

# THE EFFECT OF CUSTOMER REVIEWS AND PRODUCT QUALITY ON BUYING INTEREST THROUGH PRODUCT UNDERSTANDING (CASE STUDY: GLAD2GLOW)

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## Abstract

This study aims to determine the effect of customer reviews and product quality on purchasing interest through product understanding from Glad2Glow. The sampling technique uses non-probability sampling with a purposive sampling method with a sample size of 100 respondents. Using the Multiple Linear Regression method and using the SPSS22 application. This study uses a quantitative approach. The data source used in this study uses primary data obtained from distributing questionnaires to respondents. This study aims to analyze the effect of customer reviews and product quality on consumer purchasing interest with product understanding as an intervening variable in the Glad2Glow product. The results of the study indicate that customer reviews play an important role in increasing consumer understanding of a product. Clear, informative, and positive reviews help consumers understand the advantages, disadvantages, and overall experience of using the product, thus forming trust and encouraging purchasing interest. In addition, product quality has also been shown to have a positive and significant influence on purchasing interest.

**Keywords:** *Customer review, Product Quality, Buying Interest, Product Understanding*

## INTRODUCTION

The development of information technology and e-commerce has changed the industrial landscape, including the skincare sector. In Indonesia, the e-commerce market is growing rapidly, reaching a transaction value of IDR 401.1 trillion in 2020, an increase of 50.7% from the previous year (Central Statistics Agency, 2021). This growth brought significant changes in consumer behavior and the company's marketing strategy. The abundance of beauty or skincare products in Indonesia is caused by the high enthusiasm of consumers. Indonesia is a potential market for beauty industry entrepreneurs both from abroad and domestically (Fauziah & Aziz Mubarak, 2019). Online review is a form of electronic word of mouth (eWOM) that refers to content posted by users or customers who have purchased in online stores or on third-party websites. Online customer ratings and reviews are always there, and most of them get excessive comments or don't explain the quality and quantity of the products they buy at all. However, the number of people who give the same ratings and reviews is a consideration for potential buyers (Kamisa et al., 2022). Customer reviews have become a crucial factor in online purchase decisions. In the context of skincare, where the effects of the product can vary between individuals, customer reviews are a highly reliable source of information (Gan & Wang, 2020).

Products or services affect consumer reputation and satisfaction, which in turn reputation and satisfaction will affect consumer loyalty. Service quality has a close relationship with customer satisfaction. Where customer satisfaction can create customer loyalty and loyalty to the company (Nurlaila, 2021). Product quality remains a determining factor in the skincare industry. According to a GlobalData survey (2020), 71% of global consumers consider quality to be the most important factor in purchasing personal care products. New brands like Glad2Glow have to prove the quality of their products to compete with established brands. According to Kim and Lennon, it shows that a good understanding of products can increase consumer confidence and reduce risk perception, which in turn increases buying interest. Glad2Glow, as a relatively new skincare brand, faces challenges in building brand awareness and consumer trust. According to Euromonitor International, the Indonesian skincare market is projected

to grow at a CAGR of 5.8% from 2021-2025, showing great potential as well as fierce competition. Glad2Glow is a skincare brand that was first introduced in Indonesia in 2022. Using 1+1 Technology Formulation, all Glad2Glow products combine active and natural ingredients, making them suitable and safe for skincare beginners. Skincare brand Glad2Glow stole the public's attention through its variety of skincare products in the 2nd quarter (Q2) of 2023. Buying Interest is a tendency and desire that strongly motivates individuals to buy a product. Buying Interest itself is consumer behavior that occurs when consumers are stimulated by external factors based on their personal decision characteristics and decision-making process (Saputra et al., 2023). Buying interest is part of the component of consumer behavior in consumption attitudes. The interest that arises in making a purchase creates a motivation and becomes a very strong activity that in the end a consumer must meet his needs will actualize what is in his mind (Sari, 2020).

According to Gebi Mileno Juniar, in 2021 it shows that product quality has a significant influence on buying interest and purchase decisions, while product reviews do not have a significant influence on buying interest and purchase decisions on the Miyagiri brand in Surabaya. This study used a descriptive quantitative method with the customer population of Miyagiri products and the results showed that: product quality had a significant influence on buying interest and purchase decisions, with a product quality coefficient of 0.393 and a significance level of 0.006. The review product had no significant influence on buying interest and purchase decisions, with a review product coefficient of 0.062 and a significance level of 0.608. (Novita Amalia Riyanja, 2022). However, another study conducted by Melvyn Antonia and Alexander in 2022 showed that product quality did not have a significant influence on buying interest in the Blibli Marketplace, while prices and product reviews had a significant influence on buying interest (Antonia & Alexander, 2022).

According to research by Fitriana Latief and Nirwana Ayustira (2020), it is partially proven that Customer Review and Customer rating affect the purchase decision of cosmetic products at Sociolla. This research also proves simultaneously the attitude, Online Customer Review and Customer Rating of the decision to purchase cosmetic products at Sociolla (Latief & Ayustira, 2020). According to Novita Amalia Riyanja and Sonja Andarini (2022), the results of this study show that simultaneously Online Customer Review and Online Customer Rating have a significant effect on buying interest. And partially Online Customer Review and Online Customer Rating have a significant effect on buying interest (Novita Amalia Riyanja, 2022). According to Muhammad Atriq Shah and Farida Andriani (2020) The results of this study show that there is one dependent variable that has no influence on buying interest, namely the valence review variable. This indicates that consumers consider the dominant positive or negative statements in a particular product review to not affect consumers' buying interest (Eka virawari & Samsuri, 2020)

This study aims to analyze how customer reviews and product quality affect consumer buying interest in Glad2Glow products, with product understanding as an intervening variable. A study by Chevalier and Mayzlin (2006) showed that online reviews have a significant impact on sales, while Zeithaml's 1988 research confirms the importance of product quality in consumer purchasing decisions. By understanding these dynamics, Glad2Glow and similar brands can optimize their marketing strategies. According to Kumar et al. (2019), the integration of customer reviews, product quality, and consumer education can improve the effectiveness of digital marketing strategies. In general, when consumers choose a product, they will certainly find out some of the information they need first so that consumers have consideration when buying products. Especially in the context of beauty, it is necessary to provide information about the suitability of the skin, the content of the product and the benefits that exist in the product (Novita Amalia Riyanja, 2022). Product understanding is a person's ability to understand or understand everything that can be offered to the market to get attention, buy, use, or consume goods or services after the goods or services are known and remembered to satisfy the desires or needs of their users (Syamratul Husna, 2020)

## **LITERATURE REVIEW**

### **Customer Review**

Customer Review is the opinion of consumers regarding information and product evaluation from various aspects, consumers know information through reviews and experiences from other consumers after previously purchasing products from online sales (Firdaus et al., 2023). *Online costomer review* is a review provided by consumers related to information from the explanation of a product about various aspects, then the existence of information from the consumer will make the quality of the product sought, both from reviews or experiences that have been verified by consumers who have purchased products online. *Online costomer review* is an opinion or experience provided by consumers from the services obtained or products from the business (Amelia, R.2021). Product reviews or called online costomer reviews are direct income from consumers' experience of products to the

seller's services, be it in the form of content, such as photos, videos, or writings posted on online sites that can influence buyers' decisions (Prasetyo & Cahyo Adi. 2021). According to Latifa P. Dan Harimukti W in Shidieq (2020), *Customer Review* It has 4 indicators, including the following:

1. *Perceived Usefulness*, that is, consumers get the benefits that are felt by online customer reviews on online shopping sites.
2. *Source credibility* is defined as an expert and a communicator who can be trusted and recognized in a certain area by the recipient of the message.
3. *Argument quality*, refers to the persuasive power of the argument inherent in the message of information.
4. *Valance*, refers to the positive or negative nature of a statement in a message, whether it is a compliment or a complaint

### **Product Quality**

Product and service quality is a combination of marketing, engineering, and production activities that are used to provide customer will. Setiyaningrum, 2015 argues that products are a set of physical, service, and symbols that the company does to meet the wishes of customers (Abduh Malik Ahmad Arrasyid & nurbaiti, 2020). According to *P Kotler & Amstrong* Product quality is the nature of a product related to its ability to provide a decision on satisfaction of the needs of violations and the ability of a product to demonstrate its function, including overall durability, reliability, accuracy, ease of operation, and repair of the product as well as other product attributes. Quality is a goal that entrepreneurs want to achieve in order to know what consumers want (Abduh Malik Ahmad Arrasyid, 2020). Meanwhile, according to Lasander, the existence of good product quality plays an important role in creating consumer satisfaction and also profits for the industry. According to Wijaya, product quality is a combination of all product characteristics produced from the marketing, production and maintenance engineering results so that it becomes an item (product) that can be used according to consumer needs (Siti Solikha, 2020).

Product quality is an innovation provided by a business to reach customers by diverting the use of products from competitors so that customers can buy and use the products created (Amerta, 2022). A marketing process can be successful when consumers feel a match for the quality of the product and they are more likely to buy products that suit their wants and needs (Saputra, 2022). To be able to find out the extent of the consumer purchase process, it is necessary to make efforts such as: whether consumers need information about the product to be purchased, or perhaps need to be encouraged to make a purchase. Through the support of available information, it can also encourage a person to make a decision, including about purchases. According to *Ajzen and Fishbein*, in general, a person is very rational in utilizing the available information and considering the implications of the action before deciding whether or not to engage in such behavior. According to *Djiptono Hajati and Arraniri* (2021) Product quality is a combination of traits and characteristics that determine the extent to which it can meet customer needs or value to how far those traits and characteristics are in meeting needs. Product quality is the factors contained in an item or product that can cause the item or product to be in accordance with the purpose of the product produced (Astuti & Matondang, 2020). Product quality is the action that a company takes to compete with its competitors in the market by establishing a series of significant differences between the product or service it offers and those of its competitors. (Nurfauzi et al., 2023). Product quality has indicators that can be used to analyze the characteristics of a product. According to Harjaji and Arraniri (2021), product quality has 8 indicators as follows:

1. *Performance* or performance which is the main operating characteristic of the Core product or Core product purchased.
2. *Features* (additional features or characteristics) yes, they are secondary or complementary characteristics.
3. *Realibity* is the low probability of damage or failure used.
4. *Confermance to specificability*, i.e. the extent to which the design or operation characteristics meet pre-established standards.
5. *Durability* refers to how long the product can be used.
6. *Serviceability* includes speed, competence, convenience, ease of repair and satisfactory handling of complaints
7. *Aesthetics* is the attraction of the product to the five senses.
8. *Perceived quality* is the image and reputation of the product and the company's responsibility towards it.

Product quality is often a problem for consumers because it is often found that some sellers who sell their products in the marketplace have unsatisfactory product quality or product quality does not match the information in the product description. This problem is often known to consumers after making a purchase so that the quality of the product can be felt directly by consumers (ITJE RIDA LESMANA, 2023)

### **Buying Interest**

Buying interest is the desire to buy or arise and the consumer feels interested and wants to use or buy the product that he sees the interest in buying himself is also a mental statement of the consumer that reflects the purchase plan and products with the brand. This is very necessary for marketers to know consumers about a product, both marketers and economic transfers by using buying interest variables to predict consumer behavior in the future. Consumer buying interest is influenced by a number of factors such as consumer experience (in online marketing it can be in the form of online customer reviews and brand image) and product quality (Benowati & Purba.2020). The price that affects consumer satisfaction is actually the main factor that can provide consumer satisfaction (Dewi, 2023). Buying interest is part of the behavioral component in consumption attitudes. Buying interest is part of the component of consumer behavior in consumption attitudes, the tendency of respondents to act before the purchase decision is actually implemented (Aramiko et al., 2022). Consumer buying interest is a problem that occurs very often, therefore buying interest is one of the main things that must be considered because it is a determinant in the success of choosing and purchasing a product. Buying interest can arise because of the desire from consumers and also interesting things that can trigger consumers to buy (Syahputri & Marliyah, 2023). purchase decisions before post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternatives so that at this stage consumers will take action to decide to buy products based on the predetermined choices (Mulyaningsih, 2016).

Buying interest can arise by itself when potential customers have felt interested in owning a product. The willingness of consumers to buy a product can be seen from the extent to which the buying interest itself arises (Islam & Faruk.2022). A person's tendency to show interest in a product or service can be seen based on the characteristics of 1) Willingness to seek information about a product or service. 2) Consumers who have an interest, have a tendency to seek more detailed information about the product or service, with the aim of knowing exactly how the specifications of the product or service are used, before using the product or service. 3) Willingness to pay for goods or services. Consumers who have an interest in a product or service can be seen from the form of sacrifice made for a good or service (Syahputri & Marliyah, 2023). According to Schiffman and Kanuk in Wibisono (2021), there are 5 indicators that are able to identify buying interest, namely:

- a. *Interested in finding information about products or services*; Customers who feel interested in buying a product or service will be encouraged to look for more information about the product or service.
- b. *Consider buying*; Through information collection, customers learn about brands in the market and their brand features.
- c. *Interested in trying*; After meeting the two indicators above, a sense of interest in trying will arise when the customer finishes evaluating the existing product or service.
- d. *Want to own a product or service*; Customers will view a product or service as a set of attributes with different abilities with different benefits to satisfy customer needs and desires.
- e. *Want to own a product or service*; Ultimately, customers will take a preference attitude or decision towards a product or service through the evaluation of attributes and generate an intention to buy or own a product or service that they like.

### **Product Understanding**

Product understanding is an important concept in marketing and consumer behavior that refers to the level of knowledge, perception, and interpretation of consumers towards a product or service. This understanding includes various aspects such as the features, benefits, quality, price, and value offered by the product. Product understanding is a person's ability to understand or understand everything that can be offered to the market to get attention, buy, use or consume in the form of goods or services after the goods or services are known and remembered to be able to satisfy their desires or needs (Syamratul Haida, 2022). According to Peter & Olson (2020), product understanding is the process by which consumers interpret information about products and integrate them into existing knowledge. It involves the consumer's ability to recognize, remember, and understand the various attributes and characteristics of the product. There are several things that affect the public in deciding the product to buy, including the existence of a halal label listed on the packaging of a product. Halal labeling is in principle a label that informs the user of the labeled product, that the product is truly halal and the nutrients it contains do not contain elements that are prohibited by sharia so that the product can be consumed (Habibah Shobri, Sugianto, 2023). According to Benjamin. S Bloom in Muthya states that there are seven indicators that can be developed in the level of cognitive processes of understanding, namely:



- a. Interpreting; is an ability that exists in a person to be able to receive knowledge/information from certain objects and be able to explain it in other forms.
- b. Exemplifying; It is an ability that exists in a person to give an example of a concept that has been learned in the learning process.
- c. classifying; It is an ability that exists in a person to group something that starts from the activities of a person who is known to a certain object, then that person is able to explain the characteristics that have been found by that person.
- d. Summarizing; is an ability that exists in a person to develop a statement that is able to describe the content of information/themes as a whole in the form of a summary/resume or abstract.
- e. Inferring; is an ability that exists in a person to determine a pattern from a given material description.
- f. comparing; is the ability in a person to detect similarities and differences between two or more objects.
- g. Explaining; is explaining the development of an object learning model.

## METHOD

The method used in this study is quantitative, using intervening variables that aim to identify the relationship between variables. This study uses sampling using one of the nonprobability sampling techniques. The sample of this study is 100 respondents. The data collection technique used was by providing questionnaires with several questions and statements to the respondents. In this study, the method used is multiple linear regression using SPSS22

## RESULTS AND DISCUSSION

### Normality Test

The normality test aims to find out whether the dependent and independent variables in the regression model are normally distributed or not. Utilizing the Normal P-P Plot and checking the data spread will allow you to determine if the data is normal. The data is considered normal if its distribution on the graph shows a straight line pattern. The normality test table can be considered normally distributed if *the Kolmogrov-Smirnov sig value* is greater than 0.05. The following is a test of research normality:

**Table 1. Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.98984745
Most Extreme Differences	Absolute	.098
	Positive	.069
	Negative	-.098
Kolmogorov-Smirnov Z		.983
Asymp. Sig. (2-tailed)		.289

a. Test distribution is Normal.

b. Calculated from data.

Judging from the results of the normality test of all variables using the Kolmogrov-Smirnov calculation above is 0.289 and greater than 0.05, it can be implied that the variable data is normally distributed.

### Multicolligiate Test

The multicollinearity test aims to determine whether there is a significant correlation between independent variables. The multicollinearity test with SPSS is shown through the Coefficient table, namely in the Tolerance column and the VIF (Variancel Inflated IFactors) column. Tolerance is an indicator of how much variability of a free variable cannot be explained by other independent variables. If the tolerance value is greater than 10.10 and if the VIF value is less than 10.00, it is stated that multicollinearity does not occur.

**Table 2 Multicollinearity Test Results**  
**Coefficientss**

Model	Unstandardized Coefficients		Standardizer Coefficients	t	Itself	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	BRIGHT
(Constant)	28.350	2.447		11.586	.000					
Costumer	.170	.114	.122	3.942	.001	.019	.095	.094	.597	1.675
Review	.194	.113	.223	4.720	.000	.145	.172	.172	.597	1.675
Product Quality										

Variable Dependent: Minat Beli

From the results of the multicolligiate testing carried out, it is known that the inflation factor (VIF) variable of the two Customerr Review variables ( $X_1$ ) is 1,675, the Social Environment is 1,847, Product Quality is 1,675 and the results obtained from the three variables are less than 10, so it can be assumed that there is no multicollinearity between independent variables in the regression model.

### Heteroskedeticity Test

The heteroskedeticity test is used to find out whether the disruptive error of a linear regression model has the same variant from one observation to the next. *The Glejser test* is used for testing assumptions in this exploration.

**Table 3. Heteroskedeticity Test**  
**Coefficientsa**

Model	Unstandardized Coefficients		Standardizer Coefficients	t	Itself.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	part	Tolerance	BRIGHT
(constant)	1.546	1.550		1.009	.315					
Costumer	-.005	.072	-.009	-.070	.944	.028	-.007	-	.596	1.675
review	.031	.071	.058	.441	.660	.052	.045	.007	.597	1.675
Product Quality								.045		

Dependent Variable: ABS\_RES

From the table, it can be seen that the significance value of Customer Review is 0.944, Product Quality is 0.660. Where these values are greater than 0.05, it can be concluded that there is no heteroskeleticity problem in this study.

### T-Stats Test

**Table 4. T-Statistical Test (Model 1)**  
**Coefficientsa**

Model	Unstandardized Coefficients		Standardizer Coefficients	t	Itself.	Correlations			Collinearity Statistics	
	B	Std.error	Beta			Zero-order	partial	Part	Tolerance	BRIGHT
(Constant)	28.350	2.447		11.586	.000					
Costumer	.107	.114	.122	3.942	.001	.019	.095	.094	.597	1.675
Review	.194	.113	.223	4.720	.000	.145	.172	.172	.597	1.675
Product Quality										

Variable Dependent: Minat Beli

To partially determine the impact of each dependent variable, run an initial investigation. The following basic decision-making process can be used to perform partial testing using t-test statistics using t-counts in addition to comparing the t-value with the alpha value of 0.05 t-table.

1. If Sig. 0 > t-table, the free variable has an effect on the bound variable; Conversely, if it is negative when t-calculates the t-table. 2
2. The independent variable has no effect if the Sig. > 0.05, or if t-calculates the t-table is positive, partially against the dependent variable > the t-table.

In model 1 using a template of 100, variable 1 and a real level of 5%, then a t-table of  $(\alpha/2; n-k-1) = (0.05; 98) = 1,984$ , while in model 2 using a sample of 100, variable 1 and a real level of 5%, the t-table is  $(\alpha/2; n-k-1) = (0.05; 98) = 1,984$ . The Customer Review variable has a significant t-value of 0.001, which is lower than 0.05. While get a score for t-count 3,942 > t-table (1,984), then Customer Review affects Buying Interest. The Product Quality variable has a significant t-value of 0.000, which is lower than 0.05. Meanwhile, get a value for t-count 4,720 > t-table (1,984), then Product Quality affects Buying Interest.

## Uji R Square

**Table 5 R Square Test Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.731a	.703	.701	2.92824	.030	1.499	2	97	.299	2.408

- a. Predictors: (constant), Product Quality, Customer reviews
- b. Variable Dependent: Minat Beli

Based on the test findings, the determination coefficient mentioned above is a dependent variable. The table above shows that the Adjusted value is in the Model Table 5 of 0.701, This implies that 70.1% of the change in the Buying Interest variable can be explained by the variables of Customer Review and Product Quality the rest (100% - 70.1% = 29.9%) is explained by factors not included in this study.

**Table 6 T-Statistical Test (Model 2) coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Itself.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	BRIGHT
(Constant)	24.823	1.759		14.116	.000					
Customer Review	.008	.082	.012	3.093	.001	.080	.009	.009	.597	1.675
Product Quality	.067	.081	.107	4.823	.000	.115	.083	.083	.597	1.575

Dependent variable: Product Understanding

To partially determine the impact of each dependent variable, run an initial investigation. The following basic decision-making process can be used to perform partial testing using t-test statistics using t-count in addition to comparing Sig. t with an alpha value of 0.05 ttable.

3. If Sig. 0 > t-table, the independent variable has some effect on the bound variable; Conversely, if it is negative when t-calculates the t-table. 2
4. Independent variables have no effect If Sig. > 0.05, or if t-count and t-table are positive, partially against the dependent variable > t-table.

In model 1 using a template of 100, variable 1 and a real level of 5%, then a t-table of  $(\alpha/2; n-k-1) = (0.05; 98) = 1,984$ , while in model 2 using a sample of 100, variable 1 and a real level of 5%, the t-table is produced as much as  $(\alpha/2; n-k-1) = (0.05; 98) = 1,984$ . The Customer Review variable has a significant t-value of 0.001, which is lower than 0.05. While get a score for t-count 3,093 > t-table (1,984), then Customer Review affects Product Understanding. The Product Quality variable has a significant t-value of 0.000, which is lower than 0.05. While get a score for t-count 4,823 > t-table (1,984), then Product Quality affects Product Understanding.

## Uji R Square

**Table 7 R Square Test Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.612a	.601	.607	2.10443	.013	.656	2	97	.521	2.260

a. Predictors: (constant), Product Quality, Customer Reviews

b. Dependent Variable: Product Understanding

Based on the test findings, the determination coefficient mentioned above shows that this is a dependent variable. The table above shows that the R<sup>2</sup> value is in the Model Table 7 of 0.601, This implies that 60.1% of the change in the Buying Interest variable can be explained by the variables of Customer Review and Product Quality the rest (100% - 60.1% = 39.9%) is explained by factors not included in this study.

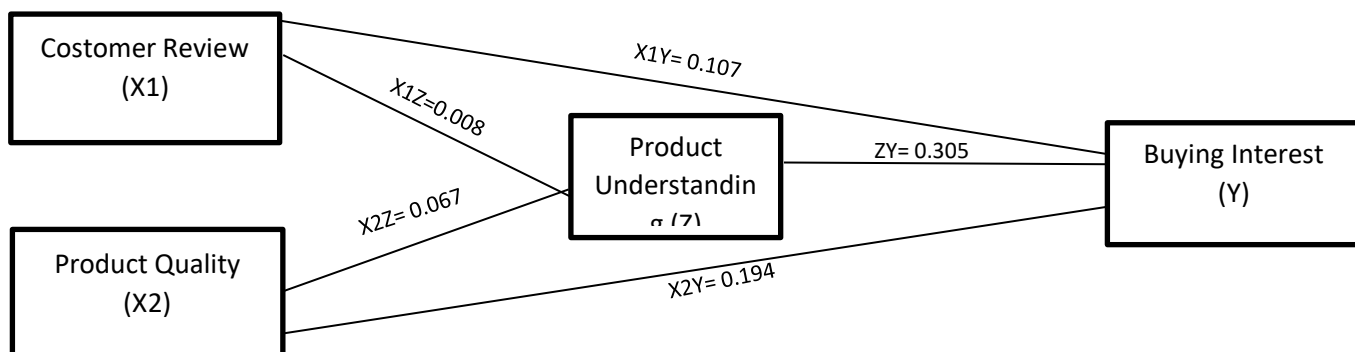
**Table 8 Path Analysis**

Direct Influence between variabel	Path coefficient	Standard error	T- Calculate	p- value	Conclusion	R <sup>2</sup>
X1 Against Y	0.107	0.114	3.942	0.001	Signifikan	0.703
X2 Against Y	0.194	0.113	4.720	0.000	Signifikan	
X1 Against Z	0.008	0.082	3.093	0.000	Signifikan	0.601
X2 Against Z	0.067	0.081	4.823	0.001	Signifikan	
Z Against Y	0.305	0.023	8.641	0.000	Signifikan	

Dependent variables: path analysis

Based on the regression output of the model I in the coefficients table, it is known that the significance value of the three variables, namely X<sup>1</sup> is 0.001 and X<sup>2</sup> is 0.000 less than 0.05. The results conclude that the regression of model I is the variable X<sup>1</sup>, X<sup>2</sup> and has a significant effect on Y. The magnitude of the value of R<sup>1</sup> or R Square contained in the Summary table is 0.703. This shows that the contribution or contribution is 70.3% while the rest is explained by other variables. While the value of e<sub>1</sub> can be found by the formula  $e_1 = \sqrt{0.703} = 0.838$ . Based on the regression output of model II in the coefficients table, it is known that the significance value of the three variables, namely X<sup>1</sup> is 0.000 and X<sup>2</sup> is 0.001 smaller than 0.05. The results conclude that the regression of model I, namely the variables X<sup>1</sup> and X<sup>2</sup>, has a significant effect on Z. The magnitude of the value of R<sup>1</sup> or R Square contained in the Summary table is 0.601. This shows that the contribution or contribution is 60.1% while the rest is influenced by other variables. While the value of e<sub>1</sub> can be known by the formula  $e_2 = \sqrt{0.601} = 0.775$ .

So the path analysis image is as follows:



**Figure 1 Path Analysis**

## DISCUSSION

### The influence of customer reviews on product understanding.

According to researchers, the influence of customer reviews on product understanding has an important role in improving consumer understanding of a product. Increasing understanding can be done by providing insights, trust



and information needed by consumers to make considerations before the consumer makes a decision to buy a product. In addition, the influence of customer reviews on product understanding for consumers can also be done by providing product information clearly and easily understood by consumers, the purpose of providing clear and easy-to-understand product information is by way of customer reviews providing detailed information about the product, be it from the advantages, disadvantages, experience of use, as well as tips or recommendations related to the product. Reviews from customers also serve as a much-needed source of information for consumers. In addition, the more reviews there are, the greater the influence of consumers to buy the product, because consumers tend to trust products that have received many positive reviews.

When consumers read good reviews, they feel more confident about the quality of the product and are more likely to proceed with the purchase of a product. On the other hand, negative reviews can create doubt and uncertainty, as they indicate a bad experience or previous customer dissatisfaction, which can reduce consumer confidence in the product or seller. This research is strengthened by research (Shahirah, 2023) Which says that the level of consumer trust in customer reviews is a major cornerstone of buying interest. Furthermore, the positive influence of the number of reviews provides the basis for a marketing strategy that focuses on collecting positive reviews. The quality of reviews, including the clarity and depth of information, was found to significantly affect consumer perception. Moreover This research is relevant to the research (Chavelier and Myzlin) produce customer reviews and product quality affects consumers' buying interest in Glad2Glow products, with product understanding as an intervening variable and showing that online reviews have a significant impact on sales through product understanding.

### **The effect of product quality on product understanding.**

In the world of marketing and consumer behavior, product quality is one of the main factors that affect consumer perception and understanding of a product. Product quality is not only seen from durability or durability, but also includes aspects of functionality, design, safety, comfort, and suitability with consumer needs. Good quality provides a positive experience for consumers, which indirectly shapes their understanding of the value and benefits of the product. Product understanding refers to the extent to which consumers recognize, know, and understand the characteristics of a product, including its functions, how to use it, advantages, and differences compared to other products. This understanding is greatly influenced by the real experience that consumers gain, both through direct use and from the information available. One of the main sources of this understanding formation is the quality of the product itself. A high-quality product will be easier to understand because it gives a consistent and satisfactory impression of its performance. Product quality also helps simplify the process of consumer evaluation of products. When a product has an intuitive design, clear instructions, and satisfactory use results, consumers will understand how it works and benefits more quickly. On the other hand, products with low or inconsistent quality can actually cause confusion and worsen consumer understanding. This can certainly have a negative impact on the long-term perception of the brand or company in question.

In addition to first-hand experience, the perception of quality is also shaped by product communication, such as product descriptions, packaging, labels, and customer testimonials. This information, if supported by the quality of the product in accordance with reality, will strengthen the consumer's understanding of the advantages of the product. In other words, good quality must be in harmony with the claims submitted in order to build a complete and positive understanding. Consumers who have a good understanding of products tend to be more confident in making purchasing decisions. They understand the value of the product thoroughly and feel confident that it meets their expectations and needs. This research is strengthened by research (Baihaky et al., 2022) which says that product quality has a significant effect on purchasing decisions.

### **The effect of customer reviews on buying interest**

Customer Review can be said to be a factor that is able to influence buying interest to consumers. Online customer reviews are opinions from consumers regarding information and evaluation of a product from various aspects, consumers also get information through reviews and also experiences from other consumers, who have previously purchased products from online media sales. In this study, *customer review* shows that *customer review* can affect buying interest positively and significantly, so it is acceptable because there is a positive and significant influence between *customer review* on buying interest. This research is relevant to the research (Novita Amalia Rianza, 2022) mentioned that in terms of the extent and extent that Online Customer Review and Online Customer Rating have a significant effect on buying interest. With positive reviews from previous buyers, consumers get information related to Glad2Glow products. And according to (Eka virawari & Samsuri, 2020) shows that

partially/individually store image variables, online customer reviews and promotions have a significant effect on purchase decisions on the Shopee marketplace. This is reinforced by research (Averina & Widagda, 2021) which says that the variables of online customer reviews and trust directly have a significant effect on buying interest.

### **The effect of product quality on buying interest**

According to the researcher, the quality of the product itself has an influence on the buying interest of consumers, where the quality of this product has the ability of a product to meet the wants and needs of consumers and provide performance in accordance with what is expected by these consumers and must pay attention to product quality and price. To improve the quality of the product itself, it can be done by always innovating regarding the dosage of the composition and content in the product according to what is needed and expected by consumers, and making the design of the product attractive. In addition, prices that can be reached by all consumers and also provide product prices that are in accordance with the quality of the product that can be accepted by consumers so that it becomes a separate advantage for a product.

Product Quality shows that *Product quality* can affect buying interest positively and significantly, which means that the quality of products that suit consumers can affect the buying interest of consumers, so that it can be accepted. Because of the positive and significant influence between *Product Quality* on buying interest. One of the important factors that greatly affects buyers' interest in buying products is their quality. If a product is considered to be of high quality, buyers are more likely to be interested in buying it. This research is relevant to the research (Novita Amalia Riyanja, 2022) who writes that product quality to buying interest and purchase decisions. In addition, this research is strengthened by research (Tsaniya & Telagawathi, 2022) which says that product quality has a positive and significant influence on consumer buying interest. In this case, it indicates that every improvement in product quality will increase consumer buying interest. Product quality is something that needs to be considered in the company. Just like consumers have the desire to have a product that has the quality of the product provided by the company.

### **The effect of product understanding on buying interest**

In marketing, understanding products plays an important role in influencing consumer buying interest. This understanding includes the extent to which consumers recognize and understand information related to a product, ranging from features, benefits, quality, price, to how to use it. When consumers have a deep understanding of a product, they will feel more confident and confident when making the decision to buy. One of the reasons why product understanding impacts buying interest is because clear and comprehensive information can reduce uncertainty. Consumers who don't understand a particular product tend to feel hesitant or even avoid buying for fear of being disappointed or feeling disadvantaged. On the contrary, when consumers understand the benefits and advantages of the product well, they will be more motivated to make a purchase. In the context of marketing, companies need to realize how important product education is as part of their communication strategy. This can be done through various channels, such as brochures, promotional videos, live demonstrations, and content on social media. Delivering accurate, clear, and engaging information will help consumers understand the value offered by the product.

In addition, a good understanding of the product also has the potential to increase the perception of value in the eyes of consumers. If a product is successfully delivered, for example through an explanation of the quality of the ingredients, technological advantages, or its long-term benefits, consumers will be more likely to consider the product worth buying, even if the price is higher than other products. Various studies in consumer behavior show that understanding the product not only increases direct buying interest, but also strengthens customer loyalty. Consumers who feel satisfied and understand the products they buy are more likely to make a repeat purchase and recommend it to others. This creates a sustainable positive effect for the company. However, it is important to note that the understanding of the product must be tailored to the characteristics of the target market. Information that is too technical or complicated can confuse consumers, especially for those who are not familiar with the product. Therefore, communication strategies must be adjusted to the level of literacy and consumer needs so that the message conveyed can be well received. Overall, product understanding is a crucial factor in shaping buying interest. Companies that are able to effectively explain their products to consumers will have a competitive advantage in the market.

### **The Influence of Customer Reviews on Buying Interest through Product Understanding**

In today's digital era, consumers' purchasing decisions are increasingly influenced by the information available online. One of the most influential sources is consumer reviews. These reviews consist of the opinions, experiences, and ratings of individuals who have used a particular product or service, which are usually published on e-commerce platforms, social media, or specialized review sites. These reviews not only affect the perception of product quality, but also play an important role in shaping the understanding and buying interest of potential consumers. In addition, customer reviews are very important to help potential buyers understand the product from the perspective of users who have experienced it firsthand. Information shared by consumers in advance is often more in-depth and relevant compared to promotional materials from manufacturers. For example, reviews can provide an overview of the product's durability, suitability, advantages, disadvantages, and experience of use in real-world situations. This kind of information is very helpful for potential buyers to gain a more realistic and comprehensive understanding of the product, which may not be fully stated in the manufacturer's official description.

Customer reviews have a positive effect on consumer buying interest, especially through product understanding obtained from previous buyer experiences. Detailed and honest reviews help potential consumers understand the advantages, shortcomings, and quality of the product, thereby increasing trust and confidence before buying. The better the consumer's understanding of the product thanks to reviews, the higher the buying interest that arises. However, this influence is also influenced by the trust factor; Reviews that are considered credible will be more effective in encouraging buying interest. The better the consumer's understanding of the product, the more likely they are to have an interest in buying. In this context, customer reviews serve as an educational medium that bridges the information gap between producers and potential buyers. Positive reviews can increase trust and form the perception that the product has the value and quality that suits their needs. On the other hand, negative reviews can raise doubts or even cancel the purchase intention, especially when it comes to crucial aspects such as quality, service, or durability of the product. More than that, customer reviews also function as social proof that is very influential in consumer behavior. People tend to trust the opinions of other individuals who are perceived as neutral and have no interests. When many people leave positive reviews, potential buyers feel safer and more confident that the product is worth buying. This is especially important in the context of online shopping, where consumers can't see or try products in person. Overall, customer reviews have a huge influence on shaping consumers' understanding of the product, which ultimately impacts their buying interest. With authentic and informative reviews, consumers can make more informed and confident decisions. Therefore, companies should not only focus on one-way promotion, but also encourage customer engagement to provide reviews as part of an effective and sustainable marketing strategy

### **The effect of product quality on buying interest through product understanding**

Product quality is one of the most important factors that influence consumer buying interest. These qualities include not only durability or durability, but also include functionality, design, comfort, safety, and how well the product meets consumer needs. However, product quality will not be adequate in attracting buying interest if consumers do not fully understand the value and advantages offered. This is where product understanding serves as an important bridge that connects quality and consumer buying interest. Consumers tend not only to consider needs, but also to believe that the products they choose have more value than other alternatives. This belief mostly comes from a good understanding of the product. When consumers know that a product has superior quality, both in terms of materials, technology, performance, and service, they will be more likely to look at it positively, which in turn increases buying interest. However, this positive perception will not just emerge without a clear understanding.

Product understanding reflects how well consumers recognize, know, and understand the characteristics and benefits of a product. The process of forming this understanding is usually through marketing communications, information from social media, and other user experiences, including personal experiences. Proper and comprehensive information will help consumers realize that the quality offered is in line with their needs and expectations. Therefore, it is important to communicate product quality effectively so that consumers can fully understand it. Various studies in the field of marketing show that consumers who understand product quality are more likely to feel confident and not hesitate when making purchasing decisions. This is because a good understanding can reduce uncertainty and risks related to untried products. Additionally, a deep understanding of product quality can strengthen customer loyalty in the long run, as they feel confident they have made the right decision. Thus, product quality does have a direct effect on buying interest, but this influence will be stronger if it is supported by a good understanding of the product from consumers. Therefore, companies need to ensure that the quality of these products is communicated effectively and easily understood by their target market. The right

communication strategy will increase consumer understanding and ultimately drive a significant increase in buying interest.

## CONCLUSION

The conclusions of the research results challenging the influence of customer reviews and product quality on buying interest and through the understanding of glad2glow products are as follows, Customer reviews play an important role in increasing consumer understanding of a product. Through clear, informative, and easy-to-understand reviews, such as explanations of the advantages, disadvantages, and experience of use. consumers can get the insights and information they need. The more detailed and detailed reviews available, especially positive ones, the greater the trust and interest of consumers in purchasing the product. Thus, customer reviews become an effective source of information in shaping consumer understanding. Product quality has a big role in understanding a product. Quality products not only meet functions and needs, but also provide a positive experience that makes it easier for consumers and the benefits of a product. Customer reviews play an important role in influencing their buying interest. From customer reviews that provide positive, complete and clear information, it increases consumer buying interest and also makes buying interest increase.

Product quality has a positive and significant influence on consumer buying interest. Products that are able to meet the needs and expectations of consumers through good performance, the right composition, attractive designs, and prices that match their quality, will be more easily accepted in the market. Continuous innovation in quality and price adjustment are key to attracting buying interest. Product understanding plays an important role in influencing consumer buying interest. Consumers who have a deep understanding of the features, benefits, quality, price, and how to use the product tend to feel more confident and confident that it can increase consumer buying interest. Clear and comprehensive information can reduce uncertainty, thus encouraging consumers to buy the product. Customer reviews have an important role in shaping consumer understanding and buying interest. The information conveyed through reviews not only helps consumers understand the product better, but it also builds trust and provides strong social proof. Therefore, companies need to utilize customer reviews as part of their marketing strategy by encouraging consumers to provide honest and informative reviews. Product quality has a great influence on consumer buying interest, but this influence will be maximized if supported by a good understanding from consumers. Consumers tend to be more interested and confident in buying products they understand. This understanding is formed through effective communication, clear information, and the experience of other users. With a strong understanding, consumers feel more confident in buying, which ultimately increases interest in buying a product.

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