

## THE EMOTIONAL EDGE OF SKINCARE BRANDS IN ONLINE REVIEWS: IMPACT ON PURCHASE DECISIONS

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### ABSTRACT

**Objective:** This study aims to investigate the impact of online reviews on the intention to purchase skincare products in Indonesia, emphasizing emotional value as a novel moderating factor in this relationship. **Research Design & Methods:** The study employs a quantitative research design using a survey methodology. Data were collected from 257 respondents, and PLS-SEM (Partial Least Squares SEM) was used to analyze the results. **Findings:** The study found that source credibility, review valence, and review quantity significantly influence purchase intention. Additionally, emotional value amplifies the positive effects of these factors, offering deeper insights into its role in shaping consumer decisions. **Implications and Recommendations:** The findings suggest that marketers should prioritize not only enhancing the credibility of online reviews but also leveraging the positive impact of review valence and review quantity to boost purchase intention. Marketers can enhance review credibility by collaborating with trusted influencers or ensuring reviews come from verified users. Positive review valence can be achieved by encouraging satisfied customers to share their experiences, while increasing review quantity can be accomplished by incentivizing customers to leave feedback. These combined strategies, focusing on credibility, sentiment, and quantity, can significantly influence consumer decisions, creating stronger emotional connections and driving purchase intentions. **Contribution & Value Added:** This study is one of the few that explores the moderating effect of emotional value on the relationship between online reviews and purchase intention, filling an existing gap in understanding emotional factors in consumer behavior. It provides valuable contributions to academic literature and offers practical strategies for marketers in Indonesia's rapidly growing skincare industry.

**Keywords:** emotional value; online reviews; purchase intention; skincare products; source credibility.

**JEL codes:** M31, D12

**Article type:** research paper

### INTRODUCTION

In today's digital age, online reviews have become a crucial source of information influencing consumer decisions, especially in the beauty and skincare sector. Consumers rely heavily on these reviews to find effective and suitable products for their needs. According to [Statista \(2023\)](#), the global beauty and personal care market generated over \$530 billion in sales in 2021 and is expected to grow to more than \$800 billion by 2025. In Indonesia, the skincare industry is also experiencing rapid expansion, with projected sales reaching Rp 37.5 trillion in 2023 ([Euromonitor International, 2023](#)). Data from [Kantar Worldpanel \(2023\)](#) further supports this trend, highlighting Indonesia as one of the fastest-growing skincare markets in Southeast Asia, boasting an annual growth rate of 15% over the past three years.

As e-commerce expands, access to information has become more streamlined, making it easier for consumers to utilize online reviews to make well-informed purchasing choices. A report by [Hootsuite](#)

(2023) reveals that over 71% of Indonesian consumers use the internet to gather information before purchasing, whether online or offline. In the skincare industry, where individual skin types and concerns can greatly influence product effectiveness, online reviews play a vital role in guiding consumer decisions. In Indonesia, consumers increasingly rely on online reviews as their primary source of information, reflecting a broader trend where digital platforms dominate purchasing decisions.

Previous studies have demonstrated that online reviews significantly influence consumer purchasing behavior, particularly among skincare product users who often struggle to find products suited to their unique skin needs. The credibility of the review source, encompassing perceptions of the reviewer's knowledge, reliability, and trustworthiness, is a crucial factor in how consumers respond to these reviews. For example, research by [Qin et al. \(2023\)](#) indicates that reviews perceived as credible can boost consumers' purchase intentions. This is particularly relevant in Indonesia, where a survey by [Jakpat \(2023\)](#) found that 68% of consumers trust product recommendations from influencers, especially on platforms like Instagram and YouTube. Additionally, the sentiment or valence of reviews plays a significant role in consumer decision-making. Positive reviews generally increase purchase intentions, while negative ones can diminish them. [Shin et al. \(2021\)](#) found that positive reviews have a more substantial influence on preventive skincare products (like moisturizers or sunscreens), while negative reviews are more impactful for curative products (like acne treatments). The number of reviews is another crucial factor, with a high volume often being perceived as an indicator of a product's popularity and reliability. [Statista \(2023\)](#) notes that products with more than 50 reviews experience a 30% higher sales rate than those without reviews.

Despite identifying key factors that influence purchase intentions through online reviews, there remains limited understanding of how these factors interact, particularly within the Indonesian skincare market. Skincare products possess unique and varied characteristics depending on the individual's skin type and issues, meaning the impact of online reviews can differ based on the specific product. Moreover, this study introduces emotional value as a novel moderating factor in the relationship between online reviews and purchase intentions, addressing an existing gap in the literature. [Agustini & Elistia \(2024\)](#) study indicates that Indonesian consumers are significantly influenced by the emotional value they associate with skincare products. Products that provide a positive experience, such as pleasant textures or soothing fragrances, are more likely to build consumer loyalty.

This research explores how the three critical aspects of online reviews, source credibility, review valence, and review quantity affect the intention to purchase skincare products in Indonesia, whether online or offline. Additionally, the study examines how these review factors interact with emotional value to shape consumer purchase intentions comprehensively.

In Indonesia's rapidly growing skincare market, online reviews have become essential in guiding consumer purchase decisions. Factors such as source credibility, review valence, and review quantity are widely recognized as influential in shaping consumer perceptions. However, the combined effects of these factors and their interactions with emotional responses remain insufficiently explored, especially in the context of Indonesia's unique consumer preferences and behaviors. While previous studies have analyzed these factors individually, understanding their collective impact is crucial for developing effective marketing strategies that address both informational and emotional aspects of consumer decision-making.

This research aims to address the following questions: How do source credibility, review valence, and review quantity independently and collectively influence the purchase intentions of skincare products in Indonesia? What role does emotional value play in shaping the impact of these review factors on consumer purchase intentions? How can online review strategies integrate both informational and emotional elements to maximize their effectiveness in influencing consumer decisions?

By addressing these questions, this study seeks to provide a comprehensive understanding of the dynamics between online reviews and purchase intentions. The findings are expected to offer valuable insights for marketers, enabling them to optimize online review strategies and enhance consumer engagement in Indonesia's skincare industry.

## LITERATURE REVIEW

### Influence of Online Reviews on Purchase Intention

Online reviews are pivotal in shaping consumer purchasing decisions in today's digital landscape. As highlighted by [Ventre & Kolbe \(2020\)](#), online consumer reviews serve as a highly influential source of information, shaping how consumers perceive products or services. These reviews have become essential for consumers as they navigate their purchasing choices. Research by [Shin et al. \(2021\)](#) and [Yang et al. \(2016\)](#) suggests positive reviews boost purchase intentions, while negative reviews can reduce them. Additionally, [Macheka et al. \(2024\)](#) noted that the quality and quantity of online reviews significantly influence consumer purchase intentions.

Purchase intention refers to the likelihood or willingness of consumers to buy a specific product or service after reviewing the available information ([Johnstone & Lindh, 2021](#)). According to [Roy et al. \(2019\)](#), more reviews can increase a product's visibility and attractiveness. However, the tone of the reviews (whether positive or negative) directly affects consumer perceptions. Research by [Zhu et al. \(2020\)](#) found that positive online reviews, particularly those perceived as being of high quality, have a more profound impact on consumer trust, satisfaction, and purchase intentions. Consequently, numerous studies confirm that online reviews are a critical factor that influences consumer perceptions and directly affects their purchasing decisions.

### Source Credible Review

The credibility of the source of online reviews plays a crucial role in shaping how consumers perceive the information presented. According to [Shaheen et al. \(2020\)](#), credibility comprises three key elements: knowledge, reliability, and trustworthiness. [Abedi et al. \(2020\)](#) describe eWOM (electronic word of mouth) credibility as the level of trust that users place in the online comments they read. Consumers are more likely to trust reviews when they perceive the source as credible. Previous studies have shown that the trustworthiness of online reviews significantly impacts consumer-based brand equity (CBBE), which in turn influences the likelihood of customers purchasing electronic products ([Chakraborty, 2019](#)).

Similarly, [Mukti & Pangesti \(2022\)](#) found that more reliable reviews substantially affect consumers' purchase intentions. Statistical analysis from previous research also indicates that source credibility significantly influences the intention to make online purchases on platforms like Tokopedia ([Kevin et al., 2020](#)). Based on this literature, it is evident that the credibility of reviews significantly affects purchase intentions, leading to the formulation of the following hypothesis:

H1: Source Credible reviews positively affect purchase intention for skincare products.

### Review Valence

Review valence, which refers to whether a review is positive or negative, is critical in influencing purchase intentions. As described by [Kordrostami et al. \(2021\)](#), review valence encompasses the emotional tone or sentiment conveyed in a review, indicating whether the overall sentiment is favorable or unfavorable. Review valence provides insight into whether the discussed subject matter is perceived as attractive ([Sim et al., 2021](#)). Research by [Zhao et al. \(2015\)](#) found that positive reviews increase purchase intentions, while negative reviews generally reduce them. This finding aligns with [Shin et al. \(2021\)](#), who observed that customers are more inclined to purchase products that receive positive reviews. However, a study by [Cheong et al. \(2020\)](#) revealed that negative reviews can have a more substantial impact than positive ones, particularly among Malaysian millennials, making them more vulnerable to persuasion. Based on this literature, review valence has a significant effect on purchase intentions, which leads to the formulation of the following hypothesis:

H2: Review valence positively affects purchase intention for skincare products.

### Review Quantity

The quantity of reviews refers to the total number of reviews available for a specific product. As noted by [Thomas et al. \(2019\)](#), the number of reviews is a widely acknowledged and frequently discussed factor in the context of online reviews within social media and e-commerce literature. Research by

Prasad et al. (2019) found that a higher number of reviews tends to make a product appear more popular, which can, in turn, influence consumers' purchase intentions. Anubha & Shome (2021) also, the sheer quantity of reviews can boost consumer confidence in the product's quality. Similarly, a study by Cheong et al. (2020) demonstrated that many online reviews can directly impact the online purchasing intentions of Malaysian millennials, particularly for electronic products.

This effect occurs because online consumers often associate a high volume of reviews with more incredible product popularity. However, contrary findings Arora & Mail (2018) suggest that the number of reviews only sometimes positively affects purchase intentions. Drawing from the literature, it is evident that the quantity of reviews plays a significant role in influencing purchase intentions, leading to the development of the following hypothesis:

H3: Review quantity positively affects purchase intention for skincare products.

### Emotional Value

Emotional value refers to the anticipated emotional benefits or responses that consumers associate with a product from a particular brand, which significantly influence their intention to purchase. In the context of purchase intention, emotional value can enhance or diminish the likelihood of a consumer intending to buy a product, depending on whether the emotional experience aligns with their needs or desires. Chae et al. (2020) argue that emotional value can significantly boost customer satisfaction and loyalty. Consumers' benefits from products or services influence their emotional value (Previte et al., 2019). Watanabe et al. (2020) found that both functional and emotional values positively affect consumer trust, with emotional value being the sole factor driving purchase intention. While prior research has highlighted emotional value as a driver of trust and loyalty, its role as a moderating variable remains underexplored, particularly in the context of skincare products.

Johnstone & Lindh (2021) suggest that emotional value can mediate the relationship between online reviews and purchase intention, with consumers more likely to purchase when they perceive a product to have high emotional value. Zhou & Tong (2022) also found that perceived emotional value can mediate, encouraging purchase intention in live e-commerce settings. This study builds upon this foundation by positioning emotional value as a moderator that enhances the effects of source credibility, review valence, and review quantity on purchase intention. Drawing from this literature, it is clear that emotional value significantly influences purchase intention, leading to the formulation of the following hypotheses:

H4: Emotional value moderates the relationship between source credible review and purchase intention for skincare products.

H5: Emotional value moderates the relationship between review valence and purchase intention for skincare products.

H6: Emotional value moderates the relationship between review quantity and purchase intention for skincare products.

## METHODS

This study employs a quantitative research design, utilizing a survey methodology to examine the impact of online reviews on purchase intention, with a specific focus on the moderating role of emotional value (EV) in the context of skincare products in Indonesia. The research model was constructed based on established theories and contemporary literature, with the relationships between the constructs analyzed using PLS-SEM (Partial Least Squares SEM) as the primary analytical methods. It was chosen for its effectiveness in managing complex models and smaller sample sizes (Hair et al., 2019).

The study's sample comprises 257 active social media respondents who have shown interest in purchasing skincare products, both online and offline. A purposive sampling method ensured that the participants aligned with the study's objectives (Etikan & Bala, 2017). Data was collected via an online questionnaire distributed through Google Forms, providing a convenient and accessible way for respondents to participate.

Table 1. Measurement Construct

Variable	Code	Item measurement	Source
Source Credible Review (SCR)	SCR1	I believe that people who leave reviews about a product a particular skincare product are trustworthy	Zhu et al. (2020)
	SCR2	I believe that people who leave reviews about products of a particular Skincare brand are reliable	
	SCR3	I believe that people who left reviews experienced in using a skincare product	
	SCR4	I believe that people who left review accountable for using skincare products.	
Review Valence (RV)	RV1	Negative reviews decrease my interest in the product	Mishra (2021)
	RV2	Many negative reviews make me choose to seek another skincare brand.	
	RV3	Reviewers positively evaluate the product of a particular skincare brand.	
	RV4	In general, reviewers recommend the product of a particular skincare brand.	
Review Quantity (RQ)	RQ1	The larger quantity of skincare product reviews on online platforms seeks my attention.	Anubha & Shome (2021)
	RQ2	The larger quantity of skin care product reviews on online platforms means that skincare products are more popular.	
	RQ3	A larger quantity of skincare product reviews on online platforms means that more customers are interested in that skincare product.	
Emotional Value (EV)	EV1	Using particular brands of skin care products makes me feel comfortable	Gallarza et al. (2012) & Watanabe et al. (2020)
	EV2	Using particular brands of skin care products makes me happy.	
	EV3	Using particular brands of skin care products makes me feel relaxed when using it.	
	EV4	Using particular brands of skin care products makes me feel safe.	
	EV5	Using particular brands of skin care products makes me proud.	
Purchase Intention (PI)	PI1	Online reviews help me decide which skincare product I will likely buy.	Chakraborty (2019)
	PI2	Online reviews facilitate me in deciding which skincare product I would consider procuring.	
	PI3	Online reviews guide me in considering the skin care products that I am likely to obtain.	

The survey instrument was carefully crafted using validated constructs from recent studies to ensure reliability and accuracy. The questionnaire included items measured on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The critical constructs measured in this study were Source Credibility (SCR), assessing the trustworthiness and reliability of reviewers (Zhu et al., 2020); Review Valence (RV), capturing the positive or negative tone of the reviews (Mishra, 2021); Review Quantity (RQ), representing the number of reviews available for skincare products (Cheung et al., 2008); Emotional Value (EV), reflecting emotional responses like comfort, happiness, relaxation, and pride (Gallarza et al., 2012); and Purchase Intention (PI), which measures the likelihood of purchasing skincare products based on online reviews (Johnstone & Lindh, 2021). Emotional Value (EV) was treated as a moderating variable, meaning it was expected to influence the strength or direction of the relationships between the independent variables (source credibility, review valence, and review quantity) and the dependent variable (purchase intention) (Hair et al., 2019).

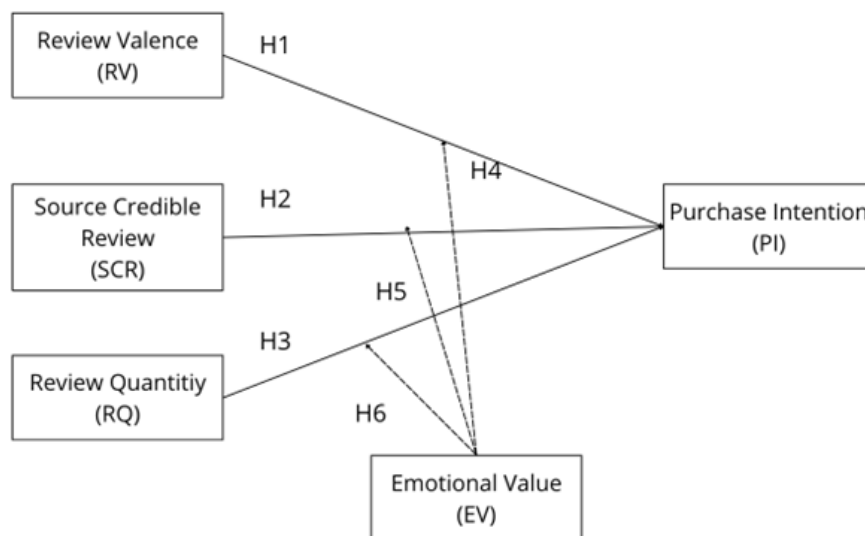


Figure 1. Hypothesis Model

Table 2. Profile Respondent

Profile	Number	Percentage (%)
<i>Gender</i>		
Male	70	27,24
Female	187	72,76
<i>Age (In Years)</i>		
16 - 25	164	63,81
26 - 35	89	34,63
36 - 45	4	1,56
<i>Frequency Buying</i>		
1-2 times	109	42,41
3-5 times	119	46,30
More than 5 times	29	11,28
<i>Place for buying</i>		
Shopee	88	34,24
Tokopedia	47	18,29
Watson	31	12,06
Tiktokshop	30	11,67
Sociolla	26	10,12
Guardian	23	8,95
KKV	12	4,67
<i>Platform Online reviews</i>		
Tiktok	78	30,35
Instagram	36	14,01
Shopee	34	13,23
Twitter	28	10,89
Tokopedia	26	10,12
Youtube	25	9,73
Google	18	7,00
Facebook	12	4,67

Source: Data processed by author

Data analysis uses PLS SEM processed by SmartPLS 4.0 software because it is suitable for handling non-normally distributed data and small sample sizes (Hair et al., 2019). The analysis was conducted in two stages: the measurement model assessment and the structural model assessment. In the measurement model, the reliability of the constructs was assessed using Cronbach's alpha and composite reliability (Hair et al., 2019), while validity was confirmed through the Average Variance Extracted (AVE) and the Fornell-Larcker Criterion (Henseler et al., 2016).

In the structural model assessment, hypotheses were tested to examine the relationships among the constructs, including the direct effects of source credibility, review valence, and review quantity on purchase intention, as well as the moderating effect of Emotional Value (EV). The moderating role of Emotional Value (EV) was analyzed by creating interaction terms between EV and the other constructs. The significance of these interactions was evaluated to see how Emotional Value (EV) affects the relationships between online reviews and purchase intention (Benitez et al., 2020).

The research methodology is summarized in a model diagram that clearly outlines the hypothesized relationships among the variables. This diagram illustrates not only the direct effects of source credibility, review valence, and review quantity on purchase intention but also highlights the moderating role of Emotional Value (EV), providing a clear overview of the research framework and guiding the data analysis process.

## FINDINGS

### Profile Respondent

The respondents in this study predominantly consist of young female consumers actively engaged in the skincare market. A significant majority, 72.76%, are female, with males representing only 27.24% of the sample. The largest age group is between 16-25 years old, accounting for 63.81% of respondents, followed by those aged 26-35 at 34.63%, and a small proportion of 1.56% aged 36-45. Regarding purchasing behavior, nearly half of the respondents (46.39%) buy skincare products 3-5 times, indicating strong engagement with skincare routines. Shopee is the dominant platform for purchasing skincare products, used by 34.24% of respondents, followed by Tokopedia at 18.29%, highlighting the prominence of these e-commerce platforms among this demographic (Table 2).

### Research Model

The hypothesis was tested using SmartPLS 4 software and the partial least squares (PLS) analytical method. The PLS model is represented in the schematic diagram shown Figure 2.

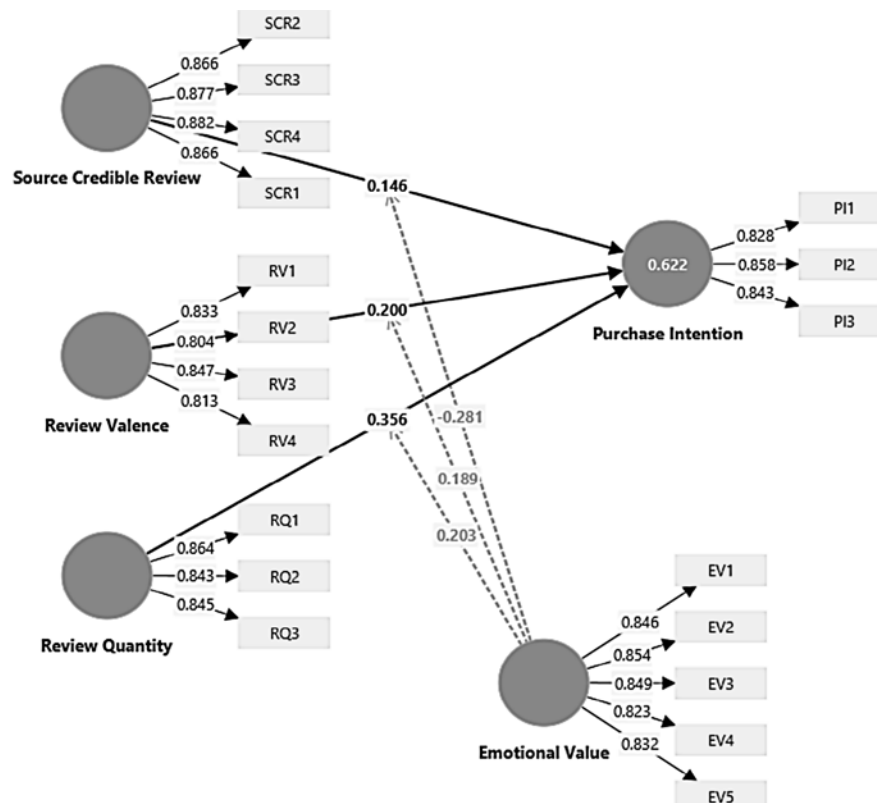


Figure 2. Smart PLS Output  
Source: Authors

### Validity and Reliability Test

The validity and reliability of the data in this study were assessed using the SmartPLS 4.0 software. This evaluation measured Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) from the earlier sample data.

Table 3. Construct Validity and Reliability

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Emotional Value	0.897	0.899	0.924	0.708
Purchase Intention	0.799	0.800	0.882	0.713
Review Quantity	0.809	0.810	0.887	0.723
Review Valence	0.844	0.844	0.895	0.681
Source Credible Review	0.896	0.896	0.927	0.762
Emotional Value x Review Quantity	1.000	1.000	1.000	1.000
Emotional Value x Review Valence	1.000	1.000	1.000	1.000
Emotional Value x Source Credible Review	1.000	1.000	1.000	1.000

Source: Data processed by author

Each construct listed in Table 3 has an AVE value exceeding 0.5, indicating strong convergent validity. Additionally, Table 3 reveals that all constructs have Cronbach's alpha and composite reliability values above 0.7, suggesting a high level of reliability.

Determining how distinct one construct is from another in capturing different phenomena can be conducted using discriminant validity tests. Researchers typically use several tests for discriminant validity, such as the Fornell-Larcker criterion and the heterotrait-monotrait ratio (HTMT) (Hair et al., 2019).

The first criterion to consider in assessing discriminant validity is the Fornell-Larcker criterion. To meet this criterion, the square root of the AVE value for each construct must be greater than its highest correlation with any other construct, as shown in Table 4.

Table 4. Fornell Lacker Criterion

Factor	Emotional Value	Purchase Intention	Review Quantity	Review Valence	Source Credible Review
Emotional Value	0.842				
Purchase Intention	0.670	0.844			
Review Quantity	0.704	0.693	0.851		
Review Valence	0.685	0.658	0.689	0.825	
Source Credible Review	0.694	0.663	0.712	0.725	0.873

Source: Data processed by author

Based on the Table 4, the square root of the AVE values for each construct is more significant than its correlation with any other construct, indicating that the Fornell-Larcker criterion has been met.

Based on Table 5, no HTMT correlation values exceed 0.9. These values meet the HTMT criteria and satisfy the requirements for discriminant validity. At this stage, each construct has fulfilled all necessary criteria for the discriminant validity test, indicating that each construct is empirically distinct from the others and capable of capturing phenomena not represented by other constructs in the model. Therefore, each indicator is confirmed to meet the criteria for discriminant validity.

### Hypothesis Testing

At this stage, the analysis involved examining the path coefficient and t-value. A path coefficient close to 1 indicates a strong positive relationship, while a coefficient close to 0 suggests a weak relationship within the model structure. The t-value, the other hand, reflects the significance of the relationship between variables at a certain error level. This study applied a 5% significance level, meaning the t-

value must be greater than 1.65 (Hair et al., 2019). The path coefficients and t-values are presented in Table 6.

Table 5. Discriminant Validity Heterotrait Monotrait (HTMT)

Construct	Emotional Value	Purchase Intention	Review Quantity	Review Valence	Source Credible Review	Emotional Value x Review Quantity	Emotional Value x Review Valence
Emotional Value							
Purchase Intention	0.789						
Review Quantity	0.824	0.861					
Review Valence	0.787	0.801	0.835				
Source Credible Review	0.774	0.783	0.835	0.834			
Emotional Value x Review Quantity	0.154	0.112	0.314	0.28	0.199		
Emotional Value x Review Valence	0.177	0.128	0.289	0.372	0.303	0.575	
Emotional Value x Source Credible Review	0.137	0.205	0.226	0.336	0.272	0.746	0.656

Source: Data processed by author

Table 6. Hypothesis Testing

Hypothesis Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Emotional Value -> Purchase Intention	0.208	0.211	0.069	3.01	0.003
Review Quantity -> Purchase Intention	0.356	0.353	0.073	4.899	0.000
Review Valence -> Purchase Intention	0.198	0.201	0.068	2.906	0.004
Source Credible Review -> Purchase Intention	0.144	0.143	0.068	2.108	0.035
Emotional Value x Review Quantity -> Purchase Intention	0.204	0.198	0.065	3.13	0.002
Emotional Value x Review Valence -> Purchase Intention	0.188	0.189	0.062	3.024	0.003
Emotional Value x Source Credible Review -> Purchase Intention	-0.282	-0.277	0.076	3.698	0.000

Source: Data processed by author

The analysis results indicate that emotional value positively impacts purchase intention, with a path coefficient (original sample) of 0.208 and a T-statistic of 3.01 ( $p = 0.003$ ). Review quantity also shows a positive effect on purchase intention, with a coefficient of 0.356 and a T-statistic of 4.899 ( $p = 0.000$ ). Furthermore, review value positively influences purchase intention, with a coefficient of 0.198 and a T-statistic of 2.906 ( $p = 0.004$ ). A positive impact is also observed between source credible review and purchase intention, with a coefficient of 0.144 and a T-statistic of 2.108 ( $p = 0.035$ ).

Moreover, the moderation analysis reveals that emotional value moderated by review quantity positively affects purchase intention, with a coefficient of 0.204 and a T-statistic of 3.13 ( $p = 0.002$ ). Similarly, emotional value moderated by review value positively impacts purchase intention, with a coefficient of 0.188 and a T-statistic of 3.024 ( $p = 0.003$ ). However, when Source Credible Review moderates emotional, it shows a negative effect on purchase intention, with a coefficient of -0.282 and a T-statistic of 3.698 ( $p = 0.000$ ), indicating that an increase in Source Credible Review can reduce the influence of emotional value on purchase intention. The analysis results indicate that emotional value positively impacts purchase intention, with a path coefficient (original sample) of 0.208 and a T-statistic of 3.01 ( $p = 0.003$ ). Review quantity also shows a positive effect on purchase intention, with a coefficient of 0.356 and a T-statistic of 4.899 ( $p = 0.000$ ). Furthermore, review valence positively influences purchase

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The first hypothesis tested whether emotional value positively and significantly affects purchase intention. The test results show a path coefficient of 0.208 and a t-value of 3.01. This t-value obtained a p-value of  $0.003 < 0.05$ , meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the emotional value variable positively and significantly influences purchase intention.

The second hypothesis tested whether review quantity positively and significantly affects purchase intention. The test results show a path coefficient of 0.356 and a t-value of 4.899. This t-value obtained a p-value of  $0.000 < 0.05$ , meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the review quantity variable positively and significantly influences purchase intention.

The third hypothesis tested whether review valence positively and significantly affects purchase intention. The test results show a path coefficient of 0.198 and a t-value of 2.906. This t-value obtained a p-value of  $0.004 < 0.05$ , meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the review valence variable positively and significantly influences purchase intention.

The fourth hypothesis tested whether source credible reviews positively and significantly affect purchase intention. The test results show a path coefficient of 0.144 and a t-value of 2.108. This t-value obtained a p-value of  $0.035 < 0.05$ , meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the source credible review variable positively and significantly influences purchase intention.

The fifth hypothesis tested whether review quantity moderates the influence of emotional value on purchase intention. The test results show a path coefficient of 0.204 and a t-value of 3.13. With this t-value, a p-value of  $0.002 < 0.05$  was obtained, meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the review quantity variable positively and significantly moderates the influence of emotional value on purchase intention. Based on the simple slope analysis, emotional value strengthens the relationship between review quantity and purchase intention. The higher the emotional value perceived by consumers, the more significant the impact of the number of reviews on purchase intention. Thus, when consumers have a strong emotional attachment, the number of reviews can significantly increase their purchase intention.

The sixth hypothesis tested whether review valence moderates the influence of emotional value on purchase intention. The test results show a path coefficient of 0.188 and a t-value of 3.024. With this t-value, a p-value of  $0.002 < 0.05$  was obtained, meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the review valence variable positively and significantly moderates the influence of emotional value on purchase intention. Based on the simple slope analysis, emotional value strengthens the relationship between review valence and purchase intention. When emotional value is high, product reviews (whether positive or negative) have a more substantial impact on consumers' purchase intentions. Therefore, enhancing the emotional value of a product among consumers can make product reviews more influential in purchase decisions.

The seventh hypothesis tested whether source credible reviews moderate the influence of emotional value on purchase intention. The test results show a path coefficient of -0.282 and a t-value of 3.698. This t-value obtained a p-value of  $0.000 < 0.05$ , meaning that  $H_0$  is rejected. Therefore,  $H_1$  is accepted, and the source credible review variable negatively and significantly moderates the influence of emotional value on purchase intention. Based on the simple slope analysis, reviews from credible sources significantly increase consumers' purchase intentions when emotional value is low. However,

when emotional value is high, credible reviews can have a negative influence on purchase intention. Consumers with high emotional value may feel confident in their decisions, so additional reviews, even from credible sources, may not be necessary or could create confusion.

## DISCUSSION

The findings of this study reveal several critical insights into the factors influencing purchase intentions for skincare products in Indonesia. The analysis confirms that source credibility, review valence, and review quantity are significant determinants of purchase intention, aligning with existing literature that suggests consumers place substantial trust in credible reviews, particularly when these reviews are positive and abundant (Shaheen et al., 2020; Thomas et al., 2019). These results reinforce the importance of maintaining credibility and ensuring a high volume of positive reviews to effectively influence consumer purchase decisions.

Additionally, the study highlights the moderating role of emotional value in the relationship between these factors and purchase intention. When consumers perceive high emotional value in a product, the influence of source credibility and review valence on purchase intention is notably enhanced, as supported by findings from Chae et al. (2020) and Johnstone & Lindh (2021). Emotional value strengthens the emotional connection consumers form with a product, making them more receptive to positive reviews and increasing their likelihood of purchasing.

Interestingly, while emotional value generally strengthens the positive effects of credible and valence reviews, this study reveals a nuanced interaction where emotional value can diminish the impact of source credibility under certain conditions. Specifically, when consumers already have a strong emotional connection to a product, they may feel less dependent on external reviews, even from credible sources. This finding aligns with Zhou & Tong (2022), who noted that high emotional engagement can reduce reliance on external information and, in some cases, create cognitive dissonance or confusion when contradictory reviews are presented. This underscores the complexity of consumer behavior and highlights the need for brands to carefully balance their messaging to avoid overwhelming consumers with excessive information.

These results underscore the importance of fostering emotional connections with consumers. Skincare brands should focus on generating credible and positive reviews while also creating marketing strategies that evoke strong emotional responses. Practical approaches include leveraging emotionally engaging storytelling, partnering with trusted influencers to share authentic experiences, and emphasizing product attributes that evoke comfort, satisfaction, and trust. Such strategies can help brands effectively boost purchase intentions and establish stronger consumer loyalty. Furthermore, the findings suggest that emotional value is not merely a complementary factor but a critical driver that shapes the effectiveness of online reviews. By incorporating emotional value into their marketing efforts, brands can tap into deeper consumer motivations, making their campaigns more impactful and relevant. This research contributes to the existing literature by demonstrating how emotional value moderates the influence of online reviews, offering new perspectives on enhancing consumer engagement and purchase decisions in the skincare industry.

## CONCLUSION

This study contributes to understanding how online reviews influence purchase intentions for skincare products in Indonesia by underscoring the critical roles of source credibility, review valence, and review quantity in shaping consumer behavior. Furthermore, the study reveals the significant moderating effect of emotional value, suggesting that emotional factors are not just complementary but integral to enhancing or diminishing the impact of online reviews. These findings highlight the importance of addressing both rational and emotional dimensions in consumer decision-making. Given the rapid growth of the skincare market in Indonesia and the increasing reliance on digital sources for purchasing decisions, these insights are particularly relevant for marketers aiming to optimize their online review strategies. By focusing on generating credible reviews, amplifying positive review valence, and increasing the quantity of reviews while conveying strong emotional value, brands can foster deeper

connections with their consumers, ultimately enhancing purchase intentions and loyalty. For instance, marketers can encourage satisfied customers to leave positive and detailed reviews, create campaigns that highlight the quantity and diversity of reviews to build trust, and utilize emotionally engaging content that aligns with consumer preferences.

This study also provides managerial implications by emphasizing the importance of integrating informational and emotional strategies. For example, brands can collaborate with influencers or trusted reviewers to boost source credibility, design emotionally resonant marketing campaigns, and ensure the accessibility of a large volume of positive reviews across digital platforms. These strategies can enhance the effectiveness of online reviews in influencing purchase intentions.

However, this study has limitations that warrant further exploration. First, the research focuses solely on the skincare industry in Indonesia, which may limit the generalizability of findings to other industries or geographic contexts. Second, the study examines emotional value as a moderating factor but does not account for other potential moderators, such as consumer demographics or product involvement, which could influence the relationship between online reviews and purchase intentions. Future research could address these limitations by exploring additional industries, cross-cultural comparisons, or incorporating multiple moderating variables to provide a more nuanced understanding of consumer behavior.

Future research could build upon these findings by exploring whether the moderating effect of emotional value observed in the skincare industry is consistent across other industries, such as electronics or fashion, to provide a broader understanding of consumer behavior in different contexts. Additionally, examining emotional value across various product categories with differing levels of consumer involvement could offer insights into its varying significance. Longitudinal studies that track how the influence of online reviews and emotional value on purchase intentions evolves would offer deeper insights into the durability and changing nature of these effects. Considering cultural differences in shaping the impact of emotional value and online reviews could further enhance the generalizability of these findings, particularly in diverse cultural contexts. For instance, understanding how emotional value resonates in collectivist versus individualist cultures may reveal variations in consumer engagement strategies. Future investigations into the interplay of multiple moderating variables, such as consumer involvement, product type, or review platform, with emotional value in influencing purchase intentions, would provide a more nuanced understanding of consumer decision-making.

Lastly, while this study has highlighted the influence of positive reviews, future research could delve deeper into the impact of negative reviews, especially in products susceptible to consumer trust, such as skincare.

## CONFLICT OF INTEREST STATEMENT

The author declares that there is no conflict of interest regarding the publication of this manuscript.

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