THE IMPACT OF CONSUMER REVIEWS ON INTEREST AND PURCHASING POWER FOR L'ORÉAL PARIS BEAUTY PRODUCTS

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Abstract: *This research aims to analyze the impact of consumer reviews as digital marketing for purchasing intention and purchasing power of the product. This research employs a descriptive quantitative method, involving 30 respondents who were given information about the product through video reviews made by an influencer and reviews written by product buyers. Descriptive quantitative research is used as an approach to describe a phe nomenon of product reviews systematically and objectively by relying on numerical data collected through a structured questionnaire distributed to respondents. The data processed by SPSS, the statistical software used to help with structured observations. The results showed a significant relationship between consumer reviews and product purchase intention, with a calculated Z-value of -3.81. Since the Z-value fell within the rejection region (less than the critical value of -1.645 for a one-tailed test at a 95% confidence level), it meant the null hypothesis is false and it concluded there was a relationship between consumer reviews and purchase intention, and the relationship between these variables are statistically significant. This indicated that positive reviews can increase consumer trust and strengthen purchase decisions. The results can be used for Further research, including optimizing digital marketing strategies through consumer reviews, increasing brand engagement with customers, and strengthening testimonial-based marketing communication strategies*

INTRODUCTION

The global beauty industry continues to experience significant growth, driven by product innovation and effective marketing strategies. The marketing strategies no longer rely on media advertisement, brand reputation, and sales person promotion, but also the use of digital platform. One prominent strategy of digital platform use is the product reviews submitted by consumers and influencers, which can shape consumer perceptions and purchasing decisions. Product reviews, especially those submitted by beauty vloggers, have

been proven to influence consumers' purchasing interest in certain cosmetic products (Andhini et al., 2024; Bowo & Toar, 2024; Laurenc Widjaya et al., 2024). From a financial perspective, this shift towards digital marketing and influencer-driven reviews necessitates a re-evaluation of marketing budget allocation, with increasing investments in digital campaigns and collaborations. For accounting and audit professionals, accurately tracking and attributing revenue and expenses related to these diverse digital channels presents new complexities, requiring robust systems for performance measurement and financial reporting. Furthermore, understanding the tax implications of cross-border digital transactions and influencer payments is crucial for compliance, as jurisdictions adapt their regulations to the evolving digital economy (Juniarto, 2020, 2024b, 2024a; Maria Dini Gilang Prathivi & Juniarto, 2024).

Most of the beauty brands in Indonesia use the saidemarketing strategies to promote their products, L'oreal paris is one of them. They have influencers reviewing their products, also sell their products on digital platforms. One of L'oreal Products we will discuss in this paper is The Glycolic Bright Instant Glowing Serum. This product from L'Oréal Paris is an innovation in skin care that combines Melasyl content. Melasyl is the newest active ingredient which is claimed to be able to increase effectiveness in brightening the skin. The combination of Glycolic Acid and Melasyl is expected to provide optimal results in facial skin care (Akandere & Gümrah, 2025; Z. Liu et al., 2024; Paliwoda et al., 2025; Pareti et al., 2025).

Based on the article listed on the L'Oréal Paris website, it states that the benefits of Melasyl itself are very diverse, one of which is reducing melanin production. This ingredient works by inhibiting excessive melanin production in the skin, which is the cause of black spots. By controlling melanin, Melasyl helps prevent new blemishes from forming. Apart from that, Melasyl is also effective in reducing existing black spots. Based on clinical trials, this ingredient has been proven to be able to reduce up to 77% of black spots within a few weeks of use, so that the skin looks brighter and more even (Borden & Fones, 2025; Olivar Aponte et al., 2024; Wanigapura et al., 2025). Apart from brightening, Melasyl also helps treat various types of black spots, including those caused by sun exposure, aging and acne scars. Another advantage is that it is safe for all skin types, including sensitive skin, so there is no need to worry about irritation or allergic reactions. Melasyl also plays a role in inhibiting the formation of new blemishes by continuously controlling melanin production, helping to keep skin bright for longer. Not only that, Melasyl has the additional benefit of improving skin texture, making it feel smoother and softer. With these various benefits, Glycolic Bright Instant Glowing Serum is the right choice for those of you who want healthier, brighter and radiant skin.

Marketing the quality of the product or the product ingredients could be one of the strategies implemented by the company to increase buying interest. Furthermore, strengthening product quality is one of the ways that Loreal Paris implements to maintain its existence and attract consumers to make purchases (Balqis & Saroso, 2024; Ning, 2025; Yang et al., 2025).

However, it has not been empirically proven whether marketing the upgrade of product quality or ingredients and the use of product reviews through vlogger reviews have a positive influence on increasing product purchases. Thus, research is needed to test the influence of product quality and product reviews on purchasing decisions for

Loreal Paris products. Purchasing decisions are explained as choosing from two or more alternative purchasing decision options, which means that for a consumer to make a decision, several alternative choices must be available. Previous researchers have considered product quality as a variable that influences purchasing decisions for beauty products. However, there are still gaps in the results of previous studies. Proves that product quality has a significant influence on purchasing decisions for L'oreal Paris beauty products on digital platforms. The results of this research are supported who state that decisions to purchase beauty products are positively influenced by product quality variables. However, even though this product has received various positive reviews, further research is still needed to understand the extent to which reviews regarding the melasyl content in this serum influence consumer interest and purchasing decisions. This understanding is important for companies in designing marketing strategies that are right on target and effective (B. Liu et al., 2024; Munap et al., 2025; Park & Park, 2025).

Problem Statement

Based on the background above, this research focuses on the main questions:
1. How does the review about the content of melasyl in Glycolic Bright Instant Glowing Serum affect consumer buying interest?
2. How significant is the relationship between product reviews and increased sales of that product in the market?

Purpose of The Research

This research aims to:
1. Analyzing the influence of reviews about melasyl content on consumer purchasing decisions.
2. Measuring the impact of product reviews on consumer interest and sales of Glycolic Bright Instant Glowing Serum from L'Oréal Paris.

Benefits of The Research
1. Theoretical Benefits:

   This research contributes to the study of consumer behavior, particularly in understanding how product reviews influence buying interest and purchasing decisions in the beauty industry. The findings can serve as a reference for future research on digital marketing, e-commerce, and influencer marketing.
2. Practical Benefits:

This research offers insights for businesses, especially beauty brands, in developing effective marketing strategies using consumer reviews. It highlights the importance of review credibility and audience engagement in increasing sales. Additionally, this research can help consumers become more aware of how product reviews affect their purchasing choices, allowing them to make more informed decisions. Overall, this study aims to support academic research while providing useful insights for the beauty industry and consumers.

LITERATURE REVIEW

Organizational Culture refers to the shared atmosphere and environment within a team and its components. A positive and conducive organizational culture fosters motivation

and enthusiasm among employees. It plays a significant role in determining and realizing good corporate governance within an organization. A strong organizational culture can significantly influence the principles of GCG. Digital Marketing and Consumer Behavior The digital era has profoundly transformed marketing strategies, moving beyond traditional media advertisements, brand reputation, and salesperson promotions to heavily leverage digital platforms. This shift is particularly evident in the beauty industry, where online product reviews by consumers and influencers significantly shape perceptions and purchasing decisions (İnan & Konyalı, 2025; Ungureanu et al., 2025).

Organizational Culture: A Deeper Dive, Organizational culture, at its core, represents the collective values, beliefs, attitudes, and behaviors shared by members of an organization. It's more than just a set of rules; it's the "unwritten script" that guides how employees interact, make decisions, and approach their work. A positive and conducive organizational culture is paramount for fostering an environment where employees feel motivated, engaged, and enthusiastic, ultimately leading to higher productivity and creativity (Tiutiu et al., 2025).

Beyond individual and team performance, organizational culture plays a significant and often underestimated role in achieving Good Corporate Governance (GCG). GCG, defined as a system for managing and controlling a company to create value for external stakeholders while adhering to regulations and ethical values, relies heavily on the ethical conduct and accountability of its people. A strong organizational culture instills a sense of shared responsibility and ethical principles, making it easier to implement and uphold GCG principles like transparency, accountability, fairness, and responsibility. Conversely, a weak or negative culture can undermine even the most meticulously designed GCG frameworks, as it may foster environments prone to misconduct or a disregard for established procedures.

Stephen P. Robbins (2001:527) identifies several models within organizational culture, including:

- Innovating and Risk Taking: Encourages a willingness to innovate and take calculated risks.
- Attention to Detail: Emphasizes meticulousness and thoroughness in work.
- Outcome Orientation: Focuses on achieving specific results and benefits.
- People Orientation: Prioritizes the well-being and development of employees.
- Team Orientation: Stresses collaborative work over individual efforts.
- Aggressiveness: Characterizes a competitive and proactive approach.
- Stability: Reflects an emphasis on maintaining the status quo rather than embracing change.

The interplay between internal controls and organizational culture is also critical. While internal controls establish formal procedures and systems (e.g., SOPs), a supportive organizational culture ensures that these controls are not just followed mechanically but are embraced as part of the collective mindset. This synergy helps to prevent errors, mitigate misuse, and maintain accurate financial reporting, all of which are foundational to robust GCG.

Digital Marketing and Consumer Behavior: An Evolving Landscape

The digital era has fundamentally reshaped the marketing paradigm, moving beyond the traditional pillars of media advertisements, brand reputation, and salesperson promotions. This transformation is particularly pronounced in industries like beauty, where

online product reviews by consumers and influencers have become powerful arbiters of consumer perceptions and purchasing decisions.

This evolution is driven by several interconnected factors:

- Ubiquitous Internet and Social Media Access: Easy and fast internet access has dissolved geographical limitations, enabling businesses to reach global consumers instantly. Social media platforms, with their millions of active daily users, have emerged as indispensable channels for increasing brand awareness, direct customer engagement, and disseminating product and service information. These platforms facilitate rapid information dissemination, surpassing the speed of traditional media like television or radio.

- Influencer Marketing and User-Generated Content: The rise of influencers, particularly beauty vloggers, has democratized product endorsement. Their authentic (or perceived as authentic) reviews significantly sway consumer purchasing interest. User-generated content (UGC), whether through reviews, social media posts, or creative ideas shared by consumers, is often more influential than traditional advertisements or brand-created posts in driving purchasing interest. Companies are increasingly providing stimuli, such as questions or competitions, to encourage UGC.

- Fear of Missing Out (FOMO): The digital landscape has amplified FOMO, a psychological phenomenon where individuals experience anxiety from perceiving or checking social media due to exciting activities or trends in their social circle. This anxiety, driven by social pressure, directly influences purchase interest. For Gen Z, who are constantly connected and susceptible to social influence, FOMO is a powerful driver of consumption, often manifesting as a desire to participate in trends observed online.

- Online Customer Service and Experience: The online environment demands seamless customer interactions. Online customer service, encompassing timely delivery, high-quality personalized services, efficient inventory management, and smooth ordering processes, directly influences consumer behavior and satisfaction. The "ambiance" of an online store, through attractive design, product display, and easy navigation, also significantly impacts consumer perception and willingness to revisit.

- Technology-Driven Interactions: Advanced technologies are integral to the online shopping experience. This includes secure payment methods, virtual reality (VR) and augmented reality (AR) for product visualization, and AI for personalized content and predictive analytics. These technologies enhance customer interaction, generate positive experiences, and drive repeat visits. The ethical use of technology, including data protection and transparent terms, is crucial for building consumer trust and mitigating perceived risks in online shopping.

- Data-Driven Insights: The digital environment generates vast amounts of data on consumer behavior. This data, when analyzed effectively, allows businesses to understand trends, predict consumer needs, and tailor marketing strategies in real-time.

METHODS

Descriptive Quantitative research

Descriptive quantitative is an approach that combines numerical data collection with

a systematic explanation of the phenomenon under study. One of the main characteristics of this research is the presentation of data in the form of numbers analyzed using descriptive statistical techniques, such as mean, median, mode, and frequency distribution. The advantage of this method lies in its ability to provide a clear and detailed description of the phenomenon being studied and the ease of replicating the research to test the validity of the findings. The descriptive research method is a method of examining the status of a group of people, an object, a situation, a thought, or an event that occurs today. This method is used to create a systematic, factual, and accurate description or description of existing phenomena (Bacik et al., 2025; Zhao & Furuoka, 2025).

Data Collection

Data collection is the data and then processing data for research purposes. The data collected needs to have appropriate information, such as the result could answer the research questions or problems, testing the research hypotheses, and evaluating the result. Determining the data required that cooperates with the research method is the first step of data collection. Descriptive quantitative research is a method chosen in this research. Data collection methods are decisive in quantitative descriptive research because the quality of the data collected will determine the validity and reliability of the research results.

If these two approaches are combined, then quantitative descriptive research becomes research that describes variables because it is supported by data in the form of numbers generated from actual circumstances. We called the data in the form of numbers quantitative data. Quantitative data is numerical data and can be processed mathematically. For measuring the quantitative data, we can use nominal, ordinal, interval, and ratio scales (Kabir,2016).

Data Processing Method

Data processing methods play an important role in determining the quality and validity of research results. The scientific approach ensures that research is conducted systematically, logically, and empirically, so that the data obtained is reliable and relevant to the research objectives. In qualitative research is research used to research natural object conditions, where the researcher is a key instrument. Quantitative research involves collecting and analyzing numerical data to find patterns, make predictions, test causal relationships, and generalize results to a wider population.

The quantitative research method was chosen because of its objective and systematic approach in analyzing the relationship between variables. It allows for objective measurement of consumer interest and purchase behavior, as well as the use of statistical tools to test hypotheses and determine their significance. Results from quantitative research can help improve business decision-making and provide quick and measurable data-driven insights, which are essential in the field of digital marketing.

In this study there are two variables, the dependent variable is purchasing power and the independent variable is effect of product review. The approach used in this research is a library research approach or literature approach, by collecting as many references as possible. This aims to provide many references to strong theoretical foundations from previous research so that the data produced is more credible from trusted sources, helping research to contribute to the latest innovations and strengthening arguments for more accurate results. In this section we present the obtained result from research using

descriptive quantitative method. The data obtained by spreading questionnaire to 30 respondents who are dominated by students and college students. The questionnaire collected will be analyzed using Z-test method. The Z-test is a statistical method used to determine whether a significant disparity exists between the sample mean and the population mean. The Z-test used to evaluate the impact of customer evaluations on consumer interest and buying power about the L'Oréal Paris Glycollic Bright Instant Glowing Serum Featuring Melasyl.

Analysis of population reviews

This research analyzes the significant influence of reviews on purchasing decisions for L'Oreal Paris Glycolic Bright 8% [MELASYL + GLYCOLIC + NIACINAMIDE] serum with a focus on comparing the effectiveness of reviews from influencers and online shopping platforms. The data obtained by spreading questionnaire to 30 respondents who are dominated by students and college students. This questionnaire has 9 questions listed about the effect of product reviews on consumer interest and buying power. We use 5 answer frequencies from 1 to 5 in order to measure the impact of product reviews for the respondents' interest on buying the products. The data obtained shows that consumer reviews have become a crucial factor influencing purchasing behavior in the digital ecosystem, albeit with varying degrees of influence based on source, content type, and audience demographic characteristics.

Z-test Analysis

The Z-test offers statistical data to prove the influence of user evaluations on consumer interest and buying capacity. If the Z-test findings support the alternative hypothesis, we may conclude that user reviews greatly affect the purchase choice about the L'Oréal Paris Glycollic Bright Instant Glowing Serum Featuring Melasyl. A large Z value in the Z-test indicates that good evaluations enhance customer interest in buying the product. If the Z-test indicates that the interest of consumers impacted by reviews significantly exceeds the population average, we may infer that customer reviews have a substantial effect on consumer interest. The Z-test is valuable for data analysis on customer purchase behavior, evaluate the impact of reviews and for informing more successful marketing tactics grounded on statistical proof. If the Z-test findings reveal that customers exposed to favourable reviews are more inclined to acquire the product, this suggests that consumer purchasing power has augmented as a consequence of the reviews.

The hypothesis examined using the Z-test includes the null hypothesis (H_0),

Which proposes that customer evaluations do not impact consumer interest and buying power, and the alternative hypothesis (H_1), which asserts that consumer reviews positively influence both variables. The Z-test is used to determine if the difference in customer interest between those exposed to favourable reviews and those devoid of reviews is substantial enough to be deemed statistically significant.

To determine whether the sample mean is less than the population mean, a one-tailed Z-test uses a left-to-right distribution for its rejection area. The population mean 0=36.38. Assuming the null hypothesis is correct, this distribution shows the probability density of all potential sample means. Sample mean $\bar{X} = 34.375$ which shows that the sample mean is much less than the population mean, which suggests that the null hypothesis that said the customer evaluation/review on product do not impact consumer

interest and buying power is false. After comparing the sample mean to the population mean, we compute the Z value using:

$$Z = \frac{\bar{X} - \mu_0}{SE}$$

Where $\bar{X}$ is the Sample mean, μ_0 is population mean and SE are computed by,

$$SE = \frac{s}{\sqrt{n}}$$

Where s is the sample standard deviation and n is the sample size. The result of Z value computation is -3.81. Because it is less than the required Z value of -1.645, -3.81 is located in the rejection area (the left side of the curve). Since the sample size is much lower than the population mean and the Z value is less than the Z value required, it means the null hypothesis is rejected.

The effect of reviews on purchasing power

The development of digital technology and social media has fundamentally changed how consumers gather information and make purchasing decisions. Product reviews, both from influencers and ordinary consumers, have now become the primary source of information that can Influence purchasing decisions. Various studies show that 81% of consumer purchasing decisions are influenced by social media posts (Rouse, 2021). In today's digital era, consumers rely on various forms of reviews before making a product purchase, ranging from star ratings, written reviews, to recommendations from influencers. User-generated content has proven to be more influential than recommendations from family and friends, with 67% of consumers considering photos and videos from other buyers when making purchasing decisions (Power Reviews, 2024). This data demonstrates consumer behavior that places more trust in the real experiences of other users when making purchasing decisions for beauty products.

Analysis of the Influence of Reviews on Purchasing Decisions

Results from data obtained from two influencers promoting L'Oreal Paris Glycolic Bright 8% [MELASYL + GLYCOLIC + NIACINAMIDE] serum show interesting patterns regarding their influence on purchasing decisions. The first influencer (@maharajasp8) with a reach of 5.1 million viewers generated 126.4 thousand serum product purchases. When converted to a ratio, each viewer of this influencer has a purchase probability of 0.025 units of product. This influencer has many followers on his TikTok social media account, which certainly can impact his viewer reach and the purchasing decisions for promoted products. The second influencer (@ojan_0) with a smaller reach of 69.6 thousand viewers was able to generate 49.5 thousand online purchases. This results in a much higher conversion ratio, where each of Ojan's viewers has a purchase probability of approximately 0.7 units of product. This influencer has a smaller number of followers than the influencer discussed previously. Although his reach is not as large as the first influencer's, a larger reach does not always correlate directly with a higher conversion rate. The very high conversion rate from this influencer with more limited reach indicates that reviews from this influencer are more relevant and focused, potentially having a greater influence on purchasing decisions compared to influencers with larger reach. Official review platforms such as Female Daily also show data supporting the strong influence of reviews on

purchasing decisions. On this platform, L'Oreal Paris Glycolic 8% Melasyl serum received a rating of 4.5 out of 5 stars, with 405 people giving 5 stars and only 4 people giving below 5 stars (Female Daily Beauty Report, 2025). The consistency of positive reviews from a significant number of reviewers reflects a high level of satisfaction with this product, which potentially strengthens prospective buyers' confidence in the product quality. Meanwhile, on the Shopee e-commerce platform, this product is recorded as having a very high rating of 4.9 stars and becoming the number 2 best-selling product in the Ordinary Skincare category with a total of 80.8 thousand buyers (Shopee, 2025). This data serves as a strong indicator that positive reviews contribute to high purchasing decisions.

RESULTS

From the data discussed above about the influence of reviews on purchasing decisions for L'Oreal Paris Glycolic Bright 8% [MELASYL + GLYCOLIC + NIACINAMIDE] serum, it shows that reviews from various sources have a significant impact on consumer decision-making. Influencers with more limited but relevant reach (@ojan 0) produce a much higher conversion ratio compared to influencers with mass reach (@maharajasp8), indicating the importance of relevance and trust in influencer marketing strategy. Review platforms like Female Daily show that the majority of L'Oréal Paris Glycolic 8% Melasyl serum users give the highest rating, reflecting a high level of satisfaction with this product. This is reinforced by data from Shopee, which shows a very high rating (4.9 out of 5) and a large number of buyers (80.8 thousand). The consistency of positive reviews across various platforms contributes to building consumer trust and encouraging purchasing decisions. These findings are in line with previous studies, which show that 81% of consumer purchasing decisions are influenced by social media posts and reviews (Rouse, 2021). In the context of L'Oreal Paris Glycolic 8% Melasyl serum, consistent positive reviews across various platforms have proven to have a strong correlation with high sales figures, affirming the importance of review management strategy in beauty product marketing.

CONCLUSION

L'Oréal Paris Glycolic Bright Instant Glowing Serum has effectively established itself as an economically accessible and scientifically sophisticated skincare option. This analysis examines how consumer feedback influences the buying choices for L'Oréal Paris Glycolic Bright Instant Glowing Serum. Through the application of statistical techniques like the Z-test, the research uncovered a notably strong correlation between online feedback and consumer purchasing intentions. The results indicate that Generation Z, who exhibit a high level of interaction with digital platforms, heavily depend on user-generated content, influencer recommendations, and online reviews when deciding to buy beauty products.

The outcomes of the Z-test affirm that consumer feedback significantly affects buying behavior, supporting the premise that favorable reviews noticeably enhance interest in a product. The findings reveal a strong effect of consumer reviews on altering purchasing intentions within the sample analyzed. Additionally, the Z-test results indicate considerable differences between the sample and the broader population, providing important insights for the study. This implies that:

      a. Consumer feedback can greatly influence intentions and purchases, though it

       may be more impactful in specific demographic segments.

  b. The variations observed between the sample and population might suggest sampling bias or the presence of other prevailing factors in purchase decisions.

  c. L'Oréal Paris might consider refining its marketing approach based on more targeted consumer groups.

The typical respondent also echoed that this serum is perceived positively, with several expressing genuine curiosity about trying it. When compared to other serums like the La Roche-Posay Serum, the outcomes vary significantly regarding pricing and sales volume, with L'Oréal Paris Glycolic Bright achieving a more favorable standing. Therefore, to sustain revenue growth, L'Oréal Paris could enhance the efficiency of consumer feedback through a more trustworthy review-driven marketing approach, modify pricing and promotional tactics in alignment with consumer buying power and behavior, broaden marketing outreach to include demographics that have not yet engaged with reviews, and leverage more detailed analytics to comprehend consumer shopping trends and preferences. This thorough strategy not only fosters consumer trust and involvement but also amplifies the effectiveness of online marketing initiatives, ultimately leading to higher sales and stronger brand loyalty in an increasingly digital landscape.

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