

# THE MEDIATING ROLE OF BRAND TRUST IN THE EFFECT OF CUSTOMER REVIEWS, INFLUENCER, AND PRICE ON PURCHASE DECISIONS OF SOMETHINC BEAUTY PRODUCTS ON SHOPEE

Rafda Hasna Imamah<sup>1</sup>, Prasetyo Hartanto<sup>2\*</sup>, Lina Fatimah Lishobrina<sup>3</sup>

Telkom University, Indonesia

Telkom University, Indonesia

Telkom University, Indonesia

E-mail: [rafdahasnaimamah@student.telkomuniversity.ac.id](mailto:rafdahasnaimamah@student.telkomuniversity.ac.id)<sup>1</sup>, [prasetyohartanto@telkomuniversity.ac.id](mailto:prasetyohartanto@telkomuniversity.ac.id)<sup>2\*</sup>,  
[linaflishobrina@telkomuniversity.ac.id](mailto:linaflishobrina@telkomuniversity.ac.id)<sup>3</sup>

Received : 01 May 2026

Accepted : 28 May 2026

Revised : 10 May 2026

Published : 02 June 2026

## Abstract

The rapid growth of e-commerce in Indonesia has transformed consumer behaviour in the beauty industry, particularly through Shopee as a dominant marketplace and Somethinc as a leading local beauty brand. This study aims to examine the mediating role of brand trust in the relationship between customer reviews, influencers, price, and purchase decisions of Somethinc beauty products on Shopee. A quantitative approach was employed through an online survey involving 270 Indonesian consumers who had purchased Somethinc products on Shopee, selected using purposive sampling. The research constructs were measured using a seven-point Semantic Differential scale, and the data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.1. The findings reveal that customer reviews, influencers, and price have positive and significant effects on both brand trust and purchase decisions. Brand trust also significantly mediates the relationship between these three variables and purchase decisions, indicating partial mediation. The model explains 53.7% of the variance in purchase decisions and 30.2% in brand trust, with customer reviews identified as the strongest predictor. These findings highlight the importance of brand trust in strengthening digital marketing strategies for local beauty brands in e-commerce platforms.

**Keywords:** Brand Trust; Customer Review; Influencer; Price; Purchase Decision

## INTRODUCTION

The rapid diffusion of digital technology has fundamentally reshaped consumer purchasing behaviour, particularly through the migration of transactions to online channels (Amory & Mudo, 2025). Indonesia has emerged as one of the world's largest digital markets, and within this market Shopee dominates the e-commerce landscape, recording 235.9 million visits in 2024—well above Tokopedia (100.3 million) and Lazada (45.03 million) (eDOT, 2024). Among the categories thriving on these platforms, beauty and skincare have grown into a routine consumption category, supported by intensified social-media-driven education on skin health (Amalia & Nurlinda, 2022; Ahdiat, 2024).

Within this context, Somethinc has emerged as a leading Indonesian beauty brand. Founded in 2019, the brand has been awarded Best Newcomer Brand by Female Daily and Sociolla, and each of its hero products has surpassed 10,000 units sold on Shopee with average ratings of 4.9 (Shopee, 2025). Such commercial performance is the visible outcome of a complex purchase-decision process in which consumers integrate information from customer reviews, influencer endorsements, and price perceptions before committing to a purchase (Schiffman & Kanuk, 2007; Kotler et al., 2021).

Although these three antecedents are well established in the marketing literature, prior empirical evidence remains fragmented and inconsistent. Customer reviews and prices have been shown to exert significant effects on purchase decisions in some studies (Halim & Tyra, 2020; Pratiwi & Sidi, 2022; Theresia & Parameswari, 2023), yet other studies find non-significant effects of price (Fauzi et al., 2023) or of influencers (Halim & Tyra, 2020; Mahendra & Edastama, 2022). The latter inconsistencies have been attributed to variations in influencer credibility, contextual brand equity, and consumer-perception heterogeneity. Such mixed findings indicate that the direct-effect framework alone is insufficient to capture how digital marketing stimuli translate into purchase behaviour.

A network-visualisation analysis of publications from 2021 to 2025 further reveals that brand trust occupies a central position in research on online purchase decisions, whereas the joint integration of customer reviews, influencers, and price as antecedents of trust remains under-investigated. This pattern points to a clear research gap: the mediating mechanism through which the three digital marketing stimuli simultaneously shape purchase behaviour has not been examined within a single integrative model. Recent studies provide preliminary evidence that brand trust mediates the effects of customer reviews (Ulya & Suciningtyas, 2025), influencers (Aprilia & Pratita, 2025), and price (Muhammad, 2025) on purchase decisions, but each examines only one of these antecedents in isolation.

Drawing on Marketing Mix Theory (Kotler & Keller, 2016) and the Consumer Decision Making Model (Schiffman & Kanuk, 2007), this study integrates customer reviews, influencers, and price as exogenous variables and positions brand trust as a mediating mechanism that links these stimuli to purchase decisions. The study contributes to the literature in three ways. First, it tests an integrative mediation model in a single empirical setting, thereby reconciling fragmented evidence in prior research. Second, it provides context-specific insight into the local Indonesian beauty market, where premium-priced domestic brands such as Somethinc compete in a highly review- and influencer-driven environment. Third, it offers actionable guidance to brand managers on the relative weight of review management, influencer collaboration, and price perception in building consumer trust and stimulating purchase decisions on e-commerce platforms.

## LITERATURE REVIEW

### A. Theoretical Foundation

Marketing Mix Theory, originally formulated by McCarthy (1960) and refined by Kotler and Keller (2016), conceptualises product, price, place, and promotion as the controllable variables through which firms shape consumer behaviour. In the digital era, influencer marketing has emerged as an increasingly important promotional element, leveraging socially influential individuals to build awareness, intimacy, and trust beyond what conventional advertising can achieve (Belanche et al., 2021). Consistent management of these marketing-mix elements with the brand's promise produces repeated positive experiences that, over time, accumulate into brand trust (Delgado-Ballester & Munuera-Alemán, 2005).

The Consumer Decision Making Model (Schiffman & Kanuk, 2007) describes the buying process as a sequence comprising need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. In the e-commerce context, customer reviews function as a key external information source in the search and evaluation stages; influencers shape attitudinal preferences during evaluation; and price perception drives the final cost-benefit comparison preceding the decision. Brand trust operates as a psychological state that aggregates the cognitive evaluations formed across these stages, reducing perceived risk and increasing the consumer's willingness to commit to a transaction (Chaudhuri & Holbrook, 2001).

### B. Customer Reviews, Brand Trust, and Purchase Decisions

Customer reviews—particularly online customer reviews—constitute a form of electronic word-of-mouth (e-WOM) in which consumers share evaluative information based on personal experience (Thakur, 2018; Hariyanto & Trisunarno, 2021). For prospective buyers on e-commerce platforms, such reviews serve as a primary cue for assessing product quality, reducing perceived risk, and forming preferences (Haridasan et al., 2021). High-quality reviews convey credibility, relevance, and balanced sentiment, all of which strengthen consumer confidence in the brand and translate into a higher probability of purchase (Halim & Tyra, 2020; Fauziah et al., 2023; Ulya & Suciningtyas, 2025). Building on this evidence, the following hypotheses are advanced:

H1a. Customer reviews have a positive and significant effect on brand trust.

H1b. Customer reviews have a positive and significant effect on purchase decisions.

### C. Influencer, Brand Trust, and Purchase Decisions

Influencers are individuals whose expertise, position, and proximity to their audience enable them to shape attitudes and behaviours, particularly in the context of social-media-mediated consumption (Kotler & Armstrong, 2016; Shadrina & Yoestini, 2022). When perceived as credible and attractive, influencers function as information surrogates whose endorsements signal reliability and trustworthiness, thereby strengthening the consumer's belief in the brand and stimulating purchase intent (Aprilia & Pratita, 2025; Putra Buana Sakti et al., 2024). However, several studies report that influencers fail to influence purchase decisions when their credibility is low (Halim & Tyra, 2020; Mahendra & Edastama, 2022), highlighting the importance of credibility-based mechanisms. Accordingly:

H2a. Influencers have a positive and significant effect on brand trust.

H2b. Influencers have a positive and significant effect on purchase decisions.

**D. Price, Brand Trust, and Purchase Decisions**

Price is the monetary value consumers exchange for a product and simultaneously serves as a quality signal that shapes perceived value (Kotler et al., 2021; Indrasari, 2019). Within the price-perception framework, competitiveness, affordability, and benefit suitability jointly determine whether consumers regard a product as offering fair value (Rozi & Khuzaini, 2021). Price judgements consistent with perceived quality reinforce brand trust (Armadani & Utari, 2025; Hardiyanti & Nefianto, 2023) and stimulate purchase decisions (Theresia & Parameswari, 2023; Recha Anjani & Simamora, 2022). Although Fauzi et al. (2023) report a non-significant effect of price on purchase decisions in a different empirical setting, the broader weight of evidence supports a positive relationship. Therefore:

- H3a. Price has a positive and significant effect on brand trust.
- H3b. Price has a positive and significant effect on purchase decisions.
- H3c. Brand trust has a positive and significant effect on purchase decisions.

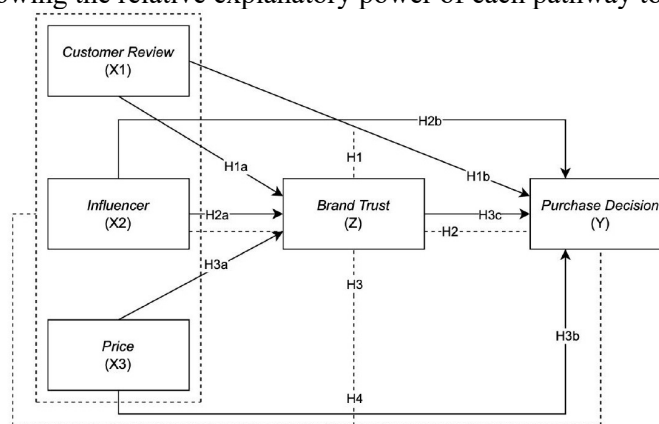
**E. The Mediating Role of Brand Trust**

Brand trust represents the consumer’s confidence that a brand will reliably honour its promises and act in the consumer’s interest (Chaudhuri & Holbrook, 2001; Silas et al., 2024). It functions as a reduced-uncertainty mechanism through which marketing stimuli are converted into behavioural intentions. Recent evidence demonstrates that brand trust mediates the effects of online customer reviews on purchase decisions (Ulya & Suciningtyas, 2025), of influencer marketing on purchase decisions (Aprilia & Pratita, 2025), and of price on purchase decisions (Muhammad, 2025). However, these mediation effects have not been examined jointly within a single integrative model in the e-commerce beauty context, which is the contribution this study seeks to make. Accordingly:

- H4. Brand trust mediates the effect of customer reviews, influencers, and price on purchase decisions.

**F. Conceptual Framework**

The integrative conceptual model derived from the hypotheses above is presented in Image 1. Customer reviews (X1), influencers (X2), and price (X3) are positioned as exogenous antecedents, brand trust (Z) as the mediator, and purchase decisions (Y) as the endogenous outcome. The model permits the simultaneous estimation of direct and indirect effects, allowing the relative explanatory power of each pathway to be assessed.



**Image 1: Conceptual Framework**  
Source: Authors' construction (2026)

**METHOD**

**A. Research Design**

This study adopts a quantitative cross-sectional survey design to test the hypothesised relationships among customer reviews, influencers, price, brand trust, and purchase decisions. The quantitative approach is appropriate because the research aims to test theory through statistical examination of measurable variables and to produce findings generalisable to the wider population of Somethinc consumers on Shopee (Slater & Hasson, 2025).

**B. Sample and Data Collection**

Data were collected from Indonesian consumers who had purchased Somethinc beauty products on Shopee. Purposive sampling was used with two screening criteria: (i) respondents had to be at least 17 years old, and (ii) they must have completed at least one purchase of a Somethinc product on Shopee. Although the Slovin formula yielded a minimum of 100 respondents at a 10% margin of error, PLS-SEM analysis is more reliable with at least 200 cases (Dash & Paul, 2021; Hair et al., 2021). The final sample comprised 270 respondents, exceeding this recommended

threshold and providing adequate statistical power. Data were collected via a structured Google Form questionnaire administered between 1 and 28 February 2026.

### **C. Measurement**

All constructs were reflective and were measured with multi-item scales adapted from prior validated studies. Customer reviews were measured through the dimensions of content quality and interactions, captured by five items adapted from Dzulqarnain (2019) and Mahendra and Edastama (2022). Influencers were operationalised through credibility and influencer attractiveness using six items derived from Luck et al. (2020). Price was measured through three price-level-perception items adapted from Indrasari (2019). Brand trust was assessed via four items reflecting the trust and reliability dimensions developed by Saldy (2013). Purchase decisions were measured through six items capturing purchase preference and purchase transaction dimensions, drawn from Kotler et al. (2021). All items were rated on a seven-point Semantic Differential scale (Effendi & Tukiran, 2017). A pilot test on 30 respondents confirmed item validity (Pearson correlation  $> 0.361$ ) and reliability (Cronbach's alpha  $> 0.7$ ).

### **D. Data Analysis Technique**

Hypotheses were tested using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.1.1.7. PLS-SEM was selected because it accommodates complex models with mediating variables, performs well with moderate sample sizes, and does not require multivariate normality (Hair et al., 2021). The analysis followed the standard two-stage procedure. The measurement model was assessed through indicator reliability (outer loadings  $\geq 0.70$ ), internal consistency reliability (Cronbach's alpha and composite reliability  $\geq 0.70$ ), convergent validity (average variance extracted, AVE  $\geq 0.50$ ), and discriminant validity using the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT  $< 0.90$ ). The structural model was then evaluated through coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), predictive relevance ( $Q^2$ ), and standardised path coefficients. Significance was tested via 5,000 bootstrapped samples, and indirect effects were assessed using specific indirect effects to test the mediation hypothesis.

## **RESULTS AND DISCUSSION**

### **A. Responden Profile**

The 270 respondents were predominantly female (67.8%), aged between 17 and 25 years (59.3%), unmarried (77%), and currently studying or working as university students (58.5%). The majority resided in Central Java (64.4%), held secondary-school qualifications (63.0%), and reported monthly income or allowances below IDR 5 million (58.5%). All respondents (100%) had purchased Somethinc more than once, with skincare being the most frequently purchased category (62.2%). When asked about their primary reason for purchasing on Shopee, 41.9% cited information obtained from influencers, 26.3% cited the volume of available reviews, 21.1% cited promotions and vouchers, and 10.7% cited platform features. This profile aligns with the brand's primary target market and underscores the joint relevance of reviews, influencers, and price-related promotions in shaping purchase behaviour.

### **B. Measurement Model**

#### **1. Indicator Reliability and Convergent Validity**

All 24 reflective indicators exceeded the 0.70 threshold for outer loadings, ranging from 0.779 (INA2) to 0.904 (REL2), as reported in Table 1. The Average Variance Extracted (AVE) values for all constructs exceeded the 0.50 threshold, confirming convergent validity. Cronbach's alpha and composite reliability values exceeded 0.70 across all constructs, demonstrating satisfactory internal consistency reliability (Table 2).

**Table 1.** Outer Loadings

Construct	Indicator	Loading
Customer Review	CQ1 (Argument Quality)	0.842
	CQ2 (Perceived Benefits)	0.864
	CQ3 (Valence)	0.839
	INT1 (Total Reviews)	0.867
	INT2 (Credibility Source)	0.810
Influencer	CRE1 (Trustworthiness)	0.817
	CRE2 (Expertise)	0.852
	CRE3 (Reputation)	0.837
	CRE4 (Respect)	0.797
	INA1 (Attractiveness)	0.791
Price	PLP1 (Competitiveness)	0.854
	PLP2 (Affordability)	0.826
	PLP3 (Benefit Suitability)	0.806
Brand Trust	TRU1 (Safe)	0.889
	TRU2 (Honesty)	0.898
	REL1 (Consistency)	0.902
	REL2 (Brand Fulfilment)	0.904
Purchase Decision	PP1 (Product Choice)	0.848
	PP2 (Brand Choice)	0.845
	PP3 (Store Choice)	0.859
	PT1 (Purchase Timing)	0.819
	PT2 (Purchase Quantity)	0.872
	PT3 (Payment Method)	0.838

Source: Data analysis output (2026)

**Table 2.** Construct Reliability and Convergent Validity

Construct	CA	CR	AVE
Customer Review	0.920	0.943	0.807
Influencer	0.900	0.926	0.713
Price	0.898	0.921	0.660
Brand Trust	0.775	0.868	0.687
Purchase Decision	0.921	0.938	0.717

Notes: CA = Cronbach's Alpha; CR = Composite Reliability ( $\rho_c$ ); AVE = Average Variance Extracted.

Source: Data analysis output (2026)

**2. Discriminant Validity**

Discriminant validity was assessed through the Heterotrait–Monotrait ratio (HTMT) and the Fornell–Larcker criterion. As shown in Table 3, all HTMT values fell below the 0.90 threshold, with the highest ratio observed between brand trust and purchase decision (0.575). Consistent with this, the Fornell–Larcker results in Table 4 indicate that the square root of each construct's AVE (diagonal values, in bold) exceeds its correlations with all other constructs, satisfying the discriminant validity criterion.

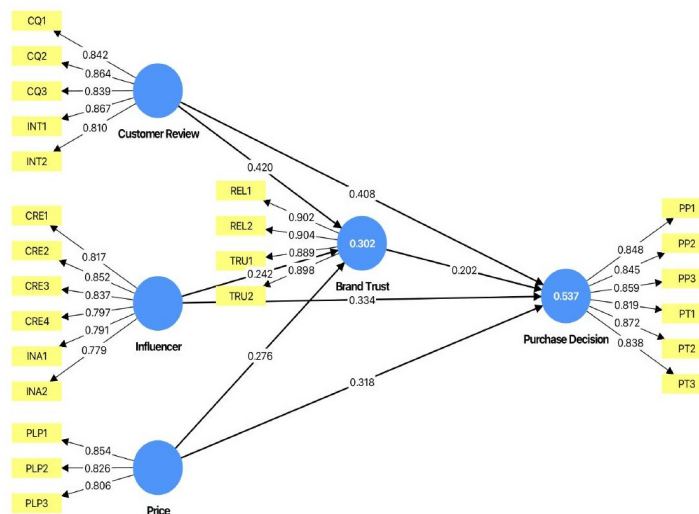
**Table 3.** Heterotrait-Monotrait Ratio (HTMT)

Construct	BT	CR	INF	PR	PD
Brand Trust (BT)	—				
Customer Review (CR)	0.456	—			
Influencer (INF)	0.217	0.091	—		
Price (PR)	0.322	0.063	0.085	—	
Purchase Decision (PD)	0.575	0.532	0.361	0.435	—

Source: Data analysis output (2026)

**C. Structural Model**

Following confirmation of measurement model adequacy, the structural model was evaluated. Multicollinearity was not a concern, with all variance inflation factor (VIF) values below the 5.0 threshold. The coefficient of determination ( $R^2$ ) and predictive relevance ( $Q^2_{predict}$ ) results are presented in Table 5. The model explains 30.2% of the variance in brand trust and 53.7% of the variance in purchase decisions, indicating moderate-to-substantial explanatory power.  $Q^2$  values of 0.283 for brand trust and 0.495 for purchase decisions confirm the predictive relevance of the model. The estimated structural model with standardised path coefficients is depicted in Image 2.



**Image 2:** Estimated Structural Model with Standardised Path Coefficients  
Source: SmartPLS 4.1.1.7 output (2026)

**Table 4.** Coefficient of Determination ( $R^2$ ) and Predictive Relevance ( $Q^2$ )

Endogenous Construct	$R^2$	$Q^2_{predict}$	RMSE
Brand Trust	0.302	0.283	0.854
Purchase Decision	0.537	0.495	0.716

Source: Data analysis output (2026)

**THE MEDIATING ROLE OF BRAND TRUST IN THE EFFECT OF CUSTOMER REVIEWS, INFLUENCER, AND PRICE ON PURCHASE DECISIONS OF SOMETHINC BEAUTY PRODUCTS ON SHOPEE**

Rafda Hasna Imamah et al

Effect size analysis ( $f^2$ ) reported in Table 5 indicates that customer reviews exert a medium effect on both brand trust ( $f^2 = 0.251$ ) and purchase decisions ( $f^2 = 0.287$ ). Influencers exert a small effect on brand trust ( $f^2 = 0.084$ ) and a medium effect on purchase decisions ( $f^2 = 0.221$ ). Price displays a small-to-medium effect on brand trust ( $f^2 = 0.109$ ) and a medium effect on purchase decisions ( $f^2 = 0.197$ ). Brand trust itself contributes a small but meaningful effect on purchase decisions ( $f^2 = 0.062$ ). Overall model fit was satisfactory, with the standardised root mean square residual (SRMR) at 0.050, well below the recommended 0.08 threshold.

**Table 5.** Effect Size ( $f^2$ )

Path	$f^2$	Effect
Customer Review → Brand Trust	0.251	Medium
Customer Review → Purchase Decision	0.287	Medium
Influencer → Brand Trust	0.084	Small
Influencer → Purchase Decision	0.221	Medium
Price → Brand Trust	0.109	Small
Price → Purchase Decision	0.197	Medium
Brand Trust → Purchase Decision	0.062	Small

Source: Data analysis output (2026)

**D. Hypothesis Testing**

The standardised path coefficients and bootstrapped t-statistics for the seven direct hypothesised relationships are reported in Table 6. All seven direct paths are positive and statistically significant at the 95% confidence level ( $t > 1.96$ ;  $p < 0.05$ ), supporting H1a, H1b, H2a, H2b, H3a, H3b, and H3c. Customer reviews emerge as the strongest predictor of both brand trust (path coefficient = 0.420) and purchase decisions (path coefficient = 0.408), followed by price (0.276 on brand trust; 0.318 on purchase decisions) and influencers (0.242 on brand trust; 0.334 on purchase decisions). Brand trust has a positive direct effect on purchase decisions (path coefficient = 0.202).

**Table 6.** Direct Effects (Path Coefficients)

Hypothesis / Path	Coef.	t-Stat	p-Value
H1a: CR → Brand Trust	0.420	9.017	0.000***
H1b: CR → Purchase Decision	0.408	9.634	0.000***
H2a: INF → Brand Trust	0.242	4.948	0.000***
H2b: INF → Purchase Decision	0.334	8.693	0.000***
H3a: PR → Brand Trust	0.276	5.632	0.000***
H3b: PR → Purchase Decision	0.318	7.517	0.000***
H3c: BT → Purchase Decision	0.202	4.268	0.000***

Notes: CR = Customer Review; INF = Influencer; PR = Price; BT = Brand Trust. \*\*\*  $p < 0.001$ . Source: Data analysis output (2026)

**E. Mediation Analysis**

The mediation hypothesis (H4) was tested through specific indirect effects. As shown in Table 7, all three indirect paths are positive and statistically significant. Customer reviews influence purchase decisions indirectly through brand trust (indirect coefficient = 0.085;  $t = 3.994$ ;  $p < 0.001$ ), as do influencers (indirect coefficient = 0.049;  $t = 3.127$ ;  $p = 0.002$ ) and price (indirect coefficient = 0.056;  $t = 3.252$ ;  $p = 0.001$ ). Because all three direct effects of the exogenous variables on purchase decisions remain significant alongside their significant indirect effects, brand trust exerts partial mediation on each path, supporting H4. The magnitude of mediation, computed via the variance accounted for (VAF), confirms that brand trust functions as a meaningful but not dominant mechanism, suggesting that direct cognitive processing of reviews, influencer cues, and price information also drives purchase decisions independently of trust formation.

**Table 7.** Specific Indirect Effects (Mediation)

Indirect Path (via Brand Trust)	Coef.	t-Stat	p-Value
CR → BT → Purchase Decision	0.085	3.994	0.000***
INF → BT → Purchase Decision	0.049	3.127	0.002**
PR → BT → Purchase Decision	0.056	3.252	0.001***

Notes: CR = Customer Review; INF = Influencer; PR = Price; BT = Brand Trust. \*\* p < 0.01; \*\*\* p < 0.001.

Source: Data analysis output (2026)

**F. Discussion**

The empirical evidence supports all hypothesised relationships and confirms brand trust as a partial mediator across the three digital marketing stimuli examined. Three key insights emerge from the findings.

First, customer reviews are the most influential antecedent of both brand trust and purchase decisions. This finding aligns with prior studies that frame online reviews as authentic, low-cost signals of product quality (Halim & Tyra, 2020; Fauziah et al., 2023; Ulya & Suciningtyas, 2025). Within Shopee's Somethinc product pages, where five-star reviews exceed 140,500 against fewer than 230 one-star reviews, the sheer volume and positive valence of reviews function as a strong heuristic that simultaneously reduces perceived risk and reinforces brand credibility. The dual pathway—direct effect on purchase decisions and indirect effect through brand trust—indicates that consumers use reviews both for evaluative shortcuts and for trust-building inference.

Second, influencers exert a positive and significant effect on both brand trust and purchase decisions, contrary to the non-significant findings reported by Halim and Tyra (2020) and Mahendra and Edastama (2022). The divergence is best explained by influencer credibility: in the Somethinc context, the brand collaborates with high-credibility influencers such as Tasya Farasya (7.1 million Instagram followers), whose endorsements are visibly leveraged through the “Tasya Farasya approved” label on hero products that have surpassed 10,000 sales. The credibility–attractiveness configuration measured in this study captures the qualitative attributes that determine endorsement effectiveness. The implication is that influencer marketing performance is not a matter of reach alone but of fit between influencer credibility and category-specific consumer expectations.

Third, price exerts a positive and significant effect on both mediator and outcome, despite Somethinc's premium positioning relative to local competitors such as Emina, Scarlett, and Hanasui. This counter-intuitive finding diverges from Fauzi et al. (2023) but aligns with Theresia and Parameswari (2023) and Armadani and Utari (2025). Price perception, when interpreted as benefit-suitable, signals quality rather than cost burden, and consumers perceive the higher price as commensurate with product safety, BPOM certification, halal status, and the brand’s overall equity. Brand trust therefore amplifies price effects by reframing higher prices as a guarantee of consistent performance rather than an obstacle to purchase.

Taken together, the partial-mediation pattern observed across the three exogenous variables suggests that digital marketing stimuli operate through dual cognitive channels: (i) a direct attribute-based evaluation route that drives purchase decisions immediately, and (ii) an indirect trust-formation route that consolidates the consumer–brand relationship and reinforces the buying decision. By integrating customer reviews, influencers, and price into a single mediation model, this study advances prior work that examined each variable in isolation (Aprilia & Pratita, 2025; Muhammad, 2025; Ulya & Suciningtyas, 2025), and resolves the inconsistencies in the influencer–price–purchase decision literature.

**CONCLUSION**

This study examined whether brand trust mediates the effects of customer reviews, influencers, and price on purchase decisions of Somethinc beauty products on Shopee. Using PLS-SEM analysis on data from 270 consumers, the study confirms that all three exogenous variables exert positive and significant direct effects on both brand trust and purchase decisions, and that brand trust partially mediates each of the three indirect paths. The integrative model accounts for 53.7% of variance in purchase decisions and 30.2% of variance in brand trust, with customer reviews emerging as the strongest predictor, followed by price and influencers. These findings establish brand trust as a unifying psychological mechanism through which digital marketing stimuli are translated into purchase behaviour in the e-commerce beauty context. The model focuses on three exogenous variables; future studies could incorporate additional digital marketing constructs such as content marketing, gamification, social commerce features, and platform-specific features (e.g., live commerce, flash sales). Cross-cultural and cross-category replications would test whether the partial-mediation pattern observed here generalises beyond the Indonesian beauty market. Finally,

qualitative investigations of the cognitive processes underlying the trust-formation pathway would complement the quantitative findings and provide a richer understanding of how consumers integrate review, influencer, and price information when forming purchase decisions on e-commerce platforms.

## REFERENCES

- Amalia, K., & Nurlinda, R. A. (2022). Pengaruh influencer marketing dan online customer review terhadap purchase intention melalui perceived value produk serum Somethinc. *Sibatik Journal*, 1(11), 2383–2398.
- Amory, J. D. S., & Mudo, M. (2025). Digital economic transformation and the evolution of consumption patterns: A literature review on changes in shopping behaviour in the internet era. *Jurnal Minfo Polgan*, 14(1), 28–37.
- Aprilia, N., & Pratita, M. P. (2025). The effect of electronic word of mouth and influencer marketing (TikTok) on purchase decisions of Ella Skin Care products with brand trust as mediating variable. *Jurnal Keuangan dan Manajemen Terapan*, 6(3).
- Armadani, F., & Utari, P. (2025). The effect of price and product quality on brand trust: Evidence from Eiger consumers in Surabaya. *Jurnal Manajemen Bisnis*, 12(1).
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195.
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092.
- Delgado-Ballester, E., & Munuera-Alemán, J. L. (2005). Does brand trust matter to brand equity? *Journal of Product & Brand Management*, 14(3), 187–196.
- Dzulqarnain, I. (2019). The effect of online customer review features on product purchase decisions on the Shopee marketplace. *Jurnal Teknik ITS*, 5(2), 1–96.
- eDOT. (2024). E-commerce platforms with the highest visitors in Indonesia. Retrieved from <https://edot.id>
- Effendi, S., & Tukiran, T. (2017). Survey research methods. LP3ES.
- Fauzi, R. U. A., Esmike, M., & Ardiningrum, A. R. (2023). The effect of brand ambassador, product quality and price on purchase decisions of Somethinc products. *Efektif: Jurnal Bisnis dan Ekonomi*, 14(1), 58–78.
- Fauziah, Y., Dwikotjo, F., Sumantyo, S., & Ali, H. (2023). The influence of online consumer review, product quality and price perception on purchase decisions. *JKIS*, 1(1).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Halim, A., & Tyra, M. J. (2020). The effect of online consumer review and influencer on purchase decisions on the Shopee marketplace. *Buletin Ekonomi: Manajemen, Ekonomi Pembangunan, Akuntansi*, 18(1), 99–120.
- Hardiyanti, R., & Nefianto, S. (2023). The effect of price and product quality on brand trust and purchase decision. *Jurnal Manajemen Pemasaran*, 17(2).
- Haridasan, A. C., Fernando, A. G., & Saju, B. (2021). A systematic review of consumer information search in online and offline environments. *RAUSP Management Journal*, 56(2), 234–253.
- Hariyanto, H. T., & Trisunarno, L. (2021). Analysis of the effect of online customer review, online customer rating, and star seller on customer trust and purchase decisions in online stores on Shopee. *Jurnal Teknik ITS*, 9(2), A234–A239.
- Indrasari, M. (2019). *Marketing and customer satisfaction*. Unitomo Press.
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (16th ed.). Pearson Education.
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). *Principles of marketing* (18th global ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management* (16th ed.). Pearson Education.
- Luck, E., Barker, N., Sassenberg, A.-M., Chitty, B., Shimp, T. A., & Andrews, J. C. (2020). *Integrated marketing communications*. Cengage AU.
- Mahendra, S., & Edastama, P. (2022). The influence of online customer review, rating and influencer on casual clothing purchase decisions on the marketplace. *Jurnal Manajemen Bisnis*.

**THE MEDIATING ROLE OF BRAND TRUST IN THE EFFECT OF CUSTOMER REVIEWS, INFLUENCER, AND PRICE ON PURCHASE DECISIONS OF SOMETHINC BEAUTY PRODUCTS ON SHOPEE**

Rafda Hasna Imamah et al

- Muhammad, H. F. (2025). The effect of electronic word of mouth and price on purchase decisions with brand trust as intervening variable on MS Glow products [Undergraduate thesis]. Universitas Putra Indonesia YPTK Padang.
- Pratiwi, C. S., & Sidi, A. P. (2022). The effect of product quality, price and influencer marketing on Scarlett Body Whitening purchase decisions. *Relasi: Jurnal Ekonomi*, 18(1), 192–204.
- Putra Buana Sakti, D., Mulyono, L. E. H., & Ardina, G. A. D. N. (2024). Analysis of the effect of content marketing, influencer and social media on consumer purchase decisions among Instagram users at Universitas Mataram. *Alexandria (Journal of Economics)*, 5(Special Issue), 45–49.
- Recha Anjani, E., & Simamora, V. (2022). The effect of influencer, price and product quality of Scarlett Whitening skincare on Generation Z buying decisions in DKI Jakarta. *Jurnal Manajemen*, 6(3).
- Rozi, I. A., & Khuzaini, K. (2021). The effect of price, product diversity, service quality and promotion on purchase decisions on the Shopee marketplace. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 10(5).
- Saldy, Z. (2013). The effect of brand trust, perceived value, and customer satisfaction on brand loyalty: A study of Natasha Skin Care customers in Surabaya. *Kajian Ilmiah Mahasiswa Manajemen*, 2(4).
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behavior*. Pearson Prentice Hall.
- Shadrina, R. N., & Yoestini, Y. (2022). Analysis of the influence of content marketing, influencer, and social media on consumer purchase decisions: A study of Instagram and TikTok users in Magelang. *Diponegoro Journal of Management*, 11(2).
- Silas, C., Batara, M., & Rundupadang, H. (2024). The effect of brand image, brand trust and brand awareness on purchase decisions of OPPO smartphone products. *Jurnal Ilmiah Edunomika*, 8(3).
- Slater, P., & Hasson, F. (2025). Quantitative data quality assurance, analysis and presentation. *Journal of Psychiatric and Mental Health Nursing*, 32(3), 723–727.
- Theresia, C., & Parameswari, R. (2023). The effect of viral marketing, online customer review, and price on purchase decisions for Somethinc skincare products through the Shopee Indonesia marketplace. *EMaBi: Ekonomi dan Manajemen Bisnis*, 2(1), 1–7.
- Thakur, R. (2018). Customer engagement and online reviews. *Journal of Retailing and Consumer Services*, 41, 48–59.
- Ulya, H. A. F., & Suciningtyas, S. A. (2025). The effect of content marketing and online customer review on online purchase decision with brand trust as mediating variable. *ECo-Fin*, 7(3), 1536–1548.