

## The Influence of Brand Image, Digital Marketing, and Online Customer Reviews on Purchasing Decisions in the Skincare Industry

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The Indonesian skincare industry has experienced rapid growth, with Somethinc emerging as one of the most popular local brands. Despite its earlier success, recent data indicate a decline in Somethinc's market position, raising concerns about the factors influencing consumer purchasing behavior. This study aims to analyze the influence of brand image, digital marketing, and online customer reviews on purchasing decisions for the Somethinc brand in Denpasar City. A quantitative research design was employed, using purposive sampling to collect data from 119 respondents who had previously purchased Somethinc products. Data analysis was conducted with SPSS version 26.0 to test the proposed hypotheses. The results show that brand image has a significant positive effect on purchasing decisions ( $\beta = 0.680$ ;  $p < 0.05$ ), digital marketing also exerts a significant positive effect ( $\beta = 0.178$ ;  $p < 0.05$ ), and online customer reviews significantly enhance purchasing decisions ( $\beta = 0.255$ ;  $p < 0.05$ ). These findings highlight the importance of strengthening brand perception, optimizing digital marketing strategies, and managing online reviews to sustain consumer trust and market competitiveness.

**Keywords:** Brand Image; Consumer Behavior; Digital Marketing; Online Customer Reviews; Purchasing Decisions; Skincare Industry

## INTRODUCTION

Marketing is an inseparable aspect of the business world and a crucial element that entrepreneurs must always prioritize. It plays an essential role for every company in improving its image and achieving its desired targets. Fundamentally, marketing is a management process designed to encourage individuals or groups to fulfill their needs and wants through the production, sale, and exchange of valuable goods. Its main focus is to ensure that the products or services offered by a company gain recognition from the wider community. In today's highly competitive landscape, companies must deliver high-quality products that provide superior value and satisfaction compared to their competitors. Marketers are therefore required to go beyond simply meeting consumer needs; they must also secure a strategic edge by effectively positioning their products in a way that captures consumer attention and stands out from rival offerings (Barreto et al., 2023).

The growing popularity of beauty brands in Indonesia illustrates the rapid development of the domestic beauty industry and the increasing trust it has earned from consumers. This trend is evident in the emergence of numerous beauty brands that provide products at affordable prices. With the wide range of skincare options and the diverse marketing strategies employed by different companies, consumers are now compelled to be more selective in choosing products that suit their individual needs. Skincare use is no longer confined to addressing skin problems but has evolved into a lifestyle trend centered on maintaining healthy and radiant facial skin. Consequently, consumers must adopt a thoughtful approach in selecting the right skincare products. Those that are not only effective but also compatible with their skin conditions (Ovirya & Saputri, 2023).

**Table 1.** Sales Value of Fast-Moving Consumer Goods (FMCG) Sector in Indonesian E-Commerce by Category in 2023

No.	Data Category	Value (in trillion IDR)
1	Personal Care & Beauty	28.2
2	Food & Beverages	11.8
3	Health	10.7
4	Mother & Baby	6.8
Total		57.6

Source: Annur (2023)

Based on Table 1, it can be seen that in 2023, the skincare and beauty category in the FMCG e-commerce sector in Indonesia recorded sales of IDR 28.2 trillion, which is 49% of the total sales value of the sector. This category experienced a significant increase of 16% or IDR 3.8 trillion compared to the previous year. This growth shows that consumers are increasingly prioritizing skincare and beauty as a whole. With a market share reaching 49%, skincare is not only a temporary trend but also an important part of many people's lifestyles and self-care routines. This indicates great growth potential for businesses in the beauty industry, as well as the opportunity to continue developing and refining existing skincare product brands.

One of the local skincare brands that currently enjoys high popularity is Somethinc. Although it is a new local brand introduced in 2019, Somethinc has succeeded in attracting the attention of Indonesian consumers with superior products that not only have good quality but are also innovative and aligned with market needs (Ovirya & Saputri, 2023). Somethinc is one of the brands that won many categories in the 2023 BeautyHaul Awards, reflecting the quality and popularity of its products. The brand won awards in four main categories, namely "Best Facial Wash with the Somethinc Low pH

Gentle Jelly Cleanser,” “Best Moisturizer for Somethinc Calm Down! Skinpair R-Cover Cream, “Best Eyebrow Product with Somethinc BROW WIZ Retractable Eyebrow,” and “Best Eyeliner for Somethinc FOREVER STAY Waterproof Liquid Eyeliner.” These achievements show that Somethinc has succeeded in meeting consumer needs with a variety of high-quality skincare and beauty products. Somethinc’s success across multiple categories also strengthens its position as one of the leaders in the Indonesian beauty industry by combining innovation and effectiveness in its products (Annur, 2023).

**Table 2.** Comparison of Top 5 Brand Sales in 2022 and 2024

No.	Year 2022	Total Sales (IDR Billion)	Year 2024	Total Sales (IDR Billion)
1	Somethinc	53.2	Maybelline	28.56
2	Skintific	44.4	Hanasui	20.92
3	Scarlett	40.9	Wardah	20.31
4	MS Glow	29.4	Make Over	15.99
5	Avoskin	28	Somethinc	14.60

Source: [CNBC Indonesia \(2024\)](#), [Compas \(2023\)](#)

Based on [Table 2](#), reported by [CNBC Indonesia \(2024\)](#) and [Compas \(2023\)](#), there is a significant change in the ranking of the Somethinc brand from 2022 to 2024. In the second quarter of 2022, Somethinc led the facial care market in e-commerce with sales revenue of IDR 53.2 billion, making it the top facial care brand in the first place. Somethinc has effectively cultivated a robust and reputable brand identity through the provision of premium, BPOM-accredited products and a profound comprehension of dynamic consumer tendencies and exigencies. This was reflected in Somethinc’s top position in the e-commerce facial care market with high sales revenue. However, in 2024, Somethinc’s ranking dropped drastically to fifth place with sales revenue of IDR 14.60 billion. Although the 2024 data only covered the January–April period, Somethinc had already experienced a decline in ranking, indicating that the brand was no longer leading the skincare market in e-commerce. This change points to a problem in maintaining a positive and relevant brand image. The growing competition from skincare brands has affected consumer perceptions of Somethinc, with many beginning to view other brands as more attractive or better options.

The tight competition in Indonesia’s skincare market means that Somethinc must continue to sharpen its digital marketing strategy to sustain its brand image. In the digital era, adapting to developments in digital marketing is essential to remain competitive. If Somethinc does not continue to innovate or adjust its digital marketing strategy, it risks losing further ground to other brands. Therefore, to regain its top position, Somethinc needs to reinforce its brand image while enhancing and optimizing its digital marketing efforts.

Figure 1. Customer Review Results on Somethinc Brand in E-Commerce



Source: [Shopee \(2024\)](#), [Tokopedia.com \(2024\)](#)

The reviews in [Figure 1](#) show consumer dissatisfaction with Somethinc brand products and services, which can affect brand image, digital marketing, and online customer review variables in purchasing decisions. Many consumers feel disappointed with the inconsistency between advertising and the products received, as well as with unsatisfactory service. This problem can tarnish Somethinc's brand image as a top skincare brand in Indonesia if not handled properly. Online customer reviews have an impact on purchasing decisions because prospective consumers often read reviews before making a purchase. Even though the product may have good quality, widespread dissatisfaction can reduce consumer trust in the brand. In the world of digital marketing, negative consumer reviews can spread quickly and widely, having a major impact on brand image and on consumers' purchase decisions.

A purchase decision represents the critical phase in the consumer decision-making process during which individuals ultimately resolve to proceed with a transaction. At this stage, they have the freedom to select products that align with their needs, determine the place of purchase, decide on the quantity, timing, method, and reason for buying. Consumers' decisions to purchase and use products extend beyond their basic functional benefits, as they are also influenced by the social and emotional value these products provide ([Imbayani & Astiti, 2022](#)). Consumers who are interested and eventually decide to buy become the main source of income for the company ([Baskara & Nurhayati, 2023](#)). In every decision, consumers must consider various behaviors and choose the option that best suits their needs and preferences. Thus, the purchase decision-making process is important in shaping a business's reputation and fulfilling consumer expectations.

One of the key factors affecting purchasing decisions is brand image. According to [Barreto et al. \(2023\)](#), an image is defined as the collection of perceptions, impressions, and beliefs an individual associates with an object. Research conducted by [Anggraeni \(2020\)](#), [Baskara & Nurhayati \(2023\)](#), and [Solihin et al. \(2021\)](#) demonstrates that a strong brand image has a meaningful and positive effect on purchasing decisions. This indicates that consumers who perceive a brand positively are more likely to trust and choose it. However, contrasting findings from studies by [Bahri & Komaladewi \(2023\)](#) and [Ilmi et al.](#)

(2023) suggest that while brand image positively affects purchasing decisions, its impact is not statistically significant.

Apart from brand image, another factor influencing purchasing decisions is digital marketing. According to Bachri et al. (2023), digital marketing is defined as the use of electronic media by marketers to promote products or services, aiming to attract consumers and facilitate interaction between them and the company through digital platforms. Research conducted by Bachri et al. (2023), Dar & Tariq (2021), and Munandar (2022) stated that digital marketing has a strong and meaningful impact on purchasing decisions. However, in contrast, research by Saidi et al. (2023) found that digital marketing negatively affects purchasing decisions and lacks statistical significance.

Another factor that may influence purchasing decisions is online customer reviews. According to Arief et al. (2023), online customer reviews are a component of electronic word of mouth (e-WOM), consisting of consumer-generated feedback that reflects their experiences with products or services purchased online. Research findings by Arief et al. (2023), Krasnostavskaja et al. (2022), and Novela et al. (2023) revealed that online customer reviews have a strong and meaningful effect on purchasing decisions. However, differing results were reported by Suryani and Lusia (2023), who concluded that online customer reviews have a weak and insignificant impact on purchasing decisions.

In light of these challenges and the inconsistencies observed in prior research, this study seeks to investigate the impact of brand image, digital marketing, and online customer reviews on purchasing decisions for the Somethinc brand in Denpasar City. The primary objective is to develop a more comprehensive understanding of how these three factors, individually and collectively, influence consumer behavior toward local skincare products. This research holds significance as it not only responds to the intensifying competition within Indonesia's beauty industry but also emphasizes the critical determinants shaping consumer choices in the digital era. The novelty of this study stems from its focus on Somethinc, a relatively young yet rapidly emerging local brand, thereby presenting insights distinct from those derived from analyses of more established global brands. The contribution of this research is twofold: from an academic perspective, it enriches the discourse on consumer behavior by integrating brand image, digital marketing, and online reviews into a unified analytical framework; from a practical standpoint, it offers actionable recommendations for local skincare enterprises to refine their marketing strategies and foster greater consumer confidence in an increasingly competitive market environment.

## **LITERATURE REVIEW**

### **Theory of Planned Behavior (TPB)**

The theory of planned behavior (TPB), proposed by Ajzen (1991), aims to explain how individuals develop intentions and behaviors. Building upon the theory of reasoned action (TRA), TPB emphasizes that three key elements shape behavioral intentions: attitudes, subjective norms, and perceived behavioral control (PBC) (Payanti et al., 2023). Attitude reflects an individual's evaluation of a behavior, whether positive or negative. Subjective norms represent the social pressure or influence exerted by significant others in an individual's life. PBC describes the extent to which a person feels they have the control or ability to perform a behavior.



Within this framework, the decline in Somethinc's brand rating can be explained through these three factors. Attitude toward the behavior reflects consumer perceptions of product quality and reliability. A previously positive brand image can foster favorable attitudes that support purchasing decisions. However, when brand image declines due to dissatisfaction, such as inconsistencies between the product and its advertising or poor customer service, consumer attitudes shift negatively, reducing purchase intentions. Subjective norms demonstrate how online reviews and social recommendations influence consumer decisions. When negative reviews are widely disseminated, they can diminish consumer interest in buying Somethinc products, as people are often influenced by the opinions of others. Finally, PBC reflects consumers' sense of ease or difficulty in making purchases. Barriers such as limited product accessibility, prices perceived as disproportionate to quality, and obstacles in the purchasing process reduce consumers' intention to buy, thereby weakening overall purchasing decisions.

### **Brand Image**

According to [Barreto et al. \(2023\)](#), an image is defined as the collection of descriptions, impressions, and beliefs that an individual associates with an object. Specifically, brand image refers to attitudes that encompass perceptions and preferences toward a particular brand. Similarly, [Imbayani and Gama \(2018\)](#) describe brand image as consumers' perceptions of a brand, shaped by their beliefs, ideas, and impressions. From this perspective, brand image can be understood as the mental impression formed in consumers' minds when they think of a specific product brand.

[Ilimi et al. \(2023\)](#) identify three main indicators of brand image. The first is corporate image, which reflects how consumers perceive a company or producer responsible for creating goods and services. The second is product or consumer image, which emerges when a company markets its products in ways that shape consumer perceptions of the brand. The third is user image, which develops when a company designs products with clear benefits, thereby strengthening consumer impressions of the brand.

### **Digital Marketing**

According to [Bachri et al. \(2023\)](#), digital marketing is the utilization of electronic channels by marketers to promote products or services, aiming to engage consumers and foster interaction through digital platforms. Similarly, [Martha et al. \(2023\)](#) describe digital marketing as a marketing activity designed to promote products or services and reach potential customers through digital media. From these definitions, it can be concluded that digital marketing encompasses a company's efforts to advertise products or services using various electronic or digital platforms.

[Imbayani and Prayoga \(2023\)](#) further outline several key indicators of digital marketing. Accessibility highlights how easily users can obtain information and services through online advertising. Interactivity emphasizes the degree of two-way communication between advertisers and consumers, including the advertiser's ability to respond to questions or feedback. Entertainment refers to the extent to which advertising can provide enjoyment or pleasure to consumers. Credibility reflects the level of consumer trust in advertisements, including the reliability, accuracy, and impartiality of the information presented. Irritation addresses the discomfort or annoyance that consumers may experience when exposed to certain advertisements. Lastly, informativeness underscores the importance of delivering clear and accurate information to consumers through advertising content.

### **Online Customer Review**

According to [Hartanto and Indriyani \(2022\)](#), online customer reviews are the most honest opinions expressed on digital platforms and can serve as a form of promotion. Similarly, [Arief et al. \(2023\)](#) explain that online customer reviews are a component of e-WOM, consisting of consumer-generated feedback that reflects their experiences with products or services purchased online. From these definitions, it can be inferred that online customer reviews represent honest consumer opinions shared on digital platforms about specific products or services.

[Pujianti and Wibowo \(2021\)](#) further identify several indicators of online customer reviews that are relevant to this study. The first is usefulness, which refers to how valuable the information in a review is for potential consumers. The second is timeliness, which emphasizes the importance of how recently a review was posted, as newer reviews tend to be more relevant in reflecting the current quality of a product or service. The third indicator is positive valence, which refers to the degree to which reviews convey favorable impressions of a product or service. Finally, review volume reflects the number of reviews available for a given product, which can also influence consumer perceptions and decisions.

### **Purchase Decision**

The purchase decision represents the phase in the buyer's decision-making process where the consumer completes the transaction. At this stage, consumers have the freedom to select a product that meets their needs, decide on the place of purchase, and determine the quantity, timing, method, and reason for their purchase ([Imbayani & Astiti, 2022](#)). Meanwhile, according to [Rachmawati et al. \(2020\)](#), the consumer's decision to buy a product is essentially a selection made from various alternatives. The process of making a purchase generally involves five stages: recognizing a problem, searching for information, evaluating alternatives, making the purchase decision, and exhibiting post-purchase behavior. This process begins well before the actual purchase and can have lasting effects afterward. From this perspective, a purchase decision can be understood as the point at which consumers decide to buy something after carefully considering and selecting from the available options.

According to [Yuliastuti and Susila \(2021\)](#), several indicators can be used to determine a purchase decision. Consumers make a decision to buy when they feel confident after gathering sufficient information about a product. Their choices are often influenced by brand preference, as they tend to select products from brands they trust and favor. Purchase decisions are also strongly shaped by how well a product aligns with consumer needs and desires. Moreover, recommendations from friends, family, or even online reviews can significantly influence purchasing choices, highlighting the importance of social proof in consumer behavior.

### **Hypotheses Development**

#### ***Brand Image on Purchasing Decisions***

Establishing a strong brand image is a crucial strategy for enhancing a company's or product's public perception and gaining a competitive edge. Research conducted by [Anggraeni \(2020\)](#), [Baskara & Nurhayati \(2023\)](#), [Ghoni & Soliha \(2022\)](#), and [Solihin et al. \(2021\)](#) concluded that a strong brand image has a meaningful and positive effect on purchasing decisions. This suggests that a favorable perception of a brand can strengthen consumer trust and increase sales volume for both products and services. These findings highlight the critical role of maintaining a strong brand image to ensure that purchasing decisions continue to drive sales growth. Based on the literature review and previous studies, the following hypothesis can be proposed:

H1: Brand image has a positive and significant influence on purchasing decisions.

### **Digital Marketing on Purchasing Decisions**

Digital marketing has become a widely adopted approach for reaching consumers and promoting products or services. Research by [Bachri et al. \(2023\)](#), [Dar & Tariq \(2021\)](#), and [Munandar \(2022\)](#) highlights that digital marketing has a strong and meaningful impact on purchasing decisions. This suggests that when marketers design effective, focused, and targeted digital marketing strategies, they can convert potential customers who were previously uninterested into buyers. If digital marketing efforts are continuously optimized, consumer purchasing decisions are likely to increase. Today's consumers are highly informed and often seek up-to-date product information. Based on the literature review and previous research, the following hypothesis can be proposed:

H2: Digital marketing has a positive and significant influence on purchasing decisions.

### **Online Customer Review on Purchasing Decisions**

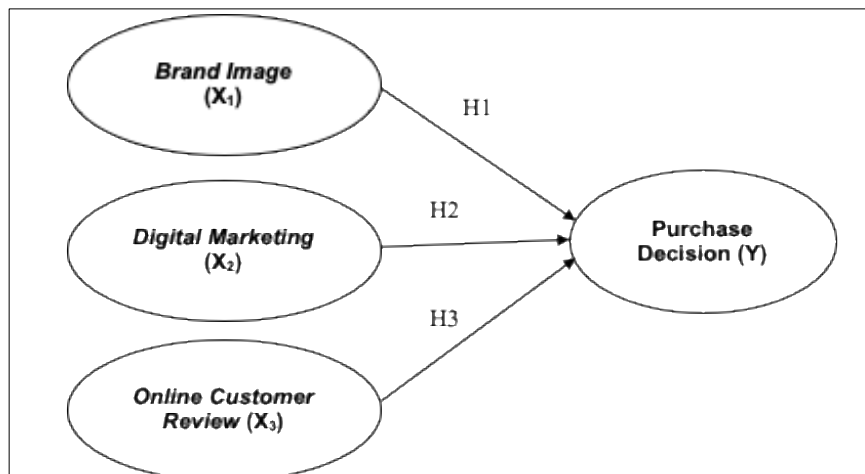
From the literature perspective on the impact of e-WOM, higher-quality consumer reviews are associated with increased purchase interest. This is supported by research conducted by [Arief et al. \(2023\)](#), [Krasnostavskaja et al. \(2022\)](#), [Krisna et al. \(2024\)](#), and [Novela et al. \(2023\)](#), which shows that online customer reviews have a strong and meaningful impact on purchasing decisions. In cases where reviews reflect customer complaints, it is crucial for businesses to address these issues promptly to restore their reputation and encourage positive consumer behavior.

H3: Online customer review has a positive and significant influence on purchasing decisions.

### **Conceptual Framework**

The study framework model is depicted in [Figure 2](#).

**Figure 2.** Research Framework



### **RESEARCH METHOD**

This study adopts a quantitative research approach to analyze the effects of brand image, digital marketing, and online customer reviews on purchasing decisions. A descriptive and verification design was employed to both describe consumer perceptions and examine causal relationships among variables. The sampling technique used was



purposive sampling, involving 119 respondents aged 17 years and above, residing in Denpasar City, and familiar with or having experience using the Somethinc brand.

Data were collected through literature reviews, direct observations, interviews, and a structured questionnaire. The questionnaire was adapted from previously validated instruments, refined, and pre-tested to ensure reliability and validity. Data analysis was performed using SPSS version 26.0, which included validity and reliability testing, multiple linear regression analysis, t-tests, F-tests, and classical assumption tests.

## RESULTS

### Respondent Characteristics

The sample for this study comprised 119 consumers who had previously purchased products from the Somethinc brand. Respondents were categorized by age, gender, occupation, educational background, monthly income, and purchase frequency. The detailed characteristics of the respondents are presented in the following table.

**Table 3.** Respondent Characteristics

No.	Variable	Category	Frequency	Percentage (%)
1.	Age	17 - 20 years	73	61.3
		21 - 30 years	24	20.2
		31 - 40 years	12	10.1
		> 40 years	10	8.4
2.	Gender	Female	90	75.6
		Male	29	24.4
3.	Employment	Employee	31	26.1
		Entrepreneur	20	16.8
		Student	55	46.2
		Civil Servant	13	10.9
4.	Educational Background	High School/ Vocational	39	32.8
		Bachelor's degree	63	52.9
		Associate Degree	17	14.3
5.	Monthly Income	< 1.000.000	28	23.5
		1.000.000 - 3.000.000	38	31.9
		3.000.001 - 5.000.000	28	23.5
		> 5.000.000	25	21.0
6.	Purchase Frequency	1 time	37	31.1
		2-3 times	31	26.1
		4-5 times	42	35.3
		> 5 times	9	7.6
Total			119	100

Based on [Table 3](#), the sample for this study consisted of 119 consumers in Denpasar City who had previously purchased Somethinc products. The majority of respondents were aged 17–20 years, representing 61.3% of the sample, and most were female (75.6%). In terms of occupation, 46.2% were students, while 52.9% held a bachelor's degree. Regarding monthly income, the largest group (31.9%) earned between IDR 1,000,000 and 3,000,000. In terms of purchase frequency, 35.3% of respondents reported making 4–5 purchases, reflecting a considerable level of brand loyalty. Overall, the findings suggest that Somethinc's primary consumer base is young, female, well-educated, and relatively financially stable.

### Classical Assumption Test

The classical assumption tests in this study met all required criteria, allowing the analysis to proceed. The normality test conducted using the Kolmogorov–Smirnov method produced an Asymp. Sig. Value of 0.200, indicating that the data were normally distributed. The multicollinearity test showed tolerance values >0.10 and VIF <10, confirming that no multicollinearity existed among the variables. Moreover, the heteroscedasticity test revealed no significant effect of the independent variables on the residuals. Therefore, all regression assumptions were satisfied, and the study was deemed appropriate to continue.

### Determination Coefficient Test

The obtained Adjusted R Square value is 0.504, indicating that “brand image (X1), digital marketing (X2), and online customer reviews (X3)” collectively explain 50.4% of the variation in purchasing decisions (Y) for the Somethinc brand, while the remaining 49.6% is affected by factors that are not accounted for in the model.

### Hypothesis Test

#### Multiple Linear Regression Analysis

**Table 4.** Multiple Linear Regression Analysis

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.897	1.313		-0.684	0.496
	Brand image	0.680	0.090	0.507	7.553	0.000
	Digital marketing	0.178	0.050	0.251	3.555	0.001
	Online Customer Review	0.255	0.074	0.246	3.429	0.001
R		= 0.710				
Adjusted R Square		= 0.491				
F <sub>count</sub>		= 38.886				
Sig. F		= 0.000				

Based on the regression equation ( $Y = -0.897 + 0.680 X_1 + 0.178 X_2 + 0.255 X_3$ ), the value of  $\alpha = -0.897$  suggests that if brand image (X1), digital marketing (X2), and online customer review (X3) are assumed to be zero, the purchasing decision (Y) would decrease by -0.897. The value of  $b_1 = 0.680$  indicates that an increase in brand image (X1) will lead to a 0.680 increase in the purchase decision (Y), assuming X2 and X3 remain unchanged. Similarly,  $b_2 = 0.178$  shows that an increase in digital marketing (X2) will raise the purchase decision (Y) by 0.178, while keeping X1 and X3 constant. Lastly,  $b_3 = 0.255$  means that a rise in online customer reviews (X3) will boost the purchase decision (Y) by 0.255, with X1 and X2 remaining constant (see Table 4).

### T-test

The t-test results indicate that all three independent variables have a notable and substantial effect on purchasing decisions for the Somethinc brand. The findings show that brand image has a positive coefficient of 0.680 with a significance value of  $0.000 < \alpha = 0.05$ , indicating that brand image significantly influences purchasing decisions and that a stronger brand image leads to higher purchasing intention. Digital marketing has a coefficient of 0.178 with a significance value of  $0.001 < \alpha = 0.05$ , demonstrating a strong and meaningful impact on purchasing decisions. Online customer reviews have a coefficient of 0.255 with a significance value of  $0.001 < \alpha = 0.05$ , suggesting that better online reviews result in higher purchasing decisions. Therefore, all three hypotheses (H1, H2, and H3) are supported.

## **DISCUSSION**

### **The Influence of Brand Image on Purchasing Decisions**

The research reveals that the brand image of Somethinc plays an impactful role in shaping consumers' purchasing decisions. Therefore, H1 is accepted, suggesting that a stronger brand image created by Somethinc increases the likelihood of consumers choosing to purchase its products. In this regard, the perception of Somethinc's brand identity becomes a decisive factor shaping how consumers evaluate and compare its products. When the brand is able to project a strong and positive image, through values such as innovation, product safety, or alignment with consumer lifestyles, it positions itself more favorably in the minds of buyers. As a result, consumers are not only persuaded by the tangible quality of the product but also by the reputation, credibility, and symbolic meaning attached to the brand itself. This demonstrates that cultivating a strong brand image provides Somethinc with a competitive advantage, making consumers more inclined to choose its products over alternatives in an increasingly competitive cosmetics market.

To build on these findings, companies should focus on strengthening their brand image by managing how it is perceived in the market. This can be achieved through advertising, promotions, and consistent communication that aligns with the brand's core values. For example, Somethinc can emphasize the quality of its ingredients, highlight testimonials from satisfied customers, or promote the sustainability of its eco-friendly products. Such efforts will reinforce a strong brand image and further influence consumer purchasing decisions. The study's findings are supported by [Anggraeni \(2020\)](#), [Barreto et al. \(2023\)](#), [Ghoni & Soliha \(2022\)](#), [Solihin et al. \(2021\)](#), and [Widiastiti et al. \(2020\)](#).

### **The Influence of Digital Marketing on Purchasing Decisions**

The findings of this study demonstrate that digital marketing plays a crucial and significant role in shaping consumer purchasing decisions for the Somethinc brand. This outcome confirms the acceptance of H2, which emphasizes that the more optimized and strategically executed Somethinc's digital marketing initiatives are, the greater the probability that consumers will decide to buy its products. Unlike conventional marketing approaches that often require larger budgets and have limited reach, digital platforms provide an opportunity to connect with broader audiences at a relatively lower cost. Moreover, the use of digital marketing enables the company to segment its target market more effectively by tailoring promotional messages according to specific consumer profiles such as demographic factors, geographical areas, or personal interests. By offering advertisements and content that resonate with these unique preferences, consumers feel a stronger sense of relevance and connection to the brand. This personalization not only enhances their overall brand experience but also strengthens their confidence in making a purchase, ultimately increasing their loyalty and engagement with Somethinc's products.

Based on these findings, companies should continue refining their digital marketing strategies by enhancing consumer interaction on social media, utilizing data analytics to better understand consumer preferences, and collaborating with influencers whose audiences align with Somethinc's target market. In addition, producing relevant, creative, and informative content is essential to keeping consumers engaged and interested in the brand's offerings. These findings are supported by previous research conducted by [Bachri et al. \(2023\)](#), [Dar & Tariq \(2021\)](#), [Iqbal et al. \(2023\)](#), [Munandar \(2022\)](#), and [Saidi et al. \(2023\)](#).

### **The Influence of Online Customer Reviews on Purchasing Decisions**

The research reveals that online customer reviews of the Somethinc brand play a significant role in shaping consumers' purchasing decisions, so H3 is confirmed. An increase in positive online reviews leads to a higher likelihood of consumers choosing to purchase Somethinc products. These reviews help build consumer trust and provide social proof; when potential buyers see that many others have had positive experiences, they feel more confident that the product is of high quality and worth trying. This is particularly relevant for Somethinc, whose target audience is highly engaged on online platforms.

Effectively managing online customer reviews can help create a sustainable, positive brand image and foster stronger consumer loyalty. Based on these insights, companies should continue to leverage online reviews as a key component of their marketing strategy. One strategy is to encourage consumers to leave reviews after making a purchase, possibly through incentive programs or small rewards. Somethinc could also highlight positive reviews on its social media channels or official website to attract more potential customers. At the same time, it is crucial for businesses to address negative reviews courteously and provide effective solutions, ensuring that consumers feel valued.

With the right approach, online customer reviews can serve as a powerful tool to strengthen purchasing decisions and expand market share. These findings are supported by previous studies, including [Arief et al. \(2023\)](#), [Krasnostavskaja et al. \(2022\)](#), [Krisna et al. \(2024\)](#), [Novela et al. \(2023\)](#), [Regina et al. \(2021\)](#), and [Wilis & Faik \(2022\)](#).

## **CONCLUSION**

This study analyzed the influence of brand image, digital marketing, and online customer reviews on purchasing decisions for the Somethinc brand in Denpasar City. The results show that all three variables have a positive and significant effect on consumer decision-making. A strong brand image enhances consumer trust and favorable perceptions, increasing the likelihood of purchase. Effective digital marketing strategies capture consumer attention and foster meaningful engagement, thereby strengthening purchase intentions. Meanwhile, online customer reviews provide social proof that reinforces brand credibility and consumer confidence.

Theoretically, these findings support consumer behavior and marketing communication theories that highlight the roles of perception, trust, and peer influence in shaping buying behavior. Managerially, the study underscores the importance for Somethinc to maintain a consistent and strong brand image, implement innovative and data-driven digital marketing strategies, and actively manage online reviews by promoting positive feedback and constructively addressing negative ones. By integrating these strategies, Somethinc can enhance consumer trust, encourage repeat purchases, and foster long-term brand loyalty in the increasingly competitive cosmetics industry.

## **LIMITATION**

This study has some limitations, such as focusing only on the variables of brand image, digital marketing, and online customer reviews in influencing purchasing decisions. While these variables are important, other factors such as price, product quality, consumer experience, brand trust, and promotion also play a significant role in shaping purchasing behavior. In addition, this study employed a cross-sectional design, gathering data at a single point in time. As a result, it is unable to capture changes in consumer behavior or

identify emerging trends over time. This approach also limits the ability to establish causality, as it primarily highlights correlations between variables. Future research is therefore recommended to adopt a longitudinal design to better track changes in purchasing decisions and to more accurately identify causal relationships.

For Somethinc, the recommendations derived from the study's findings include strengthening its brand image by aligning with current beauty trends, enhancing the effectiveness of digital marketing by presenting clearer and more engaging information through multimedia formats, and encouraging consumers to provide product reviews. For future researchers, it is suggested to expand the scope of study by considering a wider range of influencing factors and employing larger, more diverse sample sizes to improve external validity. Future research may also employ a cross-longitudinal design to examine changes in consumer behavior and causal factors in a more dynamic manner.

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#### **DECLARATION OF CONFLICTING INTERESTS**

The authors mentioned that they have no conflicts of interest to disclose.

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