

# **Influence of Brand Image, Price, and Online Customer Review on Buying Interest of Madame Gie Cosmetic Consumers on Shopee**

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## **Abstract**

*This study aims to determine the influence of brand image, price and online customer reviews on buying interest in S1 students of Universitas Pembangunan Nasional "Veteran" Yogyakarta who are consumers of Madame Gie cosmetic products on the Shopee Marketplace. The population in this study is all UPN "Veteran" Yogyakarta S1 students who are consumers of Madame Gie cosmetic products on the shopee marketplace. The results showed that there was a positive and significant influence together brand image, price, and online customer reviews on buying interest. Brand Image has a positive and significant effect on buying interest, Price has a positive and significant effect on buying interest, Online Customer Reviews have a positive and significant effect on buying interest.*

**Keywords:** Brand Image, Price, Online Customer Review, Buying Interest

## **Introduction**

Along with the times, the world of beauty has also experienced increasingly rapid development. Facial and body care products commonly called cosmetics have now mushroomed in the market. Various types of cosmetic products with different brands have advantages that are not the same as each other to be able to attract buying interest. This increase occurred on the awareness of consumers, especially women, to maintain and improve themselves by using cosmetics as a way to increase self-confidence. Not only as a means of supporting the appearance of other benefits of cosmetics that can be felt is to have benefits as anti-aging or commonly called to avoid premature aging of the skin, protection from free radicals, especially ultraviolet rays that can harm the skin and even have a high risk that can cause skin cancer. For a woman, beauty is a very desirable thing. This kind of behavior of women is the reason why they become a potential market for cosmetic companies.

With this phenomenon, Indonesia has the potential to develop business in the world of beauty both offline and online. By taking advantage of the existing momentum, cosmetic companies must be smart in managing strategies so that later they can attract buying interest so that they are no less competitive in this increasingly fierce business competition. Buying interest is a part that arises in consumers of a product as an impact of a process of observation and learning of consumers or individuals on a product. As a determination in choosing a product, consumers will describe and plan in advance about the products or services they will buy in the future. Simamora

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(2012) explained that buying interest in a product arises because of the basis of trust in a product accompanied by the ability to buy products.

One factor that can be used to increase buying interest in beauty products is the brand image or product brand image which is used as a reference for interest in buying a cosmetic product. According to Keller (2013: 3), brand image is a consumer response to a brand based on the good and bad brands that consumers remember. The results of Gogi Kurniawan's research (2020) found that brand image variables have a significant positive effect on buying interest. So that the better the brand image in the minds of the public, the higher the interest in buying the product and vice versa if the brand image of a product in the minds and memories of consumers has been tarnished or bad, the lower the interest in buying.

In addition to brand image, price can also be used to influence buying interest. Price is the amount of money charged for a product or service, or the value a customer offers to benefit from owning or using that product or service (Kotler & Keller, 2012). Price greatly affects buying interest because the ability of consumers to make purchases by comparing the benefits he will get with the sacrifices incurred is very important. This is also in accordance with the results of research by Puspitasari et al (2022) found that price variables have a significant influence on buying interest, so that the existence of affordable prices according to benefits can increase buying interest. However, the results of this study are contrary to the results of research by Ulyah et al (2021) found that price variables have a negative and significant effect on Buying Interest, which means that if prices go up, buying interest will go down and vice versa, if prices go down, buying interest will go up.

In addition to brand image and price, online customer reviews can also influence buying interest through reviews provided by previous consumers. According to Ningsih (2019), said that online customer review is a form of assessment given by previous consumers on information from the assessment of a product in various aspects, so that consumers can find out the quality of a product. The results of research by Az Zahra et al (2022) found that online customer review variables have a unidirectional influence on buying interest, so companies are required to pay attention regularly so that buying interest can increase. However, the results of this study are contrary to the results of research by Syah et al (2020) found that in the Online Customer Review variable, there is one dependent variable that has no influence on buying interest, namely the valence review variable. This indicates that consumers perceive positive or negative statements that are dominant in certain product reviews do not affect buying interest. The Online Customer Review feature itself was created so that consumers who have bought products can provide experience about the products they buy so that potential buyers who will buy the same product get information from reviews given by previous buyers, and prospective buyers can also compare with products from other similar stores. This is what the Online Customer Review feature looks like in the Shopee marketplace.

And with the rise of cosmetic trends today, one of the local cosmetic brands that is quite rising in name so that it attracts the attention of the author is Madame Gie brand cosmetics. Madame Gie is a brand from Indonesia that sells various beauty products that are known to belong to one of the artists, Giselle Anastasia. Madame Gie itself sells many types of cosmetics from head to toe, everything is available here. Starting from Makeup, Skincare, Bodycare, Haircare products until since the covid 19 pandemic, madame gie also participated in releasing products that help deal with covid 19, namely hand sanitizers and masks available at Madame Gie. Madame Gie is one of the local beauty products that has recently been much talked about,

especially among teenagers because there are so many bloggers and vloggers who discuss Madame Gie's products, and also this product is known for its student-friendly prices. Like Madame Gie's tagline, it is economically cantic. Madame Gie products themselves are sold at a price range of Rp. 799 to Rp. 120,000 with the cheapest product being the Madam Gie Face Mask for Rp. 799 and the most expensive is Madame Gie Natural Glam for Rp. 120,000 pieces. So that many cosmetic stores or online shops are participating in becoming resellers of this product. Madame Gie products themselves do not yet have special offline outlets like other beauty products that already have a special store for their products, therefore Madame Gie products themselves prioritize their sales strategies through social media such as the Shopee marketplace one of them. Based on the background description presented, the formulation of the problem in this study is as follows: 1) Does Brand Image, Price and Online Customer Review jointly affect Buying Interest, 2) Does brand image affect Buying Interest, 3) Does price affect Buying Interest. 4) Does Online Customer Review affect Buying Interest? The objectives of this study are as follows: 1) To find out how the influence together of Brand Image, Price, and Online Customer Review in influencing buying interest 2) To find out how brand image affects buying interest 3) To find out how price affects buying interest 4) To find out how Online Customer Review influences in influencing buying interest.

## **Literature Review**

### ***Buying Interest***

According to Pratama and Ardhy (2017), buying interest is defined as the possibility of a consumer to intend to purchase a particular product that is seen. According to Ferdinand (2014), buying interest can be identified through the following indicators: Transactional interest, Reference interest, Preferential interest, and Exploratory interest.

### ***Brand Image***

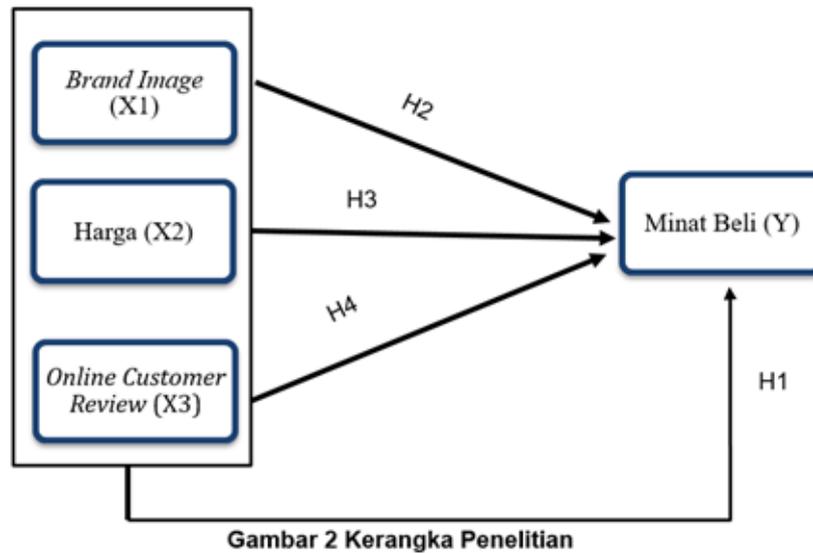
Brand image is a long-term perception, shaped by experience and relatively consistent. Therefore, consumer attitudes and actions related to brand image are one of the most important factors that motivate consumers to buy a product (Chiffan & Kanuk, 2014). In Gogi Kurniawan (2020) according to Low and Lamb (2000) brand image indicators are as follows: Friendly, Modern, Useful, and Popular.

### ***Price***

According to Alma (2016) price is the amount of money that customers must pay for the product. According to (Kotler & Armstrong, 2014), there are four measures that characterize price, are: Affordability, Price according to performance or price competitiveness, Price suitability with product quality and Price conformity with benefits.

### ***Online Customer Reviews***

Ningsih (2019), said that Online Customer Review is a form of assessment given by previous consumers on information obtained from various points of view, so that consumers can see the quality of the product. Online customer review indicators in



Gambar 2 Kerangka Penelitian

Figure 1. Conceptual Framework

this study developed from research conducted by Putri and Wandebori (2016) show the following Online Customer Review indicators used in this study: Source Credibility, Argument Quality), Review Valance, , Perceived Usefulness (Perceived benefits), and Quantity of Reviews .

### **Conceptual Framework**

Based on the theoretical basis and previous research above, the conceptual framework can be seen in Figure 1.

### **Hypothesis**

**H1** : Brand Image, Price, and Online Customer Review together affect buying interest,

**H2** : Brand Image positively affects buying interest,

**H3** : Price positively affects buying interest,

**H4** : Online Customer Review has a positive effect on the interest of the belli

### **Research Methods**

The type of research used in this study is quantitative survey research. The population in this study is all S1 students of Universitas Pembangunan Nasional "Veteran" Yogyakarta who are consumers of Madame Gie cosmetic products on the shopee marketplace. Anumber of samples in the study were 121 responses. The method used in sampling uses the non-probability sampling method with purposive sampling techniques. The scale used in this study is the Likert scale. The data analysis tool used in this study is SPSS 25.

Table 1. Validity Test Results

| <b>Var</b>         | <b>Items</b> | <b>Koef. Correlation</b> | <b>R.Table</b> | <b>Ket</b> |
|--------------------|--------------|--------------------------|----------------|------------|
| <i>Brand Image</i> | X1.1         | 0.795                    | 0.361          | Valid      |
|                    | X1.2         | 0.759                    | 0.361          | Valid      |
|                    | X1.3         | 0.730                    | 0.361          | Valid      |
|                    | X1.4         | 0.797                    | 0.361          | Valid      |
| Price              | X2.1         | 0.837                    | 0.361          | Valid      |
|                    | X2.2         | 0.746                    | 0.361          | Valid      |
|                    | X2.3         | 0.849                    | 0.361          | Valid      |
|                    | X2.4         | 0.707                    | 0.361          | Valid      |
| OCR                | X3.1         | 0.672                    | 0.361          | Valid      |
|                    | X3.2         | 0.687                    | 0.361          | Valid      |
|                    | X3.3         | 0.839                    | 0.361          | Valid      |
|                    | X3.4         | 0.709                    | 0.361          | Valid      |
|                    | X3.5         | 0.782                    | 0.361          | Valid      |
| Buying Interest    | Y.1          | 0.602                    | 0.361          | Valid      |
|                    | Y.2          | 0.861                    | 0.361          | Valid      |
|                    | Y.3          | 0.851                    | 0.361          | Valid      |
|                    | Y.4          | 0.750                    | 0.361          | Valid      |

Source: Primary Data processed, 2023

Table 2. Reliability Test

| <b>Var</b>         | <b>Items</b> | <b>Cronbach's Alpha</b> | <b>Sig.</b> | <b>Ket</b> |
|--------------------|--------------|-------------------------|-------------|------------|
| <i>Brand Image</i> | X1           | 0.770                   | >0.70       | Reliable   |
| Price              | X2           | 0.794                   | >0.70       | Reliable   |
| <i>OCR</i>         | X3           | 0.789                   | >0.70       | Reliable   |
| Buying Interest    | Y            | 0.763                   | >0.70       | Reliable   |

Source: Primary Data processed, 2023

## Results And Discussion

### *Validity Test*

The validity test is carried out by comparing the r-count value with the r-table value for degree of freedom (df) = n-2 where n is the number of samples used. If : r-count > r-table the question or indicator is declared valid r-count < r-table, the question or indicator is declared invalid.

Based on Table 1, it is known that all question items have a calculated r value of > 0.361 and the correlation coefficient between each indicator against r table as a whole, the items used in this study can be said to be valid.

### *Reliability Test*

Data reliability is by using Cronbach's Alpha method to identify whether each instrument is reliable or not. A construct or variable is considered reliable if it gives a Cronbach Alpha value > 0.70. Table 2 shows that Cronbach's Alpha value >0.70

Table 3. Multiple Linear Regression Analysis Results

| TYPE                    | Unstandarizes Coefficients |            | Standardized Coefficients | t     | Sig   | Ket                      |
|-------------------------|----------------------------|------------|---------------------------|-------|-------|--------------------------|
|                         | B                          | Std. Error | Beta                      |       |       |                          |
| Constant                | 1.170                      | 1.968      |                           | 0.595 | 0.553 |                          |
| Brand Image             | 0.286                      | 0.101      | 0.227                     | 2.832 | 0.005 | <b>Sig</b>               |
| Price                   | 0.466                      | 0.093      | 0.392                     | 5.008 | 0.000 | <b>Sig</b>               |
| Online Customer Reviews | 0.138                      | 0.061      | 0.183                     | 2.268 | 0.025 | <b>Sig</b>               |
| R square:               | 0.326                      |            |                           |       |       |                          |
| Adjusted R Square:      | 0.343                      |            |                           |       |       |                          |
| F :                     | 20.386                     |            |                           |       |       | Sig : 0.000 <sup>b</sup> |

Dependent Variable : Buying interest

which means that the variables brand image, price, online customer review and buying interest are declared reliable.

### Multiple Linear Regression Analysis

Based on the results of the analysis Multiple Linear Regression in Table 3 obtained the Regression equation as follows:

$$Y = 1.170 + 0.286 X_1 + 0.466 X_2 + 0.138 X_3$$

Based on the multiple linear regression equation, the following interpretation can be given:

- ☑ *Brand Image* regression coefficient ( $X_1$ ) = 0.286

The *Brand Image* regression coefficient, in the equation above, is obtained at 0.286 with a positive sign, which means that if the *Brand Image* variable ( $X_1$ ) is getting better, then the interest in buying Madame Gie cosmetic products on the *Shopee Marketplace* will increase.

- ☑ Price regression coefficient ( $X_2$ ) = 0.466

The price regression coefficient, in the equation above, can be obtained at 0.466 with a positive sign, which means that if the price variable ( $X_2$ ) is more appropriate, then the interest in buying Madame Gie cosmetic products on the *Shopee Marketplace* will increase.

- ☑ *Online Customer Review* regression coefficient ( $X_3$ ) = 0.138

The *Online Customer Review* regression coefficient, in the equation above, is obtained at 0.138 with a positive sign, which means that if the *Online Customer Review* variable ( $X_3$ ) is getting better, then the interest in buying Madame Gie cosmetic products on the *Shopee Marketplace* will increase.

- ☑ *Brand Image* beta coefficient ( $X_1$ ) = 0.227

The beta *coefficient* of Brand Image, in the equation above, is obtained at 0.227 which means that the *Brand Image* variable ( $X_1$ ) has an influence of 0.227 on the interest in buying Madame Gie cosmetic products on the Shopee *Marketplace*

☑ Price beta coefficient ( $X_2$ ) = 0.392

The price beta coefficient, in the equation above, is obtained at 0.392 which has the greatest influence among other variables, which means that the price variable ( $X_2$ ) has the biggest influence, which is 0.392 on the interest in buying Madame Gie cosmetic products on the Shopee *Marketplace*.

☑ *Online Customer Review* beta coefficient ( $X_3$ ) = 0.183

The beta coefficient of Online Customer Review, in the equation above, is obtained at 0.183 which has the smallest influence among other variables, which means that the *Online Customer Review* variable ( $X_3$ ) has the smallest effect, which is 0.183 on the interest in buying Madame Gie cosmetic products on the Shopee *Marketplace*.

## F-Test

Based on the results of the regression analysis in Table 3 above, it can be seen that the calculated F value is 20,386 with a significance of 0.000. This means that the significance value  $F = 0.000 < 0.5$  (significant level, so it can be concluded that  $H_0$  is rejected and  $H_1$  is accepted, which means that the variables *Brand Image* ( $X_1$ ), Price ( $X_2$ ), *Online Customer Review* ( $X_3$ ) have a positive and significant effect together or simultaneously on Buying Interest (Y) which means that the *Brand Image* is getting better, The more appropriate prices and *better Online Customer Reviews* can be accepted by consumers with the higher level of Buying Interest in Madame Gie cosmetic products on the Shopee *Marketplace*.

## t-Test

This t test is carried out based on a comparison of significance values of 5% ( $\alpha = 0.05$ ). The t-test results can be seen in Table 3 and are explained as follows:

### *The Influence of Brand Image on Buying Interest*

The results of the regression analysis test show that the *Brand Image* variable has a calculated t value of 2,832 (positive)  $> 1,980$  and a significance value of 0.005. This means that the significance value  $t = 0.000 < 0.05$  (*significant level*), so it can be concluded that  $H_0$  is rejected and  **$H_2$  is accepted**, which means that Brand Image has a positive and partially significant effect on Buying Interest (Y) which means that the better the *Brand Image* of Madame Gie cosmetic products, the higher the Buying Interest in Madame Gie cosmetic products.

### *The Effect of Price on Buying Interest*

The results of regression analysis testing show that the price variable has a calculated t value of 5.008 (positive)  $> 1.980$  and a significance value of 0.000. This means that the significance value  $t = 0.000 < 0.05$  (*significant level*), so it can be concluded that  $H_0$  is rejected and  **$H_3$  is accepted**, which means that Price has a positive and

partially significant effect on Purchase Interest (Y) which means that the more appropriate the Price on Madame Gie cosmetic products, the higher the level of Purchase Interest in Madame Gie cosmetic products.

#### *The Effect of Online Customer Reviews on Buying Interest*

The results of regression analysis testing show that the *Online Customer Review* variable has a calculated t value of 2.268 (positive) > 1.980 and a significance value of 0.025. this means that the significance value  $t = 0.025 < 0.05$  (significant level), so it can be concluded that  $H_0$  is rejected and  **$H_4$  is accepted**, which means that Online Customer Review has a positive and partially significant effect on Beli Interest (Y) which means that the better the *Online Customer Review* on Madame Gie cosmetic products, the higher the *level* of Buying Interest in Madame Gie cosmetic products.

#### *Test coefficient of determination ( $R^2$ )*

Based on the results of the regression analysis in Table 3 above, it can be seen that the value of the Coefficient of Determination (Adjusted R Square) of 0.326 means that the variation in the value of Buying Interest (Y) is influenced by 32.6% by independent variables consisting of *Brand Image* ( $X_1$ ), *Price* ( $X_2$ ), *Online Customer Review* ( $X_3$ ). While the remaining 67.4% was influenced by other variables outside the independent variable studied.

## **Conclusion**

Based on the results of research and discussion, conclusions can be drawn

- ☑ *Brand Image*, *Price*, and *Online Customer Review* together have a positive and significant effect on the buying interest of S1 students of Universitas Pembangunan Nasional "Veteran" Yogyakarta who are consumers of Madame Gie cosmetic products on the *Shopee Marketplace*.
- ☑ *Brand Image* has a positive and significant effect on the buying interest of S1 students of Universitas Pembangunan Nasional "Veteran" Yogyakarta who are consumers of Madame Gie cosmetic products on the *Shopee Marketplace*.
- ☑ *Price* has a positive and significant effect on the buying interest of S1 students of Universitas Pembangunan Nasional "Veteran" Yogyakarta who are consumers of Madame Gie cosmetic products on the *Shopee Marketplace*.
- ☑ *Online Customer Review* has a positive and significant effect on the buying interest of S1 students of Universitas Pembangunan Nasional "Veteran" Yogyakarta who are consumers of Madame Gie cosmetic products on the *Shopee Marketplace*.

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