The Role of Electronic Word of Mouth in the Form of Customer Reviews on Emina Product's Online Purchase Intention at Universitas Padjadjaran's Students

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Abstract: During the COVID-19 pandemic, the purchase of beauty products experienced a significant increase, with Emina emerging as one of the brands with notably high sales. This study aims to examine and delineate the role of electronic word of mouth (eWOM), specifically consumer reviews, in influencing the online purchase intention of Emina make-up products among students at Universitas Padjadjaran. The research employed adapted instruments measuring perceptions of eWOM and online purchase intention. A total of 229 participants were selected through a convenience sampling method. Data collection was conducted via a self-administered online questionnaire distributed through Google Forms. The analysis involved descriptive statistics, multiple regression, and supplementary testing using the Kruskal-Wallis Test. Findings reveal that eWOM measured through its three dimensions: credibility, quality, and quantity collectively accounted for 20.6% of the variance in online purchase intention. Among these dimensions, eWOM credibility emerged as the most influential, contributing 53.3%, followed by quality at 25.5%, and quantity at 21.2%. Furthermore, the data indicated significant variation in purchase intentions among participants, suggesting that increased exposure to consumer reviews correlates with a higher likelihood of intending to purchase and proceeding with the purchase of Emina products.

Keyword: EWOM, Consumer Reviews, Beauty Product, EMINA

INTRODUCTION

The Indonesian government confirmed its first case of Covid-19 on March 2, 2020, marking the beginning of a nationwide escalation in positive cases that reached over 6 million by May 16, 2022 (KPCPEN, 2022). In response to the rapid global spread, the World Health Organization officially declared Covid-19 a pandemic on March 11, 2020. The enforcement of Large-Scale Social Restrictions (PSBB) brought considerable changes to societal behavior, leading to a 9.5% increase in home-based activities (BPS, 2020). This behavioral shift coincided with a surge in digital engagement, as internet usage in Indonesia rose by 15.5%, equivalent to 27 million new users (We Are Social, 2021). Consequently, many offline

activities transitioned online, particularly shopping behaviors, which increasingly moved to e-commerce platforms. BPS (2020) confirmed this trend through big data analytics, highlighting a marked increase in online purchasing activity, a finding echoed by Rakhmawati et al. (2021), who noted that pandemic-induced restrictions significantly influenced consumers' reliance on digital commerce. During this period, e-commerce adoption in Indonesia expanded by 91%, with women accounting for 58% of users (SIRCLO & Ravenry, 2020). RedSeer (2020) projected the entry of 12 million new users into the e-commerce ecosystem in 2020 alone. According to the Digital 2022 Indonesia Overview Report, 60.6% of internet users reported making purchases online weekly (We Are Social, 2022). Among product categories, Health and Beauty experienced the most significant growth at 30%, followed by Food and Beverage at 17% (SIRCLO & Ravenry, 2020). Complementary data from the Indonesian Digital Marketing Association (2021) indicated that, out of 700 million products sold on marketplace platforms between January and October 2021, the beauty care category ranked first with 598 million units sold outpacing household goods (521 million), women's apparel (370 million), and health products (310 million).

A key contributor to this trend is Emina, a local beauty brand developed by PT. Paragon Technology and Innovation in 2015. Emina targets adolescent to early adult females, a consumer segment identified as "emerging adults," who are characterized by a higher degree of autonomy in decision-making (McGoldrick et al., 2016). Offering facial care, makeup, and skincare products, Emina ranked second among top-selling local beauty brands in e-commerce, with 3.27 million units sold across major platforms Shopee, Tokopedia, and Bukalapak (Indonesian Digital Marketing Association, 2020). Additionally, Compass Market Insight Research (2021) reported that Emina recorded more than 183,000 online transactions in just two weeks in February 2021, generating Rp 4.5 billion in sales, underscoring its strong market traction. From a theoretical perspective, this pattern aligns with the consumer decision-making model, which identifies information search as a critical precursor to purchasing behavior (Schiffman & Wisenblit, 2019). Supported by Uncertainty Reduction Theory, consumers engage in active information-seeking to minimize ambiguity prior to making a purchase (Solomon, 2015). Within this framework, electronic word-of-mouth (eWOM) plays a pivotal role. As noted by Brown et al. (2007), eWOM particularly in the form of consumer reviews provides informal, peer-generated insights that shape consumer judgment. Such reviews function as a tool to validate or reinforce buying decisions, offering both informational and social reassurance (Hu et al., 2008; Lee & Ma, 2012).

Electronic word-of-mouth (eWOM), particularly in the form of consumer reviews, is widely recognized as a credible and influential source of information due to its peer-generated nature (Munnukka et al., 2015). Unlike conventional marketing, eWOM is perceived as more trustworthy and persuasive (Schindler & Bickart, 2005), offering strategic value to firms by enhancing brand reputation, expanding reach, and increasing purchase intention (Libai et al., 2013; Chen et al., 2014; Erkan & Evans, 2016; Ismagilova et al., 2020; Plotkina & Munzel, 2016; Yusandani, 2018). Initially defined by Arndt (1975) as interpersonal communication about brands or services, word-of-mouth has evolved into its digital form (eWOM) through online platforms (Yang, 2017), encompassing both positive and negative consumer-generated messages (Hennig-Thurau et al., 2004; Litvin et al., 2008). Consumers engage with eWOM actively and passively through various channels such as reviews, ratings, and feedback (Brown et al., 2007; Casaló et al., 2011; Mishra & Satish, 2016; Rafaeli & Raban, 2005). Within this study, consumer reviews are the focal point, evaluated through three key dimensions: credibility, quality, and quantity (Bataineh, 2015; Schiffman & Wisenblit, 2019). These dimensions shape consumer attitudes by influencing how useful and trustworthy the information is perceived (Lee & Ma, 2012). In practice, eWOM supports decision-making by offering rich product-related insights (Mishra & Satish, 2016) and reducing search efforts

(Goldsmith & Horowitz, 2006; Hennig-Thurau et al., 2004). Empirical studies reinforce its impact. Chang and Chin (2010) found eWOM to be more effective than advertising or recommendation systems in driving online purchase intention. Yusandani (2018) further demonstrated a positive relationship between eWOM perception and buying intention. Nonetheless, the effectiveness of eWOM may decline when consumers face excessive or inconsistent information, potentially leading to decision fatigue (Lee & Ma, 2012; Park & Lee, 2008). These insights suggest that while eWOM is a powerful marketing lever, its utility depends on the quality, coherence, and presentation of user-generated content.

Grounded in the Theory of Planned Behavior (TPB), intention is conceptualized as an individual's readiness to perform a specific behavior, reflected in the extent of their effort, willingness, and planning to act (Ajzen, 1991). The theory posits that stronger behavioral intentions are associated with a higher likelihood of behavior enactment. These intentions are shaped by three primary determinants: attitude toward the behavior, which refers to an individual's positive or negative evaluation of engaging in the behavior; subjective norms, which capture perceived social pressures to perform or refrain from the behavior; and perceived behavioral control, which denotes the individual's perception of their capacity to execute the behavior. In the context of the present study, the target behavior is the online purchase of Emina's make-up products. Previous empirical findings have demonstrated a robust link between online purchase intentions and actual consumer behavior (Guo & Barnes, 2011; Hsieh & Liao, 2011; Indiani et al., 2015). Ajzen (1991) further emphasized that a person's intention can be assessed through their expressed level of planning, desire, and deliberate effort to perform the behavior. These three indicators serve as a framework for evaluating the motivational strength behind behavioral intention. The Oxford Dictionary supports this conceptualization by defining plan as "an intention or decision about what one is going to do," try as "make an attempt or effort to do something," and intend as "have (a course of action) as one's purpose or intention; plan." Accordingly, this study operationalizes participants' online purchase intentions of Emina products by assessing the extent to which they plan, attempt, and aim to engage in such behavior.

The central aim of this research is to examine the role of electronic word-of-mouth (eWOM), specifically in the form of consumer reviews, in shaping consumers' intention to purchase Emina products online. While existing studies have explored the relationship between eWOM and purchase intention, this study offers a novel contribution by focusing on a specific local beauty brand Emina and situating the analysis within the unique consumer behavior shifts during the Covid-19 pandemic. The dynamic nature of the e-commerce landscape underscores the importance of continued research in this domain, particularly concerning the evolving determinants of online purchase intention (Lim et al., 2016). The findings are anticipated to provide strategic insights for practitioners in the beauty industry by informing marketing approaches, refining market segmentation (Sewall, 1978), and enhancing overall business performance.

METHOD

This study employed a quantitative, non-experimental research design utilizing an online survey method to explore the relationship between electronic word of mouth (eWOM) and online purchase intention. Data were gathered from 229 Universitas Padjadjaran students (from a total of 243 respondents), specifically active D-IV and S1 students from the 2018 to 2021 cohorts, aged 17 to 22 years, who had been exposed to consumer reviews of Emina products via seller websites or third-party platforms within the past six months and consented voluntarily to participate. Participants were recruited using non-probability, convenience sampling across 16 faculties. Two key variables were examined: the independent variable perceived eWOM in the form of consumer reviews, measured through three dimensions

(credibility, quality, and quantity) based on instruments adapted from Bataineh (2015) and Yusandani (2018), with 20 items (S-CVI = 0.97; α = 0.857) and the dependent variable online purchase intention of Emina products, measured directly through 12 items (S-CVI = 1.00; α = 0.941). All items used a 7-point Likert scale and were self-administered via Google Form. The questionnaire comprised five sections: informed consent, demographic data, behavioral frequency related to consumer reviews and online purchases, and the two psychometric scales. Data were analyzed using SPSS, incorporating descriptive statistics, assumption testing, multiple regression, and additional non-parametric analysis via the Kruskal-wallis test to examine group differences. Based on the conceptual framework outlined, the hypothesis of this study is formulated as follows:

H1: Electronic word-of-mouth (eWOM) in the form of consumer reviews plays a significant role in influencing the online purchase intention of Emina make-up products among female students at Universitas Padjadjaran.

This hypothesis reflects the premise that consumer-generated reviews when perceived as credible and relevant can shape individual purchase intentions, particularly within digitally engaged, emerging adult consumer segments.

RESULT AND DISCUSSION

In this study, there were 229 of 243 samples that met the criteria and were valid. The following is a description of the research participants:

Table 1. Demographic Data Participants

Characteristics	Category	Amount	Percentage
Age	17 years old	2	0.9%
	18 years old	61	26.6%
	19 years old	70	30.6%
	20 years	47	20.5%
	21 years old	37	16.2%
	22 years old	12	5.2%
Pocket Money	< IDR 1000.000	144	62.9 %
	IDR 1000.000 - IDR 200.000	65	28.4 %
	IDR 200.000 - IDR 300.000	16	7.0 %
	> IDR 300.000	4	1.7 %
Frequency Participants See Review	1-3 times	128	55.9 %
	4-6 times	62	27.1 %
	7-9 times	13	5.7 %
	>10 times	26	11.4 %
Participants ' media Use in see review	Blog	7	3.1 %
	E- commerce (Shopee , Toko Pedia , Lazada , Sociolla , Female Daily etc.)	116	50.7 %
	Social Media (IG, Tiktok , Twitter, Youtube, etc.)	106	46.3 %
Purchase product Emina	Once	204	89.1 %
	Not	25	10.9 %

The demographic profile of respondents reveals that the majority of participants were 18 to 20 years old, with the highest representation at 19 years old (30.6%), followed by 18 years (26.6%) and 20 years (20.5%). Most participants reported having monthly pocket money of less than IDR 1,000,000 (62.9%), while only 1.7% received more than IDR 300,000. In terms of behavioral patterns, more than half (55.9%) reported viewing consumer reviews 1–3

times prior to purchase, while 27.1% reviewed 4–6 times. Regarding media platforms used for accessing reviews, e-commerce platforms (e.g., Shopee, Tokopedia, Lazada, Sociolla, and Female Daily) were the most frequently utilized, accounting for 50.7% of responses, followed closely by social media (e.g., Instagram, TikTok, Twitter, YouTube) at 46.3%. Only 3.1% relied on blogs. Importantly, 89.1% of participants reported having purchased Emina products at least once, indicating a high engagement level and confirming the relevance of online consumer review exposure to actual purchasing behavior. These findings provide empirical support for the role of electronic word-of-mouth (eWOM) in shaping purchase intention among digitally active, emerging adult consumers.

Table 2. Perception Level Overview about *EWOM* shaped Reviews and Intentions Participants

Variable	Category	Amount	Percentage
Perception about *EWOM* shaped review consumer	Tall	207	90.4%
	Currently	22	9.6%
	Low	-	-
EWOM Credibility	Height	182	79.5%
	Medium	46	20.1%
	Low	1	0.4%
EWOM Quality	Height	213	93%
	Medium	16	7%
	Low	-	-
EWOM Quantity	Height	206	90%
	Medium	23	10%
	Low	-	-
Intention buy by *on line*	Tall	126	55%
	Currently	91	39.7%
	Low	12	5.2%

Table 2 shows that 90.4% of Universitas Padjadjaran students have a high perception of eWOM in the form of consumer reviews, categorized using ideal norm comparisons based on mean and standard deviation. This indicates that consumer reviews play a critical role in reducing uncertainty and aiding product evaluation supporting Solomon's (2015) view of eWOM as an active effort in decision-making. Among eWOM dimensions, credibility (79.5%), quality (93%), and quantity (90%) were predominantly rated as high, affirming their influence in shaping consumer perceptions (Hu et al., 2008; Brown et al., 2007).

In terms of behavioral intention, 55% of participants demonstrated a high intention to purchase Emina products online, suggesting strong motivational readiness (Ajzen, 1991). This intention is shaped by behavioral, normative, and control beliefs, which affect attitudes, social norms, and perceived capability (Ajzen et al., 2005). Based on the Theory of Planned Behavior, intention is a reliable predictor of behavior (Ajzen, 2002), and these findings suggest that students with strong eWOM perceptions are likely to follow through with online purchases.

Table 3. Perception Level about EWOM in the form of Reviews and Intentions Participants

No	Indicator	Level	Frequency	Percentage
1.	Planned	Tall	120	**52.40%**
		Currently	92	40.17%
		Low	17	7.42%
2.	Try	Tall	95	41.48%
		Medium	116	**50.66%**
		Low	18	7.86%
3.	Intended	Height	127	**55.46%**
		Medium	89	38.86%

	Low	13	5.68%

Table 3 outlines the levels of participant intention to purchase Emina make-up products online, measured through three indicators: planned, try, and intended. The categorization into high, medium, and low was based on normative comparison using ideal means and standard deviations. The results indicate that a majority of Universitas Padjadjaran students exhibit strong online purchase intention, as reflected in the high proportion of scores across all three indicators. Specifically, 55.46% of participants scored high on the 'intended to' indicator, suggesting a firm mental commitment to purchase in the next three months. This was followed by 52.4% for 'planned to', indicating the presence of a formed decision, and 41.48% for 'will try', reflecting preparatory effort and willingness to act. Overall, these findings suggest that participants fulfill all three dimensions of intention thought (intend), planning (plan), and behavioral effort (try) which, according to Ajzen (1991), are key components of behavioral readiness. The dominance of high scores across these indicators confirms that most students are in the advanced stage of the decision-making process, involving need recognition, evaluation of alternatives, and final purchase decision. These behavioral intentions are shaped by behavioral, normative, and control beliefs (Ajzen et al., 2005), which influence students' attitudes toward online purchasing, their perceived social norms, and their perceived ability to execute the behavior.

According to the Theory of Planned Behavior, intention serves as a robust predictor of future behavior (Ajzen, 2002). Thus, the data supports the conclusion that students who perceive eWOM positively are likely to engage in actual online purchases of Emina products. These findings reinforce the strategic importance of consumer reviews in influencing purchase intention and advancing consumers through the stages of decision making.

Table 4. Analysis Results Regression Double Between the Three dimensions of EWOM and Intention

ANOVA [a]

Model		Sum of Squares	df	mean Square	F	Sig .
1	Regression	116,540	3	38,847	19,466	.000[b***]
	Residual	449.012	225	1.996		
	Total	565.552	228			

Table 4 displays the results of a simultaneous F-test assessing the collective influence of the three dimensions of electronic word-of-mouth (eWOM) credibility, quality, and quantity on the intention to purchase Emina make-up products online. The analysis yielded an F-value of 19.466 with a significance level of $p = 0.000$ ($p < 0.05$), indicating a statistically significant model. This confirms that the eWOM dimensions, when analyzed together, significantly predict purchase intention, and thus, H_0 is rejected.

These findings reinforce existing literature asserting that consumer-generated reviews significantly shape online buying behavior (Chen et al., 2014; Erkan & Evans, 2016; Ismagilova et al., 2020; Mehyar et al., 2020; Munawar et al., 2021; Plotkina & Munzel, 2016; Shanmugam & Sulthana, 2019; Thi & Pham, n.d.; Yusandani, 2018). The results also support We Are Social's (2022) Digital Indonesia Overview, which found that 48.3% of consumers rely on online reviews in their purchase decision-making. In this context, the significant role of eWOM especially in the beauty product segment highlights its strategic importance in influencing behavioral intention and underscores the need for businesses to optimize the credibility, clarity, and visibility of consumer reviews in digital environments.

Table 5. *Model Summary* Regression Analysis Results multiple

Model Summary [b]

R Square	Adjusted R Square	Std Error of the Estimate

.206	.195	1.41266

Table 5 presents the model summary of the multiple regression analysis, showing that eWOM in the form of consumer reviews explains 20.6% ($R^2 = 0.206$) of the variance in online purchase intention for Emina products among female students at Universitas Padjadjaran. The adjusted R^2 value of 0.195 reflects a moderate predictive strength after accounting for model complexity, with a standard error of estimate of 1.41266. These findings indicate that while eWOM significantly contributes to explaining purchase intention, the remaining 79.4% is influenced by other unmeasured factors, such as personal preferences, price sensitivity, or brand loyalty. The 20.6% influence of eWOM on purchase intention, though partial, is meaningful. According to the Theory of Planned Behavior (TPB), eWOM as reflected in consumer reviews functions as part of the subjective norm, which refers to perceived social pressure to engage in a behavior (Ajzen, 2005). In this context, consumer reviews serve as social cues influencing students' evaluations and motivations to purchase. This aligns with Solomon's (2015) perspective, which emphasizes the role of external information such as peer reviews in reducing uncertainty and guiding consumer decision-making during the information search process.

Moreover, the effect of eWOM operates through the interpretation of its three core dimensions: credibility, quality, and quantity, which collectively shape perceived trust, informativeness, and product popularity. The relatively strong intention shown by Universitas Padjadjaran students despite eWOM explaining only a portion of the behavior demonstrates that positive consumer perceptions of reviews significantly contribute to the intention formation process. This supports the broader literature, which affirms that stronger eWOM perception leads to greater behavioral intention (Ajzen, 1991, 2005). Thus, while eWOM alone does not fully predict purchase behavior, its influence remains strategically valuable in shaping initial intention, particularly within the highly competitive beauty industry and among digitally active consumer groups.

Tabel 6. Partial T-Test

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.990	.365		5.447	.000
	Transform_X1	.454	.141	.266	3.213	.002
	Transform_X2	.211	.138	.135	1.521	.130
	Transform_X3	.252	.123	.141	2.056	.041
a. Dependent Variable: Transform_Y						

Table 6 presents the results of the partial t-test in the multiple regression model, aimed at examining the individual influence of each eWOM dimension credibility (X1), quality (X2), and quantity (X3) on Emina's product online purchase intention among female students. According to the criteria that a variable significantly contributes if $p < 0.05$, the results indicate that EWOM Credibility (X1) has a significant positive effect ($\beta = 0.266$, $t = 3.213$, $p = 0.002$), as does EWOM Quantity (X3) ($\beta = 0.141$, $t = 2.056$, $p = 0.041$). In contrast, EWOM Quality (X2) does not exhibit a significant effect ($\beta = 0.135$, $t = 1.521$, $p = 0.130$). This indicates that while all three dimensions of eWOM were shown to be significant simultaneously (as per the F-test), only credibility and quantity hold independent predictive power. The regression model derived from the analysis is:

Y = 1.990 + 0.454X1 + 0.211X2 + 0.252X3, Where Y represents online purchase intention. This implies that, assuming other variables are held constant, a one-unit increase in EWOM credibility increases intention by 0.454, and quantity by 0.252. Although EWOM quality has a positive coefficient, its influence is not statistically significant.

To further quantify the impact, the researcher calculated effective contribution (SE) and relative contribution (SR). The results show that EWOM Credibility has the largest relative contribution (53.3%), followed by Quality (25.5%) and Quantity (21.2%). This affirms that credibility is the most influential dimension, echoing prior findings from Fan and Miao (2012), who revealed that female consumers rely more on credible eWOM sources when forming purchase decisions. This aligns with studies by Arora and Sharma (2018), Durmaz and Yüksel (2017), and Erkan and Evans (2016), which highlight the critical role of credibility in enhancing information usefulness and purchase persuasion. The significance of EWOM quantity supports earlier findings by Putri and Wandebori (2016), who asserted that a large number of reviews increases perceived product popularity and trust, thereby raising purchase intention. However, a notable departure from prior studies is the non-significance of EWOM quality, contradicting results from Bataineh (2015), Lou and Yuan (2019), and Lee (2009), who found that objective and factual content tends to be more persuasive. This discrepancy suggests the need for further empirical exploration into situational or demographic moderators, especially since persuasive impact may vary by emotional tone, platform, or audience interpretation (Mehyar et al., 2020).

Overall, the hypothesis that eWOM in the form of consumer reviews significantly affects online purchase intention is supported, particularly through credibility and quantity dimensions. This is further validated by recent data from We Are Social (2022), noting that 48.3% of online buyers in Indonesia are influenced by consumer reviews. These findings reinforce the relevance of subjective norms in the Theory of Planned Behavior, where social validation through reviews functions as a key motivational force (Ajzen, 2005). To deepen the analysis, an additional test was conducted to examine purchase intention across four categories of review exposure frequency. This extension will help determine whether higher exposure to reviews correlates with stronger purchase intention, offering practical insights for e-commerce platforms and digital marketers aiming to optimize user-generated content strategies.

Table 7. Kruskal Wallis Difference Test Results
Test Statistics [a,b]

	Total Intention
Chi- Square	26,132
df	3
Asymp . Sig .	.000

Table 7 shows the results of the Kruskal–Wallis test, which reveals a significant difference in online purchase intention across participants with varying frequencies of reading consumer reviews (χ^2 = 26.132, df = 3, p = 0.000). Since $p < 0.05$, it can be concluded that the intention to buy Emina products online differs significantly among those who read reviews 1–3 times, 4–6 times, 7–9 times, and >10 times.

This supports the idea that more frequent exposure to eWOM increases consumer intention, as information search reduces uncertainty (Solomon, 2015) and strengthens purchase confidence (Schiffman & Wisenblit, 2019). Within the Theory of Planned Behavior, such exposure reinforces subjective norms that shape intention (Ajzen, 2005).

Table 8. Profile behavior buy product based on the frequency of viewing consumer reviews

No	Category See Frequency	Participants	Percentage once buy
1	1-3 times	128	88%
2	4-6 times	62	89%
3	7-9 times	13	100%
4	>10 times	26	92%

Table 8 shows that the more frequently participants viewed consumer reviews, the higher their likelihood of purchasing Emina products. Purchase rates increased from 88% (1–3 times) to 100% (7–9 times), confirming that higher eWOM exposure correlates with stronger buying behavior. This supports Solomon's (2015) view that repeated information reduces uncertainty, and aligns with Schiffman & Wisenblit (2019), who emphasize that product understanding enhances purchase decisions.

Table 9. Intention score profile based on frequency of viewing consumer reviews

Percentage of Intention Scores by Frequency			
Category	**Tall**	**Currently**	**Low**
1-3 times	**48.44%**	47.66%	3.91%
	62 Participants	61 Participants	5 Participants
4-6 times	**74.19%**	22.58%	3.23%
	46 Participants	14 Participants	2 Participants
7-9 times	**92.31%**	7.69%	0.00%
	12 Participants	1 Participant	0 Participants
>10 times	**80.77%**	19.23%	0.00%
	21 Participants	5 Participants	0 Participants

Table 9 illustrates that the intention to purchase Emina products increases with greater exposure to consumer reviews. Among participants who viewed reviews 7–9 times, 92.31% scored high in purchase intention, followed by 80.77% in the >10 times group, and 74.19% in the 4–6 times group. In contrast, only 48.44% of those in the 1–3 times group showed high intention. These findings confirm that higher eWOM exposure strengthens intention, supporting Solomon's (2015) view on information reducing uncertainty and Schiffman & Wisenblit's (2019) theory that detailed product knowledge enhances decision-making readiness.

CONCLUSION

The findings of this study reveal that electronic word-of-mouth (eWOM) in the form of consumer reviews significantly contributes to 20.6% of the variance in online purchase intention for Emina make-up products among students at Universitas Padjadjaran. Overall, participants demonstrated a highly positive perception of consumer reviews and exhibited a strong level of purchase intention. Among the three dimensions of eWOM, credibility emerged as the most influential factor in enhancing purchase intention reflected in consumers'

trust toward the review communicator. This is followed by quantity, which captures the product's popularity through the volume of reviews, and quality, referring to the clarity and substance of the review content. However, when examined independently, quality was found to have no significant effect, suggesting that online purchase intention cannot be reliably predicted based solely on the review content's perceived quality. This finding stands in contrast to prior research which emphasized the significance of review quality arguing that fact-based, objective content strongly influences purchase decisions. Furthermore, the study uncovered a significant difference in purchase intention based on the frequency of exposure to reviews. Participants who frequently viewed consumer reviews were more likely to express an intention to purchase Emina products online. Across all respondents, the intention to make a purchase within the next three months was found to be strong, with the most dominant motivational indicator being intended to, representing the cognitive commitment to make a purchase. This was followed by planned to, indicating a decision has been made, and will try, reflecting the preparatory effort for online purchasing within the stated timeframe. These findings suggest a substantial opportunity for actual consumer conversion within the short term.

Based on these outcomes, several practical and theoretical implications emerge. Future researchers are encouraged to refine the operationalization of eWOM credibility, particularly by defining specific criteria for credible communicators such as review authors marked by verified transaction labels (e.g., Shopee's Platinum-level users). Moreover, further investigation is warranted into the limited role of eWOM quality, exploring possible contextual or demographic factors that may moderate its influence. Researchers may consider incorporating additional comparative analyses or categorical difference testing to uncover deeper insights. It is also recommended to explore the frequency of review exposure as an independent predictor and to include supporting variables, such as prior product usage or purchase frequency, to yield a more comprehensive understanding. Extending the data collection period beyond two weeks could also enhance the robustness and generalizability of the findings. For practitioners particularly PT. Paragon Technology and Innovation, as well as other marketers in the beauty industry it is advisable to intensify monitoring of eWOM dynamics on e-commerce platforms and social media. Insights from such monitoring can inform the development of more responsive and targeted marketing strategies. Additionally, marketers should consider enriching product detail sections with structured and updated information to provide a balanced informational context alongside consumer-generated reviews.

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