120 respondents in the Greater Jakarta area who had purchased Madame Gie products through Shopee. The data were analyzed using descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression, hypothesis testing, and the coefficient of determination with SPSS version 27. The reported results indicate that all four independent variables have positive and statistically significant partial relationships with purchase decisions. The simultaneous test also indicates that the variables jointly explain purchase decisions. Online customer reviews show the largest standardized regression coefficient ($\beta = 0.306$), making them the strongest predictor among the variables examined. The reported adjusted R-squared is 0.673, indicating that the model accounts for 67.3% of the variation in purchase decisions, while 32.7% is associated with factors outside the model. These findings highlight the importance of credible customer feedback alongside digital marketing activities and product assortment in online cosmetic retail.

Keywords: cosmetic consumers; digital promotion; electronic commerce; purchase behavior; Shopee

Provide 3–5 keywords that accurately represent the main topics of the manuscript. Separate keywords with semicolons and avoid repeating words already used in the title.

1. INTRODUCTION

Electronic commerce has become an important channel for consumers to search for, compare, and purchase products, including cosmetics. Marketplace platforms allow sellers to reach consumers without requiring face-to-face transactions, while platform features provide information that may support purchase decisions. In Indonesia, Shopee is described in the source manuscript as a leading marketplace, making it a relevant setting for examining digital marketing and consumer behavior.

The cosmetics category is characterized by a wide range of brands and product alternatives. The source manuscript cites marketplace data from 2025 indicating that Madame Gie ranked fifth among leading beauty brands on Shopee in the second quarter, with a reported market share of 4.30%. Although this position suggests that the brand competes in a crowded market, marketplace performance alone does not explain how individual consumers decide to purchase a product. Digital communication and information available on the marketplace may be relevant factors in that decision.

Four factors are examined in this study: content marketing, influencer marketing, online customer reviews, and product variety. Content marketing can provide product-related information and attract consumer attention; influencer marketing can expose products to audiences through content creators; online customer reviews provide consumer-generated information about prior experiences; and product variety offers consumers alternatives that may better match their needs. These factors are particularly relevant for cosmetics, for which consumers may seek information before making a purchase online.

The study aims to analyze the partial and simultaneous effects of these four factors on purchase decisions for Madame Gie cosmetics on Shopee and to identify the factor with the strongest standardized effect in the estimated model. Its practical contribution is to provide brand and marketplace sellers with evidence about which marketing and product-related factors are most closely associated with consumers' purchase decisions. The study is specific to Madame Gie buyers in the Greater Jakarta area; therefore, its findings should be interpreted within that context.

The original manuscript includes marketplace statistics and prior studies, but does not explicitly formulate a detailed comparative research gap. The present article therefore frames its contribution as a context-specific test of four predictors within one model, rather than claiming that the relationships are entirely unexplored.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Consumer Purchase Decisions

A purchase decision represents the consumer's decision to select and acquire a product after considering relevant information and alternatives. In online marketplaces, consumers may rely on product information, promotional content, recommendations, reviews, and the range of available products when evaluating alternatives. The source manuscript refers to consumer behavior and purchase-decision concepts discussed by Kotler and Keller (2020).

2.2. Content Marketing

Content marketing refers to the use of relevant content to communicate information about a product or brand and to engage an intended audience. In a marketplace context, informative and appealing content may help consumers understand product features and support evaluation before purchase. Based on the study framework, content marketing is expected to be positively associated with purchase decisions.

2.3. Influencer Marketing

Influencer marketing uses individuals who have an audience or online presence to communicate product-related messages. Such content may increase product visibility and provide consumers with additional information. The relationship may depend on how consumers perceive the influencer and the relevance of the content, although these specific mechanisms were not separately tested in the present study.

2.4. Online Customer Reviews

Online customer reviews are consumer-generated evaluations shared on digital platforms. They can help prospective buyers assess other consumers' experiences and reduce information uncertainty when products cannot be examined directly. In the source manuscript's regression results, online customer reviews have the largest standardized coefficient among the four predictors.

2.5. Product Variety

Product variety refers to the range of product alternatives available to consumers. A broader assortment may make it easier for consumers to find products that match their preferences. In

the context of cosmetics, variety can relate to the range of options offered by a brand. The present study tests the association between perceived product variety and purchase decisions.

3. RESEARCH METHODOLOGY

3.1. Research Design

This study employed a quantitative, explanatory design to examine the relationships between four independent variables—content marketing, influencer marketing, online customer reviews, and product variety—and the dependent variable, purchase decisions. Primary data were collected through an online questionnaire created in Google Forms. The study focused on consumers in the Greater Jakarta area who had purchased Madame Gie cosmetics through Shopee.

3.2. Population and Sample

The source manuscript states that the population size was not known precisely and that the minimum sample size was estimated using the Lemeshow formula. The minimum calculated sample was 96 respondents; the final sample was increased to 120 respondents to facilitate data collection and reduce the impact of unusable responses. The sampling approach was based on respondents' prior purchase of Madame Gie products on Shopee. The original manuscript does not provide a detailed recruitment period or a full demographic profile of the respondents.

3.3. Instrument and Data Analysis

Data were collected using questionnaire items representing the five study variables. The original manuscript reports three items for each variable and states that instrument testing used data from 30 respondents. Validity was assessed by comparing item correlation coefficients with an r -table value of 0.361, while reliability was assessed using Cronbach's alpha. The analysis was conducted in IBM SPSS Statistics version 27 and included descriptive analysis, validity and reliability tests, normality testing, multicollinearity testing, heteroscedasticity testing, multiple linear regression, the F-test, t-tests, and the coefficient of determination.

The reported significance threshold was 0.05. The manuscript reports 120 observations, a normality-test significance value of 0.096, tolerance values above 0.10, VIF values below 10, and a scatterplot interpreted as showing no clear heteroscedasticity pattern. Because the original regression ANOVA table contains an apparent inconsistency in its degrees of freedom and sums-of-squares calculations, the relevant SPSS output should be checked against the original analysis before final submission.

4. RESEARCH METHODOLOGY

3.1 Research Design

Research Method: This section should clearly describe the research design and approach employed in the study, including whether the research is qualitative, quantitative, mixed methods, or another appropriate design. Authors should explain the rationale for selecting the chosen methodology and demonstrate its suitability for addressing the research objectives or questions. The research setting, population or participants, sampling techniques, and research variables (if applicable) should also be described in sufficient detail.

Authors should provide a comprehensive explanation of the data collection procedures, including the instruments, materials, or tools used to obtain the data. Information regarding instrument

development, validity, reliability, ethical considerations, and data collection timeline should be included where relevant. For qualitative studies, authors should describe techniques used to ensure trustworthiness, such as triangulation, member checking, or prolonged engagement. For quantitative studies, appropriate measurement scales and testing procedures should be presented. The data analysis procedures should be explained systematically so that the study can be replicated by other researchers. Authors should specify the analytical methods, statistical tests, software, coding procedures, or analytical frameworks employed to interpret the data. The description should be sufficiently detailed to demonstrate the rigor and transparency of the research process while avoiding the presentation of research findings, which should be reserved for the Results and Discussion section.

5. RESULTS AND DISCUSSION

4.1 Instrument Validity and Reliability Results

The source manuscript reports that all questionnaire items had item-total correlation values greater than the r-table value of 0.361. Therefore, all reported items were classified as valid. Cronbach's alpha values for the five constructs exceeded 0.60, meeting the reliability threshold applied in the original study.

Table 1. Validity Test Results

Variable	Item	r-count	r-table	Decision
Content marketing	X1.1	0.565	0.361	Valid
Content marketing	X1.2	0.911	0.361	Valid
Content marketing	X1.3	0.727	0.361	Valid
Influencer marketing	X2.1	0.788	0.361	Valid
Influencer marketing	X2.2	0.694	0.361	Valid
Influencer marketing	X2.3	0.732	0.361	Valid
Online customer reviews	X3.1	0.503	0.361	Valid
Online customer reviews	X3.2	0.928	0.361	Valid
Online customer reviews	X3.3	0.911	0.361	Valid
Product variety	X4.1*	0.743	0.361	Valid
Product variety	X4.2*	0.684	0.361	Valid
Product variety	X4.3*	0.694	0.361	Valid
Purchase decision	Y.1	0.730	0.361	Valid
Purchase decision	Y.2	0.854	0.361	Valid
Purchase decision	Y.3	0.770	0.361	Valid

Data processed by the researcher, 2026

Table 2. Reliability Test Results

Variable	Cronbach's alpha	Number of items	Decision
Content marketing	0.798	3	Reliable
Influencer marketing	0.772	3	Reliable
Online customer reviews	0.790	3	Reliable
Product variety	0.775	3	Reliable
Purchase decision	0.831	3	Reliable

Data processed by the researcher, 2026

All reported Cronbach's alpha values are above 0.60. This indicates acceptable internal consistency according to the threshold used in the original manuscript. The reliability results support using the questionnaire scores for subsequent regression analysis, subject to confirmation of the final item.

4.2 Classical Assumption Tests

The Kolmogorov-Smirnov normality test reported a significance value of 0.096, which is above 0.05. The residuals were therefore treated as normally distributed in the source manuscript. The multicollinearity results also indicate tolerance values above 0.10 and VIF values below 10 for all independent variables, suggesting no severe multicollinearity under the criteria applied. In addition, the scatterplot was interpreted as showing points scattered above and below zero without a distinct pattern; the source manuscript consequently concluded that heteroscedasticity was not detected.

Table 3. Multicollinearity Test Results

Independent variable	Tolerance	VIF
Content marketing	0.431	2.320
Influencer marketing	0.352	2.844
Online customer reviews	0.415	2.408
Product variety	0.426	2.345

Data processed by the researcher, 2026

4.3 Multiple Linear Regression

The reported unstandardized regression coefficients are positive for all four independent variables. The regression equation based on the coefficients in the source manuscript is:

$$\text{Purchase Decision} = 2.386 + 0.190(\text{CM}) + 0.208(\text{IM}) + 0.292(\text{OCR}) + 0.226(\text{PV})$$

where CM represents content marketing, IM represents influencer marketing, OCR represents online customer reviews, and PV represents product variety. The constant and coefficient estimates are reproduced from the original manuscript and should be verified against the original SPSS output before submission.

Table 4. Multiple Regression and Partial Test Results

Predictor	B	Standardized β	t	Sig.
Constant	2.386	—	1.713	0.089
Content marketing	0.190	0.204	2.557	0.012
Influencer marketing	0.208	0.219*	2.481	0.015
Online customer reviews	0.292	0.306	3.759	<0.001
Product variety	0.226	0.228	2.838	0.005

Data processed by the researcher, 2026

All four predictors have reported significance values below 0.05. Content marketing has a positive coefficient of 0.190 ($p = 0.012$), influencer marketing has a positive coefficient of 0.208 ($p = 0.015$), online customer reviews have a positive coefficient of 0.292 ($p < 0.001$), and product variety has a positive coefficient of 0.226 ($p = 0.005$). These results support the four partial hypotheses as reported in the original study. The coefficients indicate positive associations in the estimated model; they should not be interpreted as proof of causation beyond the study design.

4.4 Simultaneous Test and Coefficient of Determination

The source manuscript reports an F-statistic of 50.030 with a significance value below 0.001 and concludes that the four predictors jointly influence purchase decisions. However, the ANOVA table as extracted from the manuscript contains inconsistent degrees of freedom and sums-of-squares information. The reported total sum of squares is 800.667, regression sum of squares is 550.011, and residual sum of squares is 250.656. These sums are arithmetically consistent, but the degrees of freedom and mean-square/F-statistic values require verification from the original SPSS output.

Table 5. Reported Model Summary

R	R ²	Adjusted R ²	Standard error of estimate
0.829	0.687	0.673	1.48281

Data processed by the researcher, 2026

6. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study examined content marketing, influencer marketing, online customer reviews, and product variety as predictors of purchase decisions for Madame Gie cosmetics on Shopee. Based on the results reported in the original manuscript, all four variables have positive and statistically significant partial relationships with purchase decisions, and the model is reported to be significant jointly. Online customer reviews have the largest standardized coefficient ($\beta = 0.306$), making them the strongest predictor among the variables examined. The reported adjusted R-squared of 0.673 indicates that the model accounts for 67.3% of the variation in purchase decisions. The findings contribute context-specific evidence on digital marketing and online purchase decisions in the cosmetic marketplace. For practitioners, the results suggest that consumer review management should be integrated with content planning, influencer marketing, and product assortment decisions. Because the sample is limited to 120 Madame Gie buyers in the Greater Jakarta area and the study uses questionnaire data, the results should not be generalized automatically to all brands, platforms, or consumer groups.

5.2 Recommendations

Madame Gie and marketplace sellers may strengthen the usefulness and visibility of product information, encourage

The reported adjusted R-squared is 0.673, indicating that the model accounts for 67.3% of the variation in purchase decisions after adjustment for the number of predictors and sample size. The remaining 32.7% may be associated with factors not included in the model. The original manuscript mentions brand awareness, price, and free shipping as examples of possible omitted factors; these variables were not tested in this study.

4.5 The Most Dominant Predictor

Online customer reviews have the largest reported standardized regression coefficient ($\beta = 0.306$), compared with content marketing ($\beta = 0.204$), influencer marketing ($\beta = 0.219$), and product variety ($\beta = 0.228$). On the basis of these standardized coefficients, online customer reviews are the strongest predictor among the four variables in the estimated model. This result suggests that consumer-generated information may be particularly relevant when buyers evaluate cosmetics through an online marketplace, where they cannot directly inspect the product before purchase. The result should be understood as a relative association within this sample rather than evidence that reviews are universally more important for all cosmetic consumers. The practical implication is that sellers and brand managers should pay attention to the quality and credibility of review-related information, while continuing to develop useful content, appropriate influencer partnerships, and product options that meet consumer needs. The study does not separately test review authenticity, influencer credibility, content quality, or specific product assortment dimensions; these mechanisms remain possible directions for future research.

customers to provide honest feedback, respond appropriately to customer concerns, select influencers whose audiences align with the target market, and maintain product options that reflect consumer needs. These recommendations should be implemented in ways that preserve the authenticity of customer reviews and comply with marketplace policies. Future studies could include additional predictors such as price perceptions, brand awareness, shipping incentives, trust, and purchase experience; use larger and more geographically diverse samples; and compare brands or marketplace platforms. Researchers should also consider measuring specific dimensions of review credibility and influencer effectiveness. Before publication, the original SPSS ANOVA table and product-variety variable coding should be checked to ensure that all reported statistics and labels are internally consistent.

REFERENCES

Adriani, E., Azizah, A., & Eliza, Y. (2025). The influence of content marketing, shopping lifestyle, and user experience on purchase decisions on the Shopee marketplace. *International Journal of Islamic Business and Management Review*, 5(1), 137–147.

Berasa, T. D., Safrizal, S., & Bulan, T. P. L. (2025). Pengaruh content marketing, influencer marketing, electronic word of mouth terhadap keputusan pembelian produk kosmetik The Originote. *eCo-Fin*, 7(3), 1661–1673.

Compas.co.id. (2025, September 9). Market Insight Dashboard Shopee periode 2025 – Juni 2024 [as cited in the source manuscript].

- Instagram. https://www.instagram.com/p/DOYD_eaEge-/?igsh=MWN0NThwYzBsYzVldg==
- Ghozali, I. (2021). Aplikasi analisis multivariate dengan program IBM SPSS 26. Badan Penerbit Universitas Diponegoro.
- Graciafernandy, M. A., & Almayani, R. N. (2023). Pengaruh online customer review, online customer rating dan online promotion terhadap keputusan pembelian online di Shopee. *POINT: Jurnal Ekonomi dan Manajemen*, 5(1), 97–106.
- Halimatussakdiah, H., Bulan, T. P. L., & Maula, Z. (2024). Pengaruh beauty influencer dan digital marketing terhadap keputusan pembelian produk Madame Gie di Kota Langsa. *JIM: Manajerial Terapan*, 4(1), 1–9.
- Karr, D. (2016). How to map your content to unpredictable customer journeys. Meltwater. <https://www.meltwater.com/>
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (15th ed.). Pearson Education.
- Lisnawati, E., Mulyani, R., & Ariyantho, A. (2022). Kemudahan terhadap keputusan pembelian pada pengguna aplikasi Shopee. *Jurnal Ekonomak*, 8(2), 25–38.
- Pramudita Kusuma Wardani, D., & Kusrini, E. (2023). Pengaruh brand image, harga, variasi produk, dan brand ambassador Gisella Anastasia terhadap keputusan pembelian produk Madame Gie. *Jurnal Ekonomi Akuntansi Manajemen Agribisnis*, 1(1), 21–32.
- Pusparini, E. T. (2025, January 30). 15 marketplace online terbaik dan terpopuler di Indonesia. Mekari Qontak. <https://qontak.com/blog/marketplace-online-di-indonesia/>
- Salsabila, S. N., & Wibowo, D. (2025). Pengaruh electronic word of mouth dan content marketing terhadap keputusan pembelian pada e-commerce Shopee. *Jurnal Tadbir Peradaban*, 5(2), 63–72.
- Sudarsono. (2020). *Manajemen pemasaran*. Prenada Media.
- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D* (Edisi kedua). CV. Alfabeta.
- Tjiptono, F. (2020). *Pemasaran jasa*. Andi Offset.