BAB V
PENUTUP

5.1. Kesimpulan

Penelitian ini melibatkan 153 profil responden yang telah memenuhi kriteria. Peneliti menyimpulkan bahwa mayoritas responden yang terlibat dalam penelitian ini merupakan perempuan, dan sebagian besar responden dalam penelitian ini berusia 18-23 tahun. Mayoritas responden dalam penelitian ini berpendidikan terakhir SMA/SMK/Sederajat. Jenis pekerjaan sebagian besar responden dalam penelitian ini merupakan pelajar/mahasiswa. Platform *e-commerce* yang biasa digunakan (produk kecantikan dan perawatan kulit) oleh mayoritas responden adalah platform Shopee. Frekuensi berbelanja daring (produk kecantikan dan perawatan kulit) Skintific mayoritas responden adalah 1-2 kali sebulan.

Peneliti menyimpulkan hasil analisis deskriptif variabel dalam penelitian ini. Melalui analisis deskriptif, responden dapat memahami lebih lanjut tentang variabel yang diteliti. Berikut uraian kesimpulan hasil analisis deskriptif:

1) Variabel *user-generated pictures* memiliki nilai mean tertinggi pada dua indikator yaitu "Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* menunjukkan seperti apa tampilan produk Skintific" dan "Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* membantu saya memahami produk Skintific".
2) Variabel *user-generated videos* memiliki nilai mean tertinggi pada indikator "Video yang disertakan dalam ulasan pembeli di *e-commerce* membantu saya memahami produk Skintific".

3) Variabel kualitas informasi memiliki nilai mean tertinggi pada indikator "Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific selalu diperbarui".
4) Variabel niat pembelian memiliki nilai mean tertinggi pada indikator "Saya akan membeli produk kecantikan dan perawatan kulit Skintific berdasarkan ulasan pengguna lain di *e-commerce* mengenai produk Skintific yang sejenis".

Peneliti juga merangkum kesimpulan dari hasil analisis data dan pembahasan dalam bab sebelumnya. Berikut merupakan uraian kesimpulan tersebut:

1) *User-generated pictures* (UGP) memiliki pengaruh yang positif dan signifikan terhadap niat pembelian pelanggan **(H1 diterima).** Maka dapat disimpulkan bahwa semakin banyak ulasan yang disertai dengan gambar, maka semakin tinggi juga pengaruhnya terhadap peningkatan niat pembelian pelanggan. Dibandingkan dengan ulasan yang hanya berisi teks saja, ulasan dengan gambar memberikan bukti nyata atas manfaat dari produk yang diulas. Gambar ini berperan sebagai sinyal positif untuk membantu calon konsumen memverifikasi apakah produk tersebut sesuai dengan kebutuhan dan ekspektasi mereka. Sehingga meningkatkan kepercayaan calon pembeli akan keaslian ulasan tersebut karena dianggap lebih jujur dan dapat meningkatkan niat pembelian.
2) *User-generated videos* (UGV) memiliki pengaruh yang positif dan signifikan terhadap niat pembelian pelanggan **(H2 diterima)**. Sehingga dapat ditarik kesimpulan bahwa ulasan yang disertai dengan video dapat

meningkatkan niat pembelian pelanggan. Indikator UGV juga memiliki pengaruh yang paling besar terhadap niat pembelian pelanggan. Dengan mayoritas responden dalam penelitian ini berusia 18-23 tahun, maka dapat disimpulkan bahwa ulasan dengan video lebih berpengaruh terhadap gen Z. Dibandingkan dengan ulasan yang hanya menampilkan teks saja, ulasan dengan video berperan sebagai sinyal yang kuat karena menggabungkan elemen visual dan audio yang menarik. Ulasan yang disertai video menunjukkan secara langsung demonstrasi dari pemakaian produk yang sedang diulas, dan memberikan sinyal bahwa produk tersebut asli dan kredibel.

3) Kualitas informasi memiliki pengaruh yang positif dan signifikan terhadap niat pembelian pelanggan **(H3 diterima)**. Sehingga dapat disimpulkan bahwa kualitas informasi dari suatu ulasan yang disampaikan mampu meningkatkan niat pembelian pelanggan. Ulasan yang akurat, detail, lengkap, dan relevan merupakan sinyal yang penting dalam mempengaruhi persepsi calon konsumen. Informasi yang berkualitas menunjukkan bahwa pembeli yang memberikan ulasan berpengalaman dan benar-benar pernah mencoba produk, sehingga dapat meningkatkan persepsi nilai konsumen dan pada akhirnya meningkatkan niat pembelian.

5.2. Implikasi Manajerial

Berdasarkan hasil dari penelitian di bab sebelumnya, berikut beberapa implikasi manajerial yang dapat disampaikan peneliti:

1) Dari hasil uji hipotesis pertama, menunjukkan bahwa adanya pengaruh yang positif dan signifikan antara *user-generated pictures* (UGP) terhadap niat pembelian konsumen. Maka dapat dinyatakan bahwa dengan adanya gambar dalam ulasan pengguna mengenai produk Skintific, mampu meningkatkan keyakinan calon pembeli dan merasa tepat bahwa membeli produk tersebut memang sesuai dengan kebutuhan mereka, sehingga meningkatkan niat pembelian produk. Sehingga untuk perusahaan perawatan kulit Skintific, disarankan untuk memanfaatkan e-WOM dalam bentuk gambar dengan cara mendorong pelanggan agar menyertakan gambar saat memberikan ulasan. Misalnya dengan memberikan insentif atau *reward* seperti diskon atau poin loyalitas bagi konsumen yang mengunggah ulasan disertai dengan foto produk.
2) Dari hasil uji hipotesis kedua, mengungkapkan bahwa adanya pengaruh yang positif dan signifikan antara *user-generated videos* (UGV) terhadap niat pembelian konsumen. Sehingga dapat dinyatakan bahwa dengan adanya video yang disertakan dalam ulasan pengguna mengenai produk Skintific, mampu memberikan elemen visual yang menarik perhatian calon konsumen baru. Hal tersebut juga membantu para calon konsumen untuk memahami lebih lanjut seperti apa tampilan serta informasi seputar produk yang sedang diulas. Untuk perusahaan perawatan kulit Skintific, disarankan untuk memanfaatkan e-WOM dalam bentuk video dengan cara mendorong pelanggan untuk menyertakan video ketika memberikan ulasan. Misalnya

dengan memberikan insentif tambahan seperti kupon atau sampel produk kepada pengguna yang menggunggah ulasan disertai dengan video produk.

3) Dari hasil uji hipotesis ketiga, mengungkapkan bahwa adanya pengaruh yang positif dan signifikan antara kualitas informasi suatu ulasan terhadap niat pembelian konsumen. Sehingga dapat dinyatakan bahwa ulasan yang berkualitas (akurat, detail, lengkap, dan relevan) mampu meningkatkan niat pembelian pelanggan. Untuk perusahaan perawatan kulit Skintific, diharapkan mampu mendorong dan memfasilitasi terciptanya ulasan pengguna yang berkualitas tinggi. Misalnya dengan menerapkan sistem penilaian ulasan, seperti menampilkan "ulasan yang paling membantu" atau "ulasan teratas" di bagian kolom ulasan. Sehingga ulasan dengan informasi yang lengkap dan berkualitas mudah untuk ditemukan calon konsumen.

Bagi konsumen, diharapkan dapat ikut berpartisipasi secara aktif dengan memberikan ulasan yang jujur, jelas, dan informatif, baik berupa gambar, video, maupun teks. Konsumen juga didorong untuk menjadi lebih kritis dalam membaca ulasan, dan lebih selektif lagi dalam mencari informasi yang akurat, lengkap, dan relevan sebelum melakukan pembelian khususnya produk perawatan kulit.

Berdasarkan hasil analisis deskriptif pada tabel 4.2. indikator dengan total mean tertinggi dapat dijadikan manfaat bagi perusahaan Skintific dan merek perusahaan lain yang sejenis untuk dapat menerapkan strategi ulasan pengguna dalam pemasaran produk mereka. Sedangkan indikator dengan total mean terendah dapat dijadikan masukan dan evaluasi bagi perusahaan Skintific maupun merek perusahaan lain yang sejenis untuk dapat lebih mengoptimalkan lagi tampilan

ulasan pengguna di halaman produk, serta mendorong para penggunanya untuk menyertakan ulasan yang berkualitas disertai dengan gambar dan video.

5.3. Keterbatasan dan Saran Penelitian

Penelitian ini masih memiliki keterbatasan, sehingga peneliti memberikan beberapa saran untuk diimplementasikan pada penelitian berikutnya.

1) Kemungkinan adanya bias responden, dimana responden mengisi kuesioner secara cepat dan hanya membaca sekilas indikator pertanyaan yang diberikan. Hal ini mengakibatkan jawaban yang diberikan sebagian besar hampir sama dan membuat jawaban menjadi bias. Saran untuk penelitian selanjutnya diharapkan peneliti lebih selektif lagi dalam memfilter jawaban dari responden yang bias. Sehingga dapat mengurangi potensi adanya bias responden.
2) Kesulitan peneliti dalam mencari responden. Terutama kesulitan dalam memperoleh responden yang memenuhi kriteria tertentu, yaitu responden yang benar-benar memiliki pengalaman dalam melihat atau membaca ulasan pengguna lain di platform *e-commerce* terkait produk Skintific. Hal ini disebabkan oleh keterbatasan dalam keberagaman karakteristik responden di berbagai platform *e-commerce*. Saran bagi penelitian selanjutnya untuk memperluas ruang lingkup penelitian ke berbagai platform digital lainnya seperti media sosial (Instagram, Twitter atau Facebook). Selain itu, pemberian insentif bagi responden juga dapat menjadi strategi lainnya untuk meningkatkan partisipasi.

3) Pertanyaan filter kriteria responden dalam kuesioner kurang spesifik. Peneliti menggabungkan pertanyaan filter tentang *user-generated pictures* (UGP) dan *user-generated videos* (UGV), yaitu dalam pertanyaan "Pernah melihat gambar maupun video dari ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan TikTok Shop) mengenai produk Skintific". Sehingga mengakibatkan kurangnya kejelasan dalam membedakan antara responden yang hanya melihat gambar, hanya melihat video, atau melihat keduanya. Saran untuk penelitian selanjutnya diharapkan peneliti dapat lebih teliti dalam membuat pertanyaan filter dengan memisahkan elemen-elemen penting seperti UGP dan UGV dalam pertanyaan yang berbeda, sehingga penyaringan responden dapat lebih akurat dan sesuai dengan kriteria yang ditetapkan.
4) Pertanyaan domisili responden tidak disertakan dalam kuesioner. Hal ini menyebabkan ketidaktahuan peneliti akan letak geografis responden, sehingga domisili mayoritas responden dalam penelitian ini menjadi kurang spesifik. Peneliti menggeneralisasi bahwa sebanyak 153 responden dalam penelitian ini telah mewakili seluruh rakyat Indonesia. Saran bagi penelitian selanjutnya diharapkan peneliti dapat menyertakan pertanyaan tentang domisili responden dalam kuesioner, seperti dalam bentuk provinsi atau wilayah (misalnya Jawa Tengah, Sumatera, Kalimantan, dan lainnya).
5) Peneliti menggunakan platform TikTok Shop sebagai salah satu sumber data dalam penelitian ini. Dimana TikTok Shop merupakan platform *social commerce* yang berbeda karakteristiknya dengan platform *e-commerce*

seperti Shopee atau Tokopedia. Sehingga penggunaan TikTok Shop sebagai representasi *e-commerce* dalam konteks penelitian ini kurang tepat dan dapat memengaruhi keakuratan hasil penelitian terhadap niat pembelian konsumen di platform *e-commerce*. Saran bagi penelitian selanjutnya diharapkan peneliti lebih mempertimbangkan lagi pemisahan antara platform *social commerce* dan *e-commerce* dalam pengumpulan data. Peneliti juga dapat memperluas ruang lingkup penelitian dengan mengumpulkan data UGC dari platform lainnya selain *e-commerce*. Sehingga hasil penelitian dapat lebih terarah dan sesuai dengan karakteristik masing-masing platform.

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LAMPIRAN

Lampiran 1 Surat Pengantar Kuesioner

SURAT PENGANTAR KUESIONER

Hal : Permohonan Pengisian Kuesioner Penelitian

Kepada :

Yth. Bapak/Ibu/Teman-teman

Di tempat

Dengan Hormat,

Saya yang bertanda tangan di bawah ini

Nama	: Samuel Johan Hartono
NPM	: 210326050
Fakultas	: Bisnis dan Ekonomika
Program Studi	: Manajemen
Universitas	: Atma Jaya Yogyakarta

Dengan ini, memohon dengan sangat kesediaan Bapak/Ibu/Teman-teman untuk berkenan membantu peneliti dalam mengisi kuesioner yang terlampir sebagai bahan untuk penelitian dengan judul "Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) terhadap Niat Pembelian Pelanggan" sebagai salah satu persyaratan kelulusan sarjana strata 1 (S1). Seluruh informasi yang diberikan oleh Bapak/Ibu/Teman-teman sekalian pada kuesioner ini hanya digunakan untuk kepentingan penelitian ini dan tidak akan disalahgunakan atau disebarluaskan.

Demikian surat permohonan ini dibuat, atas perhatian dan partisipasi Bapak/Ibu/Teman-teman sekalian peneliti ucapkan terima kasih.

Yogyakarta, 16 April 2024

Hormat saya,

Samuel Johan Hartono

Lampiran 2 Indikator Jurnal Utama

Constructs	Statements	Source
User-Generated Pictures (UGP)	UGP1: Pictures in reviews show how product look like	Filieri et al. (2021)
	UGP2: Pictures in reviews help me understand more about products	
	UGP3: Pictures in reviews provide useful information about the product	
User-Generated Videos (UGV)	UGV1: Videos in reviews show how product look like	Filieri et al. (2021)
	UGV2: Videos in reviews help me to have better understanding about the products	
	UGV3: Videos in reviews provide information about the product in a better way	
Information Quality	IQ1: The information in online reviews was accurate	Park et al. (2007)
	IQ2: The information in online reviews was detailed	
	IQ3: The information in online reviews was complete	
	IQ4: The information in online reviews was relevant	
	IQ5: The information in online reviews was up-to-date	
Actual Purchase	PA1: I often purchase beauty and personal care product after reading the reviews	Filieri et al. (2021); Lee (2009)
	PA2: I make beauty and personal care product purchases on a regular basis on the basis of other customer reviews on it	
	PA3: I have bought beauty and personal care product on the basis of posted reviews on website regarding the same	

Lampiran 3 Kuesioner

Kuesioner

A. Pertanyaan Filter

1) Apakah Anda pernah membaca ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan Tiktok Shop) mengenai produk Skintific?
2) Apakah Anda pernah melihat gambar maupun video dari ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan Tiktok Shop) mengenai produk Skintific?

B. Profil Responden

1) Jenis kelamin:
   a. Laki-laki
   b. Perempuan
2) Umur:
   a. 18-23 tahun
   b. 24-29 tahun
   c. 30-35 tahun
   d. 36-40 tahun
   e. > 40 tahun
3) Pendidikan terakhir:
   a. SMA/SMK/Sederajat
   b. D1/D2/D3/D4/S1
   c. S2
   d. S3
4) Jenis pekerjaan:
   a. Pelajar/Mahasiswa
   b. Pengusaha
   c. Pegawai Negeri Sipil (PNS)
   d. Karyawan Swasta
   e. Belum/Tidak bekerja
5) Platform *e-commerce* yang biasa digunakan:
   a. Shopee
   b. Tokopedia
   c. TikTok Shop
6) Frekuensi berbelanja daring:
   a. 1-2 kali sebulan
   b. 3-4 kali sebulan
   c. 5-7 kali sebulan
   d. >7 kali sebulan

C. *User-Generated Pictures*

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* menunjukkan seperti apa tampilan produk Skintific					
2.	Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* membantu saya memahami produk Skintific					

3.	Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* memberikan informasi yang bermanfaat mengenai produk Skintific					

D. *User-Generated Videos*

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Video yang disertakan dalam ulasan pembeli di *e-commerce* menunjukkan seperti apa tampilan produk Skintific					
2.	Video yang disertakan dalam ulasan pembeli di *e-commerce* membantu saya memahami produk Skintific					
3.	Video yang disertakan dalam ulasan pembeli di *e-commerce* memberikan informasi tentang produk Skintific dengan cara yang lebih jelas					

E. Kualitas Informasi

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific akurat					
2.	Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific detail					
3.	Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific lengkap					
4.	Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific relevan					
5.	Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific selalu diperbarui					

F. Niat Pembelian

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya akan membeli produk kecantikan dan perawatan kulit Skintific setelah membaca ulasan dari pengguna di *e-commerce*					
2.	Saya akan membeli produk kecantikan dan perawatan kulit Skintific secara rutin berdasarkan ulasan pengguna lain tentang produk Skintific					
3.	Saya akan membeli produk kecantikan dan perawatan kulit Skintific berdasarkan ulasan pengguna lain di *e-commerce* mengenai produk Skintific yang sejenis					

Lampiran 4 Kuesioner dalam Google Form

SKINTIFIC
Repair Your Skin Barrier

Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

Perkenalkan saya Samuel Johan Hartono mahasiswa Program Studi Manajemen Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian untuk keperluan tugas akhir sebagai syarat untuk menyelesaikan studi dengan melakukan penelitian yang berjudul "**Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan**". Oleh karena itu, saya memohon waktu dan kesediaan Anda untuk menjawab seluruh pernyataan dalam kuesioner ini.

Adapun kriteria responden yang digunakan dalam penelitian ini adalah sebagai berikut:

1. Pernah membaca ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan TikTok Shop) mengenai produk Skintific
2. Pernah melihat gambar maupun video dari ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan TikTok Shop) mengenai produk Skintific

Jika Anda memenuhi kriteria tersebut, saya sangat mengharapkan kesediaan Anda untuk mengisi kuesioner ini. Untuk mengisi kuesioner ini membutuhkan waktu sekitar **5-10 menit**. Partisipasi Anda sangat berarti bagi kelancaran penelitian dan skripsi ini. Semua informasi yang Anda berikan akan dijaga kerahasiaannya dan hanya digunakan untuk tujuan penelitian ini.

Apabila Anda memiliki pertanyaan terkait kuesioner ini, silahkan hubungi saya melalui alamat email: **samueljohan2003@gmail.com**

Terimakasih telah meluangkan waktu Anda dalam penelitian ini :)

samueljohan2003@gmail.com Ganti akun

Tidak dibagikan

Berikutnya

Kosongkan formulir

SKINTIFIC
Repair Your Skin Barrier

Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

samueljohan2003@gmail.com Ganti akun

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Kriteria Responden 1

Pertanyaan berikut ini dirancang untuk memastikan responden memenuhi kriteria yang diinginkan.

Apakah Anda pernah membaca ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan TikTok Shop) mengenai produk Skintific? *

- (●) Ya
- ( ) Tidak

Kriteria Responden 2

Pertanyaan berikut ini dirancang untuk memastikan responden memenuhi kriteria yang diinginkan.

Apakah Anda pernah melihat gambar maupun video dari ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan Tiktok Shop) mengenai produk Skintific? *

- (●) Ya
- ( ) Tidak

Kembali | Berikutnya | Kosongkan formulir

SKINTIFIC
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Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Profil Responden

Pada bagian ini responden diminta untuk mengisi data diri dengan beberapa poin berikut.

Jenis kelamin *

- Laki-laki
- Perempuan

Umur *

- 18 - 23 tahun
- 24 - 29 tahun
- 30 - 35 tahun
- 36 - 40 tahun
- > 40 tahun

Pendidikan terakhir *

- SMA/SMK/Sederajat
- D1/D2/D3/D4/S1
- S2
- S3

Platform *e-commerce* yang biasa digunakan (produk kecantikan dan perawatan kulit) *

- ○ Shopee
- ◉ Tokopedia
- ○ TikTok Shop
- ○ Yang lain: _____

Frekuensi berbelanja daring (produk kecantikan dan perawatan kulit) Skintific *

- ○ 1-2 kali sebulan
- ○ 3-4 kali sebulan
- ○ 5-7 kali sebulan
- ○ > 7 kali sebulan

Kembali | Berikutnya | Kosongkan formulir

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Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

(Representational Cues) User-Generated Pictures (UGP)

***User-generated pictures* (UGP)** adalah salah satu bentuk UGC berupa gambar/foto visual yang dibuat dan dibagikan oleh pengguna secara daring, dan bukan oleh pihak perusahaan

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:
1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* menunjukkan seperti apa tampilan produk Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* membantu saya memahami produk Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Gambar dan foto yang disertakan dalam ulasan pembeli di *e-commerce* memberikan informasi yang bermanfaat mengenai produk Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Kembali Berikutnya Kosongkan formulir

SKINTIFIC
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Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

(Representational Cues) User-Generated Videos (UGV)

***User-generated videos* (UGV)** adalah salah satu bentuk UGC berupa video yang dibuat oleh pengguna sebagai alat visual yang kuat untuk menyampaikan perasaan dan emosi pengguna, dan bukan oleh pihak perusahaan

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:
1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Video yang disertakan dalam ulasan pembeli di *e-commerce* menunjukkan seperti apa tampilan produk Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video yang disertakan dalam ulasan pembeli di *e-commerce* membantu saya memahami produk Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Video yang disertakan dalam ulasan pembeli di *e-commerce* memberikan informasi tentang produk Skintific dengan cara yang lebih jelas *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Kembali Berikutnya Kosongkan formulir

SKINTIFIC
Repair Your Skin Barrier

Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

(Representational Cues) Kualitas Informasi

Kualitas informasi
adalah manfaat dari informasi yang mudah diakses terkait suatu produk atau salah satu atributnya, yang membantu konsumen dalam melakukan penilaian terhadap produk tersebut
Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific akurat *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific detail *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific lengkap *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific relevan *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Informasi yang diberikan pengguna dalam *e-commerce* tentang produk Skintific selalu diperbarui *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Kembali Berikutnya Kosongkan formulir

SKINTIFIC
Repair Your Skin Barrier

Pengaruh *Representational Cues* (Gambar, Video, Kualitas Informasi) Terhadap Niat Pembelian Pelanggan

samueljohan2003@gmail.com Ganti akun

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Niat Pembelian

Niat pembelian adalah keinginan atau kecenderungan konsumen untuk membeli suatu produk sebagai
hasil dari pengaruh ulasan daring (*online reviews*), baik dari sisi
kualitas argumen maupun kuantitas ulasan

Responden dimohon menjawab kuesioner dengan memilih salah satu jawaban sebagai berikut:

1: Sangat Tidak Setuju
2: Tidak Setuju
3: Netral
4: Setuju
5: Sangat Setuju

Saya akan membeli produk kecantikan dan perawatan kulit Skintific setelah membaca ulasan dari pengguna di *e-commerce* *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya akan membeli produk kecantikan dan perawatan kulit Skintific secara rutin berdasarkan ulasan pengguna lain tentang produk Skintific *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Saya akan membeli produk kecantikan dan perawatan kulit Skintific berdasarkan ulasan pengguna lain di *e-commerce* mengenai produk Skintific yang sejenis *

	1	2	3	4	5	
Sangat Tidak Setuju	○	○	○	○	○	Sangat Setuju

Kembali Berikutnya Kosongkan formulir

Lampiran 5 Hasil Pengisian Kuesioner

Timestamp	Apakah Anda pernah membaca ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan TikTok Shop) mengenai produk Skintific?	Apakah Anda pernah melihat gambar maupun video dari ulasan pengguna lain di *e-commerce* (Shopee, Tokopedia, dan Tiktok Shop) mengenai produk Skintific?	Jenis kelamin	Umur	Pendidikan terakhir	Jenis pekerjaan	Platform *e-commerce* yang biasa digunakan (produk kecantikan dan perawatan kulit)	Frekuensi berbelanja daring (produk kecantikan dan perawatan kulit) Skintific
4/16/2025 20:22:24	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Karyawan Swasta	Shopee	1-2 kali sebulan
4/17/2025 15:39:01	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/17/2025 15:41:43	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/17/2025 18:53:56	Ya	Ya	Laki-laki	24 - 29 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	5-7 kali sebulan
4/17/2025 19:05:26	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/17/2025 19:07:54	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/17/2025 19:26:36	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Tokopedia	3-4 kali sebulan
4/17/2025 21:18:39	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/17/2025 21:28:12	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	Shopee	3-4 kali sebulan
4/18/2025 13:54:38	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/18/2025 13:58:23	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Karyawan Swasta	Shopee	1-2 kali sebulan
4/18/2025 14:00:44	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan

4/18/2025 14:08:53	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/18/2025 15:03:32	Ya	Ya	Laki-laki	24 - 29 tahun	SMA/SMK/Sederajat	Karyawan Swasta	Shopee	1-2 kali sebulan
4/18/2025 15:54:37	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Tokopedia	1-2 kali sebulan
4/18/2025 16:18:44	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/19/2025 9:44:12	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/20/2025 12:27:32	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/20/2025 18:02:56	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/21/2025 6:36:34	Ya	Ya	Perempuan	> 40 tahun	D1/D2/D3/D4/S1	Pengusaha	Shopee	3-4 kali sebulan
4/21/2025 8:32:00	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 13:02:12	Ya	Ya	Laki-laki	30 - 35 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	Shopee	3-4 kali sebulan
4/22/2025 13:10:41	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Shopee	3-4 kali sebulan
4/22/2025 13:15:47	Ya	Ya	Laki-laki	30 - 35 tahun	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Shopee	3-4 kali sebulan
4/22/2025 13:19:23	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	Tokopedia	5-7 kali sebulan
4/22/2025 13:25:43	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Tokopedia	5-7 kali sebulan
4/22/2025 13:28:22	Ya	Ya	Laki-laki	24 - 29 tahun	D1/D2/D3/D4/S1	Pengusaha	Tokopedia	3-4 kali sebulan
4/22/2025 13:30:22	Ya	Ya	Perempuan	30 - 35 tahun	D1/D2/D3/D4/S1	Pengusaha	Shopee	3-4 kali sebulan

4/22/2025 13:32:14	Ya	Ya	Laki-laki	24 - 29 tahun	D1/D2/D3/D4/S1	Pengusaha	Shopee	3-4 kali sebulan
4/22/2025 13:34:08	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Tokopedia	1-2 kali sebulan
4/22/2025 13:36:03	Ya	Ya	Laki-laki	24 - 29 tahun	D1/D2/D3/D4/S1	Pengusaha	Shopee	3-4 kali sebulan
4/22/2025 15:01:11	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 15:08:14	Ya	Ya	Perempuan	24 - 29 tahun	S2	Magang	Shopee	1-2 kali sebulan
4/22/2025 15:15:53	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	1-2 kali sebulan
4/22/2025 15:18:01	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 15:21:08	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 15:28:58	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 15:35:42	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 15:54:20	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 16:08:26	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 16:13:48	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 16:18:42	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Karyawan Swasta	Shopee	> 7 kali sebulan
4/22/2025 16:33:25	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 16:36:46	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan

4/22/2025 16:39:55	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 16:58:11	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 17:05:45	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 17:10:25	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 17:14:49	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 17:20:10	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 17:49:18	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 17:51:41	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/22/2025 18:05:26	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 18:52:07	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 19:28:13	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 20:53:36	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 21:21:43	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/22/2025 23:05:06	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/23/2025 0:14:01	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/23/2025 6:28:45	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	5-7 kali sebulan

4/23/2025 9:29:27	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	5-7 kali sebulan
4/23/2025 9:35:41	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/23/2025 9:45:07	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/23/2025 11:30:54	Ya	Ya	Perempuan	24 - 29 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/23/2025 15:21:10	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/23/2025 16:35:15	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/23/2025 18:37:21	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Tokopedia	1-2 kali sebulan
4/24/2025 14:09:21	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 0:53:42	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/25/2025 13:55:56	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 14:16:00	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 15:48:06	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 21:37:17	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 21:37:46	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 21:37:59	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 21:40:56	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan

4/25/2025 22:41:44	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/25/2025 23:43:26	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/26/2025 5:33:42	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/26/2025 11:27:24	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/26/2025 14:08:21	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/26/2025 22:32:54	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/27/2025 11:35:15	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	3-4 kali sebulan
4/27/2025 12:38:55	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/27/2025 14:04:47	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/27/2025 15:46:57	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/27/2025 18:44:14	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Tokopedia	1-2 kali sebulan
4/27/2025 18:53:47	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Tokopedia	1-2 kali sebulan
4/27/2025 19:02:38	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/27/2025 19:08:40	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/27/2025 20:36:39	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	Shopee	1-2 kali sebulan
4/27/2025 20:52:40	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan

4/28/2025 11:02:34	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Tokopedia	1-2 kali sebulan
4/28/2025 12:46:56	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 14:16:23	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 16:47:19	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/28/2025 20:35:45	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 20:42:48	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 20:42:55	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 20:53:18	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 20:55:46	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	Shopee	3-4 kali sebulan
4/28/2025 21:02:24	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/28/2025 21:07:35	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 21:19:28	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 21:27:24	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/28/2025 21:48:17	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	3-4 kali sebulan
4/28/2025 22:06:00	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 9:08:24	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan

4/29/2025 9:31:20	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 15:59:59	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	TikTok Shop	3-4 kali sebulan
4/29/2025 16:00:20	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/29/2025 16:31:03	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	TikTok Shop	1-2 kali sebulan
4/29/2025 16:33:26	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 16:35:51	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 16:43:08	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	1-2 kali sebulan
4/29/2025 16:45:43	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 16:47:16	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 16:48:04	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	1-2 kali sebulan
4/29/2025 16:54:46	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	Shopee	3-4 kali sebulan
4/29/2025 17:02:15	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/29/2025 17:06:12	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 17:13:33	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 17:39:03	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 18:39:37	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	TikTok Shop	1-2 kali sebulan

4/29/2025 19:05:32	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 19:13:02	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 19:22:20	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/29/2025 19:48:26	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 19:55:27	Ya	Ya	Perempuan	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	TikTok Shop	3-4 kali sebulan
4/29/2025 20:05:20	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/29/2025 20:06:36	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	Shopee	1-2 kali sebulan
4/29/2025 20:18:35	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	1-2 kali sebulan
4/29/2025 20:42:38	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 20:50:38	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 21:25:20	Ya	Ya	Perempuan	24 - 29 tahun	D1/D2/D3/D4/S1	Pengusaha	Shopee	3-4 kali sebulan
4/29/2025 21:51:42	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/29/2025 22:14:09	Ya	Ya	Laki-laki	24 - 29 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	3-4 kali sebulan
4/29/2025 22:35:09	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	TikTok Shop	1-2 kali sebulan
4/29/2025 23:41:01	Ya	Ya	Perempuan	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 12:59:27	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan

4/30/2025 13:05:45	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 13:16:39	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	5-7 kali sebulan
4/30/2025 13:18:39	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pengusaha	Shopee	3-4 kali sebulan
4/30/2025 13:19:15	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 14:15:21	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 14:15:52	Ya	Ya	Laki-laki	24 - 29 tahun	D1/D2/D3/D4/S1	Karyawan Swasta	TikTok Shop	1-2 kali sebulan
4/30/2025 14:18:52	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 14:32:34	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 14:34:25	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 15:16:50	Ya	Ya	Laki-laki	36 - 40 tahun	D1/D2/D3/D4/S1	Pengusaha	Tokopedia	1-2 kali sebulan
4/30/2025 15:18:39	Ya	Ya	Laki-laki	36 - 40 tahun	D1/D2/D3/D4/S1	Pegawai Negeri Sipil (PNS)	TikTok Shop	1-2 kali sebulan
4/30/2025 17:01:42	Ya	Ya	Laki-laki	18 - 23 tahun	D1/D2/D3/D4/S1	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan
4/30/2025 17:03:40	Ya	Ya	Laki-laki	18 - 23 tahun	SMA/SMK/Sederajat	Pelajar/Mahasiswa	Shopee	1-2 kali sebulan

UGP1	UGP2	UGP3	UGV1	UGV2	UGV3	KI1	KI2	KI3	KI4	KI5	NP1	NP2	NP3
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Lampiran 6 Hasil Olah Data Smart-PLS

Nilai Mean, Min, dan Max

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1)

Delimiter:	Semicolon	Encoding:	UTF-8
Value Quote Character:	None	Sample size:	153
Number Format:	US (example: 1,000.23)	Indicators:	14
Missing Value Marker:	None	Missing Values:	0

Indicators: | Indicator Correlations | Raw File

	No.	Missing	Mean	Median	Min	Max	Standard D...	Excess Kurt...	Skewness
UGP1	1	0	4.418	4.000	1.000	5.000	0.633	5.099	-1.409
UGP2	2	0	4.418	4.000	2.000	5.000	0.622	0.419	-0.754
UGP3	3	0	4.373	5.000	2.000	5.000	0.783	-0.203	-0.932
UGV1	4	0	4.373	4.000	3.000	5.000	0.646	-0.649	-0.544
UGV2	5	0	4.392	4.000	3.000	5.000	0.618	-0.623	-0.503
UGV3	6	0	4.307	4.000	2.000	5.000	0.707	0.161	-0.746
KI1	7	0	3.993	4.000	1.000	5.000	0.505	9.648	-1.551
KI2	8	0	4.013	4.000	2.000	5.000	0.457	5.687	-0.778
KI3	9	0	4.020	4.000	3.000	5.000	0.420	2.784	0.126
KI4	10	0	4.288	4.000	2.000	5.000	0.643	0.047	-0.503
KI5	11	0	4.444	5.000	2.000	5.000	0.666	1.094	-1.070
NP1	12	0	4.503	5.000	3.000	5.000	0.595	-0.380	-0.763
NP2	13	0	4.431	4.000	2.000	5.000	0.602	0.548	-0.729
NP3	14	0	4.529	5.000	2.000	5.000	0.549	1.087	-0.836

Nilai Outer Loadings

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1)

Outer Loadings

Matrix

	Kualitas Inf...	Niat Pembe...	UGP	UGV
KI1	0.834			
KI2	0.840			
KI3	0.803			
KI4	0.710			
KI5	0.761			
NP1		0.786		
NP2		0.905		
NP3		0.779		
UGP1			0.866	
UGP2			0.823	
UGP3			0.838	
UGV1				0.701
UGV2				0.876
UGV3				0.798

Nilai R-Square

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1)

R Square

Matrix | R Square | R Square Adjusted

	R Square	R Square A...
Niat Pembel...	0.454	0.443

Nilai Construct Reliability dan Validity

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1)

Construct Reliability and Validity

Matrix | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE)

	Cronbach's ...	rho_A	Composite ...	Average Va...
Kualitas Inf...	0.853	0.888	0.893	0.626
Niat Pembel...	0.764	0.768	0.864	0.681
UGP	0.798	0.810	0.880	0.710
UGV	0.710	0.734	0.836	0.632

Nilai Discriminant Validity Fornell-Larcker

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criterion | Cross Loadings | Heterotrait-Monotrait Ratio (HTMT) | Heterotrait-Monotrait Ratio (HTMT)

	Kualitas Inf...	Niat Pembe...	UGP	UGV
Kualitas Inf...	0.791			
Niat Pembel...	0.435	0.825		
UGP	0.288	0.400	0.843	
UGV	0.371	0.622	0.389	0.795

Nilai Discriminant Validity (Cross Loading)

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Criterion | Cross Loadings | Heterotrait-Monotrait Ratio (HTMT) | Heterotrait-Monotrait Ratio (HTMT)

	Kualitas Inf...	Niat Pembe...	UGP	UGV
KI1	0.834	0.349	0.296	0.379
KI2	0.840	0.333	0.212	0.343
KI3	0.803	0.257	0.127	0.262
KI4	0.710	0.199	0.112	0.124
KI5	0.761	0.464	0.296	0.286
NP1	0.466	0.786	0.380	0.529
NP2	0.292	0.905	0.285	0.537
NP3	0.298	0.779	0.314	0.463
UGP1	0.341	0.355	0.866	0.359
UGP2	0.216	0.273	0.823	0.230
UGP3	0.168	0.368	0.838	0.371
UGV1	0.215	0.374	0.371	0.701
UGV2	0.291	0.517	0.302	0.876
UGV3	0.357	0.563	0.280	0.798

Nilai Path Coefficient

n=153.txt | Olah data n=153.splsm | PLS Algorithm (Run No. 1) | Bootstrapping (Run No. 1)

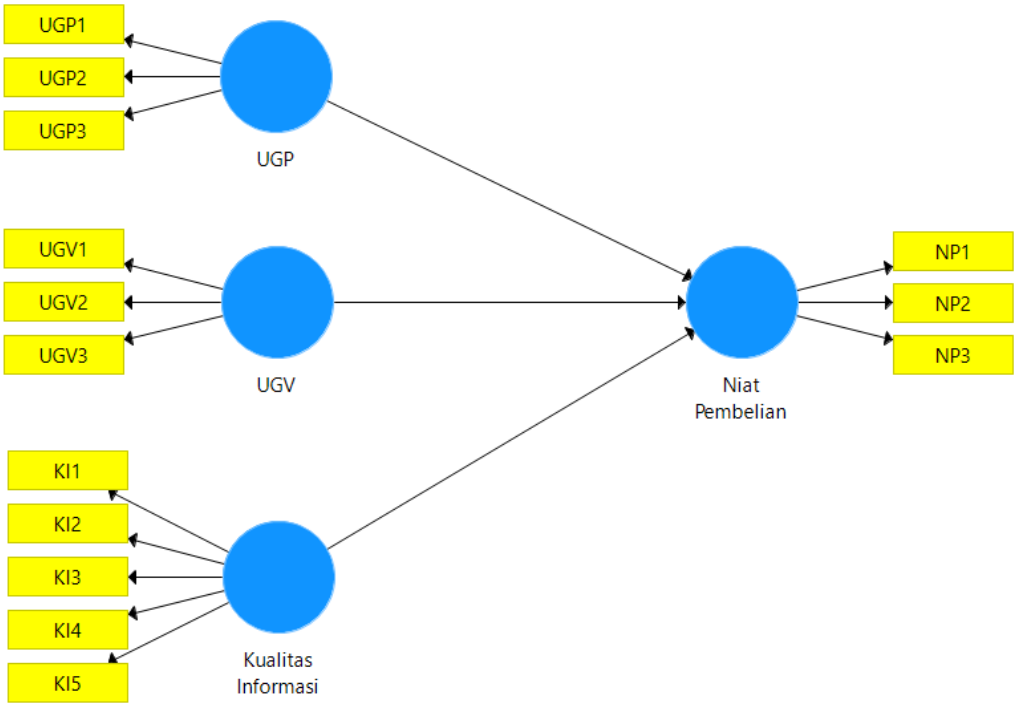
Path Coefficients

Mean, STDEV, T-Values, P-Values | Confidence Intervals | Confidence Intervals Bias Corrected | Samples

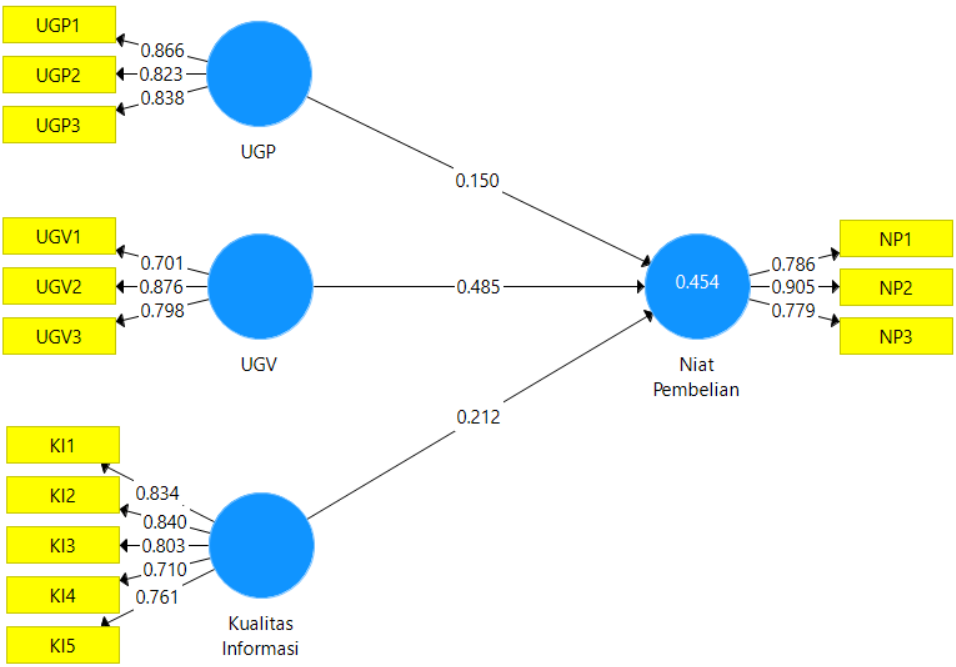
	Original Sa...	Sample Me...	Standard D...	T Statistics (...	P Values
Kualitas Inf...	0.212	0.224	0.064	3.323	0.001
UGP -> Niat...	0.150	0.151	0.073	2.054	0.040
UGV -> Niat...	0.485	0.483	0.076	6.412	0.000

Lampiran 7 Struktur Kerangka SEM

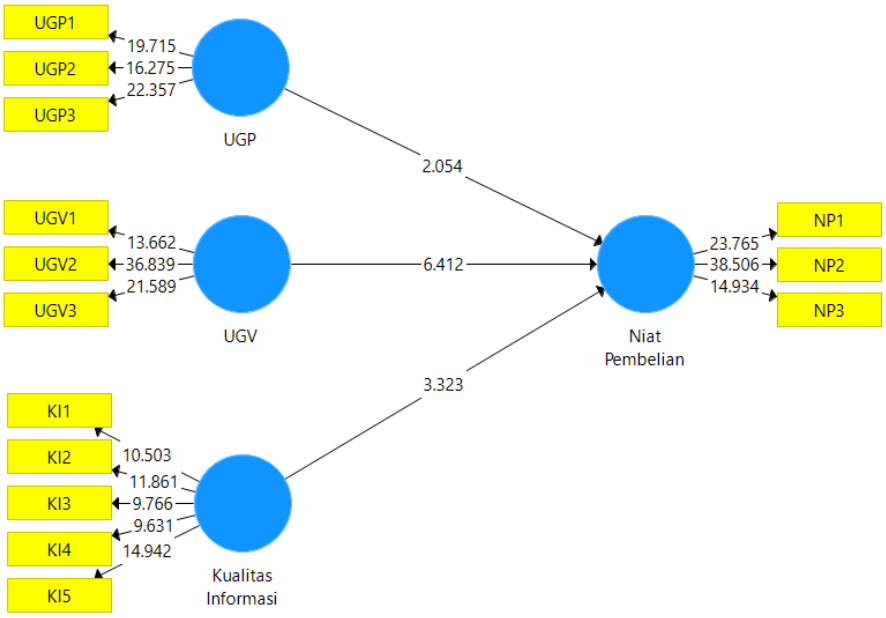
Struktur Awal Penelitian



Struktur *Calculation PLS Algorithm*



Struktur *Calculation PLS Bootstraping*



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Affiliate eWOM: exploring in the purchase intention of beauty and personal care products

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Abstract

Purpose – Particularly in the rapidly expanding beauty and personal care sector, affiliate electronic word of mouth (eWOM) from affiliates has grown to be a dependable and trustworthy source of information. Guided by Signaling Theory, this paper aims to conduct a comprehensive analysis to understand the intricate dynamics of affiliate eWOM within the context of Iranian beauty and personal care products.

Design/methodology/approach – The study polled 330 consumers who have purchased beauty and personal care products in Iran. Data were gathered using a convenience sample, and the partial least square structural equation modeling model was used to examine and assess the hypotheses.

Findings – The results demonstrated a significant impact of information quality, rating, helpfulness and number of reviews, along with user-generated videos and photos, on the customer's actual purchase and intention to purchase the beauty and personal care products. However, the ranking and recency of reviews do not significantly contribute to the stated relationship.

Conflict of interest: The authors declare that they have no conflict of interest.

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Originality/value – This research is first of its kind to analyze affiliate eWOM cues in the case of cosmetics e-commerce.

Keywords eWOM, Representational cues, Performance cues, Reliability cues, Field survey

Paper type Marketing

Introduction

E-commerce sites serve as user-friendly portals, providing individuals with convenient access to valuable information. This facilitates hassle-free and simple shopping for a variety of products (Ambika *et al.*, 2023). The usage of eWOM on different e-commerce platforms has significantly increased due to the present status of the global consumer market (Dantas, 2022). This is due to the fact that customers are more likely to get firsthand knowledge prior to making a purchase, making eWOM a crucial component of their decision-making process (Safrin and Simanjorang, 2023). Additionally, the skill of incorporating text and videos into reviews has a big impact on how customers travel through the process and influences their choices to buy (Akram *et al.*, 2023). In the midst of this digital revolution, the cosmetics and beauty sector becomes a prominent focus point. With a notable rise of 143% in its yearly volume, the beauty and personal care sector was a major factor in driving this impressive expansion. Furthermore, the $4bn beauty and personal care sector in Iran has experienced a compound annual growth rate of 11%. Thus, it is critical to investigate the underlying principles of e-WOM communication for these e-commerce platforms in the beauty and cosmetics sector.

The much-spoken Web2.0 has been forcing e-commerce to absorb different social media platforms and online communities where people can share their knowledge about different products by using (eWOM) (Hajli, 2020). The way consumers engage with digital environments and provide feedback via online reviews has been completely transformed by Web 2.0 (Messner, 2020). These online reviews are sometimes referred to as "affiliate eWOM" and are linked to a number of e-commerce platforms, including Amazon, Nykaa, Purple and others. For consumers who regularly make purchases online, affiliate eWOM has become a dependable and trustworthy information source, especially in the beauty industry (Liu *et al.*, 2022). Online shops have also grasped the value of customer evaluations in recent years, and as a result, they have added a variety of forms, including text, images, short videos and other graphics (such ranks and ratings) to their website review system. eWOM has been the subject of several research (Srivastava *et al.*, 2023; Xiao *et al.*, 2022; Kundu and Chakraborti, 2022). The importance of eWOM in the travel business has been emphasized by researchers Nguyen and Tong (2022), Gârdan *et al.* (2022) and Filieri *et al.* (2021). With regard to affiliate eWOM, where customers frequently purchase products based on reviews from other customers posted on retail websites, the current study aims to investigate online consumer behavior in the retail sector of beauty and personal care products (Li *et al.*, 2020). It specifically fills a study need by investigating the impact of internet reviews on prospective buyers' choices to buy cosmetics. Affiliate eWOM is a key factor in influencing consumers' decisions when they purchase online, according to several research (Filieri *et al.*, 2021; Kim *et al.*, 2020; Lee and Shin, 2014). The role that spoken and visual eWOM signals play in influencing a customer's desire to visit a site was also examined by Filieri *et al.* (2021). In a similar vein, Kim *et al.* (2020) looked at how elements including review valence, message sidedness, argument quality, helpfulness, source and trustworthiness affected the chance that a buyer would buy a product. Nevertheless, there is still a dearth of study on affiliate eWOM in the context of personal care and cosmetics, especially in developing nations like Iran. This study supports the significance of Affiliate eWOM and highlights the several signals that, in

the instance of Iranian consumers, affect the actual purchase of beauty and personal care products.

This research attempts to fill up all the gaps by analyzing the different Affiliate eWOM signals and how they affect Iranian consumers' real purchases of beauty and personal care products. This study seeks to define the essential eWOM communication while taking into account the particularities of the cosmetics sector. The following research questions are subdivided under this research objective:

RQ1. What are the different affiliate eWOM cues that affect a customer's intention and actual choice of purchasing cosmetics and personal care products?

RQ2. Do representational cues (user-generated pictures, user-generated videos and information quality) influence the customer's actual and intended purchase of beauty and personal care products?

RQ3. Do performance cues (ranking and rating scores) influence the customer's actual and intended purchase of beauty and personal care products?

RQ4. Do reliability cues (helpfulness, number and recency of reviews) influence the customer's actual and intended purchase of beauty and personal care products?

The goal of this research, which is a survey-based field study, is to examine how each affiliate eWOM trigger affects the real purchasing behavior of the customers. Through this work, the authors make a substantial contribution to the body of knowledge on affiliate eWOM. Primarily, it is the first research of its type to examine how eWOM signals affect consumers' intents and buy choices when it comes to beauty and personal care products in Iran. Second, this research stands out due to its unique analysis of affiliate eWOM, which employs signaling theory. The signaling theory examines how representational, performance and reliability cues affect consumers' purchase intentions. Third, in contrast to studies that concentrated on verbal and visual cues (Li *et al.*, 2023a, 2023b; Filieri *et al.*, 2021), this study examines a wide range of additional cues, including performance, relevancy and reliability, all of which are crucial in influencing consumers' decisions to buy cosmetic and personal care products. This makes a substantial contribution to the body of knowledge currently available in eWOM about online retail beauty and personal care products.

Conceptual framework

Signaling theory. The two main components of signaling theory are the sender and the receiver, which interact with one another in a signaling environment via sending signals (Chen *et al.*, 2023; Connelly *et al.*, 2011). The decision-making process of potential customers in e-commerce is greatly influenced by eWOM about a product or brand (Fan *et al.*, 2021). A receiver's intention or decision to make a purchase may be greatly influenced by information about a product that signals may communicate (Fan *et al.*, 2021). Numerous studies have used signaling theory to analyze how consumers react to eWOM (Tóth *et al.*, 2022; Fan *et al.*, 2021). Based on this, user-generated content such as pictures, videos, ratings and rankings found on e-commerce websites serves as a signal on the platform (signaling environment) for the e-commerce business, and potential customers who read through reviews before deciding to buy the product act as receivers (Prashar and Prashar, 2024).

Affiliate electronic word of mouth. Hu and Ha (2015) categorized eWOM into four unique classifications. The first category is social eWOM, which refers to the dissemination of information on goods and companies among users on social networking platforms like

Facebook and Instagram (Kudeshia and Kumar, 2017). Second, specialized eWOM denotes user reviews or comments published on rating or comparison-shopping platforms, such as Yelp.com and mouthshut.com, that do not engage in product sales. Third, miscellaneous eWOM pertains to consumer evaluations disseminated on social media platforms distinct from the retail website, including forums, blogs and wikis, among others. Finally, affiliated eWOM pertains to consumer reviews, comments, experiences or suggestions published on the retail website of the acquired product or service, including platforms like eBay, Amazon and Nykaa. The research examines the affiliate word of mouth that consumers publish on the websites of several e-retailers offering beauty and personal care products. Affiliate eWOM is deemed the most suitable route because to its comparative simplicity of use, enhanced convenience and superior perceived trustworthiness (Mostafa, 2021). Baur and Nyström (2017) assert that the majority of utilitarian consumers depend on affiliate eWOM for precise product recommendations, which influence their final purchasing decisions, despite having consulted other evaluations. Table 1 provides an overview of prior research on affiliate eWOM.

Hypothesis development

Representational cues

User-generated pictures. Previous research has linked the visual representation of products to an improved purchasing experience, as it mitigates the dissatisfaction stemming from the customer's inability to physically interact with the object (Jiang and Benbasat, 2004; Li *et al.*, 2002). Pictorial reviews augment buyer confidence in the products and facilitate in their purchasing decision (Filieri *et al.*, 2021). Numerous studies have shown the substantial impact of visual reviews on the purchasing behavior of travelers within the travel sector (Nguyen and Tong, 2022; Gârdan *et al.*, 2022; Filieri *et al.*, 2021). In the cosmetics industry, the extensive range of items need high-quality images to enhance the virtual experience for customers and facilitate their decision-making (Jai *et al.*, 2021).

Filieri *et al.* (2021), Filieri (2015) and Lee and Shin (2014) assert that photos included in reviews enhance the methodical processing of information and are seen as more authentic than company-produced pictures. Visual content, such as videos and pictures in eWOM, stimulates more interest in the product and amplifies consumers' purchasing intentions (Lin *et al.*, 2012). The presence of pictures in reviews enhances customers' interest in experiencing products, resulting in heightened purchase intentions (Lin *et al.*, 2012; Marder *et al.*, 2021). Pictorial reviews enhance structured message processing for consumers about beauty and personal care products (Lee and Shin, 2014). Consequently, the authors put up the following hypothesis:

H1. User-generated pictures positively impact on customer's purchase intentions.

User-generated videos. Consumers create video clips related to brands or products and share them on retail websites as a form of eWOM (Diwanji and Cortese, 2020). Prospective consumers like seeing these videos before to purchasing a product from a retailer online (Agrawal and Mittal, 2022; Bowman, 2017). According to Agrawal and Mittal (2022), these video clips are beneficial and save time compared to reading textual reviews. Video review lends credibility to the reviewer's viewpoint on the product and thereby guides the purchase decision of other website visitors (Ong, 2011).

User-generated videos more accurately convey purchasers' feelings than textual or pictorial reviews (Saed *et al.*, 2021; Yao *et al.*, 2022) and engage prospective customers more effectively (Xu *et al.*, 2015). Videos provide more authentic multisensory signals and

Table 1. Literature on affiliate eWOM

Study	Context	Findings
Lee *et al.* (2008)	Effect of negative online consumer reviews on product attitude; experiment-based study of experimental shopping mall website;248 students; ANCOVA Analysis	The conformity effect is seen in the case of a high proportion of negative reviews High-involvement customers conform to the reviewers' perspective on the basis of negative consumer reviews whereas low–low-involvement consumers have shown a contrary effect
Park and Lee (2009)	Examines the role of information direction, and website reputation in eWOM effect. Also, analyze the moderating effect of product type; 440 responses; ANCOVA analysis	Negative eWOM has a stronger eWOM effect for established websites and a greater eWOM effect for experience goods than searched goods. Product type is a significant moderator in the case of eWOM information direction-website reputation-eWOM effect relationship. The impact of negative eWOM and website reputation is greater in the case of experience goods than for search goods
Lee and Shin (2014)	Investigating (a) the influence of quality of online reviews on reader's acceptance of the recommendations to purchase the target products as well as their evaluations of the review sources and (b) when such effects are more or less likely to occur; Web-based experiment with 201 respondents followed by moderation analysis	High-quality positive reviews were found to enhance the customer's purchase intention through favorable product evaluations
Erkan and Evans (2018)	Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions; purposive sampling; 222 respondents; PLS-SEM	Information readiness, quantity and detailed and dedicated information are factors that make shopping websites superior to social media with reference to eWOM
Tandon *et al.* (2020)	Impact of website quality, product satisfaction, and eWOM communication on e-commerce customer satisfaction and repurchase intentions; Survey Method with 204 online customers; SEM PLS analysis	Website quality, product satisfaction and eWOM communications were found to be positively contributing to customer satisfaction and repurchase intentions

(*continued*)

Table 1. Continued

Study	Context	Findings
Zinko *et al.* (2021)	Effect of images on trust and repurchase intent in eWOM for hedonic and utilitarian products Web-based review simulation followed by survey method, data collected from 360 adults	In some conditions, the congruence between text and image was not found to be a significant contributor to purchase intentions for utilitarian products
Filieri *et al.* (2021)	Investigates the contribution of verbal and visual eWOM cues on consumer's purchase intention and behavior; field survey (460 respondents) and experimental study (188 respondents); regression analysis	Popularity heuristics, performance visual heuristics, and user-generated pictures are found to significantly influence tourists' intention and decision to visit a destination. Whereas information quality didn't have any significant impact on intention or behavior

Source: Research findings

demonstrate the product, therefore increasing its perceived value for the consumer (Yin *et al.*, 2021; Xu *et al.*, 2015). Xu *et al.* (2015) found that video reviews had a substantial and favorable impact on customers' product perceptions. They have a better conversion rate and a noteworthy impact on purchase intentions (Li *et al.*, 2021; Xu *et al.*, 2015). Consequently, the following hypothesis is posited:

H2. User-generated videos positively impact on customer's purchase intentions.

Information quality. Information quality, according to Gao *et al.* (2012), is the utility of the information that is readily accessible about a product or one of its attributes which helps in the consumer's assessment of the product. It reflects the quality of content in a consumer's review, viewed through the lens of its information characteristics (Park *et al.*, 2007). Important research has shown that consumers' decision-making and the quality of the information they get are positively correlated (Lee *et al.*, 2008; Park *et al.*, 2007; Filieri, 2015). Zhu *et al.* (2020) reported a positive and significant impact of information quality of online reviews on satisfaction, trust and purchase intentions of consumers. Lkhaasuren and Nam (2018) found that the quality of eWOM for Korean cosmetic products significantly influences the purchase intentions of Mongolian consumers. High-quality information has persuasion power in an online environment, building consumers' trust and belief that they can purchase the product by trusting the provided information in the form of reviews (Cheung *et al.*, 2009). Consequently, the following hypothesis is posited:

H3. Information quality positively impact on customer's purchase intentions.

Performance cues

Product ranking score. Nykaa, a well-known e-commerce beauty platform, along with several other platforms, offers performance indicators (customer reviews and product rankings, like Google reviews) to assist consumers in understanding a product's overall performance (Xiang *et al.*, 2015). These cues often include rating scores, serving as visual shortcuts to communicate reviewers' reviews. Reviewers often provide rating scores as numerical values accompanied by hashtags, for as "#4" under "Top nude matte lipstick for all-day wear" (Filieri *et al.*, 2021). Researchers have examined the influence of ranking scores on customer behavior and business results (Filieri *et al.*, 2018a, 2018b; Park and Nicolau, 2015). However, there is limited impact of ranking scores on actual purchase behavior.

The impact of ranking scores on trust in the context of online retailers has been studied before (Filieri, 2015). Xiang *et al.* (2015) used ranking scores to examine determinants influencing satisfaction within the hotel sector of the tourist industry. The impact of rating scores on beauty products remains an unexplored domain. Therefore, we suggest that ranking scores allocated to beauty products in certain categories might function as useful resources for customers aiming to understand the general performance of these products. Consequently, we assert that product ranking scores may influence customer purchase intentions. Therefore, we propose the following hypothesis:

H4. Product ranking scores positively impact on customer's purchase intentions.

Product ratings. Product rating is the assessment of a product by consumers, usually conveyed via a star system, reflecting their overall contentment with the product. Product ratings provide a succinct overview of a product's efficacy, facilitating educated purchasing decisions for prospective consumers (Filieri and McLeay, 2014). According to

Ahmed and Ghabayen (2022) and Vana and Lambrecht (2021), prospective consumers extensively use these ratings to assess customer feedback and as a clear reference for their online buying behavior. While prior research has thoroughly examined ratings, their exploration within the realm of cosmetic items has been rather limited.

Consumers often choose online products based on ratings, the quantity of likes and the volume of positive and negative reviews (Schlosser, 2011). Ratings, a quantitative aspect of a review, have a systematic influence on consumers' purchasing intentions (Maslowska *et al.*, 2017; Tandon, 2022). Consumers often depend on quantitative data, such as ratings, to formulate their purchase intents, while the analysis of qualitative information requires more effort (Maslowska *et al.*, 2017). Consequently, the authors put up the following hypothesis:

H5. Product ratings positively impact on customer's purchase intentions.

Reliability cues

Review helpfulness. Review helpfulness often denotes the quantity of votes that potential purchasers assign to a review, reflecting its utility in the acquisition of a product (Wu *et al.*, 2021; Ghosh, 2017). It indicates the public's endorsement of a certain message, perhaps influencing the reader's decision despite a lack of previous experience with the product (Maslowska *et al.*, 2017). Customers scrutinize helpfulness as a cognitive cue to determine its utility before finalizing a purchase. If the potential consumer deems an online remark or review beneficial, they will gain confidence in their purchasing decision (Filieri *et al.*, 2018a, 2018b; Maslowska *et al.*, 2017).

Review helpfulness refers to the degree to which prospective consumers see a review as useful and important in their decision-making process (Yin *et al.*, 2014). Due to the abundance of available products and the growing number of submitted reviews, buyers face difficulties in selecting reviews that guide their product choices (Lopez and Garza, 2022). According to Ruiz-Mafe *et al.* (2018), the quantity of helpful votes indicates the perceived utility of evaluations, which plays a crucial role in enhancing purchase intention. Singh *et al.* (2017) discovered that consumers often disregard evaluations with a limited number of helpful votes, opting instead to choose products based on the more helpful ones. Consequently, the following hypothesis is posited:

H6. Helpfulness of reviews positively impact on customer's purchase intentions.

Number of reviews. Review volume denotes the quantity of reviews posted for a product on a retail website (Maslowska *et al.*, 2017). The strategic positioning of these heuristic cues next to the product description ensures easy accessibility for customers. Consequently, customers may assess the product without reviewing the textual reviews located at the bottom of the page (Maslowska *et al.*, 2017). According to Han *et al.* (2019), a review's volume may impact a consumer's decision for purchase by elevating its credibility. Consequently, consumers assess heuristic indicators, like star ratings and review volume, to facilitate their evaluations and enhance their purchasing decisions (Yi and Oh, 2022).

Chatterjee *et al.* (2022) found that a higher number of online reviews significantly influences customers' purchase intentions by promoting online purchases. Although content is considered helpful, the review volume works as an important measure to enhance the credibility of the content (Verma and Dewani, 2021). Customers tend to have more trust when there is a higher number of reviews and develop a stronger willingness to buy a product on the same grounds (Park and Lee, 2008). This indicates the product's popularity, which in turn enhances the customer's purchase intentions (Lee, 2009). Thus, the following hypothesis is proposed:

H7. The number of reviews positively impact on customer's purchase intentions.

Review recency. The recency of a review indicates the age of eWOM that previous customers have posted (Tandon *et al.*, 2021). It refers to how well the most recent reviews may offer current information about a product or service (Xie *et al.*, 2016). Recent material and reviews, which are usually presented before older ones, impact customers' purchasing decisions (Tandon *et al.*, 2020). Due to its reliability, truthfulness and dependability, it has become a significant factor in eWOM acceptance and enhances the product or service experience, thereby influencing consumers' purchasing decisions (Xie *et al.*, 2016).

As previously defined (Tandon *et al.*, 2020), review recency refers to the most recent customer experience they have shared through eWOM. Review recency is considered more helpful than older eWOM due to its timely relevance in guiding customer purchases (Xie *et al.*, 2016). Consumers rank eWOM recency second when deciding to purchase food products (Al-Masoud, 2020). Additionally, Al-Masoud (2020) found that factors like eWOM recency, correctness, and consistency influence the customer's attitude toward purchase intention. Therefore, the following hypothesis is proposed:

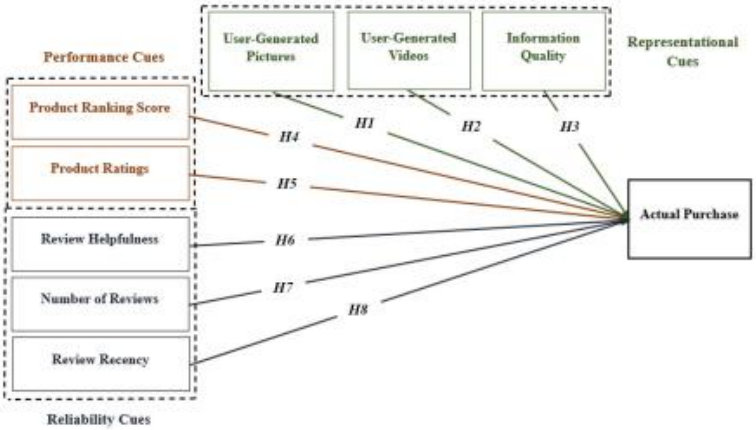
H8. Recency of reviews positively impact on customer's purchase intentions.

Conceptual model is proposed on the basis of above literature. Please refer to Figure 1.

Methodology

Sampling and data collection

Convenience sampling is used where data was collected from Iranian female shoppers who purchase beauty and personal care products from various online platforms. To ensure the suitability of respondents, they were asked about their frequency of shopping beauty or personal care products through online platforms. Participants who shopped at least once or



Source: Research literature

Figure 1. Proposed conceptual model

twice a month were asked to respond to the questionnaire. A filter question was included in the beginning of the questionnaire to determine if the participants shop beauty or personal care products at least on a monthly basis specifically, at least once or twice a week. Only the respondents with positive response to the filter question were asked to respond to the questionnaire. Also, they were requested to provide the details of the websites they rely on for meeting their online shopping need of beauty and personal care products.

Subsequently, authors were able to collect data from 400 respondents over the period of six months starting from January 2023 to June 2023. However, 70 questionnaires were not considered due to their incompleteness. Demographic profile of respondents is presented in Table 2. Participants were asked to respond to all the items on the scale of 7 with 1 as strongly disagree and 7 as strongly agree. Measurements for all the constructs were adopted from the literature. Details of all the scales are presented in Table 3.

Data analysis

In analyzing the data, we used the partial least square (PLS) technique of structural equation modeling (SEM). This study uses PLS-SEM for three reasons. First, PLS is better suited for theory development, whereas linear structural relationship analysis is suitable to be applied for confirmatory analysis. Second, PLS-SEM is suitable for analyzing complex models with large numbers of constructs. Finally, PLS-SEM is a useful method for analyzing small sample sizes, as it does not require the data set to follow a normality assumption (Henseler *et al.*, 2015). Hence, we used SmartPLS 3.0 to assess the measurements and structural model.

Table 2. Demographic profile

Variable	Category	No.	Frequency (%)
Age	27–31	110	33.33
	32–37	204	61.81
	38–45	16	4.86
Education	High school	111	33.63
	Graduate	118	35.75
	Post-graduate	92	27.87
	Doctorate	9	2.72
	Other	0	0
Internet shopping experience	1 year	21	6.36
	2 years	89	26.96
	3 years	105	31.81
	4 years	52	15.75
	>4 years	63	19.09
Frequency of shopping online (beauty Products online)	1–2 times monthly	210	63.63
	3–4 times monthly	76	23.03
	5–7 times monthly	30	9.09
	More than 7 times Monthly	14	4.24
Occupation	Student	50	15.15
	Business	112	33.93
	Service	131	39.69
	Others	37	11.21

Source: Research findings

Table 3. Results of measurement model

Constructs	Dimensions	Statements	Factor loading	Source
Representational cues	Information quality CR = 0.851 α = 0.784 AVE = 0.701	IQ1: The information in online reviews was accurate	0.790	Park *et al.* (2007)
		IQ2: The information in online reviews was detailed	0.775	
		IQ3: The information in online reviews was complete	0.658	
		IQ4: The information in online reviews was relevant	0.741	
		IQ5: The information in online reviews was up-to-date	0.681	
	User-generated pictures CR = 0.804 α = 0.714 AVE = 0.581	UGP1: Pictures in reviews show how product look like	0.888	Filieri *et al.* (2021)
		UGP2: Pictures in reviews help me understand more about products	0.685	
		UGP3: Pictures in reviews provide useful information about the product	0.695	
	User-generated videos CR = 0.877 α = 0.800 AVE = 0.706	UGV1: Videos in reviews show how product look like	0.765	Filieri *et al.* (2021)
		UGV2: Videos in reviews help me to have better understanding about the products	0.922	
		UGV3: Videos in reviews provide information about the product in a better way	0.826	
Performance cues	Product rating CR = 0.832 α = 0.733 AVE = 0.556	PR1: The rating of beauty and personal care products guides my decision while purchasing beauty and personal care products	0.607	Filieri *et al.* (2021)
		PR2: The rating of beauty and personal care products helps me to understand which products are liked by customers the most	0.843	
		PR3: The rating of beauty and personal care products helps me to reduce the number of alternative products that I was planning to browse	0.770	
		PR4: The rating of product helps me to identify the best product available online	0.742	
	Product ranking score CR = 0.930 α = 0.807 AVE = 0.816	PRS1: The ranking helps me to reduce the number of product choices that I was considering buying	0.924	Filieri (2015)
		PRS2: The ranking guides me to identify the best product out of alternatives	0.910	
		PRS3: The ranking guides my decision to buy a specific product	0.875	

(*continued*)

Table 3. Continued

Constructs	Dimensions	Statements	Factor loading	Source
Reliability cues	Helpfulness of reviews CR = 0.888 α = 0.815 AVE = 0.725	HOR1: Reviews are helpful	0.822	Yin *et al.* (2014)
		HOR2: Reviews are useful based upon the mentioned number of people found that review helpful	0.866	
		HOR3: Reviews are informative	0.866	
	Number of reviews CR = 0.875 α = 0.786 AVE = 0.701	NOR1: Large number of reviews infer that the product is popular	0.813	Lin *et al.* (2013)
		NOR2: Higher number of recommendations infer that product has good reputation	0.827	
		NOR3: The more the product is discussed in reviews the more it influences my purchase decision	0.870	
	Review recency CR = 0.851 α = 0.745 AVE = 0.656	RR1: I refer to current comments in online reviews	0.793	Wixom and Todd (2005)
		RR2: I read recent online reviews	0.785	
		RR3: I refer to up-to-date online reviews	0.852	
Actual purchase CR = 0.898 α = 0.829 AVE = 0.745		PA1: I often purchase beauty and personal care product after reading the reviews	0.825	Lee (2009); Filieri *et al.* (2021)
		PA2: I make beauty and personal care product purchases on a regular basis on the basis of other customer reviews on it	0.877	
		PA3: I have bought beauty and personal care product on the basis of posted reviews on website regarding the same	0.887	

Notes: CR = (Composite reliability); AVE = (Average extracted values)
Source: Research findings

Measurement model assessment

CR and Cronbach's alpha values surpassing 0.7, factor loading values of items surpassing 0.6, and AVE values exceeding 0.5 all attest to the acceptability of the reliability of all constructs and items in this study (Hair *et al.*, 2019) (Table 1). Besides, to make the results more accurate, the approach called HTMT (heterotrait-monotrait ratio of correlations) proposed by Henseler *et al.* (2015) is adopted to evaluate discriminant validity. The values of HTMT should be less than 0.85 or 0.90, suggesting adequate discriminant validity (Hair, *et al.*, 2019). In this study, the values of HTMT are all less than 0.90, indicating a good model fit (Table 4).

Structural model assessment. This study evaluated the model fit and predictive ability using two indicators: coefficient of determination (R^2) and predictive relevance (Q2). The R^2 values for each endogenous variable in the model were deemed acceptable (0.629), indicating that the model possessed satisfactory predictive accuracy. Furthermore, the Q2 values, calculated using the blindfolding method, for each endogenous variable were greater than 0, signifying good predictive ability (Hair *et al.*, 2019). The findings are presented in Table 5.

The bootstrapping algorithm in Smart PLS 3.0 software was used to select a resampling sample of 5,000 to analyze the path testing results of the model. The results of hypothesis testing can be found in Table 6.

According to Table 6 and Figure 2, the significance of the within-model path coefficients was assessed using the bootstrapping method (using 5,000 bootstrapped samples). The UGP ($\beta = 0.129$, $p < 0.000$), UGV ($\beta = 0.172$, $p < 0.000$), IQ ($\beta = 0.246$, $p < 0.00$), PR ($\beta = 0.142$, $p < 0.00$), HOR ($\beta = 0.290$, $p < 0.00$) and NOR ($\beta = 0.149$, $p < 0.00$) had a positive effect on AP. Therefore, *H1*, *H2*, *H3*, *H5* and *H6* are supported. However, PRS ($\beta = -0.097$, $p = 0.111$) and RR ($\beta = -0.076$, $p = 0.431$) has no significant effect on AP, indicating *H4* and *H8* are rejected.

Discussion

This study contextualized eWOM, and the results showed a significant relationship between information quality, rating, helpfulness of reviews, number of reviews, user-generated pictures, user-generated videos and the actual purchase. However, the relationship between ranking and recency of reviews and the actual purchase was insignificant.

Table 4. Discriminant validity with HTMT

Variable	IQ	UGV	UGP	PRS	PR	HOR	NOR	RR	AP
IQ	*0.731*								
UGV	0.111	*0.840*							
UGP	0.356	0.300	*0.762*						
PRS	0.164	0.560	0.352	*0.903*					
PR	0.696	0.145	0.281	0.086	*0.745*				
HOR	0.617	0.159	0.620	0.293	0.431	*0.852*			
NOR	0.649	0.113	0.819	0.178	0.428	0.812	*0.837*		
RR	0.327	0.266	0.799	0.226	0.226	0.520	0.699	*0.810*	
AP	0.695	0.248	0.493	0.174	0.537	0.695	0.688	0.399	*0.863*

Notes: IQ = information quality; UGV = user-generated videos; UGP = user-generated pictures; PRS = product ranking score; PR = product rating; HOR = helpfulness of reviews; NOR = number of reviews; RR = review recency; AP = actual purchase; the significance of italics data = root of AVE
Source: Research findings

Table 5. Model fit

Constructs	R^2	Q2
AP	0.512	0.334

Note: AP = actual purchase
Source: Research findings

Table 6. Results of the direct effect hypotheses

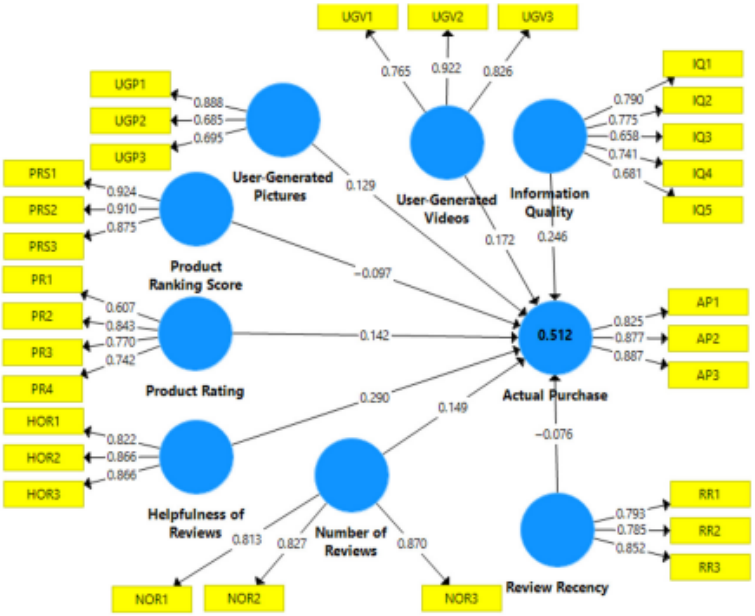
Path relationship	β	SE	t	p-value	Results
H1 (UGP … AP)	0.129	0.103	2.121	0.000	Accept
H2 (UGV… AP)	0.172	0.057	3.028	0.000	Accept
H3 (IQ … AP)	0. 246	0.082	2.987	0.000	Accept
H4 (PRS … AP)	−0.097	0.061	1.598	0.111	Rejected
H5 (PR … AP)	0.142	0.071	2.011	0.000	Accept
H6 (HOR … AP)	0.290	0.093	3.116	0.000	Rejected
H7 (NOR … AP)	0.149	0.097	2.394	0.000	Rejected
H8 (RR … AP)	−0.076	0.096	0.788	0.431	Rejected

Notes: IQ = information quality; UGV = user-generated videos; UGP = user-generated pictures; PRS = product ranking score; PR = product rating; HOR = helpfulness of reviews; NOR = number of reviews; RR = review recency; AP = actual purchase
Source: Research findings

We find that all representational cues are crucial, with user-generated video being the most important predictor, followed by user-generated pictures and the information quality of the reviews. According to Pfeuffer and Phua (2022), video reviews served as the trust cue for many online shoppers and enhanced their confidence in the product. Particularly when it comes to beauty and personal care products, customers often harbor doubts about their purchases and thus seek cues to enhance their trust in the product. Video reviews offer potential buyers a better understanding of the product and build their trust, which eventually guides their purchase decision in an informed way (Hansen *et al.*, 2014). The results contradict the findings of Hu *et al.* (2015), who found that consumers prefer traditional word of mouth over eWOM when purchasing beauty and personal care products.

Likewise, visual images offer a more definitive depiction of the product's appearance, assisting in the validation of the beauty product's authenticity. Potential customers can evaluate the user-generated image alongside the company's published image to enhance their comprehension of the product's efficacy. These results align with Dean (2016), who used the A/B online test and concluded that consumer-generated apparel images provide conversion rates three to four times superior to those of company-posted images. Filieri *et al.* (2021) discovered that user-generated images on TripAdvisor positively influence prospective tourists' intentions to visit.

Regarding information quality, evaluations of the highest caliber provide prospective customers accurate and current information. They provide prospective buyers a brief overview of the products and assist them in making informed purchases. Additionally, Filieri *et al.* (2018a, 2018b) found that customers had a substantial inclination for information quality above other factors like product ranking and rating. Leong *et al.* (2021) also found a favorable correlation between the usefulness and quality of information, which, in the



Source: PLS graphic output

Figure 2. Results of path analysis

instance of the beverage bubble tea, indirectly affected the customers' purchase intentions. On the other hand, Filieri *et al.* (2021) discovered that verbal and visual cues were more important in influencing visitors' visitation intentions than information quality.

Performance cues indicate that the rating score significantly contributes to actual purchases. A higher rating score signifies that prior customers had a favorable experience with the product, fostering a sense of reassurance and confidence that increases the likelihood of a customer proceeding with the purchase (Kim and Park, 2017). Conversely, a lower ranking may lead to concerns and doubts regarding the quality of the product. Prior research has identified a positive correlation between product ratings and customers' purchase intentions (Thomas *et al.*, 2019), as well as their purchasing decisions. On the contrary, the raking score did not influence actual purchases, which may be attributed to the necessity of at least 40 reviews for a customer to gain confidence in the overall product ranking. As a result, a lower number of reviews may lead to a decreased perception of trustworthiness and reliability, ultimately lowering the probability of purchase (Liu and Ji, 2018).

The examination of reliability cues indicated that both helpfulness and the volume of reviews have a substantial impact on the purchasing decision, whereas the recency of reviews did not show a significant effect. Customers recognize that positive and detailed

reviews, which are relevant, informative and provide honest opinions, play a significant role in shaping their purchase decisions. Additionally, a significant quantity of favorable votes not only fosters a sense of social endorsement but also enhances the perceived worth of a product or service (Chiou and Cheng, 2003). Kaushik *et al.* (2018) identified a positive correlation between the helpfulness of reviews and the company's sales.

The recency of reviews does not play a substantial role in influencing the actual purchase decision. Customers tend to prioritize visuals such as images, videos and product details when making purchases of beauty products, regardless of the review's posting date (Wang *et al.*, 2022). The recency of reviews may not significantly influence a customer's purchasing decision unless there have been notable changes to the product. Shimpi *et al.* (2022) conducted research that contradicted the current findings, indicating that novice travelers prioritized the timeliness of online reviews when selecting a hotel.

Theoretical implication

This research contributes several theoretical insights to the existing body of eWOM research. First, this study uses signaling theory and a theoretical framework to conceptualize and examine an integrated model that encompasses eWOM cues and their influence on customers' purchase decisions and intentions for beauty and personal care products. Previous studies have applied the signaling theory (Tóth *et al.*, 2022; Fan *et al.*, 2021; Boateng, 2021) across diverse settings. Second, it is worth noting that a predominant focus in previous research has been on the examination of eWOM characteristics within the travel industry (Nguyen and Tong, 2022; Gârdan *et al.*, 2022; Filieri *et al.*, 2021; Filieri, 2015), but there has been relatively limited attention directed towards eWOM in other sectors. This study adds to that body of research by showing how different types of eWOM cues, such as representational cues (like user-generated pictures and videos, information quality), performance cues (like product ratings) and reliability cues (like review helpfulness and number of reviews), affect people's decisions and plans to buy, especially when it comes to beauty and personal care products.

Practical implication

This study presents various practical implications for e-commerce platforms aimed at online consumers, particularly within the cosmetics sector. The study's findings can assist marketing managers and UX designers in cosmetic brands to develop more effective eWOM strategies. Companies should emphasize the importance of closely monitoring user-generated content to guarantee it provides a thorough product perspective and assists potential customers in making informed purchasing decisions. Incentivizing reviewers with extra reward points or discounts for providing both textual and visual content can be highly effective. Implementing a robust moderation process is essential to ensuring the publication of high-quality reviews. Website administrators must prioritize product ratings, as they are essential for allowing potential customers to assess a product's value and quality. An effective strategy involves the implementation of a category-specific rating system in conjunction with the overall product rating. This enables customers to evaluate particular characteristics of a product, including coverage, shade, texture and additional features. While most websites currently feature a helpfulness vote button, it could be enhanced by incorporating additional options such as unhelpful, like, unlike, fraudulent, or biased. To enhance engagement and improve the user experience on the page, we could make the helpfulness button more visually prominent by highlighting it or incorporating special effects.

Limitations and future research

The present study has some limitations. First, this research is based on the use of beauty and personal care products. Future research could test the proposed model across different product types, such as utilitarian products (e.g. smartphones, vehicles) to generalize the results of this study. Moreover, the sample was primarily composed of respondents from Iran. Although this type of sample responds to the need to widen the geographic scope of e-WOM research (Chan and Ngai, 2011), it could be useful to replicate the study in other contexts. Moreover, additional research is needed to identify other antecedents of review diagnosticity. For instance, scholars could consider new constructs, such as the vividness of information, website recommendations and the like, which could improve the predictive power of the model.

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